MINI PROJECT

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Branch : BCA

Semester : 5th

Subject : Advance social media analytics

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Section Group : 8,A

Subject Code : 23CAH-303

1. Introduction

- This mini project demonstrates the practical application of digital marketing by combining blogging and email campaigns. In today's digital era, producing engaging content is essential for building an online presence, while email marketing remains one of the most effective ways to engage an audience and drive traffic. By integrating both strategies, this project aims to maximize blog visibility, attract subscribers, and create a nurturing relationship with readers. Throughout this project, I learned the importance of targeting a niche audience, the art of storytelling, and the technical workflow required for successful campaigns.

2. Blog Setup

- Platform: WordPress
- Niche Topic: Discover the Untouched Beauty of Sikkim
- Creating the blog required initial research into trending travel destinations. Sikkim was chosen for its uniqueness as India's first organic state, its breathtaking landscapes, and rich culture. I set up the blog using WordPress, carefully customizing the layout for readability and aesthetic appeal.
- Content Creation: My main article explored various aspects of Sikkim, from its serene monasteries and vibrant festivals (such as Losar and Pang Lhabsol), to famous attractions such as Gangtok, Gurudongmar Lake, and Buddha Park. The post also highlighted the state animal (Red Panda) and the region's organic farming methods.
- Enhancements: I included high-quality images, used headings for structure, added bold keywords, and provided internal and external links for additional resources. For example, references to official tourism boards were given for authenticity.
- Publishing: After revising content for SEO (search engine optimization) and clarity, I published the post, generating a unique URL to use in further promotions.

