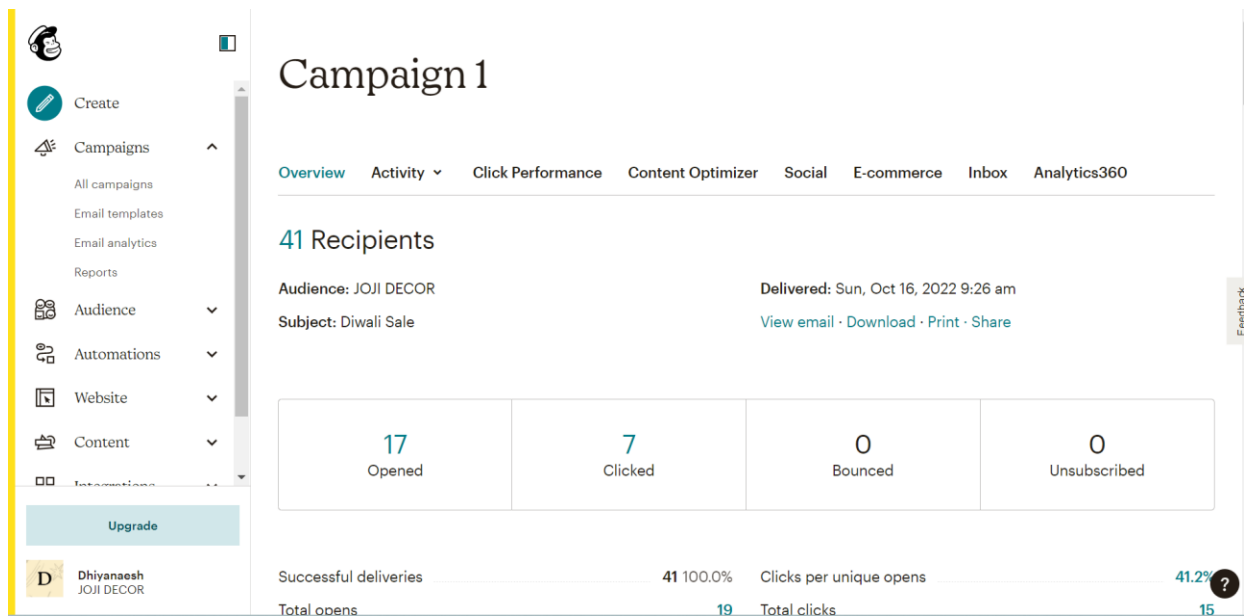# Exercise 10

Email Marketing

Tasks to be done in E-Mail Marketing
1. Choose Mailchimp as the E-Mail Marketing Platform
2. Build your contact list in MailChimp
3. Create a Campaign and build an Email
4. Create the Header of Email Campaign
5. Create the body of E-mail
6. Enable Auto Responder
7. Enable Tracking
8. Conduct A/B Testing of Emails

Email Marketing

Create

Campaigns ^

All campaigns
Email templates
Email analytics
Reports

Audience ^

Audience dashboard
All contacts
Signup forms
Tags
Segments

Upgrade

D Dhiyanaesh
JOJI DECOR

Create

Campaigns ^

All campaigns
Email templates
Email analytics
Reports

Audience ^

Audience dashboard
All contacts
Signup forms
Tags
Segments

Upgrade

D Dhiyanaesh
JOJI DECOR

Create

Campaigns
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Audience dashboard
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Signup forms
Tags
Segments

Upgrade

Dhiyanaesh

🧪 **Content Optimizer** New 🔒 Standard Plan

View Report

See how your email's content performed, and how to improve it in the future.

Best practices met:

Skimmability   2 out of 3

Text & Visuals   2 out of 2
✅ Great work

Links & CTAs   3 out of 3
✅ Awesome

Typography   5 out of 5
✅ Lookin' good

We analyzed your email content and have **1** suggestions for improvement to try next time.

View Report →

⊿ **Click performance**

View Click Map

See how many times contacts clicked each of the links in your email.

Feedback

Opened	Clicked	Bounced	Unsubscribed

Create

Campaigns

Audience

Automations

Website

Content

Integrations

Search

Successful deliveries	40 100.0%	Clicks per unique opens	25.0%
Total opens	14	Total clicks	11
Last opened	10/19/22 6:16AM	Last clicked	10/19/22 6:17AM
Forwarded	0	Abuse reports	0

0	$0.00	$0.00
Orders	Average order revenue	Total revenue

⚗ Content Optimizer   New   🔒 Standard Plan   View Report

Upgrade

⊞   Type here to search

Create

Campaigns

Audience

Automations

Website

Content

Integrations

Search

⚗ Content Optimizer   New   🔒 Standard Plan   View Report

See how your email's content performed, and how to improve it in the future.

