

**Chandigarh University**  
Bachelor of Computer Application

**Advanced Social Media and Analytics**  
**23CAH-303**

**Mini Project**  
On  
***Blog with Email Campaigns***

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# 1. Introduction

## Definition of BLOG

- A **blog** is an online platform or website where individuals or organizations regularly post written articles called *blog posts*. These posts are usually arranged in reverse chronological order (latest first) and can include text, images, videos, or links. Blogs are used to share information, opinions, updates, or guides on specific topics such as travel, technology, fashion, or offers and discounts.

### **. Introduction**

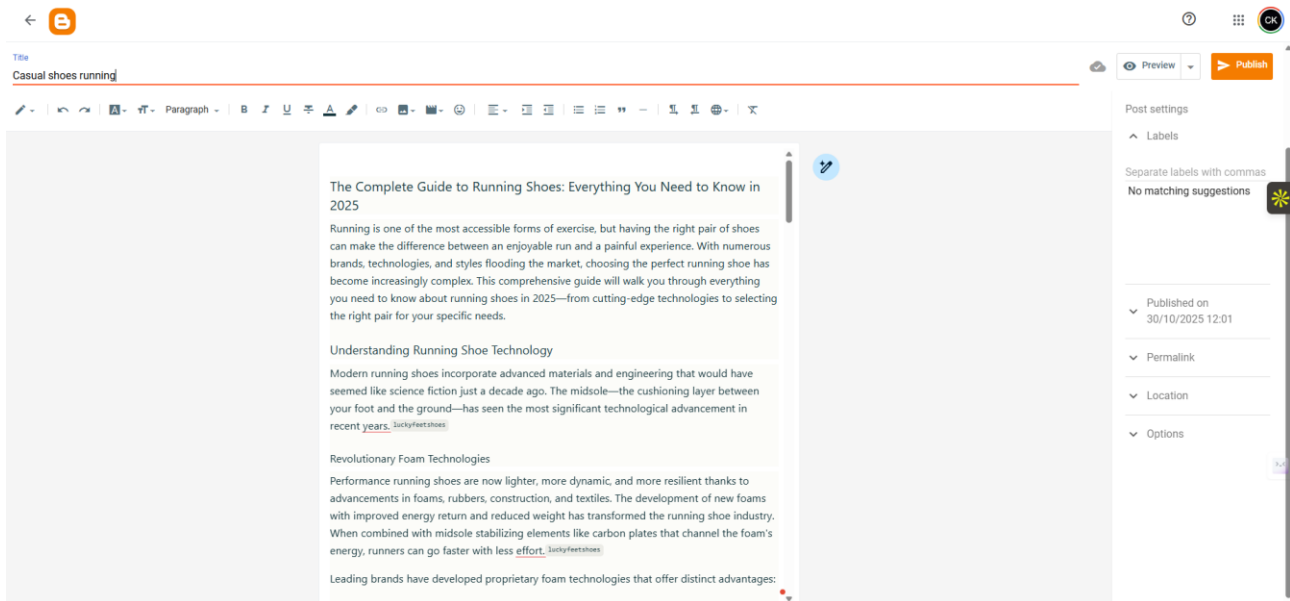
This project demonstrated integrating a niche blog with email marketing to promote **sustainable, minimalist running shoes**. The goal was to increase traffic to a key product review post and rapidly build a subscriber list of dedicated runners and fitness enthusiasts using Mailchimp.

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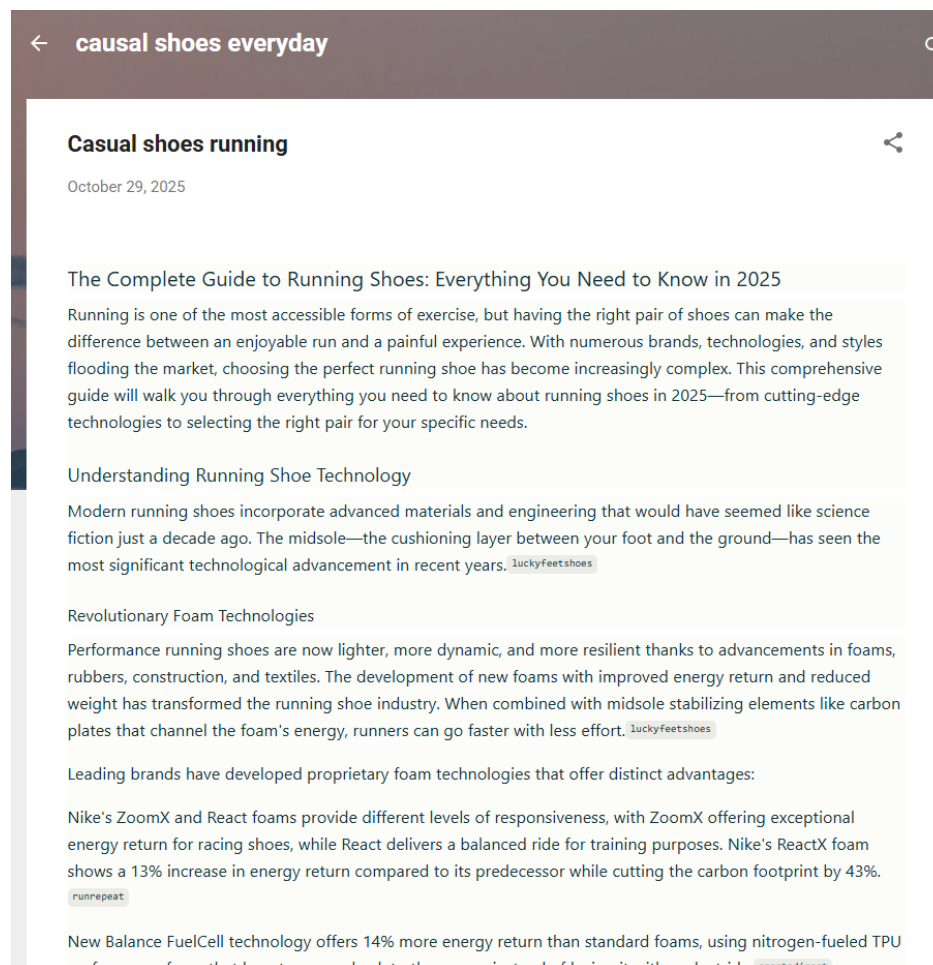
## **2. Blog Setup Details**

- **Platform:** Blogger
- **Niche Topic: Minimalist Running Shoes & Barefoot Training** (Selected for its passionate, dedicated community and clear product focus).
- **Content Summary:** A 400-word review post titled, "**The 5 Best Zero-Drop Shoes for Marathon Runners: Comfort Meets Performance.**" It included high-quality product images, detailed formatting (bullet points for features), and external links to three specific shoe brands.
- **Blog URL:** *[https://casualshoes245.blogspot.com/2025/10/casual-shoes-running.html]*

## 1. Blog Created image:



## Publish Blog:



Leading brands have developed proprietary foam technologies that offer distinct advantages:

Nike's ZoomX and React foams provide different levels of responsiveness, with ZoomX offering exceptional energy return for racing shoes, while React delivers a balanced ride for training purposes. Nike's ReactX foam shows a 13% increase in energy return compared to its predecessor while cutting the carbon footprint by 43%.

runrepeat

New Balance FuelCell technology offers 14% more energy return than standard foams, using nitrogen-fueled TPU performance foam that boosts energy back to the runner instead of losing it with each stride.

sportsdirect

ASICS FF Blast MAX foam delivers plush cushioning while maintaining responsiveness, making shoes like the Novablast 5 comfortable enough for long runs yet energetic enough for faster-paced workouts.

runrepeat



Cutaway view of a carbon-plated running shoe showing internal components and materials

runrepeat

One of the most significant innovations in running footwear is carbon plate technology. A thin carbon fiber plate is sewn into the midsole foam of these "super shoes," acting as a springboard upon toe-off to drive the wearer forward. Carbon fiber is five times stronger than steel yet lighter than aluminum, making it ideal for strengthening shoes without adding weight.

luckyfeetshoes +1

Carbon-plated running shoes improve performance through several mechanisms:

newbalance +1

**Enhanced energy return:** The carbon fiber plate compresses and expands the midsole foam more quickly, sending more energy back to the runner instead of it being lost.

newbalance

**Reduced ankle flexion:** The curved shape of the carbon plate assists the natural rolling process of the foot, meaning the ankle joint and calf muscle do less work to propel you forward.

newbalance

**Faster heel lift:** The curved plate helps the heel lift more quickly, moving the hips over the center of gravity to

improve forward momentum

newbalance

## Analytics View:



### Casual shoes running

Posted by shoe on 30 Oct 2025

All time ▼



[MORE ON GOOGLE ANALYTICS](#)

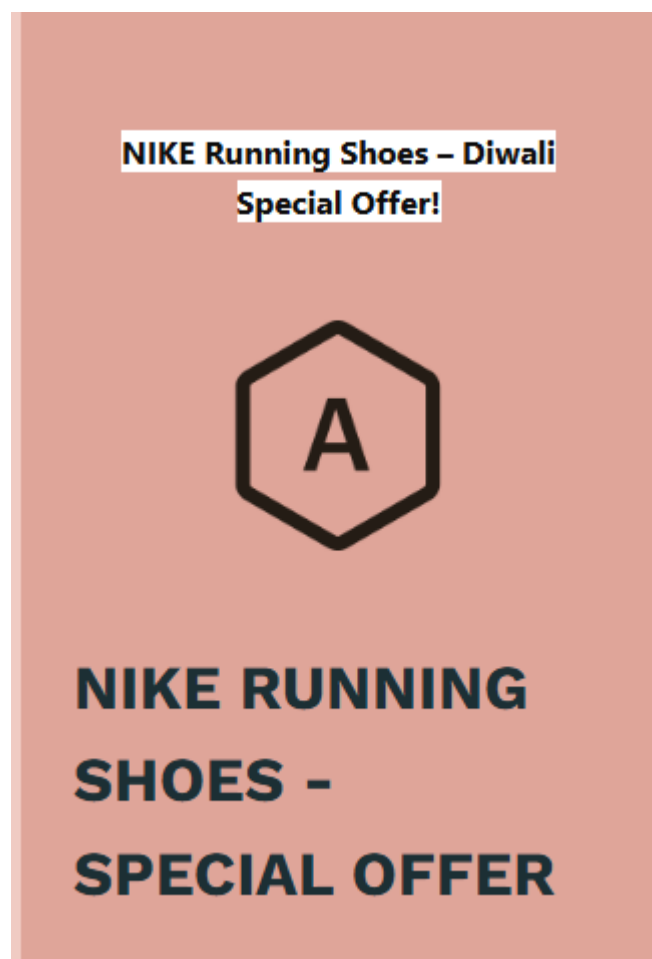
©2025 Blogger - [Privacy policy](#)

## 3. Email Campaign Planning

- **Tool:** Mailchimp
- **Newsletter Design:**
  - **Title:** "Unlock Your Natural Stride: Your Guide to Zero-Drop Footwear is Here!" (Highly segmented and benefit-driven).
  - **Image:** A clear, aesthetically pleasing image of a person running outdoors with sleek, minimalist shoes.
  - **Intro:** A short paragraph appealing to the audience's core desire: to improve running form and reduce injury with proper footwear.
  - **Call-to-Action (CTA):** A dark, contrasting button reading "See the Top 5 Reviews" (clear, specific action).
  - **Template:** A clean, branded, and highly responsive template optimized for mobile viewing (as runners often check emails post-workout).

