

# **NAANMUDHALVAN**

## **DIGITAL MARKETING**

### **Participants:**

913120104005 : Adit Khurana

913120104010 : Ankit Khurana

913120104065: J.P.Pranav Kiruthik

913120104023:Dharani Eswar .G.K

## PROJECT – 6

### Landing Page

#### Build a Landing Page: Create a landing page using - mailchimp

#### Aim:

To Build a Landing Page of a website using – mailchimp.

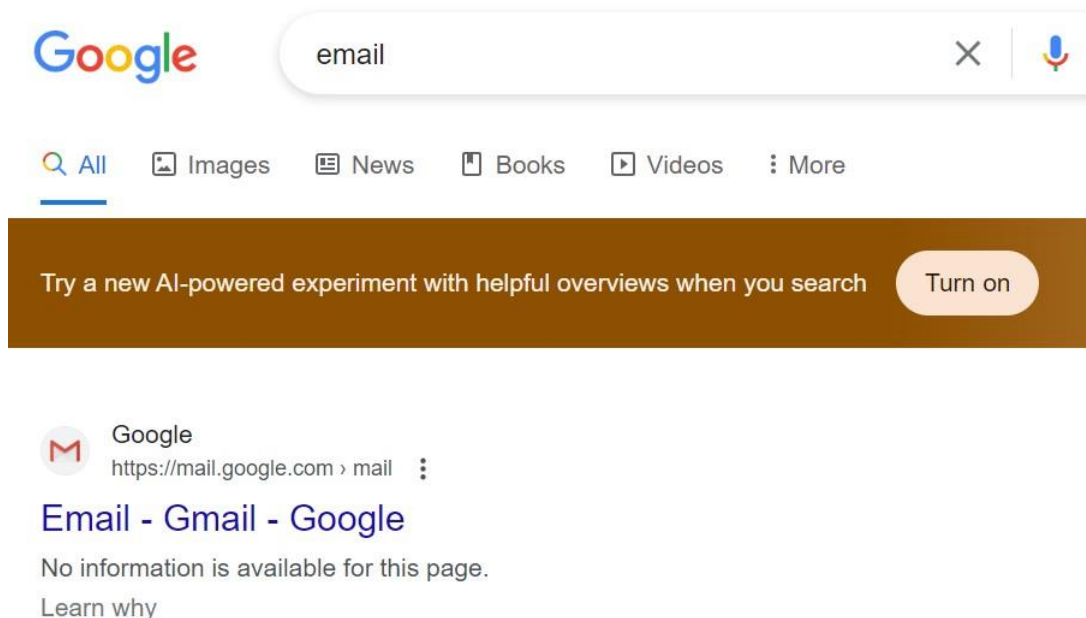
#### Procedure:

#### Industry Selection:

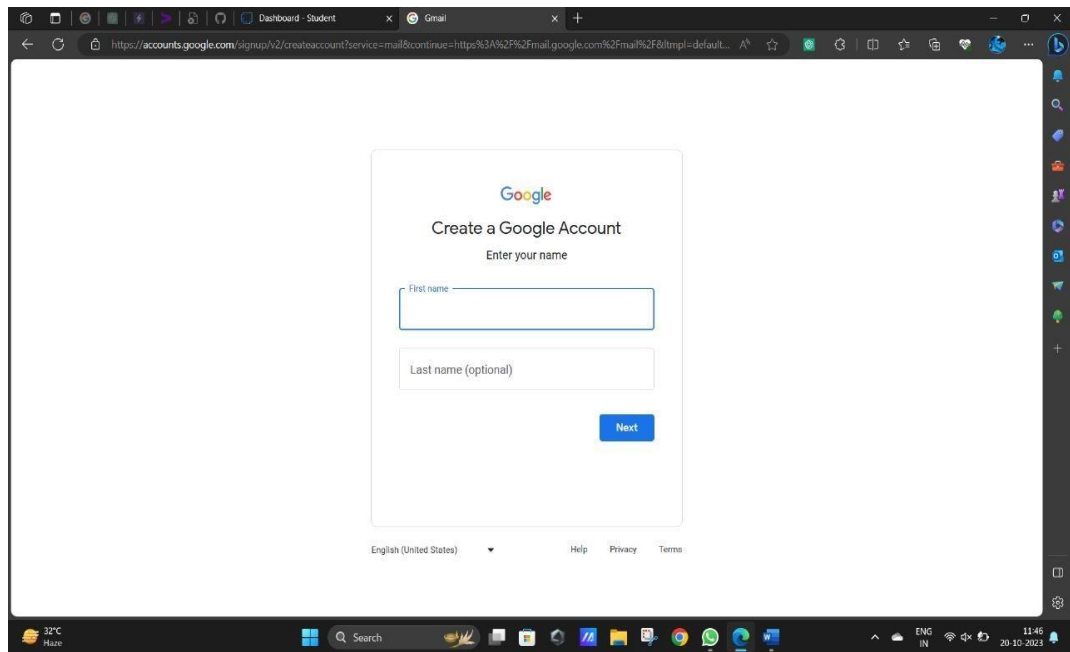
- Research and identify the target audience and niche within the industry. Consider factors like gender, age group, sports focus, or unique selling points.
- Choose a brand name that resonates with your niche, is easy to remember, and has an available domain name for a future website

#### Creating an Email ID:

- Select an email service provider like Gmail, Yahoo, or Outlook.
- Visit the chosen provider's website.



