

EDGE CSE CUET CBF 022
Digital Marketing Final Project

Objective: Learn how to create an email marketing campaign.

Email marketing

PRESENTED BY:

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Email marketing tools

1.Mailchimp

2.ConvertKit

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Tools



Mailchimp

<https://mailchimp.com> ⋮

Mailchimp: Marketing, Automation & Email Platform

Use real-time behavior data and AI to convert more customers with **Mailchimp's** marketing, automation & email marketing platform.

Results from mailchimp.com



Free

Free ... *Price is also subject to additional overage charges ...

Mailchimp Login

Mailchimp Pricing Plans

Customer Success Management: Customer Success is included ...

Best Email Marketing Platform ...

Gain access to free email marketing tools when you ...

Switch to



Mailchimp

Email marketing company ⋮

mailchimp.com

Mailchimp is a marketing automation and email marketing platform. "Mailchimp" is the trade name of its operator, Rocket Science Group, an American company founded in 2001 by Ben Chestnut and Mark Armstrong, with Dan Kurzius joining at a later date. [Wikipedia](#)

Founders: [Ben Chestnut](#), [Dan Kurzius](#), [Mark Armstrong](#)

Parent organization: [Intuit](#)

Headquarters: [Atlanta, Georgia, United States](#)

Founded: 2001, [Atlanta, Georgia, United States](#)

Subsidiaries: [Courier Holdings Ltd](#), [Reaction Commerce, Inc.](#) · [See more](#)


Number of employees: 800+

[Disclaimer](#)

\$ USD

<h2>Core</h2> <p>For teams who need to personalize their website with a custom domain, all with 24/7 support.</p> <p>\$10 /month</p> <p>Buy Now</p>	<h2>Free</h2> <p>For businesses who need a basic website with a Mailchimp-branded domain.</p> <p>\$0 /month</p> <p>Sign Up Free</p>
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 **Chat with us**



Sign up for Mailchimp

Create a free account or [log in](#)

Business email

muzahidulislamshakil1@gmail.com

Username

muzahidulislamshakil01

Great minds think alike - someone already has this username. If it's you, [log in](#).

Password

[Show](#)

.....

☐ I don't want to receive emails about Mailchimp and related Intuit product and feature updates, marketing best practices, and promotions from Mailchimp. By not checking the box, I agree to be opted in by default.

By creating an account, you agree to our [Terms](#) and have read and acknowledge the [Global Privacy Statement](#).

Sign up

Invisible reCAPTCHA by Google [Privacy Policy](#) and [Terms of Use](#).

Log in

Need a Mailchimp account? [Create an account](#)

Username or Email

muzahidulislamshakil01

Password

 Show

☒ Keep me logged in

Log in

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Or, if you created your Mailchimp account with Google:



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xkpSwJpChR



mp account Inbox x

services@mailchimp.com>



We're glad you're here,
muzahidulislamshakilo1.

Activate Account

(Just confirming you're you.)

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Create

Home

Campaigns

Automations

Audience

Upgrade

Home

Welcome, Muzahidul islam Shakil!

Finish setup to start growing your audience

0% complete

About 2 mins

Build a sign up form

Build a form

Create your first email campaign

See all email templates

FREE

PROFESSIONAL

FREE

FREE



Search Mailchimp

Create

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 - All journeys
 - Pre-built journeys
 - Transactional email
- Audience
 - Audience dashboard
 - All contacts
 - Signup forms
 - Tags
 - Segments
 - Surveys

Upgrade

Contacts

Add contacts

Shop.ORG

1 total contact. 1 email subscriber.

See audience analytics

Overview Manage audience Add contacts Subscriber preferences Settings

Filter by tags

View segments

Create new segment

Columns Export audience


	Email Address	First Name	Last Name	Address	Phone Number	Birthday	Company	Tags	Email Marketing	Source	Rating
	muzahidulislamshakil1@gmail.com	Muzahidul islam	Shakil	Shop.ORG chittagong chawkbazar boromia masjid Chittagong 4203 Bangladesh , USA					Subscribed	Admin Add	★ ★ ★

Rate All contacts

How would you like to add contacts?


Build your Mailchimp audience by adding or importing contacts you already have permission to market to.

- [Learn how consent impacts email deliverability](#)
- [Learn how to import SMS contacts](#)




Import from another service
Import contacts automatically from tools you already use.

☐



Upload a file
Import contacts from a CSV or tab-delimited TXT file.

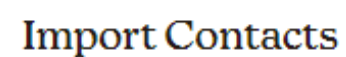
☒



Copy and paste
Directly paste in new contacts from a spreadsheet or similar list.

☐

Continue



Exit

Not sure how to format your file?

Watch a tutorial

- 1 fahimcraft@gmail.com
- 2 pritychy012@gmail.com
- 3 chowdhuryprity87@gmail.com
- 4 connectshakik03@gmail.com
- 5 mohammadarafat5050@gmail.com
- 6 shumon.umbrella@gmail.com
- 7 connectshakil05@gmail.com

Continue to Organize

Organize your contacts

Current audience

Shop.ORG

▼

☐ **Update any existing contacts**
We'll automatically replace their information with the data from your import. Otherwise, these duplicates won't be imported.

Continue to tag

Subscribe contacts to marketing

Learn more about [subscription statuses](#).