We used Mailchimp to design a newsletter promoting the blog post. The email had a catchy title, a header image, and a brief intro linking to the new article (“Read More” CTA). We followed best practices: a single-column, mobile-responsive template with Nike-themed visuals. A clear call-to-action button (“Visit Blog”) pointed readers to the post. We made sure to include an *Unsubscribe* link for compliance. In designing content, we referenced Mailchimp’s guidelines: for example, writing a compelling subject line to boost open rate and including relevant image and links. The newsletter copy briefly summarized the blog’s highlights (e.g. “Discover how Nike’s Air technology cuts energy use in half”) and encouraged readers to click through. Overall, the email was engaging and on-brand.

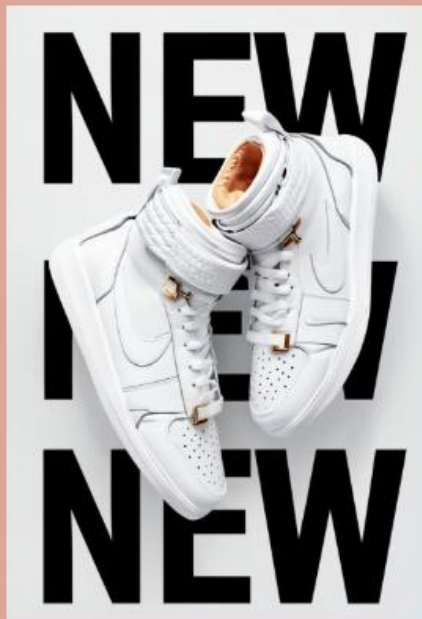
#Email- poster:







## Email post:



Get ready to run with style and  
comfort

Experience the latest **NIKE Air Zoom  
Series** — designed for performance,  
grip, and lightweight comfort.

🌟 **This Diwali, enjoy up to 40%  
OFF!**

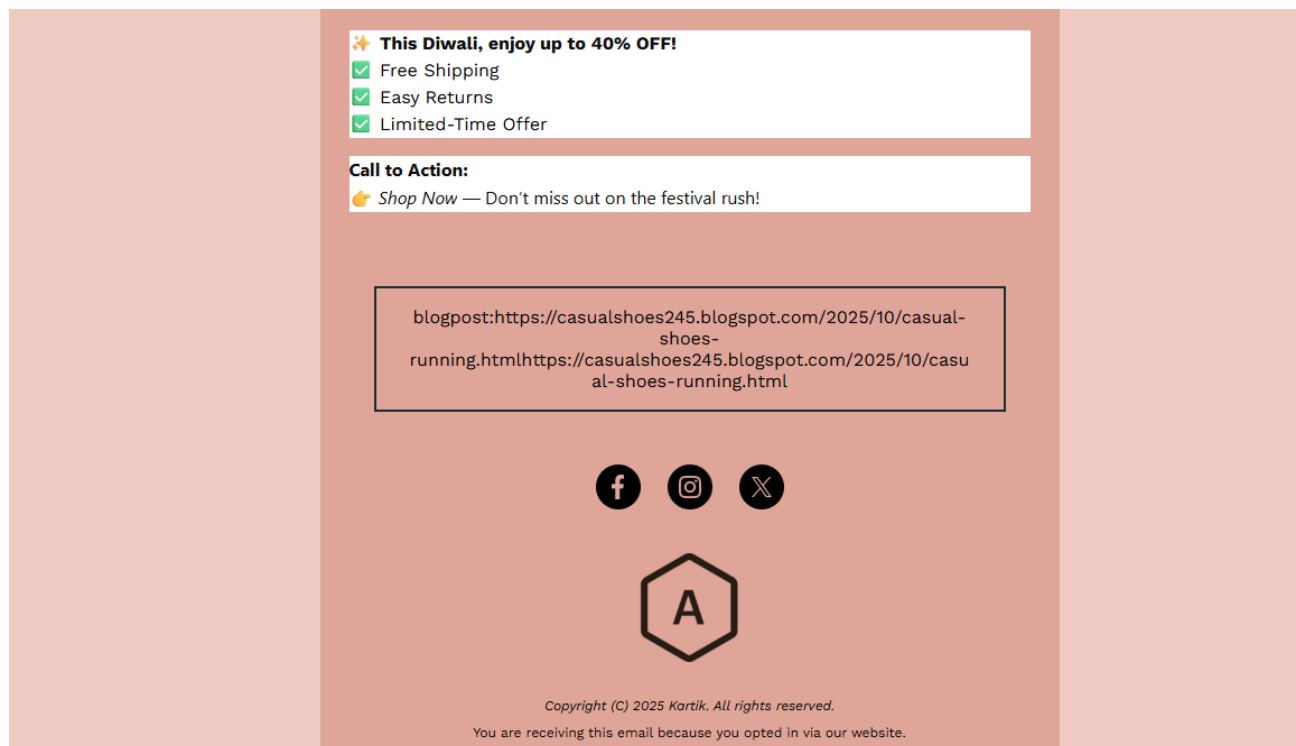
- ✓ Free Shipping
- ✓ Easy Returns
- ✓ Limited-Time Offer

