Project Report

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Introduction:

1.1.Overview:

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.
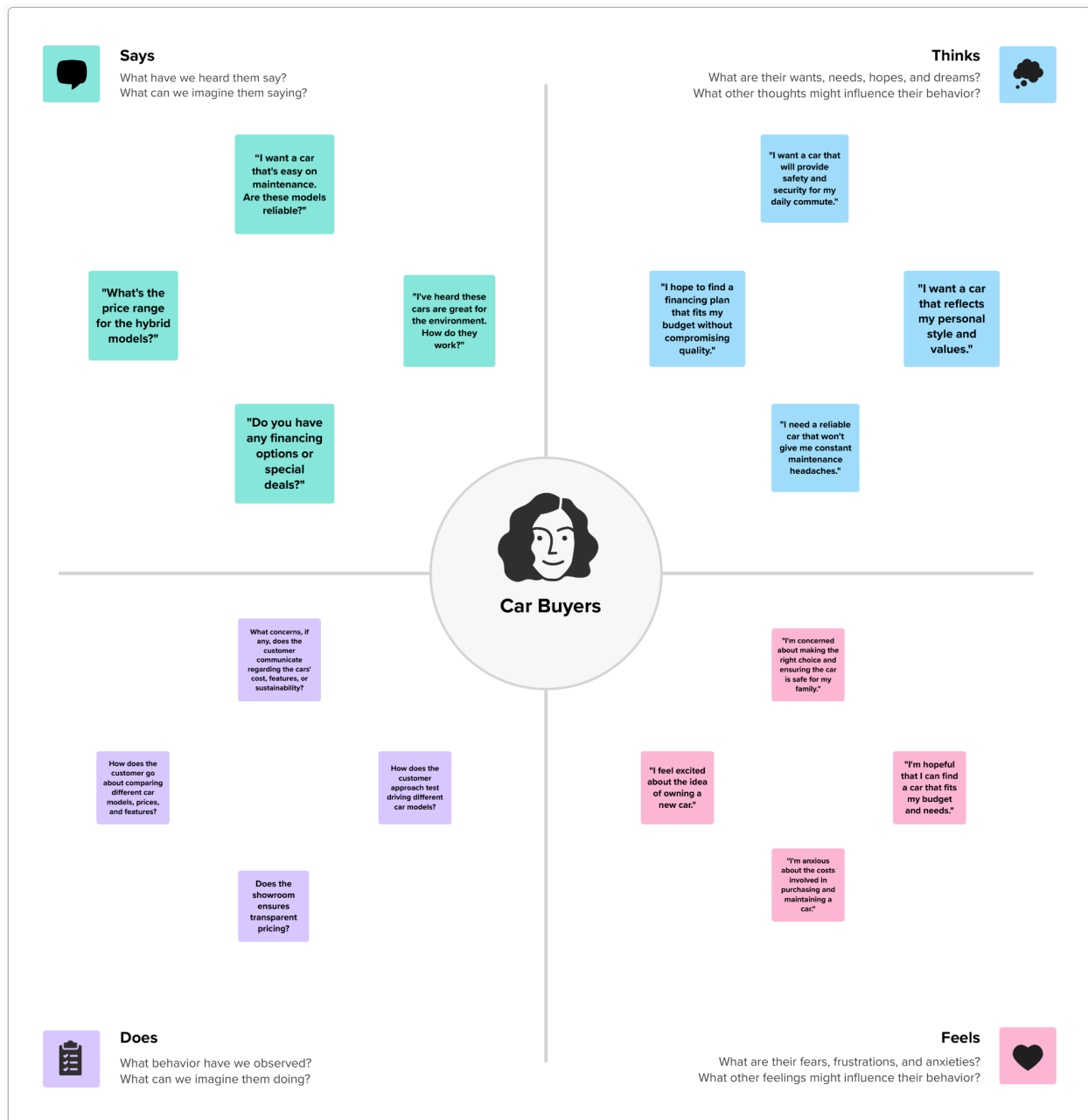
1.2.Purpose:

Introducing and promoting new car models is a primary purpose. Email campaigns allow the showroom to showcase the latest vehicles, highlighting their features and benefits.

Brand Name: Classic Car Chronicles

Brand Mail:classiccarchronicles@gmail.com

Problem Definition and Design Thinking:

2.1.Empathy Map:

Says
What have we heard them say?
What can we imagine them saying?

"I want a car that's easy on maintenance. Are these models reliable?"

"What's the price range for the hybrid models?"

"I've heard these cars are great for the environment. How do they work?"

"Do you have any financing options or special deals?"

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

"I want a car that will provide safety and security for my daily commute."

"I hope to find a financing plan that fits my budget without compromising quality."

"I want a car that reflects my personal style and values."

"I need a reliable car that won't give me constant maintenance headaches."

Car Buyers

Does
What behavior have we observed?
What can we imagine them doing?

What concerns, if any, does the customer communicate regarding the cars' cost, features, or sustainability?

How does the customer go about comparing different car models, prices, and features?

How does the customer approach test driving different car models?

Does the showroom ensures transparent pricing?

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

"I'm concerned about making the right choice and ensuring the car is safe for my family."

"I feel excited about the idea of owning a new car."

"I'm hopeful that I can find a car that fits my budget and needs."

"I'm anxious about the costs involved in purchasing and maintaining a car."

2.2.Ideation and Brainstorming

Define your problem statement
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⏱ 5 minutes

PROBLEM
Create a Email Campaign using MailChimp

Key rules of brainstorming
Tips for an awesome and productive session!

- Stay in scope
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- Build on the ideas of others

Brainstorm
Classic Car Chronicles
⏱ 10 minutes

Person 1

Person 2

Person 3

Person 4

Group ideas
Use this space to group similar ideas from the brainstorm. Each group should have a title that describes what the ideas have in common. If a group is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⏱ 20 minutes

What Statergies Can we implement to Foster a Stronger Community and Increase Customer Engagement?

By implementing the strategies including organizing the community events,creating a loyalty program and personalized customer service can create a sense of community, increase customer engagement, and build strong, long-lasting relationships with your customers, ultimately driving business success.

What Steps Can We Take to Enhance Sustainability and Eco-Friendliness in Our car showroom Products ?

To enhance our showroom, we may offer electric and hybrid vehicles, promoting fuel efficiency, setting up the recycling stations. It can attract eco-conscious customers in future.

Prioritize
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are less so.

⏱ 20 minutes

Importance

Feasibility

2.3. Result:

https://us21.admin.mailchimp.com/campaigns/show?id=12659068