

DIGITAL MARKETING
PROJECT ON
CREATING AN EMAIL CAMPAIGN IN MAILCHIMP

Submitted by

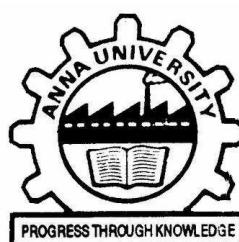
RENISA GRACELIN K - 2216C7E41CC5604A62D40C461B343A75

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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:

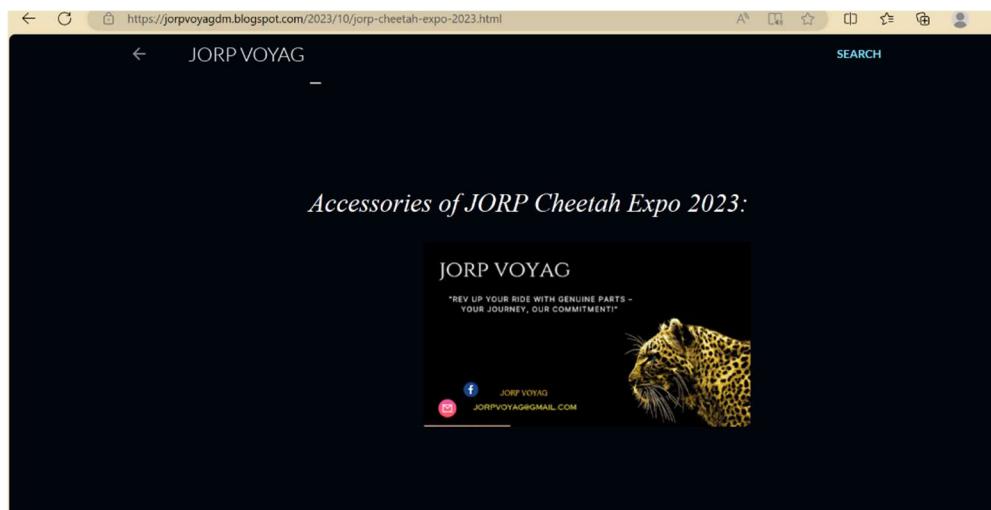
- To initiate email campaign on MailChimp, start by logging into account. Upon login, locate and click the "Create" button, then select "Email" as required campaign type.
- Follow the intuitive steps provided by MailChimp to design the email. Leverage the platform's customizable templates to craft visually 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

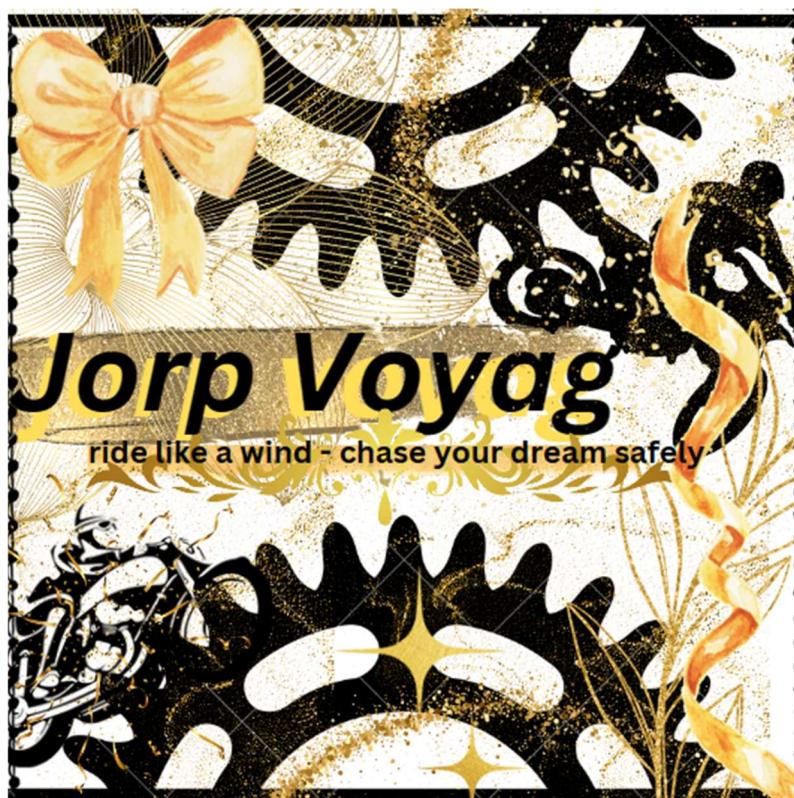
2.1 BRAND NAME AND LOGO CREATION

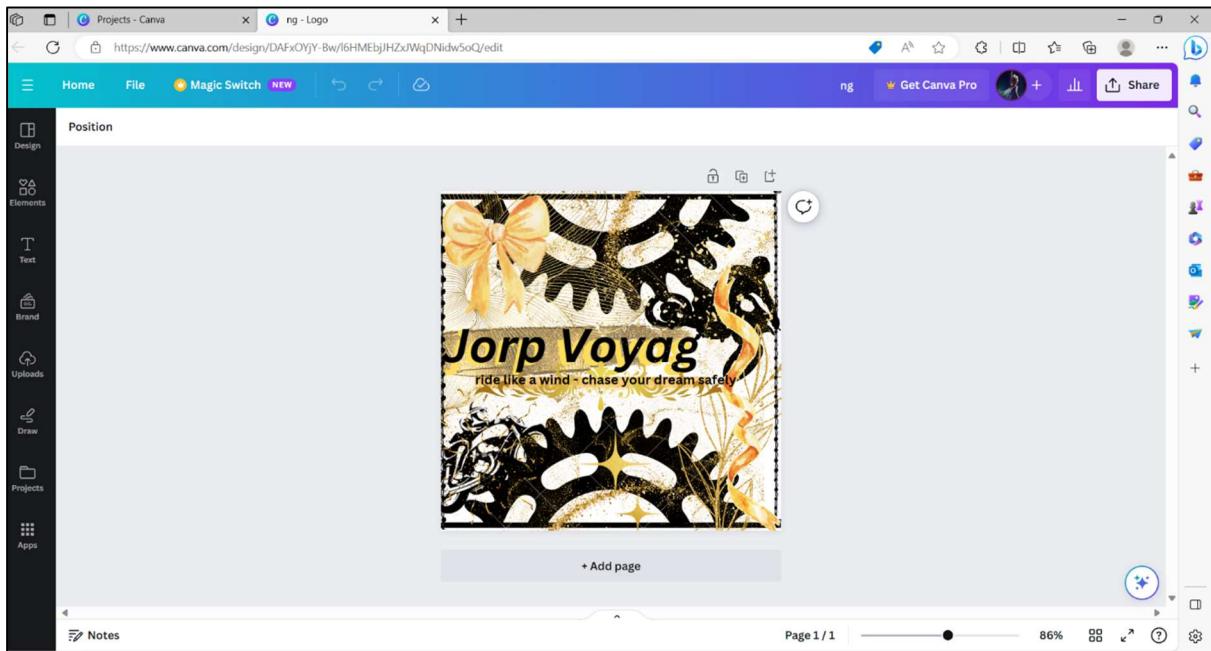
BRAND NAME: JORP VOYAG

JORP VOYAG is a fictional 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, and so on. Shop wide range of high-quality Bike and Accessories online in India at jorpvoyag@gmail.com

LOGO CREATION:

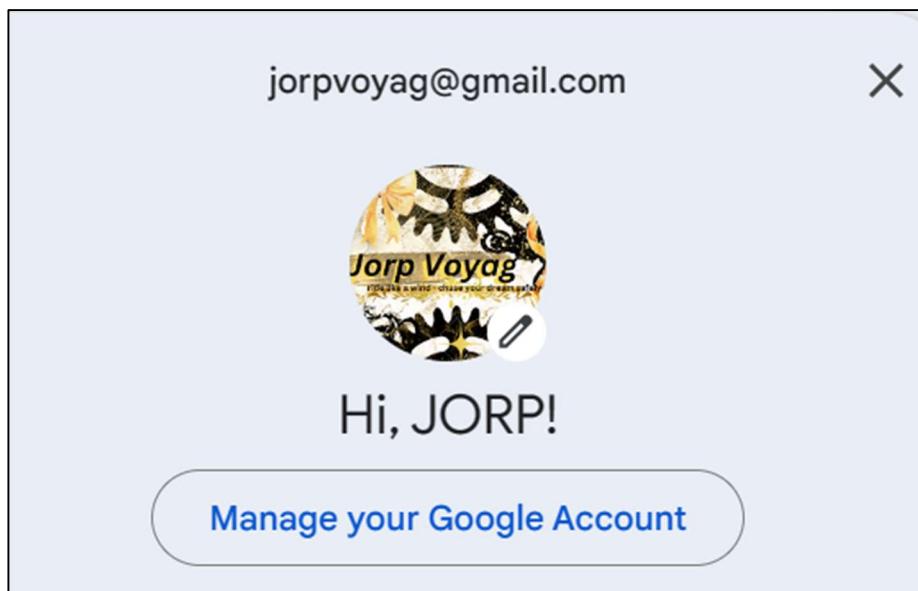




Creating a unique and memorable brand logo is essential for establishing a strong brand identity. Canva, a popular graphic design tool, provides an intuitive platform for designing logos without the need for extensive design skills.