- Click on "Sign Up" or "Create Account."



The screenshot shows a web browser window with the Google Account creation interface. The page title is "Create a Google Account" with the subtitle "Enter your name". There are two input fields: "First name" and "Last name (optional)". A blue "Next" button is located below the fields. At the bottom, there is a language selector set to "English (United States)" and links for "Help", "Privacy", and "Terms". The browser's address bar shows a URL from accounts.google.com. The Windows taskbar at the bottom displays the date as 20-10-2023 and the time as 11:46.

Google

Create a Google Account

Enter your name

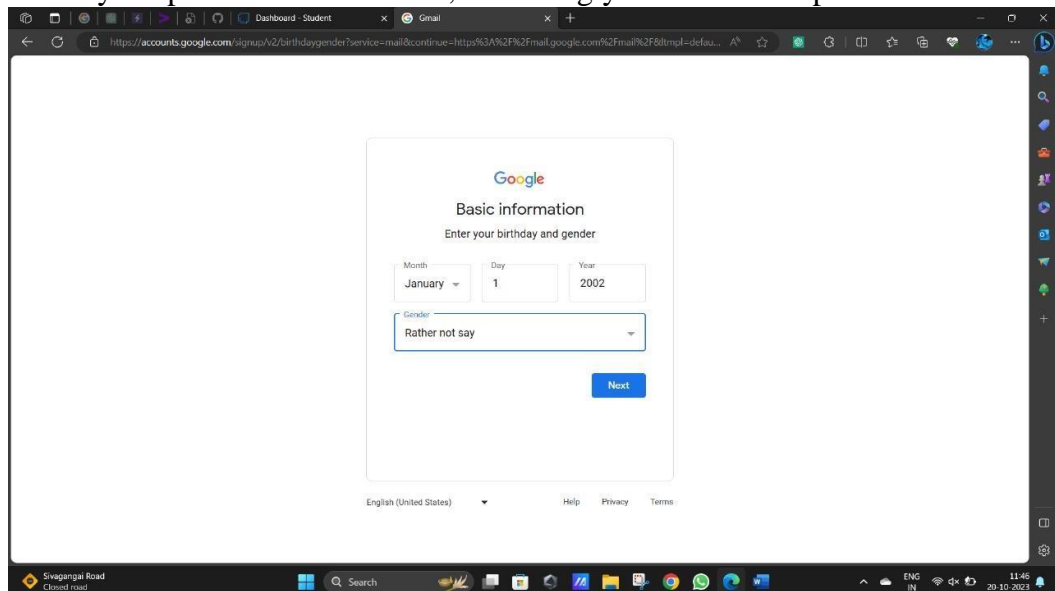
First name

Last name (optional)

Next

English (United States) Help Privacy Terms

- Fill in your personal information, including your name and preferred email address.



The screenshot shows the second step of the Google Account creation process, titled "Basic information" with the subtitle "Enter your birthday and gender". It features three input fields for "Month" (set to "January"), "Day" (set to "1"), and "Year" (set to "2002"). Below these is a "Gender" dropdown menu currently showing "Rather not say". A blue "Next" button is positioned to the right of the gender field. The bottom of the page includes the same language and link options as the first step. The browser's address bar and the Windows taskbar (showing 20-10-2023 and 11:46) are also visible.

