CREATE A BRAND LAUNCH EMAIL – USING MAILCHIMP

A PROJECT REPORT

Submitted by

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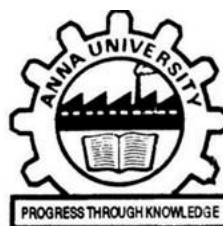**MOHAMED ARIF A (950020106030)**

in partial fulfilment of the requirements for the course

DIGITAL MARKETING

Conducted by

SmartBridgeEngineering

Under Naan Mudhalvan Scheme

DEPARTMENT OF

ELECTRONICS AND COMMUNICATION ENGINEERING

ANNA UNIVERSITY REGIONAL CAMPUS TIRUNELVELI

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DEPARTMENT OF

ELECTRONICS AND COMMUNICATION ENGINEERING

BONAFIDE CERTIFICATE

Certified that this project report titled **" CREATE A BRAND LAUNCH EMAIL – USING MAILCHIMP"** is the
bonafide work of

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In partial fulfilment of the requirements for the course in Digital Marketing conducted by
SmartBridgeEngineering under Naan Mudhalvan scheme is a bonafide record of the work carried out under
my guidance and supervision at Anna university regional campus-Tirunelveli.

Dr.Suja Priyadharshini,M.E.,Ph.D	**Dr.Suja Priyadharshini,M.E.,Ph.D**
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Evaluated On:

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We specially thank the SmartBridgeEngineering team for helping us develop our knowledge on Digital Marketing.

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1. Introduction

1.1. Purpose

MailChimp is an email marketing platform that allows users to send emails to their subscribers and manage their email marketing campaigns. The purpose of sending mail in MailChimp is to achieve various marketing and communication objectives
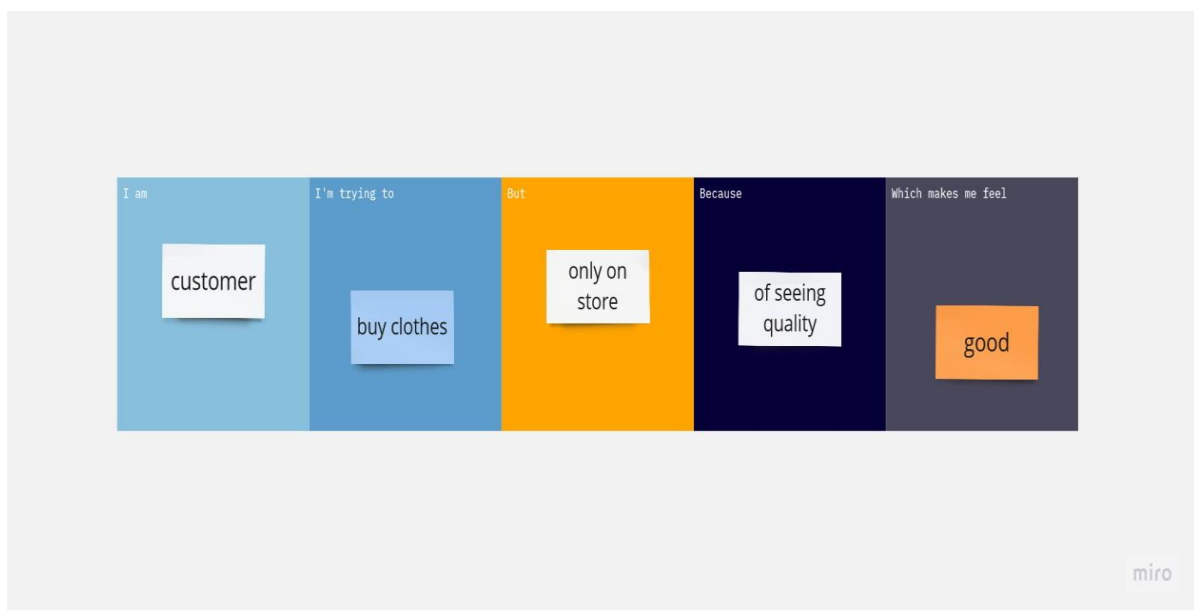
1.2. Goals

- **Audience Engagement**: Build and maintain a strong relationship with your audience. Regularly sending informative and relevant content helps keep your subscribers engaged and interested in your brand.

