

GOVERNMENT COLLEGE OF ENGINEERING [IRTT]

ERODE : 638316



Electronics and Communication Engineering

NAANMUDHALVAN DIGITAL MARKETING ASSIGNMENT

NM ID: F5F49986861AEBF8C8E41DBE238973F1

NAME: YUVASRI K

BRAND NAME: ENGINEER BRIYANI

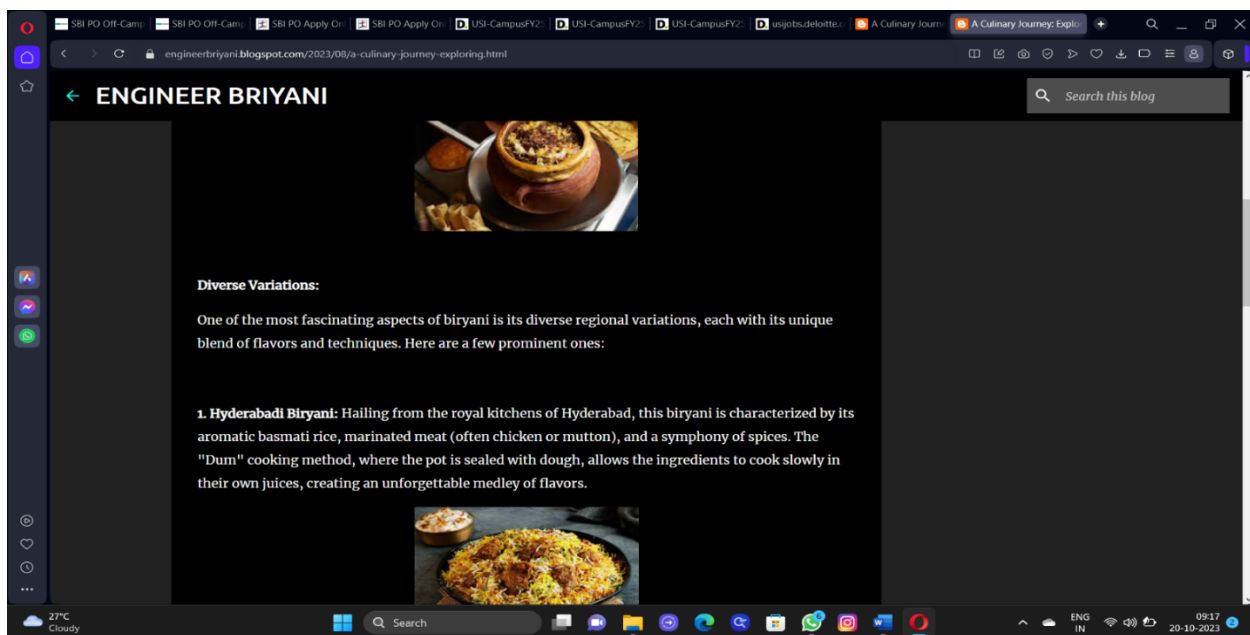
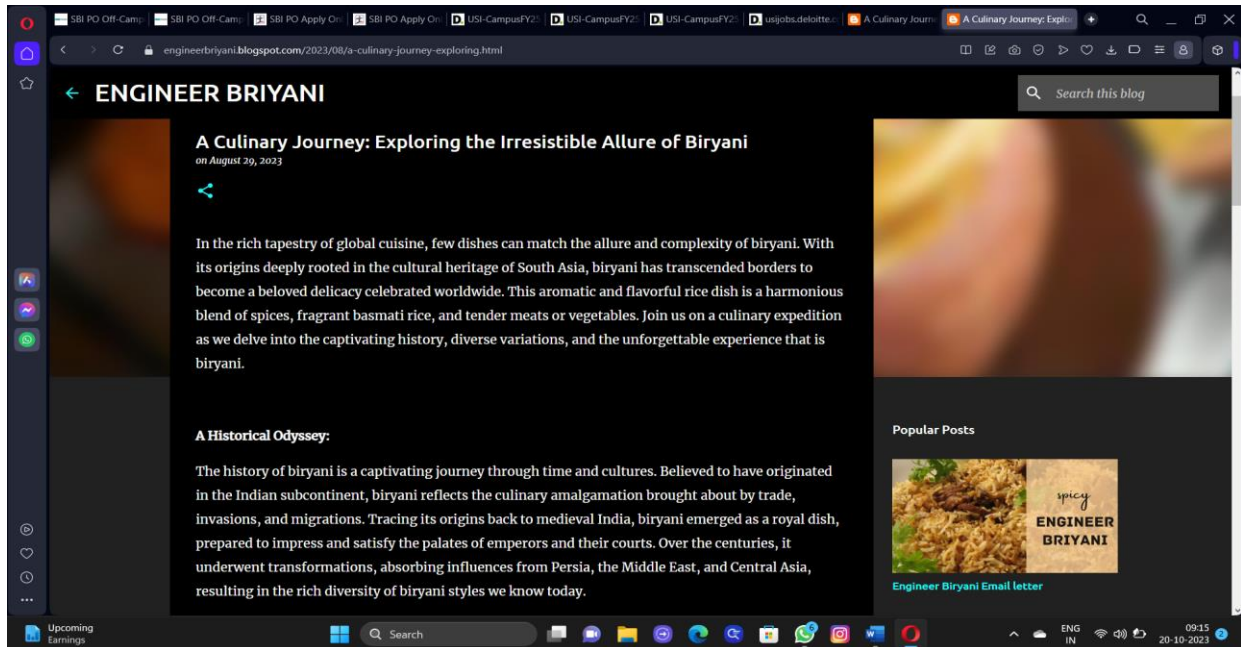
CATEGORY: FOOD

