

NAAN MUDHALVAN PROJECT DOCUMENTATION

DIGITAL MARKETING

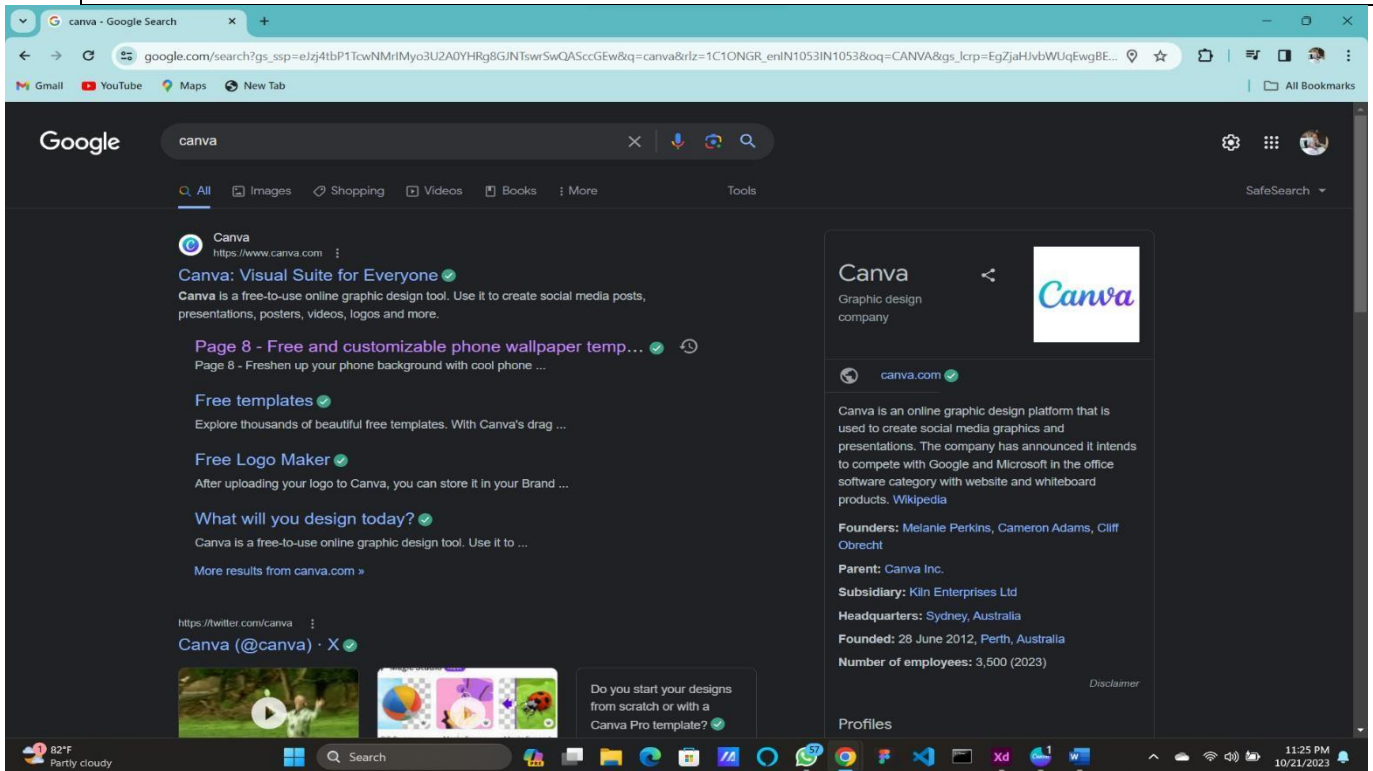
TEAM ID: NM2023TMID06472

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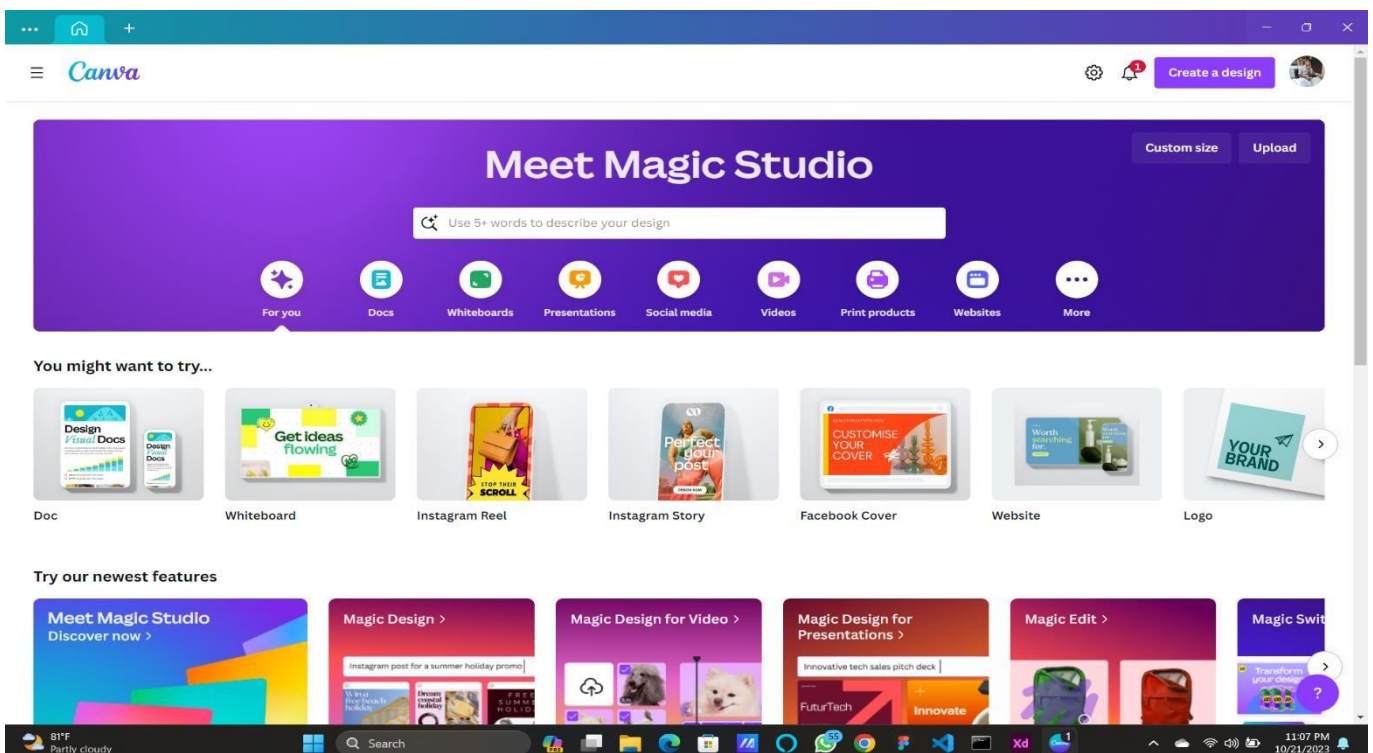
Important Details of our project:

1. Brand Name: Gen Next
2. Category: Clothing Brand
3. Target Audience: All (Men, Women, Kids)
4. Email: gennextclothing@gmail.com
5. Canva Website URL:
https://www.canva.com/design/DAFx6eMN91Q/Ikvu1oJhB6_MEDZKhjO_zg/view?utm_content=DAFx6eMN91Q&utm_campaign=designshare&utm_medium=link&utm_source=editor
6. video link: <https://youtu.be/NdgV35Fn8Xw>
7. Website link: <http://www.gennextfashion.com>