Screenshots:
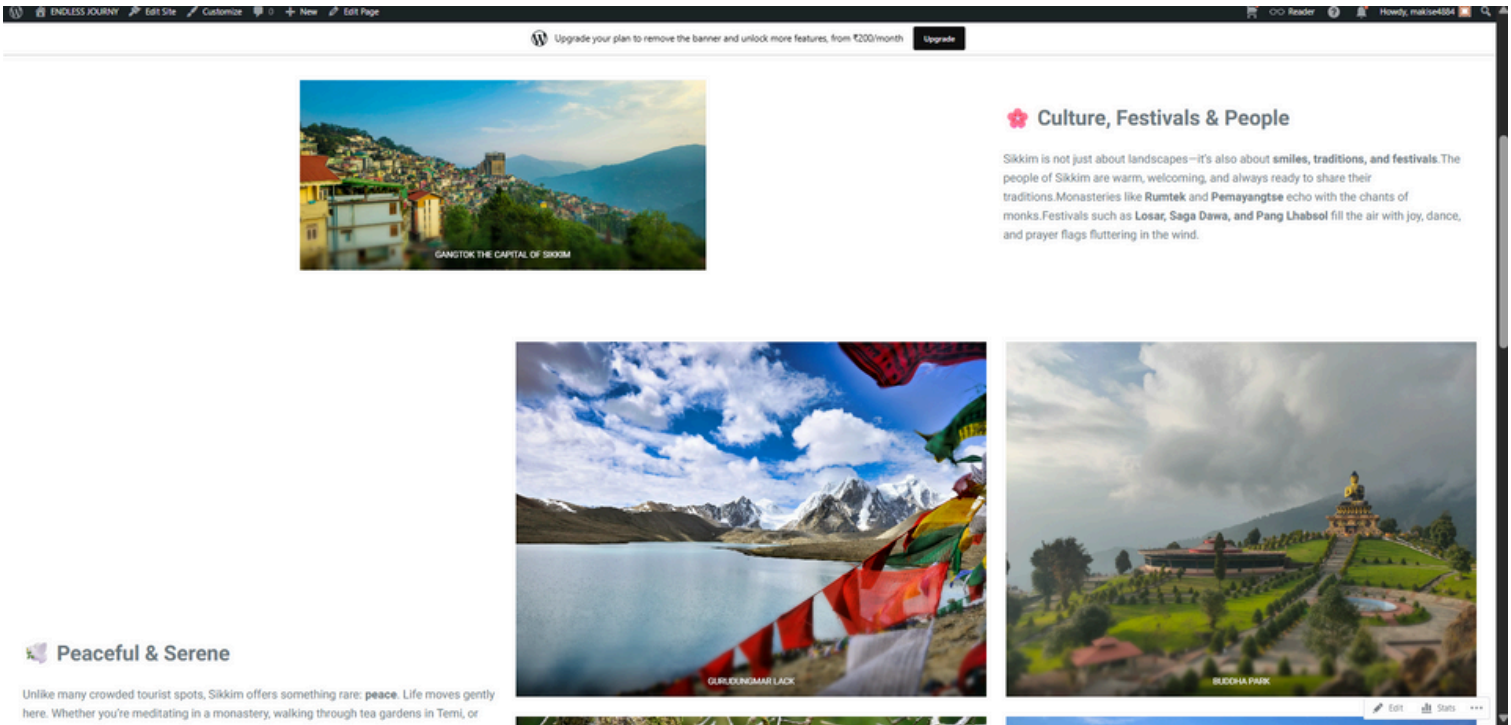