

# **GOVERNMENT COLLEGE OF ENGINEERING [IRTT]**

**ERODE: 638 316**



## **Electronics and Communication Engineering**

**NAAN MUDHALVAN**

**DIGITAL MARKETING**

**ASSIGNMENT**

NM ID: FD0C19D7D2940E193DA4 D66EFA0EEBAC

NAME: VARSHA DEVI N

*BRAND NAME: POP\_MUSIC\_DOPE*

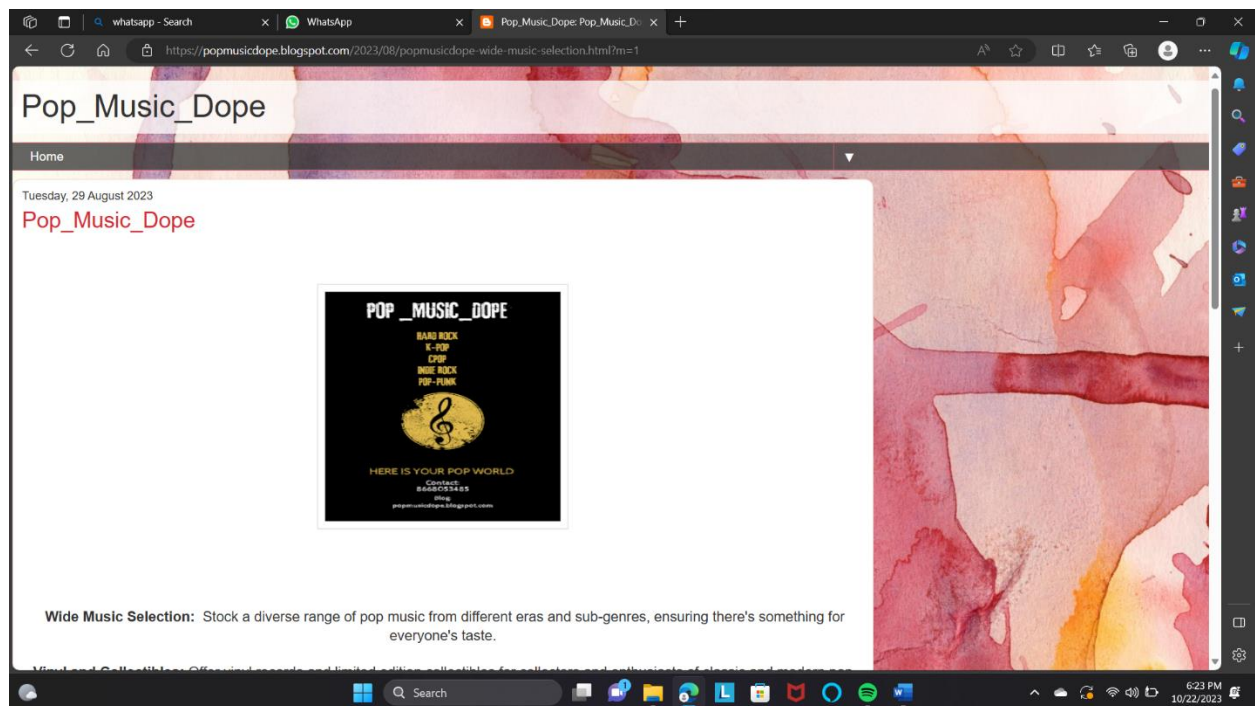
*CATEGORY: MUSIC*

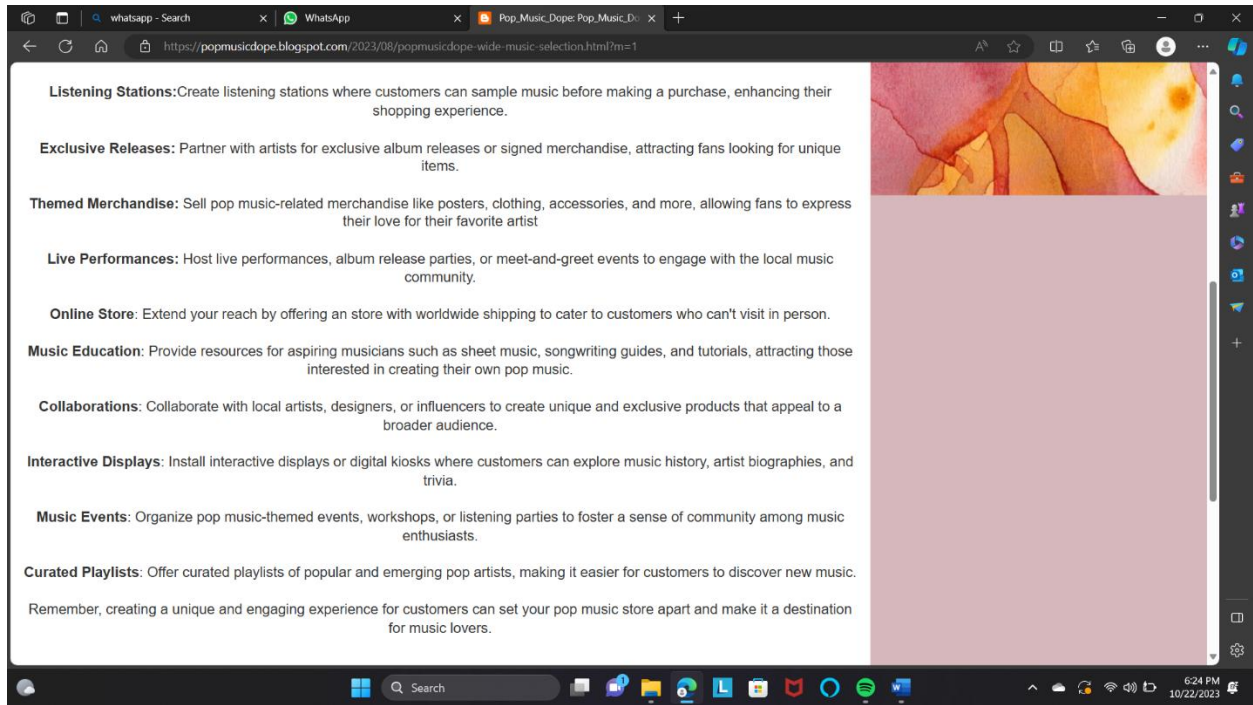
1. Create a blog or website using Blogspot and WordPress. Customize the theme design and post new article with 500 words.

Link: Blog using Blogspot

<https://popmusicdope.blogspot.com/?m=1>

Screenshot:





**Listening Stations:** Create listening stations where customers can sample music before making a purchase, enhancing their shopping experience.

**Exclusive Releases:** Partner with artists for exclusive album releases or signed merchandise, attracting fans looking for unique items.

**Themed Merchandise:** Sell pop music-related merchandise like posters, clothing, accessories, and more, allowing fans to express their love for their favorite artist.

**Live Performances:** Host live performances, album release parties, or meet-and-greet events to engage with the local music community.

**Online Store:** Extend your reach by offering an store with worldwide shipping to cater to customers who can't visit in person.

**Music Education:** Provide resources for aspiring musicians such as sheet music, songwriting guides, and tutorials, attracting those interested in creating their own pop music.

**Collaborations:** Collaborate with local artists, designers, or influencers to create unique and exclusive products that appeal to a broader audience.

**Interactive Displays:** Install interactive displays or digital kiosks where customers can explore music history, artist biographies, and trivia.

**Music Events:** Organize pop music-themed events, workshops, or listening parties to foster a sense of community among music enthusiasts.

**Curated Playlists:** Offer curated playlists of popular and emerging pop artists, making it easier for customers to discover new music.

