



EDGE CSE CUET CBF 022 DIGITAL MARKETING FINAL PROJECT

PROJECT TITLE: Email Marketing Campaign.



SUBMITTED TO
PRIMA SULTANA PRITY

SUBMITTED BY
FAHIM MUNTASIR SAZZAD

OCTOBER 27, 2024
TRAVEL LOVE
Chittagong

Title: Email Marketing Campaign.

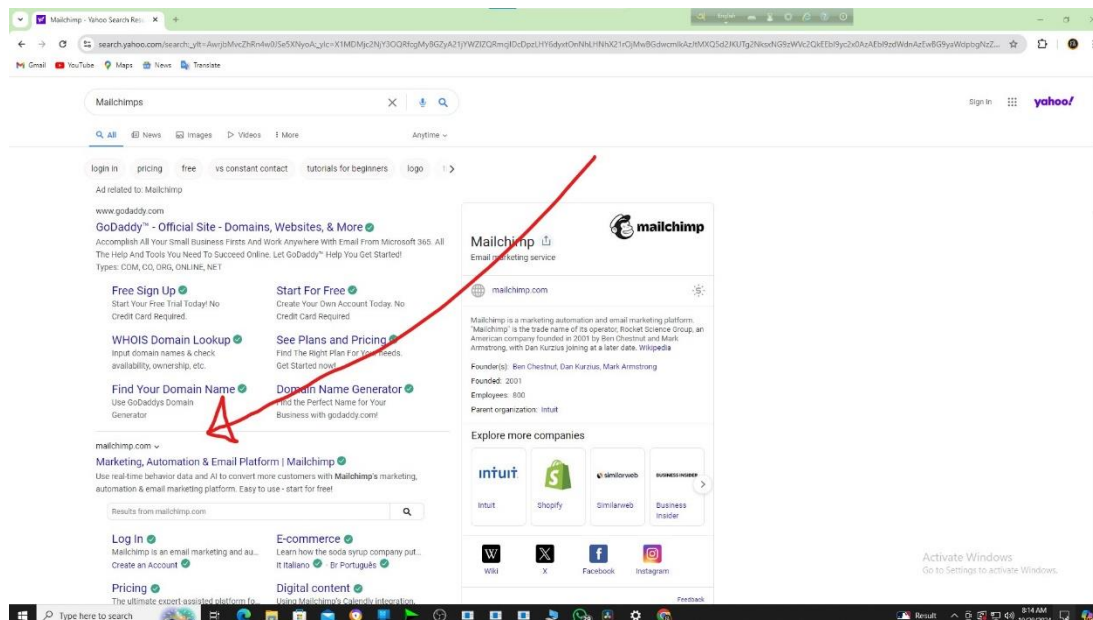
Objective: Email Marketing Campaign an email marketing campaign is a planned series of emails sent by a business to its customers, prospects, or stakeholders. These emails serve various purposes, such as sharing knowledge, promoting products or services, and encouraging specific actions (like making a purchase, downloading an ebook, or engaging with educational content)

Work process:

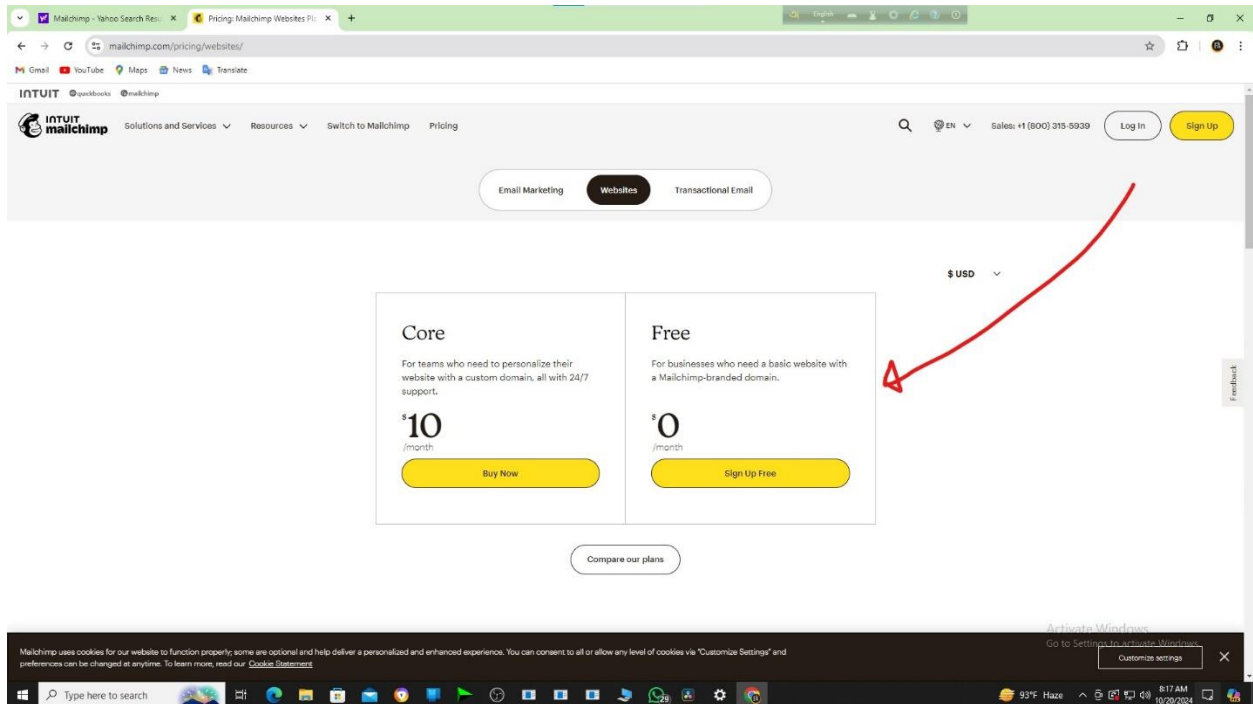
- ✓ Create A Banner With Canva
- ✓ Open Chrome/ Mailchimp Browser
- ✓ Sing up a free Account

The next steps of the work are shown with the help of pictures.

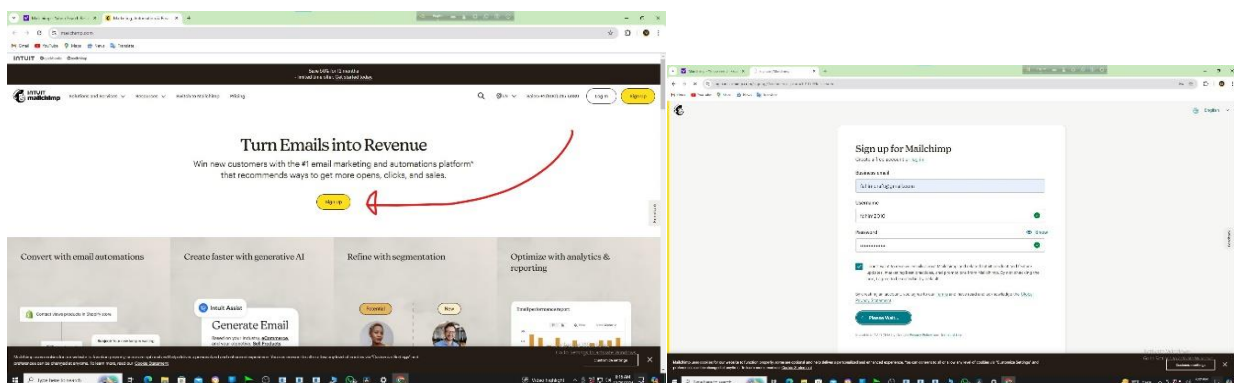
1. Firstly, search on the Google “Mailchimp”



