

Department of Decision and Computing Sciences

17MDC56 – Digital Marketing Design Lab

Record Work

Submitted by
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2033010

Submitted to

Dr. Manju D

Assistant Professor

Department of Computing



COIMBATORE INSTITUTE OF TECHNOLOGY

(Government Aided Autonomous Institution)

Coimbatore-641014

Facebook Page URL: <https://www.facebook.com/tf.biryani>

YouTube channel URL: <https://www.youtube.com/channel/UCNGTIW5xSvOxPBszPlh2PAQ>

Twitter Page URL: https://twitter.com/tf_briyani

LinkedIn Page URL: <https://www.linkedin.com/company/86451854/admin>

Email Links: <https://us21.admin.mailchimp.com/campaigns/show?id=397>

Instagram Page Url: https://instagram.com/tf_biryani?igshid=YmMyMTA2M2Y=

Exercise 2:

Create the Digital marketing webpage

For Digital Marketing or E-Commerce, a website is the virtual store from where the commercial transaction of buying and selling takes place. The Website gives information about the products and services; the price tag associated with various products and services and provides a mechanism to acquire the products and services through electronic exchange of money. A webstore created for E-Commerce needs to have the following components:

1. Home Page that contains information about products and services
2. About Page that contains detailed description about the company
3. Contact Us Page where the Contact Number, Fax Number, Email, Twitter and Facebook contact details all are given.
4. Payment Gateway to make payments through Debit Card or Credit Cards.
5. SSL (Secure Socket Layer) Certificate. SSL Certificates provide secure, encrypted communications between a website and an internet browser.

Like people differ from each other, a webstore layout can also differ according to the need of target users and creativity of the web designer. However, a content heavy website with rich graphics will take a long time in loading. A simple website might not be able to catch the attention. This where the rules of optimization become important to create a website that is pleasing to the eye and also loads faster than the average ones.

The students are expected to perform the following tasks to create the promotional web page

1. Go to GoDaddy and analyse the different kind of domain names offered there.
2. Go to GoDaddy and analyse the different kind of hosting options offered there.

3. Go to Wix.com and create a promotional web page in a shared hosting service

Wix.com is a website builder that allows you to build a website with no coding. Wix is free to start but to set up a shop, remove branding, connect a custom domain, and more, you must select one of the affordable premium plans.

4. Customize the Website using various options given by Wix

5. Publish the website online

6. Find the ranking of your website using Alexa.com

Aim:

To perform the following tasks to create the promotional web page.

Procedure:

Step: 1 Open Wix.com

Step: 2 Analyze the different kind of domain names offered there.

Step: 3 Analyze the different kind of hosting options offered there.

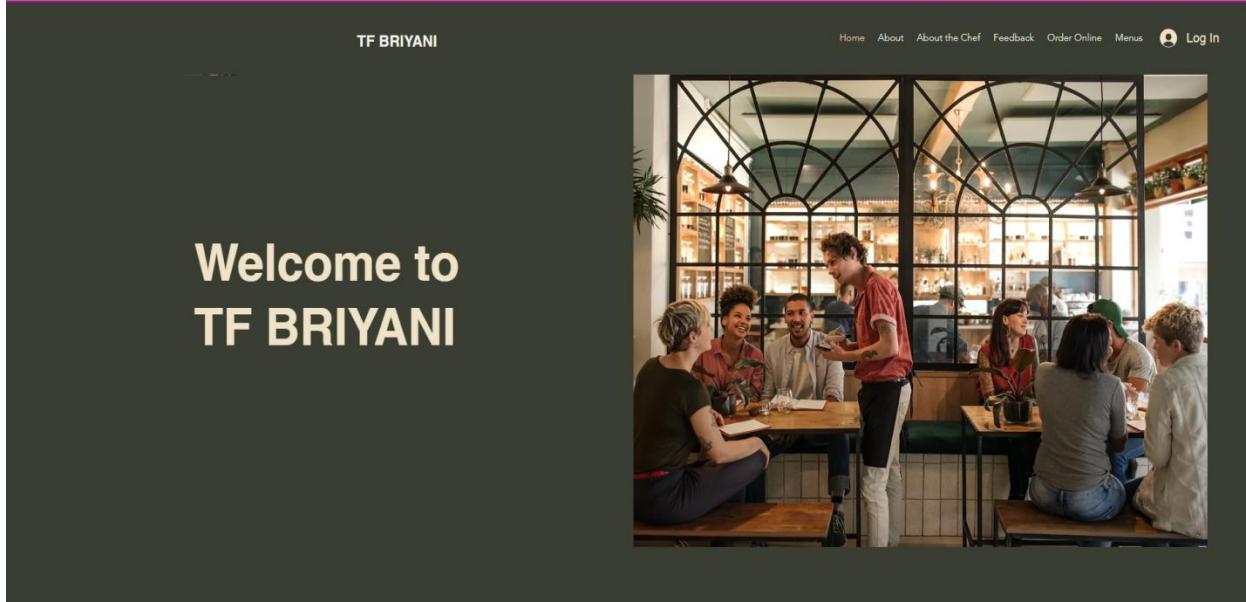
Step: 4 Customize the website using various options given by Wix.

Step: 5 Publish the website online.

Step: 6 Find the ranking of your website using Alexa.com.

Output Screenshots:

HOME PAGE:



Contact

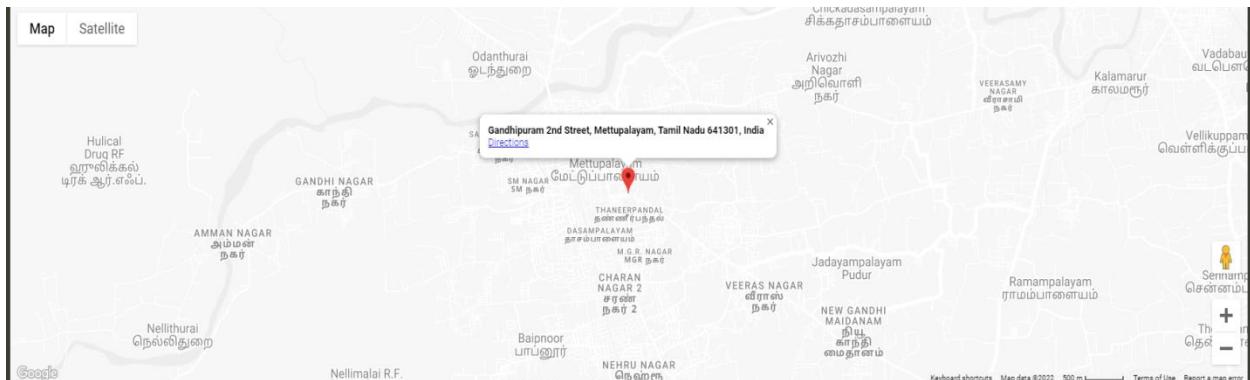
Gandhipuram 2nd Street, Mettupalayam, Tamil Nadu 641301, India

jmj22@gmail.com

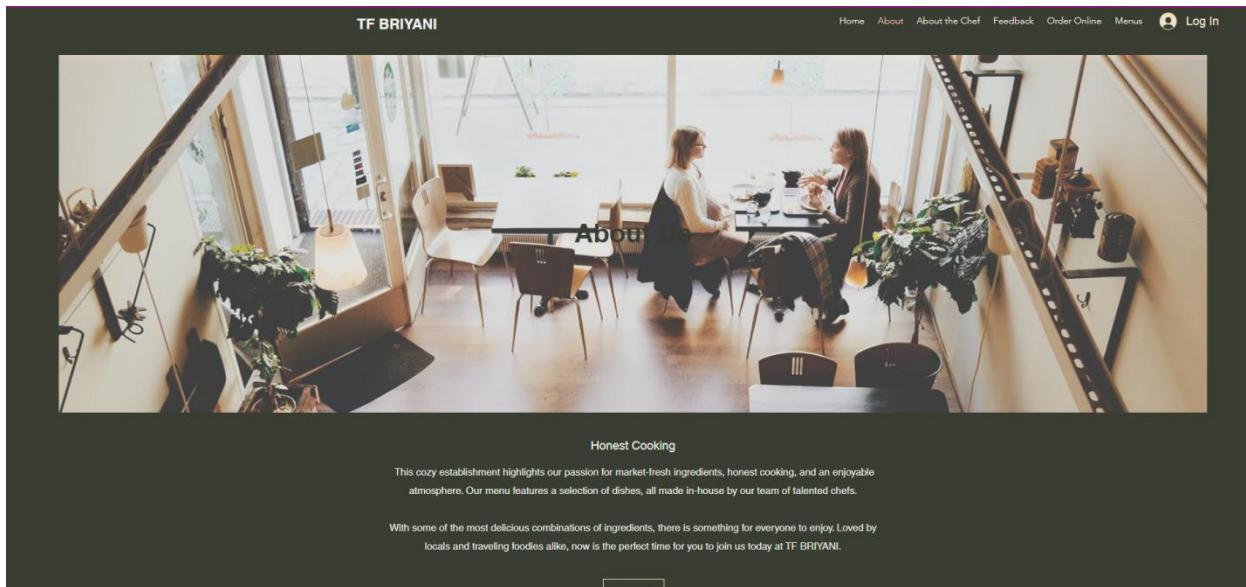
6598523568

Name	
Address	
Email	Phone
Subject	
Type your message here...	

Submit



ABOUT PAGE:



TF BRIYANI

Home About About the Chef Feedback Order Online Menus  Log In

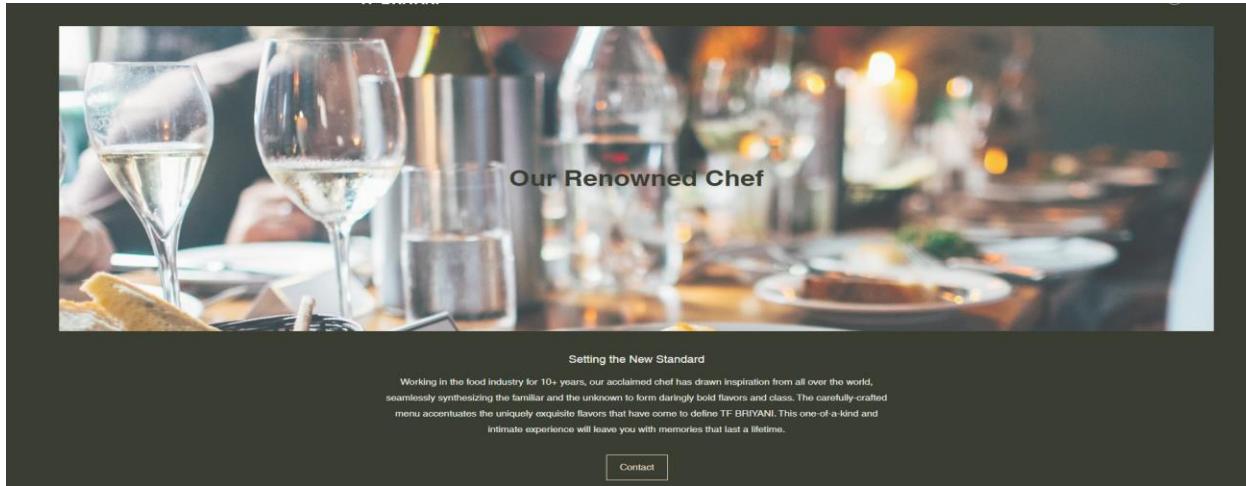
About

Honest Cooking

This cozy establishment highlights our passion for market-fresh ingredients, honest cooking, and an enjoyable atmosphere. Our menu features a selection of dishes, all made in-house by our team of talented chefs.

With some of the most delicious combinations of ingredients, there is something for everyone to enjoy. Loved by locals and traveling foodies alike, now is the perfect time for you to join us today at TF BRIYANI.