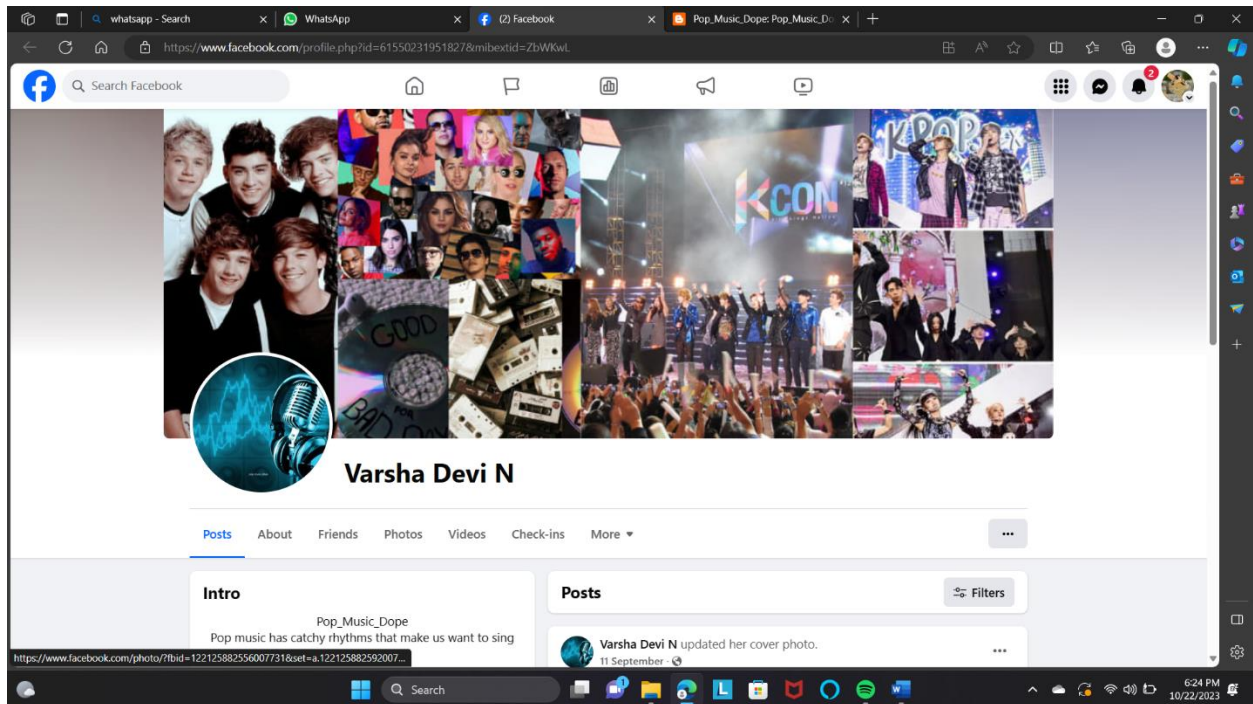
Remember, creating a unique and engaging experience for customers can set your pop music store apart and make it a destination for music lovers.

