

DIGITAL MARKETING
PROJECT ON
CREATING AN EMAIL CAMPAIGN IN MAILCHIMP

Submitted by

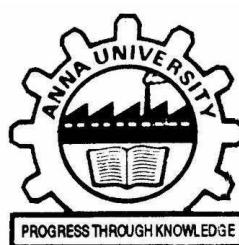
RENISA GRACELIN K - 2216C7E41CC5604A62D40C461B343A75

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OCT 2023

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1.INTRODUCTION

Email campaigns are pivotal in modern marketing strategies, enabling businesses to connect with their audience effectively. This report provides a comprehensive guide on creating successful email campaigns using MailChimp, a leading email marketing platform known for its user-friendly interface and powerful features.

Steps to be followed:

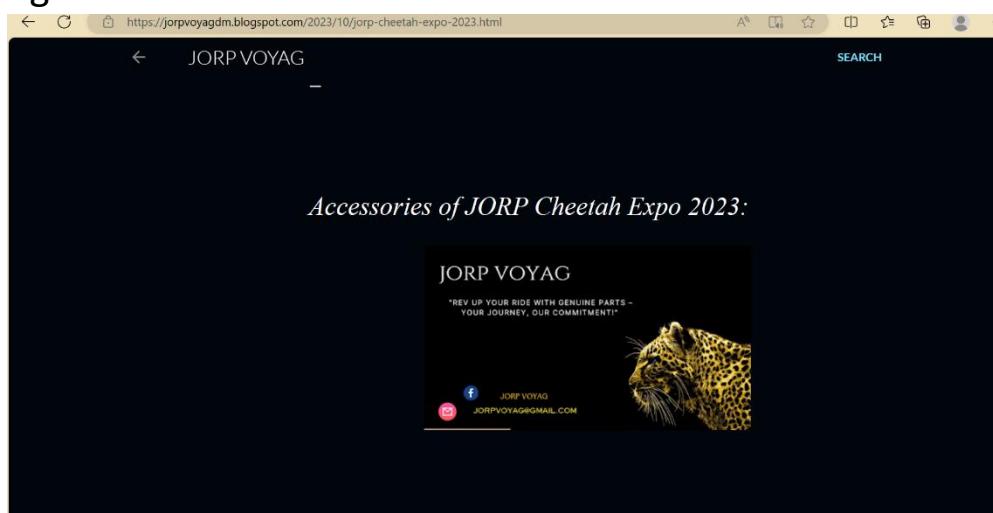
- To initiate email campaign on MailChimp, start by logging into account. Upon login, locate and click the "Create" button, then select "Email" as required campaign type.
- Follow the intuitive steps provided by MailChimp to design the email. Leverage the platform's customizable templates to craft visually appealing and engaging content tailored to desired brand identity.
- Import the mailing list seamlessly into MailChimp, ensuring that the campaign reaches the right audience. MailChimp's user-friendly tools facilitate efficient list management, allowing us to segment our subscribers for targeted communication.
- Utilize MailChimp's robust tracking and analytics tools to gain valuable insights into the campaign's performance. Monitor open rates, click-through rates, and subscriber engagement to assess the effectiveness of your email content.
- Schedule the campaign for optimal delivery timing or send it immediately to the subscribers. MailChimp's scheduling options empower us to maximize our email's impact by reaching our audience at the most opportune moments.

1.1 OVERVIEW

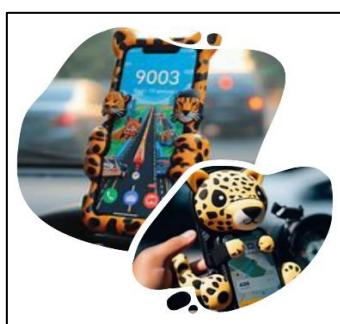
This campaign is about an expo where we exhibit bikes, cars and other accessories based on cheetah theme which has been named as JORP Cheetah Expo-2023.

The event is from December 1st to 4th 2023, between 9am to 6pm.

There will be a 50% offer on all products. Tickets to this roaring adventure is free. Entry pass will be sent to the subscribers through their registered mail-id.



Some of our Products:



2.PROJECT DESIGN

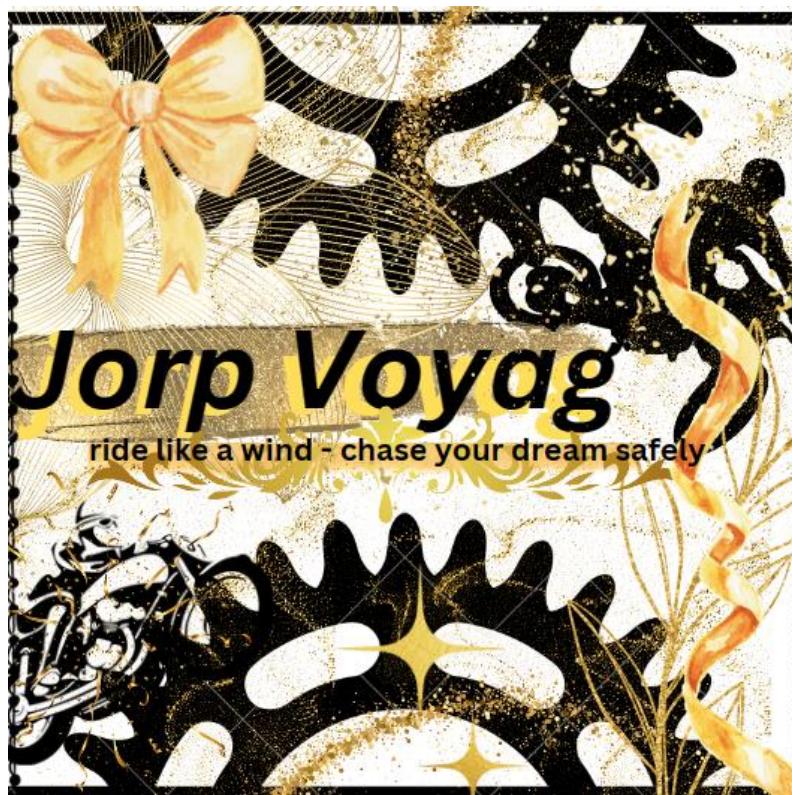
2.1 BRAND NAME AND LOGO CREATION

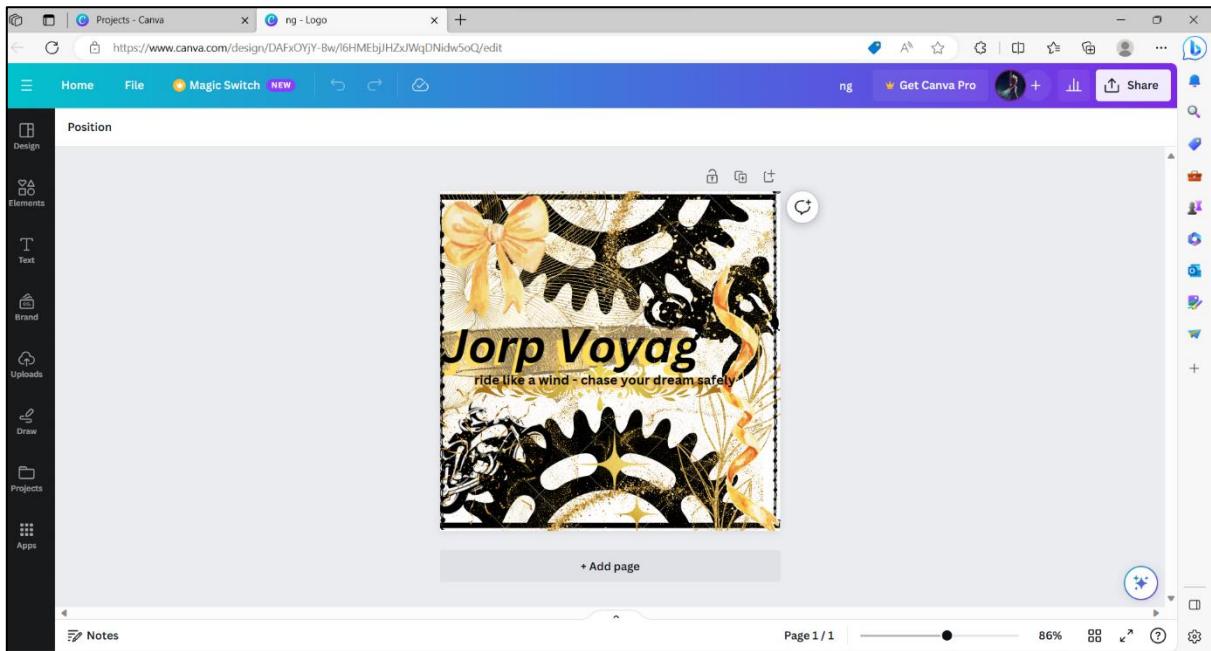
BRAND NAME: JORP VOYAG

JORP VOYAG is a business entity that specializes in the manufacturing, distribution, and sale of replacement components and accessories for vehicles. we play a crucial role in the automotive industry by providing a wide range of spare parts designed to maintain, repair, or enhance the functionality and appearance of vehicles.

We provide vide varieties of branded "Bike accessories, helmets, riding gears and bike service. "Decorative car accessory dealers in Thoothukudi are businesses that specialise in selling various types of decorative accessories for cars, such as seat covers, ...Shop wide range of high-quality Bike and Accessories online in India at jorpvoyag@gmail.com

LOGO CREATION:

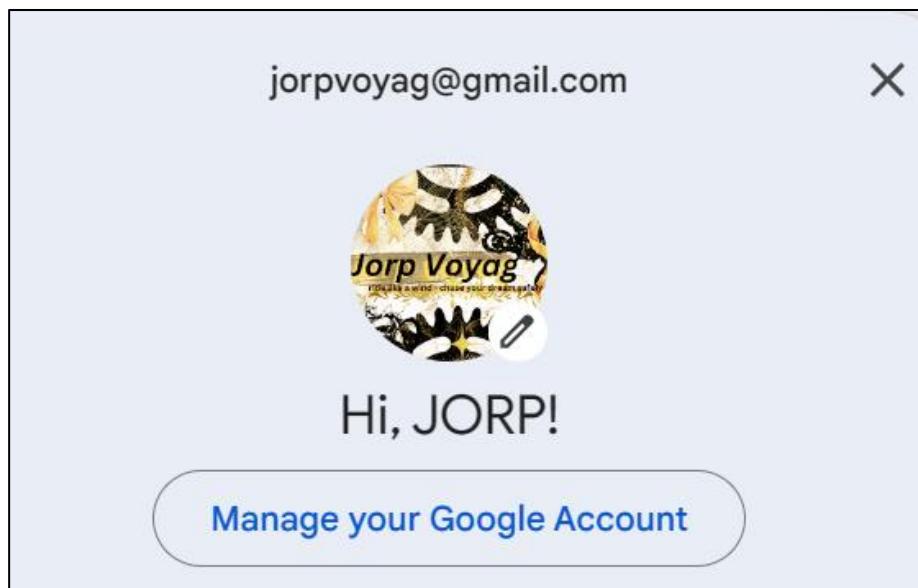




Creating a unique and memorable brand logo is essential for establishing a strong brand identity. Canva, a popular graphic design tool, provides an intuitive platform for designing logos without the need for extensive design skills.

