**Project Design Phase-I**

**Solution Architecture**

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| Date | 25 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.

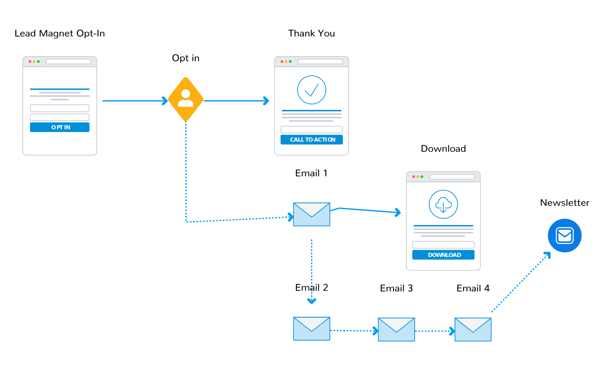
**Security**:

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:**

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