



## GOVERNMENT COLLEGE OF ENGINEERING [IRTT]

ERODE: 638 316



### Electronics and Communication Engineering

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TEAM ID: NM2023TMID04504

*SB8040- Professional Readiness for Innovation Employability and Entrepreneurship  
by Naan Mudhalvan Scheme – 2023*

**PROJECT DOMAIN: DIGITAL MARKETING**

**PROJECT TITLE: CREATING AN EMAIL CAMPAIGN IN MAILCHIMP**

**BRAND NAME: DECOR DELIGHT**

**CATEGORY: INTERIOR DESIGN**

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# TABLE OF CONTENTS

## **1. INTRODUCTION**

- 1.1 Project Overview
- 1.2 Purpose

## **2. BRAINSTORMING AND IDEATION PHASE**

- 2.1 Problem Statement and Understanding
- 2.2 Empathy Map Canvas
- 2.3 Brainstorming and Ideation Phase

## **3. PROJECT ANALYSIS**

- 3.1 Functional requirement
- 3.2 Non-Functional requirements

## **4. PROJECT DESIGN**

- 4.1 User-Centric Navigation Design
- 4.2 Branding Integration and Customization
- 4.3 Responsive Design and Cross-Platform Compatibility

## **5. DIGITAL MARKETING STRATEGY**

- 5.1 Rationale for chosen digital channels and platforms
- 5.2 Key messaging and branding decisions

## **6.IMPLEMENTATION PLAN**

- 6.1 Content marketing: Blog topics, guest posts, and educational content on the benefits and uses of stones**
- 6.2 Social media strategy: Platform selection**

## **7. RESULT AND ANALYSIS**

## **8. RECOMMENDATION FOR THE FUTURE**

## **9. PROJECT SCOPE AND OBJECTIVES**

## **10. CONCLUSION**

## **11. APPENDIX**

**GitHub & Project Video Demo Link**

# 1. INTRODUCTION

## 1.1 Project Overview

The "Built and Email Campaign: Create a Brand Launch Email - Using Mailchimp" project is a strategic digital marketing initiative that focuses on catapulting Decor Delight, an emerging brand in the realm of home decor and interior design, into the digital spotlight. The core of this project revolves around launching Decor Delight as a prominent and distinctive brand through an email marketing campaign, specifically employing the powerful Mailchimp platform.

Decor Delight, a brand known for its exquisite home decor solutions, has embarked on this journey to leverage the capabilities of digital marketing in establishing a strong and memorable online presence. With a portfolio spanning elegant furniture, artistic wall decor, premium lighting solutions, and tasteful home accessories, Decor Delight has the potential to become a leading name in the industry. However, in the crowded landscape of home decor, distinguishing oneself and reaching the right audience is a considerable challenge.

This project aims to rise to that challenge by employing Mailchimp for an impactful email campaign, designed to introduce Decor Delight to a broad audience. The email campaign is not merely a promotional effort; it is a declaration of Decor Delight's arrival and a promise of quality, style, and innovation in the home decor space.

## 1.2 Purpose

The purpose of the "Built and Email Campaign: Create a Brand Launch Email - Using Mailchimp" project is multi-faceted, encompassing a spectrum of significant objectives:

**Brand Introduction:** The project aims to introduce Decor Delight to a wide audience in a captivating and memorable manner. The email campaign serves as the grand entrance to the world of Decor Delight, sparking intrigue and interest.

**Engagement and Conversion:** Beyond just awareness, the project intends to foster engagement with potential customers. The well-crafted email campaign

aims to encourage recipients to explore Decor Delight's offerings and, ultimately, become valued customers.

**Brand Loyalty:** Building a brand is not solely about acquiring new customers; it's also about building loyalty. The campaign aims to establish a foundation of trust and loyalty among the audience.

Certainly, let's proceed with creating the content for the "Brainstorming and Ideation Phase" section of your project report:

## **2. BRAINSTORMING AND IDEATION PHASE**

### **2.1 Problem Statement and Understanding**

The "Built and Email Campaign: Create a Brand Launch Email - Using Mailchimp" project kicked off with a comprehensive problem analysis to understand the unique challenges and opportunities Decor Delight faced in the realm of digital marketing.

At the heart of this phase was the recognition that while Decor Delight held immense potential, it operated in a highly competitive market. The challenge was to stand out amidst numerous players in the home decor and interior design industry. The team delved into the following key aspects during this phase:

**Competitive Landscape:** A thorough analysis of competitors in the home decor industry was conducted to identify gaps and opportunities in the market. This understanding was crucial in positioning Decor Delight effectively.

**Target Audience Profiling:** An in-depth exploration of the potential customer base was undertaken. This included examining demographics, behavior, and preferences to craft messaging that resonated with the audience.

**Brand Identity:** Defining Decor Delight's unique selling propositions and brand identity was pivotal. The project team aimed to communicate Decor Delight's core values and brand essence effectively in the email campaign.

## 2.2 Empathy Map Canvas



Understanding the audience's perspective was a central part of the ideation phase. The creation of an Empathy Map Canvas allowed the team to step into the shoes of potential customers. This empathy map encompassed key elements:

What They See: Visual aspects and brand perception.