2.2 EMAIL-ID CREATION

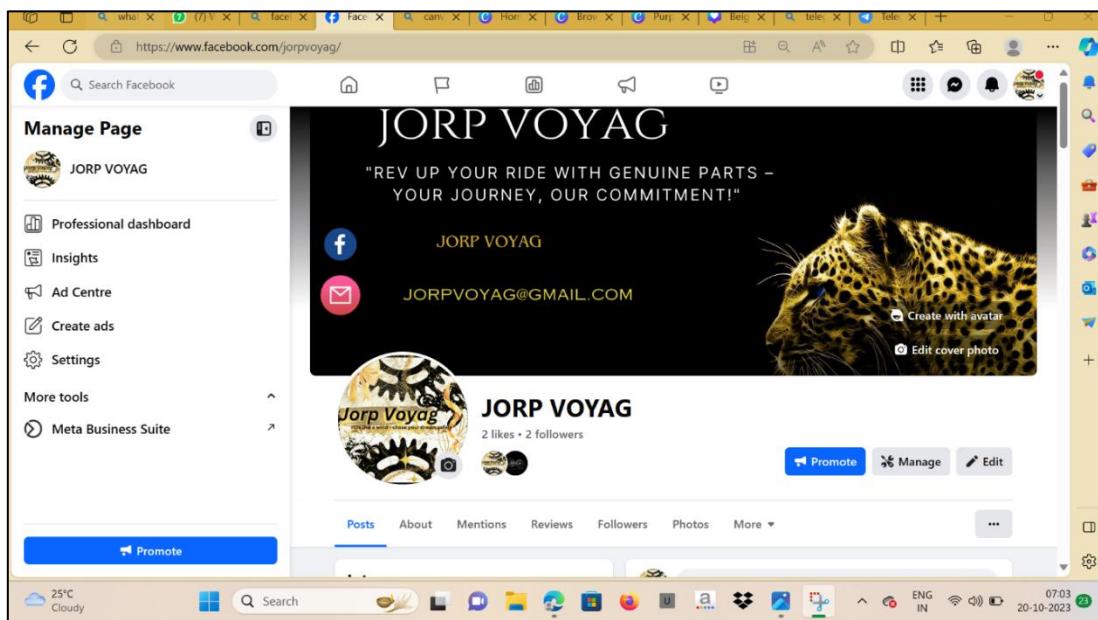
EMAIL-ID: jorpvoyag@gmail.com



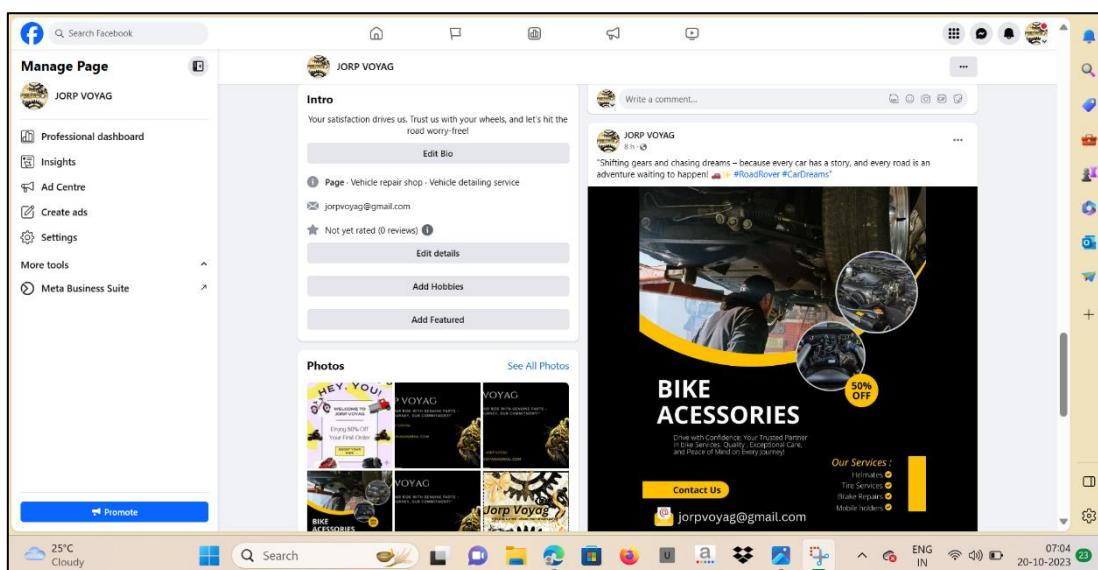
2.3 SETTING UP A FACEBOOK PAGE

LINK: <https://www.facebook.com/jorpvoyag/>

Setting up a Facebook page for digital marketing is a great way to establish an online presence, engage with audience, and promote products or services.



Creating posters as advertisements on the Facebook page can be an effective way. By creating visually appealing and engaging posters for Facebook advertisements that effectively promote products or to reach the target audience.

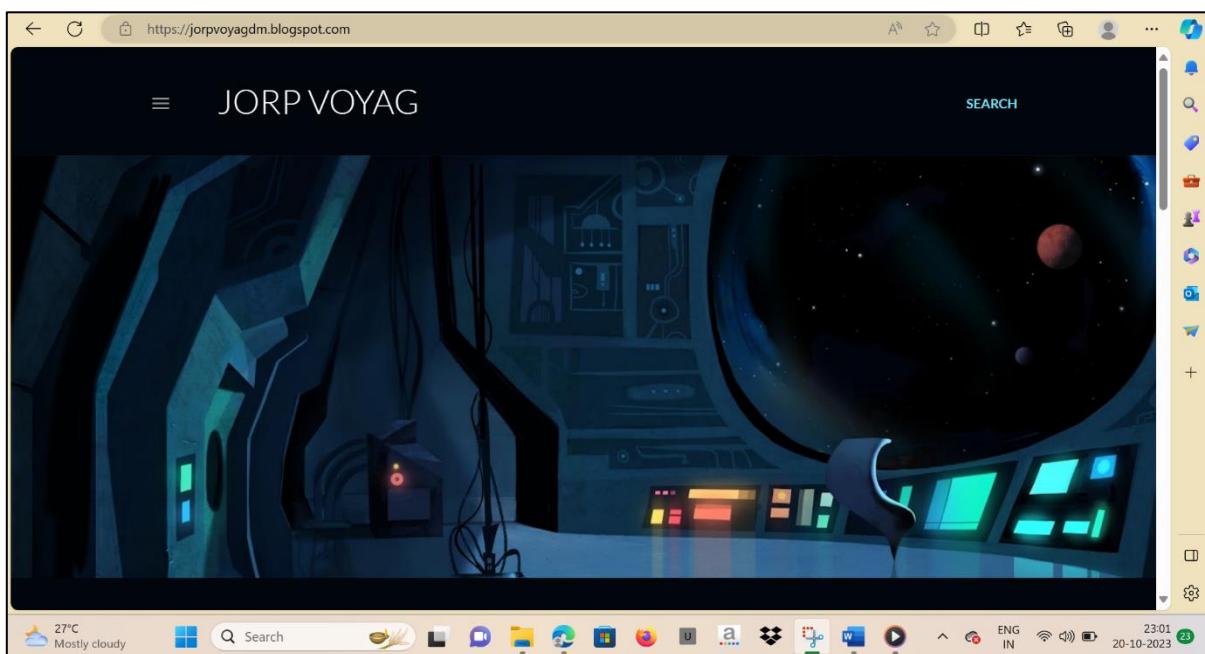


2.4 BLOGSPOT ARTICLE CREATION

LINK: <https://jorpvoyagdm.blogspot.com/>

Creating a blog on Blogspot (Blogger) is a great way to market a brand. Consistency, quality content, and engagement are key to building a successful blog for marketing a brand.

website:

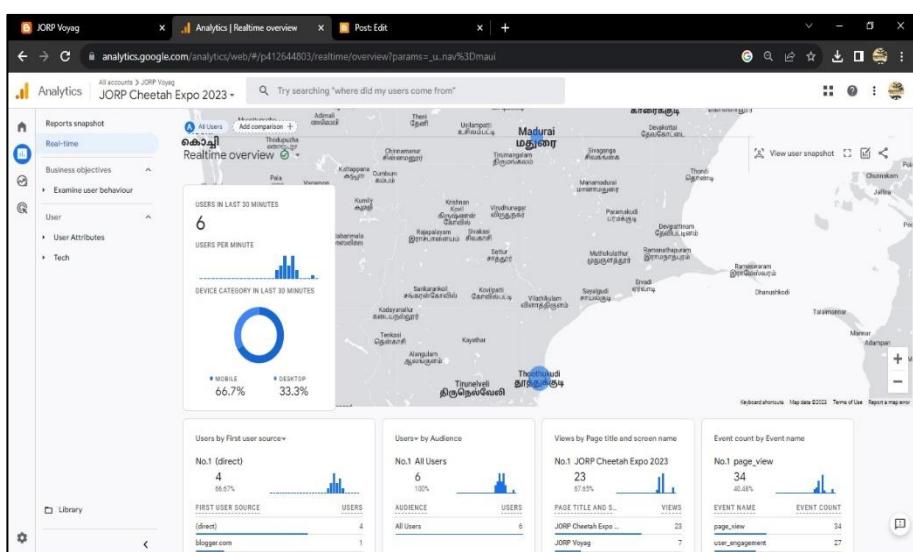
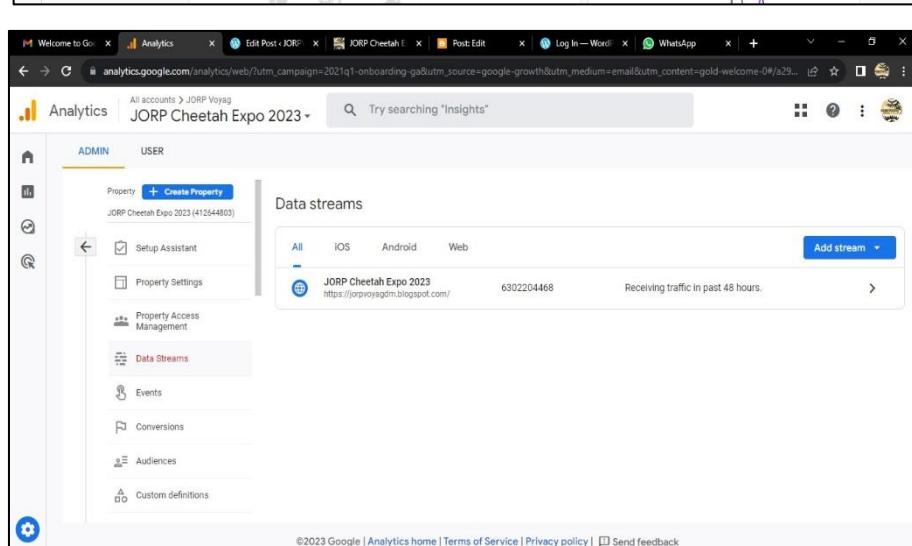
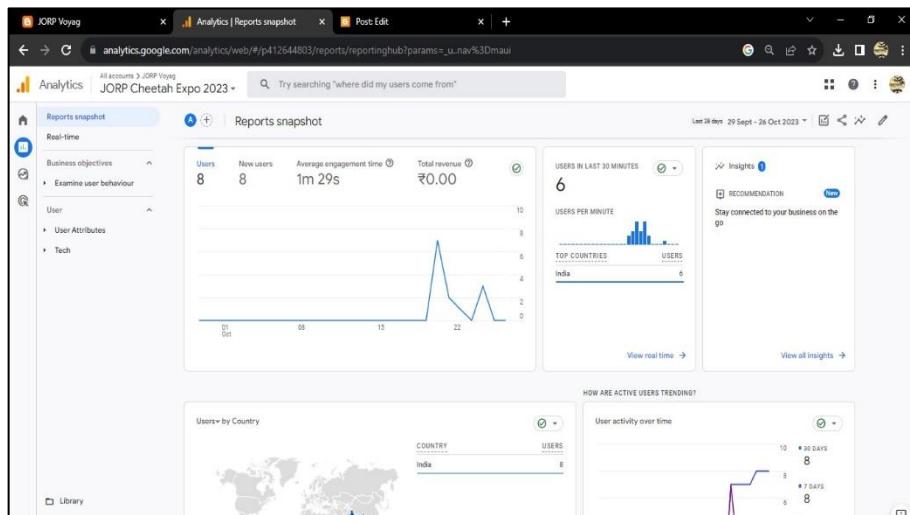


Post:

GOOGLE ANALYTICS

Measurement ID: G-TJFYWMYS8H

STREAM ID: 6302204468

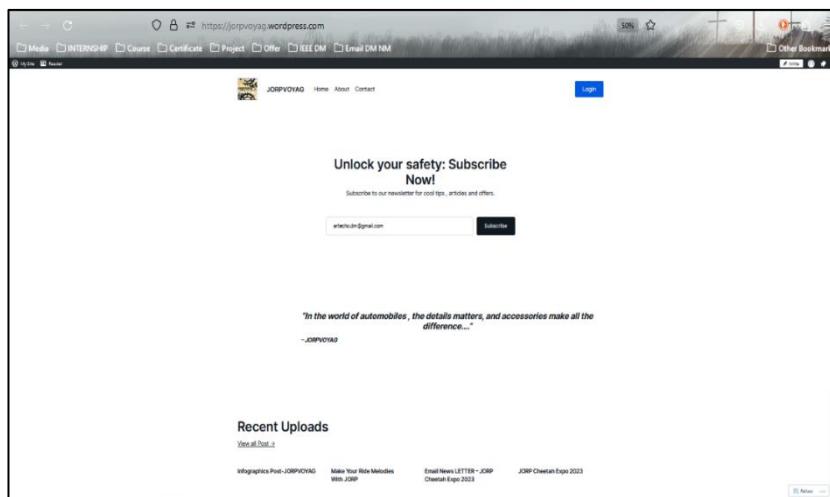


2.5 DEVELOPING THE WEBSITE USING WORDPRESS

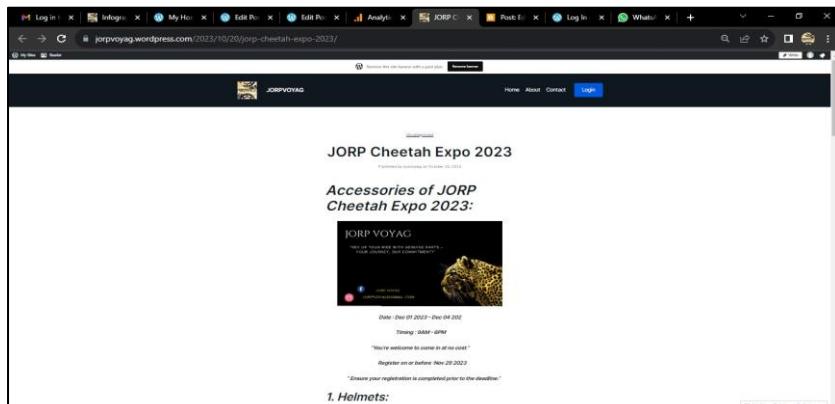
LINK: <https://jorpvoyag.wordpress.com/>

Creating a WordPress website for digital marketing purposes offers a versatile and user-friendly platform to showcase our services, engage with the audience, and drive conversions. By following creating a professional WordPress website tailored for the digital marketing business, effectively showcasing services and attracting potential clients.

Website:



ARTICLE:



Post:2.6 CREATING AN INFOGRAPHIC WITH CANVA

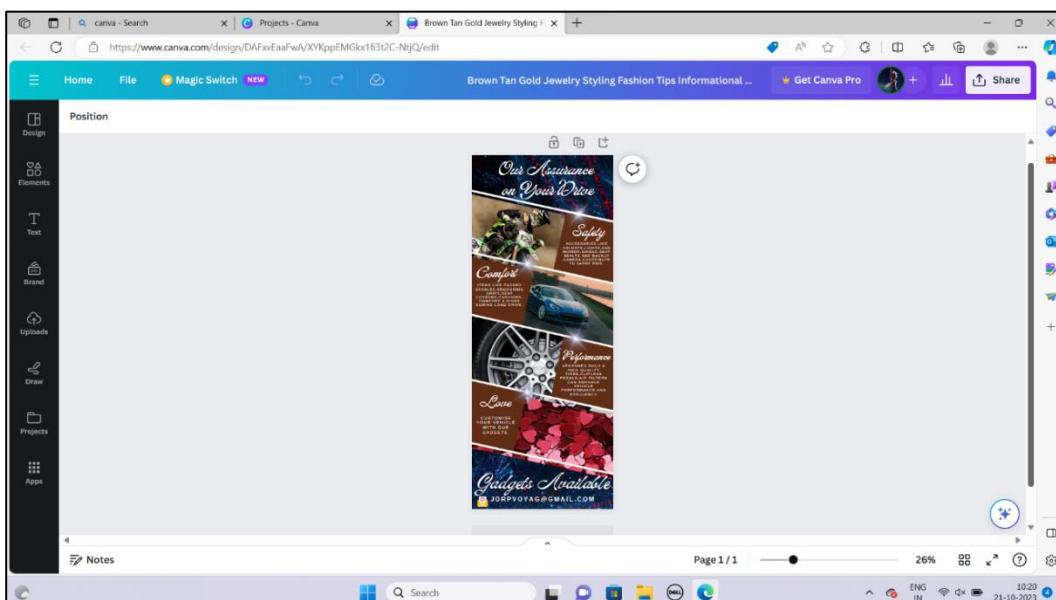
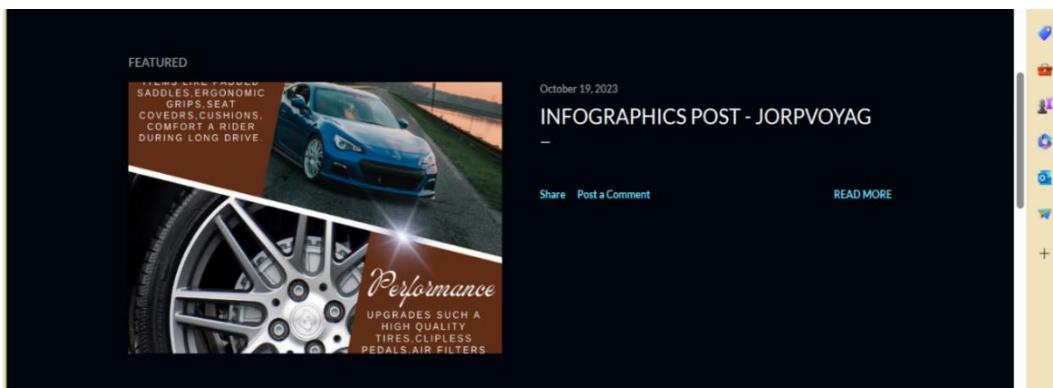
BLOGGER LINK:

<https://jorpvoyagdm.blogspot.com/2023/10/infographics-post-jorpvoyag.html>

WORDPRESS LINK:

<https://jorpvoyag.wordpress.com/2023/10/20/infographics-post-jorpvoyag/>

Creating an infographic for digital marketing purposes can help convey complex information in a visually appealing and easy-to-understand manner.



Our Assurance on Your Drive



Safety

ACCESSORIES LIKE HELMETS, LIGHTS, AND MIRROR, AIRBAG, SEAT BELTS AND BACKUP CAMERA CONTRIBUTE TO SAFER RIDE.

Comfort

ITEMS LIKE PADDED SADDLES, ERGONOMIC GRIPS, SEAT COVERS, CUSHIONS, COMFORT A RIDER DURING LONG DRIVE.



Performance

UPGRADES SUCH AS HIGH QUALITY TIRES, CLIPLESS PEDALS, AIR FILTERS CAN ENHANCE VEHICLE PERFORMANCE AND EFFICIENCY.

Love

CUSTOMISE YOUR VEHICLE WITH OUR GADGETS.

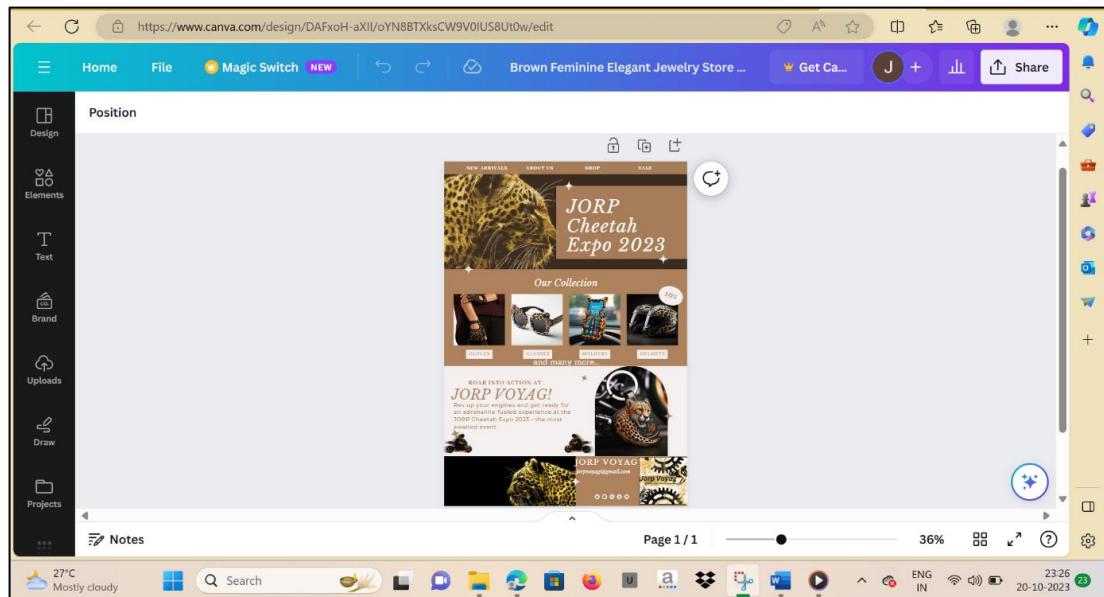


Gadgets Available



JORPVOYAG@GMAIL.COM

2.7 CRAFTING AN EMAIL NEWSLETTER WITH CANVA



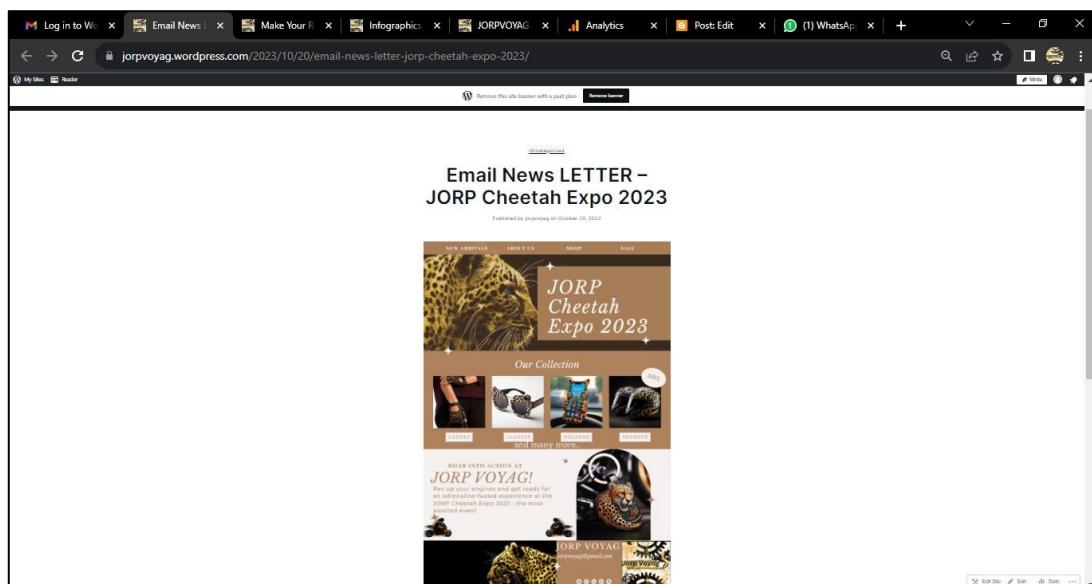
BLOGGER LINK: <https://jorpvoyagdm.blogspot.com/2023/10/email-news-letter-jorp-cheetah-expo-2023.html>

WORDPRESS

LINK:

<https://jorpvoyag.wordpress.com/2023/10/20/email-news-letter-jorp-cheetah-expo-2023/>

Email newsletters are a powerful tool in digital marketing, allowing businesses to directly reach their audience, share valuable content, promote products or services, and build relationships with subscribers.



NEW ARRIVALS

ABOUT US

SHOP

SALE



JORP Cheetah Expo 2023

Our Collection



GLOVES



GLASSES



HOLDERS



HELMETS

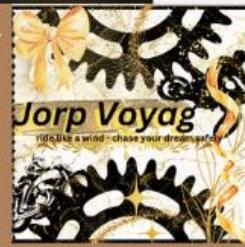
and many more....

ROAR INTO ACTION AT *JORP VOYAG!*

Rev up your engines and get ready for an adrenaline-fueled experience at the JORP Cheetah Expo 2023 - the most awaited event



JORP VOYAG
jorpvoyag@gmail.com



2.8 BUILDING A LANDING PAGE VIA MAILCHIMP

LINK: <https://mailchi.mp/b750c80484d5/jorp-cheetah-expo-2023>

In digital marketing, a landing page is a specific web page designed to receive traffic from online marketing campaigns, such as advertisements or email marketing, with the primary goal of converting visitors into leads or customers. Landing pages are created for targeted marketing campaigns and are distinct from the main website.



https://mailchi.mp/b750c80484d5/jorp-cheetah-expo-2023

Media INTERNSHIP Course Certificate Project Offer IEEE DM Email DM NM Other Bookmarks

SUBSCRIBE AND SAVE

Hey there Cheetah enthusiasts!

The countdown has begun! Guess what? We're bringing you the fastest, and most stylish cheetah-themed car and bike accessories! Helmets, phone holders, gloves, stickers, key chains, and more – all designed to ignite your passion for speed. And here's the kicker – everything you've ever dreamed of is available at jaw-dropping **50% OFF!** 🚀

Join us and indulge in a shopping spree like never before! Buckle up and get ready to ride in style. See you at the **JORP Cheetah Expo 2023** – let's make your Cheetah dreams come true!

Rev up your engines and let's roar together! 🐾

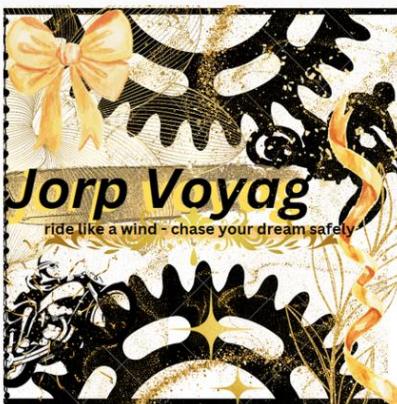
https://jorpyagdm.blogspot.com

https://mailchi.mp/b750c80484d5/jorp-cheetah-expo-2023

Media INTERNSHIP Course Certificate Project Offer IEEE DM Email DM NM Other Bookmarks

WORDS FROM US!!

Rev up your style with JORP Voyag! Discover a world of themed car and bike accessories tailored for enthusiasts like you. From sleek helmets to trendy stickers, we've got your ride covered. Elevate your journey with JORP Voyag – where passion meets precision.

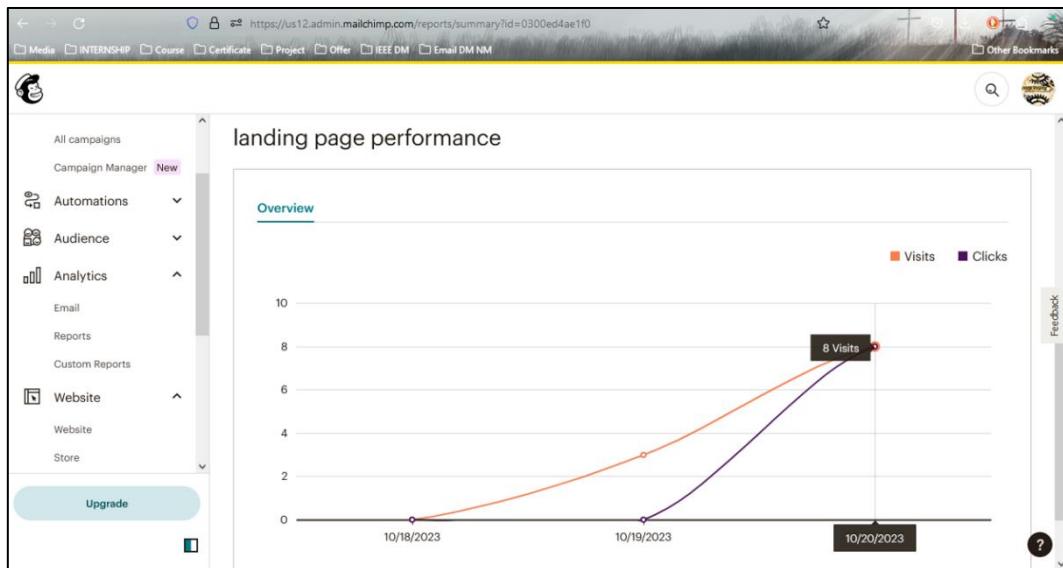


The screenshot shows a Mailchimp dashboard for a landing page named "Jorp Cheetah Expo 2023". The left sidebar includes sections for All campaigns, Campaign Manager (New), Automations, Audience, Analytics, Email, Reports, Custom Reports, Website (selected), and Upgrade. The main content area displays the landing page title and a summary card with the following data:

Visits:	N/A	Unique Visits:	8 Clicks:	5 Subscribes	N/A Conversion Rate
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Below the summary card is a tip message: "Tip: To view unique visits and conversion rate, enable Track with Mailchimp in your [landing page settings](#)."

LANDING PAGE PERFORMANCE



2.9 DESIGNING A MAIL CAMPAIGN USING MAILCHIMP

Designing a successful email campaign using MailChimp involves several steps to engage audience and drive conversions.