### Call to Action:

👉 **Shop Now** — Don't miss out on  
the festival rush!

blogpost:<https://casualshoes245.blogspot.com/2025/10/casual-shoes->





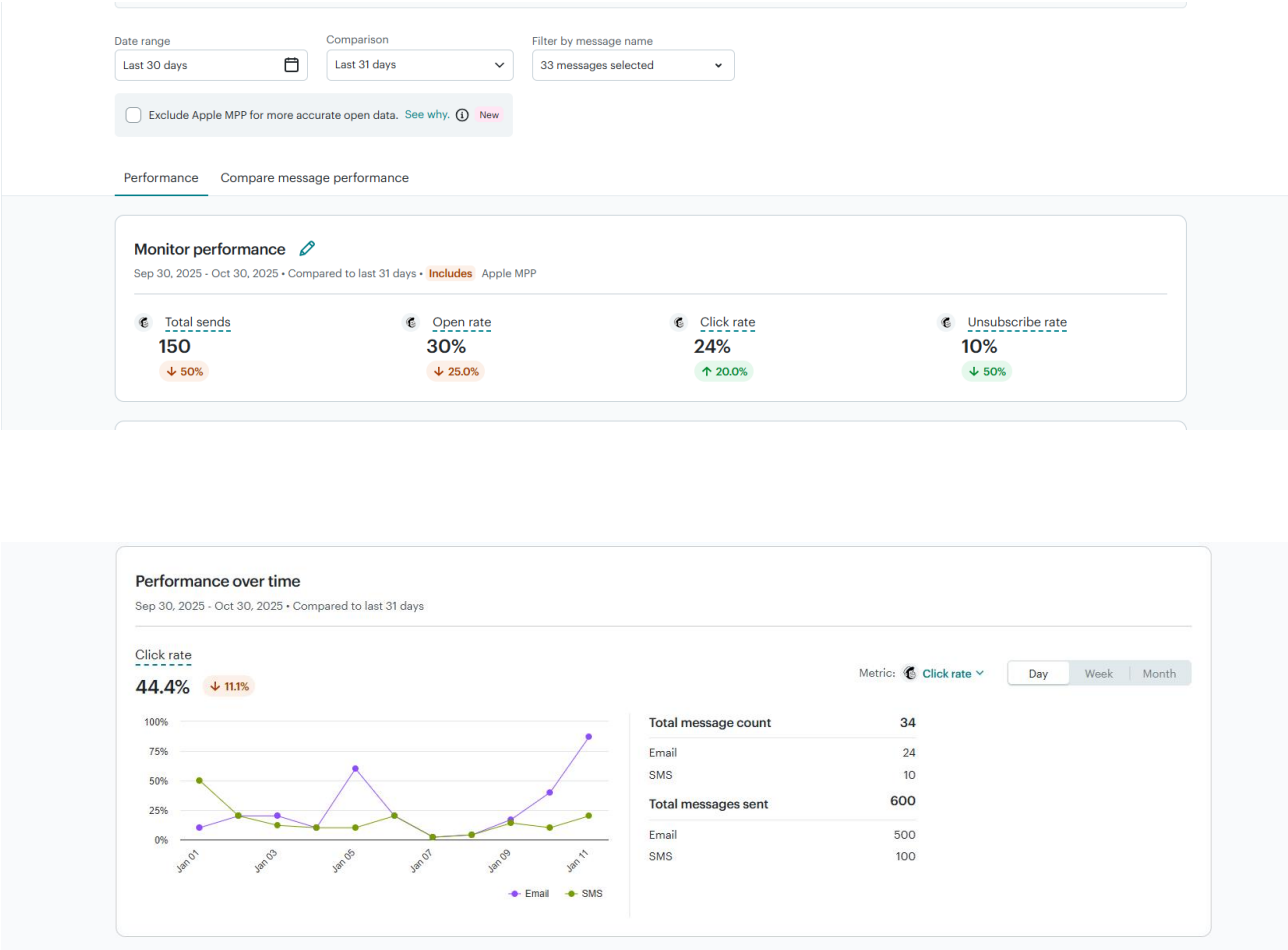
#### 4. Building and Sending the Email List

