

Email Marketing Strategy for Meesho

By Jeeshan





Objective:

The objective of this email marketing campaign is to create a targeted, engaging, and measurable communication strategy for Meesho using Mailchimp. By leveraging the platform's tools and segmentation capabilities, this campaign aims to:

- Drive traffic to the Meesho app and website
- Increase awareness of seasonal flash sales and new arrivals
- Convert email subscribers into active buyers
- Re engage inactive users through personalized offers
- Build brand loyalty through consistent, value packed communication

Through visually appealing emails, personalized content, and data driven optimizations, Meesho can strengthen its presence among budget conscious, fashion forward consumers, primarily young women aged 18 -45.



Introduction to Meesho

What is Meesho?

- Meesho is India's top **reselling e commerce platform**, enabling small businesses and individuals (especially women entrepreneurs) to earn by reselling products via **WhatsApp, Facebook, and Instagram**
- Offers a wide range of **fashion, lifestyle, beauty, and home decor** products at affordable prices.

Why Email Marketing for Meesho?

- Meesho targets mobile first, budget conscious users.
- Email marketing helps:
 - Nurture leads from app installs
 - Promote seasonal offers
 - Share seller tips and tutorials
 - Re engage dormant customers
 - Send personalized order updates



What is Email Marketing?

- Email marketing involves **sending promotional or informational emails** to a list of potential or existing customers.
- It's a **cost-effective, high ROI** channel used for:
 - **Lead nurturing**
 - **Customer retention**
 - **Sales promotion**
 - **Brand awareness**

Name: Priya Sharma



Age & Location: 28, Tier-2 city (e.g., Lucknow)

Role: Homemaker & part-time Meesho reseller

Device: Android smartphone, WhatsApp-heavy user

Shopping Style: Loves daily deals, resells trendy fashion, prefers COD

Goals: Earn extra income, grow her local customer base

Pain Points: Low margins, product quality concerns, tech limitations

Loves: Affordable prices, easy returns, regional language content

Email Style: Short, clear, personalized with emojis + Hindi/English mix

Motivation: Empowerment, financial freedom, trust-building with customers

Buyer Persona – Priya (The Reseller Queen)

Types of Email Marketing

1. Promotional Emails	<ul style="list-style-type: none">• Highlight deals, new launches, app updates• Ideal for Meesho's festive & flash sales
2. Transactional Emails	<ul style="list-style-type: none">• Order confirmations, shipping updates, payment receipts — essential for trust.
3. Welcome Emails	<ul style="list-style-type: none">• Greet new users after signup or app install. Builds trust & introduces Meesho benefits.
4. Standard Newsletters	<ul style="list-style-type: none">• Regular updates on trends, seller tips, app features, and seasonal collections.
5. Lead Generation Emails	<ul style="list-style-type: none">• Collect emails through offers/freebies & convert leads into buyers.
6. Survey Emails	<ul style="list-style-type: none">• Ask for feedback, preferences, or product suggestions to improve engagement.
7. Standalone Emails	<ul style="list-style-type: none">• Focused messages like "Just Dropped: Trending Sarees" with a single CTA.
8. Re-engagement Emails	<ul style="list-style-type: none">• Win back inactive users with offers, reminders, or "We miss you" messages

✓ For Meesho, focus on: **Promotional, Welcome, Lead Generation, & Re-engagement Emails** for best results.


Lead Generation: Growing Your Email List

There are many ways to develop your email list, but the **major ones** include:

1. Landing Pages & Signup Forms

Create engaging signup forms on Meesho's app, website, and blog. Offer incentives like discount coupons or early access to sales.

2. Social Media Promotions

Use Instagram & Facebook stories with CTAs like "Subscribe to unlock 20% OFF" 


3. App Pop-ups & Exit-Intent Offers

Trigger pop-ups on app/website prompting users to join the email list before exit or after inactivity.

4. Referral Programs

Encourage users to invite friends by offering rewards for both (e.g. ₹50 Meesho credit).

