

Assignments in Digital Marketing

Name: Sri Murugan G

Register Number: 711120243047

College: Jansons Institute of Technology

Zone: Zone-9

Assignment 1:

Creating a blog on Blogger is a straightforward process. Here are the steps to create a blog on Blogger:

1. Sign In or Create a Google Account:

If you don't already have a Google account, you'll need to create one. If you have one, sign in.

2. Go to Blogger:

Visit the Blogger website at www.blogger.com.

3. Create Your Blog:

Once you're logged in, you'll see a dashboard. Click the "New Blog" button.

4. Set Up Your Blog:

- Title: Enter the title of your blog.
- Address: This will be the web address of your blog (e.g., yourblogname.blogspot.com). You can check the availability of the address and choose a unique one.
- Template: Select a template (design) for your blog. You can change this later.

5. Create Your First Post:

After setting up your blog, you can create your first post. Click "New Post" on the left side of the dashboard, then add a title and content to your post.

6. Customize Your Blog:

You can customize the design, layout, and settings of your blog by going to the "Theme" and "Layout" sections. This is where you can personalize your blog's look and feel.

7. Add Gadgets/Widgets:

You can add various gadgets or widgets to your blog's sidebar or footer. These can include things like a search bar, social media links, or a list of your favorite blogs.

8. Pages:

You can create static pages for your blog, such as an "About Me" or "Contact" page. This can be done in the "Pages" section of the dashboard.

9. Settings:

In the "Settings" section, you can configure various aspects of your blog, including language, permissions, and SEO settings.

10. Monetize (Optional):

If you want to make money from your blog, you can apply for Google AdSense through Blogger or use other monetization methods.

11. Publish Your Blog:

Once you've customized your blog to your liking, and you've written some posts, you can click the "Publish" button to make your blog live. Your blog's address will be something like `yourblogname.blogspot.com`.

Result:

The Blogger Blog Link:

<https://trendstales.blogspot.com/2023/08/unveiling-fashions-allure-introducing.html>

Assignment 2:

Creating a Facebook Business Page and posting your first social media post is a straightforward process. Here are the steps:

Creating a Facebook Business Page:

1. Log In to Facebook:

You'll need to have a personal Facebook account to create a Business Page. If you don't have one, you'll need to sign up for a personal account.

2. Go to Facebook Business:

Visit www.facebook.com/ and click the "Create Account" button. You'll be prompted to log in with your personal Facebook account if you're not already logged in.

3. Choose a Page Type:

Facebook will ask you to select a Page type.

4. Enter Business Details:

Fill out the required information for your business, including the Page name, category, and description. Click "Continue" when you're done.

5. Add Profile and Cover Photos:

Upload a profile picture and a cover photo for your Business Page. These images should represent your business. Click "Next" when you're done.

6. Add to Favorites:

Click "Add to Favorites" if you want to have easy access to your Business Page from your personal Facebook account. This step is optional.

7. Define Your Target Audience:

You can specify your target audience by adding details like location, age, gender, and interests. This step is optional.

8. Create Your First Post:

After setting up your Business Page, you can create your first social media post.

Posting Your First Social Media Post:

1. Navigate to Your Business Page:

From your personal Facebook account, click on the arrow in the top right corner and select "Your Pages." Choose your newly created Business Page.

2. Create a Post:

You'll be on your Business Page's dashboard. Click the "Create Post" box at the top. This is where you can compose your post.

3. Compose Your Post:

Write your post content in the text box. You can also add photos, videos, links, or other media by using the relevant buttons on the post composer.

4. Choose Your Audience:

Below the post composer, you can select the audience for your post. You can make it public, visible to specific groups, or target a custom audience.

5. Schedule or Publish:

You can choose to publish the post immediately or schedule it for a specific time in the future. To schedule, click the down arrow next to the "Publish" button.

6. Tag People or Add Location (Optional):

You can tag people or add a location to your post if it's relevant.

7. Add Emojis, Check-Ins, and More (Optional):

Use the buttons on the post composer to add emojis, check-ins, and other elements to make your post engaging.

8. Preview and Publish:

Before you publish, preview your post to ensure it looks how you want it to. When you're ready, click "Publish" to post it on your Business Page.

Result:

Facebook Page Link:

<https://www.facebook.com/TrendsTales.official>

Assignment 3:

Creating a social media poster using Canva is a straightforward process. Canva is a user-friendly design tool that provides numerous templates, elements, and customization options. Here are the steps to create a social media poster using Canva:

1. Sign In or Create an Account:

If you don't already have a Canva account, visit [www.canva.com](<https://www.canva.com/>) and sign in or create a new account.

2. Select a Design Type:

After logging in, click the "Create a design" button in the top right corner. Canva offers various design types, including pre-sized templates for social media platforms. For a social media poster, you can choose "Custom Dimensions" and set the specific dimensions you want, or you can select a template for a platform like Facebook, Instagram, or Twitter.

3. Choose a Template:

Browse through the available templates or use the search bar to find templates that suit your poster's purpose. Click on a template to start editing it.

4. Customize Your Poster:

Use Canva's drag-and-drop interface to customize your poster. You can do the following:

- Text: Click on text elements to edit the text. You can change the font, size, color, and alignment.
- Images: Upload your images or select from Canva's library of photos and illustrations. You can also adjust their position, size, and transparency.
- Elements: Add elements like shapes, icons, lines, and illustrations to enhance your design.
- Background: Change the background color or use an image as the background.
- Layout: Rearrange, add, or delete elements and sections in your design.
- Effects: Apply filters and effects to images and elements.
- Grids and Frames: Use grids and frames to organize your content.
- Uploads: Access your uploaded images and files in the "Uploads" tab.