Google

Basic information

Enter your birthday and gender

Month Day Year

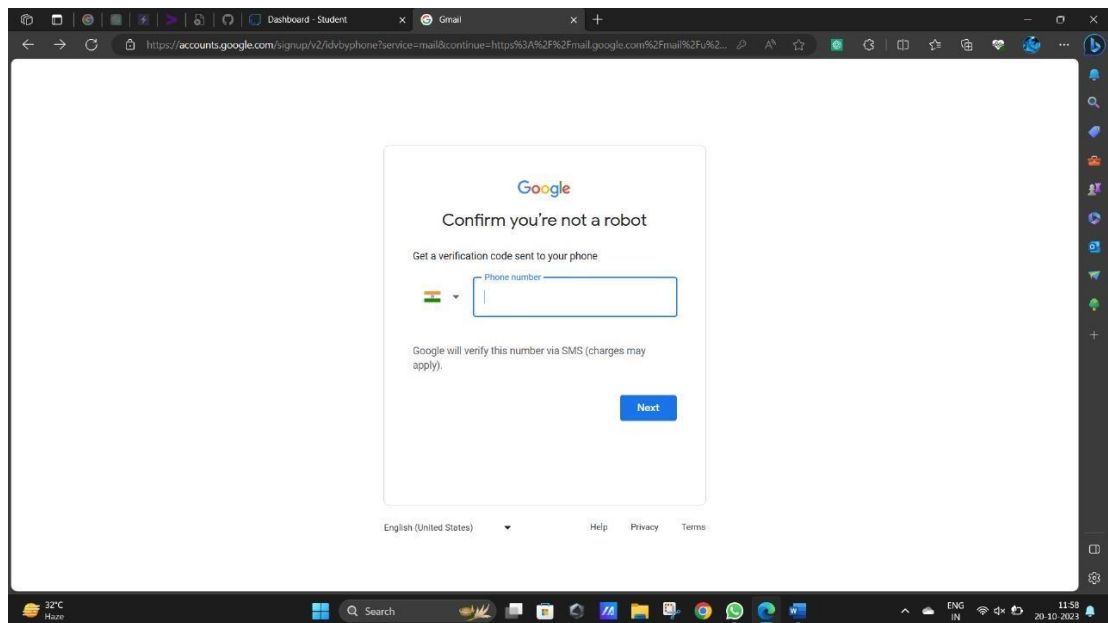
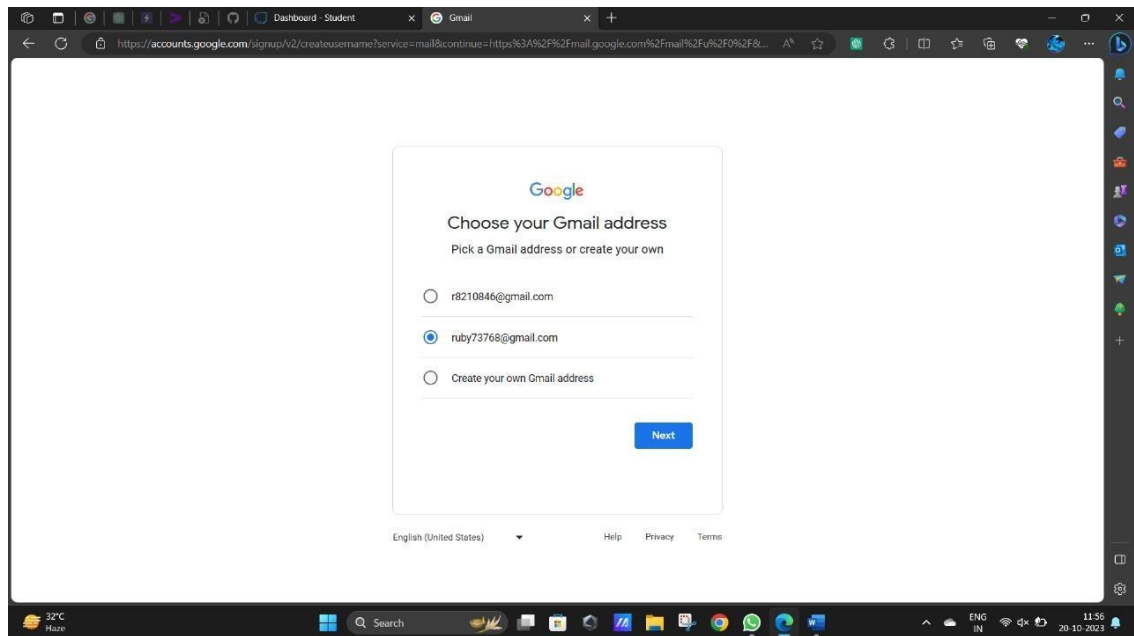
January 1 2002