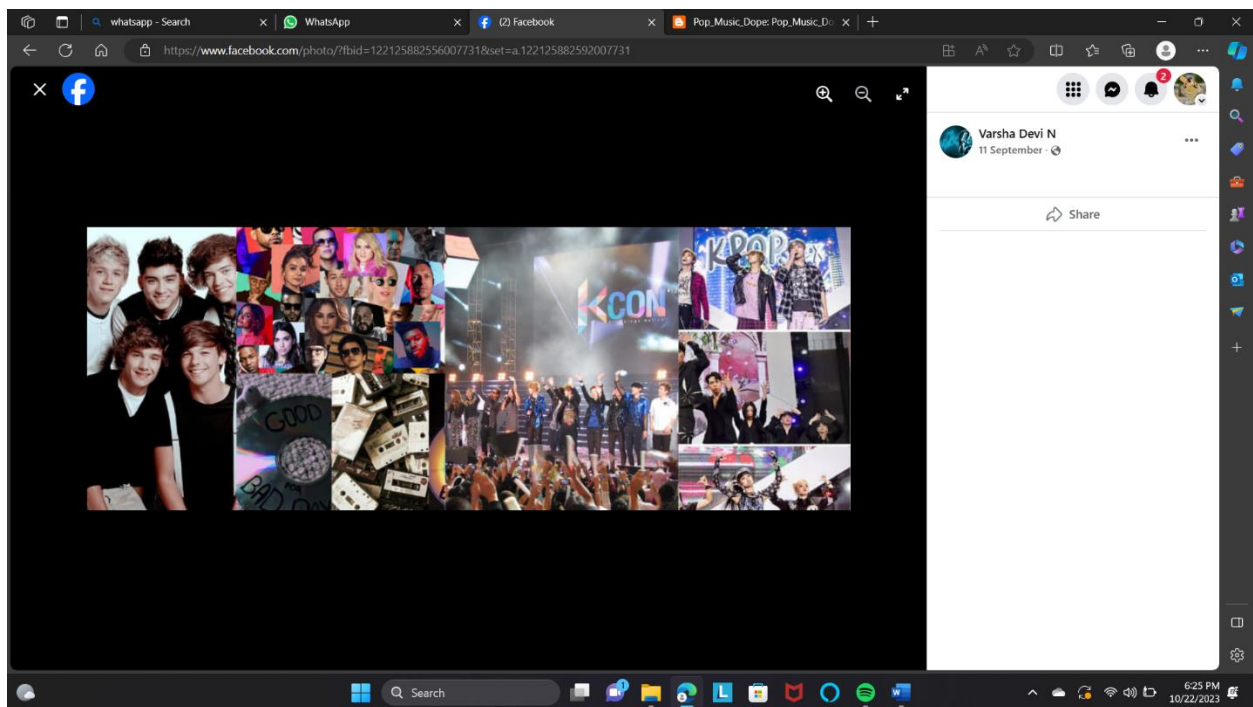
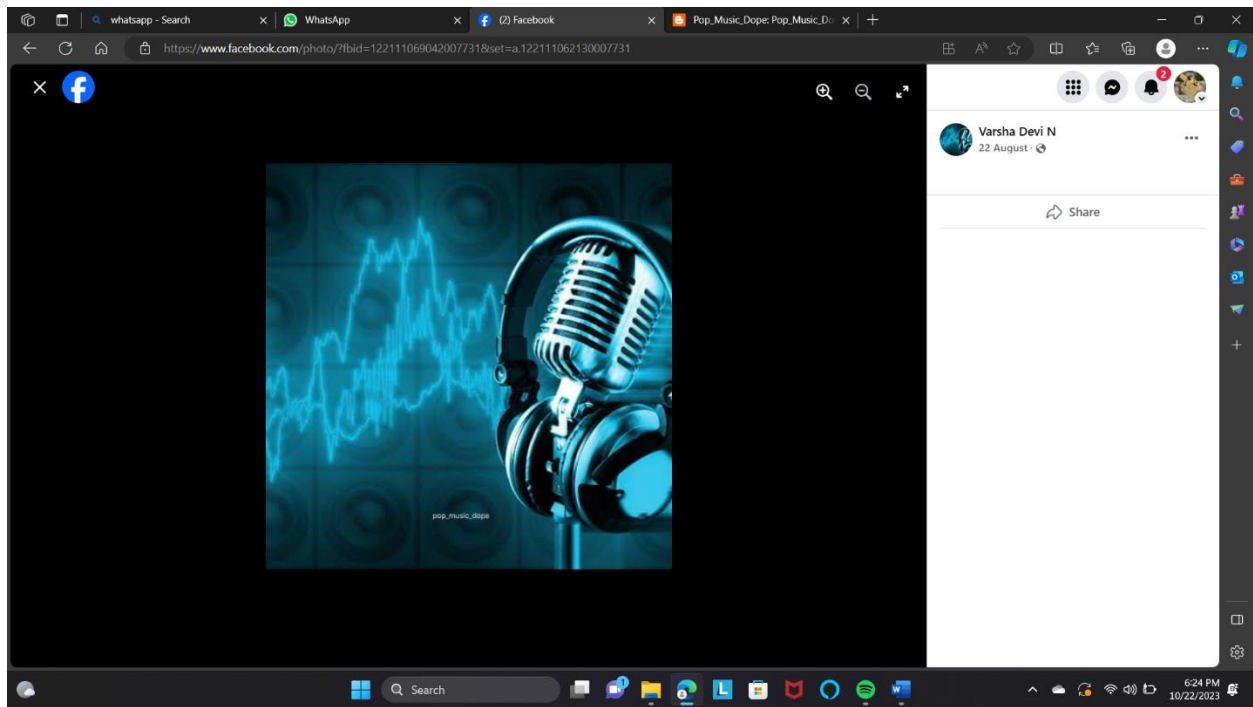
2.Create a New Facebook Business Page and post one social media poster for your brand.

Link: Facebook business page

<https://www.facebook.com/profile.php?id=61550231951827&mibextid=ZbWKwL>

Screen shot:

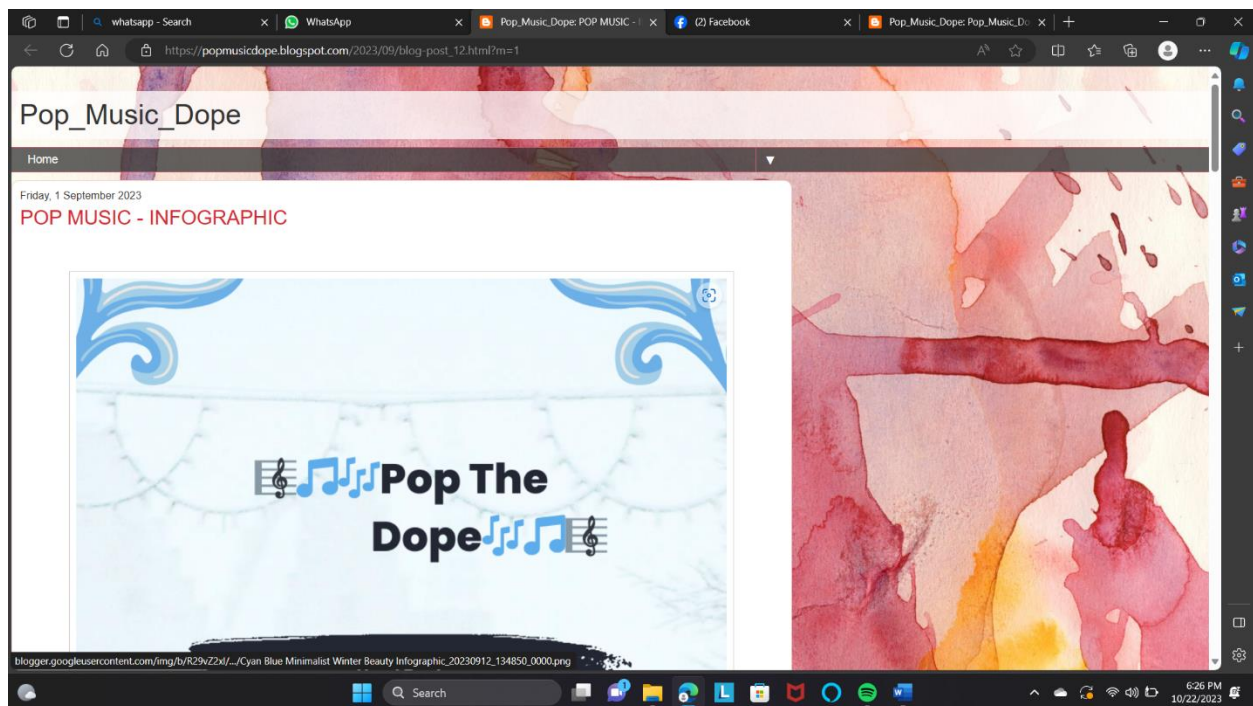




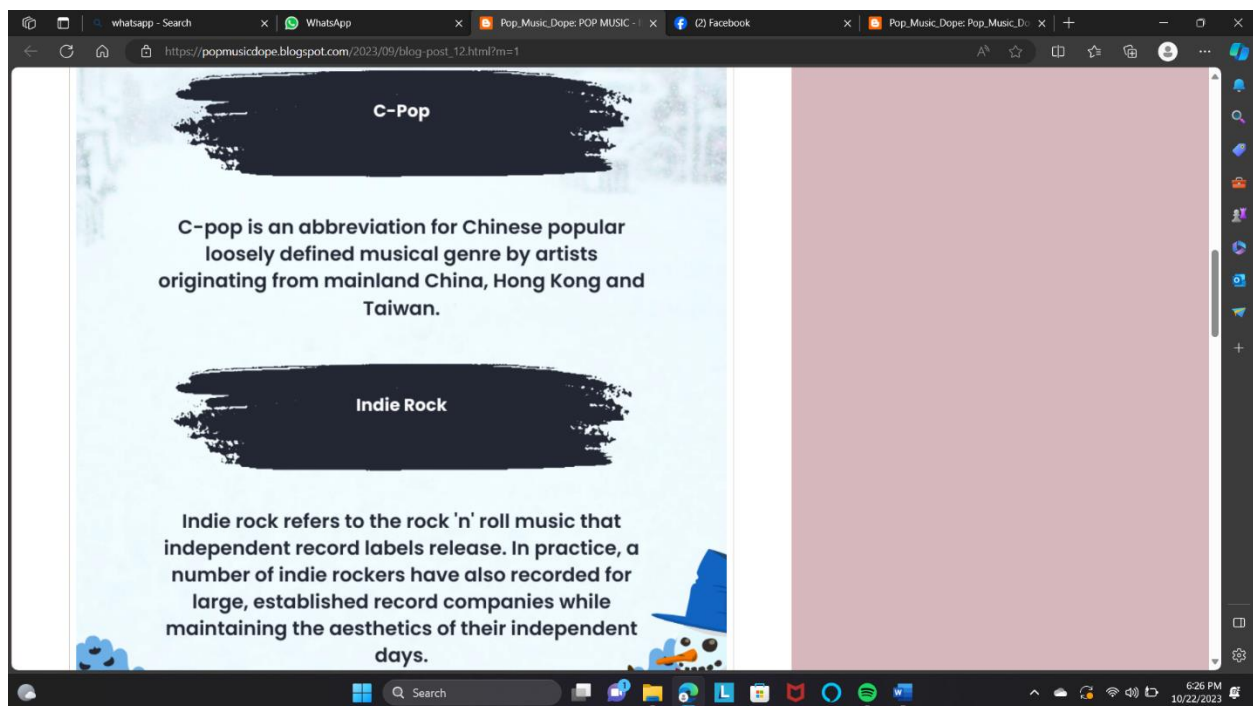