Best practices met:

Skimmability	3 out of 3	Text & Visuals	2 out of 3
✓ Good job			
Links & CTAs	2 out of 3	Typography	7 out of 8

We analyzed your email content and have **3 suggestions** for improvement to try next time.

View Report →

Upgrade

👁 Click performance   View Click Map

See how many times contacts clicked each of the links in your email.

⊞   Type here to search

Click performance

See how many times contacts clicked each of the links in your email.

View Click Map

Top links clicked

https://jojidecor.godaddysites.com	7
https://facebook.com/profile.php?id=100086318692372	2
https://twitter.com/joji_decor	2
https://www.instagram.com/joji_decor30	2
https://www.youtube.com/channel/UCI6qcS3oGl7XiA0...	2

View All Links

https://jojidecor.godaddysites.com/

JOJI DECOR

The Diwali Sale is no on !

Create
Campaigns
All campaigns
Email templates
Email analytics
Reports
Audience
Audience dashboard
All contacts
Signup forms
Tags
Segments

Upgrade

24-hour performance

■ Opens   ■ Clicks

Subscribers with most opens

2033005mdcs@cit.edu.in	1

Create
Campaigns
Audience
Automations
Website
Content
Integrations
Search

Upgrade

Subscribers with most opens

Email	Opens
2033005mdcs@cit.edu.in	1
2033038mdcs@cit.edu.in	1
2033019mdcs@cit.edu.in	2
2033036mdcs@cit.edu.in	2
2033011mdcs@cit.edu.in	1

View more

Social performance

0   0

Create
Campaigns
Audience
Automations
Website
Content
Integrations
Search

Upgrade

Type here to search   27°C   ENG 19:05 19-10-2022

Export As CSV   1 – 12 of 12

Email Address		Opens	First Name	Last Name	Address	Phone Number	Birthday	Member Rating
2033010mdcs@cit.edu.in	>	1	Dharun Prudhiv	M				★★☆☆☆
2033028mdcs@cit.edu.in	>	1	Sai manasa	B				★★☆☆☆
2033009mdcs@cit.edu.in	>	1	Dharshini	K				★★☆☆☆
2033022mdcs@cit.edu.in	>	1	Narayana	Swamy				★★☆☆☆
2033016mdcs@cit.edu.in	>	1	Kaaviasudhan					★★☆☆☆
2033005mdcs@cit.edu.in	>	1	Aravamudhan	R				★★☆☆☆
2033038mdcs@cit.edu.in	>	1	Vidhya varshany	J S				★★☆☆☆
2033019mdcs@cit.edu.in	>	2	Kishore	Kumar				★★☆☆☆
2033014mdcs@cit.edu.in	>	1	Hari Nitharshan	S B				★★☆☆☆

Create
Campaigns
Audience
Automations
Website
Content
Integrations
Search

Upgrade

Type here to search   27°C   ENG 19:06 19-10-2022

us14.admin.mailchimp.com/reports/activity/opened?id=9113716#p:1-s:25

2033022mdcs@cit.edu.in	>	1	Narayana	Swamy	★★
2033016mdcs@cit.edu.in	>	1	Kaaviasudhan		★★
2033005mdcs@cit.edu.in	>	1	Aravamudhan	R	★★
2033038mdcs@cit.edu.in	>	1	Vidhya varshany	J S	★★
2033019mdcs@cit.edu.in	>	2	Kishore	Kumar	★★
2033014mdcs@cit.edu.in	>	1	Hari Nitharshan	S B	★★
2033031mdcs@cit.edu.in	>	1	SaranNithish	T.S	★★
2033011mdcs@cit.edu.in	>	1	Dhiyanaesh	P	★★
2033036mdcs@cit.edu.in	>	2	Tanushree	R	★★

View 25

1 – 12 of 12

Upgrade

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us14.admin.mailchimp.com/reports/summary?id=9113716

Social performance

0	0
Tweets	Campaign URL clicks

Top locations by opens

🇺🇸	USA	11	78.6%
🇮🇳	India	2	14.3%
🇮🇩	Indonesia	1	7.1%

Upgrade