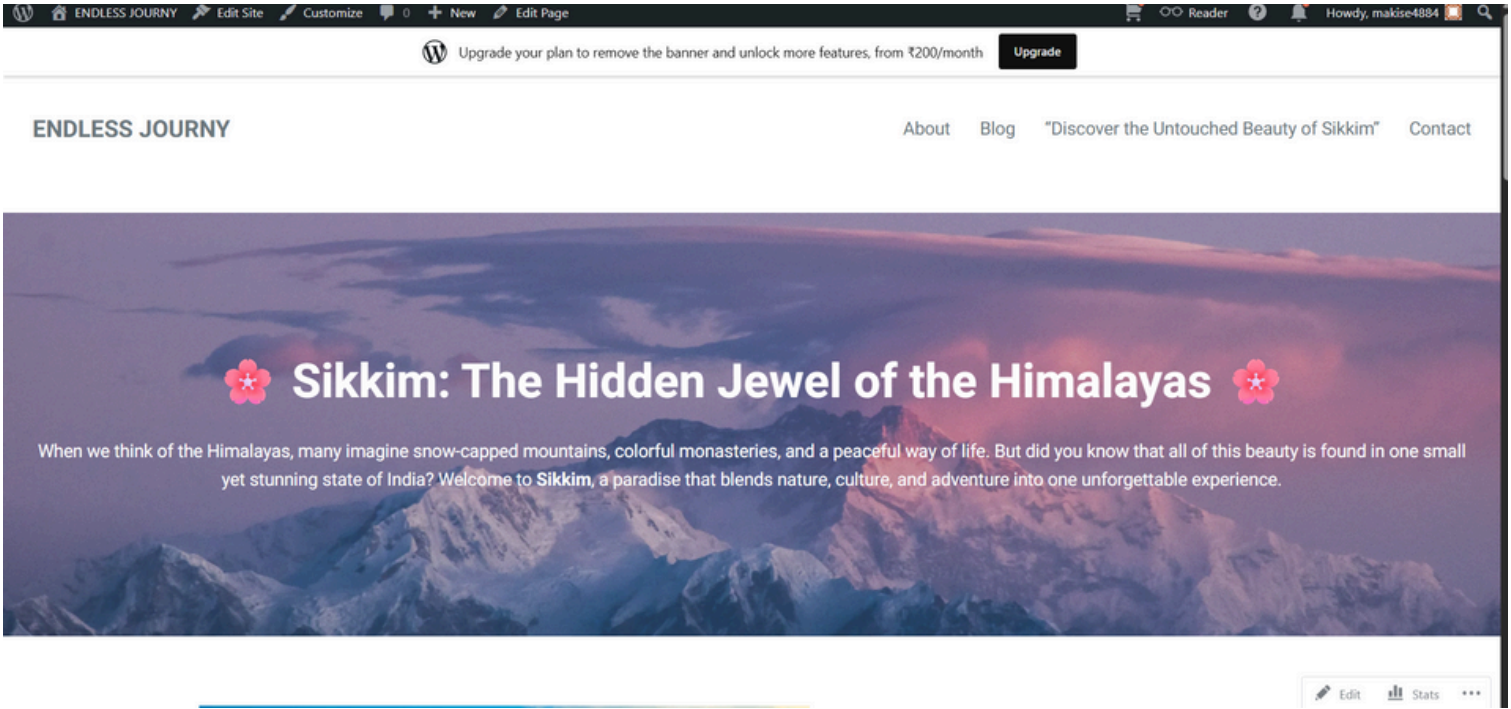
🍃 Peaceful & Serene

