

PROJECT REPORT

DIGITAL MARKETING - NAAN MUDHALVAN

CREATING AN EMAIL CAMPAIGN IN

MAILCHIMP

SUBMITTED BY

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INTRODUCTION

OVERVIEW:

MailChimp provides a user-friendly interface with customizable templates, making it easy to design visually appealing emails and reach our target audience effectively. Additionally, MailChimp offers robust analytics to help track the performance of the campaign and make informed decisions for future email marketing efforts. The objective is to create an email campaign in MailChimp, sign in, click "Create," choose "Email," and follow the prompts to design, send, and track the campaign.

PURPOSE:

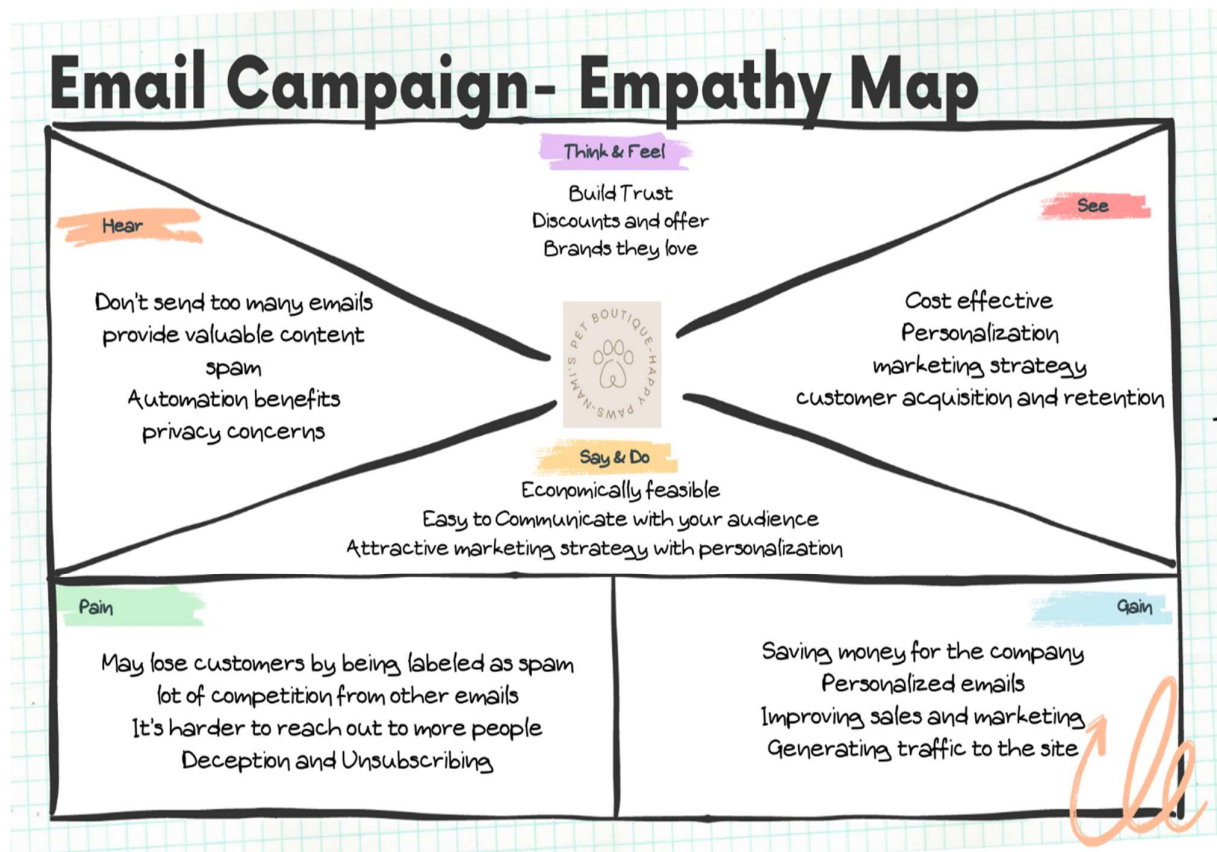
The purpose of an email marketing campaign can vary depending on the goals and objectives of the sender, but the primary purposes typically include:

- Promotion
- Lead generation
- Brand awareness
- Customer retention
- Feedback collection

PROBLEM DEFINITION AND DESIGN THINKING

To create an email campaign in MailChimp, log in to the account, click the "Create" button, select "Email" as the campaign type, and then follow the steps to design the email, import mailing list, set up tracking and analytics, and schedule or send the campaign to subscribers.