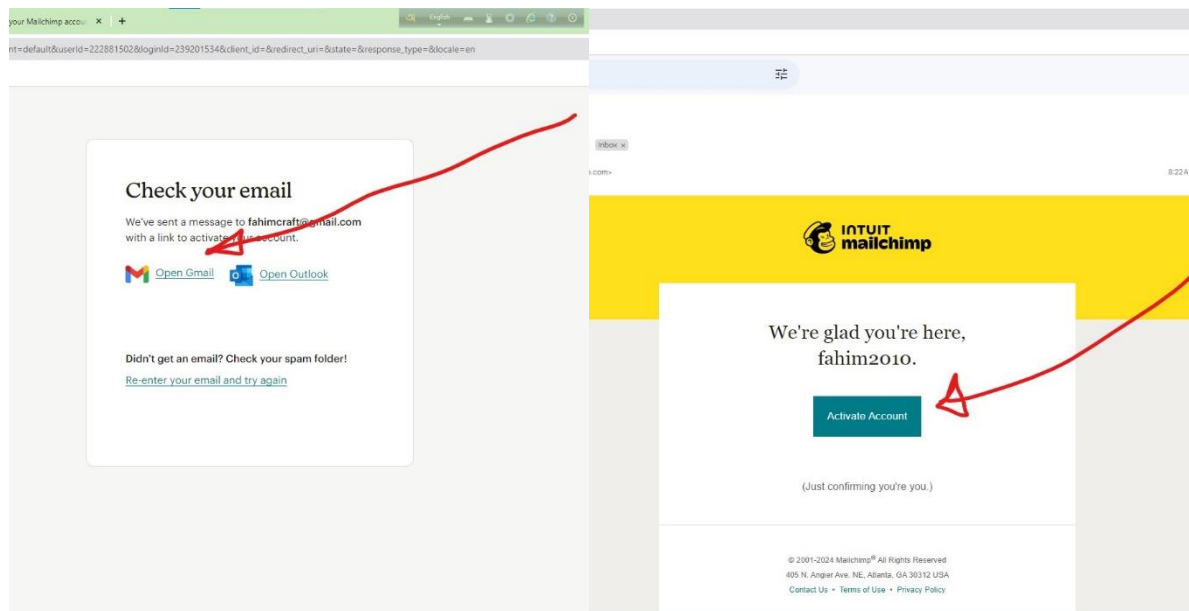
2. Chooses the Free Option



3. Click the Sign Up Button.



4. Activate Your Mailchimp account from your Gmail



5. Now create a new Mailchimp Account

The screenshot shows the Mailchimp account creation page. The title is 'Tell us a bit about you'. There are four input fields: 'First name' (Fahim), 'Last name' (Muntasir), 'Business name' (Travel Love), and 'Phone number' (01624339118). Below the phone number field, there is a checkbox that is checked, with the text 'I consent to receive automated or manual calls & texts from Intuit (including Mailchimp) about its products and services at this number. I understand my consent is not a condition of purchase.' At the bottom, there is a blue button labeled 'Next'. On the right side of the page, there is a preview of the account setup, showing a profile picture of a woman, the name 'TANDU', and a location pin icon. At the bottom right, there is a small 'Activate Windows' watermark.

6. Step by step complete the Proses

How can Mailchimp help Travel Love?

Get personalized recommendations for your immediate goals while still having access to explore everything.

Select up to 2.

Drive more contacts to first purchase

Encourage customer loyalty and repeat purchases

Grow my email/SMS contact list

Drive more visitors to my website and social media

[Next](#) [Skip](#)

How do you sell to your customers?

We'll recommend automations, integrations, and other features tailored to the way you do business.

Select all that apply.

Our own website
Customers can purchase directly from your online store or app.

Physical location
Products are sold in person at a pop-up or brick-and-mortar store.

Online marketplaces
Etsy, Amazon, Mombody, etc.

Consultation process
1:1 interactions with customers (via email, form, in-person).

Social media
Transactions happen directly on Instagram, Pinterest, etc.

[Next](#) [We're not currently selling](#)

How many email contacts do you have?

An estimate will do. We'll recommend ways to grow and manage your audience based on your answer.

Select your contact range

1,501 - 2,500

[Next](#) [Skip](#)

What are the most important features for your business?

We'll use your selections to guide you in the platform.

Select all that apply.

Email templates

Advanced reporting

SMS marketing

Automations

Forms and landing pages

Optimized send times

AI-generated content

Contact segmentation

CRM

A/B testing

[Next](#) [Skip](#)

Intuit Assist

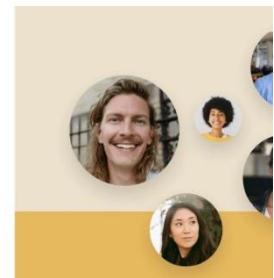
Confirm your industry

Your industry helps us make recommendations and benchmark your performance.

