Course Digital Marketing

Week Introduction

Module 17 Week Introduction

Learning Objectives

1. Design various types of e-mail marketing campaigns using MailChimp interface
2. Automate various types of e-mail marketing campaigns using email automation function of MailChimp
3. Develop the overall email marketing strategy along with various tips to monitor various email marketing campaigns

Module 17	Designing e-mail marketing campaigns using Mail Chimp
Module 18	Email – Automization
Module 19	Email Marketing Strategy and Monitoring

Course **Digital Marketing**

Module 17 Designing e-mail marketing campaigns using Mail Chimp

What will you specifically learn under this module?

What are various types of templates?
How to design email templates from scratch?
How to customize the inbuilt email templates using various blocks?
How to use Content studio to upload the content to emails?
How to design and edit email marketing campaign?
How to make segments and groups in in audience list?

What are email marketing campaigns ?

Email marketing campaign is a term used to define a targeted and comprehensive plan that begins with a concept, and evolves into the presentation, delivery, and various reviews of the efficacy of the initial plan

iConnect,2019

Email marketing campaigns can also be comprised of several rounds of messages meant to build familiarity and trust around a product or service

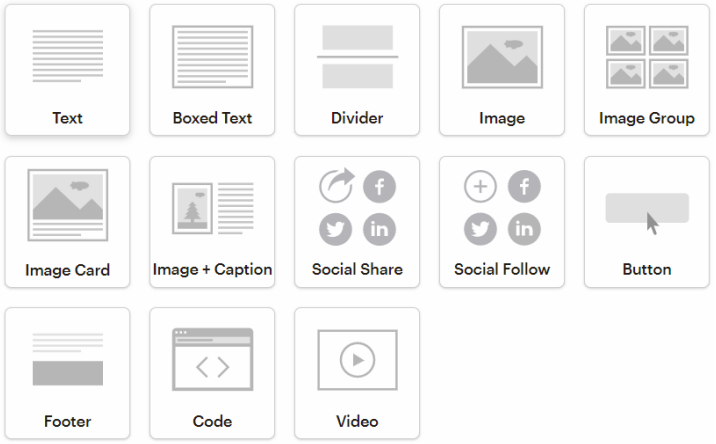
What are email marketing campaigns ?

An email marketing campaign is a sequence of marketing efforts which provides multiple recipients at once and at the most convenient time with valuable content and relevant offers via emails in order to build deep and trustful relationships

What is a Template ?

A template is a saved design that can be reused when creating email campaigns

A template usually contains the content of your mail including various Blocks such as logo, images, videos, call to action, social share icons etc



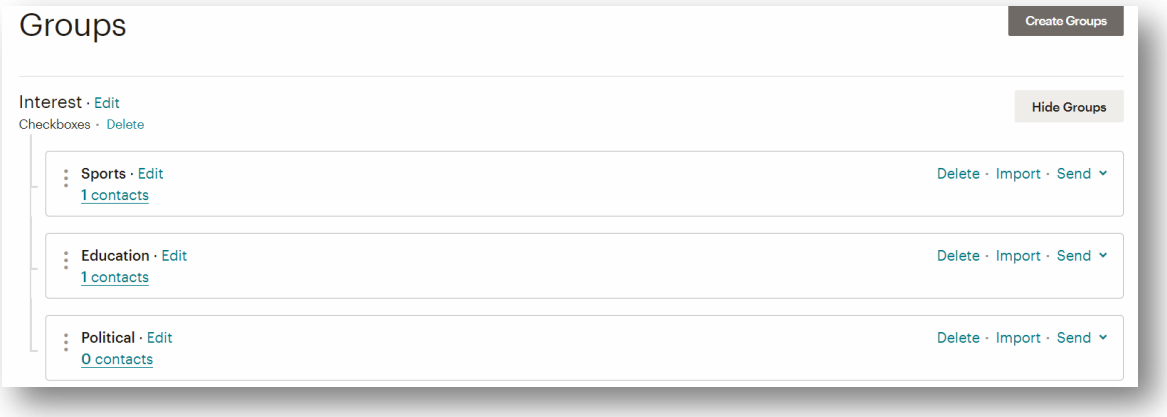
How to design a Template?

What is a Segment?

A segment is a group of subscribers based on some common characteristics

What is a Group?

Groups are similar to segments, and subscribers are grouped based on their preferences and interest automatically



What is a Group?

In this case we have to insert one question in a signup form and based on the responses of the subscribers they will be grouped automatically in our audience list

Week Introduction

Hello Everyone,

I hope now you have a proper understanding of the basics of email marketing and how to create audience list and various sign-up forms using MailChimp. We will continue our learning about email marketing during this week as well. So, welcome to the next week our course. During this week, we will cover three Modules and these three Modules are:

1. Designing e-mail marketing campaigns using MailChimp
2. Email –Automization
3. Email Marketing Strategy and Monitoring

In this first module, we will discuss how to design marketing campaigns using various types of email marketing campaigns and how to design beautiful campaigns templates using the inbuilt email designer.

In the second, Modules, we will learn how to automate the entire-email marketing campaigns using various features of mails chimp's automation interface.

In the third and last module, we will learn a few tips to make an email marketing campaign successful.

After the successful completion of this week, you will be able to

Learning Objectives:

1. Design various types of e-mail marketing campaigns using MailChimp interface
2. Automate various types of e-mail marketing campaigns using email automation function of MailChimp
3. To develop the overall email marketing strategy along with various tips to monitor various email marketing campaign

So, if everything is ok, let us start discussing various Modules of this week.

This week is again going to be very practical. So, I advise you whatever I will discuss during this week, just follow the steps so that you can understand the things in a better manner

Module: 17: Designing e-mail marketing campaigns using MailChimp

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 this module is **Designing e-mail marketing campaigns using MailChimp.**

As discussed earlier, every day there are so many promotional emails beautifully designed using images, videos and animations right in our inbox. I always wonder how all these mails are designed and managed. Don't worry; this is the Module where we will discuss all these steps.

What will you specifically learn under this module?

1. ***What are various types of templates?***
2. ***How to design email templates from scratch?***
3. ***How to customize the in-built email templates using various blocks?***
4. ***How to use the Content studio to upload the content to emails?***
5. ***How to design and edit email marketing Campaign?***
6. ***How to make segments and groups in an audience list?***

So, first let us learn, what are email marketing campaigns and then we will move towards the first step of Designing an e-mail marketing campaign using MailChimp.

What are email marketing campaigns?

According to iConnect, "email marketing campaign is a term used to define a targeted and comprehensive plan that begins with a concept, and evolves into the presentation, delivery, and various reviews of the efficacy of the initial plan"

Email marketing campaigns can also be comprised of several rounds of messages meant to build familiarity and trust around a product or service.

According to Send Plus,

"An email marketing campaign is a sequence of marketing efforts which provides multiple recipients at once and at the most convenient time with valuable content and relevant offers via emails in order to build deep and trustful relationships".

MailChimp will help you to effectively execute the email marketing campaigns from the very first step of it. To start with any email marketing campaigns, you need to design a template of the mail. A template is nothing, it a saved design that can be reused when creating email campaigns. A template usually contains the content of your mail including various Blocks such as logo, images, videos, call to action, social share icons etc.

Let us see in MailChimp how to design e-mail templates.

First of all, just open the dashboard of MailChimp.

So here you can see that we don't have any saved template. It means that we have to create a new template for our campaigns

To create the new template click create a **template**

Here, we have different types of options.

First, we have a **layout**, then **theme** and an option to create a template from scratch using your own code.

Next, we have some predefined layout structures for the templates like

"showcase your product"

"Share your big news"

"Share your story"

"Send a follow-up email and others".

You can use pre-defined layout structures as per your convenience. To learn how to design templates, we have to design our template from scratch.

So, we will design our template from the basic layout. Again, we have different types of basic layouts having different columns and blocks.

To start with, select one column layout template.

This is the interface where we well design at first temperate from scratch.

Every template has different Blocks like logo, text, social icons and others and each block is editable and you may use this sign to edit the block.

On the right side, you can see we have various blocks like text box, text divider, images, and so on

As MailChimp supports drag and drop feature, to add any block to the template just drag and drop any of the blocks to a working area and it will be added to the template.

Further, you are able to decide the place where you want to drop the block like this one

As I said each block is editable, so you can use this icon to edit any of the block

The moment you will click on this icon, you will see that editing options appear on the right-hand side this interface

Here, we have multiple options to edit the block.