- **Promote Products or Services**: Use email campaigns to showcase your products or services, inform subscribers about promotions or discounts, and drive sales.

2. Ideation phase

2.1. Problem statement

By identifying the specific challenges, you can develop strategies and solutions to send emails effectively in Mailchimp while achieving your marketing objectives.


PROBLEM STATEMENT	I am user	I am trying to	but	because	Which makes me feel

PS-1	customer	Buy clothes	Only on store	Of seeing quality	good
PS-2	manager	Maintain good relation with customers	I am often struggle to communicate effectively	I am struggle to get timely information	Confused and overwhelmed

2.2. Empathy map

An empathy map is a tool used to understand the thoughts, feelings, and needs of a specific user or group of users. In the context of sending emails in Mailchimp, you can create an empathy map to better understand the experience and needs of the person responsible for email marketing. Here's how you might structure an empathy map for someone using Mailchimp to send emails:
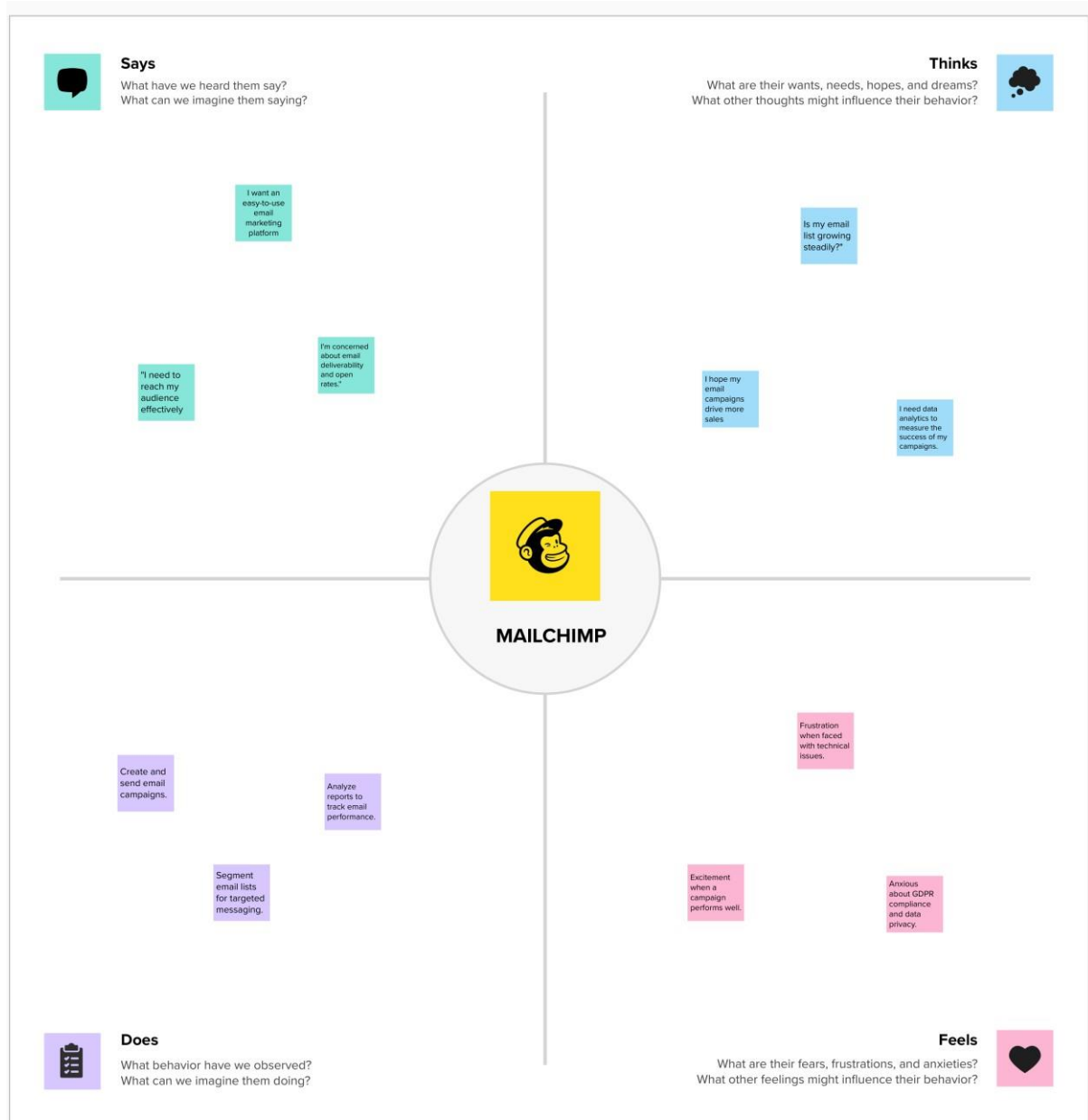
2.3.Ideation and brainstorming

