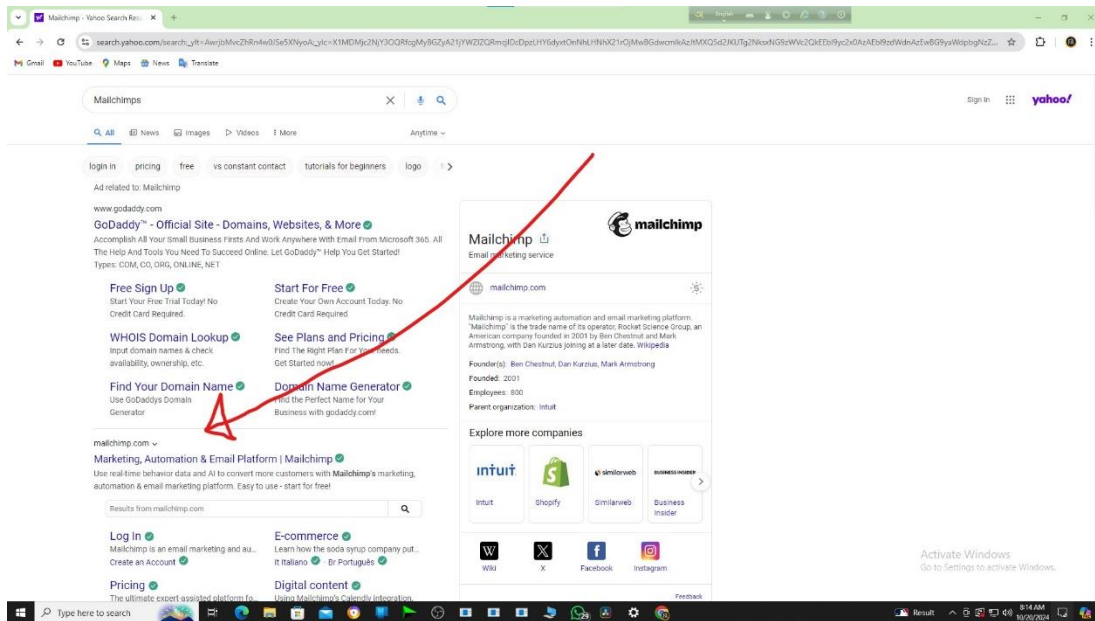


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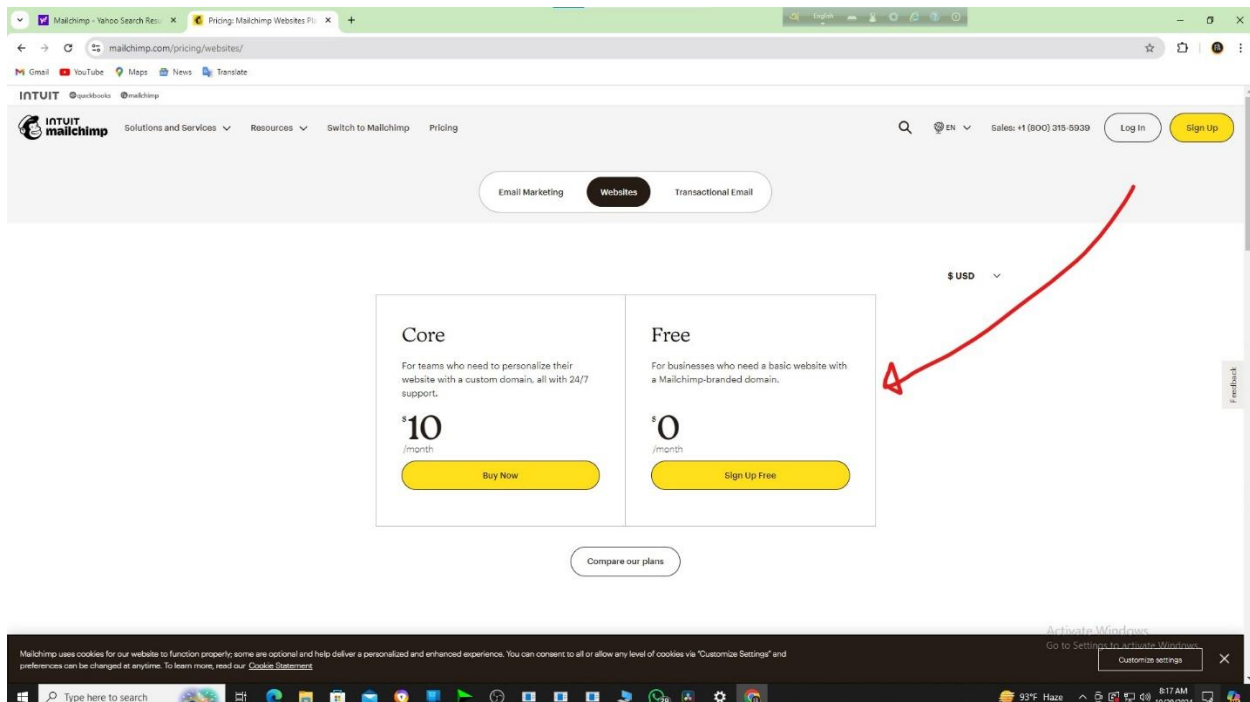
Digital Marketing Final Project

