

Project Design Phase-I Proposed Solution Template

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

Proposed Solution :

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Campaigns lack personalization and efficiency, resulting in low engagement and conversion rates. The problem is the need to improve our email marketing strategy to boost brand awareness, website traffic, and sales.
2.	Idea / Solution description	Implement MailChimp for personalized email campaigns, using targeted content, data-driven improvements, and compliance measures.
3.	Novelty / Uniqueness	Our project stands out by leveraging MailChimp's platform for personalized email marketing, focusing on data-driven personalization and compliance for exceptional subscriber engagement.
4.	Social Impact / Customer Satisfaction	Our project aims to improve customer satisfaction through personalized, valuable email content. It also contributes to a reduction in spammy, irrelevant emails, which positively impacts the digital environment
5.	Business Model (Revenue Model)	Our revenue model centers on increasing sales and conversions through effective email campaigns. We measure success by tracking how campaigns directly drive business revenue
6.	Scalability of the Solution	Our solution is designed for scalability, capable of handling a growing subscriber base and increasing email volumes without compromising performance