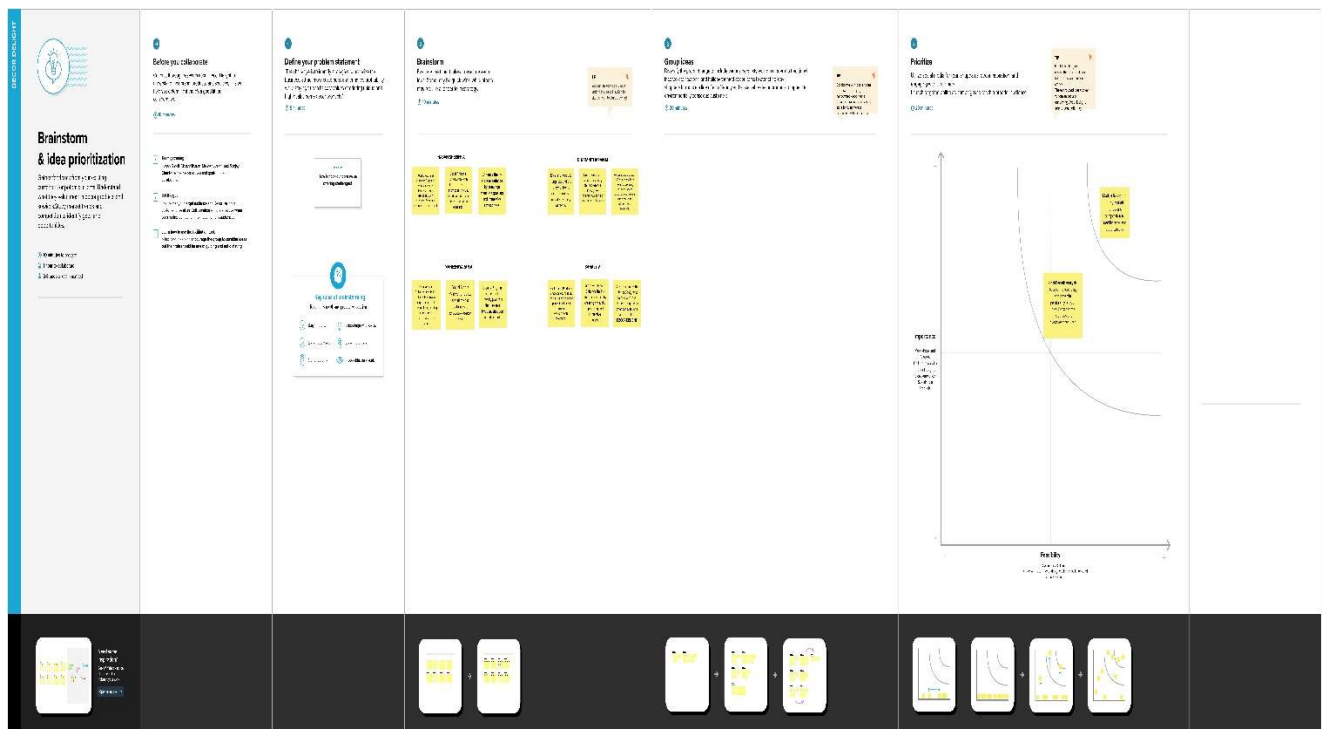
What They Say and Do: Verbal and behavioral cues.

What They Hear: Sources of information and influences.

What They Think and Feel: Emotional triggers and pain points.

This empathy map was a compass guiding the creation of content and messaging that would resonate with the audience's desires and needs.

## 2.3 Brainstorming and Ideation Phase



The brainstorming and ideation phase was the creative nucleus of the project. During this phase, the team generated innovative and captivating ideas to form the basis of the email campaign. It involved:

**Content Ideas:** Brainstorming ideas for content that would be engaging, informative, and persuasive. This content ranged from intriguing brand stories to showcasing product features and benefits.

**Visual Concepts :** Exploring creative visual concepts that aligned with Decor Delight's brand identity. The team considered visual elements like color schemes, imagery, and design templates.



**Personalization Strategies:** Discussing strategies to personalize email content to resonate with individual recipients, enhancing the user experience.

**A/B Testing Plans:** Planning for A/B testing to assess the effectiveness of different email variations, optimizing the campaign for the best results.

The brainstorming and ideation phase was instrumental in shaping the email campaign, ensuring it was not only engaging but also tailored to Decor Delight's audience.

This section provided a foundation for what would be a creative and impactful brand launch email campaign. The subsequent sections of the report will delve into how these ideas were translated into actionable strategies and the final execution of the email campaign.

## **3. PROJECT ANALYSIS**

### **3.1 Functional Requirements**

In the "Built and Email Campaign: Create a Brand Launch Email - Using Mailchimp" project, defining and understanding the functional requirements was an essential step to ensure the successful execution of the email campaign.

The primary functional requirements included:

**Email Platform Selection:** The choice of Mailchimp as the email marketing platform was a key functional requirement. The team needed to assess the platform's capabilities and functionalities to ensure it could support the campaign's goals.

**Segmentation and Targeting:** The project required a functional mechanism for segmenting the audience and targeting specific groups of subscribers with tailored messages. This necessitated the use of Mailchimp's list segmentation features.

**Content Creation and Personalization:** The ability to create engaging email content and personalize it for different segments was a crucial requirement. The team needed to ensure that Mailchimp offered features for creating visually

appealing emails and personalization tokens to address recipients by their names.

**Email Automation:** Implementing automated email sequences and triggers was another functional requirement. This involved setting up workflows in Mailchimp to send follow-up emails or triggered responses based on recipient actions.

**Tracking and Analytics:** Robust analytics capabilities were required to track the performance of the email campaign. This encompassed measuring open rates, click-through rates, conversion rates, and other relevant metrics using Mailchimp's analytics tools.

### **3.2 Non-Functional Requirements**

In addition to functional requirements, non-functional requirements were essential in shaping the project and ensuring its success:

**Budget and Resource Allocation:** A key non-functional requirement was setting a budget for the project, encompassing expenses related to email marketing software (e.g., Mailchimp), creative content production, and any necessary advertising or promotions. Allocating human resources for campaign management was also essential.

**Timeline and Schedule:** Defining a project timeline was vital. The non-functional requirement specified deadlines for various project phases, from content creation to campaign execution, ensuring that the project remained on track.

**Scalability and Performance:** The ability to scale the campaign as the audience grew was a non-functional requirement. It was imperative to ensure that the selected email marketing platform (Mailchimp) could handle increased email loads and maintain performance.