Suppose, I want to edit the image of the logo

Just click on replace, click Upload if the item is not in the studio

Once it is added to the studio check and insert

Your image is added to the template, but it looks very big in size.

So, let us resize it.

Click edit

The editing window is there

Change the height to 100x100 and save.

Your logo is added to the template.

Now after inserting the logo

Let us edit this text block. It may be anything but usually the body of your mail.

Click edit and editing settings are there on the right-hand side.

It is similar to the MS Word. We are already aware of these options as we are using MS Words for so many years.

So, there will not be any problem to edit this field.

Let us change the headline of the advertisement. Suppose ‘learn digital marketing free of cost’

Now replace this text with the text of your advertisement message

Depending upon the nature of the text you can also add bullets to this text.

Now, it looks better

You can also add the hyperlinks in your mail where you want to send your subscriber, once he will click on any given word or image

Here I want to provide a link on the word ‘visit’

Select it

Click this icon called link to give the address of your website,

From advanced settings, make sure this link should be opened in a new window. And it is checked.

To Make our template more beautiful, let us add an image block to it.

Just drag and drop image block to the template and select an appropriate place where you want to drop it

The moment you dropped it; the settings of this block have appeared on the right-hand side.

First, let us upload an image

The procedure is the same

Click on replace, select an appropriate image and click insert

Your image is added.

You can explore a few more settings like style where you have the option to change the borders and to round off the corner of the image like this one.

From the setting, you can adjust the alignment of the image.

Save and close

We are back to the template

We have just added to two blocks to the template. Let us talk about a few more blocks available in MailChimp in the next part.

PART-2

We have added the image block. Now, I want, that to the right-hand side of the image there should be some text like my name and designation. But this will not be possible in case of a single image block. So to add the text along with the image we have to use another block i.e. Called i**mage plus caption.**

Let us drag and drop it to this side.

First, add an image

Follow the same process that we used earlier to add the image.

Image is added

I want my text on the right-hand side of the image.

So make some alignment changes. From the setting, make the image as left-aligned and caption as right-aligned

Perfect

Now we have to edit the text of the caption

Go back to content and replace the content.

Just to make it a little bit bigger

Change the text size.

You may also change the text colour from the given option

Fine

So we have successfully added the image and caption in our template.

Now let us edit social media block

These blocks are used to leverage the mails in favour of your social media platforms. You can bring the traffic to your social media platforms by inserting them in the mail.

To edit it

Click on this icon.

Settings are there

Give the respective link of your social media platforms like Twitter, Facebook and others.

You may also give the link text that will appear along with the social icons

Enter the address of your website and a link text

If you want to add a few more platforms then add them from ‘add another service’.

Like this one

delete it by using this minus sign

From the style, you can change the background colour of any field

Rest of the settings are self-explanatory just play around the settings

Next, We have very good options to change the style of the icons of social media

These options are available in the settings.

You can display icons only, text only, or both icon and text.

Similarly, you can align the icons left or right

Increase the width of the icons and this is the layout of icons

You can have solid or outline

Just select the best one.

Save and close

We are back to our template

Lastly, we have the footer section

Here you can use various types of merge tags

We will talk about these tags in a while.

Few settings are available under design as well

Like page

There are a bunch of settings just play around these settings

Similarly, we have other settings like

Body

Header

Body, Change the background colour of the body. Similarly, footer, change the background colour

Just play around these settings

So, our template is ready before we save it let us preview it.

There are two options to preview the template

The first one is **Enter in the preview mode** and the second one is '**send a test mail'**

First, let us enter the preview mode.

This is our template that will be visible to our subscribers in their desktop when a mail will be sent to them

You can also check how it will be visible on the mobile phone

There is a third option as well called inbox preview.

It will help you to see how your mail will be visible in different mail clients.

This is a good option. However, to use this option you have to sign up to the Litmus.

There are different plans of Litmus

According to your business or a website, you can select the plan.

The second option is to send a test mail. Let us use it

Enter the ID where you want to send a mail and press send test.

Our mail has been sent

Let us check it in the inbox

Wow, this mail is there let us open it.

The template that we design is there with all the features

You can customise it by going to your template again

So, our first template is ready later save and exit

Finally, save and exit

Give the name to your template

And save it

Yes, now we have one template and in future, you want to edit it, use this edit option.

The template is saved forever, and in future when we will run our email marketing campaign, we can use this template for that very purpose. Now after creating a very simple template, let us see how to use other blocks in the templates and what their purposes are. Just join me in the next video

PART-3

We have just added a few blocks to our template. But there are many other blocks that we can use to provide more interactivity to the emails. Let us talk about them one by one.

First, we have a text block.

This is used to enter the plain text in your email. We have already used it in our previous template so no need to explain it further.

Next, we have a Boxed Text block.

This block is used when you want to catch the attention of your subscribers by putting some text with a contrasting background.

Again, there are many settings available for this block and you may change them accordingly

Let me show you how to change the background colour …

Then we have the divider

The divider is basically used to insert different sections in your mail.

Just drag and drop it at the relevant portion of your mail and it will create a new section. You may go through the settings to make it more visible.

The image block is used when you want to insert a single image in the mail. We have already used it

Now this one is very interesting when you insert a group of photos in the email then this block is used, called image group.

This block is used primarily by the e-Commerce websites when they want to show the multiple products in a single mail. The use of this block is very simple

Just drag and drop and upload the relevant images from the studio Then we have the image card. It is similar to the image + caption and you can add the text along with your image while using it.

Now there are two blocks first is ‘social sharing’ another is ‘social follow’.

So how are they different?

Social sharing block is used when you want your subscribers should share your mail content at different platforms.

Social follow block is nothing, it is used when you want that your subscriber should visit your social platforms or they should follow you on various social platforms

We have already used the social follow block

Let us see how to insert the social sharing block in the mail content

Very simple just drag and drop the social sharing block to the Template. You can further edit the link text but I think it's Ok with the default

More options are available in style and settings

Just play around these options.

Next, we have button

it is used to insert a call to action in a mail

Just drag and drop it

Change the button text according to your business or service. Like I’m changing it to **Join**

Insert a link here to complete the call to action. It may be your website address, email address, anchor text or a file to download.

Let me give the link of my website. Please attempt to use the rest of the options to understand their purpose.

From style make some cosmetic changes in the button

Like border

Rounded corners

And the background colour of the button.

From settings, you may change the alignment of the button

Next, we have the footer block we have already used it

There is another block to insert the code in your mail if it is needed.

Lastly, we have the video block to provide more interactivity to your mail

Drag and drop it to the template

Just copy the link of any YouTube video and paste it here

You can also change the caption of the video by editing it

Play around the rest of the settings of this block

So finally let us preview it

Yes, all blocks are there that we have just inserted

and cal to action button is working,

Save and exit.

Congratulations, we edited the template by adding various blocks

Now the very important point. Although I have used all the blocks in a single template but there is no need to include all the blocks in a single template. You may try different blocks for different templates as per your requirements.

It will help you to test your templates and finally, you can select the best one for the email marketing campaign

PART-4

After learning about the basic layouts of the templates, let us talk about a few more layout types. These are the predesigned layouts. You need not to put much efforts to design such templates. Just select the layout and make some adjustments and your template will be ready.

Let me show you

Here, we have a few featured layouts. Very well structured like “Show your products”, “share big news”

And others

Few of them are available free of cost and if you want to use rest of the featured templates then you have to upgrade to the premium version of the MailChimp

Let us select this one.

You can easily customize this template according to your requirements.

I want to change the background colour, just change it from colour.

You may also set an image as background.

First, let us change the logo image

Just click on the edit button and replace the logo image

You can customize the headline

Just edited and give your new headline

This is the image block just add a new image to the template----

it's done

Again, we have a text block

Customize it according to your content of the mail

Next, we have “call to action”

Just set an appropriate call to action by going to the edit section.

Give the address of your landing page.

I am just giving the link of my website

Next block is Image + Caption. Just replace that image and the captions

Here you have to just insert a link on the given text from the edit section for both caption 1 and caption 2

Give links of your social platforms

Before we save it, let us preview it

Make sure all links inserted by you are working

Just save it and give the new name to your template.

Yes, our template is saved

Let us look at the last type of template in the theme section

Here you can see the beautiful templates designed with colours and images

You can use them as it is or just customize them slightly by going to the edit section.