2.2 EMAIL-ID CREATION

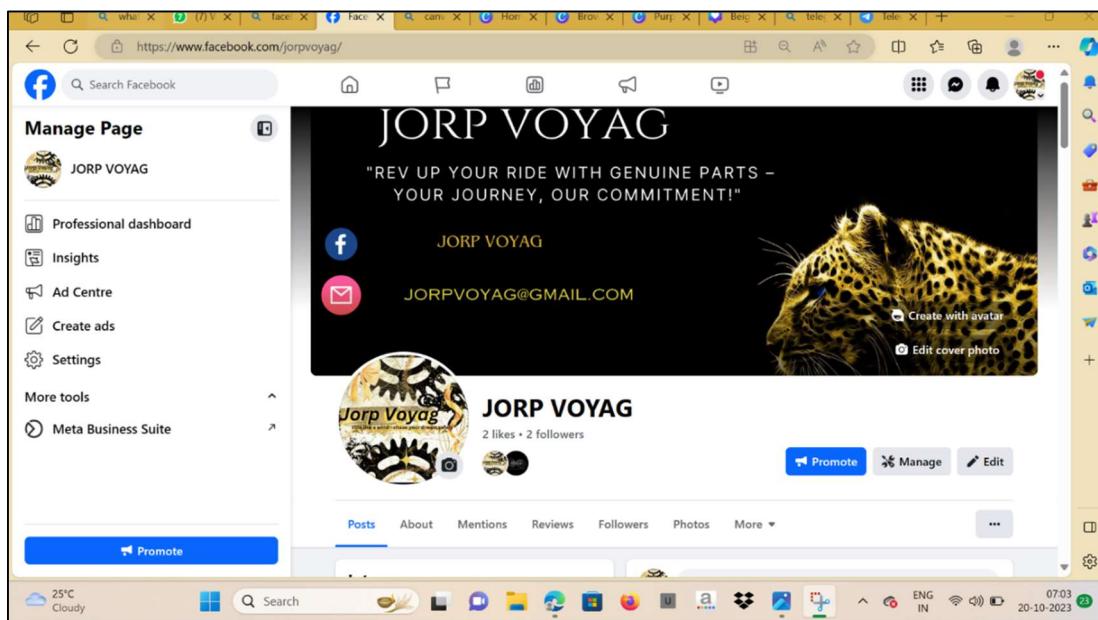
EMAIL-ID: jorpvoyag@gmail.com



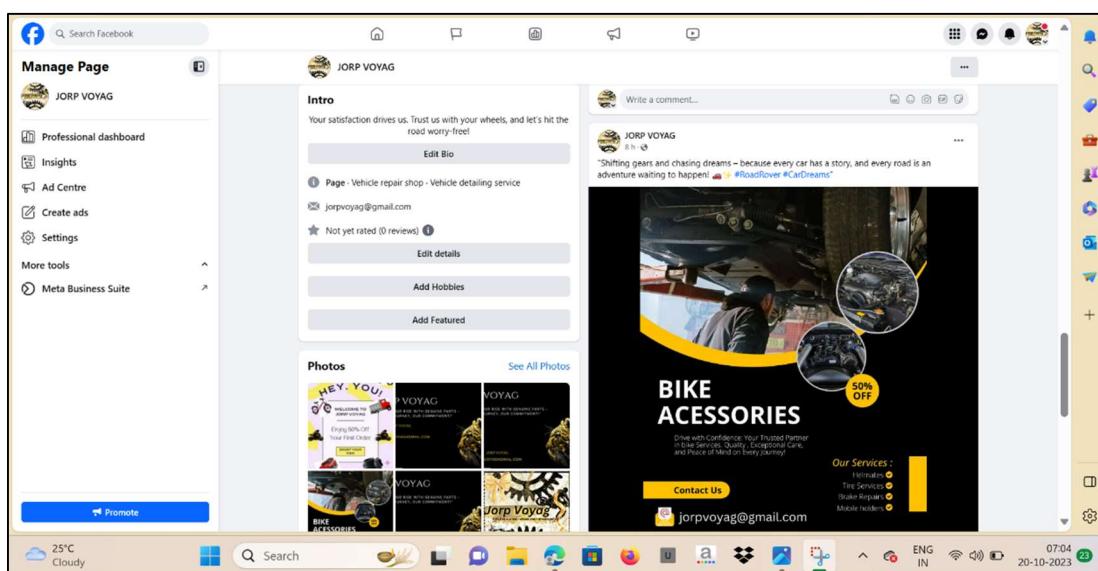
2.3 SETTING UP A FACEBOOK PAGE

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.

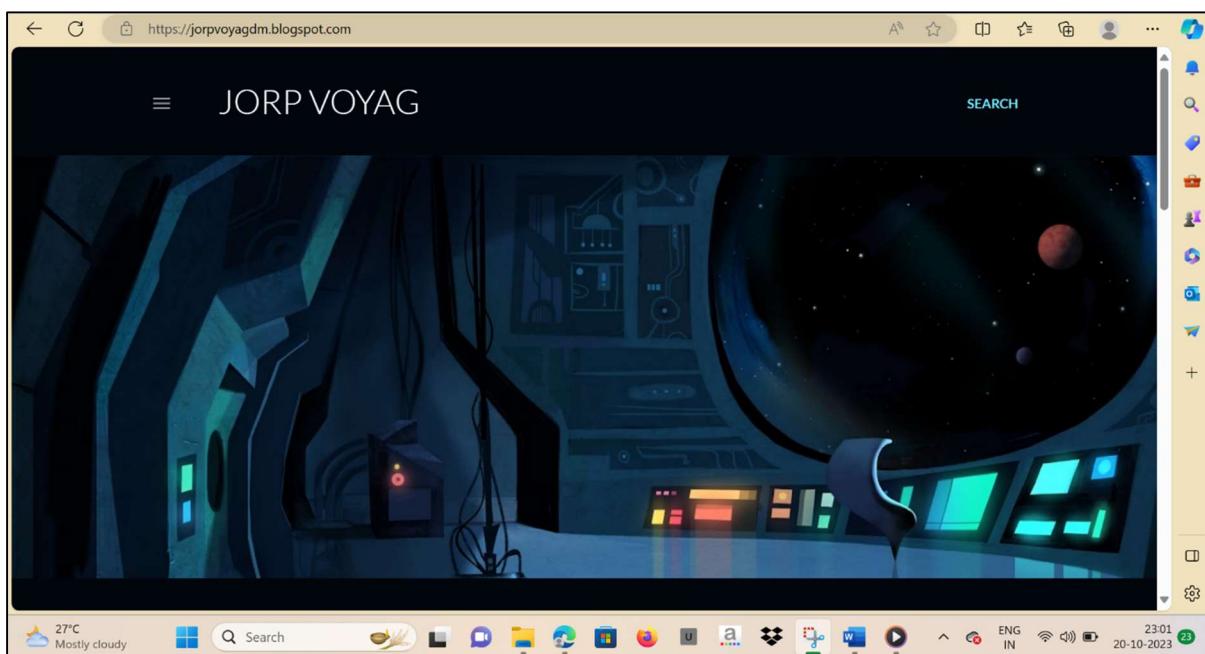


2.4 BLOGSPOT ARTICLE CREATION

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:

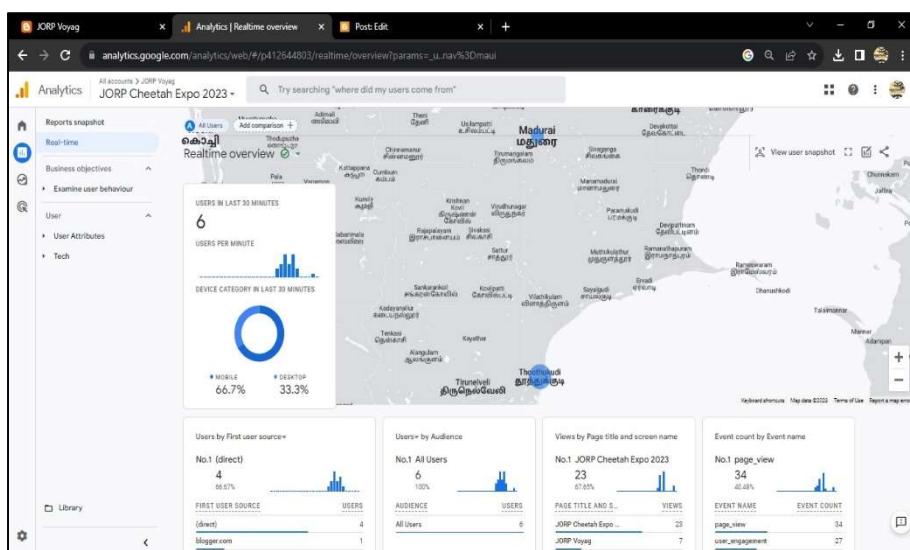
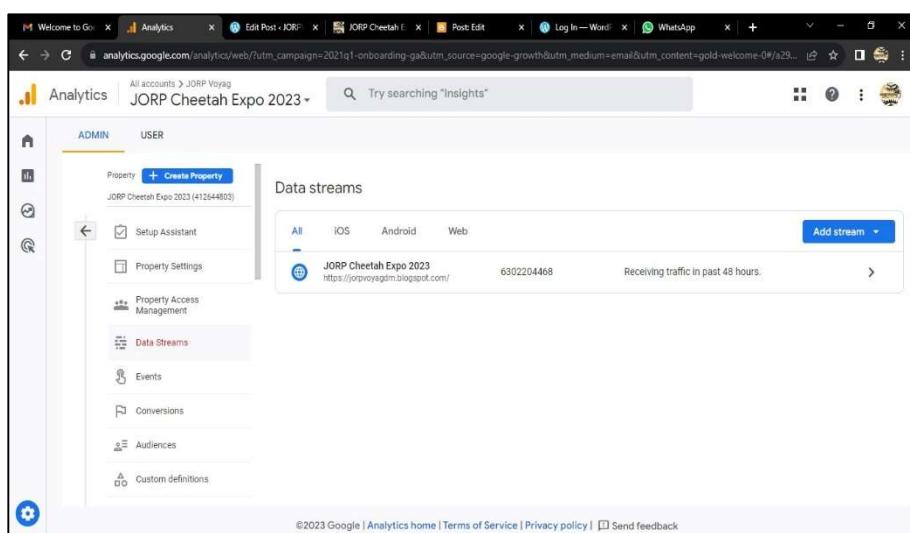
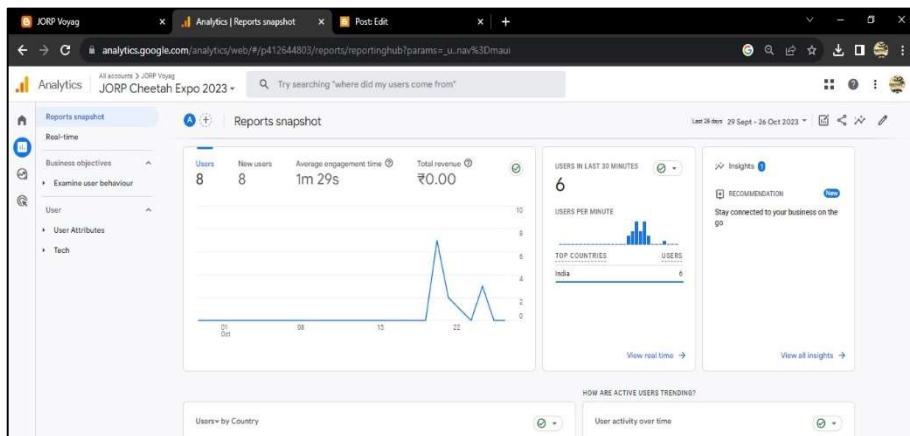


