Ideation Phase
Define the Problem Statements

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Project Name	Creating an Email Campaign in MailChimp

Creating an Email Campaign in MailChimp

The problem statement sets the foundation for your campaign strategy. It might involve challenges such as low customer engagement, declining sales, or inadequate brand awareness.

Once you articulate the problem, you can devise a campaign that offers solutions and resonates with your target audience. Whether you seek to re-engage disengaged subscribers, boost website traffic, or drive sales, defining the problem statement is the critical first step towards a successful email marketing effort.

MailChimp provides the tools and features to address these challenges, allowing you to craft compelling email content and implement strategies that directly tackle your identified problems.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
Performance issues	Content creator	Create a campaign	This could include their goals, Challenge and objectives	It is a large file	frustrated
Subscription cost	student	Find templates for my project	Template constrains	The premium versions are costly	Disappointed
Version control	Professional	Less copyright issues	It needs collaborative work	It has Limited versions	Difficult to contribute