

# NM-DIGITAL MARKETING ASSIGNMENT

NAME; ISHWARYA V

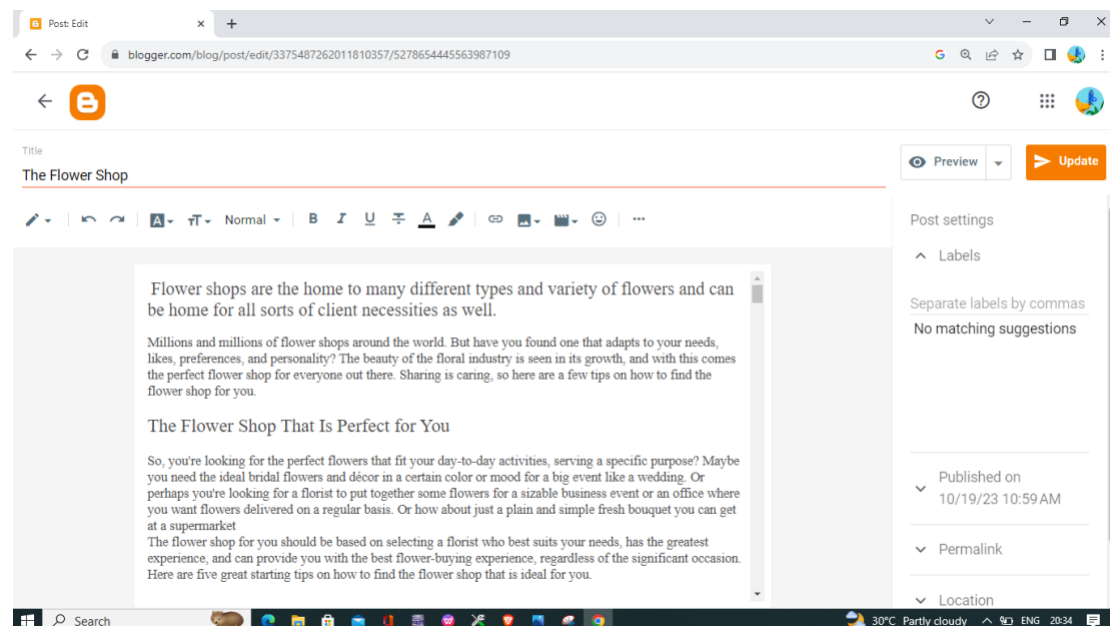
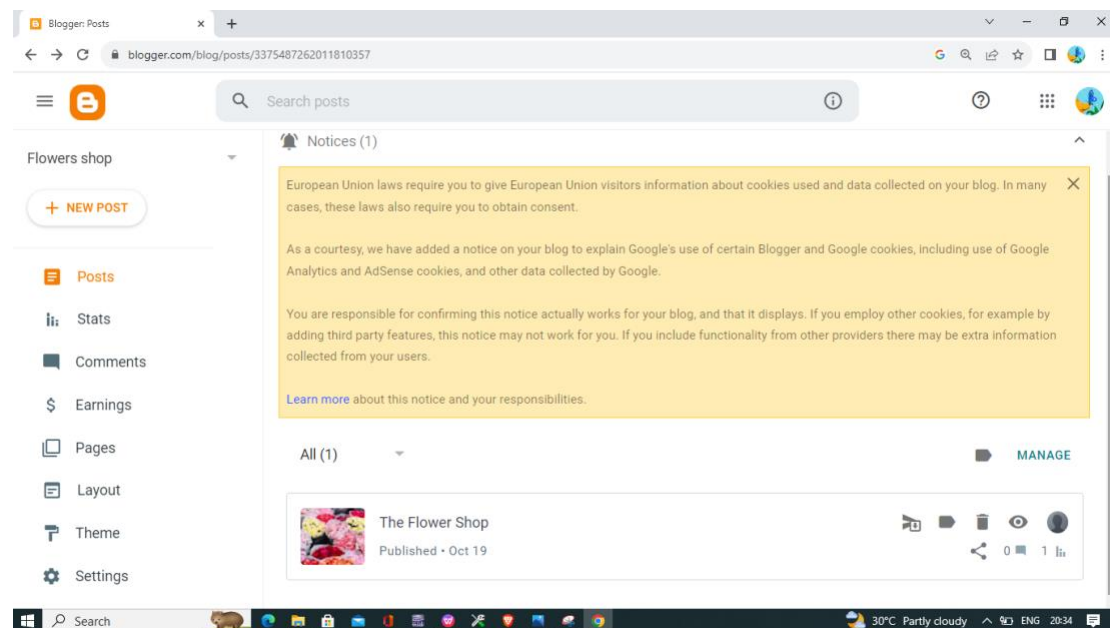
ROLL NO: 91762114209

NMID: 5829FD6E444CA62B8EA451F2D5727CA3

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

Blog id: <https://ishwaryavallavanflowersshop.blogspot.com/2023/10/the-flower-shop.html>