Post:

GOOGLE ANALYTICS

Measurement ID: G-TJFYWMYS8H

STREAM ID: 6302204468

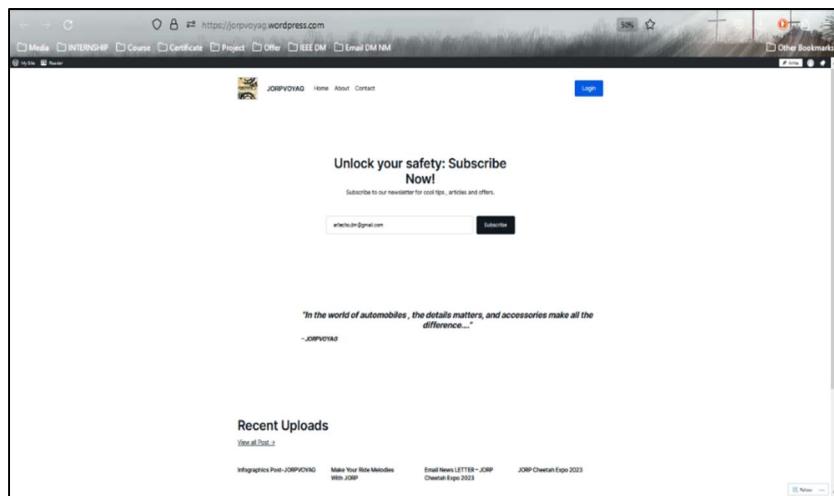


2.5 DEVELOPING THE WEBSITE USING WORDPRESS

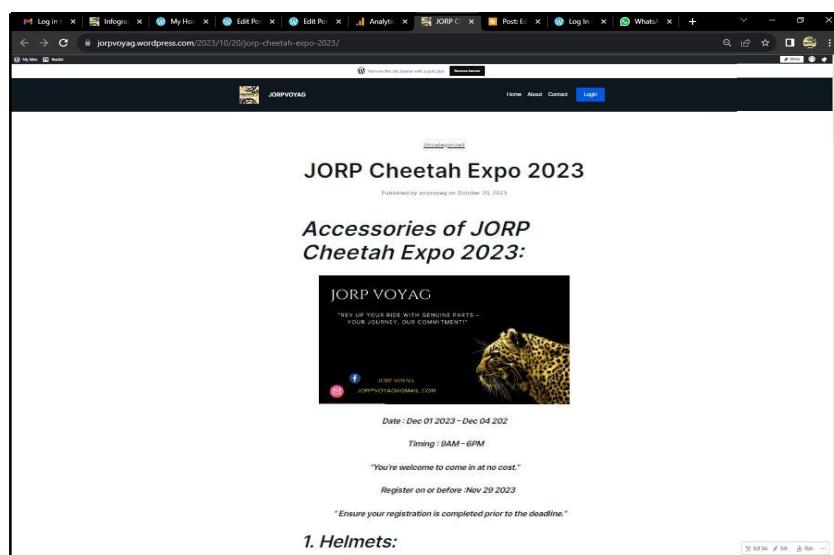
LINK: <https://jorpvoyag.wordpress.com/>

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

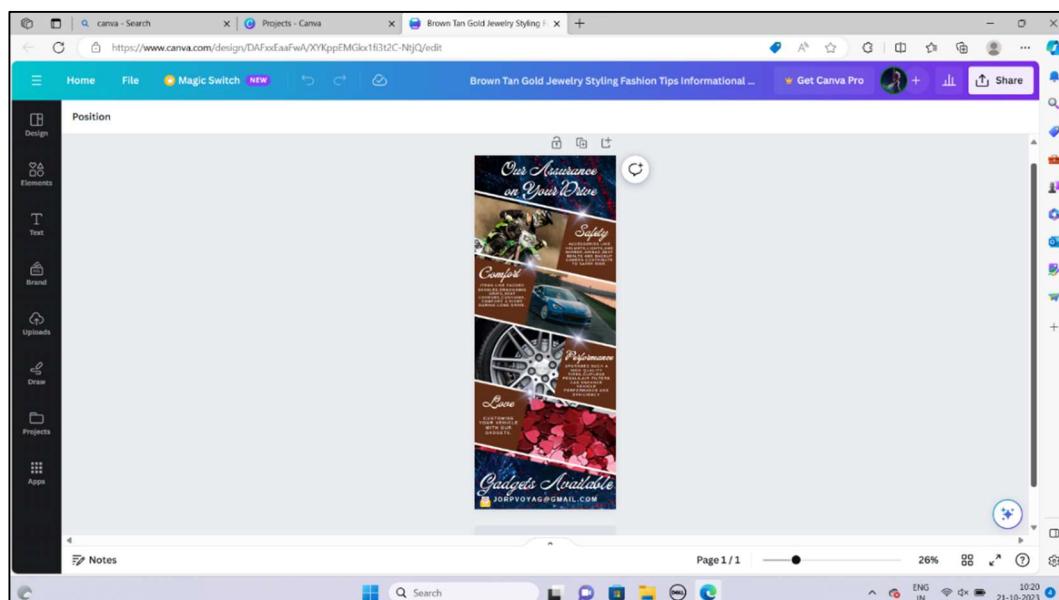
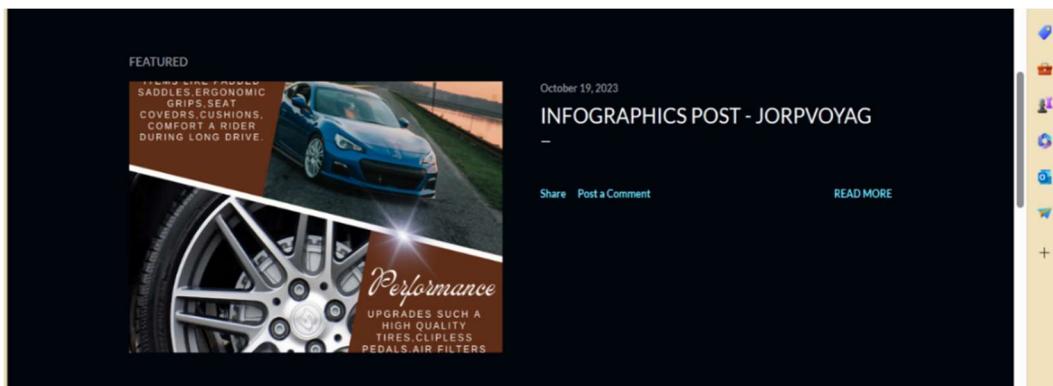
BLOGGER LINK:

<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



Comfort

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



Love

CUSTOMISE YOUR VEHICLE WITH OUR GADGETS.

