Hands-on Exercise No. 1 **Batch-06** **Digital Marketing**	**Total Marks: 10** **Due Date: 19/03/2020**

Instructions:

Please read the following instructions carefully before submitting this Hands-on Exercise:

- Use MS Word to prepare exercise solution.
- You may consult tutorials and videos if the concept is not clear.
- Your submitted exercise will not be considered/counted if:
  - It is submitted after due date.
  - It is not in the required format (.doc or docx.)
  - It does not open, or file is corrupt.
  - It is copied (partial or full) from any source (websites, forums, students, etc.)

Learning Outcome:

After completing this exercise, you shall be able to:

- Switch your personal Instagram profile to business profile.
- Use Instagram Story feature.
- Learn advance business tools of Instagram story.

There are three parts of this exercise. Please complete all of them.

Scenario:

Ayesha is the manager of a retail store. She has hired you as a social media manager to handle her store's Instagram profile. Your first task is to create an Instagram profile and post three Instagram stories. The sequence, content and special features that you would use will be considered for your assessment.

Tasks:

1. Create an Instagram profile (you can also use an existing profile).
2. Switch your personal profile into a business profile.
3. Create three Instagram stories fulfilling all of the following requirements:
    a. One story should be related to store promotion e.g. "The Biggest Sale of the Year".
    b. Create a poll comparing two products of the store in the second story.
    c. Create the third story using "create feature" of Instagram story i.e. GIF, Shoutouts, Ask a Question etc.

Guidelines:

- You have to create a new Instagram profile if you don't have any.
- Create three different stories by following the guidelines.
- You can use products of your own choice.
- You have to use a smartphone to perform the above-mentioned tasks.
- If you need any help regarding how to take a screenshot on your phone you can Google it or contact us for further assistance.

NOTE:

1. Create MS Word file with screenshots of all of the above-mentioned tasks.
2. We will analyze your solution based on the steps that you would perform.

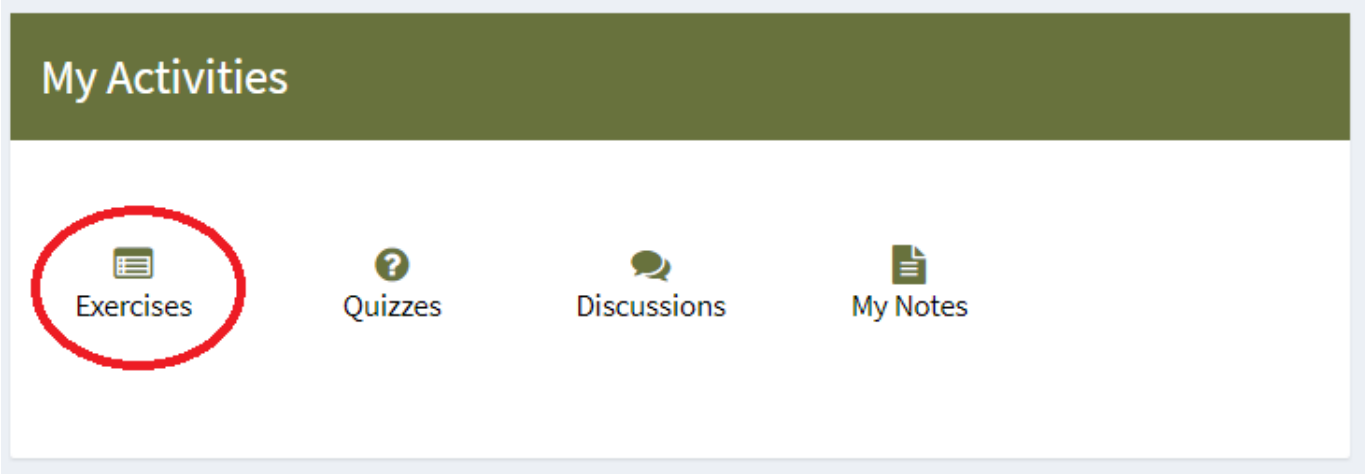
BEST OF LUCK ☺

How to submit solution file on LMS?

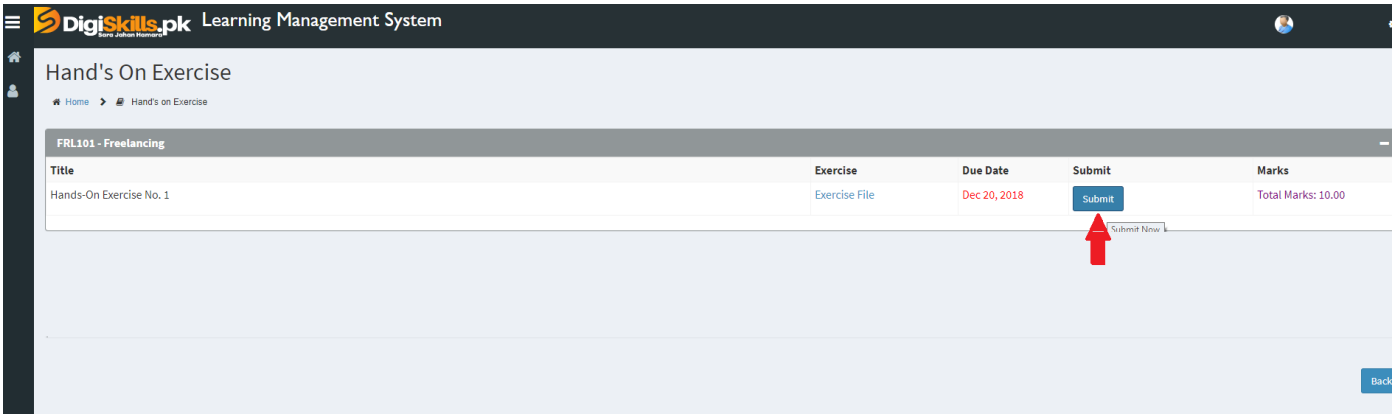
Please perform the following steps for submitting your solution using LMS:

1) Login to the LMS

2) Click on the **Exercises** button within the **My Activities** section



3) Click on the submit button to upload your Solution.



4) Keep in mind to upload your Solution in .doc or .docx format