E MAIL MARKETING

MAJOR ASSIGNMENT

Presented by:

SASHMITA SAHOO

1.Subject lines for:-

Amazon's Summer sale:-

- Meet your summer love with Amazon Summer Sale
- Say namaste to sun with Amazon Summer Sale
- Summer never looked so refreshing|Enjoy with Amazon Summer Sale

1.Subject lines for:-

Dream 11 Cashback Offer:-

- Get upto 20% cashback|Dream 11
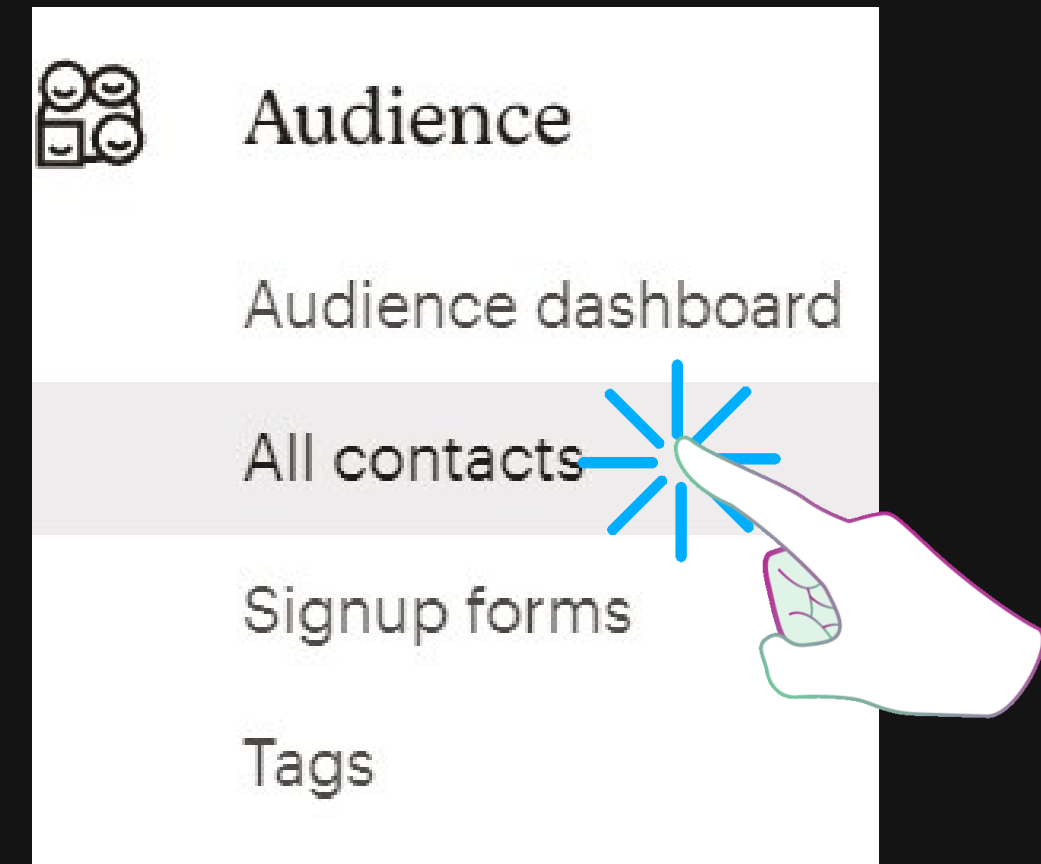- Wait less, get in the game faster

1.Subject lines for:-

One Plus 10 Launch:-

- Mobile broken- Don't take pain, take One plus 10
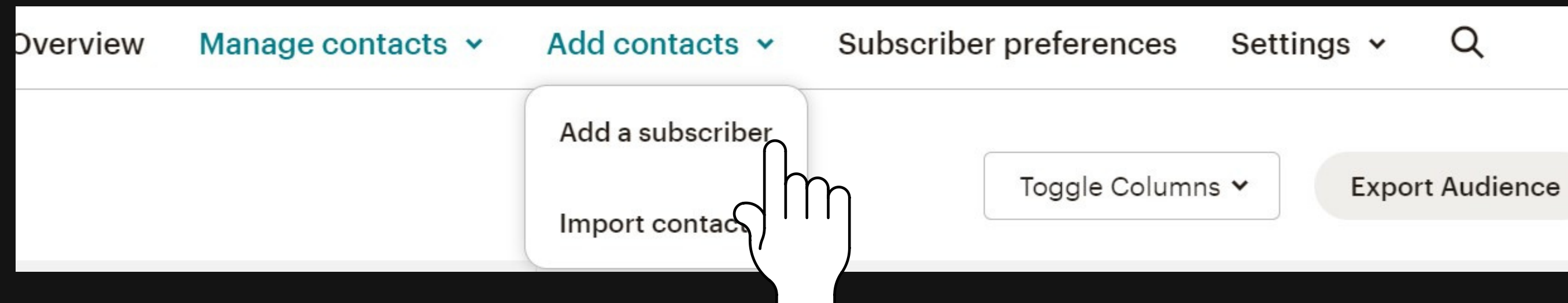- Time to change with One Plus 10