EMPATHY MAP:



IDEATION AND BRAINSTROM MAP:



RESULT

1. Brand name and logo:

Nami's Pet Boutique



2. Importing contacts:

- Selecting “copy and paste” method to import contacts:

Import Contacts
Choose Method

Exit

How would you like to add contacts?

Build your Mailchimp audience by adding or importing contacts you already have permission to market to. [Learn how consent impacts email delivery.](#)

Import from another service
Import contacts automatically from tools you already use.

Upload a file
Import contacts from a CSV or tab-delimited TXT file.
[More info](#)

Copy and paste
Directly paste in new contacts from a spreadsheet or similar list.

Continue

Feedback

- Pasting the required customers email address

Import Contacts

Choose Method > Import

Exit

Copy and paste your contacts

Not sure how to format your file? [Learn how](#)

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

1

gnanirprathiksha@gmail.com, Prathiksha, GR, Chennai

2

kiranbalamurugan@gmail.com, Kiran, B, Chennai

3

shamsundhar23@gmail.com, Shamsundhar, K, Chennai

4

Snehavenkat2710@gmail.com, Sneha, V, Chennai

5

mravagan@outlook.com, Ragavan, M, Chennai

6

aparnaprasad0911@gmail.com, Aparna, Prasad, Chennai

7

psmsandhya@gmail.com, Sandhya, S, Chennai

Continue to Organize

Feedback

- Organising them as subscribed and unsubscribed emails

Import Contacts

Choose Method > Import > Organize

Exit

Organize your contacts

Select a status

Subscribed

When you choose the "Subscribed" status for your contacts, it indicates that you've gained permission to market to them. Learn more about the [Importance of Permission](#).

☐ Update any existing contacts
We'll automatically replace their information with the data from your import. Otherwise, these duplicates won't be imported.

Continue to tag

Feedback

Import Contacts

Choose Method > Import > Organize > Tag > Match

Exit

Match column labels to contact information

15 contacts were recognized in this file

Email Address	Not Recognized	Not Recognized
gnanirprathiksha@gmail.com	Prathiksha	GR
kiranbalamurugan@gmail.com	Kiran	B
shamsundhar23@gmail.com	Shamsundhar	K

1 column will be imported. 3 columns will not be imported.

Finalize Import

Feedback

- Successful import of recipient list



3. Filling up recipient list and from address

A screenshot of an email draft interface titled 'Keep it up! Draft'. It has 'Finish later' and 'Send' buttons in the top right. The 'To' field is checked and contains 'All subscribed contacts in the audience Nami's Boutique.' with a link to '7 recipients'. A note states: 'Your "To" field is not personalized with merge tags.' The 'From' field is also checked and asks 'Who is sending this email?'. It has sub-fields for 'Name' (containing 'Nami's Boutique') and 'Email Address' (containing 'namisboutiquee@gmail.com', marked as 'Required'). A note says: 'Use something subscribers will instantly recognize, like your company name.' On the right is a preview of the email template, which is a simple layout with a header, two columns of text, and a footer. A question mark icon is in the bottom right of the preview.