Select email marketing status Required

Subscribed

▼

When you choose the "Subscribed" status for your contacts, it indicates that you've gained permission to market to them. Learn more about the [importance of permission](#).

These imported contacts will not receive a confirmation email or SMS notification from Mailchimp. Since you're adding them manually, they won't have an opt-in IP address or date in your records, so be extra sure you have permission first.

Finalize import

Review and complete your import

1 contact will be updated or added to your "Shop.ORG " audience.

- **Imported from:** Copy and paste
- **Email marketing status:** Subscribed
- **Update existing contacts:** Yes
- **Tagged:** None

The maximum number of contacts allowed on your Free plan is 500. If you go beyond 500 contacts with this import, your ability to send email campaigns may be impacted.

Complete Import

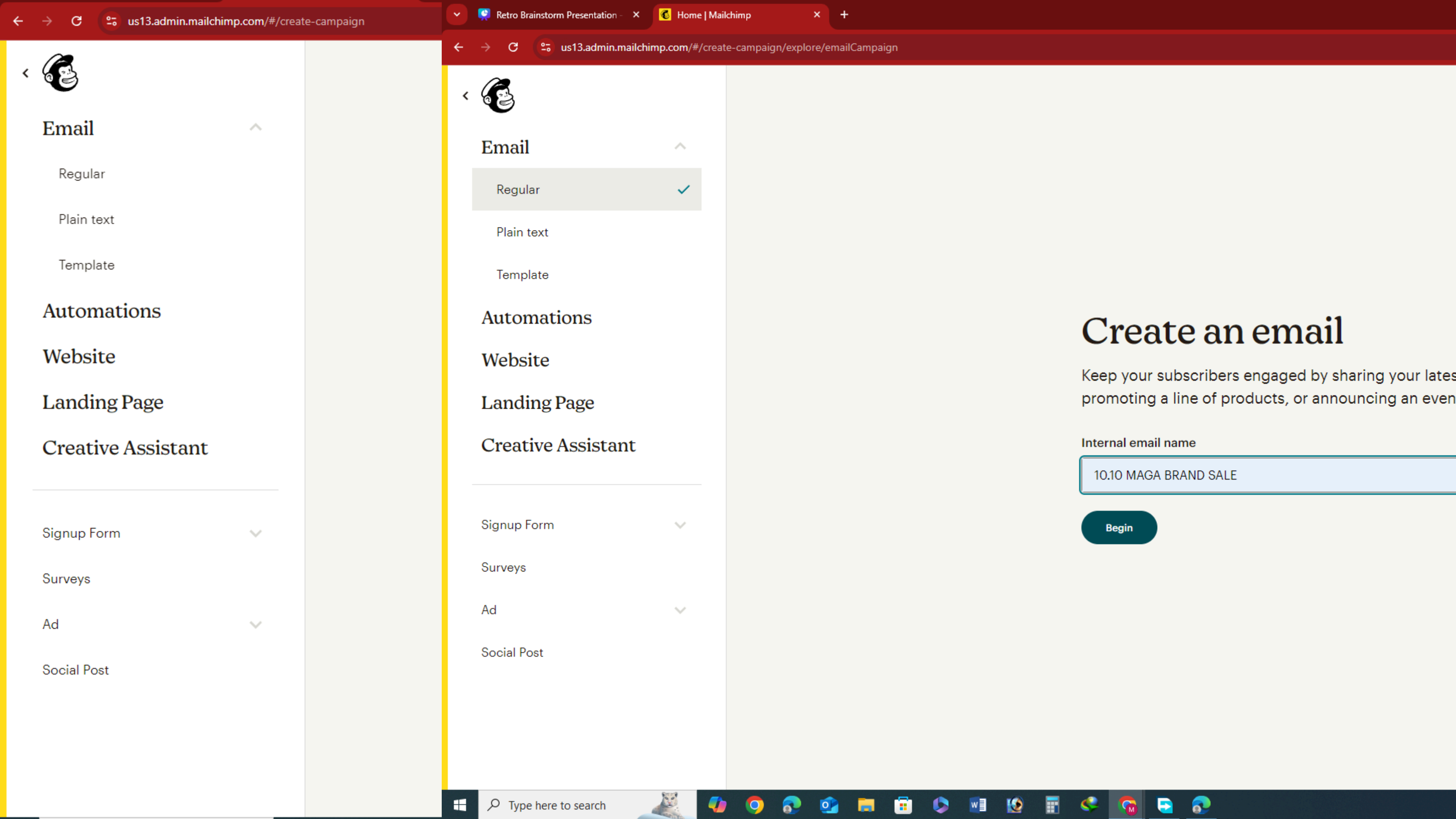
Cancel Import

Your import was successful

We've added 1 contact to your "Shop.ORG " audience.

Start a Campaign

View Contacts



Send

[Edit name](#)[Edit recipients](#)[Edit from](#)[Edit subject](#)

Edit send time

Enable Social Cards

Edit design

 [Send a Test Email](#)

10.10
MEGA BRAND SALE

Your Best Deal Guaranteed!

Smartphones, Smarter Prices

Best Price **TK. 15,749**

MARKET PRICE TK. 15,999



Best Choice, Best Price

Segment's
Brightest¹ & Slimmest²
Curved Screen Phone

*Thank
you!*