A screenshot of a web browser displaying the Blogger post editor interface. The address bar shows the URL: blogger.com/blog/post/edit/3375487262011810357/5278654445563987109. The page title is "The Flower Shop". The editor includes a rich text toolbar with options for bold, italic, underline, text color, background color, link, unlink, list, and image. The main content area shows a heading "2. Look at the Florist's Reputation" followed by a paragraph: "Asking these questions is a crucial step in selecting the flower shop that fits you as a person the best. Make sure to dig deep and ask yourself. How much experience do the florists have at the flower shop? What types of warranties do the flower shop's products have? Additionally, find out how long the shop has been operating to get a sense of their level of expertise and experience." Below the text is an image of a woman in a green apron holding a bouquet of pink flowers. The right sidebar contains "Post settings" with sections for "Labels" (showing "Labels" and "Separate labels by commas"), "Published on" (10/19/23 10:59 AM), "Permalink", and "Location". The bottom of the screen shows a Windows taskbar with various application icons and system information like "30°C Partly cloudy".



Post: Edit

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Title

The Flower Shop

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The Flower Shop For Traditional Flower Arrangements

For all the flower and plant lovers that prefer a more traditional side to the story, **Bourguignon Floristas** from Spain is the flower shop that'll be in charge of giving you this and more. More than 85 years ago, the florist Bourguignon opened its doors on Madrid's Almagro Street



Preview Update

Post settings

Labels

Separate labels by commas

No matching suggestions

Published on  
10/19/23 10:59 AM

Permalink

Location

Windows taskbar icons: Search, File Explorer, Edge, Mail, Photos, etc.

System tray: 30°C Partly cloudy, ENG, 20:35

A screenshot of a web browser displaying a Blogger post editor. The browser's address bar shows the URL: blogger.com/blog/post/edit/3375487262011810357/5278654445563987109. The editor interface includes a title field with the text "The Flower Shop", a rich text editor with various formatting tools (bold, italic, underline, text color, background color, link, unlink, list, indent, outdent, undo, redo), and a post settings sidebar on the right. The post settings sidebar contains sections for "Post settings", "Labels" (with a "Separate labels by commas" option and "No matching suggestions" message), "Published on" (10/19/23 10:59 AM), "Permalink", and "Location". The main content area shows the title "The Flower Shop For The Perfect Boutonniere" followed by a paragraph of text: "There are hundreds of course, but **Kregan Florist** stood out because they specialize in creating wedding boutonnières as well as boutonnières for any other special event. Boutonnières are worn on the wrist or lapel and often have ribbons or other embellishments to add to their formal flair. Not only do they add a beautiful pop of color and class to a formal gown or suit, but they're also a way for couples to coordinate their outfits through matching flowers. Read the article '**8 Blooming Wedding Boutonniere Ideas**' to learn more about them." Below the text is a placeholder image of a boutonniere, which appears to be a small, colorful floral arrangement with white, pink, and purple flowers and greenery. The browser's taskbar at the bottom shows the Windows logo, a search bar, and several open applications including a file explorer, a web browser, and a messaging app.

Post: Edit


blogger.com/blog/post/edit/3375487262011810357/5278654445563987109

Title

The Flower Shop

Paragraph

Whether you're looking for the perfect corsage flowers for your wedding or even for a formal prom date, Krepp Florist is the flower shop that can provide the fresh flowers you need. They offer fast delivery of high-quality corsage and boutonniere flowers all over the United States.



Preview

Update

Post settings

Labels

Separate labels by commas

No matching suggestions

Published on

10/19/23 10:59 AM

Permalink

Location

Search

30°C Partly cloudy

ENG 20:36

Post: Edit


blogger.com/blog/post/edit/3375487262011810357/5278654445563987109

Title

The Flower Shop

Normal

A great flower shop option for those opting to take the more sustainable way and overall processes in the floral industry is the Dutch company, 'The Sustainable Florists Group'. Florists are increasingly joining the Sustainable Florists Group. Because they have a progressive vision and approach in the field of people, and the environment, making business operations more sustainable and purchasing flowers.



<https://blogger.googleusercontent.com...>

Preview

Update

Post settings

Labels

Separate labels by commas

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Location

Search

30°C Partly cloudy

ENG 20:36



Wordpress id:<http://ishwarya7.wordpress.com/>

## THE FLOWER SHOP

*October 19th, 2023*

Flower shops are the home to many different types and variety of flowers and can be home for all sorts of client necessities as well.

Millions and millions of flower shops around the world. But have you found one that adapts to your needs, likes, preferences, and personality? The beauty of the floral industry is seen in its growth, and with this comes the perfect flower shop for everyone out there. Sharing is caring, so here are a few tips on how to find the flower shop for you.

### The Flower Shop That Is Perfect for You

So, you're looking for the perfect flowers that fit your day-to-day activities, serving a specific purpose? Maybe you need the ideal bridal flowers and décor in a certain color or mood for a big event like a wedding. Or perhaps you're looking for a florist to put together some flowers for a sizable business event or an office where you want flowers delivered on a regular basis. Or how about just a plain and simple fresh bouquet you can get at a supermarket? The flower shop for you should be based on selecting a florist who best suits your needs, has the greatest experience, and can provide you with the best flower-buying experience, regardless of the significant occasion. Here are five great starting tips on how to find the flower shop that is ideal for you.