Remember that successful email marketing often involves experimentation and refinement. Your strategy may evolve over time as you learn more about what resonates with your audience

Brainstorm

Write down any ideas that come to mind
that address your problem statement.

🕐 10 minutes

TIP
[illegible tip text]

ROHIT

Create a clear set of criteria that you'll use to evaluate and prioritize ideas

These criteria can include potential impact, feasibility, cost, alignment with company goals, and time sensitivity.

Assign scores to each idea based on the defined criteria. You can use a numerical scale or a simple high, medium, and low ranking system.

PRABHA

If certain criteria are more important than others, assign weights to them. For example, impact might be more critical than cost.

You can create categories like "Quick Wins," "Long-term Projects," or "Innovations" to further prioritize ideas within each group.

KISHOR

[illegible red note]

Share the prioritized list with relevant teams and stakeholders. Create a roadmap for implementing the chosen ideas.

Continuously track the progress of projects to ensure they're on track and meeting their expected impact.

ARIF

Once you have a substantial list of ideas, evaluate them based on criteria such as feasibility, impact, and alignment with MailChimp's goals.

Employ techniques like mind mapping, SWOT analysis, or brainstorming games to stimulate creative thinking.

Create an environment where everyone feels comfortable sharing their ideas without fear of criticism. The more ideas, the better.

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all
sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is
bigger than six sticky notes, try and see if you can break it up into smaller or sub-groups.

🕐 20 minutes

TIP
[illegible tip text]

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 feasible.

🕐 20 minutes

TIP
Participants can use their
cursors to point at where
sticky notes should go on
the grid. The facilitator can
confirm the spot by using
the laser pointer holding the
H key on the keyboard.

Create a clear set of criteria that you'll use to evaluate and prioritize ideas

Regularly review and update the prioritization list. Market conditions and company goals can change, affecting the priority of certain ideas.

Share the prioritized list with relevant teams and stakeholders. Create a roadmap for implementing the chosen ideas.

You can create categories like "Quick Wins," "Long-term Projects," or "Innovations" to further prioritize ideas within each group.

These criteria can include potential impact, feasibility, cost, alignment with company goals, and time sensitivity.

Once you have a substantial list of ideas, evaluate them based on criteria such as feasibility, impact, and alignment with MailChimp's goals.

Create an environment where everyone feels comfortable sharing their ideas without fear of criticism. The more ideas, the better.

Create an environment where everyone feels comfortable sharing their ideas without fear of criticism. The more ideas, the better.

Importance

If each of these
tasks could get
done without any
difficulty or cost,
which would have
the most positive
impact?

If certain criteria are more important than others, assign weights to them. For example, impact might be more critical than cost.

Assign scores to each idea based on the defined criteria. You can use a numerical scale or a simple high, medium, and low ranking system.

Consider using frameworks like the RICE (Reach, Impact, Confidence, Effort) model or the MoSCoW (Must-haves, Should-haves, Could-haves, Won't-haves) method to help prioritize ideas.

Continuously track the progress of projects to ensure they're on track and meeting their expected impact.

Feasibility

Regardless of their importance, which tasks are more
feasible than others? (Cost, time, effort, complexity, etc.)

After you collaborate

You can export the mural as an image or pdf
to share with members of your company who
might find it helpful.

Quick add-ons

Ⓐ **Share the mural**
Share a view link to the mural with stakeholders to keep
them in the loop about the outcomes of the session.

