EDGE CSE CUET CBF 022 Digital Marketing Final Project

PROJECT TITLE: EMAIL MARKETING CAMPAIGN.

SUBMITTED TO

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SUBMITTED BY

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Title: Email Marketing Campaign.

Objective: Email Marketing Campaign an email marketing campaign is a planned series of emails sent by a business to its customers, prospects, or stakeholders. These emails serve various purposes, such as sharing knowledge, promoting products or services, and encouraging specific actions (like making a purchase, downloading an ebook, or engaging with educational content)
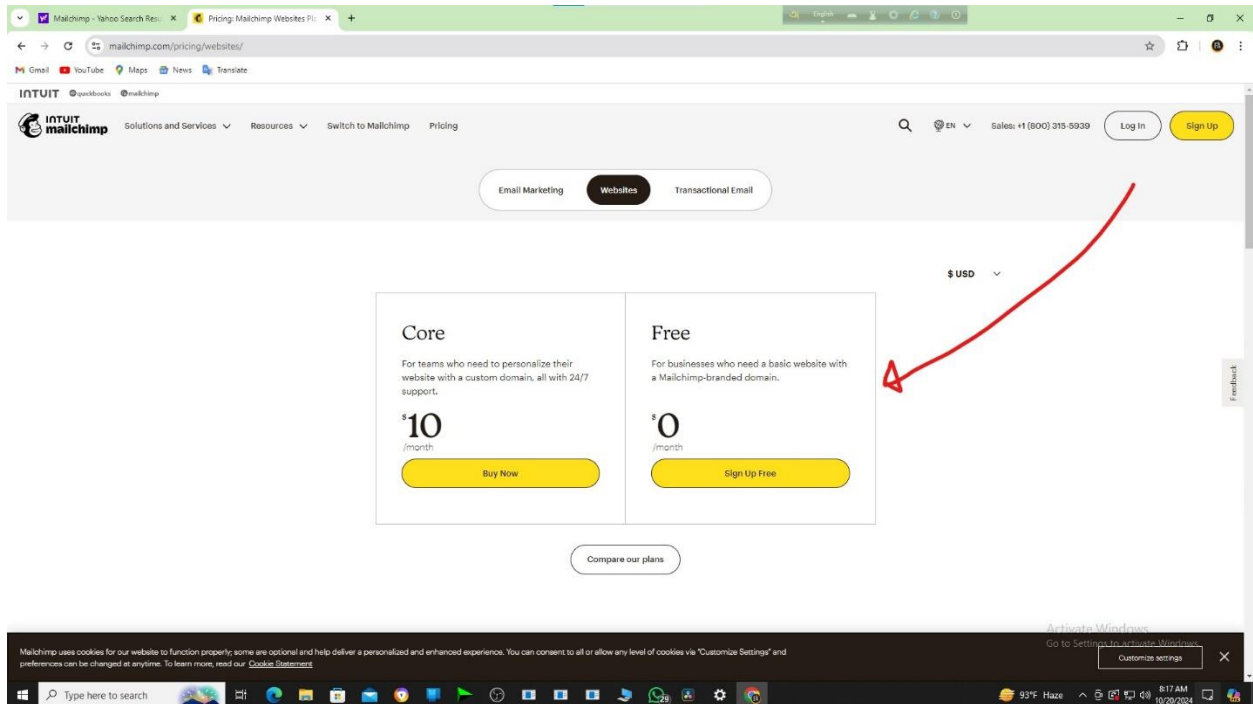
Work process:

✓ Create A Banner With Canva

✓ Open Chrome/ Mailchimp Browser

✓ Sing up a free Account

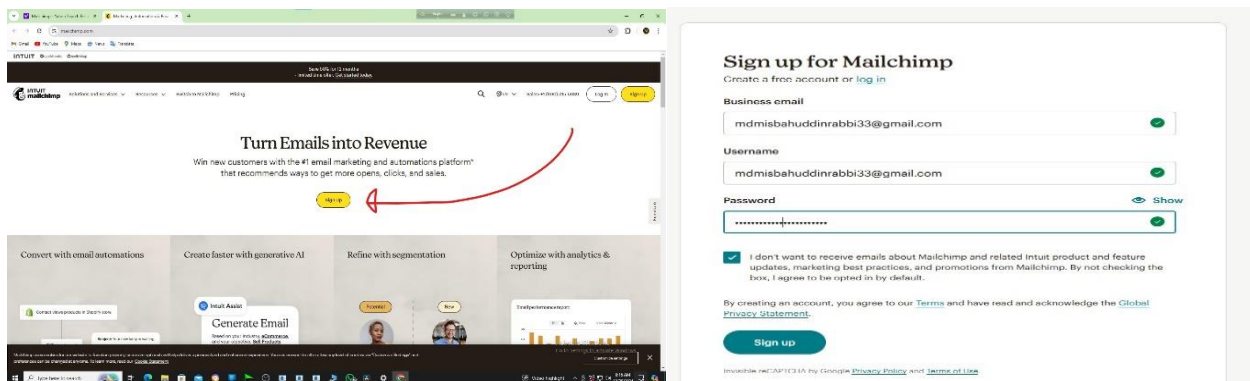The next steps of the work are shown with the help of pictures.
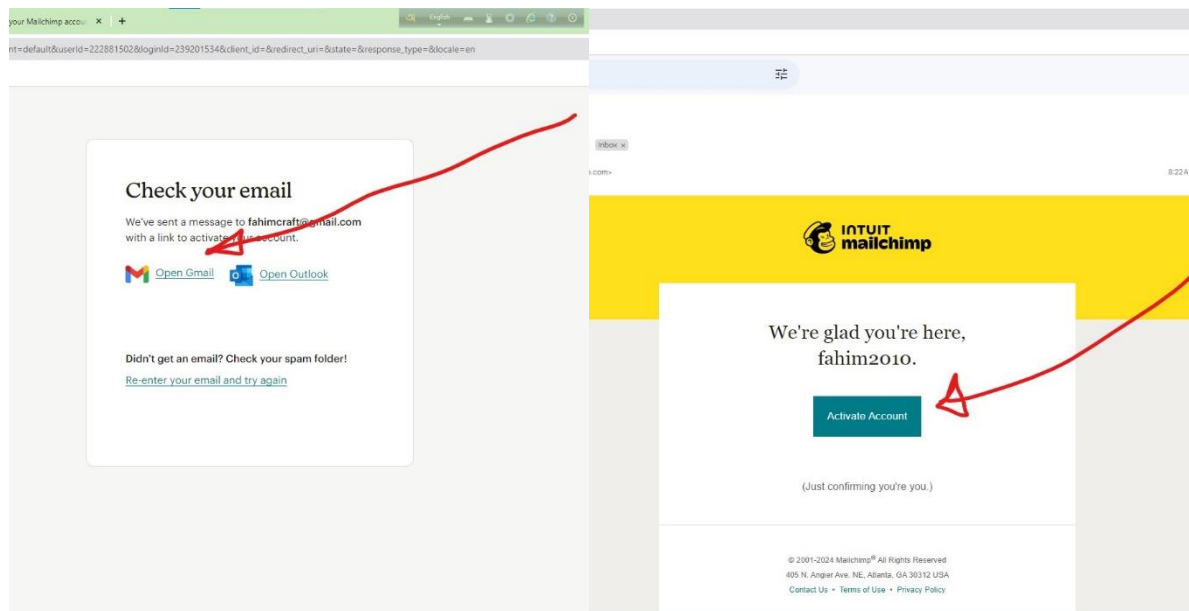
1. Firstly, search on the Google "Mailchimp"
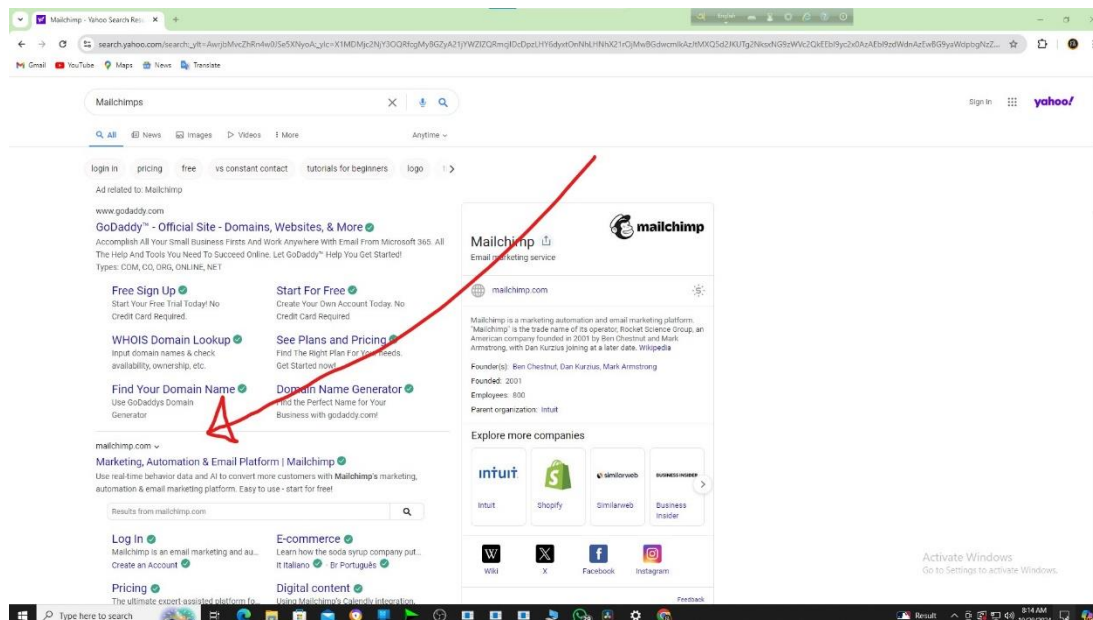
2. Chooses the Free Option