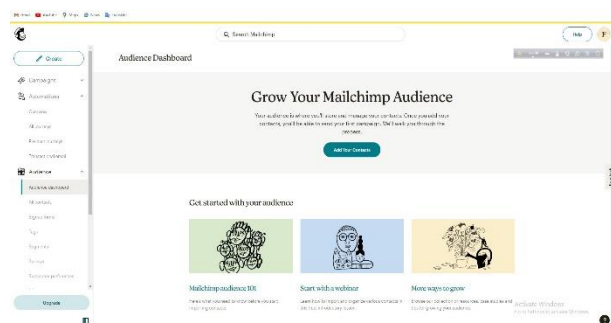
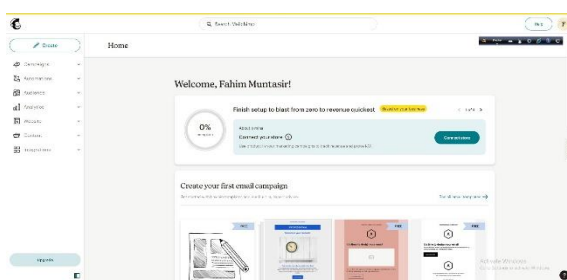
Industry

Grocery Store

[Confirm](#) [None of these apply](#)



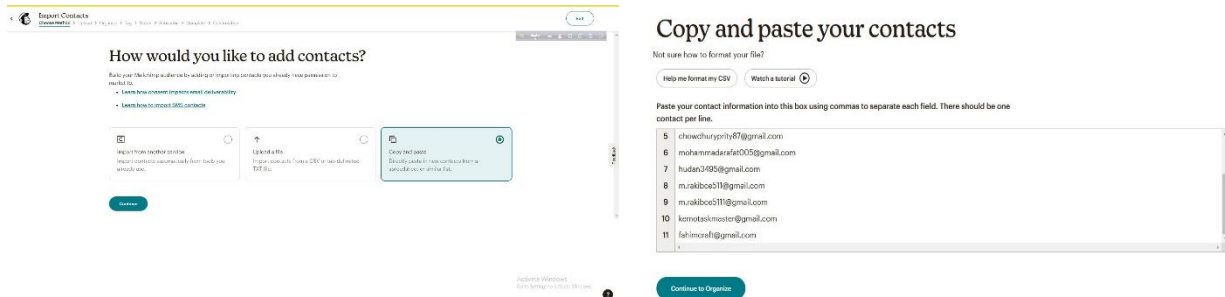
7. Finally, Complete Create Mailchimp Account



8. Navigate to the **Audience** tab. If you haven't created an audience yet (which is essentially your contact list), you can do so here.

1. Choose Your Import Method:

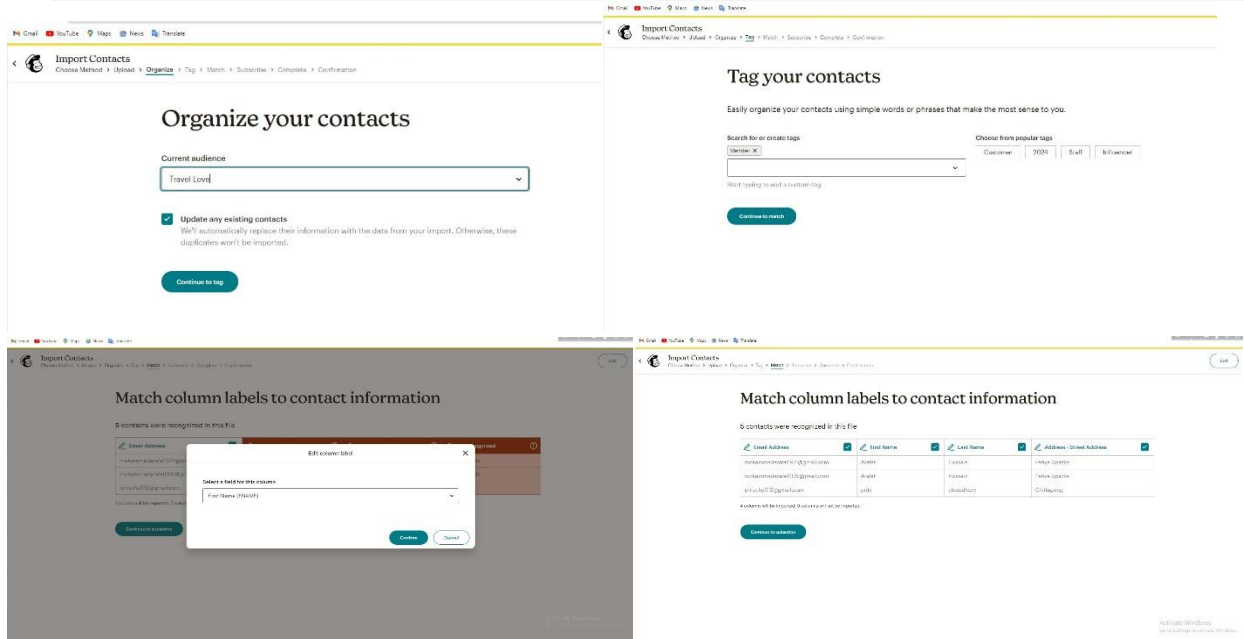
- Copy and Paste:** If you have a smaller list, you can manually copy and paste email addresses directly into Mailchimp.
- Remember that if you're importing subscribed email contacts, ensure you have permission to send them marketing content.



