

GOVERNMENT COLLEGE OF ENGINEERING [IRTT]

ERODE 638316



ELECTRICAL AND ELECTRONICS ENGINEERING

NAAN MUDHALVAN

DIGITAL MARKETING ASSIGNMENT

NAME: Ajith G

NM ID: D2B3D221EA5F77FB42D4990CD1B77E7C

BRAND NAME: Food Castle

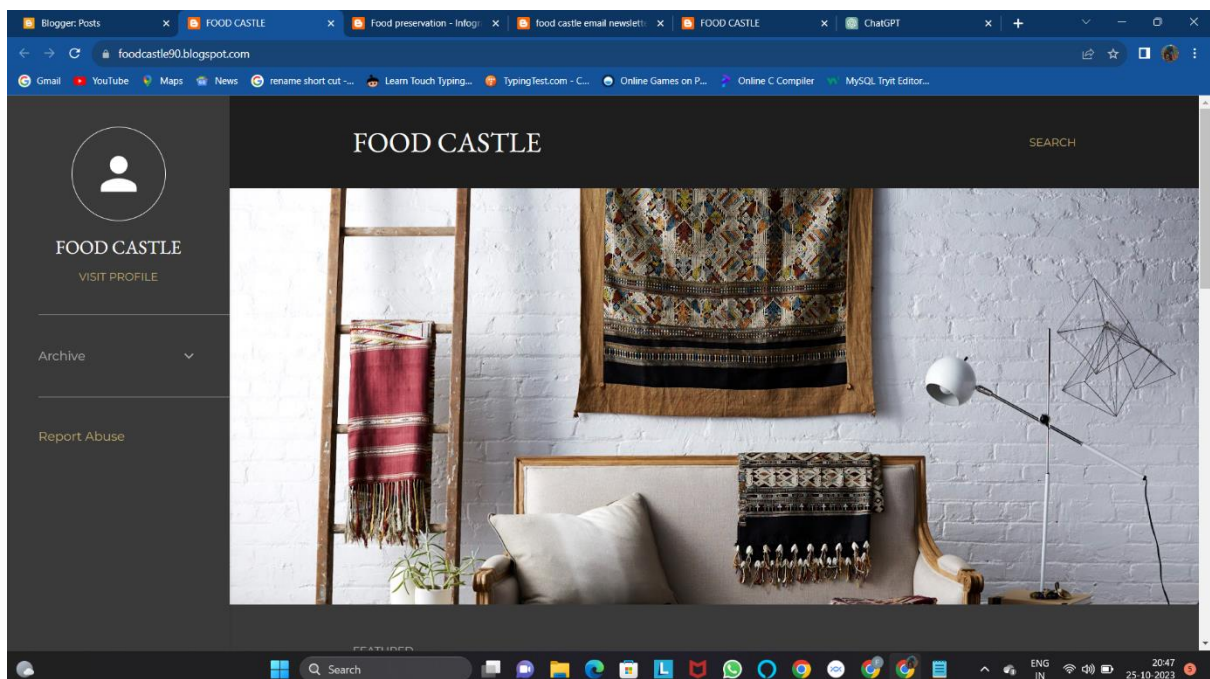
