



COURSE NAME : DIGITAL MARKETING

GROUP NUMBER : 11

PROJECT TITLE : CREATE AN EMAIL CAMPAIGN  
IN MAILCHIMP

YEAR : 2023

DEPARTMENT : HANDLOOM AND TEXTILE  
TECHNOLOGY

SEMESTER : 07

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MANAGEMENT STUDIES

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# INTRODUCTION

Email campaigns are a fundamental and highly effective tool in the realm of digital marketing. They allow businesses to engage with their target audience, build brand awareness, nurture leads, and drive conversions. In this digital age, where almost everyone has an email address, email campaigns have become an indispensable strategy for connecting with customers and prospects.

At its core, an email campaign involves sending a series of targeted, well-crafted emails to a list of subscribers with specific goals in mind. These campaigns can take many forms, including newsletters, product announcements, promotional offers, and more.

- Email marketing is remarkably cost-effective when compared to traditional advertising channels. With minimal overhead and no postage costs, businesses can reach a large audience without breaking the bank.
- Email campaigns have consistently demonstrated a high return on investment. The ability to personalize content and target specific demographics enhances the chances of conversion, making it a valuable tool for revenue generation.
- One of the significant advantages of email marketing is the ability to segment your audience. By sending tailored content to different groups of subscribers, you can address their specific needs and interests, improving engagement and conversion rates.

- With the use of analytics, businesses can track the performance of email campaigns in real-time. Metrics like open rates, click-through rates, and conversion rates provide valuable insights for optimizing future campaigns.
- Marketing automation tools allow businesses to streamline their email campaigns. Automation can be used for drip campaigns, welcome series, and lead nurturing, ensuring that subscribers receive timely and relevant content.
- Email campaigns can be highly personalized, addressing recipients by name and offering product recommendations based on their previous interactions with the brand. Personalization builds trust and fosters customer loyalty.
- Email campaigns can reach a global audience instantly, breaking down geographical barriers and enabling businesses to expand their market reach.
- Email campaigns enable two-way communication between businesses and their customers. It allows for feedback, inquiries, and the opportunity to build a relationship with subscribers.

# **OBJECTIVES OF EMAIL CAMPAIGN:**

- Increase sales and revenue
- Lead generation
- Customer retention
- Brand awareness
- Website traffic
- Engagement and interaction
- List growth
- Cart abandonment recovery
- Educational content
- Event promotion
- Feedback and service
- Segmentation and personalization
- Social media engagement
- Customer support
- Mobile optimization

# PROJECT DESCRIPTION

To create an email campaign in MailChimp, log in to your account, click the "Create" button, select "Email" as the campaign type, and then follow the steps to design your email, import your mailing list, set up tracking and analytics, and schedule or send your campaign to your subscribers. MailChimp provides a user-friendly interface with customizable templates, making it easy to design visually appealing emails and reach your target audience effectively. Additionally, MailChimp offers robust analytics to help you track the performance of your campaign and make informed decisions for future email marketing efforts.

**Project title:** Create an email campaign in MailChimp

**Brand name:** Elite Fashion

**Category:** Clothing shop

**Email:** [usergates2020@gmail.com](mailto:usergates2020@gmail.com)

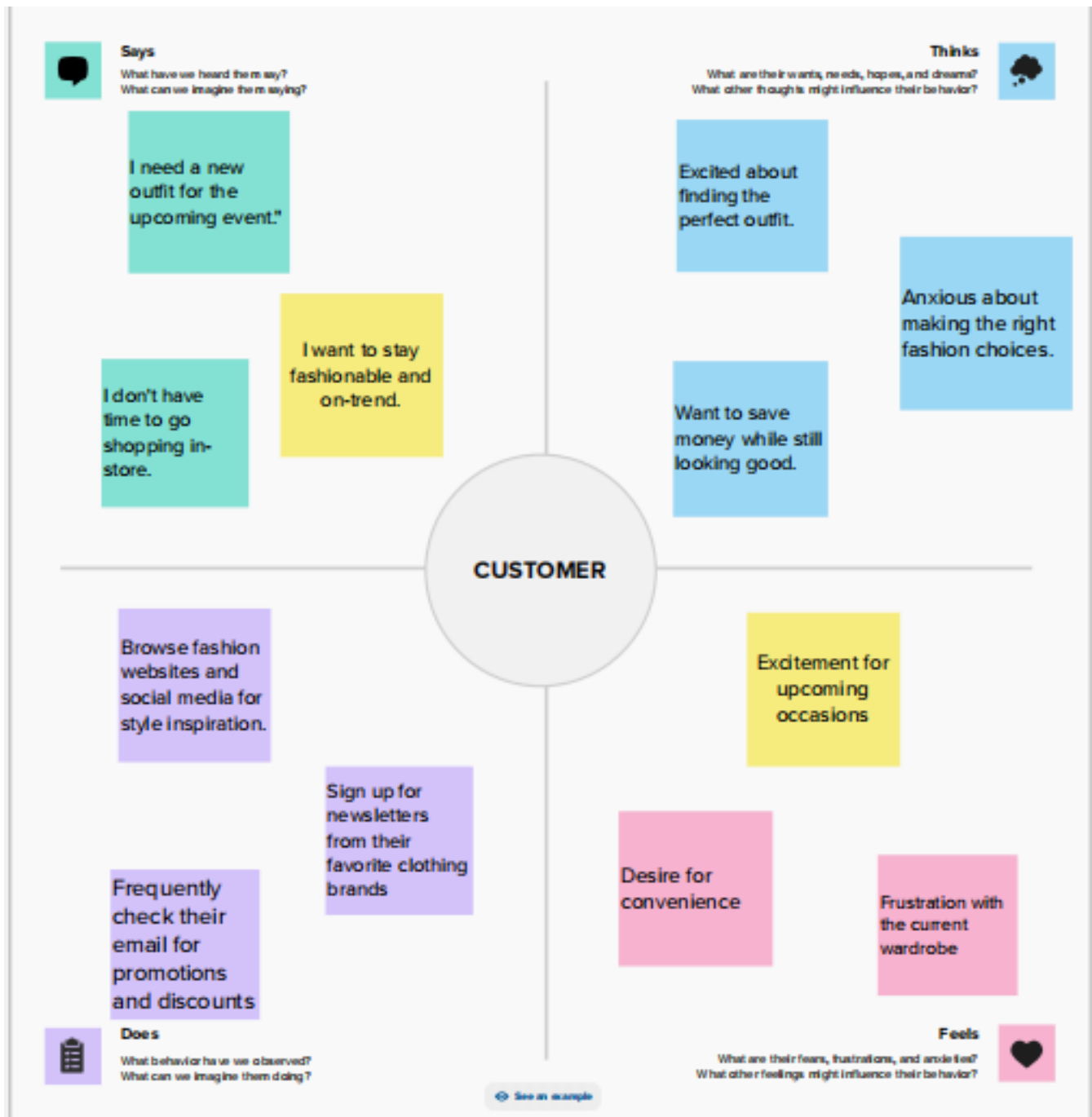
**Target audience:** Men and Women

**Email campaign project link:**

<https://mailchi.mp/a3b0f98caec2/elite-fashion?e=4c2e232c7d>



# EMPATHY MAP



# IDEATION AND BRAINSTORM MAP

## Brainstorm & Idea prioritization

Use this template to generate ideas and prioritize them. It's a great way to get your team's input and to make sure you have a good mix of ideas to work with.

1. Generate ideas
2. Prioritize ideas

1. Generate ideas

2. Prioritize ideas

3. Evaluate ideas

4. Implement ideas

5. Monitor ideas

6. Review ideas

7. Report ideas

8. Celebrate ideas

9. Share ideas

10. Reflect on ideas

### Brainstorm

Generate ideas for your project. Use the following questions to guide you:

- What are the goals of the project?
- What are the challenges?
- What are the opportunities?
- What are the risks?
- What are the resources?
- What are the constraints?
- What are the stakeholders?
- What are the timelines?
- What are the budgets?
- What are the metrics?
- What are the deliverables?
- What are the milestones?
- What are the dependencies?
- What are the risks?
- What are the opportunities?
- What are the challenges?
- What are the goals of the project?

