

Micro Assignment for Social media marketing

Type - Research

Total Time : 60 min

Focus Top - Social media marketing

1. Create Brand Kit Template For Your Business or Niche
 2. Create Social Media Calendar for your website
 3. Create Social Media Profile pic, Banner and Post Sizes CheatSheet Use Canva
 4. Pick Any E-commerce website of your choice. Try to take screenshots/pics of their different Social Media campaigns on different social platforms and how they are using Social channels to bring traffic to their website, add them into a presentation. Also mention any improvements if you can suggest in their campaigns. Eg. Nykaa Fashion, boAt LifeStyle
 5. Provide the Following Types of Social Media Post for Skill Circle:-
 - a. Meme Post At Least 2
 - b. Create Reels In Which Shows Your Journey With Skill Circle
 - c. Facebook Instagram Ads Creatives in All Formats
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Submission Guidelines :

- Attach screenshot if applicable
- Submit your assignment on LMS or academic.skillcircle@gmail.com