Ganadipathy Tulsi's Jain Engineering College
Kaniyambadi - Vellore -632102

Creating an Email Campaign in MailChimp

Team ID: 2D82FC20C2C42E091014E0F579965FB2

Submitted by

Team Leader	:	SANJAY M
Team Member 1	:	ASHWIN KUMAR
Team Member 2	:	RAGHUL N
Team Member 3	:	JANSI M

Project Mentor	**Project Evaluator**	**Project Spoc**
Mrs.Priya	Mrs. Priya	Mr D. Durai Kumar

<u>INDEX</u>
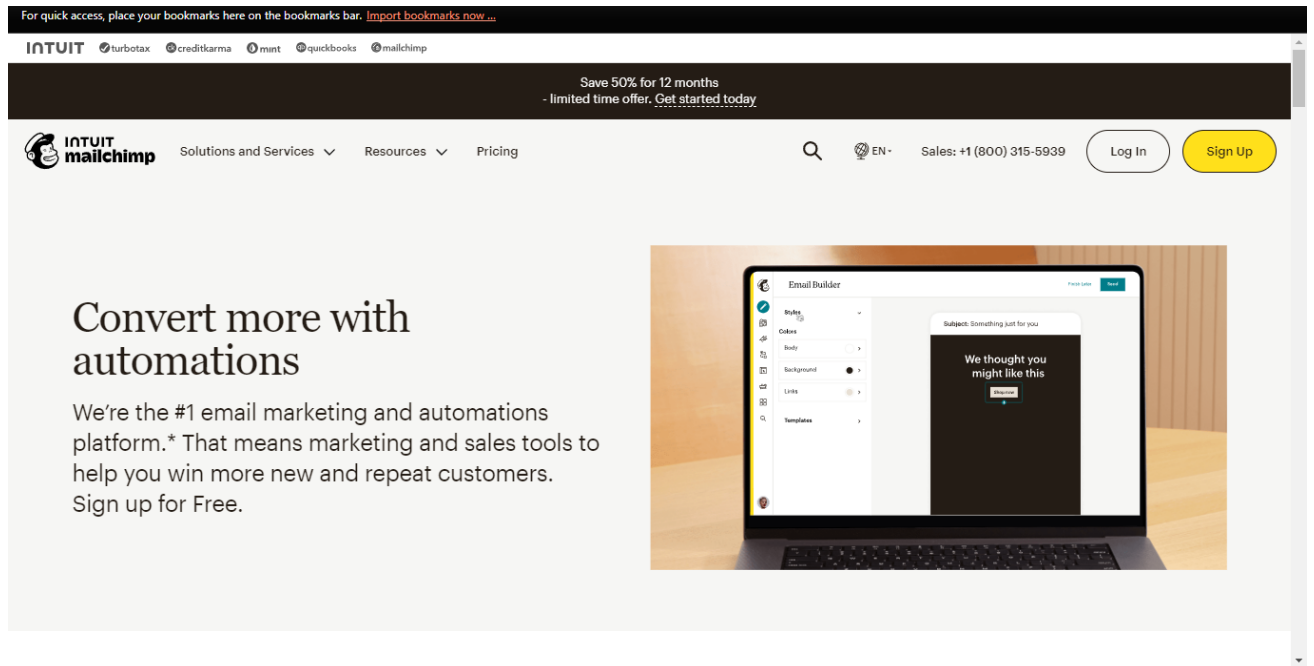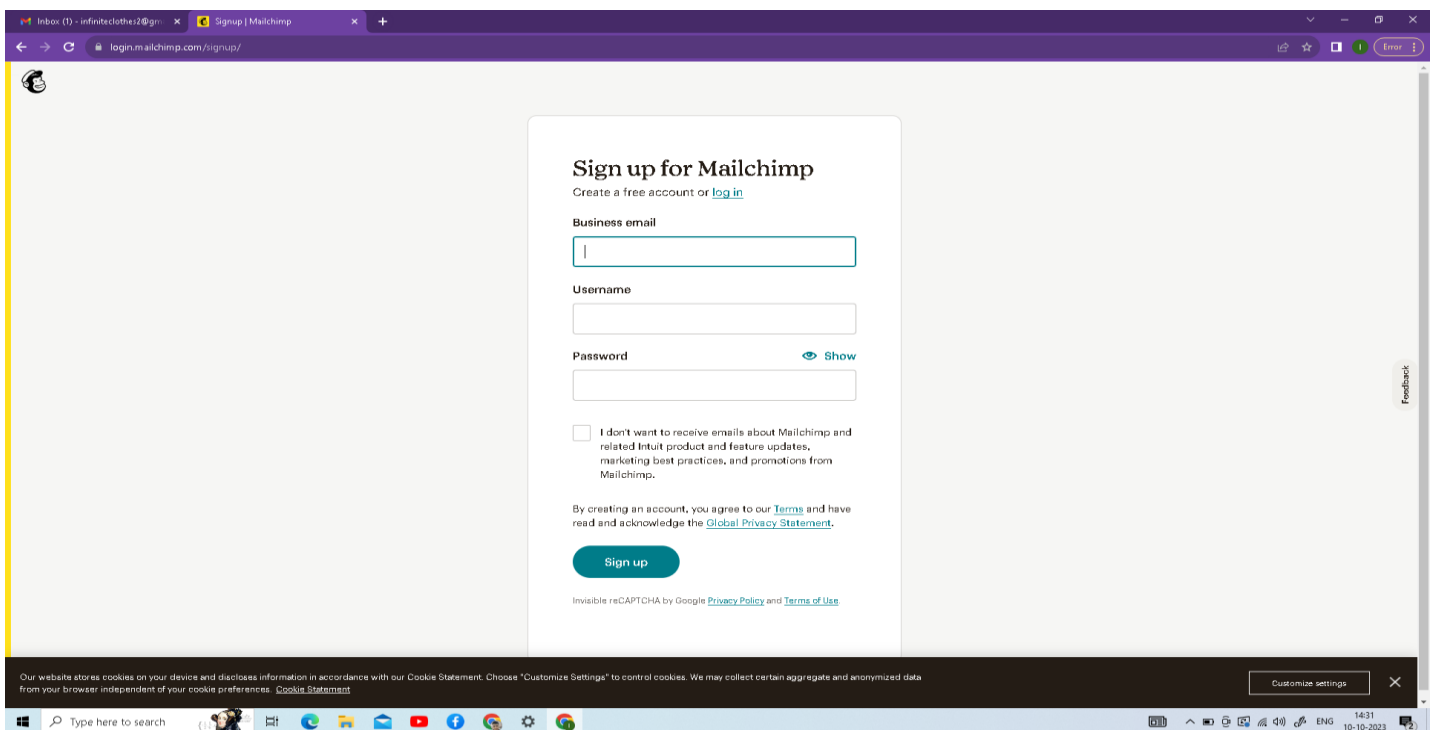
INTRODUCTION

In the fast-paced digital landscape, effective communication with customers is paramount for the success of any business. Email campaigns serve as a powerful tool for businesses to engage with their audience, build brand loyalty, and drive conversions. MailChimp, a leading email marketing platform, offers a user-friendly interface and a host of powerful features that enable businesses to create and execute successful email campaigns effortlessly**.**

1.1 CREATE

This milestone explains about creating an account.

1.2 Click "Log In"

1.3 Click "Create"

Account Set Up

←

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

| 0 - 500 | ⌄ |

Next   Skip

Account Set Up

←

How do you sell to your customers?

Select all that apply. We'll recommend automations, apps, and other features tailored to the way you do business.

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 ☐
Personalized quote required before purchase

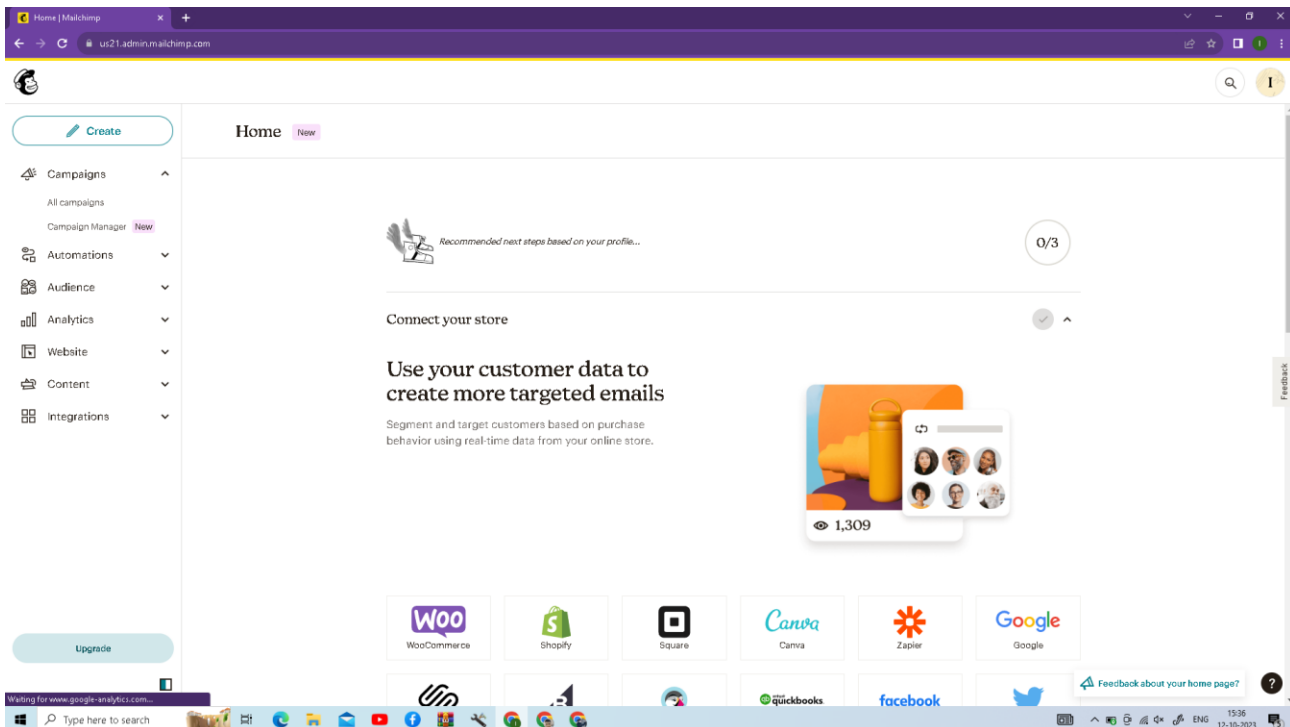**Social media** ☑
Transactions happen directly on Instagram, Pinterest, etc.

