

**A PROJECT REPORT ON**  
**Creating an Email Campaign in Mailchimp**  
**DOMAIN: Digital Marketing**  
**DOCUMENTATION**  
**UNDER THE GUIDANCE OF**  
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**ANNA UNIVERSITY: 2020-2024.**

## **BONAFIDE CERTIFICATE**

Certified this project report “ **Creating an Email Campaign in Using Mailchimp** ” is the bonafide work of **P.Ganeshamoorthi** (421320106011),**G.Ramprasath**(421320106028), **K.Salomon**(421320106029), **E.Sowmiya** who carried out the project under my supervision.

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## **1 . INTRODUCTION ABOUT DIGITAL MARKETING:**

The term digital marketing refers to the use of websites, apps, mobile devices, social media, search engines, and other digital means to promote and sell products and services. Digital marketing started to become popular with the widespread adoption of the internet in the 1990s. Digital marketing involves many of the same principles as traditional marketing and is often considered an additional way for companies to approach consumers and understand their behavior. Companies often combine traditional and digital marketing techniques in their strategies. But digital marketing also comes with its own set of challenges.

### **1.1 OBJECTIVES:**

- Digital marketing promotes products and services through channels such as websites, mobile devices, and social media platforms.
- Digital marketers have a number of tools to measure the effectiveness of their campaigns.
- One of the biggest challenges digital marketers face is how to set themselves apart in a world that is oversaturated with digital ads and other distractions.

### **1.2 APPLICATIONS:**

Digital marketing comprises all marketing efforts that use the Internet. These include digital channels such as search engines, email, websites, social media, etc., that can be used to connect with current and prospective customers.

## **2. OUR 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.

### **2.1 EMAIL CAMPAIGN USING MAILCHIMP:**

### **2.2. BRAND LOGO CREATION:**

A brand logo is a visual representation of your brand. It is what customers will see first and what will help them to identify your brand. A good brand logo should be simple, memorable, and unique. It should also be versatile and be able to be used on a variety of marketing materials, such as your website, business cards, and social media pages.

### **2.3 TIPS FOR CREATING A BRAND LOGO:**

- Start by thinking about what your brand represents.
  1. What are your brand values?
  2. What are your target audience's values?
  3. What do you want your brand to be known for?
- Once you have a good understanding of your brand, you can start to brainstorm logo ideas. You can sketch out ideas on paper or use a digital design tool.

## **2.4 DESIGN METHODOLOGY FOR NEWSLETTER:**

The following methodology was used to complete this project:

### **1. Define Goals and Objectives:**

- Clearly outline the purpose of the email newsletter.
- Define specific and measurable goals, such as increasing engagement, driving traffic, or boosting sales.

### **2. Understand Your Audience:**

- Create buyer personas to understand your target audience.
- Segment your email list based on demographics, behavior, or preferences to deliver personalized content.

### **3. Choose an Email Marketing Platform:**

- Select a reliable email marketing platform like Mailchimp, Constant Contact, or others that align with your needs and budget.

### **4. Design a Template:**

- Develop a visually appealing and mobile-responsive email template that reflects your brand identity.
- Ensure a clear and compelling layout that guides readers through the content.

## **2.5 REGISTERING YOUR BRAND NAME AS A TRADEMARK:**

Once you have chosen a brand name, it is important to register it as a trademark. This will protect your name from being used by others without your permission. You can register your trademark online with the United States Patent and Trademark Office (USPTO).

## 2.6 TIPS FOR EMAIL NEWSLETTER:

- The email newsletter project provided valuable insights and learning opportunities throughout its lifecycle. One key takeaway was the importance of audience segmentation and personalization.
- Mailchimp is a powerful email marketing platform that can be used to create and send effective email newsletter.
- In conclusion, the project's immersion in Mailchimp not only enhanced our technical proficiency but also emphasized the strategic importance of personalization, testing, analytics, and compliance in achieving a successful and impactful email marketing campaign.

### Interactive Content:

- Quizzes and Polls
- Surveys and Feedback Forms
- Interactive Infographics
- Challenges and Competitions.

## 2.7 BRAND EMAIL CREATION:

There are several benefits to creating a brand Gmail account:

- **Professionalism:** A brand Gmail account looks more professional and credible than a personal Gmail account.
- **Trust:** A brand Gmail account can help to build trust with your customers and clients.
- **Branding:** A brand Gmail account helps to promote your brand and make it more recognizable.
- **Control:** With a brand Gmail account, you have more control over your email addresses and how they are used. For example, you can create email addresses for different departments or teams.



### 3. IMPLEMENTATION TO CREATING AN EMAIL CAMPAIGN IN MAILCHIMP

#### 3.1 NAVIGATION AND SEARCH MAILCHIMP ON GOOGLE

The screenshot shows a Google search for 'mailchimp' on a Windows 10 desktop. The search bar at the top contains 'mailchimp' and the Google logo is on the left. Below the search bar, it says 'About 7,22,00,000 results (0.39 seconds)'. The search results are divided into 'Sponsored' and 'Organic' sections. The 'Sponsored' section includes two results from Mailchimp, with the first one titled 'Intuit Mailchimp - Personalize Your Emails'. The 'Organic' section includes a result titled 'Mailchimp: Marketing, Automation & Email Platform'. To the right of the search results is a knowledge panel for Mailchimp, which includes the company logo, a description of the company, its parent organization (Intuit), founders (Mark Armstrong, Ben Chestnut, Dan Kurzius), and a video game recommendation (Dumping Delivery by Mailchimp, Meow). The Windows taskbar at the bottom shows the Start button, a search bar, and several application icons. The system clock in the bottom right corner shows the time as 09:58 PM on 24-10-2023.

google.com/search?q=mailchimp&oq=&igs\_lcrp=EgZjaH/vbWUqCQgAECMYJxjqAjlJCAAQlxgnGOoCMg4IARAAGAMYQhiPARjqAjlOCAIQABgDGEIYjwEY6glyDggDEAAYA...