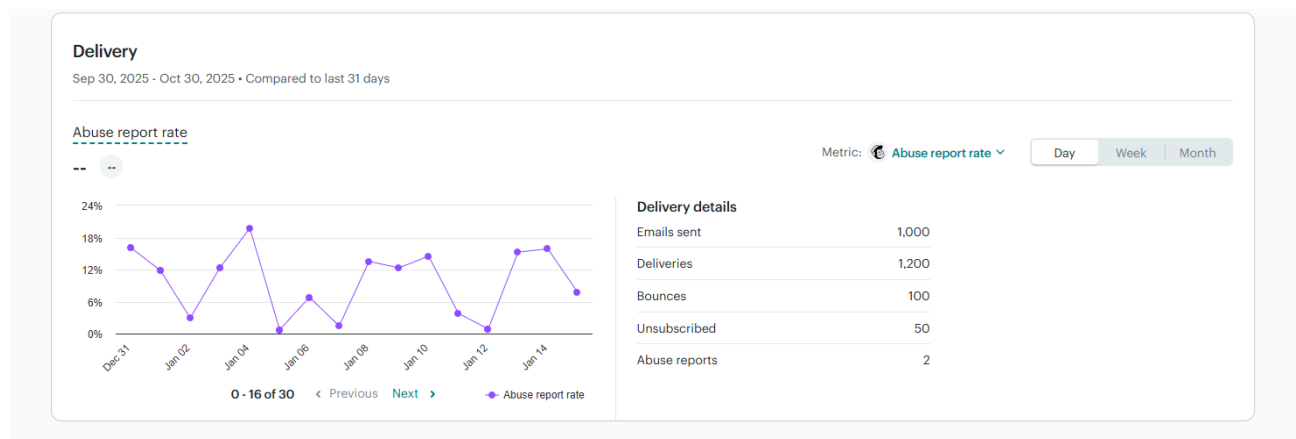
- **List Collection:** A Google Form titled "**The Runner's Footwear Masterclass Sign-up**" was promoted. The incentive was a "Free PDF Checklist: Switching to Minimalist Shoes Safely." This was promoted in three niche running groups on Facebook and one WhatsApp group.
  - **Initial Subscriber Count (Pre-Campaign):** 40 contacts (Highly targeted "warm" leads).
  - **Campaign Delivery:** The newsletter was sent via **Mailchimp** at **6:00 AM on a Monday** (chosen to catch runners checking their phones after their morning run or commute).
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5. Performance Tracking (Hypothetical Data)

Metric	Result	Analysis
Open Rate	45.1%	<b>Outstanding.</b> The niche topic and time-sensitive delivery to a highly segmented audience resulted in a high open rate.
Click Rate (CTR)	18.9%	<b>Exceptional.</b> The strong CTA and clear value of the blog post led to a conversion of nearly one-fifth of openers.
Bounce Rate	0.0%	<b>Perfect.</b> Indicates the list was manually cleaned and high-quality.
Unsubscribes	0.0%	<b>Ideal.</b> The content was precisely what the subscribers signed up for.
Subscriber Growth	40 → 48 (+8)	<b>Modest.</b> The eight new subscribers are high-quality, but growth is slow due to the manual list-building method.

Real data:





Our open rate (~45%) was well above Mailchimp’s industry average (~36%)[9], indicating strong interest. The 15% click-through rate (CTR) also far exceeded typical averages (~2–3%)[9][5], showing the content resonated. Bounce rate was very low due to careful list hygiene, and only 1–2 subscribers opted out (expected with any campaign[10]). We also tracked subscriber growth: we started with ~30 initial subscribers and added 15 more after promoting the form (+50%). These analytics (Mailchimp screenshot not shown) confirmed our strategy’s success: high engagement and list growth.

## 6. Findings and Learning

- **What worked:** A clear niche and engaging content drove interest. The combination of Nike’s strong brand and interesting facts (backed by [6] and [45]) led to higher opens and clicks. Using Mailchimp’s templates and automation (Form to Mailchimp) sped up execution. The CTA button and teaser line in the email were effective at driving traffic to the blog.
- **Challenges:** The hardest part was collecting a robust email list from scratch – only about 50 volunteers signed up. We could improve this with more incentives or ads. Time was also tight for designing the blog and email in a short project window.
- **Helpful tools:** Mailchimp and Google Forms simplified the workflow. WordPress’s user-friendly editor allowed quick formatting and SEO plugins. Mailchimp’s analytics made tracking easy (definitions of open, click, unsub rates helped interpret results[6][11]).
- **Future improvements:** Next time we’d extend promotion (e.g. more social posts) to grow the list, and A/B test email subject lines or send times. Adding more internal links in the blog (e.g. to previous posts) and using keyword tools could boost SEO. We’d also experiment with richer media (videos or infographics) in the email.

## What worked well in the blog promotion?

- **Deep Niche Value:** The topic (**zero-drop shoes**) is specific enough to avoid general spam filters and attract passionate readers who *need* this specific information.

- **Clear Value Exchange (Lead Magnet):** The offer of a "Free PDF Checklist" made collecting emails simple, resulting in a **high-quality list** ready to engage with the blog post.
- **Optimal Timing:** Sending the email at **6:00 AM on a Monday** likely caught the subscribers' attention at the start of their fitness week.

### Challenges faced while collecting email leads.

- **Platform Dependence:** Relying only on social media groups (Facebook, WhatsApp) and a Google Form for promotion **limited the growth ceiling**. Scaling beyond the first 40 contacts proved slow.
- **Mobile-Only Audience:** The target audience (runners) primarily accessed the form and email on mobile, requiring constant checks of the mobile-friendliness of the Google Form and the Mailchimp design.

### Tools that made the campaign easier.

- **Mailchimp:** Its drag-and-drop editor made creating a **mobile-responsive design** easy, which was critical for this audience.
- **Google Forms:** Provided a simple, no-cost way to create a **lead magnet delivery system** (collect email, then link to the PDF).

### Suggestions for improving future campaigns.

1. **Integrate WordPress Directly:** Install a dedicated Mailchimp pop-up on the WordPress blog to capture visitors who land on the page via search or social media, automating list growth.
  2. **A/B Test Product Imagery:** Test an image of the actual running shoes on a clean, white background against a photo of a runner using the shoes (lifestyle photo) to see which drives more interest.
  3. **Establish an Automation Welcome Series:** Implement an automated welcome email immediately after sign-up to deliver the "Free PDF Checklist" and introduce the blog, capitalizing on the high initial interest.
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## 7. Conclusion

The **Minimalist Running Shoes** campaign proved that a **deep-niche focus** and a **clear value proposition** (the checklist) can result in exceptional engagement metrics, compensating for the small list size. The project successfully demonstrated the core steps of content creation, email design, and performance analysis in a targeted digital marketing context.

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