# IDEATION PHASE

## Define the Problem Statements

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|---|---|
| Date | 3 November 2023 |
| Team ID | NM2023TMID02623 |
| Project Name | Creating an Email Compaign in Mailchimp |

## Problem Statement:

The problem statement for creating an email campaign in Mailchimp revolves around the need to effectively reach and engage a target audience through email marketing. Many businesses and organizations struggle with developing and executing successful email campaigns that not only capture the recipient's attention but also drive desired actions, such as making a purchase or signing up for a newsletter. The challenge often includes defining clear campaign objectives, segmenting the email list, designing visually appealing and responsive email templates, crafting compelling and personalized content, and optimizing the timing and frequency of email sends. Furthermore, ensuring that these campaigns comply with regulations and best practices, like GDPR and CAN-SPAM, is essential. Solving this problem requires a comprehensive approach that leverages Mailchimp's features and tools to create email campaigns that resonate with the target audience and achieve the desired results.

## Proposed Solution:

The proposed solution for creating an email campaign in Mailchimp involves a strategic and systematic approach to overcome the challenges mentioned in the problem statement. It begins with a thorough understanding of the target audience, allowing for precise segmentation based on demographics, behavior, and preferences. Leveraging Mailchimp's user-friendly interface and templates, the solution includes the creation of visually engaging and responsive emails that resonate with the audience. Personalization plays a significant role, tailoring content and recommendations to individual recipients. Additionally, the solution emphasizes A/B testing to optimize email elements such as subject lines, content, and send times. To ensure compliance with email marketing regulations, the solution incorporates Mailchimp's compliance features and regularly updates subscribers' consent. It also includes performance tracking and analytics to

measure the success of campaigns and make data-driven adjustments. Overall, the proposed solution aims to harness the full potential of Mailchimp's capabilities to deliver effective and engaging email campaigns that drive results while adhering to industry best practices.

| Problem Statement(PS) | I am (Customer) | I am trying to | But | Because | Which makes me feel |
|---|---|---|---|---|---|
| PS-1 | Business Owner | Create an email compaign in mailchimp | I'm feeling overwhelmed | there are so many options | Tensed |
| PS-2 | Doctor | Create an email compaign in mailchimp | I'm feeling frustrated | I don't know how to start | Worried |