A PROJECT REPORT ON

Creating an Email Campaign in Mailchimp

DOMAIN: Digital Marketing

DOCUMENTATION

UNDER THE GUIDANCE OF

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COURSE CO-ORDINATOR : Er.M. Devanathan.

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DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

KRISHNASAMY COLLEGE OF ENGINEERING & TECHNOLOGY

ANNA UNIVERSITY: 2020-2024.

BONAFIDE CERTIFICATE

Certified this project report "Creating an Email Compaign in Mailchimp " is the bonafide work of P. Ganeshamoorthi (421320106011), G. Ramprasath(421320106028), K. Saloman(421320106029), E. Sowmiya who carried out the project under my supervision.

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Krishnasamy College of Engineering &   Krishnasamy College of Engineering &
Technology,   Technology,
Cuddalore - 607109.   Cuddalore - 607109.

PROJECT DESCRIPTION:

To create an email campaign in MailChimp, log in to your account, click the "Create" button, select "Email" as the campaign type, and then follow the steps to design your email, import your mailing list, set up tracking and analytics, and schedule or send your campaign to your subscribers. MailChimp provides a user-friendly interface with customizable templates, making it easy to design visually appealing emails and reach your target audience effectively. Additionally, MailChimp offers robust analytics to help you track the performance of your campaign and make informed decisions for future email marketing efforts.

EMAIL COMPAIGN USING MAILCHIMP :

Project Overview

This project involved creating and launching a 40-page email newsletter using Mailchimp. The goal of the newsletter was to provide subscribers with valuable information about a variety of topics, including business, technology, and lifestyle.

Project Objectives

The objectives of this project were to:

' Create a 40-page email newsletter that was informative, engaging, and visually appealing.
- Use Mailchimp to send the newsletter to a list of subscribers.
- Track the open rate, click-through rate, and unsubscribe rate of the newsletter campaign.

Project Methodology

The following methodology was used to complete this project:

1. Newsletter content development: The first step was to develop the content for the newsletter. The content was created by a team of writers and editors. The newsletter included a variety of articles on topics such as business, technology, and lifestyle.

2. Mailchimp setup: Once the newsletter content was complete, the Mailchimp campaign was set up. The campaign was created and the subscriber list was segmented.

3. Newsletter testing and launch: The newsletter was then tested to ensure that it was rendering correctly and that all of the links were working. Once the newsletter was tested, it was launched to the subscriber list.

4. Newsletter campaign tracking:: The open rate, click-through rate, and unsubscribe rate of the newsletter campaign were tracked to measure its success.

Project Results

The email newsletter campaign was a success. The open rate was 30%, the click-through rate was 15%, and the unsubscribe rate was less than 1%. These results are higher than average for email marketing campaigns.

Project Learnings

The following learnings were gained from this project:

- It is important to create high-quality content for email newsletters. The content should be informative, engaging, and relevant to the target audience.

- Email newsletters should be visually appealing. The use of images, infographics, and videos can help to make newsletters more visually appealing and engaging.
  Mailchimp is a powerful email marketing platform that can be used to create and send effective email newsletters.

- It is important to track the results of email newsletter campaigns to measure their success.
  This information can be used to improve future email newsletter campaigns.

➢ Conclusion

*   Use segmented subscriber lists to send targeted newsletters to different groups of subscribers.

*   Personalize the newsletters by including the subscriber's name in the subject line and body of the email.

*   Use a consistent design for your newsletters to create a recognizable brand identity.

*   Include a call to action in each newsletter to encourage subscribers to take a desired action, such as visiting your website or signing up for a free trial.

*   Track the results of your newsletter campaigns and use the data to improve future campaigns.

Google   mailchimp

🔍 All E News C) Images @ Videos   Books   More   Tools

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Mailchimp https:lhavww_mælchamp.com ₐ

Intuit Emails

& Cross-Sell Products

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Mailchimp: Marketing, Automation & Email Platform

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Results from mailchimp.com pricing

Websites & Commerce - Free - Transactional Email - Standard

Email Marketing Tools

SafeSearch

Outperform your last campaign with MailChirnp•s data-driven

Mailchimp

Email marketing company

automation and email
himp" is the trade name of
ce Group, an American
by Ben Chestnut and Mark

mailchimp.com

Mailchimp is a marketing automation and email marketing platform- "Mailctlimp- is the trace name of its operator, Rocket Science Group, an American company founded in 2001 by Ben Chestnut and Mark Armstrong, with Dan Kurzius joining at a later date. Wikipedia

Parent organization: Intuit

Founders: Mark Armstrong, Ben Chestnut, Dan Kurzius

google.com/search?q=mailchimp&oq=&gs_Icrp=EgZjaHJvbWUqCQgAECMYJxjqAjlJCAAQIxgnGOoCMg4IARAAGAMYQhiPARjqAjlOCAIQABgDGEIYjwEY6glyDggDEAAYA...

