

CREATING EMAIL CAMPAIGN USING MAILCHIMP

COURSE: DIGITAL MARKETING

TEAM ID: NM2023TMID01952

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1.INTRODUCTION:

1.1 Overview:

An email marketing campaign is a scheduled series of emails used to nurture leads and current customers with the purpose of encouraging engagement and increasing sales. Each individual email leads to a specific call-to-action, i.e. getting users to sign up, book a call, continue reading, or add a product to their cart.

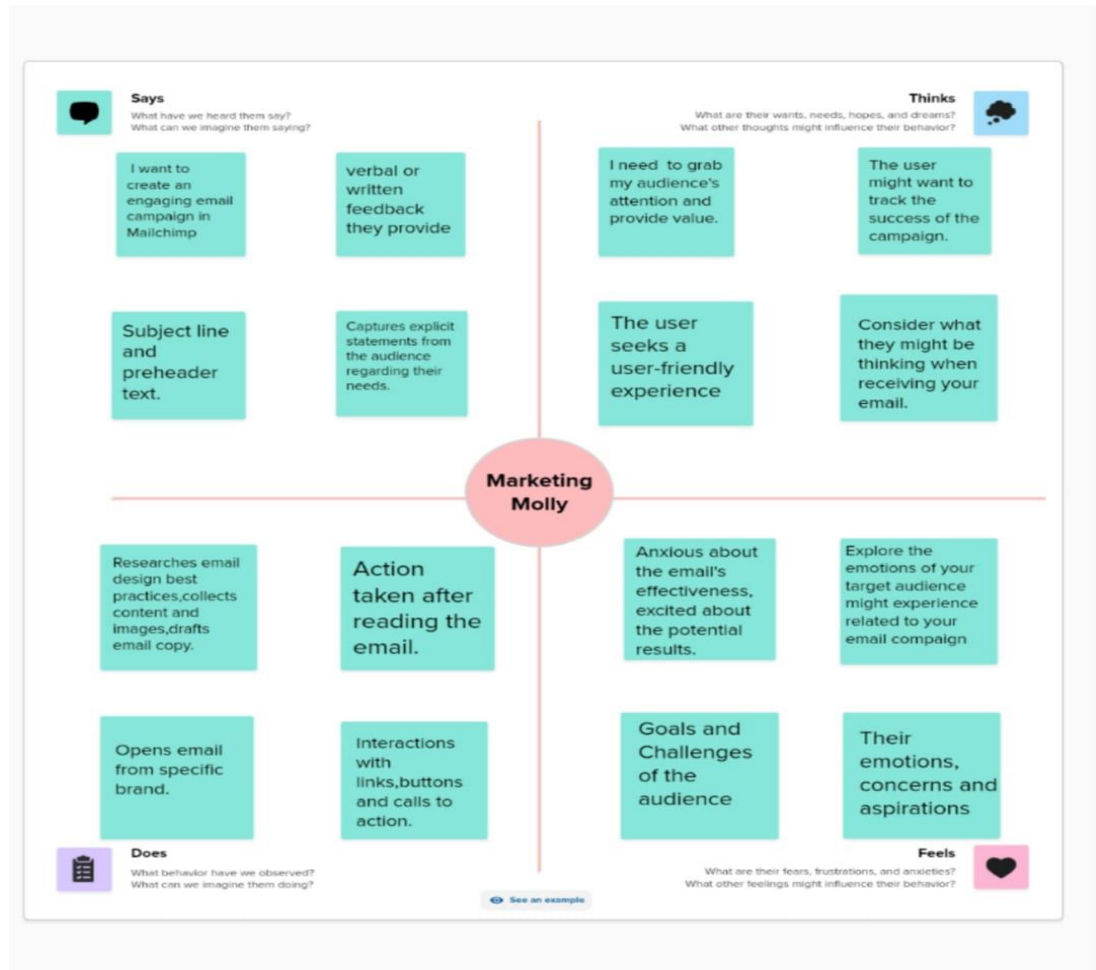
1.2 Purpose:

The primary purpose of creating an email campaign in MailChimp is to engage , inform and connect with your audience through personalized and targeted email messages .This can be for various reasons ,including :

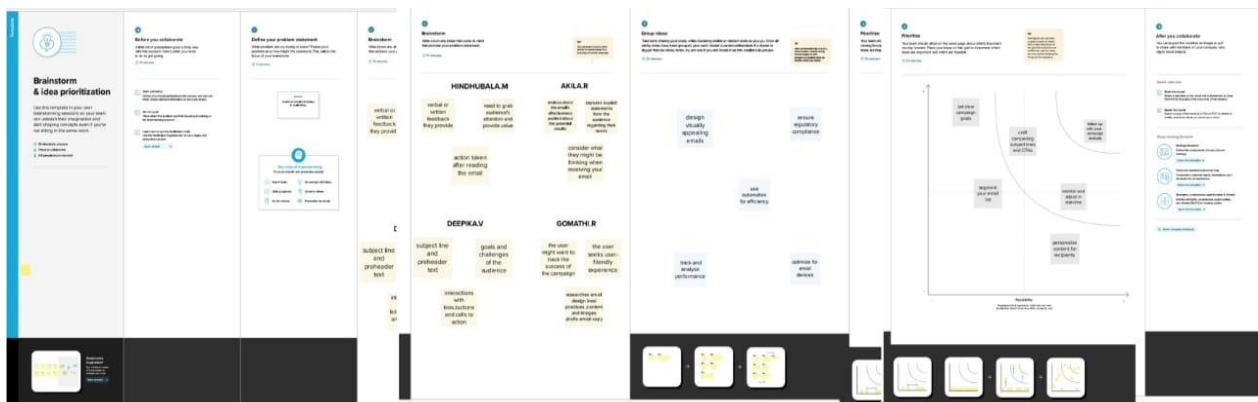
- **Marketing and Promotion:** Promote your products, services, or events to a specific audience to boost sales or attendance.
- **Customer Engagement:** Build and nurture relationships with your subscribers, keeping them informed and involved with your brand.
- **Information Sharing:** Share updates, news, or educational content with your subscribers.
- **Lead Generation:** Capture new leads and potential customers through sign-up forms and targeted email content.
- **Segmentation:** Tailor messages for different segments of your audience to increase relevance and effectiveness.

2. PROBLEM SOLVING AND DESIGN THINKING :

2.1 Empathy Map:



2.2 Ideation & Brainstorming Map:



3.RESULT:

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SETUP We use HD camera in setup capturing our subject	Professional lightning for our photography
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4. ADVANTAGES & DISADVANTAGES:

4.1 Advantages:

- **User-Friendly Interface:** Mailchimp provides an intuitive and user-friendly platform that makes it easy to design and send email campaigns, even for beginners.
- **Template Library:** Mailchimp offers a wide range of customizable templates, making it simple to create professional and eye-catching emails.
- **Automation:** You can set up automated email sequences, such as welcome emails, abandoned cart reminders, and more, to engage with your audience without manual intervention.
- **Audience Segmentation:** Mailchimp allows you to segment your email list, ensuring that you send relevant content to specific groups of subscribers, which can improve engagement and conversion rates.
- **Analytics and Reporting:** It provides detailed analytics and reporting tools, helping you track the performance of your email campaigns, from open rates to click-through rates.

4.2 Disadvantages:

- **Cost:** Mailchimp's pricing can become expensive as your subscriber list grows, which may not be ideal for small businesses or those on a tight budget.
- **Limited Automation in Free Plan:** The free plan offers limited automation features, and more advanced automation requires a paid subscription.
- **Learning Curve:** Some users may find Mailchimp's interface and features a bit complex, especially if they are new to email marketing.
- **Deliverability Issues:** Like any email marketing platform, Mailchimp's deliverability can be affected if your emails are flagged as spam or if your list contains a high number of inactive or unengaged subscribers.
- **Design Limitations:** While Mailchimp offers templates, there might be limitations in customizing email designs to match your specific branding.

5.APPLICATIONS:

- Share important announcements or updates with your subscribers, such as changes in policies or business hours.
- Newsletters: Share regular updates, news, and content with your subscribers. This is commonly used by blogs, news outlets, and organizations.
- Event Invitations: Invite subscribers to events, webinars, or seminars by sending out email invitations with event details and registration links.
- E-commerce: Send abandoned cart reminders, product recommendations, and purchase confirmations to customers who shop online.
- Welcome Series: Greet new subscribers with a series of automated emails, providing information about your brand and offerings.
- Customer Engagement: Engage with your audience by sending interactive content, surveys, polls, or requesting feedback.
- Educational Content: Share educational material, tutorials, and how-to guides related to your products or industry.
- Drip Campaigns: Create automated email sequences for lead nurturing, onboarding , and customer retention.
- Holiday Greetings: Send seasonal greetings and special offers during holidays or festive seasons.

6.CONCLUSION:

Mailchimp is a versatile platform for email marketing, helping businesses and individuals connect with their audience, analyze results, and refine their strategies to achieve better engagement and results. It's a valuable tool for any email marketing campaign.