Objective: Learn how to create an email marketing campaign.

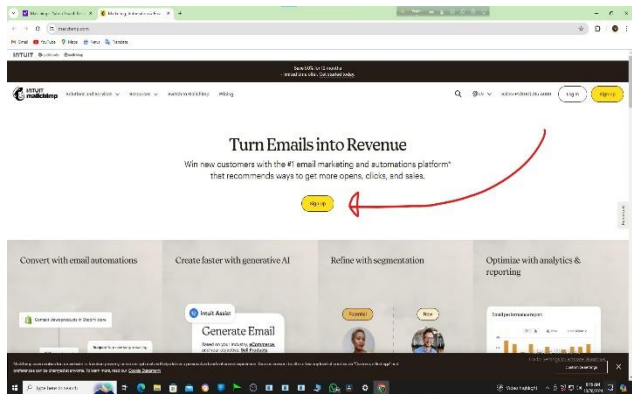
1. Firstly, search on the Google “Mailchimp”



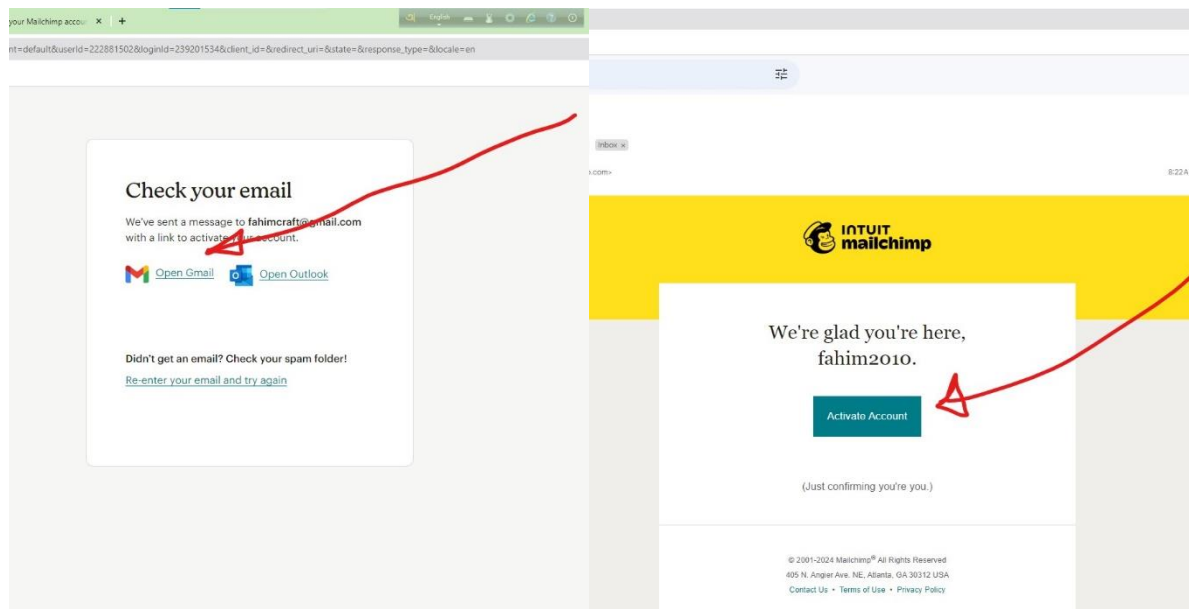
2. Chooses the Free Option



3. Click the Sign Up Button.



4. Activate Your Mailchimp account from your Gmail



5. Now create a new Mailchimp Account

Tell us a bit about you

First name	Last name
<input type="text" value="Salauddin"/>	<input type="text" value="Shumon"/>

Business name

You can always change this later in your account settings.

Phone number Recommended

☒ 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.

[Next](#)

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, Mindbody, 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](#)

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

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

How many email contacts do you have?

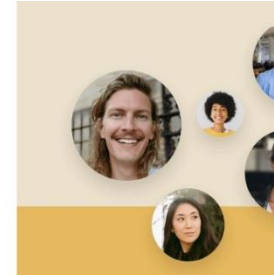
An estimate will do. We'll recommend ways to grow and manage your audience based on your answer.