Next   We're not currently selling
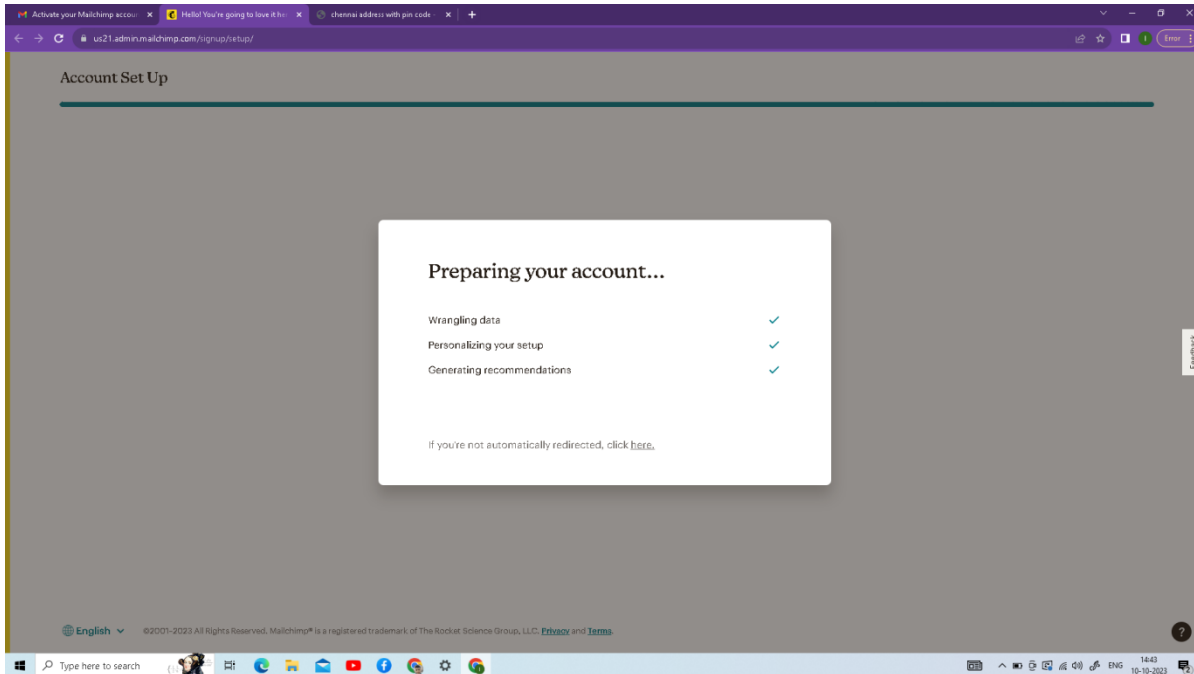
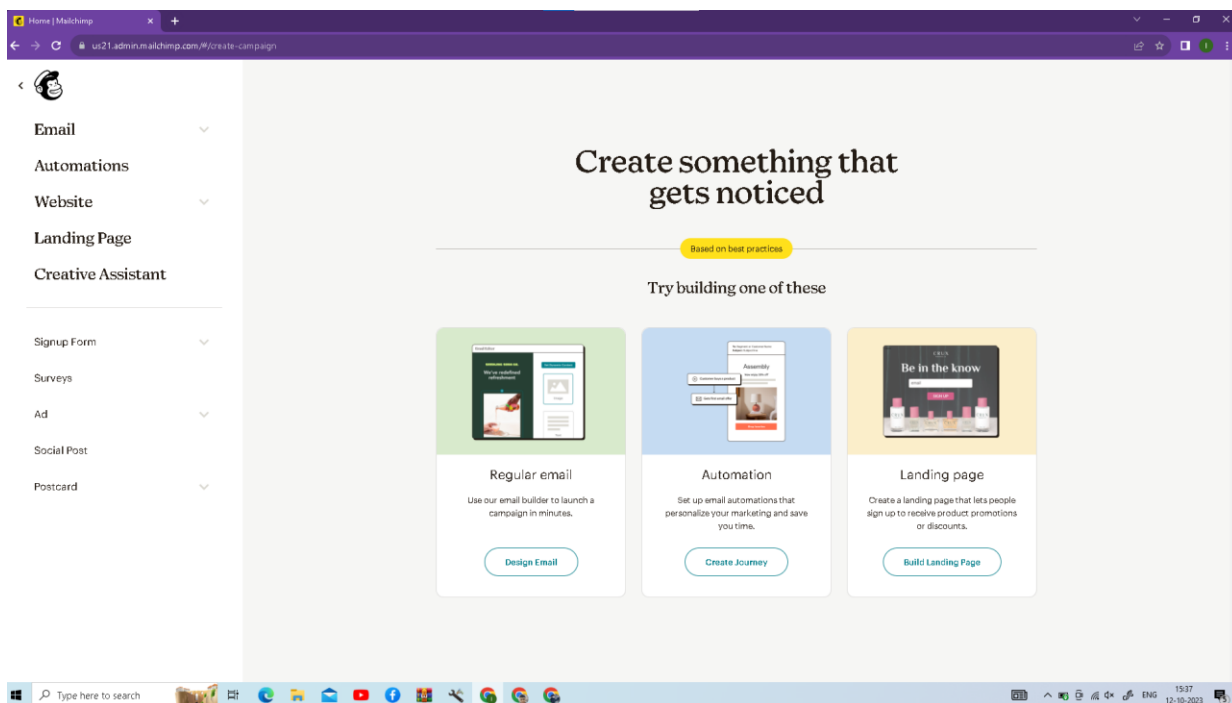## 1.4 Click "Design Email" In Regular Email

2. Add Recipients - Import Contacts

This milestone explains about Add Recipients - Import Contacts.

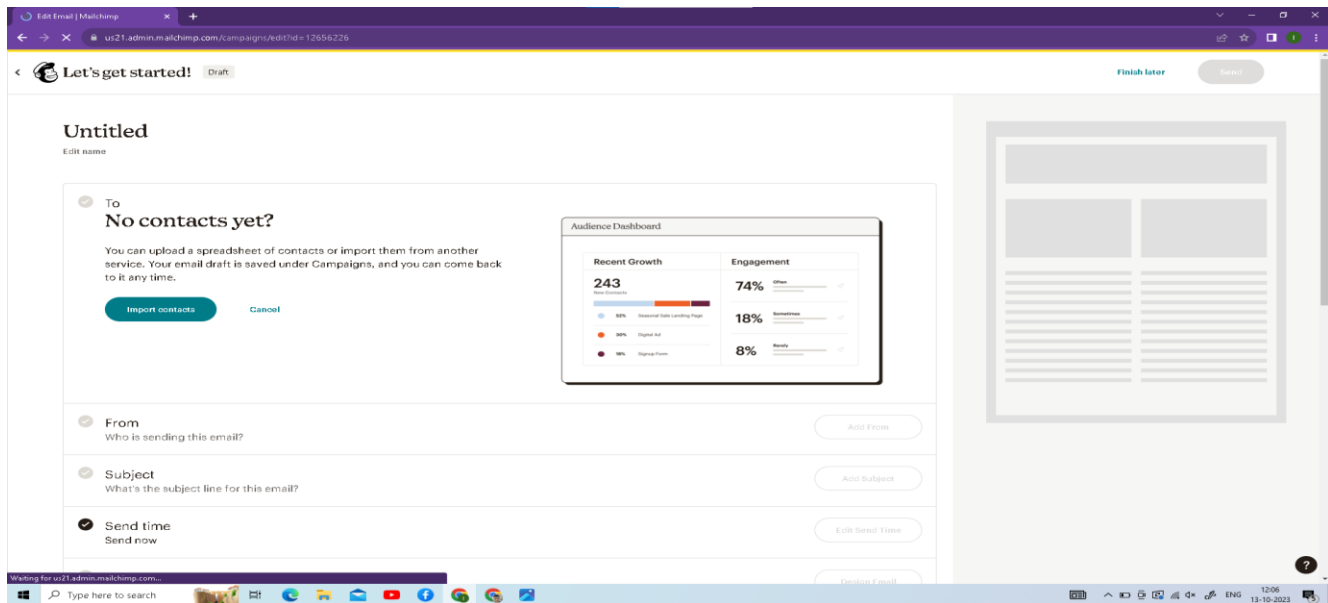## 2.1 Click "Add Recipients"