3. Click the Sign Up Button.

4. Activate Your Mailchimp account from your Gmail

5. Now create a new Mailchimp Account
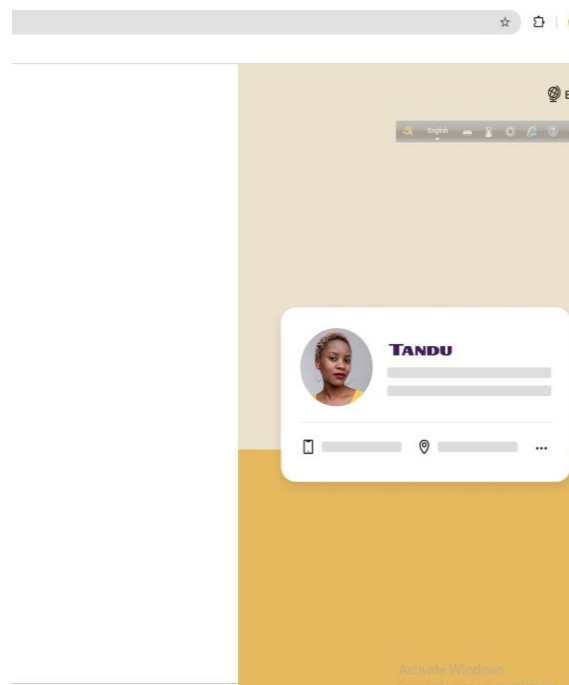
6. Step by step complete the Proses

How can Mailchimp help Travel Love?

Get personalized recommendations for your immediate goals while still having access to explore everything.

Select up to 2.

- Drive more contacts to first purchase
- Encourage customer loyalty and repeat purchases
- Grow my email/SMS contact list
- Drive more visitors to my website and social media

Next   Skip

What are the most important features for your business?

We'll use your selections to guide you in the platform.

Select all that apply.

Email templates	Advanced reporting
SMS marketing	Automations
Forms and landing pages	Optimized send times
AI-generated content	Contact segmentation
CRM	A/B testing

Next   Skip

How do you sell to your customers?

We'll recommend automations, integrations, and other features tailored to the way you do business.

Select all that apply.

Our own website Customers can purchase directly from your online store or app	**Physical location** Products are sold in person at a pop-up or brick-and-mortar store
Online marketplaces Etsy, Amazon, Mindbody, etc.	**Consultation process** 1:1 interactions with customers (via email, form, in-person)
Social media Transactions happen directly on Instagram, Pinterest, etc.	

Next   We're not currently selling

⚙ Intuit Assist

Confirm your industry

Your industry helps us make recommendations and benchmark your performance.

Industry

⚙ Grocery Stores   ⌄

Confirm   None of these apply
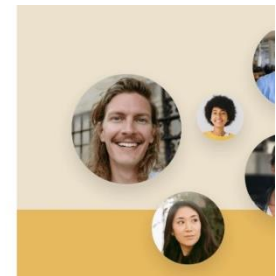
How many email contacts do you have?