ABOUT THE CHEF PAGE:



Our Renowned Chef

Setting the New Standard

Working in the food industry for 10+ years, our acclaimed chef has drawn inspiration from all over the world, seamlessly synthesizing the familiar and the unknown to form daringly bold flavors and class. The carefully-crafted menu accentuates the uniquely exquisite flavors that have come to define TF BRIYANI. This one-of-a-kind and intimate experience will leave you with memories that last a lifetime.

[Contact](#)

FEEDBACK PAGE:



TF BRIYANI

Home About About the Chef Feedback Order Online Menus  Log In

Give Us Your Feedback

What Did You Think?

First Name	Last Name
Email	
How can we improve?	

ORDER-ONLINE PAGE:

Pickup, ASAP (in 45 minutes) [Change](#)

Lunch Menu [▼](#) STARTERS BRIYANI [View Cart 0](#)

Lunch Menu

Served daily between 12-5pm



STARTERS

This is a section of your menu, customize it any way you want.

Chicken Skewers
Tender pieces of marinated chicken cooked on a BBQ or griddle for a...

[View Details](#) [Add to Cart](#)

₹120.00



Spicy Korean Chicken

[View Details](#)

₹110.00



Wings and Fries

[View Details](#)

₹100.00



Lunch Menu [View Cart 7](#)

Chicken Skewers
Tender pieces of marinated chicken cooked on a BBQ or griddle for a...

[View Details](#) [Add to Cart](#)

₹120.00

Wings and Fries

[View Details](#)

₹100.00

BRIYANI
tell people more about this

Chicken Briyani
A savory chicken and rice dish that includes layers of chicken, rice, and...

[View Details](#) [Add to Cart](#)

₹100.00

Mutton Briyani

[View Details](#)

Size
Please select one option.

<input type="radio"/> Serves 2	+₹350.00
<input type="radio"/> Serves 4	+₹650.00
<input checked="" type="radio"/> Serves 1	+₹200.00

Special Requests
Add them here. We'll do our best to make it happen.

[View Cart 7](#)

[Add to my order ₹200.00](#)

My Order (7) ×

-	4	+	Chicken Skewers	₹480.00
Edit		Remove		
-	2	+	Chicken Briyani	₹320.00
Edit		Remove		
-	1	+	Mutton Briyani Serves 4 (₹650.00)	₹650.00
Edit		Remove		

Add Order Notes

Subtotal ₹1,450.00

Minimum order price: ₹299.00

MENU PAGE:

TF BRIYANI H

Lunch Menu
Served daily between 12-5pm

STARTERS

This is a section of your menu, customize it any way you want.



Chicken Skewers

Tender pieces of marinated chicken cooked on a BBQ or griddle for a sweet and smoky flavour.

₹120



Spicy Korean Chicken

₹110



Wings and Fries

₹100

Exercise: 3**Creating Promotional banners through Canva**

Canva is a simplified graphic-design tool, founded in 2012. It uses a drag-and-drop format and provides access to photographs, vector images, graphics, and fonts. It is used by non-designers as well as professionals. The tools can be used for both web and print media design.

Tasks:

1. Go to Canva.com
2. Create a new Canva account to get started with your banner.
3. Choose from the library, hundreds of professionally designed templates.
4. Upload your own photos or choose from over 1 million stock images.
5. Fix your pictures, add stunning filters and edit text.
6. Save and share.
7. Create a series of banners with different themes with Canva to promote your product.
8. You have to incorporate the banners in your website and also use them for Facebook, Instagram and Twitter Marketing

Aim:

To prepare a promotional banner through Canva.

Procedure:

- Step: 1 Open Canva.com
- Step: 2 Create a new Canva account to get started with your banner.
- Step: 3 Choose from the library, hundreds of professionally designed templates.
- Step: 4 Upload your own photos or choose from over 1 million stock images.
- Step: 5 Fix your pictures, add stunning filters and edit text.
- Step: 6 Save and share.
- Step: 7 Create a series of banners with different themes with Canva to promote your product.

Output:



Authentic Delicious Briyani

Order from us today

Buy 1 get 1 free on Monday*
Anywhere, Any City

A photograph of a large, round, dark-colored bowl filled with Briyani rice. The rice is garnished with fresh mint leaves and some herbs. The bowl is set against a dark background with decorative white flourishes on the sides.

MIDDLE
EAST
FOOD
Briyani Rice

ORDER NOW



Authentic Delicious Briyani

Order from us today

Buy 1 get 1 free on Monday*
Anywhere, Any City

TRY OUR SPICY

KOREAN CHICKEN

ORDER NOW

A photograph of a white bowl filled with Korean Fried Chicken. The chicken pieces are coated in a vibrant red, spicy-looking sauce and sprinkled with white sesame seeds. The bowl is placed on a yellow and white striped cloth.



Introducing
sea-food
Briyani

2 %
5 off



Exercise :4

Conducting the Search Engine Optimization and Search Engine Marketing

To do the Search Engine Optimization, the basic task is to insert keywords in the Website.

The right keywords can be determined by using a tool called Keyword Planner which is a free tool offered by Google.

Step 1: Go to Google AdWords Keyword Planner

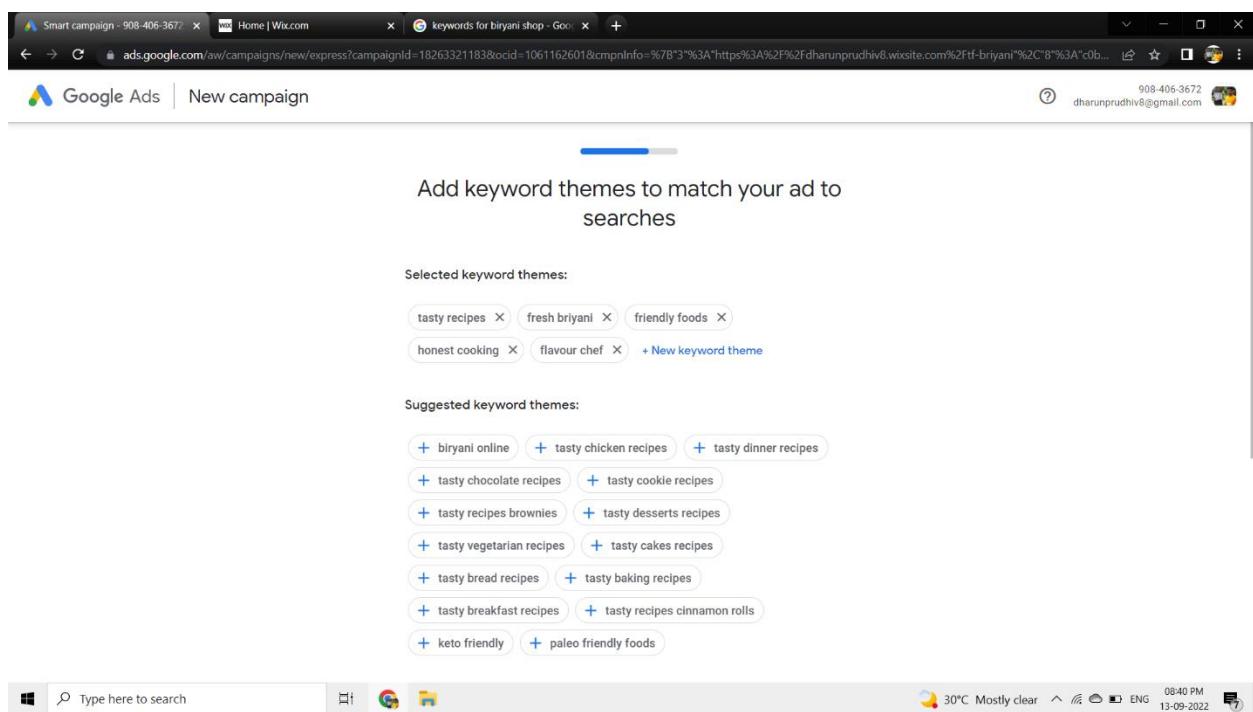
Step 2: Find Your Topic

Step 3: Get Keyword Ideas

Step 4: Pick the Perfect Keyword

Step 5: Incorporate the Keywords in your website at Wix.com

Output:



The screenshot shows the Google AdWords Keyword Planner interface. At the top, the URL is ads.google.com/aw/campaigns/new/express?campaignId=18263321183&ocid=1061162601&cmplnInfo=%7B%3A%2F%2Fdharunprudhiv%2Ft-briyani%2C8%3A%0b.... The main area displays the following content:

Add keyword themes to match your ad to searches

Selected keyword themes:

- tasty recipes
- fresh briyani
- friendly foods
- honest cooking
- flavour chef

Suggested keyword themes:

- + biryani online
- + tasty chicken recipes
- + tasty dinner recipes
- + tasty chocolate recipes
- + tasty cookie recipes
- + tasty recipes brownies
- + tasty desserts recipes
- + tasty vegetarian recipes
- + tasty cakes recipes
- + tasty bread recipes
- + tasty baking recipes
- + tasty breakfast recipes
- + tasty recipes cinnamon rolls
- + keto friendly
- + paleo friendly foods

At the bottom, the taskbar shows the Windows Start button, a search bar with "Type here to search", the Google Chrome icon, and system status icons for weather (30°C, Mostly clear), time (08:40 PM), date (13-09-2022), and battery level.

Smart campaign - 908-406-367 | Home | Wix.com | Home | Tf Briyani | Wix Website Editor | Tf Briyani | keywords for biryani shop - Google |

dharunprudhiv8.wixsite.com/tf-briyani

This site was designed with the **WIX**.com website builder. Create your website today. [Start Now](#)

TF BRIYANI

Home About About the Chef Feedback Order Online Menus Log In

Welcome to TF BRIYANI

Tasty Recipes



Windows Type here to search 30°C Mostly clear 08:54 PM 13-09-2022

Smart campaign - 908-406-367 | Home | Wix.com | About | Tf Briyani | Wix Website Editor | Tf Briyani | keywords for biryani shop - Google |

dharunprudhiv8.wixsite.com/tf-briyani/blank-1



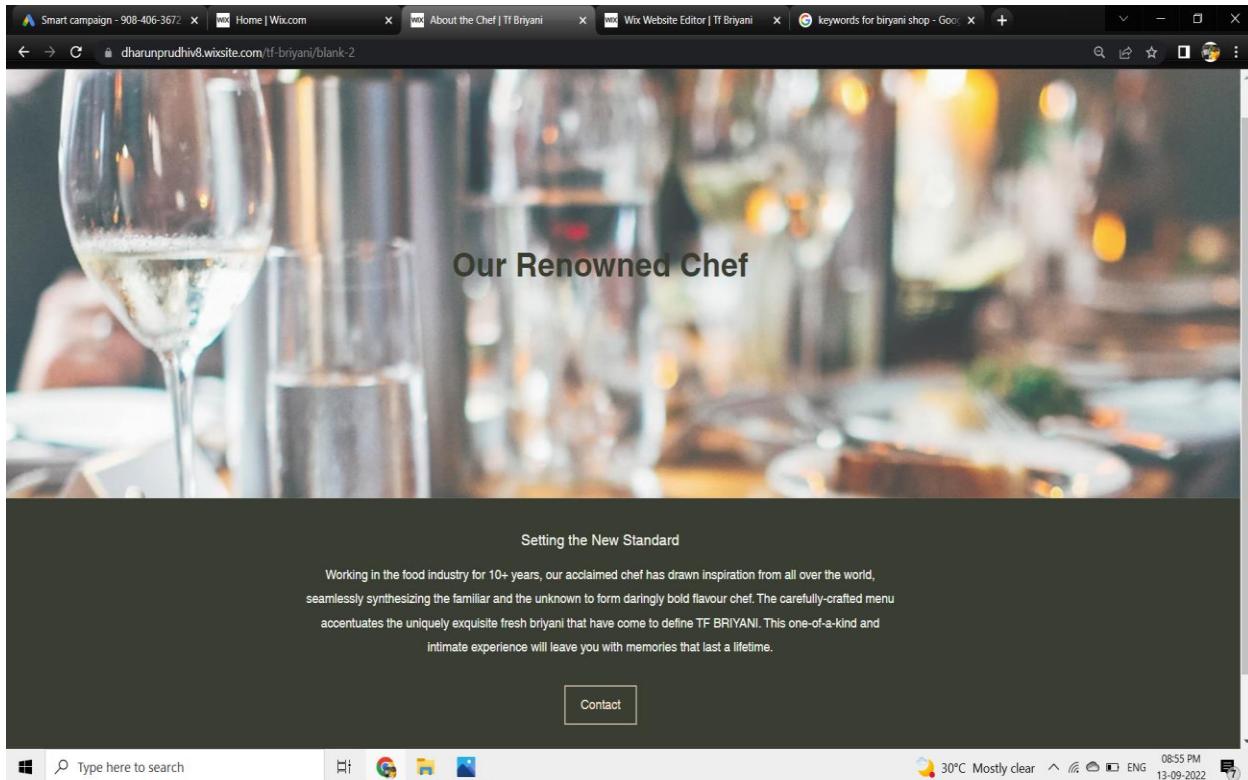
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This cozy establishment highlights our passion for market fresh ingredients, honest cooking, friendly foods, and an enjoyable atmosphere. Our menu features a selection of dishes, all made in-house by our team of talented chefs.

With some of the most delicious combinations of ingredients, there is something for everyone to enjoy. Loved by locals and traveling foodies alike, now is the perfect time for you to join us today at TF BRIYANI.

Contact

Windows Type here to search 30°C Mostly clear 08:54 PM 13-09-2022

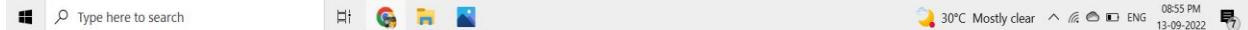


Our Renowned Chef

Setting the New Standard

Working in the food industry for 10+ years, our acclaimed chef has drawn inspiration from all over the world, seamlessly synthesizing the familiar and the unknown to form daringly bold flavour chef. The carefully-crafted menu accentuates the uniquely exquisite fresh briyani that have come to define TF BRIYANI. This one-of-a-kind and intimate experience will leave you with memories that last a lifetime.

[Contact](#)



Exercise: 5

Using Google Analytics to analyse website performance

Tasks to be performed

1. Set up the account and property
2. Install tracking code in the website at Wix.com
3. Generate reports through Google Analytics
4. Generate the Google Analytics Report using the mentioned parameters.
5. Comment upon the performance of your website at Wix.com using the Google Analytics Report

Aim:

To analyze the website performance using Google Analytics.

Procedure:

Step: 1 Set up the account and property.

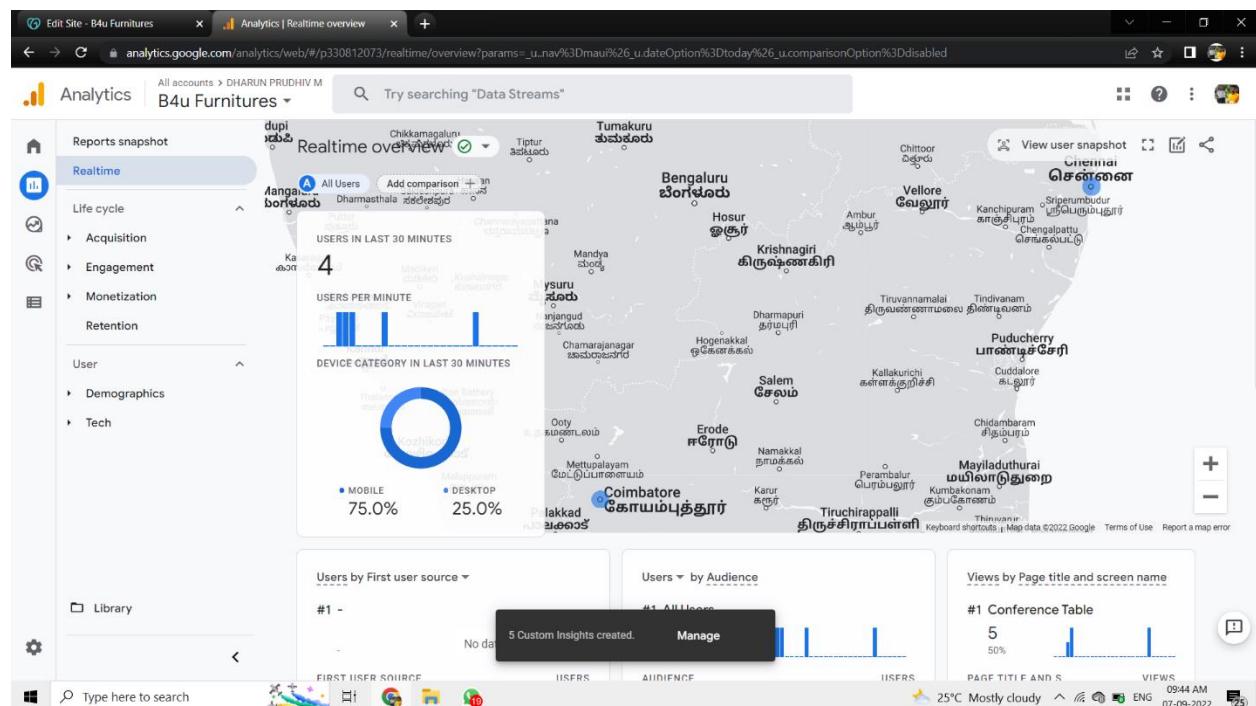
Step: 2 Install tracking code in the website.

Step: 3 Generate reports through Google Analytics.

Step: 4 Generate the Google Analytics Report using the above mentioned parameters.

Step: 5 Comment upon the performance of your website using Google Analytics Report.

Output:



Analytics | Realtime overview

Realtime overview

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	10
scroll	5
first_visit	4
session_start	4
user_engagement	3

Conversions by Event name

EVENT NAME	CONVERSIONS
	No data available

Users by User property

USER PROPERTY	USERS
	No data available

5 Custom Insights created. [Manage](#)

25°C Mostly cloudy 09:44 AM 07-09-2022

Analytics | Realtime overview

Realtime overview

Users by First user source

FIRST USER SOURCE	USERS
	No data available

Users by Audience

AUDIENCE	USERS
All Users	4

Views by Page title and screen name

PAGE TITLE AND S...	VIEWS
Conference Table	5
Reception T... Tamil Nadu	2
Wooden Rec...on Table	2
Earie Executive Chair	1

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	10

Conversions by Event name

EVENT NAME	CONVERSIONS
	No data available

Users by User property

USER PROPERTY	USERS
	No data available

5 Custom Insights created. [Manage](#)

25°C Mostly cloudy 09:44 AM 07-09-2022

Exercise 6

FACEBOOK MARKETING

Tasks to be done

1. Go to facebook.com/pages/create.
 - Click to choose a Page type.
 - Fill out the required information.
 2. Choose a great username.
 3. Give the key details in the About section.
 4. Provide as many details as possible in the full About description.
 5. Capture attention with a fantastic cover photo visual.
 6. Choose an appropriate profile photo.
 7. Ask your Facebook friends to like your Facebook Page.
- Once your Page is setup, use the handy invite option to invite all of your Facebook friends (or a group of your Facebook friends) to like your Facebook Page via a Facebook direct message. This is a great way to get the ball rolling and start building a following.
8. Promote your Facebook Page.
 9. Link your Facebook Page with your Webpage in Wix.com
 10. Use Facebook Insights to analyze the impact of your Facebook campaign.

FACEBOOK PAGE URL: <https://www.facebook.com/tf.biryani>





See insights and ads

Boost post



Like

Comment

Share



TF Biryani updated their cover photo.

October 8 at 5:29 PM ·

...



No insights to show

Create ad



Posts

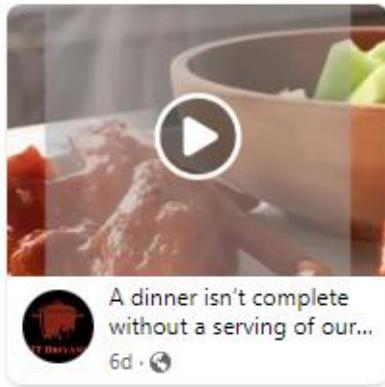
Filters

Manage posts

List view

Grid view

October 2022



Page Overview

Followers: 28

Last 28 days

[See more insights](#)



Post reach 1

26



Post Engagement 1

141



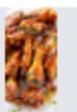
New Page likes 1

20

Top post

Last 28 days

Boost this post to reach up to 75 more people with every ₹562 you spend.



Chicken wings @rs.100/- only 😊

October 8 at 5:39 PM ·

Post reach

18

Post Engagement

21

[See insights](#)

[Boost post](#)

Recent Posts

Last 28 days



Dedicated to food 🍚 -

<https://mailchi.mp/f9fc50263e08/dedicated-to-food>

Sat, Oct 15

Post reach Engagement

11

7



Introducing Sea - food Briyani 🍚

Thu, Oct 13

Post reach Engagement

10

12



Biryani is not just a food 🍚 It's a love for many.....

Thu, Oct 13

Post reach Engagement

12

12

[See more](#)

Post Insights

Chicken wings @rs.100/- only 😊

October 8 at 5:39 PM · 18

Post Impressions 25 Post reach 18 Post Engagement 21

Distribution

+1.5x more impressions than your other posts within 11 days of publishing. [Learn more](#)

Interactions

Reaction	Count
Like	20
Love	1
Ha	0
Wow	0
Cry	0
Angry	0

Reactions: 21

Comments: 0

Shares: 0

Other Clicks: --

Other

Hide Post: --

Hide All Posts: --

Boost post

Results

Facebook Page reach [\(i\)](#)

39  1.00%



Exercise 7
YouTube Marketing

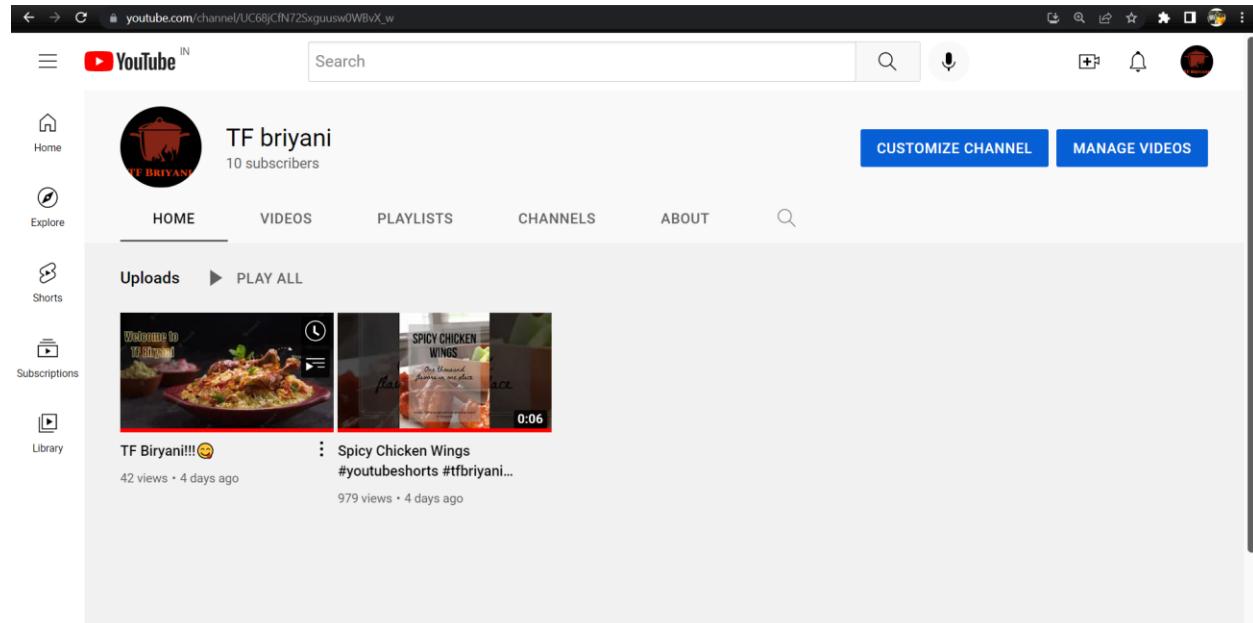
Tasks to be done

1. Sign into YouTube and click on the user icon at the top right of the screen
2. Click on the gear icon to get to your account's YouTube Settings
3. Click on Create a new channel
4. Then choose "Use a business or other name"
5. Add your Brand name and click create
6. Fill in the about section

7. Upload the video shot with mobile phone
8. Promote the YouTube Video in Social Media

9. Measure the impact of your YouTube Marketing Campaign with YouTube Analytics

YouTube channel link : <https://www.youtube.com/channel/UCNGTIW5xSvOxPBszPlh2PAQ>



Channel analytics

ADVANCED MODE

Sep 21 – Oct 18, 2022
Last 28 days

Your channel got 1,006 views in the last 28 days

Views	Watch time (hours)	Subscribers
1.0K	2.6	+10

SEE MORE

Realtime
Updating live

10
Subscribers
[SEE LIVE COUNT](#)

20
Views - Last 48 hours

Top content

Spicy Chicken Wings #youtu...	15
TF Biryani!!!😊	5

[SEE MORE](#)

Content

Shorts: 968 (96.2%)
Videos: 38 (3.8%)

[SEE MORE](#)

Impressions and how they led to watch time
Data available Sep 21 – Oct 18, 2022 (28 days)

Impressions	84
20.2% from YouTube recommending your content	(i)
Views from impressions	20
0:09 average view duration	
Watch time from impressions (hours)	0.05

How viewers find you
Views - Last 28 days

Traffic Sources	91.2%
Shorts feed	3.4%
YouTube search	2.6%
External	1.5%
Channel pages	0.7%
Direct or unknown	0.7%
Others	

Your account is at greater risk of attack because you don't have 2-Step Verification. Turn it on now for extra security

GET STARTED DISMISS

YouTube Studio

Search across your channel

Channel analytics

ADVANCED MODE

Sep 21 – Oct 18, 2022
Last 28 days

Overview Content Audience Research

Returning viewers Unique viewers Subscribers

977 +10

Returning viewers New viewers

1,200 800 400 0

SEE MORE Chart guide

When your viewers are on YouTube

Your local time (GMT +0530) - Last 28 days

Not enough viewer data to show this report

Other channels your audience watches

Last 28 days

Not enough eligible audience data to show this report. [Learn more](#)

Type here to search

33°C Sunny 11:00 AM 20-10-2022

Your account is at greater risk of attack because you don't have 2-Step Verification. Turn it on now for extra security

GET STARTED DISMISS

Your account is at greater risk of attack because you don't have 2-Step Verification. Turn it on now for extra security

GET STARTED DISMISS

YouTube Studio

Search across your channel

Channel analytics

ADVANCED MODE

Sep 21 – Oct 18, 2022
Last 28 days

Overview Content Audience Research

Age and gender

Views - Last 28 days

Gender	Percentage
Female	46.8%
Male	53.2%
User-specified	0%

SEE MORE

Top geographics

Views - Last 28 days

Geography	Percentage
India	57.4%
Indonesia	6.0%
United States	4.1%
Malaysia	2.3%
Thailand	2.1%

SEE MORE

Top subtitle/CC languages

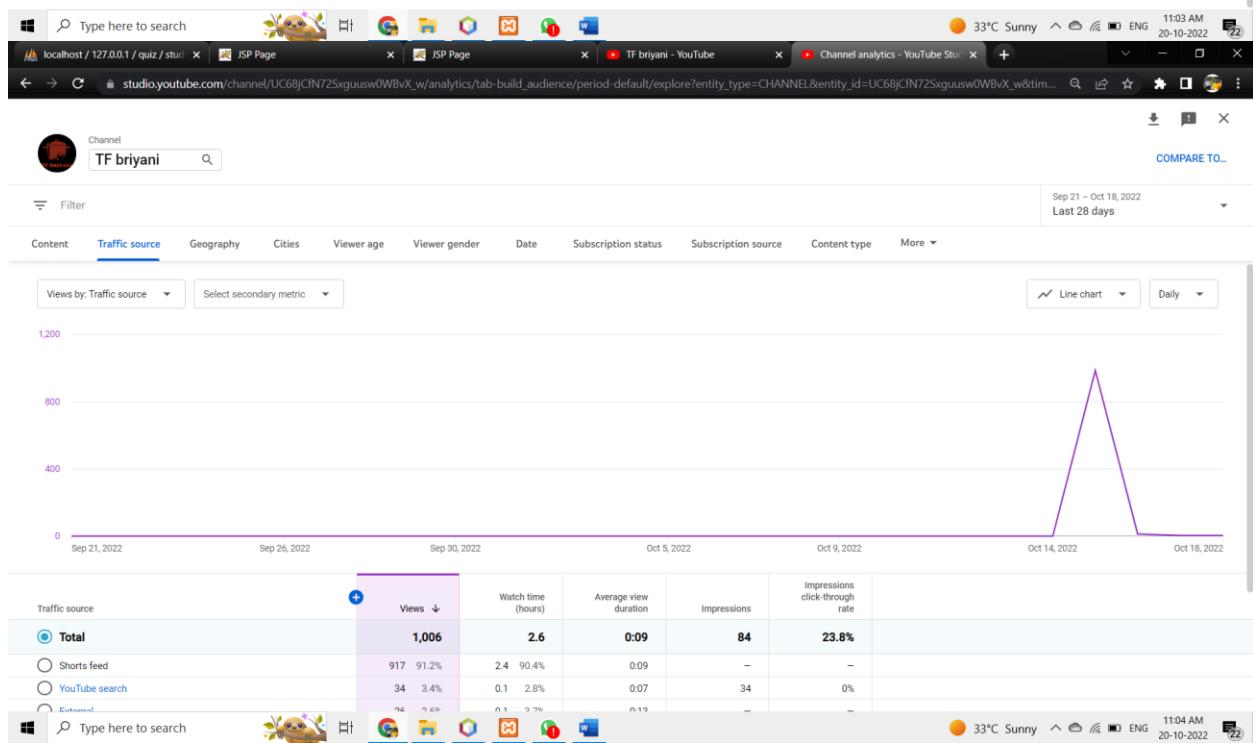
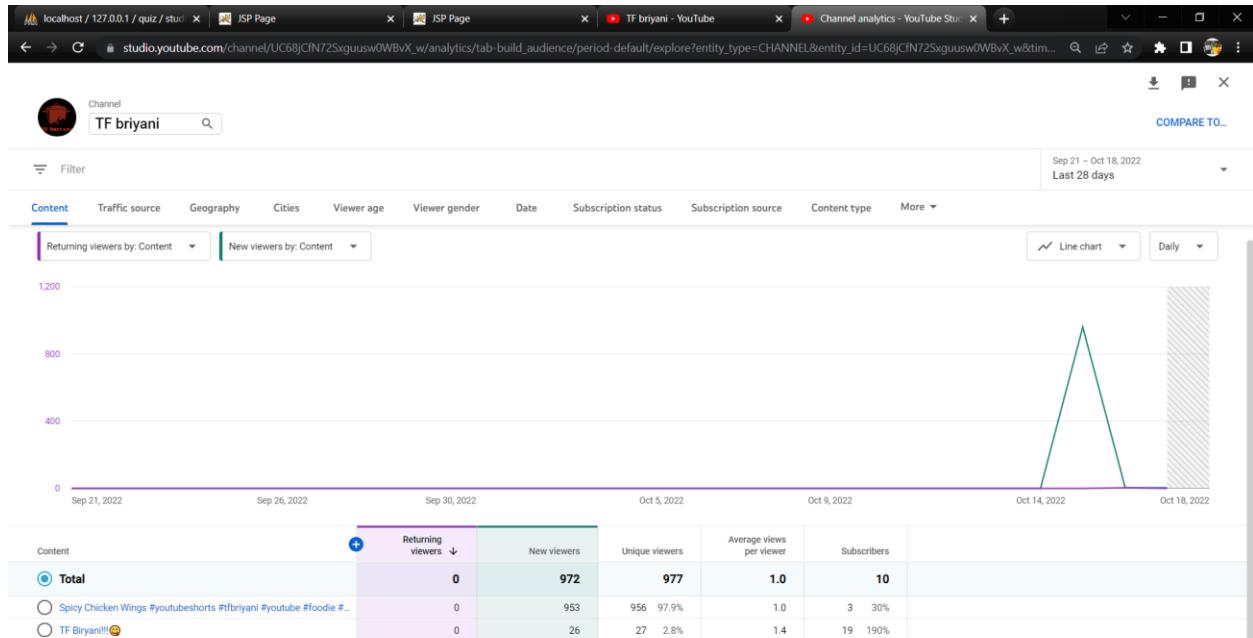
Views - Last 28 days

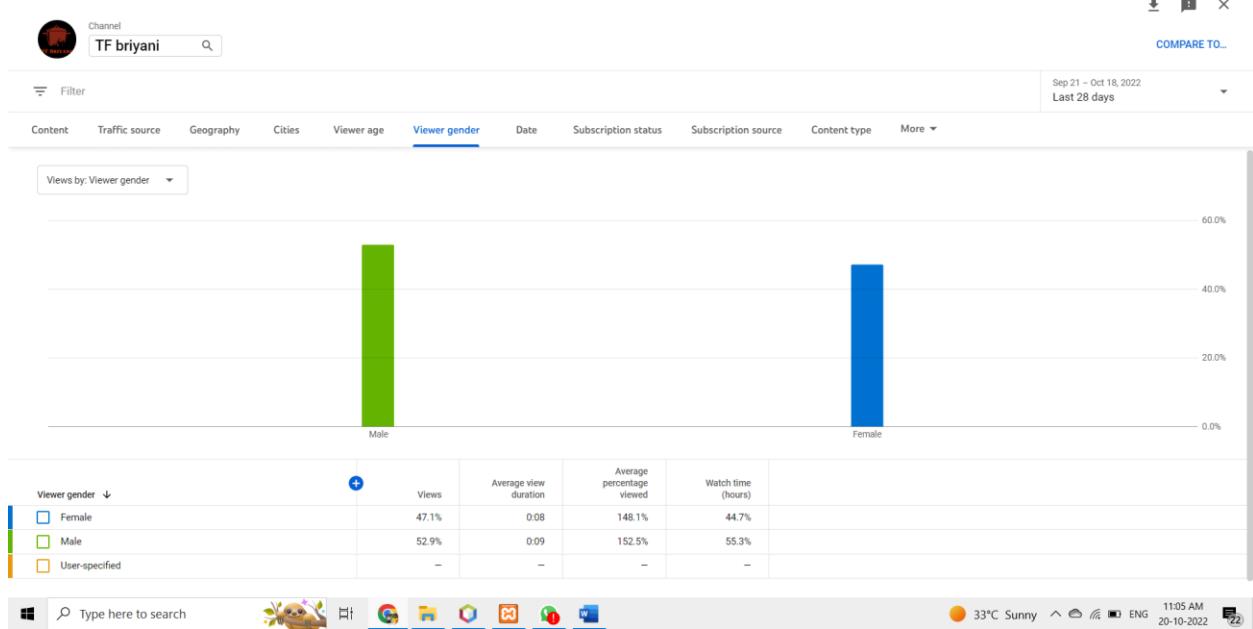
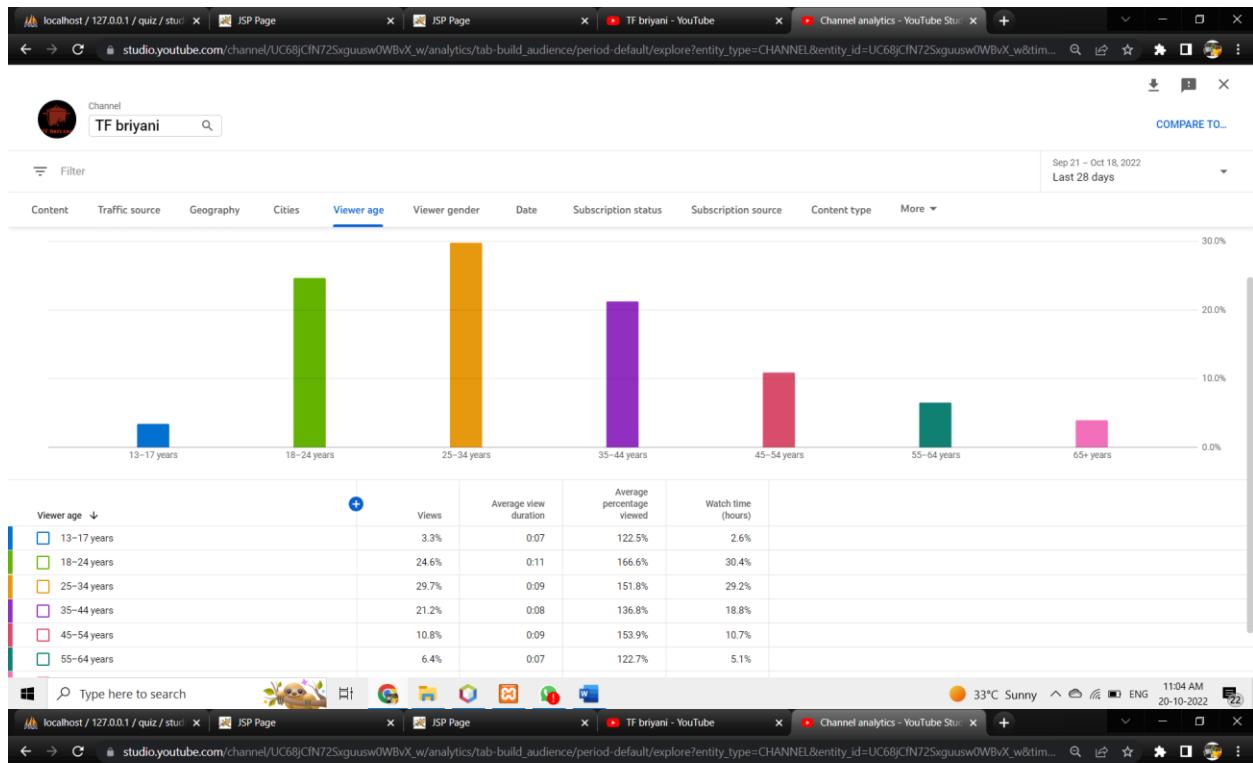
Language	Percentage
No subtitles/CC	100.0%

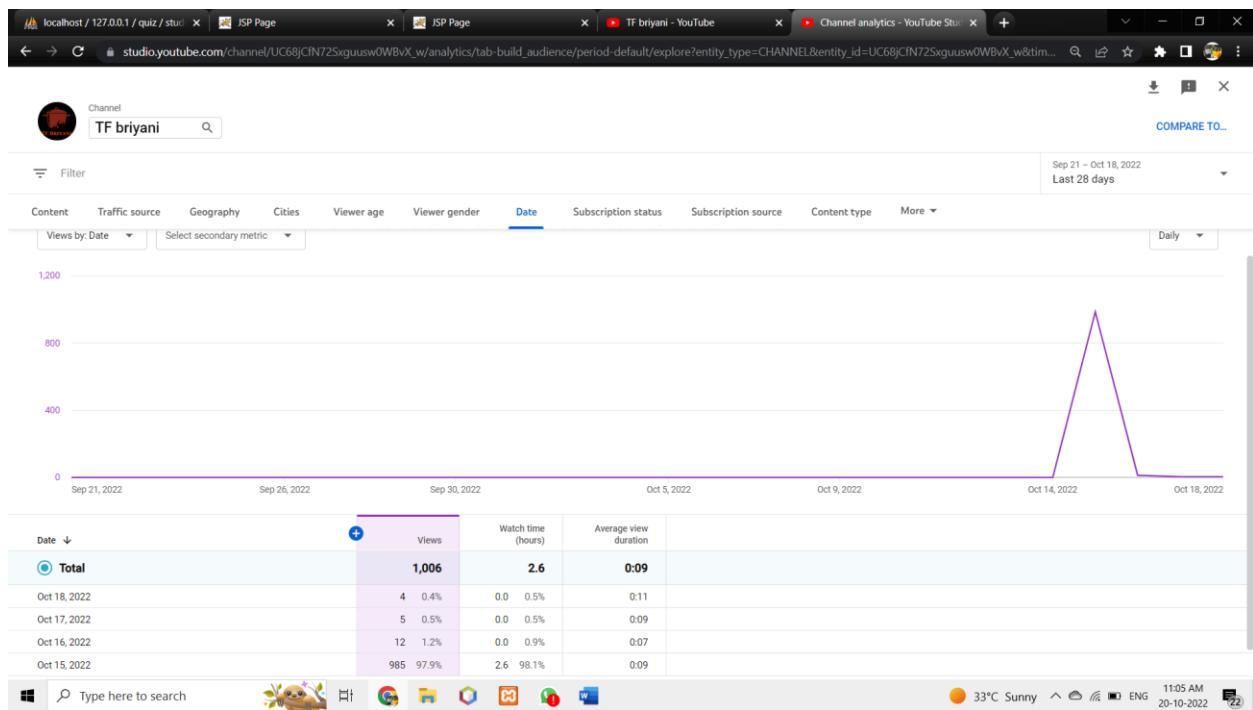
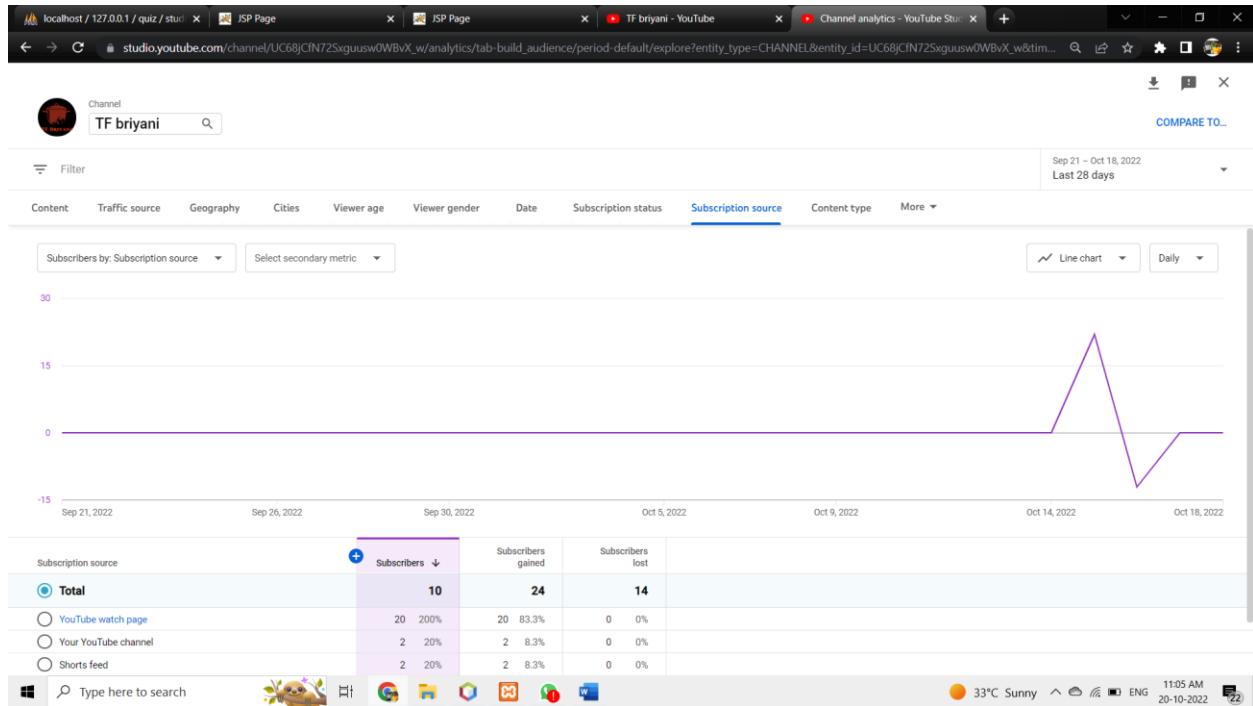
SEE MORE

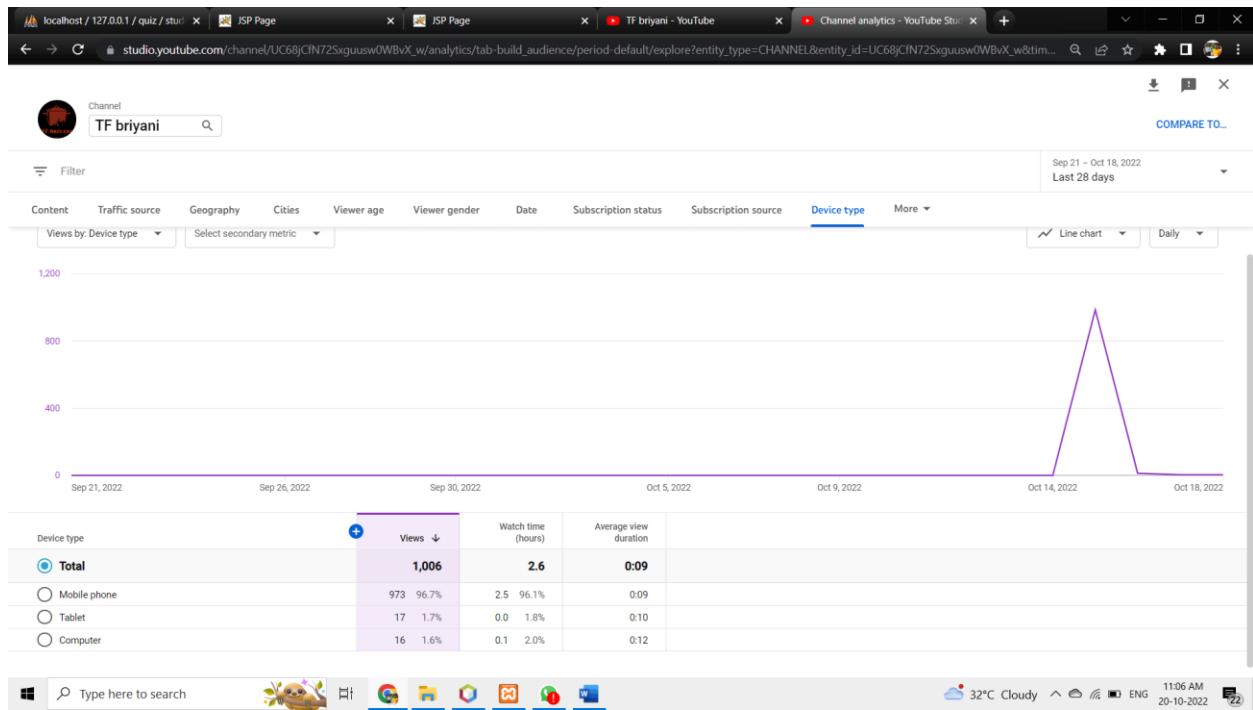
Type here to search

33°C Sunny 11:00 AM 20-10-2022









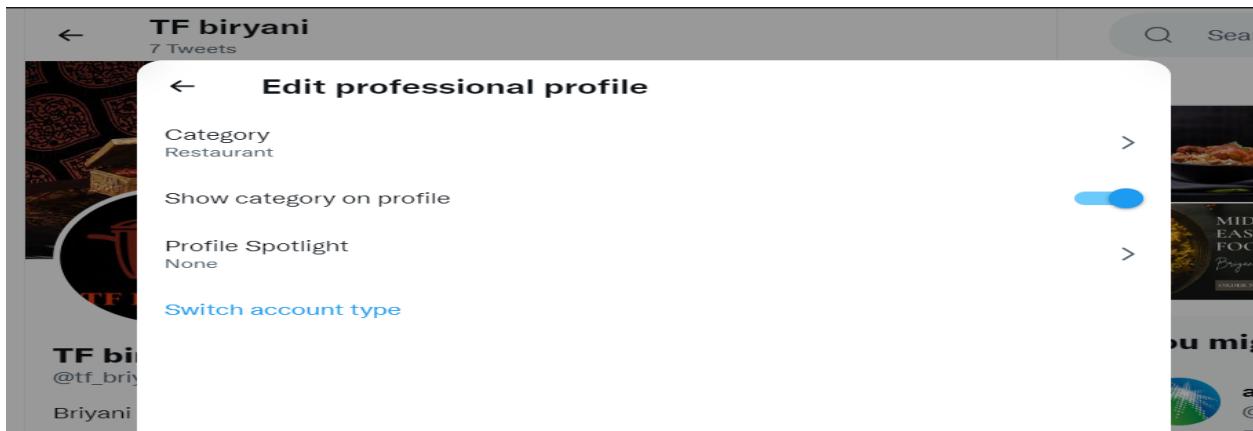
Exercise 8

Twitter Marketing

Page Url: https://twitter.com/tf_briyani



Twitter profile page for **TF biryani** (@tf_briyani). The profile picture is a circular logo with a red pot and the text 'TF BIRYANI'. The header image shows a large platter of biryani with a red lantern and a small box. The bio reads: 'Briyani is nothing but, a state of happiness' with a food emoji. The account is a Restaurant and was joined in October 2022. It has 31 Following and 20 Followers. The 'Tweets' tab is selected, showing one tweet from Oct 15: 'Dedicated to food 🍔 - mailchi.mp/f9fc50263e08/d...'. There are 7 tweets in total.



Editing the professional profile for **TF biryani** (@tf_briyani). The category is set to Restaurant. The 'Show category on profile' switch is turned on. The 'Profile Spotlight' is set to None. The 'Switch account type' link is visible. The background shows the Twitter feed with a tweet about biryani.

X Tweet Analytics



TF biryani @tf_biryani · Oct 10

#Biryani #chicken #FoodieBeauty #food #restaurants

15

0

0

Impressions ⓘ

335

Engagements ⓘ

19

Detail expands ⓘ

0

New followers ⓘ

0

Profile visits ⓘ

0

X Tweet Analytics



TF biryani @tf_biryani · Oct 13

Biryani is not just a food It's a love for many.... #FoodieBeauty #foodies #foodporn #biryani

18

0

0

Impressions ⓘ

83

Engagements ⓘ

21

Detail expands ⓘ

3

New followers ⓘ

0

Profile visits ⓘ

0



TF biryani @tf_biryani · Oct 13



Introducing Sea - food Briyani



20



1



0

Impressions i

47

Engagements i

23

Detail expands i

2

New followers i

0

Profile visits i

0



TF biryani @tf_biryani · Oct 15



Dedicated to food - mailchi.mp/f9fc50263e08/d...



11



0



0

Impressions i

25

Engagements i

12

Detail expands i

1

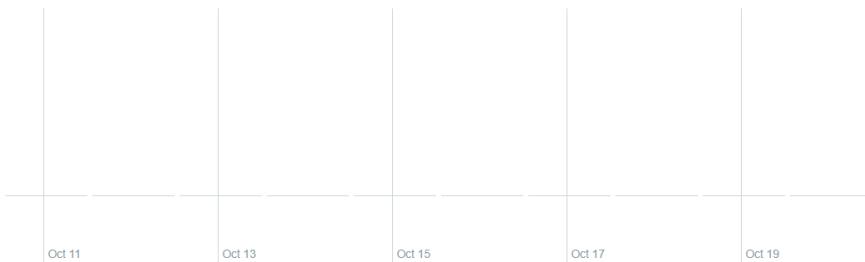
New followers i

0

Profile visits i

0

Your Tweets earned **529 impressions** over this **10 day** period



YOUR TWEETS

During this 10 day period, you earned **55 impressions** per day.

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
 TF_biryani @tf_biryani · Oct 15 Dedicated to food - mailchi.mp/f9fc50263e08/d... pic.twitter.com/slsXjsYJMB				24	11	45.8%
View Tweet activity						
 TF_biryani @tf_biryani · Oct 13 Introducing Sea - food Briyani  pic.twitter.com/GFP2uqj1av				47	23	48.9%
View Tweet activity						
 TF_biryani @tf_biryani · Oct 13 Biryani is not just a food  It's a love for many..... #FoodieBeauty #foodies #foodporn #briyani pic.twitter.com/6YE1xDGtq				83	21	25.3%
View Tweet activity						
 TF_biryani @tf_biryani · Oct 10 pic.twitter.com/qmUk4SzHT8				21	15	71.4%
View Tweet activity						
 TF_biryani @tf_biryani · Oct 10 #chickenwings #Spicy #tfbriyani pic.twitter.com/ry1rGnhgCm				20	14	70.0%
View Tweet activity						
 TF_biryani @tf_biryani · Oct 10 #Biryani #chicken #FoodieBeauty #food #restaurants pic.twitter.com/VnN7J5Mwou				335	19	5.7%
View Tweet activity						
 TF_biryani @tf_biryani · Oct 10 pic.twitter.com/IYqFoBgl0t				15	15	100.0%
View Tweet activity						

Engagements

Showing 10 days with daily frequency

Engagement rate
20.9%



Link clicks
2



On average, you earned **0 link clicks** per day

Retweets without comments

1



On average, you earned **0 Retweets without comments** per day

Likes

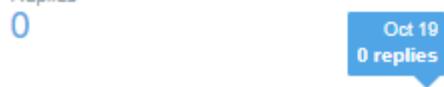
107



On average, you earned **11 likes** per day

Replies

0



On average, you earned **0 replies** per day

X Tweet Analytics

TF biryani @tf_biryani · Oct 10



#chickenwings #Spicy #tfbriyani

14

0

0

Impressions ①

20

Engagements ①

14

Detail expands ①

0

New followers ①

0

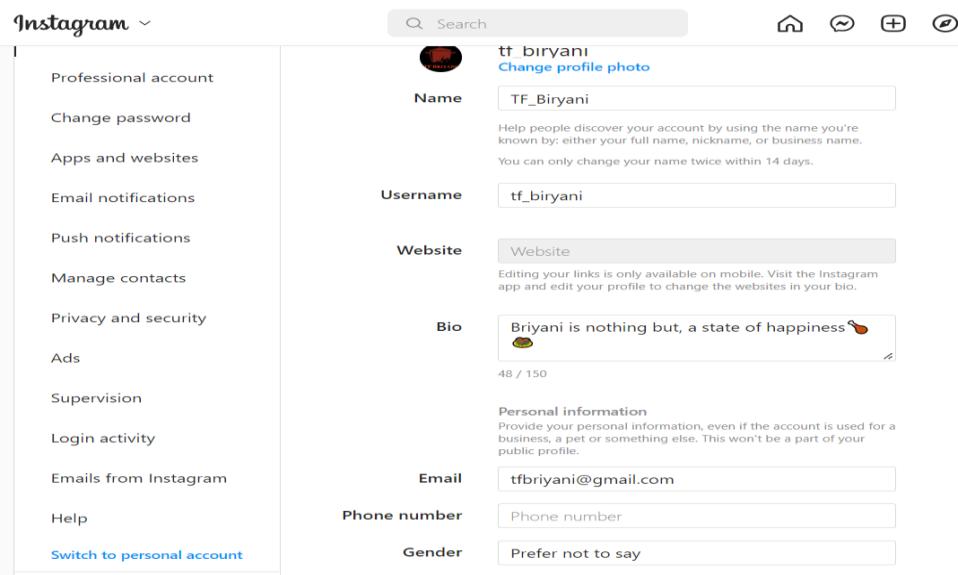
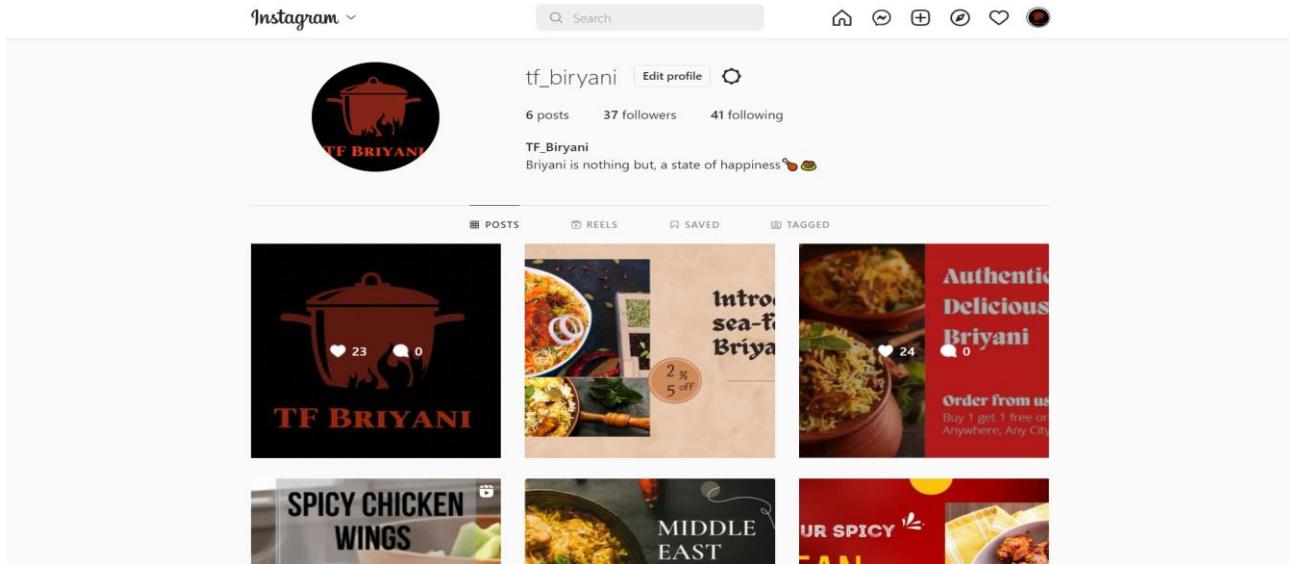
Profile visits ①

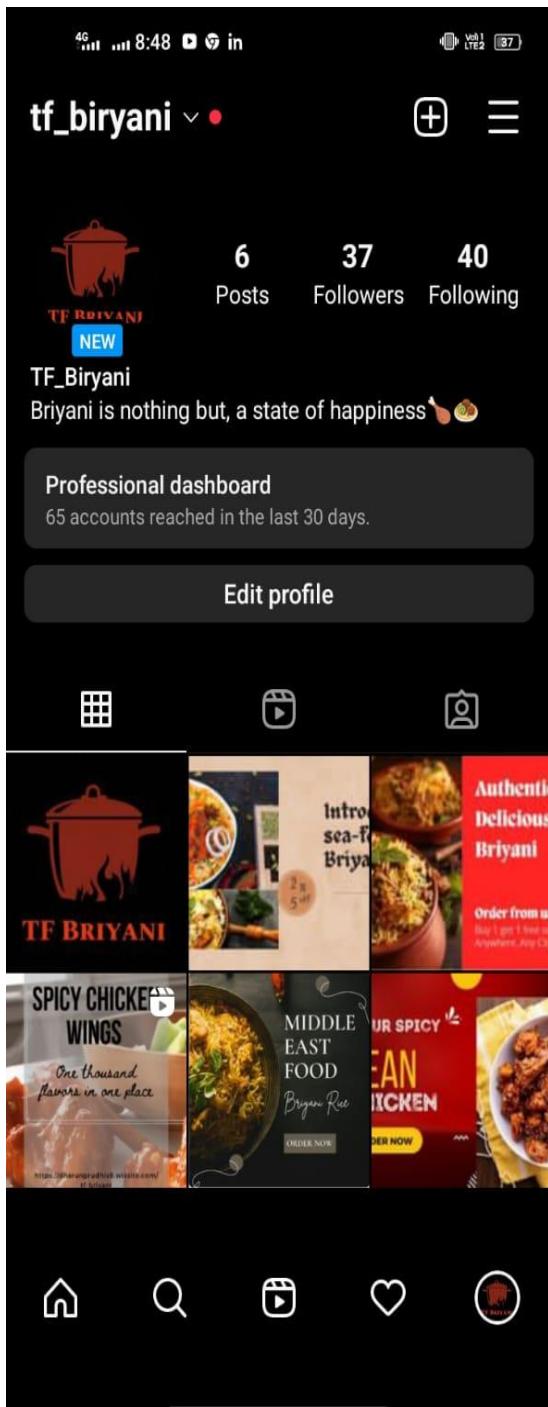
0

Exercise 9

Instagram Marketing

Page Url: https://instagram.com/tf_biryani?igshid=YmMyMTA2M2Y=





4G 8:48 8:48 4G 8:48 8:48 in in

← Insights

Professional dashboard

Last 30 Days

Sep 19 - Oct 18

Account insights

65 accounts reached in the last 30 days
42 are non-followers

See all

Overview

Visit Insights regularly to check on your content's performance.

Accounts reached: 65 >

Accounts engaged: 31 >

Total followers: 37 > 0%

Next steps

Find new potential customers

Learn how to start conversations with people interested in your business.

Content You Shared

Your tools

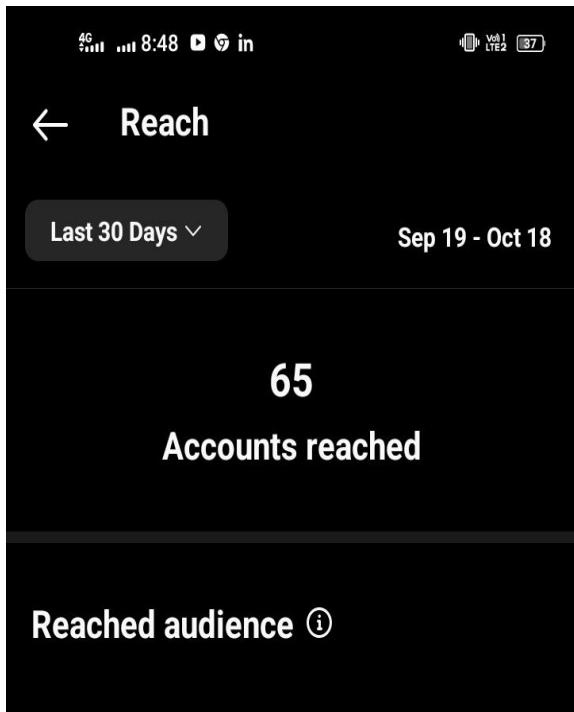
Ad tools >

Branded content >

See all

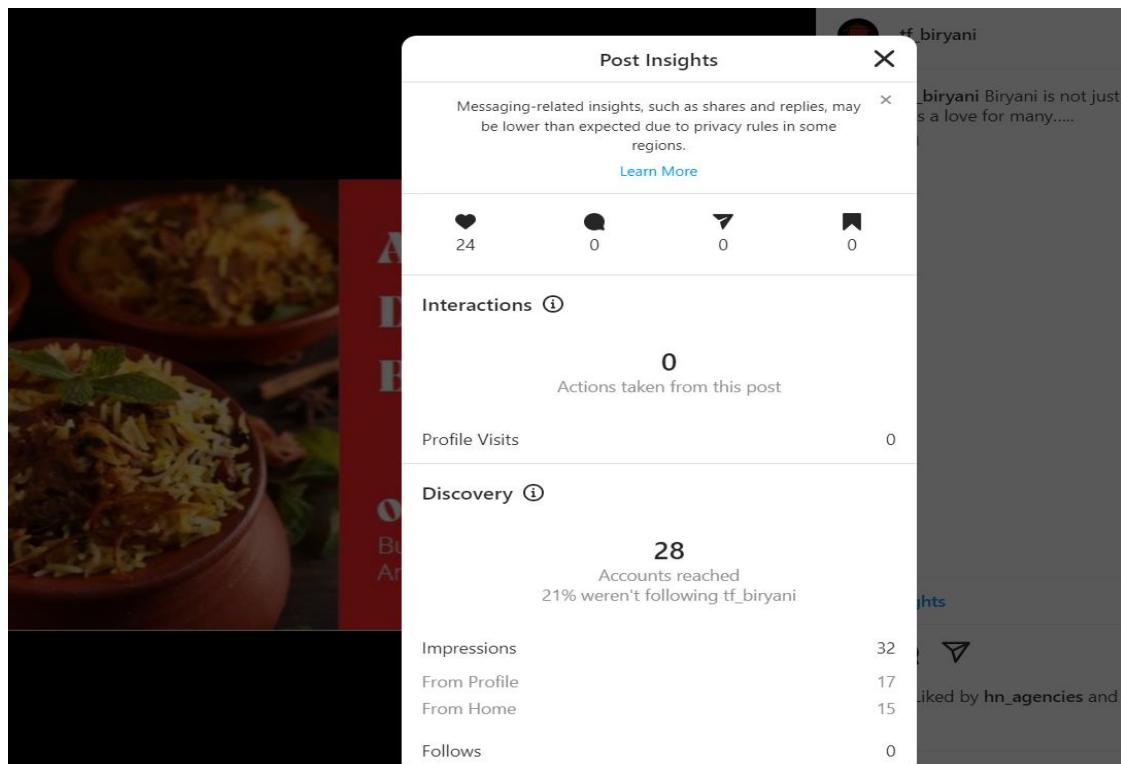
Followers Non-Followers

Content You Shared



Instagram reach ⓘ

65 ↑ 100%



Exercise 10

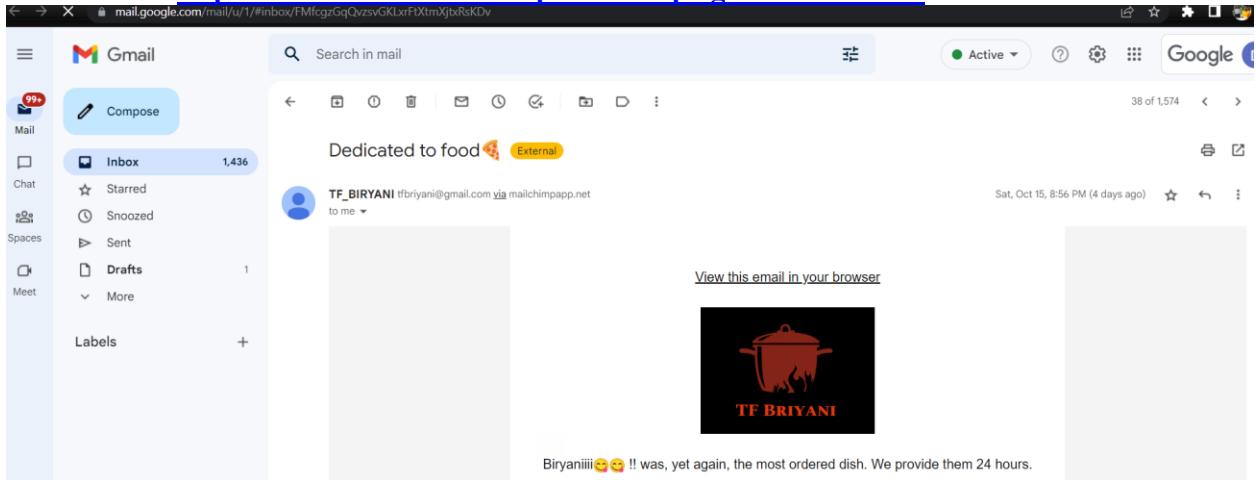
Email Marketing

Tasks to be done in E-Mail Marketing

1. Choose Mailchimp as the E-Mail Marketing Platform
2. Build your contact list in MailChimp
3. Create a Campaign and build an Email
4. Create the Header of Email Campaign
5. Create the body of E-mail
6. Enable Auto Responder
7. Enable Tracking

8. Conduct A/B Testing of Emails

Email Links: <https://us21.admin.mailchimp.com/campaigns/show?id=397>



Dedicated to food  External

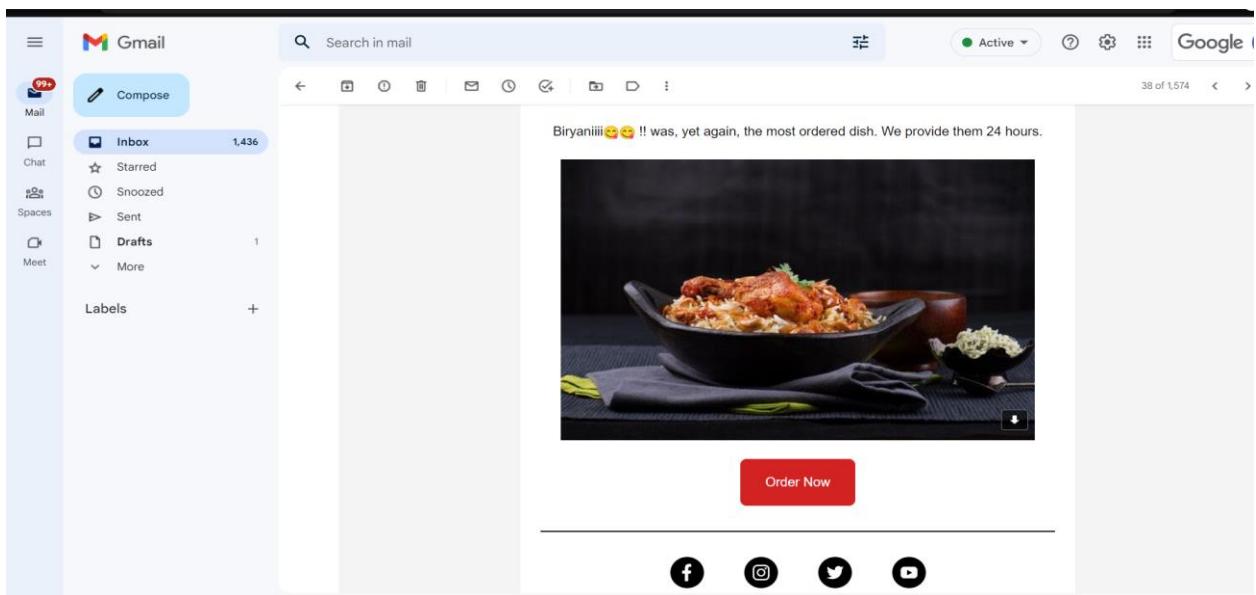
TF_BIRYANI tfbriyani@gmail.com via mailchimpapp.net to me ▾

Sat, Oct 15, 8:56 PM (4 days ago)    

[View this email in your browser](#)



Biryani!! 😊😊 !! was, yet again, the most ordered dish. We provide them 24 hours.

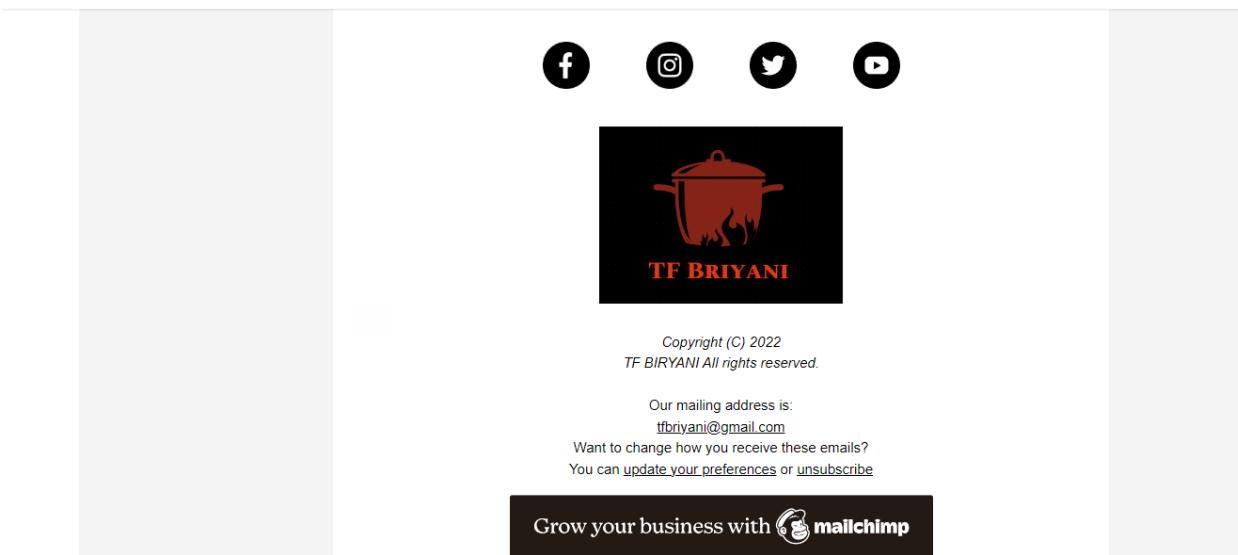


Biryani!! 😊😊 !! was, yet again, the most ordered dish. We provide them 24 hours.



[Order Now](#)



Email analytics [Sample data](#) [Upgrade to Standard plan](#)

You're using sample data. Use Mailchimp's sample data to explore Email analytics. To use data from your email activity, upgrade to a Standard plan.

Time frame: Previous 30 days, Start date: 09-20-2022, End date: 10-19-2022

Select a date within the past 365 days. Select a date of today or earlier.

Performance Compared against previous 30 days

1,468 <small>-18.1%</small> Emails sent	29.8% <small>-0.7%</small> Open rate	28.5% <small>-6.2%</small> Click rate	2.4% <small>+29.5%</small> Unsubscribe rate
--	---	--	--

Email analytics [Sample data](#) [Upgrade to Standard plan](#)

Engagement

Metric: **Emails sent** Metric: **Click rate** [Export as CSV](#)

Date	Emails sent	Click rate
09/19	35	10%
09/20	65	12%
09/21	20	15%
09/22	40	20%
09/23	25	22%
09/24	40	25%
09/25	35	22%
09/26	20	28%
09/27	25	55%
09/28	80	28%
09/29	25	75%
09/30	20	78%
10/01	85	75%
10/02	30	72%
10/03	60	70%
10/04	10	10%
10/05	70	70%
10/06	75	68%
10/07	20	15%
10/08	10	5%
10/09	75	70%
10/10	15	15%
10/11	65	70%
10/12	85	70%
10/13	80	70%
10/14	85	70%
10/15	75	70%
10/16	60	70%
10/17	90	35%
10/18	75	35%

Untitled

Switch report ▾

Overview Activity Click Performance Content Optimizer Social E-commerce Inbox Analytics360

41 Recipients

Audience: TF_BIRYANI
Subject: Dedicated to food 🍚

Delivered: Sat, Oct 15, 2022 11:12 am
View email · Download · Print · Share

25	Opened	13	Clicked	0	Bounced	0	Unsubscribed
----	--------	----	---------	---	---------	---	--------------

Successful deliveries 41 100.0% Clicks per unique opens 52.0%
 Total opens 37 Total clicks 35
 Last opened 10/19/22 6:45AM Last clicked 10/16/22 8:17AM
 Forwarded 0 Abuse reports 0

Overview Activity Click Performance Content Optimizer Social E-commerce Inbox Analytics360

Opened

Export As CSV 1 - 25 of 25

Email Address	Opens	First Name	Last Name	Address	Phone Number	Birthday	Member Rating	Last Changed
2033015mdcs@cit.edu.in	2	Isabella	Priya	P.J			★★★★★	10/15/22 10:18AM
2033030mdcs@cit.edu.in	1	Santhosh					★★★★★	10/15/22 10:18AM
2033008mdcs@cit.edu.in	2	Dharshini	R				★★★★★	10/15/22 10:18AM
2033033mdcs@cit.edu.in	1	shriram	ramachandran				★★★★★	10/15/22 10:18AM
2033027mdcs@cit.edu.in	2	Rakishana	S				★★★★★	10/15/22 10:18AM
2033024mdcs@cit.edu.in	1	Pooja	M				★★★★★	10/15/22 10:18AM
2033002mdcs@cit.edu.in	1	Abirami	R				★★★★★	10/15/22 10:18AM
2033012mdcs@cit.edu.in	1	Genga	K				★★★★★	10/15/22 10:18AM
2033007mdcs@cit.edu.in	1	Devamuge	K.U				★★★★★	10/15/22 10:18AM
2033021mdcs@cit.edu.in	2	Mithradharshini	M.K				★★★★★	10/15/22 10:18AM
2033019mdcs@cit.edu.in	1	Kavyasree	R.J				★★★★★	10/15/22 10:18AM
2033010mdcs@cit.edu.in	3	Dharun Prudhiv	M				★★★★★	10/15/22 10:18AM
2033031mdcs@cit.edu.in	1	SaranNithish	T.S				★★★★★	10/15/22 10:18AM

Overview Activity Click Performance Content Optimizer Social E-commerce Inbox Analytics360

Links in this email

View Click Map

URL	Total clicks	Unique clicks
https://dharunprudhiv8.wixsite.com/tf-biryani	14 (40.0%)	12 (38.7%)
https://instagram.com/tf_biryani	6 (17.1%)	6 (19.4%)
https://facebook.com/tf_biryani	6 (17.1%)	5 (16.1%)
https://twitter.com/tf_biryani	5 (14.3%)	4 (12.9%)
https://www.youtube.com/channel/UC68jCfN72Sxguusw0WBvX_w	4 (11.4%)	4 (12.9%)
http://eepurl.com/ibRIET	0 (0.0%)	0 (0.0%)



14 (40%)

Order Now

6 (17.1%) 6 (17.1%) 5 (14.3%) 4 (11.4%)



◀ Click Map

Total

Desktop

Mobile

Last click recorded Sun, Oct. 16, 2022 5:47 pm



4 (50%)

Order Now

1 (12.5%) 1 (12.5%) 1 (12.5%) 1 (12.5%)



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Our mailing address is:

tfbiryani@gmail.com

Want to change how you receive these emails?

You can update your preferences or unsubscribe

0 (0%)

Grow your business with mailchimp

Desktop Summary

Desktop Clicks

Number of clicks by recipients

8

Unique Desktop Clicks

Number of times a link in your email was clicked by individual recipients

8

Links by: Appearance order

dharunprudhiv8.wixsite.com/tf-biryani	50.0%	
facebook.com/tf.biryani	12.5%	
instagram.com/tf_biryani	12.5%	
twitter.com/tf_briyani	12.5%	
youtube.com/channel/UC68jCfN72Sxgu...	12.5%	
eepurl.com/ibrIET	0.0%	

Click Map

Total Desktop Mobile

Last click recorded Sun., Oct. 16, 2022 5:47 pm

Mobile Summary

Mobile Clicks: 27 (Number of clicks by recipients)

Unique Mobile Clicks: 23 (Number of times a link in your email was clicked by individual recipients)

Links by: Appearance order

Link	Percentage
dharunprudhiv8.wixsite.com/tf-biryani	37.0%
facebook.com/tf.biryani	18.5%
instagram.com/tf_biryani	18.5%
twitter.com/tf_biryani	14.8%
youtube.com/channel/UC68jCfn72Sxgu...	11.1%
eepurl.com/ibrIET	0.0%

Exercise 11

LinkedIn Marketing

Page URL: <https://www.linkedin.com/company/86451854/admin>

in Search

Home My Network Jobs Messaging Notifications Me Work Try Premium for free

View as member

All Pages Content Analytics Activity Admin tools

TF BIRYANI Super admin view

Edit Page Share Page

TF BIRYANI - We are one of the leading restaurants in Coimbatore, we have a unique style and brand for us.

Restaurants · Coimbatore, Tamil Nadu · 18 followers

Analytics Last 30 day activity

1 Search appearances Last 7 days

2

Start a post

Photo Video Poll Write article

Page posts Hashtags Employee posts Ads

Grow your followers

97/100 credits available

Build your audience and reach by inviting connections to follow your Page

Metrics

Impressions ▾



A screenshot of the LinkedIn Page Admin tools interface for the page 'TF BIRYANI'. The top navigation bar includes 'Search', 'Home', 'My Network', 'Jobs', 'Messaging', 'Notifications', 'Me', 'Work', and a 'Try Premium for free' button. The main content area shows the page's activity feed, which includes a post from 'TF BIRYANI' with 18 followers and 3d ago. The post content is: 'Biryani is a emotion! 😊 #food #foodforlife #likeforlikes #biryani lovers'. Below the post is a large red promotional image for 'Authentic Delicious Briyani' with a 'Buy 1 get 1 free on Monday* Anywhere, Any City' offer. The left sidebar shows metrics: Post impressions (Start a post), Custom button clicks (0), and a lead generation section (Collect leads by adding a lead gen form to your page, Add lead gen form). The right sidebar shows hashtags: #tfbiryani (0 followers), #tfbiryani life (0 followers), and #biryani lovers (7 followers). A 'Show posts about TF BIRYANI' button is also present.

Organic impressions: 105 Impressions

Hide stats ^

Organic stats 

Targeted to: All followers

105
Impressions

15
Reactions

4.76%
Click-through
rate

0
Comments

0
Reposts

5
Clicks

19.05%
Engagement rate



TF BIRYANI

18 followers

3d • 

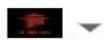
Biryani is a emotion! 😍

#likeforlikes #food #foodforlife #foodporn #biryani lovers #chickenwings
#chickenrecipes



Visit [TF Biryani](#)

 Adhava Perumal and 13 others



 Like

 Comment

Video views: 8 total

Hide stats ^

Video views i

Targeted to: All followers

8

Total

Organic stats i

79

Impressions

14

Reactions

1.27%

Click-through
rate

0

Comments

0

Reposts

1

Click

18.99%

Engagement rate

Show more analytics

Posted by **TF Biryani** • 10/16/2022

...



TF BIRYANI

18 followers

3d •

👉 Life is like a box of chicken
#like #tfbiryani #biryani lovers #tfbiryani life #comment #viratkohli



You and 10 others



Like

Comment

Organic impressions: 55 Impressions

Hide stats

Organic stats

Targeted to: All followers

55
Impressions

11

Reactions

1.82%
Click-through
rate

0
Comments

0
Reposts

1
Click

21.82%
Engagement rate

Show more analytics

Update engagement

Time range: Oct 4, 2022 - Oct 18, 2022 ▾

Show: 10 ▾

Highlights

Data for 10/3/2022 - 10/18/2022

50
Reactions
• 0%

0
Comments
• 0%

0
Reposts
• 0%

Metrics

Engagement rate ▾