Google mailchimp

Q 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 Kurzius joining at a later date. [Wikipedia](#)

**Parent organization:** Intuit

**Founders:** Mark Armstrong, Ben Chestnut, Dan Kurzius

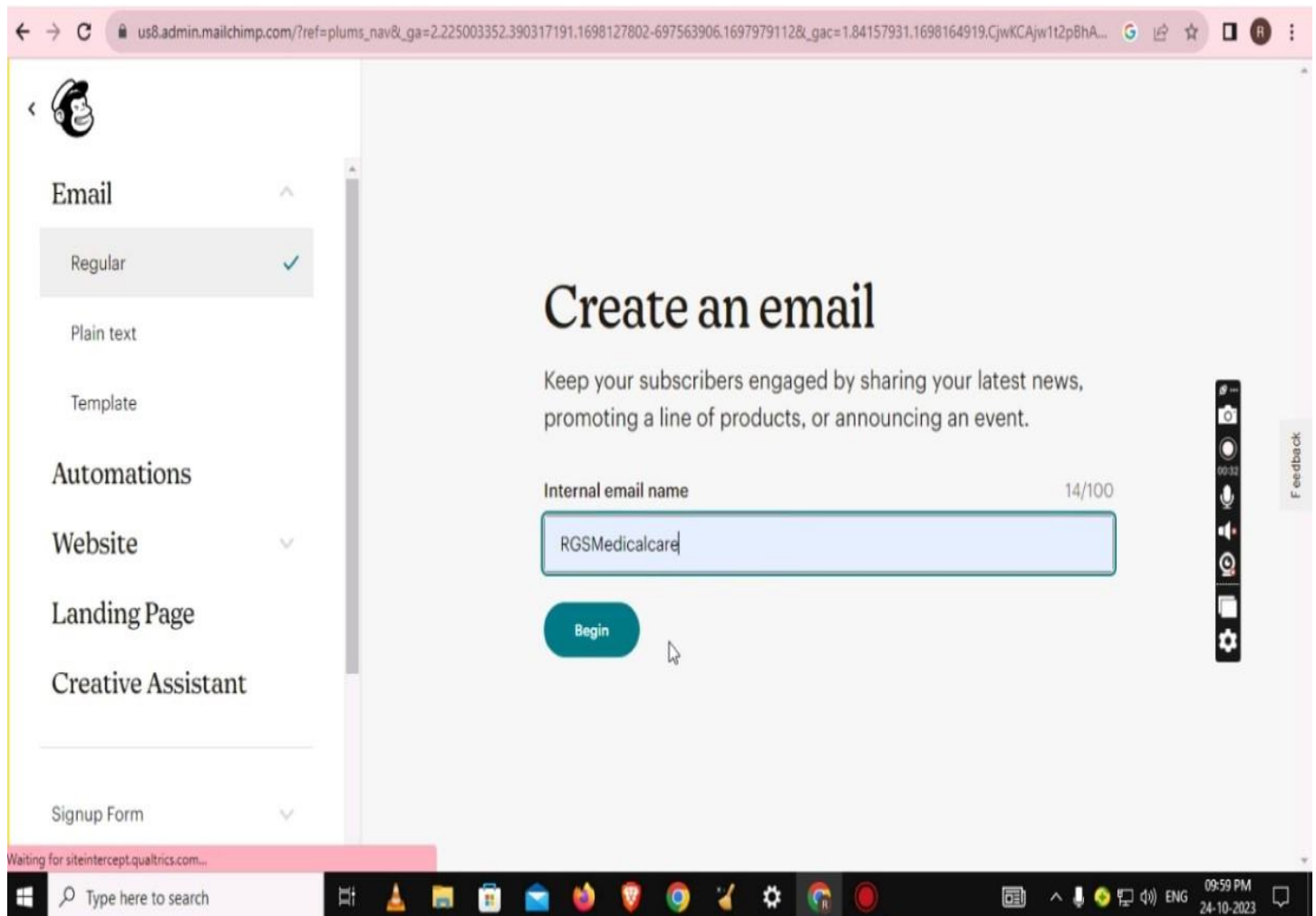
**Video games:** Dumping Delivery by Mailchimp, Meow

https://www.googleadservices.com/pagead/aclk?sa=L&ai=DChcSEwjHw9WBkY-C...