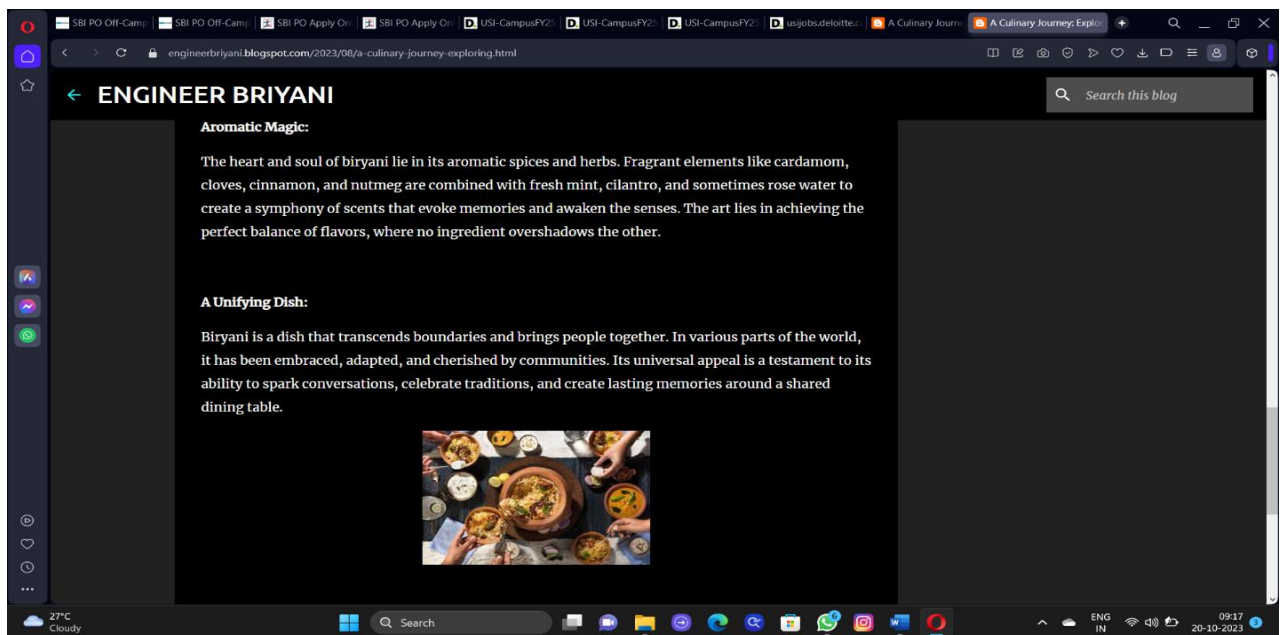
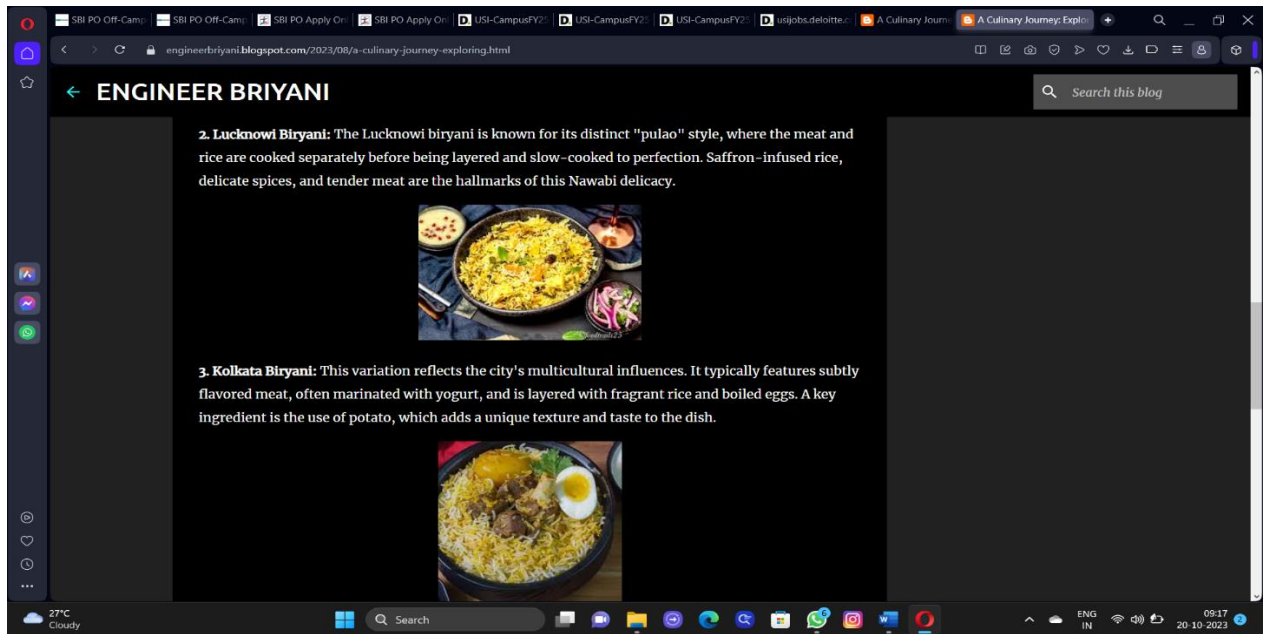
1. Create a blog or website using Blogspot and WordPress. Customize the theme design and post new article with 500 words.

