

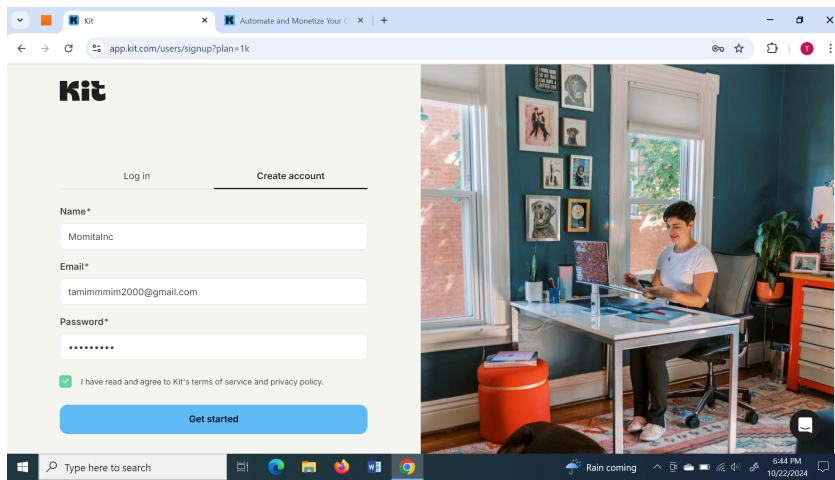
Final Project : Email Marketing Campaign Report

Objective:

The objective of this task is to create an email marketing tool (e.g., Mailchimp, kit (aka convertkit)) to design a newsletter, write engaging content, and analyze the campaign's performance.

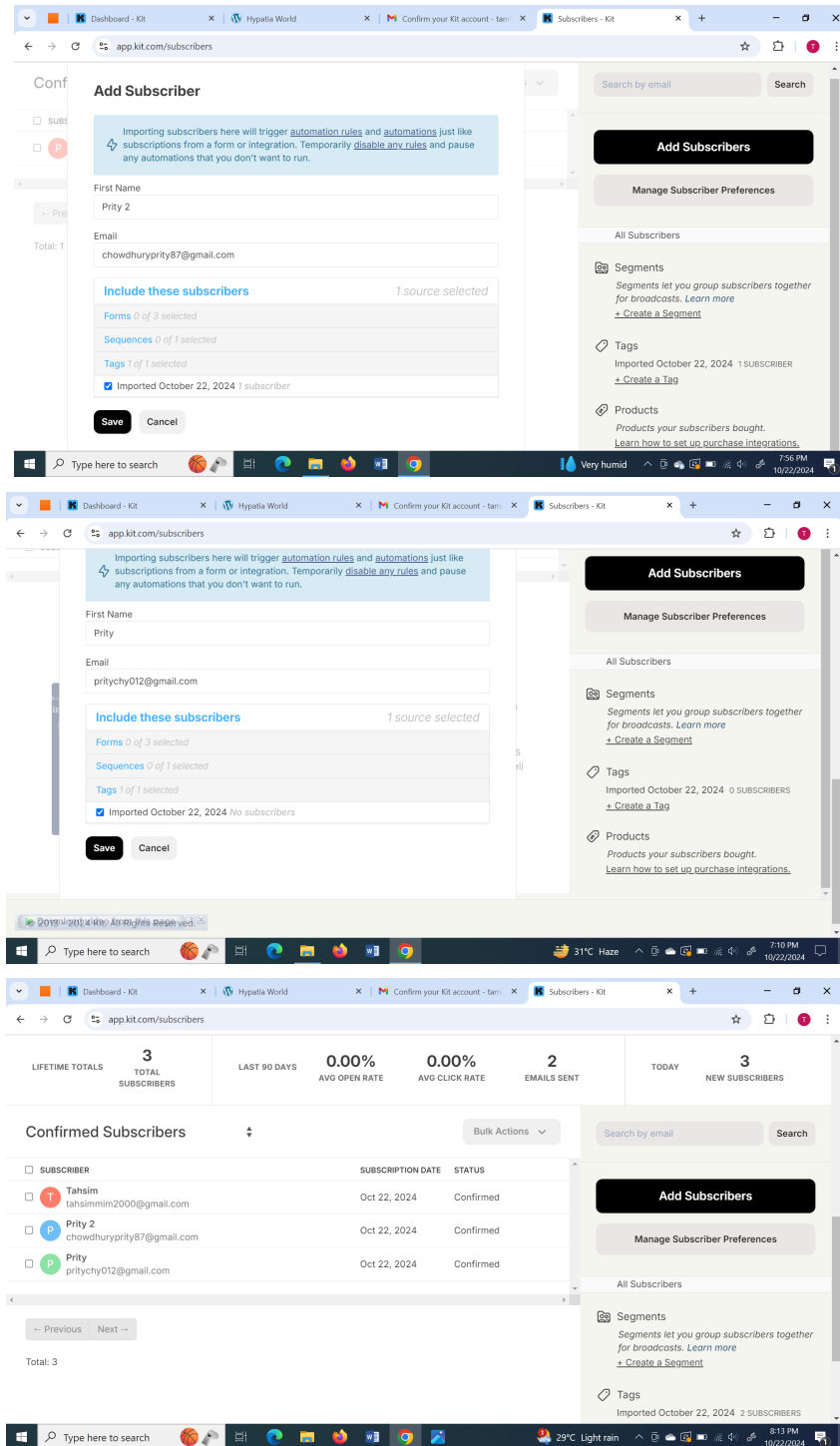
Steps:

1. **Tool Selection:** I chose Kit for its user-friendly design and automation features.



2. **Subscriber List:** I added subscribers clicking on the add subscriber option. The subscriber list included:

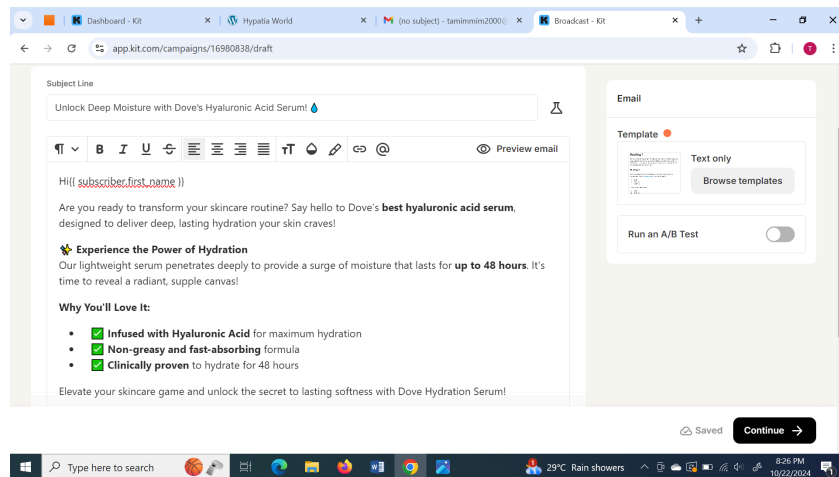
- a)pritychy012@gmail.com
- b)chowdhuryprity87@gmail.com
- c) tahsimmim2000@gmail.com



