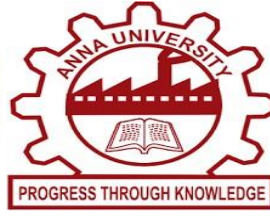




**நான்
முதல்வன்**
உலகை வெல்லும் இளைய தமிழகம்



**Smart
Internz**

A PROJECT REPORT ON
Creating an Email Campaign in Mailchimp
DOMAIN: Digital Marketing
DOCUMENTATION
UNDER THE GUIDANCE OF
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DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING
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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. 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 Project Overview

We will employ A/B testing to optimize email performance and leverage analytics to track key metrics, allowing us to refine our approach over time. Through the strategic use of Mailchimp's automation features, we aim to streamline the customer journey, from onboarding to post-purchase engagement. Ultimately, this email campaign in Mailchimp is designed to enhance our brand's visibility, strengthen customer relationships, and achieve measurable results in terms of engagement and conversion.

2.3 Project Objectives

The objectives of this project were to:

- 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.
- Email newsletter that was information, engaging, and visually appealing.

2.4 Project Methodology

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 Project Result:

- 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.

2.6 Project Learnings:

- 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.
- 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.
- 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
- Interactive Product Demos.

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". The search bar at the top contains the word "mailchimp". Below the search bar, the results are categorized by "All", "News", "Images", "Videos", "Books", and "More". The search results show "About 7,22,00,000 results (0.39 seconds)".

Sponsored

- Mailchimp**
https://www.mailchimp.com
[Intuit Mailchimp - Personalize Your Emails](#)
Convert Site Browsers, Cart Abandoners, & 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

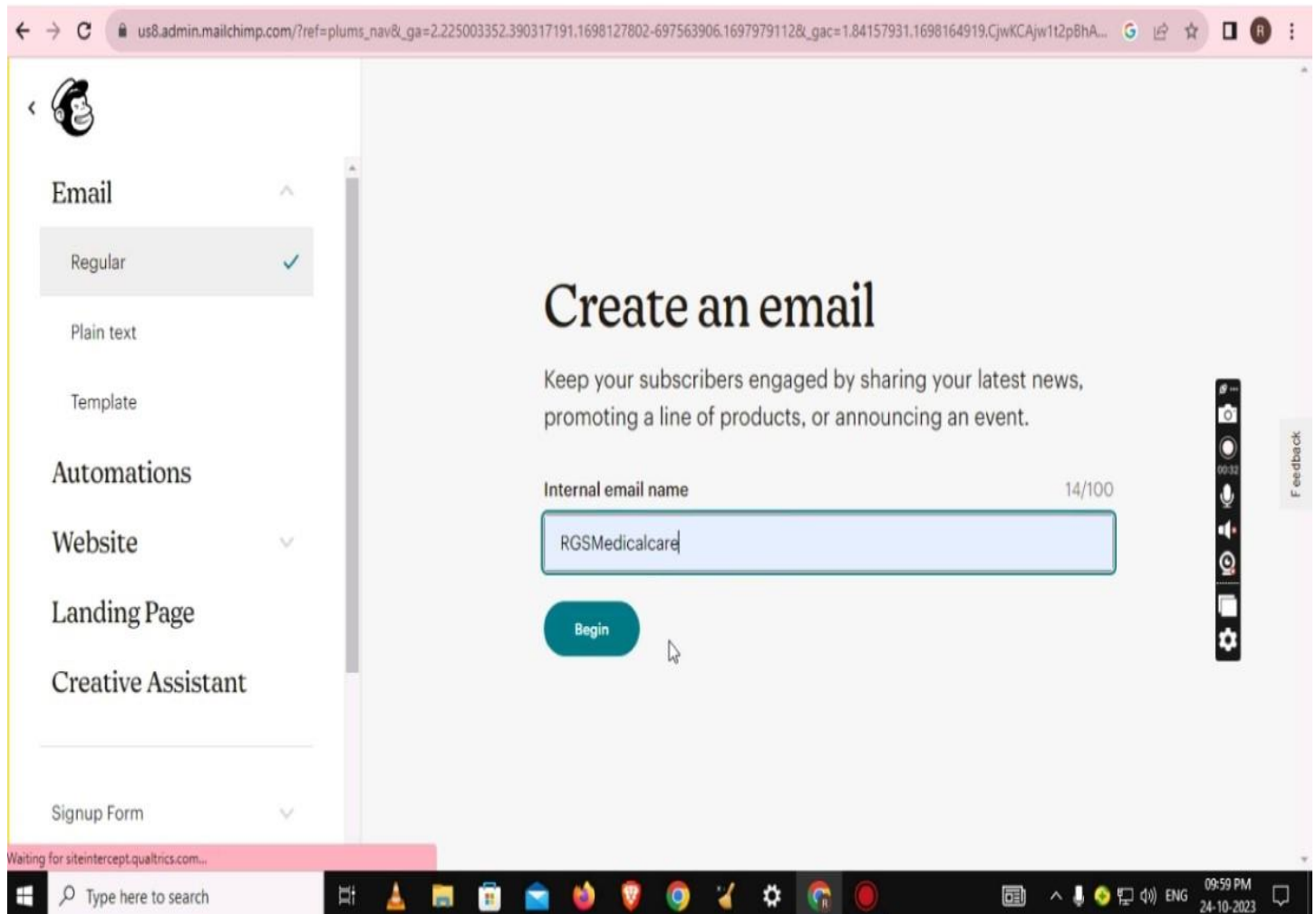
Email Marketing Tools
Outperform your last campaign with Mailchimp's data-driven ...