2. Review and Confirm:

- Before finalizing the import, review the contacts you're adding.
- Confirm that everything looks accurate and as expected.

3. And that's it! You've successfully imported your contacts into Mailchimp.



Import Contacts
Choose Method > Upload > Organize > Tag > Match > **Subscribe** > Complete > Confirmation

Subscribe contacts to marketing

Learn more about [subscription statuses](#).

Select email marketing status Required

Subscriber

When you choose the "Subscriber" 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 or address to delete your records, so be sure you have permission first.

[Finalize import](#)

Import Contacts
Choose Method > Upload > Organize > Tag > Match > **Subscribe** > **Complete** > Confirmation

Review and complete your import

5 contacts will be updated or added to your "Travel Love" audience.

- Imported from: Copy and paste
- Email marketing status: Subscriber
- Update existing contacts: Yes
- Tagged: Member

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](#)

Copy and paste your contacts

Not sure how to format your file?

[Help me format my CSV](#)

[Watch a tutorial](#)

Paste your contact information into this box using commas to separate each field. There should be one contact per line.

```
5 chowdhuryprity87@gmail.com
6 mohammadarafat005@gmail.com
7 hudan3495@gmail.com
8 m.rakibce511@gmail.com
9 m.rakibce5111@gmail.com
10 kemotaskmaster@gmail.com
11 fahimcraft@gmail.com
```

[Continue to Organize](#)

9. 1.Navigate to Landing Pages:

a.Once you're in, head to the Campaigns tab.

b.Click on Create Campaign.

c.A pop-up window will appear with several options. Choose Landing Page to proceed.

Landing Page

Design a single web page that achieves any specific marketing goal to promote your business, attract customers and increase conversion.

Landing page name 27/100

winter season night camping

Audience

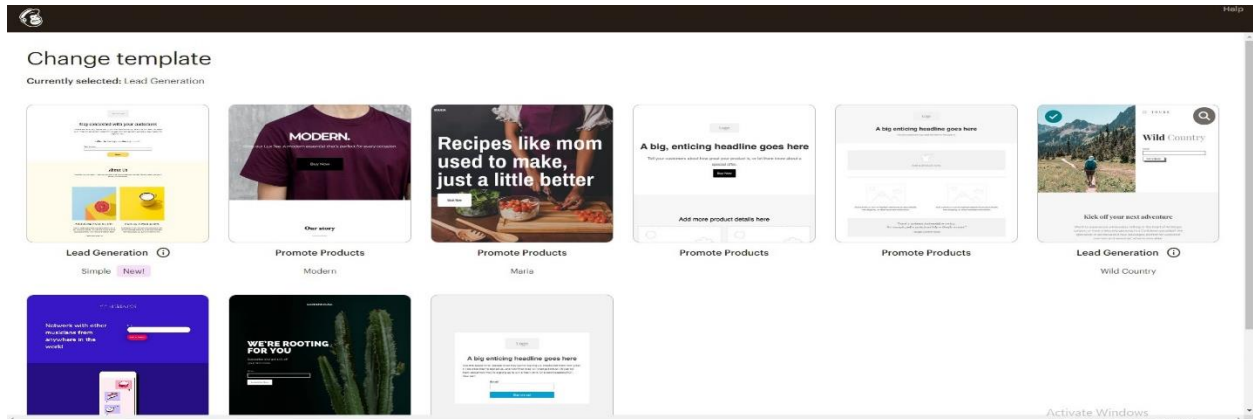
Travel Love

Learn how to [organize your audience into segments](#) based on contact signup source.