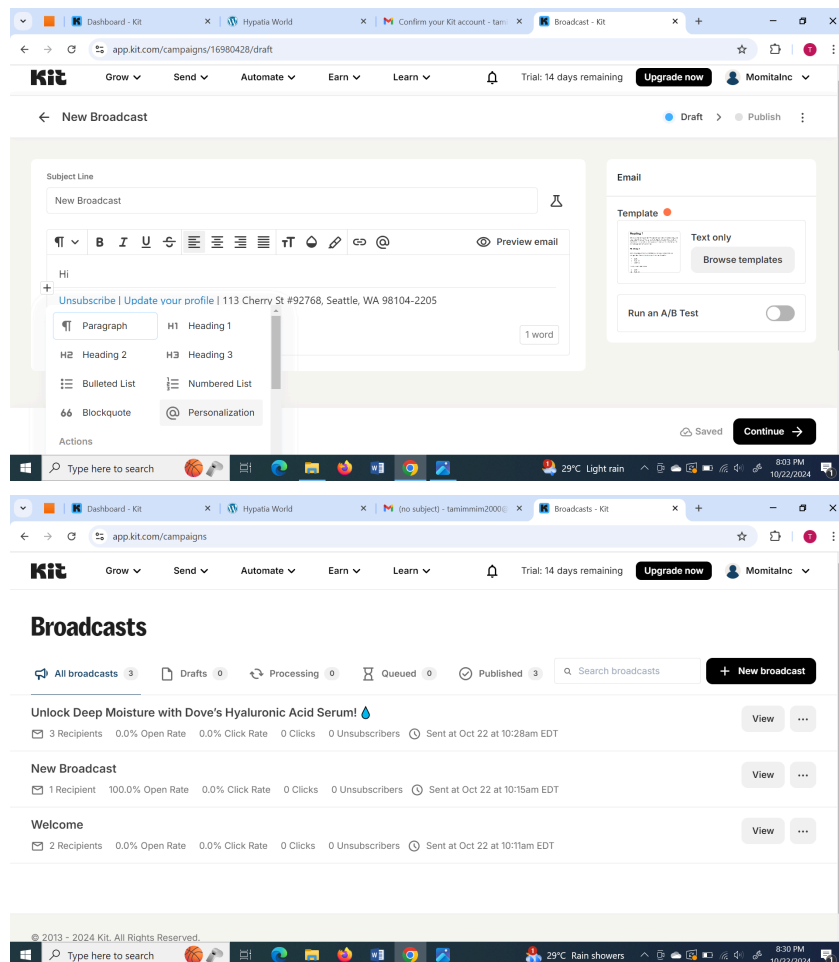
3. **Email Content:** I designed a simple, professional newsletter using Kit's template editor containing the following key points.

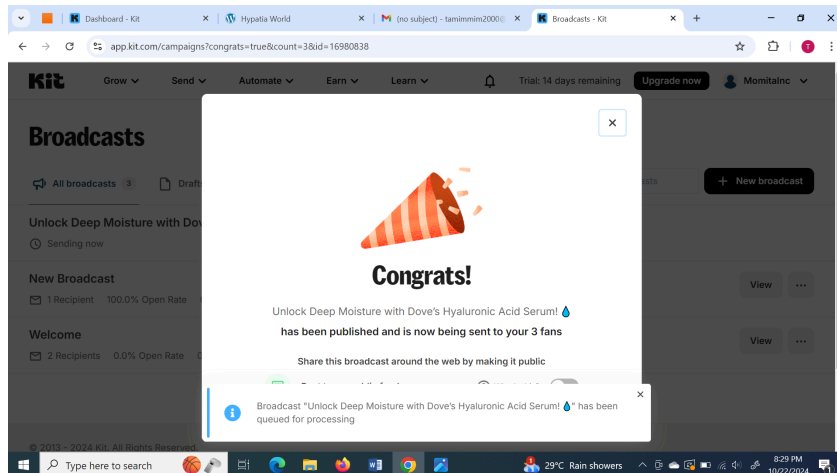
a) Subject Line: Unlock Deep Moisture with Dove's Hyaluronic Acid Serum! 💧

b)Body: Included a brief description of the product with a "Shop Now Button" call-to-action (CTA).



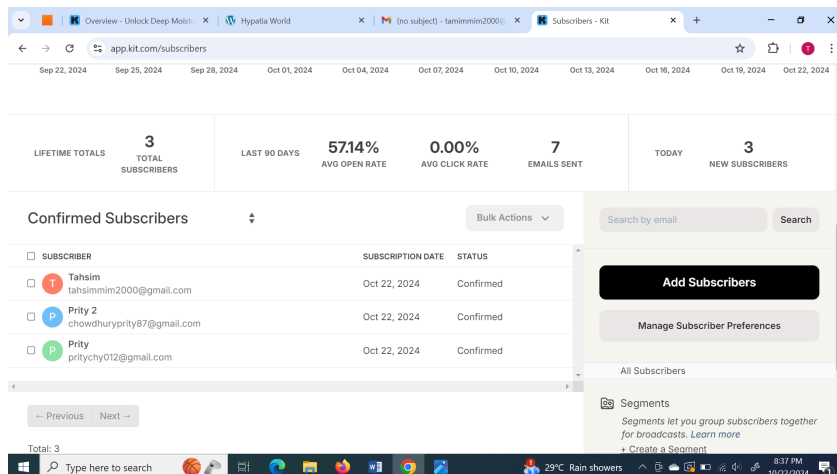
4. **Broadcasting:** I published the newsletter to all my subscribers using the personalisation tool for more efficiency.



