Project Design Phase 1 Proposed Solution

Date	01 November 2023
Project Name	creating email campaign using 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.

S.No	Parameter	Description
1	Problem Statement	Email marketing is a powerful marketing channel that uses email to promote a business's products or services.It is a form of direct marketing as well as digital marketing that can help make customers aware of a business's latest items or offers by integrating it into marketing automation efforts.
2	Solution description	campaigns can be personalized to a greater extent than those on social media, and costs are considerably lower than for other channels.Email marketing is the channel with the highest conversion rate, making it ideal for small businesses.
3	Uniqueness	Regularly sending branded emails reinforces the business's identity and increases brand awareness. When done consistently and creatively, email marketing can help businesses stand out in the minds of their customers, making them more likely to choose their products or services over competitors.
4	Social Impact / Customer Satisfaction	promote new products, services, or special offers. By presenting these offers to a receptive audience, businesses can generate early interest and increase the chances of successful launches.
5	Business Model (Revenue Model)	cost-effective way to promote products, communicate with customers, and reach business goals. On average, for every 1 spent on email marketing, businesses can expect a return.
6	Scalability of the Solution	What is model scalability? Scalability refers to a system's ability to handle increased or decreased load such that it responds swiftly to changes in applications and system processing requirements.