

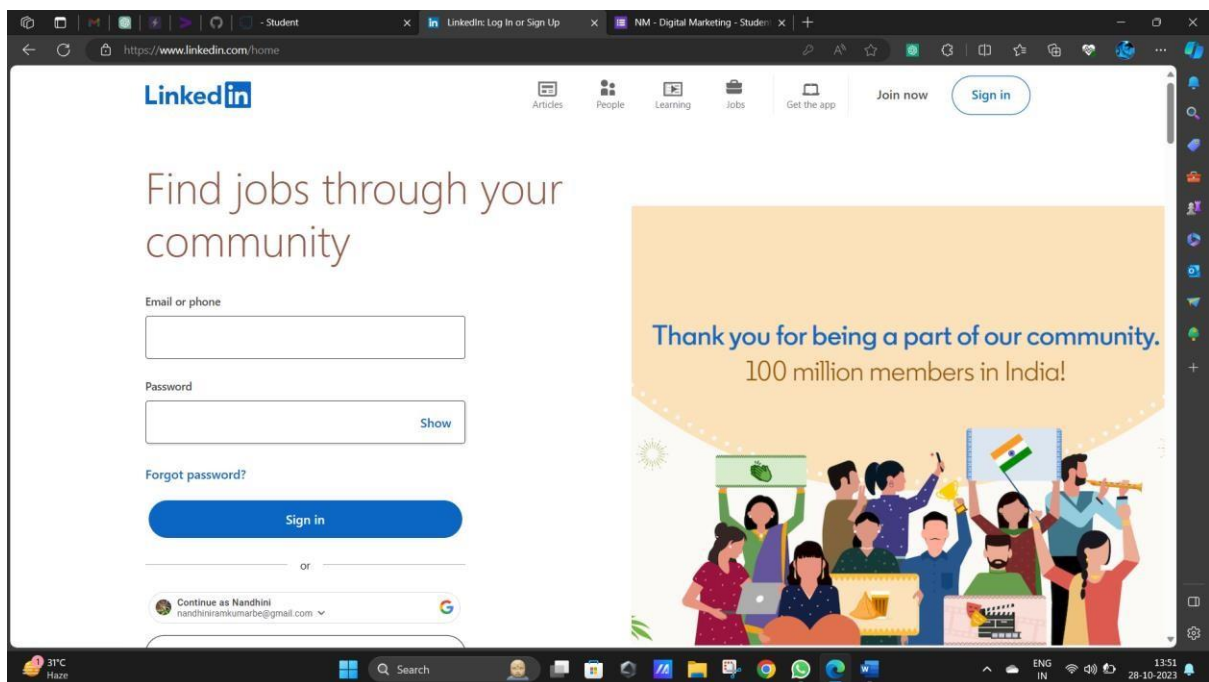
NAAN MUDHALVAN DIGITAL MARKETING ASSIGNMENT

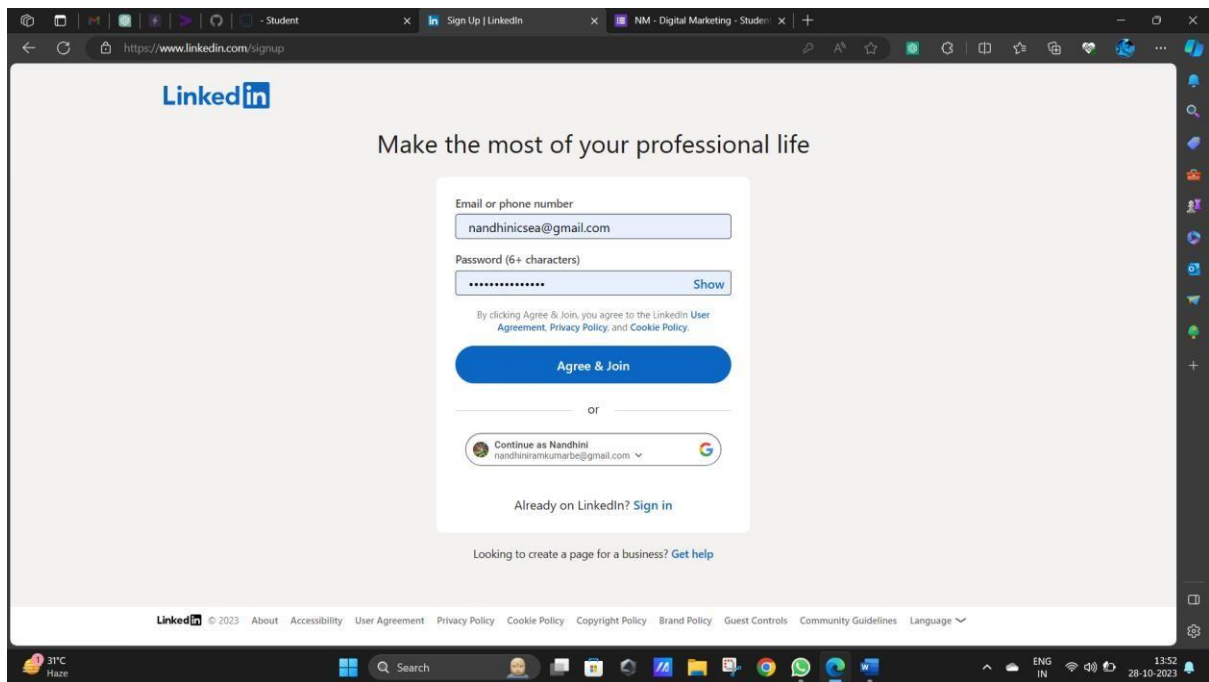
AU913120104033 –
HARSHITHA S R

✓ LINKEDIN CREATION:

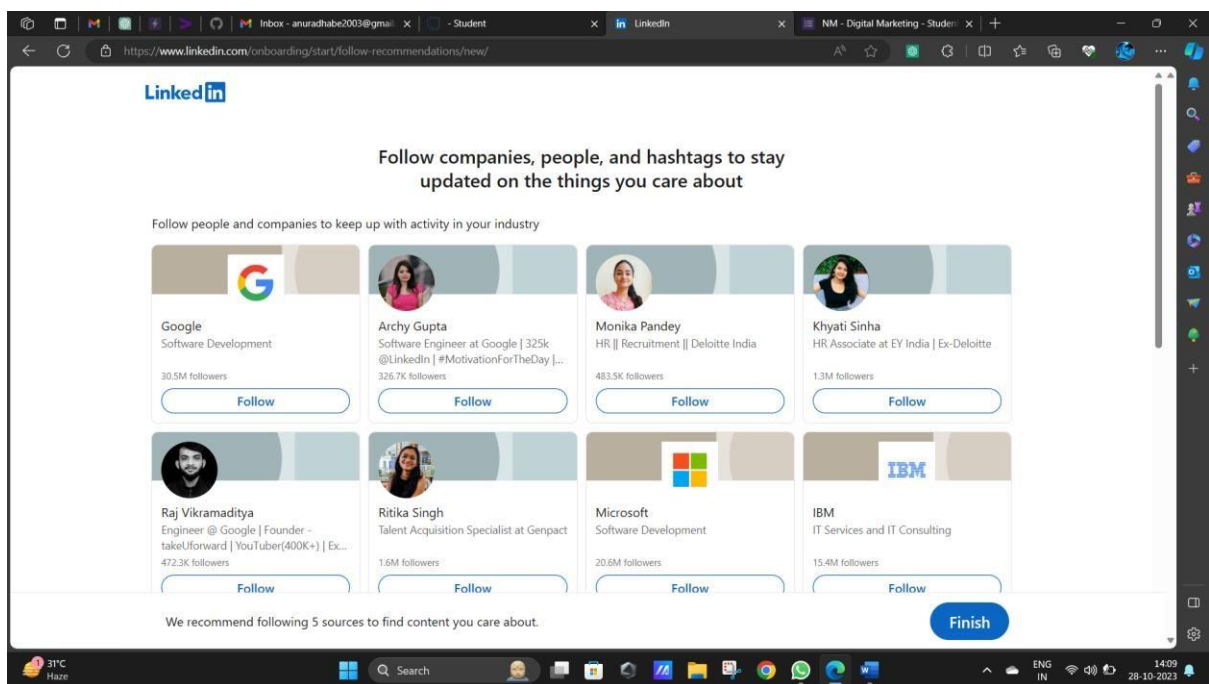
Visit LinkedIn: Go to LinkedIn's website at www.linkedin.com.