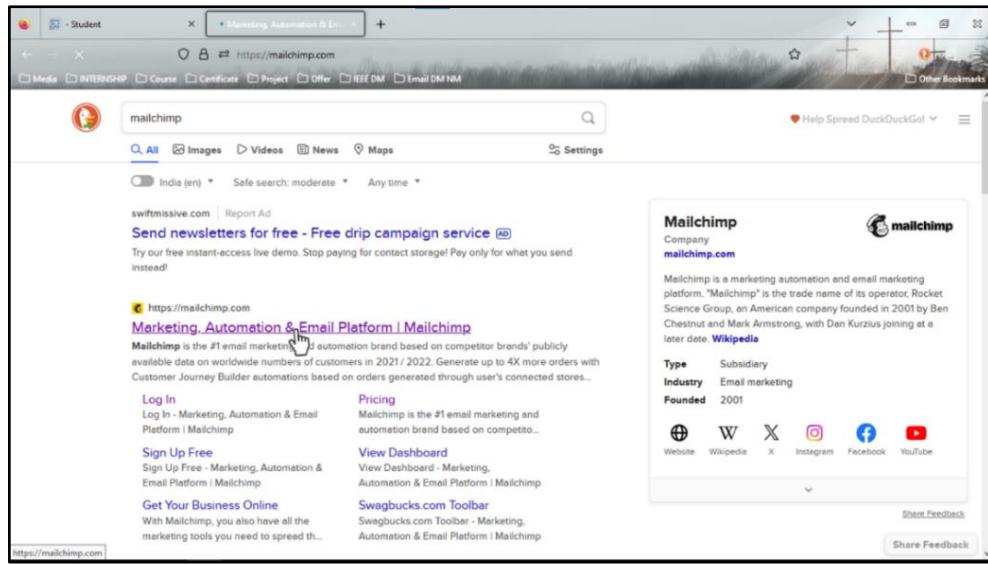
Determine the purpose of email campaign.

Select a responsive and visually appealing email template from MailChimp's template library.

Incorporate eye-catching images, videos, or GIFs to enhance email's visual appeal.

Use MailChimp's preview and testing features to send test emails

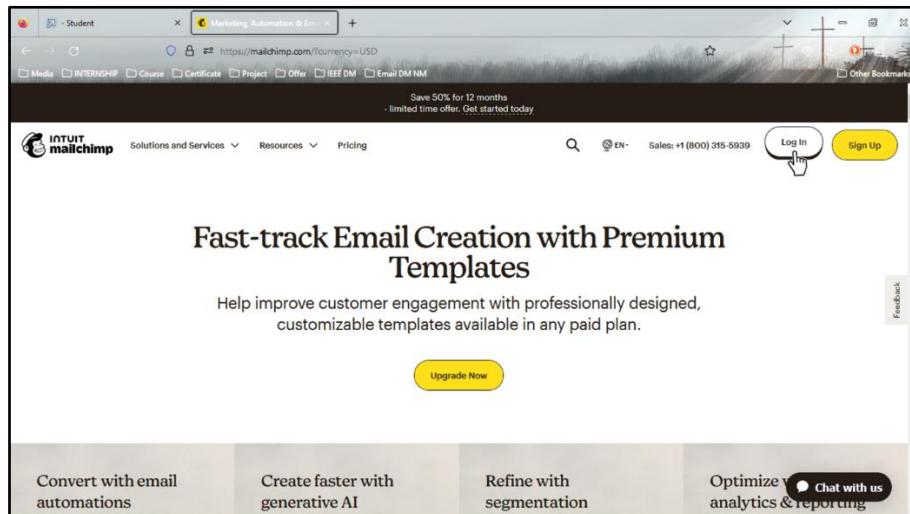
After sending your campaign, use MailChimp's reporting tools to track open rates, click-through rates, and subscriber engagement. Analyze the data to understand what works best for audience.



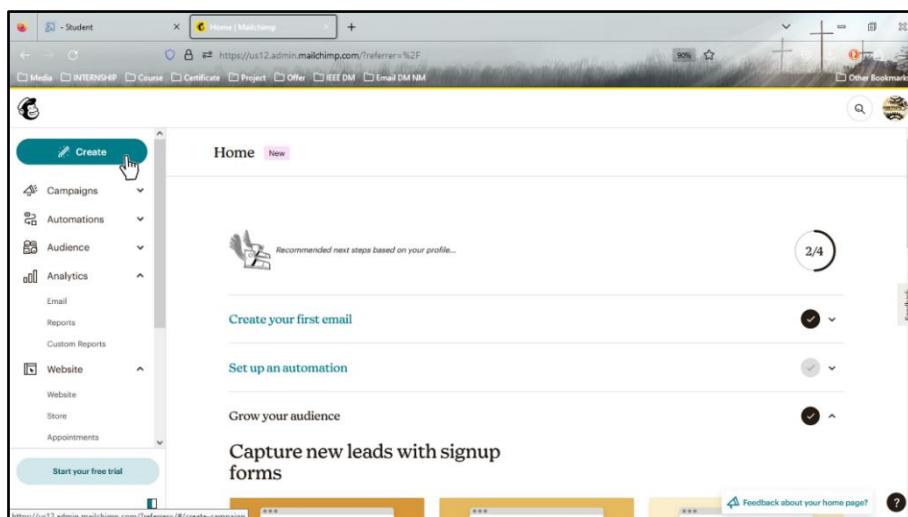
NAVIGATION:

CREATE :

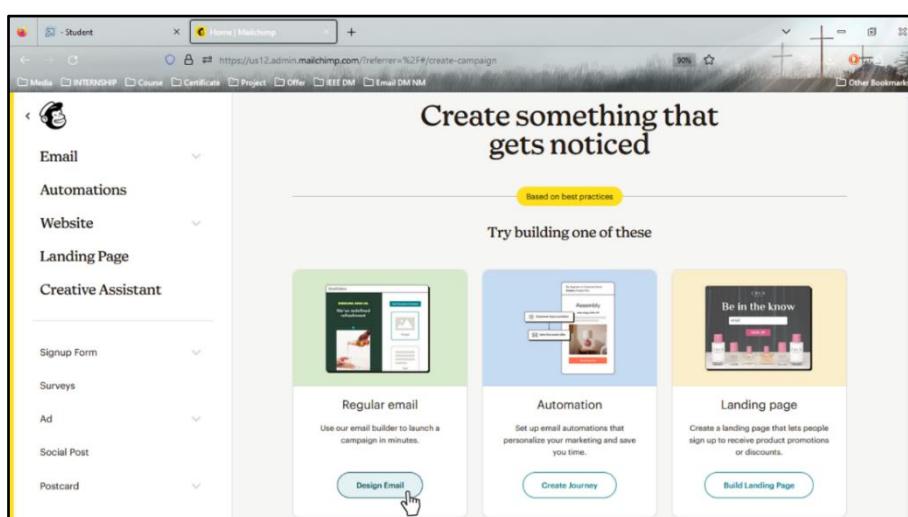
CLICK “Log In” :



CLICK “Create” :

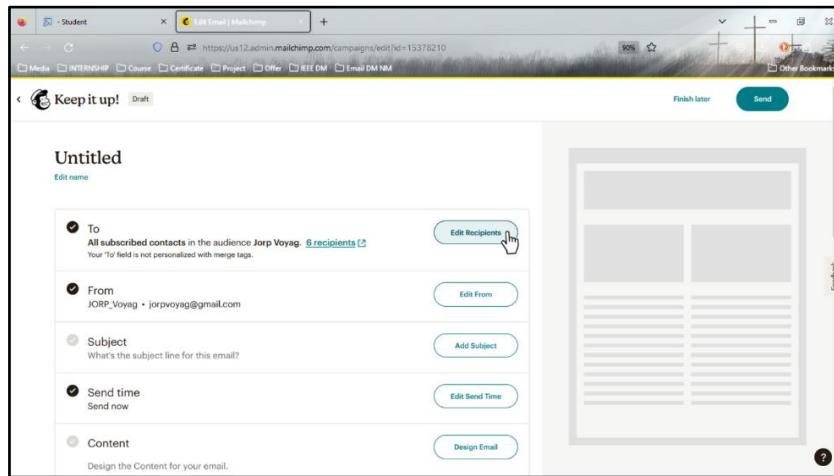


CLICK “Design Email in Regular Email “ :

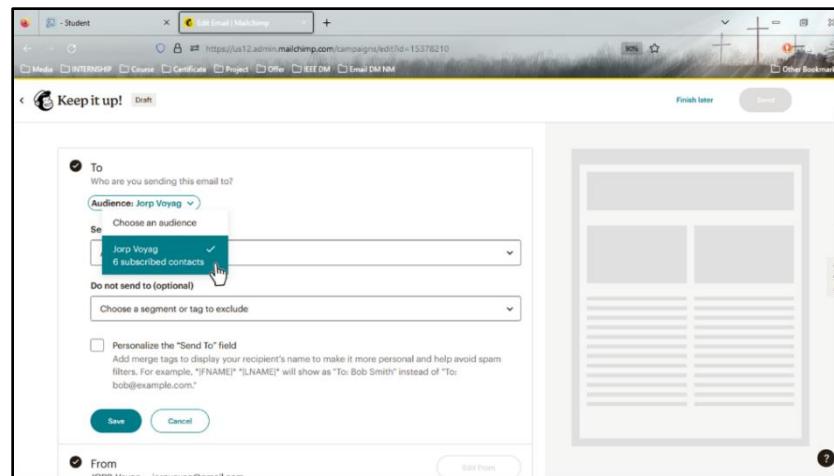


Add Recipients – Select Audience :

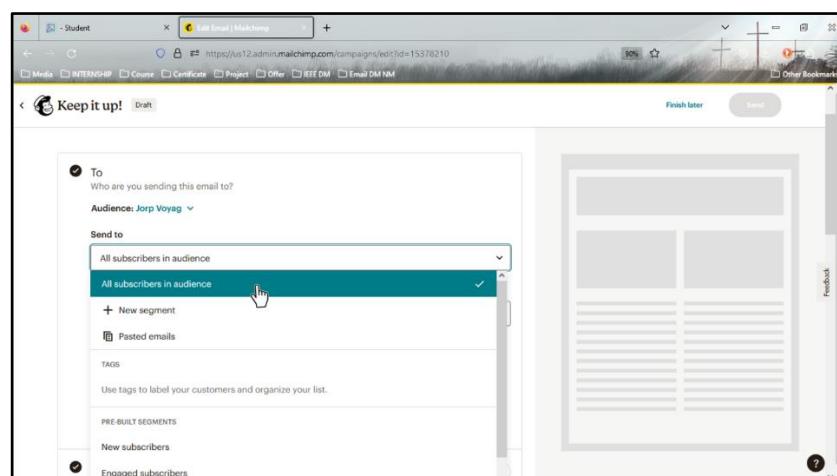
CLICK “ Add Recipients ” :