Select your contact range

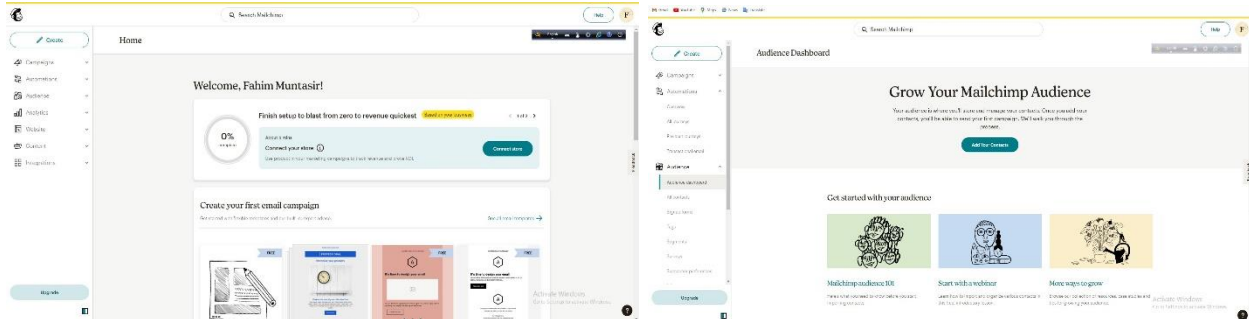
1,501 - 2,500

Next

Skip



7. Finally, Compile 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.