Knowledge Panel:

- 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

The Windows taskbar at the bottom shows the search bar with "Type here to search", several application icons, and the system clock displaying "09:58 PM 24-10-2023".

3.2 CREATE AN EMAIL



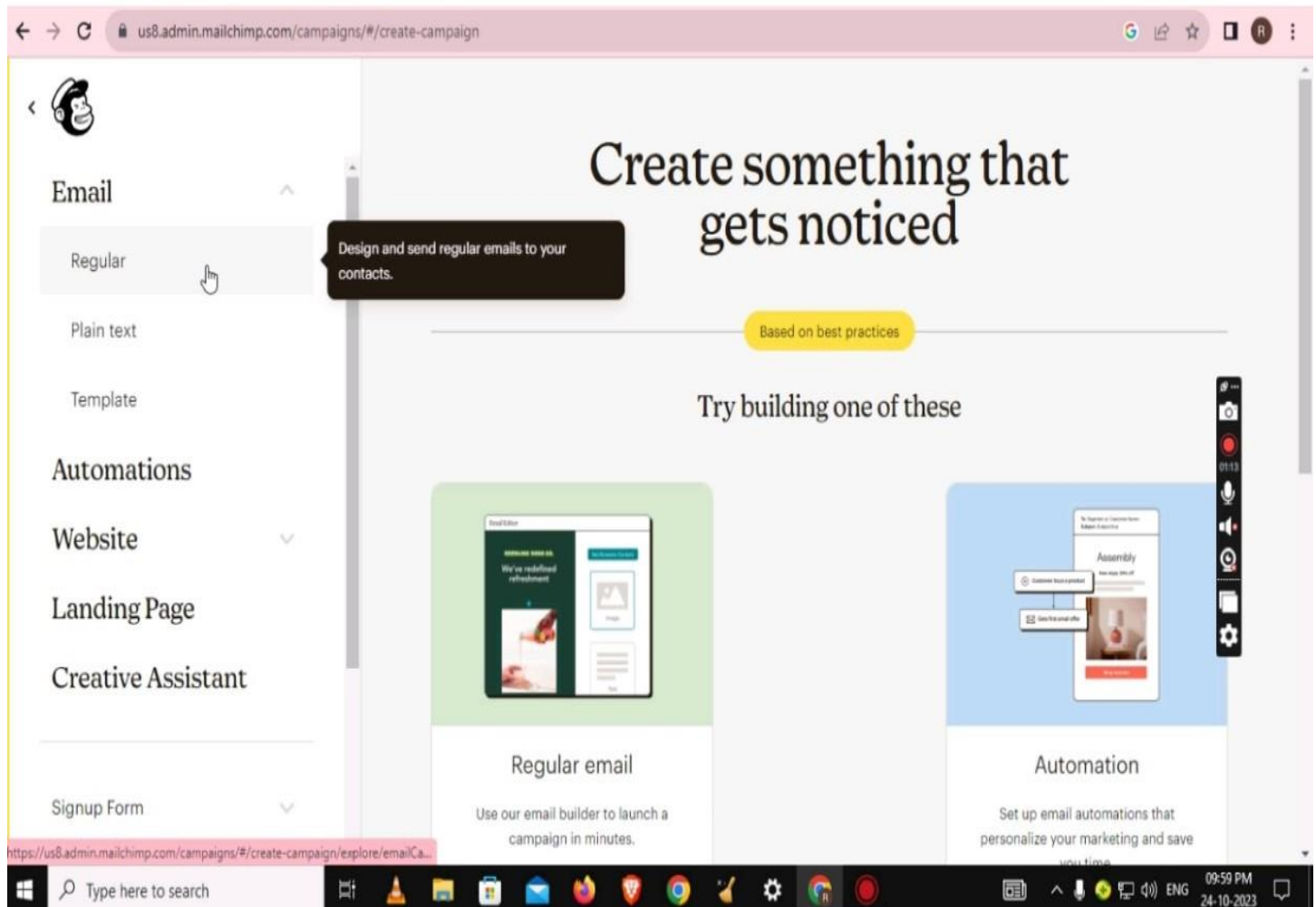
3.3 FREE PLAN

The screenshot displays the Mailchimp Pricing Plans page for the Indian market (INR). The page features four pricing tiers: Premium, Standard, Essentials, and Free. The Free plan is highlighted as the recommended option. Below the pricing tiers, a table compares