An estimate will do. We'll recommend ways to grow and manage your audience based on your answer.
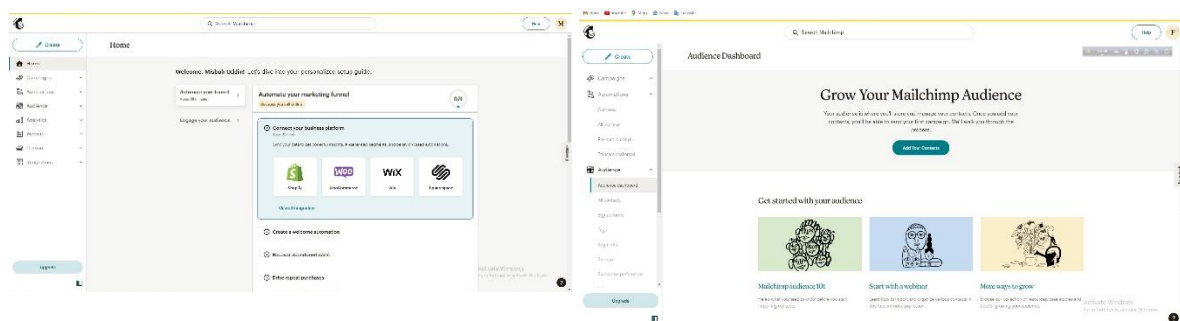
Select your contact range

1,501 - 2,500   ⌄

Next   Skip

7. Finally, Complete Create Mailchimp Account

8. Navigate to the **Audience** tab. If you haven't created an audience yet (which is essentially your   contact list), you can do so here.
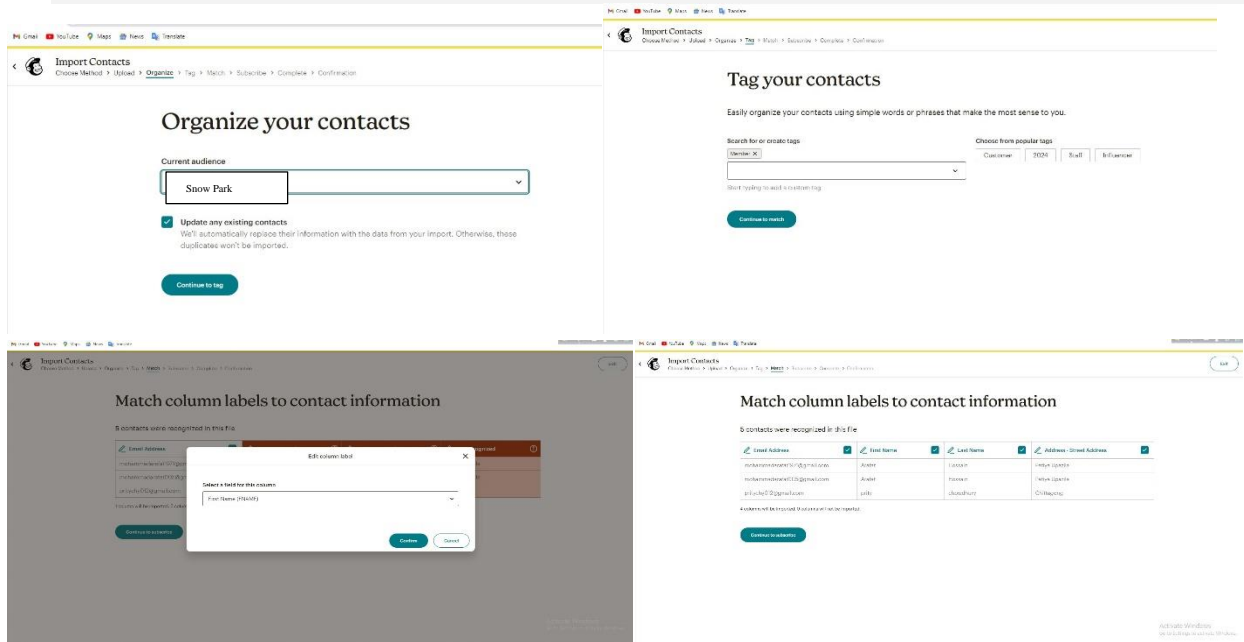
1. **Choose Your Import Method:**
    i. **Copy and Paste:** If you have a smaller list, you can manually copy and paste email addresses directly into Mailchimp.
    ii. Remember that if you're importing subscribed email contacts, ensure you have permission to send them marketing content.
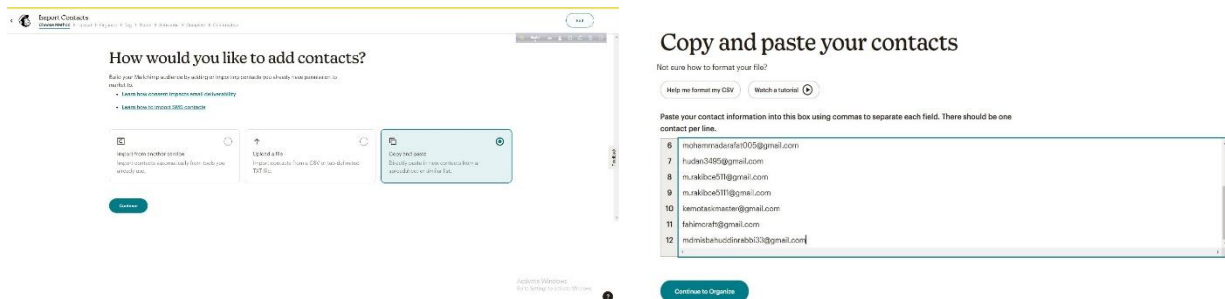
2. **Review and Confirm:**
    a. Before finalizing the import, review the contacts you're adding.
    b. Confirm that everything looks accurate and as expected.
3. And that's it! You've successfully imported your contacts into Mailchimp.