Type here to search

09:58 PM 24-10-2023

## 3.2 CREATE AN EMAIL



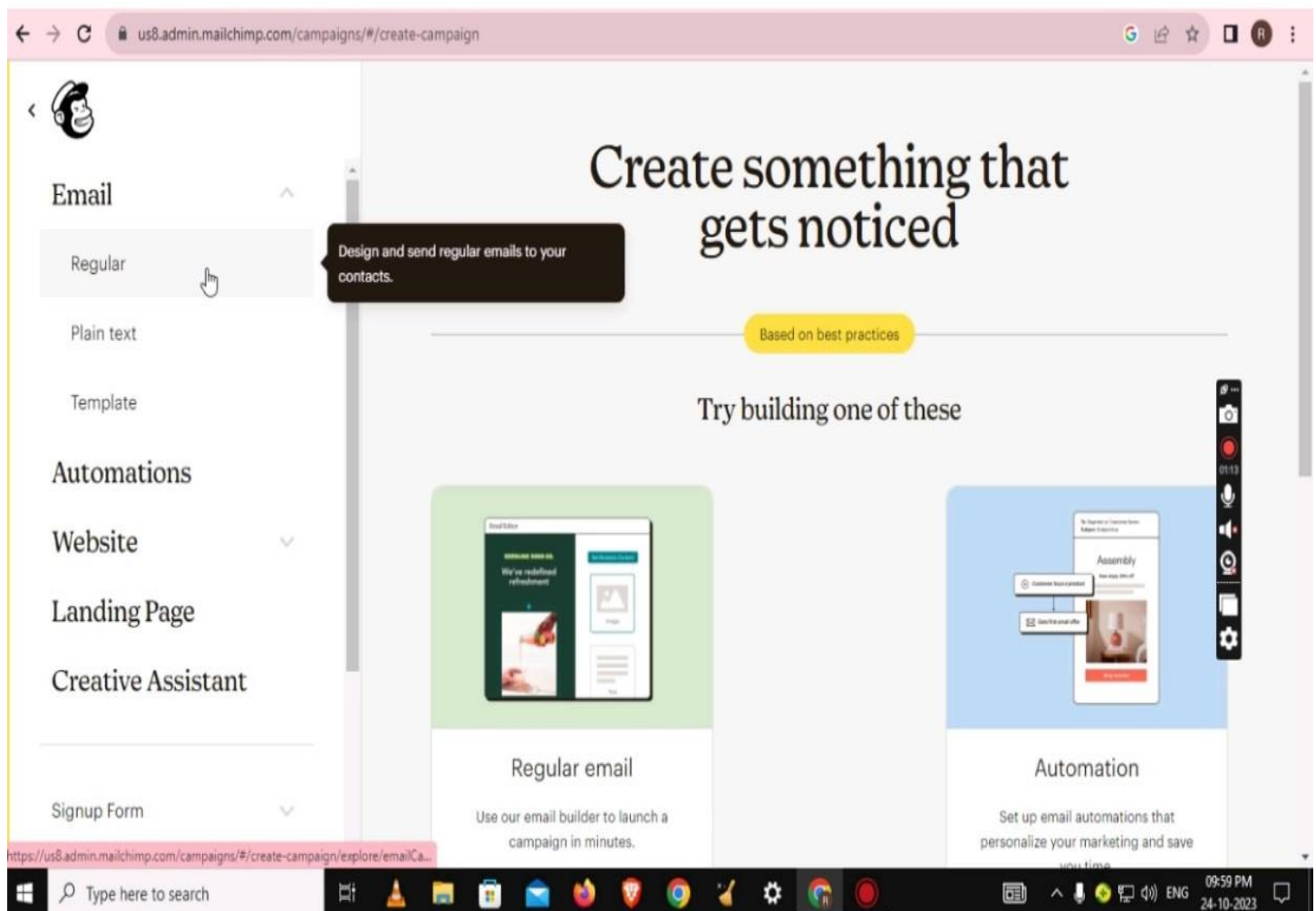
### 3.3 FREE PLAN

The screenshot displays the Mailchimp Pricing Plans page for the Indian market (currency: INR). The page features four pricing plans: Premium, Standard, Essentials, and Free. The Free plan is highlighted as the recommended option. Below the plans, there is a section for Beta Generative AI Features and a table showing the monthly email send limits for each plan. A chat bubble is visible in the bottom right corner.

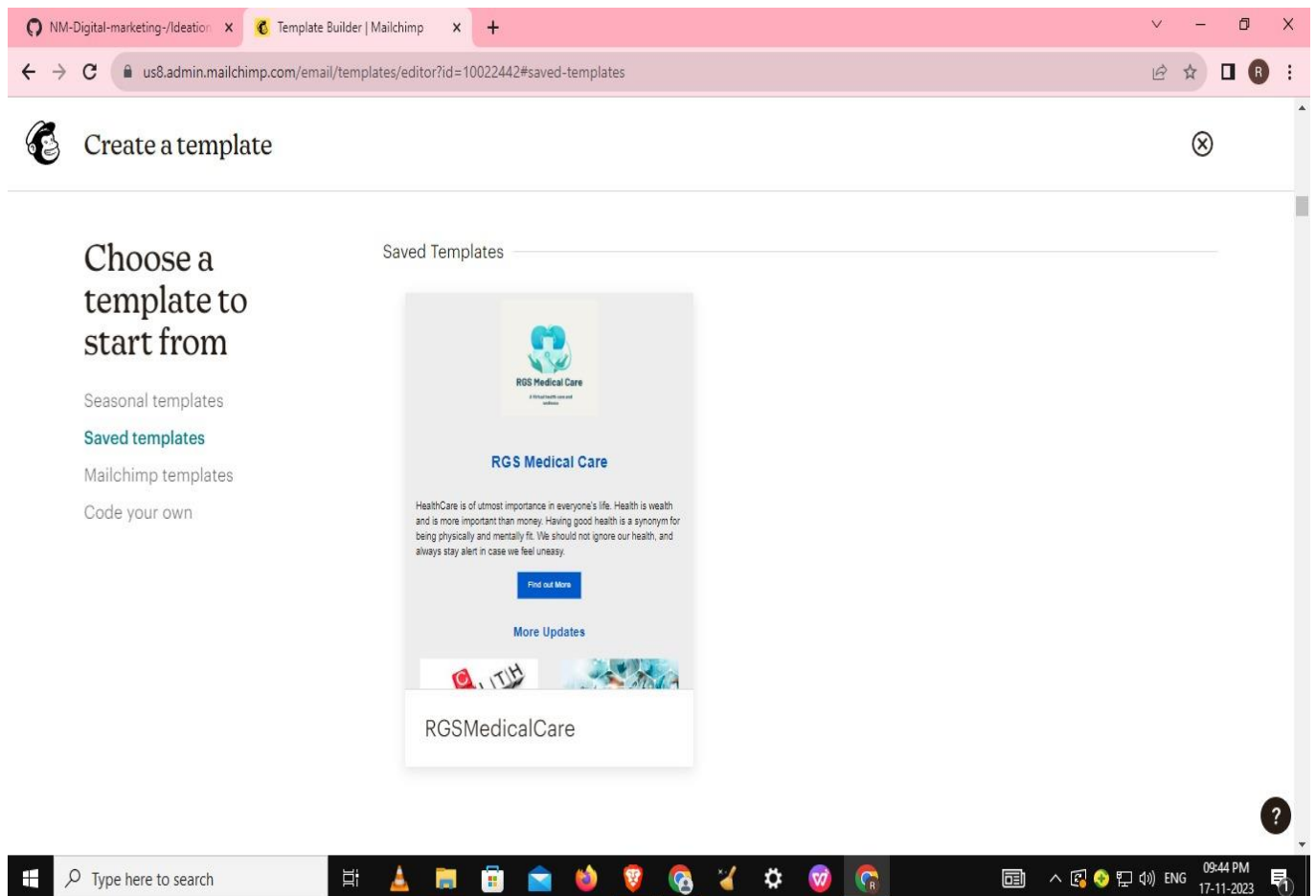
	Premium	Standard	Essentials	Free
<b>Description</b>	Scale fast with dedicated onboarding, unlimited contacts, and priority support; built for teams.	Sell even more with personalization, optimization tools, and enhanced automations.	Send the right content at the right time with testing and scheduling features.	Easily create email campaigns and learn more about your customers
<b>Starts at</b>	₹23,000	₹1,150	₹770	₹0
<b>Price</b>	₹11,500	₹575	₹385	/month*
<b>Duration</b>	/month for 12 months*	/month for 12 months*	/month for 12 months*	
<b>Action</b>	Buy Now	Buy Now	Buy Now	Sign Up Free
<b>Notes</b>	*See Offer Terms. Overages apply if contact or email send limit is exceeded. <a href="#">Learn more</a>	*See Offer Terms. Overages apply if contact or email send limit is exceeded. <a href="#">Learn more</a>	*See Offer Terms. Overages apply if contact or email send limit is exceeded. <a href="#">Learn more</a>	*Sending will be paused if contact or email send limit is exceeded. <a href="#">Learn more</a>
<b>Beta Generative AI Features</b>	No additional cost add-on	No additional cost add-on	X	X
<b>Monthly Email Sends</b>	150,000	6,000	5,000	1,000