5. Run Contests or Giveaways

"Sign up & win your wishlist!" – a fun way to collect emails 

Organizing Your Contacts: List Management & Hygiene

1. Data Collection Sources (Proven & Ethical):

Signup forms on Meesho app/website

Social media lead ads (Instagram, Facebook)

Giveaway entries or referral programs

Past order details (with user consent)

2. Uploading to Mailchimp:

Import CSV files with name, email, tags

Manually add new subscribers

Auto-sync with website/app forms

Use segmentation: New Users, Resellers,
Dormant Users



Pro Tip: Regularly **clean your list** to remove bounced or inactive contacts!

Tool Setup: Mailchimp & GetResponse

Step	Mailchimp 🐒	GetResponse 🚀
1. Sign-Up	<ul style="list-style-type: none">• Visit mailchimp.com → "Sign Up Free"• Verify email & create password	<ul style="list-style-type: none">• Visit getresponse.com → "Free Account"• Verify email & set password
2. Business Details	<ul style="list-style-type: none">• Add brand name, URL, address, industry	<ul style="list-style-type: none">• Add company name, URL, address, industry
3. Plan Selection	<ul style="list-style-type: none">• Free Plan (≤ 500 contacts) for starter• Upgrade later for A/B, multistep journeys	<ul style="list-style-type: none">• Free-Forever (≤ 500 contacts & 2 K emails/mo)• Upgrade for funnels & webinars
4. Audience / List Setup	<ul style="list-style-type: none">• Create Audience → import CSV, tag (New, Reseller, Dormant)	<ul style="list-style-type: none">• Create List → import contacts, add fields, tag segments
5. Branding	<ul style="list-style-type: none">• Upload logo, set brand colors & default footer	<ul style="list-style-type: none">• Upload logo, choose email templates & color palette
6. Integrations	<ul style="list-style-type: none">• One-click WooCommerce, Shopify, Stripe, FB Ads	<ul style="list-style-type: none">• Built-in CRM, landing-page builder, webinar host
7. Compliance	<ul style="list-style-type: none">• Enable double opt-in & GDPR fields	<ul style="list-style-type: none">• Enable consent box & double opt-in
8. First Campaign Draft	<ul style="list-style-type: none">• Use Drag-&-Drop Builder → pick template, add CTAs	<ul style="list-style-type: none">• Use AI Email Generator → tweak design & schedule
9. Analytics Setup	<ul style="list-style-type: none">• Turn on click mapping & Google Analytics UTM	<ul style="list-style-type: none">• Activate advanced analytics & funnel tracking

Tip: Use **Mailchimp** for rich design & predictive segmentation; leverage **GetResponse** for landing pages, webinars, and funnel automation. Connect both to your site for maximum flexibility!

Email Marketing Campaign & Strategy for Meesho

1. Campaign Objective:

Promote festive offers, re-engage inactive users, and boost reseller sales through personalized, action-driven emails.

2. Defined KPIs:

Open Rate, Click-Through Rate (CTR), Conversion Rate, Bounce Rate, Unsubscribe Rate.

3. Professionally Designed Emails:

Use Mailchimp's drag-and-drop builder to create mobile-optimized, visually appealing emails with high-converting CTAs.

4. Contact List Management:

Collect leads via app sign-ups, social campaigns, and referrals. Import clean, consented data. Segment lists by behavior (e.g., New, Active, Dormant).

5. Professionally Designed Landing Pages:

Create campaign-specific landing pages highlighting deals, bundled products, or referral offers.

6. Targeted & Segmented Campaigns:

Use list segmentation to send relevant offers — e.g., fashion-focused emails to clothing buyers, trending home decor to decor lovers.

7. Website Integration:

Embed Mailchimp signup forms on Meesho's homepage, checkout page, and blog.

