

**COLLEGE** : GOVERNMENT COLLEGE OF TECHNOLOGY, COIMBATORE

**DEPARTMENT** : INDUSTRIAL BIOTECHNOLOGY

**NAAN MUDHALVAN COURSE** : DIGITAL MARKETING

**TEAM ID** : NM2023TMID10998

**TEAM LEADER ID** : 8FB0CC40CF1C949B668494B3EE583DA2

**TEAM MEMBERS ID** : BB9CA767CC98564A32641952DE77296D  
B84634E3D250E9F92BC473EB70E34552  
344621A57E80A4492DB4FEBDFAB632AD

**PROJECT TITLE** : BUILT AND EMAIL CAMPAIGN- CREATE A BRAND LAUNCH EMAIL-USING MAILCHIMP

**Brand Name:** Skin Soul

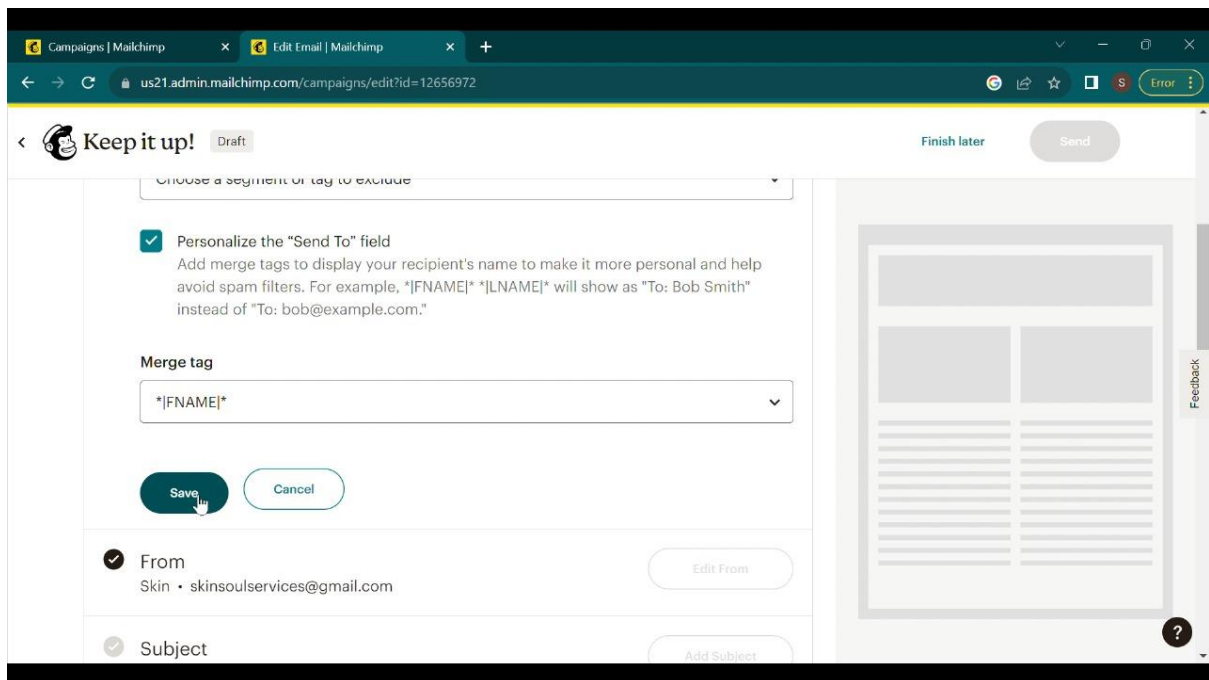
**Category:** Skincare Brand

**Email:** [skinsoulservices@gmail.com](mailto:skinsoulservices@gmail.com)

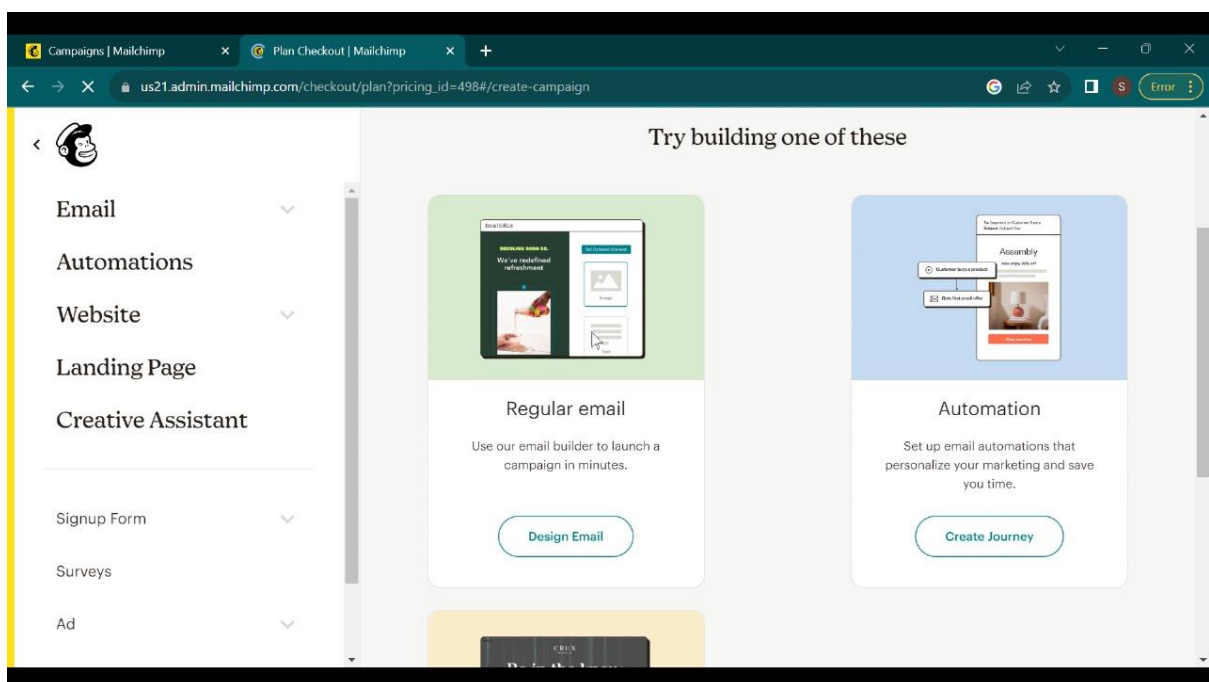
**Target Audience:** Children, Men, Women

**Drive Link:** [https://drive.google.com/file/d/1v6Qy-wcJw0WB8jVXI6rk7-8ExJ7RoIPn/view?usp=drive\\_link](https://drive.google.com/file/d/1v6Qy-wcJw0WB8jVXI6rk7-8ExJ7RoIPn/view?usp=drive_link)

**STEP 1:** Initially using [skinsoulservices@gmail.com](mailto:skinsoulservices@gmail.com), Mailchimp was logged in. Then, from the homepage navigate to the audience page. Select the list of mail ID to receive the mail campaign by inserting the file in .csv format.



**STEP 2:** Start designing the email campaign page by clicking on to regular email.



### STEP 3: Customize the requirements for the email campaign.

The screenshot shows the 'Edit Email' interface in Mailchimp. The campaign title is 'Skin Soul Product Launch'. The 'To' field is configured with the audience 'skinsoul' and the send-to option 'All subscribers in audience'. The 'Do not send to (optional)' field is set to 'Choose a segment or tag to exclude'. The interface includes a 'Draft' status, 'Finish later' and 'Send' buttons, and a 'Feedback' button on the right.

Campaigns | Mailchimp x Edit Email | Mailchimp x +  
us21.admin.mailchimp.com/campaigns/edit?id=12656972

< Keep it up! Draft Finish later Send

## Skin Soul Product Launch

Edit name

✓ To  
Who are you sending this email to?

