

TEAM ID:	NM2023TMID05862
TOPIC:	Email Campaign using Mailchimp

## Ideation Phase

### Problem Statement for an Email Campaign using Mail Chimp:

Title: Improving Customer Engagement through Email Marketing

Problem Statement:

The problem we aim to address is the underperformance of our email marketing campaigns on Mail Chimp. The key issues and challenges include:

1. Low Open Rates: The open rates of our email campaigns have been consistently below the industry average, indicating that our emails are not capturing the attention of our subscribers.
2. Low Click-Through Rates: Even when emails are opened, the click-through rates are subpar, indicating that the content or calls to action in our emails are not compelling enough.
3. High Unsubscribe Rates: We have seen a significant increase in the number of subscribers opting out of our emails, suggesting that our content may not be meeting their expectations or providing value.
4. Lack of Personalization: Our email campaigns have been generic and not tailored to individual subscribers' preferences and behaviors.
5. Poor Segmentation: We have not effectively segmented our email lists to target the right audiences with the most relevant content.

6. Ineffective Content Strategy: The content of our emails may not be resonating with our target audience, resulting in low engagement and conversion rates.

7. Inadequate Testing and Optimization: We have not consistently A/B tested our email campaigns to identify what works best and optimize our strategies accordingly.

8. Unclear Goals and KPIs: Our email marketing efforts lack clear and measurable goals, making it challenging to track progress and determine success.

#### Objective:

The primary objective of this email campaign using MailChimp is to improve customer engagement and drive higher conversion rates. To achieve this, we aim to:

1. Increase open rates by delivering more engaging and relevant content to our subscribers.
2. Boost click-through rates by optimizing email content and calls to action.
3. Reduce unsubscribe rates by providing valuable and personalized content.
4. Implement advanced segmentation to target the right audience with the right message.
5. Develop a comprehensive content strategy that resonates with our target audience.
6. Consistently test and optimize email campaigns for better results.
7. Set clear, measurable goals and KPIs to evaluate the success of our email marketing efforts.

By addressing these issues and objectives, we aim to revamp our email marketing strategy on Mail Chimp and ultimately improve customer engagement, leading to increased sales and customer satisfaction.