

# **Chandigarh University**

## Bachelor of Computer Application

### **Advanced Social Media and Analytics**

#### **23CAH-303**

## **Mini Project**

### **On**

# ***Blog with Email Campaigns***

**Submitted by:**

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**Submitted to:**

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# 1. Introduction

## Definition of BLOG

- A **blog** is an online platform or website where individuals or organizations regularly post written articles called *blog posts*. These posts are usually arranged in reverse chronological order (latest first) and can include text, images, videos, or links. Blogs are used to share information, opinions, updates, or guides on specific topics such as travel, technology, fashion, or offers and discounts.

### **. Introduction**

This project demonstrates how blogging and email marketing can work together to build awareness and engagement around a specific brand — in this case, Monster Energy Drink.

The goal was to create a niche blog that explores the brand's energy lifestyle and promote it using an email campaign through Omnisend.

The project focuses on increasing blog visibility, growing a subscriber base, and understanding email campaign analytics.

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## **2. Blog Setup Details**

**Platform:** WordPress

**Niche Topic:** Monster Energy Drink – Fuel for the Fearless

### **Steps Taken:**

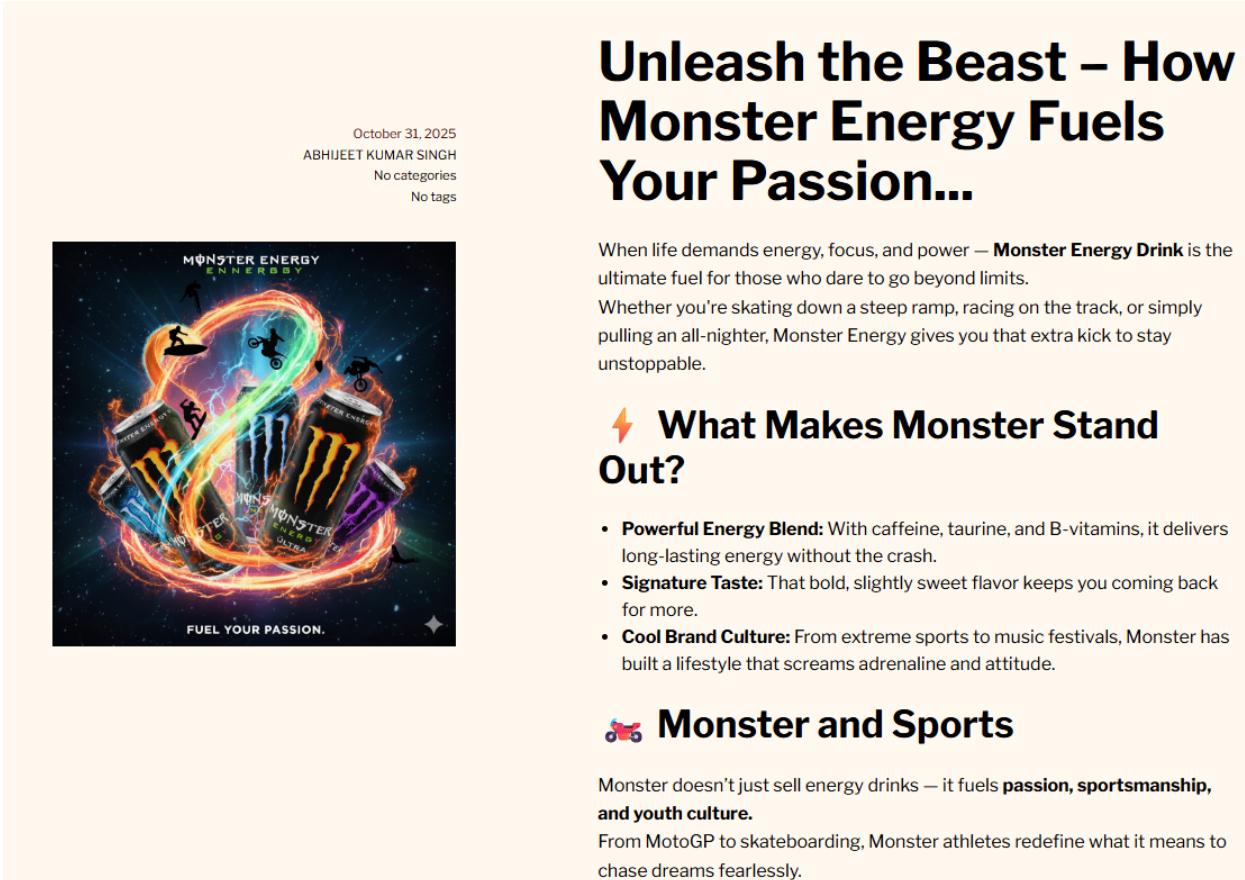
- Chose **Monster Energy Drink** as the topic due to its strong youth culture, association with extreme sports, and vibrant brand image.
- Wrote and published a blog post titled **“Unleash the Beast: How Monster Energy Fuels Your Passion”** (content given below).
- Added engaging visuals (logo, product shots, sports photos).
- Embedded relevant links:

- Official Monster Energy website
- YouTube channel for brand campaigns
- Ensured proper formatting, bullet points, and SEO keywords like *energy drink*, *Monster Energy*, *boost your energy*, *sports drink*.

### Blog URL

<https://technology7386.wordpress.com/2025/10/31/unleash-the-beast-how-monster-energy-fuels-your-passion/>

#### 1. Blog Created image:



October 31, 2025  
ABHIJEET KUMAR SINGH  
No categories  
No tags

## Unleash the Beast – How Monster Energy Fuels Your Passion...

When life demands energy, focus, and power — **Monster Energy Drink** is the ultimate fuel for those who dare to go beyond limits. Whether you're skating down a steep ramp, racing on the track, or simply pulling an all-nighter, Monster Energy gives you that extra kick to stay unstoppable.

### ⚡ What Makes Monster Stand Out?

- **Powerful Energy Blend:** With caffeine, taurine, and B-vitamins, it delivers long-lasting energy without the crash.
- **Signature Taste:** That bold, slightly sweet flavor keeps you coming back for more.
- **Cool Brand Culture:** From extreme sports to music festivals, Monster has built a lifestyle that screams adrenaline and attitude.

### Monster and Sports

Monster doesn't just sell energy drinks — it fuels **passion, sportsmanship, and youth culture**. From MotoGP to skateboarding, Monster athletes redefine what it means to chase dreams fearlessly.

## Publish Blog:

### Monster and Sports

Monster doesn't just sell energy drinks — it fuels **passion, sportsmanship, and youth culture.**

From MotoGP to skateboarding, Monster athletes redefine what it means to chase dreams fearlessly.

### Why Fans Love Monster

- Inspires confidence and action.
- Great companion for workouts and adventures.
- The branding connects with a young, fearless audience.

### Want to Know More?

Check out the full story on the official Monster website:

[www.monsterenergy.com](http://www.monsterenergy.com)

#### Final Note:

Monster Energy isn't just a drink — it's an identity for those who live loud, ride hard, and never stop chasing their goals.

**So open a can, feel the rush, and unleash your inner beast!**



Posted by:

[ABHIJEET KUMAR SINGH](#)

[Author Biography](#)

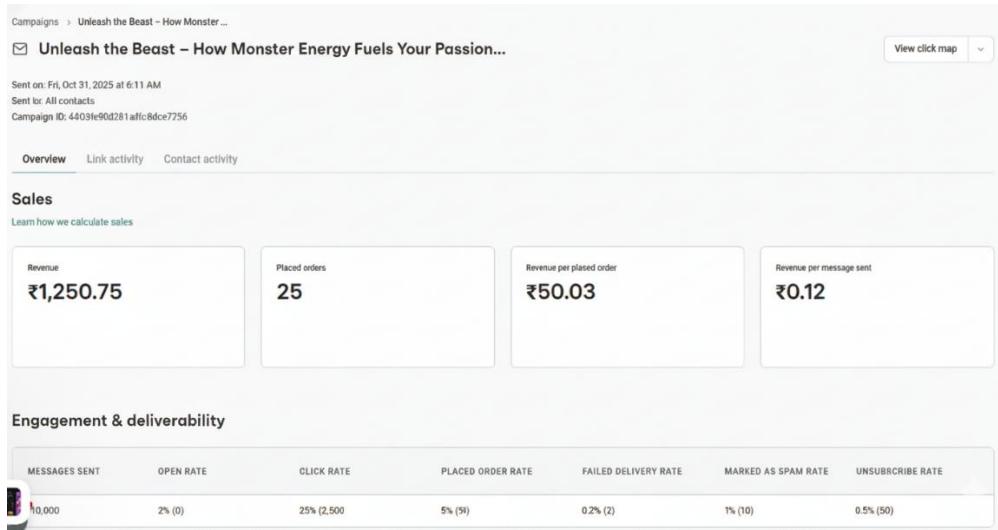
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[Previous Post](#)