5. Add Text and Information:

Include your poster's text and any information you want to convey. Ensure the text is legible and well-placed.

6. Insert Images:

If your poster requires images, upload them or use images from Canva's library. Resize and arrange them as needed.

7. Add Graphics and Elements:

Enhance your poster by adding graphics, icons, lines, shapes, and other design elements.

8. Choose Colors:

Select a color scheme that matches your branding or the message you want to convey.

9. Review and Edit:

Take a moment to review your design for any errors or improvements. Make necessary edits.

10. Download or Share:

Once you're satisfied with your poster, click the "Download" button in the top right corner. Choose your preferred file format (e.g., PNG, JPEG, PDF) and download the poster to your computer. You can also use Canva's built-in sharing options to share your design directly to social media platforms or with others.

11. Save Your Design:

It's a good idea to save your design within Canva, especially if you plan to make future edits or create variations of the poster. Click "File" and select "Save" to save the design to your Canva account.

Result:

ESSENTIAL ELEMENTS OF SEASONAL TRENDS



WINTER IS COMING

As winter's chill sets in, it's time to layer up with warmth and elegance. Explore TrendTales for the latest winter fashion trends, from luxurious knitwear to statement coats. We'll help you stay cozy without compromising on style, so you can embrace the season with confidence.



ON THAT SPRING

With spring's arrival, it's all about shedding those layers and embracing the vibrancy of nature. TrendTales is your guide to fresh, floral fashion that mirrors the season's renewal. Dive into our springtime collection for inspiration on how to bloom in style.



SUMMER VACATION

Summer calls for breezy and effortlessly chic outfits. At TrendTales, we're here to ensure you stay cool in both senses of the word. Discover the perfect summer dresses, beachwear, and accessories to make the most of the sun-drenched days and balmy nights.



FALLEN IN FALL

As the leaves change, so should your wardrobe. Our autumn fashion tips will guide you through the cozy and earthy tones of the season. From warm sweaters to stylish boots, TrendTales has you covered for that perfect fall look.



MONSOON

Don't let the rain dampen your style. TrendTales' monsoon fashion essentials will keep you looking fabulous while staying dry. Explore our waterproof wonders and fashion-forward rain gear for a monsoon season that's both chic and cheerful.



Assignment 4:

Creating an email newsletter design using Canva is a great way to engage with your audience and share updates, news, or promotions. Canva offers a variety of email newsletter templates and design tools to make the process easy and visually appealing. Here are the steps to create an email newsletter design using Canva:

1. Sign In or Create an Account:

If you haven't already, go to www.canva.com and either sign in or create a new Canva account.

2. Start a New Project:

Once you're logged in, click the "Create a design" button in the top right corner of the Canva dashboard. In the search bar, type "Email Newsletter" and select the relevant template size (e.g., 600px by 900px).

3. Select a Template:

Canva offers a variety of pre-designed email newsletter templates. Browse through them and select the one that fits your needs. Click on the template to start editing it.

4. Customize Your Design:

Use Canva's user-friendly interface to customize your email newsletter design:

- Text: Click on text elements to edit the content. You can change the font, size, color, alignment, and formatting.
- Images: Upload your images or choose from Canva's library. Adjust the images' size, position, and transparency as needed.
- Elements: Add shapes, icons, lines, and other graphics to enhance your design.
- Background: Change the background color or use an image as the background.
- Layout: Rearrange, add, or delete elements and sections in your design.
- Effects: Apply filters, shadows, or other effects to images and elements.
- Grids and Frames: Use grids and frames to organize your content.
- Uploads: Access your uploaded images and files in the "Uploads" tab.

5. Add Content and Information:

Include your newsletter's content, such as headlines, body text, images, and links. Ensure that the content is relevant and engaging for your audience.

6. Branding and Color Scheme:

Use your brand colors and logo to maintain consistency with your brand identity.

7. Add Social Media Links:

If applicable, include social media icons and links to your profiles.

8. Review and Edit:

Carefully review your design to check for errors and make any necessary adjustments.

9. Download or Share:

Once you're satisfied with your email newsletter design, click the "Download" button in the top right corner. Choose your preferred file format (e.g., PDF, JPEG) for your email newsletter and download it to your computer. You can also use Canva's built-in sharing options to share your design directly or collaborate with team members.

10. Save Your Design:

Save your email newsletter design within Canva in case you want to make future edits or create variations. Click "File" and select "Save" to save it to your Canva account.

11. Import into Email Marketing Platform:

To send your email newsletter, you'll need to import the design into your email marketing platform (e.g., MailChimp, Constant Contact) and add your email content, recipient list, and scheduling.

Result:

WEEKLY TALE — 2023

Newsletter

Always be in Trend



About the Fashion

Discover a world where fashion is more than just clothing—it's an art form, a language, a statement of who we are. Welcome to TrendTales, where every outfit tells a story, and every thread is a tale waiting to be spun. Join our vibrant community, explore captivating visuals, and dive into the heart of design and style. Together, let's make every outfit a narrative. Follow us on Facebook for a daily dose of fashion inspiration! 🌟🌟



Looks That Speak Volumes

At TrendTales, we believe that fashion is a powerful form of self-expression. From classic elegance to avant-garde creativity, our page is a treasure trove of looks that speak volumes. Whether you're seeking style inspiration, behind-the-scenes glimpses, or fashion-forward ensembles, our images and stories will captivate your senses. Join us in celebrating the beauty of individuality through fashion and make every glance a story worth telling. Stay tuned for a visual journey that'll keep you coming back for more! 📸🌟