Unlike many crowded tourist spots, Sikkim offers something rare: **peace**. Life moves gently here. Whether you're meditating in a monastery, walking through tea gardens in Temi, or simply sipping hot butter tea while watching the mountains—Sikkim teaches you how to slow down and breathe.

GURUDUNGMAR LACK

BUDDHA PARK

SIKKIM STATE ANIMAL CUTE RED PANDA

SIKKIM OLD SILK ROUTE

✨ Why You Should Visit Sikkim

To discover a state that's small in size but **mighty in beauty**.To witness the **mighty Kanchenjunga**.To explore **lakes, valleys, and adventure sports**.To experience **rich Buddhist cult** festivals.To enjoy **organic food and clean air**.

✏ Edit 📊 Stats •••

🌱 India's First Organic State

Sikkim has earned the title of **India's first fully organic state**. From fresh vegetables to traditional delicacies like **Phagshapa, Gundruk, and Momos,** everything here is natural and healthy. Visitors are
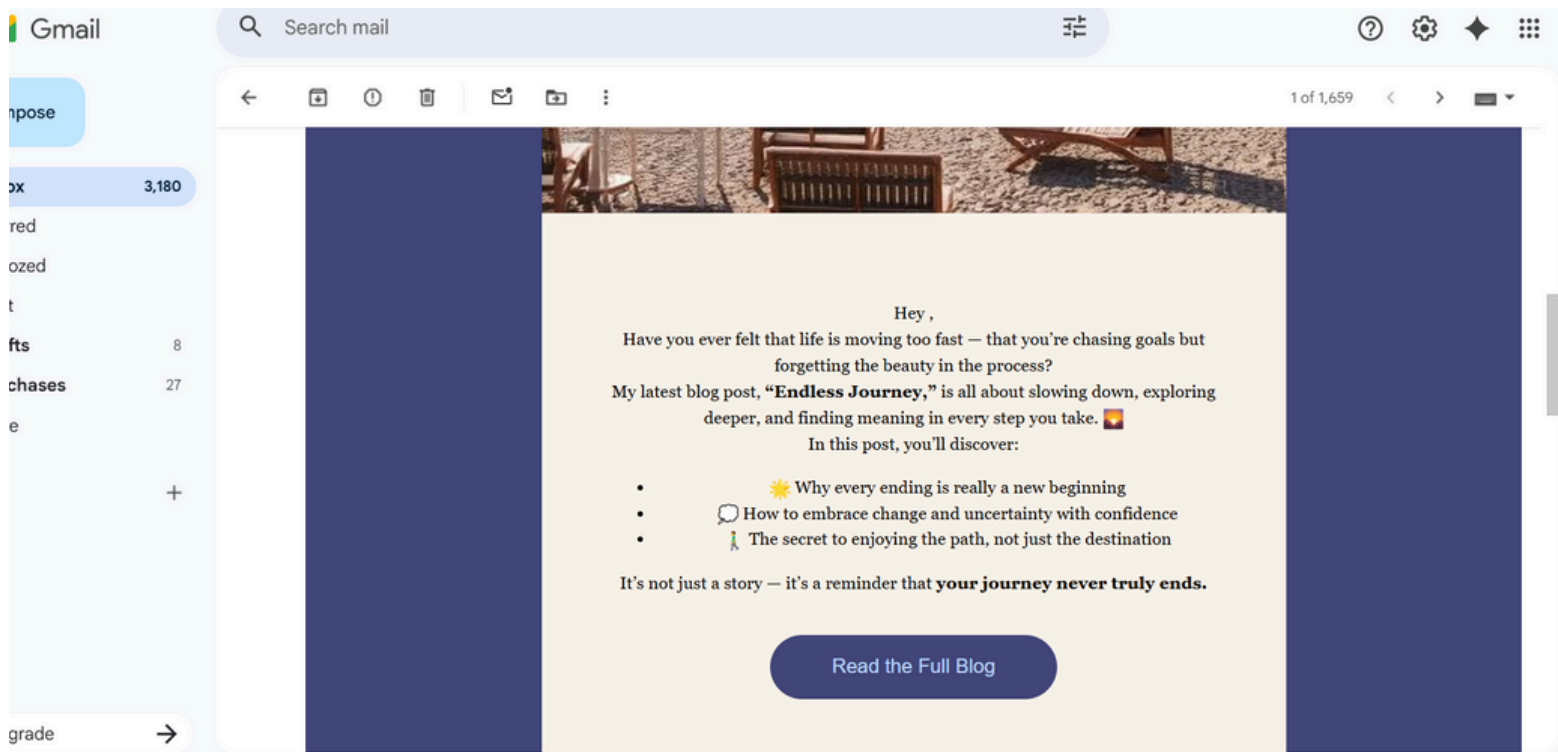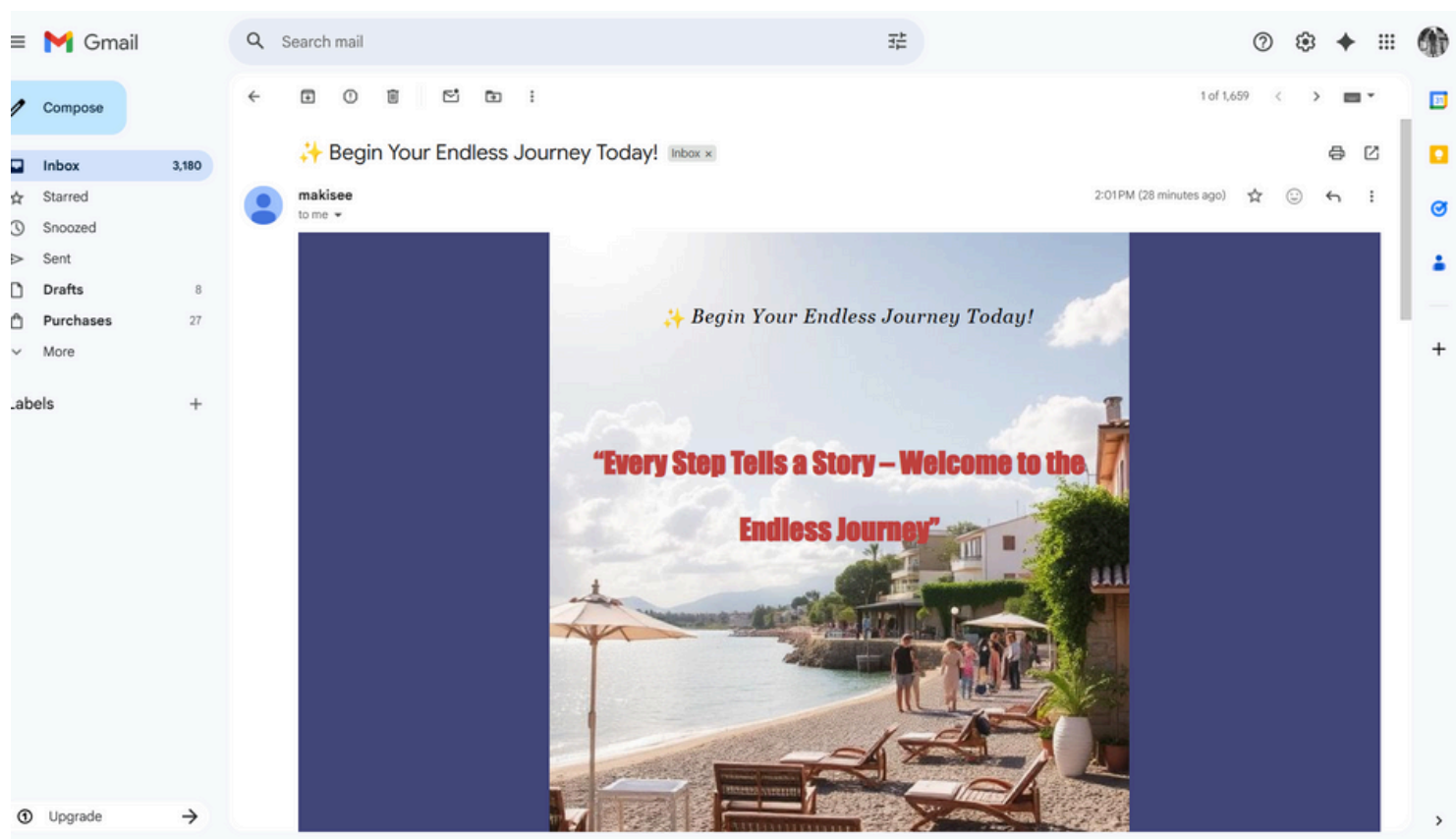
💌 Final Words

