

Course

Digital Marketing

Introduction

Module 15

**Email Marketing- Introduction and
Significance**

Module 16

**Mail Chimp: Building E-mail List and
Signup Forms**

Learning Objectives

1. Recognize the significance of email-marketing in the digital environment
2. Complete the Mail Chimp set up process along with various settings
3. Use the mail chimp for creating the audience and signup forms

Course

Digital Marketing

Module 15

**Email Marketing- Introduction and
Significance**

Part

1/2/3

What will you Specifically Learn ?

- What is email-marketing?
- What are various types of emails used in e-mail marketing
- How email marketing is impacting business's performance

What is email-marketing?

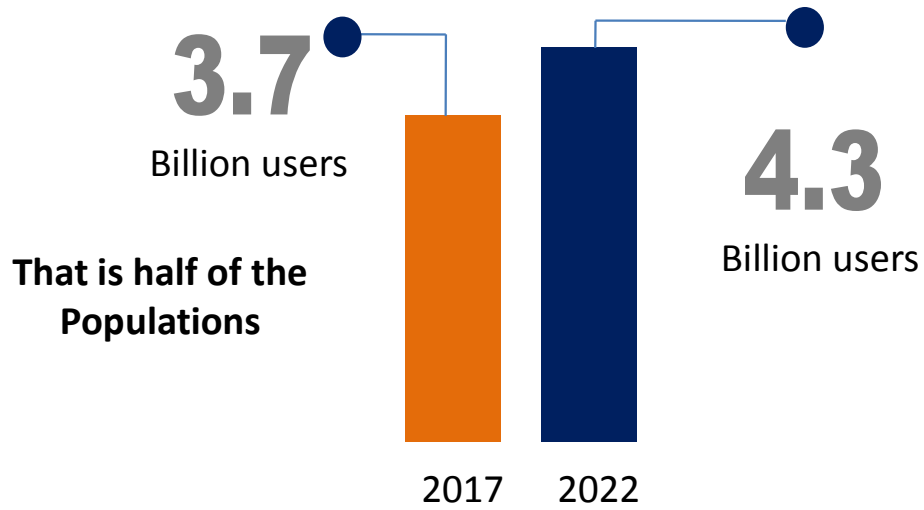
What is email-marketing?

Promoting the products and services through email

Not limited to promotion of the products and services

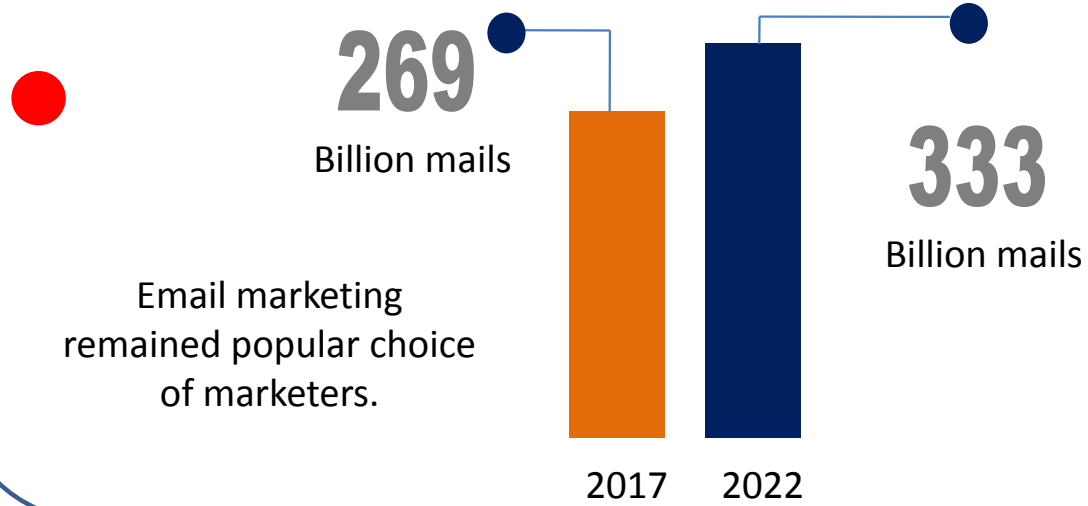
Relationship with Customers
Informed about events and transaction

Extensive Use of emails



Statista, 2018

Large number of email sent on daily basis

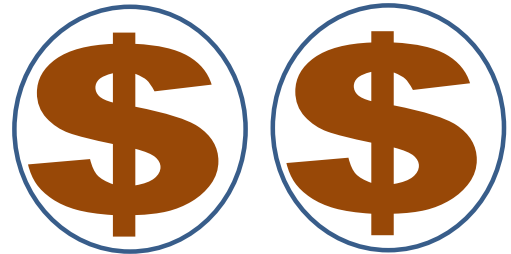


Statista, 2018

High return on investment

For Every \$1 Spent

\$32



DMA, 2018

Driver of business growth

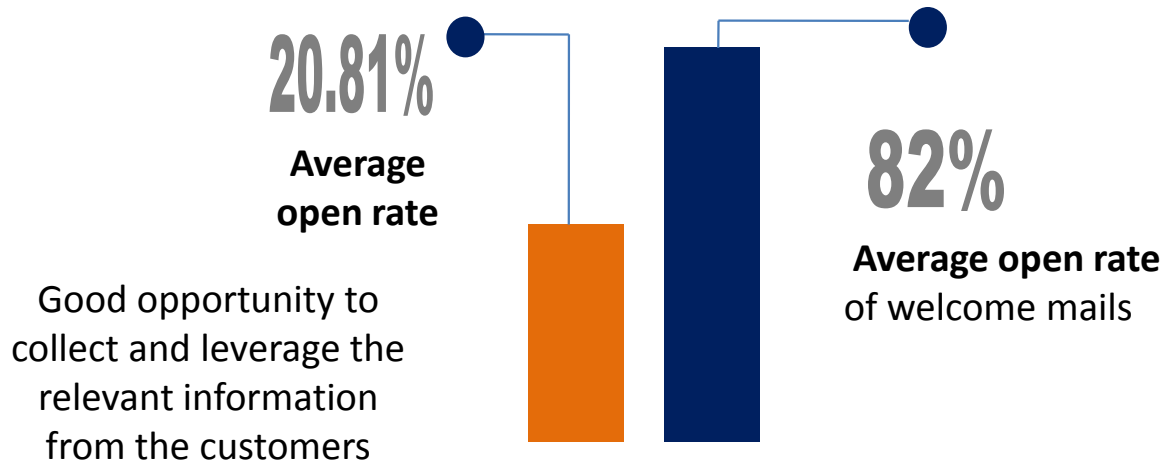
81%

of small business enterprises rely on email as their primary channel to acquire the customers.