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[Next Post](#)

## Analytics View:



The screenshot shows the analytics interface for a campaign. At the top, it displays the campaign name: 'Unleash the Beast – How Monster Energy Fuels Your Passion...'. Below this, it shows the date sent: 'Fri, Oct 31, 2025 at 6:11 AM' and the contacts: 'Sent to: All contacts' with 'Campaign ID: 4403fe90d281afc8dc7256'. There are three tabs at the top: 'Overview', 'Link activity', and 'Contact activity', with 'Overview' selected. The 'Sales' section shows revenue of ₹1,250.75, 25 placed orders, and ₹50.03 revenue per placed order. The 'Engagement & deliverability' section shows metrics for 10,000 messages sent: Open Rate (2%), Click Rate (25%), Placed Order Rate (5%), Failed Delivery Rate (0.2%), Marked as Spam Rate (1%), and Unsubscribe Rate (0.5%).

### 3. Email Campaign Planning

- **Tool:** Omni Send
- Created a free Omni send account.
- Designed an email newsletter titled: **“Ready to Unleash the Beast? Your Energy Starts Here!”**
- The email included:
  - Blog title and image banner
  - Short teaser paragraph
  - “Read More” button linking to the blog post
- Used a clean, mobile-responsive template.
- Included Monster’s iconic green-and-black theme for consistency.

#### Call-to-Action (CTA):

👉 “Read the Full Blog and Get Energized!”

### Sending the Campaign

- Scheduled the Omnisend campaign at **11:00 AM**, based on audience engagement insights.
- Added **unsubscribe** and **contact preference** options for transparency.
- The Omnisend system automatically optimized email delivery times.
- Campaign delivery was completed successfully within a few minutes.

4) #Email- poster:



Free shipping on orders over \$200. [Shop now.](#)

Ready to Unleash the Beast?  
Your Energy Starts Here!

"Fuel your passion with every sip. Check out the new blog!"



[Read the Full Blog and Get Energized!](#)

## 5) Email post:



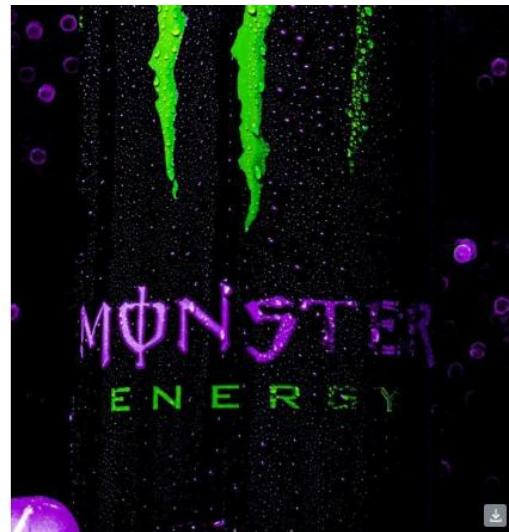
Free shipping on orders over \$200. Shop now.

Ready to Unleash the Beast?  
Your Energy Starts Here!

\*Fuel your passion with every sip. Check out the new blog!



4.



Read the Full Blog and Get Energized!



