

TEAM ID:	NM2023TMID05862
TOPIC:	Email Champaign using Mailchimp

Project Design-Phase2

Determine The Requirements (Customer Journey Maps)

To determine the requirements for an email campaign using Mail Chimp, it's essential to create customer journey maps that outline the various touchpoints and interactions between your customers and your email campaigns. Here are the key requirements based on a typical customer journey map:

1. Awareness Stage:

- Customer Persona: Define your target audience, including demographics, behaviors, and preferences.
- Data Collection:Gather customer data and segment the email list based on relevant attributes.
- Content Strategy: Determine the type of content that will capture the audience's attention and resonate with their needs and interests.
- Opt-In Mechanism: Provide a clear and compelling way for customers to subscribe to your emails.
- Welcome Email: Create a well-designed welcome email to make a positive first impression.

2. Consideration Stage:

- Behaviour Tracking: Implement tracking mechanisms to monitor customer behavior, such as website visits and product views.
- Abandoned Cart Emails: Set up automated abandoned cart recovery emails to re-engage customers who have shown interest but not completed a purchase.

- Personalization: Develop personalized product recommendations and content based on the customer's browsing and purchase history.
- Content Creation: Craft informative and educational content that addresses customer pain points or provides solutions.
- Segmentation: Define criteria for segmenting the audience to send relevant content to each group.

3. Decision Stage:

- Product Launch Notifications: Schedule email campaigns to announce new product launches or updates.
- Testimonials and Reviews: Gather and showcase customer testimonials and reviews to build trust and credibility.
- Loyalty Program Updates: Notify customers about your loyalty program, reward points, and exclusive member benefits.
- Event Invitations: Send invitations to webinars, workshops, or other events.
- Re-engagement Campaign: Plan a re-engagement campaign to target inactive subscribers with incentives to rekindle their interest.

4. Purchase Stage:

- Clear Call to Action (CTA): Ensure that every email has a clear and compelling CTA that leads customers to take action.
- Mobile Responsiveness: Design emails that are mobile-responsive for a seamless experience on various devices.
- Conversion Tracking: Set up tracking mechanisms to monitor conversions and attribute them to specific email campaigns.

5. Post-Purchase Stage:

- Order Confirmation Emails: Send order confirmation emails with order details and expected delivery times.
- Shipping Updates: Provide email notifications for shipping updates and tracking information.
- Feedback Collection: Encourage customers to provide feedback and reviews post-purchase.

6. Retention and Advocacy Stage:

- Drip Campaigns: Plan ongoing email campaigns to maintain customer engagement and keep them informed about new products and updates.
- Referral Programs: Implement referral programs and encourage satisfied customers to refer friends and family.
- Surveys and Feedback: Gather feedback through surveys and feedback forms to continuously improve email campaigns.

7. Data Management and Compliance:

- Data Protection: Ensure that customer data is stored securely and is compliant with data protection regulations (e.g., GDPR).
- Opt-Out Mechanism: Provide an easy way for subscribers to opt out of emails and manage their preferences.
- Privacy Policy: Clearly communicate your privacy policy to subscribers.

8. Analysis and Reporting:

- Analytics Integration: Set up integration with analytics tools like Google Analytics to track the impact of email campaigns on website traffic and conversions.
- Regular Reporting: Establish a reporting process to review the performance of email campaigns against predefined KPIs.

9. Testing and Optimization:

- A/B Testing: Continuously conduct A/B testing to refine email content, subject lines, and other elements.
- Optimization: Use data and insights to optimize email campaigns for better results.

10. Automation:

- Workflow Automation: Design and automate email workflows for various customer actions, ensuring timely and relevant communication.