[https://mailchimp.com/signup/?plan=free\\_monthly\\_plan\\_v0&subscribers=500](https://mailchimp.com/signup/?plan=free_monthly_plan_v0&subscribers=500)

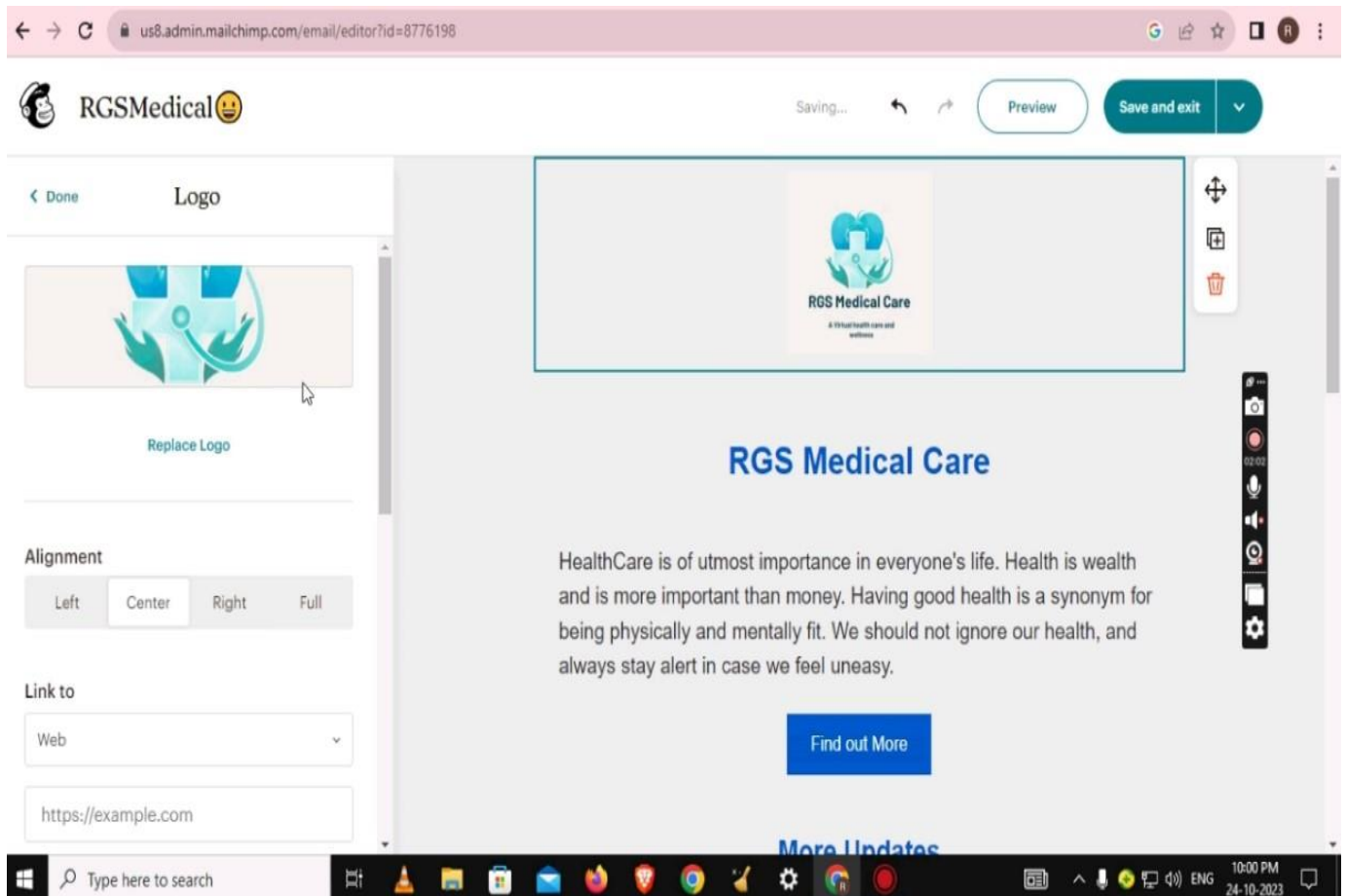
### 3.4 CREATE DESIGN EMAIL



## 3.5 SELECT A TEMPLATE



### 3.6 CREATE A BRAND LOGO



### 3.7 DESIGN AND EDIT

The screenshot displays the Mailchimp email editor interface for a campaign titled "RGS Medical". The browser address bar shows the URL "us8.admin.mailchimp.com/email/editor?id=8776198". The interface includes a top navigation bar with the "RGS Medical" logo, a "Changes saved" status, and buttons for "Preview" and "Save and exit".