Few of the themes are free of cost but the rest of the themes are paid

To use them you have to upgrade to the Premium version of MailChimp

To edit any theme, just select it, and all the options will be available that we discussed previously

You can customize the theme as per your preferences or the requirement of the business or the interest of the Audience

Just save and exit

We have talked about templates but so far, we haven't talked about Content Studio of the MailChimp

Let me give you a brief overview of the content studio

Go to the Content Studio

This is a simple interface of content studio

It seems to be more like of Media Library in WordPress

In the content studio, we can organize and use the different forms of content like

Files

Products

Giffy

Instagram and

My logo

First, we have files

Here, we can save various types of files not necessary to be the images only

You can upload any image or any file to this section and later on you can use it in your email.

As I said, it's not only the images, you can upload any file like PDF, video etc.

Let's upload 1 PDF

Now you can copy the link of PDF file and it can be sent directly to anyone and when he will open this link in the browser the file will get open

You can also use it within the mail

For example, you must have noticed, sometimes, we receive the mail where you can download the e-book, video file or slides

So this is the way we can upload the file which others can download

Next, we have a product

As of now, it is not showing anything what if you have your E-commerce website and you connected to the MailChimp then all the products will be shown here and you can use them in your mails

Next, we have Giphy

These are all GIF format animations; you can include them in your mail to make it more engaging and entertaining

You can also integrate your Instagram with MailChimp.

Your all the posts will appear directly in the studio and you can use them in your mail.

For this purpose, you have to connect your MailChimp to the Facebook

Just click synchronize Instagram post

Give permission to Facebook access your profile

Press ok

Your Facebook account is now connected to the MailChimp

If you want to test it just click the test connection.

Yes, it is connected now

Go back to the MailChimp content studio

It has fetched one post from my Instagram account

Next, we have the logo, you can set any image as your default logo and it will be used as logo in your all mails

Just select any image and from view details, set my logo

Further, you can organize the content of the studio by creating different folders

So, I have given you the complete detail of designing mail templates using various blocks. I advise you to please design at least two templates at your own to learn all the steps effectively.

Now we all are set to run our first email marketing campaign. Just join me in the next video

PART-5

I know you are very curious to know about launching your first email marketing campaign. Before you start your first campaign, be very clear about you marketing objectives like you want to bring the traffic to your website, you want to acquire a new customer, you want to increase the sale, or you want to distribute the content through mail etc.

If the objective is clear, then without wasting much time let us begin with our first email campaign.

Go to campaign from MailChimp dashboard

It is clear, we have not created any campaign yet

To create the new campaign

just click on Create campaign

There are so many options to create a marketing campaign like

Email

Ads

Landing pages

Postcard

Social post

And sign off forms

Each has different purposes

I will briefly explain about them at an appropriate time but first, let us create the email marketing campaign.

Click email

You can see, you have three different options in email marketing

The first one is

Regular campaign: It used to keep your subscribers engaged by sharing your latest news, promoting a line of products, or announcing an event. This type of campaign is quite popular among email marketers

Secondly, we have an automated campaign.

As the name suggests this type of campaign is automated

You will set a few instructions and your campaign will run automatically

We have one module on email Atomization. We will talk about it in detail there.

Lastly, we have plain text campaign

It is very simple

You may keep the things simple and personal with a text-only email—no images, fancy styling, or embedded hyperlinks are used.

Let us create our regular campaign first.

Give a suitable name to it

Now this is the place from where we will manage our campaign

Before you launch your campaign, you have to make some changes

So, let us talk about it

First, we have 'TO' Field that simply means to whom you want to send a mail

Just recall, we have already created our audience list

Just select that list.

I have already discussed that you can create only one audience list up to 2000 subscribers in the free version

You can create more lists in the premium version of MailChimp

Next segment and tag.

We have not a talked-about segment and tag yet just select all subscribers in the list

Next, we have a personalized "To" field

This is a place from where we can send the personalized emails starting with subscribers' names.

Here we have to set the merge tag

There are many merge tags available in MailChimp to personalize the mail

Here we will use Fname merge tag that means the first name of the subscribers

So now the mail will go to the subscribers with their first name that is mentioned in an audience list

Save it

Our TO field is personalized with FNAME

Next, we have From field.

It simply means, from where the mail is being sent

If you want to change it, you can change both name and mail from the edit Form. Let it be the default

Next, we have 'subject'.

We have already set our subject when we set our audience list settings but still, if you want, you can modify it from the 'edit subject'.

Along with the subject line, you can also give the preview text

What is the preview text?

This is a text which is visible to your subscriber in the inbox just next to the subject

Let me write the preview text first then I'll show you an example

Here you can see in bold text, the subject line and after the hyphen. This is the preview text.

It's very important to give an appropriate preview text.

It will help in increasing the open rate of the mail as your subscriber may get a little bit more idea about the mail content by reading the preview text.

Next, we have the content or a body of the mail

Click on design mail

We again reached to the template section.

Do I need to design the template again here?

No

We have already designed the template and it should be available in the saved templates.

Yes, our all previously design templates are available here

Just select a suitable one. Press the next. Or double click to make last minutes changes

If everything is fine

Click save and close

Our template is added.

But there are few warnings. with the cross sign

Let us resolve them first

Give link on all social media follow icons or delete them if you don't have

Give the full URL of your website

Save and close.

Yes, all issues are resolved and we are ready to launch our campaign

To have more visibility you can share your campaign either through direct URL or through the social media platforms.

I will talk about these platforms in a while.

Although, we are ready to send our campaign

But it is very important to test the mail before you press the send button

So, I will advise you to test 2-3 time to avoid any blunder in the mail.

Let us test our mail

Just enter your mail ID

And press send test

Test mail has gone

Open it

Mail is there

Links are working

It has automatically taken footer section data from the database

Very impressive!!!

Notice one thing, we inserted the merge tag but it's not visible here

Actually, we have to insert the merge tag in the template as well

let me show you how to insert the merge tag in a template

Go back to edit the design

Add text block at top of the name

Enter any text like hello or dear and from here insert the merged tag like First name

It is added

Let us retest it

Yes, now it is there.

The message will go like this hello the first name of the subscriber.

If everything looks fine, let us send mail.

You can schedule it for future but this feature is available the premium version of MailChimp

Send Now

And your mail will be delivered to 23 subscribers

But I am not sending it right now so let me save it as finish later.

So, this was the process of launching your campaign. Design your campaign, use the template designed by you and send it the audience list that you have created. Don't forget to insert the Merge tag and the last thing

Test, Test and Test the mail, before you send it.

Thanks.

PART-6

Welcome back; in the last video, I talked about how to send an email marketing campaign. While sending an email marketing campaign there are few more important things which you should keep in mind such as Campaign URL, social media and audience list. Let us discuss them.

Let us go back to the campaign that we have just saved as a draft. At the end of the page, you can see that there are few options to share your campaign.

First, we have a campaign link.

This link is randomly generated link by the MailChimp and you can share this link at various platforms.

For example, you can host it on your website or you can share this link through mobile phones or using QR codes.

When a person will click on this link, your campaign will get open directly

To test it, you can copy the link and open it in your browser. It will work.

There is an option to customize this link as well

To customize the link, just click on edit and this is the portion that you can customize.

Let me add a few more words to make it more meaningful

Save it.

Now the link is customized

Next, we have few options to add a social post to the campaign

What does it mean?

Let me explain it one by one

First, we have Facebook

It simply means that you can share the post of your campaign on your Facebook page directly from here and your followers of the page will come to know that you have started an email marketing campaign.

How to make it happen? It's very simple.

Just make it on

You can customize your post from here by adding up to 4 images.

Let's add images first

And finally, select the Facebook page which you think is relevant to this campaign. I am selecting one of my pages.

Save the message and this is a preview of your Facebook post.

Now you need not to do anything in future when you will run a campaign this post will automatically be posted to your Facebook page.

It's worth mentioning here that you can select the Facebook page only if you have created it otherwise no page will be visible here. How to create a Facebook page that we will discuss in social media module

Next, we have an Instagram page

Just make it on

Select your Instagram profile and add one image to this post

You cannot add more than one image here.

Save the post and it is ready.

It will be live when you will share your campaign

Next, we have Twitter

Connect your Twitter account to the MailChimp.

If you don't have a Twitter account just sign up for it.