Emarsys, (2018)

Open Rate of Welcome mails is very High



GetResponse, 2017

Personalization is the Key to email marketing



The infographic features a dark blue speech bubble at the top containing the title. Below it, a vertical dark blue bar is connected by a thin line to a dark blue circle. To the right of the bar, the percentage '50%' is displayed in a large, bold, grey font.

50%

**Email with personalized
subject line open rate**

Yes Lifecycle Marketing, (2017)

Abandoned Cart Emails can do wonder for you

An abandoned cart mail is a follow up mail sent to the someone who add items to carts and left the site without making purchases

A business can, regain the lost customers by sending them abandoned cart mails to them



69%

More orders than a single mail

Omnisend (2018)

Interactive Emails increase the engagement

Email sent to prospects or customers creates engagement by offering more interactive content in the mails

Sliders, Gifs, Collapsible Menus



300%

Adding video to the email can increase the click rate

Customers are eager to listen from brand

Do our customers really want to
listen to us?

YES

49%

like to receive
promotional mail
from their favorite
brands weekly

Statista, 2018

Mobile Audience is accessible through emails

Increased penetration of smart phones, marketers are always looking for ways to reach mobile users



49%

Opened using mobile phones

IBM (2018)

Types of Emails

Transactional

Relational

Promotional

Transactional Purposes

Transactional purposes are set to facilitate the transactions with the customers

Transactional Purposes

Order Confirmations Mails

Order confirmation e-mails are sent immediately after successful order placement

Open rate is very high

Assure customer that everything is according to the order that a customer has placed

Transactional Purposes

Purchase Receipts

Purchased receipts emails are just like order confirmation mails. Such emails presents details of your orders

Transactional Purposes

Shipping Notices



These mails are sent when items are shipped to the customers

A customer can track the delivery status of the items by using tracking link embed in the mails

Transactional Purposes

Account Creation

These mails are sent when a new account registration or account is created for shopping purpose with login credentials of the customer

Transactional Purposes

Password Reminders/ Reset emails

Most of the password reset mail contains nothing but a link to resent password.

Transactional Purposes

Return Confirmation Mails

Return confirmation mails are sent, when a customer request to return the items purchased because of whatsoever reason

Offer discount, deals, and coupons to regain the customer

Transactional Purposes

Unsubscribe Confirmations

These mails are usually sent in an automated mode
when someone unsubscribe the services

Relational Purposes

Relational mails play a very significant role in engaging the customers and to build the long term relationship with them



Relational Purposes

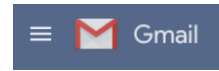
Welcome mail

This type of email is sent immediately to the new contact automatically

This mail introduces the subscriber to the brand and explains the benefits of being in the contact list

Relational Purposes

Gated Content Delivery



Relational Purposes

Sending Newsletters/Blog Articles

Blog should receive the alert of new articles when it got published automatically



Sarkari Naukri Government Govt Jobs in India सरकारी नौकरी | SarkariNaukriBlog.com <noreply+feedproxy@google.com> [Unsubscribe](#)
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Wed, Dec 27, 2017, 8:26 AM

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- [ECIL Tradesman-B Vacancy 2017-18](#)
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- [Non-Teaching Vacancy in CUK Srinagar 2017-18](#)
- [UPSC Sarkari Naukri vacancy No. 24/2017](#)

[ECIL Tradesman-B Vacancy 2017-18](#)

Posted: 26 Dec 2017 05:48 PM PST

Recruitment for Tradesman-B Vacancy in ECIL Electronics Corporation of India Limited (ECIL), a leading Public Sector Company with a turnover of .1500 Crores (A Unit of Department of Atomic Energy) is looking for dynamic, experienced and result oriented personnel for the posts of Tradesman-B [WG-III] for different Trades (Advt. No. 38/2017) : Vacancies Tradesman-B posts (UR-20,...

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Central Council for Research in Homeopathy (CCRH) Deptt. of AYUSH (Govt. of India) 61-65, Institutional Area, Opp. D-Block, Janakpuri, New Delhi - 110058 Central Council for Research in Homeopathy (CCRH), New Delhi invites applications in the prescribed format for the following posts of Research Officer (Homeopathy) on direct recruitment basis : Vacancies Research Officer (Homeopathy) posts

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Relational Purposes

Confirmation of Webinar or Event Mail

This type of mail is usually sent to confirm the date and time of the event or webinars

Transactional

Confirm the date and time to enable the subscriber to make the schedule

Relational

They will opt for your services and will be with you in the future as well as your customer

Train the Trainer Session - The Update to ATLAS.ti Version 8.4 Confirmation Inbox x

ATLAS.ti Training Center <customercare@gotowebinar.com>

Mon, Apr 15, 6:35 PM

to me ▾

Dear Tejinderpal,

Thank you for registering for "Train the Trainer Session - The Update to ATLAS.ti Version 8.4".

We kindly invite you to participate in our next Train the Trainer session which will be taught by Dr. Susanne Frieze. The main objectives of this session will be to introduce the newest features of ATLAS.ti 8.4 Windows & Mac. We sincerely hope you will be able to attend!

Please send your questions, comments and feedback to: eve.weiss@atlasti.com

How To Join The Webinar

Wed, Apr 24, 2019 7:30 PM - 9:30 PM IST

Add to Calendar: [Outlook® Calendar](#) | [Google Calendar™](#) | [iCal®](#)

1. Click the link to join the **webinar** at the specified time and date:

Join Webinar

Note: This link should not be shared with others: it is unique to you

Relational Purposes



Survey

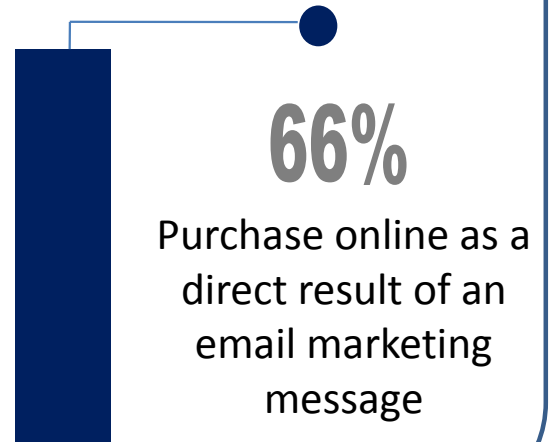
Review

Social Updates

Referral request

Promotional Purposes

Promotional mails are powerful tool to
acquires the new customers



Direct Marketing Statistics

Promotional Purposes

Promotional Content

A promotional content may be defined as a content that is perceived as valuable to the audience and it generates sales for brands sending promotional content

Promotional Purposes

Sale Announcement emails

Sales announcements are sent to the existing or potential customers from time to time by the brands

To improve the open rate, the subject line of sales announcement mails should be very catchy

Promotional Purposes

New Product Release

To take the new subscribers through the customer journey from the stranger to partner

Offering discounts, deals and first time buyer coupons

Promotional Purposes



Webinar Announcements
Event Announcements
Trial Offers
Upgrade Offer



Constant Contact®

Connect. Inform. Grow.



