Project Design Phase – Part 1

Proposed Solution Template

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| Team ID | 912D6C8E79E54D694A04C468ED615272 |
| Project name | Creating an Email Campaign in Mailchimp |

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

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| S.No | Parameters | Description |
| 1. | Problem Statement(Problem to be solved) | In this project e need to market the product in the online platform like email. So we can’t advertise our product by sending mail to one by one. So we are going to create an website and load all the email id into it. |
| 2. | Idea/Solution Description | Sending an Ad to each and every email id one by one is impossible. So we have created an server and built all those email id’s into it. Once we send an ad it been reach all those email Id’s. |
| 3. | Novelty/Uniqueness | Marketing or Advertising a product plays a major role in business. Hence we choose to Ad our company in Email platform with a help of Email chimp website. By this email platform we can reach the maximum customer. |
| 4. | Social Impact/ Customer Satisfaction | We design innovative programs together with our employees and partners to help small world changers build the skills and capabilities that are critical to their success. |
| 5. | Business Model(Revenue Model) | An advertising revenue model is a popular type of revenue model. The main source of income is generated by displaying advertisements. In this model, your company sells advertising space to other businesses or brands who want to advertise with your customer base and users. How your business earns revenue is by charging advertisers for ad placements. |
| 6. | Scalability of the solution | Scalability encompasses the technical infrastructure, resources, and strategies required to handle the increasing demands of email delivery. |

**Solution Architecture**