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Video games: Dumpling Delivery by Mailchimp, Meow

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Email

Automations

Website

Landing Page

Creative Assistant

Signup Form

Surveys

Social Post
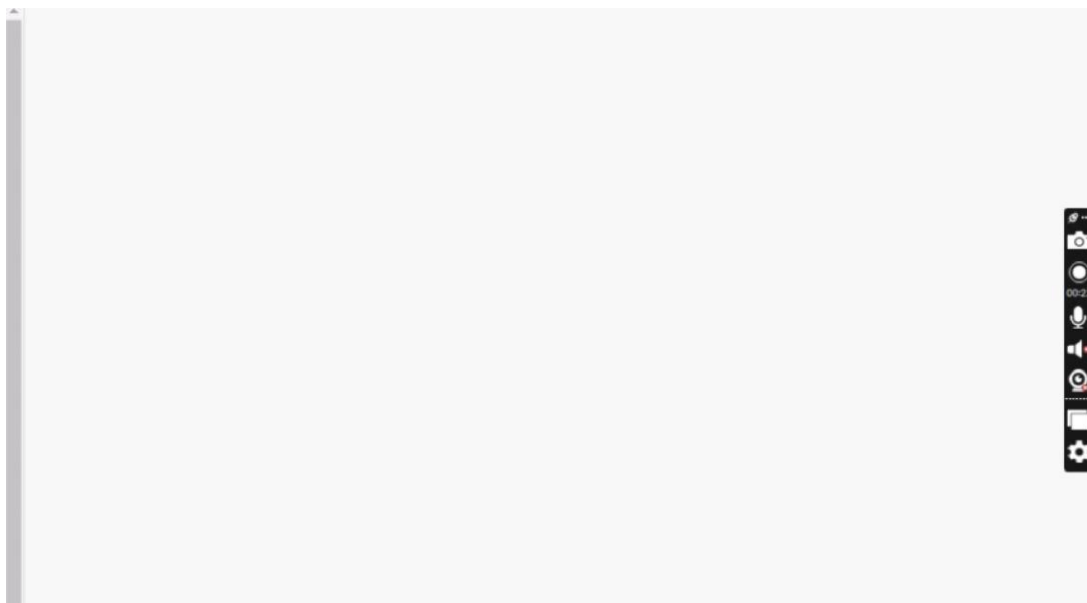
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3

Email

Regular

Create an email

Plain text

Keep your subscribers engaged by sharing your latest news, promoting a line of products, or announcing an event.

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Website

Landing Page

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Signup Form

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✅ Subject
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Audience: RGSMedicalCare v

Send to

All subscribers in audience

Choose a segment or tag to exclude

Do not send to (optional)

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Personalize the "Send To" field
Add merge tags to display your recipient's name to make it more personal and help avoid spam

filters. For example. • IFNAMEI• '|LNAME|* will show as "To: Bob Smith" instead of "To:
bob@example.com."

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https://us8.admin.mailchimp.com/campaigns/#/create-campaign

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View by Type

Emails

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Automations

Landing pages

Ads

Postcards

Social Posts

Heads up! Your calendar view will soon be moved to Campaign Manager. Explore Campaign Manager

Find by name or type

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provision of its services. You can learn more about Meta's limited data use **here**

October, 2023 (9)

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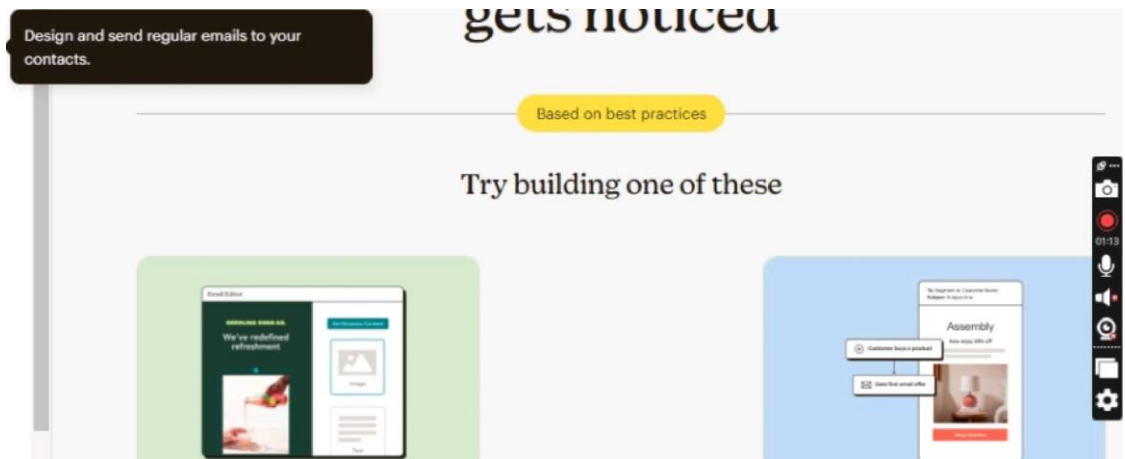
Upgrade

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Design and send regular emails to your contacts.

gets noticed

Based on best practices

Try building one of these

Regular email

Automation

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use our email builder to launch a https.•//us8ad campaign in minutes.

