

# Week 1 - Day 02 (30 June 2025)

## 2.1 How to Use Mailchimp

**Mailchimp** is a popular email marketing tool that helps businesses design, send, and track email campaigns.

To get started, users must create a Mailchimp account and set up an audience by importing or adding subscribers. The platform allows segmentation of contacts, ensuring that emails are targeted to the right group.

After creating an audience, users can design email campaigns using customizable templates and a drag-and-drop editor for text, images, and links.

Mailchimp also provides automation features such as:

- Welcome emails
- Follow-up messages
- Promotional sequences

Once a campaign is created, it can be scheduled or sent immediately. The analytics dashboard tracks open rates, click-through rates, and subscriber activity, helping users measure performance and improve future campaigns.

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## 2.2 Types of Emails

There are three main types of emails used in digital marketing:

- **Transactional Purpose** – Sent to complete a transaction or provide necessary information to customers (e.g., order confirmations, receipts).
- **Relational Purpose** – Used to maintain relationships with subscribers through updates, newsletters, or useful information.
- **Promotional Purpose** – Designed to promote products, services, discounts, or special offers to attract and convert customers.

**Date:** 30 June 2025

**Topic:** Email Marketing and Mailchimp Usage

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