

Creating An Email Campaign In Mailchimp

Sri Ramanujar Engineering College, Kolapakkam, Vandalur.

Chennai – 600 127

<i>Name</i>	<i>Reg no</i>
<i>B.Bharath</i>	412320106002
<i>K.Giri Akash</i>	412320106305
<i>A.Subash Chakravarthy</i>	412320106318
<i>V.Nandhini Priya</i>	412320106313

Mentor :- Mrs.Pavithradevi.

Table of Contents

1. Introduction
 - 1.1. Overview
 - 1.2. Purpose
2. Problem Definition & Thinking
 - 2.1. Empathy Map
 - 2.2. Ideation and Brainstorming
3. Result
4. Advantages and Disadvantages
5. Applications
6. Conclusion

1. Introduction

1.1 Overview

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.

1.2 Purpose

It is used sending emails to a group of recipients with the goal of achieving various marketing and business objectives. This includes Promoting Products and Services, Lead Generation, Segmentation and Personalization, Traffic generation etc.

2. Problem Definition and Design Thinking

Defining problem statements of customer using Empathy map and brainstorming. In this problem we used an user who want to promoe his business to customer through emails.

And list of ideas in brainstorming which should be included in solution of his problem.

2.1 Empathy Map



2.2 Ideation and Brainstorming

Bharath

- I should be schedule time to send
- Retargetting the existing customers
- I should categorize customers
- I want to send emails more no. of customers

Subash

- Use customer data and behavior to recommend products or services
- Plan email campaigns around holidays, seasons, or special events.
- Share success stories or testimonials from satisfied customers
- Should create informative emails that educate customers about products

Giri Akash

- Promote webinars, workshops, or events
- Include registration links and reminders
- Build anticipation by sending teaser emails leading up to a new product
- Send emails to inactive subscribers to rekindle their interest
- Reward loyal customers or subscribers with early access to sales, products, or content.

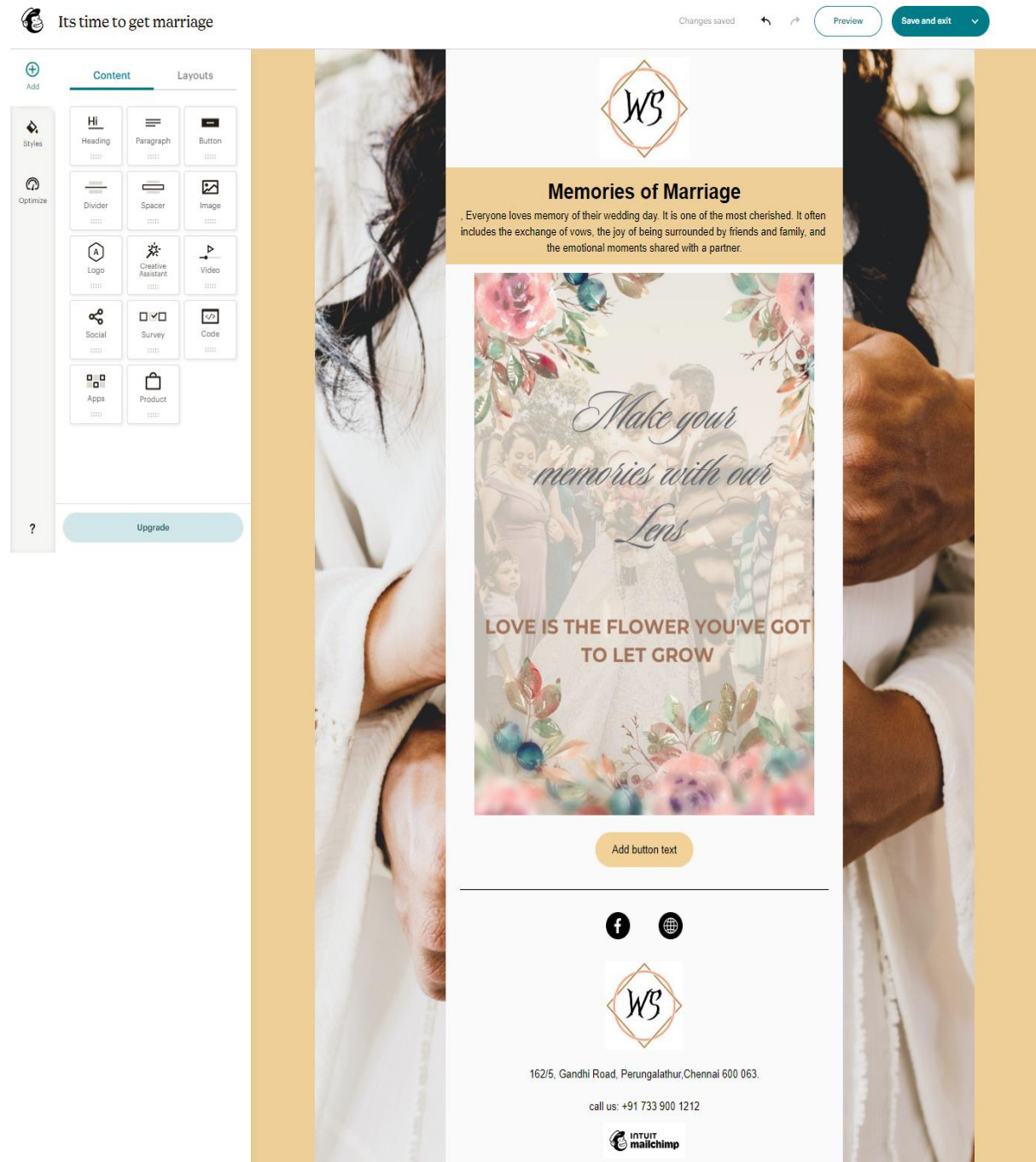
Nandhini

- Remind customers about the items left in their cart and offer an incentive to complete the purchase
- Ask for feedback from your customers through surveys and incentivize their participation
- Provide helpful guides and tutorials related to your products or industry.

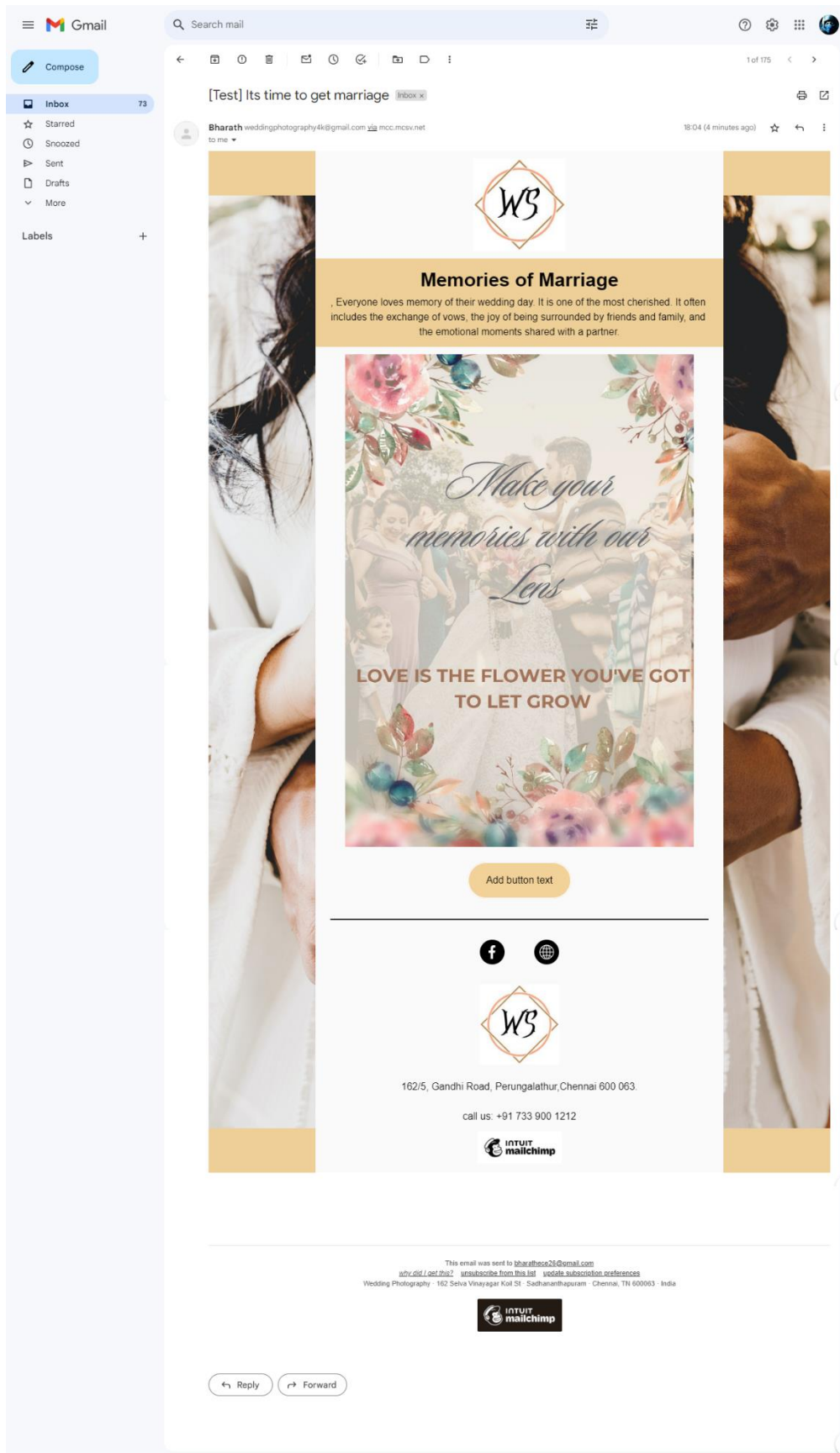
3. Result

Preview of mailchimp email

After designing email it looks like this. This will send to recipients who are included in audiences.



Test email was sent to mail and captured. Promoting email looks good and work well.



4. Advantages & Disadvantages

This email newsletter was designed using mailchimp. Its advantage and disadvantages are

Advantages

- User-Friendly Interface
- Email Marketing
- Marketing Automation
- Segmentation
- A/B Testing
- Reports and Analytics
- Landing Pages
- Scalability

Disadvantages

- Pricing
- Limited Automation on Free Plan
- Segmentation Complexity
- No Phone Support for Free Plan
- Automation Complexity
- Limited Integrations

Applications

When someone subscribes to email list, a welcome email can be automatically sent to greet and engage the new subscriber. This is an excellent opportunity to make a positive first impression.

It can be used to announce sales, discounts, new product launches, or special offers and often include compelling visuals, enticing copy, and clear calls to action.

For regular updates, newsletters, or content sharing, it provide a consistent format for delivering news, articles, updates, or other valuable information to subscribers.

Conclusion

In this project we created an email newsletter using mailchimp and other tools like canva, wordpress, facebook. Canva used for creating logo, posters and social media post. Facebook used to create business page for our brand “WS studio”. Wordpress used for creating a simple webpage and blog site helpful to customer easily interact with us.

Finally maichimp integrates all the things through an email. Every business organization and users daily check their email so email marketing strategy is widely used in industries to promote new product, updates, traffic generation etc.,.