Gender

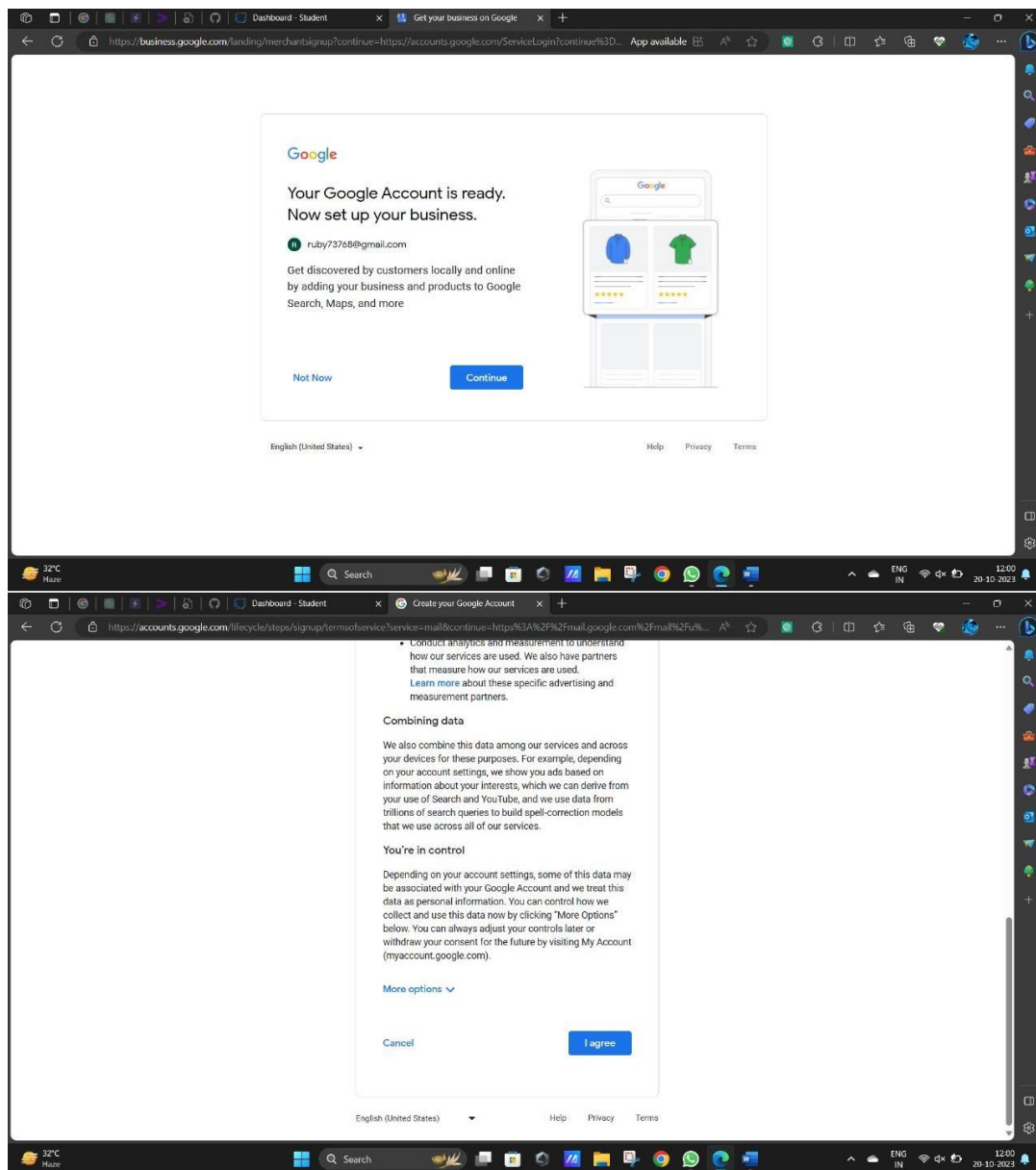
Rather not say

Next

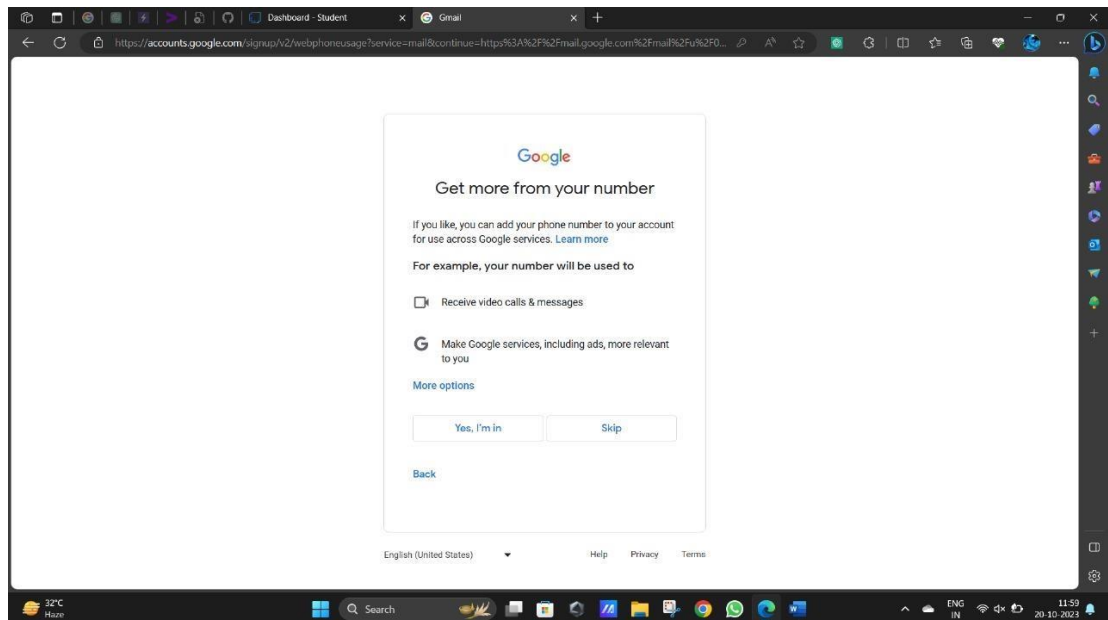
English (United States) Help Privacy Terms



- Set a secure password.
- Verify your identity through a verification code sent to your phone or another email address.

