

Project Design Phase-I

Solution Architecture

Date	18 October 2023
Team ID	NM2023TMID04504
Project Name	Creating an Email Campaign in Mailchimp

Solution Architecture:

This solution architecture outlines the core components and workflow for executing a successful email marketing campaign using MailChimp. It emphasizes data compliance, security, and scalability to ensure effective engagement with subscribers and achieve business objectives.

Components:

The architecture consists of key components, including a MailChimp account, subscriber database, email templates, content creation, campaign scheduler, and performance analytics, forming the foundation of the email campaign.

Workflow:

A structured workflow guides the campaign from planning and subscriber management to email design, content creation, scheduling, and performance monitoring. This step-by-step process ensures a well-organized campaign execution.

Data Protection and Compliance:

The solution architecture emphasizes adherence to data protection and email marketing regulations (e.g., GDPR and CAN-SPAM Act). It ensures that subscribers have options for managing their preferences and complies with privacy laws.

Security:

Security measures are in place to protect data within the MailChimp account, and access is restricted to authorized team members. Security is a paramount consideration to safeguard subscriber information and campaign assets.

Scalability:

The architecture is designed to accommodate growth in the subscriber base and email volumes. It can handle increased campaign demands without requiring major modifications, making it adaptable to future needs

Solution Architecture Diagram:

