Primary Requirements:

1. Email list (last 2-3 years), User segmentation is required. 1. Prospects (non-converted clients) 2. Past clients (Clients we have worked with but haven't given us any work since long) 3. Current clients.
    a. Further classification can go as to what their enquiry was about: Mobile app development, Web app development (A future solution for this is to add a field on our website form that should have a category whether customers are looking for App development or Website Development.)
2. Mailchimp Account: Email contents+Email Template designs
3. We must have a checkbox on the website asking users if they are ok for promotional or update emails or we can add a few lines in our privacy policy on how we can use the data they provide us

Mailchimp Free Account Offers:
1. Free plan includes up to 2,000 contacts and 10,000 sends per month, with a daily send limit of 2,000.
2. Basic Reporting.
3. Single Email Automations.
4. A limited selection of basic, featured, and themed for email template designs.
5. One Audiences Targeting Option:
    a. It helps you get a better understanding of your people.
    b. Targeting is more effective with all your contact data in 1 place.
    c. A single audience simplifies sending.
    d. You can keep tabs on trends—and quickly take action.
    e. It helps preserve data.
    f. It makes it easier to maintain your contact data as you grow.

Types of Email Templates Required According to the User Segmentation:
1. Welcome Email: To be sent when a new user subscribes to our website (Common when anyone fills the website form) - This is being sent even now.
    a. Prospects Campaign
        i. Curated content email template: With all our new blog posts & case studies.
        ii. Company announcement/Offers email template: When we win an award, add a new service, have an offer etc.

      iii.   New blog/New case study email template: Whenever we introduce a new case study or blog.

      iv.   No reply user template: If a person has filled the form but we haven't heard back

      v.   Services promotion email template

      vi.   Free consultation email template

    b. Past clients Campaign

      i.   Referral email: We will let them know about the discounts we have

      ii.   Review email: To drop a review on Clutch

      iii.   Upgrade required? Email: For maintenance services etc.

      iv.   Company announcement

      v.   Curated content

    c. Current clients Campaign

      i.   Referral email

      ii.   Curated content

      iii.   Company announcement

      iv.   New blog/Case study

Note: We will have to create 3 separate accounts for each list. Also, we can only send out 5 emails a month through each account.

Who will be working on what:

Email Content => Rupple/Surbhi Ma'am

Email Templates Design => Rupali/Sagar/Kartikeya/Kartik

Email Template Design Review => Sirman/ Surbhi Ma'am

Campaign Review => Sagar/Kartik

Lead Updates => Simran/Kartik

SEO:

On-page

Target pages
Goals
Requirements/Blockages
Current - Different in the next 3 months

Suggestions

Off-page

Target pages
Goals
Requirements/blockages
Current - Different in the next 3 months
Suggestions

Content 1) Website Content 2) Blog content 3) Gated content/Lead magnets 4) Email Marketing

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