3. Organize Contacts And Tag

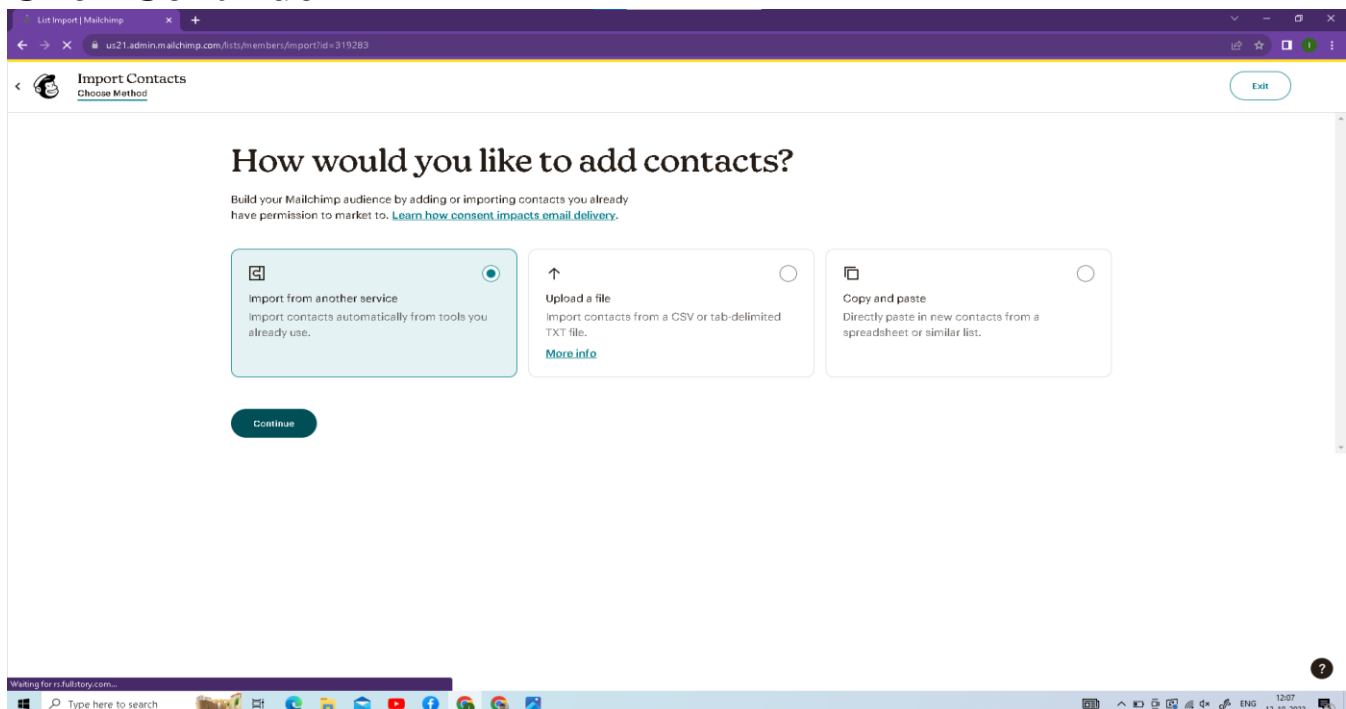This milestone explains about Organize Contacts and Tag.
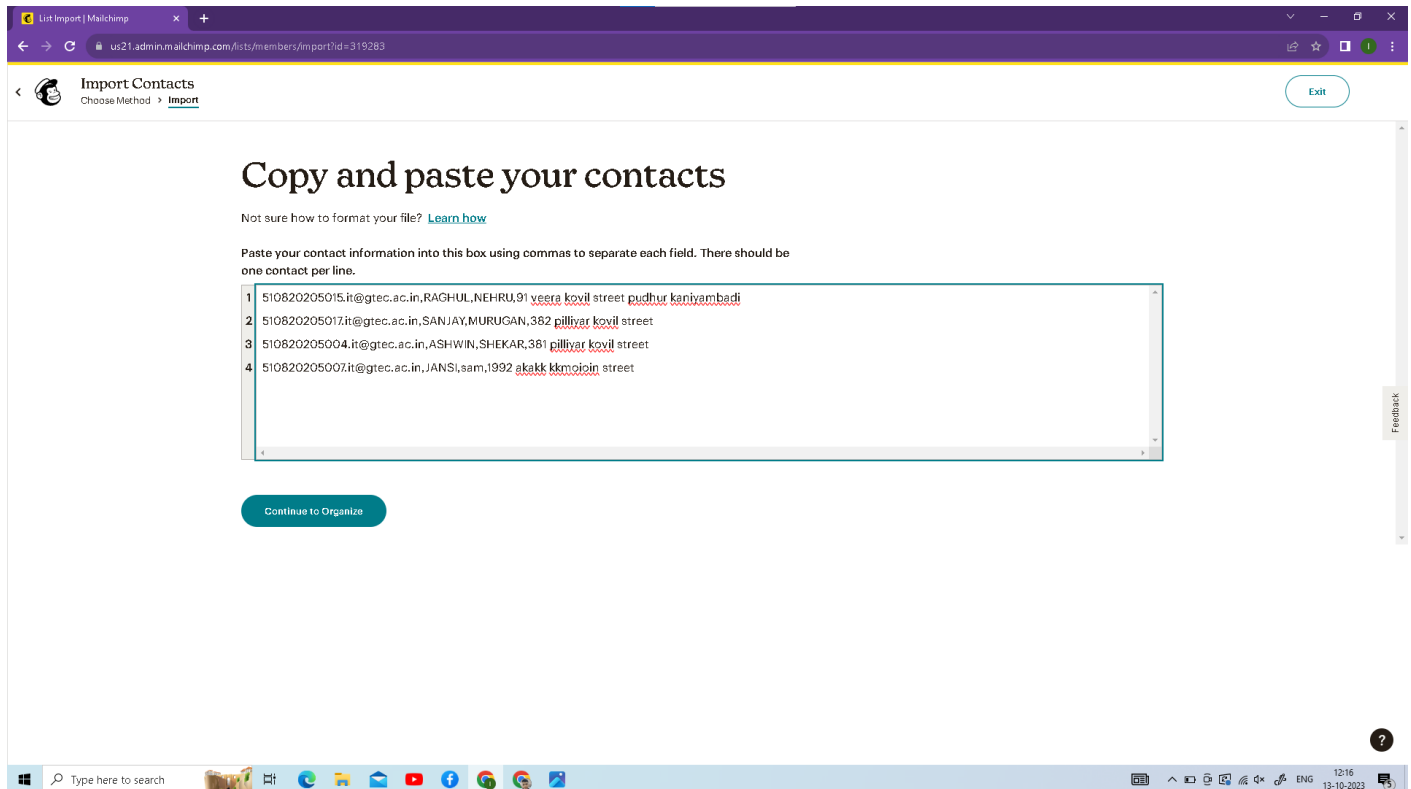
3.1 Click "Import Contacts"

4. Add Contacts By Clicking The Below Options You Prefer And Click Continue

This milestone explains about add contacts by clicking the below options you prefer and click continue.

4.1 Add Contacts By Clicking The Below Options You Prefer And Click Continue

4.2 Copy Paste The Mail Address Of Recipients And Click Continue To Organize
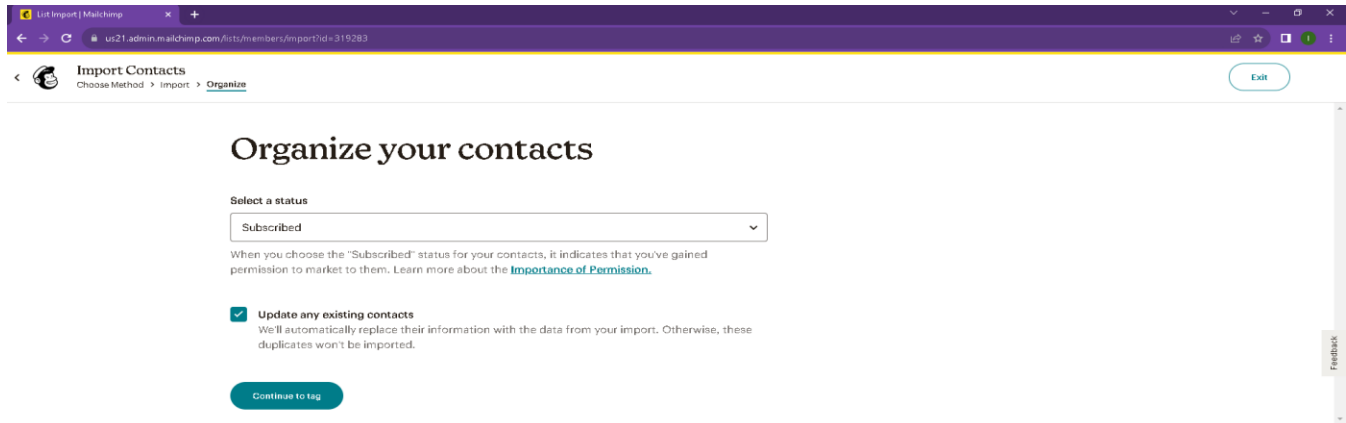
4.3 Click The Dropdown Button And Select The Status Of Your Contacts And Click Continue To Tag

4.4 Add Tags For Your Contacts For Organize Them Easily And Click Continue To Match

Exit

Tag your contacts

Easily organize your contacts using simple words or phrases that make the most sense to you.

