



A PROJECT REPORT ON

Creating an Email Campaign in Mailchimp

DOMAIN: Digital Marketing

DOCUMENTATION

UNDER THE GUIDANCE OF

TRAINER NAME : Abdul Malick

COURSE CO-ORDINATOR : Er.M. Devanathan.

TEAM ID: NM2023TMID06164

SUBMITTED BY:

P. Ganeshamoorthi 421320106011

G. Ram Prasath 421320106028

K. Saloman 421320106029

E. Sowmiya



DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

KRISHNASAMY COLLEGE OF ENGINEERING & TECHNOLOGY

ANNA UNIVERSITY: 2020-2024.

BONAFIDE CERTIFICATE

Certified this project report "**Creating an Email Campaign 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.

SIGNATURE

HEAD OF THE DEPARTMENT

Er. S. Senthazhai M.E.,

Associate Professor

Electronics & Communication Engineering
Krishnasamy College of Engineering &
Technology,
Cuddalore – 607109.

SIGNATURE

COURSE CO-ORDINATOR

Er. M. Devanathan, M.E.,

Assistant Professor

Electronics & Communication Engineering
Krishnasamy College of Engineering &
Technology,
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 COMPAGN 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.com/search?q=mailchimp&oq=&gs_lcrp=EgZjaHJvbWUqCQgAEEMYxjqAjlCAAQIxgnG0oCMg4IARAAGAMYQhiPARjqAjlOCAIQABgDGEIYjwEY6gIyDggDEAA... ↗ ☆

Google mailchimp

All News Images Videos Books More Tools SafeSearch

About 7,22,00,000 results (0.39 seconds)

Sponsored

 Mailchimp
<https://www.mailchimp.com> :

Intuit Mailchimp - Personalize Your Emails
Convert Site Browsers, Cart Abandonments, & Cross-Sell Products to Discount Shoppers!

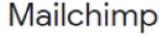
 MailChimp
<https://mailchimp.com> :

Mailchimp: Marketing, Automation & Email Platform
Use real-time behavior data and AI to convert more customers with Mailchimp's marketing, automation & email marketing platform.

Results from mailchimp.com

Pricing
Websites & Commerce - Free - Transactional Email - Standard

Email Marketing Tools
Outperform your last campaign with Mailchimp's data-driven ...

 Mailchimp

Email marketing company



mailchimp.com

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

[Wikipedia](#)

Parent organization: Intuit

Founders: Mark Armstrong, Ben Chestnut, Dan Kurzus

Video games: Dumpling Delivery by Mailchimp, Meow

Type here to search

09:58 PM 24-10-2023

Save 50% for 12 months
- limited time offer. Get started today

Solutions and Services ▾ Resources ▾ Pricing

RGSMedical Hi, RGSMedical ▾

Mailchimp, Klaviyo, and HubSpot: See how we compare

More than 12 million users trust Mailchimp's data-driven tools to help them learn what works, improve future campaigns, and turn insights into action. See how we compare so you can confidently make the switch to Mailchimp.

Subject: You forgot this
TANDU
It just might be your new favorite gear
Buy It

Subject: Welcome to Tandu!
TANDU
It's a better way to bike
Sign up

Subject: Excuse us...
TANDU
It seems you dropped your bag
Start exploring

Subject: Biking 101
TANDU
Our how-to series has everything
Join them

RGSMedical RGSMedicalCare
Audience
Campaigns
Account
Mailchimp Home
Feedback

https://us8.admin.mailchimp.com/?ref=plums_nav

The screenshot shows a Mailchimp dashboard interface. At the top, there's a browser header with the URL us8.admin.mailchimp.com/?ref=plums_nav&_ga=2.225003352.390317191.1698127802-697563906.1697979112&_gac=1.84157931.1698164919.CjwKCAjw1t2pBhA.... Below the header is a sidebar with the following menu items:

- Email
- Automations
- Website
- Landing Page
- Creative Assistant

Below the sidebar, there are collapsed sections for:

- Signup Form
- Surveys
- Ad
- Social Post

A status bar at the bottom indicates "Waiting for rs.fullstory.com...". The bottom right corner shows the system tray with icons for battery, signal, volume, and network, along with the date and time (24-10-2023, 09:58 PM). A vertical toolbar on the right side includes icons for camera, microphone, video, audio, file, and settings.

us8.admin.mailchimp.com/?ref=plums_nav&_ga=2.225003352.390317191.1698127802-697563906.1697979112&_gac=1.84157931.1698164919.CjwKCAjw1t2pBhA... G ↗ ☆ R :