Link: Blog using Blogspot

<https://engineerbriyani.blogspot.com/>

Screenshot:





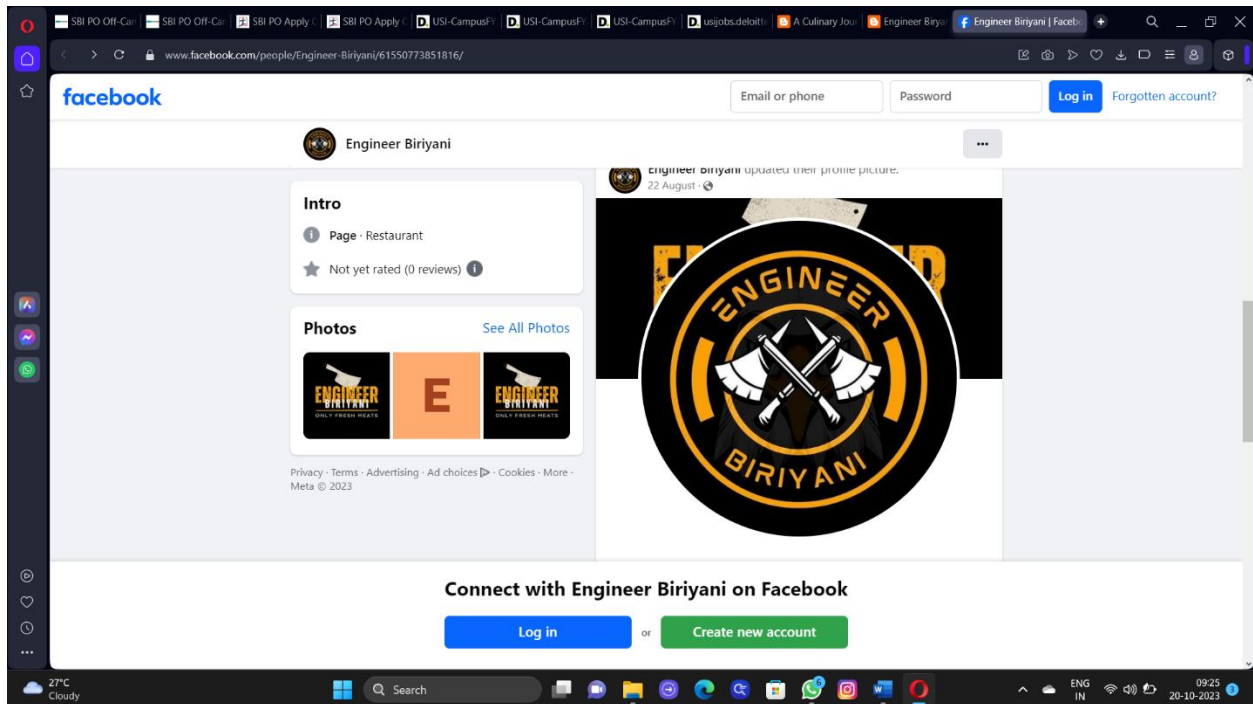
