

NAAN MUDHALVAN
ASSIGNMENT
DIGITAL MARKETING

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NM ID: 6036751C4BB04B4A4D04D01ECFD524E1

Assignments:

1. Create a blog or website using Blogspot and WordPress. Customize the theme design and post new article with 500 words.
2. Create a New Facebook Business Page and post one social media poster for your brand.
3. Create and design a social media advertisement poster using canva.
4. Create email newsletter design using MailChimp or canva tool.

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

- Create a Blog:

Go to the Blogspot website (www.blogger.com).

Sign in with your Google account.

Click on "Create New Blog" and follow the setup wizard.

- Choose a Theme:

After creating your blog, click on "Theme" in the left sidebar.

Browse and select a theme that you like.

- Customize the Theme:

Click on "Customize" to make adjustments to the theme's layout, colors, and fonts.

- Create a New Post:

Click on "New Post" in the left sidebar.

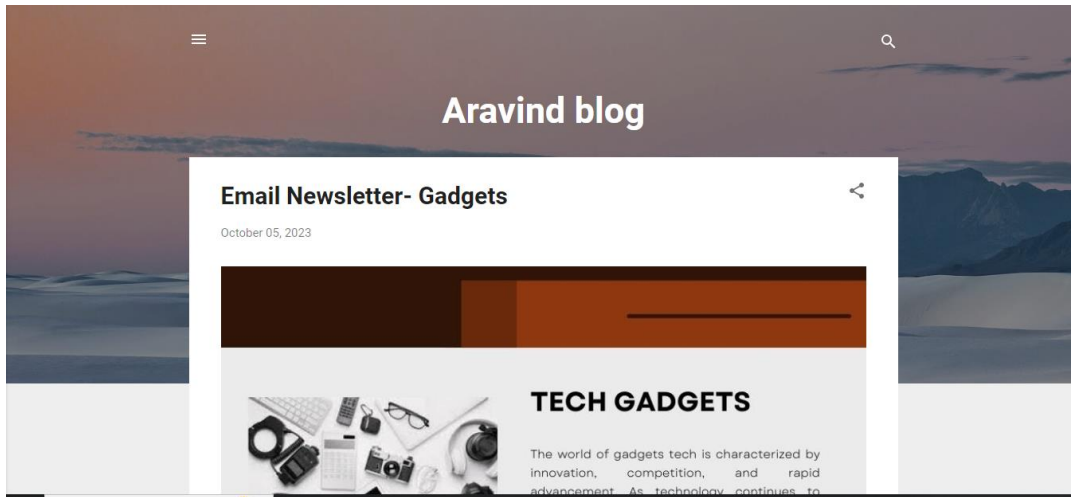
Write and format your 500-word article.

- Publish the Post:

After finishing your article, click "Publish" to make it live on your blog.

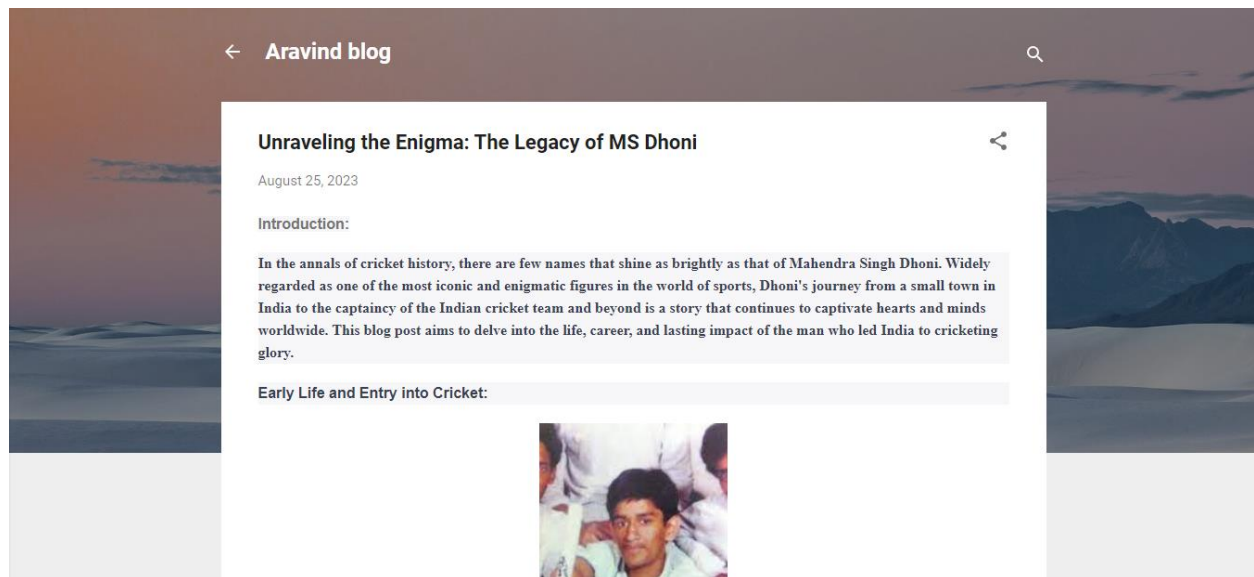
BLOGGER WEBSITE :