### Idea prioritization

Use the following criteria to prioritize your ideas:

- Impact
- Effort
- Resources
- Risks
- Stakeholders
- Timelines
- Budgets
- Metrics
- Deliverables
- Milestones
- Dependencies
- Risks
- Opportunities
- Challenges
- Goals of the project

### Evaluate ideas

Use the following criteria to evaluate your ideas:

- Impact
- Effort
- Resources
- Risks
- Stakeholders
- Timelines
- Budgets
- Metrics
- Deliverables
- Milestones
- Dependencies
- Risks
- Opportunities
- Challenges
- Goals of the project

### Implement ideas

Use the following criteria to implement your ideas:

- Impact
- Effort
- Resources
- Risks
- Stakeholders
- Timelines
- Budgets
- Metrics
- Deliverables
- Milestones
- Dependencies
- Risks
- Opportunities
- Challenges
- Goals of the project

### Monitor ideas

Use the following criteria to monitor your ideas:

- Impact
- Effort
- Resources
- Risks
- Stakeholders
- Timelines
- Budgets
- Metrics
- Deliverables
- Milestones
- Dependencies
- Risks
- Opportunities
- Challenges
- Goals of the project

### Review ideas

Use the following criteria to review your ideas:

- Impact
- Effort
- Resources
- Risks
- Stakeholders
- Timelines
- Budgets
- Metrics
- Deliverables
- Milestones
- Dependencies
- Risks
- Opportunities
- Challenges
- Goals of the project

### Report ideas

Use the following criteria to report your ideas:

- Impact
- Effort
- Resources
- Risks
- Stakeholders
- Timelines
- Budgets
- Metrics
- Deliverables
- Milestones
- Dependencies
- Risks
- Opportunities
- Challenges
- Goals of the project

### Celebrate ideas

Use the following criteria to celebrate your ideas:

- Impact
- Effort
- Resources
- Risks
- Stakeholders
- Timelines
- Budgets
- Metrics
- Deliverables
- Milestones
- Dependencies
- Risks
- Opportunities
- Challenges
- Goals of the project

### Share ideas

Use the following criteria to share your ideas:

- Impact
- Effort
- Resources
- Risks
- Stakeholders
- Timelines
- Budgets
- Metrics
- Deliverables
- Milestones
- Dependencies
- Risks
- Opportunities
- Challenges
- Goals of the project

### Reflect on ideas

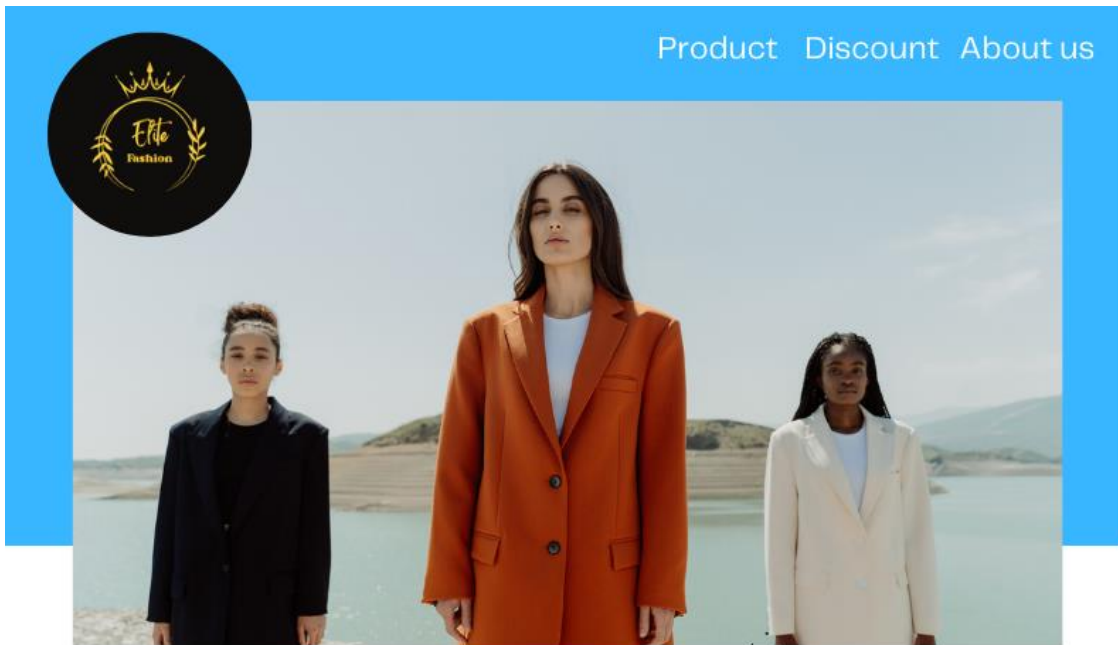
Use the following criteria to reflect on your ideas:

- Impact
- Effort
- Resources
- Risks
- Stakeholders
- Timelines
- Budgets
- Metrics
- Deliverables
- Milestones
- Dependencies
- Risks
- Opportunities
- Challenges
- Goals of the project

## BRAND LOGO



# POSTER FOR EMAIL CAMPAIGN



## NEW COLLECTIONS

*We have a variety of trendy collections in formal and casual wears...*

**GRAB YOURS!**



**Denim Jacket**  
\$15



**Outer gray**  
\$12



**Outer brown**  
\$18

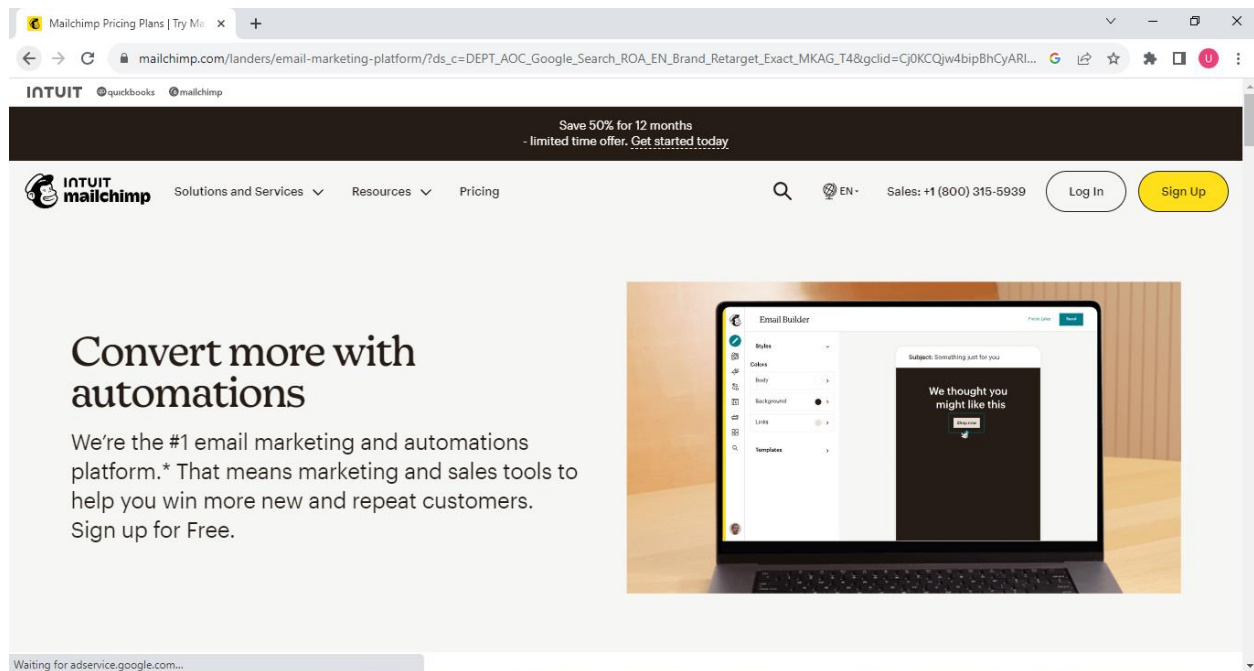
SHOP NOW

## NAVIGATION

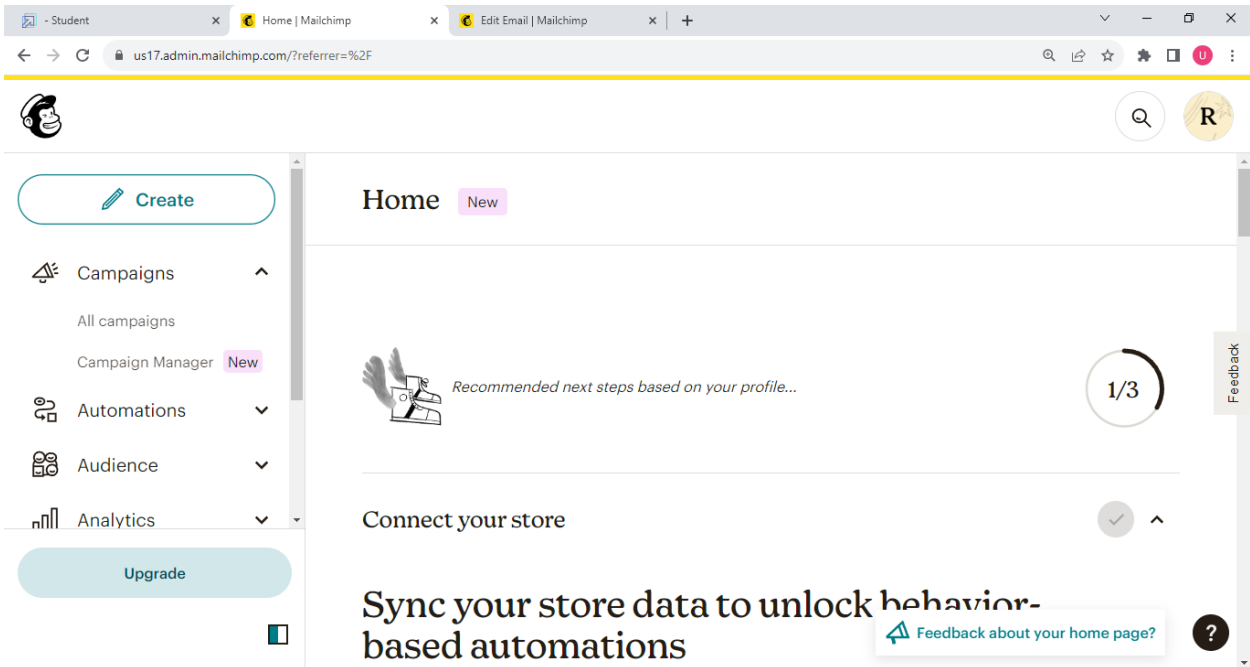
[https://mailchimp.com/landers/email-marketing-platform/?ds\\_c=D](https://mailchimp.com/landers/email-marketing-platform/?ds_c=D)

