

Project Design Phase-III
No.Of Functional Features Included in The Solution

Date	03Nov2023
Team ID	NM2023TMID02288
Project Name	Creating An Email Campaign In MailChimp

Table:

S. No	Feature	Description
01.	Ad Creative	"Ad Creative" refers to the visual and text elements that make up the advertising content within the email. The Ad Creative is a critical component of your email campaign, as it plays a significant role in capturing the attention of your audience and conveying your message effectively..
02.	Target Audience Selection	Target Audience Selection involves identifying and segmenting the recipients for your email campaign. This process helps ensure that your message reaches the right people who are more likely to be interested in your content and take the desired action, such as making a purchase or subscribing to your newsletter.
03.	Ad Placement	Ad Placement within an email campaign involves deciding where and how you want to position advertisements or promotional content within your email. This can help you draw attention to specific products, services, or offers.
04.	Ad Scheduling	Ad Scheduling in MailChimp is the process of strategically setting the date and time for your email campaign to be delivered to your target audience.
05.	Ad Budget and Bidding Strategy	<ul style="list-style-type: none">• Set Your Campaign Goals: Before you determine your ad budget and bidding strategy, it's essential to establish clear goals for your email campaign. Are you looking to increase website traffic, boost sales, or promote a specific product or service? Your campaign objectives will influence your ad budget and bidding strategy.• Choose Your Bidding Strategy: In MailChimp advertising goals. The available bidding strategies may include:

		<ul style="list-style-type: none"> • CPC (Cost Per Click): You pay for each click on your ad. This is suitable if your goal is to drive traffic to a specific landing page or website. • CPM (Cost Per 1,000 Impressions): You pay for every 1,000 ad impressions, regardless of clicks. Use this if your primary goal is to increase brand awareness. • Optimized CPM: MailChimp's algorithm will automatically optimize your ad delivery to achieve the best results for your budget. • , you can select from different bidding strategies based on your
06.	CalltoAction(CTA) Buttons	Call-to-action (CTA) buttons are an essential element in email campaigns created in MailChimp. They encourage your recipients to take a specific action, such as clicking a link, making a purchase, or signing up for a newsletter.
07.	Landing Page	Once you've selected a template, you can customize it to match your brand and campaign. Customization options may include changing text, images, colors, and layout. Ensure that your landing page design is consistent with your email campaign design to provide a cohesive user experience.
08.	Conversion Tracking	Pay attention to metrics such as click-through rates, conversion rates, and the specific actions taken by recipients after clicking on links in your email. This data will help you assess the effectiveness of your email campaign in driving desired outcomes.
09.	A/B Testing	To further optimize your email campaigns, consider running A/B tests on different elements (e.g., subject lines, CTAs, or email content) to identify what resonates best with your audience.
10.	Ad Compliance	MailChimp has guidelines on prohibited content, such as promoting illegal activities, adult content, or misleading products. Ensure your email content doesn't violate these guidelines.
11.	Campaign Reporting and Analysis	<p>Dive deeper into the data to understand how your audience engaged with your email:</p> <ul style="list-style-type: none"> • Review the performance of individual links, buttons, and CTAs. • Examine the most clicked links and identify which content resonated with your audience. • Check the times and days when your emails had the highest engagement.

12.	Audience Engagement and Interaction	Use engagement tracking in MailChimp to monitor how recipients interact with your emails. Pay attention to metrics like open rates, click-through rates, and the specific links or content that perform well.
13.	Ad Optimization	Continually analyze the performance of your landing page and make improvements based on the data and insights you gather. A/B testing can be valuable in refining your landing page for better results.
14.	Scaling the Campaign	<ul style="list-style-type: none"> • Continuously grow your email list by capturing leads through your website, social media, and other marketing channels. • Segment your email list based on demographics, behavior, or engagement to send more targeted emails. • Create different segments to accommodate the diverse interests and preferences of your audience.

