Email Marketing

MINOR PROJECT REPORT

SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS

FOR THE AWARD OF DEGREE OF

BACHELOR OF TECHNOLOGY

INFORMATION TECHNOLOGY

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Abstract

"Email marketing is broadcasting commercial messages to a group of people using email. Currently, email marketing is consistently delivering relatively high return on investment in a marketing field. However, collecting subscriber information and sending the email only to interested consumers is a major research issue in email marketing. This paper introduces a conceptual model for an effective email marketing system clustering and segmenting subscribers based on their activity throughout a marketing campaign. The model consists of two main components: Collecting subscriber activity data and Clustering and Segmenting subscribers. We performed a marketing experiment based on our model and analyzed subscriber activity data. Using our model, the overall performance of subscriber activity was improved after sending out email campaigns to segmented groups of subscribers based on their individual interest."

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1 Introduction

1.1 What is the idea?

The use of email within your marketing efforts to promote a business's products and services, as well as incentivize customer loyalty. Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services. It can also be a softer sell to educate your audience on the value of your brand or keep them engaged between purchases. It can also be anything in between. Mailchimp can help you design, build, and optimize your email marketing to get the best ROI in your marketing program.

EMAIL MARKETING

Email marketing is a powerful marketing channel, a form of direct marketing as well as digital marketing, that uses email to promote your business's products or services. It can help make your customers aware of your latest items or offers by integrating it into your marketing automation efforts. It can also play a pivotal role in your marketing strategy with lead generation, brand awareness, building relationships or keeping customers engaged between purchases through different types of marketing emails.

1.2 Project Category

This is a System Based, Industry Based and Internet Based.

1.3 Objectives

1.Inform
One of the main objectives of an email marketing campaign is to inform your readers.
Showing up in your customers' inboxes regularly presents a great opportunity to keep them informed about everything and anything about your company.
Readers should always leave your email knowing something new about your com-

pany, or benefiting from the information given.

For example, you could inform them about building renovations taking place, along with information about where they can park while the main lot is being used.

You could also inform them about a fundraiser or event you have coming up, a new addition to your team, or a new product or service you offer.

For example, you could inform them about building renovations taking place, along with information about where they can park while the main lot is being used

. You could also inform them about a fundraiser or event you have coming up, a new addition to your team, or a new product or service you offer.

You could also add a link to a page on your website — maybe a new blog post, or a new product page.

No matter what you inform your readers about, you should always make sure to include images and graphics to ensure that readers stay engaged throughout the email.

2.Attract

Another objective of email marketing is to attract users to your company.

You may think that since current customers have already committed to your company, that there's no need to attract them anymore. The truth is, current customers have the choice to stop buying products or services from your brand whenever they choose, and email marketing is a great way to ensure that you consistently win them over.

Your emails should impress new consumers with your product or service offerings and position your business as a leader in your industry.

You can attract users with custom graphics depicting things like your new awards, new services that you offer, or new testimonials. Always remember that it's much better to show and not tell — that's why it's better to have a graphic or video of a person speaking for your testimonial, rather than a sentence stating it.

3.Engage

Next, your emails should engage users. Not only should they be informational, beneficial, and attractive, but you should also be sure that they engage recipients so they will want to learn more about your business and your brand as a whole.

Make your emails engaging with images, graphics, and even videos to make sure that recipients read the emails in their entirety and digest all of the information you've provided.

4.Guide

Speaking of guiding, your emails should guide users to visit your website.

This is one of the most important objectives of email marketing because when potential customers visit your website, they're one step closer to converting.

You can guide recipients to your website with the use of links in your copy, buttons, and calls-to-action. For example, if you're talking about offering a new product, you could either link to that product page in your copy, or create a button that urges readers to visit the site to see the entirety of the product's description.

You could even offer a survey in your email which requires a visit to your website to see the results.

5.Nurture

In order to turn potential customers into loyal, lifetime customers, you first have to nurture them, and email marketing is a great way to do so.

As we already mentioned, emails are a great way to ensure that you stay top-of-mind. That means that even if a customer doesn't need your products or services at the time they receive your email, your continuous efforts to stay in their inbox will ensure that your brand is the first they think of when they do need your product or service.

6.convert

The end goal of all email campaigns is to convert potential customers, and to keep current customers on board with your brand. You can do so by following all of the objectives above, and ensuring that you're easily accessible to customers. This means providing contact information, your address (if applicable), and your social media information.

1.4　Problem Formulation

The problem faced during email marketing process are: 1. Low Delivery Rate

2. Low Open Rate

3. Low Click Rate

4. High Unsubscribe Rate

5. High SPAM Complaints

6. Low Active Ratio

7. Limited Post-Click Activity

So for the given problem we have to find the solution **THE MEDICINE TO FIX THE EMAIL MARKETING PROBLEM IS:**

1. For low delivery rates, you'll want to consider using a tool for list validation and take a look at your subscription process.

2. For low open rates, testing means everything: Test your subject lines to see if you can find something that better resonates with your audience.

3. Also for low open rates (and this one doesn't get tested enough), try different "from" names. YourName@company.com or President@company.com or whatever can have a big impact!

4. For low click rates, think about your content alignment using what I like to call "The Mom Test." If you're about to send something, and your mom wouldn't love it, don't send it!

5. Also for low click rates, look at your call to action in the email itself. Is it clear? Are there too many options? Does it work on mobile?

6. For high unsubscribes and high SPAM rates, look at your subscription process. How are people getting on your list? Do they know what they will receive from you, how often, and when?

7. Also, if your unsubscribe and SPAM rates are high, consider segmenting your list. Relevancy is the key to email success, so think about sending more specific emails to smaller list segments.

8. If you have a low active ratio, consider sending a re-engagement campaign to get people loving your email again, and weed out those

that don't care any longer. (Find nine great examples here.)

9. If your post-click activity is sparse, it's either because the content between email and landing page/website isn't aligned, or your overall call to action is unclear or misleading.

1.5 Identification/Reorganization of Need

There are more than 2.6 billion email users worldwide, almost twice the number of daily active Twitter and Facebook users combined. This presents an opportunity for marketers to increase traffic and revenue through a platform many users already have and are familiar with. In fact, email is almost 40 times more effective at acquiring new customers than Facebook and Twitter. Email marketing is a vibrant and powerful way to connect with people.

1. More effective than social media- Don't get us wrong, social media is an extremely important component in any business' marketing strategy. Social Media is a great channel for interacting with your audience and strengthening your personal relationships with them. And because of that, it is an important first step towards reaching your ultimate goal – the conversion.

2. Economic and Cost Effective- It's easy, effective, and inexpensive. Email marketing allows business owners to reach a large number of consumers at a rate of nearly nothing per message. For small-business owners on a budget, this makes it a better choice than traditional marketing channels like TV, radio, or direct mail. You don't have to take our word for it. A joint study from Shop.org and Forrester Research found that 85

3. Personal and Customizable- In email marketing, what you're really doing is segmenting your audience into lists, and sending each list a tailored email message that resonates with your reader and can provide them with something of value (segmented and targeted emails generate 58

4. Action Oriented- Whether you realise it or not, everybody is trained to do something with an email -reply, forward, click-through, sign-up, or even straight buying. Think about this! Email is transactional by nature and you can use it to direct traffic to your website and ultimately drive sales. As you develop your small business or startup marketing strategy as a whole, using email will allow you to see results straight away.

5. Measurable- There's no guesswork in email marketing. When you use any email marketing software, you can track who opened your email, which links were clicked, and how many people unsubscribed. You can easily get a picture of how your email campaigns are performing, make adjustments and improve your effectiveness. Email marketing metrics are important to remember as you monitor and measure your internet marketing strategy as a whole.

6. Mobile devices allow people to check their email constantly- Because mobile devices have become so common, people are checking their emails all the time—in line at Starbucks, during their office commute, in the waiting room at the doctor's office, at the grocery store, everywhere.

1.6   Existing System

1. Targeted and personalized content- No one wants to read an email that sounds like it was just blasted out to a bunch of people.Where's the value in that, and who is that helping? No one. Email marketing allows you to segment your customers into different lists based on their preferences to send highly personalized content. From crafting the perfect subject lines to images that resonate with your customer, and valuable content that helps your audience, email is the perfect channel to deliver those personal- feeling messages.

2. Build credibility- Emails from an unknown sender or with a shady subject line can feel like spam. It just feels off, and customers often just delete these emails. For some customers, an emoji will make them

click and be happy. For others, the same subject line might make them go hunting for the unsubscribe link. You need to tailor your content according to what your readers want. Knowing your readers' interests and needs gets your email read, instead of the spam folder.

3. Better brand recognition-Do people recognize your brand? With email marketing, you can easily brand your emails. But brand recognition goes beyond design. By consistently providing valuable content to your audience, they will begin to recognize, and even anticipate your emails.

4. Boost sales- According to a report from the Direct Marketing Association, 66 percent of consumers have made a purchase online due to an email marketing message.

By promoting your business through email marketing, it gives your audience the chance to make a purchase right from their phone or laptop.

5. Stronger customer relationships- Email marketing can help to build customer relationships by providing them with information they want directly into their inbox on a consistent basis. When you help make your audience's lives better, whether that be with your product or service, helpful tips, or even just a "happy birthday" gift coupon, they will learn to appreciate and trust you.

6. Optimize your time and budget- With any business, but especially within a small business, there are always time and budget constraints. While big businesses can afford to go all out and buy advertising space during the Super Bowl, small businesses don't have that luxury.

Plus, the costs associated with email marketing are very low to begin with.

1.7   Proposed System

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing.

It involves using email to send advertisements, request business, or solicit sales or donations. It is one segment of internet marketing, which encompasses online marketing via websites, social media, blogs, and more. It can include newsletters with updates on the company, or promotions of sales and exclusive deals for subscribers.

1.8   Unique Features of the System

Every email service provider (ESP) offers a basic set of features and functions, including the ability to send bulk email messages; some form of layout or template system; and rudimentary list management. Beyond these fundamentals, marketers will want to be able to automate and optimize email marketing messages and campaigns.

1. Message Automation- Email message automation is one of the most powerful features an ESP can offer. This feature typically allows retail marketers to send emails in response to a specific action or to send email messages in a series based on some set of rules.

As an example, consider an automated welcome series. A shopper subscribes to a retailer's newsletter, triggering an automated welcome message, thanking the shopper for subscribing, and offering an opportunity to confirm the subscription. When the shopper confirms, a second email is triggered, thanking the shopper for the confirmation and offering 10 percent off on an upcoming order. There could be other emails in the workflow too. If a user doesn't confirm the subscription in 48 hours, a follow up email may be sent.

2. HTML, Responsive Layout- Nearly every ESP will allow marketers to send email messages in plain text format or as HTML. But the best ESPs are now allowing HTML and CSS for the purpose of creating responsive email templates that adapt to the recipient's device.

3. Advanced List Maintenance- Adding and removing email subscribers is a fundamental feature that every ESP offers. Don't settle for this. Expect your ESP to automatically remove hard bounces — i.e., invalid email addresses — and soft bounces after some number of failures. Opt-

outs, subscription changes, and similar should all be automated too. And look for the ability to set up list management rules that help keep everything clean and up to date.

4. CAN-SPAM Compliance Built-in- The Controlling the Assault of Non-Solicited Pornography and Marketing (CAN-SPAM) Act of 2003 defines the U.S. standard for sending commercial emails and grants the U.S. Federal Trade Commission the right to enforce those standards.

5. Easy Integration- Email marketing may work best when it is closely integrated with other systems or services. ESPs should offer easy-to-use APIs or platform extensions that allow email capabilities to be added at the very least to an ecommerce platform. But there may be opportunities to integrate email capabilities and workflows with mobile apps, social apps, or loyalty programs to name a few possibilities.

6. Dedicated IP Address- In email marketing parlance, a dedicated Internet Protocol address is one that only your business uses to send messages. Having your own IP address can improve deliverability. This feature is really intended for organizations sending a significant number of messages.

7. Deliverability Help- Email marketing won't work if the messages aren't getting through, and while email marketers may not have a lot of experience with deliverability, ESPs should.

2 Requirement Analysis and System Specification

2.1 Feasibility Study (Technical, Economical, Operational)

Marketing Aspect - The Marketing is considered the most important area. This is so because it describes market situations where the product can be identified through the demand analysis.

Product Description - The primary (and secondary, if any) product/s of the proposed project is/are to be vividly described in this section.

Industry Profile - It describes the general trade practices of an industry or business which sells the same product. Some of these practices are pricing, sales, methods of transportation, promotion, channels of distribution, supplies, packaging resources available, the values of people, and also the opportunities, threats, strengths and weaknesses of the industry.

Demand – in this section the student/researcher pinpoints the specific customers who are willing and are able to buy the proposed product/s. This could be done through segmenting the market geographically and demographically.

Demographical segmentation – determines to whom, in a particular place, the products will be offered. It also defines the market a) Sex b) Age c) Religion d) Educational Attainment e) Ethnic Group f) Income level g) occupation and h) credit availability.

Supply – it represents the number of sellers/producers selling similar or substitute products. Supply is referred to as the competitors.

The first thing to do is to enumerate the competitors, their location, and their capacity/size. Then the student/researcher will determine the 5 year historical supply as well as the 5 year future supply by using one of the projection methods.

Marketing Plans or strategies should be done in order to attract customers and even the customers of the competitors.

1. Occupants- Who are the target markets? What are their values, culture, religion etc.?

2. Object- What makes the products attractive to the target market- Packaging, color, shape, size, etc?

3. Objective- What is/ are their objective/s in buying the product- status symbol, price quality, etc?

4. Occasion- When do the customers usually buy the products- daily, weekly, during birthdays, anniversaries, or christmas season?

2.2 Software Requirement Specification Document which must include the following: (Data Requirement, Functional Requirement, Performance Requirement, Dependability Requirement, Maintainability requirement, Security Requirement, Security Requirement, Look and feel requirement)

2.2.1 Introduction

Email marketing is, quite simply, using the tools of email to deliver advertising messages. The vast majority of Internet users have email accounts which allow them to receive an almost unlimited number of messages instantly. According to a survey conducted by Pew Internet, 82Email is a remarkably flexible tool that can accommodate a wide range of messages. Ads can be quite simple, or they can be flashy, multimedia packages. The aesthetic of the ad will depend on the company and the product for sale. Some ads are only text while others include images, video, and long lists of links.

Figure 1: Email Marketing

2.2.2 User Needs

- Marketing Strategy
- Customer Data

• Email Marketing Service provider

2.2.3 Intended Audience

1) All the business organization that want to expand their business and increase in their profit.
2) It is used in public sector

2.2.4 Intended Use

Email marketing is the process of targeting your audience and customers through email. It helps you boost conversions and revenue by providing subscribers and customers with valuable information to help achieve their goals.

2.2.5 Scope of development

Email marketing is a very user-friendly and cost-effective form of marketing. It is used all around the world to a large extent which allows business to communicate and get in touch directly with their customers. A quality email campaign can quickly generate both sales and brand awareness. In simple words, email marketing is a very lucid form of marketing and cost effective if done correctly.

Future of E-mail marketing

• Automation-Email campaign services have enabled more efficient tracking of leads and customers to increase retention rates. This trend will continue and be built into the UI of ESPs.

• Contextualized Content- Email marketing will show the right content to the right user. Such as integration with real-time audience data with data management platforms and ad exchanges. In addition, users can be shown personalized content based on apps they have installed on their mobile devices as more apps enable deep links.

● Deep links- E-mail marketing has started to include deep links. those links take readers into the relevant apps installed on their devices, a better user experience as the user spends more time on mobile devices. Deep links create a web experience on mobile devices and better connect e-mail content between the web and mobile.

● Predictive Analytics- Businesses will be able to estimate metrics beforehand of e-mail campaigns, such as open, bounce, and conversion rates. This will enable them to optimize content to produce the highest levels of engagement.

2.2.6 Overall Description

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send advertisements, request business, or solicit sales or donations. Email marketing strategies commonly seek to achieve one or more of three primary objectives, to build loyalty, trust, or brand awareness
. Email marketing can be carried out through different types of emails:
1) Transactional emails- Transactional emails are usually triggered based on a customer's action with a company. To be qualified as transactional or relationship messages, these communications' primary purpose must be "to facilitate, complete, or confirm a commercial transaction that the recipient has previously agreed to enter into with the sender" along with a few other narrow definitions of transactional messaging.[4] Triggered transactional messages include dropped basket messages, password reset emails, purchase or order confirmation emails, order status emails, reorder emails, and email receipts.
2) Direct emails- Direct email involves sending an email solely to communicate a promotional message (for example, a special offer or a product catalog). Companies usually collect a list of customer or prospect

email addresses to send direct promotional messages to, or they rent a list of email addresses from service companies
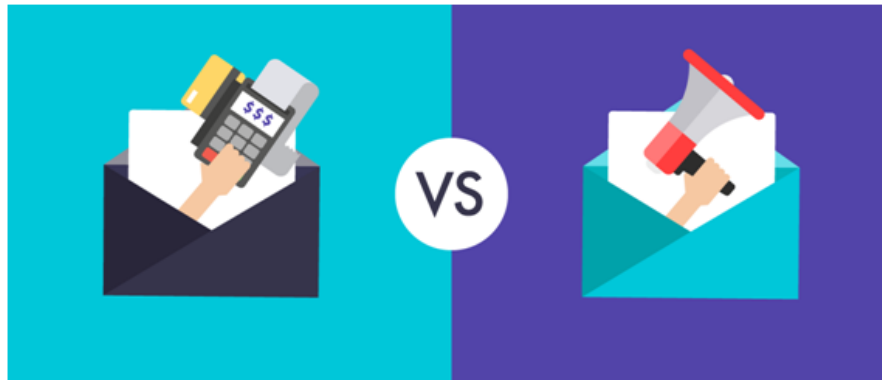
Figure 2: Transaction email v/s Direct email

2.2.7 Purpose

There are many purposes for doing email marketing when trying to have an online business such as building relationships with your customers and also tracking your progress in terms of conversion rates and sales.
• Building Relationships- Email marketing isn't just about loading your customers' inboxes with emails in hopes to gain a sale; it's about building steady relationships with your customers. When a person decides to opt-in to your email list, the connection you have with that person is fragile. Unless you are a person who is an already credible and trustworthy person online, customers can easily remove themselves from your list whenever they want. That's why it's important to build relationships through sending them emails that don't involve promoting your products or services first. Instead, send them emails first that contain valuable information that actually helps them achieve a goal that they had in mind when they first subscribed to your email list.

• Building a List- Having an email list of thousands of people allows you to easily send your message to a lot of people instantly. This beats going to each and everyone directly and giving them your message. That's why email marketing campaigns are so popular these days

because one of it's purposes is to build a large list which gives the merchant leverage. Merchants who have large lists have the power to share their email list with potential joint venture partners. Having a large list also makes it easier to convert sales fairly quickly through trial and error processes.

● Increasing Sales Conversation- Most visitors who go to your site the first time will not buy your product. If they leave, that means your conversation rate is zero. But if you capture their email, send them an email about your monthly newsletter or some type of free report that engages their interest, they may come back a second time to buy your product. If they do, that means your conversation rate is fifty percent. This was just an example however. Basically, the more emails you capture, the higher chance you will have with increasing sales conversations because you might have a second, third or fourth opportunity to get them to come back and buy the product your are selling on your website.

● Repeating Sales- Email marketing also allows you to repeat the sales of your products. For example, maybe you are selling something and the customer buys it and never comes back. There's a good chance of this happening if you did not capture their email. But say they bought your product, loved it and desire more of what you are selling. If you have their email, you can offer a second, third or fourth product to them and give them a discount for being an existing customer. There are all sorts of different ways similar to this strategy that can help you have repeating sales for your business if you have a large email list.

● Getting Feedback from Customers- The most important aspect to a business is its customers. Customers may not always tell you about what they like or don't like face-to-face. But with emails, they can be honest about their feelings. In order to constantly improve your business, one way is to ask your customers for feedback on the products that they have bought. What are some ways to improve it? What did they like about it? Sending out these questions to your email list allows you to get feedback from your customers, so you will know what

business actions you need to perform next and how you can go on to improve your online business.

2.2.8 System Features and Requirements

1. Functional Requirements
1. Collect all the data of the customers.
2. Make templates to start the campaign.
3. Arrange your audience based on the data.
2. NON Functional Requirements
1. It requires maintaining the data.
2. It requires less times.
3. Process requirement to view customer details.

2.3 Expected hurdles

1. Increasing engagement rates.
2. Increasing customer acquisition.
3. Improving customer retention.
4. Improving email personalization.
5. Increase brand awareness.
6. Improving the quality of your data.
7. Reducing marketing costs.

2.4 SDLC Model To be used

SDLC model used is Spiral model.
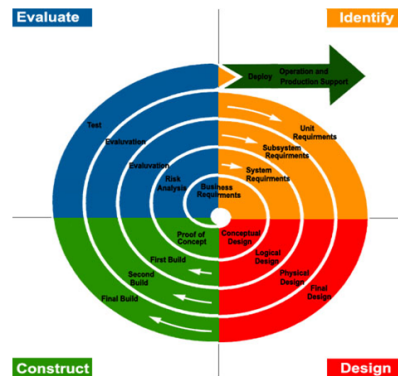
Figure 3: Spiral Model

The spiral model is a risk-driven process model. This SDLC model helps the group to adopt elements of one or more process models like a waterfall, incremental, etc. The spiral technique is a combination of rapid prototyping and concurrency in design and development activities.

3   System Design

3.1   System Design using various structured analysis and design tools such as: DFD's, Data Dictionary, Structured Charts, Flowcharts or UML

1. Data Flow Diagram-
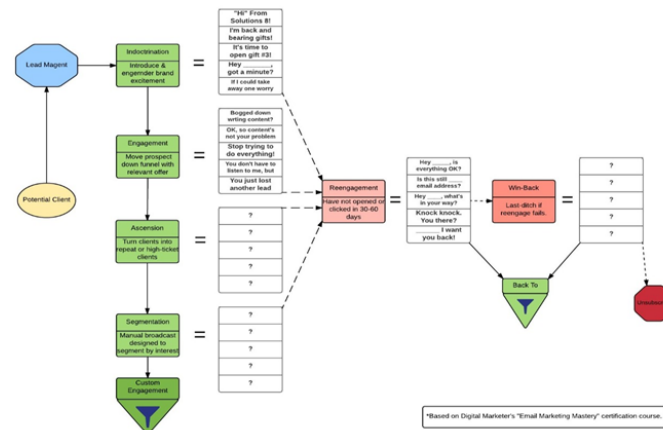
Figure 4: Data Flow Diagram

2. UML Diagram-
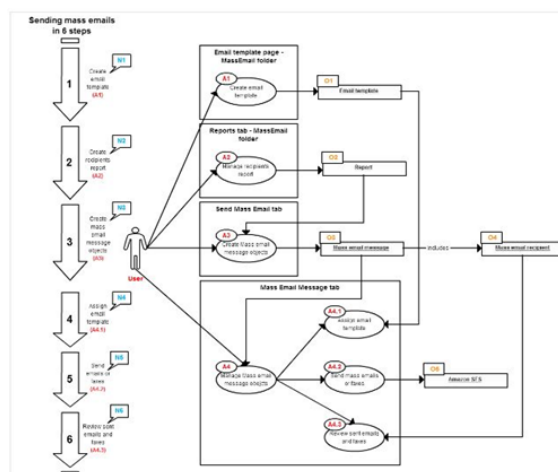
Figure 5: UML Diagram

3. Flow Chart-
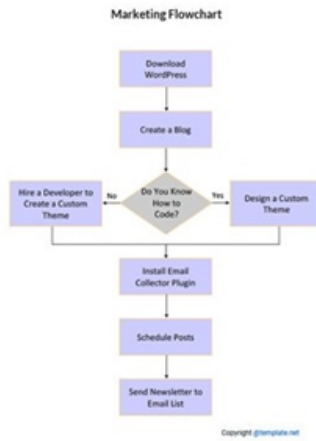
Figure 6: Flow Chart

3.2 Database Design

3.2.1 ER Diagram
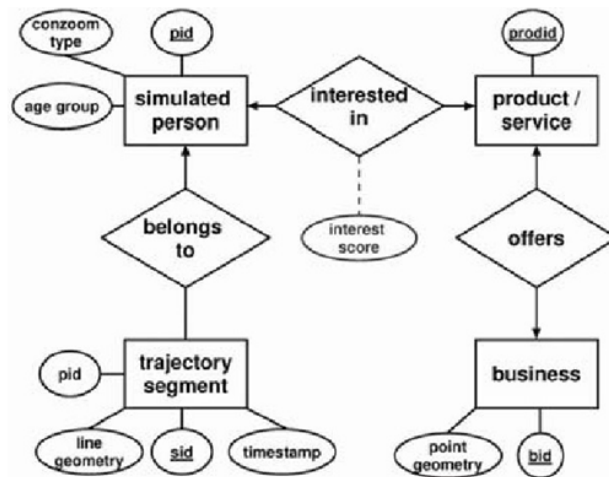
Figure 7: ER Diagram

3.2.2 Database Sets

Since, at first we had collected data from the visitors of our website.

Figure 8: Data of Customer

3.3 Methodology

Figure 9: Methodology of Email Marketing

Step 1: Planning of the marketing strategy- Firstly, the global targets and milestones that are intended to be achieved with email marketing have to be defined. If such goals are not defined properly and only pure activism dominates, email marketing campaigns most probably won't succeed. Email marketing is not a sprint but a marathon and therefore the path and the goal must be defined clearly so that the provider does not drift off the track.

Step 2: Collecting target group data- Once the overall objectives are determined, it should be clear which target group to address as well. So. the email addresses of the members of these target groups must be collected or rented. In addition, it would be good to obtain their permission to send them emails.

Step 3: Setting up the database- The data of the target groups, such as email addresses and any other information (e.g. first name, last name, gender, desired email format etc.) must be stored in a database that will personalize the emails accordingly. If additional profile information from email recipients is asked, in order to be able to customize the content of the emails for instance, it's stored in the database, too.

Step 4: Defining the emailing concept- In the next step the actual

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concept of the emailing broadcasts is determined, which means the tactical objectives and the deriving communication frequency for instance (a single action, a regular newsletter, or a multi-stage campaign), or the tonality (of genuine style and discreet design, up to uncouth language and hip layout.

Step 5: Producing the contents- For every email campaign appropriate content for the target group and concept has to be produced. These consist of editorial and / or advertising texts and emails in HTML format, in addition of photos, graphics and any other visual elements.

Step 6: Emailing set-up- After defining the concept and the content for the message, the email has finally to be set up. So has, for instance, the order of the texts to be classified and variable or optional text blocks have to be specified in addition to the decision which audiences will receive the corresponding text block. Finally, there are the headers and footers, as well as the information for the email headers (e.g. sender address, subject line).

Step 7: Email blast- A personal email for each recipient has to be compiled and sent, when sending an email. During the compilation the appropriate email format has to be taken into consideration for e.g. the format the recipient prefers (e.g. text, HTML, Flash, PDF), the appropriate salutation, and possibly variable or optional text blocks. Emails that bounce back as undeliverable have to be processed accordingly, depending on the reason of non-deliverability. Set-up a test account with the major providers to figure out if the emails have been delivered properly or which one are filtered out as spam mail.

Step 8: Evaluate Results- Finally, the results of the emailing broadcasts, such as the rate of undeliverable or opened email, the quantity and distribution of link clicks, the number and the revenue of orders and sales, as well as other responses are captured and analyzed.

4 Implementation, Testing, and Maintenance

4.1 Introduction to Language, IDE'S, Tools and Technologies used for Implementation

LANGUAGE USED –

The entirety of the code written for this project was in HTML (Hypertext Markup Language) Hypertext Markup Language, or HTML, is a programming language used to describe the structure of information on a webpage. Together, HTML, CSS, and JavaScript make up the essential building blocks of websites worldwide, with CSS controlling a page's appearance and JavaScript programming its functionality. Notepad++ is used to create website.

ENVIRONMENTS TOOLS USED

MAILCHIMP- It is an email service provider (ESP), built for helping businesses with email and online marketing. Founded in 2001, Mailchimp has grown to become one of the top email newsletter services today

With Mailchimp you can send newsletters and automated emails. You can build your email list with form or import your known contacts. Mailchimp offers pre-designed email templates and a drag and drop email builder. The tooling has built-in email analytics. With all of that, Mailchimp is pretty attractive software for businesses to start with email marketing.

Figure 10: Mail Chimp

SENDINBLUE -
Sendinblue's real power comes from the flexible and versatile marketing automation platform. The Sendinblue Tracker script lets you track web behavior from your contacts and use this information, as well as email engagement and data from your contacts, to create complex automation workflows that can save you time and help you scale and grow your business with no work at all.

Figure 11: SendInBlue

4.2 Coding Standards of Language used

There are several guiding principles with Code Standards. These represent the core concepts of standardized code.

• Code should be readable and understandable by all members of the team. This includes internal and external developers.

