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**DEPARTMENT** : INDUSTRIAL BIOTECHNOLOGY  
**COLLEGE** : GOVERNMENT COLLEGE OF TECHNOLOGY  
**NAAN MUDHALVAN COURSE:** DIGITAL MARKETING  
**NAAN MUDHALVAN ID** : A299C319AAC66F4A5F4495863AEA88B2

## ASSIGNMENT ON DIGITAL MARKETING

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

Blogspot:

<https://www.blogger.com/blog/posts/6891317820070918426>

Wordpress:

<https://wordpress.com/home/luxurypetshop.wordpress.com>

Introduction.

In today's world, pets have become an integral part of our families, and as pet owners, we strive to provide them with the best care and pampering possible. This growing trend has given rise to luxury pet shops that cater to the unique needs and desires of pet parents. From designer accessories to gourmet treats, these upscale establishments are redefining the pet shopping experience.

### 1. Exclusive Designer Collections:

Luxury pet shops offer a wide range of exclusive designer collections that allow pets to strut their stuff in style. From luxurious collars adorned with Swarovski crystals to custom-made outfits crafted from high-quality materials, these boutiques ensure that pets are always fashion-forward.

### 2. Gourmet Delights:

Pet owners who want to indulge their furry friends with delectable treats need look no further than luxury pet shops. These establishments

2. Create a new facebook business page and post one social media poster for your brand.

<https://www.facebook.com/profile.php?id=615502830631708ZbWKwL>



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

# 5 safety tips

## LUXURY PETS



### SECURE YOUR SPACE

Keep your pets safe by securing your home, backyard, and any other space they have access to. Use gates, fences, and pet-friendly barriers to prevent them from getting into unsafe areas.



### SUPERVISE YOUR PET

Keep a watchful eye on your pet, especially when they are near potentially hazardous objects or areas. This will help you intervene if necessary and prevent accidents.



### PROVIDE PROPER IDENTIFICATION

Make sure your pet has proper identification, such as a collar with tags or a microchip. This will help you find them if they get lost.



### KEEP YOUR PET HEALTHY

Keep your pets healthy by providing regular veterinary care, vaccinations, and proper nutrition. This will help prevent illnesses and injuries.



### EDUCATE YOURSELF AND OTHERS

Learn about pet safety and educate others. Share information about potential hazards, proper handling techniques, and emergency procedures.



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

