

Course
&
Test Series

Self-Made Assignment - Digital Marketing

Introduction to Social Media Marketing

"Imagine you are the social media marketer for a new business. How would you plan, create, and promote content to attract customers, engage your audience, and grow your brand online?"

Task 1: Choose a Business Idea

Pick one:

- ✓ Tuition/Coaching Classes
- ✓ Food & Beverage Brand

(Optional: Create your own new business idea!)

Write:

- ✓ Business Name: _____
- ✓ Tagline/Slogan: _____
- ✓ Unique Selling Point (Why your business is different): _____

Task 2: Customer Avatar (Make it Real!)

Create a fictional customer:

- ✓ Name: _____
- ✓ Age: _____
- ✓ Location: _____
- ✓ Interests/Hobbies: _____
- ✓ Problem/Need: _____
- ✓ How your business solves it: _____

Task 3: Platform Strategy

Choose 1-2 platforms to market your product. For each:

- ✓ Platform Name: _____
- ✓ Why this platform fits your audience: _____
- ✓ Type of content suitable for this platform (Reels, Stories, Images, Videos, Posts): _____

Task 4: Content Creation Challenge

(Create 3 sample posts for your social media :)

- ✓ Post Type: (Image/Video/Reel/Story)
- ✓ Content Idea: _____

CBSE

ICSE

NTSE

Banking & Insurance

Central Govt. Service

State Govt. Services

LAW Entrance

MBA Entrance

Railways & Metro Services

...many more

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- ✓ Caption: _____
- ✓ Hashtags: _____

- ✓ Post Type: _____
- ✓ Content Idea: _____
- ✓ Caption: _____
- ✓ Hashtags: _____

- ✓ Post Type: _____
- ✓ Content Idea: _____
- ✓ Caption: _____
- ✓ Hashtags: _____

Task 5: Engagement Activity

- ✓ Simulate interaction with your audience:
- ✓ Write 2 comments/questions a customer might post:
- ✓ Write your reply to each comment professionally:

Task 6: Campaign Goals

Set measurable targets for your social media campaign:

- ✓ Followers/Reach Goal: _____
- ✓ Engagement Goal (Likes, Comments, Shares): _____
- ✓ Conversion Goal (Sales/Leads): _____