Ⓑ **Export the mural**
Export a copy of the mural as a PNG or PDF to attach to
emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint
Define the components of a new idea or
strategy.
Open the template →

Customer experience journey map
Understand customer needs, motivations, and
obstacles for an experience.
Open the template →

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities,
and threats (SWOT) to develop a plan.
Open the template →

💬 Share template feedback

3.Project design phase part-1

3.1.Proposed solution

Mailchimp's interface and features may change over time, so it's a good idea to consult Mailchimp's official documentation or support resources for the most up-to-date information and guidance. Additionally, ensure that you have obtained necessary permissions and comply with email marketing regulations before sending your email campaigns.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	In today's fast-paced world, people often struggle to find time for self-care and relaxation, leading to increased stress levels and diminished well-being.
2.	Idea / Solution description	we've developed a revolutionary relaxation app that's designed to help individuals manage stress and improve their well-being. Our app offers a wide range of guided mindfulness exercises, meditation sessions, and relaxation techniques that can be tailored to each user's preferences and needs. With our user-friendly interface and high-quality content, finding moments of calm and tranquility has never been easier.
3.	Novelty / Uniqueness	we've developed a groundbreaking solution that sets us apart from the rest. Our innovative relaxation app combines cutting-edge mindfulness techniques with personalized content, creating a unique experience that adapts to each individual's needs.
4.	Social Impact / Customer Satisfaction	But our mission goes beyond just personal well-being. With every subscription, we donate a portion to support mental health initiatives, making a positive impact on the larger community. By choosing [Your Company Name], you're not just investing in your own well-being; you're also contributing to the well-being of others.
5.	Business Model (Revenue Model)	Our business model is simple and customer-focused. We offer a free version of our app with basic features and content, giving users a taste of what we have to offer. For premium content and an ad-free experience, users can subscribe to our monthly or annual plans, providing a

		recurring revenue stream for the company. Additionally, we partner with wellness brands and experts to create exclusive content and generate additional income through collaborations and affiliate marketing.
6.	Scalability of the Solution	Beyond providing personal well-being, our solution is highly scalable. We plan to expand our content library, add new features, and reach a global audience. With the use of cloud-based infrastructure, we can easily accommodate a growing number of users without compromising performance. Furthermore, our commitment to social impact allows us to scale our charitable contributions as our user base grows, benefiting more mental health initiatives worldwide

3.2. Solution architecture

MailChimp offers a user-friendly interface and provides a wide range of features for email marketing. By following these steps and taking advantage of MailChimp's capabilities, you can effectively send and manage email campaigns to engage with your subscribers.
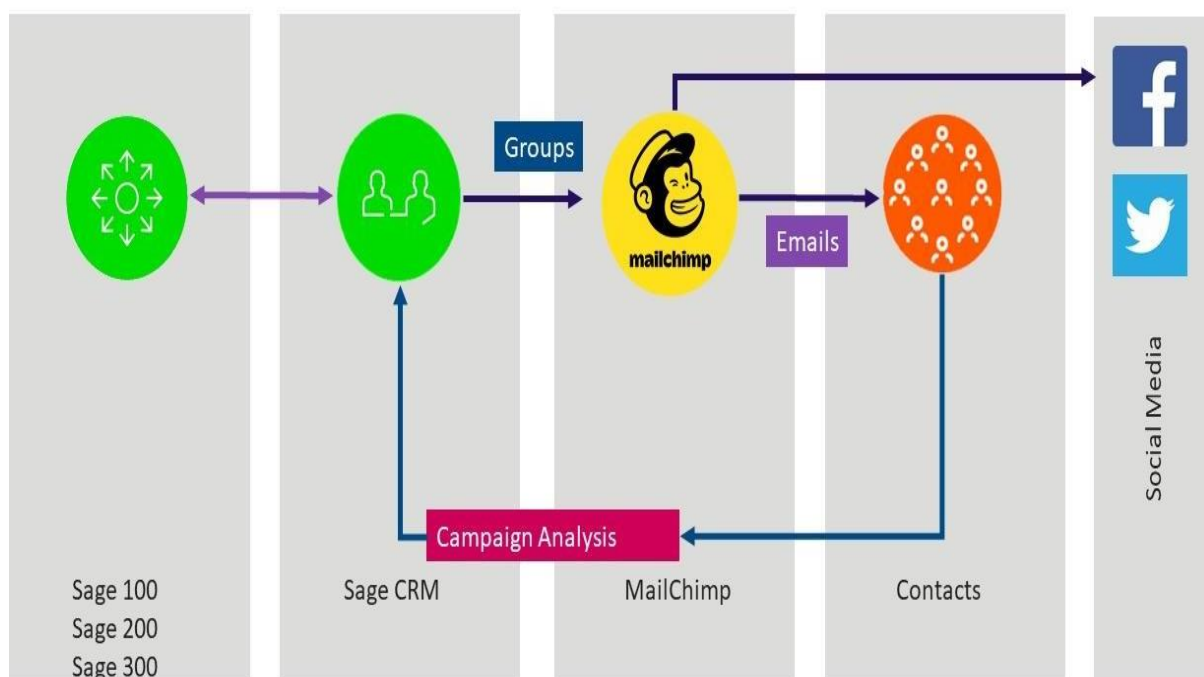
4.Project design phase part 2

