



DIGITAL MARKETING – ASSIGNMENT REPORT

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REGISTER NUMBER : 111420214007

DEPARTMENT : BIOTECHNOLOGY

ASSIGNMENT TITLE : 1. Create a social media post
2. create an facebook page

KNOWLEDGE PARTNER : Scopik

CATEGORY : Digital marketing

CONTENT:

1.INTRODUCTION – CREATE A SOCIAL MEDIA POST

1.1 Overview

1.2 Purpose

1.3 Result

2. INTRODUCTION – CREATE A E- MAIL NEWSLETTER

2.1 Overview

2.2 Purpose

2.3 Result

3. APPLICATION

4.CONCLUSION



BP MEDICALS& CLINIC

1. INTRODUCTION - SOCIAL MEDIA POST

1.1 OVERVIEW:

Create a social media advertisement poster using Canva

1.2 PURPOSE:

Creating a Facebook page for a medical shop serves several purposes:

Online Presence: Establishes an online presence, making the medical shop more discoverable to potential customers.

Information Sharing: Provides a platform to share essential information about the shop, including location, working hours, and contact details.

Promotions: Allows for the promotion of discounts, special offers, and healthcare awareness campaigns to a wider audience.

Customer Engagement: Facilitates direct engagement with customers through comments, messages, and reviews.

Community Health Updates: Can share health tips, news, and updates related to health and wellness with the local community.

1.3 RESULT:

OUR BRAND ADVAERTISEMENT POSTER



INTRODUCTION – CREATING A FACE BOOK PAGE

OVERVIEW Creating a facebook page for medical shop

PURPOSE

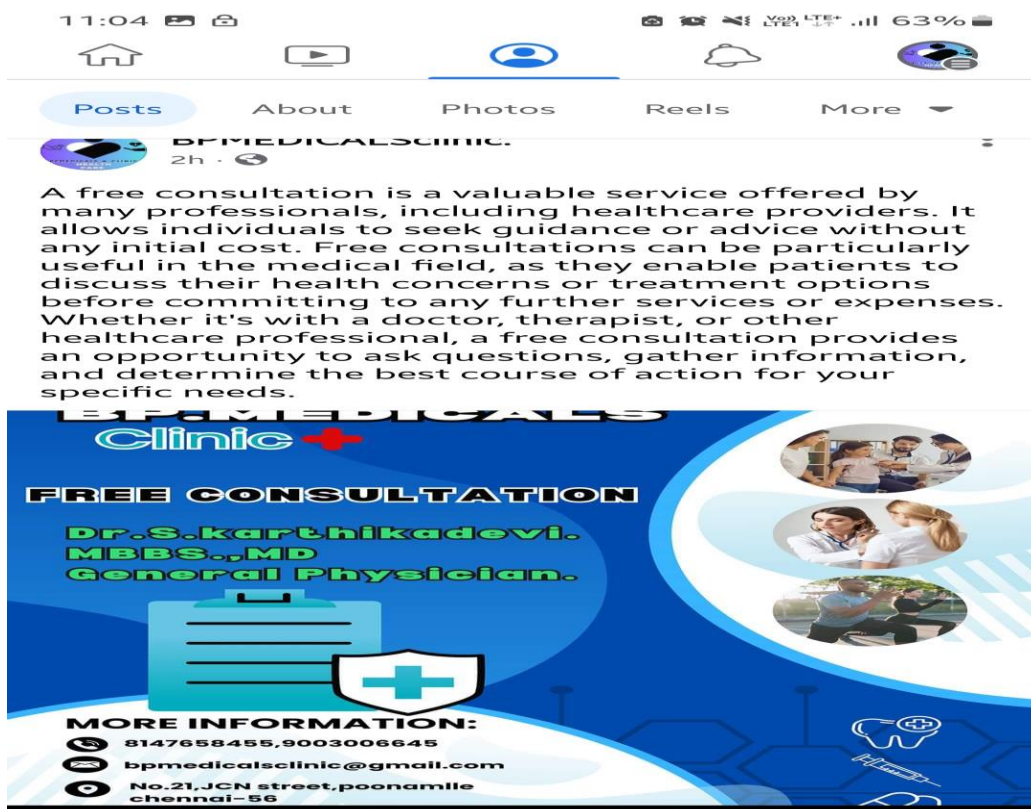
A free consultation is a valuable service offered by many professionals, including healthcare providers. It allows individuals to seek guidance or advice without any initial cost. Free consultations can be particularly useful in the medical field, as they enable patients to discuss their health concerns or treatment options before committing to any further services or expenses.