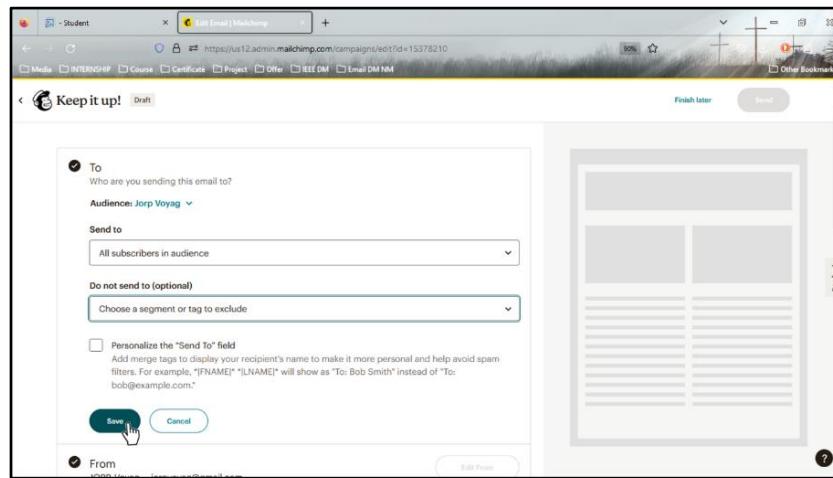
Click “ Choose Audience and select your audience ” :



Choose your Preferences :

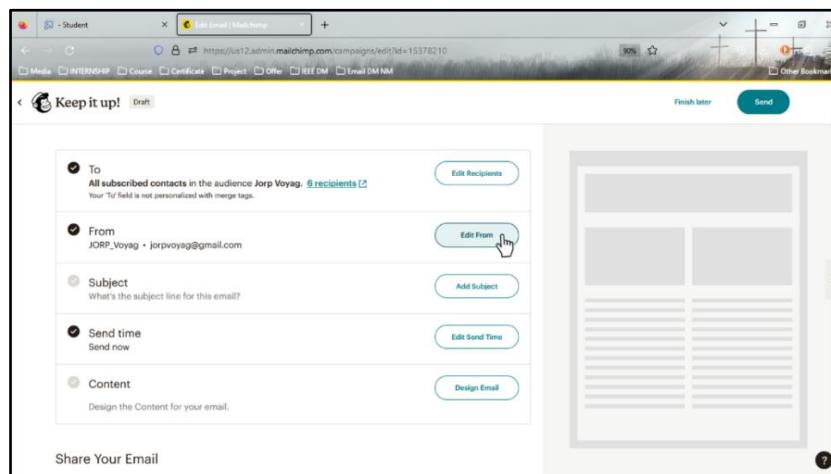


Click “Save” :

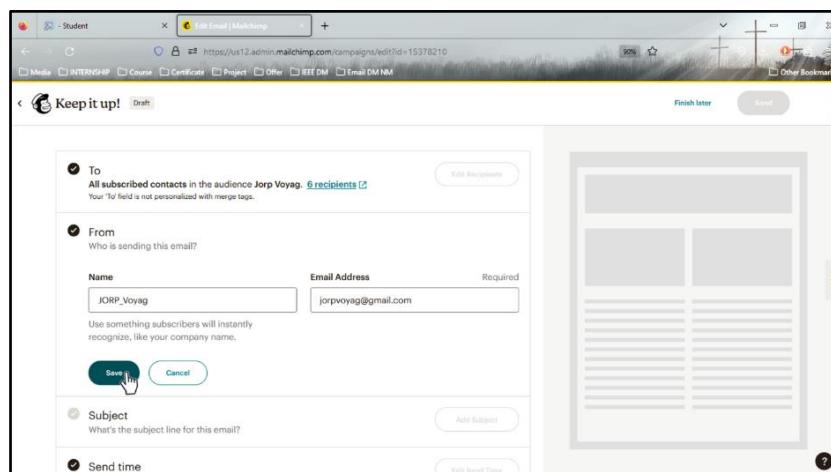


From Details:

Click “Add from” :



Enter name and email address and click save :



Subject:

Subject :

The screenshot shows the Mailchimp interface for creating an email campaign. The left sidebar lists sections: Media, INTERNSHIP, Course, Certificate, Project, Offer, IEEE DM, and Email DM NM. The main area is titled 'Keep it up! Draft'. It contains fields for 'To' (All subscribed contacts in the audience Jorp Voyag), 'From' (JORP_Voyag • jorpvoyag@gmail.com), 'Subject' (What's the subject line for this email?), 'Send time' (Send now), and 'Content' (Design the Content for your email). A large preview window on the right shows a template with three columns. Buttons for 'Edit Recipients', 'Edit From', 'Edit Subject', 'Edit Send Time', and 'Design Email' are visible. A 'Share Your Email' link is at the bottom.

Add Subject line :

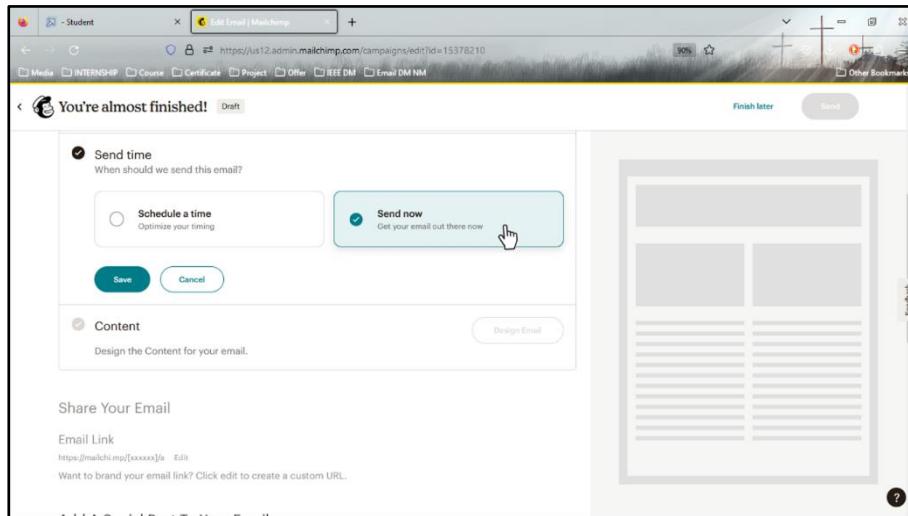
This screenshot shows the 'You're almost finished!' draft stage. The 'Subject' field now contains the text 'Let's Roar at JОРР Cheetah Expo 2023! 🦁' and the 'Preview Text' field contains 'Grab your ticket, JОРРЕR'. Other fields remain the same: To (All subscribed contacts in the audience Jorp Voyag), From (JORP_Voyag • jorpvoyag@gmail.com), and Send time (Send now). The preview window and other interface elements are identical to the previous screenshot.

Send time :

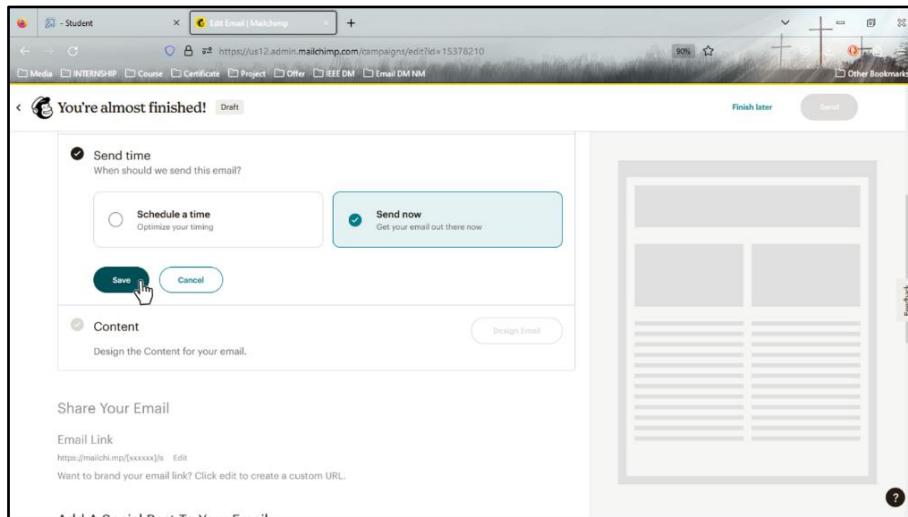
Send time :

The final screenshot shows the 'You're almost finished!' draft stage again. The 'Send time' field is highlighted with a cursor over the 'Edit Send Time' button. The other fields and preview window are consistent with the previous screenshots.

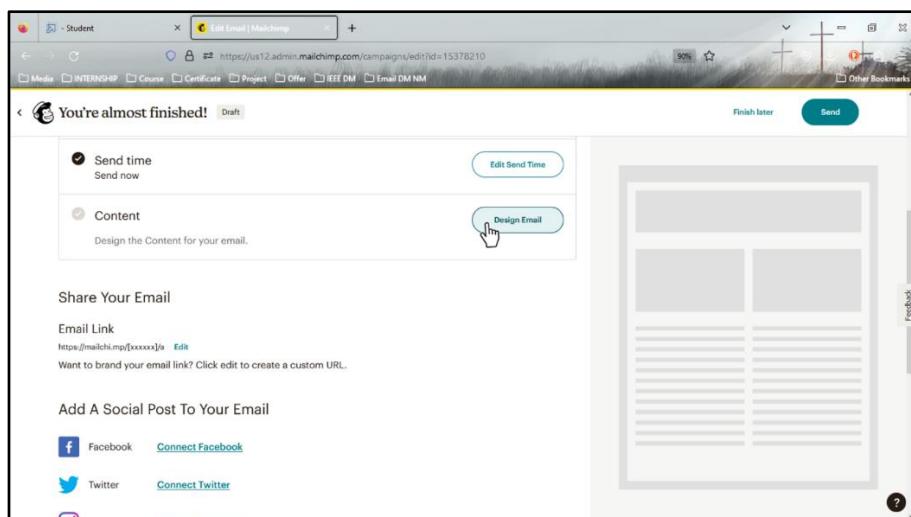
Click “ Send Now “ :



Click “ Save “ :