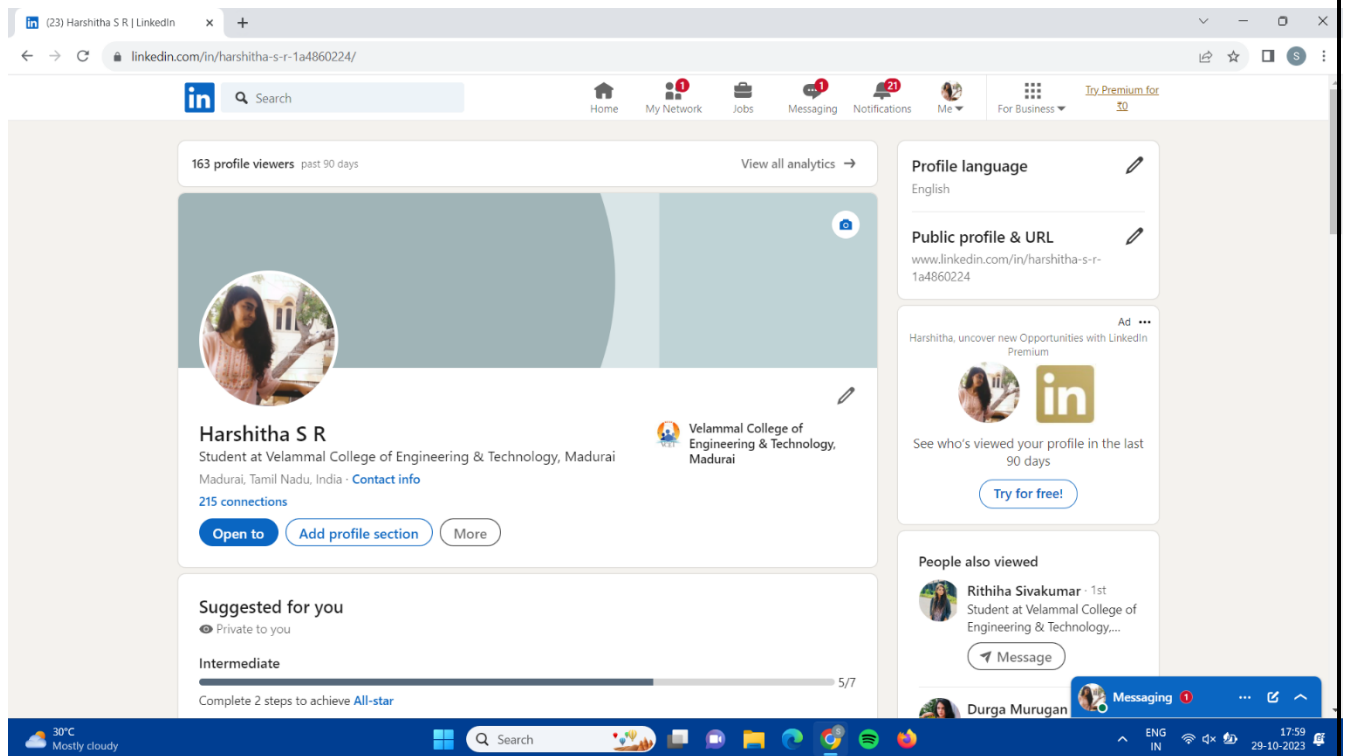
Sign Up: On the LinkedIn homepage, you'll see a "Join now" or "Sign up" option. Click on it.





