

Designing an E-mail Marketing Software

Most DDD articles or tutorials give you some abstract ideas and overcomplicated concepts and then assume you're good to go. I want to do something different in this book. The best way to learn new ideas is to build projects. So in the upcoming chapters, we're going to build a functional, complex e-mail marketing system, just like ConvertKit or MailChimp. If you're not familiar with these applications, don't panic; in the following pages, I will explain every important feature.

Overview

At its core, an e-mail marketing application is software that stores your subscribers, and you can send e-mails to them. But it also comes with a great set of more complex features, such as:

- Managing subscribers.
- Tagging them. Tags are helpful to filter subscribers when you want to send e-mails.
- Sending broadcast (or one-time) e-mails. You write the content, set the filters, and hit the Send button.
- Creating sequences. A sequence is a collection of e-mails delivered to subscribers after a certain delay. For example, you write four e-mails, and you want to send these e-mails in four weeks. You can create a sequence that does precisely that automatically. And the great thing about sequences is that they handle new subscribers as well. So if you create this sequence in February and a person subscribes in May, they will still be added to it and get one e-mail per week.
- Adding subscribers to sequences based on specific criteria. We can also create different filters. For example, we want to exclude subscribers who bought a particular product or have a specific tag.
- Creating subscription forms where people can enter their e-mail addresses. You can build an HTML form with an e-mail input that can be embedded into your site. If someone submits this form, they will be added to your e-mail list.
- Tracking e-mail opens, and link clicks.
- Generating reports from these metrics.
- And much more, but these are the core features of ConvertKit.