

Ideation Phase

Define the Problem Statements

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| Date | 3 November 2023 |
| Team ID | NM2023TMID02725 |
| Project Name | Creating an Email Campaign in MailChimp |
| Maximum Marks | 2 Marks |

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 constraints | The premium versions are costly | Disappointed |
| Version control | Professional | Less copyright issues | It needs collaborative work | It has limited versions | Difficult to contribute |