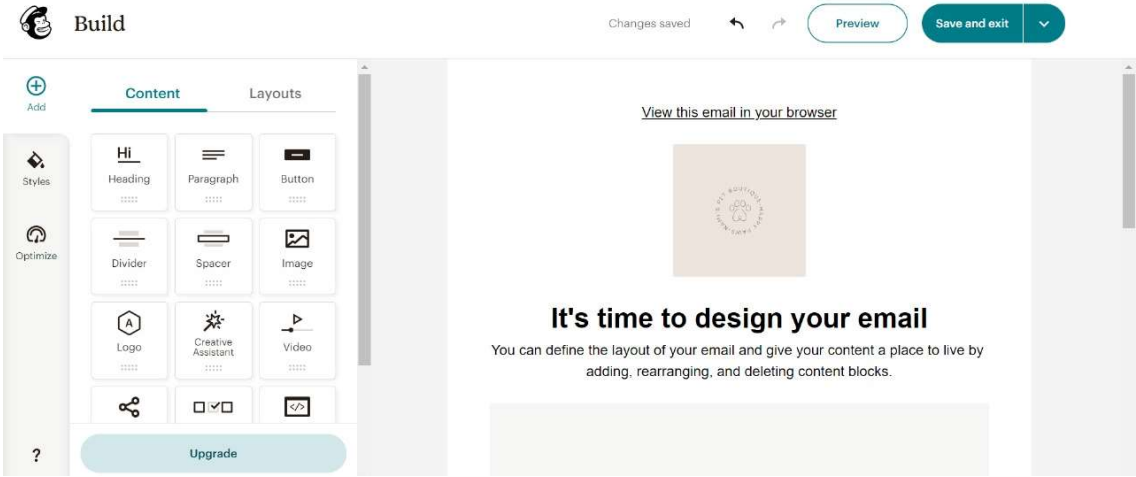
From address: namisboutiquee@gmail.com

4. Setting up subject and title as “Welcome!!”

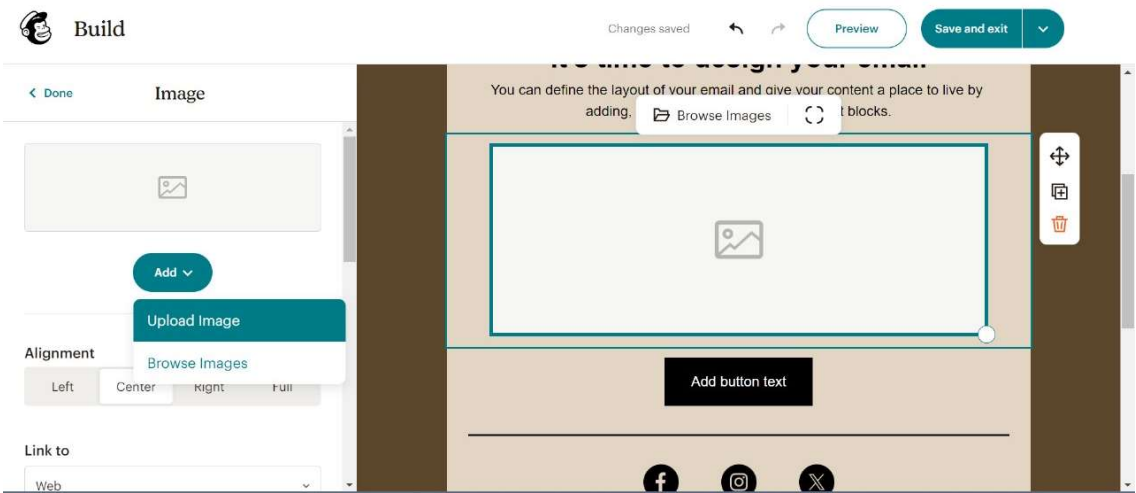
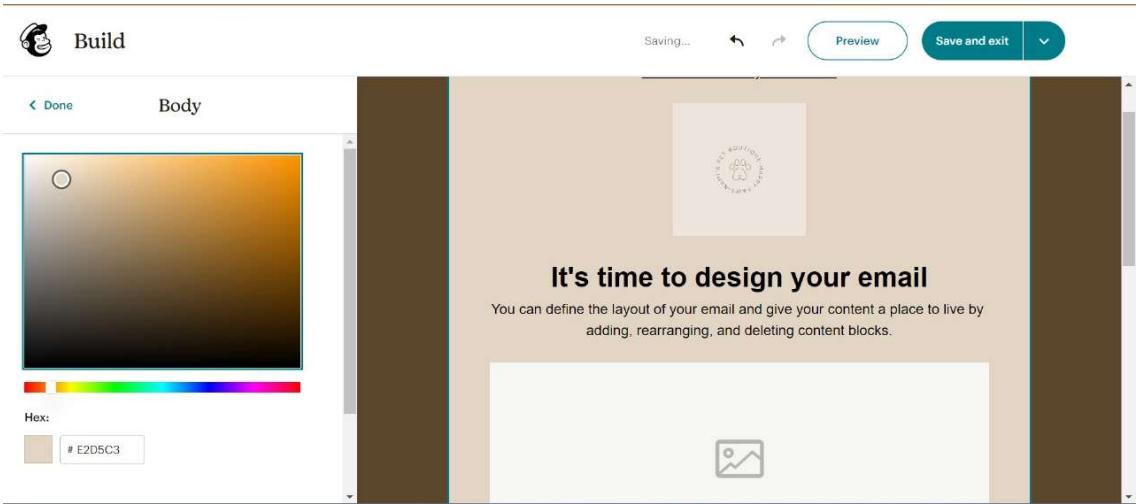
5. Designing the email content