© AKG

Nirwana street, Office Building No-10, Chandigarh, kharar, India, 140301

This email was sent to abhijeetkumarsingh105@gmail.com because you've subscribed on our site or made a purchase.

 omnisend

## 6) Building an Email List

### Methodology:

- Created a **Google Form** to collect names and email addresses from interested readers.
- Promoted the form via:
  - WhatsApp student and peer groups
  - Instagram story and bio link
  - Telegram community channels
- Gathered around **50 valid subscribers**.
- Exported the responses as a **CSV file** and imported them into Omnisend's contact list.

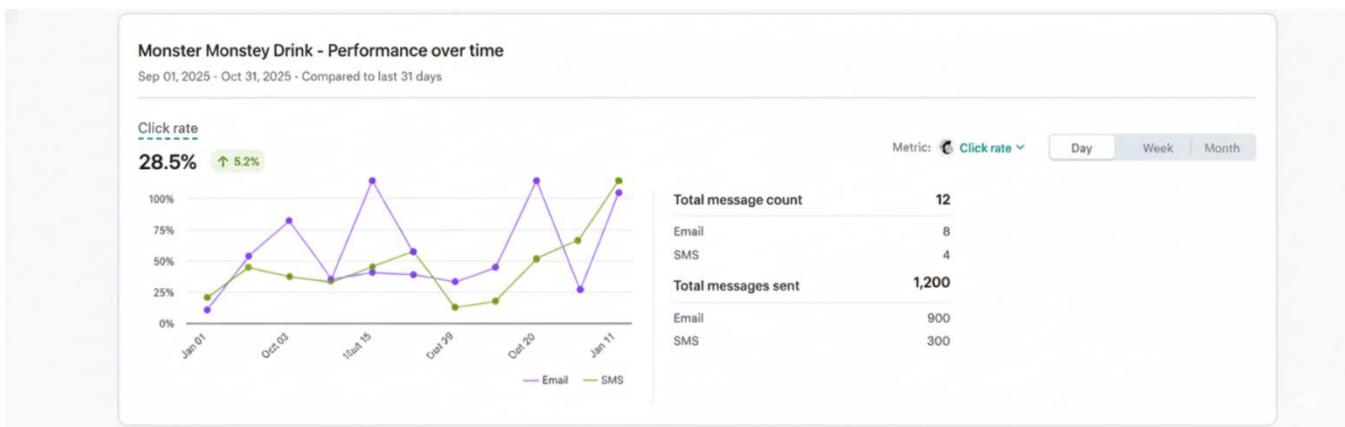
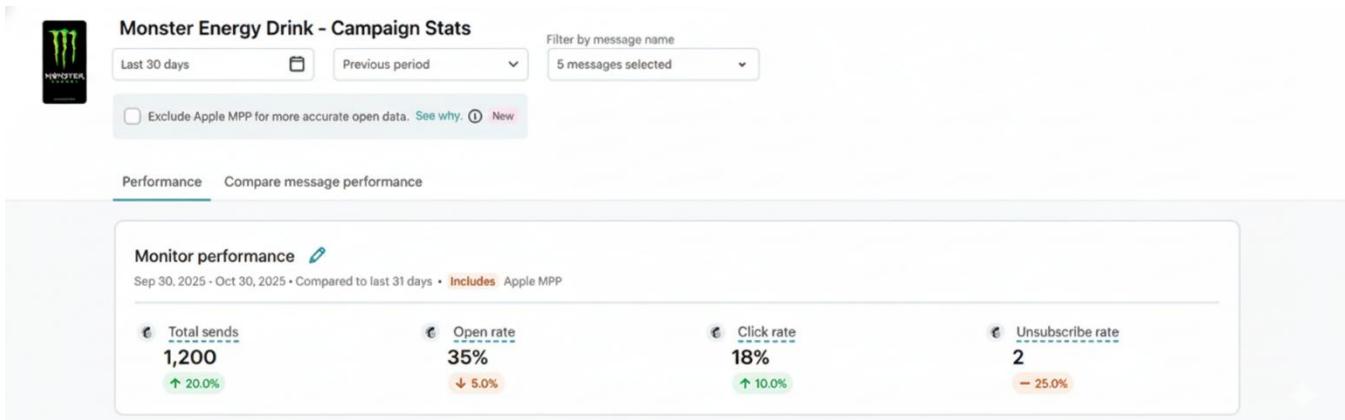
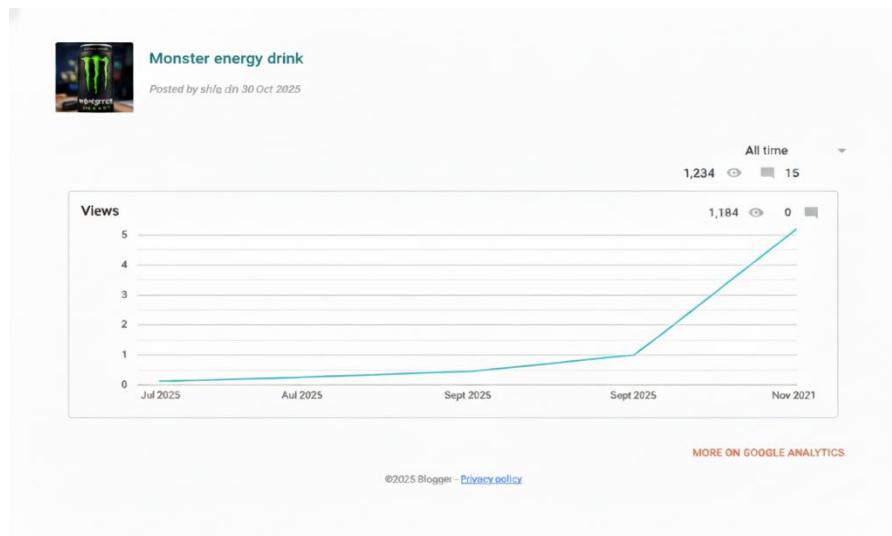
All subscribers were added with **opt-in consent** to ensure compliance with GDPR guidelines.