2.a.Email list of 10 Subscribers

1. First go the Audience section
   and click All contacts

Audience

Audience dashboard

All contacts

Signup forms

Tags

2. Then go the add contacts section
   and add a subscriber.

Overview   Manage contacts ⌄   Add contacts ⌄   Subscriber preferences   Settings ⌄   Q

Add a subscriber

Import contacts

Toggle Columns ⌄   Export Audience

3. Fill the name, email address, phone number

4. Now you are good to go. The contact names are listed as Subsribers

Add subscriber

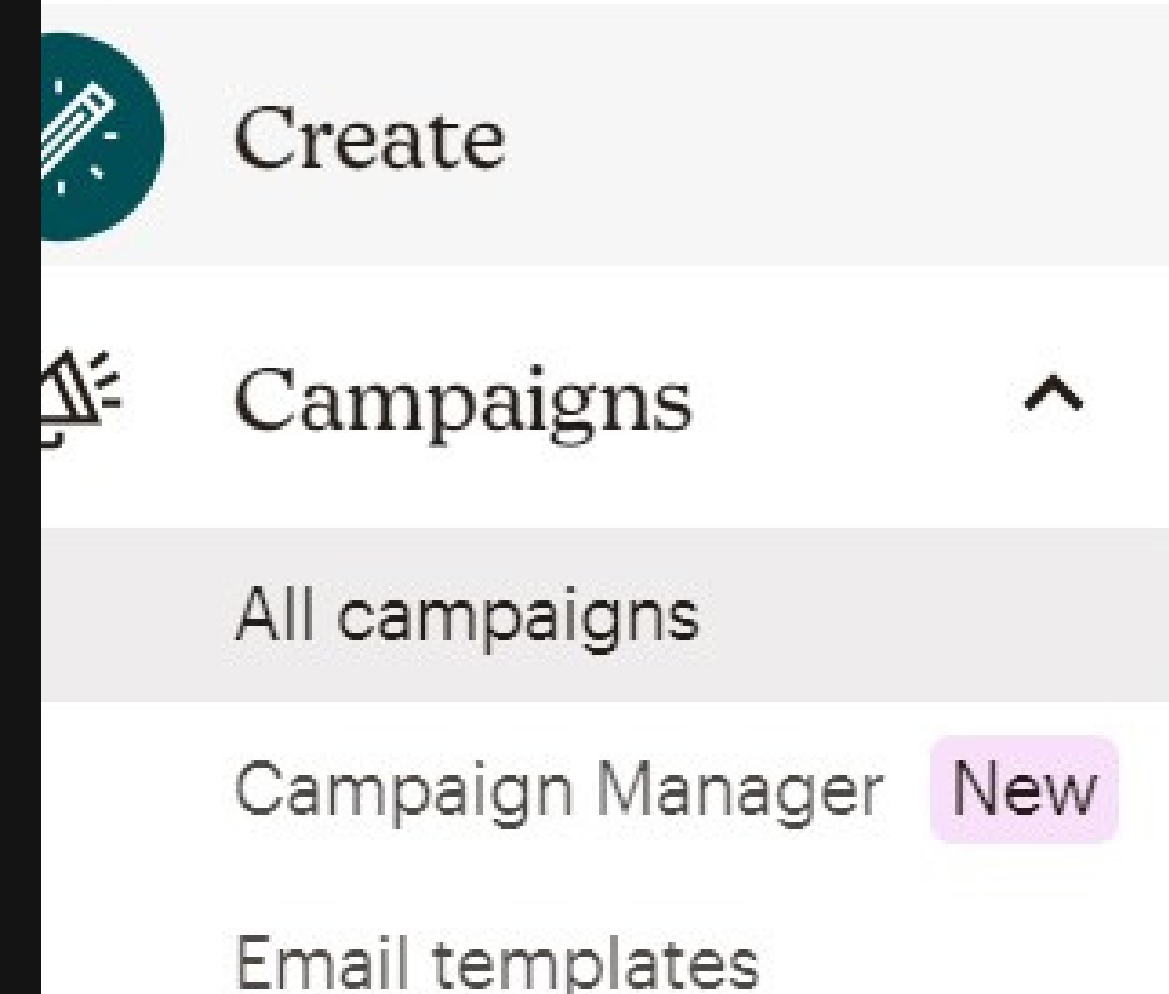Want to subscribe more than one person at a time? Import an audience