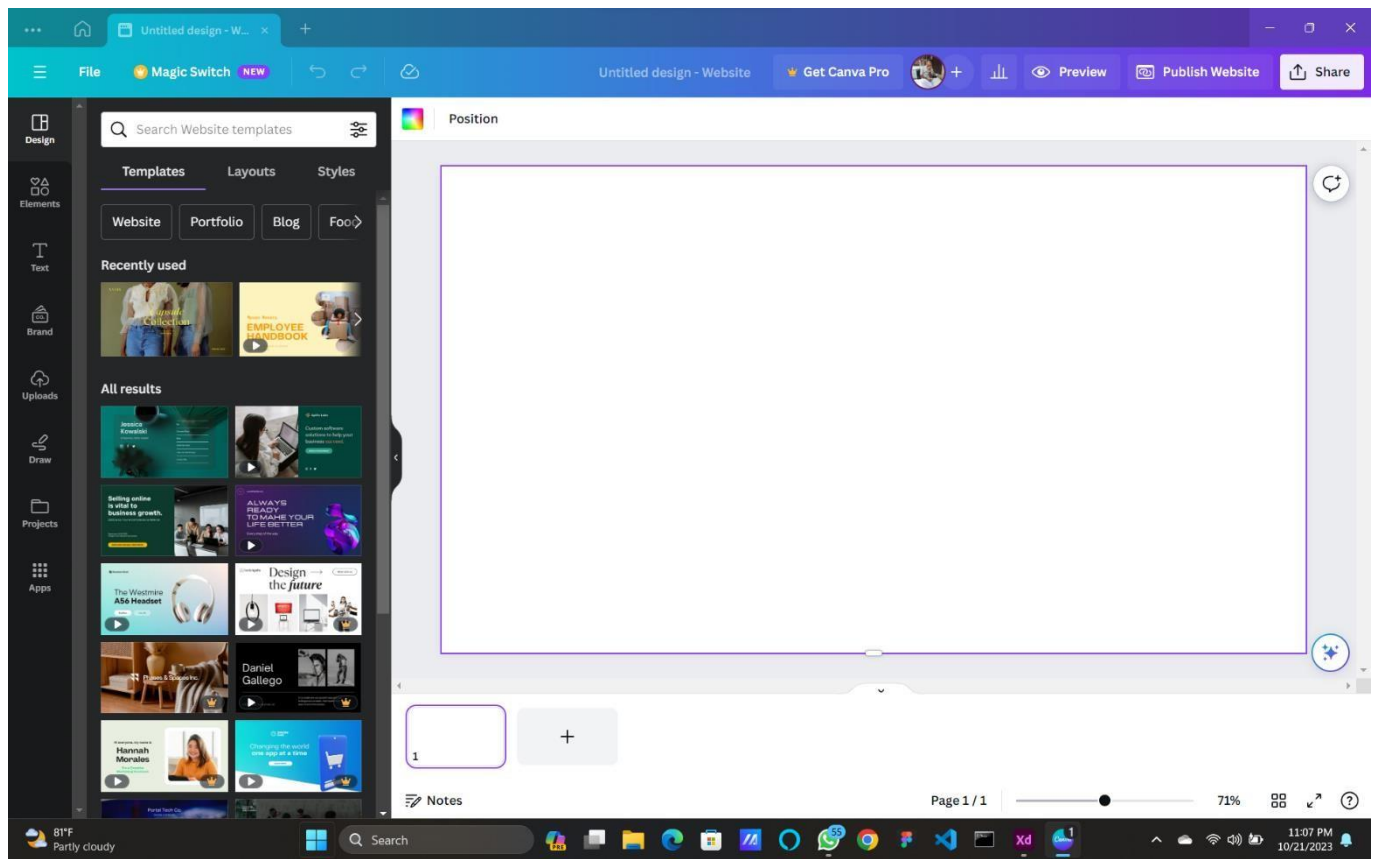
STEP 1: GO TO CANVA IN YOUR BROWSER



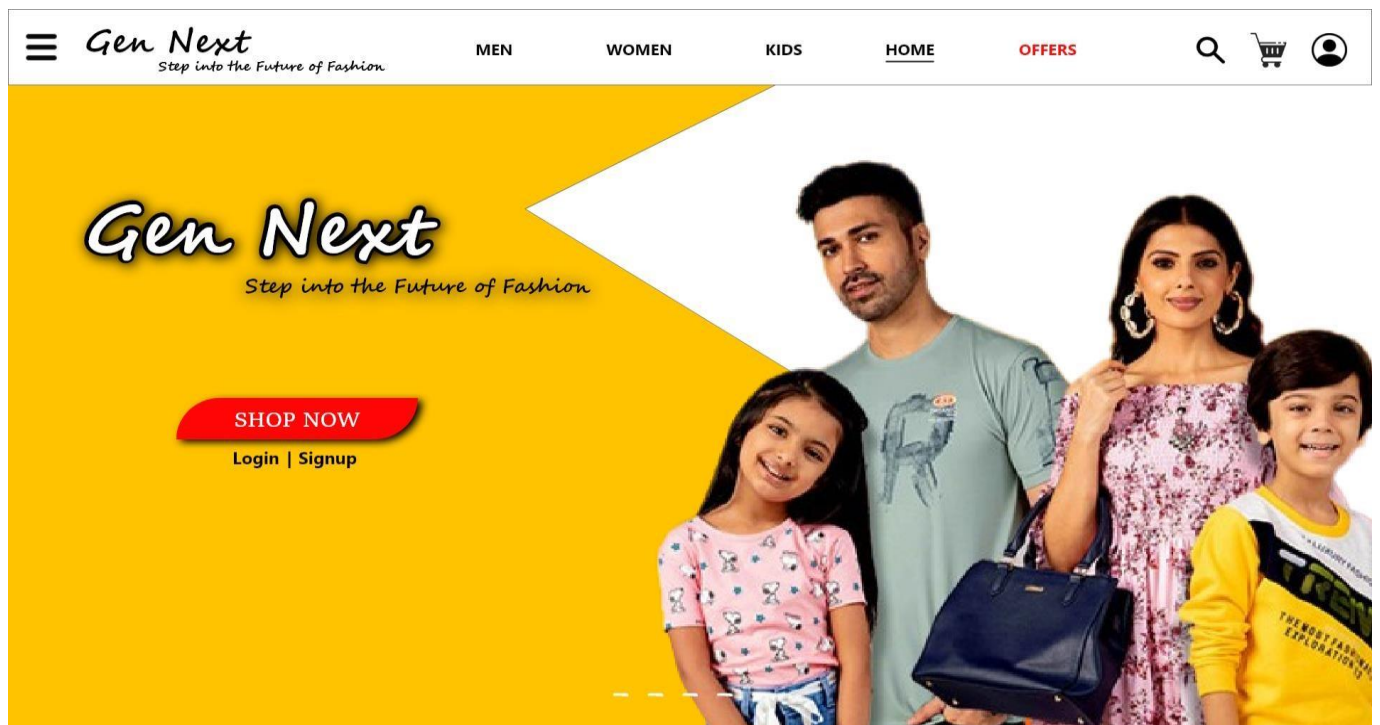
STEP 2: LOGIN TO YOUR CANVA ACCOUNT



STEP 3: CLICK THE WEBSITE IN LANDING PAGE



STEP 4: CREATE HOME PAGE FOR YOUR WEBSITE



STEP 5: CREATE SIGNUP PAGE FOR YOUR WEBSITE

Gen Next

Step into the Future of Fashion

or

[Do you have an Account ? Login](#)

STEP 6: CREATE THE LOGIN PAGE FOR YOUR WEBSITE

Gen Next

Step into the Future of Fashion

[forgot password?](#)

or

[Don't have an Account ? Signup](#)

STEP 7: CREATE MENS COLLECTION PAGE

Gen Next
Step into the Future of Fashion

[MEN](#)
[WOMEN](#)
[KIDS](#)
[HOME](#)
[OFFERS](#)