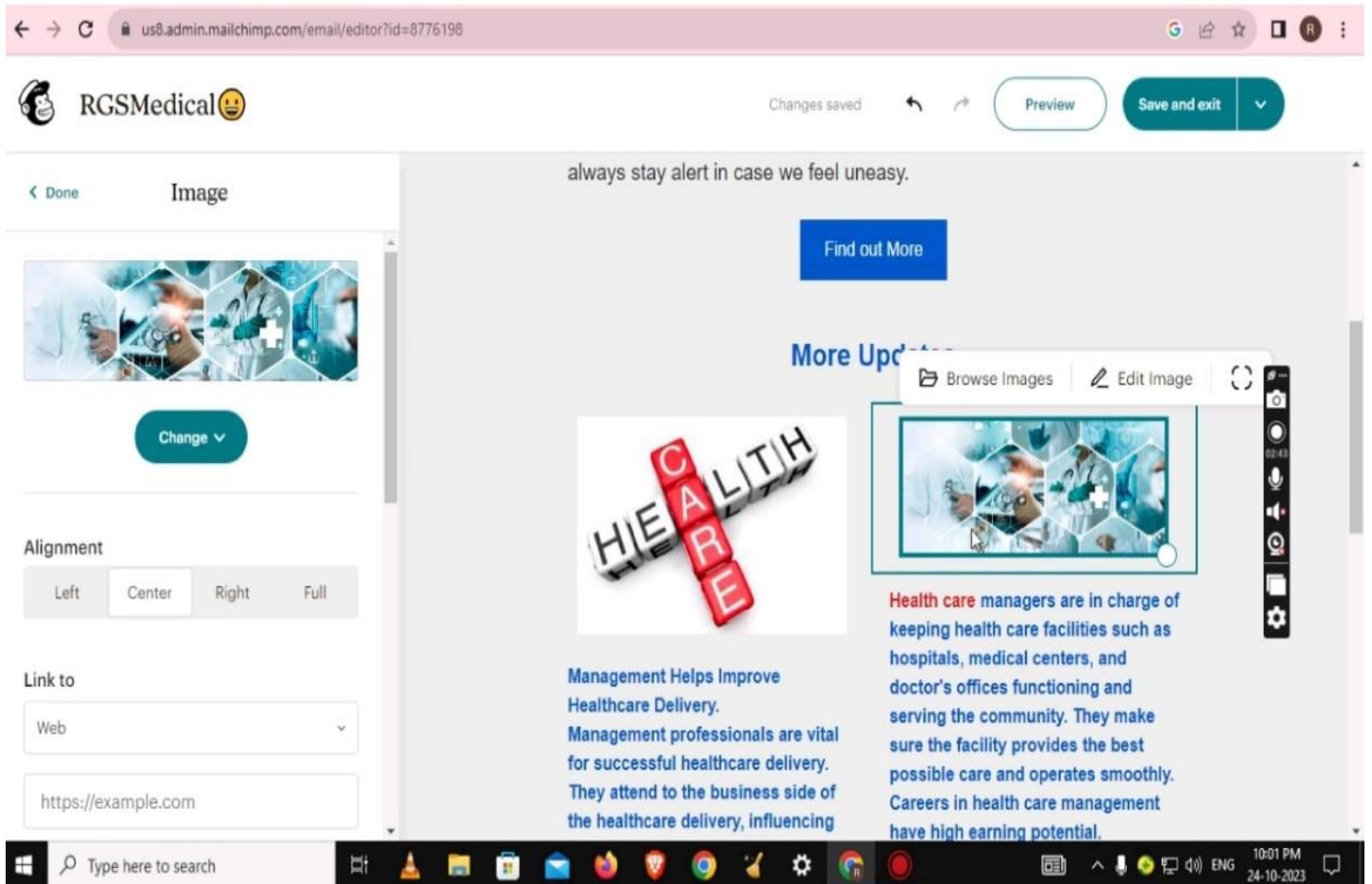
The main editing area is divided into two tabs: "Text" and "Design". The "Text" tab is currently active, showing a paragraph of text: "HealthCare is of utmost importance in everyone's life. Health is wealth and is more important than money. Having good health is a synonym for being physically and mentally fit. We should not ignore our health, and always stay alert in case we feel uneasy." Below the text is a blue button labeled "Find out More".

The "Design" tab is also visible, showing a "Colors" section with a "Block Background" color picker, a "Padding" section with input fields for Top, Bottom, Left, and Right, and a "Dynamic Content" section with a "Restore default styles" button.

The preview area on the right shows a mobile device view of the email content, including the text, the "Find out More" button, and a "More Updates" section with two images: one showing a 3D puzzle of the word "HEALTH" and another showing a collage of medical professionals.