Click authorise app and your Twitter account will be connected to the MailChimp

Now with the starting of the mail campaign, your message will also go live on the Twitter

You can also add a few images up to 4 to the Twitter tweet

Next, we have the settings related to the audience

We have 23 subscribers in the list and when we customize the TO field then there is an option of segment or tag we didn't select any segment or Tag rather we selected all subscribers in the audience

But sometimes there is a need to send a mail to the group of subscribers based on some predefined parameters such as age. gender etc.

So here we will learn about how to create the segments or groups in the audience list.

What is a segment?

A segment is a group of subscribers based on some common characteristics like age, gender, income.

To create the segments or groups just go to the audience

We have a list of all 23 contacts here

Click view contacts

We have a list of all 23 contacts here

From manage contacts

Select Segment

As of now, we do not have any segment.

To create the new one, click create a segment

Here you have to define the conditions to create a segment

If you select contact match ANY of the following conditions

Then if at least one condition is matched then your segment will be created

If you select a contact match AND of the following conditions

Then all conditions must be satisfied to create a segment.

Let us Keep it ANY and one condition only

Now let us select a field on the basis of which we want to make a segment.

At present, in my list, there are not many demographic variables but let us select the last name.

As Singh.

Let us preview the segment

Yes, new segment is created having 4 subscribers with the last name Singh are there

Save the segment by giving it a name

Yes 1 segment is there

Actually, in the primary list, we have all 23 subscribers but a new segment is created having 4 contacts

Now we are able to send mails to these 4 subscribers based on a SINGH Segment.

Next, we have groups. Groups are similar to segments and subscribers are grouped based on their preferences automatically. In this case, we have to insert one question in a signup form and based on the responses of the subscribers they will be grouped automatically in our audience list. Let me show to how to create a group question in the signup form

From manage, contacts go to groups

As I said mentioned earlier, Groups let you categorize subscribers by things like interest and preferences. Subscribers can select groups for themselves or you can put subscribers in the groups within MailChimp

Click create groups

Here you have to decide how to show the group options to the subscribers.

First is checkboxes that means (people can select more than one option)

Second, we have a radio button that means people can select only on option

Then we have a drop-down that means people can select only one option

Give any name to the group category like interest because I want to group subscribers on the basis of their interest. Add 2-3 option here like Sports, Education and Political. You may add another option as well

Save it

Let us see whether this question is added to the signup up from or not

See, group question is added to the signup form. Now subscriber can exercise their option and at the back end they will be put in the respective group based on the option selected by them\.

And you will be able to send your campaign to different groups.

Now let me show you, how our subscribers will be added to the group automatically

Signup to form by filing relevant details and opt for relevant groups and confirm humanity and mail ID

View the audience, yes subscriber is there along with the groups opted by him

So, in this video, we have discussed a few additional but important things related to campaigns such as campaign link, Social media posts and segments and groups. In the next video, we will discuss a few more types of campaigns. Just join me.

PART-7

Welcome back, In the last few videos we discussed how to run an email marketing campaign effectively. We have just discussed the regular type of campaign. In this video, we will learn how to run plain text –campaign. So, let us start.

Go to plain text campaign, As I discussed this type of mail is very simple mail. Here you can keep the things very simple and personal with a text-only email – no images, fancy styling or embed links

Give any name to the campaign

And begin,

Again here, you have three different options to send the mail to the entire audience, On the basis of segment or tag,

Just see here we have the segment that we have created. Tag wise segments are also available

Next, we have groups, you can send the mail to selected groups based on some conditions.

See, our groups that we have just created are also visible and we can select them accordingly

But let us select

Entire Audience

Pres NEXT

Next, we have campaign information

You can give the preview text here.

Next, we have tracking settings, I will discuss them in the next Module.

You can also put a post to the social media platforms automatically.

Personalized the To field with FNAME and Press Next

You can enter the content here. If interested you can include images or files from the content studio, but let it be simple.

Press next.

You are all set to send the mail. But before we send it, let us test it.

See the mail is here.

And you are ready to send it Press the send bottom.

After discussing, Email Marketing campaigns, let us briefly discuss other types of campaign that you can run under MailChimp.

First, we have Ads. Here you can run ads of two platforms i.e. Facebook Ads and Google remarketing ads

So, to understand the concept of advertising through MailChimp we have to first understand the online basics advertisements

We have various Modules on Facebook Advertising and Google Ads. Therefore, first, we will learn about the basics of online advertising in the respective Modules and then I will come back to MailChimp to explain the concept of Ads through this Platform

Next, we have landing pages.

What is a landing page?

A landing page is a page on which a visitor will land after clicking on ads or any promotional link embedded in the mail.

The landing page should be very engaging to keep the visitor on the page to achieve the desired goals.

Usually, landing pages are designed in a website, but if you don't have your own website and you want very good-looking landing pages then MailChimp comes very handy in this regard

To create a landing page, click on landing pages

Give any name to the landing page

And select your desired audience list to which you want to send your landing pages campaign

Here we have very good pre-designed templates of landing pages and you can select any one depending upon your objectives for the interest of the audience

Let me select this one lead generation

Now after this, things are very simple because you already know how to edit sign up form. The same way you can edit the landing page.

Landing page

The landing page has various block and you can edit it by following the similar method that you used to edit ‘sign-up forms’

Finally, save and close the landing page

Now this is the time to send your landing page to the respective audience

Give any title to a landing page

Next, we have the URL of the landing page randomly generated by the MailChimp.

You can further customize the URL by inserting a few important keywords in it.

Then we have the content or you can say your landing page

Everything is ok click publish

HiFive your page is live now

Let us confirm it by clicking on this link

Yes, the page is there

Next, we have a social post

Here you can share your posts across multiple social media platforms to increase the reach of your brand and track how people engage with your brand

Give any name to the campaign

Click on edit

To use the Facebook just check it on and select your Facebook page from where you want to send the post

Similarly, for Instagram check it on and select your Instagram account

Same is the case with twitter

Save it

In the content, you have to just design your post and they will be respectively posted on various social media platforms as selected by you

First, let us create a post for Facebook

Add image to the post by following the image adding process

Write something here as a message of the post

This is a preview of your post

You can follow the same process to create a post for Instagram and a tweet for Twitter

Next, we have ‘campaign’ for the signup form

I have already explained about sign-up forms in detail so you can use that knowledge to design your sign up for campaigns as well this is done basically to build your email list.

So, with this, we have completed this module. Start building your audience list and design various types of form such as sign up forms, Emended forms, and pop up form.

Try to run a dummy email marketing campaign using these forms. You will really know more about the insights of MailChimp. Thanks, You so much.

Assignment submitted on 2024-04-20, 06:21 IST

1) Different parts of a template is called ***1 point***

- [x] Block
- [ ] Section
- [ ] Paragraph
- [ ] Line

2) Which block will you select to add a logo to your template ? ***1 point***

- [ ] Caption plus image
- [ ] Text block
- [x] Logo block
- [ ] Image block

3) Which of the following merge tag you will use to insert the first name in a mail ? ***1 point***

- [x] FNAME
- [ ] LNAME
- [ ] NAMEF
- [ ] NAMWL

4) 'Social follow' block refers to ***1 point***

- [ ] people can share your mail on social media
- [x] people can follow you on social media
- [ ] they automatically become member of your social page
- [ ] none of these

5) Which of the following element is available in content studio ? ***1 point***

- [ ] Products
- [ ] Files
- [ ] My logo
- [x] All of these

You were allowed to submit this assignment only once.

Assignment submitted on 2024-04-20, 06:25 IST

1) Campaign link can be customised. ***1 point***

- (•) True
- ( ) False

2) Plain text campaign refers to ***1 point***

- ( ) A mail written in plain english
- (•) A mail having no fancy text and animation
- ( ) A mail having images and animations
- ( ) Mail having videos

3) You cannot customise themes of mailchimp ***1 point***

- ( ) True
- (•) False

4) If you want to classify your subscribers into different groups on the basis of interest. Which of the following option is best ? ***1 point***

- ( ) Creating segments
- (•) Creating groups
- ( ) Both segments and groups
- ( ) None of these

5) Landing page is a page ***1 point***

- (•) Where a subscriber will land after clicking on your link
- ( ) Homepage of a website
- ( ) A readymade mail template
- ( ) A template design using mailchimp

You were allowed to submit this assignment only once.

M18: Email –Atomization

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

PART-1

Hello learners, welcome to the next Module of our course on Digital Marketing. I hope you must be busy in building the audience list and marketing campaign. Today, we are going to discuss something very interesting i.e. email atomization process.

