

NAAN MUDHALVAN PROJECT DOCUMENTATION

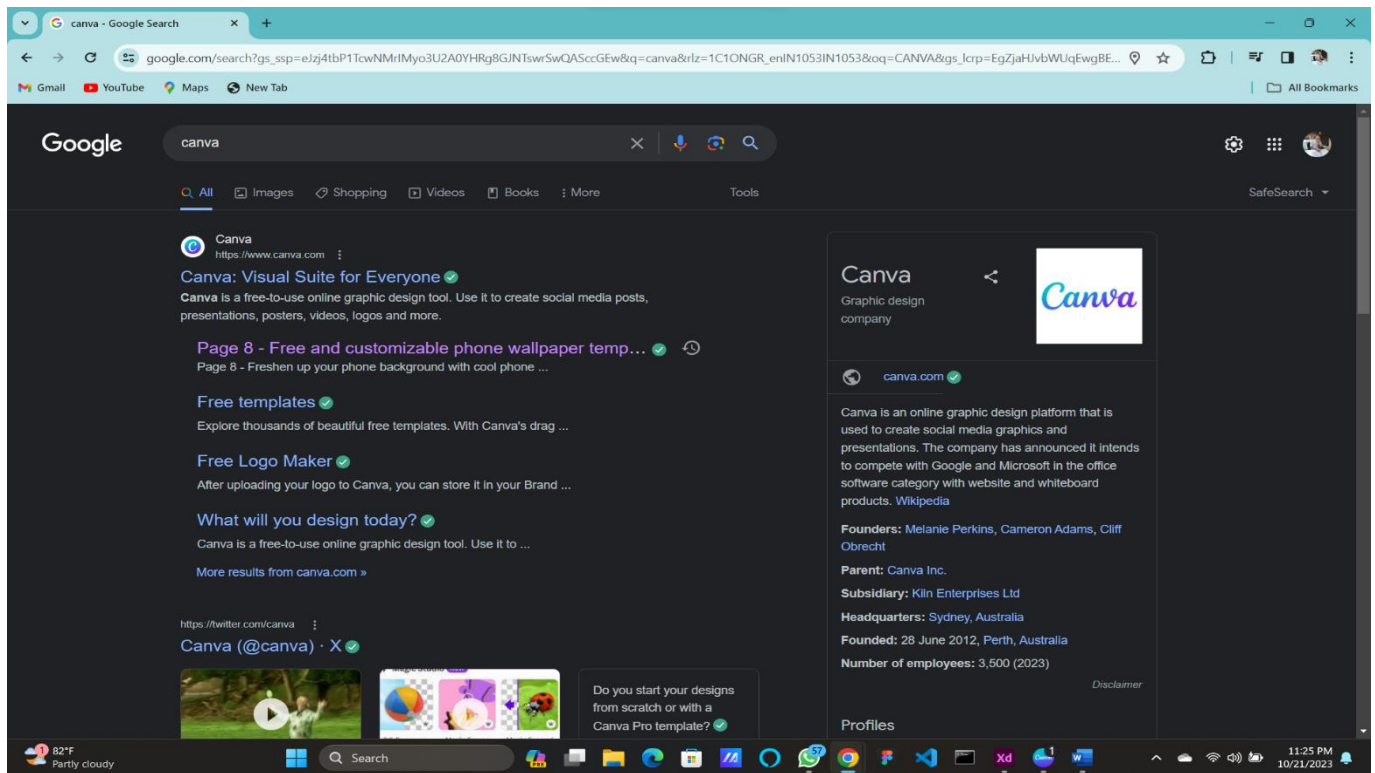
DIGITAL MARKETING

S/No.	Name of The Student	Register Number
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2.	