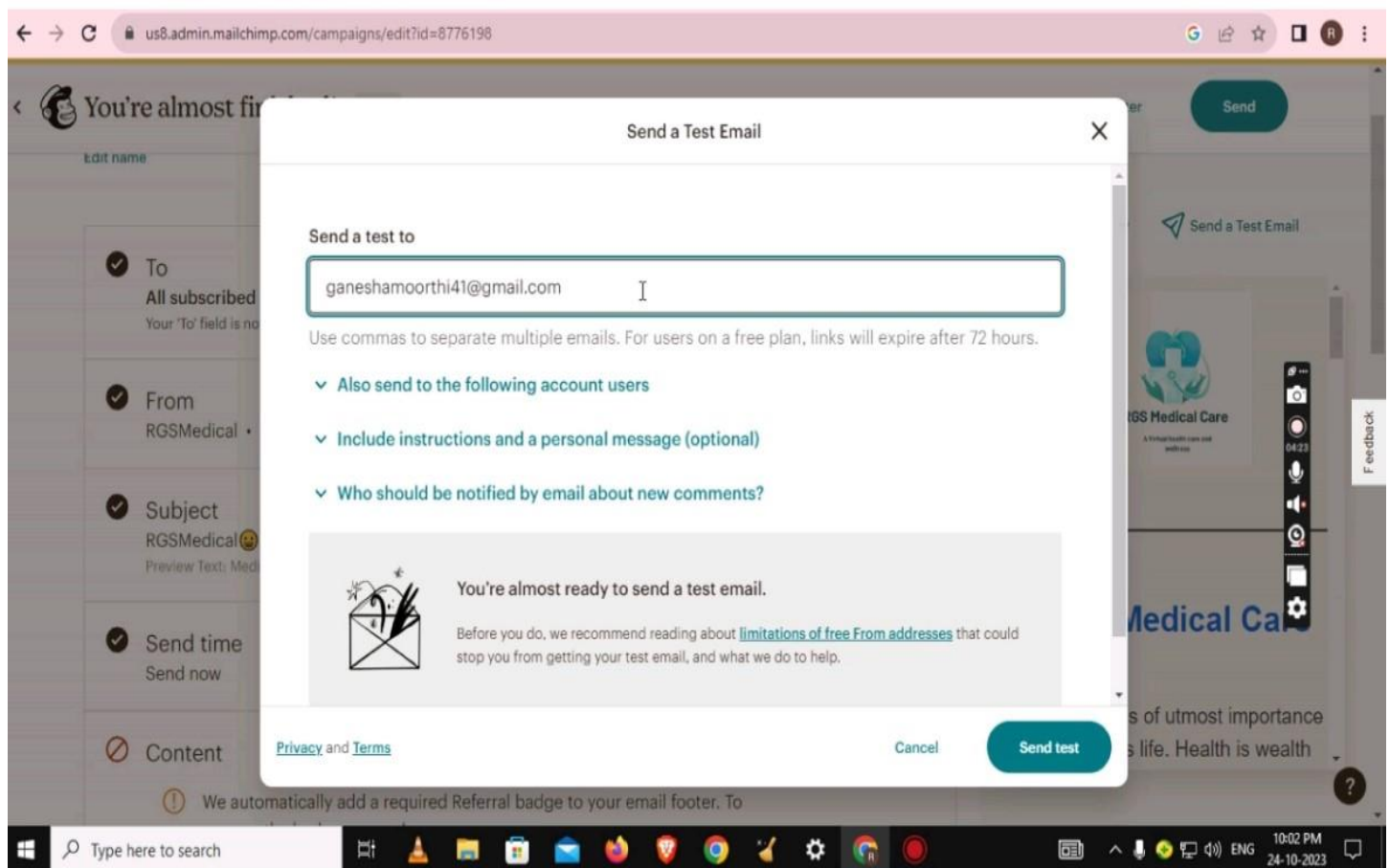


### 3.8 AFTER EDITING THE EMAIL NEWSLETTER

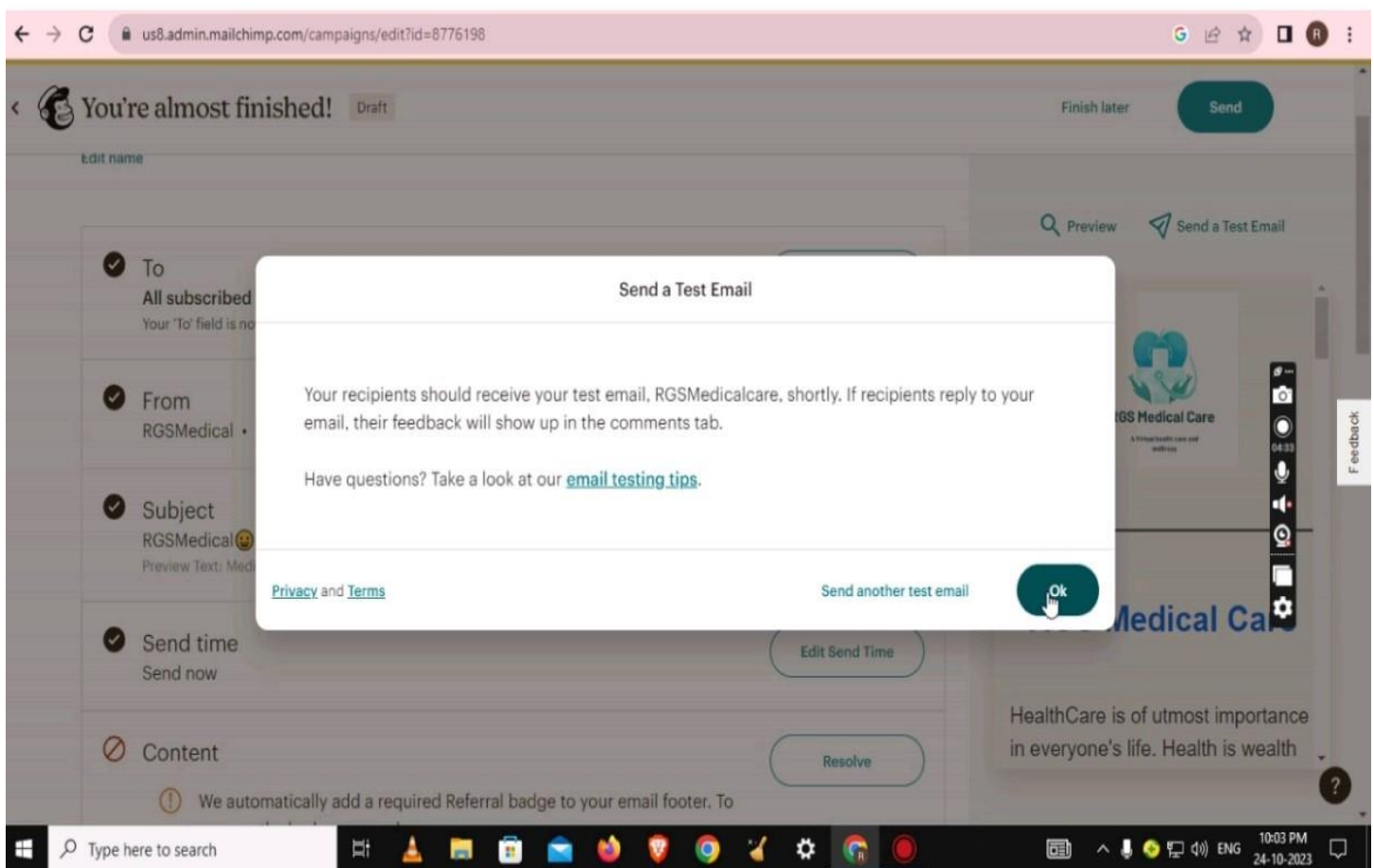




### 3.9 FINALLY SEND A TEST EMAIL



### 3.10 PUBLISHED BY EMAIL NEWSLETTER POST



## 4. IDEATION PHASE

### 4.1 BRAINSTORM AND PRIORTIZATION

#### Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 1 Workshop in progress
- 2 Team in collaboration
- 3 All people recommended

#### Before you collaborate

At this list of preparation goes a long way with this session. Here's what you need to do in advance.