Search for or create tags

email ✕   letter ✕   busines ✕   markting ✕

Start typing to add a custom tag

Choose from popular tags

Customer   2023   Staff   Influencer   Member

Continue To Match

Feedback

Exit

Tag your contacts

Easily organize your contacts using simple words or phrases that make the most sense to you.

Search for or create tags

Customer ✕   Staff ✕   2023 ✕   Influencer ✕   Member ✕

Start typing to add a custom tag

Choose from popular tags

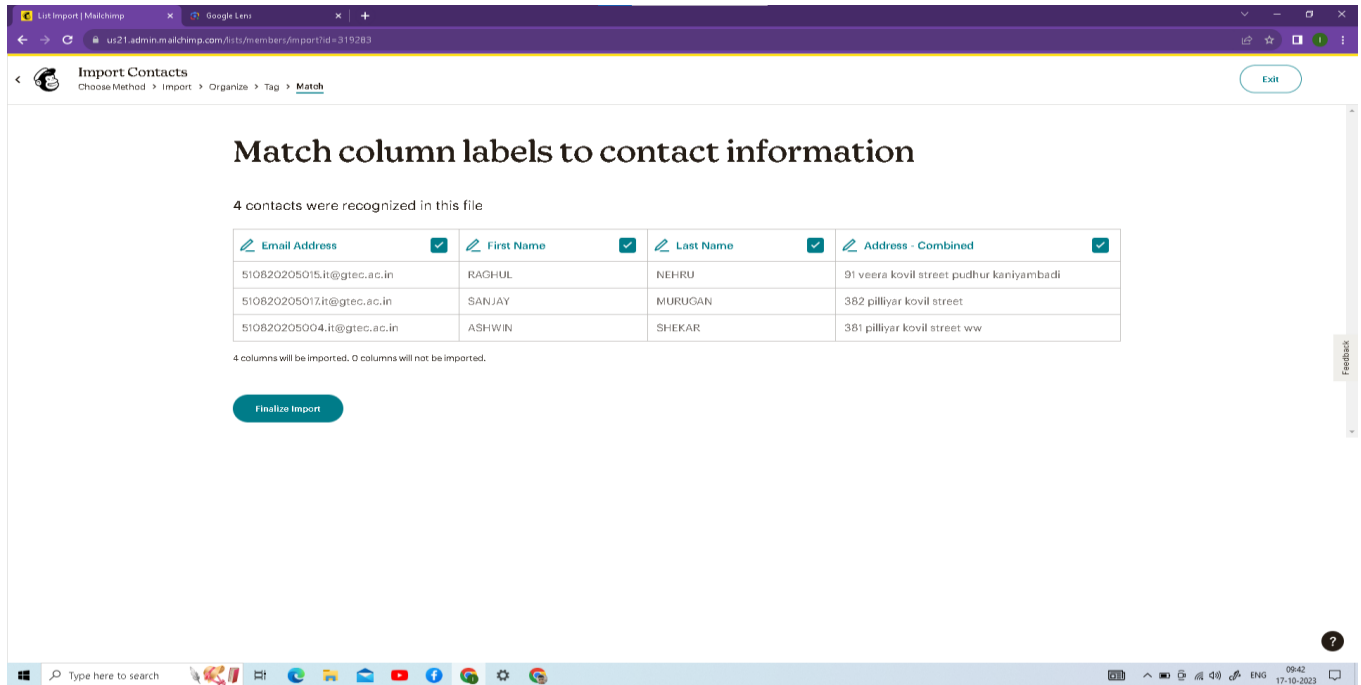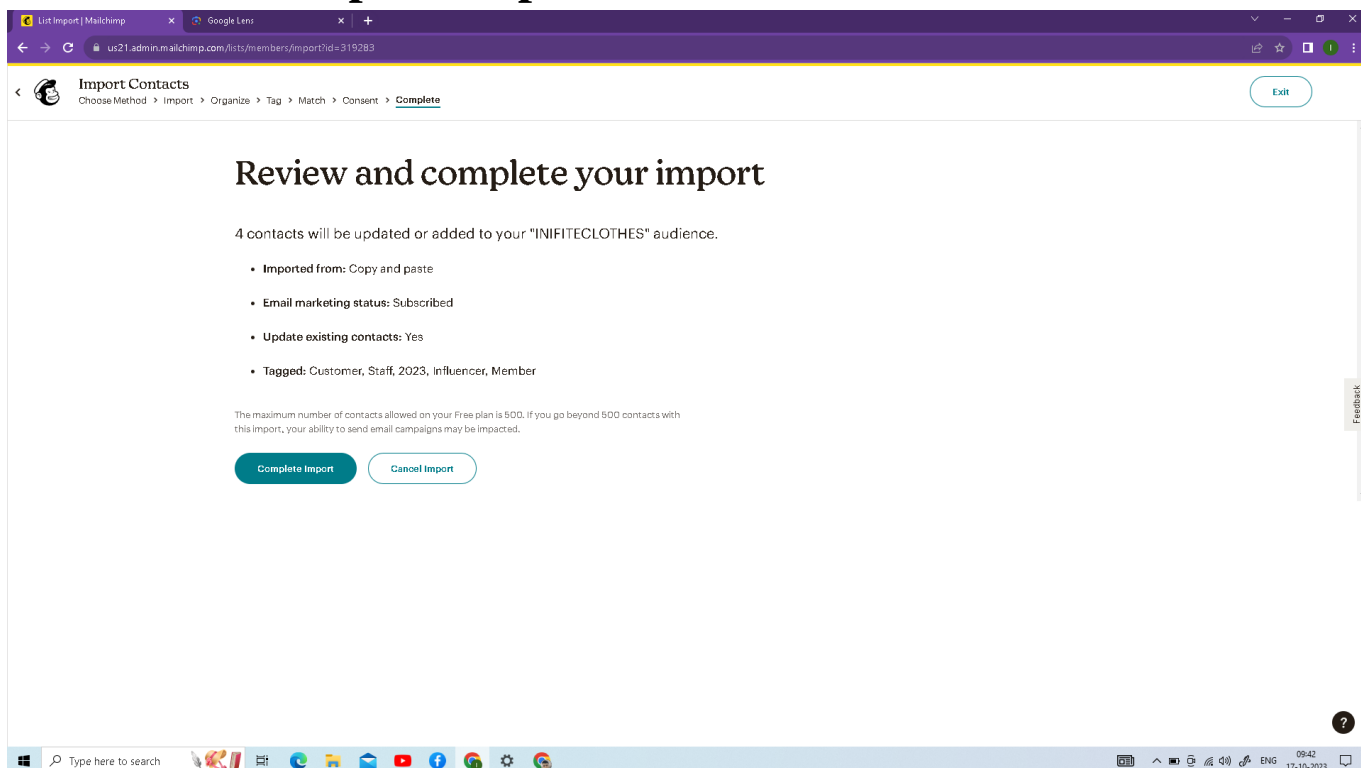Continue To Match