Provide information and complete profile





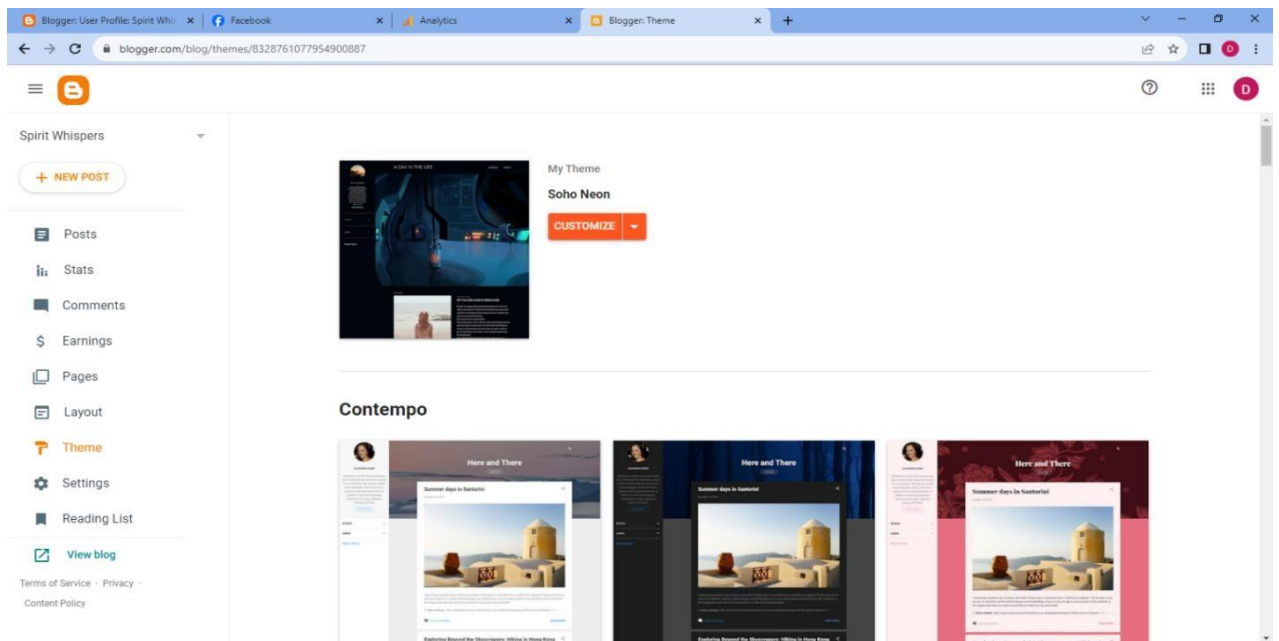
✓ **BRAND NAME: WisdomWeave Academy**



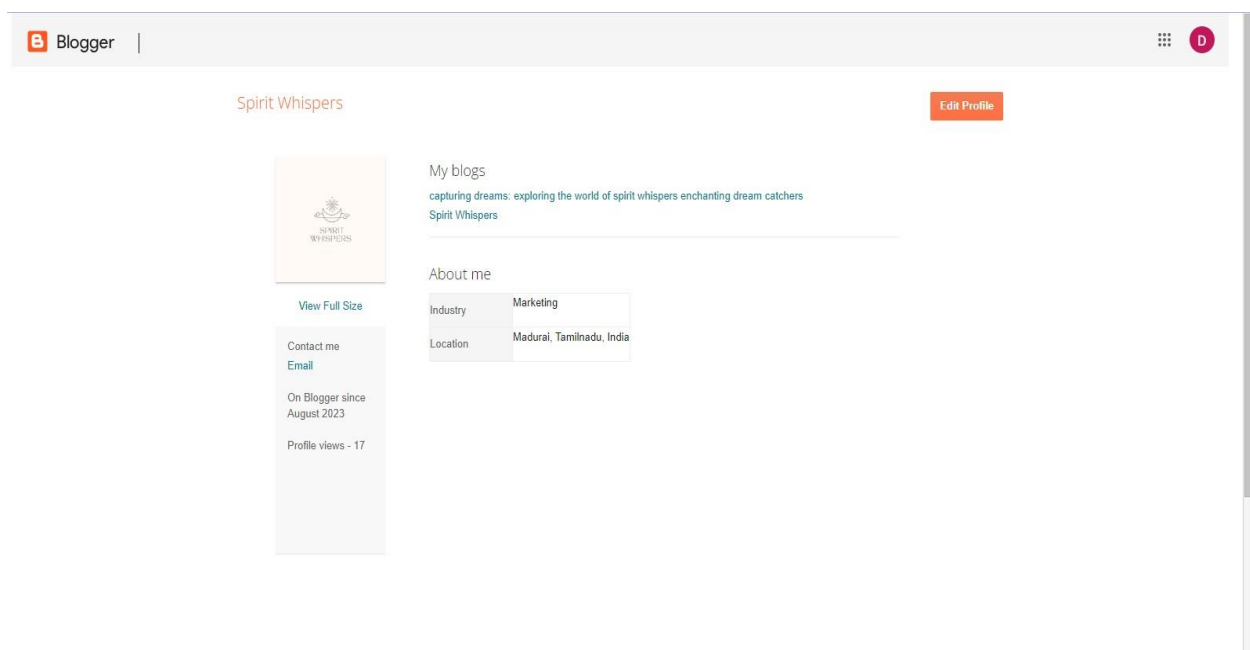
✓ **CREATION OF BLOG PAGE:**

Blog Url: <https://wisdomweaveacademy.blogspot.com/>

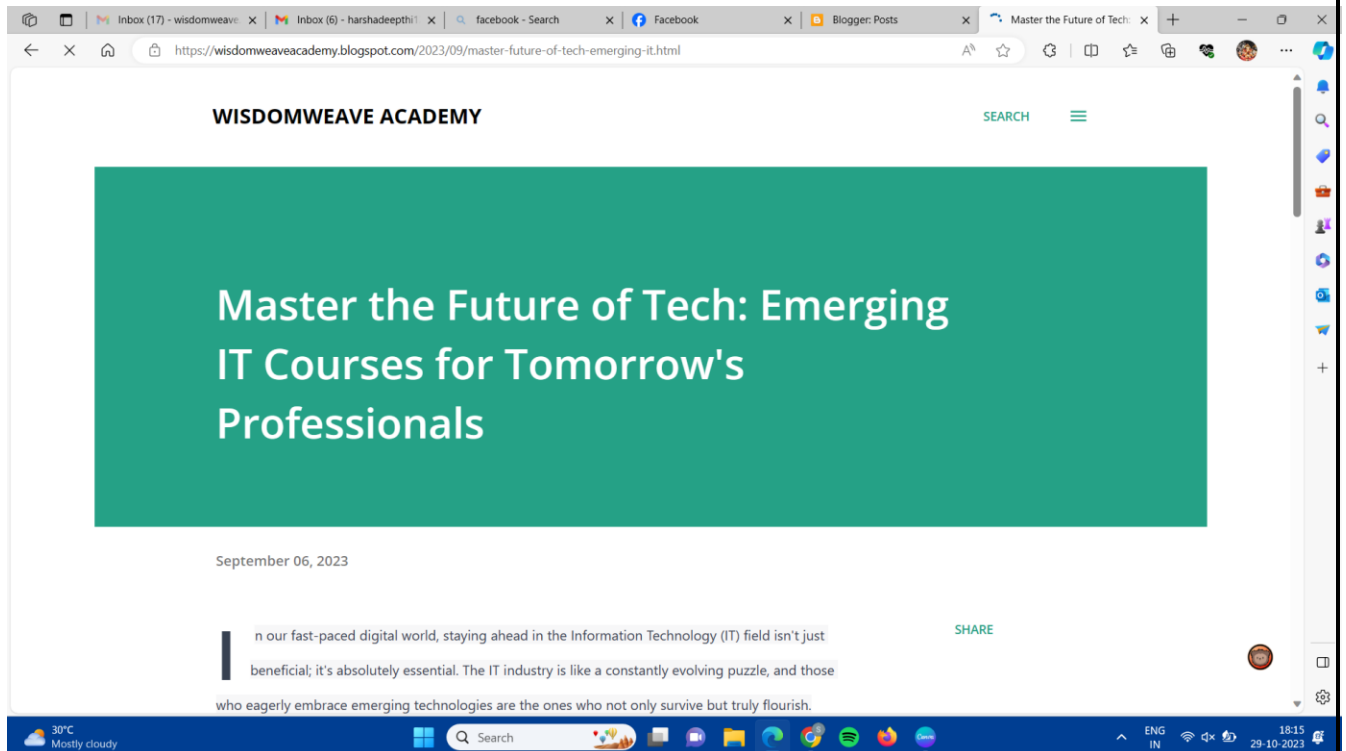
Creation of a blog page starts with providing details and the page is created, then selecting the Layout for a good look on the user side.



