



CHANDIGARH
UNIVERSITY

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Mini Project

Create and Promote a Blog with Email Campaign

Submitted To

Submitted By : - Satym Kumar

UID : - 23BCA10539

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Introduction Time Management

Time management is one of those essential business practices that everyone acknowledges but few execute effectively.

Many organizations, especially small and medium-sized enterprises, tend to push it aside—often because it appears too complex, time-consuming, or resource-heavy. The irony is that ignoring risk management doesn't eliminate risk; it only magnifies its consequences. This blog explores the mindset behind neglecting risk management, the pitfalls of this approach, and practical ways to simplify and integrate risk management into everyday operations.

Blog Setup

1. Understanding the Common Excuse:

- Why businesses claim risk management is “too hard.”
- Common misconceptions and perceived barriers.

2. Consequences of Ignoring Time Management:

- Real-world examples of failures due to poor risk handling.
- Financial, operational, and reputational impacts.

3. Simplifying Risk Management:

- Breaking down risk assessment into manageable steps.
- Tools and frameworks that make implementation easier.

4. Embedding Risk Awareness into Culture:

- How leadership and communication shape a proactive risk culture.
- Encouraging teams to identify and report risks early.

5. The Payoff of Doing It Right:

- How strategic risk management supports resilience and growth.
- Turning risk insight into a competitive advantage.

Blog Highlight / Description

This blog challenges the dangerous yet common mindset of dismissing risk management as “too hard.” It highlights why neglecting this critical discipline can expose organizations to unnecessary threats and costly surprises. Readers will learn how to overcome barriers to effective risk management through practical, simplified methods. The post aims to shift the perception of risk management from a burdensome compliance task to a valuable strategic tool that drives informed decision-making and long-term success.

MEDIUM POST

Time Management is Too Hard, so Let's Ignore It



We're immersed in a world of computing systems. We want more features and fewer frustrations when working with these systems.

These things come at a cost. The systems must become more complex to handle a wider range of situations and address the diverse needs of people using these systems. As systems offer more capability, we become further entangled in this dependency trap. As our dependency on these systems grows, the more impactful their loss of service becomes. To provide better guarantees of these systems' availability, we need to add more reliability through complexity and think more deeply about weaknesses in the reliability. It's a snowballing issue, right?

The complexity lies in determining system dependencies, identifying failure outcomes, and planning mitigations and actions to improve reliability. The more components and interdependencies there are, the harder the analysis becomes. In recent events, it has become increasingly clear that we are unable to meet these challenges effectively. Even as I begin to write this, I'm now getting reports of a Microsoft cloud outage. My son can't get into Minecraft. Yeah. Not a major problem in this world of problems, but still, I'd say a fair number of households are having the same discussion now.

Do we have a handle on complex systems?

With all the SNAFUs in recent times, it may be challenging to recall the timeline of notable mistakes. Let's recap — it's by no means comprehensive.

In July 2022, Rogers experienced an outage on its cell and cable networks in Canada, affecting approximately 12 million users and resulting in an estimated economic impact of \$142 million. In November 2023, Optus experienced a nationwide service outage affecting its internet, landline, and mobile networks in Australia. Approximately 11% of services were restored after 4 hours, and 88% of services were restored within 7 hours of the problem being first reported. The CrowdStrike outage resulted in \$5.4 billion in damages for Fortune 500 companies, as calculated by insurer Parametrix. Optus experienced a failure again, this time in emergency call handling, in September 2025, which lasted approximately 13 hours.

This time, it has reportedly cost four lives.

We can now add both the AWS and Microsoft cloud outages to this impressive-in-the-wrong-way list, with 15 hours and 8 hours of major disruption, respectively. We'll have to wait and see if there are any estimates for the economic damage caused by these latest outages.

Why do I have an interest in this? I'm not a computer science graduate. I'm a product of my Head of School's disdain for computer science and his assertion that computer science faculties didn't teach their students anything about systems engineering. My Head of School had led the engineering risk analysis team for the Boeing 747, reputedly the safest airliner of its time.

It's about engineering for risk

Engineering risk analysis is difficult. It involves mapping out probability chains to analyze how a series of events, each with its own probability, can lead to a risk outcome. This approach enables engineers to estimate the probability and impact of the overall risk, facilitating the integration of risk assessment with risk response planning. Yeah. This was one of my final year subjects, and the Head of School was my lecturer. It was terrifying. He hated mistakes in assignments and exams. The systems under analysis were complex, and the Markov chains exponentially so, it seemed. His booming voice would ring out, and you would melt under his glare as your solution underwent scrutiny. Fun times.

But I guess that stuff sank in because I'm still thinking in those terms. My wife and son think I have a negative mindset. I'd argue that I plan for the worst and hope for the best. I just like to be prepared to handle anything fortune throws out, competently.

3. Email Campaign Planning Tool Used: Omnisend With the blog live, I selected Omnisend for executing my email campaign.

Account Setup: Signed up using my email and verified the account for a professional appearance.