Email Address *

First Name

Last Name

Your audience has **11** contacts. **11** of these are subscribers.

2.b. Regular mail

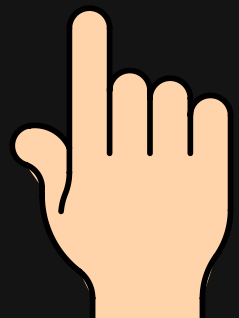1. Go to All campaign option.

2. Click on the create campaign

Create

Campaigns ∧

All campaigns

Campaign Manager New

Email templates

Campaigns   Create campaign

DIGITAL MARKETING PROGRAM
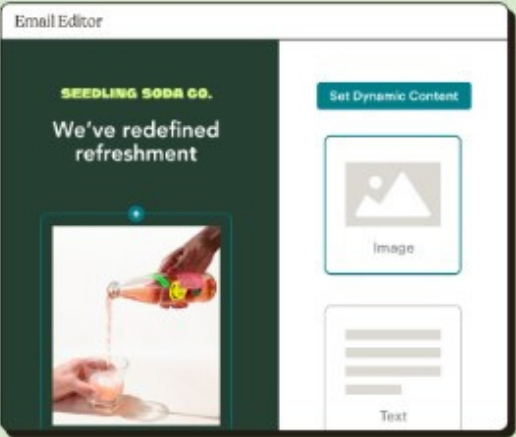
3. Click on the regular email.

4. Select the template of your choice and customize accprding to your need.

https://mailchi.mp/66891ba8932d/my-experience-during-the-digital-marketing-course
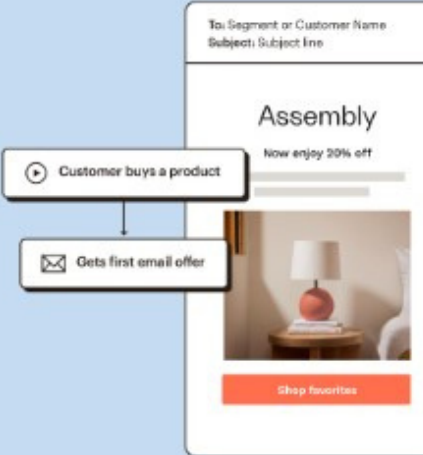
This is the link to regular email.

Hi, This is Sashmita Sahoo

Want to share my experience with Testbook

Very confused about developing my skills. With a lost of interest in my core skills which had spent in 5 years, its very difficult to give a kickstart to a totally new career.

Thanks to Testbook for boosting my self confidence in developing my skills. Enrolled myself in Digital marketing course which is a booming sector. Within 4 months of this course, I was able to crack a paid internship. Everyday I am working on myself so that one day I would be working in a big branded company with some high position.

Want to share some skills which have acquired during the course.

TESTBOOK DIGITAL MARKETING COURSE

E MAIL MARKETING
Marketing strategy where businesses send promotional messages to people in mass quantities.

04

GOOGLE ANALYTICS
re your advertising ROI as well k your Flash, video, and social rking sites and applications.

05

DIFFERENT CASE STUDIES
Case study is an in-depth, detailed examination of a particular case within a real-world context.

06

DIGITAL MARKETING SKILLS DEVELOPED DURING THE COURSE

SEARCH ENGINE OPTIMISATIO
01
The art and science of getting pages to rank higher in search engines such as Google.

SEARCH ENGINE MARKE
02
Paid advertising to ensure that y business's products or services visible in search engine.