You must have noticed that most of the times we receive emails immediately after some actions performed by us such as in the case of finalizing the purchase order, account registration, our birthday date etc.

Now a day the volume of emails sent by the business to the customers in so high that it can't be handled manually. So, there is a need to automate the email marketing campaigns.

So, in this background, you are most welcome to the module on email –atomization. Under this Module, you will specifically learn.

1. **What is email automation?**
2. **How to set up various types of campaigns in automatic mode?**
3. **How to set a trigger for a specific type of mails?**
4. **How to link your website to Mail Chimp for re-targeting**

Let us start our module by explaining what is email automation?

What is email automation?

According to Campaign Monitor?

Email automation is the ability to send time or action triggered emails to subscribers with relevant information.

Automation is useful for a variety of different marketing purposes. Whether it's a triggered workflow that helps to nurture new leads, birthday greetings that add a personal touch, or automated blog updates. Email automation makes email marketing more efficient, personalized, and relevant

Here are a few examples of automated mails

Birthday mail

Greetings

Order confirmation

Abandoned Cart mails

Are you really interested to know how to set automated mail? If the answer is yes, so let us begin.

From the campaign dashboard, go to Create a campaign, from email, go to automated.

Give any name to the automated campaigns. Again, here we have various forms of automated campaigns so before you select any campaign just make sure that your objectives are clearly defined, only then select an appropriate campaign.

Moreover, all campaigns are not available in the free version of Mailchimp

To use the full power of email automation, you have to upgrade to the premium version of Mailchimp.

Let us first see, how to automate the welcome message to the new subscribers in your audience list.

Here, I want that when any new subscriber joins the audience list, an automated welcome message should go to him Immediately or after the time set by the campaign Trigger.

Under single email,

Give a name to your campaign

And select the audience list.

It maybe you are already existing list or you can create a new Audience list

We already have one list

Let us select that one and begin

Let us modify settings of single welcome mail

Now under send to filed

There is an option to set a trigger, Trigger is nothing it is just a condition set by you on which a mail chimp will act

By default, it is immediate that means your mail will go immediately after the joining of the subscriber to your list.

If you want to edit it, edit it from edit, delay and recipient button

Here we have different options. Ranging ‘immediately to 1 day’

It is better to set it immediately. It gives a good impression to the audience that's were concerned about them

Moreover, they will be happy to receive any instant response from your side

Next, if you want to set a trigger for those subscribers to whom you want to import to the list . just check this button and save

Next, we have various settings about which you are quite familiar. Let us quickly relook at them again.

The ‘from’ the field is very simple, from where the mail is being sent you want to edit it you can edit it, From edit from ‘

Next, we have a subject line so simple, let it be default or Edit

Then we have the content of the welcome message

If you want to edit the welcome message then click edit design

I think we are quite familiar with this interface by now, you can edit any block by using various options.

Save and continue

That's all!!! We are ready to launch our automated welcome message to the new subscribers

Just click start sending or finish it later

Yes, we have done it in future whosoever will join your audience list he/she will receive a welcome message from your side. Amazing.

So, this was how to set, automated welcome message campaigns. In the present-day world, it is must as such type of automated campaigns makes email marketing more efficient, personalized, and relevant. In the next video, we will discuss a few more types of Automated campaigns

PART-2

Welcome back. Hope you have understood the basic purpose of automated e-mails. These types of campaigns not only save your time but leaves a good impression on the subscribers or customers s they get timely information. Let us talk about one more type of automated mail.

This type of mail is very simple and I hope all of us must have experienced it.

This is about sending birthday emails to the subscribers.

Let us see how to design it in an automated mode.

From automatic campaigns, select, Happy Birthday campaign

Give any name to this camping, select the audience list and begin

First of all, make sure that in your audience list there is a birthday filed Containing date of birth of your subscribers.

Next, we have the place to set the trigger

When you want to send, one day before the birthday or the same day.

If you want to edit it, then just click edit and set the suitable options

Next, we have scheduled at what time every day you want to send the mail you can adjust it from here

Next, we have the filter, if you want to send the birthday greetings to a particular segment or a particular tag then you can set it from here. Just choose a segment or tag.

Now let us design the mail.

Here we have various fields and we are quite familiar with these fields. Just have a look at them and make the necessary changes

Click Next

Select the suitable template

Click next

And design your birthday message here. You may add a few blocks to this message by following the same procedure that we discussed in the last Module

Save and continue

Press Next

Everything seems to be OK. Just click start sending.

Confirm it

Rock on

You have started automation.

Next, we have a very common type of mail automation i.e. Share blog updates.

If you are a blogger you would love it.

The purpose of this automation is to send the blog updates to subscribers that means if you have added any post or posts to the blog, the message will go to the subscriber in an automated way.

It will keep your subscribers informed about your posts and will increase the traffic to your site,

Let us see how to set it?

From automatic mail select Share blog updates

Give any name to the campaign and select the respective audience list and begin

Here we have to make some RSS feed changes.

RSS stands for really simple syndication so it is useful when you have to share the updates of your website in a very summarized form to the subscribers

Just give the link of your website or blog here

Let's set schedule of sending the mail to the subscribers

If you want to resize the RSS images that will be used in your mail taken from your post, just check it

Press next

Let it be the entire audience

Next

This is the campaign information and you are already familiar about various fields here Just make some modifications you want

Check personalized To Field

Next

Select an appropriate template for sending the message

Here you can see on the right inside we have to new RSS blocks

Drag and drop the RSS header to the template

Similarly, drag and drop the RSS items to the template

Click save and close

See there is one problem let us resolve it, before we send it finally

This is the default text of the template, we can't use it

It is better to replace it with your original content

Save and close, Next

Now you are all set to send

Click start RSS

Confirm it

Done and done

Now, the updates of your blog will be directly delivered to subscribers automatically.

Great.

Let me explain few more forms of automated emails especially in the e-commerce domain

Although these forms are available in the Premier version of Mailchimp but still I will give you just an overview of these campaigns and you can further explore them at your

You will understand form easily.

First, we have *Thank first time customers*

In this campaign, you can say thank to your first-time customers. As we don't have any E-Commerce Store, so I can't show you all the details of this type of campaign.

Next, we have ‘reward your best customers’.

With this type of mail, you can offer discount or coupons to your best customers automatically based on their purchase frequency

Next mail is very important that is Turn on abandoned cart mail. If you are an e-commerce website then you can send this mail, if someone browses your product, add to the cart but exit from the website without purchase anything

This type of mail can be set in automated mode and it will remind your customer to buy the product.

Next, we have ‘enable order notification’.

With this, you can send the order confirmation and shipping confirmations automatically to the customers.

You can also send a follow-up email to the customers to review the product or to have feedback about the product from the customers. It will be done automatically

You can also send a winning back mail to the lost customer.

Lastly, we have to retarget customers.

This type of mail is very useful when a prospect visits your website and you want to send a mail or show the advertisement to the customer.

Let me show you how to use retarget visitors mail

To use this type of mail, you have to connect your site to the Mailchimp

Click Connect your site

There are various apps or plugin through which you can connect your side to the Mailchimp but as we don’t have an eCommerce store, so be will simply use the WordPress option to connect our site Mailchimp. Select WordPress

Enter URL of your site

And get code

This is a code that you have to paste to your WordPress website. To do it

Open the WordPress Dashboard of your website

Go to appearance

Theme editor

Now from right and side of the theme from theme files, Click theme footer

Just scroll down the theme code to the bottom

Just above the body tag, we have to paste our code

Copy the code

Paste it here

Make sure that you have pasted the code just above the body tag. Don’t make any change in the rest of the code. One wrong step may spoil your entire your website

Update the file

Go back to Mail chimp and check the connection

Your website is now connected

Now you will be able to send the retargeting emails and ads using various platforms to the visitor who will land on your website

Let us try it out

Again, we have to use the Google ads

I will talk about first Google ads in the respective module and will come back to the mail chimp to tell you about this process.

Save your campaign

So, with this, we came to an end of this module. I always say there is no other way to learn digital marketing except practice. So do practice on various types of campaigns and become effective email marketers. Thank you so much for being with me.