Audience: skinsoul v

Send to  
All subscribers in audience v

Do not send to (optional)  
Choose a segment or tag to exclude v

Feedback

The screenshot shows the 'Edit Email' interface with the 'To', 'From', and 'Subject' fields. The 'To' field is set to 'All subscribed contacts in the audience skinsoul. 49 recipients'. The 'From' field is set to 'Skin • skinsoulservices@gmail.com'. The 'Subject' field is empty. The interface includes a 'Draft' status, 'Finish later' and 'Send' buttons, and a 'Feedback' button on the right.

Campaigns | Mailchimp x Edit Email | Mailchimp x +  
us21.admin.mailchimp.com/campaigns/edit?id=12656972

< Keep it up! Draft Finish later Send

Skin Soul Product Launch

Save Cancel

✓ To  
All subscribed contacts in the audience skinsoul. 49 recipients v Edit Recipients  
Your 'To' field is not personalized with merge tags.

✓ From  
Skin • skinsoulservices@gmail.com Edit From

✓ Subject  
What's the subject line for this email? Add Subject

Feedback

The screenshot shows the 'Edit Email' interface with the 'Subject' and 'Preview Text' fields. The 'Subject' field is set to 'Eco-Friendly Beauty, from Skin to Soul'. The 'Preview Text' field is set to 'Pure care for your skin, Pure love for your Soul with SkinSoul'. The interface includes a 'Draft' status, 'Finish later' and 'Send' buttons, and a 'Feedback' button on the right.

Campaigns | Mailchimp x Edit Email | Mailchimp x +  
us21.admin.mailchimp.com/campaigns/edit?id=12656972

< Keep it up! Draft Finish later Send

Skin Soul • skinsoulservices@gmail.com

✓ Subject  
What's the subject line for this email?

Subject  
Eco-Friendly Beauty, from Skin to Soul v

See how your recent subject lines performed. View our subject line guide.

Preview Text  
62/150  
Pure care for your skin, Pure love for your Soul with SkinSoul v

Preview text appears in the inbox after the subject line.

Save Cancel

Feedback

## STEP 4: Design the page for email campaign by adding your logo, content, and related picture

The first screenshot shows the 'Image' block editor. The left sidebar has a 'Done' button, an 'Image' tab, and a preview of the selected image (a bar of soap with flowers). Below the preview are 'Change' and 'Alignment' options (Left, Center, Right, Full). The 'Link to' dropdown is set to 'Web'. The main canvas shows a preview of the email layout with the selected image at the top. The header text reads 'Eco-Friendly Beauty, from Skin to Soul' and the main text says 'It's time to design your email'.

The second screenshot shows the 'Logo' block editor. The left sidebar has a 'Done' button, a 'Logo' tab, and a preview of the 'skin soul' logo. Below the preview are 'Replace Logo' and 'Upload Image' buttons, and a 'Browse Images' button. The 'Alignment' options are Left, Center, Right, and Full. The 'Link to' dropdown is set to 'Web'. The main canvas shows a preview of the email layout with the selected logo at the top. The header text reads 'Eco-Friendly Beauty, from Skin to Soul' and the main text says 'It's time to design your email'.

The third screenshot shows the 'Text' block editor. The left sidebar has a 'Done' button, a 'Text' tab, and a preview of the selected text. Below the preview are 'Design' and 'Code' tabs. The 'Design' tab is active, showing 'Colors' (Block Background), 'Padding' (Top, Bottom, Left, Right), and 'Apply to all sides' checkbox. The 'Code' tab is also visible. The main canvas shows a preview of the email layout with the selected text at the top. The header text reads 'Eco-Friendly Beauty, from Skin to Soul' and the main text says 'It's time to design your email'.

**STEP 5:** Send the email campaign after customising it for the Brand launch as a test mail to selected recipients.