Clothing
232878 products

FILTER & SORT

Sort by

- trending
- New
- Discounts
- High Price
- Low Price

Price +

Discounts +

color +

size +

brand +

category +

type +

occasion +

prints & patterns +

offers +

More... +

T-SHIRT
 SHIRTS
 JEANS
 TROUSERS
 ETHNIC SETS
 FOOTWEAR
 KIDS
 HOME
 ACCESSORY
 WINTER

#ELEVATED BASICS TO CART

By Kanika.Crystal
26K Followers

+24 Likes

PERFECT HEAD-TURNERS

By Kanika.Crystal
26K Followers

+26 Likes

SUBTLE BUT MAKE IT COOL

By Kanika.Crystal
26K Followers

+23 Likes

EFFORTLESSLY COOL STYLES

By Kanika.Crystal
26K Followers

+23 Likes

SELLING OUT LIKE CRAZY

By Kanika.Crystal
26K Followers

+28 Likes

CLOSET MUST-BUYS

By Kanika.Crystal
26K Followers

+29 Likes

CHECK OUR FRESH FAVES

By Kanika.Crystal
26K Followers

+28 Likes

VERSATILE AF PICKS

By Kanika.Crystal
26K Followers

+27 Likes

KURTA PAJAMAS #EMPIREYELLOW

By Kanika.Crystal
26K Followers

+24 Likes

LET'S #KEEPIPCASUAL

By Kanika.Crystal
26K Followers

+22 Likes

BRIGHT AS EVER

By Kanika.Crystal
26K Followers

+23 Likes

EASY. BREEZY. COMFY.

By Kanika.Crystal
26K Followers

+13 Likes

Prew | 1 2 3 ... 10 | Next

STEP 8: CREATE WOMENS COLLECTION PAGE

Gen Next

Step into the Future of Fashion.

MEN

WOMEN

KIDS

HOME

OFFERS

Q

Shopping Cart

Profile

Clothing

232878 products

FILTER & SORT

Sort by

trending

New

Discounts

High Price

Low Price

Price

Discounts

color

size

brand

category

type

occasion

prints & patterns

offers

..

#LAVENDERCREAM | KURTAS

By Krunal

6K Followers

1 Like

Share

+21

#TRANQUILBLUE KURTAS TO BAG

By Krunal

6K Followers

Like

Share

+25

PRETTY TIERED KURTAS TO CART

By Divya N

2K Followers

5 Likes

Share

+36

CRUSHING ALL OVER | COTTON ...

By POOJA

4K Followers

12 Likes

Share

+27

#TRANQUILBLUE HUES TO CART

By Nikky

25K Followers

6 Likes

Share

+26

THEY'RE DIPPED IN STYLE | ANA...

By Krunal

6K Followers

6 Likes

Share

+33

CART THESE CHIC KURTAS

By Nikky

25K Followers

4 Likes

Share

+28

LADIES THEY'RE GORGEOUS | S...

By Nikky

25K Followers

Like

Share

+29

BOAT NECKERED KURTA PLAZZO...