The screenshot shows the Mailchimp interface. On the left, there's a sidebar with icons for different marketing tools: a mail icon for Email, a website icon for Website, a landing page icon for Landing Page, a creative assistant icon for Creative Assistant, and a sign-up form icon for Signup Form. The 'Email' section is currently selected, indicated by a grey background and a checked checkbox next to 'Regular'. The main content area has a title 'Create an email' and a sub-instruction 'Keep your subscribers engaged by sharing your latest news, promoting a line of products, or announcing an event.' Below this, there's a field labeled 'Internal email name' with the value 'RGSMedicalcare' and a character count of '14/100'. A teal 'Begin' button is positioned below the input field. On the far right, there's a vertical toolbar with icons for search, camera, microphone, video, and settings, along with a 'Feedback' link. At the bottom, a Windows taskbar shows various pinned apps and the system clock indicating it's 09:59 PM on October 24, 2023.

← → C us8.admin.mailchimp.com/?ref=plums_nav&_ga=2.225003352.390317191.1698127802-697563906.1697979112&_gac=1.84157931.1698164919.CjwKCAjw1t2pBhA... G ↗ ☆ R :

< 

Email

Regular

Plain text

Template

Automations

Website

Landing Page

Creative Assistant

Signup Form

Waiting for siteintercept.qualtrics.com...

Internal email name 14/100

RGSMedicalcare

Begin

Feedback

00:32

09:59 PM
24-10-2023

us8.admin.mailchimp.com/campaigns/edit?id=8776194

Keep it up! Draft

Finish later Send

RGSMedicalcare

Edit name

To All subscribed contacts in the audience RGSMedicalCare. [2 recipients](#)

Your 'To' field is not personalized with merge tags.

From RGSMedical • rgsmedicalcare@gmail.com

Subject What's the subject line for this email?

Send time Send now

Feedback

Type here to search

Windows Taskbar icons: File Explorer, File Manager, Mail, Firefox, Chrome, Control Panel, Settings, Google Assistant, and a red circular icon.

System tray icons: Battery, Volume, Network, Language (ENG), Date (24-10-2023), and a question mark icon.

us8.admin.mailchimp.com/campaigns/edit?id=8776194

Keep it up!

Draft

Finish later

Send

Edit name

To

Who are you sending this email to?

Audience: RGSMedicalCare

Send to

All subscribers in audience

Do not send to (optional)

Choose a segment or tag to exclude

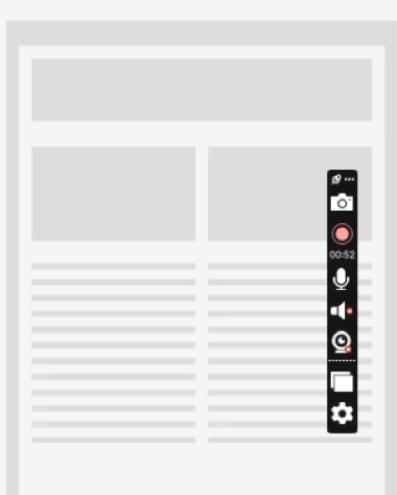
Personalize the "Send To" field

Add merge tags to display your recipient's name to make it more personal and help avoid spam filters. For example, "|FNAME|* "|LNAME|" will show as "To: Bob Smith" instead of "To: bob@example.com."

Save Cancel

Type here to search

Feedback



09:59 PM
24-10-2023

us8.admin.mailchimp.com/campaigns/#:campaigns-list

Create

Heads up! Your calendar view will soon be moved to Campaign Manager. [Explore Campaign Manager](#)

Campaigns

Automations

Audience

Analytics

Website

Content

Integrations

All

Ongoing

Draft

Completed

View by Type

Emails

SMS

Automations

Landing pages

Ads

Postcards

Social Posts

Find by name or type

Sort by Last updated

October, 2023 (9)

RGSMedicalcare Draft Regular · RGSMedicalCare New Builder Edited Tue, October 24th 12:45 PM by you

RGSMedical Draft Regular · RGSMedicalCare New Builder Edited Tue, October 24th 7:58 AM by you

Feedback

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

Type here to search

Windows Taskbar icons: File Explorer, File History, Task View, Control Panel, Mail, Firefox, Chrome, Edge, File Explorer, Settings, Task View, Volume, Battery, ENG, 09:59 PM, 24-10-2023

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

Create something that gets noticed

Based on best practices

Try building one of these

Regular

Plain text

Template

Automations

Website

Landing Page

Creative Assistant

Regular email

Use our email builder to launch a campaign in minutes.

