ABSTRACT

The project aims to create a robust and user-friendly mass mail sender website to streamline email marketing. Employing a client-server architecture and utilizing technologies such as HTML, CSS, and JavaScript, the system allows users to sort valid and in-valid emails, create a uniform template for mail and sending mails to all the valid ones. The project successfully meets its objectives by implementing secure user authentication and intuitive email template management. The results indicate a significant improvement in the efficiency of email marketing efforts for businesses.

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INTRODUCTION

With the rise in digital communication and the competitive landscape of modern businesses, the ability to deliver targeted and timely messages to a diverse audience is crucial. This project, titled "Mass Mail Dispatcher Website," addresses this need by creating a comprehensive platform for managing and executing email marketing initiatives This introduction provides an overview of the project's background, the problem it aims to solve, its objectives, and the significance of developing a mass mail sender website.

EXISTING METHOD

The current method of managing email marketing campaigns involves using standalone email clients and manually managing contact lists. While this approach allows for basic communication, it lacks the scalability and automation required for efficient, large-scale email marketing. Additionally, tracking and analysing campaign performance are often tiresome and time-consuming with the existing method.

PROPOSED METHOD

The proposed method involves the development of a Mass Mail Sender Website, leveraging a client-server architecture. This platform offers a user-friendly interface for managing contact lists, creating and scheduling email campaigns, and analysing campaign performance. With advanced features such as template management, the proposed method aims to streamline and enhance the efficiency of email marketing efforts. The website will provide a centralized solution, addressing the scalability and automation issues faced by the current method.

IMPLEMENTATION

The UI design prioritizes user experience, with an intuitive dashboard for managing contact lists, creating email campaigns, and analysing performance metrics. Integration testing was carried out to ensure seamless interactions between components. Version control was managed through Git, allowing for collaborative development and easy tracking of changes.

Development Environment:-

* IDE: Visual Studio Code
* OS: Windows 10

Technologies used:-

* HTML (for creating webpage)
* CSS (for styling of the webpage)
* JavaScript

CONCLUSION

In conclusion, the development of the Mass Mail Dispatcher Website has proven to be a significant stride towards addressing the challenges associated with traditional email marketing methods. The project successfully achieved its objectives of providing a user-friendly platform for managing email campaigns, improving scalability, and enhancing analytics capabilities. The implementation of the website has resulted in a streamlined and efficient process for businesses to connect with their target audience through email marketing.

