

**GOVERNMENT COLLEGE OF ENGINEERING
[IRTT]**

ERODE: 638 316



Electrical and Electronics Engineering

NAAN MUDHALVAN

DIGITAL

MARKETING

ASSIGNMENT

BRAND NAME: DELICIOUS BAKERY

CATEGORY: DESSERT SHOP

NAME : BOOMIKA S

NM ID :72665606620D127B0AD4536EBD7C2E7D

1. Create a blog or website using Blogspot and WordPress. Customize the theme design and post new article with 500 words.

Link: Blog using Blogspot

<https://delicioussbakery.blogspot.com/2023/08/delicious-bake.html>
<https://delicioussbakery.blogspot.com/2023/10/welcome-to-delicioussbakery-special.html>

Screenshot:



DELICIOUS BAKE



August 23, 2023

"Indulge your senses with our delectable and irresistible delicious bake. Picture the perfect symphony of flavors and textures, meticulously crafted to create a culinary masterpiece that will leave you craving more. Each bite unveils a harmonious blend of premium ingredients, expertly combined to create a sensory delight.

Our delicious bake boasts a golden, perfectly baked exterior that gives way to a tender, melt-in-your-mouth interior. The aroma alone is enough to transport you to a world of culinary bliss, as the fragrant notes of freshly baked goodness waft through the air.

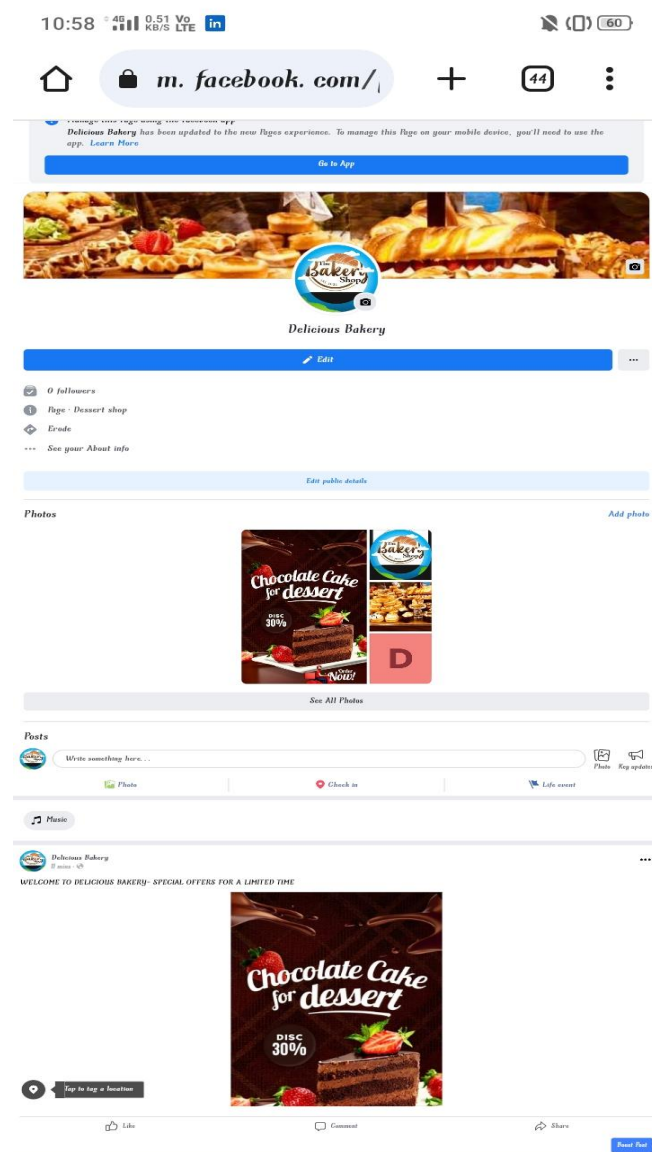
Experience the rich complexity of flavors as they dance on your palate. From the initial sweetness that caresses your taste buds to the nuanced layers that reveal themselves with every bite, this bake is a journey of taste that promises to captivate even the most discerning of palates.

2. Create a New Facebook Business Page and post one social media poster for your brand.

Link: Facebook business page

<https://www.facebook.com/profile.php?id=61552717620692>

Screen shot:



3.Create and design a social media advertisement poster using canva.

Link: Social media advertisement using canva

[https://delicioussbakery.blogspot.com/2023/09/delicious-bake-infographics.html?
m=1](https://delicioussbakery.blogspot.com/2023/09/delicious-bake-infographics.html?m=1)

Screenshot:

DELICIOUS BAKE

to try this holiday



CUPCAKE

Cupcakes are muffins with frosting – the more frosting, the better. Cupcakes are the sweetest way to celebrate any occasion.



COOKIE

Cookies are small, sweet, baked treats that come in various shapes, sizes, and flavors. They are typically made from a simple dough that consists of ingredients like butter, sugar, eggs, and flour, with additional flavorings such as vanilla extract or chocolate chips.



CAKE

Cake is a sweet and typically baked dessert that is made from a mixture of ingredients such as flour, sugar, eggs, and butter (or oil). It can come in various shapes, sizes, and flavors and is often leavened with baking powder or baking soda to create a light and fluffy texture.



CHOCOLATE

Chocolate is a popular and beloved food derived from cacao beans. It is known for its rich, sweet, and sometimes slightly bitter flavor.



SWEETS

Sweets, also commonly referred to as candies or confections, are a category of food that primarily consists of sweet-tasting treats made from various ingredients, particularly sugars.



SNACKS

Snacks are small portions of food eaten between regular meals. They are typically lighter than full meals and are often consumed for quick energy, to satisfy cravings, or simply as a way to curb hunger between breakfast, lunch, or dinner.



4.Create email newsletter design using MailChimp or canva tool.

Link: Email newsletter design using canva

https://delioussbakery.blogspot.com/2023/08/blog-post_30.html

<https://delioussbakery.blogspot.com/2023/10/newsletter-delicious-bakery.html>

Screenshot :



tasty BAKERY



Taste our new recipe
With special occasion



FRESHLY
BAKED
EVERYDAY



ONLY
ORGANIC
PRODUCTS



THE BEST
NEW
RECIPES

SHOP ONLINE