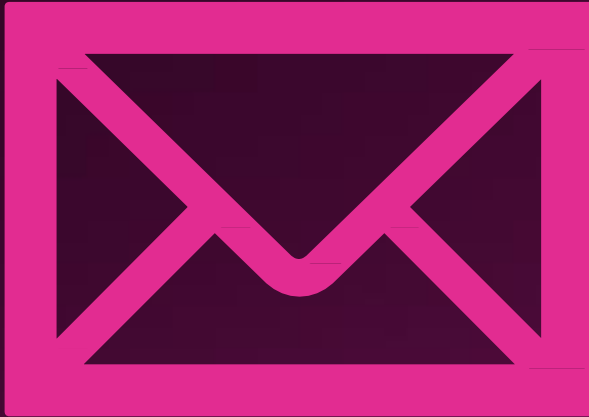
8. CRM Integration:

Sync Mailchimp with CRM tools (e.g., Zoho, HubSpot) for streamlined contact updates and customer behavior tracking.

9. Full Metric Reporting:

Track performance in real time — opens, clicks, conversions, heatmaps — and optimize based on data.

Mailchimp Account Setup – Step-by-Step



- Go to: www.mailchimp.com
- Click “Sign Up Free”
- Enter Details:
 - Email address
 - Username
 - Password
- Verify Email 📧 (check inbox & click confirmation link)
- Fill In Business Info:
 - Name: Meesho
 - Website: www.meesho.com
 - Industry: E commerce
 - Address: Enter official business address
- Select Plan:
 - Choose **Free Plan** (up to 500 contacts)
- Audience Setup:
 - Import or manually add contacts
 - Tag users (e.g. New User, Reseller, Inactive)
- Brand Setup:
 - Upload logo
 - Set brand colors & default email footer

Steps to Run a Successful Email Campaign

1. Account Setup

- Create an account on Mailchimp
- Add brand details, logo, and domain

2. Audience Setup

- Segment based on:
 - New Users
 - Frequent Shoppers
 - Inactive Users
- Tag them by behavior or category interests (e.g. "Home Decor", "Kurtis", "Budget buyers")

3. Design the Campaign

- Choose a responsive template
- Add logo, catchy images of Meesho products
- Add CTAs like "Shop Now", "Limited Offer", etc.

4. Testing

- Send test email to yourself
- Check display on mobile & desktop

5. Schedule or Send

- Choose best time (e.g., 10 AM weekdays)

Key Elements of a Successful Email

Subject Line

Short, clear, curiosity-driven

e.g. "👉 70% Off Kurtis? Just for Today!"

Header Image

Show top-selling product or offer

Body Copy

Persuasive + benefit-driven

Free Delivery **Cash**
on Delivery

CTA Button

e.g., "Shop the Sale", "Explore Now"

Footer

Contact info, Unsubscribe button, App download links

Email Subject Line Structure

Subject Line Best Practices:

- Aim for ~9 words or under 60 characters
- Add emojis if relevant and eye catching

✓ Golden Rules for Subject Lines

Keep it Short & Simple – Aim for ~9 words or under 60 characters

Use a Real Reply Address – Avoid “no-reply” emails

Add Personalization Tokens – Use [First Name] or purchase history

Be Honest – Avoid clickbait or false promises

Make it Action-Oriented – Use verbs like “Shop”, “Grab”, “Unlock”

Add Humor or Wordplay – Be punny to stand out 😊

A/B Test Regularly – Test tone, length, emojis

Segment Before Sending – Match subject lines to user interest

Don't Overuse !!! – One is enough, or skip entirely 🤪

🧠 Smart Formula for Killer Subject Lines

- **What They Want + What You Have = Mutual Benefit**
 - “Need Summer Kurtis? We’ve Got ‘Em at 70% Off!”
- **Personalized + The Right Tone = Subscribers That Feel Valued**
 - “Hey [First Name], Something Pretty Just Dropped for You 💖”
- **Timing + Know Your Audience = Higher Open Rates**
 - “🕒 Today Only: Steal Deals Before 9PM!”

📌 Examples:

➤ **Power Word + Offer + Urgency**

“🔥 Flat 80% Off – Sale Ends Tonight!”

➤ **Emoji + Product Focus**

“👗 Trending Kurtis You Can’t Miss!”

➤ **Personalization**

“Hey [First Name], Your Favorites Are on Sale!”