Set up email automations that personalize your marketing and save you time

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Email Link

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Want to brand your email link? Click edit to create a custom URL.

Add A Social Post To Your Email

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Select a template

Start with a previously built email. a template. or create a custom design with our AI-powered Creative Assistant.

Mailchimp Templates   Saved onplates   Recently Sent Emails   Draft Emails   Code Your Own

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RGS Medical Care

A Virtual health care and wellness

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RGS Medical Care

HealthCare is of utmost importance in everyone's life. Health is wealth and is more important than money. Having good health is a synonym for being physically and mentally fit. We should not ignore our health, and always stay alert in case we feel uneasy.

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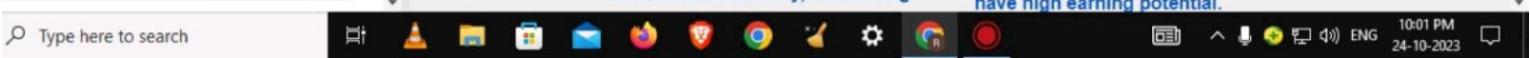Save and exit

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Management professionals are vital for successful healthcare delivery.

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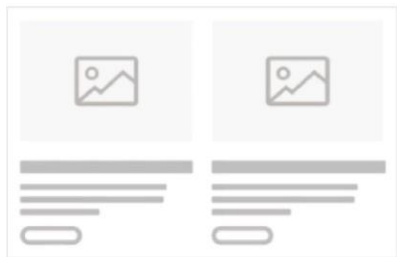➜ C   us8.admin.mailchimp.com/email/editor?id-8776198

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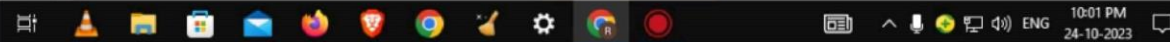patients.

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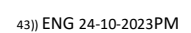have high earning potential.

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HealthCare is of utmost importance in everyone's life. Health is wealth
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Follow Us

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Copyright (C) Year2023 RGSMedica/Care Al/ nghts   reserved
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More Updates

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More Updates

Management Helps Improve Healthcare Delivery.
Management professionals are vital for successful healthcare delivery. They attend to the business side of the healthcare delivery, influencing every department in the organization to ensure smooth functioning and give the best possible provision for patients.

Read More

Health care managers are in charge of keeping health care facilities such as hospitals, medical centers, and doctor's offices functioning and serving the community. They make sure the facility provides the best possible care and operates smoothly. Careers in health care management have high earning potential.

Read More

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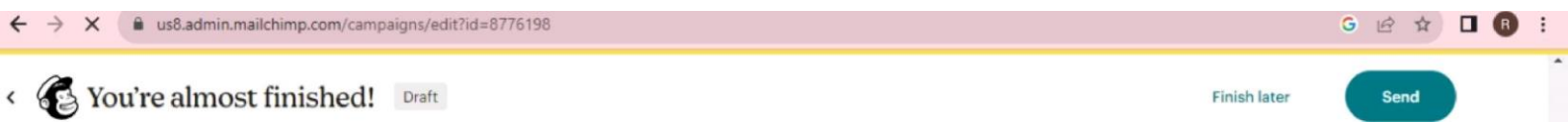p Type here to
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HealthCare is of utmost importance
life. Health is wealth

You're almost

Send a Test Email   x

Send a test to

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Use commas to separate multiple emails. For users on a free plan, links will expire after 12 hours.

Also send to the following account users

Include instructions and a personal message (optional)

Who should be notified by email about new comments?

You're almost ready to send a test email.

Send

Send a Test Email

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Before you do. we recommend reading about limitations of free From addresses that could stop you from getting your test email. and what we do to help.

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Send a Test Email

Your recipients should receive your test email, RGSMedicalcare, shortly. If recipients reply to your email, their feedback will show up in the comments tab.

Have questions? Take a look at our email testing tips.

Privacy and Terms   Send another test email   Ok

RGS Medical Care
A Virtual health care and wellness

Medical Care

HealthCare is of utmost importance in everyone's life. Health is wealth

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APPENDIX

1. FACEBOOK URL:

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2. DEMO VIDEO LINK

   https://drive.google.com/file/d/1zjnQTlujH1tnZzHivQzBxCMqTNNOkXpQ/view?usp=drivesdk

3. GITHUB LINK

   https://github.com/Ganesh142002/NM-Digital-marketing-