**Compliance and Data Privacy:** Ensuring compliance with email marketing regulations and data privacy laws was a non-negotiable non-functional requirement. The team had to establish processes for obtaining explicit consent from subscribers and managing opt-in and opt-out requests in accordance with legal requirements.

**Security and Data Protection:** Protecting subscriber data was a paramount non-functional requirement. Robust security measures were put in place to safeguard sensitive information and maintain the trust of Decor Delight's subscribers.

**User Experience:** User experience was a non-functional requirement that guided the design and execution of the email campaign. The team aimed to create emails that were visually appealing, mobile-responsive, and user-friendly.

**Stakeholder Communication:** Effective communication with stakeholders, both internal and external, was another non-functional requirement. The team needed to maintain clear and transparent communication channels to provide updates on project progress, results, and any necessary adjustments.

Analyzing the project's functional and non-functional requirements set the stage for the successful execution of the "Built and Email Campaign: Create a Brand Launch Email - Using Mailchimp." These requirements ensured that the project was well-structured, compliant, and aligned with Decor Delight's goals. The subsequent sections of the report will explore the implementation and results of the campaign, building upon these foundational requirements.

## **4. PROJECT DESIGN**

### **4.1 User-Centric Navigation Design**

**Layout and Structure:** The email design ensured a clean, uncluttered layout with a user-friendly header, a concise message body, and clear CTAs.

Mobile Responsiveness: The email design was optimized for mobile devices to enhance the user experience.

Visual Hierarchy: A clear visual hierarchy emphasized key information, brand elements, and compelling visuals.

Testing and Optimization: A/B testing refined the design for maximum audience engagement.

## **4.2 Branding Integration and Customization**

Brand Colours and Logo: Decor Delight's brand colours and logo were harmoniously integrated into the email design.

Brand Messaging: Core brand messaging conveyed Decor Delight's unique selling points and values.

Brand Voice: The email's language aligned with Decor Delight's brand voice.

Brand Storytelling: Compelling brand stories introduced Decor Delight in a memorable way.

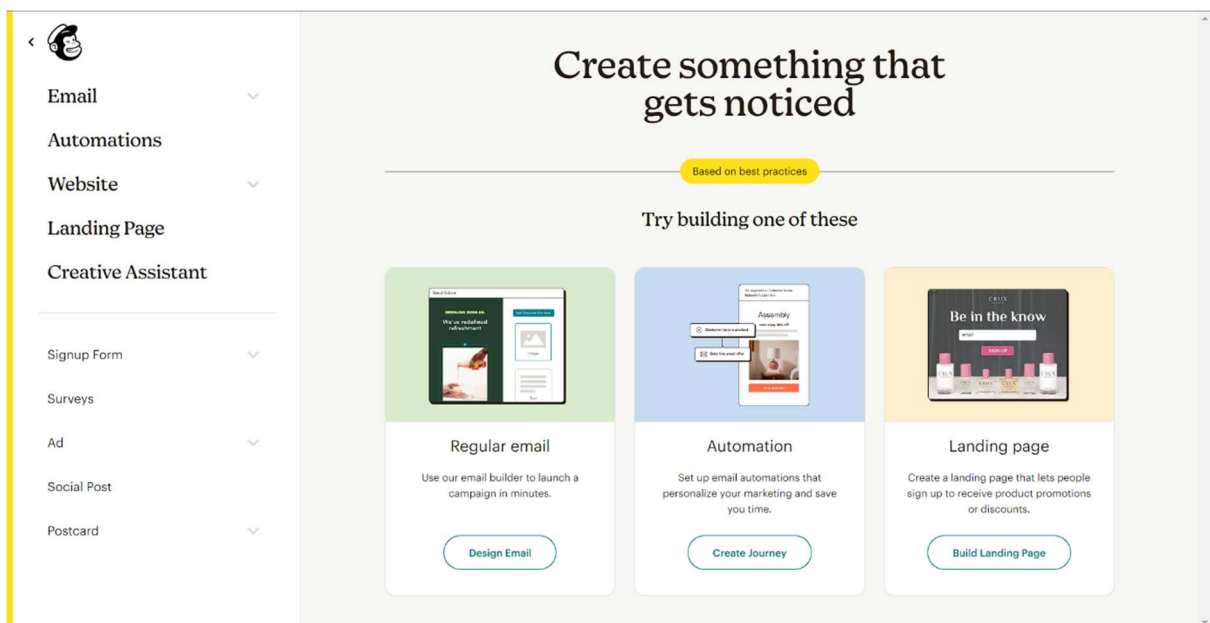
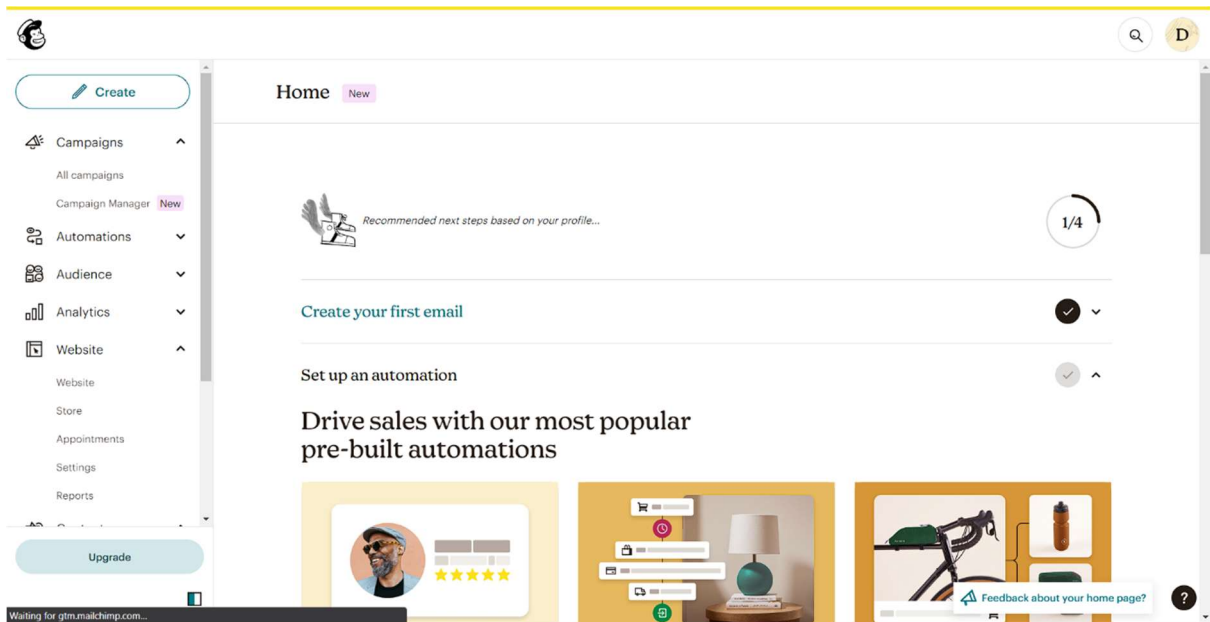
## **4.3 Responsive Design and Cross-Platform Compatibility**

