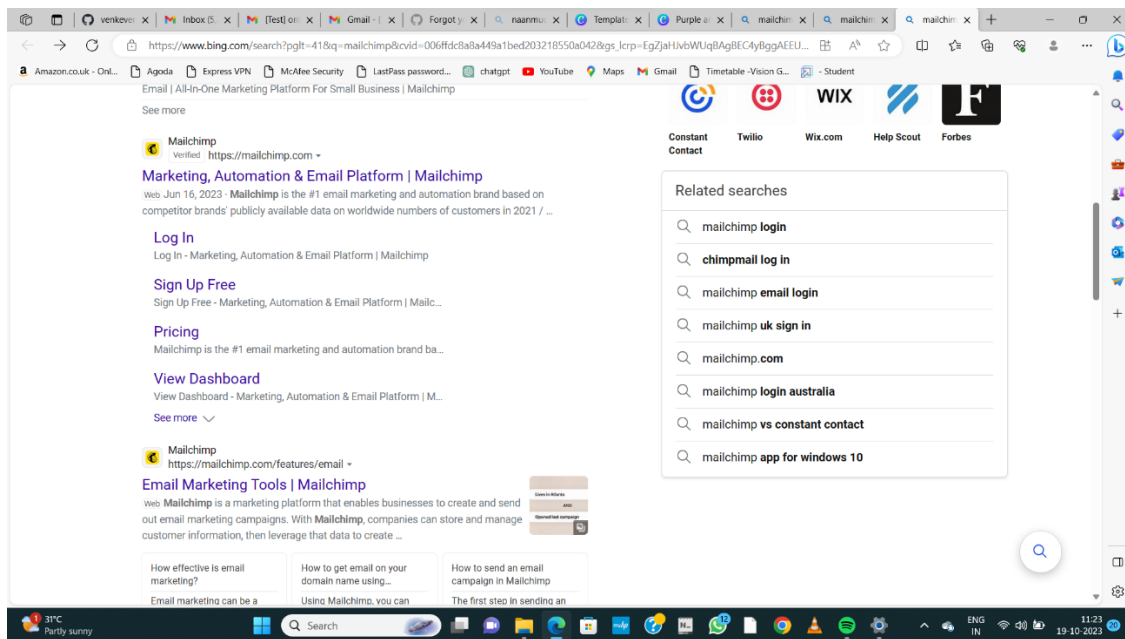


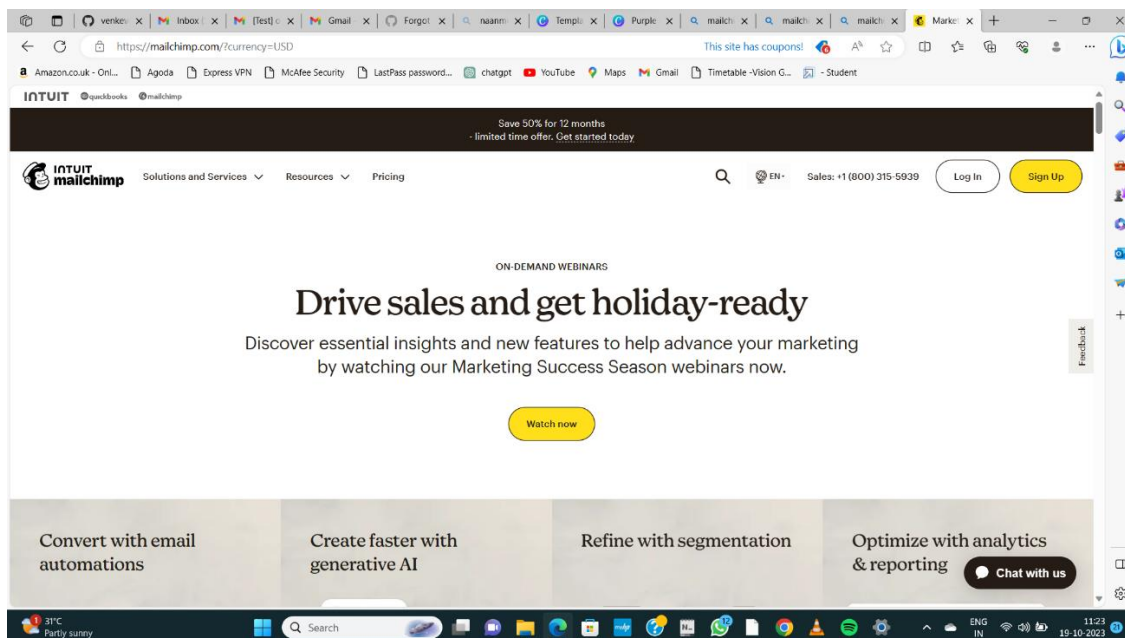
NAAN MUDHALVAN PROJECT DOCUMENTATION

NAAN MUDHALVAN TEAM ID	NM2023TMID05793
TEAM MEMBERS	VENKATESH S, THIRUNESAN B VIGNESH R, NAVEENKUMAR M
PROJECT TITLE	Create an Email Campaign in Mailchimp
BRAND NAME	MEN'S FASHION BOUTIQUE
CATEGORY	CLOTHING
TARGET AUDIENCE	MENS (CLOTHINGS BRAND)
EMAIL	Mensfashionboutique45@gmail.com
RECORDED VIDEO LINK	https://youtu.be/an80oi67Nqo

STEP 1: GO TO MAIL CHIMP IN YOUR BROWSER



STEP 2: LOGIN TO YOUR MAIL CHIMP ACCOUNT



STEP 3: LOGIN WITH FREE ACCOUNT

The screenshot shows the Mailchimp pricing page with the currency set to INR. A dropdown menu indicates '500' contacts. The 'Free' plan is highlighted with a 'Sign Up Free' button. The other plans are Premium (₹11,500/month), Standard (₹575/month), and Essentials (₹385/month). The Free plan includes features like creating email campaigns and learning about customers. The bottom of the page shows a taskbar with various applications and the system clock at 11:21 on 19-10-2023.

Plan	Monthly Email Sends	Starts at	Price	Button
Premium	150,000	₹23,000	*₹11,500 /month for 12 months*	Buy Now
Standard	6,000	₹1,150	*₹575 /month for 12 months*	Buy Now
Essentials	5,000	₹770	*₹385 /month for 12 months*	Buy Now
Free	1,000	₹0	*₹0 /month*	Sign Up Free

STEP 4: LOGIN INTO MAILCHIMP

The screenshot shows the Mailchimp login page. The form is filled with the email 'mensfashionboutique45@gmail.com' and a password. The 'Log in' button is visible. There are links for 'Forgot username?', 'Forgot password?', and 'Can't log in?'. The page is in English. The bottom of the page shows a taskbar with various applications and the system clock at 11:25 on 19-10-2023.

Log in

Need a Mailchimp account? [Create an account](#)