Sikkim is not just a place—it's a feeling. A feeling of belonging, of being close to nature, of finding peace in a noisy world. If you're searching for your next travel destination, let your heart guide you to Sikkim. 🌿 *Come for the mountains, stay for the peace. Discover Sikkim—the hidden jewel of the Himalayas.* 🌿
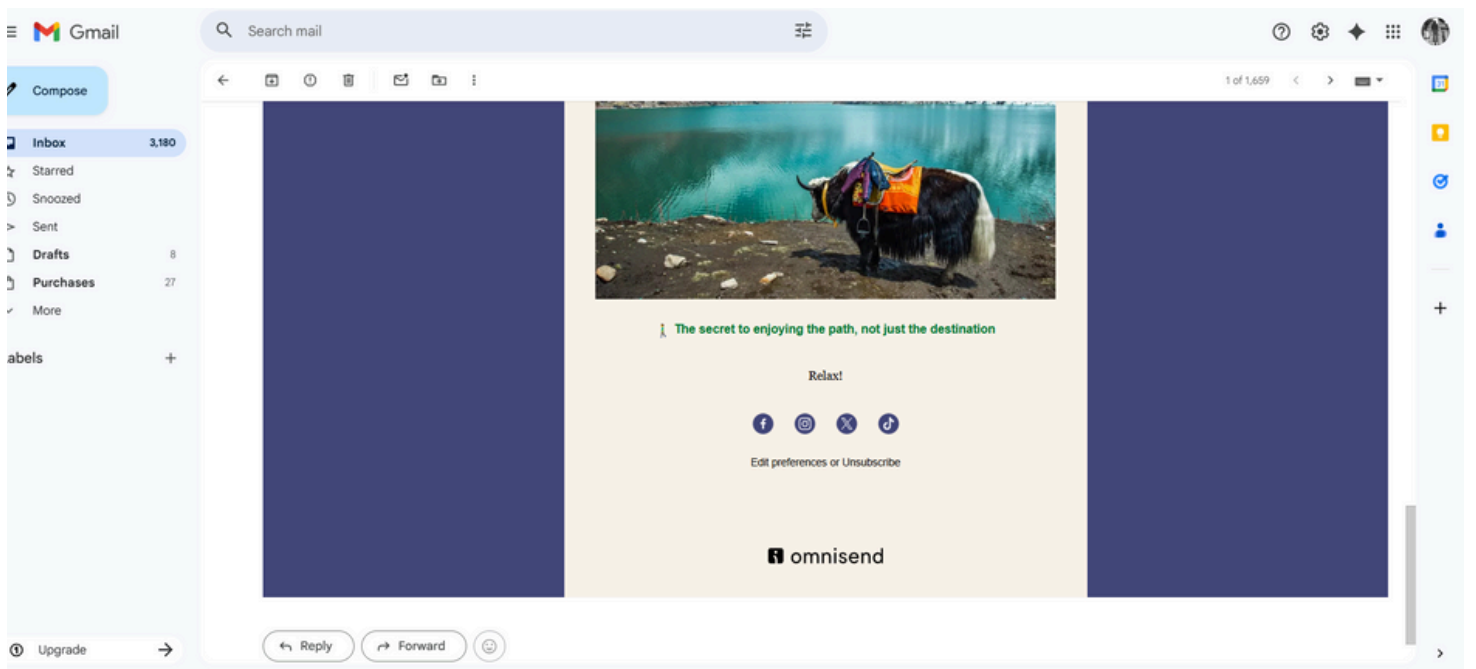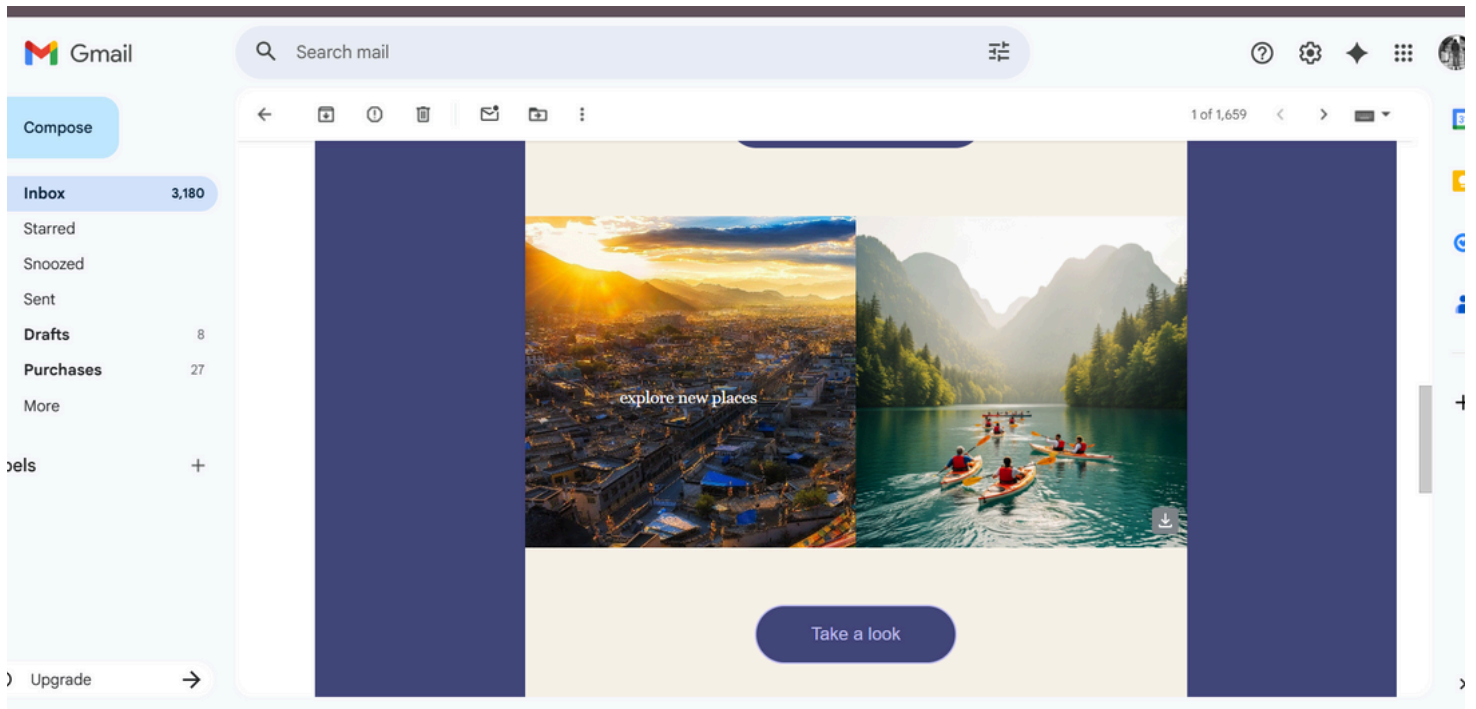
3. Email Campaign Planning