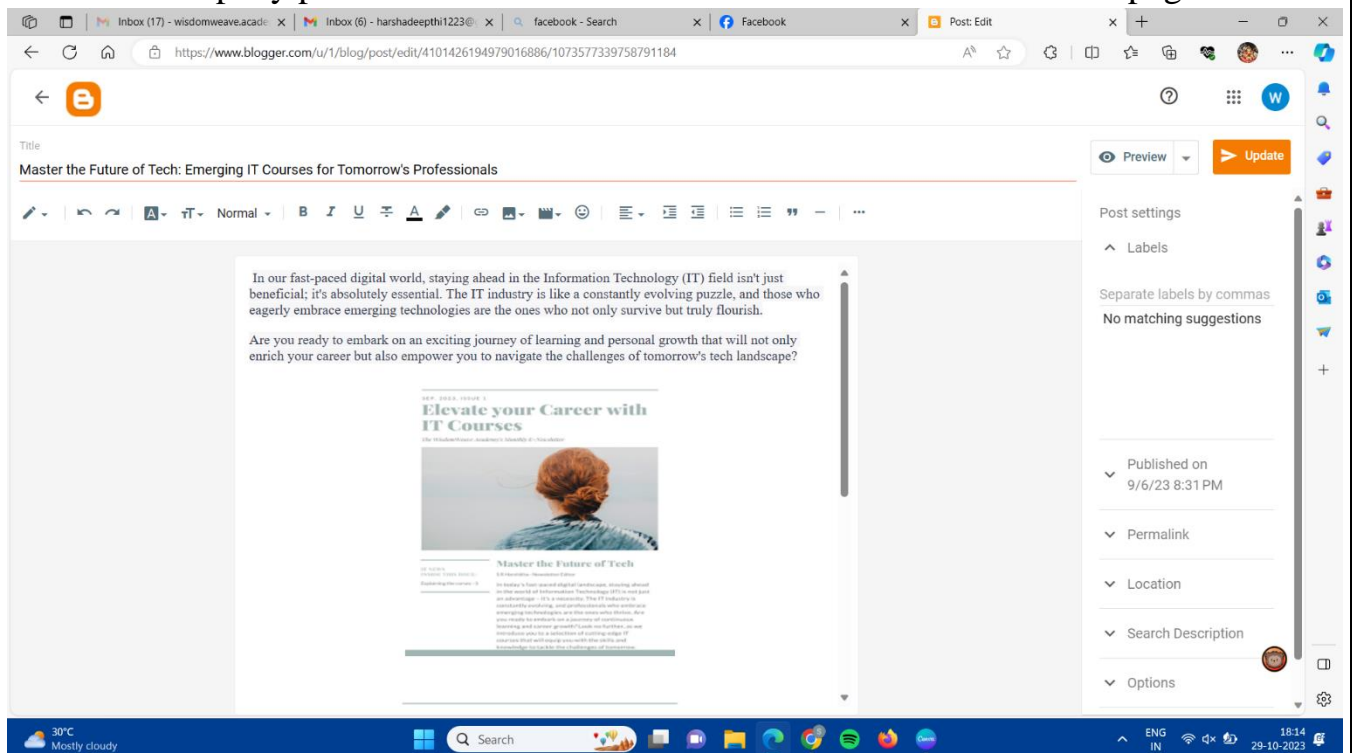
Then provide the details required for the profile on the page

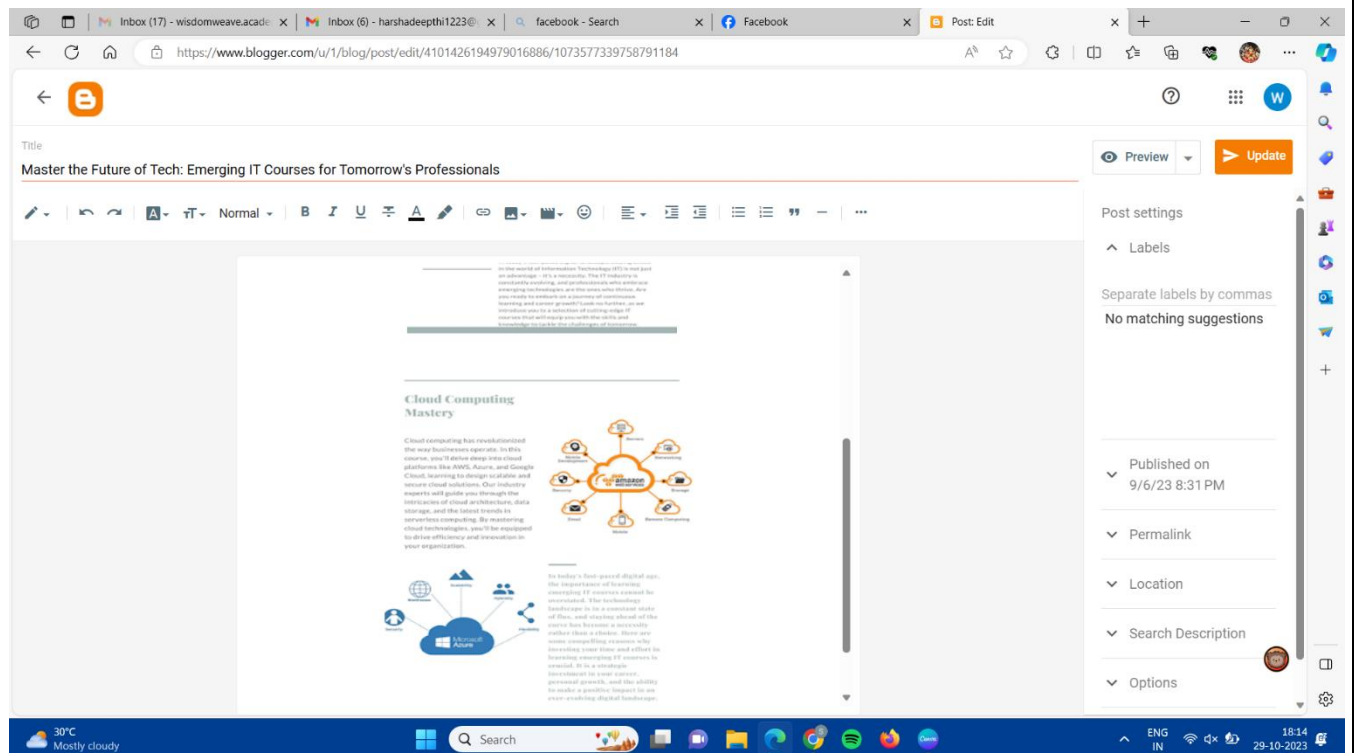


Then the blog home page is created for Spirit Whispers.

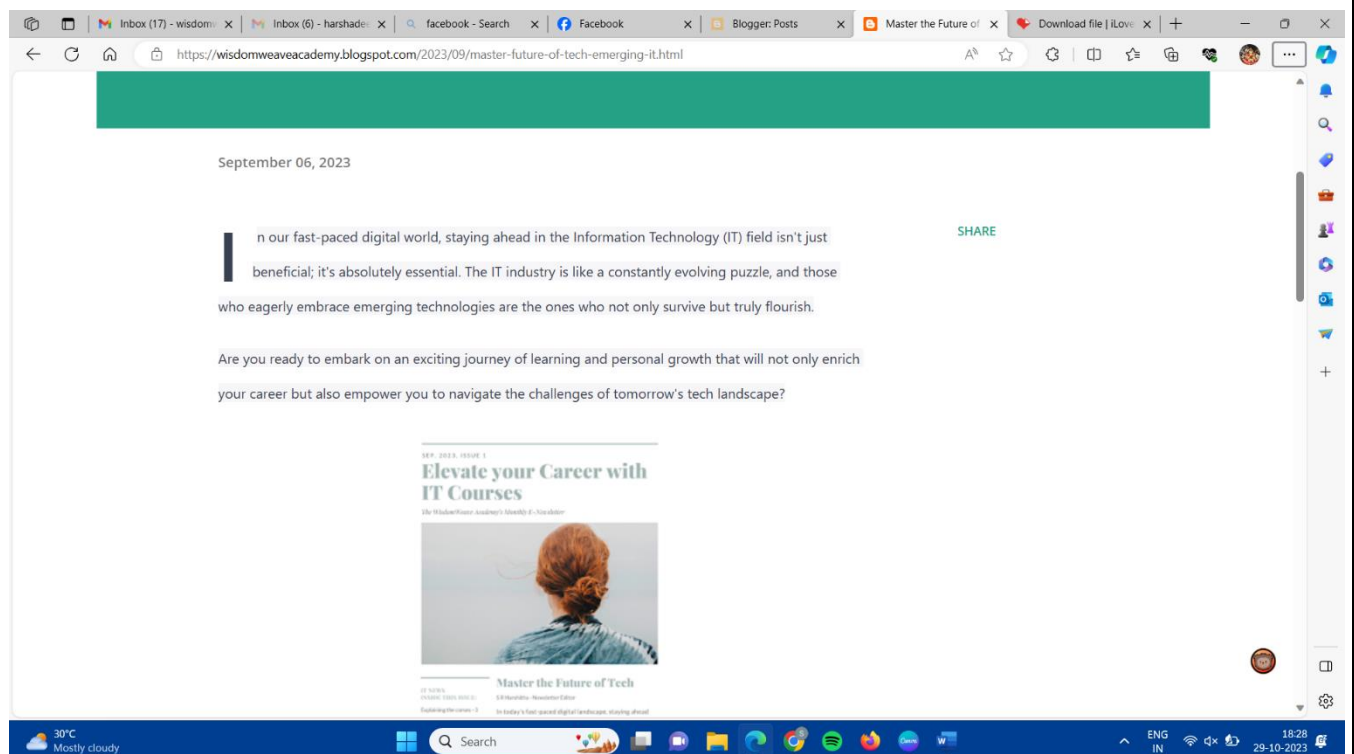


Then add posts that explain the services that the spirit whispers a dreamy catchers company provides to its clients for the reach to the visitors of the page.





