**Project Design Phase** – **Part 2**

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| Date | 13-November-2023 |
| Team ID | E33B9708C8C449FB8CB4AC7247F2508D |
| Project Name | Build and Email Campaign: Create a brand launch email – Using Mailchimp |

**1) Determine the requirements (Customer journey maps)**

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| **Customer map** | **Description** | **Requirements** | **Customer Journey** |
| Awareness Stage | Engaging social media posts, website banners, or ads highlighting the upcoming brand launch.  Landing pages with subscription options. | Attract the subscriber's attention and make them aware of the brand launch. | Subscriber encounters the brand through various channels like social media, website, or word-of-mouth |
| Subscription/  Sign-Up | User-friendly subscription forms on the website.  Incentives for subscribers (e.g., exclusive early access). | Encourage subscribers to sign up for email newsletters. | Subscriber joins the mailing list through the website, social media, or other touch points. |
| Pre-Email Campaign Interaction | Teaser content or sneak peeks via social media posts, blog posts, or website banners. | Engage the subscriber before the launch email. | Subscribers might receive teaser content or exclusive sneak peeks through social media or website banners. |
| Receiving the Brand Launch Email | Well-designed, responsive email template that aligns with the brand’s aesthetics.  Compelling copy introducing the brand, its story, and offerings. | Deliver an impactful, engaging brand launch email. | Subscriber receives the email introducing the brand, its story, products, and exclusive offers. |
| Engagement and Interaction | Clear call-to-action buttons directing subscribers to the website.  Exclusive offers or discounts to encourage interaction. | Prompt engagement and interaction with the email content. | Subscriber interacts with the email by clicking through to the website, exploring products, or using the provided offers. |
| Post-Email Engagement | Follow-up emails with additional information or incentives.  Social media engagement through behind-the-scenes content, live sessions, or community involvement. | Maintain post-email engagement and interest. | Subscribers might engage further through social media, follow-up emails, or by making a purchase. |

**2) Requirements Analysis (Functional, Operational, Technical)/ Flow Chart**

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| **Requirements Analysis** | | **Requirements** | **Flow chart** |
| Functional Requirements | I )Email Content Creation | Ability to create engaging content including brand story, product highlights, and offers. | Create content Curate brand story, products, and offers Write compelling copy Develop engaging visuals |
|  | II) Segmentation and Targeting | Segment subscribers for personalized content delivery | Segment subscribers based on demographics, interests, or past interactions Customize content based on segments. |
|  | III) A/B Testing | Test subject lines, visuals, and call-to-action elements for optimization. | Set up A/B testing Test variations. Analyze results for the most effective elements. |
| Operational  Requirements | I) Campaign Scheduling and Deployment | Schedule the campaign for optimal timing. | Determine the best time for sending Schedule the campaign for deployment. |
|  | II) Analytics and Reporting | Monitor and analyze campaign performance. | Track key metrics like open rates, click-through rates, and conversions .Generate reports for analysis. |
| Technical  Requirements | I) Email Template Design | Develop an email template that’s visually appealing and mobile-responsive. | Design the template. Ensure mobile responsiveness .Integrate into Mailchimp. |
|  | II) List Management | Manage subscriber lists effectively. | Import subscriber lists. Segment based on demographics, behaviour’s, etc. Ensure accuracy and compliance. |
|  | III) Integration with CRM/E-commerce | Integrate with CRM or e-commerce platforms for data synchronization | Integrate Mailchimp with CRM or e-commerce systems. Ensure seamless data flow. |

**Flow Charts**

* **Content Creation Flow:**

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Create Content (Brand story, product highlights, and offers)

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Write Compelling Copy

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Develop Engaging Visuals

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End

* **Campaign Deployment** **Flow:**

Start

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Determine Optimal Timing

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Schedule Campaign Deployment

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End

* **Analytics and Reporting Flow:**

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Track Key Metrics (Open rates, click-through rates, conversions)

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Generate Reports

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End.

**3) Technical Architecture**

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| **S .No.** | **Architecture** | **Requirements** | **Technical Steps** |
| 1 | Mailchimp Account Setup | Create and set up a Mailchimp account |  |
| 2 | Email Template Design and Development | Develop a visually appealing, mobile-responsive email template. | Use Mailchimp’s template builder or HTML editor to design the email template.  Ensure compatibility across multiple devices and email clients. |
| 3 | Subscriber List Management | Manage and segment subscriber lists. | Import existing subscriber lists into Mailchimp.  Segment subscribers based on demographics, interests, or behaviour’s for personalized targeting. |
| 4 | Content Integration | Integrate brand content and visuals into the email. | Upload brand visuals, product images, and logo into the Mailchimp content library.  Insert these elements into the email template. |
| 5 | Automation and Personalization | Implement automation and personalization for tailored content delivery. | Set up automated workflows for welcome emails, follow-ups, or drip campaigns.  Utilize merge tags or dynamic content to personalize emails based on subscriber data. |
| 6 | A/B Testing and Optimization | Test and optimize various email elements for better engagement. | Use Mailchimp’s A/B testing feature for subject lines, visuals, or calls-to-action.  Analyze test results to determine the most effective components. |
| 7 | Integration with CRM/E-commerce Platforms | Integrate Mailchimp with CRM or e-commerce systems for data synchronization. | Utilize Mailchimp integrations or APIs to sync customer data from CRM or e-commerce platforms.  Ensure seamless data flow between systems for personalized email content. |
| 8 | Email Delivery and Monitoring | Ensure successful email delivery and monitor performance. | Schedule the email campaign for deployment.  Monitor delivery, open rates, click-through rates, and other metrics using Mailchimp’s analytics tools. |
| 9 | Compliance and Security Measures: | Ensure compliance with data protection regulations and email security. | Configure email settings to comply with regulations like GDPR, CAN-SPAM, etc.  Implement security measures to protect subscriber data |

**4) Open Source Frameworks**

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| **S .No.** | **Frameworks** | **Description** |
| 1 | Foundation for Emails | This open-source framework is beneficial for creating responsive email templates. It allows for easy creation of HTML email templates compatible with Mailchimp. |
| 2 | Mautic. | An open-source marketing automation platform that can complement Mailchimp by allowing more intricate segmentation, personalized content delivery, and campaign automation. |
| 3 | Word Press | While not specifically for emails, Word Press can integrate with Mailchimp via plugins. It can serve as a platform to create landing pages or blog content related to the brand launch, helping to funnel subscribers to the Mailchimp email campaign |
| 4 | Apache Superset | For in-depth analytics, Apache Superset, an open-source data exploration and visualization platform, can be utilized to analyze Mailchimp campaign data in a more customizable way. |
| 5 | Postman | This open-source API testing and development platform can help with Mailchimp API integrations, ensuring smooth communication between different systems. |

**5) Third Party API’s**

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| **S .No.** | **Third Party API’s** | **Description** |
| 1 | E-commerce Platforms (e.g., Shopify, Woo Commerce) | Integrating with these APIs allows synchronization of customer data, purchase history, and product information. This helps in creating targeted email campaigns based on customers' shopping behaviours |
| 2 | Social Media APIs (e.g., Facebook, Twitter, Instagram) | Integrating social media APIs enables cross-platform marketing and audience engagement. You can import contacts from social media, use insights for segmentation, or create tailored ad campaigns. |
| 3 | CRM APIs (e.g., Salesforce, Hub Spot) | Integration with CRM APIs enables seamless data flow between your CRM system and Mailchimp, ensuring that customer profiles and interactions are up-to-date and consistent across platforms. |
| 4 | Google Analytics API | Integration with Google Analytics can provide deeper insights into user behaviour, allowing for more refined segmentation and personalized email content |
| 5 | Event rite or Meet up API | If you're hosting events, integrating these APIs can help manage and promote events through email campaigns, tracking RSVPs, and attendee information |
| 6 | Survey Monkey or Type form APIs | Use survey APIs to gather feedback or conduct market research, enriching subscriber profiles for more targeted emails. |
| 7 | Zapier or Integromat | While not direct APIs, these automation platforms allow for easy integration between various apps and can bridge different services to Mailchimp without complex coding |

**6) Cloud Deployment**

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| **S .No.** | **Infrastructure** | | **Services** |
| 1 | Mailchimp Account Setup | | Sign up or log in to your Mailchimp account, which is a cloud-based service accessible through a web browser. |
| 2 | Email Template Creation | | Use Mailchimp’s cloud-based editor to design your email templates. Mailchimp's drag-and-drop editor or HTML editor allows you to create and customize email designs. |
| 3 | Content and Assets Hosting | | Upload brand visuals, logos, and other assets to Mailchimp's cloud-based content library. These resources will be accessible for use in your email campaigns |
| 4 | List Management and Segmentation | | Organize and segment your subscriber lists within Mailchimp's cloud-based environment. You can import lists, segment subscribers, and manage contacts from the platform. |
| 5 | Campaign Scheduling and Deployment | | Schedule the deployment of your brand launch email campaign directly within Mailchimp. The platform allows you to select the date and time for sending your emails. |
| 6 | Analytics and Reporting | | Utilize Mailchimp’s built-in analytics tools to monitor campaign performance. Track open rates, click-through rates, and other metrics in real-time from the cloud-based dashboard. |
| 7 | Compliance and Security Measures | | Mailchimp ensures compliance with email regulations and maintains email security within its cloud infrastructure. You can configure settings and permissions within the platform. |
| Benefits of Mailchimp's Cloud Deployment | | | |
| Accessibility | | Access Mailchimp from any device with an internet connection, making it convenient for campaign management from anywhere. | |
| Scalability | | Mailchimp’s cloud infrastructure allows for scalability, catering to small-scale to large-scale email campaigns. | |
| Reliability and Security | | Mailchimp ensures security and reliability in handling email communications and subscriber data within their cloud-based environment. | |