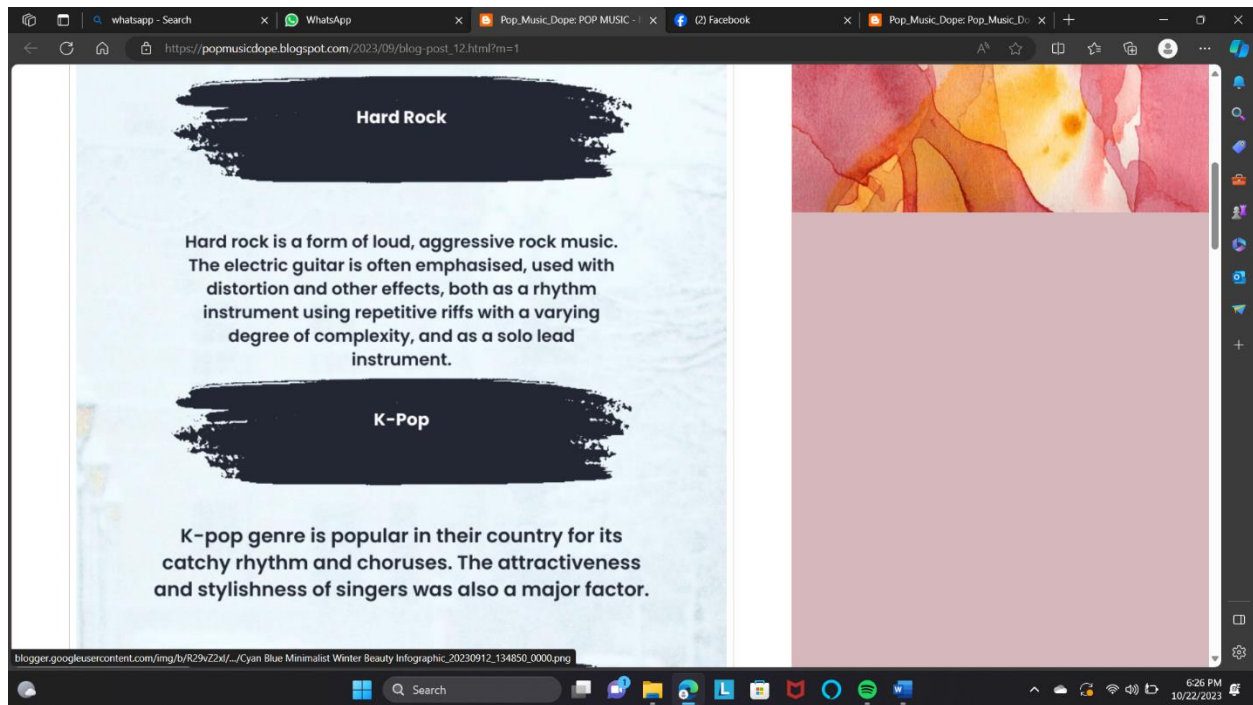
3. Create and design a social media advertisement poster using canva.