features across the plans, including Generative AI Features (Beta), Monthly Email Sends, and additional costs. A 'Chat with us' button is visible in the bottom right corner.

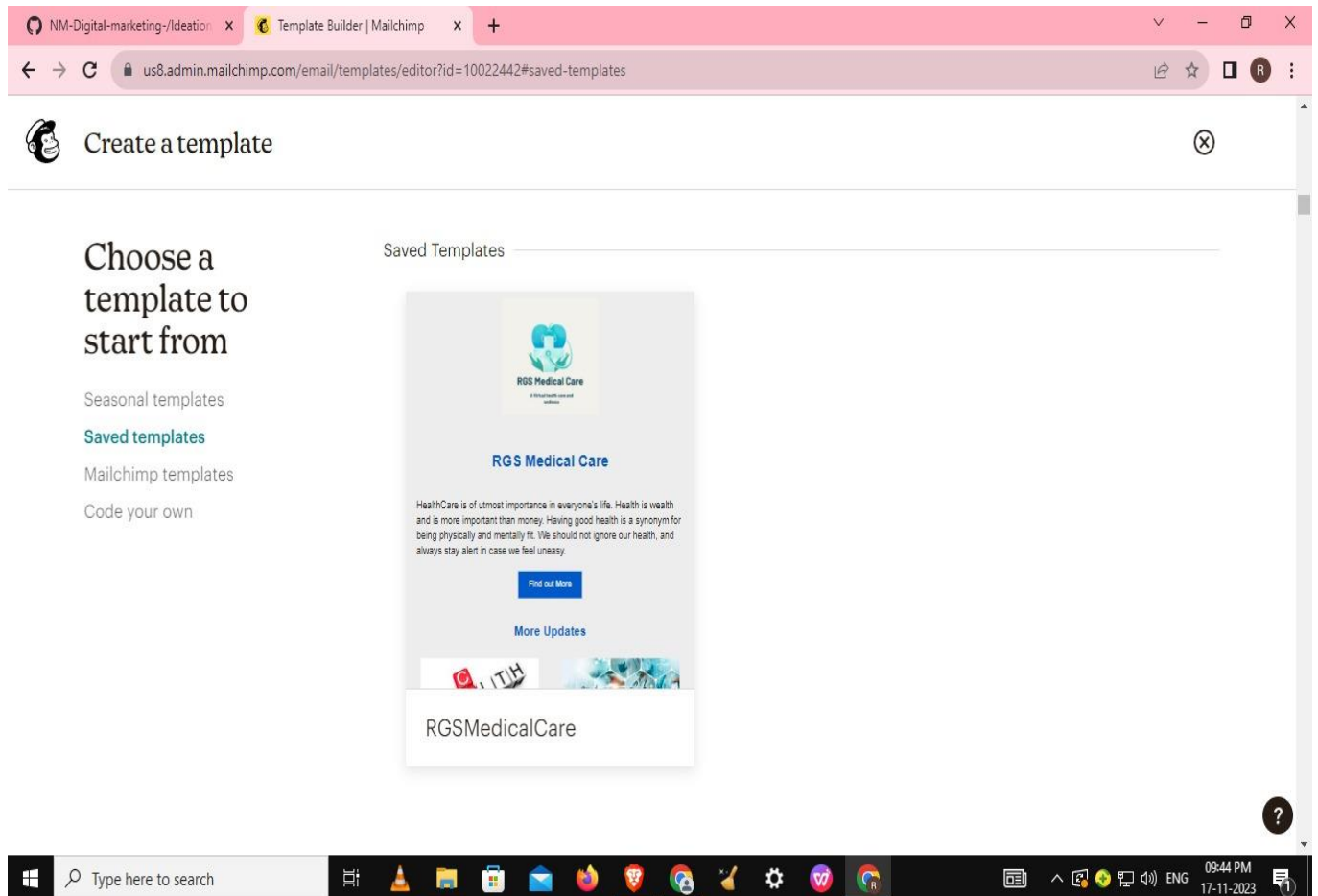
	Premium	Standard	Essentials	Free
Premium	Scale fast with dedicated onboarding, unlimited contacts, and priority support; built for teams.	Sell even more with personalization, optimization tools, and enhanced automations.	Send the right content at the right time with testing and scheduling features.	Easily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