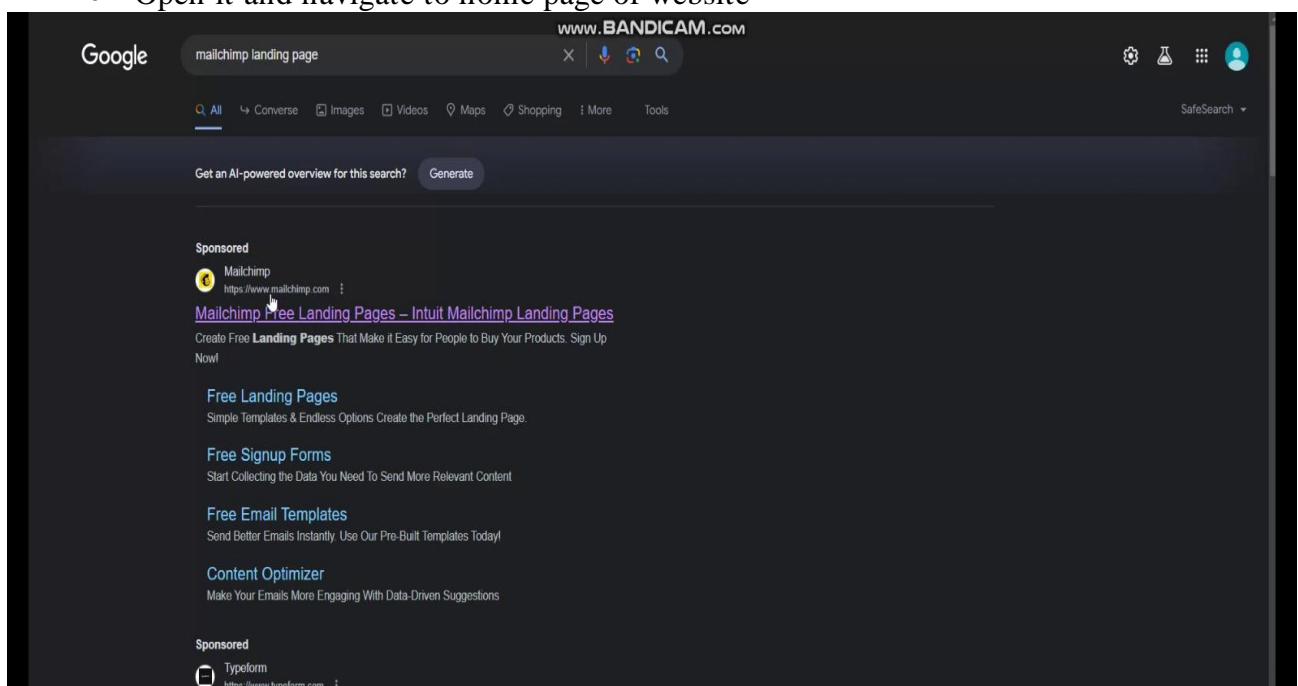


- Your email account is now created.



### **Creating a Account in Mailchimp**

- Go To Google.com
- Type Mailchimp landing page
- Open it and navigate to home page of website



### **Creating an Account in Mailchimp**

- Open the app/website.
- Sign up using your email you have created

INTUIT mailchimp Solutions and Services ▾ Resources ▾ Pricing [www.BANDICAM.com](http://www.BANDICAM.com) Sales: +1 (800) 315-5939 Hi, Ankit ▾

Marketing Platform Websites & Commerce Transactional Email

Limited Time Offer

## Save 50% for 12 months

Get the #1 email marketing and automations brand\* at the best price.  
Switch plans or cancel any time. [Offer Terms](#)

How many contacts do you have? 500 ₹ INR ▾

	Mailchimp Recommends			
<b>Premium</b>	<b>Standard</b>	<b>Essentials</b>	<b>Free</b>	
Scale fast with dedicated onboarding, unlimited contacts, and priority support; built for teams.	Sell even more with personalization, optimization tools, and enhanced automations.	Send the right content at the right time with testing and scheduling features.	Easily create email campaigns and learn more about your customers	
Starts at ₹23,000	Starts at ₹1,150	Starts at ₹770		
<b>₹11,500</b>	<b>₹575</b>	<b>₹385</b>	<b>₹0</b>	
/month for 12 months*	/month for 12 months*	/month for 12 months*	/month*	
<a href="#">Buy Now</a>	<a href="#">Buy Now</a>	<a href="#">Buy Now</a>	<a href="#">Sign Up Free</a>	

- Take Free Plan and move to next Page.

[www.BANDICAM.com](http://www.BANDICAM.com) A

[Create](#)

Selection > Payment > Confirmation Call sales at +1 (833) 771-0605

Select a contact amount: 0 - 500 ₹ INR ▾

**Not sure which plan is for you?**

Take a short quiz to allow us to personalize pricing and options for you.

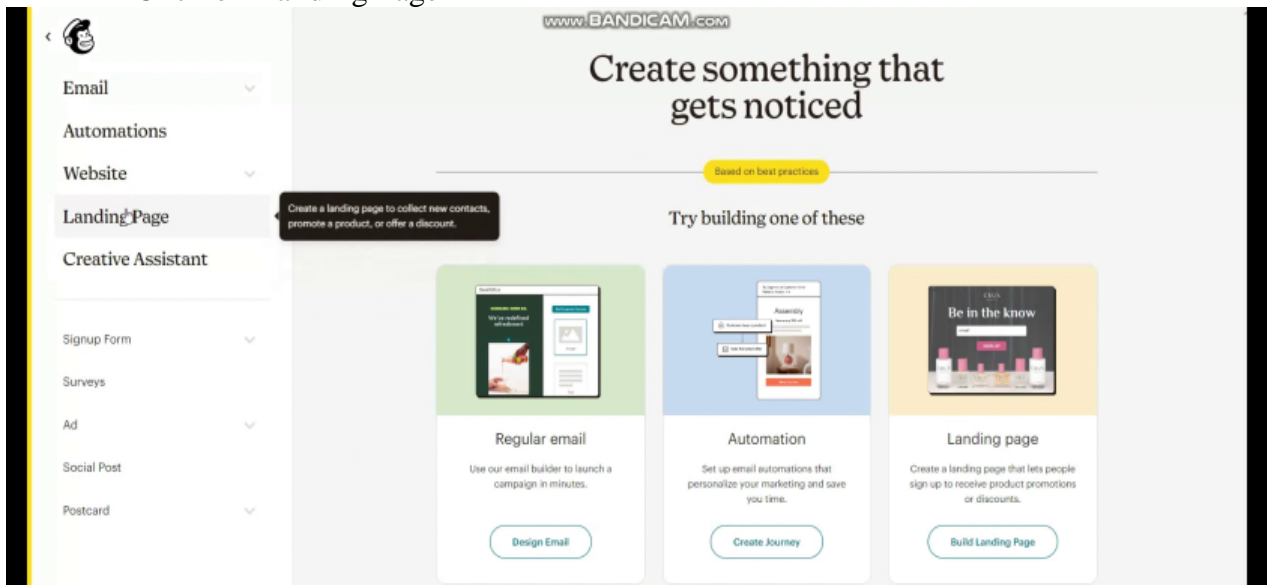
[Find my plan](#)