Automation

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

Type here to search

09:59 PM 24-10-2023

us8.admin.mailchimp.com/campaigns/edit?id=8776198

Keep it up! Draft

All subscribed contacts in the audience RGSMedicalCare. [2 recipients](#)

Your 'To' field is not personalized with merge tags.

From
RGSMedical • rgsmedicalcare@gmail.com [Edit From](#)

Subject
What's the subject line for this email? [Add Subject](#)

Send time
Send now [Edit Send Time](#)

Content
Design the Content for your email. [Design Email](#)

[Edit Recipients](#) [Finish later](#) [Send](#)

Feedback

Share Your Email

Type here to search

Windows Taskbar icons: File Explorer, File Manager, Mail, Firefox, Chrome, Control Panel, Settings, Google Assistant, Camera, Microphone, Battery, ENG, 24-10-2023, 09:59 PM

us8.admin.mailchimp.com/campaigns/edit?id=8776198

You're almost finished!

Draft

Finish later

Send

Subject: RGSMedical😊

Preview Text: MedicalCare😊

Edit Subject

Send time: Send now

Edit Send Time

Content

Design Email

Share Your Email

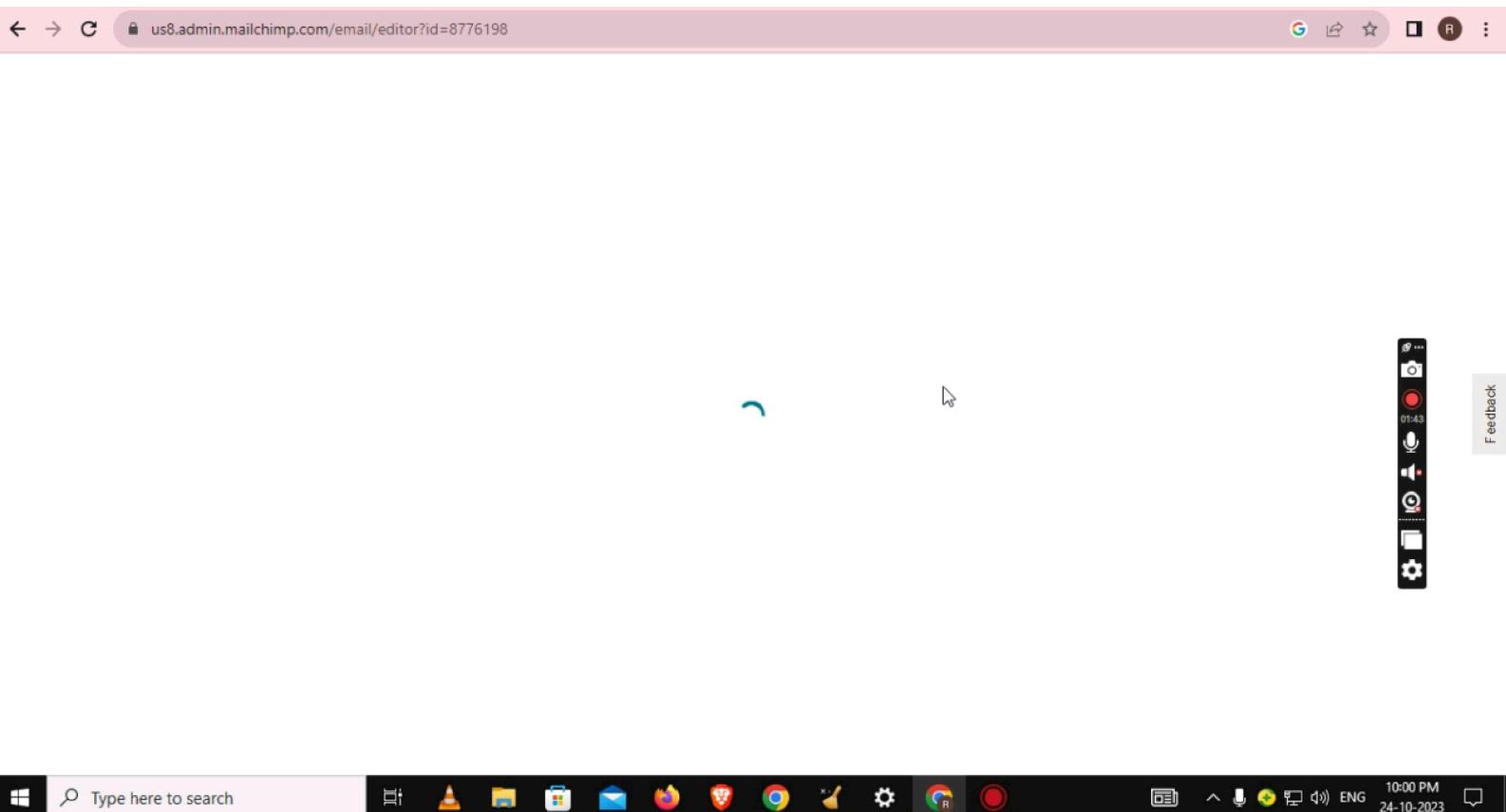
Email Link: https://mailchi.mp/[xxxxxx]/rgsmedical [Edit](#)