• All code, regardless of the project, should read as if it was developed by a single person regardless of how many individuals actually worked on it.

• The style of writing and implementation of these Code Standards is agreed upon and implemented by the team.

• Assist in developing well-formed, semantically correct, and mostly valid code.

• Aid in the onboarding of new development team members to new and existing projects.

4.3 Testing Techniques and Test Plans

4.3.1 Purpose

• Finding defects which may get created by the programmer while developing the software.

• Gaining confidence in and providing information about the level of quality.

• To prevent defects.

• To make sure that the end result meets the business and user requirements.

• To ensure that it satisfies the BRS that is Business Requirement Specification and SRS that is System Requirement Specifications.

• To gain the confidence of the customers by providing them a quality product.

4.3.2 Testing Technique

There are two main methods for email testing:

1. A/B split tests

2. Multivariate tests

In A/B email testing all elements remain the same with the exception of the one being tested (i.e., subject line, image, offer) and the test should be administered by experimenting with only one variable with each email send. Multivariate email testing is a bit more complicated and involves testing multiple elements in a single send. It also requires a larger list to garner a statistically significant result, and the outcome identifies the specific combination of elements that produced the best response.

4.3.3 Test

• Start simple. Test subject lines and headers first. It doesn't take a lot of time or creative work to come up with a few simple variants, and

the return can be significant.

• Test one element at a time. If you test more than one element, you won't be able to tell which variant drove the success.

• Control for time of day and day of the week. If you're testing other variants, then send on the same day and at the same time to eliminate the timing variant.

• Keep a log of all your tests. Record your findings so you can refer back to the specific variables tested and, more importantly, learn from them.

• Make sure testing is part of your day-to-day processes. Testing doesn't have to be daunting, and it shouldn't be something you put off due to a lack of resources — it should be part of your daily routine.

• Run tests on groups that are small, but large enough to determine a clear winner. The winning variables should then be incorporated into your larger mailing.

• Don't forget that small differences can be significant. This is especially true if your sample sizes are large. Visit Marketo's The Ultimate Guide To Test Statistics to learn all about this. And for those of you who self-proclaim, "I'm not good at math", we've got a handy A/B testing calculator you can use. (This calculator was originally designed for landing-page conversions, but it works great for email numbers. Just replace "page views" with "emails sent," and "conversion rate" with "click-through rate" or "open rate".)

• Listen to what your tests tell you! All the testing in the world won't matter if you're not making decisions and modifications to your campaigns based on what you've learned. Unused data is sad data, indeed.