https://mailchimp.com/signup/?plan=free_monthly_plan_v0&subscribers=500

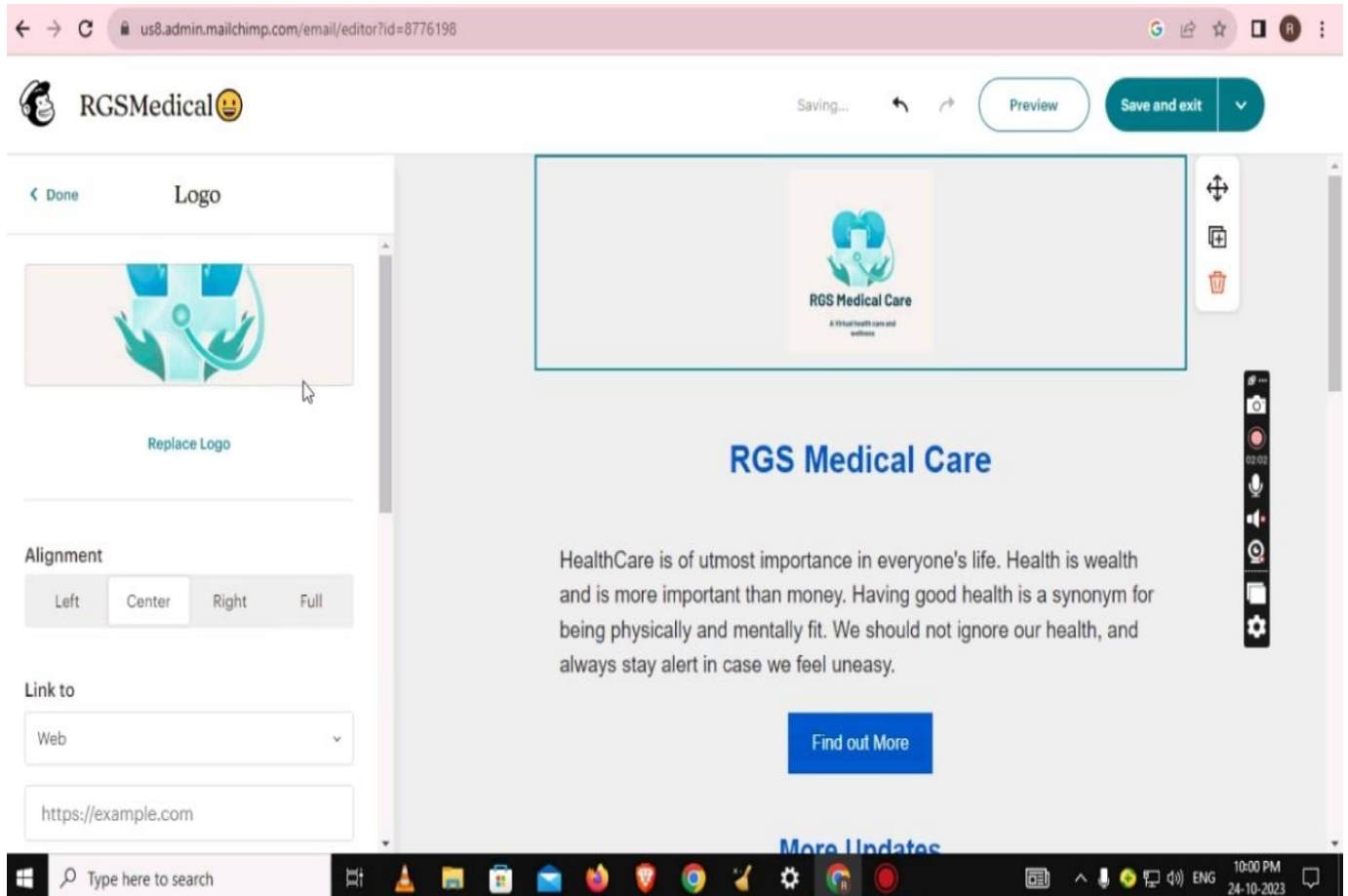
3.4 CREATE DESIGN EMAIL



3.5 SELECT A TEMPLATE



3.6 CREATE A BRAND LOGO



3.7 DESIGN AND EDIT

The screenshot shows the Mailchimp email editor interface for a campaign named 'RGSMedical'. The browser address bar at the top indicates the URL: `us8.admin.mailchimp.com/email/editor?id=8776198`. The interface includes a top navigation