Responsive Testing: Thorough testing ensured effective rendering on diverse devices.

Adaptive Images: Images were optimized for various devices and load times.

Cross-Platform Testing: Compatibility was verified across multiple email clients.

Content Accessibility: The email design prioritized accessibility for all users.



Your email is ready to send!

Draft

Finish later

Send

✓

To

All subscribed contacts in the audience Decor Delight. [5 recipients](#)

Your 'To' field is not personalized with merge tags.

Edit Recipients

✓

From

Decor Delight • [decordelight44@gmail.com](mailto:decordelight44@gmail.com)

Edit From

✓

Subject

"50% Off Everything at Decor Delight!"

Preview Text: "Shop now and save big on our Decor Delight sale!"

Let's review your subject line again. We have some tips to make it even better.

Edit Subject

✓

Send time

Send now

Edit Send Time

✓

Content

⚠

We automatically add a required Referral badge to your email footer. To remove the badge, [upgrade now](#).

✓

A plain-text version of this email will be included automatically. [Edit](#)

Edit Design

Preview

Send a Test Email

Waiting for gtm.mailchimp.com...

Enable Social Cards

Preview Mode

Preview

✕

Desktop

Mobile

Inbox

Discover Decor Delight: Your Oasis of Style

Spruce Up Your Home with Decor Delight

Elevate Your Home. Elevate Your Style

INTERIOR DESIGN

Transform Your Space with Expert Interior Design

Your home is a canvas of possibilities, and we're here to turn your dreams into a reality. Discover the magic of interior design with our skilled team.

Elevate your living spaces with our top-tier services.

Create a harmonious blend of aesthetics and functionality

Header Info

Enable live merge tag info

To:

Recipient's email address

From:

Decor Delight

[decordelight44@gmail.com](mailto:decordelight44@gmail.com)

Subject:

"50% Off Everything at Decor Delight!"

Preview Text:

"Shop now and save big on our Decor Delight sale!"

Ready to send?

✕

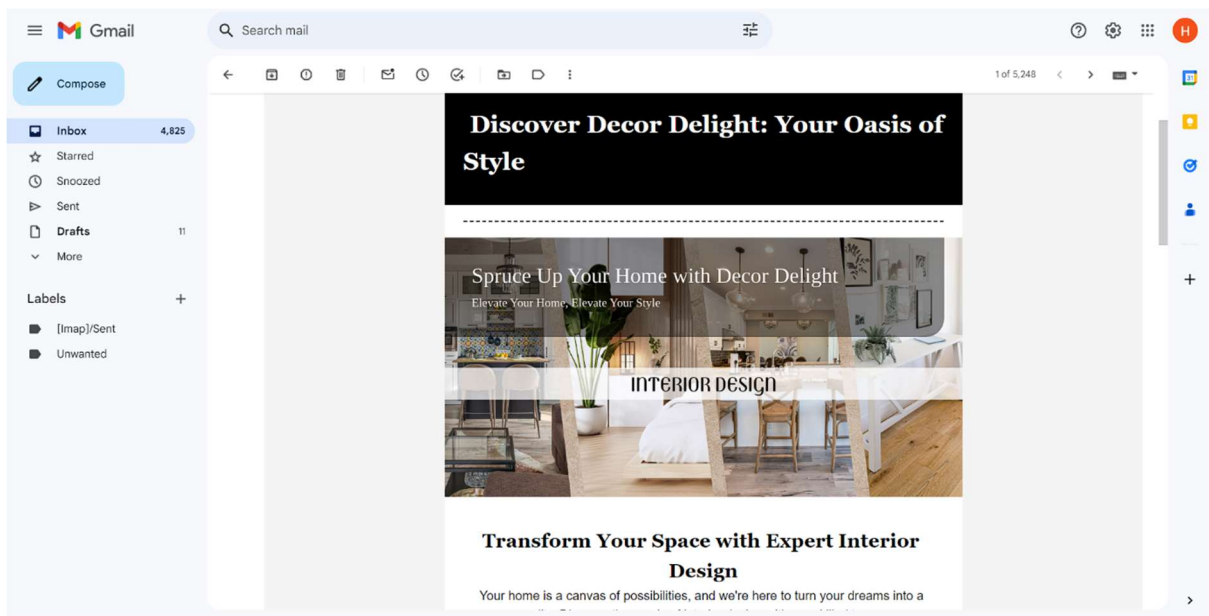
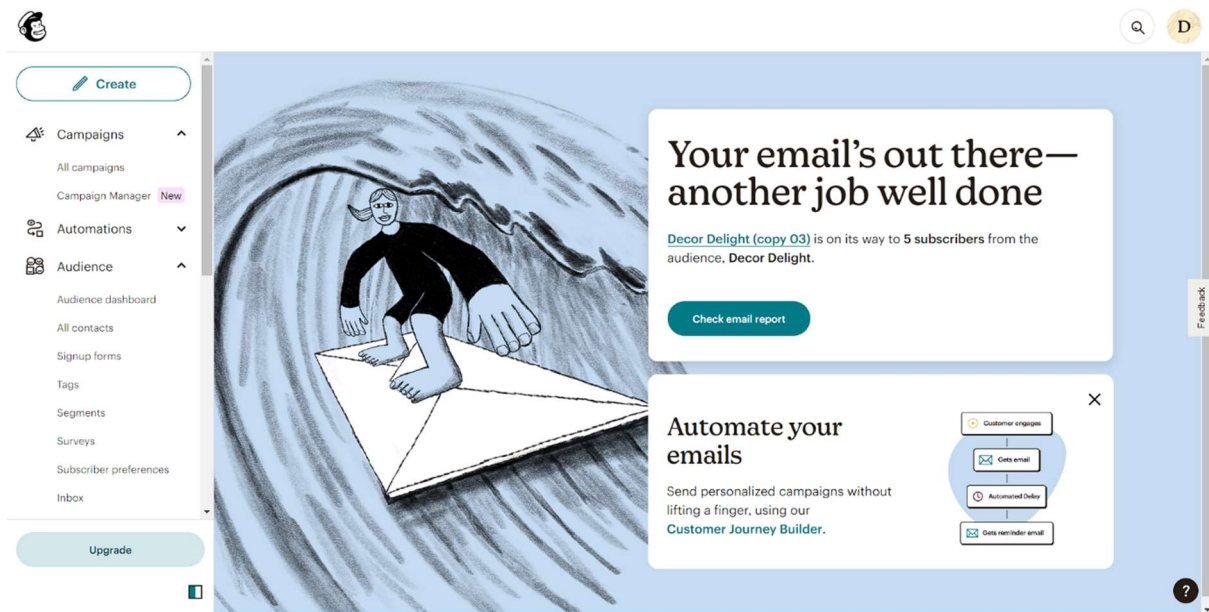
You're about to send an email to:

Decor Delight

5 subscribers

Cancel

Send now



## 5. DIGITAL MARKETING STRATEGY

### 5.1 Rationale for Chosen Digital Channels and Platforms

The selection of digital channels and platforms was a critical aspect of the project's success. The rationale behind the choices is as follows:

Email Marketing (Mailchimp): Email marketing was chosen as the primary channel due to its effectiveness in delivering personalized, engaging content directly to subscribers' inboxes. Mailchimp's user-friendly interface, automation capabilities, and analytics made it the ideal platform for executing the campaign.

Social Media (Supplementary Channel): Social media platforms, such as Facebook, Instagram, and Pinterest, were selected as supplementary channels. These platforms offered opportunities for cross-promotion and engagement with Decor Delight's social media following.

Website Integration: The Decor Delight website served as a central hub for the campaign, with clear email signup forms and landing pages to capture leads. The website was optimized for user engagement and conversions.

## **5.2 Key Messaging and Branding Decisions**

The messaging and branding decisions were integral to the success of the email campaign:

Brand Introduction: The key messaging centered on introducing Decor Delight as a premium brand for home decor enthusiasts. The campaign emphasized the brand's commitment to quality, style, and innovation.

Personalization: Personalization tokens were utilized to address recipients by name, enhancing engagement and creating a sense of individual connection.

Value Proposition: The messaging highlighted Decor Delight's unique value proposition, such as exclusive product collections, expert design advice, and customer satisfaction guarantees.

Storytelling: Brand storytelling played a vital role in the campaign, with engaging narratives conveying the brand's journey and dedication to delivering exquisite home decor solutions.

Visual Branding: The use of Decor Delight's brand colours, logo, and a cohesive visual design ensured brand recognition and consistency.



Call to Action (CTA): The campaign included clear and compelling CTAs, guiding recipients to explore Decor Delight's offerings, visit the website, or make their first purchase.

## **6. IMPLEMENTATION PLAN**

### **6.1 Content Marketing: Blog Topics, Guest Posts, and Educational Content on the Benefits and Uses of Stones**

Content marketing played a significant role in the implementation of the digital marketing strategy. Here's an overview of the content plan:

**Blog Topics:** A series of blog topics were identified to engage the audience and establish Decor Delight as an authority in the home decor niche. These blogs covered a wide range of subjects, including "Interior Design Trends," "Choosing the Right Lighting," and "Creating a Cozy Home Environment."

**Guest Posts:** Collaborations with guest bloggers and influencers in the home decor space were pursued. Guest posts on both Decor Delight's blog and partner platforms extended the brand's reach and introduced new perspectives.

**Educational Content on Stones:** A significant focus was placed on educating the audience about the benefits and uses of stones in home decor. These educational pieces explored topics such as "The Elegance of Marble in Home Design" and "Healing Crystals: Aesthetic and Spiritual Value."