Feedback
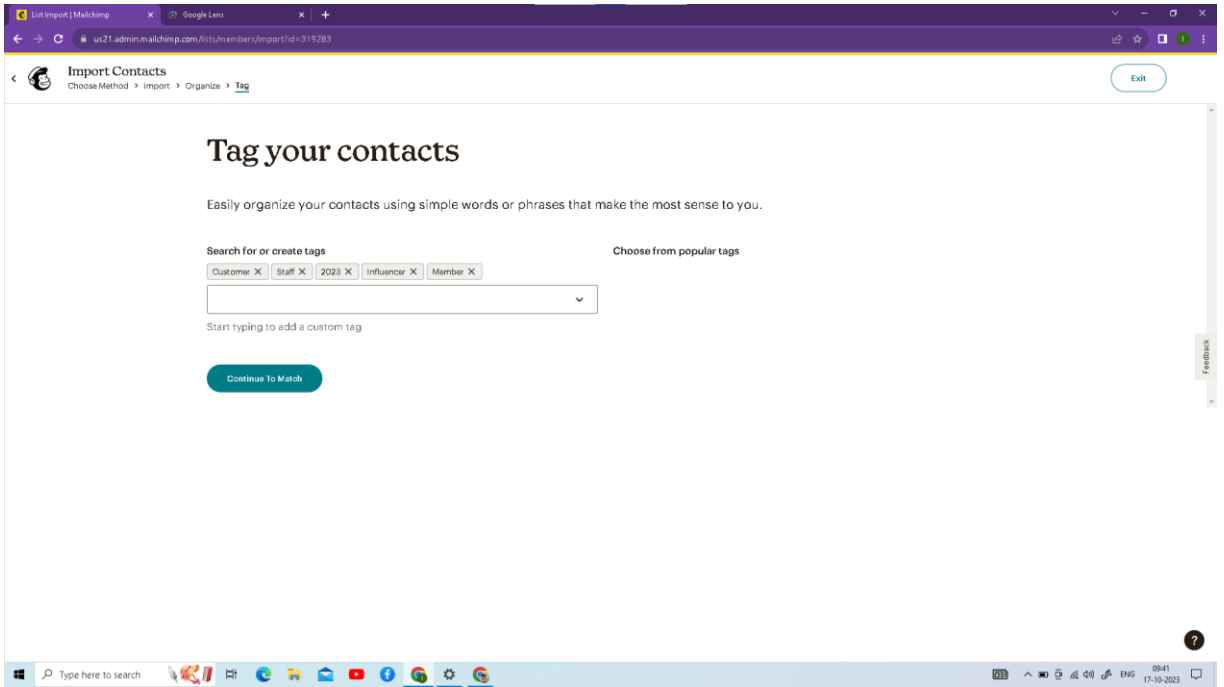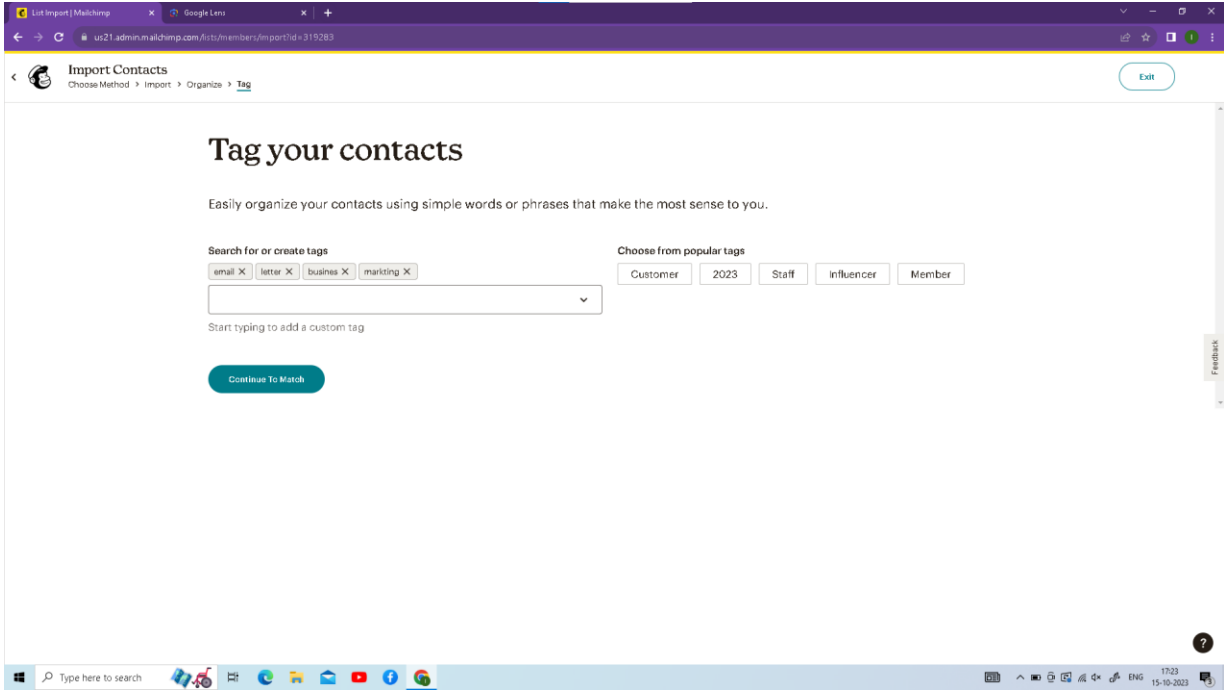
5 Finalize Import

This milestone explains about Finalize Import.
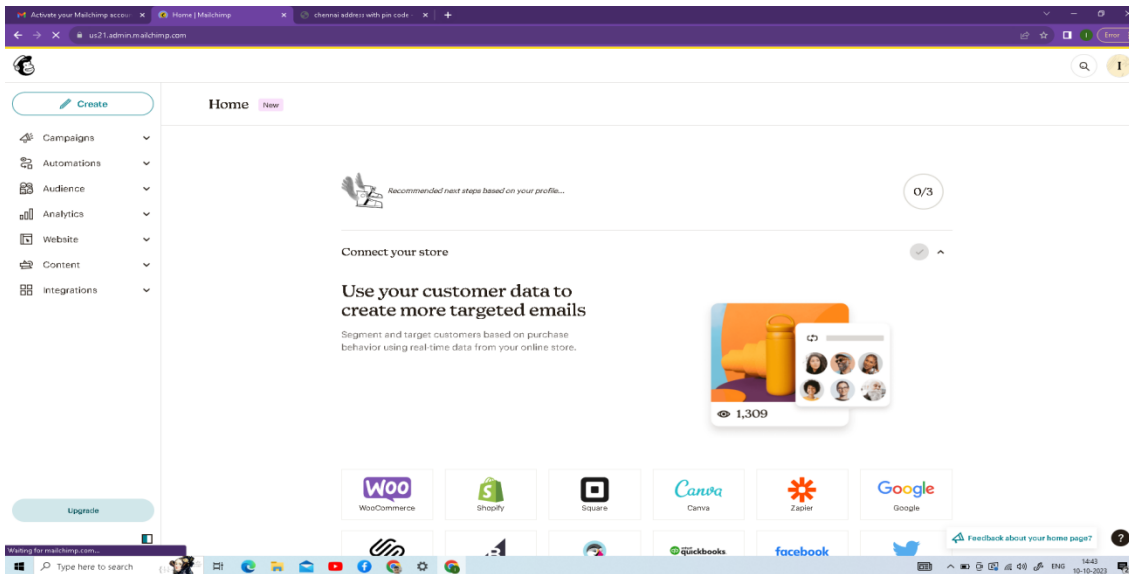
5.1   Finalize Import

5.2   Click "Complete Import"

6. Return - Campaign Creation

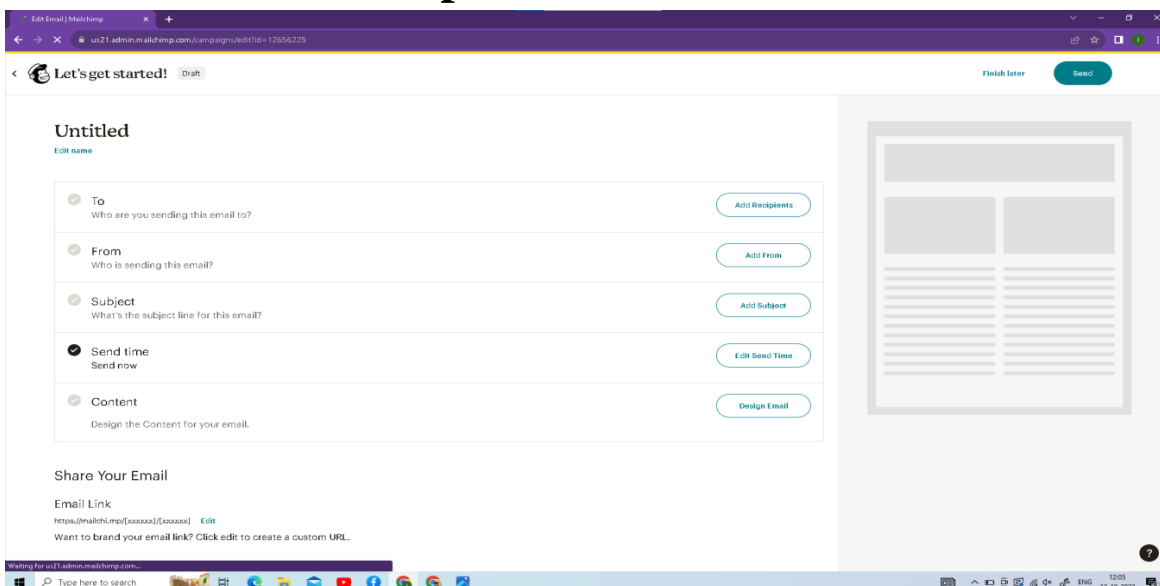This milestone explains about Return Campaign Creation.