Be great. Stay ahead.





Week Introduction: Week: 6

Hello Learners, welcome to another exciting week of our course on Digital Marketing. After understanding the basics of Search Engine Optimization. Now it is time to explore various online platforms used for promotion of products and Services. We will begin with email marketing. During this week, we will cover two modules and these two Modules are

Module: 15: Email Marketing- Introduction and Significance

Module: 16: MailChimp: Building E-mail List and Signup Forms

In the first module, we will learn about the basics of email marketing and its significance in the promotion of product and services with the help of a few statistics

In the second Module, I will demonstrate how to set up a MailChimp account and how to design various signup forms. After the successful completion of this week you will be able to:

1. Explain the significance of email marketing in the digital environment
2. Complete the 'MailChimp set up process' along with various settings
3. Use the MailChimp for creating the audience and signup forms

So, let us move one step more in the field of digital marketing to explore the opportunities of email marketing for our businesses.

Module: 15: Email Marketing- Introduction and Significance

Presenter:

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



Part-1

Welcome to the first module of this week and the name of the module is ‘**Email Marketing- Introduction and Significance**’. You will agree with me that email has become an essential part of our life and is being widely used by individuals and organizations for communication purposes. E-mail marketing is an important domain of digital marketing and in this module; I will discuss the basics of e-mail marketing along with its significance. Under this module, you will specifically learn.

1. **What is email marketing?**
2. **What are various types of emails used in e-mail marketing?**
3. **How email marketing is impacting the business’s performance?**

Let us begin by explaining the concept of email marketing

What is email marketing?

I can say with surety that whosoever is using email services must have seen/received a promotional e-mail from reputed brands right in their Inbox. Not only the promotional mail but sometimes you must have received mail like order confirmation mail, reminder mail, announcement emails, product return confirmation mail and so on. It is nothing, but you are experiencing email-marketing in one way or another. Therefore, email marketing is “promoting the products and services through email”. Moreover, it is not limited to the promotion of the products and services; it can also be used for building relations with the customers and to reach out to potential customers. Further, email marketing helps businesses to keep their customers informed about various events and transactions.

Let us have a look at a few statistics about e-mail marketing to understand the opportunities and significance of email and email marketing.

Extensive use of emails.

The total number of email users in the year 2017 was 3.7billion and it is further projected to grow in the year 2022 to 4.3 billion users (Statista, 2018). It is clear that half of the world population is using email and it is a good opportunity to include email marketing in the overall promotion portfolio

A large number of emails sent on a daily basis

Have you ever thought about how many emails are being sent and received on a daily basis throughout the world? The number is amazing.

In the year 2017, 269 billion emails were sent and received on each day and this number will further grow to 333 billion daily emails in 2022 (Statista, 2018).

There is no doubt that over a period of time numbers of new ways of communication have emerged. However, email marketing is continuously growing and remains a popular choice of marketers.

High return on investment

The question is always asked about the return on investment in email marketing. You will be happy to know that According to DMA, 2018 for every \$1 you spend on email marketing, you may expect a return of \$32 which seems to be very impressive!!!!

The driver of business growth

Customer acquisition and retention is an important element of customer management for all types of businesses. According to Emarsys, (2018), 81% of small business enterprises rely on email as their primary channel to acquire the customers.

There is no doubt that social media platforms, organics search, paid search etc are playing a very significant role in the overall marketing process. However, when it comes to customer acquisition, email marketing tops the chart because of its direct reach and impact.

Open Rate of Welcome emails is very High

To assess the success of email marketing strategy, open rate is a very vital metric that shows how frequently your customers are opening the mail. Have you ever thought about how many people open the emails? Let us talk about statistics. According to GetResponse, 2017, the average open rate of email is 20.81%. You will be surprised to note that, Average open rate of the welcome email is 82%. With such a high open-rate of welcome emails, it offers a good opportunity to collect and leverage the relevant information from the customers.

Personalization is the key to email marketing:

As previously mentioned, the open rate of email is 20.81%. However, personalized emails can impact the open rate up to great extent. According to Yes Lifecycle Marketing, (2017) email with a personalized subject line generates 50 % more open rate. Therefore, email marketing

will work with more success when personalized mails by including the name of the recipient in the mail are sent.

Abandoned Cart Emails can do wonder for you

An abandoned cart mail is a follow-up mail sent to someone who adds items to carts and leaves the site without making purchases. You might have noticed that sometimes customers browse the site extensively, put some items in the cart and exit from the site without completing the checkout process that may be detrimental to the business performance. A business can regain lost customers by sending them abandoned cart emails to them.

According to Omnisend (2018), by sending three abandoned cart emails results in 69% more orders than a single mail?

Interactive Emails increase the engagement

We discussed the relevance of engagement in one of the modules at the beginning of the course. Email sent to prospects or customers creates engagement by offering more interactive content in the mails. Statistics show that just adding video to the email can increase the click rate by 300% (Martech Advisor's 2017). Inserting sliders, Gifs, collapsible menus increase the interactivity of emails

Customers are eager to listen from brand

Do our customers really want to listen to us? Interesting statistics say 'YES'. According to (Statista 2017) 49 % of customers said that they would like to receive promotional mail from their favourite brands weekly. With these statistics, it is evident that your customers would like to listen to you and you need not worry about sending frequent emails to your customers.

Mobile Audience is accessible through emails

With the increased penetration of smartphones, marketers are always looking for ways to reach mobile users. There cannot be a better way of reaching them out through emails as according to IBM (2018), 49 % of all emails are opened using mobile phones.

By looking at the statistics, it is clear that email marketing always stood in the test of time. If you really want to acquire the customers and want to build long term relations with them, you cannot ignore 'E-mail marketing'.

