

NAAN MUDHALVAN ASSIGNMENT

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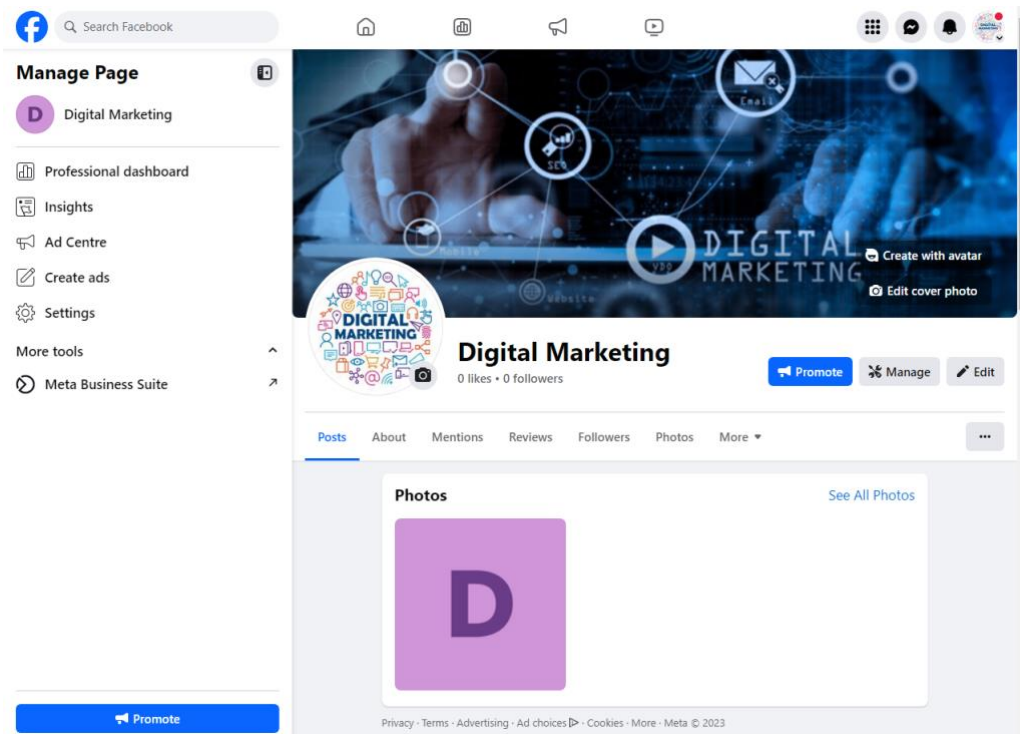
COLLEGE CODE: 6122

COLLEGE NAME: SENGUNTHAR COLLEGE OF ENGINEERING

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

BLOGGER LINK: <https://www.blogger.com/blog/posts/1756273221781096015>

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



FACEBOOK LINK: <https://www.facebook.com/profile.php?id=61552688051582&mibextid=ZbWKwL>

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



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

DIGITAL MARKETING



HOW DIGITAL MARKETING WORKS

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

TYPES OF DIGITAL MARKETING CHANNELS

A Digital Marketing Channel is a means of communicating Digital Marketing messages efficiently to the public. A number of channels can be used for this purpose: E-mails, websites, blogs, social networks, mobile devices among others. We are going to study some of these channels in this Unit.



➤➤➤ EMAIL MARKETING

Email marketing is the promotion of products or services through the mass emailing of promotional materials to recipients. The emailers usually maintain a list of email addresses obtained by the organisations concerned or through third parties. Some ways to get emails is to ask visitors on a website to register to be able to access materials or to receive updates and promotional offers