- 1. **Team gathering**  
Choose a time and place for the session and prepare the agenda. Share relevant information or provide a brief overview.
- 2. **Setting goals**  
Think about the problem and the thinking you want to do in the brainstorming session.
- 3. **Open time to work for facilitator roles**  
Assign the facilitator, scribe, and other roles to help and guide the session.

#### Define your problem statement

What problem are you trying to solve? Frame your problem as a how might be statement. This will be the focus of your session.

**How might we [your problem statement]?**

**Key roles of brainstorming**

- 1. **Facilitator**  
To set the mood and provide structure.
- 2. **Scribe**  
To record ideas and thoughts.
- 3. **Timekeeper**  
To manage the time and keep the session on track.
- 4. **Participant**  
To contribute ideas and thoughts.

#### Brainstorm

Write down any ideas that come to mind that address your problem statement.

**Person 1**

- Share the latest news, trends, and insights regarding your industry.
- What are the biggest challenges and opportunities in your industry?
- What are the biggest challenges and opportunities in your industry?
- What are the biggest challenges and opportunities in your industry?

**Person 2**

- Think about the problem and the thinking you want to do in the brainstorming session.
- What are the biggest challenges and opportunities in your industry?
- What are the biggest challenges and opportunities in your industry?
- What are the biggest challenges and opportunities in your industry?

**Person 3**

- Think about the problem and the thinking you want to do in the brainstorming session.
- What are the biggest challenges and opportunities in your industry?
- What are the biggest challenges and opportunities in your industry?
- What are the biggest challenges and opportunities in your industry?

**Person 4**

- Think about the problem and the thinking you want to do in the brainstorming session.
- What are the biggest challenges and opportunities in your industry?
- What are the biggest challenges and opportunities in your industry?
- What are the biggest challenges and opportunities in your industry?

#### Group ideas

Now turn sharing your ideas into writing. Grouping ideas into categories will help you see the bigger picture and identify the most important ideas.

- How to Guides
- Team Spotlight
- User Generated Content
- Flash Sales
- Industry and Tips
- Online Communities
- Customer Feedback and Surveys
- Linked Time Offers
- Industry Insights
- Microsites and Applications
- Content and Gamification
- Loyalty Rewards
- Expert Interviews
- Behind the Scenes
- Interactive Pops
- Early Access

#### Prioritize

Your team should all sit on the same page about what's important. Grouping ideas into categories will help you see the bigger picture and identify the most important ideas.

**Importance**

**Possibility**

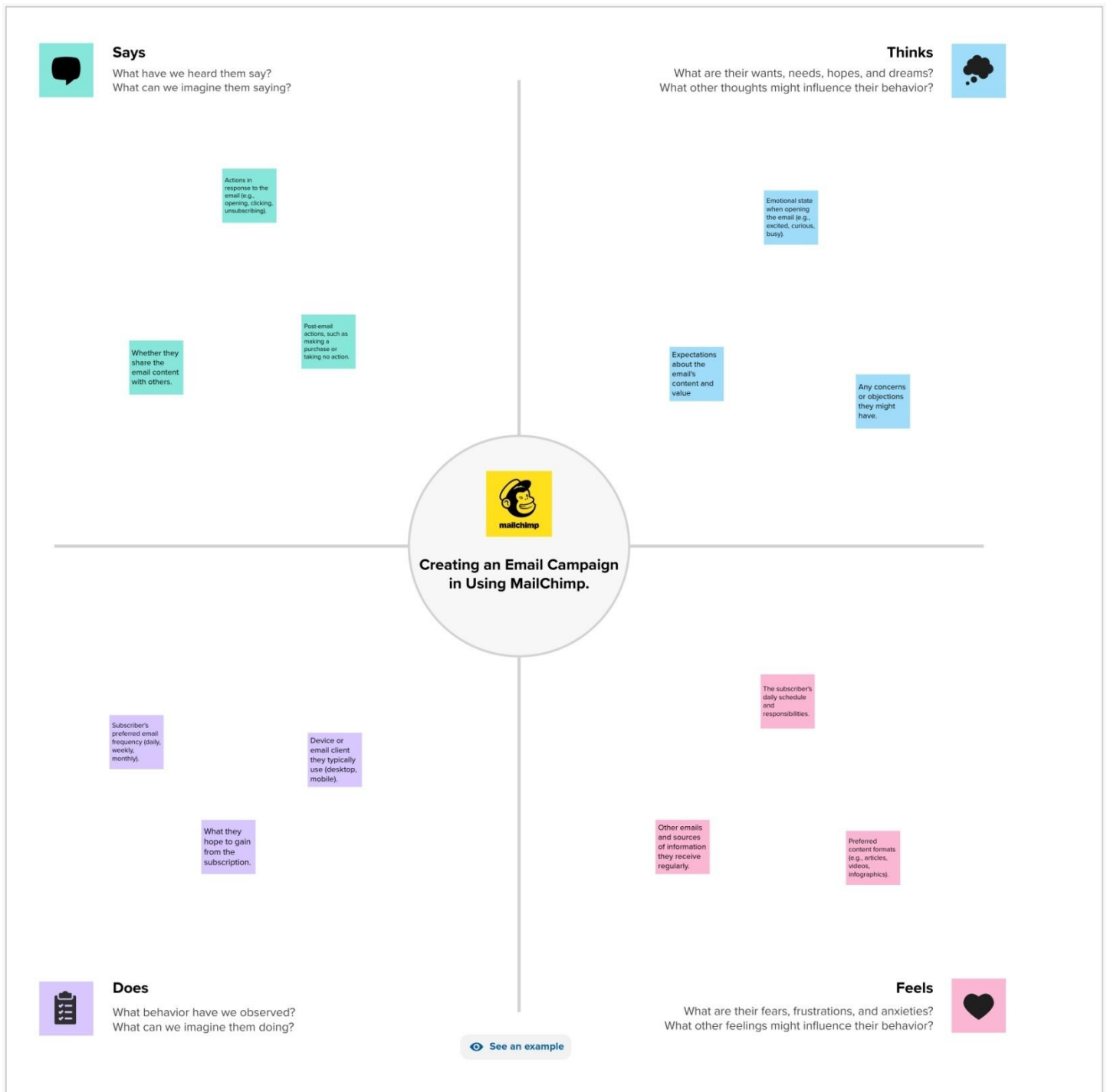
Rank the ideas based on importance and possibility. The ideas that are most important and most possible are the ones that should be prioritized.