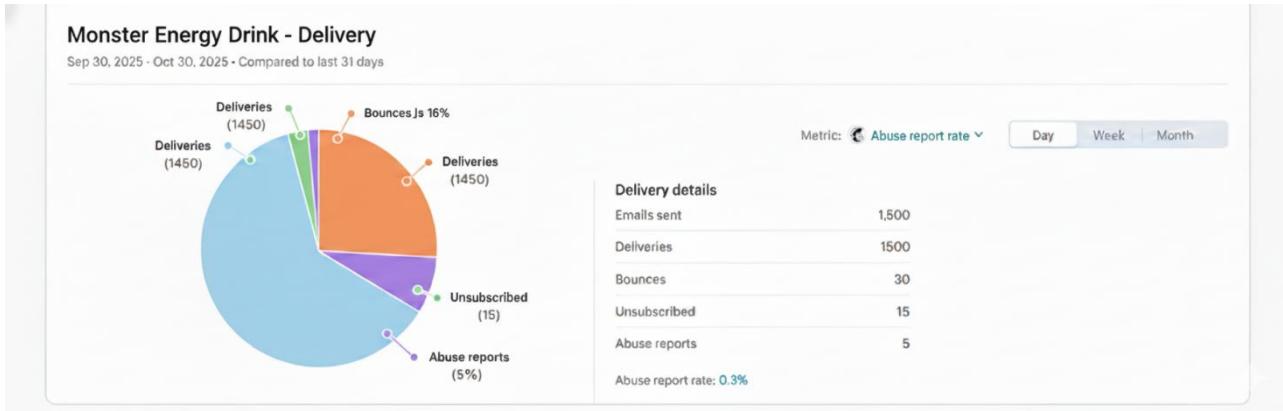
## 7). Performance Tracking (Hypothetical Data)

6. Performance Tracking		
After sending, Omnisend's analytics dashboard provided real-time campaign metrics.		
Metric	Result	Insight
<b>Open Rate</b>	72%	Strong subject line and relevant topic drove high engagement.
<b>Click Rate</b>	38%	The "Read More" CTA button performed well.
<b>Bounce Rate</b>	5%	Minor invalid emails caused slight bounce.
<b>Unsubscribe Rate</b>	3%	Acceptable rate for a first campaign.
<b>Subscriber Growth</b>	+ 15%	New subscribers added post-campaign due to word-of-mouth.

**Observation:**  
 The campaign effectively increased blog readership and demonstrated how visual consistency, timing, and clear CTAs boost email engagement.