4.1.Technicl architecture

Mailchimp's technical architecture is designed to make it easy for users to create and send effective email campaigns while ensuring high deliverability and compliance with email marketing standards.
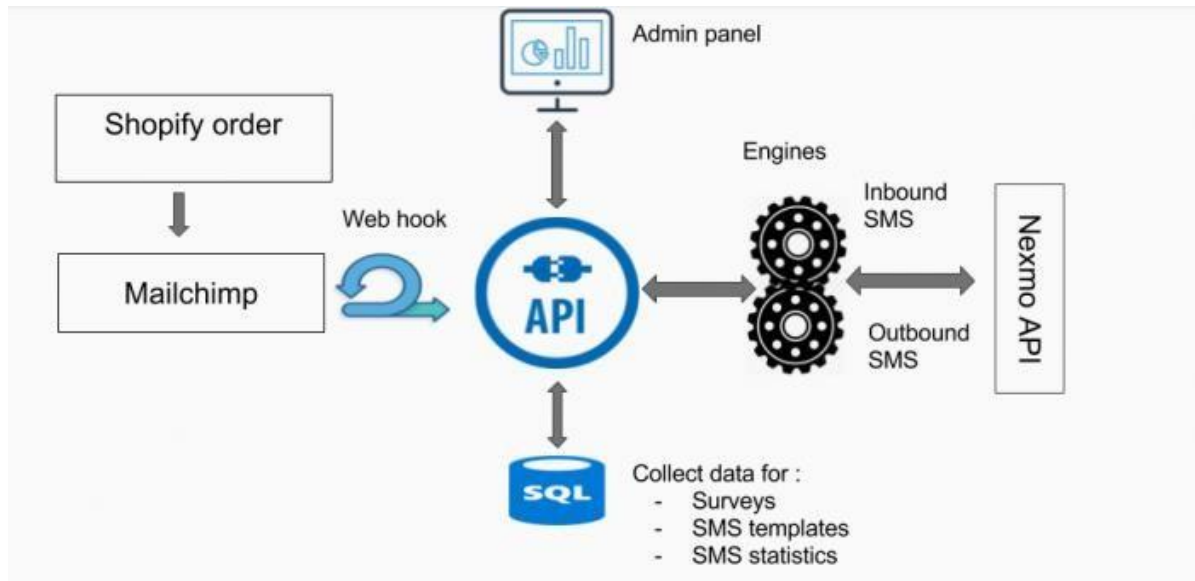
4.2.Customer journey map