K.ARULPRAKASH	820320106001
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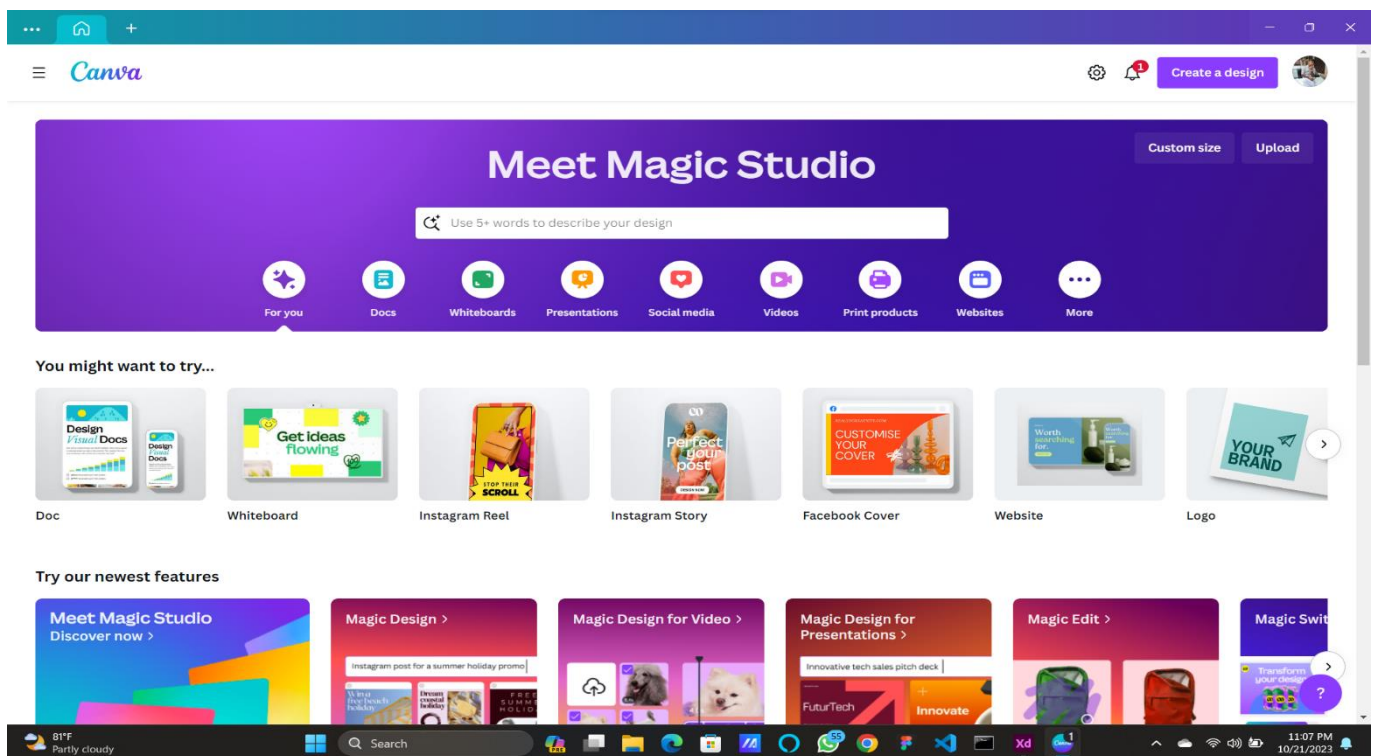
Important Details of our project:

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>

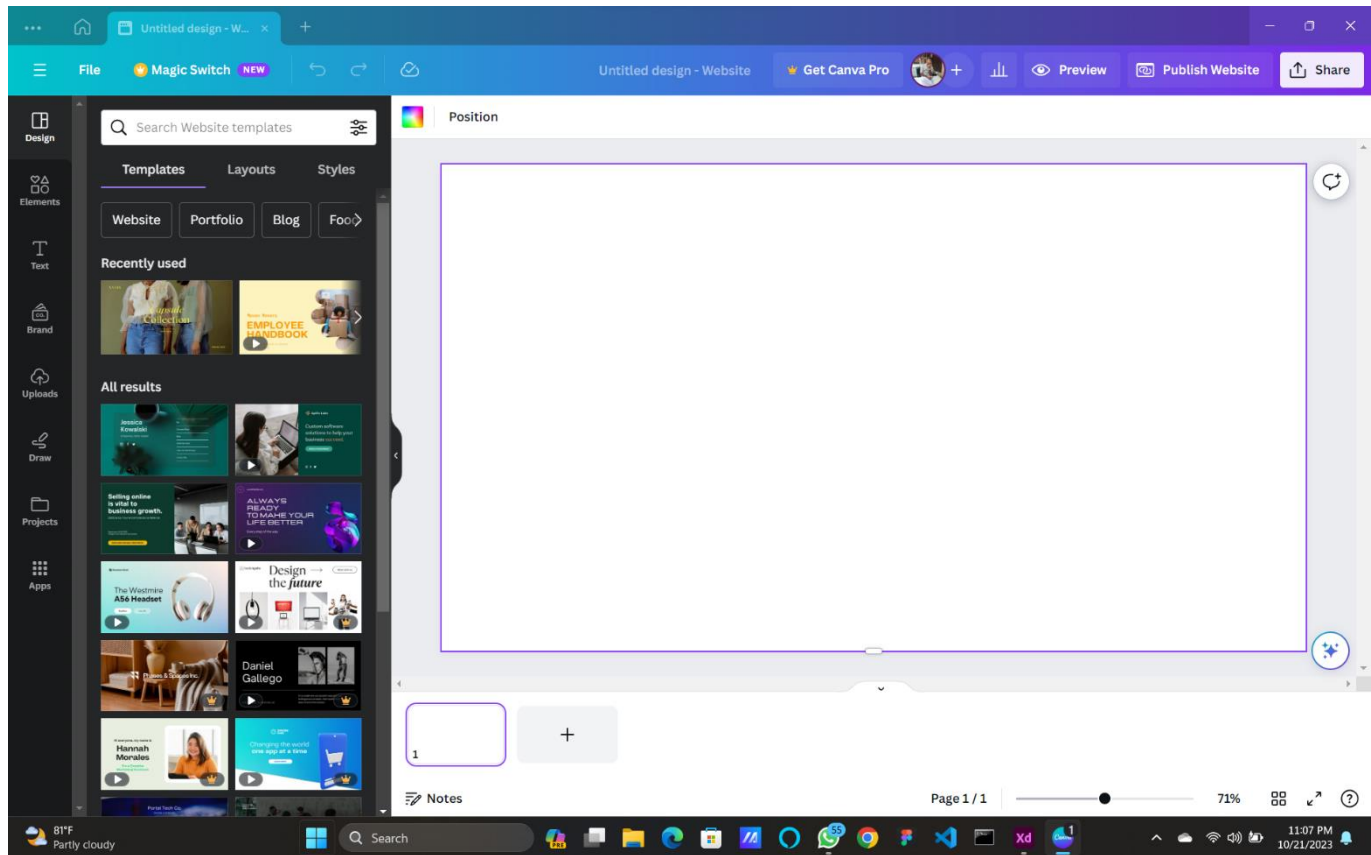
STEP 1: GO TO CANVA IN YOUR BROWSER



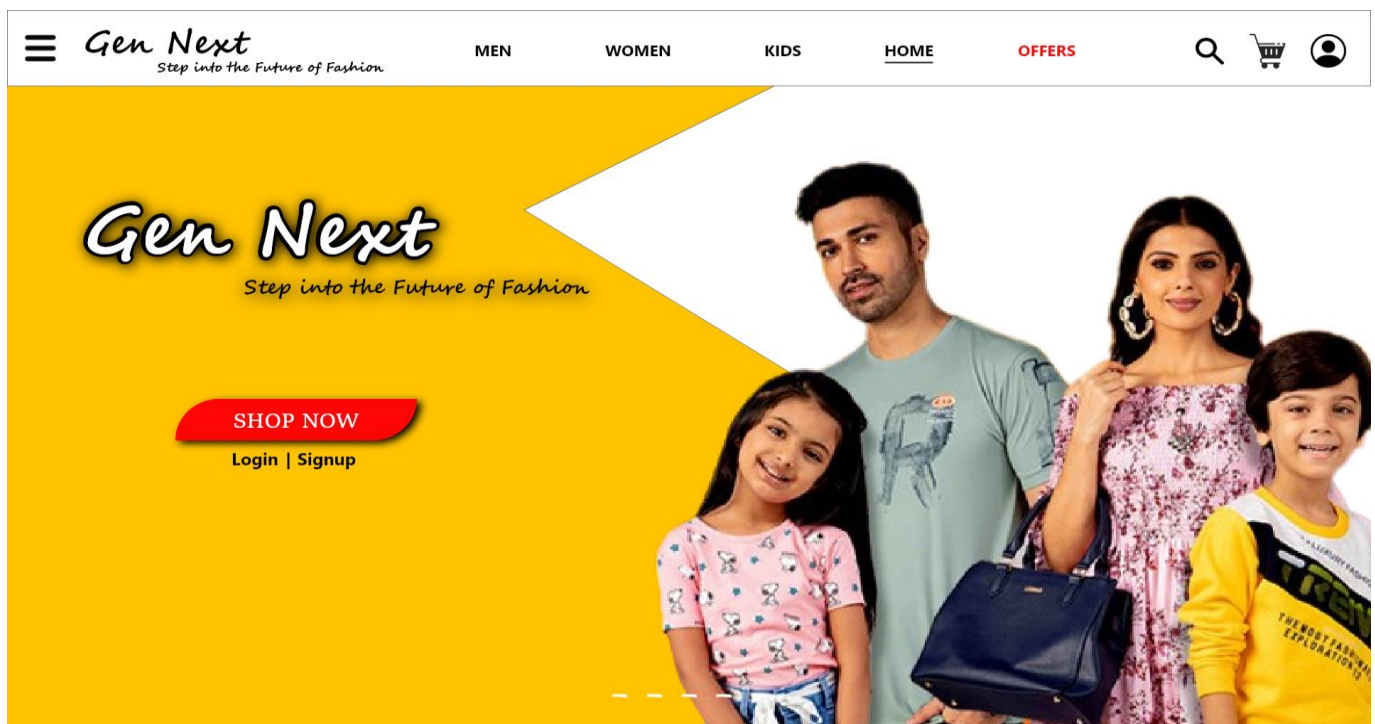
STEP 2: LOGIN TO YOUR CANVA ACCOUNT



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

WRITER

#ELEVATED BASICS TO CART

It's never too late to get one of these

SOLID TANK TOPS

+24

By Kanika.Crystal

26K Followers

19 Likes

Share

PERFECT HEAD-TURNERS

Shirts to make your day-outfit buzzworthy

#SmartenUp BRIGHTS

+26

By Kanika.Crystal

26K Followers

110 Likes

Share

SUBTLE BUT MAKE IT COOL

Moonshine is a mood & we are totally love it!

Grey On Grey

+23

By Kanika.Crystal

26K Followers

23 Likes

Share

EFFORTLESSLY COOL STYLES

101 Picks for Rakhi Reets:

These shorts kurtas, duhh!

+23

By Kanika.Crystal

26K Followers

53 Likes

Share

SELLING OUT LIKE CRAZY

#SportSmart picks are here & they're BOMBHELL

+28

By Kanika.Crystal

26K Followers

56 Likes

Share

CLOSET MUST-BUYS

You'll def. regret not bookmarking our check

SHIRTS #NOTCLASSIC

+29

By Kanika.Crystal