Course **Digital Marketing**

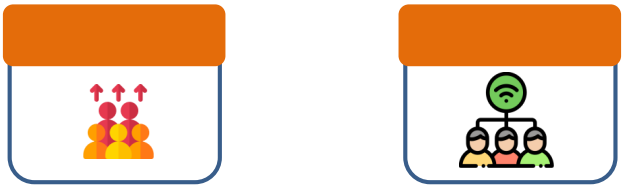
Module 19 **Email Marketing Strategy and Monitoring**

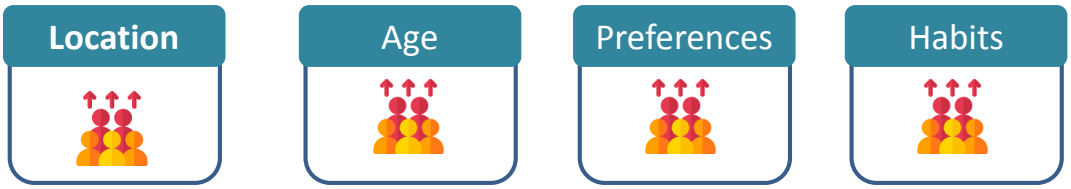
What will you specifically Learn

How to monitor email marketing campaigns?
How to generate various report using MailChimp?
How to develop and an overall email marketing strategy?

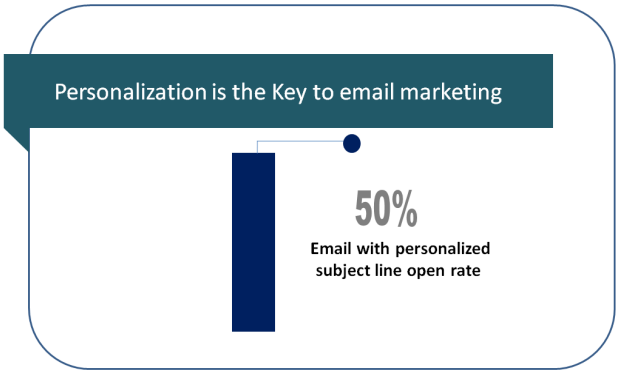
1 Targeting the right audience

All Subscribers are not Same





2 Personalization is the Key to Success

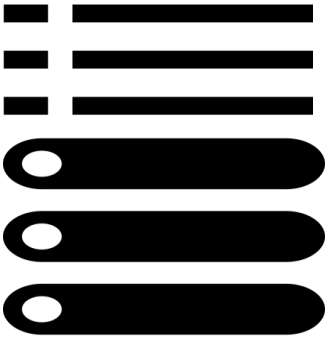


Yes Lifecycle Marketing, (2017)

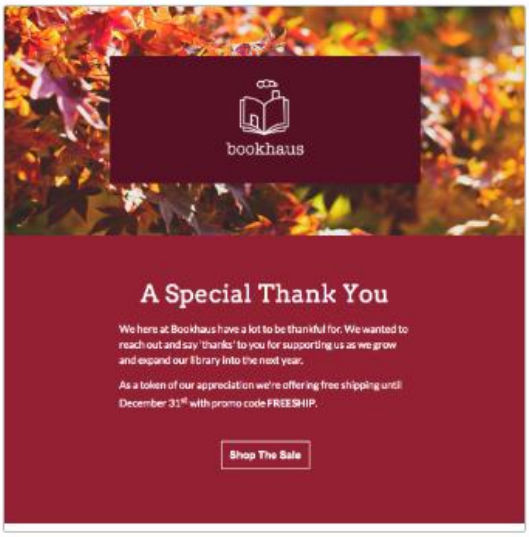
Send your mails to the customers by their names and from the same address

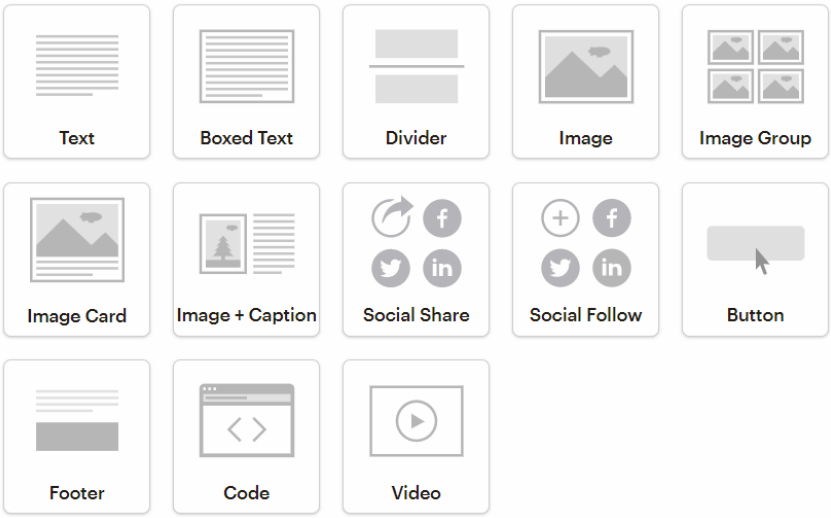
3 Keep your mails clean and Crisp

Don’t do over stuffing in your mails



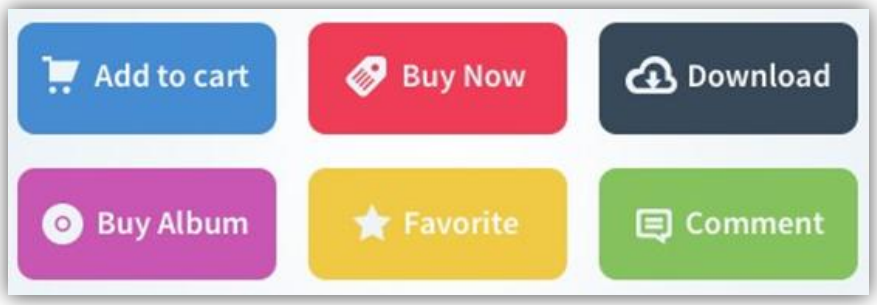
4 Clean templates are useful



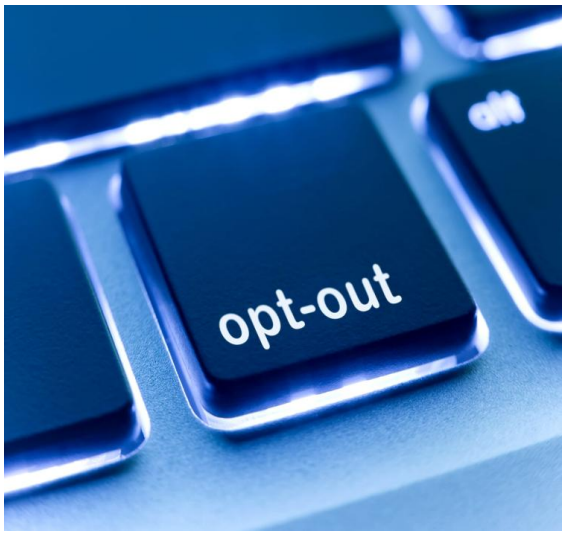


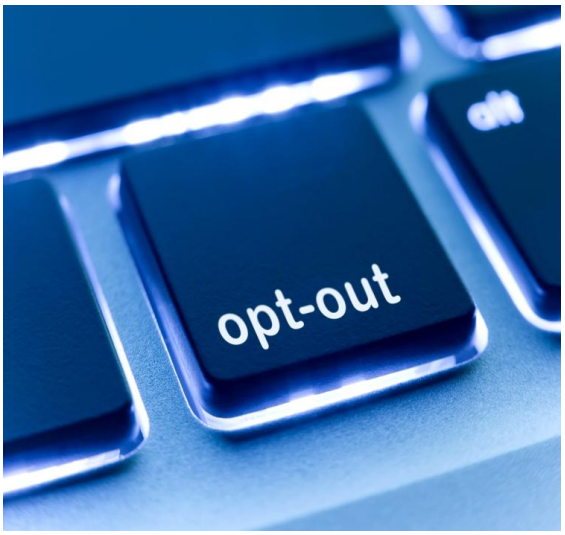
5 Use appropriate call to action

There is no use of sending the mails, if you don’t ask your customer to do something when they open your mail