bar with the 'RGSMedical' logo, a 'Changes saved' status, and buttons for 'Preview' and 'Save and exit'. Below this is a 'Text' editor toolbar with options for paragraph, font (Helvetica), size (19), and various text formatting tools (bold, italic, underline, strikethrough, link, list, indent, outdent, and a more options menu).

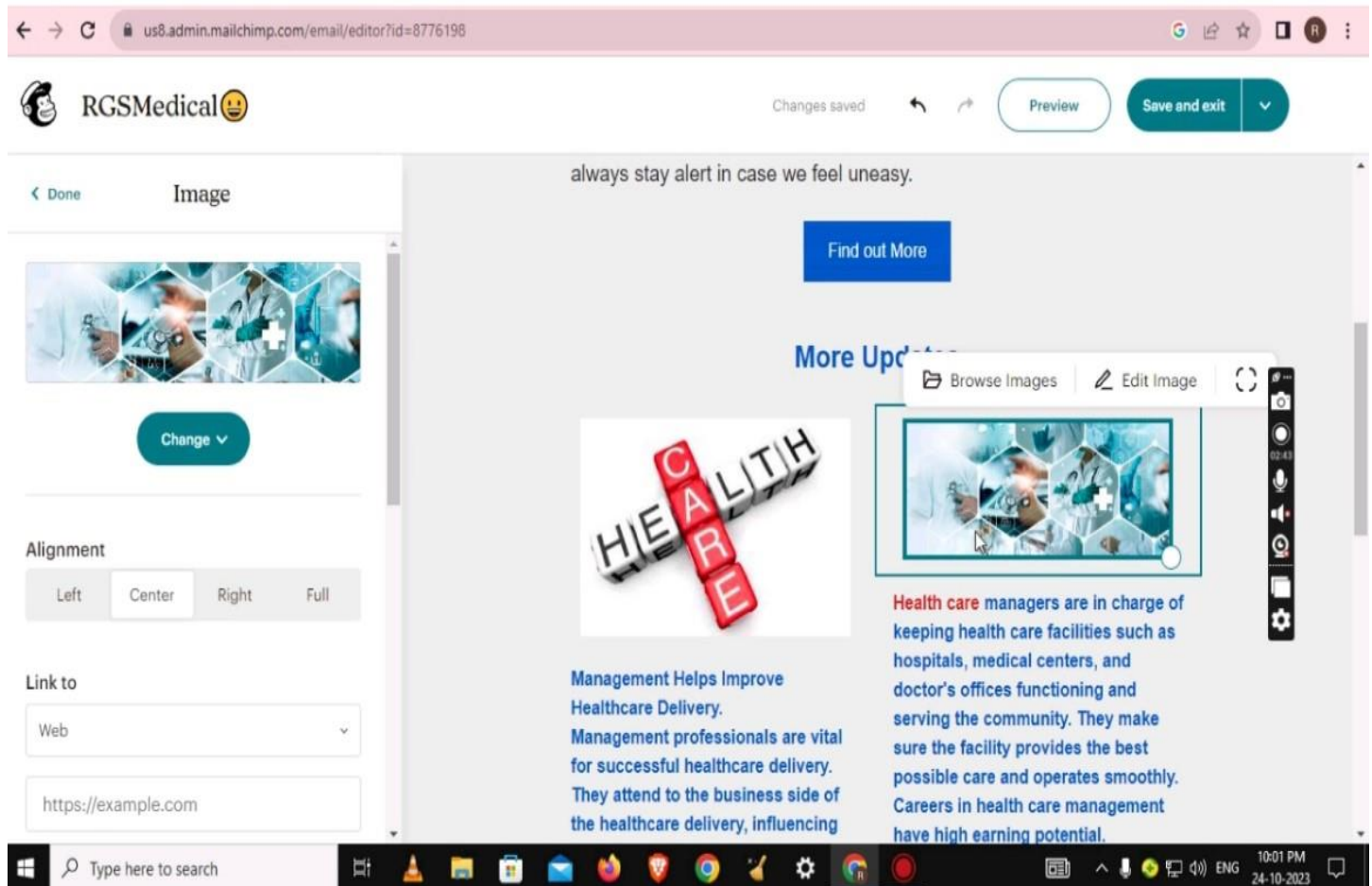
The main editing area displays a text block with the following content:

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.

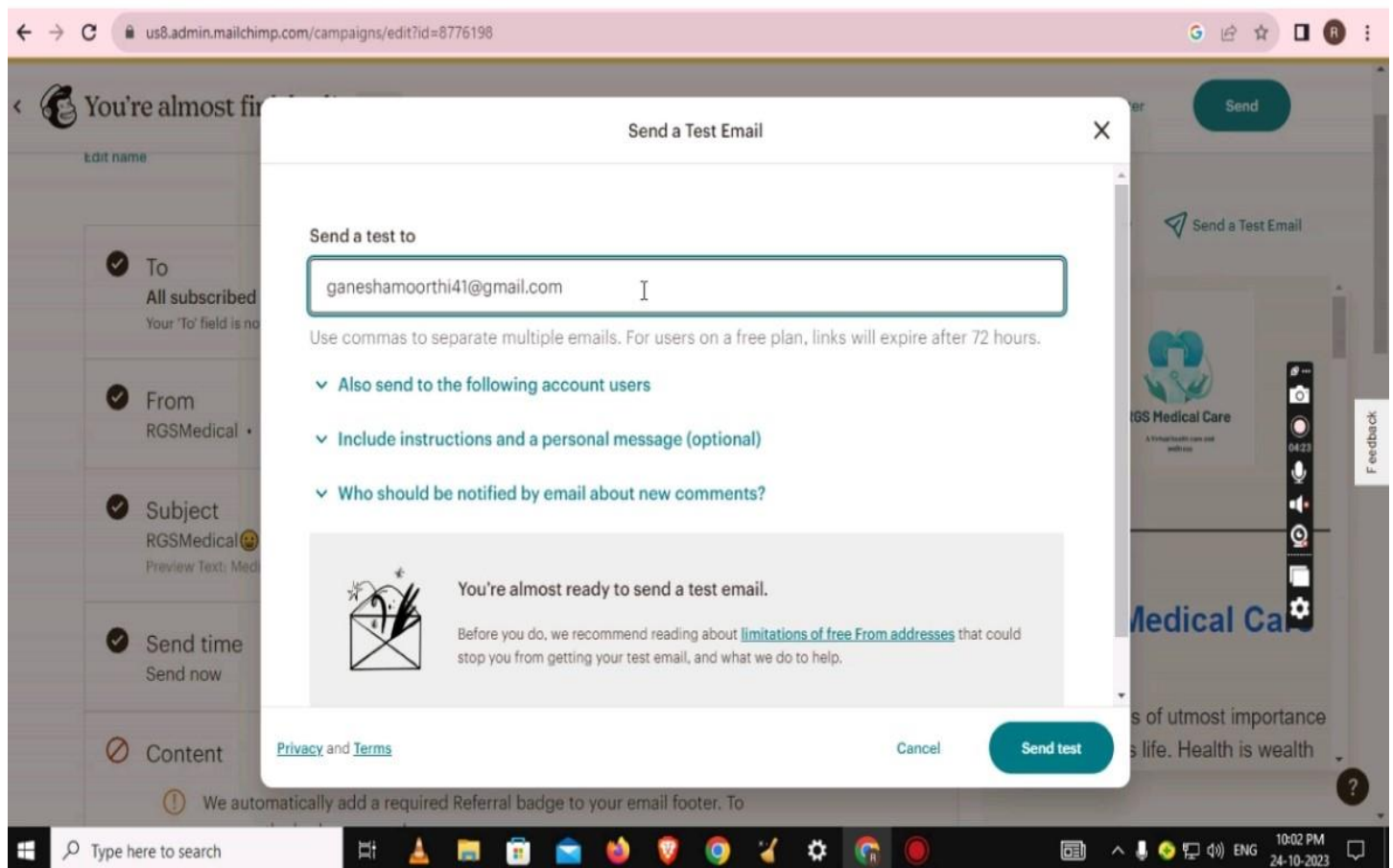
Below the text block is a blue button labeled 'Find out More'. Underneath the button is a section titled 'More Updates' which contains two image placeholders. The left image shows the word 'HEALTH' in 3D letters, with the 'C' and 'A' highlighted in red. The right image is a collage of medical-related photos. A vertical toolbar on the right side of the editor provides additional actions like zoom, crop, and delete.