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

Add A Social Post To Your Email

Feedback





us8.admin.mailchimp.com/email/editor?id=8776198

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 Templates Recently Sent Emails Draft Emails Code Your Own

RGSMedicalCare

us8.admin.mailchimp.com/email/editor?id=8776198

RGSMedical😊

Saving... Preview Save and exit

Done Logo

Replace Logo

Alignment Left Center Right Full

Link to Web https://example.com

Find out More

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.

More Updates

Type here to search

10:00 PM 24-10-2023

us8.admin.mailchimp.com/email/editor?id=8776198

RGSMedical😊

Saving... Preview Save and exit

Done Logo

Replace Logo

Alignment Left Center Right Full

Link to Web

Find out More

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More Updates

Type here to search

us8.admin.mailchimp.com/email/editor?id=8776198

RGSMedical😊

Changes saved

Preview Save and exit

Done Text

Paragraph Helvetica 19 A B I U S Paragraph Text

Design Code

Colors

Block Background

Padding

Top: 12 Bottom: 12 Apply to all sides

Left: 24 Right: 24

Dynamic Content

Find out More

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.

More Updates

HEALTH CARE

Health care managers are in charge of

Type here to search

Windows Taskbar: 10:00 PM 24-10-2023

us8.admin.mailchimp.com/email/editor?id=8776198

RGSMedical😊

Changes saved

Preview Save and exit

Done Image

always stay alert in case we feel uneasy.

Find out More

Change

Alignment

Left Center Right Full

Link to

Web

<https://example.com>

Management Helps Improve Healthcare Delivery.
Management professionals are vital for successful healthcare delivery. They attend to the business side of the healthcare delivery, influencing

Browse Images Edit Image

HEALTH CARE

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.

Type here to search

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us8.admin.mailchimp.com/email/editor?id=8776198

RGSMedical😊

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Done Image

always stay alert in case we feel uneasy.

Find out More

More Updates

Browse Images Edit Image

HEALTH CARE

Management Helps Improve Healthcare Delivery. Management professionals are vital for successful healthcare delivery. They attend to the business side of the healthcare delivery, influencing

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.

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Web https://example.com

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us8.admin.mailchimp.com/email/editor?id=8776198

RGSMedical😊

Changes saved

Preview Save and exit

Text & Image

Done

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.

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

Layout Background

Padding Apply to all sides 8

Type here to search

Follow Us

f   

10:01 PM 24-10-2023

us8.admin.mailchimp.com/email/editor?id=8776198

RGSMedical😊

Changes saved

Preview Save and exit

Done Logo

Replace Logo

Alignment Left Center Right Full

Link to Web https://example.com

Find out More

RGS Medical Care

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More Updates

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10:01 PM 24-10-2023

us8.admin.mailchimp.com/email/editor?id=8776198

RGSMedical😊

Changes saved

Preview Save and exit

Done Text

Design Code

Colors

Block Background

Padding

Top: 12 Bottom: 12 Apply to all sides

Left: 24 Right: 24

Dynamic Content

Restore default styles

 RGS Medical Care
Virtual health care and wellness

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.

Find out More

More Updates

Type here to search

Windows Taskbar: 10:01 PM 24-10-2023

us8.admin.mailchimp.com/email/editor?id=8776198

RGSMedical😊

Saving... Preview Save and exit

Divider

Thickness: 2px

Style: Solid

Padding: Top: 20, Bottom: 20, Left: 24, Right: 24

Colors: Line: #0072BC

Text: 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.

[Find out More](#)

More Updates



Management Helps Improve Healthcare Delivery.
Management professionals are vital for successful healthcare delivery.



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.

