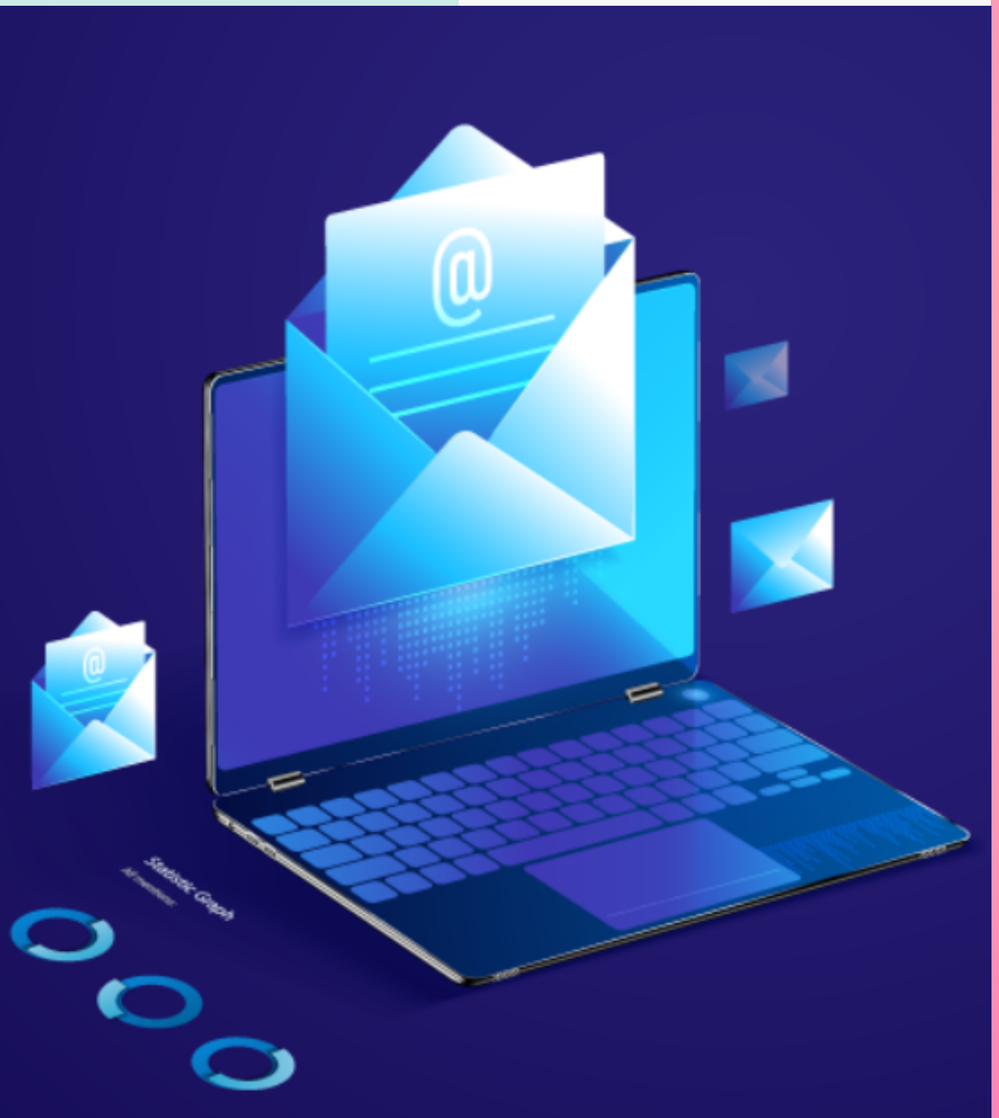
skill academy
by testbook

Major Project

Email Marketing

Presented By :-Biswajit Swain
Email Id: biswajitswainprof@gmail.com

01



skill academy
by testbook

Agenda

- Created unique subject lines for three brand’s campaign.
- Created an email list of 10 subscribers & sent them regular emails introducing myself & what are the things I have leaned during my Digital marketing Program.
- Created a Landing Page.
- Analytical Problem Statement.

Subject lines for Brand’s Campaign

skill academy
by testbook

02

AMAZON’S SUMMER SALE:

- 15 things you didn't know about Amazon’s summer sale.
- Beat the heat and boost your business with Amazon Summer Sale.
- The secret to Amazon’s summer sale.

DREAM11’S CASHBACK OFFER:

- Do you make these mistakes in Dream11’s cashback offer?
- This might be the best way to get Dream11’s cashback offer.
- How to get Dream11’s cashback offer.

ONEPLUS 10 LAUNCH:

- Join Us for an Exciting Product Launch.
- Get Ready to Level Up with Our Latest Innovation. 🚀
- The ultimate guide to Oneplus 10 series features.