CATEGORY: Food and drinks

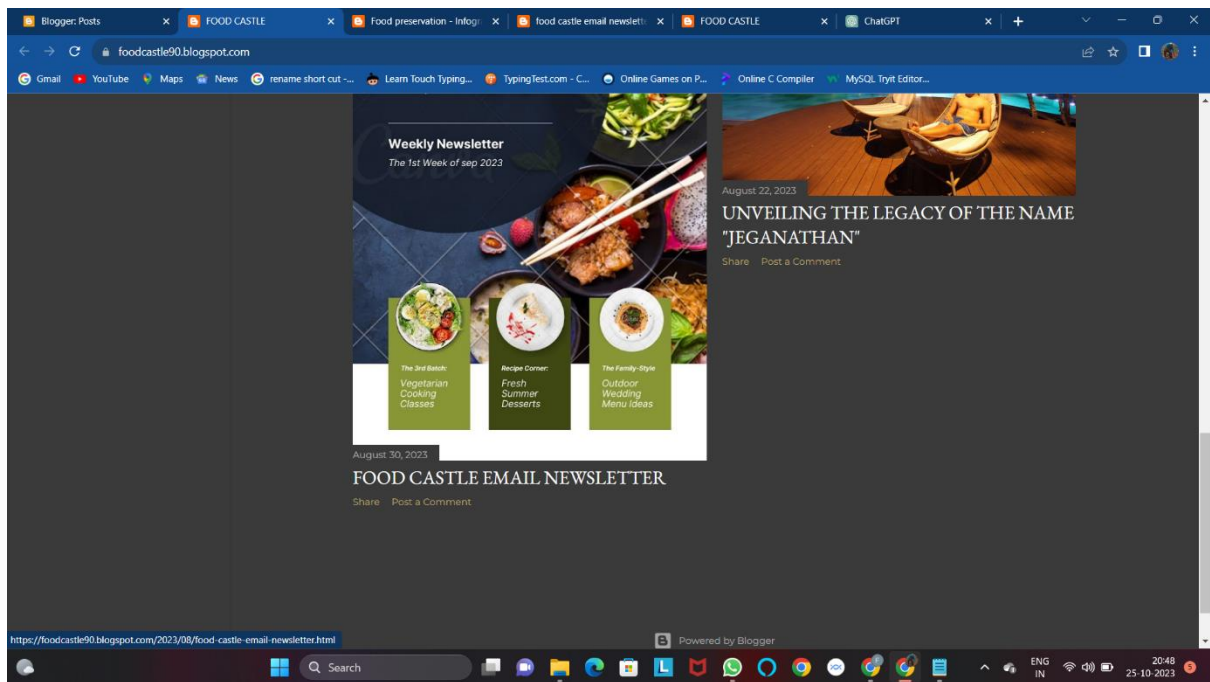
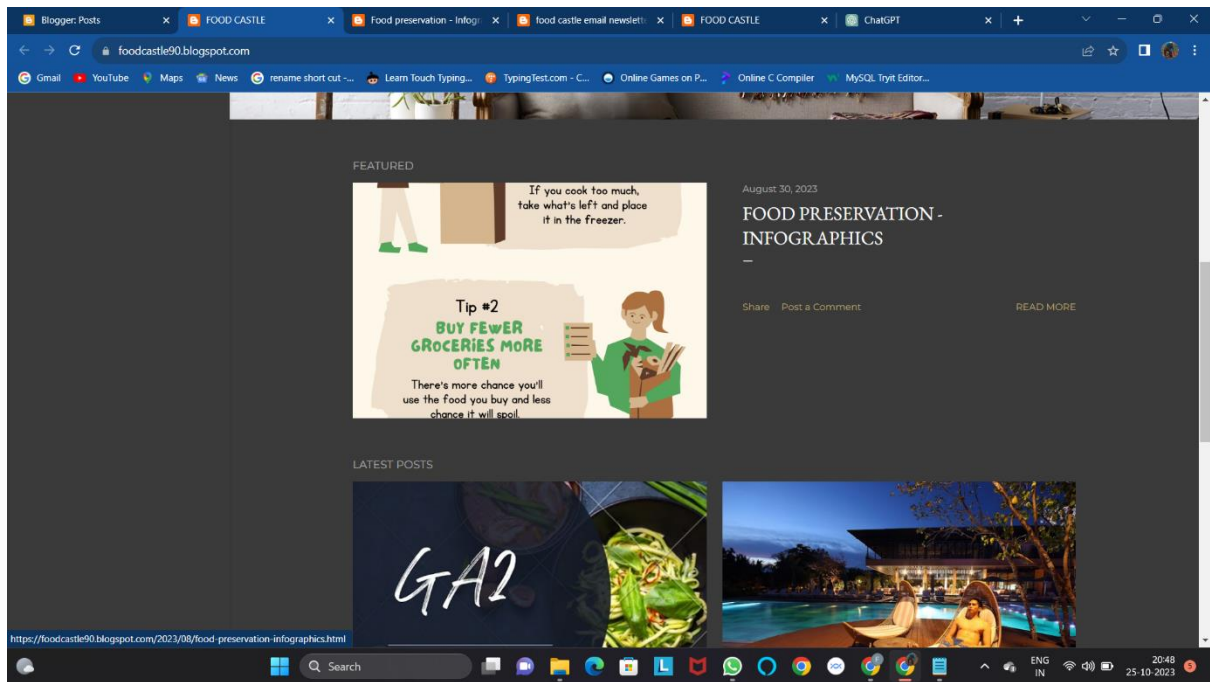
1. Create a blog or website using Blogspot and WordPress. Customize the themedesign and post new article with 500 words.