26K Followers

109 Likes

Share

CHECK OUR FRESH FAVES

#MANDARINSHIRTS

are internet's most highly-rated

+28

By Kanika.Crystal

26K Followers

38 Likes

Share

VERSATILE AF PICKS

#UTILITY CARGOS

So cool, you can pair them with anything!

+27

By Kanika.Crystal

26K Followers

77 Likes

Share

KURTA PAJAMAS #EMPIREYELLOW

Our Fresh Arrivals

will def. fit into your celebrations

+24

By Kanika.Crystal

26K Followers

93 Likes

Share

LET'S #KEEPTCASUAL

I googled my symptoms turns out, I just need new CHINOS!

+22

By Kanika.Crystal

26K Followers

77 Likes

Share

BRIGHT AS EVER

Make upcoming festivities mega joyful! CART OUR FRESH ETHNIC SETS

+23

By Kanika.Crystal

26K Followers

103 Likes

Share

EASY. BREEZY. COMFY.

You're just one #Baggy Jeans away from a great mood

+13

By Kanika.Crystal

26K Followers

50 Likes

Share

Prew | 1 2 3... 10 | Next

STEP 8: CREATE WOMENS COLLECTION PAGE

Gen Next
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MENWOMENKIDSHOMEOFFERS

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+
...