Part-2

After understanding the significance of email marketing with the help of statistics, It is time to talk more about email marketing. In this video, I will discuss various objectives and types of mails. As you know, promotion is not the only purpose of email marketing. There are other objectives of email marketing as well. Let us discuss them

There are three types of email from a marketing purpose perspective. And these are

1. **Transactional**
2. **Relational**
3. **Promotional**

Let me explain in detail with the help of examples.

Transactional Purposes

Transactional purposes are set to facilitate transactions with customers. For this purpose, transactional e-mails are used. There are various forms or types of Transactional emails.

Let us discuss them.

Order Confirmations

Order confirmation e-mails are sent immediately after successful order placement. I am showing you the order confirmation mail received from Amazon.

The open rate of such emails is very high as every customer is interested in knowing the details of the order. Moreover, such emails assure the customer that everything is according to the order that a customer has placed. Most of the brands don't make any attempt to optimize order confirmation emails.

But look at the strategy of Amazon what they do to optimize the Order confirmation emails. Here in Amazon is recommending me top products based on my interest or the products that I previously purchased. It will surely help the brand to use order confirmations for future emails. Very Interesting!

Purchase Receipts

Purchased receipts emails are just like order confirmation emails. Such emails present details of your orders.

Look at the mail received from Tank studio.

The open rate of emails is very high. These mails can also be leveraged for growth purposes. Like in this template, you can see a few tabs like 'Home' and 'Contact us' are used to provide more interactivity.

Shipping Notices

Shipping mails really excite customers. These mails are sent when items are shipped to the customers. A customer can track the delivery status of the items by using tracking link embed in the mails. Here is the template of shipping mail.

Although, the purpose of such emails is to update the delivery status. However, these emails can be leveraged to increase the traffic to a website or to social profiles like this one.

Account Creation

These emails are sent when a new account registration or account is created for shopping purposes with login credentials of the customer. Here is an example. Although, there is nothing to leverage in case of such emails but customers may be asked to go for social sharing

Return Confirmation

Nothing technical, return confirmation emails are sent when a customer requests to return the items purchased because of whatsoever reason. Such mails can also be used to offer discounts, deals, and coupons to regain the customer. Moreover, you may also promote other products based on the browsing history of the customer. Like here

Password Reminders/ Reset emails

Most of the password reset emails contain nothing but a link to reset the password. Like here.

Unsubscribe Confirmations.

These mails are usually sent in an automated mode when someone unsubscribes the services. There is not much to do with such emails. However, you may ask the customer to tell reasons for unsubscribing. It may help you in managing future customers.

Relational Mails

The second type of mail category is relational mails. Relational emails play a very significant role in engaging the customers and to build a long-term relationship with them. For this purpose, different types of mails are used. Let me give you an overview of such types of emails.

Welcome mail

I think we all of us must have received this type of mail at least once in the last few days. This type of email is sent immediately to the new contact automatically. This mail introduces the subscriber to the brand and explains the benefits of being in the contact list

Gated Content Delivery

You must have noticed that sometimes if we want to download a free book, brochure, and any other free information we have to pay a price for that either in the form of exchanging our email ID or social sharing. The content that you will download is called gated content.

Usually, an automated mail is sent having a link to download the content. Though this mail seems to be transaction one, there is a lot of scopes to use this mail creatively

Let me show you an example of Gated content delivery mail.

This is the mail received from DigitalMarketer to download The Ultimate Guide to Digital Marketing

And here is the link to download my free pdf book on digital marketing

Sending newsletters or Blog Articles

Every blog writer aims that subscribers of his blog should receive the alert of new articles when it gets published automatically. This is done by sending automatic emails to the subscribers. Here is an example of this type of mail.

Confirmation of Webinar or Event Mail

Again, it is a very common type of mail, which is usually sent to confirm the date and time of the event or webinars. This type of mail is both transactional and relational mail. As a transactional mail, you have to confirm the date and time to enable the subscriber to make the schedule. As a relational mail, you have to optimize the mail in such a way that they will opt for your services and will be with you in the future as well as your customer.

This is an example of a Webinar or Event Mail.

There can be other types of mails that can be used as relational mails like Survey, Review, Social Updates, Referral request etc.

Promotional Emails

Promotional mails are a powerful tool to acquire new customers. According to Direct Marketing Statistics, 66% of consumers have made a purchase online as a direct result of an email marketing message.

Let me explain various types of Promotional mails

Promotional Content

Every day, we receive promotional emails having promotional content of products/ services/ events etc. Promotional content may be defined as a content that is perceived as valuable to the audience and it generates sales for brands sending promotional content.

This is my personal Gmail account. And you can see various Promotional mails are there, let me open this one. Yes, it contains promotional content about various products of the company.

Sale Announcement emails

Sales announcements are sent to the existing or potential customers from time to time by the brands. These mails play a significant role in engaging customers than any other mail. To improve the open rate the subject line of sales announcement mails should be very catchy

These are examples of sales announcements

New Product Release

The role of email marketers is to take the new subscribers through the customer journey from the stranger to partner. New product release emails are sent to both existing as well as to potential customers. You may leverage such mails by offering discounts, deals and first-time buyer coupons

Similarly, there can be other promotional emails such as Webinar Announcements, Event Announcements, Trial Offer, Upgrade Offers.

Part-3

Hello, everyone. I would like to ask one question to you. According to you, which platform should we use for email marketing?

I think most of you might be thinking Gmail, Yahoo mail, Rediff mails etc.

No!!!

Email marketers don't use any of these platforms as these platforms are meant for personal or business communication only, not for promotional purpose.

In this video, I will briefly discuss various platforms that are being used by email marketers. In the subsequent modules, I will discuss one of these platforms in a very comprehensive way. Let us start with marketing tools.

Constant Contact

First, we have a Constant Contact bulk mails sender that you can use for email marketing purpose. This is a premium platform. However, you can use it for free of cost for one month.

Let us have a look at a few features of this platform

It supports drag and drop editing that means various elements of email like images, links, fields, videos can be added by just dragging and dropping.

According to the official website, it helps in driving more sales in a less period with automatic systems.

Further, it supports eCommerce e-mail marketing where you can acquire new customers, engage them, and segment the customers on the basis of some predefined criteria.

By using this platform, you can manage the contacts easily like you can directly upload excel files, data from salesforce or any other source.

This is a great tool to measure email marketing efforts in real-time. You can easily see who is opening, clicking, and sharing the mail.