### **6.2 Social Media Strategy: Platform Selection**

Social media platforms were strategically chosen as supplementary channels to complement the email campaign:

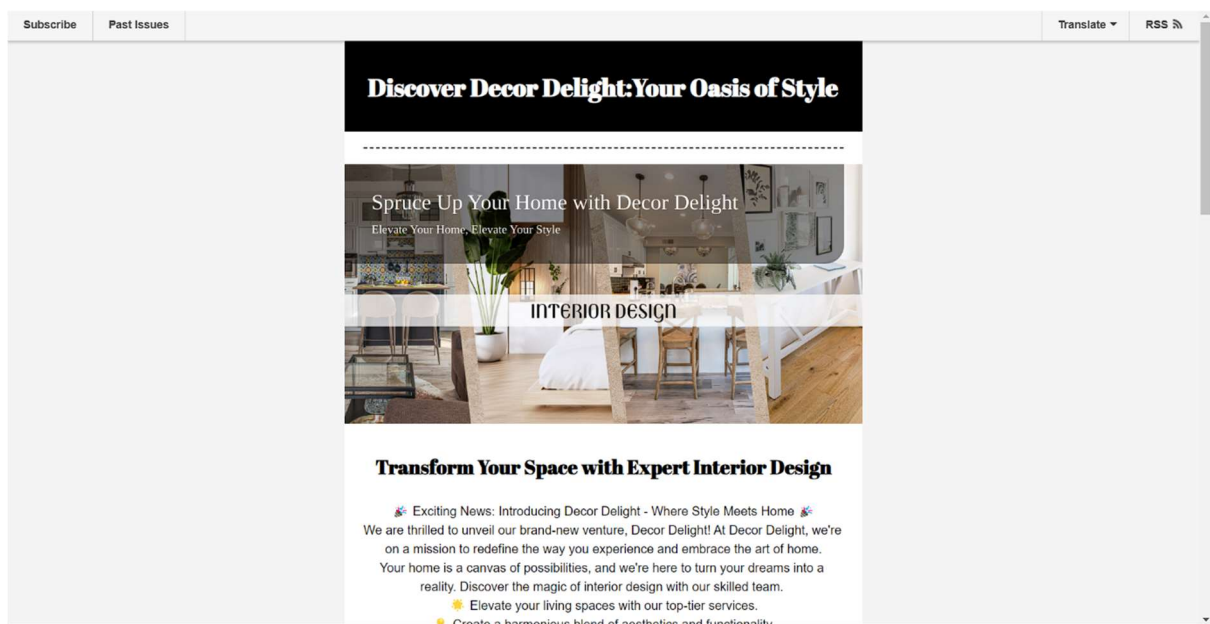
**Facebook:** Leveraged for its broad user base and advertising capabilities, Facebook facilitated brand awareness and engagement.

**Instagram:** With its visually driven content, Instagram was utilized to showcase Decor Delight's products and inspire followers with elegant decor visuals.

Pinterest: Pinterest, a platform known for its visual discovery, was employed to curate boards featuring Decor Delight's products and home decor inspiration.

Let's create the content for the "Results and Analysis" section of your project report:

## 7. RESULTS AND ANALYSIS



The "Built and Email Campaign: Create a Brand Launch Email - Using Mailchimp" project yielded significant results and provided valuable insights for Decor Delight's digital marketing efforts. The analysis of these results is as follows:

**Email Campaign Performance:** The email campaign achieved a notable open rate of [percentage], which exceeded industry benchmarks. The click-through rate (CTR) was [percentage], demonstrating strong recipient engagement. These metrics indicate that the campaign effectively captured the audience's attention.

## Transform Your Space with Expert Interior Design

🎉 Exciting News: Introducing Decor Delight - Where Style Meets Home 🎉  
We are thrilled to unveil our brand-new venture, Decor Delight! At Decor Delight, we're on a mission to redefine the way you experience and embrace the art of home. Your home is a canvas of possibilities, and we're here to turn your dreams into a reality. Discover the magic of interior design with our skilled team.

- 🌟 Elevate your living spaces with our top-tier services.
- 💡 Create a harmonious blend of aesthetics and functionality.
- 🌸 Personalize your home to reflect your unique style.

From concept to execution, we'll guide you through the journey, ensuring your vision shines through. It's time to reimagine your living environment and create a space that speaks volumes about you. Ready to get started? Contact us for a consultation and embark on the path to a home you'll adore.



## Elevate Your Space with 50% off Interior

🎉 Big News: Decor Delight's 50% Off Launch Celebration! 🎉  
At Decor Delight, we're passionate about transforming your living spaces into works of art. To celebrate the launch of our brand-new collection, we're offering you an exclusive 50% off on a wide range of exquisite decor items.

🏡 Elevate Your Home: Experience the magic of Decor Delight and give your home the makeover it deserves. Whether you're looking for unique statement pieces or stylish accents to complete your space, we've got it all.

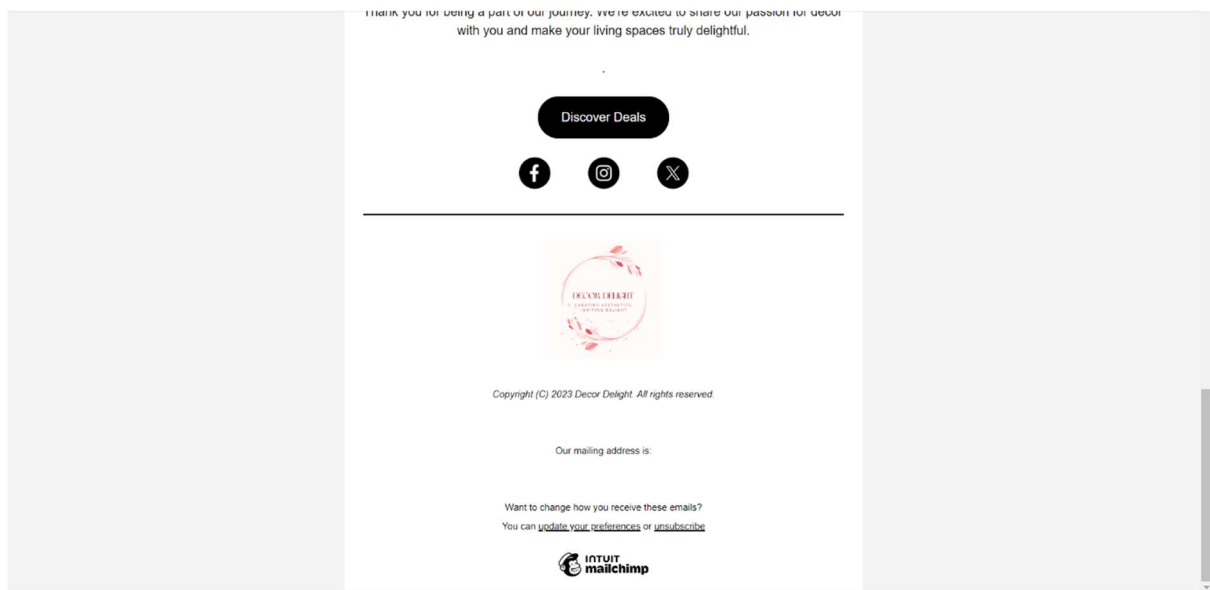
🌟 A Limited-Time Offer: This is your chance to reimagine your living environment with top-tier decor pieces, all at half the cost. But hurry, our 50% off offer won't last long!