6.1   Return - Campaign Creation

7. Add Recipients - Select Audience

This milestone explains about Add Recipients - Select Audience

7.1   Click "Add Recipients"

7.2 Click Choose Audience And Select Your Audience
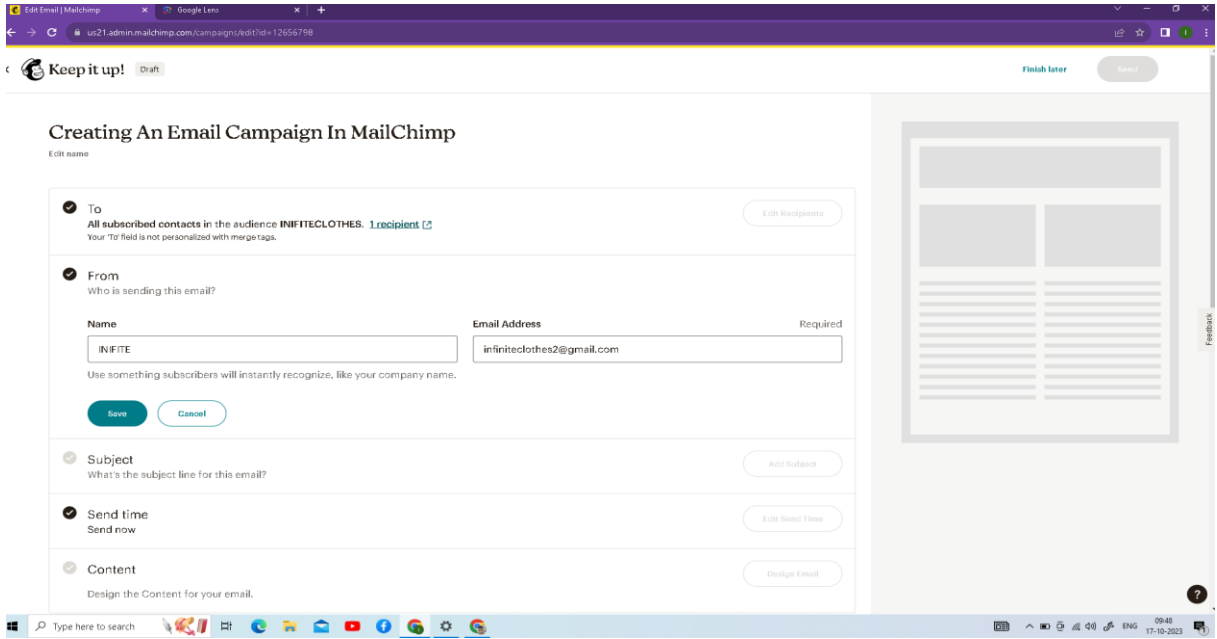
7.3 Choose Your Preferences

8   From Details

This milestone explains about From Details

8.1   Click "Add From"

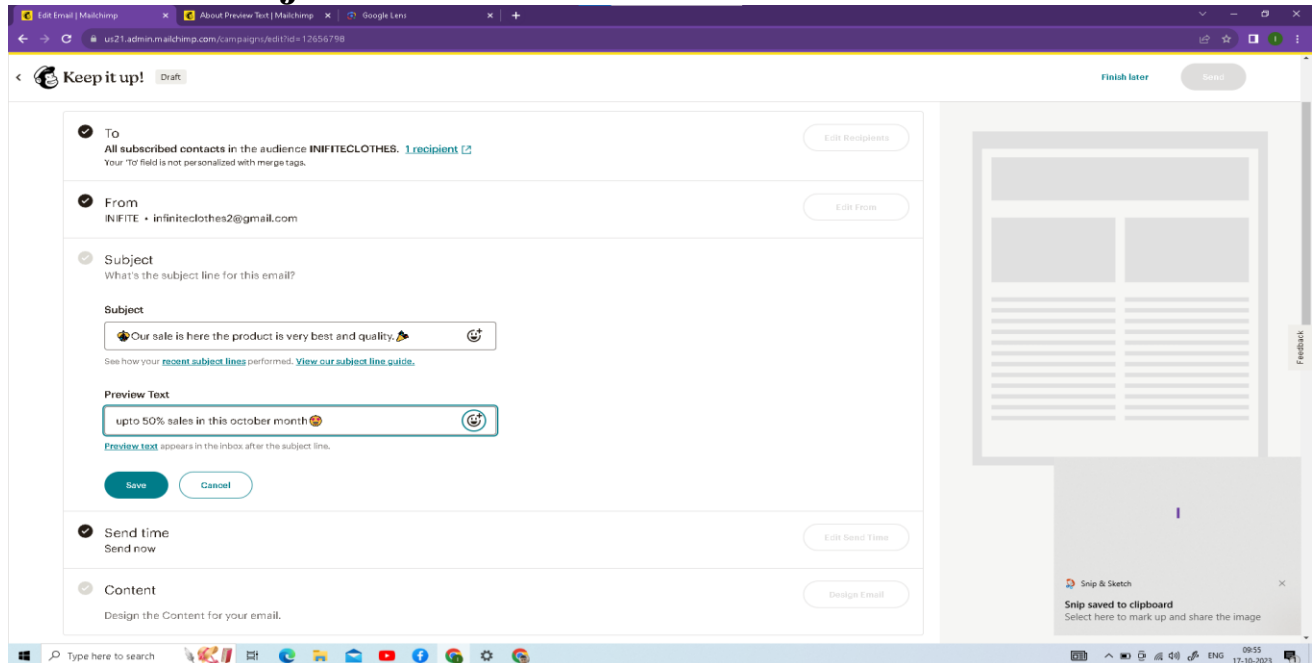## 8.2   Enter Name And Email Address And Click Save

9 Subject

This milestone explains about Subject
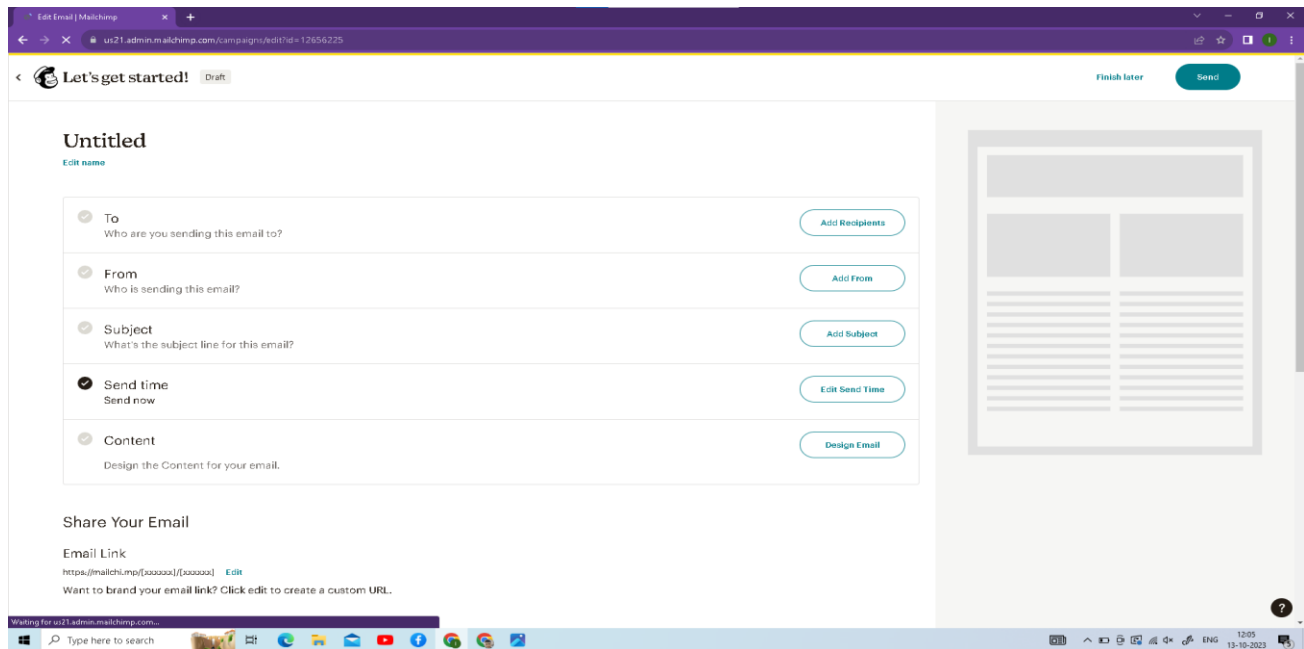
9.1   Subject
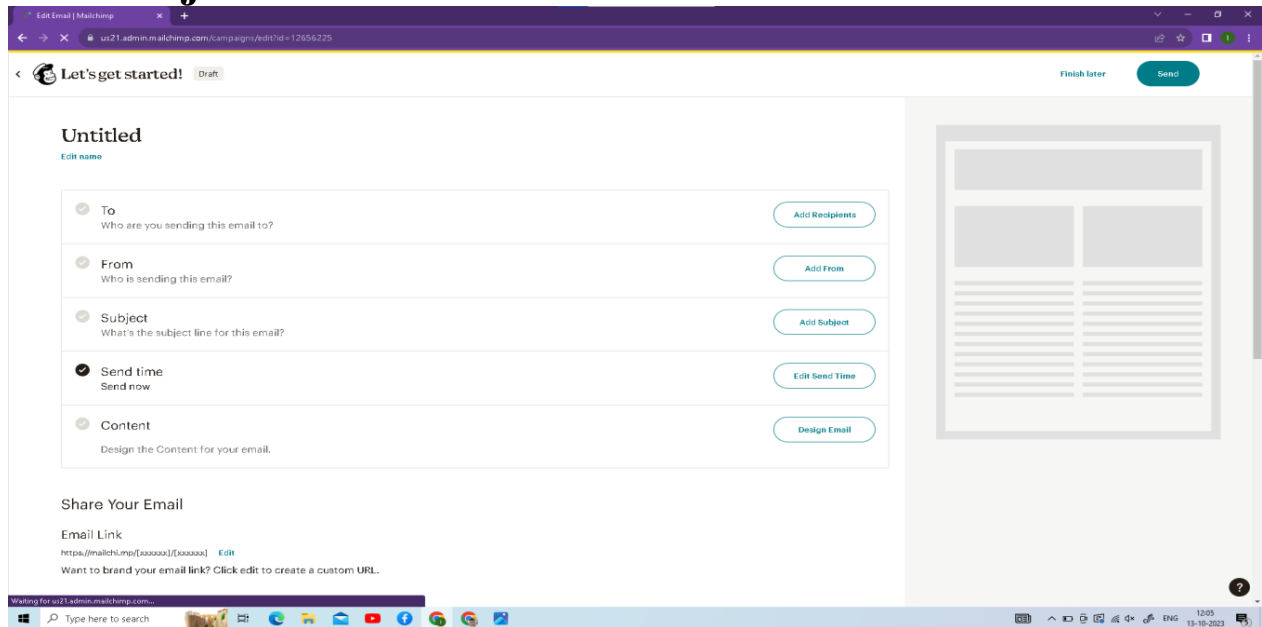
9.2   Add Subject Line