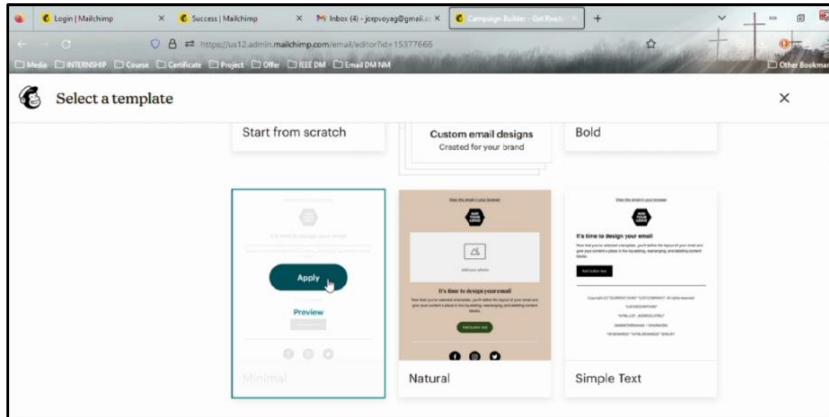


Click “ Design Email “ :



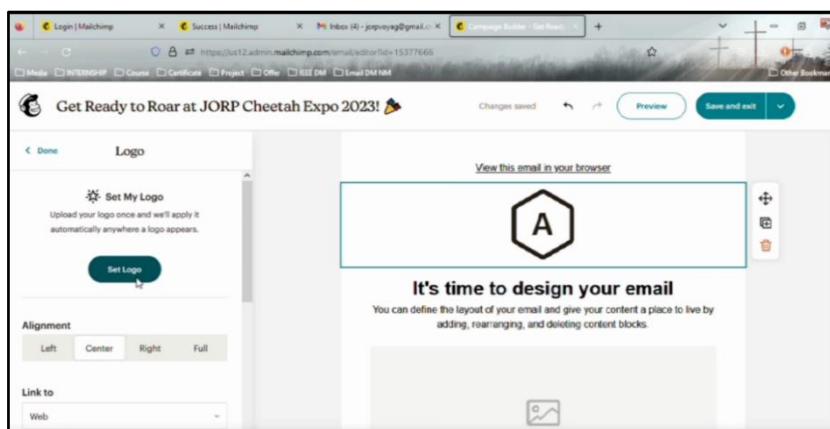
Templates :

Choose your template you required and click apply :

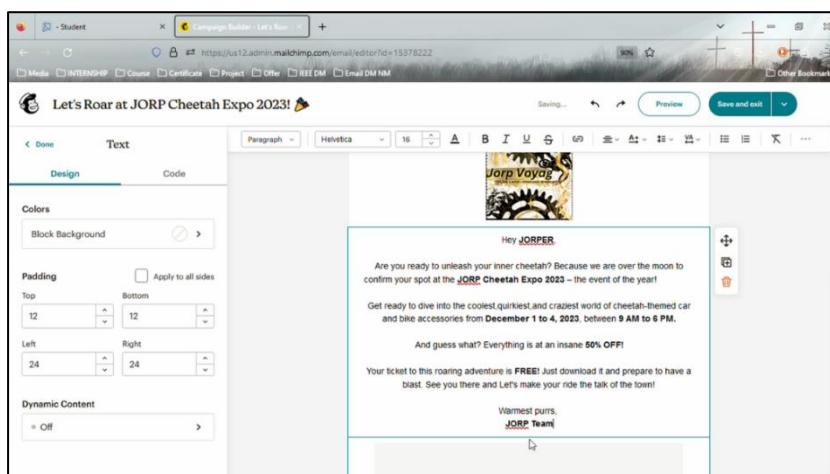


Add logo and image :

Add your logo by clicking set logo button And Upload Your logo:

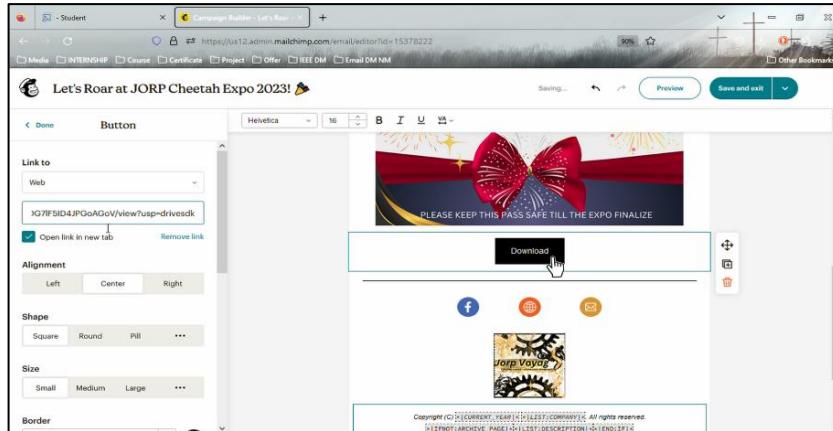


Now add your content :

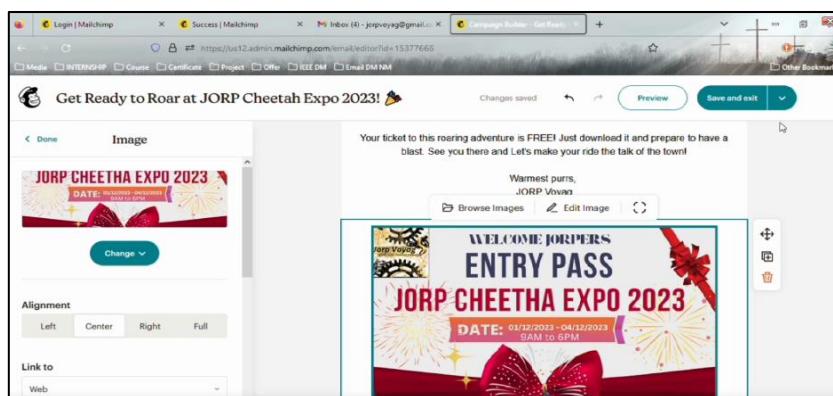


Add Button with Link :

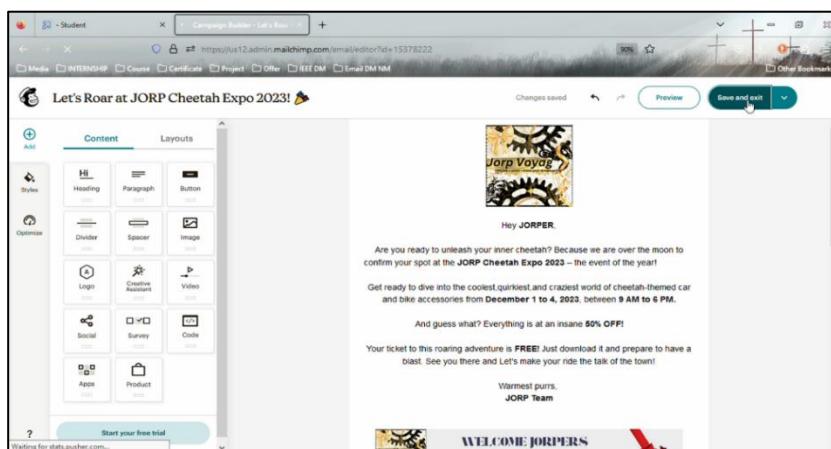
Edit button label and Add link to the button in the Dashboard :



Add Image to your Email Template :



After editing Click save and exit :



Send and Check E-mail report :

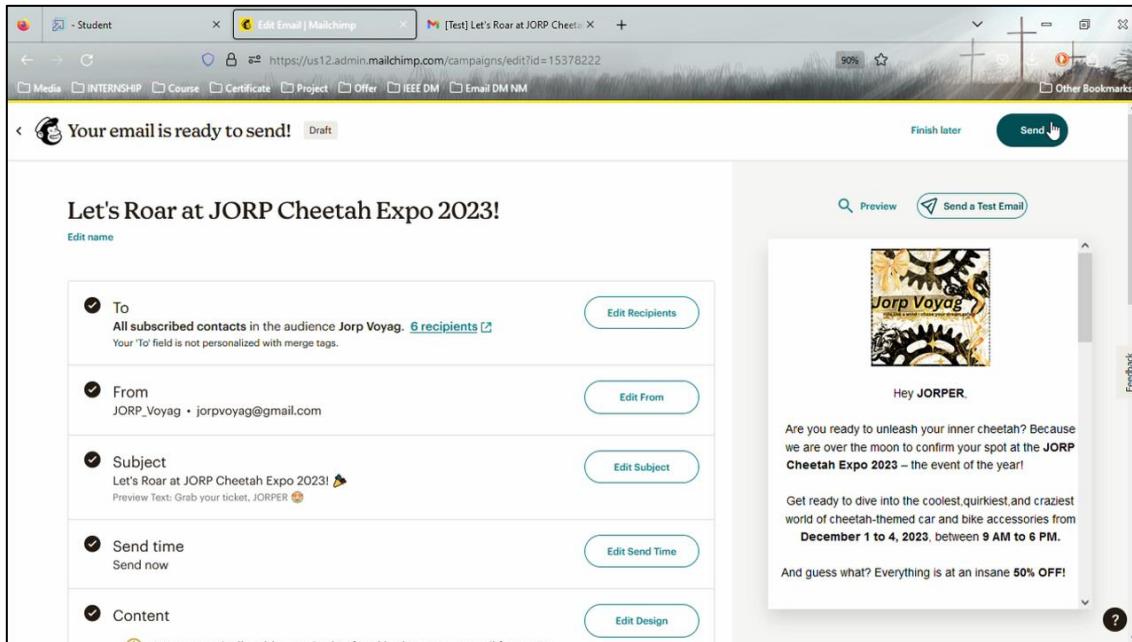
Sending Test mail :

The screenshot shows the Mailchimp interface for editing an email campaign. A modal window titled "Send a Test Email" is open, prompting the user to confirm sending to "All subscribed contacts". The modal includes a preview of the email content, which features a cheetah-themed design with the text "Let's Roar at JОРР Cheetah Expo 2023!". The modal has an "Ok" button at the bottom right.

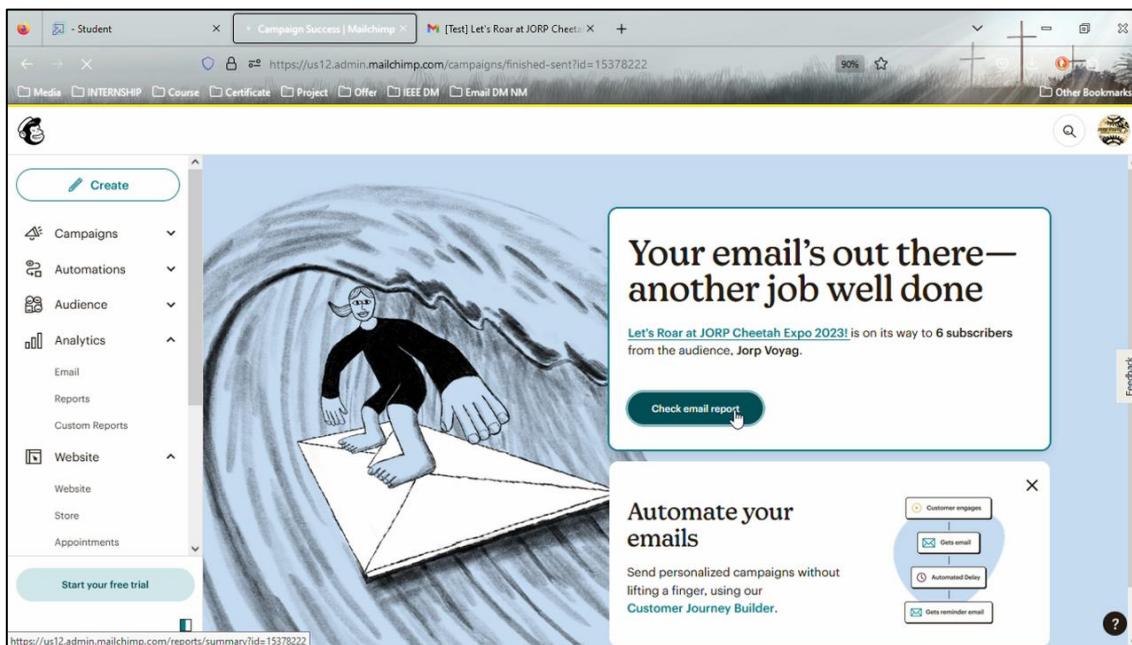
The screenshot shows a Gmail inbox with 1,843 messages. A single email message from "jorpvoyage" is selected, showing a preview of the test message. The message subject is "THIS IS A TEST MESSAGE". The preview content includes the same cheetah-themed expo text and a decorative banner at the bottom that reads "WELCOME JОРРERS ENTRY PASS".

Click “ send “ Button To send emails To Your customers:

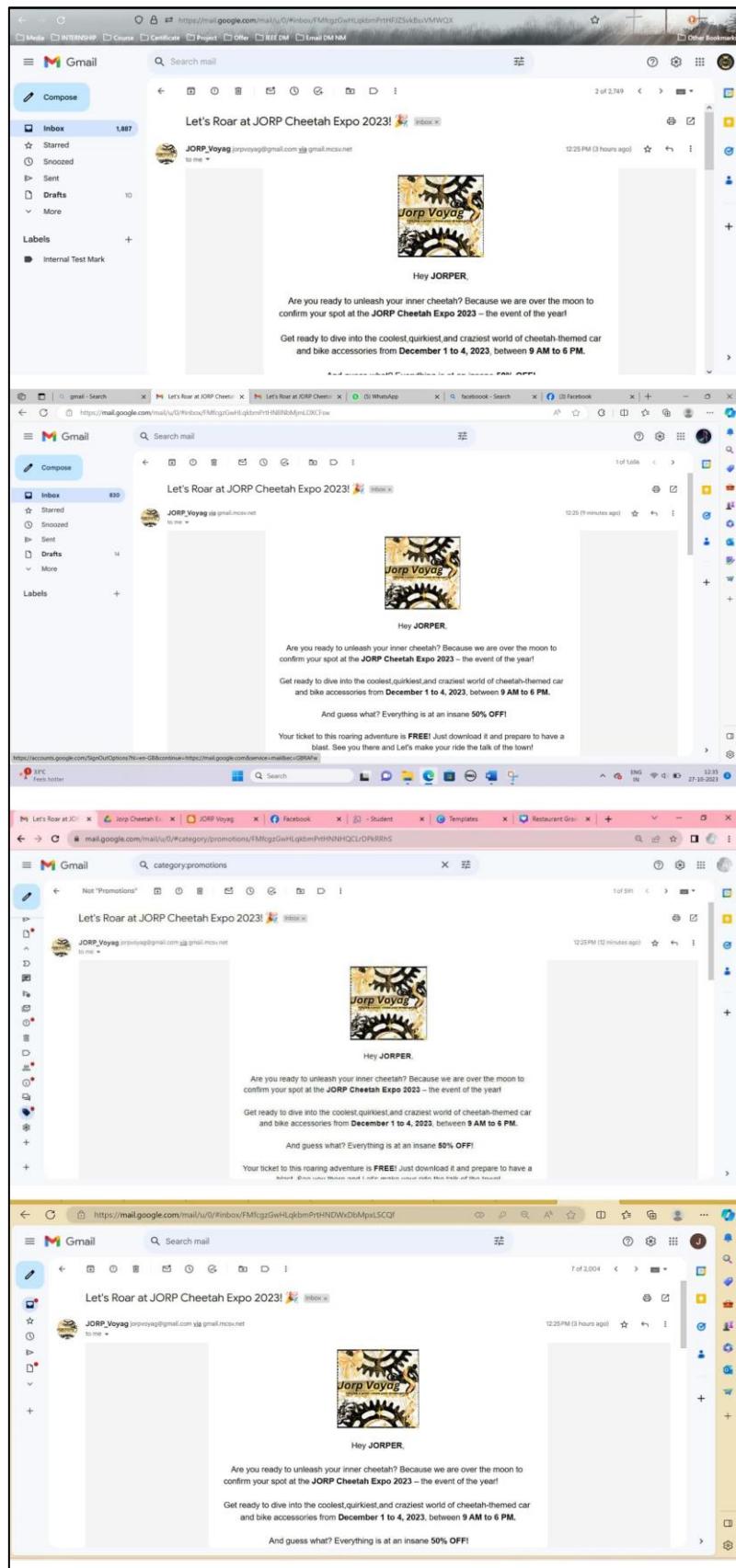
Click “ Check Email Report “ :



View your Report Here :



Results:



Let's Roar at JORP Cheetah Expo 2023! 🎉

JORP_Voyag 12:25 pm
to me

Hey JORPER,

Are you ready to unleash your inner cheetah? Because we are over the moon to confirm your spot at the **JORP Cheetah Expo 2023** – the event of the year!

Get ready to dive into the coolest, quirkiest, and craziest world of cheetah-themed car and bike accessories from **December 1 to 4, 2023**, between **9 AM to 6 PM**.

And guess what? Everything is at an insane **50% OFF!**

Your ticket to this roaring adventure is **FREE!** Just download it and prepare to have a blast. See you there and Let's make your ride the talk of the town!

Warmest purrs,
JORP Team

Let's Roar at JORP Cheetah Expo 2023! 🎉

Inbox

JORP_Voyag 12:25 PM
to me

Hey JORPER,

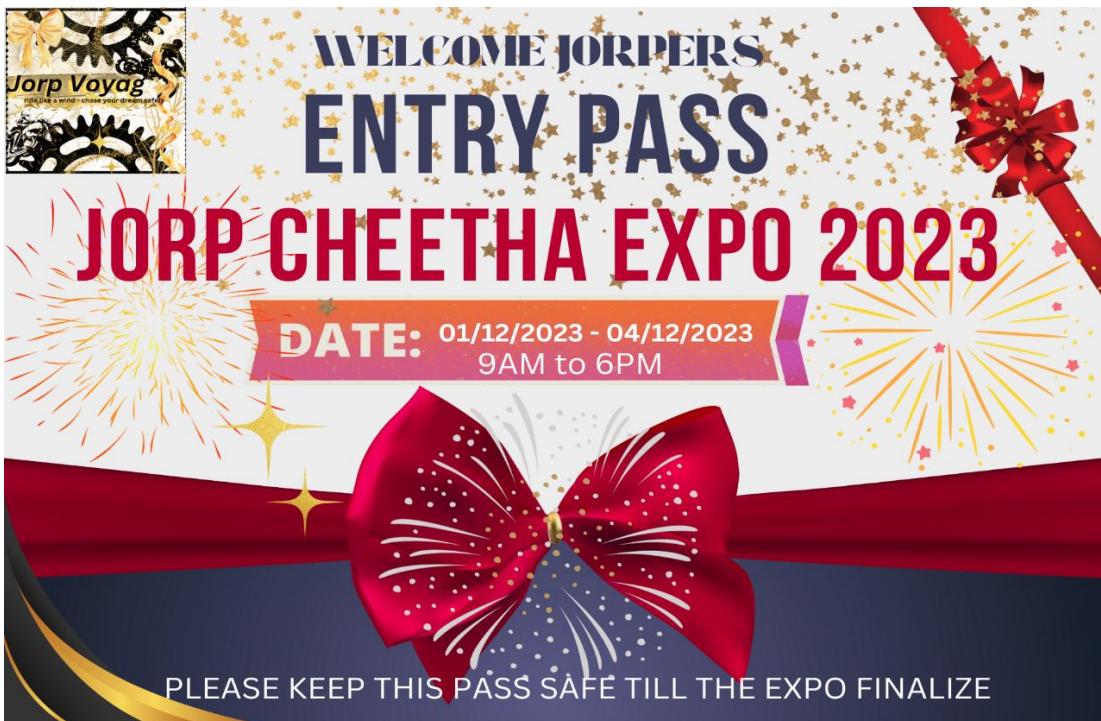
Are you ready to unleash your inner cheetah? Because we are over the moon to confirm your spot at the **JORP Cheetah Expo 2023** – the event of the year!

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And guess what? Everything is at an insane **50% OFF!**

Your ticket to this roaring adventure is **FREE!** Just download it and prepare to have a blast. See you there and Let's make your ride

TICKET TO THE EXPO



3. CONCLUSION

MailChimp's seamless interface, coupled with its array of features, empowers businesses to create compelling email campaigns effortlessly. By leveraging the platform's templates, tracking capabilities, and scheduling tools, marketers can refine their strategies based on data-driven insights, ultimately enhancing the effectiveness of their email marketing efforts.

4. DEMO LINK :

<https://youtu.be/BeldQAr9wgE=JORPVoyag>

5.GITHUB LINK:

<https://github.com/RENISA-GRACELIN/Jorp-Voyag-email-campaign.git>