By using this platform, you can easily automate your email marketing campaigns, run surveys and polls, run donation campaigns and other things.

Let us check Pricing plans: At cheapest, you can send 10000 mails monthly @ just 323Rs along with other features. Similarly, you can browse for other plans as well.

Just go to the website of Constant Contact and have more knowledge about the features of this platform.

Get Response

‘Get Response’ is a popular email marketing platform and it offers you many more features just than email marketing. According to the website of ‘Get Response’, it has more than 350,000 Business users as on date and is further growing.

It has some very good unique features like designing landing pages, the setting of webinars and auto funnel.

This platform has the power to integrate with most of the popular apps like WordPress, Facebook, Paypal etc.

The interface is very intuitive and simple and supports drag and drop features. Similar to other platforms it has all advance features of email marketing like segmentation A/B testing, Autoresponder and software integrations,

This platform is very suitable for medium-size business and does not require any technical skill.

As far as pricing is concerned, it is a bit costlier and a basic plan for 1000 emails per month starts from \$15. There is a free trial of 30 days where you can access all the features of this platform

MailChimp

‘MailChimp’ is a simple and very effective tool of email marketing and is primarily used by bloggers and small websites because of its free plans.

The popularity of this platform can be seen from the statistics provided on its website that over 1 billion emails are sent per day using this platform. This platform has all advanced features that are essential for email marketing like email automation, landing pages, integrations, social media ads etc.

Under the free plan, you can add up to 2000 subscribers and send 10000 emails per month.

Most bloggers and small businesses are using this platform because of its cost-effectiveness.

Now the good news, even in our course, we will learn how to use MailChimp for email marketing purpose, just wait for that

AWeber

AWeber is another very popular tool for email marketing almost for the 18 years in the market.

It has all the important features starting from basic to advance. You will get access to drag and drop email editor, pre-designed email templates, Email automation, Split testing, Autoresponder, and integration to various platforms.

Further, you may have insight into how customers are opening, clicking, and sharing emails etc mails.

You can access various features of AWeber by subscribing to a one-month trial period.

Drip

Drip is the fast-growing email platform specially designed for bloggers, marketers and eCommerce websites.

This tool is often called intelligent marketing automation as it does so many things for you like collection of customer data, personalization, engagement and optimization

This platform is suitable for those businesses who sell a lot many products and want to create a complex marketing sequence

The good thing about this platform is that its starter plan up 100 subscribers and unlimited mails is free forever.

Similarly, there are other email marketing platforms: SendInBlue, ConvertKit, Keap, MailerLite, ActiveCampaign.

You may explore them further by visiting the respective websites.

So, this was an overview of various email marketing platforms. The purpose of showing features and pricing plans was to apprise you about the email marketing platforms industry.

The choice to select an appropriate platform depends on your budget and the scale of business.

In the next module, we will learn about designing email marketing campaigns using MailChimp by understanding each and every step of it.

Join me in the next Module. Thanks for being with me.

Links to Part 3

Constant Contact	https://www.constantcontact.com
Get Response	https://www.getresponse.com/
MailChimp	https://MailChimp.com/
AWeber	https://www.aweber.com/
Drip	https://www.drip.com/
SendInBlue	https://www.sendinblue.com/
ConvertKit	https://convertkit.com/
Keap	https://keap.com/
MailerLite	https://www.mailerlite.com/
ActiveCampaign	https://www.activecampaign.com/



s.swayam2.ac.in



- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part2
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part3
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part4
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part5
- E-Content : Module: 16: Mail Chimp: Building E-mail List and Signup Forms
- Quiz: Quiz16A Jan (2024)
- Quiz: Quiz16B Jan (2024)
- Additional Reading / Videos : Module: 16: Mail Chimp: Building E-mail List and Signup Forms
- Week Summary

Week:7

Week : 8

Week: 9

Week:10

Week :11

Week:12

Week:13

Week:14

Week-15

Quiz-M15 A Jan (2024)

Assignment submitted on 2024-04-16, 14:55 IST

Due date: 2024-04-30, 23:59 IST.

- 1) Which of the following is not an e-mail - marketing platform ? 1 point
- ☐ MailChimp
- ☐ Drip
- ☐ Constant Contact
- ☒ Elementor
- 2) According to Get Response (2017), the average open rate of email is 1 point
- ☒ 20.81%
- ☐ 21.81%
- ☐ 81.20%
- ☐ 21.80%
- 3) A gated content is 1 point
- ☐ a paid content
- ☒ Content available in exchange of your mail id or social share
- ☐ a free content
- ☐ Content on social media
- 4) According to Statista, in 2018 the total number of e-mail users were 1 point
- ☒ 3.7 billion
- ☐ 7.7 billion
- ☐ 5.7 billion
- ☐ 6.7 billion
- 5) How many subscribers can be added to MailChimp in a free plan ? (Please select the answer as per the discussion) 1 point
- ☒ 2000
- ☐ 3000
- ☐ 1500
- ☐ 4000

You were allowed to submit this assignment only once.





• Additional Readings/ Videos / Links : Module: 15: Email Marketing- Introduction and Significance

• Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-1

• Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-2

• Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-3

• Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-4

• Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-5

• E-Content : Module: 16: Mail Chimp: Building E-mail List and Signup Forms

• Quiz: Quiz16A Jan (2024)

• Quiz: Quiz16B Jan (2024)

• Additional Reading / Videos : Module: 16: Mail Chimp: Building E-mail List and Signup Forms

• Week Summary

Week:7

Week : 8

Week: 9

Week:10

Week :11

Week:12

Week:13

Week:14

Week-15

Quiz15B Jan (2024)

Assignment submitted on 2024-04-16, 14:57 IST

Due date: 2024-04-30, 23:59 IST.

1) A welcome mail is

1 point

- ☐ Promotional mail
☐ Transactional mail
☒ Relational mail
☐ Personalised mail

2) Which of the following is a promotional mail ?

1 point

- ☐ Promotional content
☐ Sale announcement e-mails
☐ New product release
☒ All of these

3) The domain of e-mail marketing is limited to promotional mails only

1 point

- ☐ True
☒ False

4) A personalised mail is

1 point

- ☐ A mail sent to the personal id of the person
☐ A mail sent to the person with her/his name
☐ A mail having personal messages
☒ All of these

5) The abandoned cart mail is

1 point

- ☐ a mail sent to confirm the order
☐ a mail sent for return confirmation
☒ A mail sent to customers as a reminder who added product to cart but did not purchase it
☐ A mail as request to add items to the cart

You were allowed to submit this assignment only once.



