**99Papers Email Marketing Strategies**

Sender list and Recipient list to be taken from a separate file to avoid clashes.

(ex. Sender.csv and mailer.csv like a DB)

Time constraint – Each sender should send a mail with a time gap of 15 min.

Consistency - Each sender should send only 50 mails per day.

Information – Mail content to be classified from an if statement, if it is text based, the format will be direct, if it is HTML then it will take from separate file 99papers-content.html. Alias file to be present if it is not loading, like it can be text based.

Make sure alias text to be places elsewhere in the code.

Logs to be maintained **(types of information to be classified)**

1. We need to create a csv file, if it already exists it should append to the existing list, the csv should be appended with fields, from which sender mail is been sent, to which recipient, and time of mail sent.
2. Another csv file needs to create, if it already exists, it should append. This list will have date, sender mailed, how many mails it has send on that date by that sender

Make 99papers.in website live again.

Mail content to be text based or HTML Based?

Will dynamic IP effect higher inbox rate?

Should we run the code in cloud or in local?

**Sender Domains:**

*Need to buy and route them to* [*support@99papers.in*](mailto:support@99papers.in) *for reply mail*

*Minimum required (Est. 1000/day registrations = 1000/50 = 20 for one day registrations)*

99papers.in (Primary)

docs-99papers.in

agreements-99papers.in

draftwith-99papers.in

drafting-99papers.in

startupwith-99papers.in

lifewith-99papers.in

legal-99papers.in

accounts-99papers.in

safety-99papers.in

secured-99papers.in

legislate-99papers.in

creative-99papers.in

agree-99papers.in

nation-99papers.in

bharat-99papers.in

documeet-99papers.in

business-99papers.in

allinone-99papers.in

recordthemwith-99papers.in

mom-99papers.in

bills-99papers.in

bnb-99papers.in

b2bwith-99papers.in

b2cwith-99papers.in

info-99papers.in

from-99papers.in

dealswith-99papers.in

contact-99papers.in

marketwith-99papers.in

a2z-99papers.in

documents-99papers.in

**Comdata API**

A separate code to fetch the details via API and get pasted in to a CSV or EXCEL file with a date of the file constraint. All the dates can be processed all the time, but it will append to the list without disturbing the earlier one. Here the code need check whether the CIN/UIN if exists then skip, else add to CSV

**Budget Tracker**

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| --- | --- |
| Compdata Web API | 3500 |
| Email Marketing (WIX) | 5000 |
| AWS Instance and SES | NA |
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