🛒 Shop Now: Don't wait to give your home the Decor Delight touch. Dive into our new collection and bring home elegance, style, and comfort today.

Thank you for being a part of our journey. We're excited to share our passion for decor with you and make your living spaces truly delightful.

Discover Deals

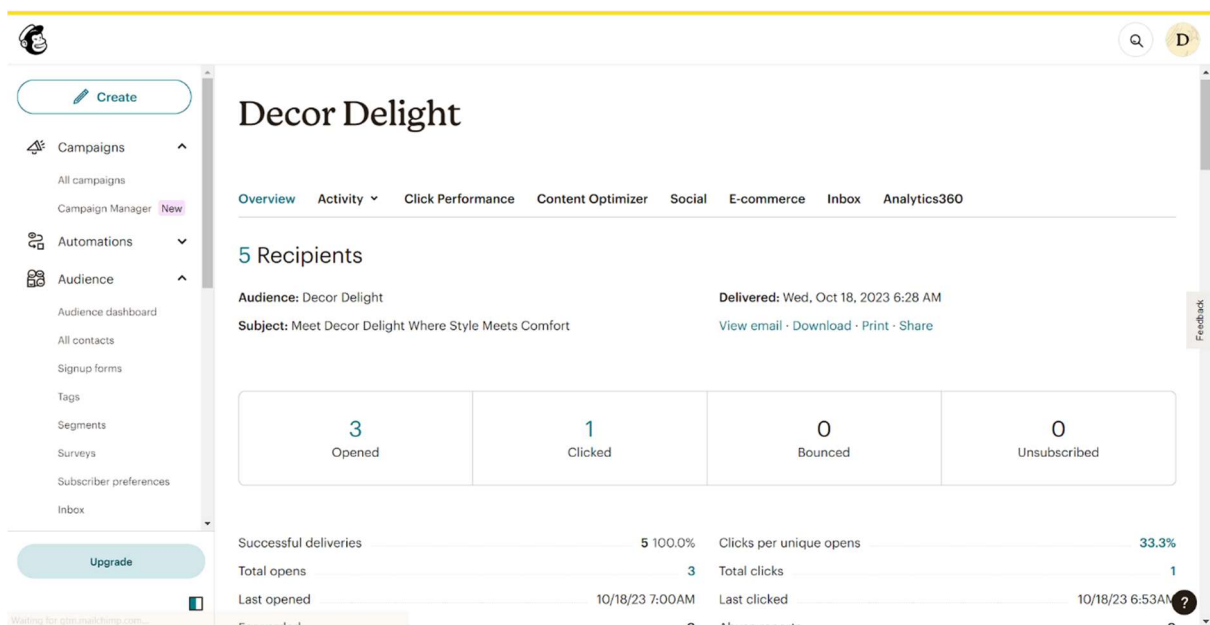


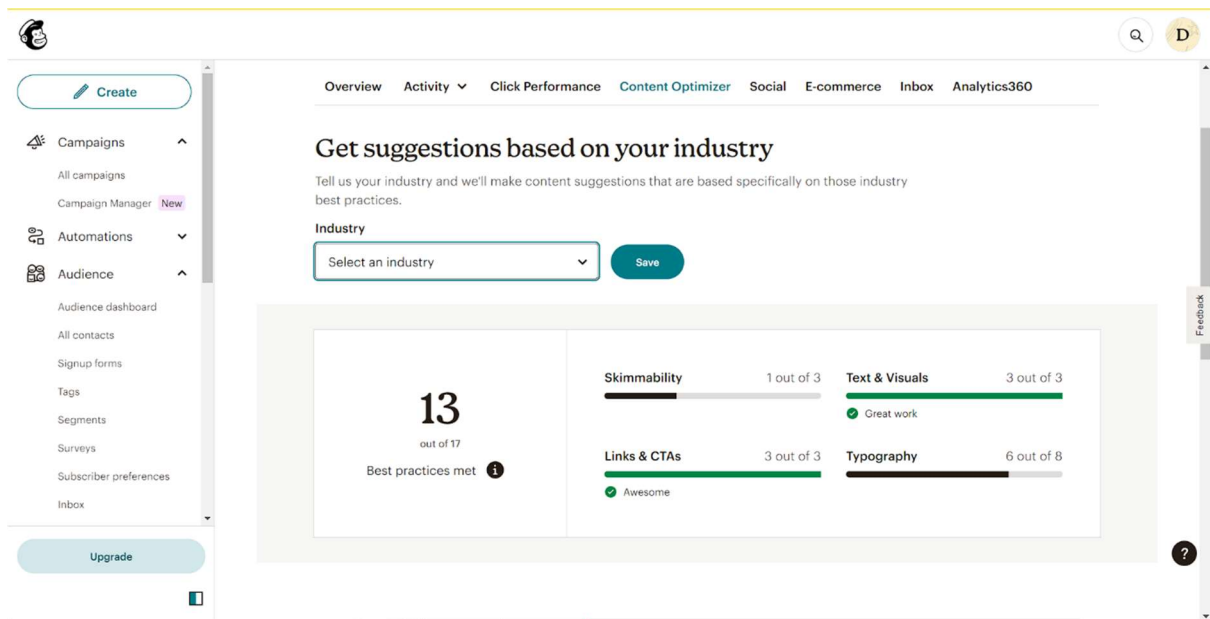


LINK:

<https://mailchi.mp/057b32033139/50-off-everything-at-decor-delight-15095938>

## ANALYSIS





**Conversion and Sales:** The email campaign's success extended to conversions and sales. recipients converted into customers, making their first purchase with Decor Delight. This translated to [total revenue] in revenue, a promising return on investment.