03

Successfully created Mailchimp account

a) Created an email list of 11 subscribers :-

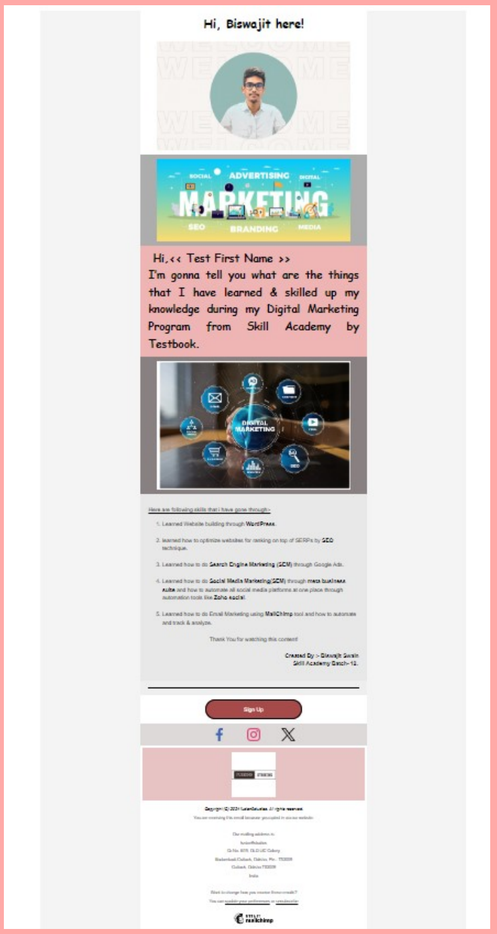
- biswajitswain981@gmail.com
- satyajitswain93@gmail.com
- divya.bharathi@testbook.com
- susilswain120@gmail.com
- pathakgarima786@gmail.com
- simmopathak007@gmail.com
- janardanpathak9450@gmail.com
- acca@gmail.com
- vasu.karn9842@gmail.com
- satyam.uv001@gmail.com
- saikhasgar3138@gmail.com

skill academy
by testbook

04

Sucessufully created a regular email in which I introduced myself & everything I have learned during the Digital Marketing Program

Here is the screenshot & link of the email created ➡

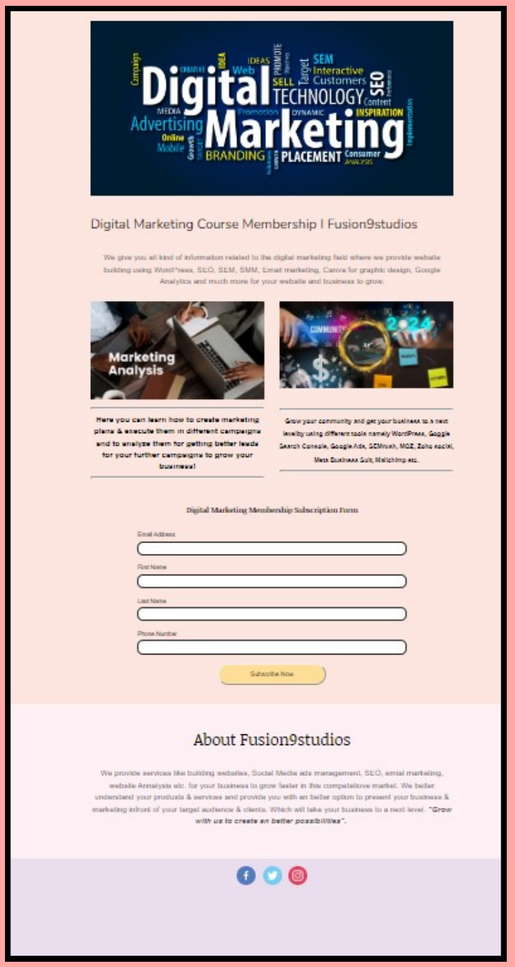


05

Landing Page

➡ Click here to visit landing page.

Sucessfully provided all metrics such as title, image & a sign-up form.



06

Analytical Problem Statement

In an email marketing campaign, there are 30,000 subscribers. Emails are being sent to all 30,000 subscribers but 4560 emails bounce back. Out of the remaining emails that are delivered 5000 do not open the emails and out of the rest 12,000 click on the promotional link present in the email. Calculate the “click rate” and “open rate?

Solution:-

Total Subscribers = 30,000

Bounced Emails = 4,560

Emails Delivered

Total Subscribers - Bounced Emails

= 30,000 - 4,560 = 25,440

Emails Not Opened = 5,000

Emails Clicked = 12,000

Open Rate = (20,440/25,440)×100

= 80.35% approximately.

Click Rate = (12,000/25,440)×100

= 47.17% approximately.

Thank you!

If you liked this project then do share with your colleagues & friends & for any kind of problem regarding this please do contact through email provided below.

Presented By :- Biswajit Swain
Email Id: biswajitswain981@gmail.com
Skill Academy, Batch-12.