Username or Email
mensfashionboutique45@gmail.com

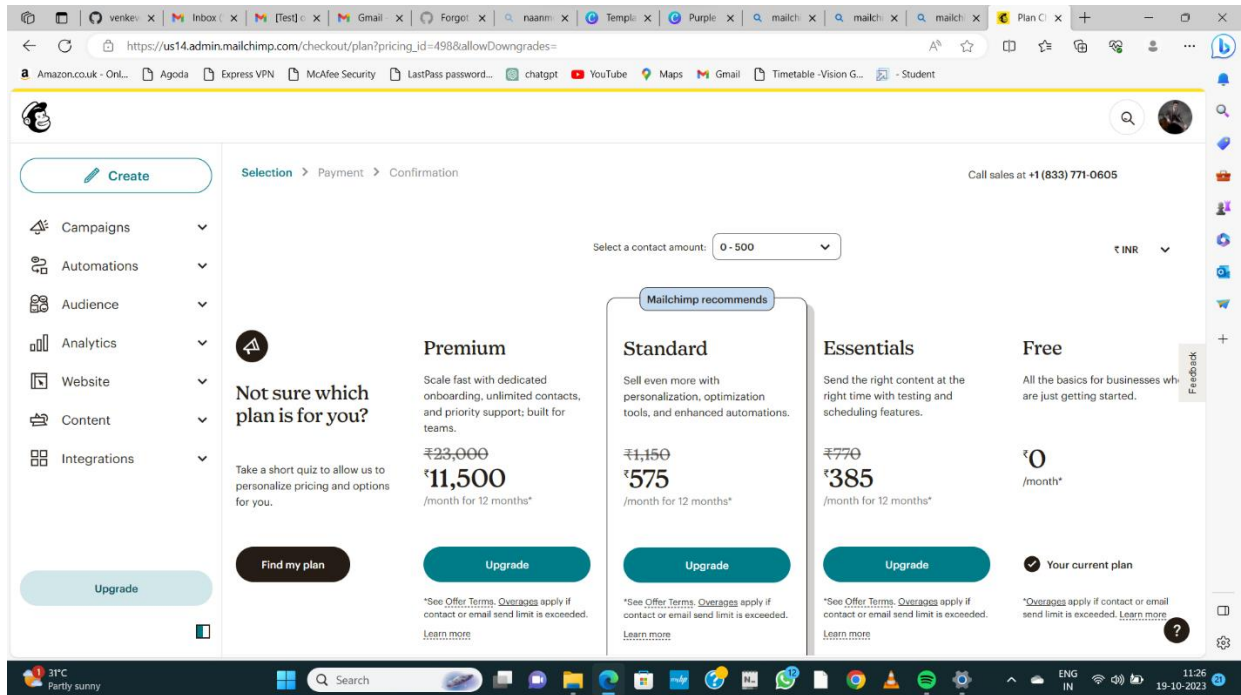
Password

☐ Keep me logged in

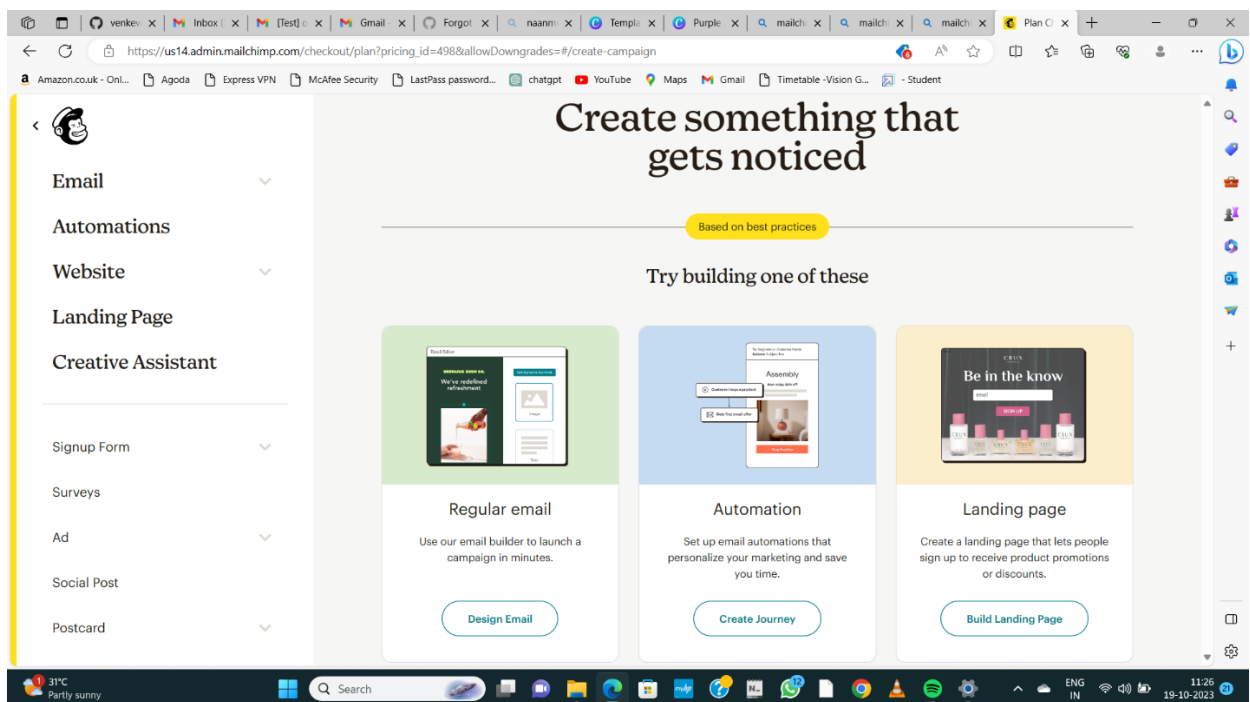
[Log in](#)