## CREATE

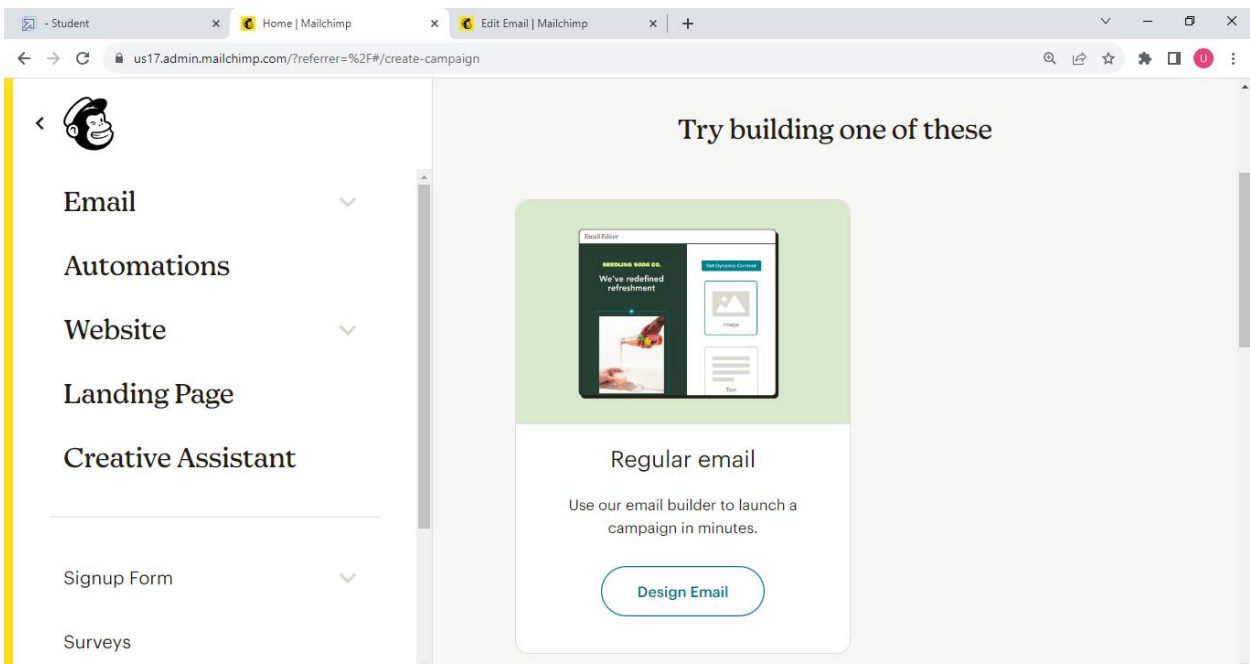
- Click “Log in”



- Click “create”

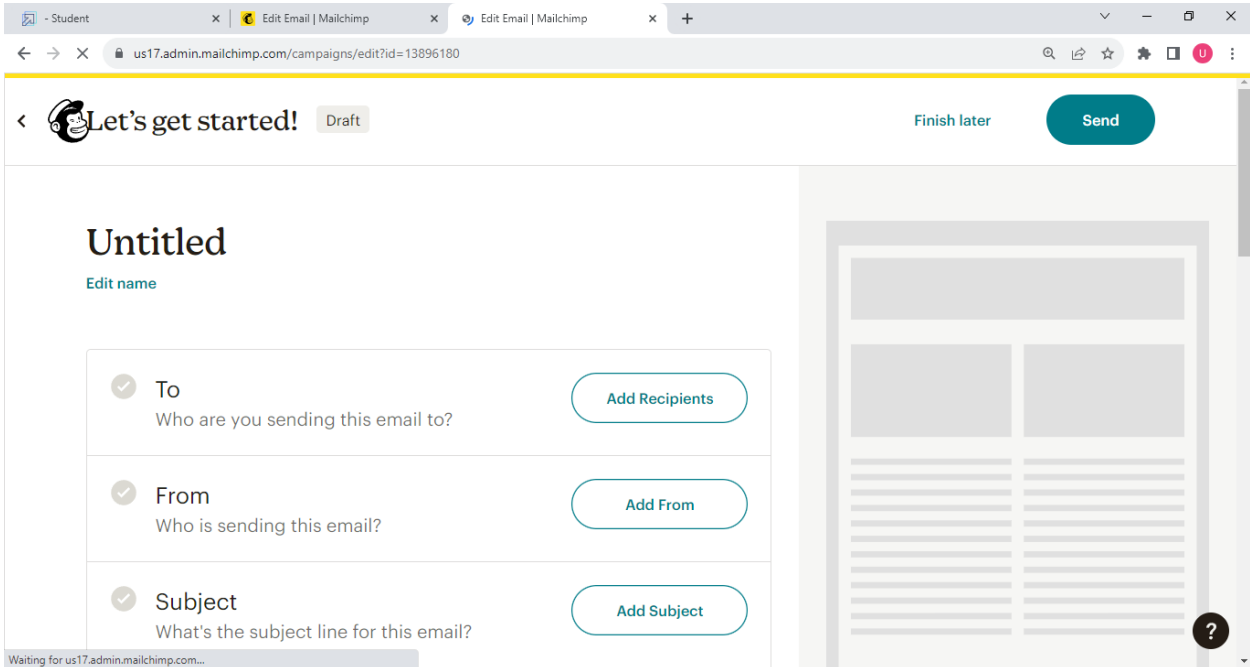


- Click "Design Email" In Regular Email



## Add Recipients - Import Contacts

- Click "Add Recipients"



## Organize Contacts and Tag

- Click "Import Contacts"

Add Contacts by Clicking the Below Options You Prefer and Click Continue


- Add Contacts by Clicking the Below Options You Prefer and Click Continue


us17.admin.mailchimp.com/lists/members/import?id=1362380


## Import Contacts

Choose Method

Exit

 Import from another service  
Import contacts automatically from tools you already use.

 Upload a file  
Import contacts from a CSV or tab-delimited TXT file.  
[More info](#)

 **Copy and paste**  
Directly paste in new contacts from a spreadsheet or similar list.

Continue

Feedback

?

- Copy Paste the Mail Address of Recipients and Click Continue to Organize

us17.admin.mailchimp.com/lists/members/import?id=1362380

## Import Contacts

Choose Method > **Import**

Exit

Paste your contact information into this box using commas to separate each field. There should be one contact per line.

35 galisunil44@gmail.com, Sunil, salem

36 tejaravi8494@gmail.com, Ravi, salem

37 tapesdhakate14@gmail.com, Tapes, Salem

38 svsaivaraprasad@gmail.com, Sai, Salem

39 ishamuthamil06@gmail.com, Isha, salem

40 velmuruganvignesh9@gmail.com, Vignesh, salem

41 gokulraj1348@gmail.com, gokul, Salem

Continue to Organize

Feedback

?