➤ **Funny & Punny**

“Saree Not Sorry... These Deals Are Gorgeous!”

Crafting Effective Email Newsletter Content



1. Catchy Headline / Title

Grab attention instantly!

e.g., “🛒 Top 5 Meesho Deals You’ll Regret Missing!”



2. Compelling Introduction

Set the tone — keep it short, friendly, and relevant.

“Hey [First Name], ready for this week’s trending picks?”



3. Core Content Block

Share value:

Top-selling products
Styling tips / seller hacks

Seasonal offers

💡 Use a clean layout with product images & descriptions.



4. Clear CTA (Call to Action)

Encourage clicks!

Buttons like: “Shop Now”, “Read More”, “Grab the Deal”



5. Personal Touch

Add user names, recommend based on past orders, use friendly tone.



6. Visuals & Mobile Optimization

Use vibrant product images, GIFs & make it easy to scroll on mobile.



7. Consistent Format & Schedule

Send weekly/bi-weekly. Keep the layout familiar for better engagement.



Pro Tip: Use storytelling or themes (e.g., "This Week’s Trending Looks" or "What’s Hot in Home Decor") to keep it engaging!

Sample Email for Campaign

Subject Line:

❖ Priya, We Picked These Just for You

Hi Priya,

We've noticed your style radar is *always* on point — so we thought you'd love what's trending this week ✨

Meesho has handpicked stunning new finds our users are raving about. Whether you're shopping for yourself or curating for your customers, there's **something just for you** 👗

Here's what's buzzing:

- ✓ Fresh picks updated daily
- ✓ Up to **80% off** (limited time only)
- ✓ Free delivery on all orders
- ✓ Styles starting from **₹199**

👉 [Explore New Arrivals Now]

Let your next best find come to you, effortlessly.
We'll keep making magic — you just stay fabulous 🧚 ✨

With love,
Team Meesho

Screenshots

Audience add-contact list

Q Search contacts

Columns

Export segment

<input type="checkbox"/>	Email Address	First Name	Last Name	Address	Phone Number	Birthday	Company	Tags	Email Marketing	Source	Rating
<input type="checkbox"/>	prathammaroliya@gmail.com	Pratham	Maroliya	Germany					Subscribed	List Import from Copy/Pasted File	★ ★ ★ ★ ★
<input type="checkbox"/>	nirajkumar.maroliya@gmail.com	Niraj	Maroliya	Oman					Subscribed	List Import from Copy/Pasted File	★ ★ ★ ★ ★
<input type="checkbox"/>	whishperluna@gmail.com	Whishper	Luna	USA					Subscribed	List Import from Copy/Pasted File	★ ★ ★ ★ ★

Meesho campaign

us8.admin.mailchimp.com/campaigns/edit?id=7228482

Your email is ready to send! [Finish later](#) [Send](#)

Untitled

To
All subscribed contacts in the audience leafyeats. 4 recipients

From
Meesho • miralmaroliya@gmail.com
To ensure delivery, we'll change your from address to miralmaroliya@237057090.mailchimpapp.com

Subject
3 Meesho Picks That Are So You, Priya
Preview Text: Fresh styles, up to 80% off & free delivery — all in one place!

Send time
Send now

Content
We automatically add a required Referral badge to your email footer. To remove the badge, [upgrade now](#).
A plain-text version of this email will be included automatically. [Edit](#)

[Enable Social Cards](#)

[Preview](#) [Send a Test Email](#)

View this email in your browser

Hey Priya, Ready to See What's Hot on Meesho?

UP TO 80% OFF

MailChimp Account Setup

Leafyeats

Overview Settings Billing Domains Extras Integrations Shop New Plans

Free plan

Contacts 4 of 500 496 contacts remaining [View Audiences](#)

Sends 2 of 1,000 998 sends remaining Sends reset on Jul 5 [View Emails](#)

Account issues

Everything's running smoothly!

Test Mail

THIS IS A TEST MESSAGE

View this email in your browser

meesho

Hey Priya, Ready to See What's Hot on Meesho?

