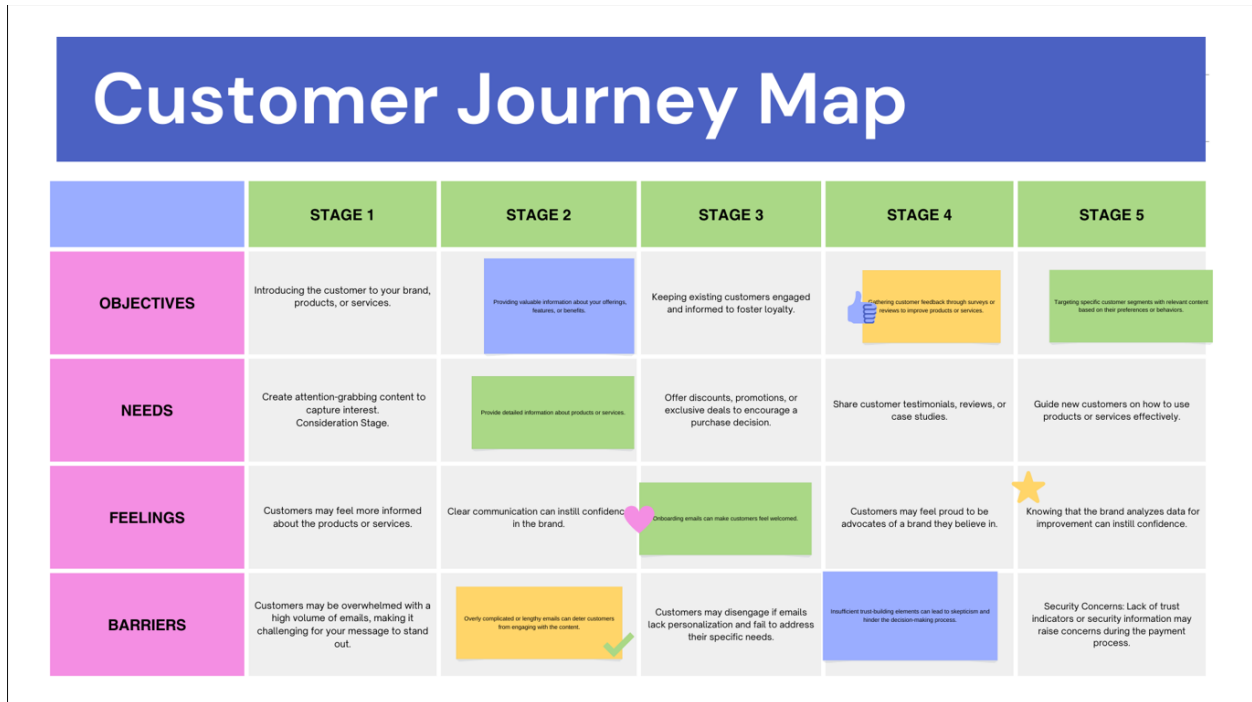


Project Design Phase- ||

Determine the Requirments(Customer Journey Maps)

Date	03 November 2023
Team ID	NM2023TMID02623
Project Name	Creating an Email Campaign Using Mailchimp

Customer Journey Map:



Requirements:

NO	Requirements	Description
1	Goal Setting	Clearly define the goals of each email campaign within the customer journey. Setting goals ensures that campaigns align with broader business objectives.
2	Automation Setup	Utilize MailChimp's automation features for triggered and drip campaigns. Automation ensures timely and relevant communication based on customer actions.

3	Personalization Strategies	Implement dynamic content and personalization based on customer data. Personalized content enhances customer engagement and satisfaction. Multichannel Integration.
4	A/B Testing Capability	Use MailChimp's A/B testing features to optimize campaign elements. Testing helps identify the most effective strategies for improving campaign performance.