- Choosing relevant template, body and text colours
- Inserting the brand logo, images and text content
- Adding hyperlinks to redirect to the brand blog page
- Adding google form link to redirect to the survey page link
- Including address of Namis Pet Boutique mail id, social media pages

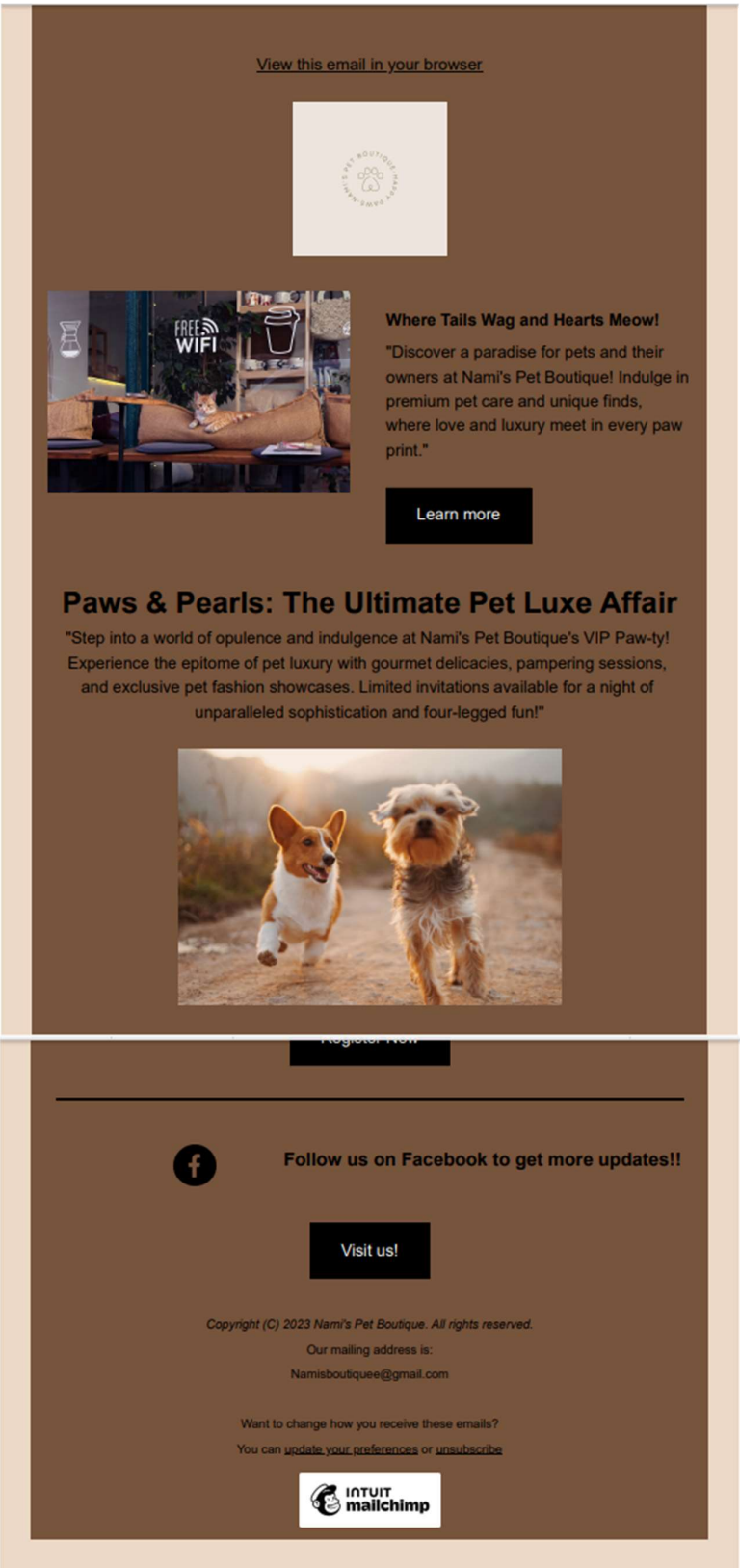
Selecting the template:



Choosing the body colour and inserting the necessary details

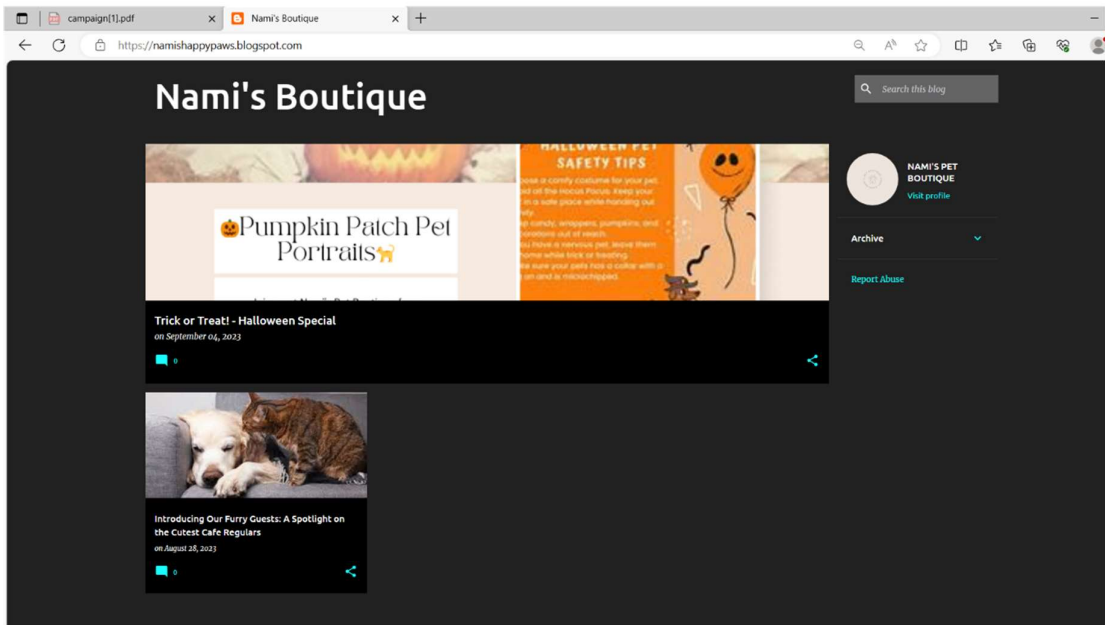


The designed email:

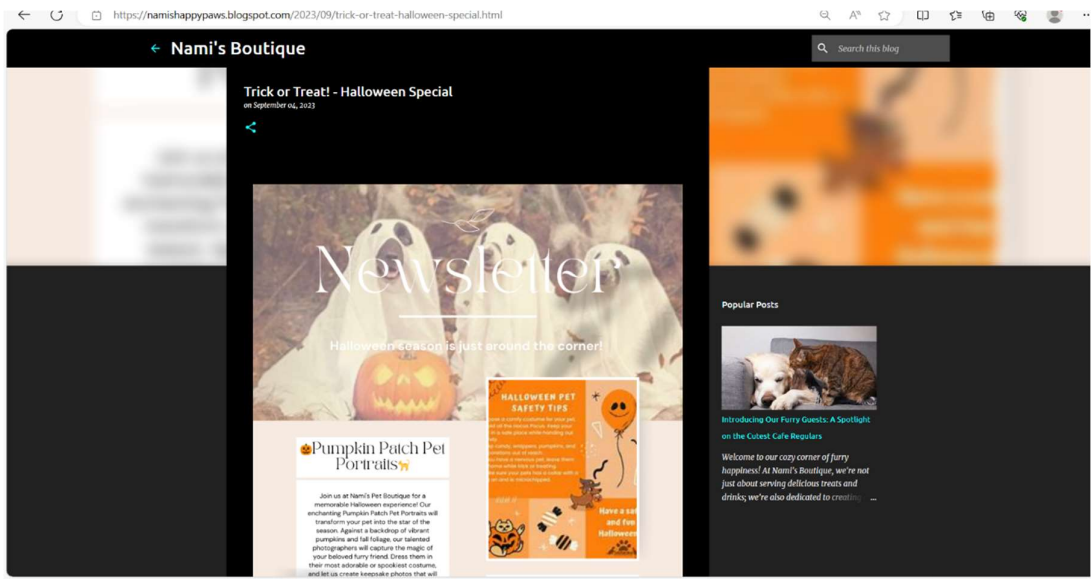


The redirected blog site:

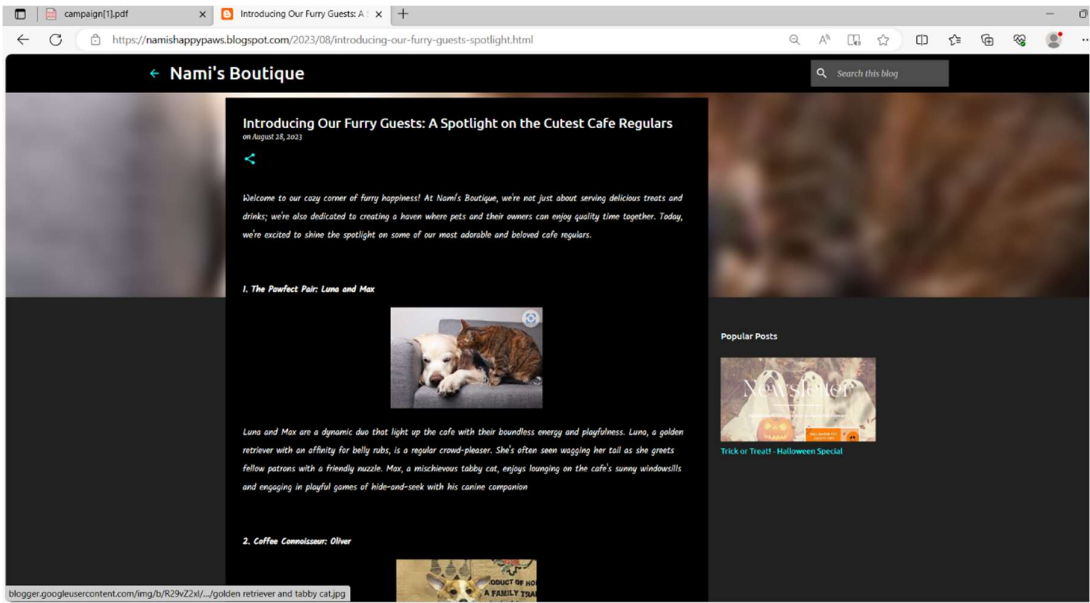
The main blog page:




Blog 1:



Blog 2:



The redirected google form:



Paws & Pearls: The Ultimate Pet Luxe Affair

Let your fur-babies shine the brightest!

gnanirenga@gmail.com [Switch account](#)

* Indicates required question

Email *

☐ Record gnanirenga@gmail.com as the email to be included with my response

What is your name?

Your answer

Will you be attending?

☐ Yes

☐ No

How many pets will be attending?

Your answer

Who is your pet? (Dog, Cat, etc.)

Your answer

Name of your pet?

Your answer

Do your pets have any allergies or dietary restrictions?

Your answer

☐ Send me a copy of my responses.

Submit

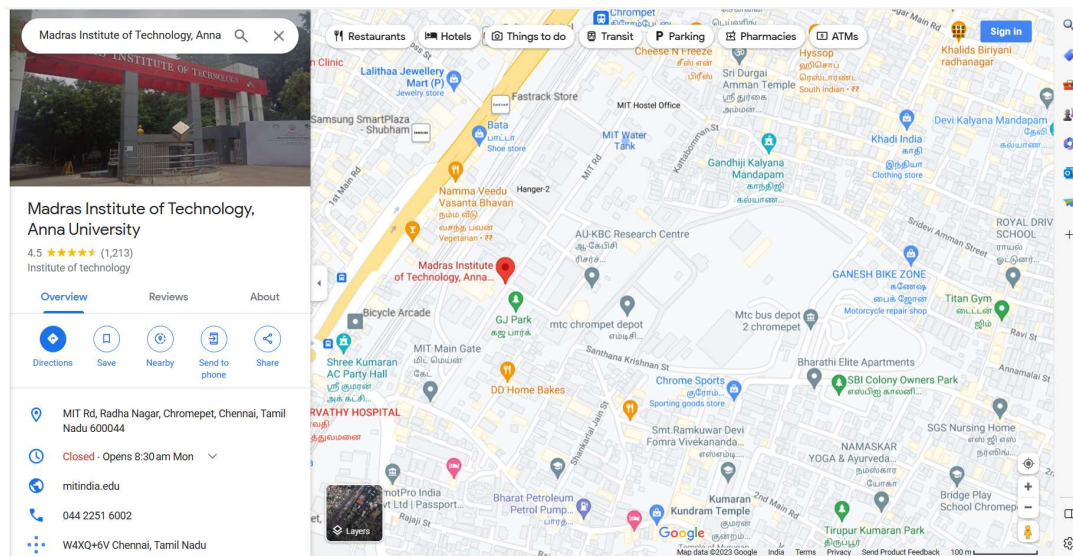
Clear form

Never submit passwords through Google Forms.

