**Task 4: Email Marketing Campaign – Skillnest**

Tagline: *“Knowledge in Minutes, Growth for Life.”*

**Objective:**

Design and schedule an email campaign to **promote internship opportunities** to a targeted audience of aspiring tech professionals.

**Tools to Use:**

* **Mailchimp**, **Brevo**, or similar email marketing platforms
* **Canva** (for visual elements)
* **Google Analytics** (to track CTR and conversions)

**Email Content Draft:**

**Subject Line:**

Kickstart Your Tech Career with Alfido Tech Internship 2025!

**Email Body:**

**Hi [First Name],**

Ready to take your first big step into the tech world?

Join the **Alfido Tech Internship 2025** – a dynamic opportunity designed to give students and fresh graduates real-world experience in frontend, backend, UI/UX, data science, and more!

**What you’ll gain:**

* Hands-on training with live projects
* Mentorship from industry experts
* Resume-boosting experience
* Internship certification

💬 *“The Alfido internship helped me build scalable APIs and boosted my confidence as a backend developer!”* – Sneha, Past Intern

**Limited spots available!** Don’t miss your chance.

**[Apply Now]** (CTA button linked to the registration page)

Best,  
**Team Alfido Tech**

**Audience Segmentation:**

* College students in tech-related programs
* Recent graduates (0–2 years out)
* Subscribers who clicked on previous internship/career content
* Tech club members, coding bootcamp participants

**Scheduling Strategy:**

* **Day:** Wednesday or Thursday
* **Time:** Between 10:00 AM and 11:30 AM (highest open rate slot)
* **Follow-up:** One reminder email after 3 days to non-openers

**Metrics to Track:**

* Open Rate (goal: >25%)
* Click-Through Rate (goal: >5%)
* Conversion Rate (Applications submitted)
* Bounce & Unsubscribe Rate (goal: <1%)