Course

Digital Marketing

Module 16

**Mail Chimp: Building E-mail List and
Signup Forms**

What will you Specifically Learn ?



1. How to sign up for Mail Chimp and Edit the Profile?
2. How to create the Audience List from Scratch?
3. What are various ways of creating Audience list? And
4. What are sign up forms and How to Design Signup Form?

Module: 16: MailChimp: Building E-mail List and Signup Forms

Presenter:

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Associate Professor
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PART-1

Hello everyone!!

Hope all of you are excited to understand the working of MailChimp, a platform for email marketing. As I discussed earlier, MailChimp platform is very popular among bloggers and small-scale businesses when it comes to email marketing. The free plan to send 10000 emails in a month makes it the first choice of the beginners of email marketing. In this background, I welcome you to 2nd Module of this week i.e. ***MailChimp: Building E-mail List and Signup Forms***.

What will you specifically learn under this Module?

1. How to sign up for MailChimp and Edit the Profile?
2. How to create the Audience List from Scratch?
3. What are various ways of creating Audience list? And
4. What are sign up forms and How to Design Signup Form?

I assure you; this module is going to be very interesting as whatever form of email we are experiencing in our daily life; you will be able to design them. Moreover, practical learning will help you to build up the emails list using various signup forms that you can use in various email marketing campaigns.

If you want to start the journey of email marketing without any step skipped, just follow me.

Signup to MailChimp

First thing first, let us sign up to MailChimp first.

Go to MailChimp.com. I have given the link in description also. This is the home page of MailChimp. It describes various features and pricing plans of MailChimp. You may go through it later on in your free time.

Let us start the process of Sign up.

At the top right corner, click on **Sign Up for free**

Enter the mail Id. It may be any mail ID like Gmail, Yahoo mail, Rediffmail etc.

Enter the username of your choice which you can remember easily

Set a strong password in the combination of letters and symbols. Once confirmed click **Get Started**

Check the mail used by you and activate your account.

Let us go to our inbox.

Open the mail received from MailChimp client.

‘We are glad you are here’. Activate Account.

Confirm you are human.

Yes, we are human, Click **I am not a Robot**.

Prove it that you are not a robot.

Here it will show you various plans.

As we are just in the learning stage, Select the **free plan**

In the free plan, you can have a list of 2000 subscribers which are good enough to start with

Click **complete**

Welcome to MailChimp

MailChimp would like to know more about you, Fill the required details

Your **First Name**

Your **Last Name**

You can even give the name of your business. But it will not be visible to your subscribers

Continue

Tell us about your business details

Enter your business name.

Do you have your website?

Yes, we have.

Enter the address of your website. If not click **No**

Continue

Here, we have to add the address of our business. Let me quickly add the address

Continue

Do you have a list of email subscribers?

No, we don't have

Continue

Connect to social Media

Leave it as it is

Let us find the marketing path

Not right now

Our Account is ready. For more updates, check these boxes and Go

The account is ready.

It says let us get started. But we don't have any subscribers yet. We will come back to it. Let us make some changes in our Profile. Go to the right top corner, and select profile First upload your image or logo of your business here. If you want to edit the image, edit it from this button and save. At a time If you want to remove the image remove it from here. Make sure in the basic information, everything is ok. Enter your Website here.

In future, you want to change the password, change it from here.

Leave Security and login notification uncheck and update

Profile settings successfully changed.

So this was the process of setting up a MailChimp account. It was a very easy and simple process. Create your MailChimp using these simple steps as we need it in the next part of the process. Let us move further.

PART-2

Creating Audience

Welcome back to the next part of the module. Without an audience, email marketing has no meaning. We must have a list of subscribers to whom we want to send our promotional emails. So, the very first task in email marketing is to create an audience list. Let us see how to create an audience list in MailChimp.

Log in to MailChimp

Sometimes it asks for account verification, you may verify your account by SMS or by enabling a security question or you can do it later.

This is the interface where we left last time.

To create and view the audiences, go the audience,

The name of our audience is Dmmoooc and has one contact.

But we have not added anyone, who is this

Let us see

View Contacts

Ohh.... this is me only.

Let us delete it. And create our audience from scratch,

Remove contact

Delete permanently by typing **PERMANENTLY DELETE**

Confirm

1 contact is successfully deleted.

Now we don't have any subscriber to the list

Now let us start adding Contacts to the list.

There are two methods of adding subscribers

One is manual and another is importing.

Let us first add contact manual

Click add subscriber

Fill all details of the subscriber starting from email, first name, last name, address, phone number, Birthday, TAG

Tag is noting. These are used if you want to add anything to the contact like what is the source of contact.

Use this plus sign to add the Tag

Check: The person gave me permission to email. If a person is already in this list and you want to update. Check this button.

And subscribe

Congratulation we have added our first subscribers ‘

Let us view it.

Yes, he is there, with all the details

You can see, by default, there are many headings like first name, last name, address, phone number; you can toggle the headings like I don't want the address. Just uncheck it. Save it.

See address has gone.

The manual method is ok when we have just a few contacts. But it may become a terrible job when a large number of mail IDs are to be entered. If your mail data is stored in a file then ‘Import Contact’ is a good option to work with. To use this method, click import contacts, There are three different ways to import the contacts: CSV or TAB delimited text file, Copy-paste and integrated services. We will use the first two. Let us start with **first**.

CSV or TAB delimited text file.

Click **Continue** to set up.

Here we have to upload the CSV file only. If you have an Excel file containing email data, first convert it to a CSV file. Open the file. It has 4 columns; first name, last name, email and mobile number. To convert it to CSV, go to SAVE AS and select excel workbook. From SAVE AS type dropdown, select CSV comma Delimited and save, OK

Yes

See, a new CSV file has been created

Go back to MailChimp.

Upload the file here.

Click browse

Select CSV file that you have just created

And open

Contacts are uploaded

Continue to match

What does it mean?

Actually, to maintain the uniformity, MailChimp has default column headings, like First Name, Last Name, Phone number etc.

But in our file, we have given different headings. So matching is important.

Click “Continue” to match.

Here you can see; out of 4 columns, 3 are mismatched.

Let us match them

In our file, it is named ‘*name*’. With which default heading of MailChimp it will match. Click EDIT

And make a selection out of available options. This is the first. The second column is the last name. In our file, no heading was given. Let us select a suitable heading from Edit. Select the last name and Save. Email is automatically matched. Need not to do anything

Mobile number is a mismatch. Follow to the same process to match it and save. Now everything is matched. **Continue** to organize. If you want to add Tag, you can use this plus sign type tag and select it. Tag is added.