Blogger Website url: [https:// aravind2310.blogspot.com/](https://aravind2310.blogspot.com/)



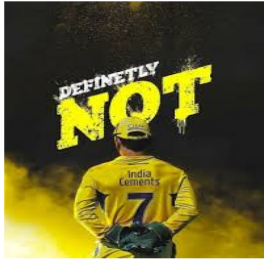
BLOG:

Blog url: <https://aravind2310.blogspot.com/2023/08/unraveling-enigma-legacy-of-ms-dhoni.html>



Born on July 7, 1981, in Ranchi, Bihar (now in Jharkhand), Dhoni's tryst with cricket began at a young age. His humble beginnings and his initial years as a ticket collector with Indian Railways showcased his down-to-earth nature and work ethic. However, it was his explosive batting style and wicketkeeping prowess that caught the attention of selectors, leading to his debut in 2004.

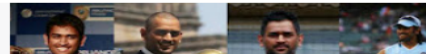
Captain Cool:



Dhoni's captaincy marked a turning point in Indian cricket. He took the reins at a time when the team was searching for stability and leadership. Under his calm and composed demeanor, he led India to numerous victories, most notably the ICC T20 World Cup in 2007 and the ICC Cricket World Cup in 2011 after a 28-year drought. Dhoni's ability to stay composed under pressure earned him the moniker "Captain Cool."

Leadership and Legacy:

Beyond his cricketing skills, Dhoni's leadership style was a blend of intuition, innovation, and a deep understanding of the game. He famously



Beyond his cricketing skills, Dhoni's leadership style was a blend of intuition, innovation, and a deep understanding of the game. He famously promoted young talents like Virat Kohli and Rohit Sharma, fostering a new generation of cricketers. His tactical acumen and unique decisions on the field often left opponents and fans awestruck.

The Helicopter Shot and Unconventional Style:



Dhoni's batting was a reflection of his unconventional approach to the game. The "helicopter shot," his signature move, became a symbol of his ability to innovate. His knack for finishing matches with his aggressive yet calculated style turned him into a finisher par excellence.



Off the Field:

Despite his immense fame, Dhoni maintained a private personal life. He was known for his love for motorcycles, his passion for military service (as an honorary Lieutenant Colonel in the Indian Territorial Army), and his philanthropic endeavors.



A Lasting Impact:



Even after relinquishing captaincy and retiring from international cricket, Dhoni's influence endures. His leadership principles and unassuming attitude continue to inspire not just cricketers but individuals from all walks of life. The Indian Premier League (IPL) also owes a debt to Dhoni's stardom, as his association with the Chennai Super Kings turned the franchise into one of the most successful and beloved teams in the league.

Conclusion: The Man Beyond the Cricketer:

MS Dhoni's journey from a small town to cricketing stardom is a testament to his determination, hard work, and ability to lead. His legacy extends beyond the boundaries of the cricket field, leaving an indelible mark on the sport and on the hearts of millions of fans. As we celebrate his contributions, we also celebrate the values of humility, leadership, and perseverance that he embodies.



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

- Create a Facebook page:

Go to Facebook and log in to your personal account.

Click on the "+ Create" button in the top-right corner.

Select "Page" and choose the type of page you want to create .

Follow the on-screen instructions to fill in your business information, including the page name, category, and description.

- Customize Your Page:

Add a profile picture (usually your brand's logo).

Add a cover photo that represents your brand or a current promotion.

Fill in your "About" section with important business details.

- Create a Social Media Poster:

Use a graphic design tool like Adobe Spark, Canva, or even Facebook's built-in tools to create your social media poster.

Design the poster with your branding elements, such as colors, logos, and a clear message.

Include a visually appealing image or graphic.