This content is neither created nor endorsed by Google.
[Report Abuse](#) - [Terms of Service](#) - [Privacy Policy](#)

Google Forms

The “visit us” link redirects to the location in google maps:



Analytical report:

	A	B	C	D
1	Email Campaign Report			
2	Title:	Welcome!!		
3	Subject Line:	Welcome!!		
4	Delivery Date/Time:	Sat, Oct 21, 2023 7:15 am		
5				
6	Overall Stats			
7	Total Recipients:		7	
8	Successful Deliveries:		7	
9	Bounces:	0 (0.0%)		
10	Times Forwarded:		0	
11	Forwarded Opens:		0	
12	Recipients Who Opened:	6 (85.7%)		
13	Total Opens:		7	
14	Last Open Date:	10/22/23 8:29AM		
15	Recipients Who Clicked:	4 (57.1%)		
16	Total Clicks:		15	
17	Last Click Date:	10/21/23 8:09AM		
18	Total Unsubs:		0	
19	Total Abuse Complaints:		0	
20	Times Liked on Facebook:		0	
21				
22	Clicks by URL			
23	URL	Total Clicks	Unique Clicks	
24	https://namishappypaws.blogspot.com/		5	4
25	https://docs.google.com/forms/d/e/1FAIpQLSeuz1C1Zj		4	4
26	https://www.google.com/maps/place/Madras+Institute		4	4
27	https://www.facebook.com/profile.php?id=6155072715		2	2
28	http://eepurl.com/iCgWz6		0	0
29				

Content optimizer

Create

Campaigns
All campaigns
Campaign Manager New
Automations
Audience
Analytics
Email

Content Optimizer

NewStandard Plan

View Report

See how your email's content performed, and how to improve it in the future.