Link: Blog using Blogspot

<https://foodcastle90.blogspot.com/>

Screenshot:





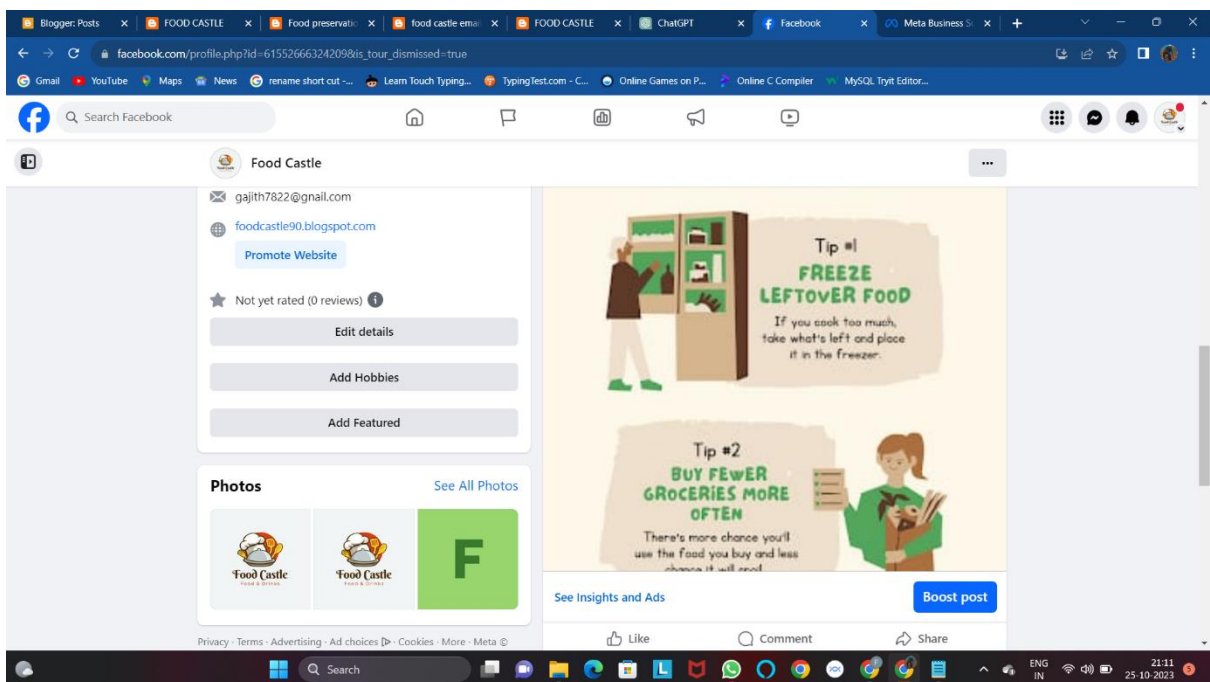
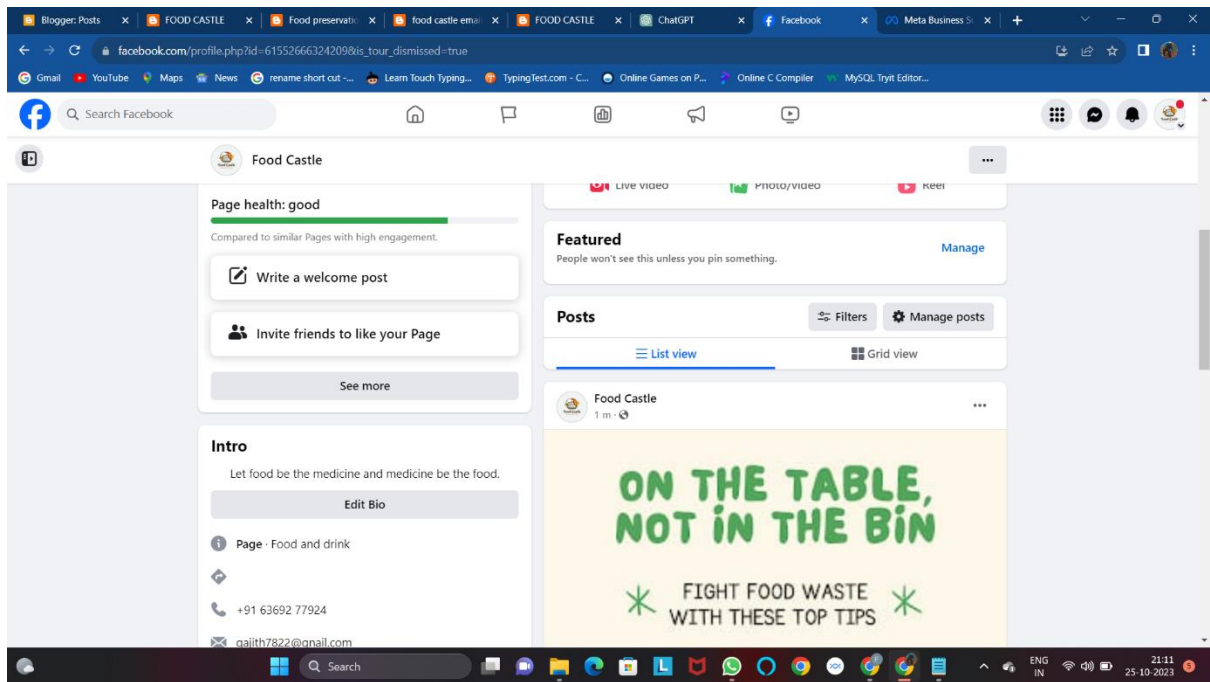
2. Create a New Facebook Business Page and post one social media poster for your brand.