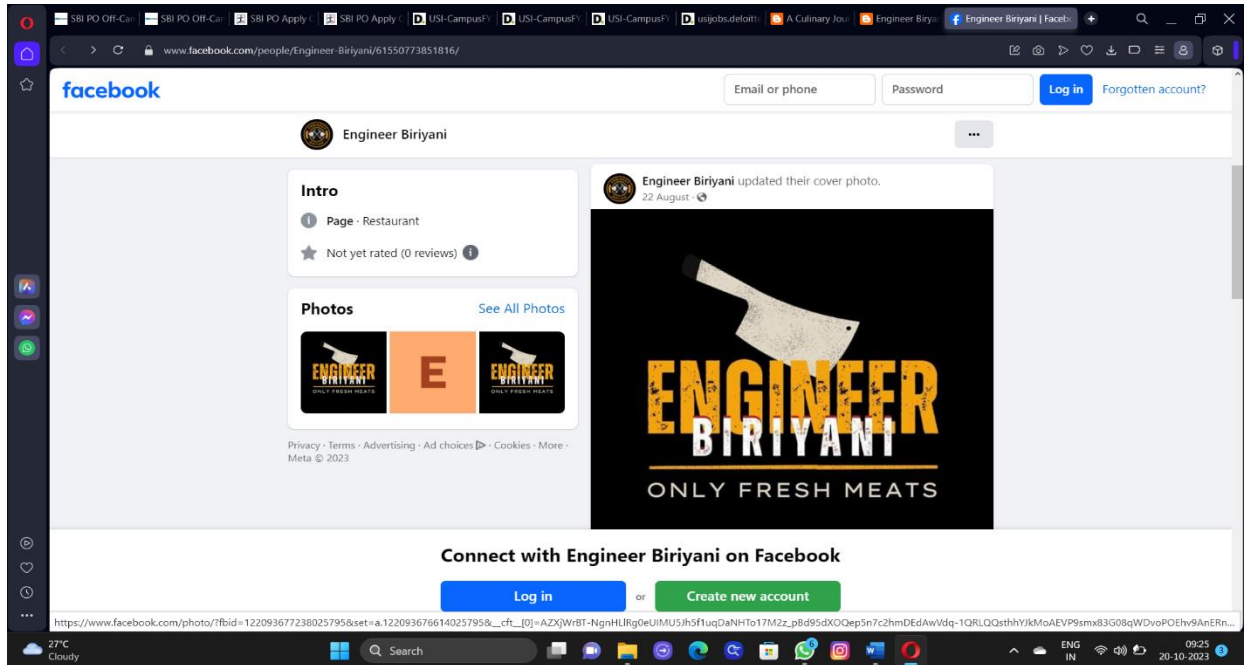
2. Create a New Facebook Business Page and post one social media poster for your brand.