Email Design

meesho

Hey Priya, Ready to See What's Hot on

UP TO 80% OFF

what's buzzing:
Fresh picks updated daily
Up to 80% off (limited-time only)
Free delivery on all orders
Styles starting from ₹199

Explore New Arrivals Now

Our next best find come to you, effortlessly.
Keep making magic — you just stay fabulous

Explore New Arrivals Now

meesho

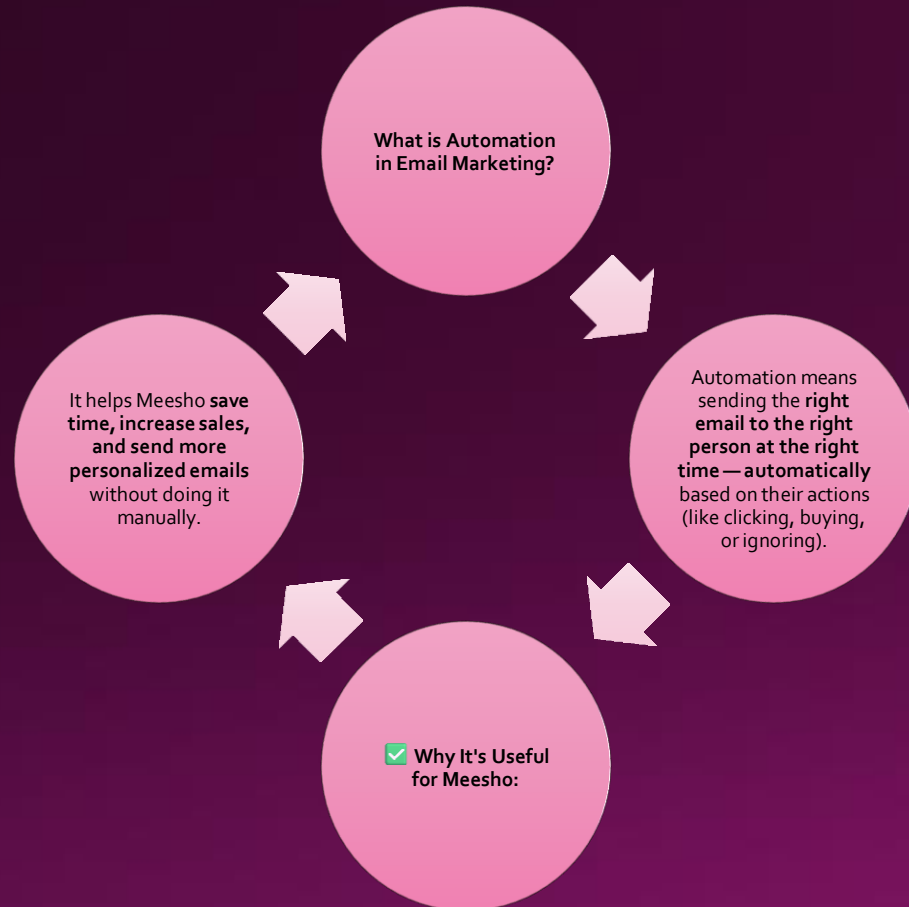
Copyright © 2025 meesho. All rights reserved.

Our mailing address is:
sales@meesho.com

You can update your preferences or unsubscribe

INTUIT MAILCHIMP

Email automation for Meesho



4 Smart Rules of Email Automation Flow

🧠 If/Else Logic:

Send different emails based on what the user did — opened, clicked, or ignored.

🔄 Split Path:

Branch the journey — for example, buyers go one way, non-buyers go another.

🕒 Time Delay:

Wait a set time (e.g. 2 days) before sending the next email to avoid flooding inboxes.

🎯 Wait for Trigger:

Hold the flow until a specific action happens — like “wait until user adds to cart.”