10. Send Time

This milestone explains about Send Time
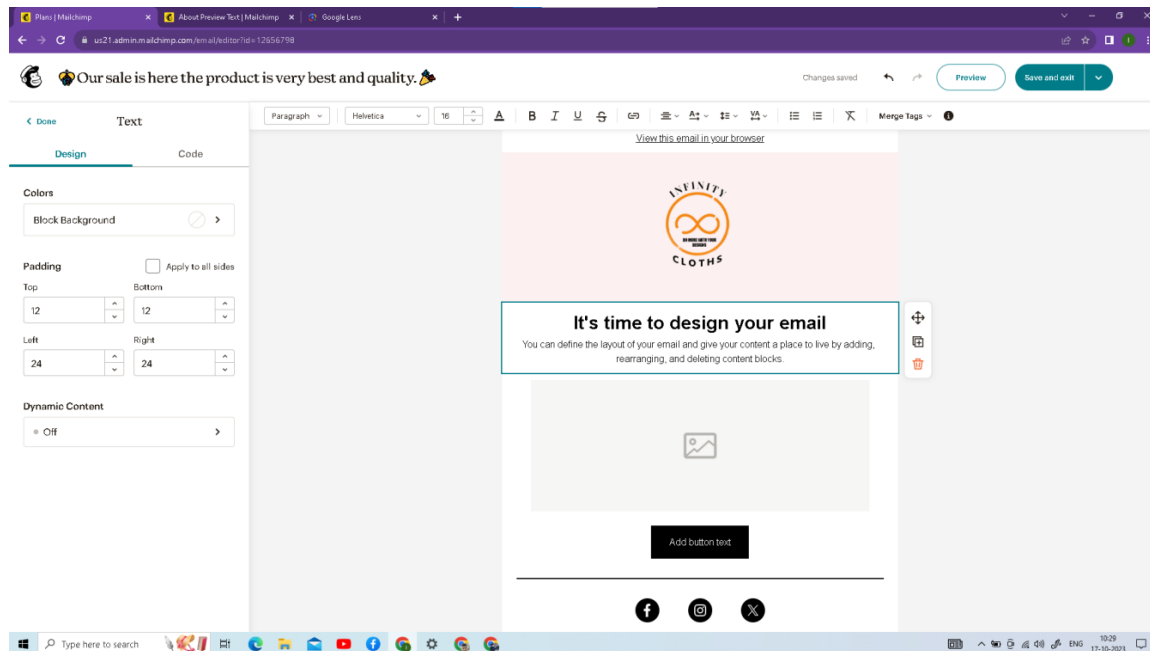
10.1 Send Time

11   Templates

This milestone explains about Templates.

11.1 Choose The Template You Required And Click "Apply"

12   Add Logo And Image

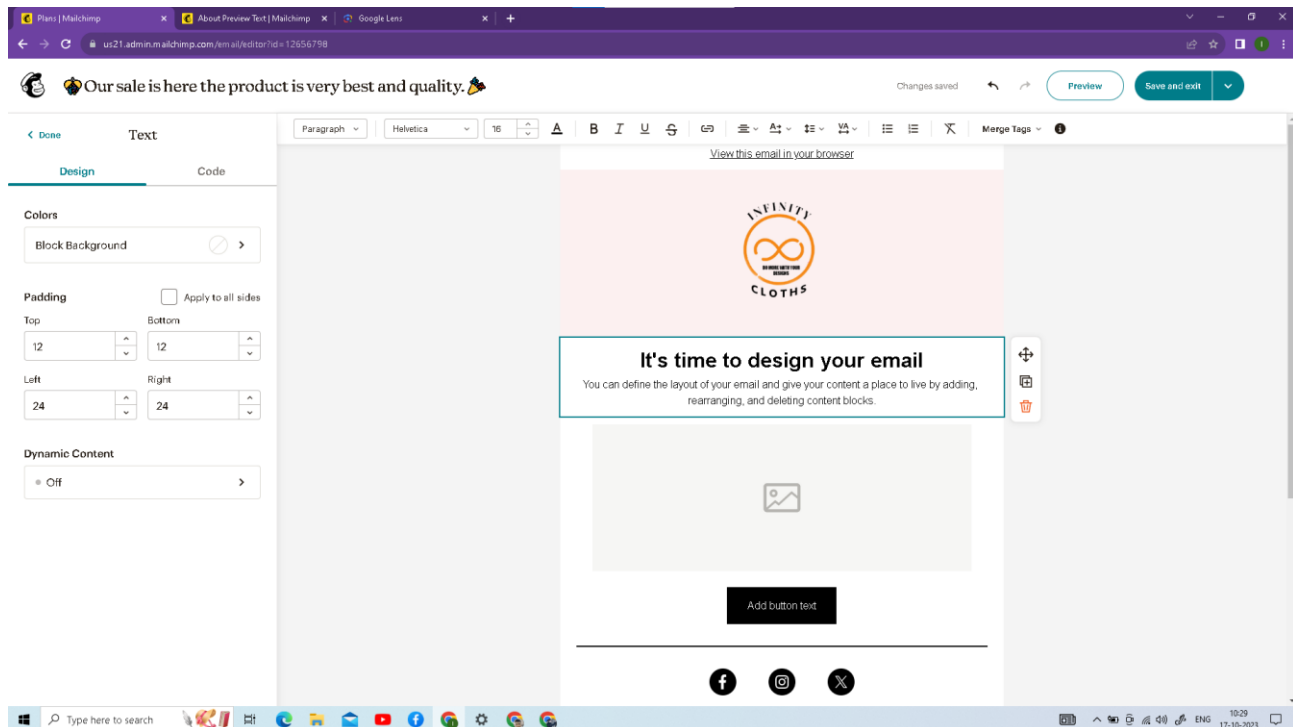This milestone explains about Add logo and Image.

