

**NAAN MUDHALVAN
DIGITAL MARKETING**

Participants:

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PROJECT 11

Build and Email campaign Create a brand launch email using Mailchimp.

Aim

To create a brand launch email using Mailchimp.

Procedure

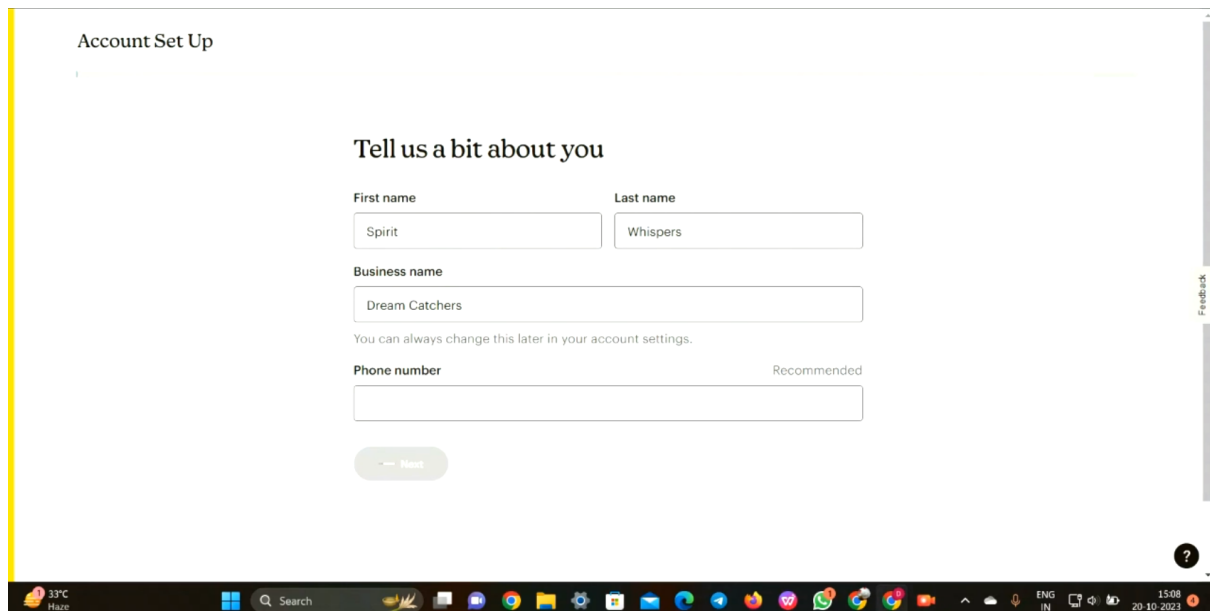
1.Brand Name : Spirit Whsiphers

2.Category :

3.Email : dream.catcher13142002@gmail.com

4.Mailchimp:

I. Registering an account in Mailchimp.



The screenshot shows the 'Account Set Up' page in Mailchimp. The page has a yellow vertical bar on the left and a 'Feedback' link on the right. The main heading is 'Tell us a bit about you'. Below this, there are four input fields: 'First name' (containing 'Spirit'), 'Last name' (containing 'Whispers'), 'Business name' (containing 'Dream Catchers'), and 'Phone number' (empty). A 'Recommended' label is next to the phone number field. Below the fields is a 'Next' button. A note states: 'You can always change this later in your account settings.' The Windows taskbar is visible at the bottom, showing the date as 20-10-2023 and time as 15:08.

Account Set Up

Tell us a bit about you

First name Last name

Spirit Whispers


Business name

Dream Catchers

You can always change this later in your account settings.

Phone number Recommended

Next



English


Sign up for Mailchimp

Create a free account or [log in](#)

Business email


Username

Password

 Show

☐ I don't want to receive emails about Mailchimp and related Intuit product and feature updates, marketing best practices, and promotions from Mailchimp.

By creating an account, you agree to our [Terms](#) and have read and acknowledge the [Global Privacy Statement](#).




- Email
- Automations
- Website
- Landing Page
- Creative Assistant

Create something that gets noticed

Based on best practices


Try building one of these



Regular email

Use our email builder to launch a campaign in minutes.


[Design Email](#)



Automation

Set up email automations that personalize your marketing and save you time.

[Create Journey](#)



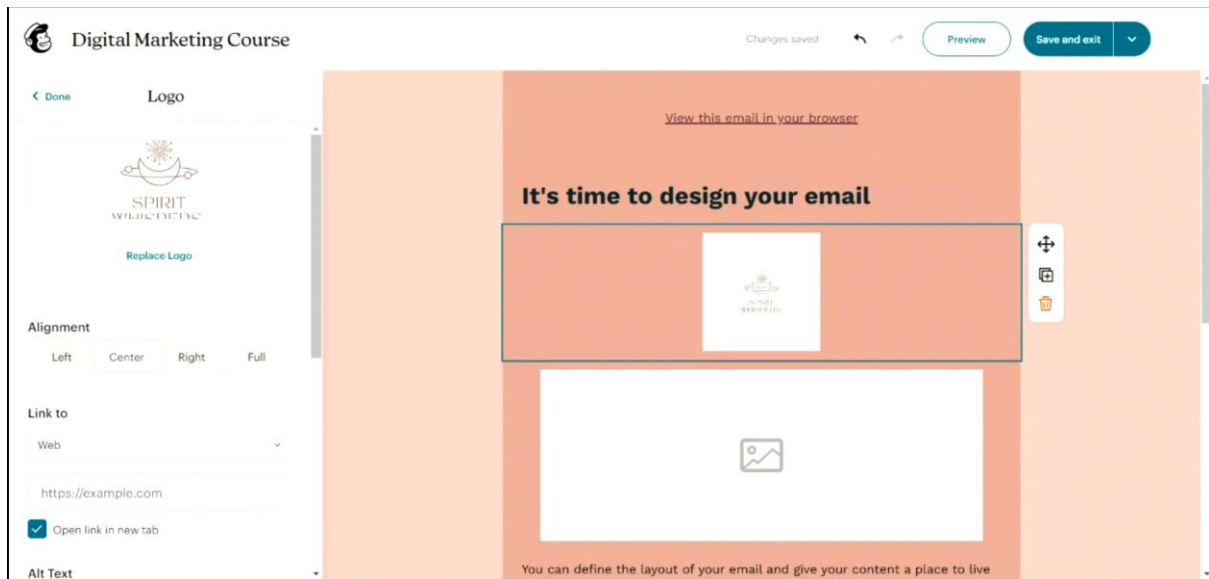
Landing page

Create a landing page that lets people sign up to receive product promotions or discounts.

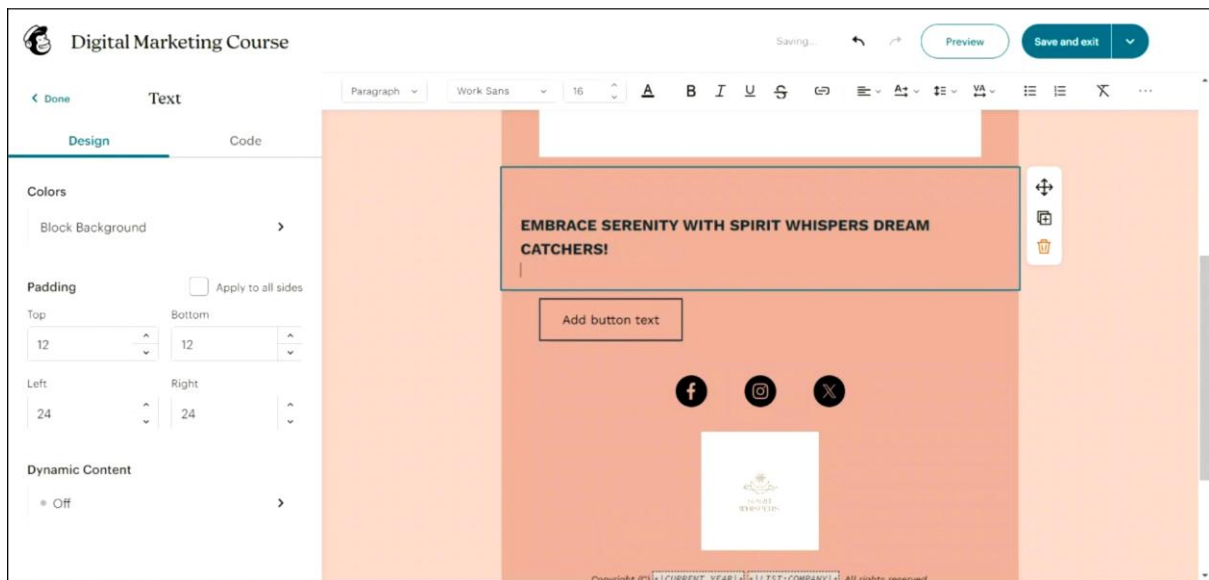
[Build Landing Page](#)

IV. Choosing the required template

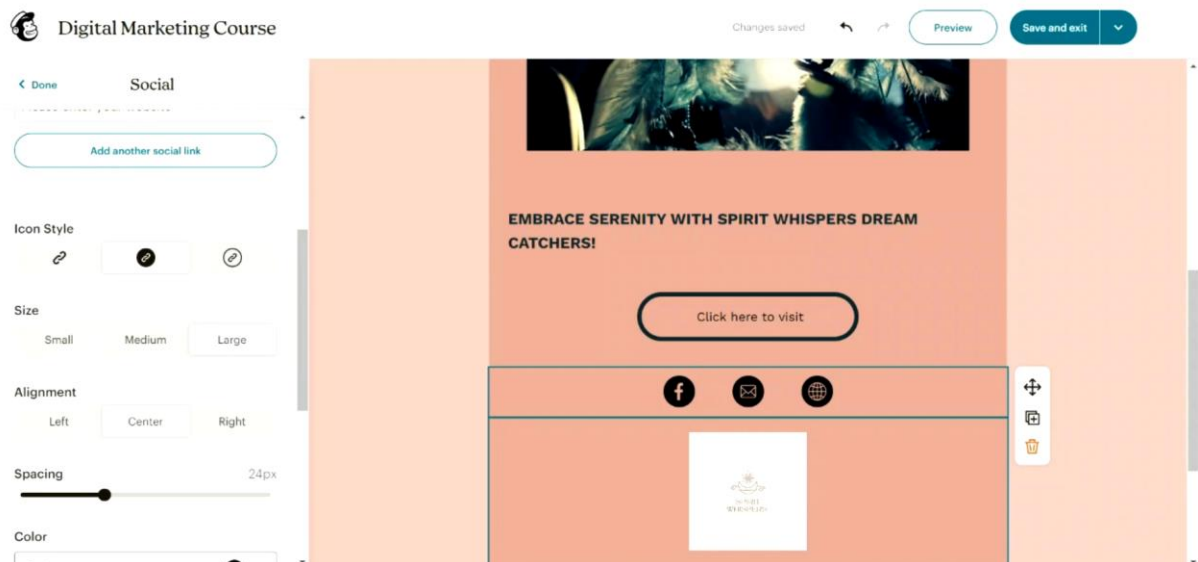
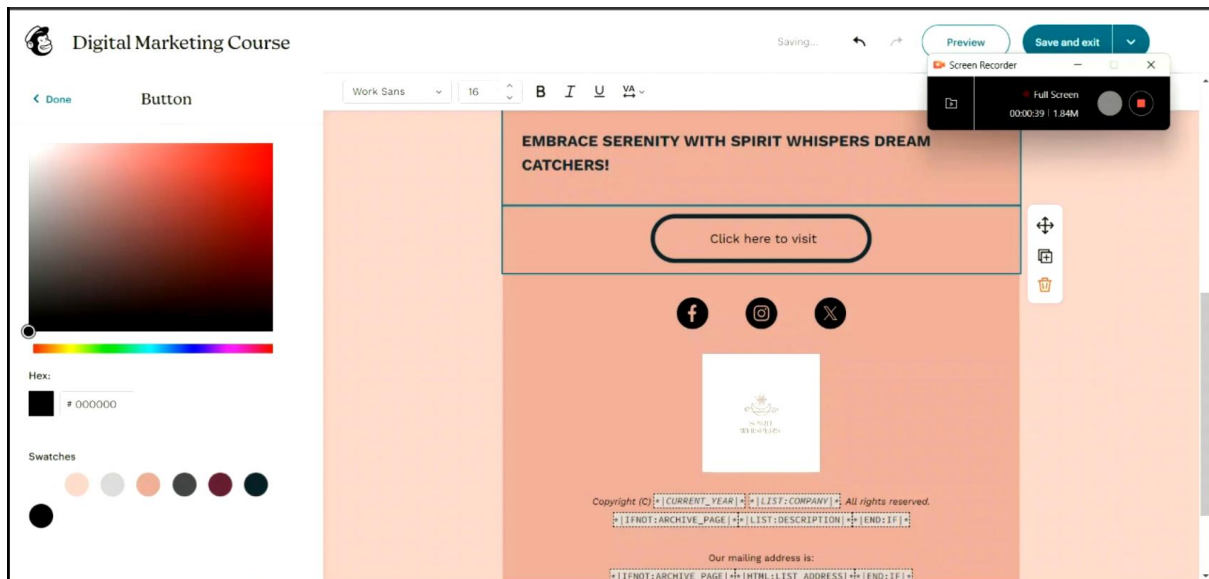
V. Adding logo by clicking set logo button.



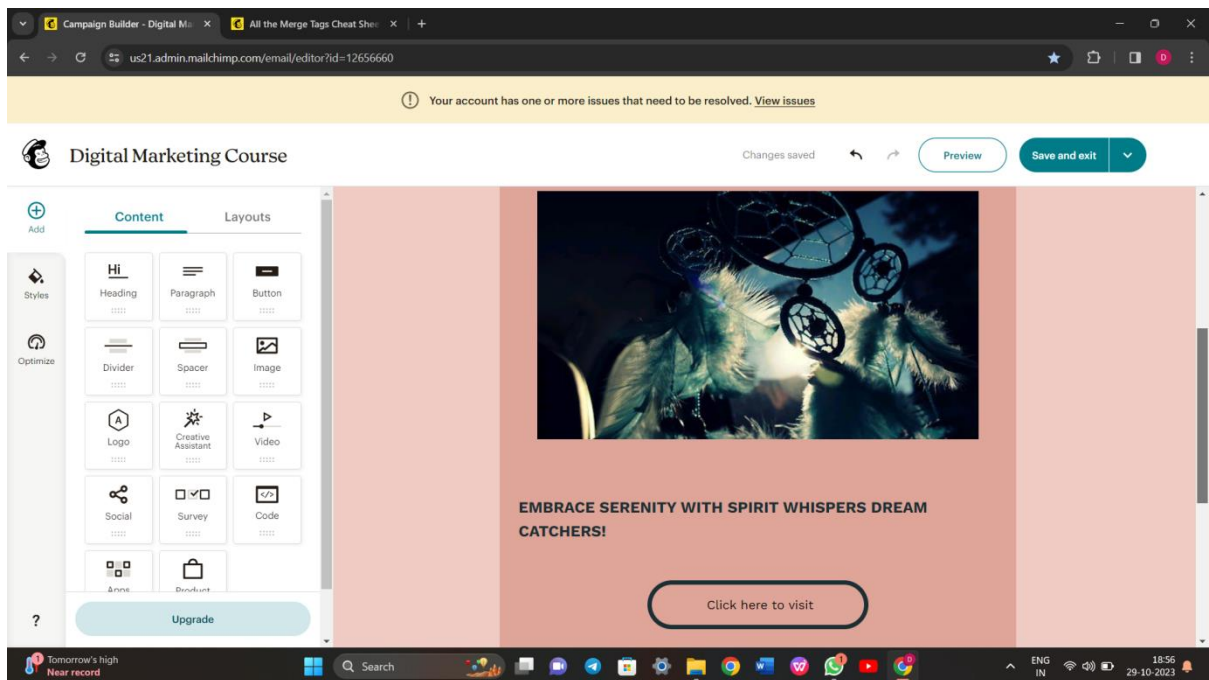
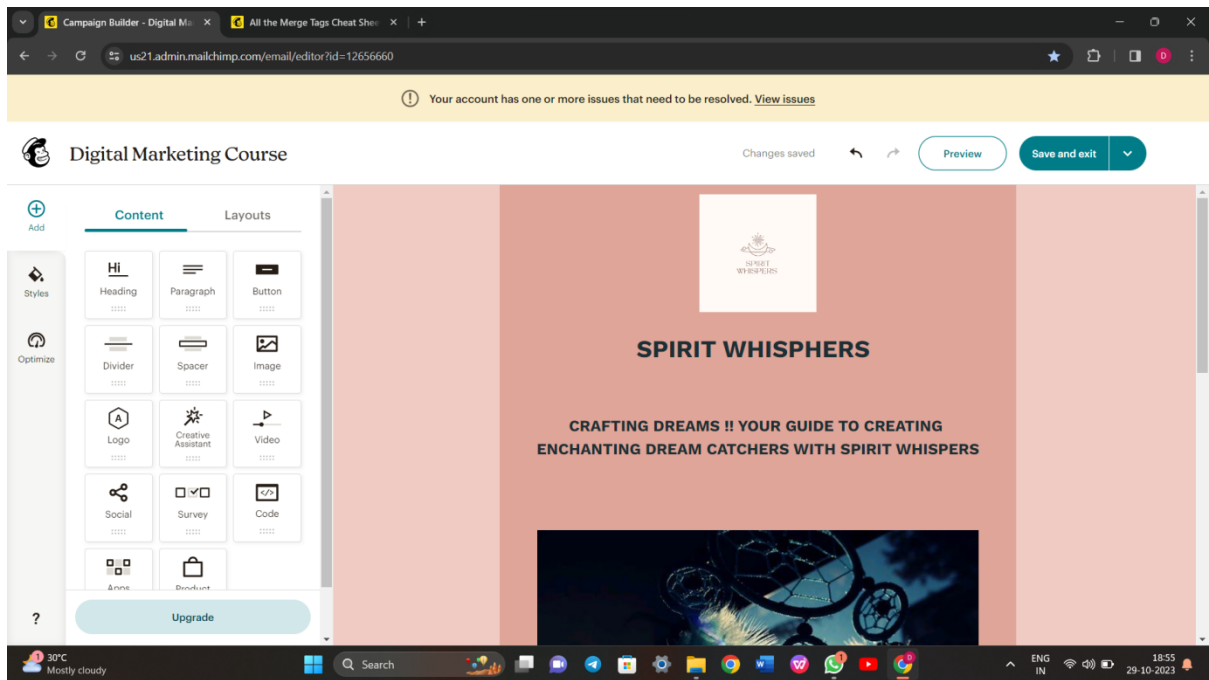
VI. Add content for your brand.