4.3.4 Test Results

5 Results and Discussions

5.1 Snapshots of system with brief detail of each
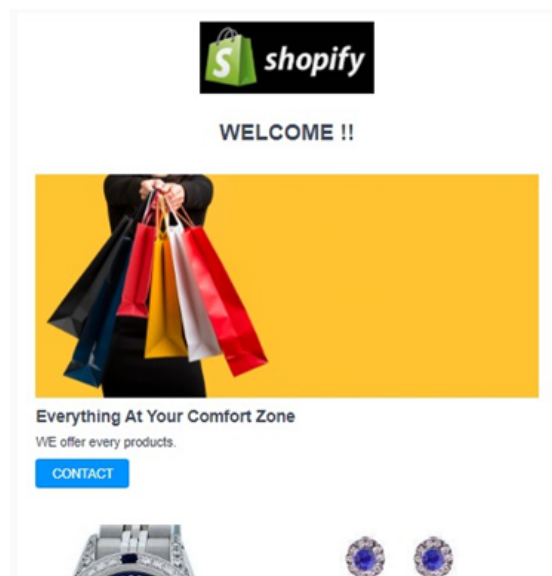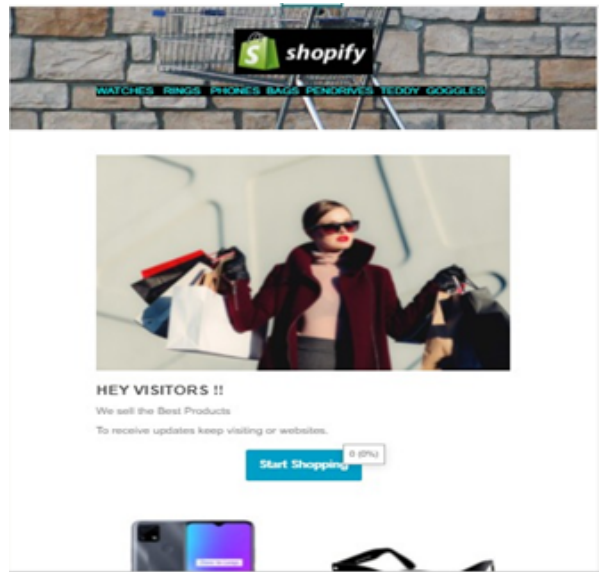
```
Shopify - Notepad
File  Edit  Format  View  Help
<th><input type="button" value="Show Details" style="width:150px;height:30px; background-color:black;color:white;"></th>

<th><input type="button" value="Show Details" style="width:150px;height:30px; background-color:black;color:white;"></th>

<th><input type="button" value="Show Details" style="width:150px;height:30px; background-color:black;color:white;"></th>

</table>

<table border="0" width="100%" bgcolor="sky-blue">
<tr>
<td bgcolor="black" width="25%"><font color="white"><b>Quick Links</b></font></td>
<td bgcolor="black" width="25%"><font color="white"><b>Follow Us</b></font></td>
<td bgcolor="black" width="25%"><font color="white"><b>Contact</b></font></td>
<td bgcolor="black" width="25%"><font color="white"><b>Search</b></font></td>
</tr>

<tr>
<td>
<ul>
<li>Electronics</li>
<li>TVs & Appliances</li>
<li>Men</li>
<li>Women</li>
</ul>

<td>
<ul>
<li>Facebook</li>
<li>Twitter</li>
<li>Instagram</li>
<li>YouTube</li>
</ul>

<td>
<ul>
<li>Shopify</li>
```
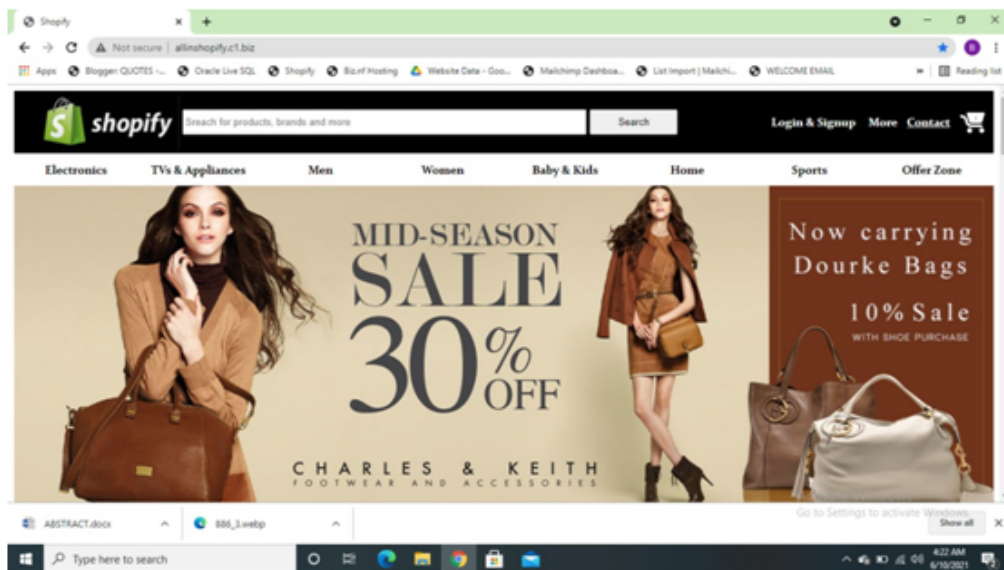
From above code we made shopify website – "http://allinshopify.c1.biz/"

By Using above data we send email to our customers using Mailchimp and Sendinblue.

6 Conclusion and Future Scope

6.1 Conclusion

Many people are drawn to Mailchimp because of its seemingly easy to use software. However, because some functions are sometimes hard to

find (for instance, how to add opt-in for new sign-ups), I feel it could still be slightly more intuitive for complete beginners.

Sendinblue have also done a pretty good job in this regard. Their drag and drop editor is fast and offers all the pre-set options you'll need. They also guide you through each step so you know that you haven't forgotten anything. They also offer the option to revert back to previous versions of the email, which is super useful.

Mailchimp, being as well known as it is, integrates with hundreds of tools. You should be able to connect just about every tool you need, except for Shopify, strangely. Sendinblue doesn't have nearly as many direct integrations available, though, like Mailchimp, they are part of Zapier's library.

That said, it does have a well-designed backend that is easy to navigate, and they do a good job of making sure you've completed all the necessary steps when setting up a new campaign.

Sendinblue is a top choice if you're looking for an easy-to-use tool that doesn't skimp on features. You'll find their prices much more reasonable than Mailchimp's and their list management to be much less of a headache.

Sendinblue's improvement in deliverability rates are a sure sign of a top provider and strong Mailchimp competitor.

6.2   Future Scope

More and more specialist superpowers are being bottled into software that everyone can use. These products aren't all called "no code" — yet they all substitute common programming tasks.

Think about creating websites, databases, workflows, integrations, mobile apps, web apps, chatbots, voice assistants etc. Take a look at these "Jobs to be done" and sample of no code tools that go with them.

The dynamics of the Ecosystem Economy will shape marketing strategies going forward. Brands and agencies will operate in dynamic struc-

tures and processes organized around platforms, networks, and market-
places

. You will (need to) participate in many of these ecosystems at the
same time to reach and serve the customers, but the most strategic
opportunity will lay in creating your own. Marketplaces thrive when
they match supply and demand and have built-in trust and delivery
assurance mechanisms.

7 Refrences

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