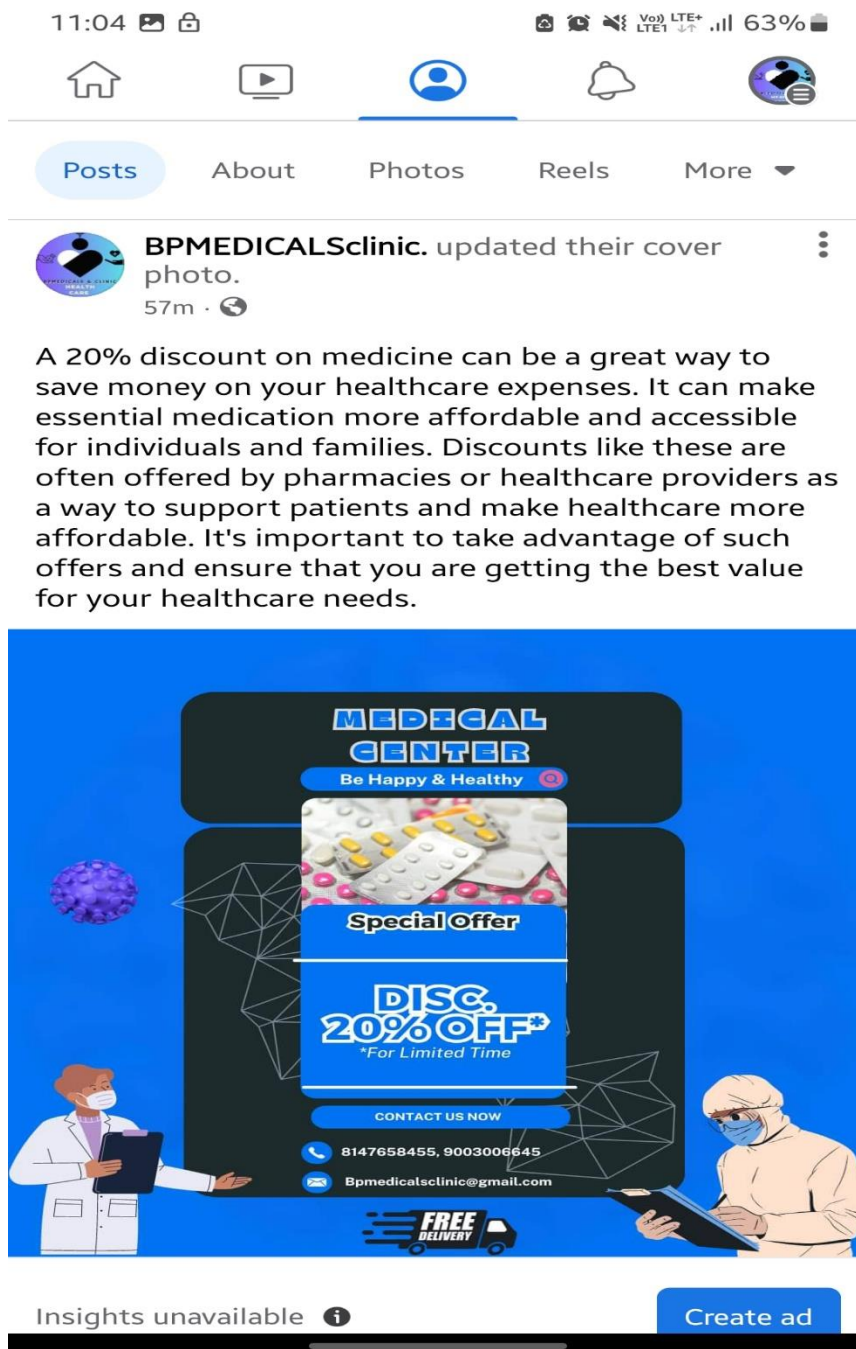
RESULT

Link for face book page :

<https://www.facebook.com/people/BPMEDICALScclinic/61552252154178/?mibextid=ZbWKwL>

A free consultation is a valuable service offered by many professionals, including healthcare providers. It allows individuals to seek guidance or advice without any initial cost. Free consultations can be particularly useful in the medical field, as they enable patients to discuss their health concerns or treatment options before committing to any further services or expenses. Whether it's with a doctor, therapist, or other healthcare professional, a free consultation provides an opportunity to ask questions, gather information, and determine the best course of action for your specific needs.





APPLICATION

Medicine Catalog: Create a database of medicines with details like name, dosage, price, and availability.

Search and Filter: Allow users to search for specific medicines and filter results by category, brand, or price.

Order and Delivery: Enable users to place orders for medicines, medical supplies, or healthcare products. Provide options for home delivery or in-store pickup.

Prescription Upload: Allow users to upload prescriptions, which can be reviewed by a pharmacist for accurate medication.

Refill Reminders: Implement a reminder system for medication refills, helping users manage their prescriptions effectively.

Payment Gateway: Secure payment options for online orders, including credit/debit cards, digital wallets, and cash on delivery

Conclusion:

So from the above two assignment I have learn how to market the health applications in a good way.