After completing the post save it and publish. It looks stunning on the blog as below

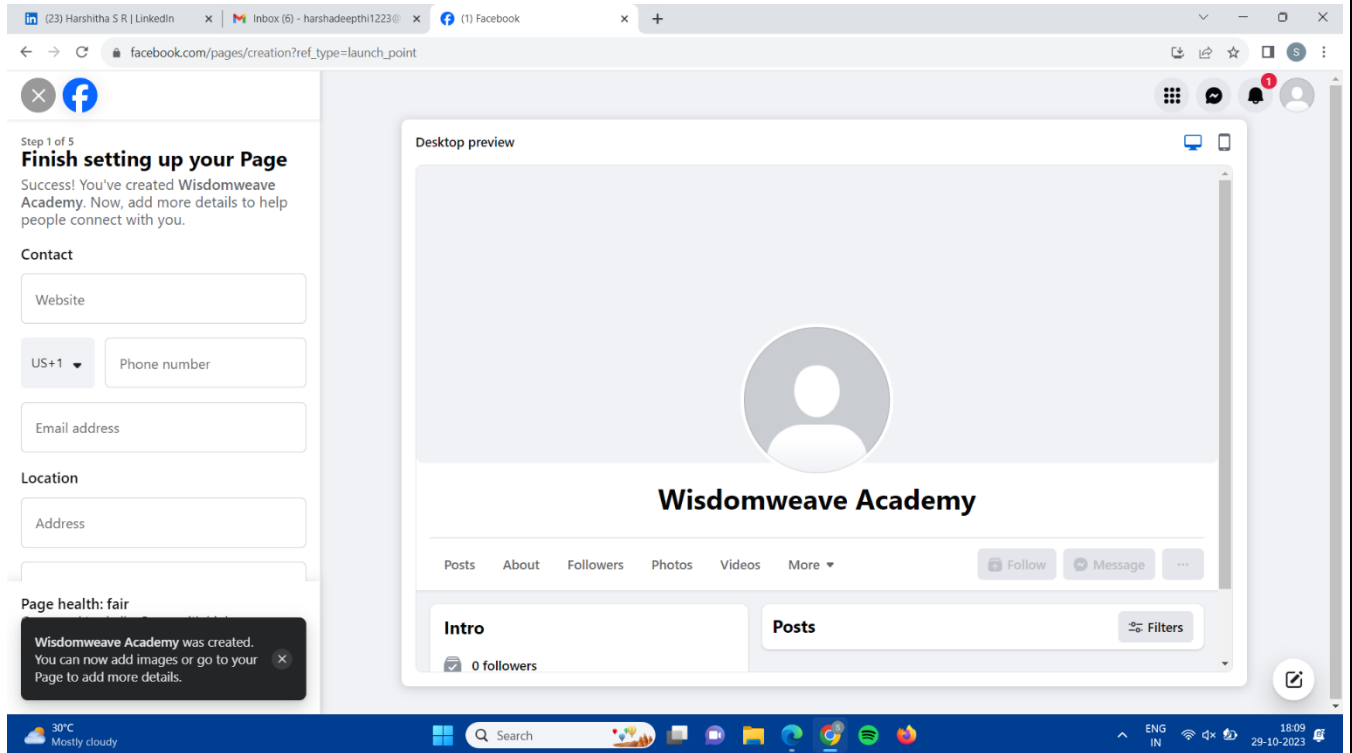


✓ FACEBOOK PAGE:

Facebook page Url:

https://www.facebook.com/profile.php?id=61552616204455&is_tour_dismissed=true

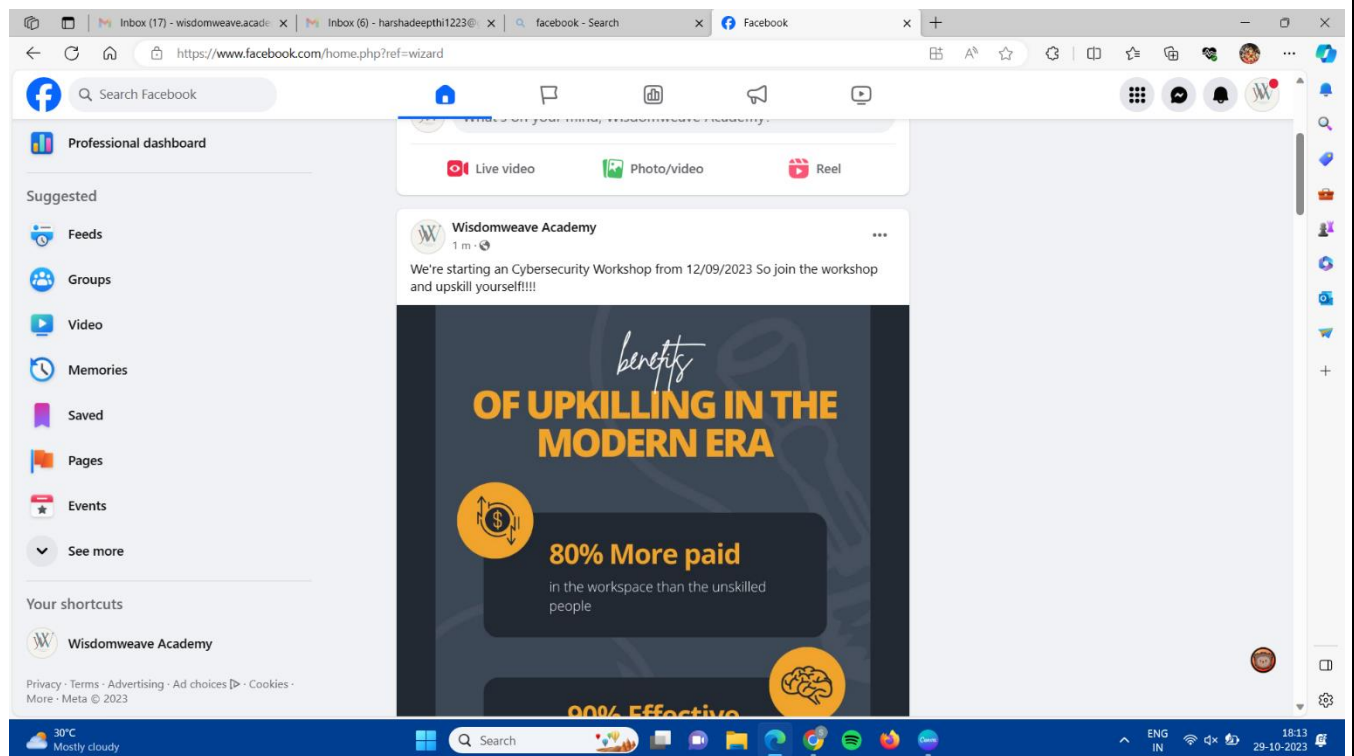
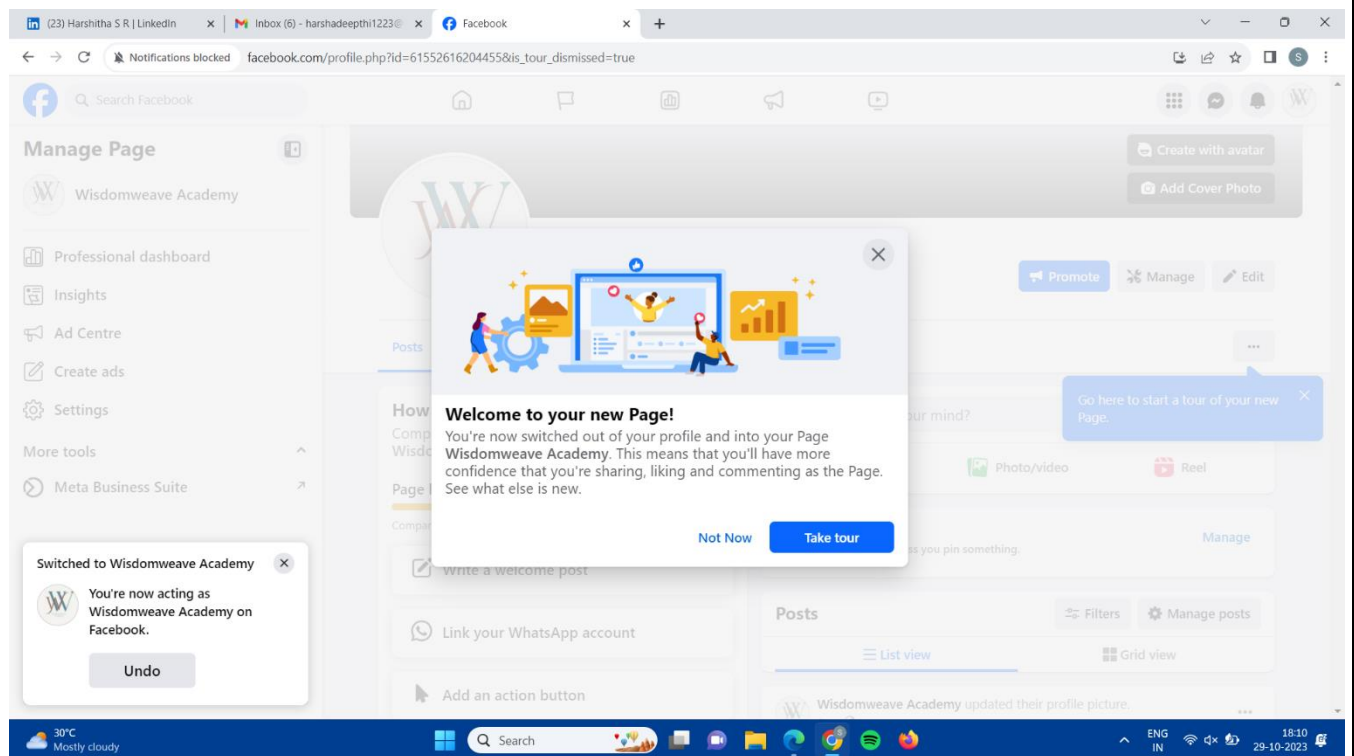
Creation of a Facebook business page . For that, we create a business profile by giving the required details.

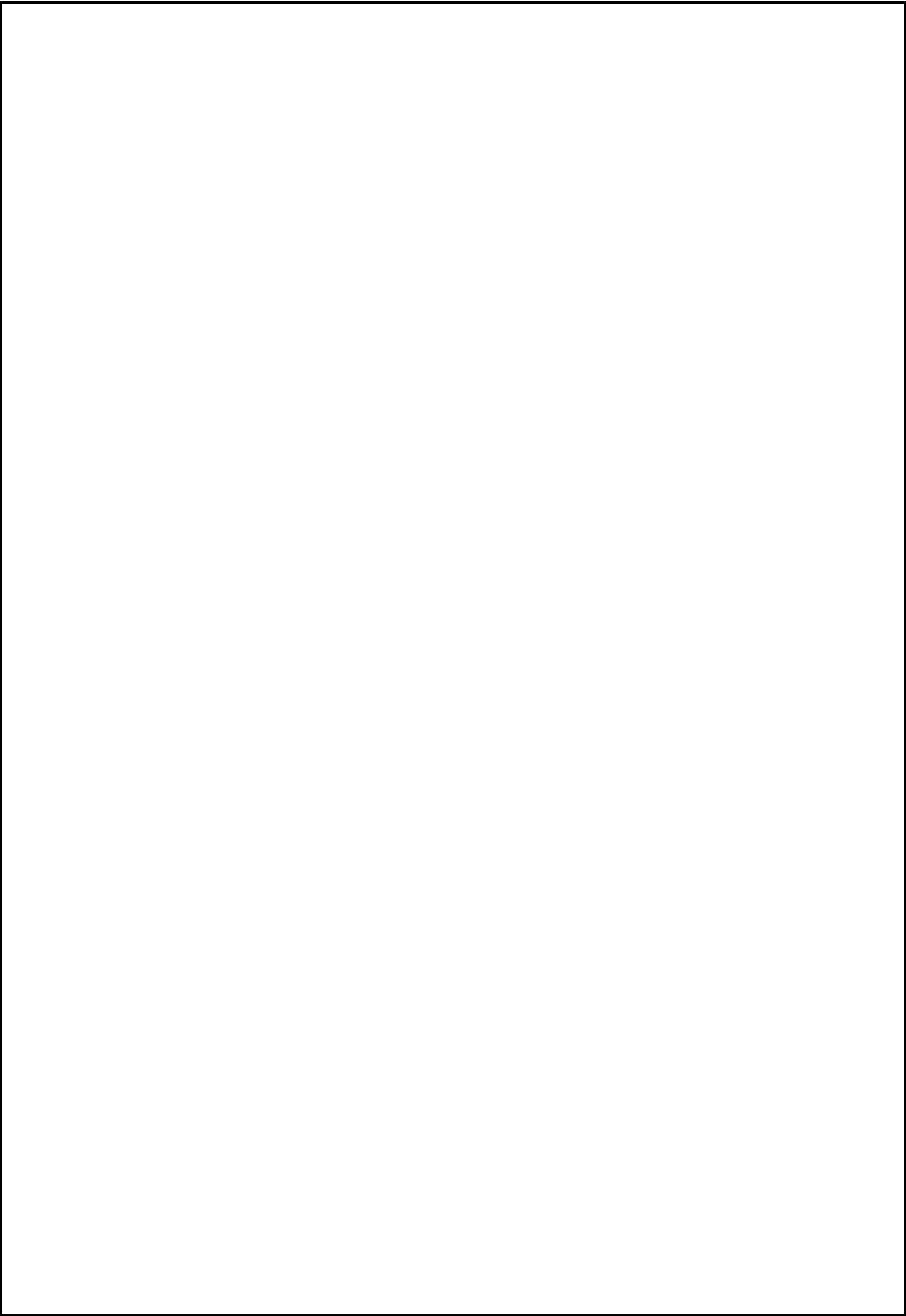


Then we customize the page by providing a profile and banner to attract and increase visitors to the page which is an essential factor to the business.