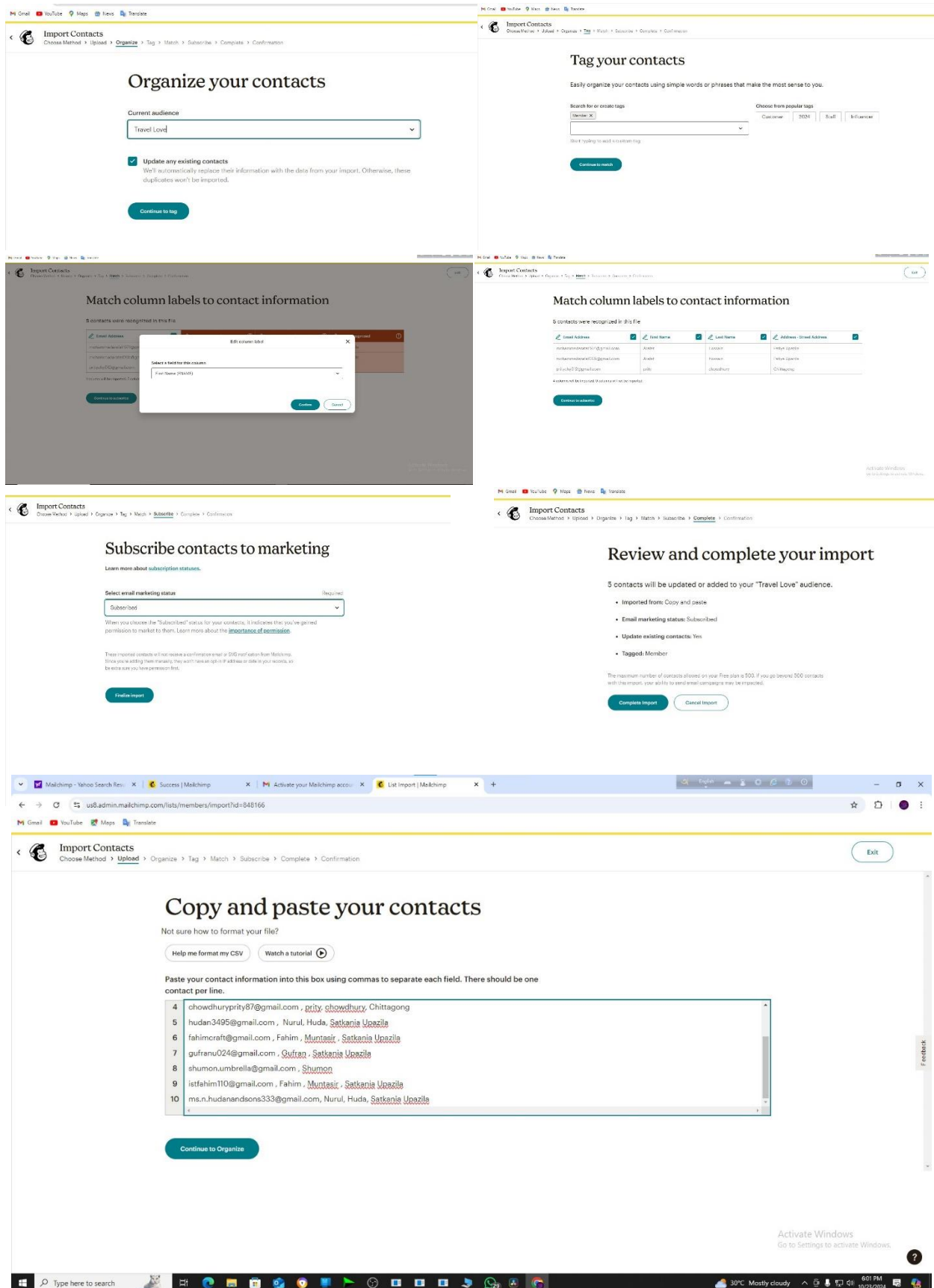
1. Choose Your Import Method:

- 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.