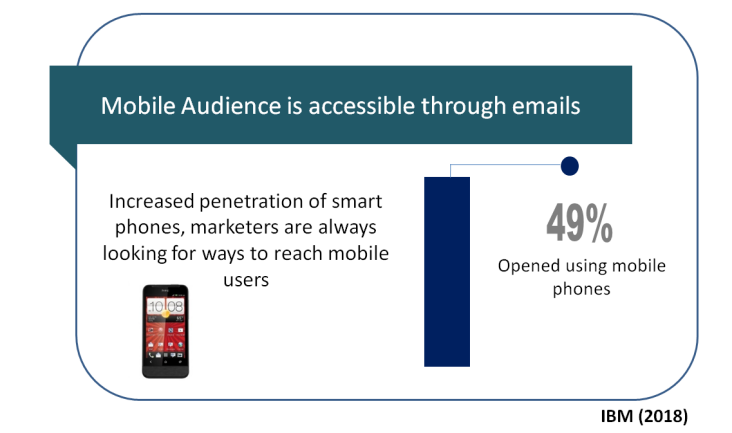


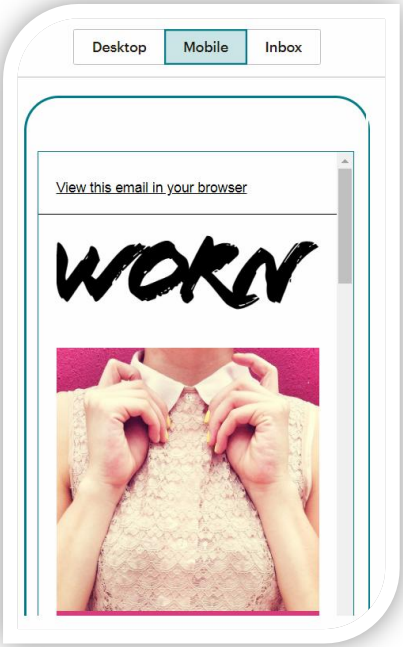
6 Make it easy to unsubscribe





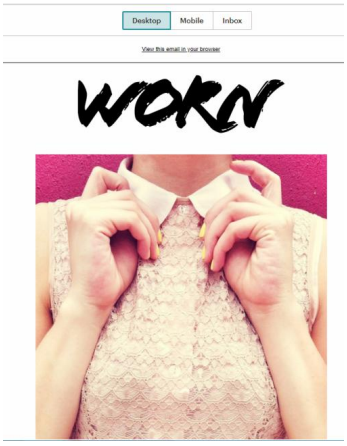
7 Make your emails mobile friendly

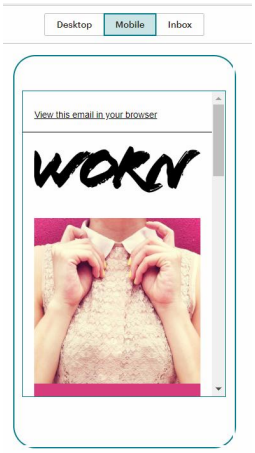


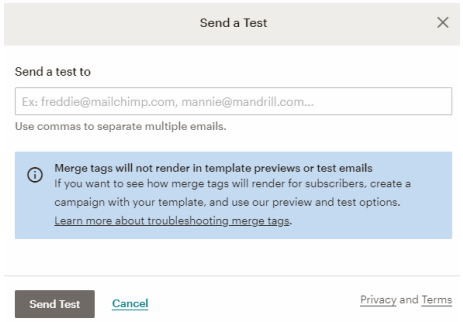


8 Don’t ignore the Testing of your mails

Don’t send anything to the subscribers without testing

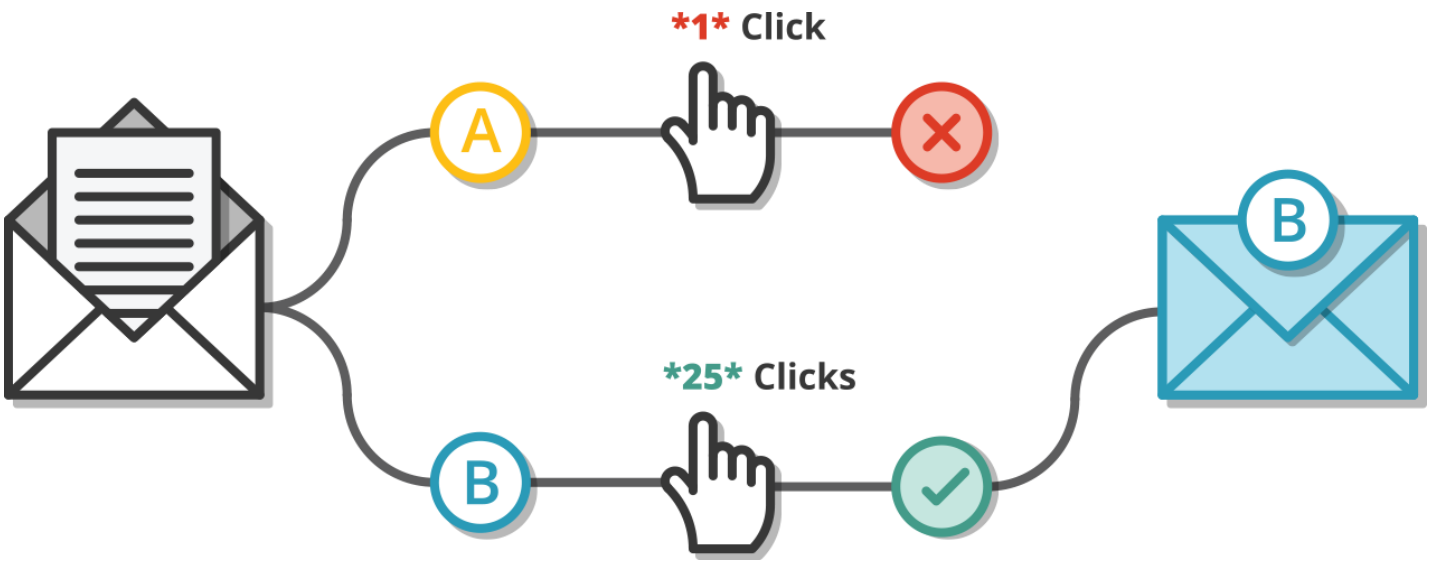






litmus

9 Go for A/B testing



https://images.app.goo.gl/RhF1HWV7n2qgLhyVA

9 Tracking of data

Test Report

Switch report

Overview | Activity | Links | Social | E-commerce | Conversations | Analytics360

Click Performance | Click Map

URL	Total clicks	Unique clicks
http://www.dmmooc.in	2 (50%)	2 (50%)

M19: Email Marketing Strategy and Monitoring

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

PART -1

Hello, welcome to the last Module of this week and the name of this Module is Email Marketing Strategy and Monitoring.

In one of our modules on digital marketing process, I explained that measurement & tracking is the important phase of the overall digital marketing process.

Similarly, in the case of email marketing campaign management measurement and tracking is very essential

With the help of inbuilt features of mail chimp, you can track the performance of your various campaigns and take the necessary actions to make them more effective and efficient

So, in this Module, I will talk about Email Marketing Strategy and Monitoring

What will you specifically learn under this Module?

1. **How to monitor email marketing campaigns?**
2. **How to generate the various report using Mail Chimps?**
3. **How to develop and an overall email marketing strategy?**

So, let us start the last phase of our journey to email marketing.

As I said, you can track every click in your mail chimp.

So, let us see as for as tracking is concerned, what MailChimp offers

Every time when you open the Mail Chimp, you will find an overview of your audience and campaigns

It is showing me that as of now, I have 24 subscribers in total in my audience list.

The table on the right-hand side shows the growth in your audience list.

It simply tells you; how many subscribers are there at the end of each day.

Further, the orange colour indicates how many subscribers were added on that day.

For example, on 26th of August, it says that one subscriber is added to the list

You can also see the sources from where your audience is coming to the list.

Maximum subscribers here are added to the list by importing subscribers, followed by Embedded and Admin.

Admin is nothing it is your own mail ID

You can also see the data of the last 30 days and for 1 year

I think in the premium version you will get more options

Next, we have campaign engagement data

For example, how many emails were delivered, how many were opened and how many links were clicked, embedded in the mail

This is a dummy account only, so, it's not showing me the much data

For more details, you can directly open the report

Let us look at more data which MailChimp is providing to us.

Just go to reports

You have 24 subscribers in the list.

Let us look at the campaign data first

We ran a dummy campaign called ***'test report'***, a few days back and it was sent to just three subscribers from the audience list on the basis of tags

You can see that the open the rate is 66% that means of a 2 out of 3 subscribers opened the mail that was delivered to them

Let us view the detail report of this campaign

Firstly, we have an overview of the entire campaign.