12.1 Add Your Logo By Clicking Set Logo Button And Upload Your Logo

13   Add You Content

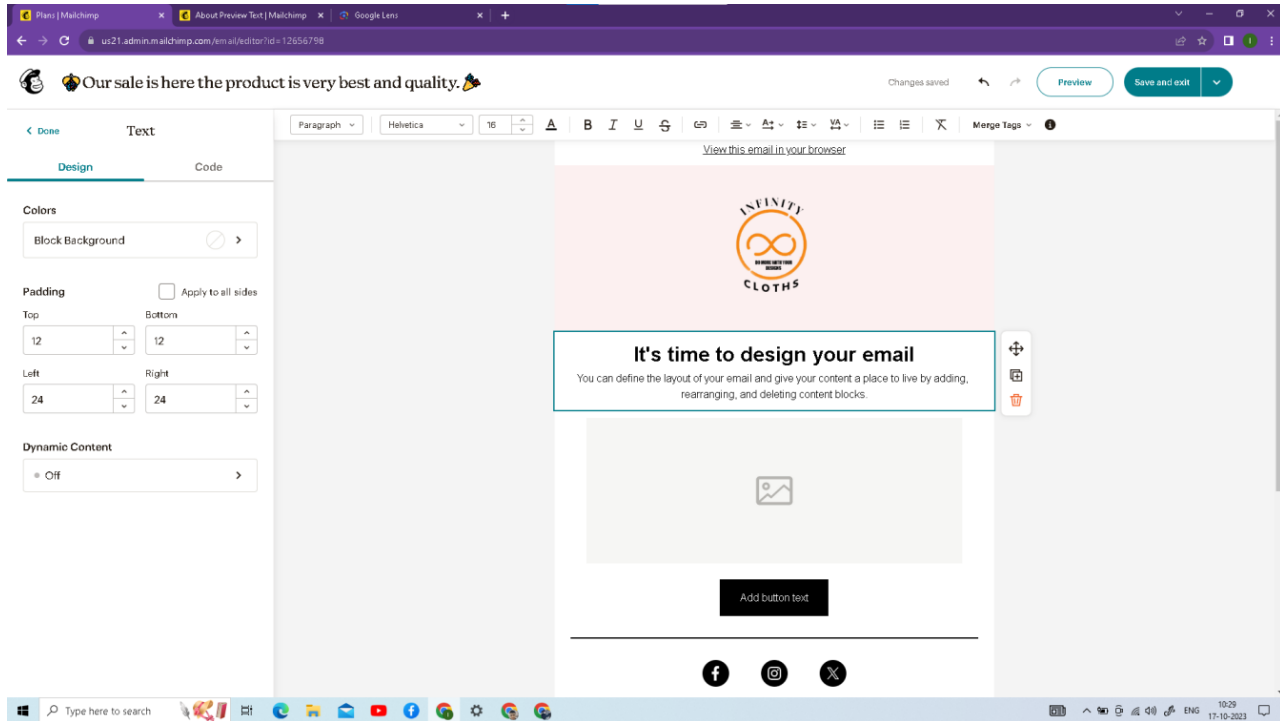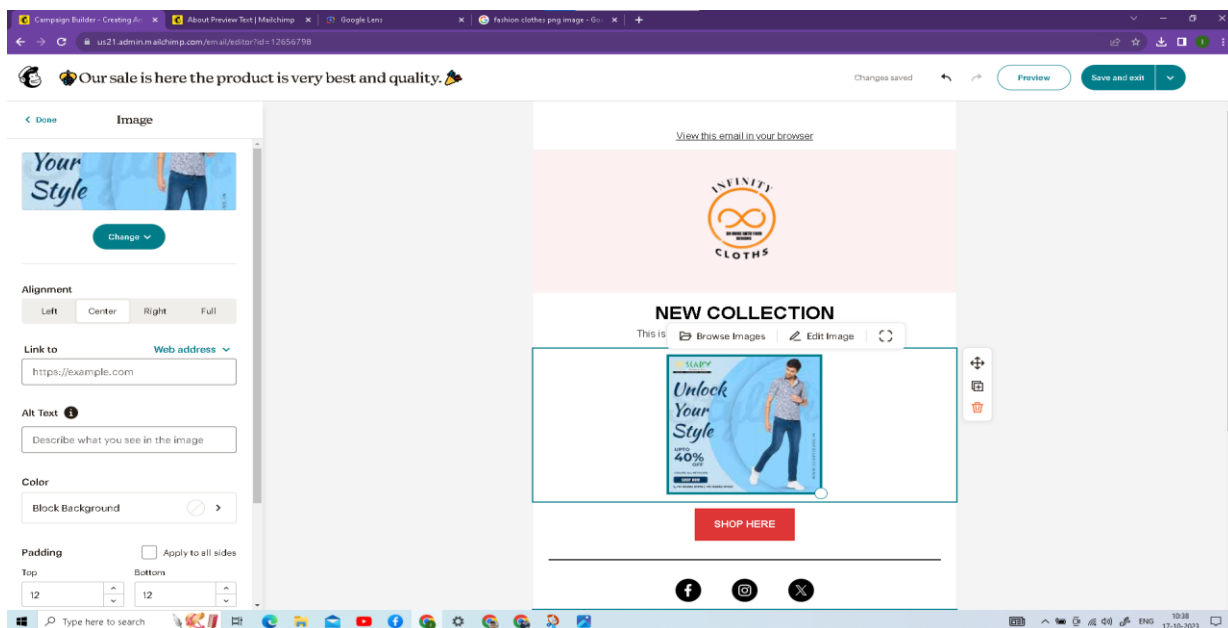This milestone explains about add you content

13.1 Now Add You Content

14   Add Button With Link
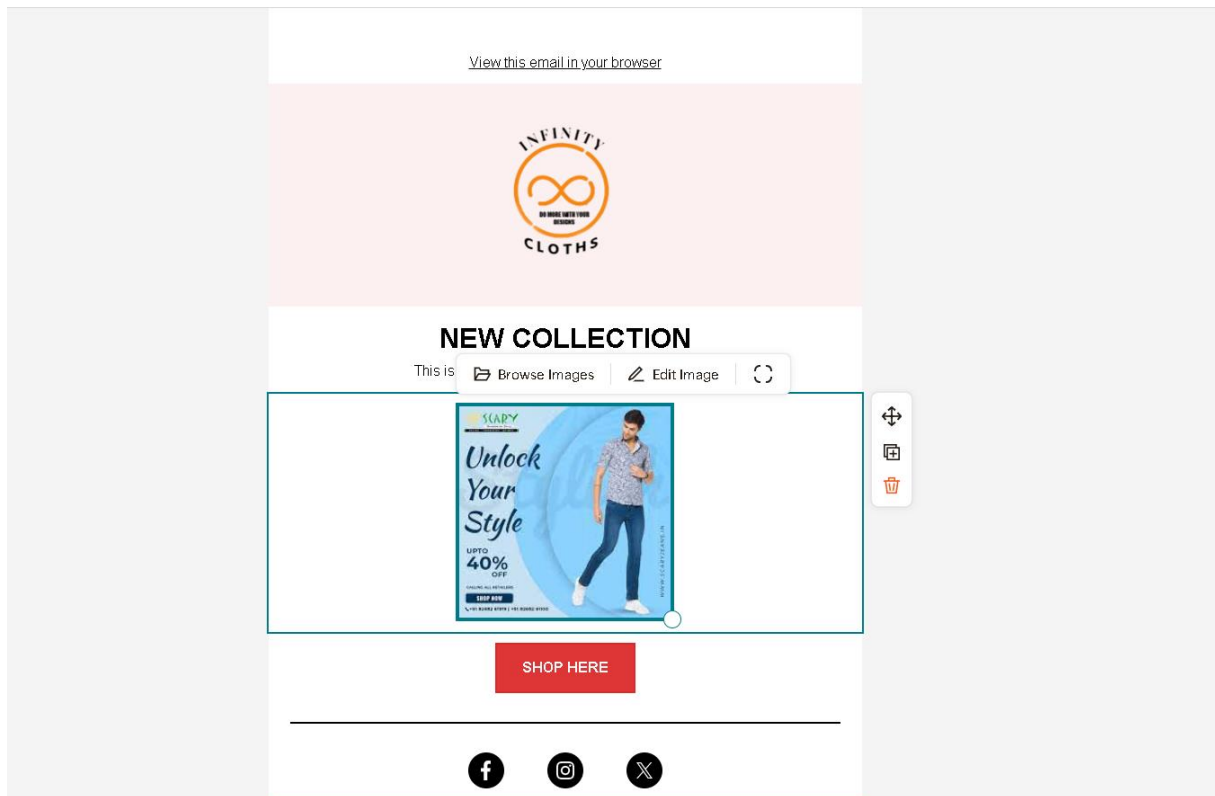
This milestone explains about Add Button with link

14.1 Edit Button Label And Add Link To The Button In The Dashboard

14.2 Add Image To Your Email Template
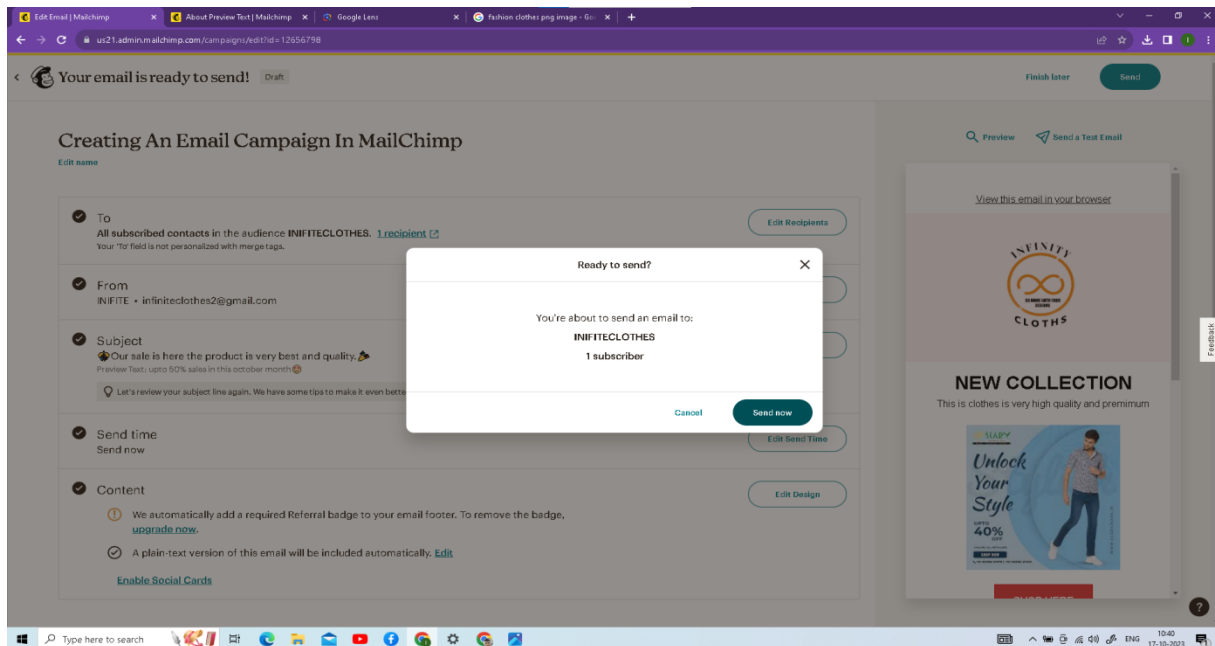
14.3 After Editing Click Save And Exit

15   Send And Check Email Report

This milestone explains about Send and Check Email Report

15.1 Click "Send" Button To Send Emails To Your Customers

15.2 Click "Check Email Report"