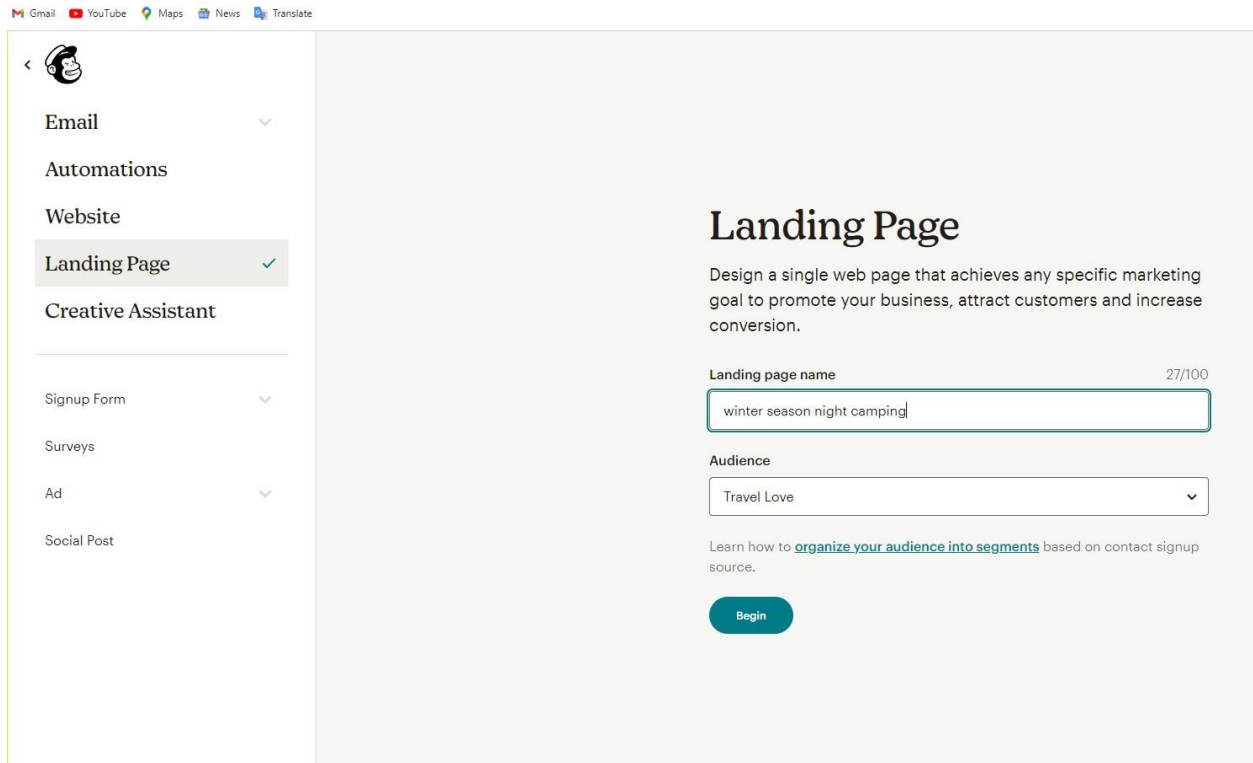
2. Review and Confirm:

- 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.



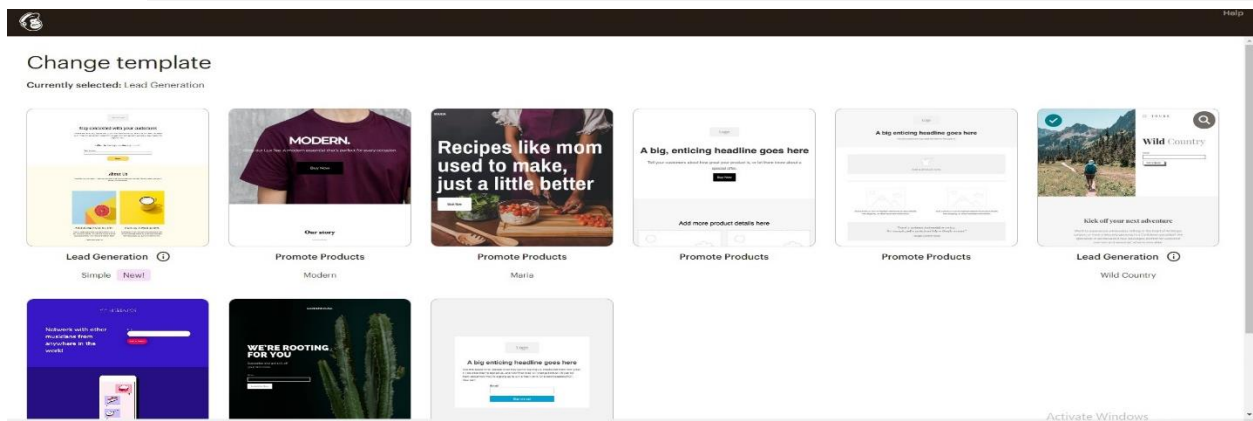
9. 1.Navigate to Landing Pages:

- Once you're in, head to the **Campaigns** tab.
- Click on **Create Campaign**.
- A pop-up window will appear with several options. Choose **Landing Page** to proceed.