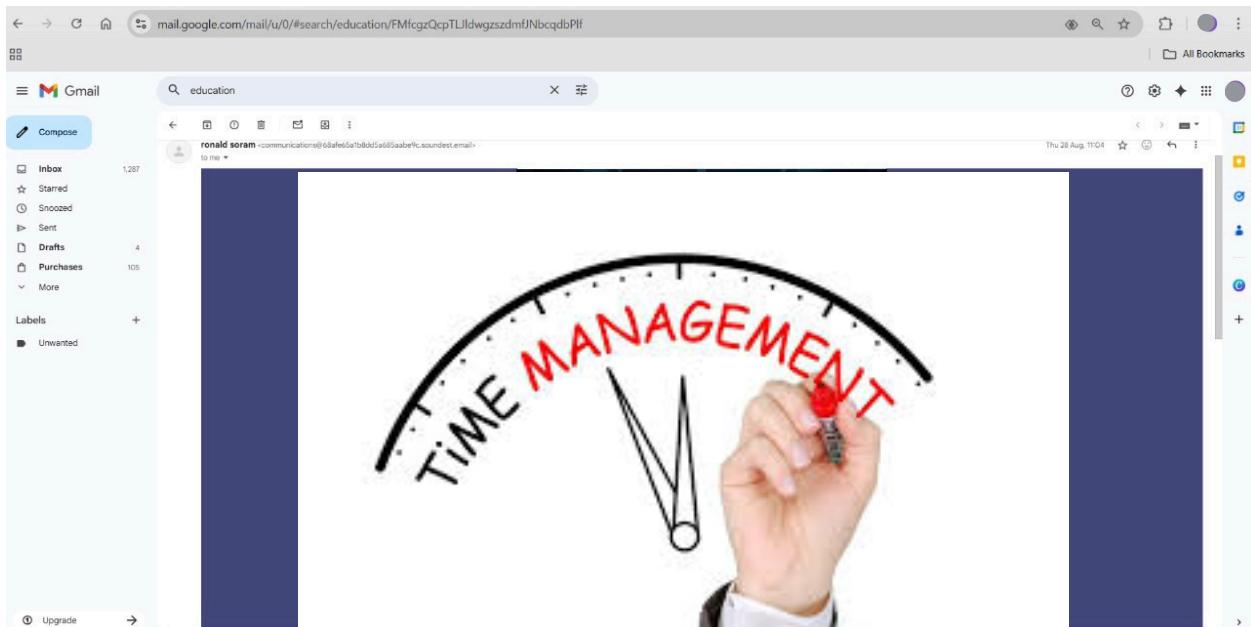
Newsletter Design: Created an engaging welcome newsletter titled “Time of the real world.” The email introduction summarized my blog’s purpose, inviting readers to explore how risk are managed.

Visuals: I used an attractive header image showing industrial robots working in a factory and added my Medium blog link as a clear clickable button labeled “Read Full Blog.”

Template: Used Omnisend’s drag-and-drop editor to ensure the design was neat, modern, and mobile-responsive. The email layout followed a simple flow, starting with a greeting, a short explanation of robotics benefits, and a closing line encouraging readers to share feedback or comments.

Call-to-Action: The CTA button was highlighted and bold for better visibility, guiding readers directly to my Medium post. This helped promote the blog effectively and increased engagement with my topic on robotics in manufacturing.

SCREENSHOTS

A screenshot of the Omnisend dashboard. The left sidebar shows navigation options like "study", "Dashboard", "Campaigns", "Automation", "Forms", "Audience", "Reports", "Sales", "Campaigns" (which is selected), "Automation", "Forms", "Deliverability", "Exports", and "Store settings". The main area has tabs for "Overview", "Link activity", and "Contact activity". Under the "Sales" section, it says "Learn how we calculate sales" and shows four boxes: "Revenue ₹0.00", "Placed orders 0", "Revenue per placed order ₹0.00", and "Revenue per message sent ₹0.00". Below that is the "Engagement & deliverability" section with a table:

| MESSAGES SENT | OPEN RATE | CLICK RATE | PLACED ORDER RATE | FAILED DELIVERY RATE | MARKED AS SPAM RATE | UNSUBSCRIBE RATE |
|---------------|-----------|------------|-------------------|----------------------|---------------------|------------------|
| 8 | 12.5% (1) | 0% (0) | 0% (0) | 50% (4) | 0% (0) | 0% (0) |

A screenshot of the Omnisend dashboard. The left sidebar shows "Forms", "Audience", "Reports", "Sales", "Campaigns" (selected), "Automation", "Forms", "Deliverability", "Exports", and "Store settings". The main area shows "First 24-hour performance" with a line chart from 11AM to 11PM showing 1 open at 11AM. It also includes sections for "Device report" (Device Type: Desktop 100%, Mobile 0%, Tablet 0%, Unidentified 0%) and "Email client report" (Client Name: Gmail 100%).

7. Findings and Learning

Successes: The Risk management blog got good response and views. Sharing the link on WhatsApp helped more readers reach it. The topic about robots improving work speed and safety was well liked.

Challenges:

Collecting emails and writing short clear content took time.

Some emails were not opened.

Tools Used:

Omnisend for email design and sending.

Google Forms for collecting emails.

Improvements: Add more Time management photo or pictures. Send regular updates to readers.

8. Conclusion:

This project helped me learn how to create and promote a blog using Medium and Omnisend. I understood how risk management work and improve mentality and how humans can work with them. It also taught me how stress are released and help in sharing knowledge easily.

9. Deliverables

- Written report with all steps and results.
- Screenshot of Medium blog and email campaign.
- Analytics showing open and click rates.
- Final organized report as per required and proper file is attached.