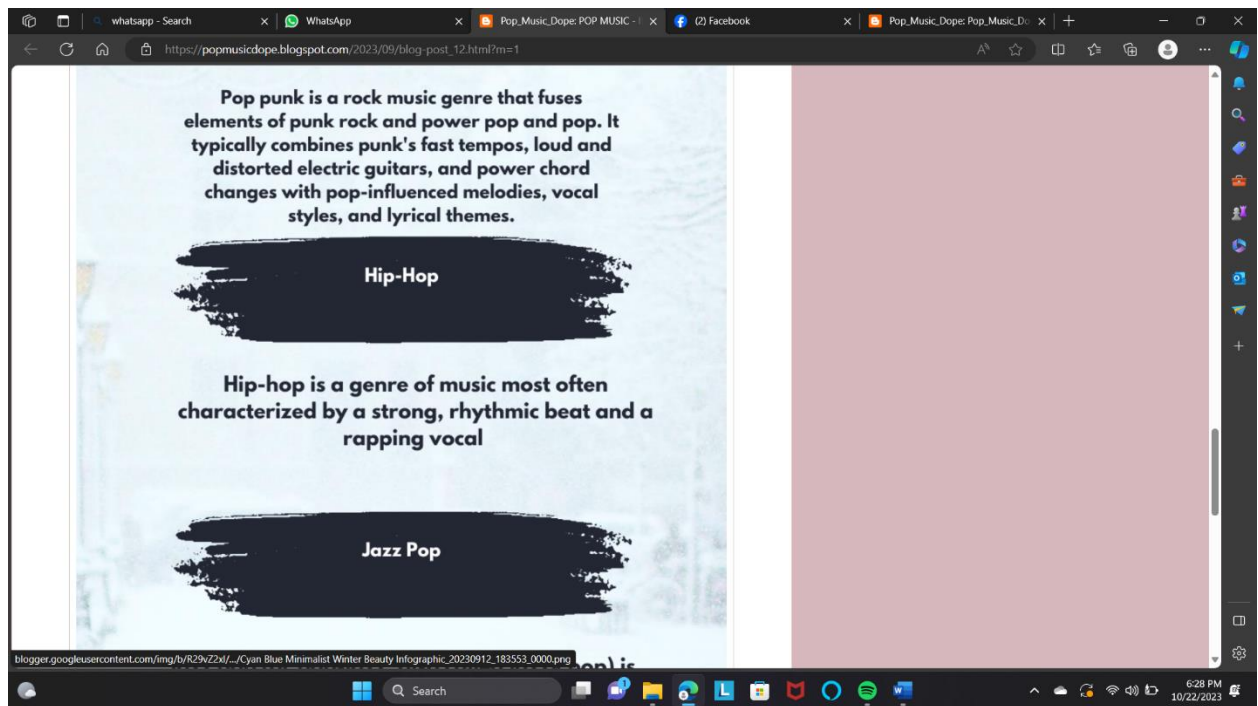
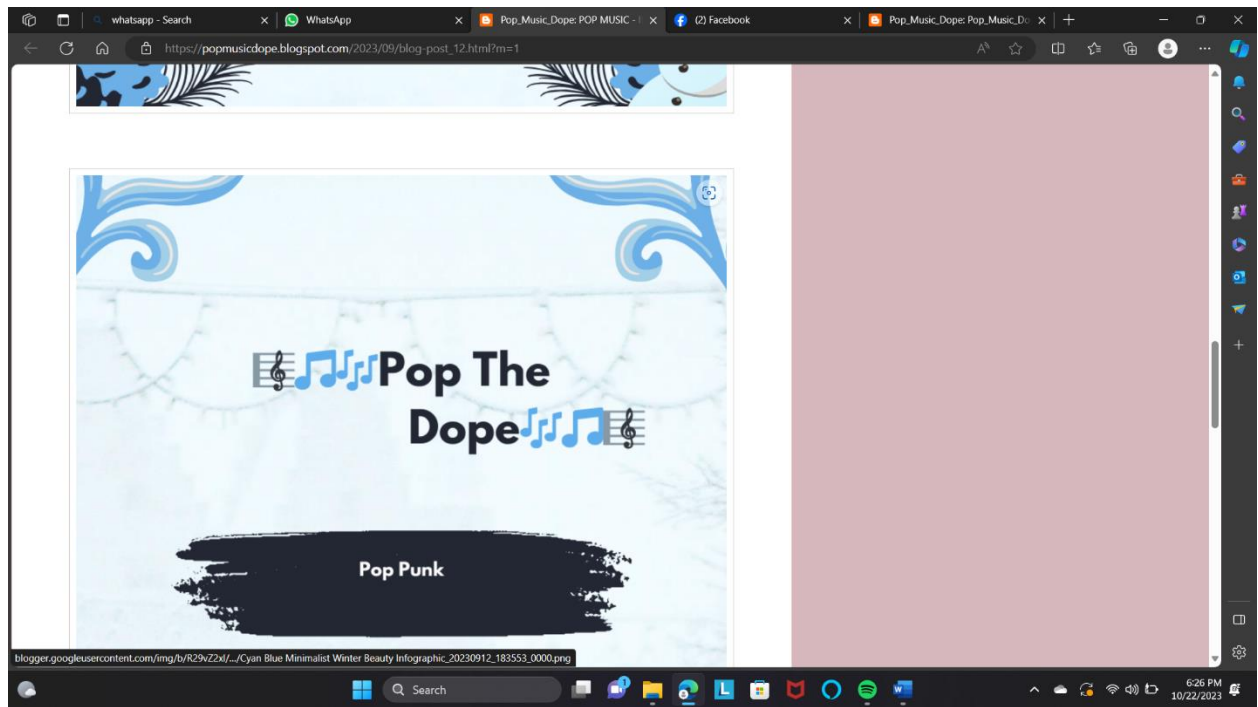
Link: Infographics Page Design using Canva