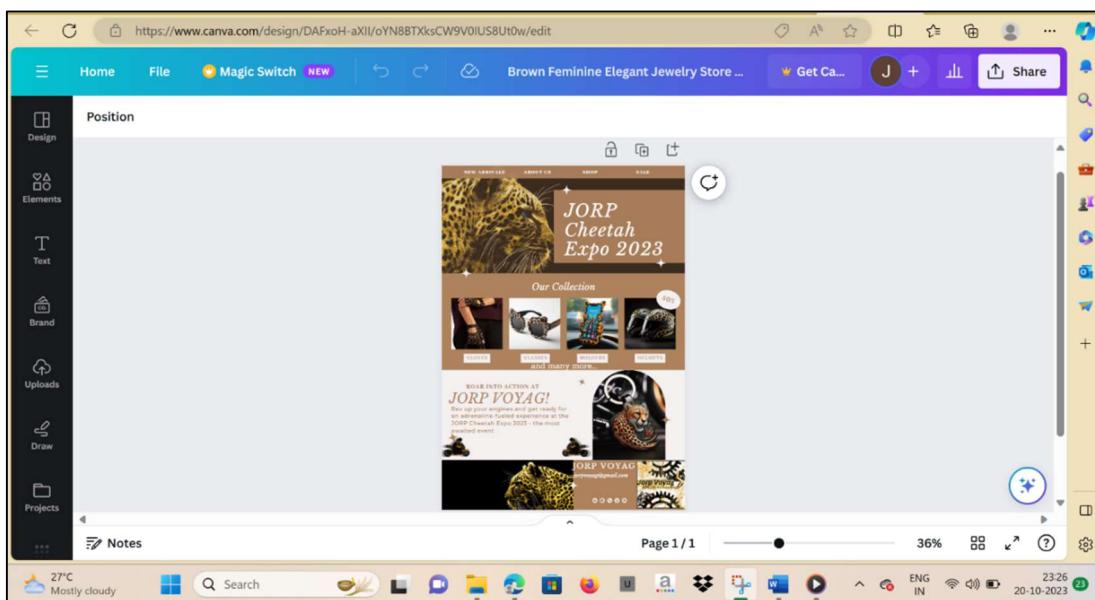


Gadgets Available



JORPOVYAG@GMAIL.COM

2.7 CRAFTING AN EMAIL NEWSLETTER WITH CANVA



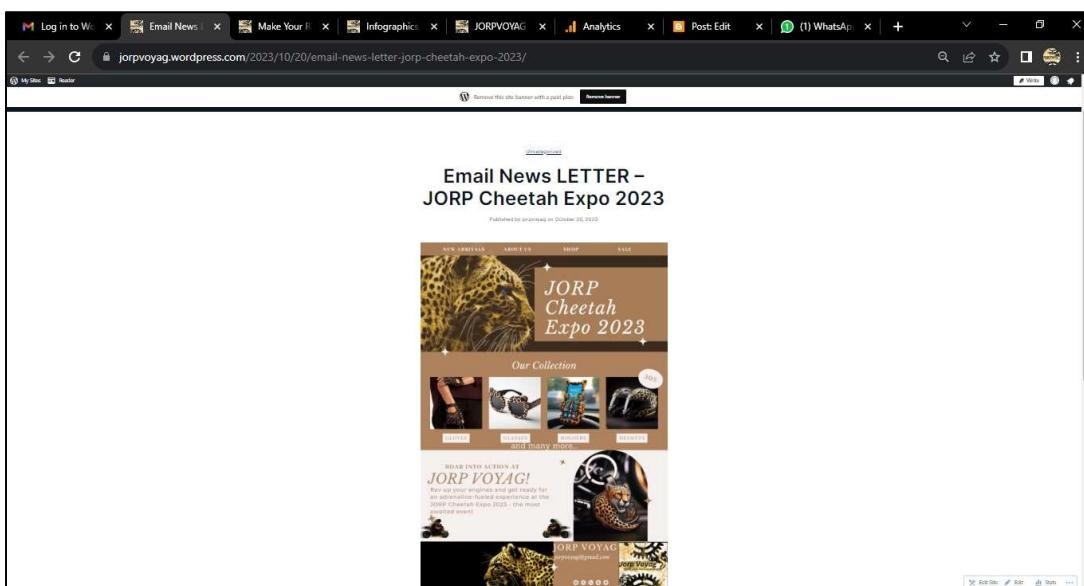
BLOGGER LINK:

<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



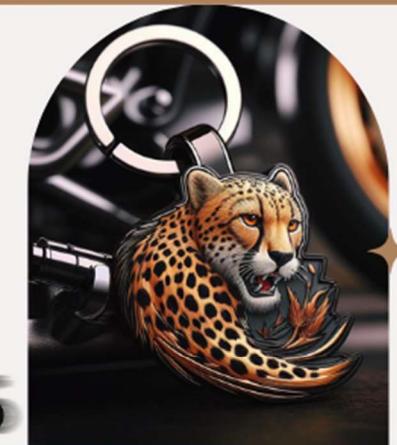
HELMETS

and many more....

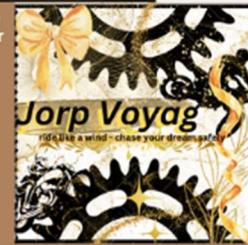
50%

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! 🐾

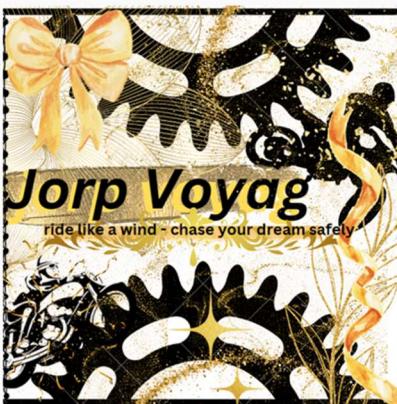
https://jorpvoyagdm.blogspot.com

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.



https://us12.admin.mailchimp.com/reports/summary?id=0300ed4ae1f0

All campaigns
Campaign Manager New

Automations
Audience
Analytics
Email
Reports
Custom Reports

Website

Upgrade

Jorp Cheetah Expo 2023

Audience: Jorp Voyag
Tags: Add tags to contacts who sign up

Published: Thu, Oct 19, 2023 2:31 pm
URL: <https://mailchi.mp/b750c80484d5/jorp-cheetah-expo-2023>

11 Visits:	N/A Unique Visits:	8 Clicks:	5 Subscribes	N/A Conversion Rate
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Tip: To view unique visits and conversion rate, enable Track with Mailchimp in your [landing page settings](#).

Feedback

This screenshot shows the Mailchimp landing page performance summary for the "Jorp Cheetah Expo 2023" campaign. It displays basic metrics: 11 total visits, N/A unique visits, 8 clicks, 5 subscribes, and N/A conversion rate. A tip is provided to enable tracking via landing page settings.

LANDING PAGE PERFORMANCE

https://us12.admin.mailchimp.com/reports/summary?id=0300ed4ae1f0

All campaigns
Campaign Manager New

Automations
Audience
Analytics
Email
Reports
Custom Reports

Website

Upgrade

landing page performance

Overview

Visits Clicks

10
8
6
4
2
0

10/18/2023 10/19/2023 10/20/2023

This screenshot shows the Mailchimp landing page performance overview chart. The chart tracks visits (orange line) and clicks (purple line) from October 18 to October 20, 2023. Visits increased from 0 on 10/18 to 8 on 10/20. Clicks increased from 0 on 10/18 to 5 on 10/20.

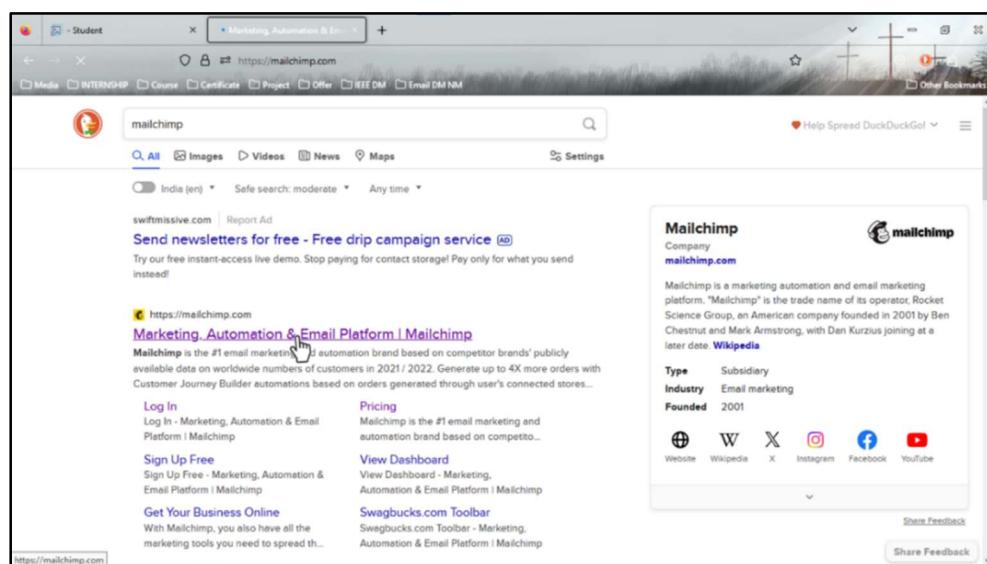
2.9 DESIGNING A MAIL CAMPAIGN USING MAILCHIMP

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.

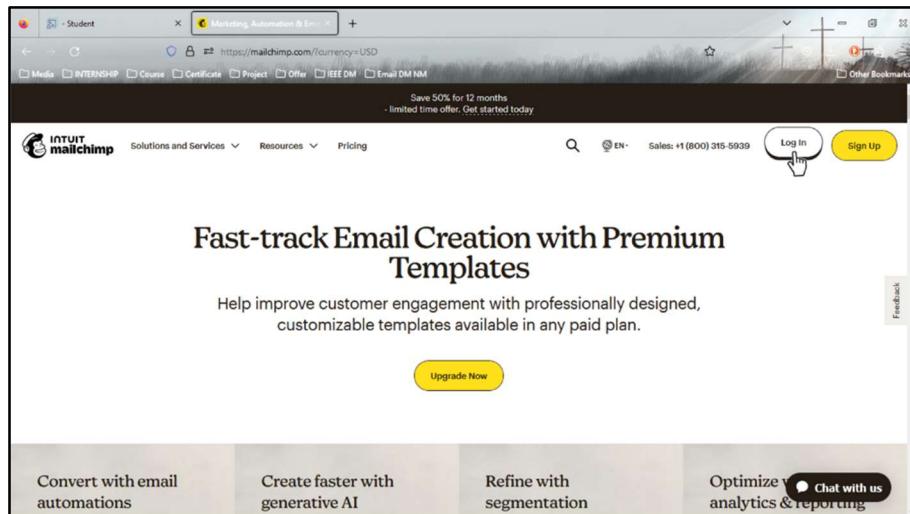
STEP 1: Navigation

1.a. Navigation:

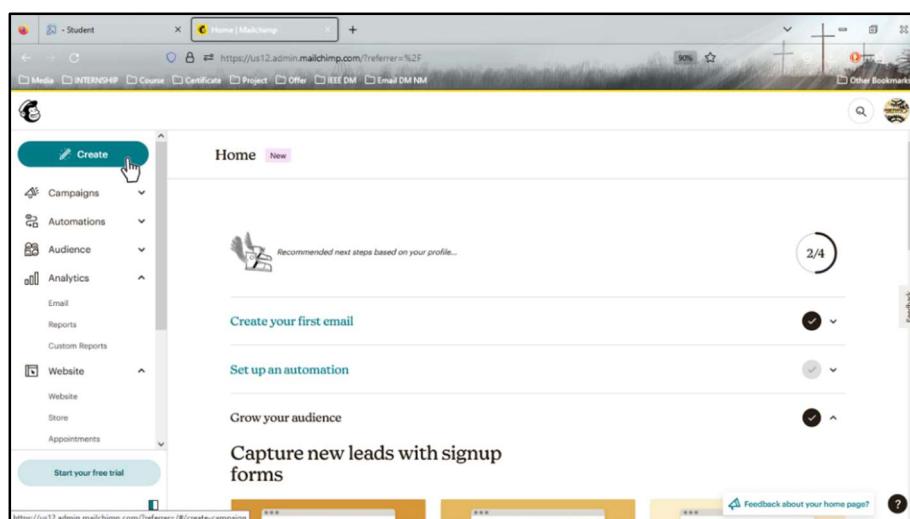


STEP 2: Create

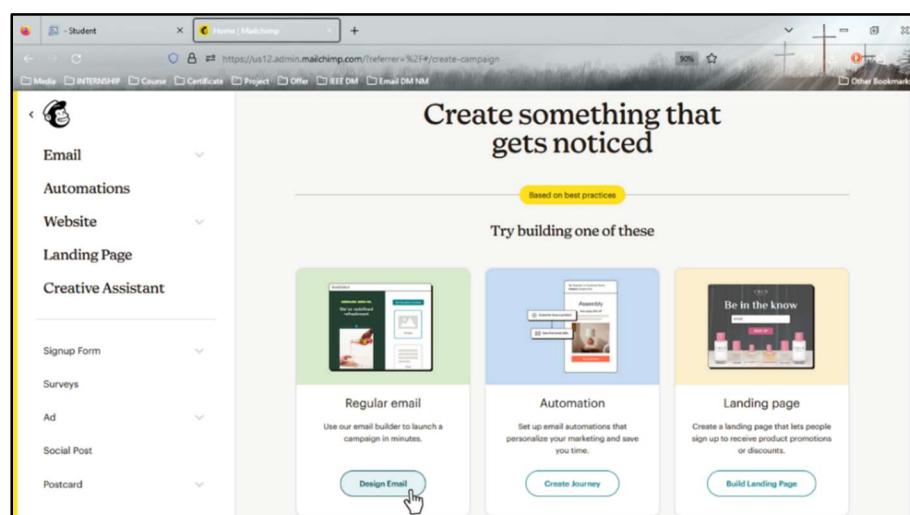
2.a. CLICK “Log In”:



2.b. CLICK “Create”:

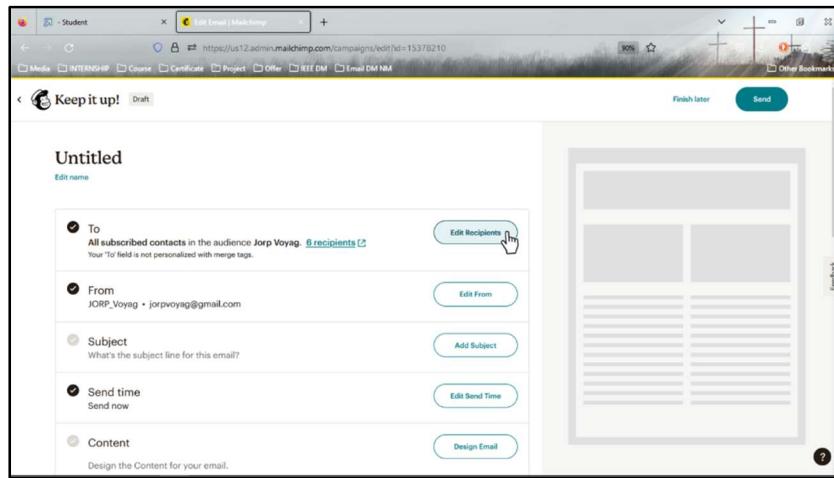


2.c. CLICK “Design Email in Regular Email”:

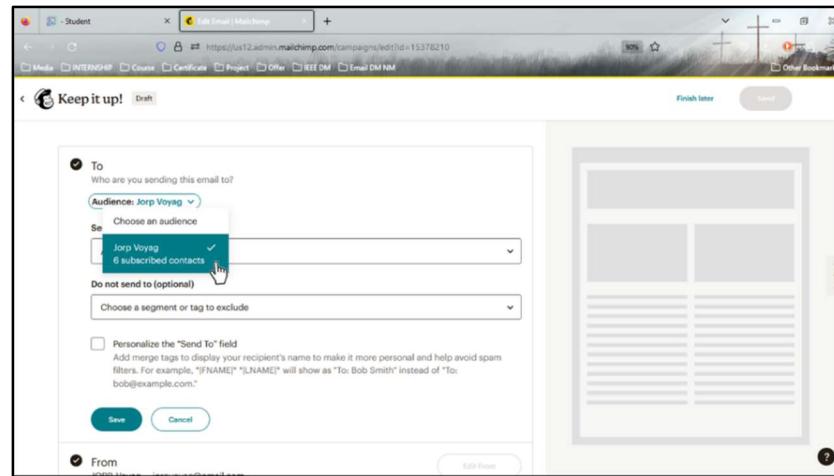


STEP 3: Add Recipients – Select Audience:

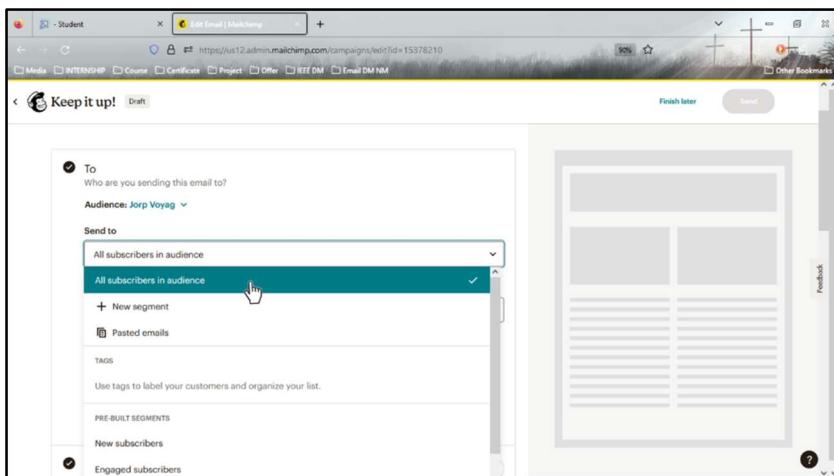
3.a. CLICK “Add Recipients “:



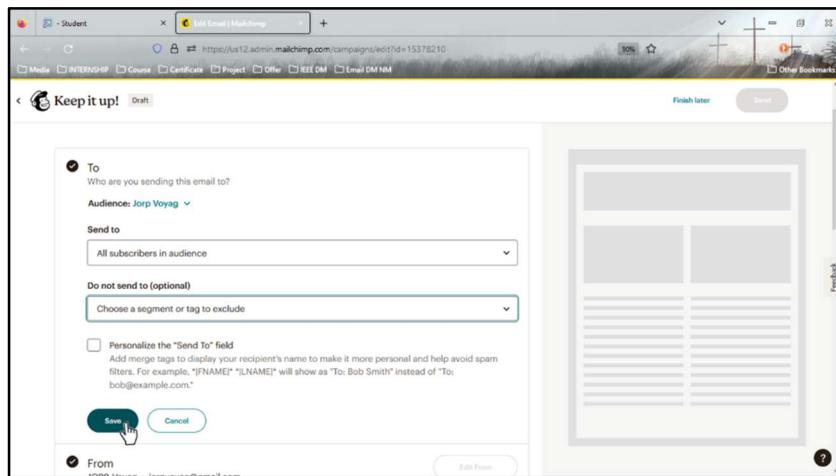
3.b. Click “Choose Audience and select your audience “:



3.c. Choose your Preferences:

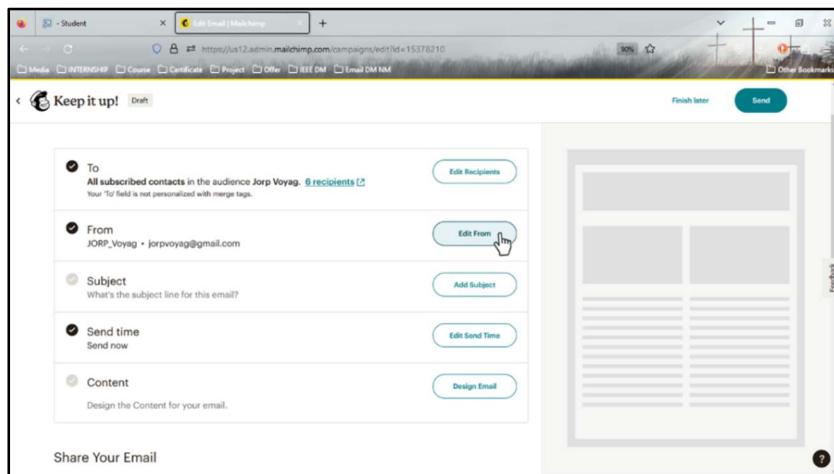


3.d. Click “Save”:

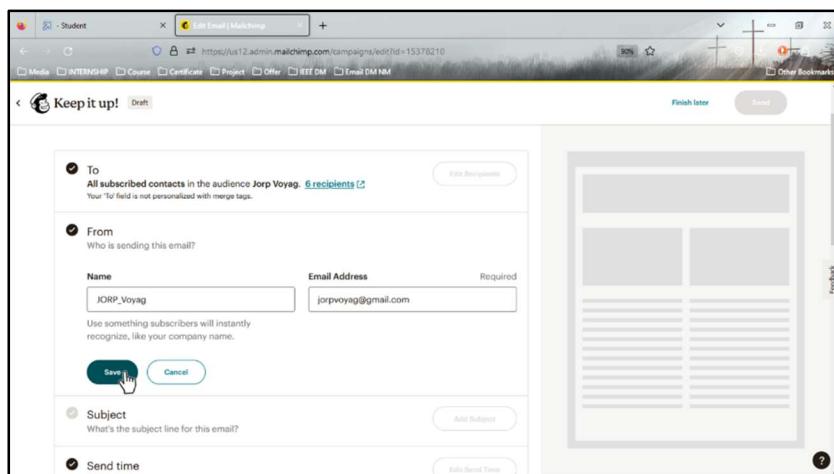


STEP 4: From Details:

4.a. Click “Add from “:

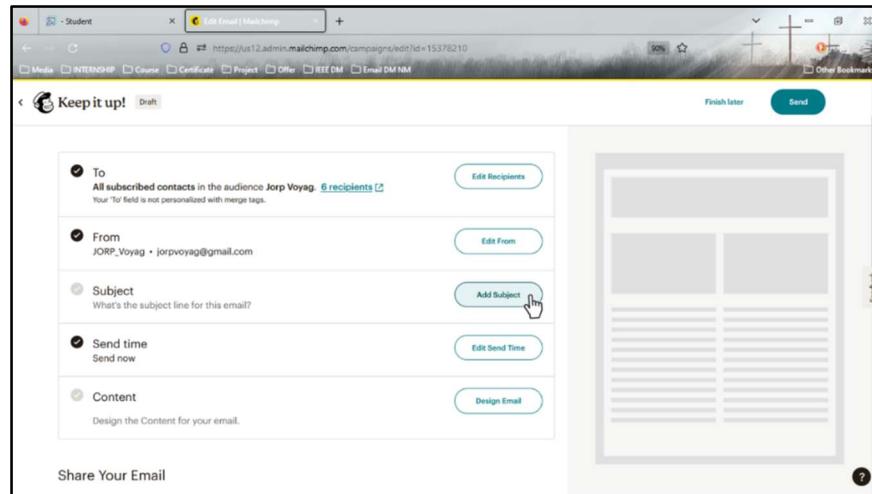


4.b. Enter name and email address and click save:



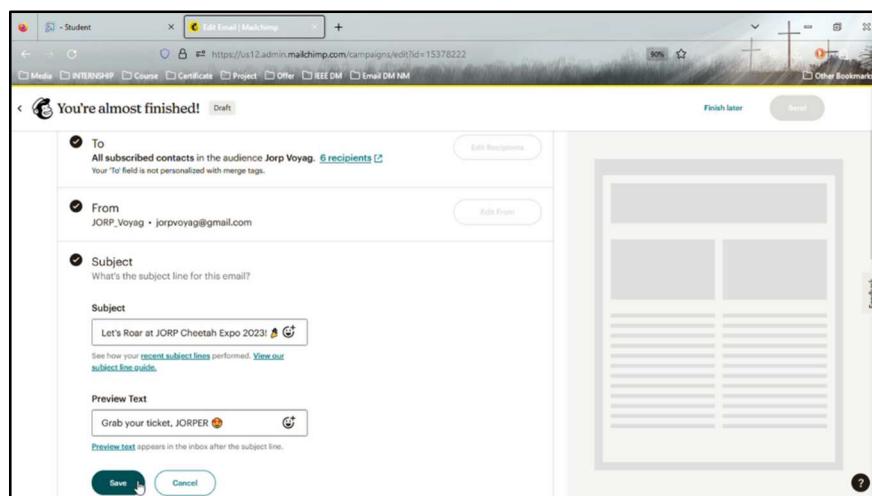
STEP 5: Subject:

5.a. Subject:



The screenshot shows the Mailchimp interface for editing an email. On the left, there's a sidebar with options like 'Edit Recipients', 'Edit From', 'Add Subject' (which is highlighted with a cursor), 'Edit Send Time', and 'Design Email'. The main area displays a placeholder email template with several sections. At the bottom left, there's a button labeled 'Share Your Email'.

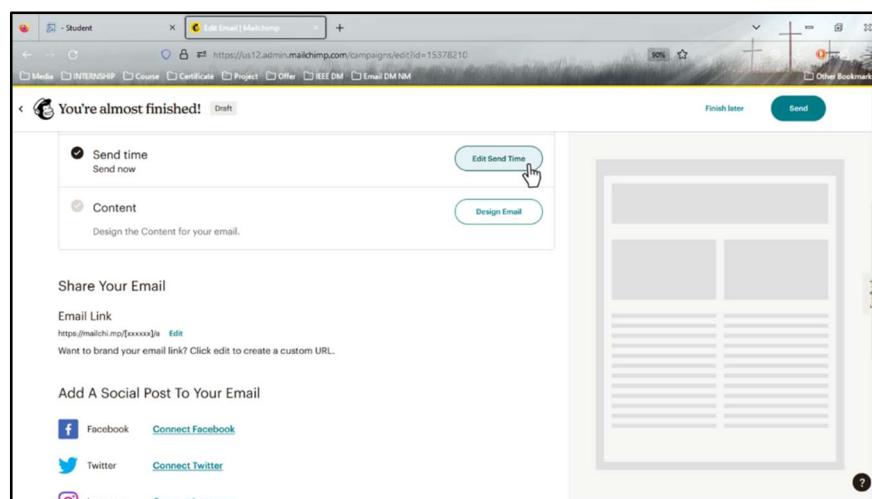
5.b. Add Subject line:



This screenshot shows the continuation of the Mailchimp email editor. The 'Subject' field now contains the text 'Let's Roar at JORP Cheetah Expo 2023! 🦁🚀'. Below it, the 'Preview Text' field shows a snippet: 'Grab your ticket, JORPER 😊'. There are 'Save' and 'Cancel' buttons at the bottom.

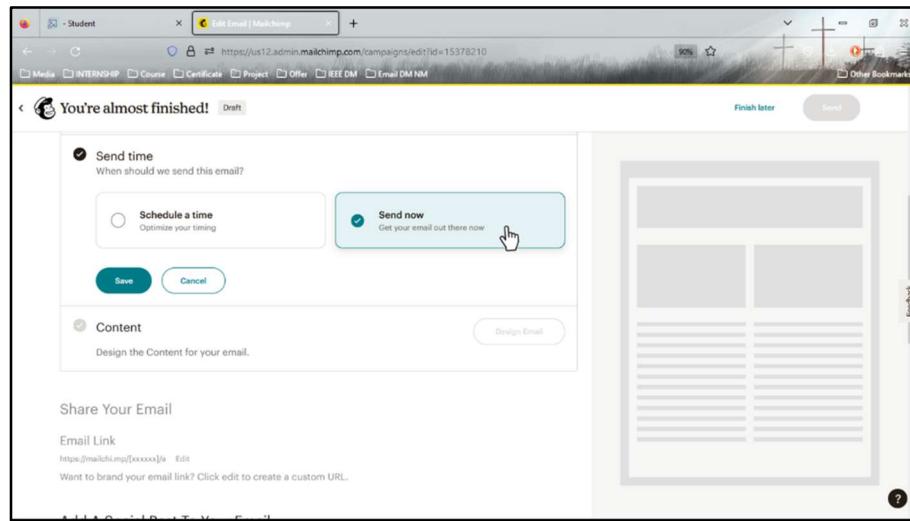
STEP 6: Send time:

6.a. Send time:

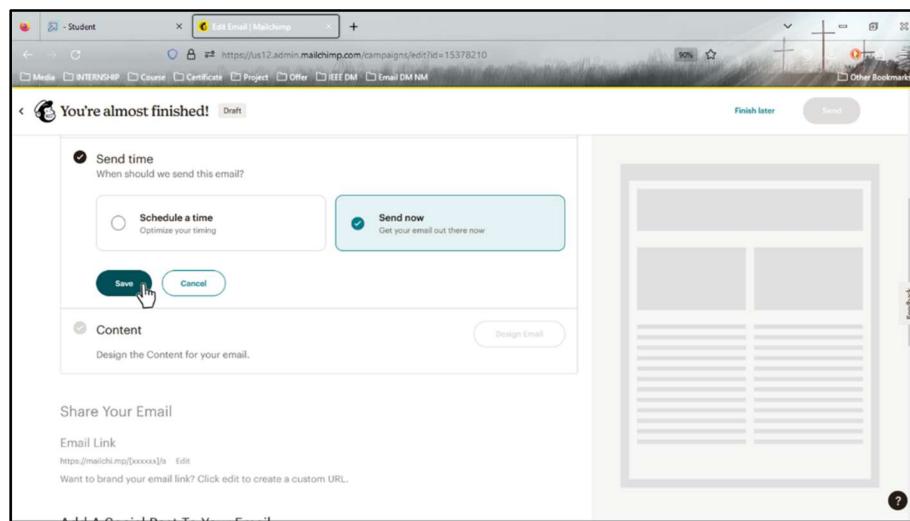


The screenshot shows the final step of configuring the email. The 'Send time' section is selected, with a 'Send now' option chosen. A 'Send' button is visible at the top right. The right side of the screen shows a preview of the email template.

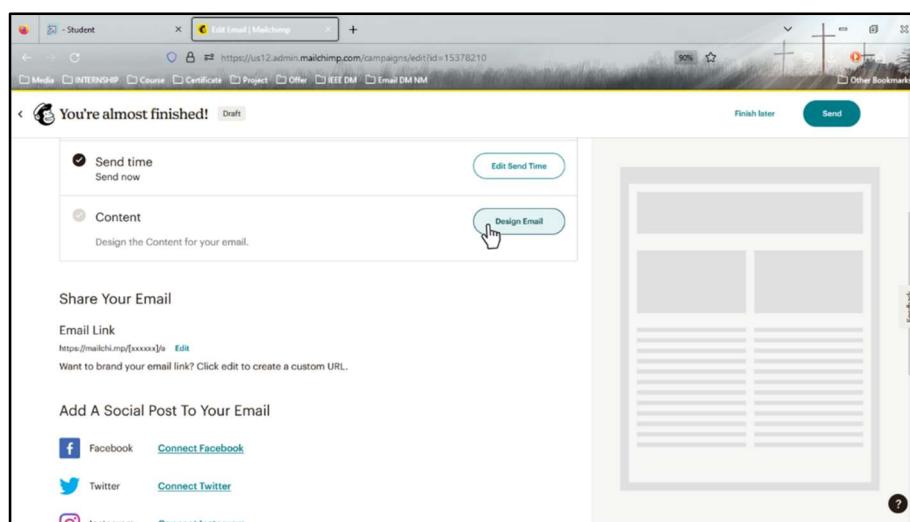
6.b. Click “Send Now”:



6.c. Click “Save”:

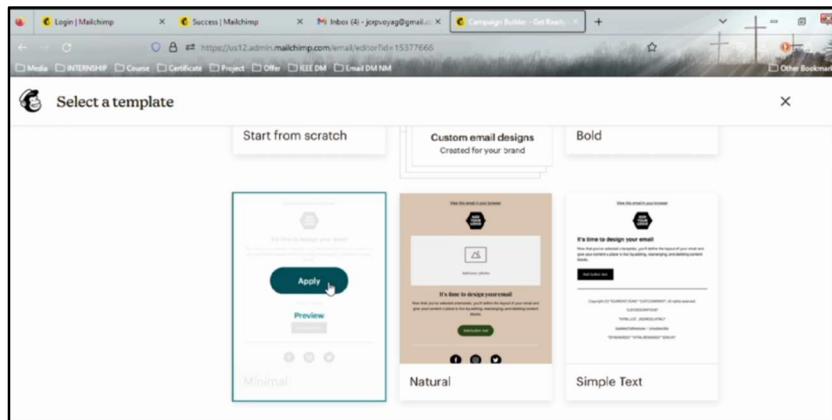


6.d. Click “Design Email”:



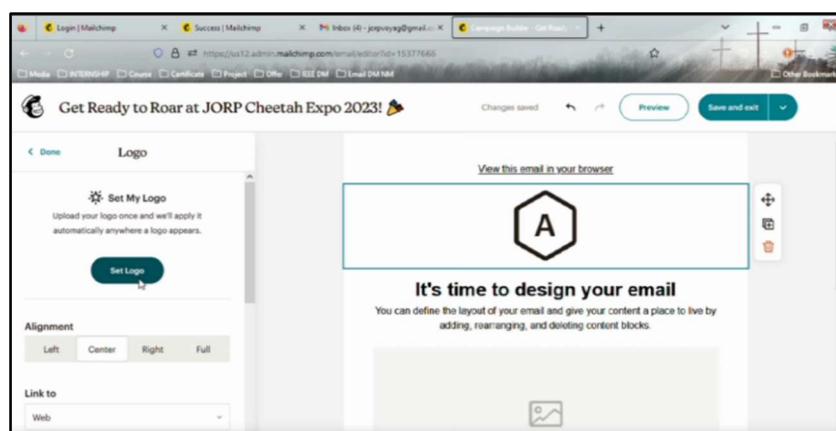
STEP 7: Templates:

7.a. Choose your template you required and click apply:

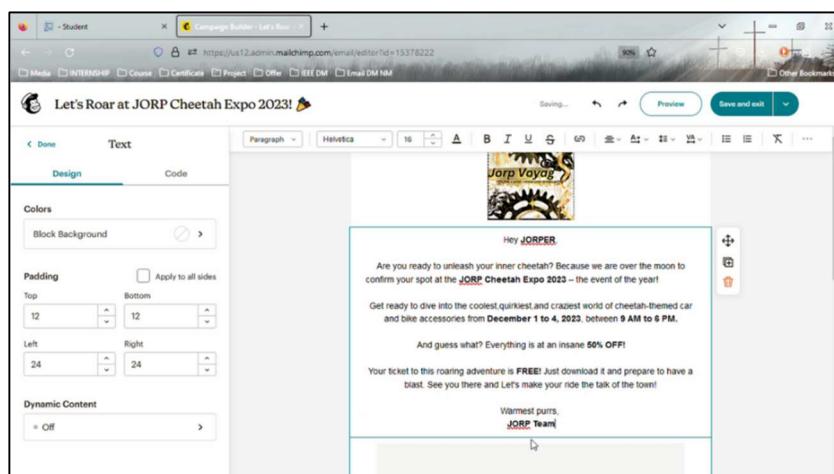


STEP 8: Add logo and image:

8.a. Add your logo by clicking set logo button And Upload Your logo:

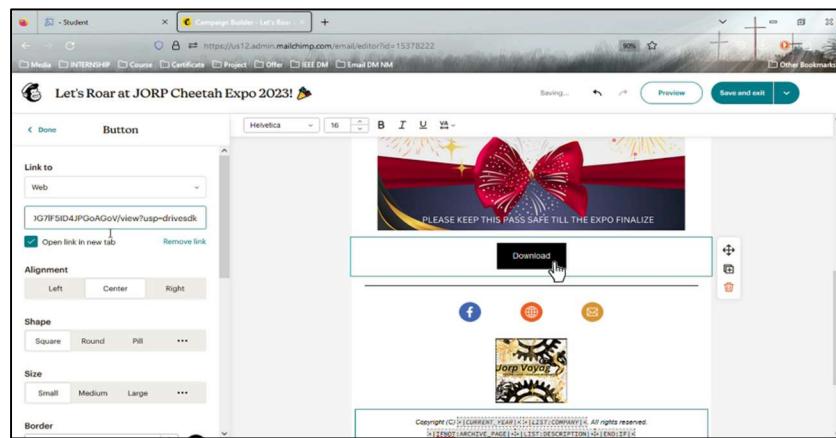


8.b. Now add your content:

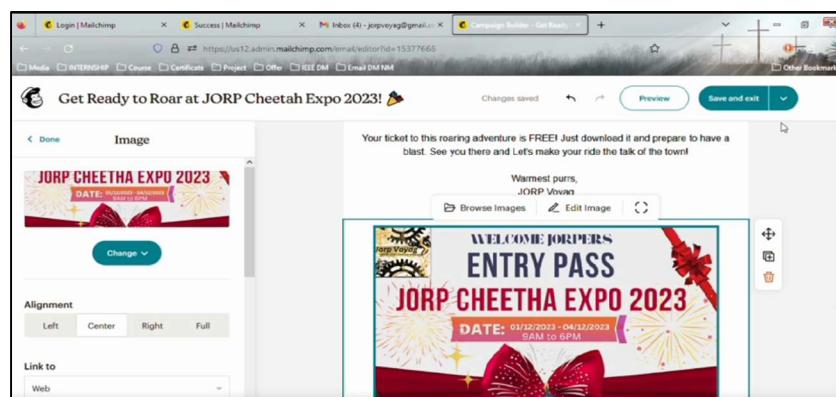


STEP 9: Add Button with Link:

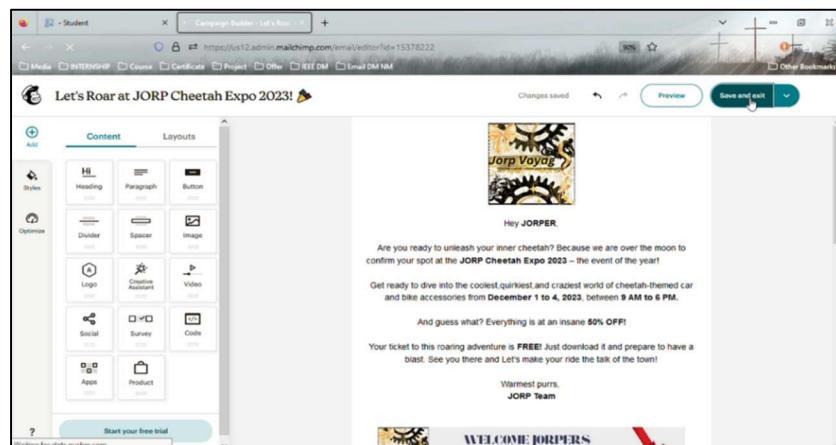
9.a. Edit button label and Add link to the button in the Dashboard:



9.b. Add Image to your Email Template:

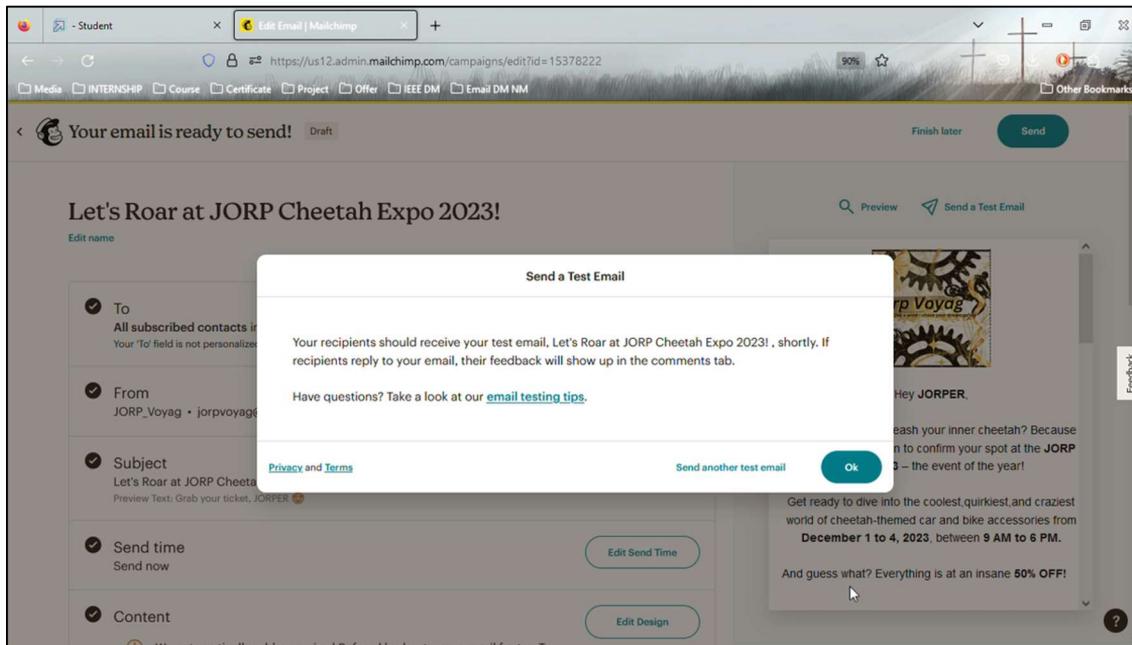


9.c. After editing Click save and exit:

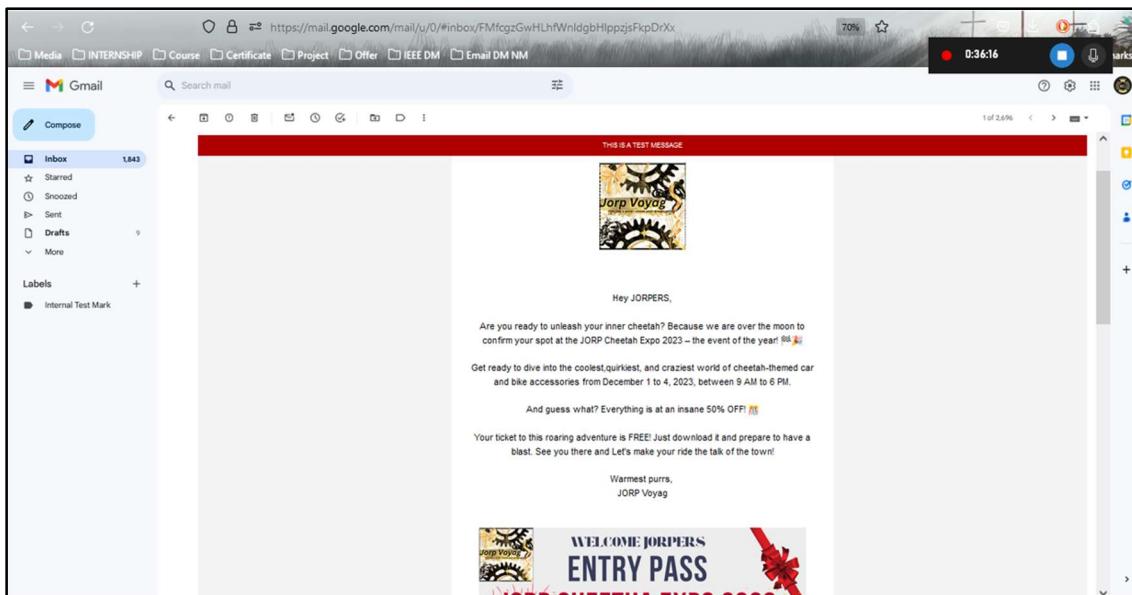


STEP 10: Send and Check E-mail report:

10.a. Sending Test mail:

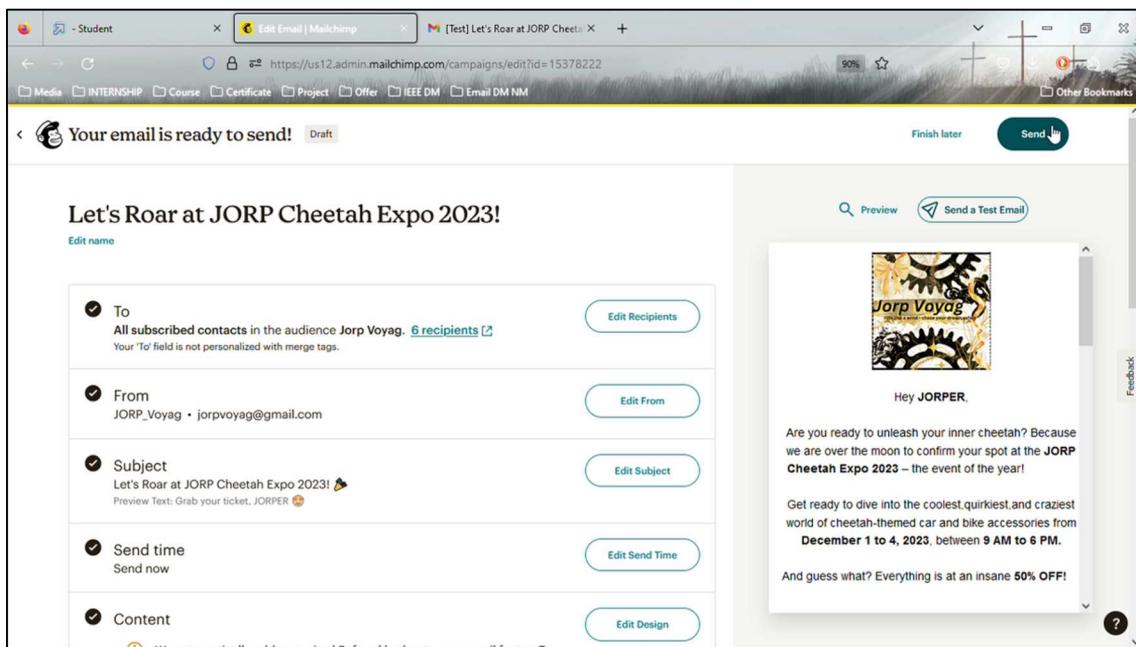


10.b. Receiving Test mail:

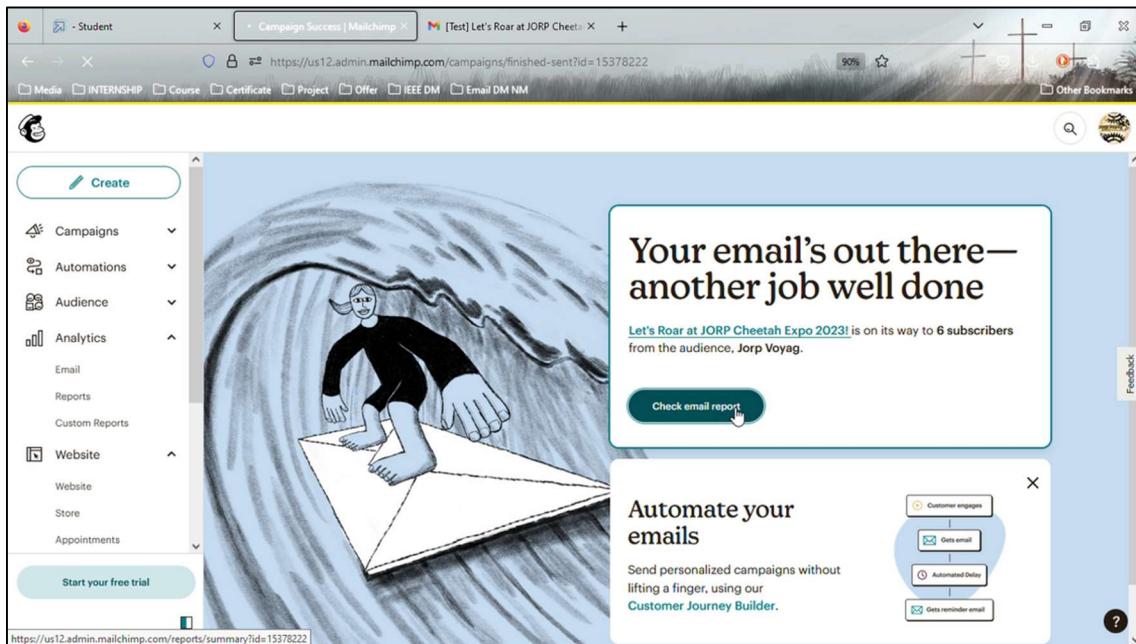


STEP 11: Click “send “Button To send emails To Your customers:

11.a. Click “Check Email Report “:



11.b. View your Report Here:



Results:

The image displays four screenshots of a Gmail inbox showing the same promotional email from "JORP_Voyag" about the "JORP Cheetah Expo 2023".

Screenshot 1 (Top Left): Shows the inbox with 1,887 messages. The email from JORP_Voyag is selected, showing the subject "Let's Roar at JORP Cheetah Expo 2023!" and a message body with a 50% off offer.

Screenshot 2 (Top Right): Shows the inbox with 830 messages. The same promotional email is visible, identical to the first one.

Screenshot 3 (Bottom Left): Shows the inbox with 1,656 messages. The promotional email is present, matching the others.

Screenshot 4 (Bottom Right): Shows the inbox with 2,004 messages. The promotional email is visible, consistent with the others.

In all screenshots, the email includes a subject line, a recipient name "JORPER", a small profile picture, and a message body containing promotional text about the expo, a 50% off offer, and a link to a Google account sign-in page.

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

WELCOME JORPERS
ENTRY PASS

✉️ 1

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!

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**.

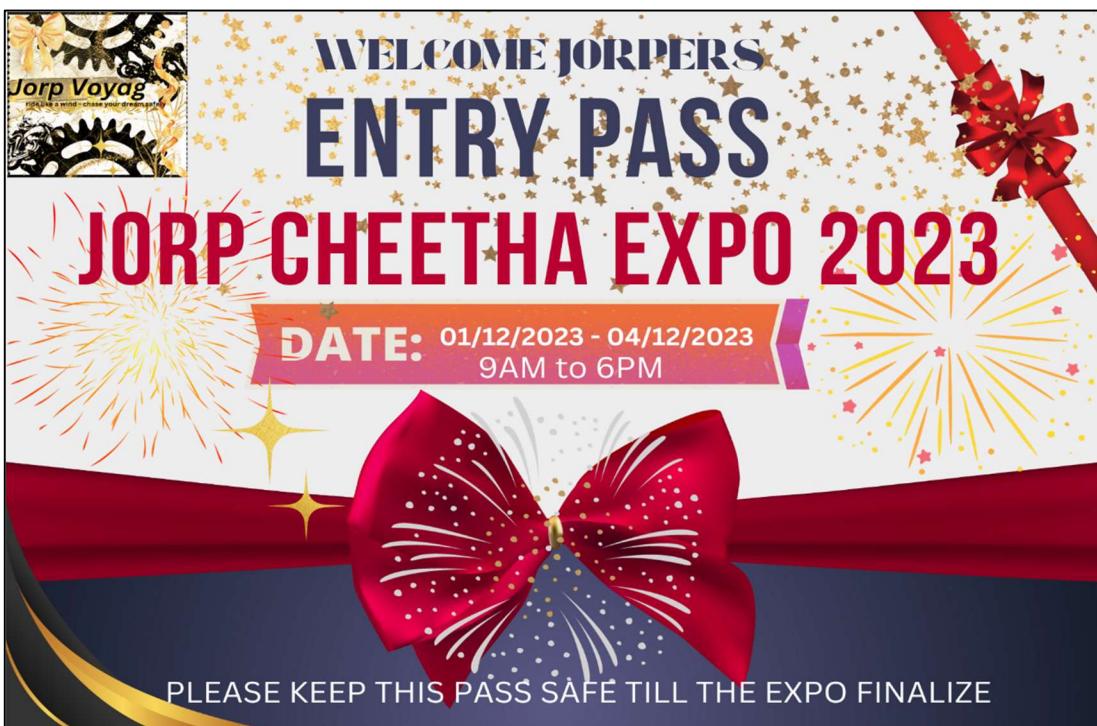
And guess what? Everything is at an insane **50% OFF!**

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

✉️ 1

VIDEOTAP

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.

Please note that "JORP Voyag" is a fictional brand created solely for Naan Mudhalvan - Digital Marketing Project purposes, and it does not exist in the real world.

4. DEMO LINK:

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

5.GITHUB LINK:

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