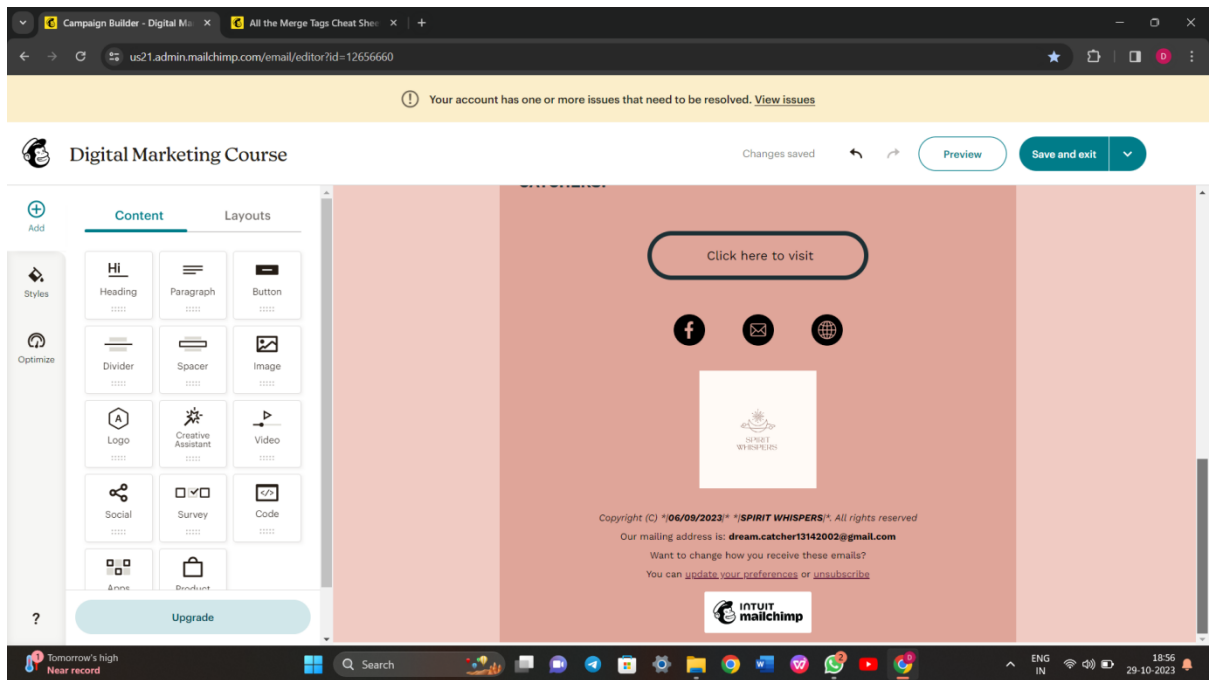


VII. Add button with link.

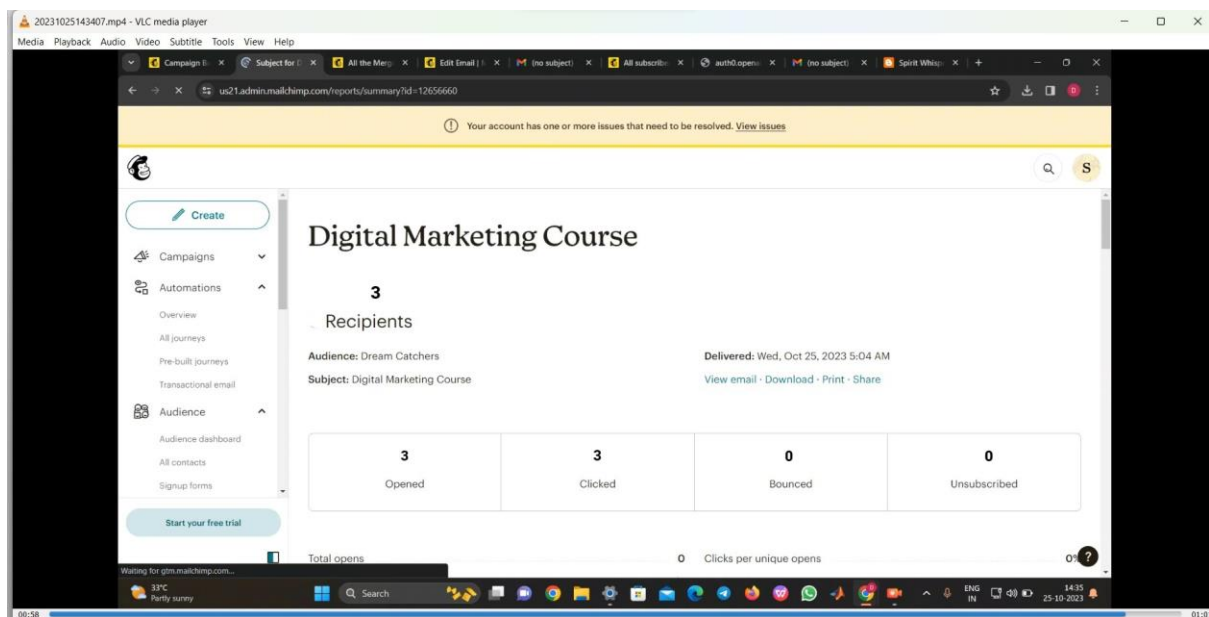


VIII. Adding image to the email template and thus the final output looks alike the following.





XI. Click send button to send emails to your audience.



VIDEO LINK:

[Dreamy catchers successful video final part \(1\).mp4 - Google Drive](#)