Best practices met

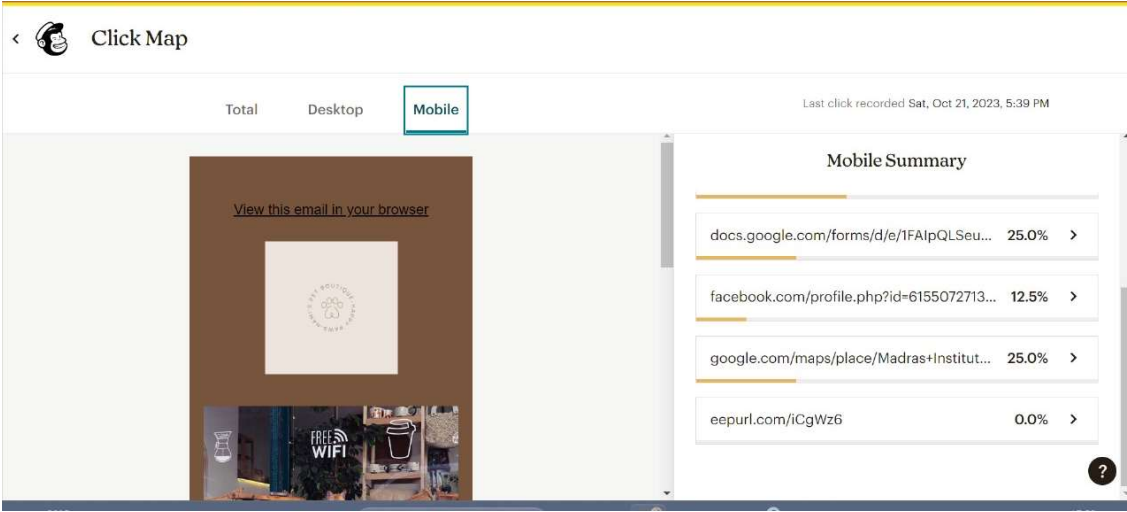
Skimmability2 out of 3

Text & Visuals2 out of 2

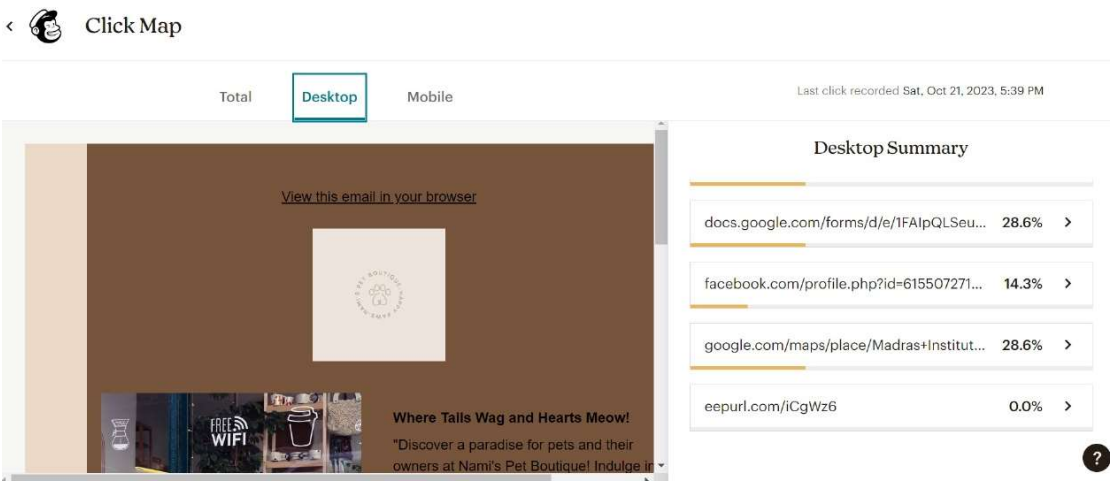
Links & CTAs3 out of 3

Typography3 out of 4

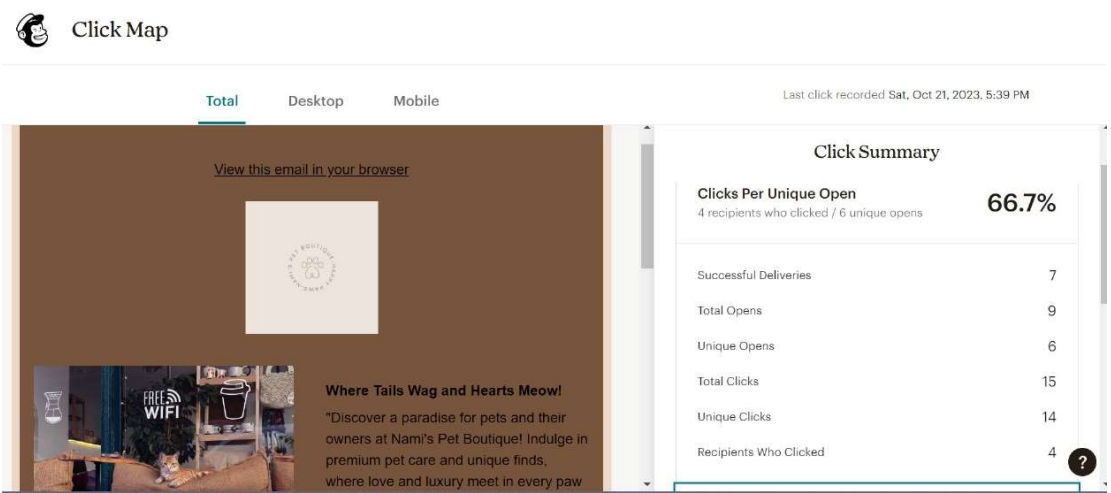
Mobile summary



Desktop summary



Overall summary



ADVANTAGES AND DISADVANTAGES

ADVANTAGES OF EMAIL CAMPAIGN

- Cost effective – cost of email marketing is lower than many other forms of marketing. There is no printing, media space costs or advertising fees involved.
- The design of the post is flexible and customizable
- Time saving, environment friendly
- Personalization
- Improved sales and marketing

DISADVANTAGES OF EMAIL CAMPAIGN

- If email is not targeted to right set to people, then email may be spammed
- Poorly designed emails may cost time and money
- Undelivered emails
- Time consuming to effectively design the content
- Comparatively increased competition
- Deception and unsubscribing

APPLICATIONS

The email marketing method allows to engage with audience directly enhancing personalization and customer retention. It is useful for content distribution, analytics and insights, data collection and maintain privacy. It is considered as best method to announce discounts and flash sales directly to the customers.

CONCLUSION

Looking from the various advantages posed by the email marketing method, it is considered to be best option in terms of marketing method to grow business, drive traffic, and increase sales and building trust relationships with subscribers and keep them engaged with the content. The platform used in this project Mail chimp was easy-to-use tool and helps to analyse the reports easily.