Link: Facebook business page

https://www.facebook.com/profile.php?id=61552666324209&is_tour_dismissed=true

Screenshot:



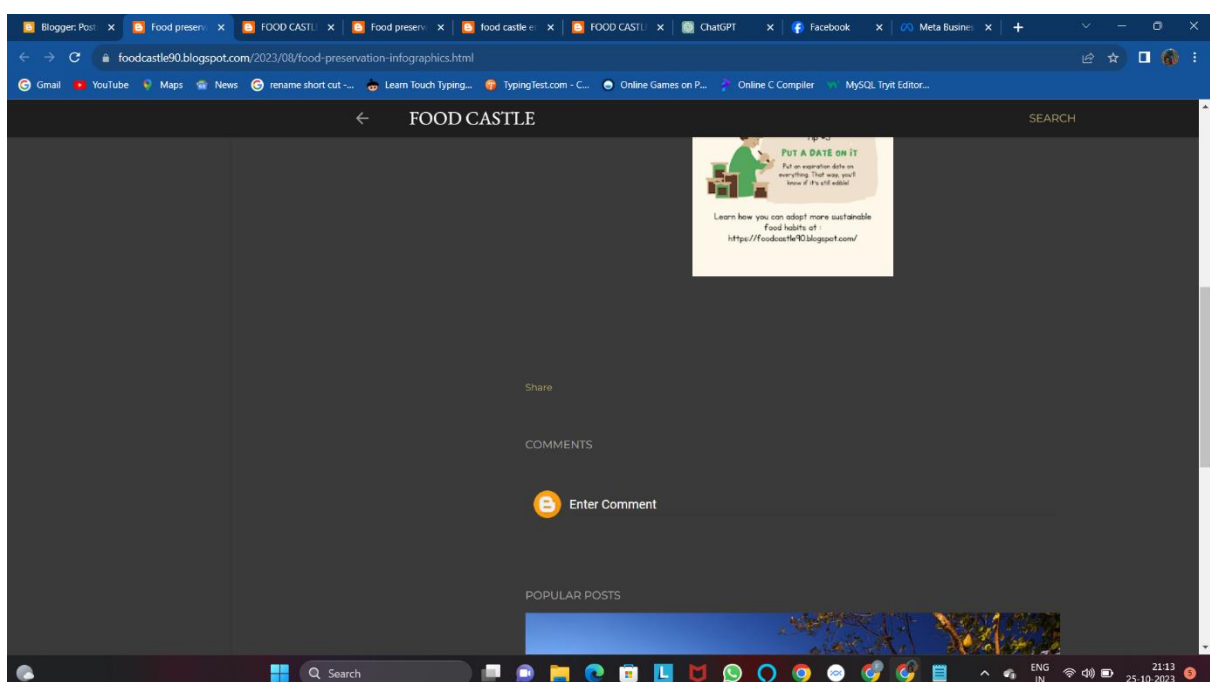
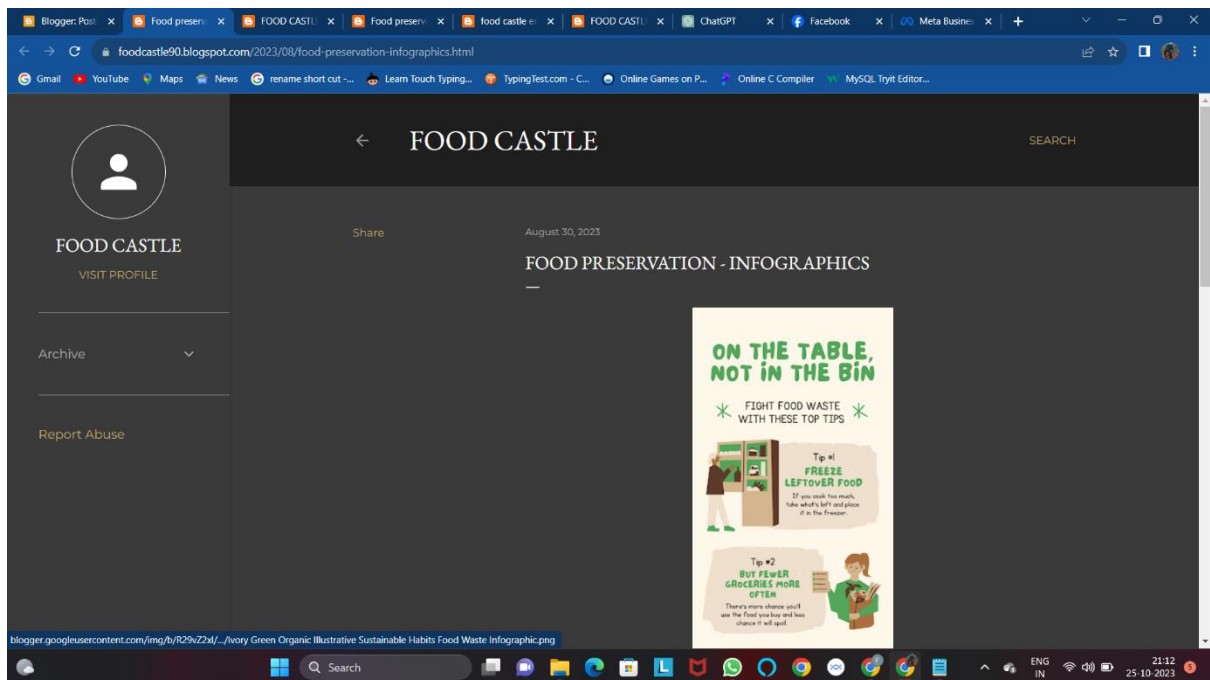


3. Create and design a social media advertisement poster using canva.

Link: Social media advertisement using canva

<https://foodcastle90.blogspot.com/2023/08/food-preservation-infographics.html>

Screenshot:



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

Link: Email newsletter design using canva

<https://foodcastle90.blogspot.com/2023/08/food-castle-email-newsletter.html>

Screenshot:,