Thus the page is created successfully after providing access to the notification of updates and invitation marketing promotional emails to the page.

This is the Facebook page of WisdomWeave Academy





✓ EMAIL NEWSLETTER POST:

Email Newsletter Post – Blog Url: [Master the Future of Tech: Emerging IT Courses for Tomorrow's Professionals \(wisdomweaveacademy.blogspot.com\)](https://www.wisdomweaveacademy.blogspot.com)

The screenshot displays the Blogger 'Post Edit' interface. The title of the post is 'Master the Future of Tech: Emerging IT Courses for Tomorrow's Professionals'. The main content area contains the following text:

In our fast-paced digital world, staying ahead in the Information Technology (IT) field isn't just beneficial; it's absolutely essential. The IT industry is like a constantly evolving puzzle, and those who eagerly embrace emerging technologies are the ones who not only survive but truly flourish.

Are you ready to embark on an exciting journey of learning and personal growth that will not only enrich your career but also empower you to navigate the challenges of tomorrow's tech landscape?

Below the text is a featured image with the title 'Elevate your Career with IT Courses'. The image shows a person's back with their hair in a bun, looking out over a cityscape at night. Below the image is a small text box that reads 'Master the Future of Tech'.

The post continues with a section titled 'Cloud Computing Mastery'. This section includes a paragraph about cloud computing and a diagram showing a central cloud icon connected to various services like AWS, Azure, and Google Cloud. The diagram also includes icons for storage, networking, and security.

The right sidebar of the editor shows 'Post settings' with options for 'Labels', 'Separate labels by commas', 'Published on' (9/6/23 8:31 PM), 'Permalink', 'Location', 'Search Description', and 'Options'. The bottom status bar indicates the date as 29-10-2023.

After completing the post save it and publish. It looks stunning on the blog as below

✓ **INFOGRAPHIC POSTER:**

Infographic Post – Blog Url [Benefits of upskilling in this modern era - Infographical view
\(wisdomweaveacademy.blogspot.com\)](https://wisdomweaveacademy.blogspot.com)

benefits OF UPKILLING IN THE MODERN ERA



80% More paid

in the workspace than the unskilled people



90% Effective

in the workspace for finishing a work than others



30% People

show interest in upskilling themselves



79% of people are aware about the needs of the Industry



30% of the people push themselves to upskill themselves

Address

4, Byepass road, Madurai

Phone

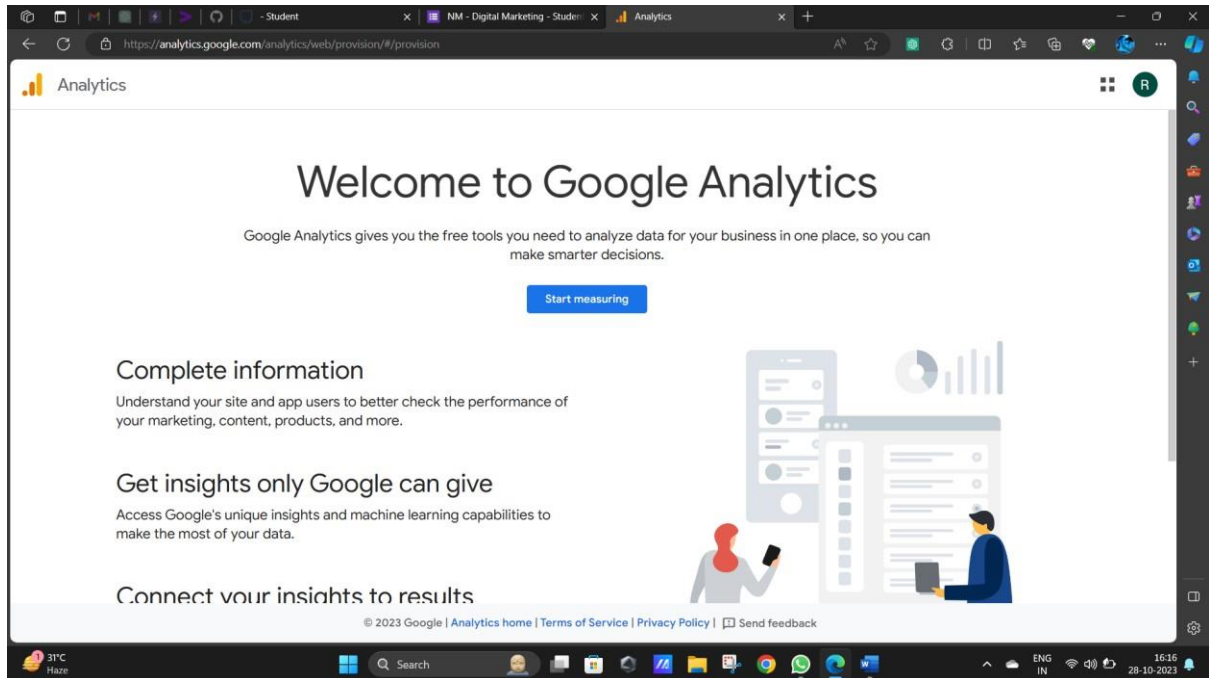
+91 9450302851

✓ GOOGLE ANALYTIC MEASUREMENT ID:

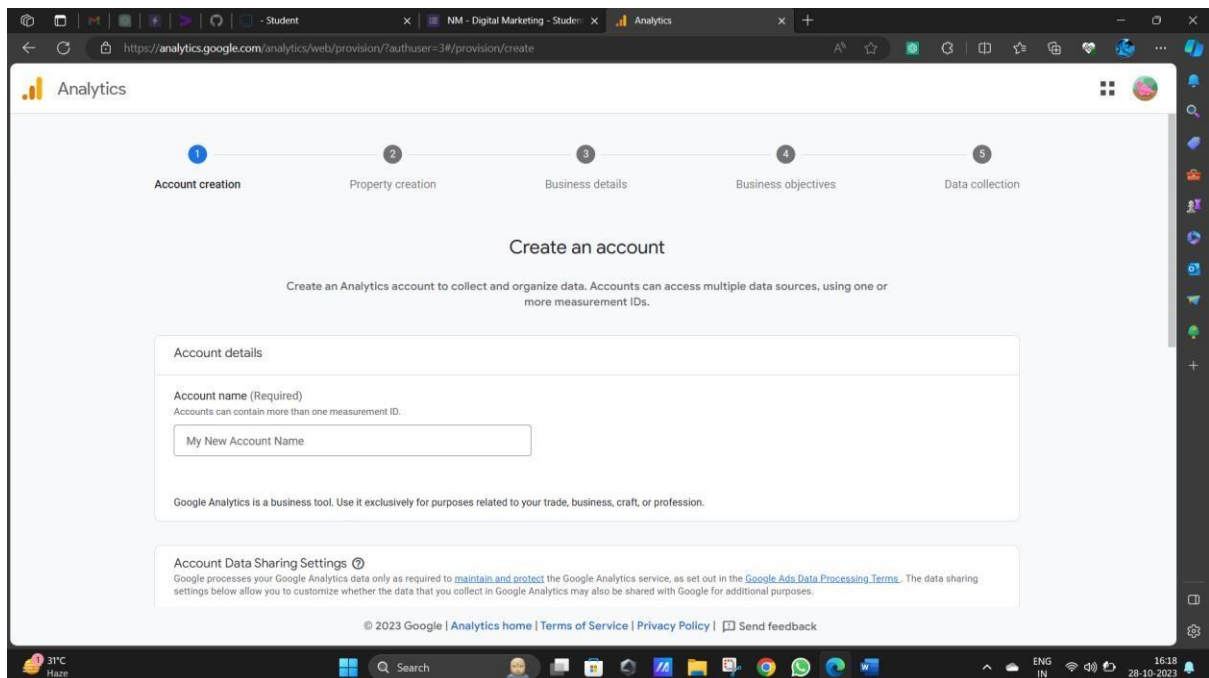
Google analytic measurement ID:

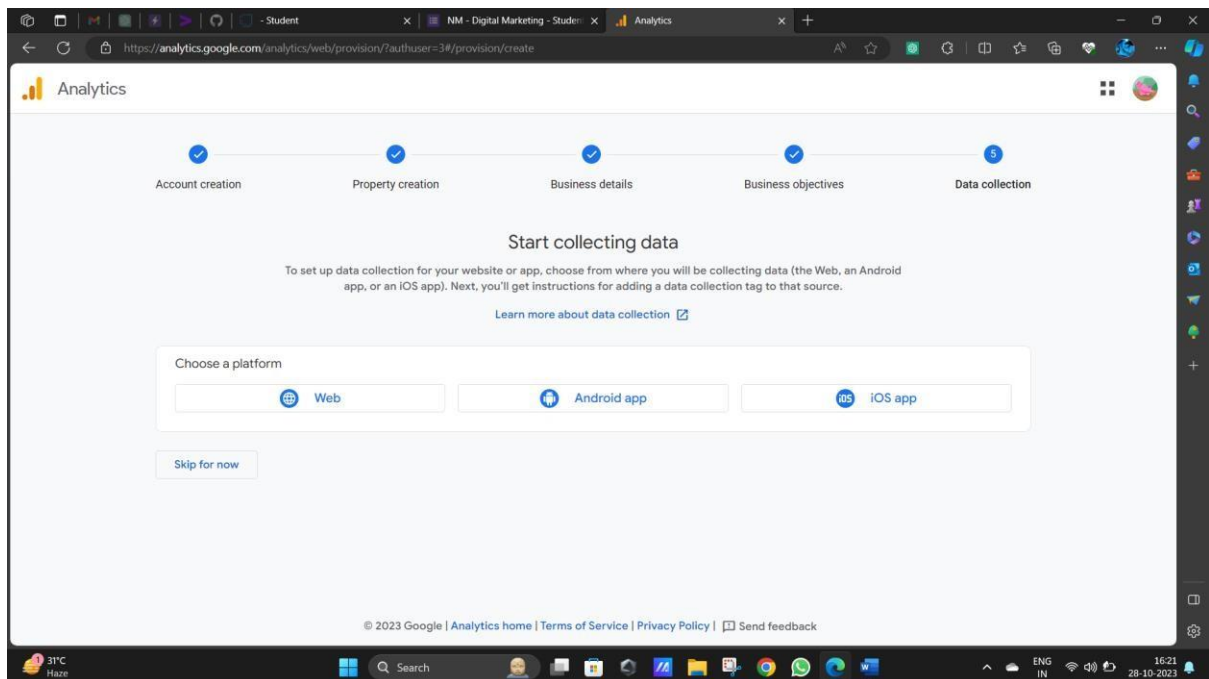
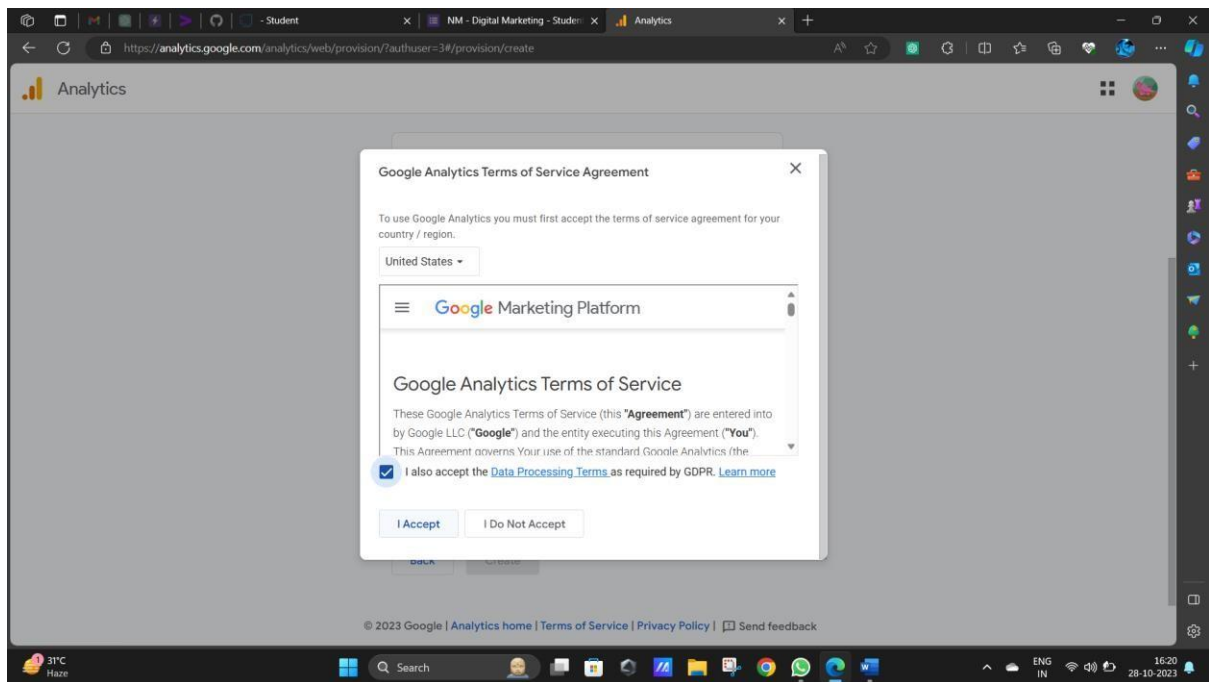
G- NNF0K1QT72

Visit Google Analytic official page



Create an account by means of enter details





Then click Web to create a Stream

The screenshot shows the Google Analytics interface. At the top, a red banner displays a warning: "This property has stopped processing data. To continue measuring website performance, set up a Google Analytics 4 (GA4) property." with links to "Learn more" and "Complete GA4 setup". Below this, the "Analytics" header shows "All accounts > WisdomWeave Academy" and "All Web Site Data". The left sidebar lists navigation options: Home, Customization, REPORTS, Realtime, Audience, Acquisition, Behavior, Conversions, Attribution BETA, Discover, and Admin. The main content area is titled "Google Analytics Home" and features a table of key metrics:

Users	Sessions	Bounce Rate	Session Duration
0	0	0%	0m 00s

Below the table is a timeline for the "Last 7 days" (Oct 22 to Oct 28) and a link to "AUDIENCE OVERVIEW". To the right, a blue sidebar titled "INSIGHTS" shows "Active users in last 5 minutes" as 0, "Page views per minute" as 0, and "No data available" for "Top Active Pages" and "Active users (last 30 min)". It also includes links for "REAL-TIME REPORT" and "How do you acquire users?". The Windows taskbar at the bottom shows the date as 29-10-2023 and the time as 18:38.