#### After you collaborate

You can expect the most as an idea or a plan to be implemented. Here's what you need to do in advance.

- 1. **Quick add-ons**  
Add ideas to the list of ideas that are most important and most possible.
- 2. **Keep track of progress**  
Track the progress of the ideas that are most important and most possible.
- 3. **Review and feedback**  
Review the ideas that are most important and most possible.

## 4.2 EMPATHY MAP



## 5. CREATING AND LAUNCHING:

- Creating and launching an email newsletter using MailChimp involves several key steps. First, you'll want to define your target audience and the purpose of your newsletter. This will help you tailor your content and design to meet the needs and interests of your subscribers. Next, you should ensure your email list is well-organized and compliant with relevant regulations, like GDPR.
- When it comes to design, MailChimp offers user-friendly templates and customization options to create visually appealing newsletters. Make sure your content is engaging, concise, and relevant. Incorporate compelling subject lines to boost open rates and clear calls to action (CTAs) to encourage clicks.
- Personalization is key, so use merge tags to address subscribers by name. Testing your newsletter with a small segment of your list can help you identify and address any issues before sending to your entire audience. After sending, analyze open rates, click-through rates, and subscriber engagement to fine-tune your approach in future campaigns.
- Remember to be consistent with your email schedule to keep subscribers engaged and informed. As you gain more insights into your audience's preferences and behaviors, you can refine your email marketing strategy for even better results. MailChimp provides analytics tools to help you track and evaluate the performance of your newsletters.

### **Design an Eye-Catching Template:**

- Create a visually appealing and responsive email template that reflects your brand's identity. Use a clean layout, clear fonts, and engaging visuals. Ensure it looks good on both desktop and mobile devices.

### **Maintain Consistency:**

- Stick to a consistent sending schedule, whether it's weekly, bi-weekly, or monthly. Consistency helps build trust and anticipation among your subscribers.

### **Personalize and Segment:**

- Use personalization tokens to address subscribers by their name and segment your email list based on factors like location, behavior, or purchase history. Tailoring content to specific segments improves engagement.

### **Book Recommendations:**

- Tool and App Suggestions
- Online Course Recommendations
- Podcast Recommendations
- Free Resources
- Videos and Visual Content.

**Video Tutorials:**

- Product Demos and Reviews
- Behind-the-Scenes Videos
- Explainer Videos
- Visual Storytelling

**Community and Social Responsibility:**

- Charity and Community Involvement
- Sustainability Initiatives
- Ethical Practices and Values
- Impact Reports
- Success Stories of Community Engagement

**Build Trust:**

- Be transparent and build trust with your subscribers by clearly stating your intentions and respecting their privacy.

**Seek Feedback:**

- Encourage subscribers to provide feedback or suggest content topics. This can help you improve your newsletter and build a sense of community.

### **Test and Iterate:**

- Continuously test, analyze, and iterate on your email newsletter strategy based on performance data and subscriber feedback.
- By following these steps and continually refining your approach, you can create a successful email newsletter that engages your audience and achieves your marketing goals.

### **5.1 BRAND EXECUTION:**

- Using Mailchimp for executing your email newsletter is a great choice, as it offers a user-friendly platform with various features. Here's a step-by-step guide for executing an email newsletter using Mailchimp

### **Create a Mailchimp Account:**

- Sign up for a Mailchimp account if you haven't already. You can choose a free plan or a paid plan based on your needs and the size of your subscriber list.

### **Build Your Audience:**

- Import your existing contact list or manually add subscribers to Mailchimp. Ensure that you have obtained proper consent to send them emails.
- By taking the time to develop a strong business foundation, you will be well on your way to success as a maintenance business owner.



### **Personalize Your Content:**

- Leverage Mailchimp's personalization features to address subscribers by their names and customize content based on their preferences.

### **Craft Compelling Content:**

- Write engaging content that aligns with your goals and resonates with your audience. Use a mix of text, images, and links. Keep your message concise and focused.

### **Add Clear CTAs:**

- Insert clear and compelling calls to action in your newsletter. Whether it's driving traffic to your website, encouraging a purchase, or promoting an event, make sure your CTAs stand out.

### **Preview and Test:**

- Use Mailchimp's preview feature to see how your newsletter will appear on different devices. Conduct testing to check for any issues and optimize your content accordingly.

### **Segment Your Audience:**

- Utilize Mailchimp's segmentation features to send targeted emails to specific groups based on criteria like location, behavior, or engagement level.

## **6. APPENDIX**

### **6.1 FACEBOOK URL:**

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

### **6.2 DEMO VIDEO LINK:**

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

### **6.3 BLOGGER POST URL:**

<https://www.blogger.com/blog/post/edit/2128751250764579777/9139154394147276922>

### **6.4 GITHUB LINK:**

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