Type here to search

10:01 PM 24-10-2023



RGSMedical😊

Saving...

Preview

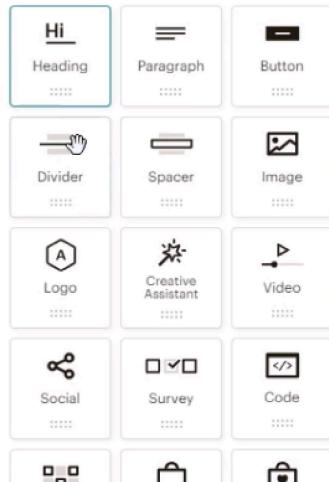
Save and exit

▼



Content

Layouts



Upgrade

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](#)

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](#)

Follow Us



Type here to search



10:02 PM
24-10-2023

us8.admin.mailchimp.com/email/editor?id=8776198

RGSMedical😊

Changes saved

Preview Save and exit

Content Layouts

Styles Add

Optimize

Follow Us

 RGS Medical Care
A Virtual health care and wellness

Copyright (C) Year2023 RGSMedicalCare All rights reserved.
Our mailing address is:
20/1A Gandhi Nagar street,Cuddalore-607009,
TamilNadu.
Want to change how you receive these emails?

Type here to search

Windows Taskbar: 10:02 PM 24-10-2023

us8.admin.mailchimp.com/email/editor?id=8776198

RGSMedical😊

Changes saved

Preview Save and exit

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.

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](#)

Styles Add Optimize Upgrade

Type here to search

10:02 PM 24-10-2023

us8.admin.mailchimp.com/campaigns/edit?id=8776198

You're almost finished!

Draft

Finish later

Send

All subscribed contacts in the audience RGSMedicalCare

Your 'To' field is not personalized with merge tags.

From
RGSMedical • rgsmedicalcare@gmail.com

Subject
RGSMedical 😊
Preview Text: MedicalCare 😊

Send time
Send now

Content
! We automatically add a required Referral badge to your email footer. To remove the badge, [upgrade now](#).
! We'll insert a footer in compliance with our [Terms of Use](#)
 A plain-text version of this email will be included automatically. [Edit](#)

Preview

Send a Test Email

RGS Medical Care

A Virtual Health Care and Wellness

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

Waiting for us8.admin.mailchimp.com...

Type here to search

10:02 PM 24-10-2023

us8.admin.mailchimp.com/campaigns/edit?id=8776198

You're almost finished!

Draft

Edit name

Finish later

Send

To

All subscribed contacts in the audience RGSMedicalCare. [2 recipients](#)

Your 'To' field is not personalized with merge tags.

From

RGSMedical • rgsmedicalcare@gmail.com

Subject

RGSMedical😊

Preview Text: MedicalCare😊

Send time

Send now

Content

We automatically add a required Referral badge to your email footer. To

Preview Send a Test Email

RGS Medical Care

A Virtual Health Care and Wellness

04:13

Feedback

Type here to search

10:02 PM 24-10-2023

us8.admin.mailchimp.com/campaigns/edit?id=8776198

You're almost finished!

To
All subscribed

Your 'To' field is now populated with the email addresses of all subscribers.

From
RGS Medical

Subject
RGS Medical 😊

Preview Text: Medical care is of utmost importance to life. Health is wealth.

Send time
Send now

Content

We automatically add a required Referral badge to your email footer. To

Send a Test Email

Send a test to

Use commas to separate multiple emails. For users on a free plan, links will expire after 72 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.

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.

[Privacy](#) and [Terms](#)

Send a Test Email

RGS Medical Care

Medical Care

Feedback

Type here to search

10:02 PM 24-10-2023

us8.admin.mailchimp.com/campaigns/edit?id=8776198

You're almost finished!

Draft

Finish later

Send

Edit name

To
All subscribed

Your 'To' field is no longer required.

From
RGSMedical

Subject
RGSMedical 😊

Preview Text: Medical Care

Send time
Send now

Content

We automatically add a required Referral badge to your email footer. To

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

Medical Care

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

Type here to search

10:03 PM 24-10-2023

APPENDIX

1. FACEBOOK URL:

<https://www.facebook.com/61552195515844/posts/122115777596073183/?mibextid=rS40aB7S9Ucbxw6v>

2. DEMO VIDEO LINK

<https://drive.google.com/file/d/1zjnQTLujH1tnZzHivQzBxCMqTNNOkXpQ/view?usp=drivesdk>

3. GITHUB LINK

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