By Divya N

2K Followers

4 Likes

Share

+27

DOPAMINE-BOOSTER PICKS

By Shivangini

25K Followers

184 Likes

Share

+28

#WORKLEISURE | SMART KURTAS

By Krunal

6K Followers

Like

Share

+27

COTTON CRUSH | FLARED KURTAS

By POOJA

4K Followers

2 Likes

Share

+28

Prew

1

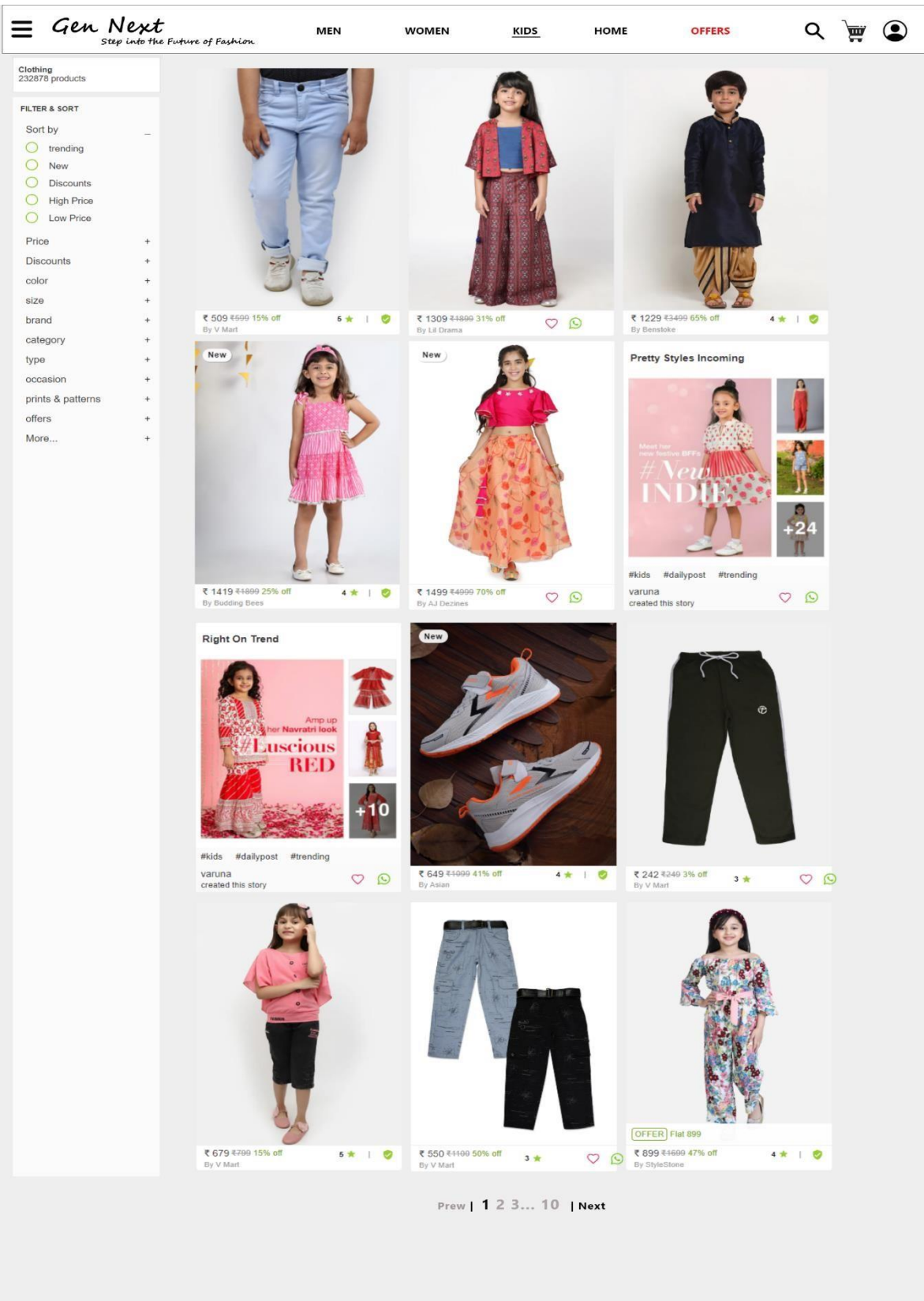
2

3...

10

Next

STEP 9:CREATE KIDS COLLECTION PAGE



STEP 10:CREATE THE OFFER PAGE

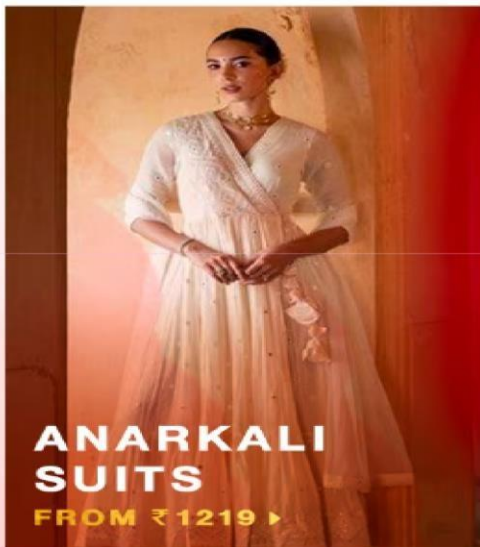
**Gen Next**
Step Into The Future of Fashion.

MENWOMENKIDSHOME

OFFERS



**SPECIAL OFFER**
ON FASHIONS

**TANT SAREES**
UNDER ₹1699 ▶**JAMDANI SAREES**
FROM ₹399 ▶**ANARKALI SUITS**
FROM ₹1219 ▶**KURTA SETS**
FROM ₹599 ▶**BANARASI SAREES**
SHOP NOW ▶

Thank You