- Click The Dropdown Button and Select the Status of Your Contacts and Click Continue to Tag

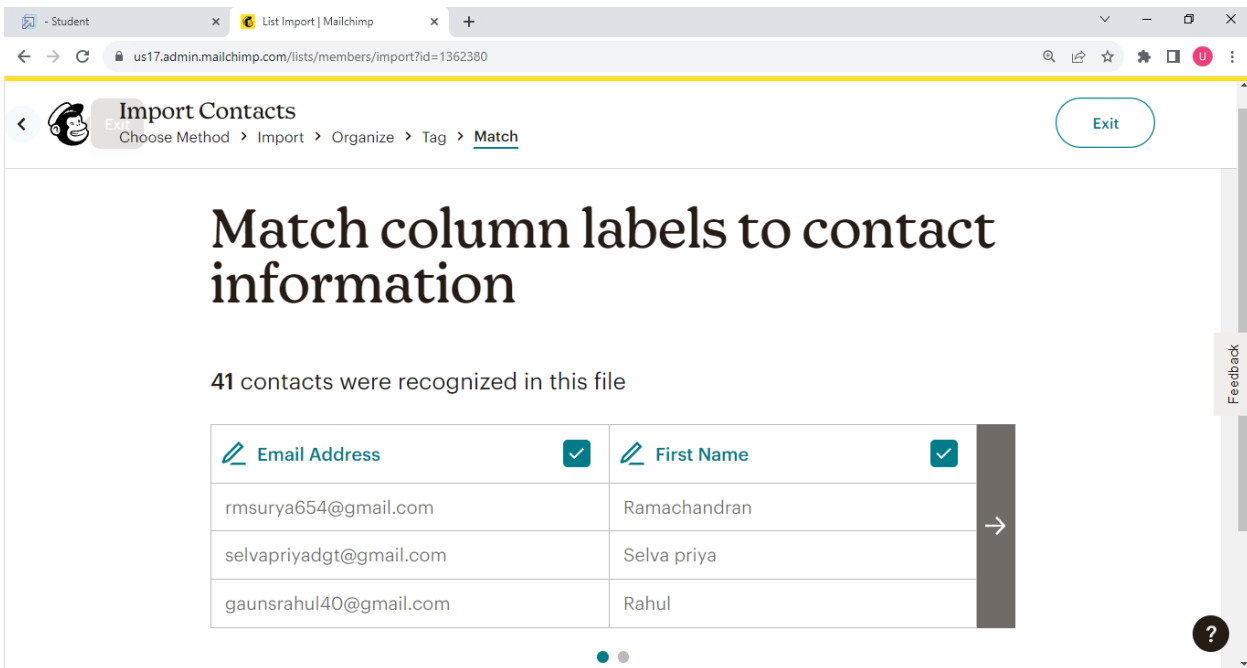
The screenshot shows the Mailchimp 'Import Contacts' interface, specifically the 'Organize' step. The breadcrumb trail is 'Choose Method > Import > Organize'. The main heading is 'Organize your contacts'. A dropdown menu labeled 'Select a status' is set to 'Subscribed'. Below this, a text block explains that the 'Subscribed' status indicates permission to market to contacts, with a link to 'Importance of Permission'. A checkbox labeled 'Update any existing contacts' is checked, with a note that it will replace existing information. At the bottom is a 'Continue to tag' button. The page includes an 'Exit' button in the top right and a 'Feedback' link on the right side.

- Add Tags for Your Contacts for Organize Them Easily and Click Continue to Match

The screenshot shows the Mailchimp 'Import Contacts' interface, specifically the 'Tag' step. The breadcrumb trail is 'Choose Method > Import > Organize > Tag'. The main heading is 'Tag your contacts'. A text block explains that tags are simple words or phrases used to organize contacts. There are two sections for adding tags: 'Search for or create tags' and 'Choose from popular tags'. The 'Search for or create tags' section has a search bar with existing tags 'Customer', 'Member', and 'buyers' displayed. The 'Choose from popular tags' section has buttons for '2023', 'Staff', and 'Influencer'. At the bottom is a 'Continue To Match' button. The page includes an 'Exit' button in the top right and a 'Feedback' link on the right side.

## Finalize Import

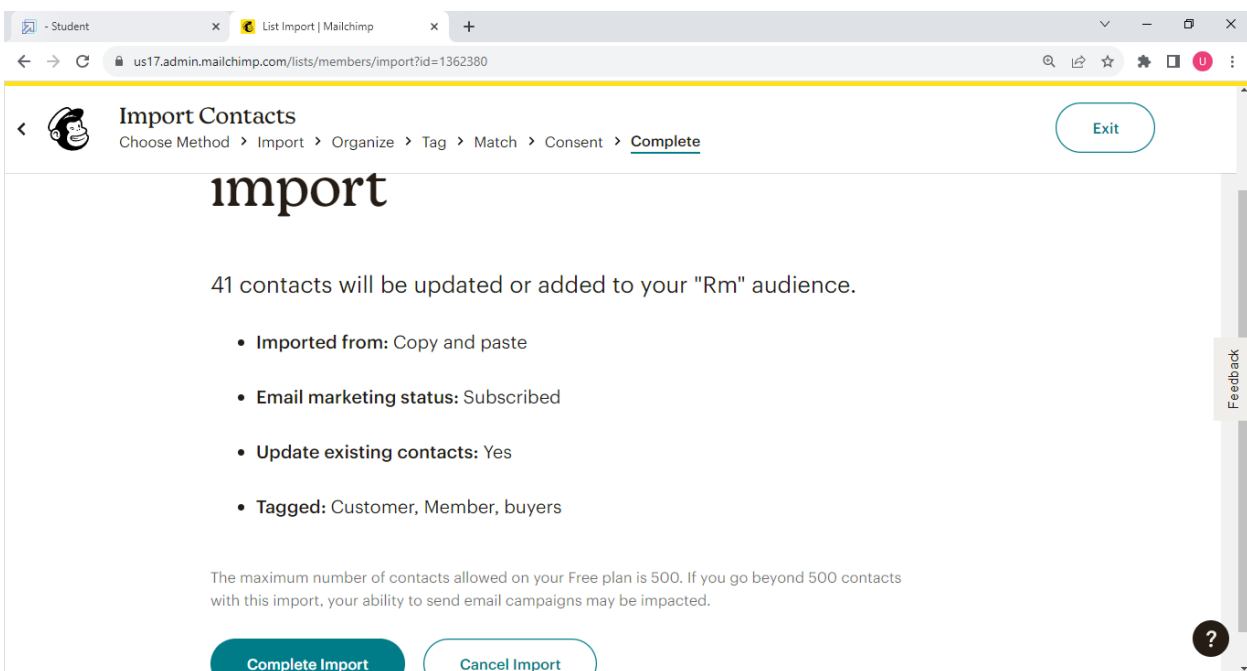
- Finalize Import



The screenshot shows the Mailchimp 'Import Contacts' interface at the 'Match' step. The breadcrumb trail is 'Choose Method > Import > Organize > Tag > Match'. The main heading is 'Match column labels to contact information'. Below this, it states '41 contacts were recognized in this file'. A table with two columns, 'Email Address' and 'First Name', both with checkmarks, displays three rows of contact data. A right arrow button is on the right side of the table. The 'Exit' button is in the top right corner.

Email Address	First Name
rmsurya654@gmail.com	Ramachandran
selvapriyadgt@gmail.com	Selva priya
gaunssrahul40@gmail.com	Rahul

- Click "Complete Import"



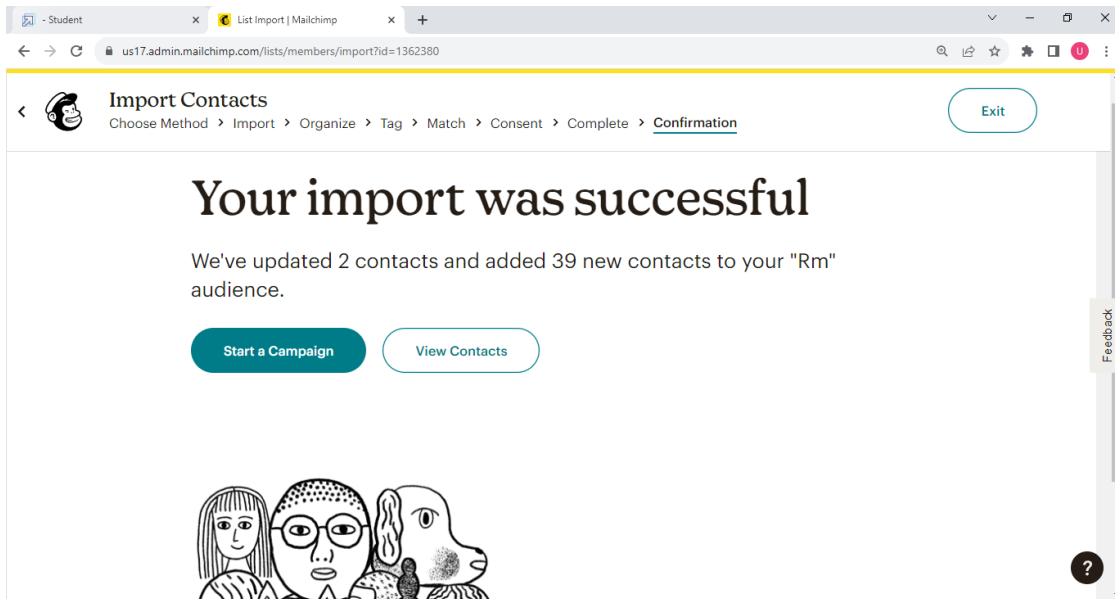
The screenshot shows the Mailchimp 'Import Contacts' interface at the 'Complete' step. The breadcrumb trail is 'Choose Method > Import > Organize > Tag > Match > Consent > Complete'. The main heading is 'import'. Below this, it states '41 contacts will be updated or added to your "Rm" audience.' followed by a list of import settings: 'Imported from: Copy and paste', 'Email marketing status: Subscribed', 'Update existing contacts: Yes', and 'Tagged: Customer, Member, buyers'. A warning message at the bottom states: 'The maximum number of contacts allowed on your Free plan is 500. If you go beyond 500 contacts with this import, your ability to send email campaigns may be impacted.' At the bottom, there are two buttons: 'Complete Import' and 'Cancel Import'. The 'Exit' button is in the top right corner.

- Imported from: Copy and paste
- Email marketing status: Subscribed
- Update existing contacts: Yes
- Tagged: Customer, Member, buyers

The maximum number of contacts allowed on your Free plan is 500. If you go beyond 500 contacts with this import, your ability to send email campaigns may be impacted.

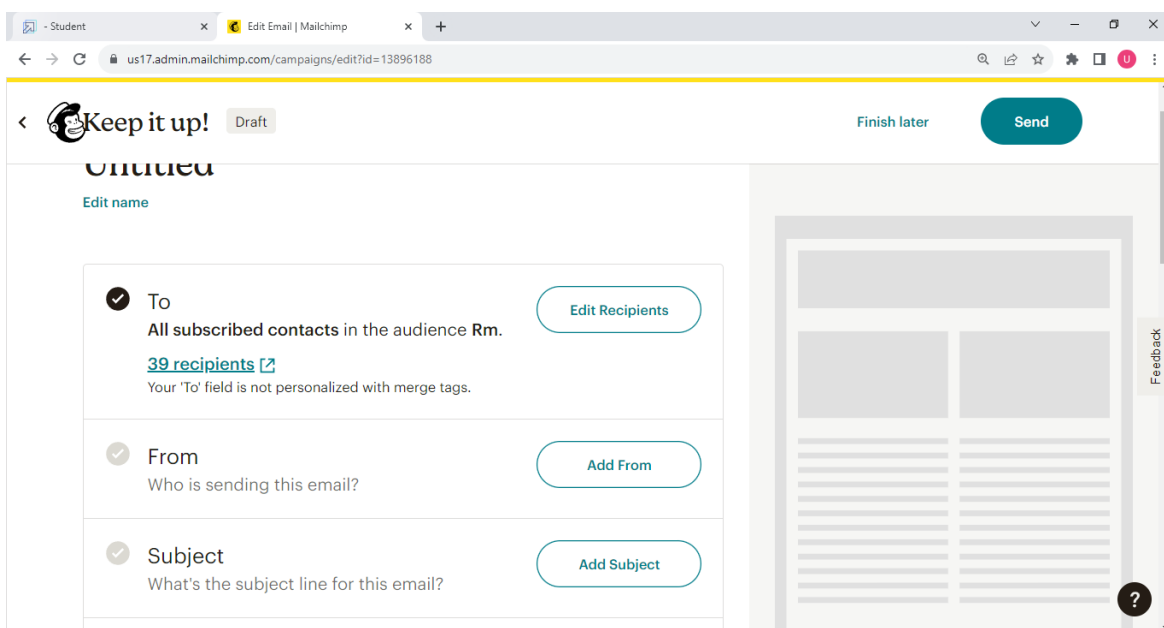
## Return – Campaign Creation

- Return - Campaign Creation



## Add Recipients - Select Audience

- Click "Add Recipients"
- Click Choose Audience and Select Your Audience
- Choose Your Preferences



## From Details

- Click "Add From"
- Enter Name and Email Address and Click Save

The screenshot shows the Mailchimp 'Edit Email' interface. At the top, there's a navigation bar with a back arrow, a 'You're almost finished!' message with a 'Draft' label, and buttons for 'Finish later' and 'Send'. The main content area is divided into two columns. The left column contains three sections: 'To' (All subscribed contacts in the audience Rm., 39 recipients, with an 'Edit Recipients' button), 'From' (Elite fashion • usergates2020@gmail.com, with an 'Edit From' button), and 'Subject' (New collections arrived 🎉🎉, with an 'Edit Subject' button). A tip box below the subject line suggests reviewing it. The right column shows a preview of the email content with a 'Feedback' button on the right side.

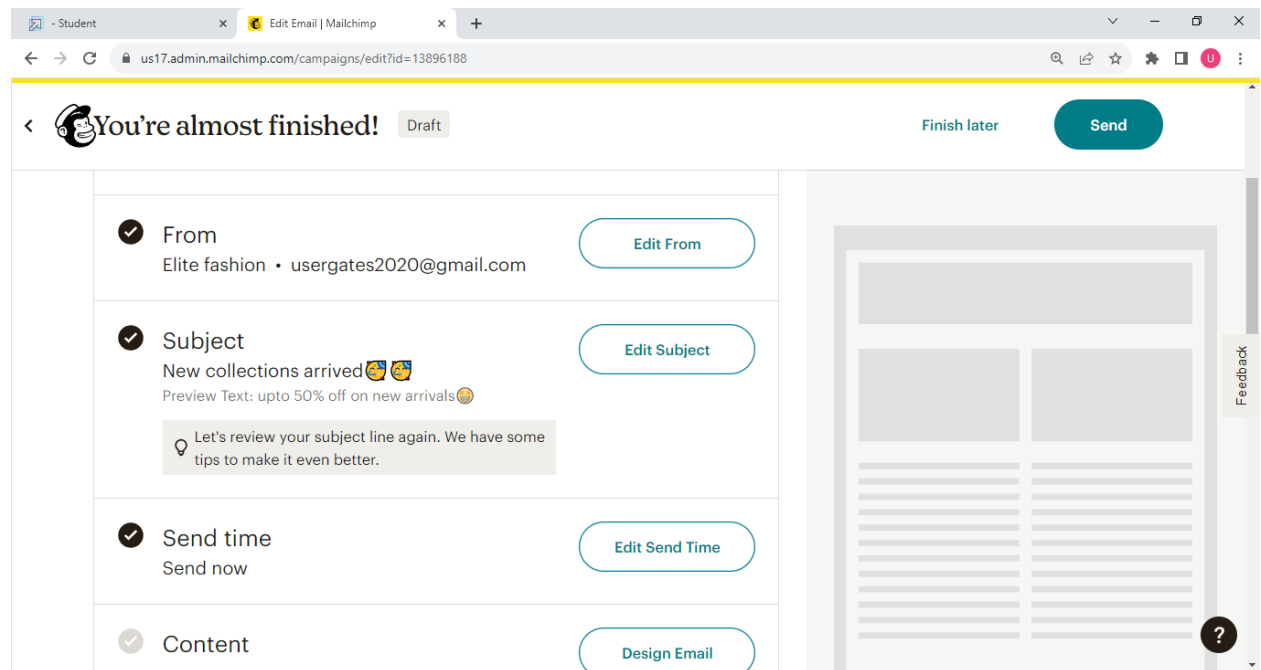
## Subject

- Subject
- Add Subject Line

The screenshot shows the Mailchimp 'Edit Email' interface, specifically the 'Subject' section. The top navigation bar is the same as the previous screenshot. The left column has a 'Subject' section with the prompt 'What's the subject line for this email?'. It includes a text input field with 'New collections arrived 🎉🎉', a 'Save' button, and a 'Cancel' button. Below the input field, there's a link to 'View our subject line guide'. The 'Preview Text' section has a text input field with 'upto 50% off on new arrivals 🎉', a character count of '30/150', and a 'Save' button. A note indicates that the preview text appears in the inbox after the subject line. The right column shows the email preview with a 'Feedback' button.

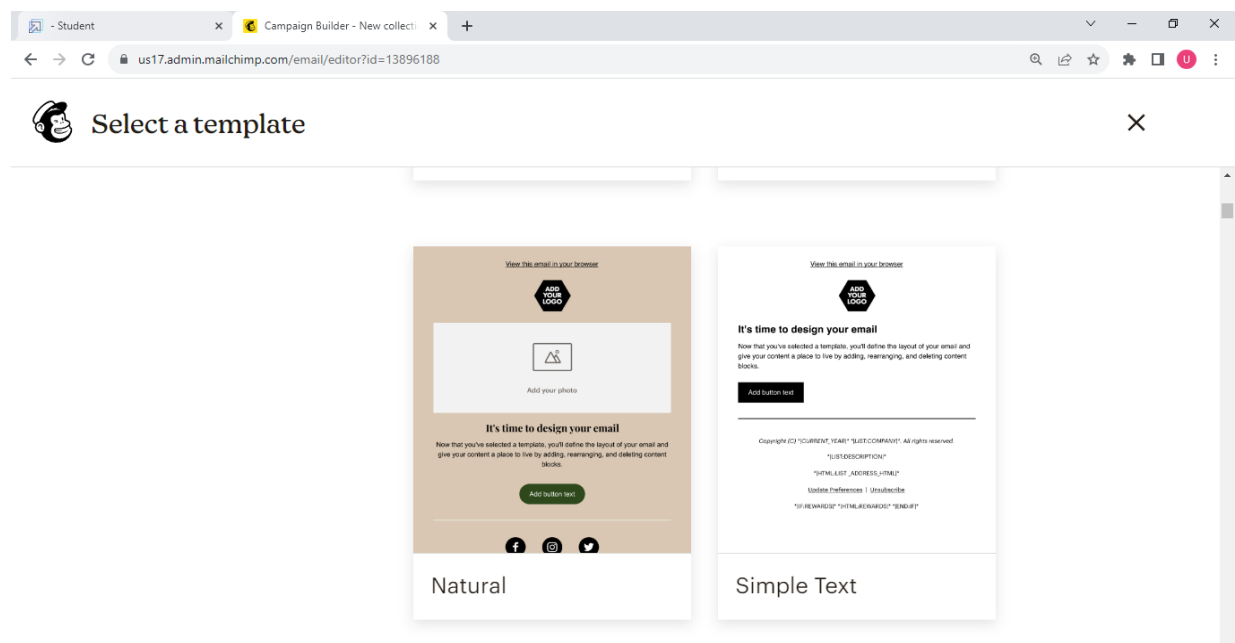
# Send Time

- Send Time



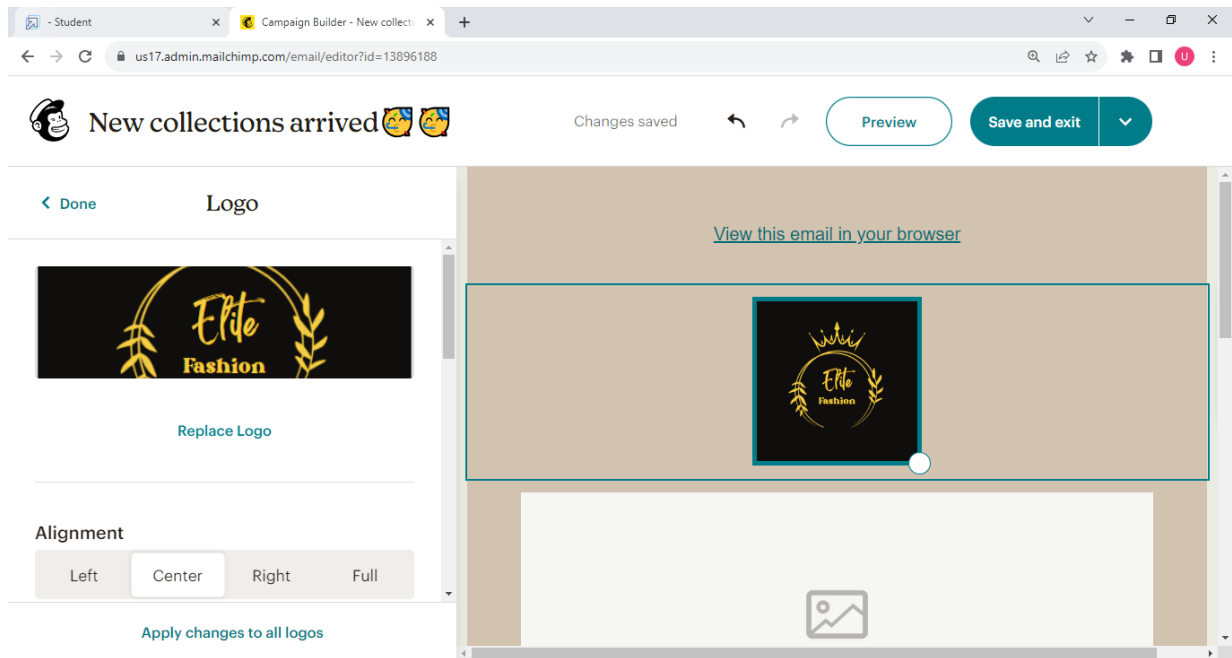
# Templates

- Choose The Template You Required and Click "Apply"



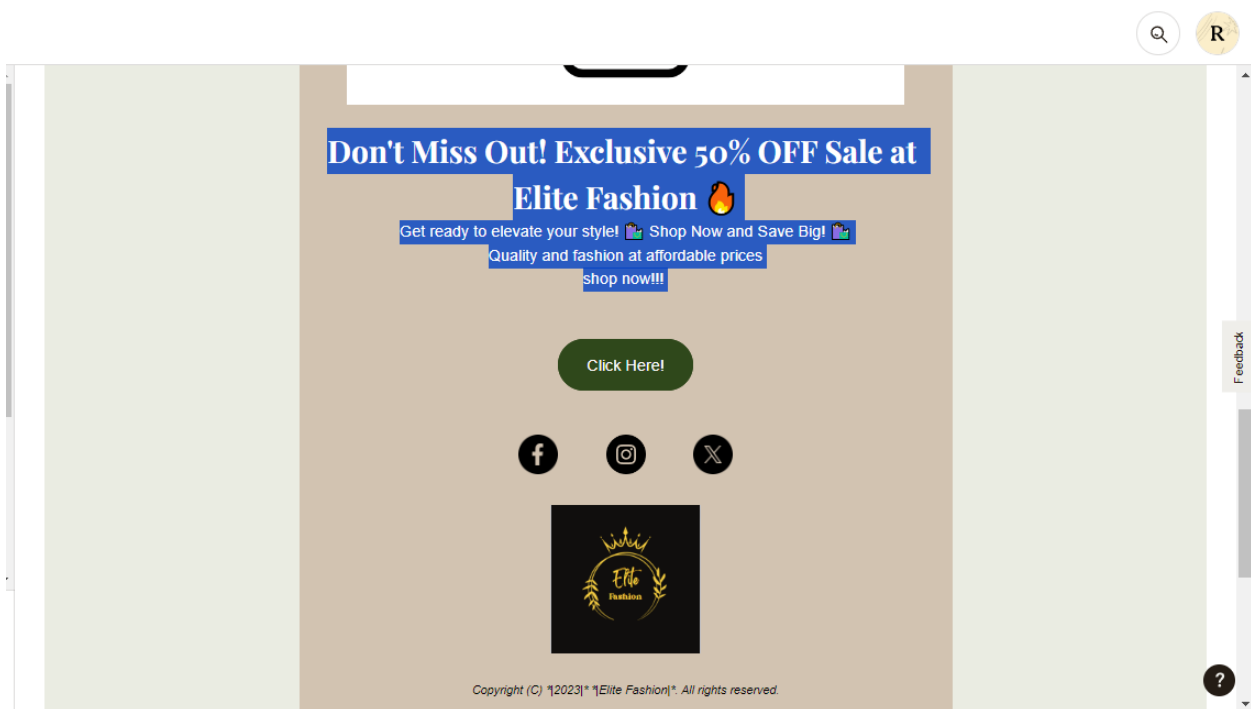
## Add Logo and Image

- Add Your Logo by Clicking Set Logo Button and Upload Your Logo



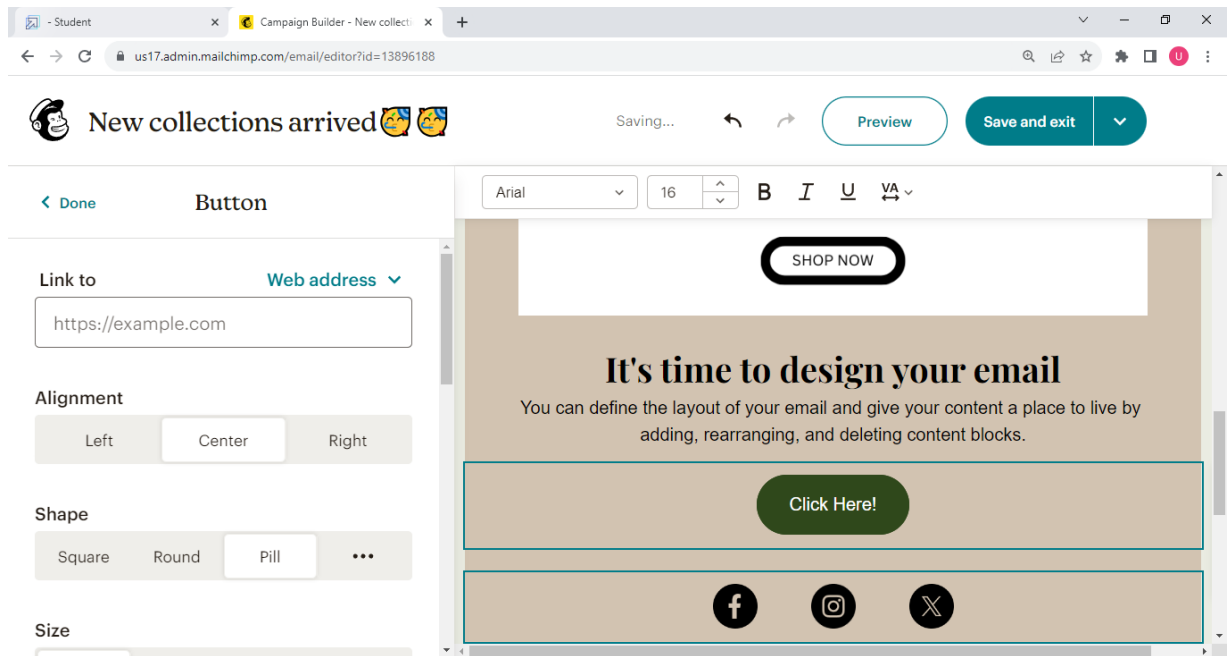
## Add Your Content

- Now Add Your Content

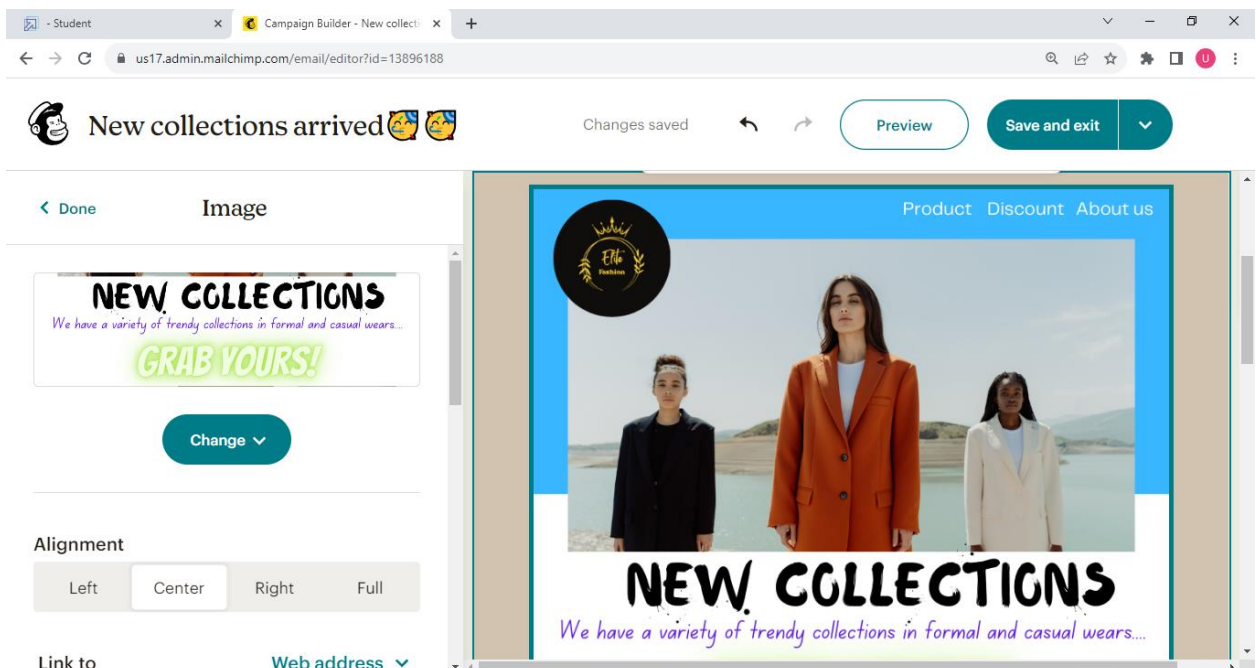


## Add Button with Link

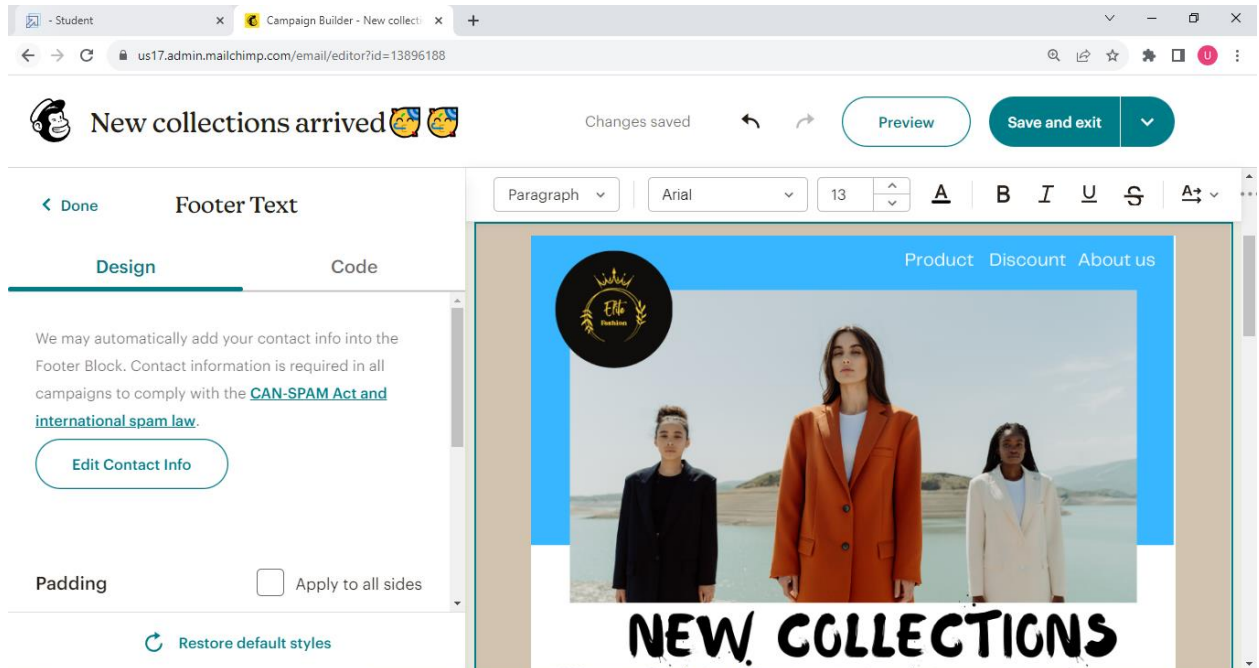
- Edit Button Label and Add Link to The Button in The Dashboard



- Add Image to Your Email Template

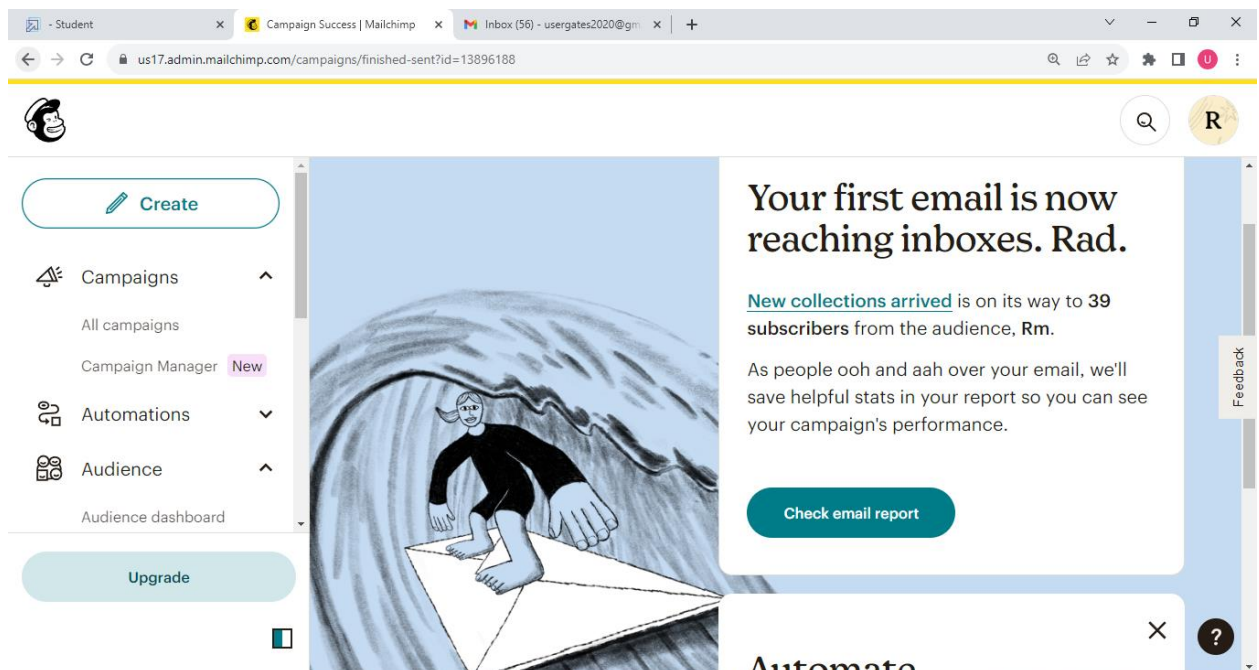


- After Editing Click Save And Exit



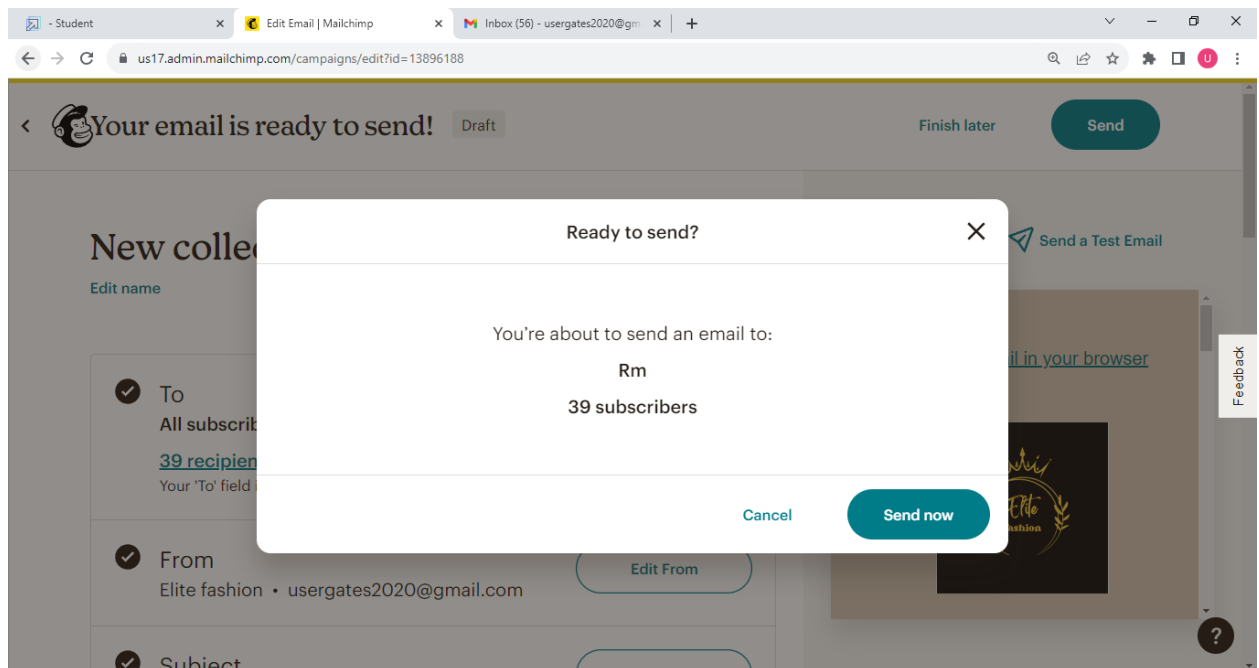
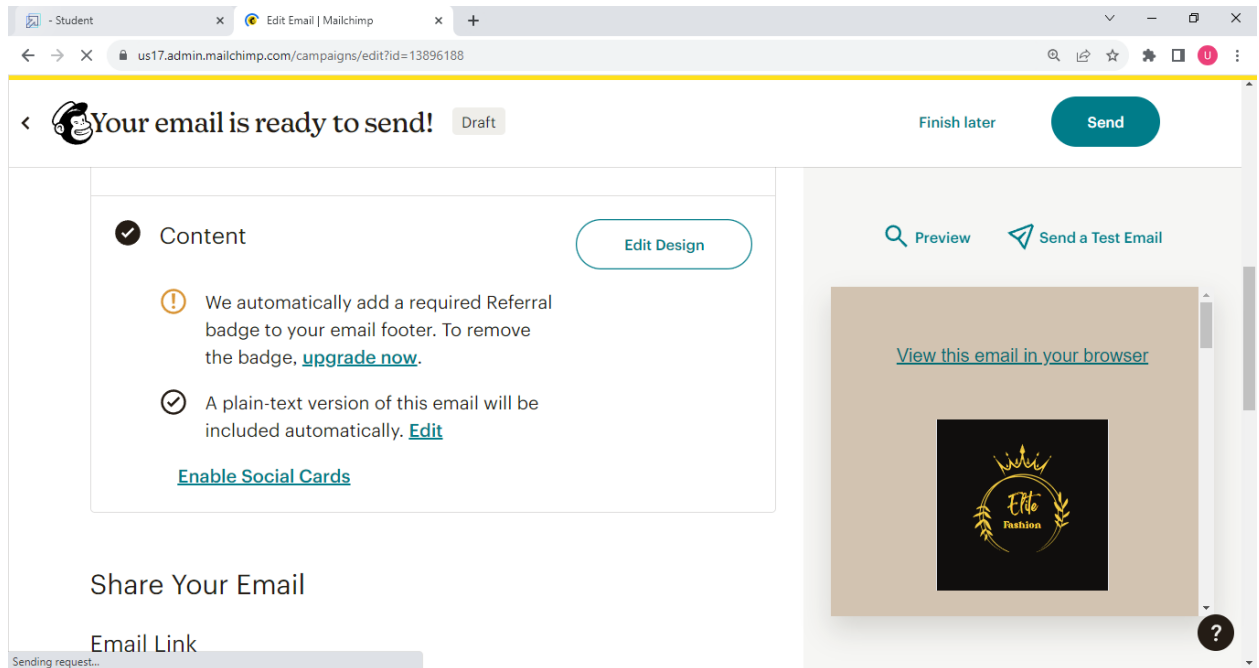
## Send And Check Email Report

- Click "Check Email Report"





- Click "Send" Button to Send Emails to Your Customers



- View your report here

us17.admin.mailchimp.com/reports/summary?id=13896188

## New Collections Arrived

Overview Activity Click Performance Content Optimizer Social E-commerce Inbox Analytics360

### 39 Recipients

Audience: Rm Delivered: Tue, Oct 17, 2023 2:46 AM  
Subject: New collections arrived 🍪🍪

[View email](#) · [Download](#) · [Print](#) · [Share](#)

7 Opened	0 Clicked	3 Bounced	0 Unsubscribed
-------------	--------------	--------------	-------------------

Successful deliveries 36 92.3% Clicks per unique opens 0%  
Total opens 9 Total clicks 0 ?

## ADVANTAGES:

- Email marketing is one of the most cost-effective marketing channels. It has a low upfront cost, with no printing or postage expenses, making it suitable for businesses of all sizes.
- Email campaigns consistently deliver a high return on investment (ROI). Well-targeted and compelling emails can generate significant revenue for relatively little cost.
- Email allows you to reach your audience directly in their inbox. This one-on-one communication fosters a sense of personal connection and engagement.
- Almost everyone has an email address, making it a universal communication platform. Email campaigns can reach a broad and diverse audience.
- You can segment your email list to send highly targeted content to specific groups of subscribers. This increases relevance and engagement.
- Email campaigns can be highly personalized, addressing recipients by name and delivering content tailored to their preferences, behaviors, and interactions with your brand.
- Marketing automation tools allow for the creation of automated email workflows. This can include welcome emails, drip campaigns, and lead nurturing, saving time and ensuring timely, relevant communication.
- Email campaigns are highly trackable. You can monitor open rates, click-through rates, conversion rates, and other metrics

to assess the effectiveness of your campaigns and make data-driven decisions.

- Email is an effective tool for moving recipients through the sales funnel. Whether it's lead generation, sales, or other conversions, well-crafted email campaigns can boost conversion rates.
- Email allows two-way communication between businesses and customers. It provides an avenue for feedback, inquiries, and building stronger customer relationships.

## APPLICATIONS:

### 1. **Promotional Campaigns:**

Announcing sales, discounts, and special offers to boost sales and revenue.

### 2. **Lead Generation:**

Attracting new prospects and capturing leads by offering valuable content or incentives.

### 3. **Customer Onboarding:**

Welcoming new customers with introductory information and resources to enhance their initial experience.

### 4. **Abandoned Cart Recovery:**

Reminding users who abandoned their online shopping carts of their pending purchases.

### 5. **Newsletter Subscriptions:**

Keeping subscribers informed about industry news, company updates, or content releases.

## **6. Event Invitations:**

Promoting and inviting recipients to webinars, conferences, workshops, or product launches.

## **7. Product Announcements:**

Announcing new products, features, or updates to a targeted audience.

## **8. Customer Feedback:**

Soliciting feedback and reviews to improve products and services.

## **9. Cross-Selling and Upselling:**

Recommending complementary or upgraded products to existing customers.

## **10. Personalized Recommendations:**

Providing tailored product recommendations based on previous purchase history.

# **RESULT:**

## **Significant Revenue Growth and Increased Customer Engagement**

In the course of the project, the email campaign for Elite Fashion delivered outstanding results that exceeded expectations. The campaign led to a remarkable surge in revenue, underscoring the effectiveness of email marketing as a powerful tool in the fashion industry. Additionally, it fostered substantial customer engagement, demonstrating the brand's ability to connect with its audience and build lasting relationships.

## **CONCLUSION:**

In summary, our venture into creating an email campaign with the Mailchimp website has been a journey of innovation and success. We initiated this project with the intent of harnessing the potential of email marketing to engage with our audience, foster brand recognition, and achieve strategic objectives. Through diligent planning, creativity, and the use of Mailchimp's robust features, we not only met our objectives but also discovered the many advantages of this popular email marketing platform.