Subscribe contacts to marketing

Review and complete your import

Copy and paste your contacts

Not sure how to format your file?

[Help me format my CSV]   [Watch a tutorial ⏵]

Paste your contact information into this box using commas to separate each field. There should be one contact per line.

6	mohammadarafat005@gmail.com
7	hudan3495@gmail.com
8	m.rakibce511@gmail.com
9	m.rakibce5111@gmail.com
10	kemotaskmaster@gmail.com
11	fahimcraft@gmail.com
12	mdmisbahuddinrabbi33@gmail.com

[Continue to Organize]

9. 1.Navigate to Landing Pages:

a.Once you're in, head to the Campaigns tab.

b.Click on Create Campaign.

c.A pop-up window will appear with several options. Choose Landing Page to proceed.

Choose a Template:

    a. Mailchimp offers various landing page templates. Select the one that best fits your purpose. Some templates are specifically designed to collect subscribers, while others promote products or services.

    b. Customize the template with your branding, content, and visuals. You can add a signup form or product blocks to any layout.
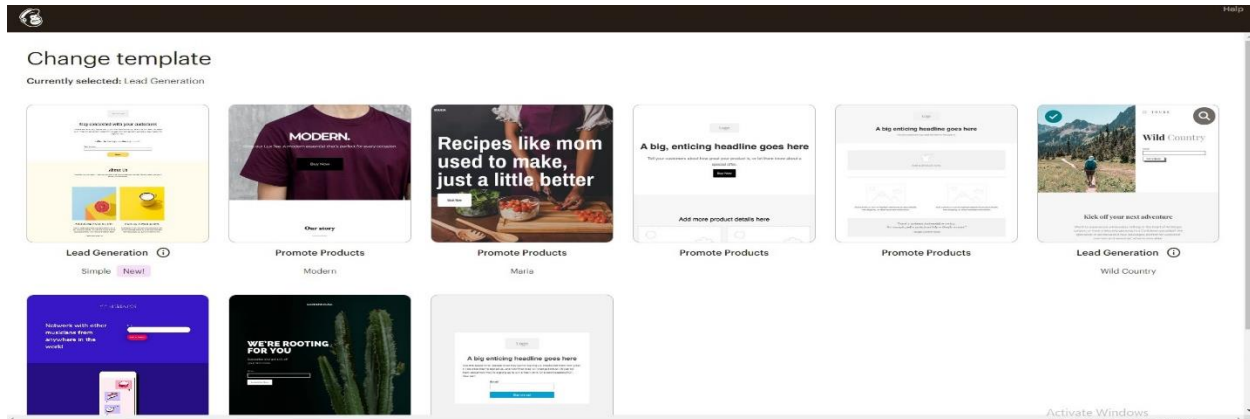

2.   Design Your Content:

a.In the landing page builder, you'll see your chosen template. Now it's time to customize!

b.   Arrange content blocks, add images, write compelling copy, and make sure your call-to-action (CTA) stands out.