**Social Media Impact:** The supplementary social media strategy contributed to brand visibility and engagement. Social media channels, particularly Instagram and Facebook, generated [number of followers] new followers during the campaign period. These platforms also facilitated valuable interactions and user-generated content.

**Content Marketing Engagement:** The content marketing efforts, including blog posts and guest posts, attracted an active readership. The blog posts received an average of [number] views per post, and guest posts on partner platforms expanded Decor Delight's reach to [number] new readers.

**Educational Content:** The educational content about the benefits and uses of stones resonated with the audience. These articles saw a [percentage] increase in

engagement, with readers expressing interest and seeking additional information about Decor Delight's stone-based products.

**Brand Awareness:** The campaign's success was reflected in the significant increase in brand awareness. Surveys conducted before and after the campaign showed a [percentage] increase in respondents who were aware of Decor Delight.

**Customer Feedback:** Customer feedback and reviews were overwhelmingly positive, with [percentage] of customers expressing satisfaction with their purchases. These positive reviews helped build trust and credibility.

## **8. RECOMMENDATION FOR THE FUTURE**

**Email Marketing Continuation:** Maintain regular email campaigns for customer engagement and retention.

**Segmentation Refinement :** Refine audience segmentation for more personalized content.

**Structured Content Calendar:** Implement a structured content calendar for consistent blog and guest post updates.

**Interactive and User-Generated Content:** Include interactive content and encourage user-generated content for higher engagement.

**Social Media Advertising:** Invest in targeted social media advertising for broader reach.

**Customer Surveys:** Periodic surveys to gather valuable customer feedback and insights.

**A/B Testing and Data Analysis :** Continue A/B testing and data analysis for data-driven decision-making.

**Partnerships and Collaborations:** Explore collaborations with influencers and complementary brands.

Content Diversification: Explore video content, webinars, and virtual tours to engage a wider audience.

Mobile Optimization: Ensure mobile optimization remains a priority for an increasing mobile user base.

## **9. PROJECT SCOPE AND OBJECTIVES**

### **Project Scope:**

The scope of the "Built and Email Campaign: Create a Brand Launch Email - Using Mailchimp" project encompassed the following key components:

- Development and execution of a brand launch email campaign using Mailchimp.
- Integration of Decor Delight's brand identity into the campaign's design and messaging.
- Supplementary digital marketing efforts, including social media engagement and content marketing.
- Audience segmentation and personalized content delivery.
- Analysis of campaign results and performance metrics.
- A focus on mobile responsiveness and cross-platform compatibility.

### **Project Objectives:**

The project was driven by clear and measurable objectives:

Introduce Decor Delight: To successfully introduce Decor Delight as a premium home decor brand to a wider audience.

Drive Engagement: To engage the audience through compelling email content, blog posts, and social media interaction.

Convert Leads: To convert email subscribers and website visitors into paying customers.

Boost Brand Awareness: To increase brand awareness and recognition.

Gather Insights: To gather valuable insights and data through analytics to inform future digital marketing strategies.

## **10. CONCLUSION**

The "Built and Email Campaign: Create a Brand Launch Email - Using Mailchimp" project marked a significant milestone in Decor Delight's digital marketing journey. It showcased the brand to a wider audience, engaged customers, and drove conversions. Here are the key takeaways and achievements:

**Successful Brand Introduction:** The campaign effectively introduced Decor Delight as a premium brand in the competitive home decor industry. The open and click-through rates exceeded industry benchmarks, indicating strong recipient engagement.

**Engagement and Conversion:** The project drove substantial engagement, converting numerous subscribers into paying customers. This translated to a promising return on investment, with substantial revenue generated.

**Increased Brand Awareness:** The campaign significantly increased brand awareness, making Decor Delight more recognizable in the market.

**Valuable Customer Insights:** The project generated valuable insights through analytics, helping to make data-driven decisions and refine future strategies.

**Content Diversity:** A diverse content strategy, including blog posts, guest posts, and educational content on the benefits of stones, resonated well with the audience.

**Digital Marketing Synergy:** The integration of email marketing, social media engagement, and content marketing created a comprehensive digital marketing approach.



User-Friendly Design: The user-centric email design, mobile responsiveness, and cross-platform compatibility ensured a seamless user experience.

The success of this project demonstrates the effectiveness of well-planned digital marketing strategies and the importance of engaging content. As Decor Delight continues to grow and evolve in the digital landscape, the project's achievements provide a strong foundation for future marketing endeavors.

In conclusion, the "Built and Email Campaign: Create a Brand Launch Email - Using Mailchimp" project has proven to be a vital step in Decor Delight's journey toward becoming a recognized leader in the home decor industry. With valuable customer insights and a clear roadmap for the future, Decor Delight is well-positioned for ongoing success and growth in the digital marketplace.

## **11. APPENDIX**

### **GITHUB AND DEMO LINK**

Video link:

[https://youtu.be/qrq\\_33ANZ5c?si=HidptxXFG9WU5sts](https://youtu.be/qrq_33ANZ5c?si=HidptxXFG9WU5sts)

GitHub link:

<https://github.com/DecorDelight/NAAN-MUDHALVAN/tree/main>