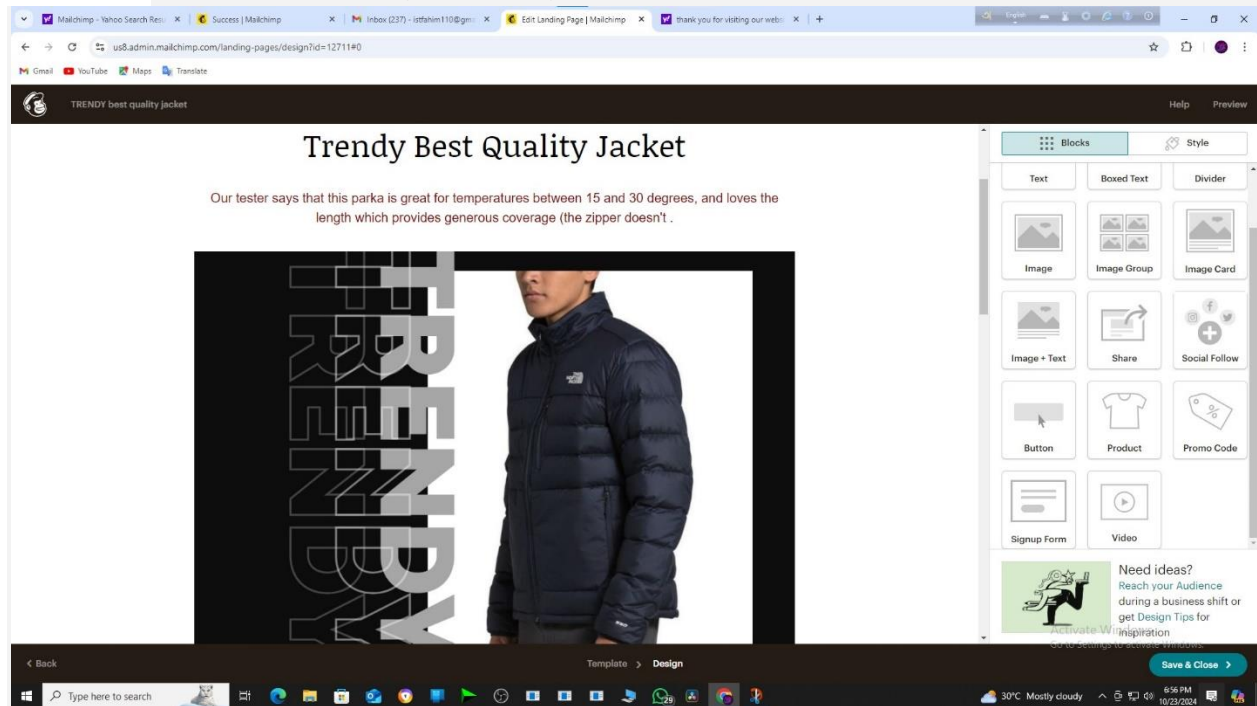
2. Choose a Template:

- 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.