	Mailchimp recommends			
<b>Premium</b>	<b>Standard</b>	<b>Essentials</b>	<b>Free</b>	
Scale fast with dedicated onboarding, unlimited contacts, and priority support; built for teams.	Sell even more with personalization, optimization tools, and enhanced automations.	Send the right content at the right time with testing and scheduling features.	All the basics for businesses who are just getting started.	
₹23,000	₹1,150	₹770	₹0	
<b>₹11,500</b>	<b>₹575</b>	<b>₹385</b>	<b>₹0</b>	
/month for 12 months*	/month for 12 months*	/month for 12 months*	/month*	
<a href="#">Upgrade</a>	<a href="#">Upgrade</a>	<a href="#">Upgrade</a>	<a href="#">Upgrade</a>	Your current plan
<small>*See Offer Terms. Overages apply if contact or email send limit is exceeded. <a href="#">Learn more</a></small>	<small>*See Offer Terms. Overages apply if contact or email send limit is exceeded. <a href="#">Learn more</a></small>	<small>*See Offer Terms. Overages apply if contact or email send limit is exceeded. <a href="#">Learn more</a></small>	<small>*Overages apply if contact or email send limit is exceeded. <a href="#">Learn more</a></small>	
Monthly email sends 150,000	6,000	5,000	2,500	

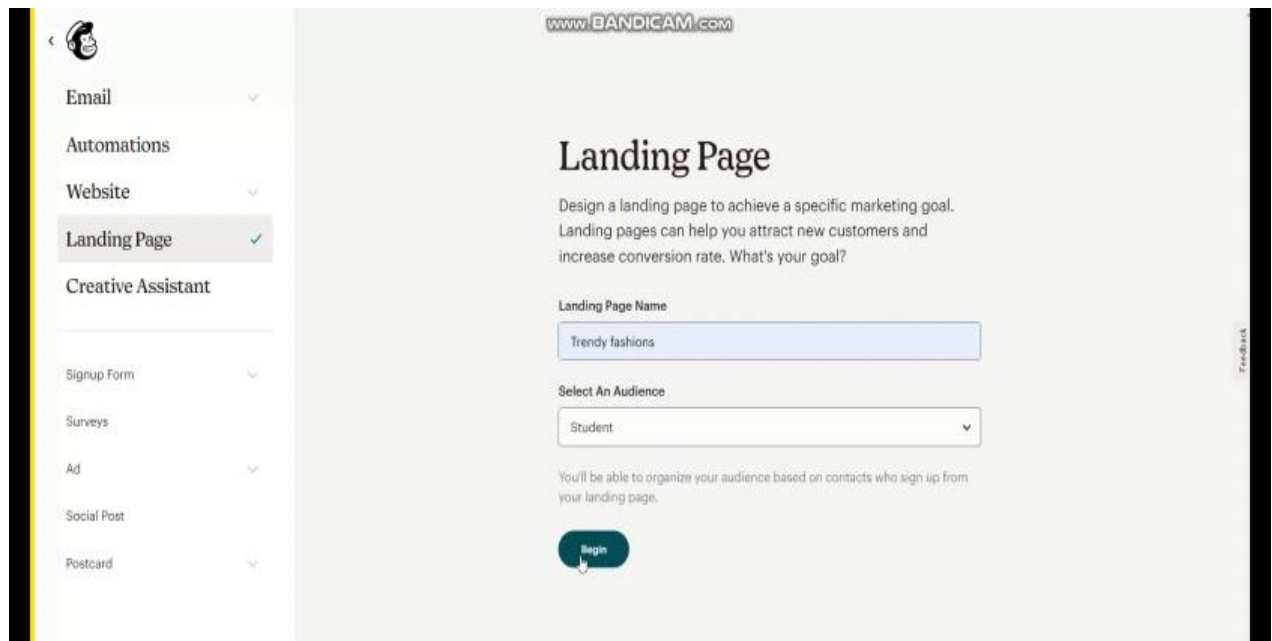
[Upgrade](#)

- Click The create option . You will be displayed with various options.