You may change the status of the contact. Let it be subscribed only. Want to update the existing contacts, check this box.

Continue to review.

If everything is ok

Click **Import**

Wow !!!!! 9 contacts are successfully added

And here is the detail of all contacts with all the columns that we matched.

Now tags are also visible

Copy-paste function

Now let us see how to add contacts using **copy-paste function**

From add contacts, click import contacts, Select, '**copy-paste from file**'.

This is the place where you have to paste the contact list of subscribers.

Open the excel file, it need not to CSV file, copy all contact including column headings and

Paste here. Check this box.

Again, we have to match the column headings

Click **continue**

There are 3 mismatch columns, the only email is properly matched.

Follow the same process of matching.

All columns are matched

Continue to organize

Add tag here to give the identification to these contacts. You may leave it blank as well.

Check this box, if you want to update the existing contacts, continue to review.

You are all set to import.

Click Import

All 12 contacts are added. In total now we have 22 contacts in the list including the copied one

Great!!!!

Let us remove this birthday column

Go to toggle column

Uncheck and save it

That column is gone

You can see the audience metrics at any time by going to the audience dashboard, like growth in contacts, tags, from where the contact comes from. We will talk about the rest of the features in a while. So, this was how to create an audience list. To learn all the steps properly, just create an audience list on your own and add subscribers to this list using various methods such as manual, copy paste and importing CSV file.

Now let us proceed to the next step

PART-3

Now, we have created our audience. When we start our marketing campaign, our mails will start going to this audience. But there is a need to make changes in the settings of the audience list. Like, what is the subject line, from where the mail is being sent, if the subscriber replies then on which mail you will receive it and other settings? So, let us make some changes in the Audience list.

Audience Setting

You can create multiple audiences depending on your campaigns. Each audience will be independent. You can select any audience list to run your campaigns. However, in the free version of MailChimp, you can create one audience list only.

It is very important to make some changes in the settings of the audience list for its effective use.

Let see, what are the settings of the audience list and how to set appropriate settings.

Go to the **audience**

From manage audience

Go to **View Audience**

It says you have exceeded the limit, to add another audience list you have to upgrade your plan.

There is one list named as **dmoooc** and 22 contacts. To change the settings, go to settings

Here are a bunch of settings,

First click audience name and defaults

If you want to change the name, change it from here.

This is important

Enable Double-Opt-In, if any subscriber will joint list using signup form, then there will be double confirmation. A confirmation mail will be sent to the mail ID submitted in the signup form. Once, a subscriber will confirm, only then the subscriber will be added to the list.

What are the signup forms? how to design them? We will discuss it in a while.

Enable GDPR, the **General Data Protection Regulation (GDPR)** is a legal framework that sets guidelines for the collection and processing of personal information from individuals who live in the European Union (EU).

As of now just, leave it unchecked

The next settings are **campaign default**.

When any mail will be sent to this audience, these are the field settings that will appear in the inbox of the subscribers

First, we have a name, from where the email has come, it may be a person's name or company's name. Subscriber will easily recognize you

This is the mail id where you will receive the reply. And shown to the subscriber from where the mail has come

Then we have a subject line where you can give the crux of a mail/offer/ invitation

Next, we have a campaign URL, generated randomly. It will help you to open your campaign in the browser directly and can be hosted on a website or social media platform. I will show you an example of it in a while.

Next, we have how you would like to receive the notification of subscribers. It says 'not recommend' for large audiences but for the experiment purpose, give you mail ID on which you want to receive the notification. Let us look at a few more settings.

You may send the final welcome mail to subscribers. The content of the welcome mail will be edited in from the designer

If any subscriber unsubscribes your list, then you should send him a goodbye message. Check this box.

Everything looks fine save the settings.

After audience name settings, let us have quick look at the rest of the settings

Publicity settings

Let it be the default. Your campaign will be public and can be discovered by others

Audience fields and merge tags

Merge tags are used to personalize the mails. You might have noticed that sometimes mail comes with your name. That is possible because of merge tags.

Mailchimp has default Merge tags. If you want to edit these merge tags, you can edit from here.

How to use merge tags? We will discuss in the coming modules.

Then we have the **email footer content**

First is the permission reminder. Your audience may not remember when they sign up for emails.

There is a line that reminds them about their subscription like you are receiving this mail because you opted via our website. If you want to edit this message you can do it from here.

These are the details how the recipient can contact you. Here it is mandatory to give the physical address as it is required by the law. Give the required contact details here. These will be visible in the mail.

There are few advanced settings like Email beamer, Google Analytic, Google Web look. Let them as the default settings.

So, we have made the audience settings. I advise you to please read the help section or the guidelines given next to each setting before making changes in the settings. This is very important as one wrong setting may spoil the entire marketing campaign. So be careful. Let us move further.

Creating Signup Forms

Welcome back to the module on email marketing

You might have noticed while creating an audience, we are using some email lists that have been purchased or prepared internally by us. But we want our prospects or customers to subscribe to our list and audience list should be created automatically.

Here, we need to create signup forms. These forms can be shared across different platforms such as social media, mobile phones, and offline media using QR Codes. Look at this, this is an example of Sign-up form having different fields and call to action. Let us see how to create this type form in MailChimp?

Log in to MailChimp, and click the audience.

Click Manage audience, and click the sign-up and click the sign-up form

You can see here; we have four different types of forms that we can create like Form builder
Embedded from

Subscriber pop up

And form integration

Let us first talk about the form builder

This is used to create the basic form from scratch and acts as the base form for other types of forms.

This is the place where we will build the form.

You can build various types of forms here and sign up form is one of them. We will use the signup form only.

This is the URL of signup form and can be shared with anyone at various platforms. Let me show you. If you open it in a new window this is how it will look like.

Now, this is the form that will be visible to our prospects or customers. It has various fields and call to action. You can use this form as it is or you may customize it fully as per your needs. Let us see how to customize it.

This is the place where you can customize the form and see the live preview.

To customize the form, first, we have to use the 'build it' option.

This option is used to add or delete the fields in the forms.

Here on the right-hand side, you can see we have the option to add the new field in the form like text, number, radio button etc. Let me show how to add a field in the form, say radio button. Click it. See so many settings have appeared for this field and a new field is also added to the form. Let us edit this field. First, give the label

Like how did you reach us?