- Tool Used: Omnisend

- With the blog live, I selected Omnisend for executing my email campaign.

- Account Setup: Signed up using my email and verified domain for a professional appearance.

- Newsletter Design: Created an engaging welcome newsletter titled "Welcome to the Endless Journey." The email intro summarized the blog's purpose, inviting readers to explore Sikkim's beauty and culture.

- Visuals: Embedded an attractive header image from the blog and added the blog URL as a prominent clickable button ("Read More").

- Template: Used Omnisend's drag-and-drop editor to ensure the design was modern, mobile-responsive, and had a logical flow. I included a personalized greeting and a closing line encouraging feedback.

- Call-to-Action: The CTA button was made bold and colored for visibility, guiding readers directly to the blog.

Screenshots:

Compose

Inbox 3,180
Starred
Snoozed
Sent
Drafts 8
Purchases 27
More

bels +

Upgrade

explore new places

Take a look

Compose

Inbox 3,180
Starred
Snoozed
Sent
Drafts 8
Purchases 27
More

abels +

Upgrade

The secret to enjoying the path, not just the destination

Relax!

Edit preferences or Unsubscribe

omnisend

Reply   Forward

4. Building an Email List

- An effective email campaign requires a genuine and permission-based email list.

- Google Form Creation: I designed a simple Google Form to gather participant names and email addresses. The form included a privacy disclaimer to build trust.

- Promotion: To reach potential readers, I shared the form via WhatsApp, Facebook groups, and class or peer networks. Social proof (e.g., "Join 20+ enthusiasts exploring Sikkim!") helped increase responses.

- List Management: After collecting responses, I downloaded the data in CSV format and imported it into Omnisend's contact list manager. Omnisend auto-validated emails, flagging duplicates and errors for correction.

- GDPR Compliance: The form and emails explained how subscribers' information would be used, offering clear unsubscribe options.

5. Sending the Campaign

- Scheduling: I analyzed my audience (students and friends) to select an optimal send time in the afternoon when open rates are higher.
- Launch: After a final review of links and content, I sent the campaign to all valid subscribers.
- Compliance: Each email included an unsubscribe link, sender information, and privacy statement to comply with data protection laws.
- Monitoring: Kept track of delivery notifications to ensure all emails left the outbox and handled bounces or technical issues (e.g., gmail spam filters).

6. Performance Tracking

- Analyzing the campaign allowed me to assess reach and optimize for the future.
- Open Rate: 28.5% (4 out of 14) shows that a good proportion of recipients were interested enough to view the message.
- Click Rate: 28.5% indicates that all who opened the email also clicked through to my blog, which is a very strong conversion ratio for a first campaign.
- Revenue: ₹0.00 – this was not a sales campaign, but future sponsored content may yield value.
- Placed Orders: Not applicable (content-only project).
- Bounce Rate: 14.2% (2 emails) – these were likely invalid or inactive addresses.
- Unsubscribe Rate: 0% – content and compliance seem effective.
- Subscriber Growth: I tracked the number of new sign-ups before and after, and noted an increase in my subscriber list.
- Device Report: All opens were via Desktop, confirming that my college-age audience engages primarily from PCs.
- Email Client: 100% through Gmail, validating my design's effectiveness for this common platform.