- Click on Landing Page

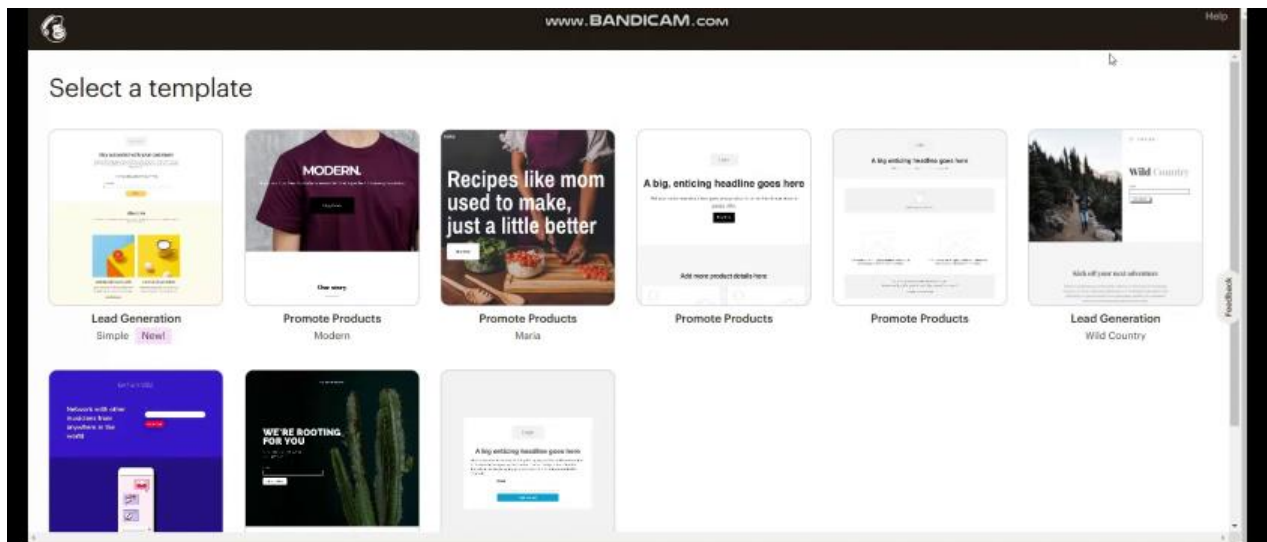


- Select title and your audience

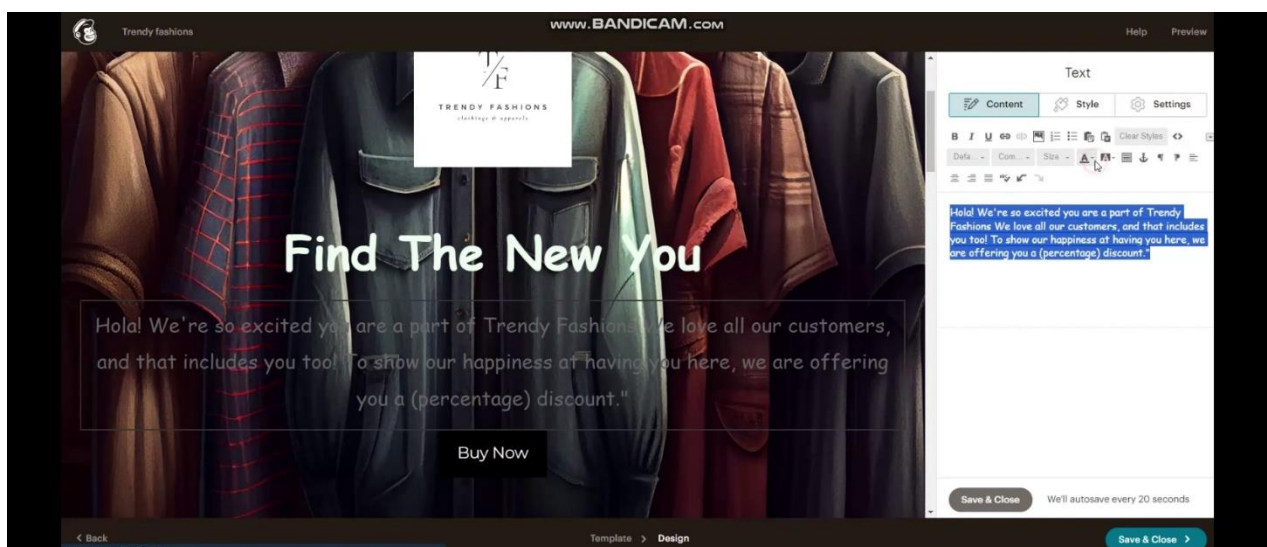




- Select Template

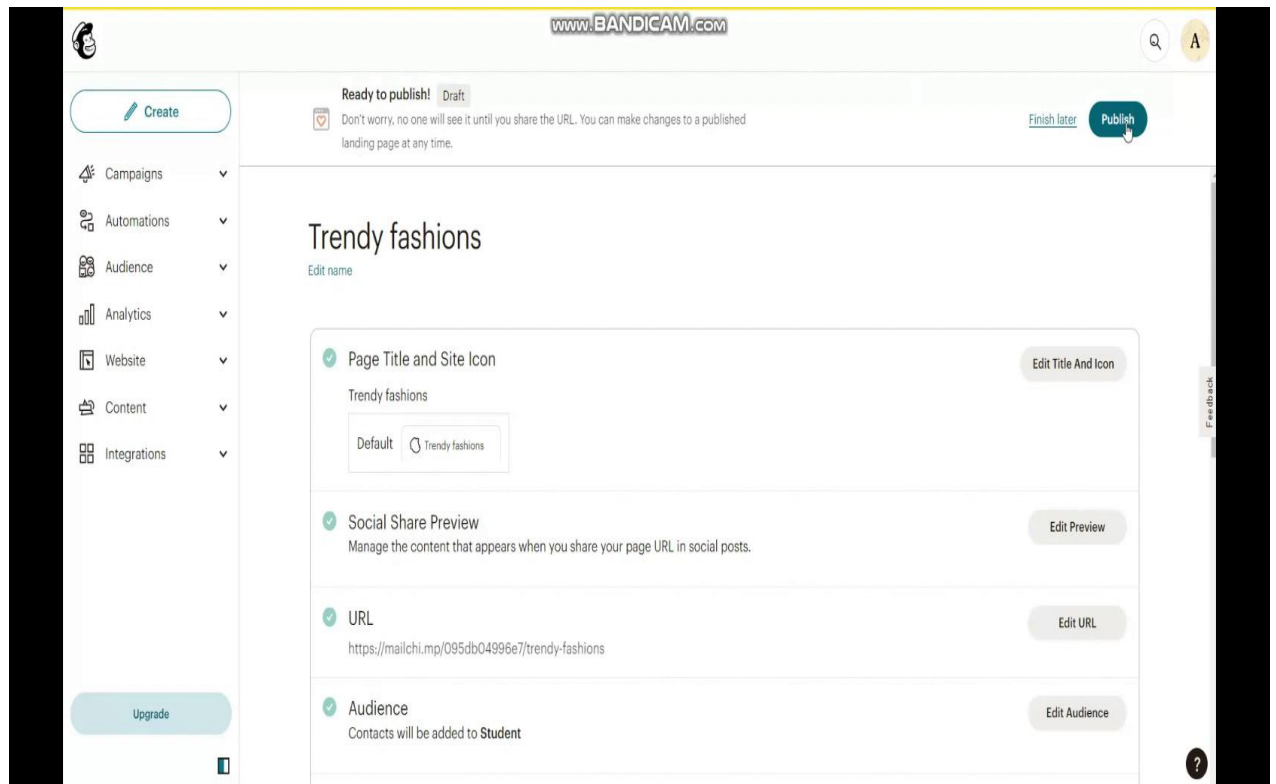


- Design The Page



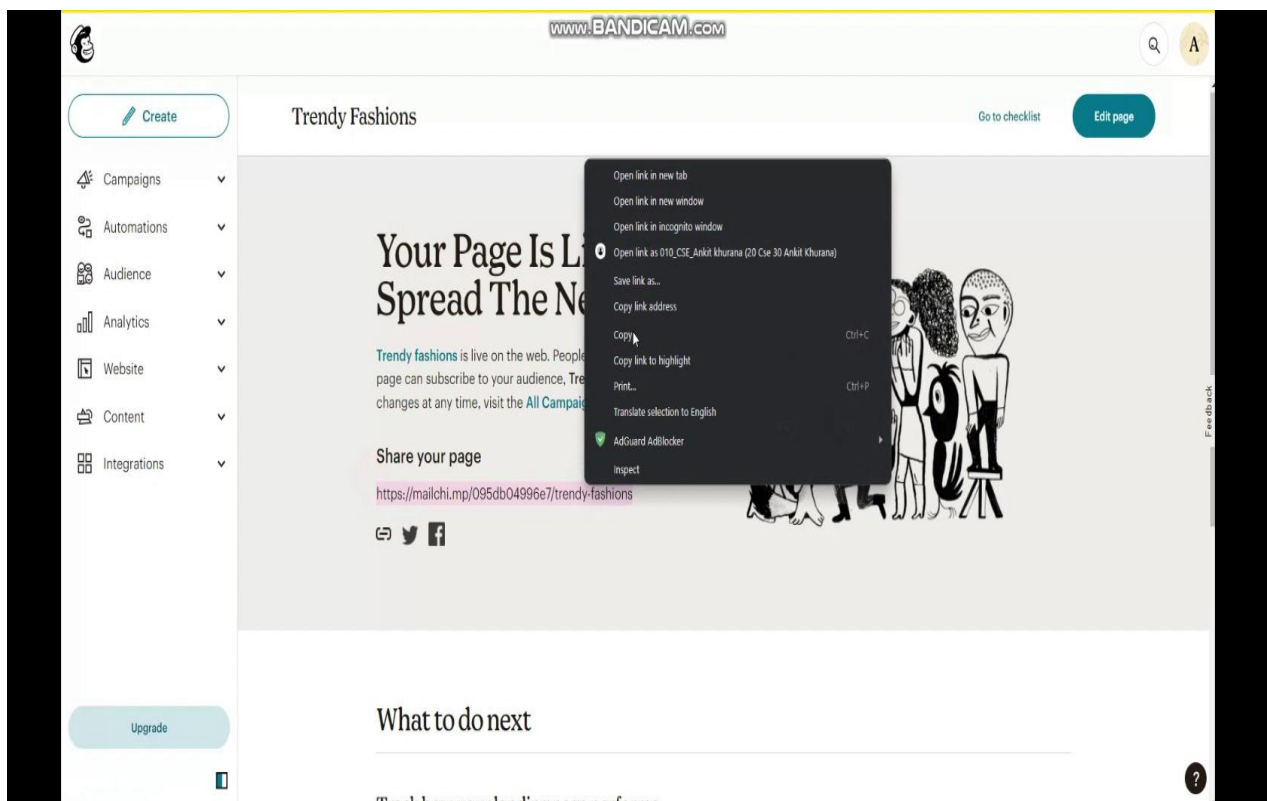
## Publishing The Page

1. After Editing click save and close
2. You will be directed to a new page
3. Click on Publish option to Publish your landing Page



## Link To Page

- After publishing you will be directed to a new page
- A web link will be provided
- Copy this link and paste it on google
- You will be directed to your landing page.



**Result:**

- **Email Id:**  
[TrendyFashions@gmail.com](mailto:TrendyFashions@gmail.com)
- **Industry Name:**  
[Trendy Fashions](#)
- **Industry Type:**  
[Clothing](#)
- **Website Link :**
- <https://mailchi.mp/95dd82bb8f7e/trendy-fashions>
- **Drive Link:**