- Post Your Social Media Poster:

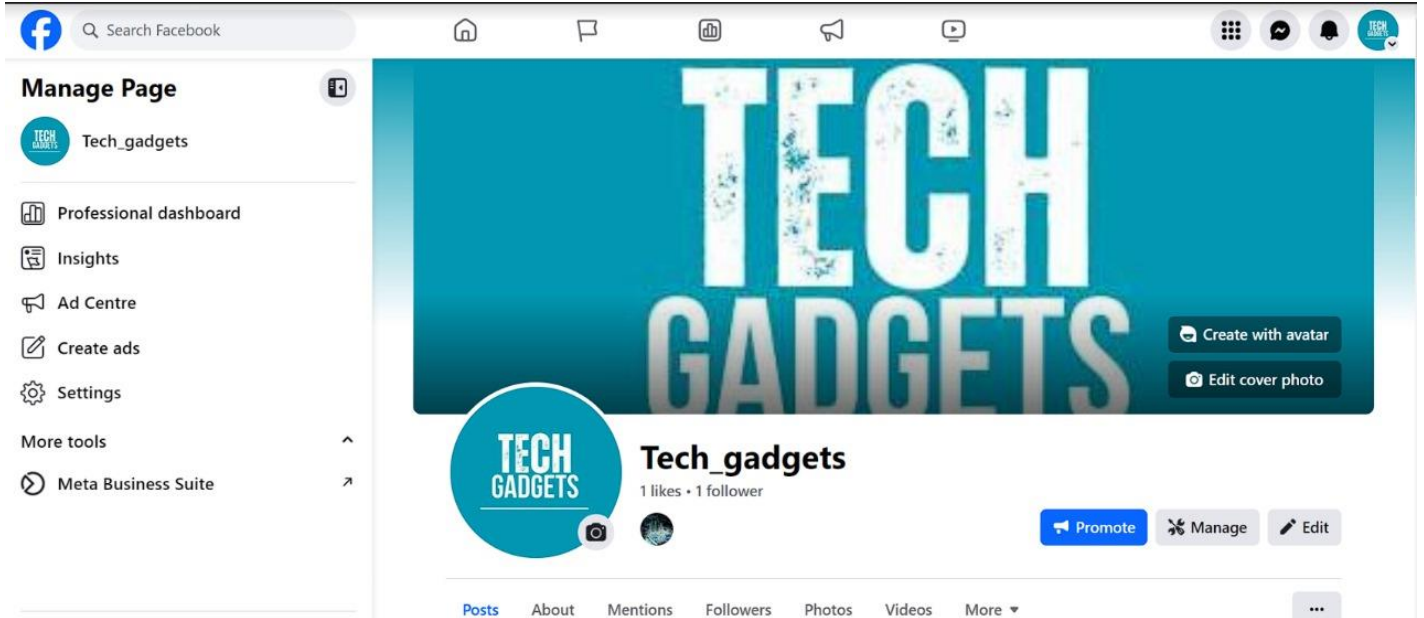
Go to your Facebook Business Page.

Click on the "Create Post" button.

Upload the social media poster image you created.

Write a caption that complements the poster and includes relevant hashtags and mentions.

Choose the audience for your post (public, friends, specific groups, etc.).



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

- Sign in or Sign up:

Go to Canva's website.

If you have an account, sign in. Otherwise, create a new account.

- Select the poster template:

On the Canva homepage, click on the "Create a design" button.

In the search bar, type "Social Media Advertisement Poster" and select an appropriate template.

- Choose a layout:

Browse through the available layouts on the left panel.

Select the one that best fits your advertisement's requirements.

- Customize your poster:

Click on the elements (text, images, etc.) that you want to change or modify.

Use the options in the toolbar at the top to edit the text, colors, fonts, and sizes.

Drag and drop to rearrange elements, or delete elements that you don't need.

- Add images and text:

Click on the "Uploads" tab on the left panel to upload your own images, or use Canva's built-in image library.

Drag and drop the images onto the template.

Click on the text boxes to add your own text. Customize the text according to your brand's message.

- Adjust the background:

If necessary, change the background color or image to complement your brand's identity.

- Include your logo:

Click on the "Uploads" tab to upload your company's logo.

Drag and drop the logo onto the poster and resize it as needed.

- Review and refine:

Check your design for any errors or inconsistencies.

Make necessary adjustments to ensure that the poster looks professional and visually appealing.



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

- Sign in to Canva:

Go to the Canva website and sign in to your account.

- Select Email Newsletter Template:

In the search bar, type "Email Newsletter" and choose a template that suits your needs.

- **Customize the Template:**

Edit the template by changing the colors, adding your content, and uploading your images.

- **Add and Edit Elements:**

Use the drag-and-drop feature to add elements such as text, images, icons, and shapes. Adjust the size and position as necessary.

- **Preview and Save:**

Before finalizing, preview your design to ensure it appears as intended. Once satisfied, save your design.