c.Some templates even include a logo placeholder that automatically pulls in your default brand logo—slick, right?
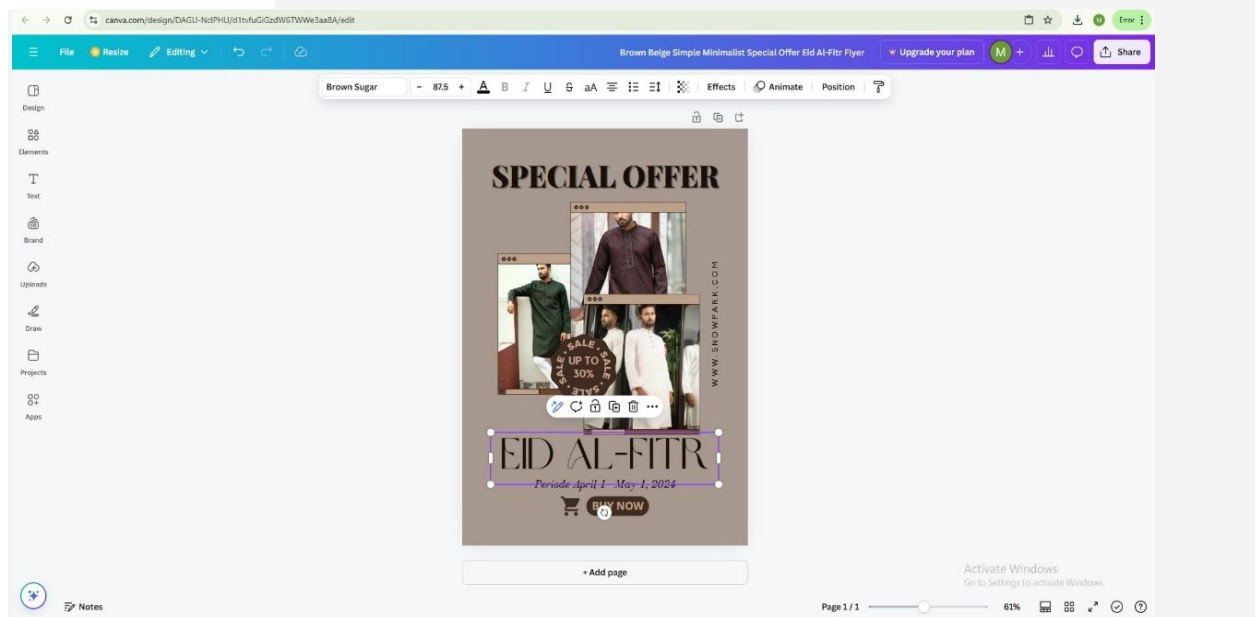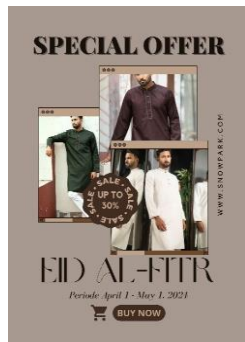
3. Preview and Save:

a. Click **Preview** to see what your page will look like to visitors.