SOCIAL MEDIA MARKETING
03
Use of social media platforms to interact with customers to build brands increase sales, and drive website traffic

[LE]ARN MORE

Screenshot of regular email

3. Landing page with sign up form, title images

1. Go the audience section and click on the sign up forms
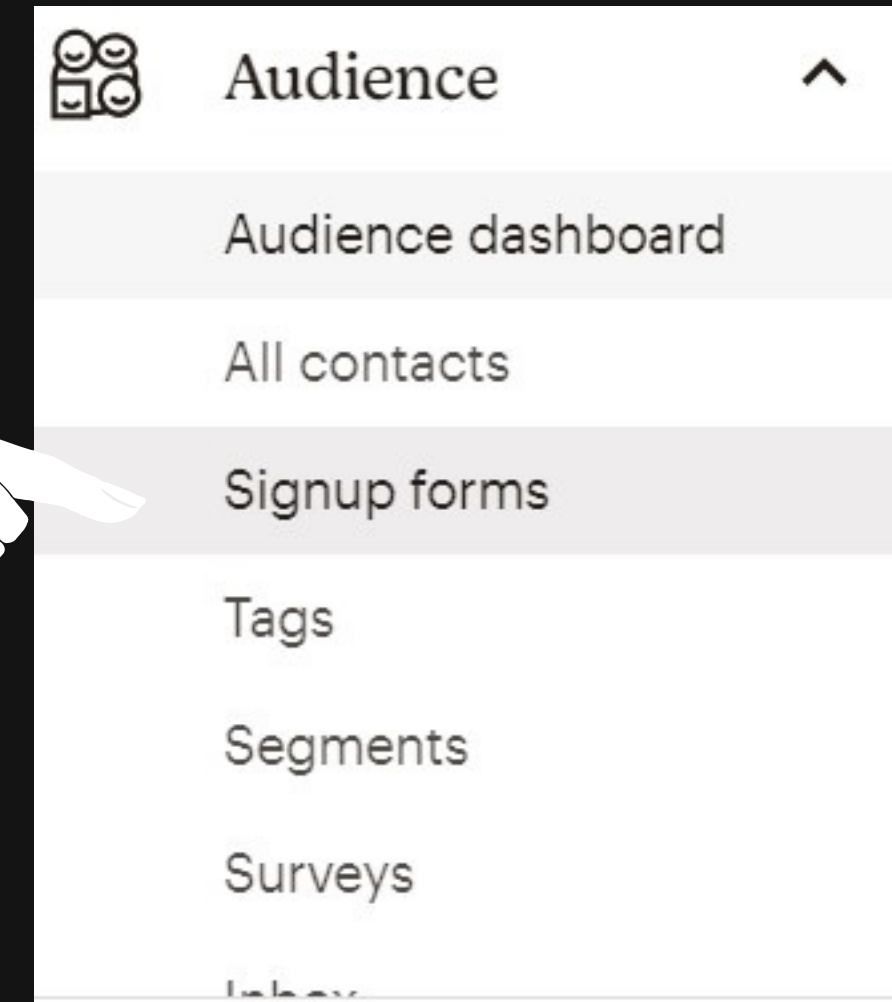
2. We will get the different options from which we have to select Form Builder.

Audience

Audience dashboard

All contacts

Signup forms

Tags

Segments

Surveys

verview   Manage contacts ∨   Add contacts ∨   Subscriber preferences   Settings ∨   🔍

Form builder

Build, design, and translate signup forms and response emails

Select

Reset defaults | Create completely customized forms.

3. We can create simple landing page or else go with the customized forms.

4. Start creating the landing page by selecting from various templates.
https://mailchi.mp/5cb23b46c68b/digital-marketing

This is the link of my landing page

testbook

BLOOM YOUR CAREER WITH TESTBOOK

The top trending career is Digital Marketing. With lots of opportunities around it, Textbook's digital marketing courses not only focuses on skills but also helps you to get a kickstart in your career. Cours include **SEO, social media marketing, PPC, web analytics, e mail marketing**. These courses will help you become a digital marketing expert by mastering the most in-demand digital marketing skills, techniques, and to

What are you waiting for?

Get enrolled now

Screenshot of landing page

Email Address

First Name

Last Name

Phone Number

ENROLL NOW

4.Email Marketing Campaign:-

30000 subscribers
30000 email sent
4560 bounce back
5000 donot open mail
12000 click on the promotional link

Open rate=(total unique opens)/(total receipts-bounced emails)*100
=(30000-4560-5000)/(30000-4560)*100
=80.34%

Click rate=(e mail clicked)/(total receipts-bounced email)*100
=12000/(30000-4560)*100
=47.16%