KURTAS
 TOPS
 DRESSES
 SAREES
 SUITS
 ETHNIC SETS
 BOTTOMS
 BAGS
 FOOTWEAR
 KIDS
 ADD ONS
 HOME
 WINTER
 LINGERIE

#LAVENDERCREAM | KURTAS

+21

By Krunal
6K Followers

1 Like Share

#TRANQUILBLUE KURTAS TO BAG

+25

By Krunal
6K Followers

Like Share

PRETTY TIERED KURTAS TO CART

+36

By Divya N
2K Followers

5 Likes Share

CRUSHING ALL OVER | COTTON ...

+27

By POOJA
4K Followers

12 Likes Share

#TRANQUILBLUE HUES TO CART

+26

By Nikky
26K Followers

6 Likes Share

THEY'RE DIPPED IN STYLE | ANA ...

+33

By Krunal
6K Followers

6 Likes Share

CART THESE CHIC KURTAS

+28

By Nikky
26K Followers

4 Likes Share

LADIES THEY'RE GORGEOUS | S...

+29

By Nikky
26K Followers

Like Share

BOAT NECKERED KURTA PLAZZO ...

+27

By Divya N
2K Followers

4 Likes Share

DOPAMINE-BOOSTER PICKS

+28

By Shivangini
23K Followers

184 Likes Share

#WORKLEISURE | SMART KURTAS

+27

By Krunal
6K Followers

Like Share

COTTON CRUSH | FLARED KURTAS

+28

By POOJA
4K Followers

2 Likes Share

Prew | 1 2 3... 10 | Next

STEP 9:CREATE KIDS COLLECTION PAGE

Gen Next
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MENWOMENKIDSHOMEOFFERS

Clothing
232678 products

FILTER & SORT

Sort by

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

Price+
Discounts+
color+
size+
brand+
category+
type+
occasion+
prints & patterns+
offers+
More...+

₹ 509 ₹699 15% off
By V Mart

₹ 1309 ₹4899 31% off
By Lil Drama

₹ 1229 ₹3499 65% off
By Bensloke

New
₹ 1419 ₹4899 25% off
By Budding Bees

New
₹ 1499 ₹4999 70% off
By AJ Dezines

Pretty Styles Incoming
Meet her new favorite BFF's
#New INDIE
+24
#kids #dailypost #trending
varuna created this story

Right On Trend
Amp up her Navratri look
Luscious RED
+10
#kids #dailypost #trending
varuna created this story

New
₹ 649 ₹4099 41% off
By Asian

₹ 242 ₹249 3% off
By V Mart


₹ 679 ₹799 15% off
By V Mart

₹ 550 ₹4199 50% off
By V Mart




OFFER Flat 899
₹ 899 ₹4699 47% off
By StyleStone


Prew | 1 2 3 ... 10 | Next

STEP 10: CREATE THE OFFER PAGE


**Gen Next**
Step into the Future of Fashion.




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





**DIWALI**
FESTIVAL SALE
40%
OFF ON ENTIRE STORE

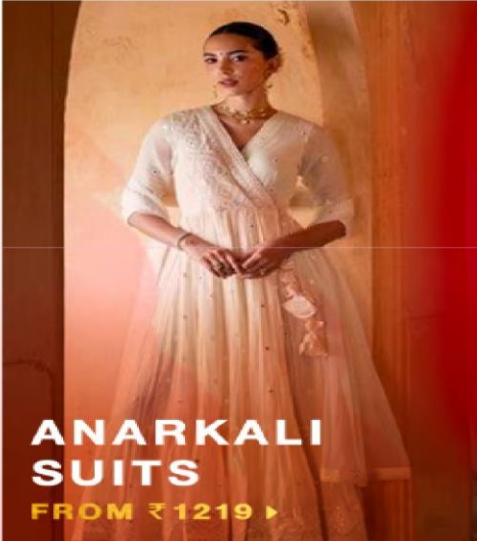
SPECIAL OFFER
ON FASHIONS


**HAPPY DIWALI**
FESTIVAL OFFER




**TANT SAREES**
UNDER ₹1699 ▶

**JAMDANI SAREES**
FROM ₹399 ▶

**ANARKALI SUITS**
FROM ₹1219 ▶

**KURTA SETS**
FROM ₹599 ▶

**BANARASI SAREES**
SHOP NOW ▶

Thank You