#### *1. Determine Your Style and What You Want*

Keep a mental note of the floral arrangement styles that you favor. Do you like something that has a modern artistic flair or something that is more rural

#### *1. Determine Your Style and What You Want*

Keep a mental note of the floral arrangement styles that you favor. Do you like something that has a modern artistic flair or something that is more rural and rustic? Look inside the flower store or at the website of the online flower shop to get a sense of the florist's style because certain florists specialize in and like working with a particular style.



## *2. Look at the Florist's Reputation*

Asking these questions is a crucial step in selecting the flower shop that fits you as a person the best. Make sure to dig deep and ask yourself: How much experience do the florists have at the flower shop? What types of warranties do the flower shop's products have? Additionally, find out how long the shop has been operating to get a sense of their level of expertise and experience.



## *5. Take the Price Into Account*

*Get a price range for the flower selections you're interested in by speaking with the flower shop. Check to see whether they have special pricing for businesses, large orders, and floral subscriptions. If you're concerned about cost, make sure the flowers or theme you choose fit within your spending limit. If not, ask the florist if there are any less expensive options available.*

### *The Flower Shop For Weddings*

*Putnam and Putnam is a great example of the perfect flower shop to get your wedding flower provisions. Their look is romantic, enticing, and decadent, a nod to still-life paintings of Dutch masters—with a modern twist. Putnam and Putnam's goal is to immerse clients into our world of flowers and design.*

*To them, florals are more than just an accent to the overall space, they create an experience and tell a story. This is one of the top flower shops for weddings worldwide, and you can read more about why their flower shop is considered one of the best in the article '[Meet the Top and Best Wedding Florists in America](#)'.*

### *The Flower Shop For Funerals*

*Arena Flowers from London is the flower shop that offers quite a range of options, especially when it comes to grieving moments like funerals or the loss of a loved one. Their main motto is 'sending sympathy' through a selection of carefully picked flowers that symbolize the kindness, love, and sympathy you are sending to the people who need it the most.*

*Arena Flowers Arena Flowers agrees that there are things that are difficult to say or feel too big for words, and for this, telling someone you're thinking of them, or saying farewell with a*

 Follow ...

### *The Flower Shop For Traditional Flower Arrangements*

*For all the flower and plant lovers that prefer a more traditional side to the story, Bourguignon Floristas from Spain is the flower shop that'll be in charge of giving you this and more. More than 85 years ago, the florist Bourguignon opened its doors on Madrid's Almagro Street*

*When combined with the sale of high-quality, one-of-a-kind flowers and the service they provided, their understanding of the floral arts represented a completely new idea in Spain at the time. Since then, their understanding of floristry has not changed. Bourguignon is a contemporary, traditional, and versatile florist that adjusts to the preferences of its customers and market need. It is the flower shop that can create any type of arrangement, offering the best selection and quality of flowers.*



through matching flowers. Read the article '[8 Blooming Wedding Boutonniere Ideas](#)' to learn more about them.

Whether you're looking for the perfect corsage flowers for your wedding or even for a formal prom date, Kremp Florist is the flower shop that can provide the fresh flowers you need. They offer fast delivery of high-quality corsage and boutonniere flowers all over the United States.



#### *The Flower Shop For Sustainable Florists*

A great flower shop option for those opting to take the more sustainable way and overall processes in the floral industry is the Dutch company, 'The

#### *The Flower Shop For Sustainable Florists*

A great flower shop option for those opting to take the more sustainable way and overall processes in the floral industry is the Dutch company, 'The Sustainable Florists Group'. Florists are increasingly joining the Sustainable Florists Group. Because they have a progressive vision and approach in the field of people, and the environment, making business operations more sustainable and purchasing flowers.



Purchasing and selling sustainable flowers, help to make the entire flower sector more sustainable. You can learn why this flower shop is one of the best in the Netherlands and everything they are doing to make the industry even more environmentally friendly.

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

[https://m.facebook.com/story.php?story\\_fbid=pfbid0YGTQnu5yyFnuqkPtGvi4AiPPWyR8MbhALdFBmtCXKmQHLXQcq4u1zK6TTYr1WDvwl&id=61552204307487&mibextid=Nif5oz](https://m.facebook.com/story.php?story_fbid=pfbid0YGTQnu5yyFnuqkPtGvi4AiPPWyR8MbhALdFBmtCXKmQHLXQcq4u1zK6TTYr1WDvwl&id=61552204307487&mibextid=Nif5oz)



IV flower shop

23h · 🌐



We are the home to many different types and variety of flowers. On top of that, flower shops ar... See more



See insights and ads

Boost post

See insights and ads

Boost post



Like



Comment



Share



IV flower shop updated their profile picture.

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Insights unavailable ⓘ

Create ad



Like



Comment



Share

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



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