Automated Email Journey: “Priya Pathway” for Meesho




Step / Day	Trigger & Decision	Automated Action (Email)	Goal & Key Message
Day 0	Send E-mail #1 – “We Picked These Just for You 🎁” (80 %-off highlights)	—	Kick-off sequence
+1 Day	IF Not Opened	Resend E-mail #1a 🔄 • New subject: “Just Making Sure You Saw This, Priya 😊”	Recover lost opens
	ELSE IF Opened but No Clicks	E-mail #2 – Curated Peek • “5 Looks You’ll Love Under ₹299” • More visuals, lighter copy	Spark curiosity / click
	ELSE IF Clicked	→ go to click branch ↓	
Click Branch	Clicked a Product	IF “Add-to-Cart” but No Purchase (4 h) → E-mail #3 – Cart Nudge • “Your Picks Are Waiting!” + hero image of item • COD & free-return reminder	Recover cart
		IF Still No Purchase (24 h) → E-mail #3b – Sweetener • “Here’s ₹100 Off – 24 h Only!”	Add urgency
	Clicked & Purchased	E-mail #4 – Thank-You / Cross-Sell (T+1 d) • “Loved Your Order? Complete the Look!”	Upsell & build loyalty
+4 Days	Opened ≥1 but No Purchase	E-mail #5 – Social Proof • User-generated pics, ★4.5 ratings	Build trust / FOMO
+7 Days	No Engagement Yet	E-mail #6 – Final Call • “Last Chance to Save Your Picks!”	Final urgency, exit path
Exit Paths	Purchased → move to Post-Purchase Series (loyalty, review ask) Totally Inactive (no opens) → add to Re-engagement Pool (30-day win-back)	Keep list healthy	

Email Marketing Metrics & Reporting Strategy

Why Metrics Matter for Meesho


Tracking performance helps Meesho improve engagement, boost conversions, and send smarter campaigns.

Key Metrics to Track

 Metric	 What It Measures	 Why It Matters
Open Rate	How many people opened the email	Tells you if subject line is working
Click-Through Rate (CTR)	Who clicked on links/buttons	Shows engagement with content
Conversion Rate	Who made a purchase	Direct sales impact of the email
Bounce Rate	Undelivered emails	Helps you clean bad contacts
Unsubscribe Rate	People leaving the list	Shows if content is off or too frequent
Spam Complaint Rate	Marked as spam	Indicates trust issues or over-sending

Reporting & Tools

- **Mailchimp Dashboard:** Real-time stats & visual reports
- **A/B Testing:** For subject lines, CTAs, content blocks
- **Google Analytics + UTM links:** Tracks traffic & conversions on site
- **Export Reports Weekly:** Track campaign trends & share results
- **Use Learnings to Improve:** Time of send, design, offers

 **Pro Tip:** Set performance benchmarks (e.g. Open Rate > 20%, CTR > 2%) to measure campaign success over time.

Email Optimization Tips

1. A/B Testing

- Test subject lines, images, CTA colors

2. Mobile Optimization

- 75%+ users open emails on mobile—design responsively

3. Segmentation

- Send relevant content to each user type

4. Timing

- Analyze best sending hours from past campaigns

5. Content Refresh

- Use GIFs, seasonal themes, rotating products

Project Summary & Key Takeaways

Campaign Goal	Tools Used	Strategy Snapshot	Expected Outcomes
<ul style="list-style-type: none">Boost Meesho sales and app traffic by sending personalized, automated email journeys that re-engage shoppers and convert browsers into buyers.	<p>Mailchimp – list management, design, automation, analytics</p> <p>GetResponse – landing pages + extra funnel options</p> <ul style="list-style-type: none">Google Analytics (UTM tags) – site-side conversion tracking	<ul style="list-style-type: none">Build & segment list → send curated “Priya Pathway” welcome → trigger-based cart nudges → social-proof reminders → final-call urgency.A/B test subject lines, CTAs, timing; clean list regularly.Automate with If/Else paths, split branches, delays, and triggers.	<ul style="list-style-type: none">Open Rate $\geq 20\%$ CTR $\geq 2\%$ Conversion $\geq 1\%$30 % recovery of abandoned carts via automation+25 % repeat-purchase rate among re-engaged usersTime saved vs. manual sends and stronger brand loyalty

Thank You