On the left side, a 'Design' sidebar is open, showing 'Text' settings. It includes a 'Colors' section with a 'Block Background' color picker, a 'Padding' section with input fields for Top (12), Bottom (12), Left (24), and Right (24), and a 'Dynamic Content' section with a 'Restore default styles' button. The Windows taskbar at the bottom shows the time as 10:00 PM on 24-10-2023.

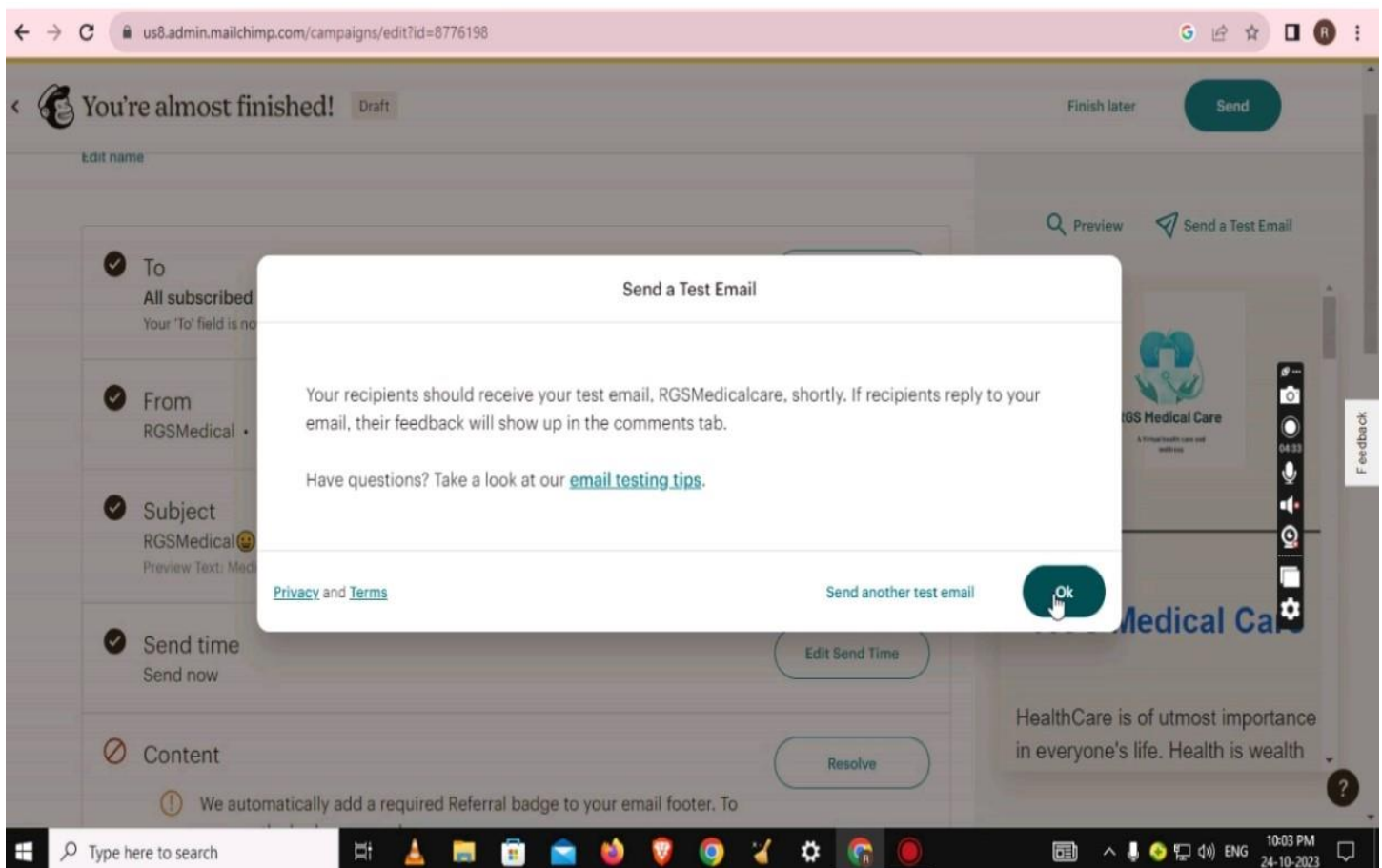
3.8 AFTER EDITING THE EMAIL NEWSLETTER



3.9 FINALLY SEND A TEST EMAIL



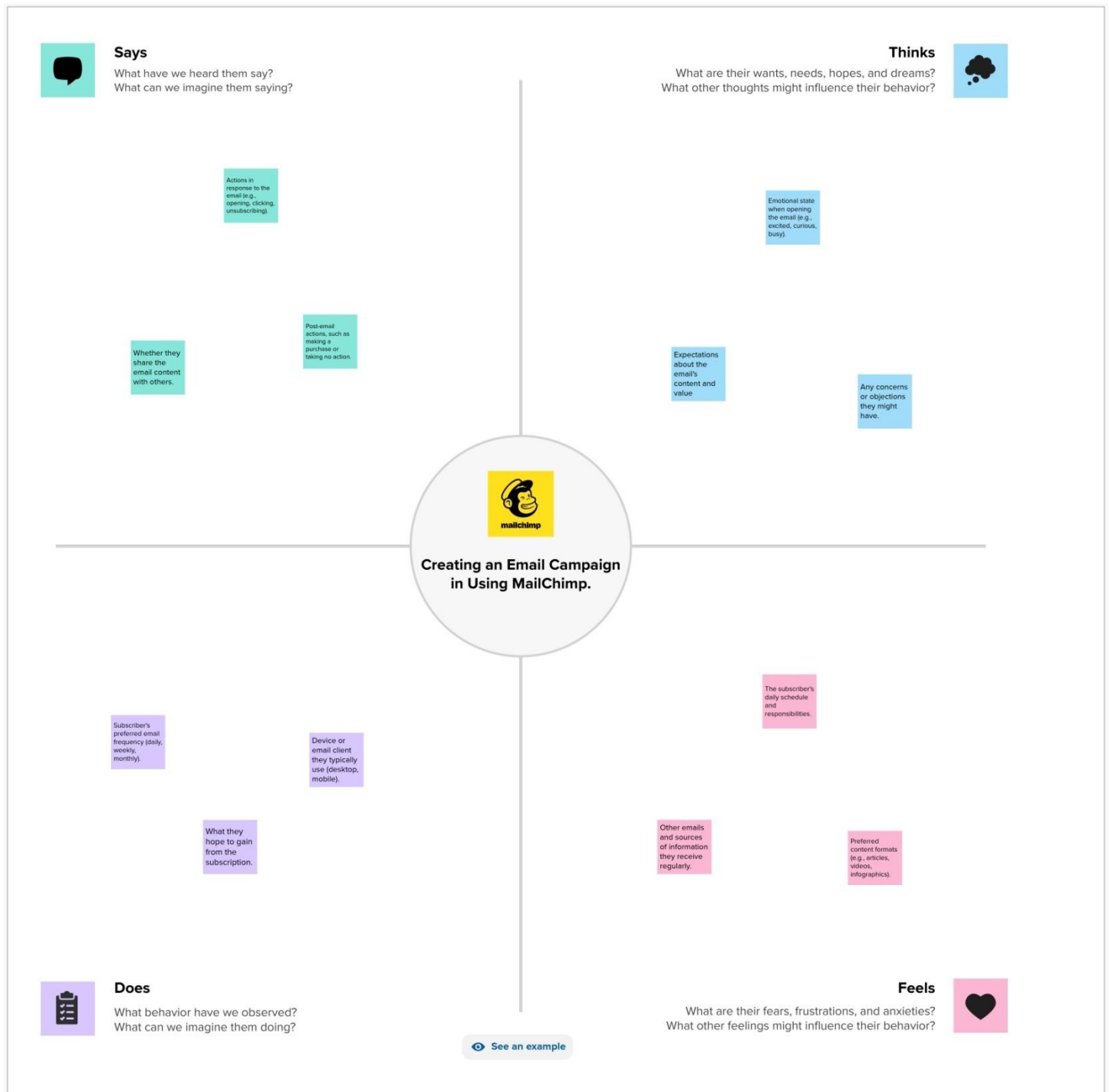
3.10 PUBLISHED BY EMAIL NEWSLETTER POST



4.1 BRAINSTORM AND PRIORTIZATION

19

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 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.

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->