As we don't have e-Commerce campaign, so it will not show me anything in the report. But if you have an e-Commerce related campaign and you should have the MailChimp connected to your website. It will show the data here,

Next, we have the open rate and average open rate of the campaign. Open rate is nothing it is just 'emails opened divided by the total email sent'.

Average open rate is zero because we have only 3 subscribers in this campaign

You can also compare yo'ur average open rate with the industry rate.

For this purpose, you have to just select an industry out of various given options.

Let us select the education and training industry

Now, it says that in industry average open rate is 14% and you can well compare it with where do you stand

It has the same meaning for click rate

Next, we have more data related to our mails

How many successful deliveries were there?

When was the last mail opened?

How many emails were forwarded?

You can also see the 24-hour activity using this graph. I am again reiterating it that this is a dummy email data. We don't have much data in this campaign.

This is very interesting, as we learn that you can embed links in your mails. For example, link of your website or any other link where you want to send the subscriber once the link is clicked

The question is whether your subscribers are interacting with the mail or not. In simple words, whether they are opening these links or not

You can see here top links clicked. For example, the link of my website here has been clicked by 2 subscribers, followed by other links

To have more details you can click on “more”

Now here is the complete report of your links

You can see, we have ‘reports’ on total clicks and unique clicks

Now what is the difference in both

if one subscriber clicks on a link twice or thrice it will be counted as a part of total clicks. However, it will be treated as one unique click because it is from the same subscriber

So unique clicks give more relevant information

You can also see the click map

I found it very interesting

It will simply show you in the mail itself where the people are clicking most based on the report you can change the place of links in a mail.

Wherever I put the link along with that it showing me the percentage of click rate, Very interesting!!!! Make use of this click map to shift the place of a link depending upon the performance

Let's go back to the reports

Next, we have to subscribers with the most open rate,

You can take the decision to treat your subscribers differently based on their involvement in the campaigns

Next, we have the location wise open rate. it is very useful information and you can see how your campaign is performing in different locations

This was just an overview of your campaigns

You can have more detail about your campaign by going to the east tab of the reports

You can see, under activity, we have so many options to know how all your subscribers are interacting with your mail

These are very simple to understand and self-explanatory

For example, to whom you have sent the mail. here is a complete detail of the audience

Who has opened this mail?

Who didn't open it?

Who clicked on a mail?

And so on

Next, we have the links, we have already discussed links in detail

This is the social tab so here you will find the complete data related to your social posts

You can also check, how you subscribers are interacting with your social posts which were sent from mail chimp

Next, we have e-Commerce,

I have not any link of an e-Commerce website to the MailChimp so it will not show me any data under this tab.

Similarly, data for conversion as we don't have any conversion

To have reports under 360-degree analytics you have to integrate your Mail Chimp to the Google Analytics. We will discuss it in a module on Google Analytics

You can switch between various campaigns from here

Like I want to see the results of my landing page campaign

So, results are here

After looking at the results of your campaign we have few more tabs under reports

Like Comparative

Here you can compare the performance of one campaign with another

You can also see how your automated campaigns are performing and Similarly, you can have the results of your landing page campaigns

One Important point all tracking information is not shown by default.

Actually, while designing your campaign then you have to opt for various tracking metrics

Let me show you

Let us quickly create a new marketing campaign

Here at the bottom of it, you can see, we have various options to edit the tracking settings

Just Click edit

Check the appropriate option for tracking more information

Here you may need to integrate your MailChimp with the third-party platform as well

Save the settings

So, this was a discussion on various reports that you can generate in MailChimp. Although, the data used here was dummy few subscribers only. But I hope you got an idea of how to monitor your various campaigns. Once, you will be having sufficient data, you will be able to have more insight into your campaigns.

PART-2

Hello, welcome to the last video of this module. In this module, I will discuss a few tips with you to make your email marketing campaign as a successful campaign. Hope you will find these tips useful. These tips are an essential part of an email marketing strategy.

Let try to understand them.

Targeting the right audience

All subscribers in your mail list are not the same they may vary on the basis of demographics and psychographics. Most of the mail campaigns fail when all recipients are treated similarly. Therefore, just building the audience list only with names and emails is not sufficient. You have to gather more data about the subscribers such as their location, age, preferences, habits etc. In the MailChimp, we have already discussed how to make segments and groups. So, use this function to the maximum. There are few more predefined groups available in the mail chimp, especially for an eCommerce site. These groups are very useful in targeting the right audience.

Personalization is the Key to Success

In the very first module on email marketing, we discussed that According to Yes Lifecycle Marketing, (2017) email with a personalized subject line generates 50 % more open rate. So send your mails to the customers by their names and from the same address. This way they will trust you. We have learned that making a mail personalized is very easy in mail chimp by using various merge Tags. Like first name last name etc.

Keep your mails clean and Crisp

This is a very simple rule; don't do over stuffing in your mails. People usually don't read long emails. Use short sentences and paragraphs. It is a good idea to use the bullets in the mails to convey your message effectively. You may use few images in the mail but they must congruent with the message.

Clean templates are useful

We know what a mail template is and how to design it. Keep your template clean and simple. Don't fill it with too many blocks. Use only relevant blocks in the templates to keep the things simple. Don't make your mail messy with large fonts and contrasting colours.

Use an appropriate call to action

Hope you know what call to action is. There is no use of sending the mails if you don't ask your customer to do something when they open your mail. You may ask the customers to click on the link, buy a product, fill a survey, and register for an event. Make sure your call to action is aligned with the objectives of mail.

Make it easy to unsubscribe

It is mandatory to include the opt-out from the mail. If your recipient wants to opt-out of the audience list can use this option. Moreover, the easy opt-out option will not leave any negative impression about your brand amongst your prospects.

Make your emails mobile-friendly

As we discussed, ***according to IBM (2018), 49 % of all emails are opened using mobile phones. So, it is very important to make your mails mobile friendly. We saw that in Mail Chimp, there is an option to preview every mail on the mobile phone. So make use of this option before you send the mail. If you optimize your mail to the mobile phones and other devices, you will not miss high clicks on your mails,***

Don't ignore the Testing of your mails

Make it a habit in email marketing; don't send anything to the subscribers without testing it. In MailChimp we have different options to test and preview your emails. You can preview it in the browser or send a test mail. Make use of these options to the maximum level. Moreover, you can use the Litmus tools to test your mails like how will they look in various mail clients. You will also find other useful testing options in the litmus like whether all links are working or not. However, it a premium platform. You have to take a call

Go for A/B testing

A/B testing is simple. You can analyse the results different versions of your mail such as emails with different subject lines or headlines. This feature is available in the premium version of mail chimp. Just make use of it.

Tracking of data

In this module, we have discussed the tracking and monitoring of emails. So constantly monitor your campaign to get insights into the campaigns. There is an inbuilt tracking system in the Mailchimp. Moreover, you may use the thirst party platforms as well such as Google Analytics to track the data

So, with this, we have completed a very important module of the email marketing. Make use of all the tips discussed in this video. You can surely take your email marketing campaigns to the next level. Thank you so much. Goodbye.

Week Summary

So finally, another week of our course on digital marketing is over. This week was very informative and exciting as we learnt so many new things. This will surely help you to enrich your digital marketing skills. Let us summarize this week

During this week, we covered three modules and these Modules were

Designing e-mail marketing campaigns using Mail Chimp

1. Email –Automization
2. Email Marketing Strategy and Monitoring

In the first modules, we discussed so many important things in detail like templates, blocks, Content studio, email marketing Campaigns, and audience lists. In this week we practically learnt, how to design and run an email marketing campaign. Surely, it will boost up your confidence.

The second module was devoted to email atomization. In this module, we specifically learnt how to automate your email marketing campaigns.

Although various forms of mails that you can automate are available under the premium version of MailChimp, but we tried to understand the concept of automation using free versions only, however, you can easily understand rest of the forms once upgraded to the premium version.

In the last Module, we learnt a few tips to improve the effectiveness of email marketing campaigns. Further, we also learnt, how to improve the performance of your campaigns using various report generated by the mail chimp.

So after, spending two weeks on email –marketing, we have added one more tool of digital marketing to our kitty. But the journey is still on; We will start our next week with a new tool of digital marketing which is being widely used by digital marketers. So, I will meet you during the next week, till then happy learning and goodbye