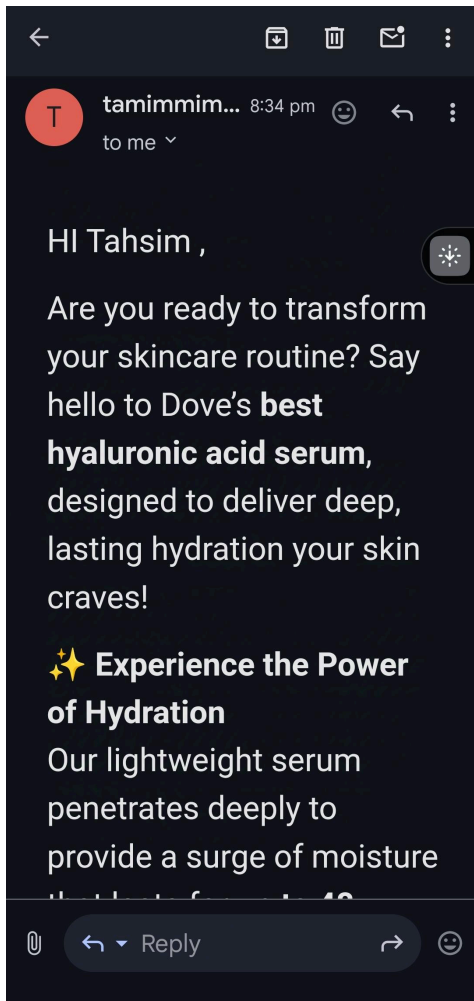


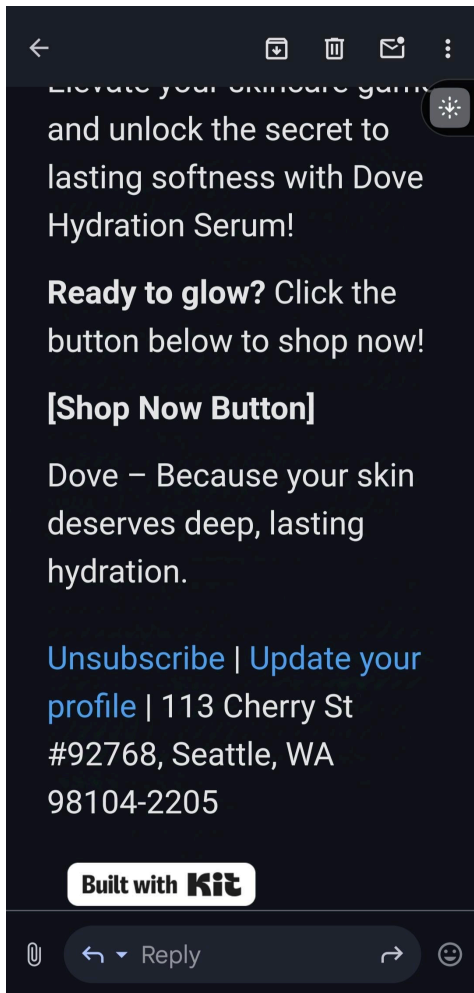
5. Performance Analysis:

I tracked the open rate, click-through rate (CTR), and overall engagement to assess the campaign's success.



6. **Final Result:** This is how the newsletter shows up to the subscriber:





Elevate your skincare game
and unlock the secret to
lasting softness with Dove
Hydration Serum!

Ready to glow? Click the
button below to shop now!

[Shop Now Button]

Dove – Because your skin
deserves deep, lasting
hydration.

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profile](#) | 113 Cherry St
#92768, Seattle, WA
98104-2205

Built with **Kit**



Reply