[Begin](#)

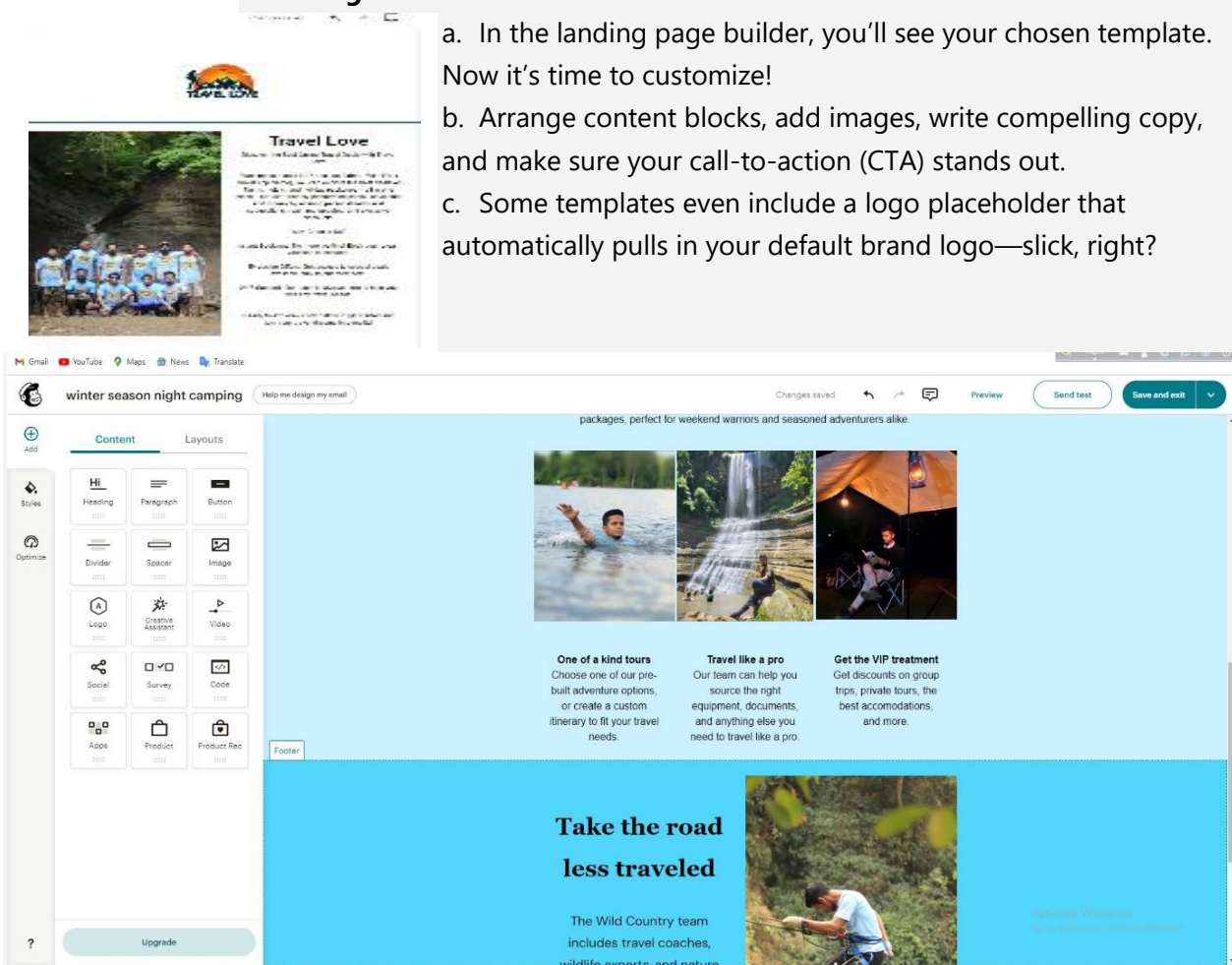
Choose a Template:

- Mailchimp offers various landing page templates. Select the one that best fits your purpose. Some templates are specifically designed to collect subscribers, while others promote products or services.
- Customize the template with your branding, content, and visuals. You can add a signup form or product blocks to any layout.



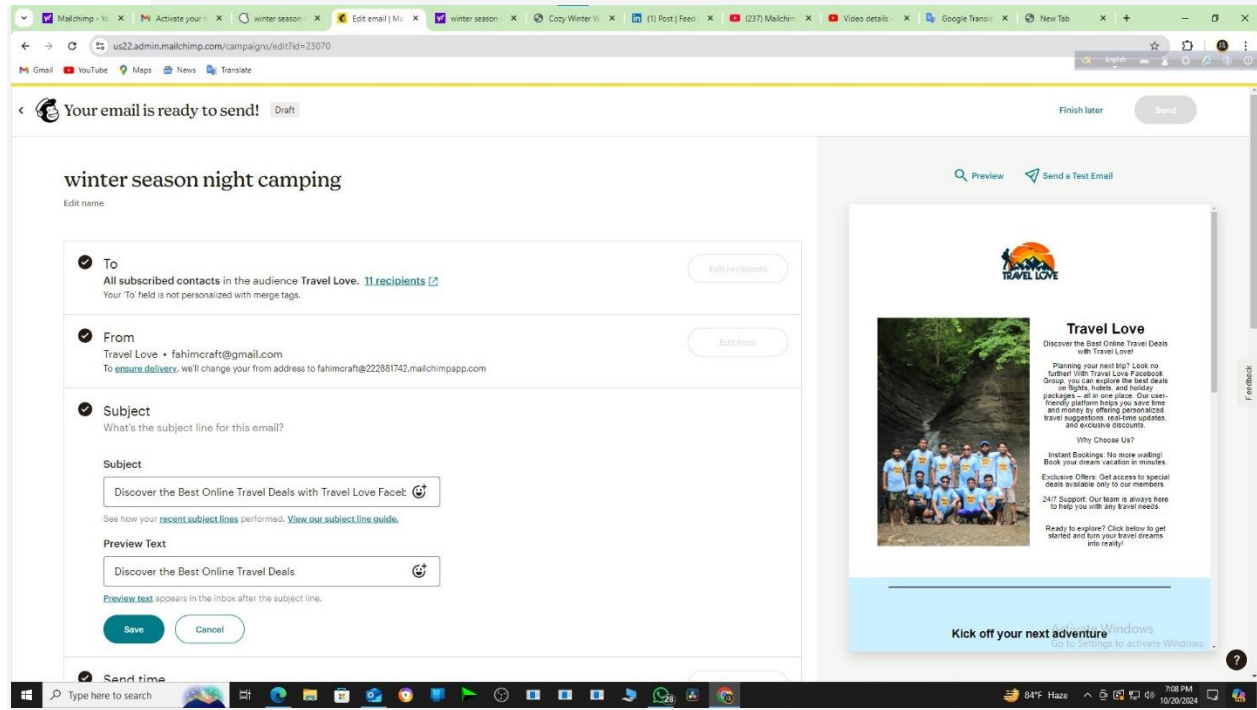
2. Design Your Content:

- In the landing page builder, you'll see your chosen template. Now it's time to customize!
- Arrange content blocks, add images, write compelling copy, and make sure your call-to-action (CTA) stands out.
- Some templates even include a logo placeholder that automatically pulls in your default brand logo—slick, right?



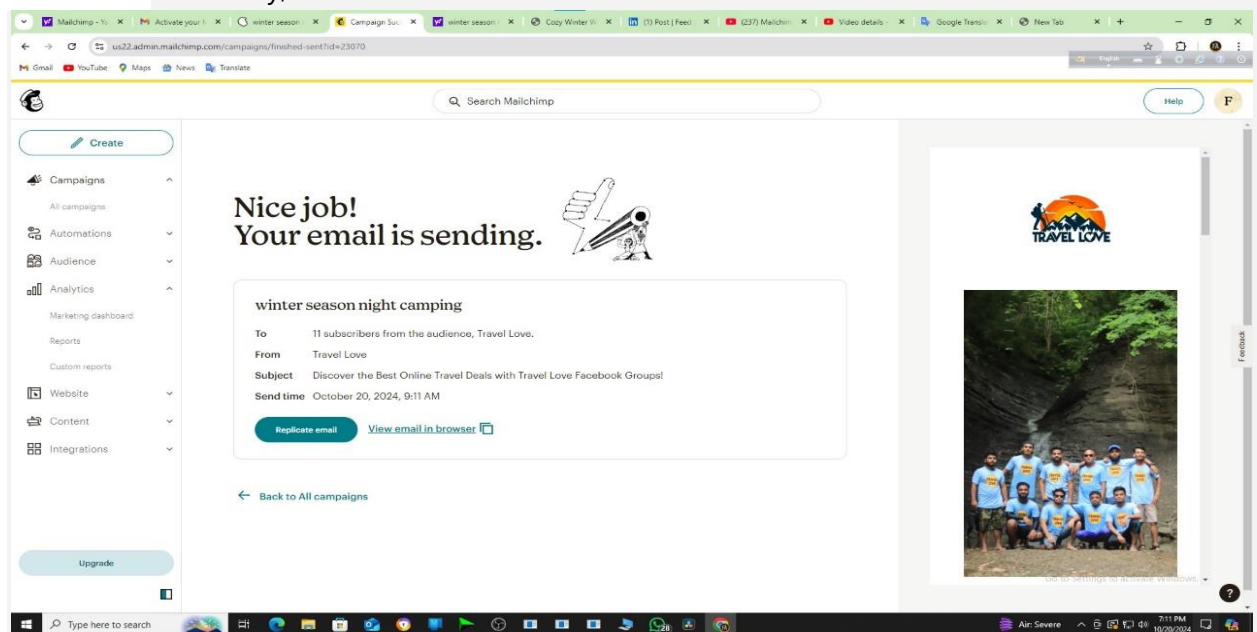
3. Preview and Save:

- Click **Preview** to see what your page will look like to visitors.
- Once you're happy with your design, click **Save & Close**.

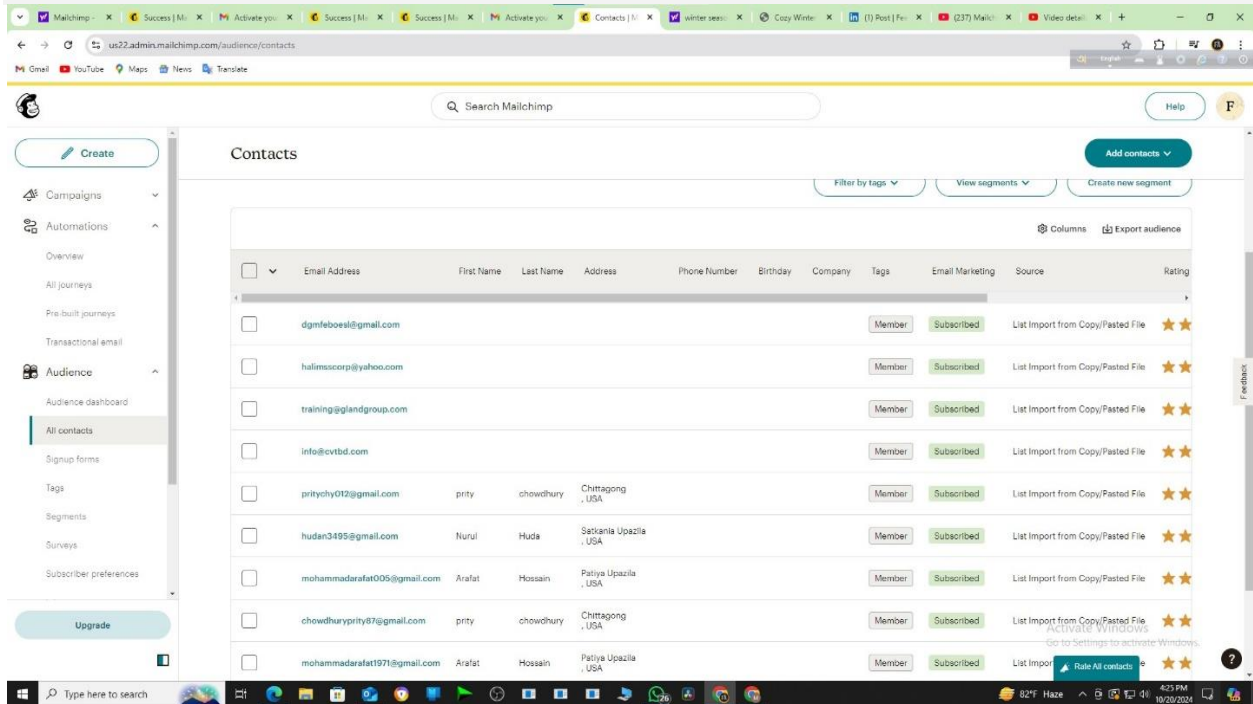


4. Final Touches and Publishing:

- Edit your page title and URL.
- Customize your favicon (that little icon that appears in the browser tab).
- Add tags if necessary (tags help you organize and segment your audience).
- Review your settings and tracking options.
- Finally, hit that **Publish** button!



And voilà! Your landing page is ready to go. Share the link to drive traffic, capture leads, and make your marketing magic happen.



10. Analytics Reports.