Link: Facebook business page

<https://www.facebook.com/profile.php?id=61550773851816&mibextid=ZbWKwL>

Screen shot:

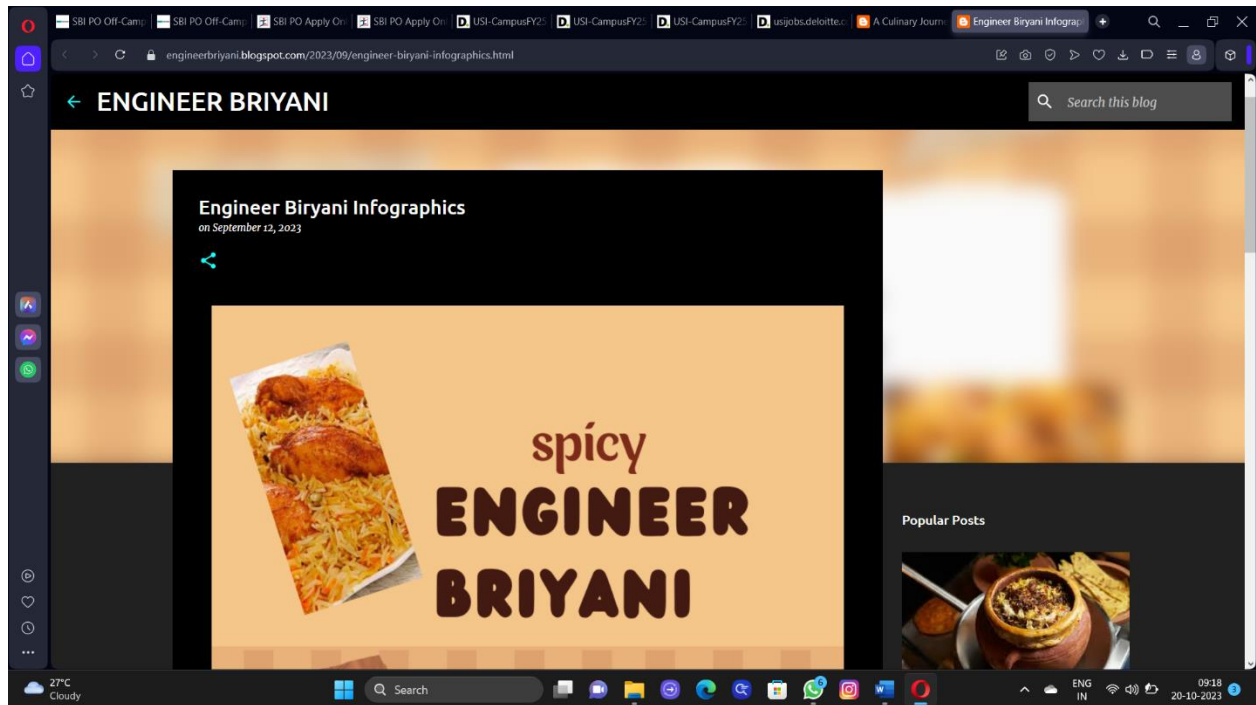


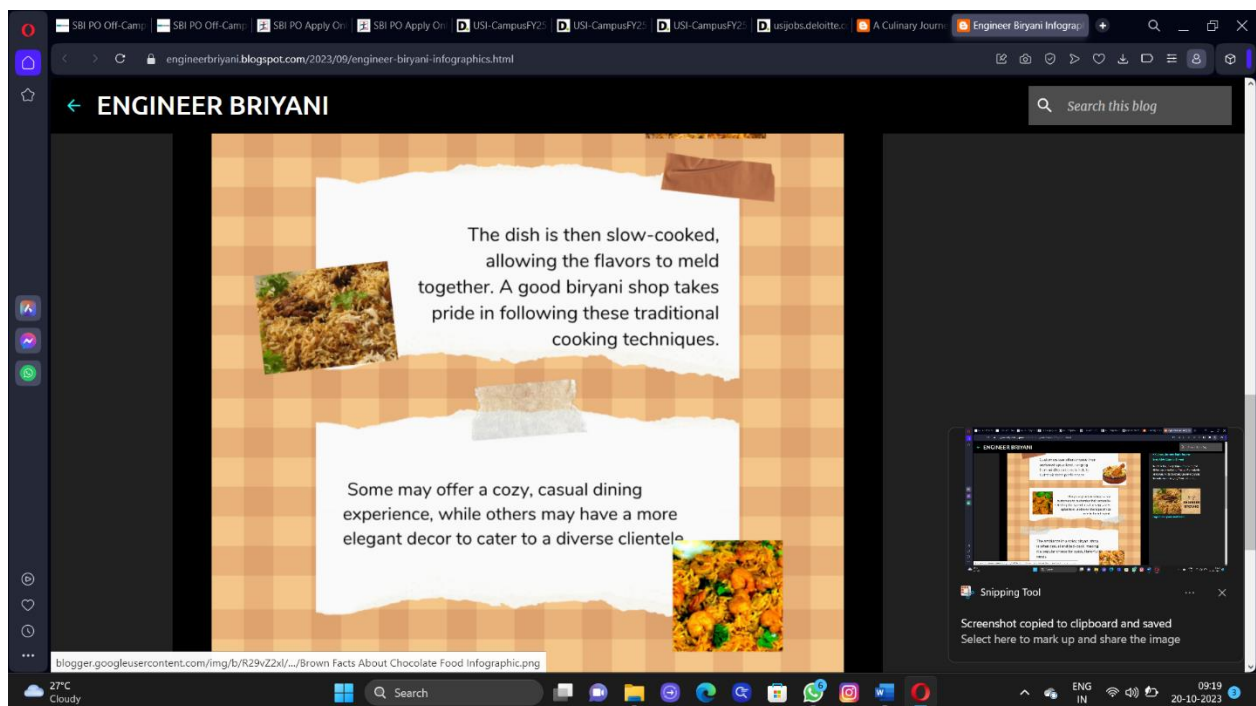
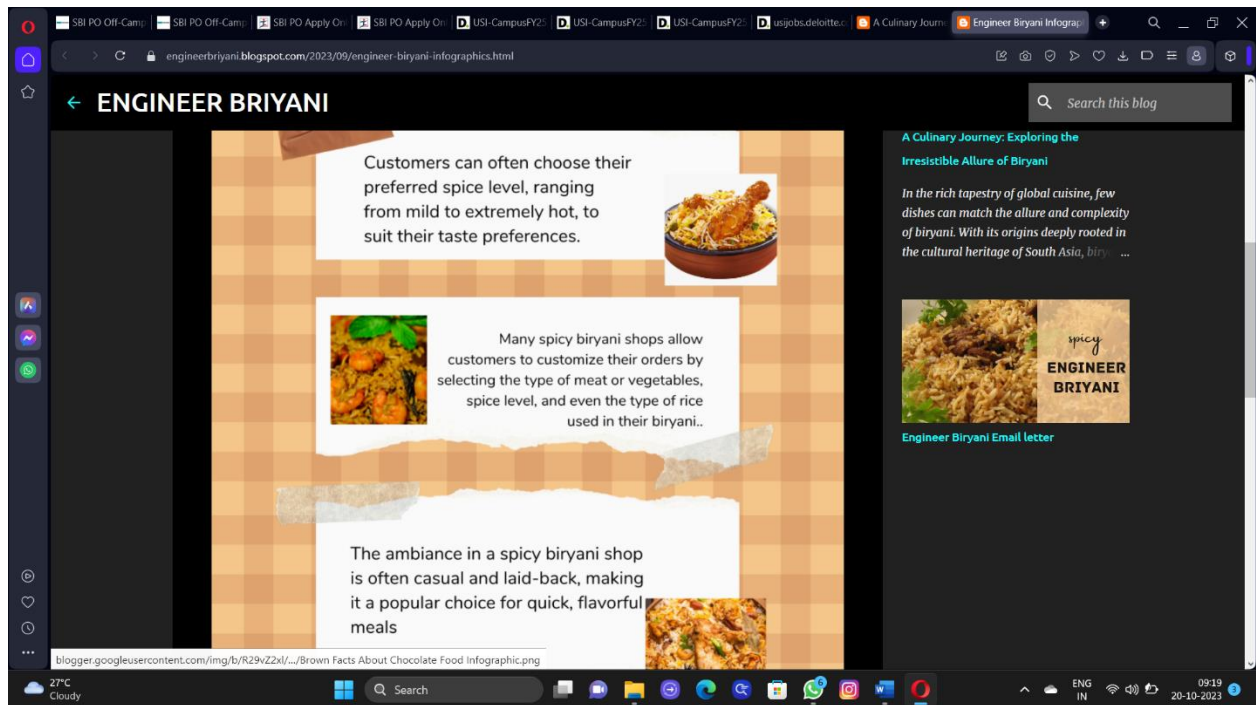