Screenshot Reference:

Campaigns

+ Create campaign

| Delete | 0 of 3 selected | | | Updated less than 1 min ago | Any type ⌄ | Any status ⌄ | Search campaigns |

	MY CAMPAIGNS ↓	TYPE ↓	STATUS ↓	DATE ↓	SENT	OPEN RATE	CLICK RATE	REVENUE	⚙
☐	Welcome to the Endless Journey"	Email	Sent	Oct 25, 2025 at 2:01 PM	14	28.5% (4)	28.5% (4)	₹0.00 (0)	⋮
	Sent to All contacts								

First 24-hour performance

☑ Opened ☑ Clicked

Device report

Opens ⌄

DEVICE TYPE	OPENS
Desktop	100% (5)
Mobile	0% (0)

Email client report

Opens ⌄

CLIENT NAME	OPENS
Gmail	100% (5)

Campaigns > Welcome to the Endless Journey"

✉ **Welcome to the Endless Journey"**

View click map ⌄   Boost campaign

Sent on: Sat, Oct 25, 2025 at 2:01 PM
Sent to: All contacts
Campaign ID: 68fc84f7997433a554522c20

Overview   Link activity   Contact activity

Sales
Learn how we calculate sales

Revenue	Placed orders	Revenue per placed order	Revenue per message sent
₹0.00	0	₹0.00	₹0.00

Engagement & deliverability

MESSAGES SENT	OPEN RATE	CLICK RATE	PLACED ORDER RATE	FAILED DELIVERY RATE	MARKED AS SPAM RATE	UNSUBSCRIBE RATE
4	28.5% (4)	28.5% (4)	0% (0)	14.2% (2)	0% (0)	0% (0)

- **7. Findings and Learning**

- Successes:
- Strong visual appeal and clear value proposition increased open and click rates.
- The blog's personal tone and detailed travel guides resonated well with subscribers.
- Peer-to-peer WhatsApp promotion proved to be the most rapid way to grow the email list.
- Challenges:
- Collecting accurate emails was time-consuming; some bounced.
- Some potential subscribers hesitated to provide their email without clear data consent.
- Writing concise but informative content for both email and blog required several drafts and feedback cycles.
- Helpful Tools:
- Omnisend: Simplified campaign building, contact management, and analytics. Its template options saved time and looked professional.
- Google Forms: Quick, easy way to build an email list from scratch and export responses for campaign integration.
- Improvements:
- Use double opt-in for email verification, reducing bounce rate.
- Regularly update the blog for returning visitors and higher engagement.
- Run A/B tests on email subject lines/content to further optimize results.
- Offer small incentives (like a free travel checklist) for sign-ups to boost list growth.

8. Conclusion

This project provided practical experience in building a blog, designing marketing content, managing mailing lists, and analyzing campaign performance. It taught me how to create visually appealing, valuable content that motivates action, and emphasized the role of data-driven strategies in digital marketing.
I learned:
End-to-end blog and campaign creation.
The importance of compliance and user trust.
How to interpret analytics for continuous improvement.
That engaging content and targeted marketing are keys to successful online presence.

9. Deliverables

- Summary Report:
- This written summary can be printed and submitted as part of your project documentation.
- Blog Post & URL Screenshot:
- All relevant screenshots have already been inserted into the previous pages/slides. These images show the published blog post, its content, and the visuals used to make the blog attractive.
- Email Campaign Design Screenshot:
- Screenshots of the designed and sent email campaign have already been included in earlier slides/pages for clear evidence.
- Campaign Analytics Screenshot:
- Analytics screenshots (showing open rate, click rate, etc.) are also already uploaded and visible in your project.
- Summary Presentation:
- All materials above, including screenshots and this detailed write-up, are organized into your presentation and report as required. No further uploads are necessary.
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