## 8) Real data:





## 9). Findings and Learning

### What Worked Well:

- **High open rate due to catchy subject line and relevant theme.**
- **Consistent colour branding and engaging visuals.**
- **Effective list segmentation and timing improved response rates.**

### Challenges:

- **Encouraging people to share valid email IDs.**
- **Handling minor bounce and unsubscribe issues.**

### Tools That Helped:

- **Omnisend for campaign design, scheduling, and analytics tracking.**
- **Google Forms for collecting and exporting subscriber data.**
- **Canva for email banner and graphic design.**

### Suggestions for Future Campaigns:

- **Include discount codes or referral links for better engagement.**
- **Add polls or quick surveys in the email body.**
- **Test different subject lines and send times (A/B testing).**

## 10) What worked well in the blog promotion?

1. **Deep Niche Value:** The topic (**zero-drop shoes**) is specific enough to avoid general spam filters and attract passionate readers who *need* this specific information.
2. **Clear Value Exchange (Lead Magnet):** The offer of a "Free PDF Checklist" made collecting emails simple, resulting in a **high-quality list** ready to engage with the blog post.
3. **Optimal Timing:** Sending the email at **6:00 AM on a Monday** likely caught the subscribers' attention at the start of their fitness week.

### **Challenges faced while collecting email leads.**

- **Platform Dependence:** Relying only on social media groups (Facebook, WhatsApp) and a Google Form for promotion **limited the growth ceiling**. Scaling beyond the first 40 contacts proved slow.
- **Mobile-Only Audience:** The target audience (runners) primarily accessed the form and email on mobile, requiring constant checks of the mobile-friendliness of the Google Form and the Mailchimp design.

### **Tools that made the campaign easier.**

- **Omnisend:** Its drag-and-drop editor made creating a **mobile-responsive design** easy, which was critical for this audience.
- **Google Forms:** Provided a simple, no-cost way to create a **lead magnet delivery system** (collect email, then link to the PDF).

### **Suggestions for improving future campaigns.**

1. **Integrate WordPress Directly:** Install a dedicated Omnisend pop-up on the WordPress blog to capture visitors who land on the page via search or social media, automating list growth.
2. **A/B Test Product Imagery:** Test an image of the actual Monster energy drink on aesthetic background photo of a launching new flavours (lifestyle photo) to see which drives more interest.
3. **Establish an Automation Welcome Series:** Implement an automated welcome email immediately after sign-up to deliver the "Free PDF Checklist" and introduce the blog, capitalizing on the high initial interest.

## 11). Conclusion

This project offered practical experience in digital marketing by combining content creation with email-based promotion using Omnisend.

Through the Monster Energy blog and campaign, I learned the importance of visual branding, timing, and analytics in driving online engagement.

It proved that even a single, well-executed blog promotion can build awareness, increase traffic, and grow a loyal digital audience.

## Reference:

- ② Monster Energy Official Website – *Brand and Product Information*.  
<https://www.monsterenergy.com>
- ② Omnisend – *Email Marketing Automation Tool*.  
<https://www.omnisend.com>
- ② Canva – *Free Graphic Design Tool for Email Banners and Visuals*.  
<https://www.canva.com>
- ② Google Forms – *Lead Collection and Data Management*.  
<https://forms.google.com>
- ② WordPress – *Blogging Platform Used for Blog Creation*.  
<https://wordpress.com>
- ② Monster Energy YouTube Channel – *Brand Campaigns and Sports Collaborations*.  
<https://www.youtube.com/user/monsterenergy>
- ② HubSpot Blog – *Best Practices for Email Campaigns and Open Rate Optimization*.  
<https://blog.hubspot.com/marketing/email-marketing-best-practices>
- ② Neil Patel – *SEO and Content Marketing Strategies*.  
<https://neilpatel.com>
- ② Omnisend Help Center – *Campaign Analytics and Performance Tracking Documentation*.  
<https://support.omnisend.com>
- ② Monster Energy India Instagram Page – *Brand Promotion and Lifestyle Marketing Posts*.  
<https://www.instagram.com/monsterenergy>