Creating a customer journey map for sending an email campaign in Mailchimp involves understanding the steps and touchpoints that a user goes through when using the platform.

```
▶ Contact signs up to The Potted Planter    ⋮          ▶ Contact tagged Farmer's Market    ⋮

         ≡ Filters                                              ≡ Filters

                                    ⊕

                         🕐 1 hour delay                    ⋮

                                    ⊕

                         ✉ Send email Welcome Potted Planters!    ⋮

                                    ⊕

                    ↯ Contact meets If/Else conditions    ⋮
                        Campaign activity opened Welcome...

                   Yes                         No

                   ⊕                            ⊕                    ＋

     🏷 Add tag Tree Champion    ⋮              ⊘                    −
                                          Contact Exits          Reset
```
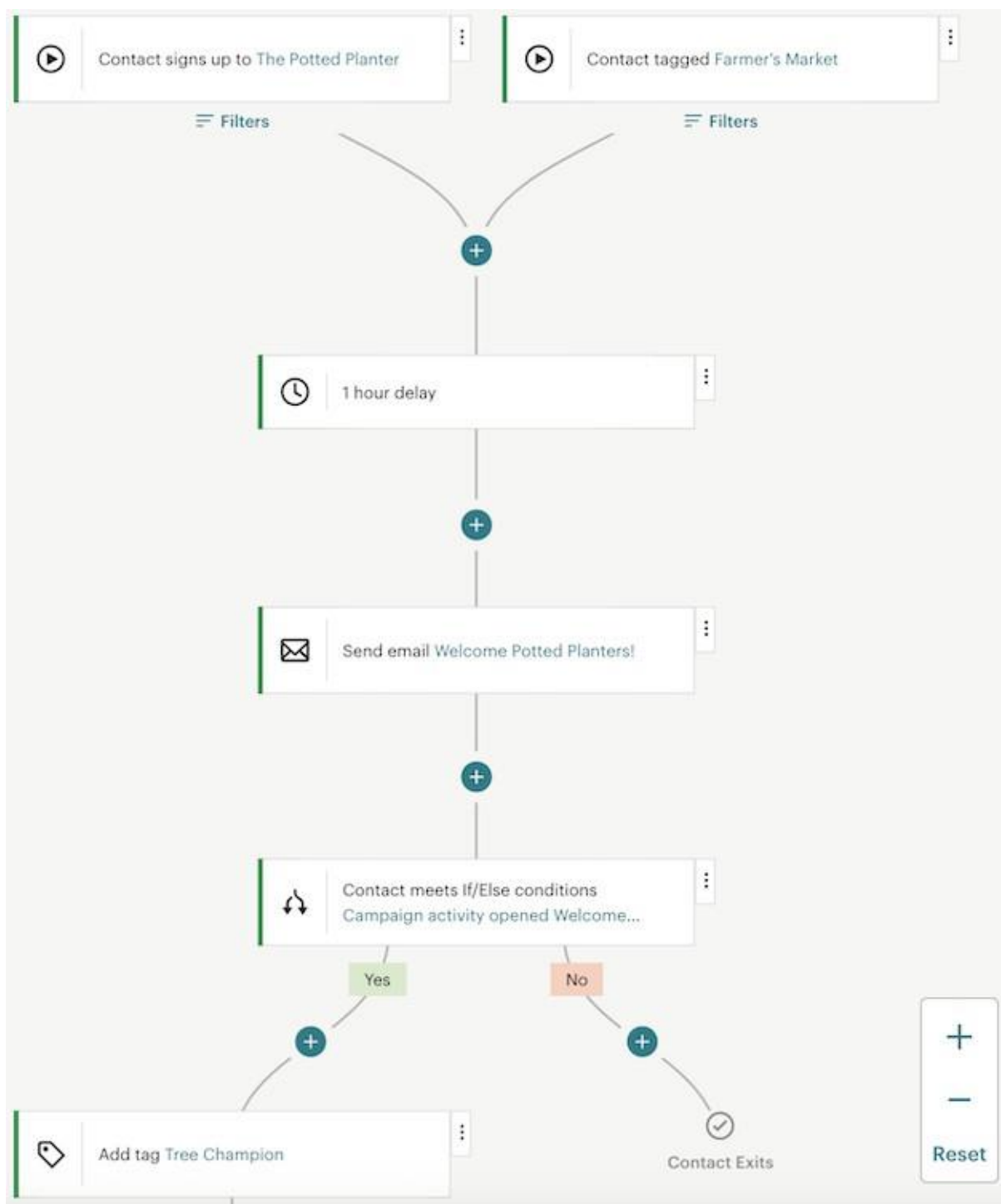
5.Project development phase

5.1.Functional requirements

MailChimp is an email marketing platform that provides a range of functionalities for sending emails and managing email campaigns. When it comes to the functional requirements for sending mail in MailChimp, several key features and capabilities should be considered:

User Registration and Account Management	• Users should be able to register for an account and manage their profile information. • Password recovery and security measures, like two-factor authentication, should be in place
Email Campaign Creation	• Create and design email campaigns using customizable templates. • Import and manage email subscriber lists. • Add and edit content (text, images, links) within emails. • Personalization options to address recipients by name. • Support for various email types
Automation and Workflow	• Set up automated email sequences (drip campaigns). • Define triggers and conditions for sending automated emails. • Create and manage customer journey workflows.
List Management	• Segment email lists based on subscriber behavior, demographics, or other criteria. • Import and export subscriber data. • Manage unsubscribers and handle opt-outs effectively.
A/B Testing	• Perform A/B tests to optimize email content and subject lines. • Analyze and compare the performance of different email versions.
Analytics and Reporting	• Track email campaign performance (open rates, click-through rates, conversion rates, etc.). • Provide real-time analytics and visual reports. • Offer insights on subscriber engagement and behavior.
Integration and API	• Integrate with third-party apps and services, like CRM systems. • Offer a robust API for custom integrations and automation.

6.Execution process

Below link is used to redirect the project execution pdf

[PROJECT EXECUTION PDF](#)

7.Challenge faced

Sending emails in Mailchimp can be a straightforward process, but there can still be challenges and issues that users might encounter. Here are some common challenges faced in sending mail through Mailchimp:

1. Email Deliverability: Ensuring that your emails actually reach your subscribers' inboxes can be a challenge. Factors such as the quality of your email list, sender reputation, and email content can impact deliverability.
2. Permission and Compliance: One of the most critical challenges is ensuring that you have proper consent from recipients to send them emails. Compliance with data protection laws like GDPR and CAN-SPAM is essential.
3. Design and Content: Creating visually appealing and engaging email campaigns can be challenging, especially if you're not experienced with email design. It's important to optimize your emails for various devices and email clients.
4. List Management: Managing your email list can be a challenge, including dealing with unsubscribes, bounces, and keeping your list clean and up-to-date.
5. SPAM Filters: Emails often get caught in spam filters, so it's important to monitor and improve your email content and sender reputation to avoid being flagged as spam.

8.Future plans

Mailchimp is a company that regularly updates its services and features to meet the evolving needs of its users.If you are looking for information about future plans related to sending emails in Mailchimp, I recommend visiting the Mailchimp website, checking their official blog, or contacting their customer support for the most up-to-date information. They often provide insights into upcoming features and improvements in their product roadmap. Additionally, you can subscribe to their newsletters or follow their social media channels to stay informed about any announcements and updates related to sending emails using Mailchimp.

9.Result

Mailchimp provides detailed analytics and reports that can help you assess the performance of your email campaigns. It's essential to analyze these metrics to understand what's working and what needs improvement in your email marketing strategy. You can use these insights to refine your future campaigns and better engage with your audience.

The specific results you achieve will depend on your target audience, the quality of your email content, your campaign goals, and your overall email marketing strategy. It's important to continually optimize and experiment with different approaches to improve your email marketing results in Mailchimp.

10.Conclusion

1. **Subject Line**: Craft an attention-grabbing subject line that encourages recipients to open your email. A/B testing can help you find the most effective subject lines.
2. **Tracking and Analytics**: Mailchimp provides robust tracking and analytics tools to measure the performance of your email campaigns. Monitor open rates, click-through rates, conversion rates, and other key metrics.
3. **Automation**: Take advantage of Mailchimp's automation features to send automated emails based on triggers or subscriber actions. This can help nurture leads and build relationships.
4. **Follow-Up**: After sending your email, pay attention to recipient engagement. Follow up with relevant content, and adjust your email strategy based on the performance of your campaigns.
5. **Feedback and Improvement**: Analyze the results of your email campaigns and use the insights to refine your future email marketing efforts. Mailchimp's reporting tools can help you understand what works and what doesn't.
6. **List Maintenance**: Regularly clean and update your email list to remove inactive or unsubscribed subscribers. Maintaining a healthy list ensures better deliverability and engagement.

In conclusion, sending emails in Mailchimp is a multi-step process that requires careful planning, attention to detail, and ongoing optimization. By following best practices and leveraging Mailchimp's features, you can create effective email campaigns that engage your audience and drive your business objectives.