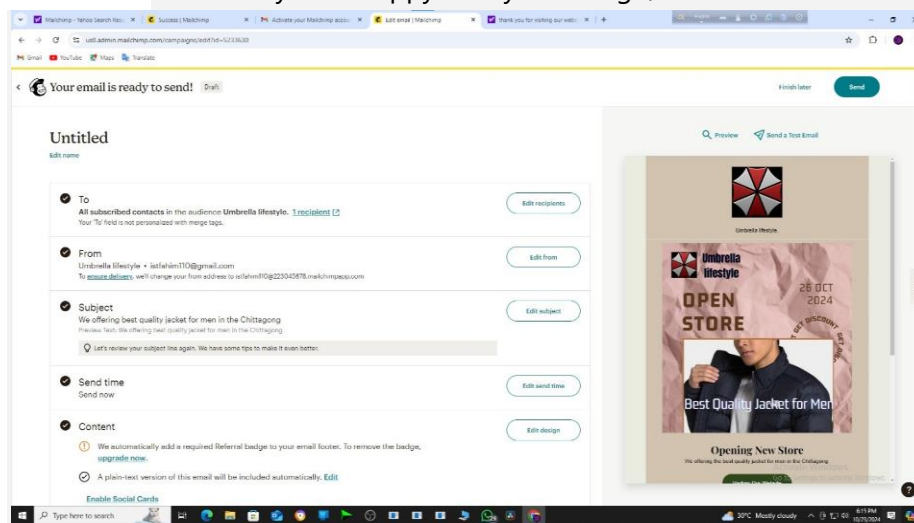
3. Design Your Content:

- 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?



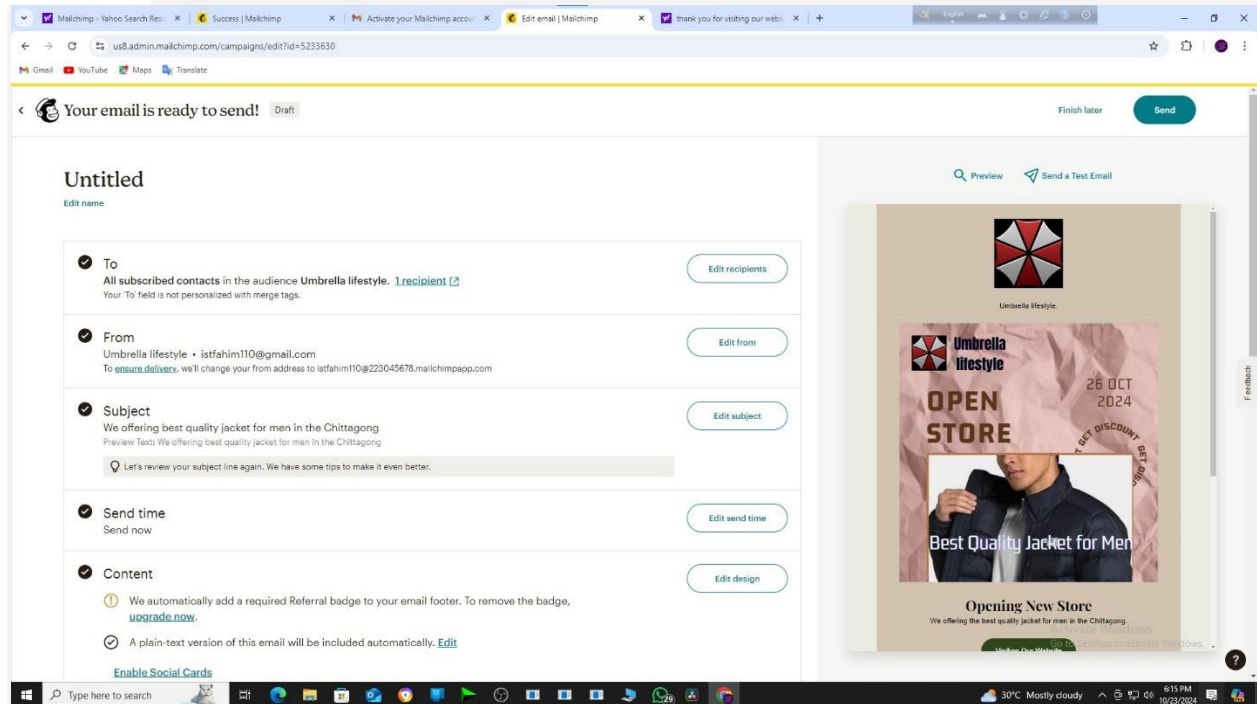
4. Preview and Save:

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



5. 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.