3. Create and design a social media advertisement poster using canva.

Link: Infographics Page Design using canva

<https://engineerbriyani.blogspot.com/2023/09/engineer-biryani-infographics.html>



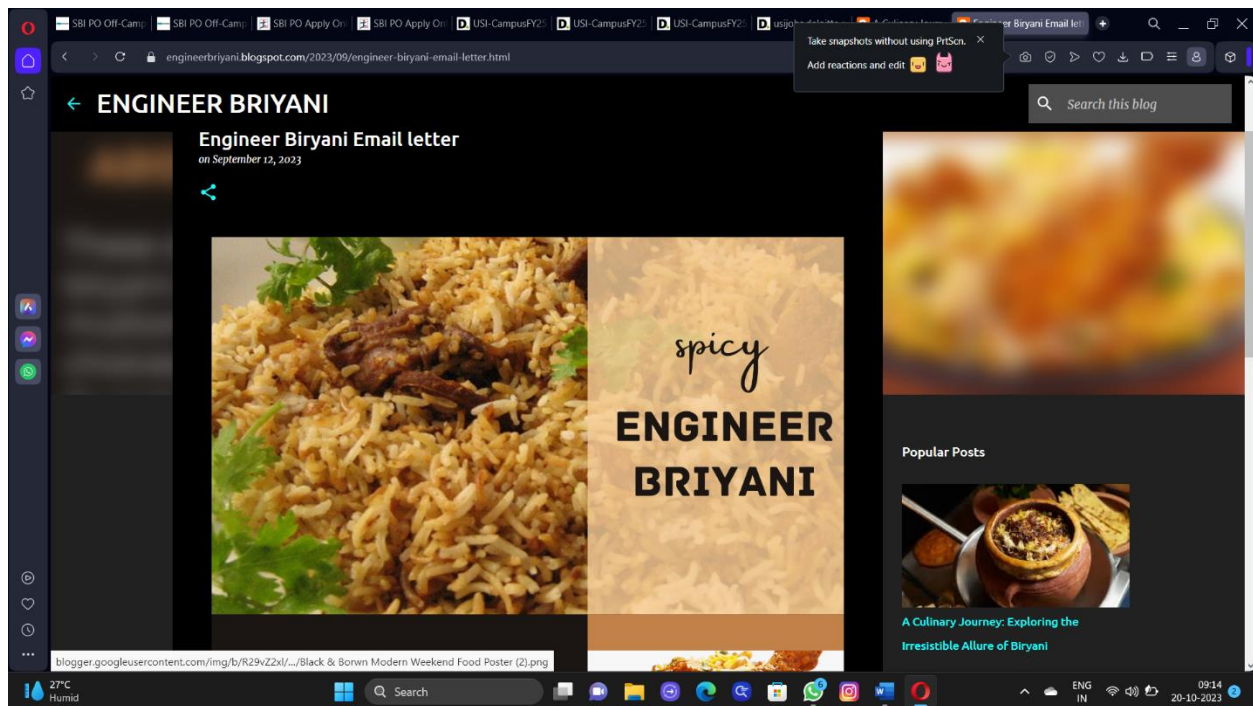


4. Create email newsletter design using MailChimp or canva tool.

Link: Email newsletter design using canva

<https://engineerbriyani.blogspot.com/2023/09/engineer-biryani-email-letter.html>

screen shot:



A screenshot of a web browser window showing a blog post titled "ENGINEER BRIYANI". The browser's address bar displays the URL "engineerbriyani.blogspot.com/2023/09/engineer-briyani-email-letter.html". The page content is divided into several sections: a header with the title "ENGINEER BRIYANI", a section titled "ABOUT RESTAURANT" with a paragraph describing the variety of biryani options, two small images of biryani dishes, a section titled "HYDERABAD BRIYANI" with an image of a bowl of biryani, a section titled "MUTTON BRIYANI" with an image of a plate of biryani, and a section titled "ORDER NOW" with a URL "https://engineerbriyani.blogspot.com/". On the right side of the page, there is a sidebar with the title "A Culinary Journey: Exploring the Irresistible Allure of Biryani" and a paragraph of text. The browser's taskbar at the bottom shows the system clock as 09:14 on 20-10-2023, and the weather as 27°C Humid.