

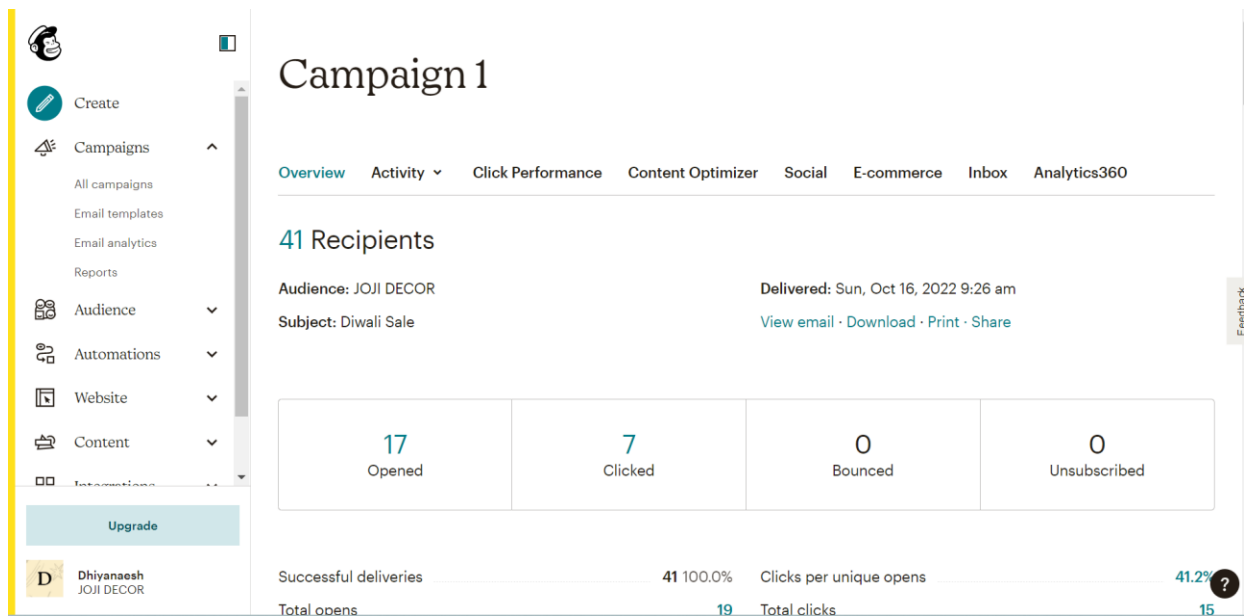
Exercise 10



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

Campaign Preview

HTML Source

Plain-Text Email

Details

https://jojidecor.godaddysites.com/

JOJI DECOR


The Diwali Sale is no on !

Turn your home more brighter with premium interiors for this Diwali with JOJI DECOR.





Great offers going on ,Free installation and customised interiors available.

JOJI DECOR

WALL STICKERS & FLOORING




SHOP NOW



?

Feedback

?



Profile

Avatar

Create

Campaigns

All campaigns

Email templates

Email analytics

Reports

Audience

Audience dashboard

All contacts

Signup forms

Tags


Segments

Upgrade

D

Dhiyanaesh

1234567890

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

Links & CTAs

3 out of 3

Typography

5 out of 5


Great work

Awesome

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

?

Exercise # 10

Exercise # 11

Summary Report for THE BIGGES

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

Create

Campaigns

Audience

Automations

Website

Content

Integrations

Search

Upgrade

Opened

Clicked

Bounced

Unsubscribed

Successful deliveries40100.0%

Clicks per unique opens25.0%

Total opens14

Total clicks11

Last opened10/19/22 6:16AM

Last clicked10/19/22 6:17AM

Forwarded0

Abuse reports0

0Orders

\$0.00Average order revenue

\$0.00Total revenue

Content Optimizer

New

Standard Plan

View Report

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Exercise # 10

Exercise # 11

Summary Report for THE BIGGES

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

Create

Campaigns

Audience

Automations

Website

Content

Integrations

Search

Upgrade

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:

Skimmability3 out of 3

Text & Visuals2 out of 3

Good job

Links & CTAs2 out of 3

Typography7 out of 8

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

View Report →

Click performance

View Click Map

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Exercise # 10

Exercise # 11

Summary Report for THE BIGGES

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

Create

Campaigns

Audience

Upgrade

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/jojidecor	2
https://www.instagram.com/jojidecor30	2
https://www.youtube.com/channel/UCI6qcS3oGi7XiA0...	2

[View All Links](#)

<https://jojidecor.godaddysites.com/>

JOJI DECOR

The Diwali Sale is no on !

Exercise # 10

Exercise # 11

Summary Report for THE BIGGES

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

24-hour performance

Opens

Clicks

Time	Opens	Clicks
9:00AM	3.0	1.0
1:00PM	2.0	1.0
5:00PM	0.0	0.0
9:00PM	0.0	0.0
1:00AM	1.0	1.0
5:00AM	0.0	0.0

Subscribers with most opens

2033005mdcs@cit.edu.in

1

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27°C

19:05

19-10-2022

Exercise # 10

Exercise # 11

Summary Report for THE BIGGES

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Create

Campaigns

Audience

Automations

Website

Content

Integrations

Search

Upgrade

Subscribers with most 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

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Exercise # 10

Exercise # 11

Subscriber Opened Report for TH

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

Create

Campaigns

Audience

Automations

Website

Content

Integrations

Search

Upgrade

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				★★★★☆

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Customize settings

Exercise # 10

Exercise # 11

Subscriber Opened Report for TH

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

Exercise # 10 | Exercise # 11 | Subscriber Opened Report for TI- | +

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

Create
Campaigns
Audience
Automations
Website
Content
Integrations
Search

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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Exercise # 10 | Exercise # 11 | Summary Report for THE BIGGES | +

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

Create
Campaigns
Audience
Automations
Website
Content
Integrations
Search

Social performance

0	Tweets
0	Campaign URL clicks

Top locations by opens

USA	11	78.6%
India	2	14.3%
Indonesia	1	7.1%

Upgrade

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