[https://popmusicdope.blogspot.com/2023/09/blog-post\\_12.html?m=1](https://popmusicdope.blogspot.com/2023/09/blog-post_12.html?m=1)

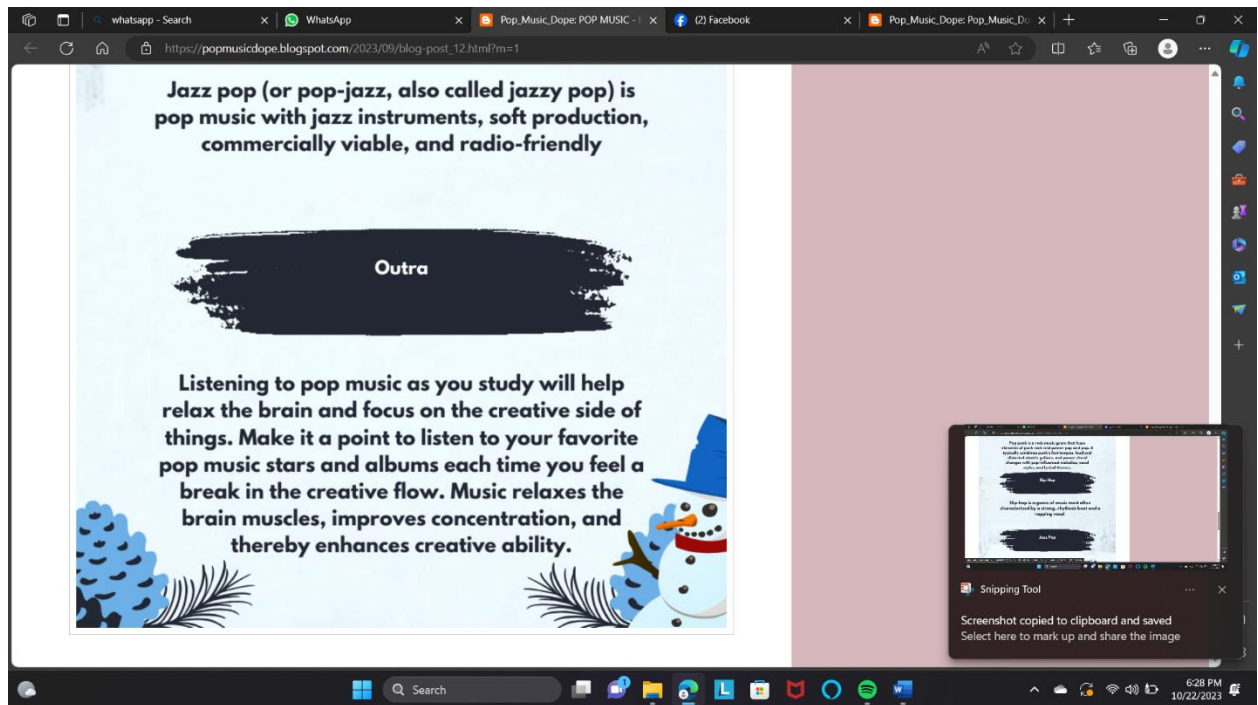












4. Create email newsletter design using MailChimp or canva tool.

Link: Email newsletter design using canva

<https://popmusicdope.blogspot.com/2023/09/blog-post.html?m=1>

screen shot:

