

Task 4: Email Marketing Campaign

Objective: Create and schedule a marketing email using Mailchimp or Brevo targeting a specific audience.

Tool Used: Mailchimp

Target Audience: College students interested in fitness and wellness routines.

Email Campaign Title: Unlock Your Fitness Routine – Start Today!

Subject Line: Boost Your Wellness Journey with These Simple Tips ■ **Header:** Ready to Transform Your Routine? **Body:**

Discover how a few small changes can lead to big results. We've created a 5-step plan just for you – simple, effective, and beginner-friendly. Whether it's skincare or your first fitness routine, we've got you covered. **CTA Button:** Explore Your Routine Now **Footer:**

You're receiving this email because you signed up for updates on wellness and student-friendly health guides. To unsubscribe, click here.

Schedule:

The email was scheduled via Mailchimp to be sent at 10:00 AM on Monday to maximize open rates based on student activity patterns.

Conclusion:

This email marketing campaign is designed to provide value to students through personalized and engaging content. It was structured using Mailchimp's design tools with analytics tracking enabled to monitor open and click-through rates.

Created by: Rishabh Maurya

Date: 2025-07-10