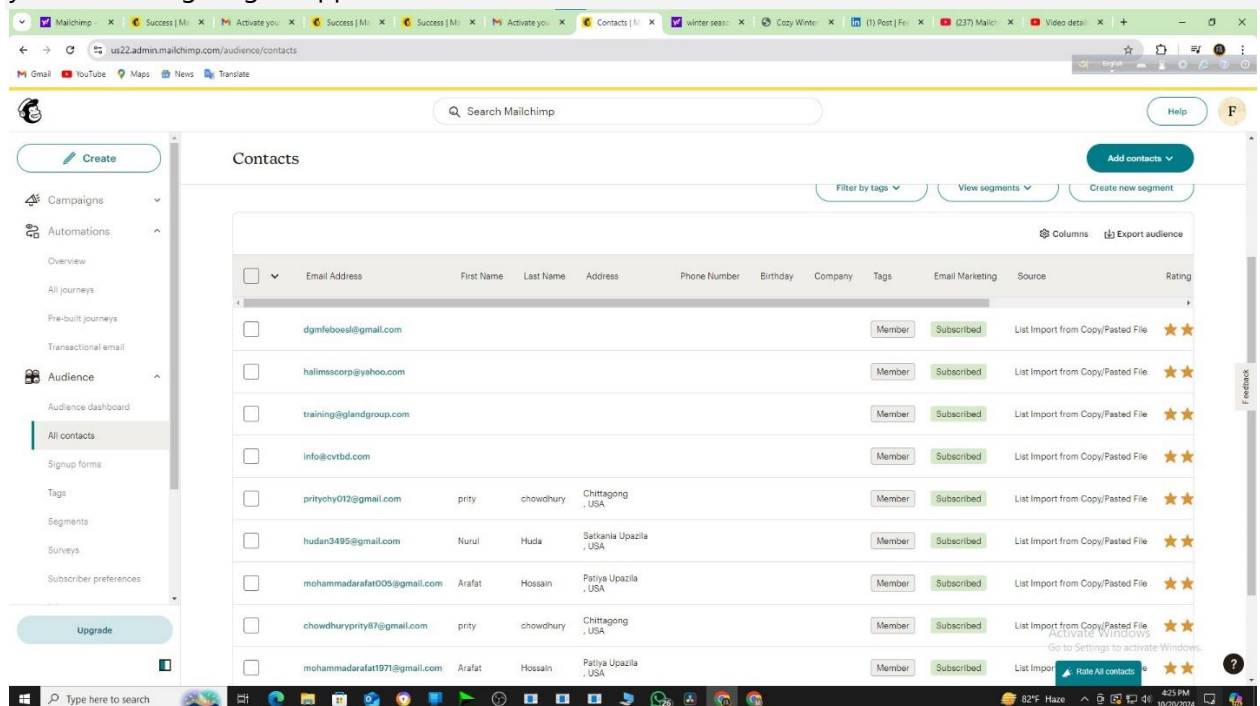b. Once you're happy with your design, click **Save & Close**.
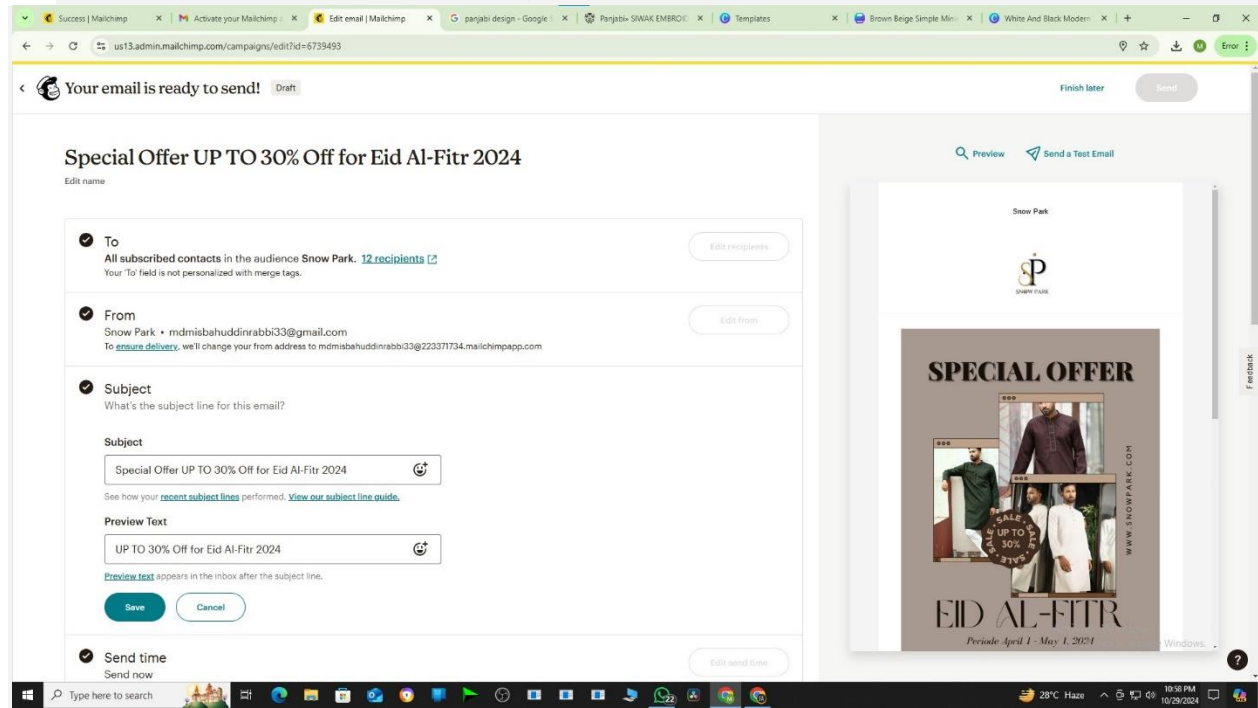
4. Final Touches and Publishing:

a. Edit your page title and URL.

b. Customize your favicon (that little icon that appears in the browser tab).

c. Add tags if necessary (tags help you organize and segment your audience).

d. Review your settings and tracking options.