If you want to make it compulsory field, check it

Here enter various options like Internet, Print, Field, TV, and save the field

See our new field is updated with new options

Let us have a preview of it

Yes, these fields are there now.

If you want to delete it, click this Minus sign and type **DELETE**. Our field is gone

Now let us make our form more beautiful and colourful

Click **Design it**. We have three options to beautify the form: Page, body, and form. Further, each option has a few more options.

*First, **page**.*

Background, you may change the background colour.

Then we have header related settings. This is the header. You may change the font size and other settings from here.

From here, you can change the outer wrap colour

Then we have the body of the form

Form foreground you may change the background colour

Default settings are related to this part. Like, I have changed the font.

Then, we have Form settings applicable to various fields and call to action

First, we have button settings i.e. call to action.

Change the colour

See here, Button colour has changed to red

Next, we have button hover settings

Field labels

You may customize them. Then field text settings.

Explore rest of the settings

Let us see the final preview

Yes !!!!! all changes have been applied

This is the final URL. Share it over Facebook, Twitter or you may generate the QR Code. So, this is all about how to design a signup form from scratch. Do some experiments with various settings of Signup form and choose the best one for your audience? Things are not yet over. We will learn a few more types of forms in the next video. Just join me

PART -4

Now, we will discuss the embedded form. Embedded forms are used when you want to host the signup form on your WebPages. Like this one.

Let me show you how to add it to your website

Select embedded form

Here are different types of embedded forms like

Classic

Condensed

Horizontal

Unstyled and few advanced options

In the right-hand side, you can see the preview of each form as well

If you want to edit the form, you may edit the field from the form builder that we just discussed in the last video.

Each form has different options. Just play around these options.

Now the question is, how to embed this form on the website. It is very simple. Copy this code.

Go to WordPress Dashboard:

Add a new page where you want to add a form. Give the title here like Subscribe to Our Newsletter. Add a code block. From right-hand settings, select code editor. Paste the code here.

See the preview

Your form is here.

Publish it.

Now whosoever will subscribe to your newsletter, he or she will be added to the Audience list automatically. Let us add one subscriber

See in the audience list

Yes !!!! the subscriber is there

Next, we have a subscriber Pop-up. Form

You may Design a pop-up signup form that can be embedded on any site.

These types of forms appear immediately or after some times when the user is on the page.

Let us see how to design it.

Select subscriber Pop-up

This is the page where you can customize the form

You can see the live preview for both desktop and mobile version.

Let us change the

On the right-hand side, we have few settings.

First design

You can change the format.

These are pop-up settings

When the form should be visible? Immediately or after a few seconds. Let us select five seconds

Then image alignment. Suppose left.

Overlay opacity is the transparency level of the form. Select the desired level.

These are field settings. Do some experiments and select the best one.

Then we have fields. If you want to add more, add them from here. But keep it simple,

You may change the content settings like uploading the image

Body settings and footer settings

Now the last step.

Generate the Code

Copy this code and paste in the desired page. Suppose this the page where I want to add pop form

Paste it here

Let us preview it.

Yes, after five-second, pop up is there. In future, if you want to make any change in the form.

Make changes from here and publish. Changes will automatically be applied to the pop-up form.

Lastly, we have form integrations

Here, you can create the form using third-party platforms like Wufoo, and SquareSpace. In this case, subscribers will be added to your MailChimp Audience list.

More details got to the link given in the description.

Let me show you the process of **Wufoo**

Log in to Wufoo form builder.

You may design the form from scratch or use the templates.

Let us design from scratch

This is the Wofoo interface

The left-hand side we have form fields and right and side we have the preview.

Select or drag and drop the field. To change the labels, select the field. Settings will appear and change the settings from here like the name of the field

Add email field

Add one more field like gender

You may also import predefined choices.

You may add few fields to the form by following the same process

Save the form.

8:00

Vo
LTE

4G+



8%



s.swayam2.ac.in



• Additional Readings/ Videos / Links : Module: 15: Email Marketing- Introduction and Significance

• Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-1

• Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-2

• Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-3

• Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-4

• Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-5

• E-Content : Module: 16: Mail Chimp: Building E-mail List and Signup Forms

• Quiz: Quiz16A Jan (2024)

• Quiz: Quiz16B Jan (2024)

• Additional Reading / Videos : Module: 16: Mail Chimp: Building E-mail List and Signup Forms

• Week Summary

Week:7

Week : 8

Week: 9

Week:10

Week :11

Week:12

Week:13

Week:14

Week:15

Quiz16A Jan (2024)

Assignment submitted on 2024-04-19, 12:34 IST

Due date: 2024-04-30, 23:59 IST.

1) How many subscribers you can add in Free Plan of Mail Chimp

1 point

- ☐ 3000
☒ 2000
☐ 4000
☐ 5000

2) How many lists you can create in Free mail chimp ?

1 point

- ☒ 1
☐ 2
☐ 3
☐ No limit

3) Which type of file you can import to mail chimp for contacts ?

1 point

- ☐ .doc
☒ .csv
☐ .png
☐ .jpg

4) GDPR stands for General Data Protection Regulation (GDPR)

1 point

- ☒ True
☐ False

5) If you want to host a link of sign up form on your website, which one is the right approach ?

1 point

- ☐ Contact form
☐ Embedded form
☒ QR form
☐ None

You were allowed to submit this assignment only once.





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- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-1
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• Week Summary

Week:7

Week : 8

Week: 9

Week:10

Week :11

Week:12

Week:13

Week:14

Week-15

Quiz16B Jan (2024)

Assignment submitted on 2024-04-19, 12:40 IST

Due date: 2024-04-30, 23:59 IST.

- Which of the following types of forms are available in Embedded form ? 1 point
 - ☐ Classic
 - ☐ Condensed
 - ☐ Horizontal
 - ☒ All
- What is the right option to add Pop-up form ? 1 point
 - ☐ Use WordPress Plug-in
 - ☐ Paste the code in a body of the page
 - ☒ Embed the code in Theme footer
 - ☐ None
- Which of the following is/are third party platform to integrate the sign up form ? 1 point
 - ☐ Wufoo
 - ☐ SquareSpace
 - ☒ Both (Wufoo and SquareSpace)
 - ☐ None
- How can you share a sign up form ? 1 point
 - ☐ Sharing link
 - ☐ Sharing link on Facebook
 - ☐ Sharing link through QR code
 - ☒ All of these
- MailChimp forms can't be integrated with third party 1 point
 - ☐ True
 - ☒ False

You were allowed to submit this assignment only once.

