

# Ideation Phase Empathy Map

Date	01 November 2023
Project Name	Creating An Email Campaign In MailChimp

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.

