

# Day 9 – Email Marketing

## **Topic:** Building Email Campaigns

Today's focus was on **Email Marketing** — one of the most direct forms of communication with potential customers. We discussed creating engaging newsletters, segmenting audiences, and personalizing messages for better conversions.

## **Practical Work / Activities:**

- Created a sample promotional email.
- Learned to use tools like Mailchimp.
- Studied open rate and click-through metrics.

## **Key Takeaways:**

- Understood email campaign structure and goals.
- Learned personalization and segmentation methods.
- Realized the importance of consistent communication.