e. Finally, hit that **Publish** button!
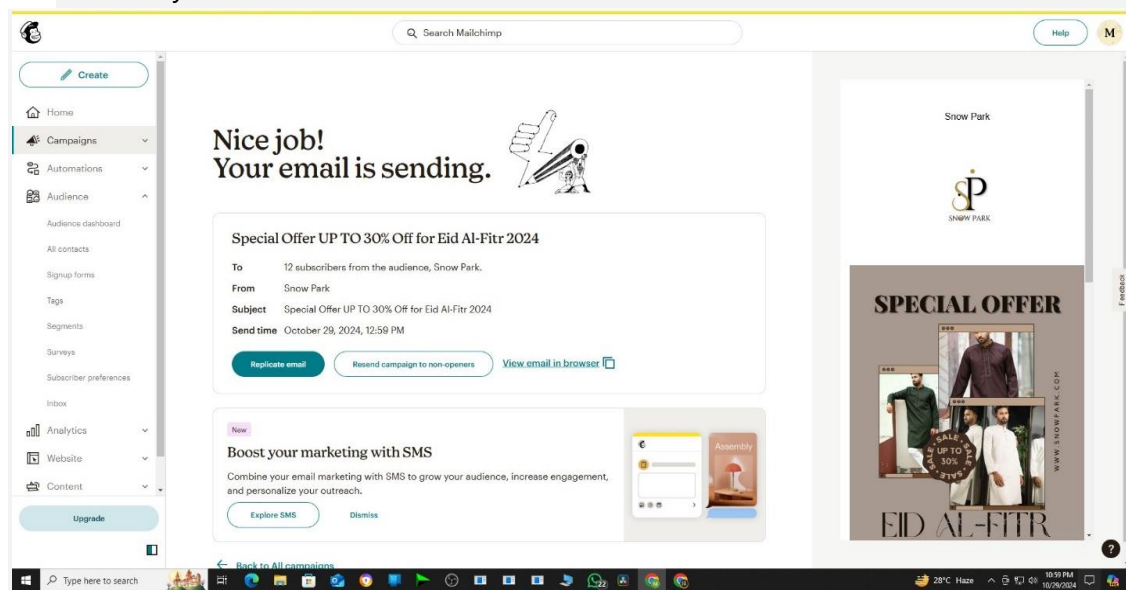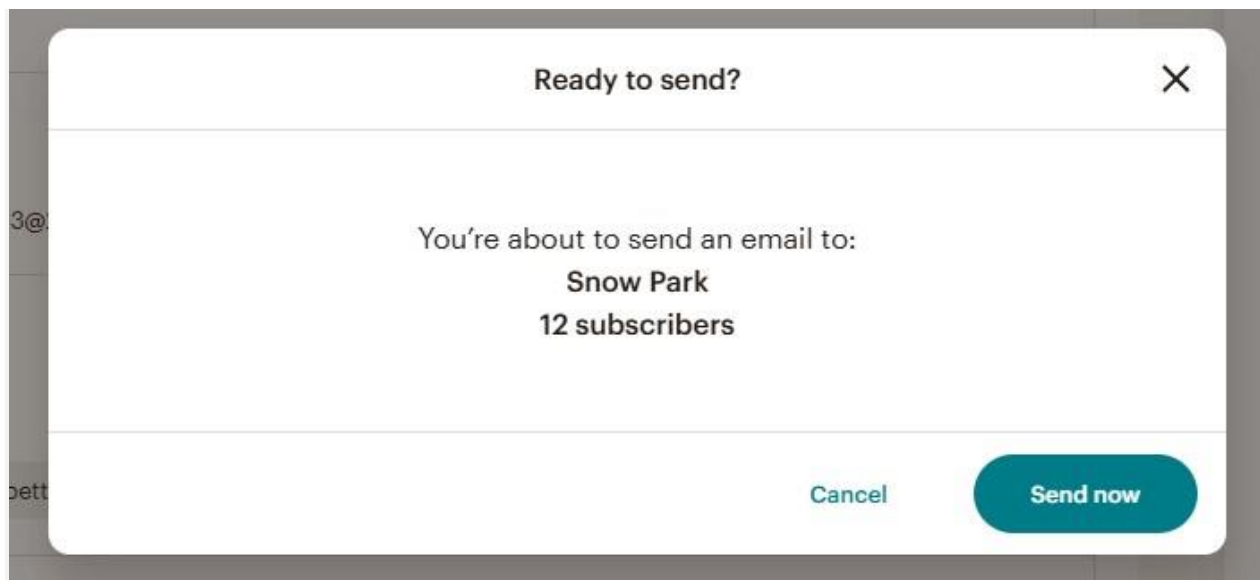
And voilà! Your landing page is ready to go. Share the link to drive traffic, capture leads, and make your marketing magic happen.

10. Analytics Reports.