[Forgot username?](#) [Forgot password?](#)
[Can't log in?](#)

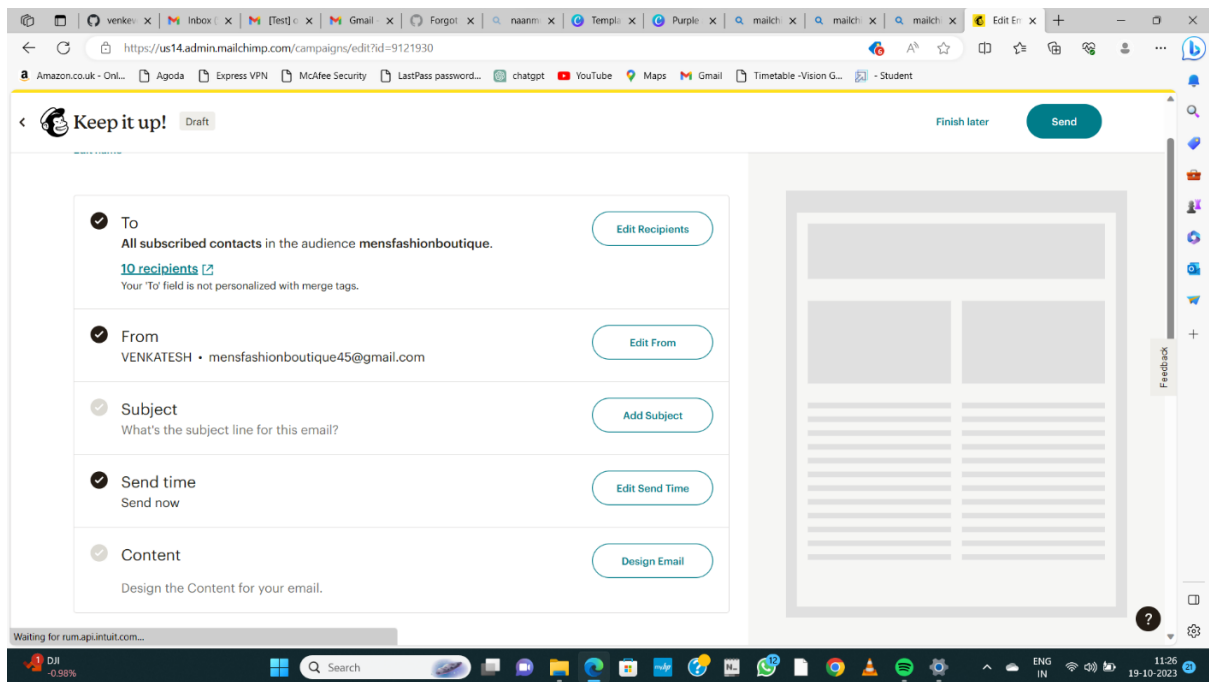
STEP 5: GO TO CREATE TO CREATE A NEW EMAIL NEWSLETTER



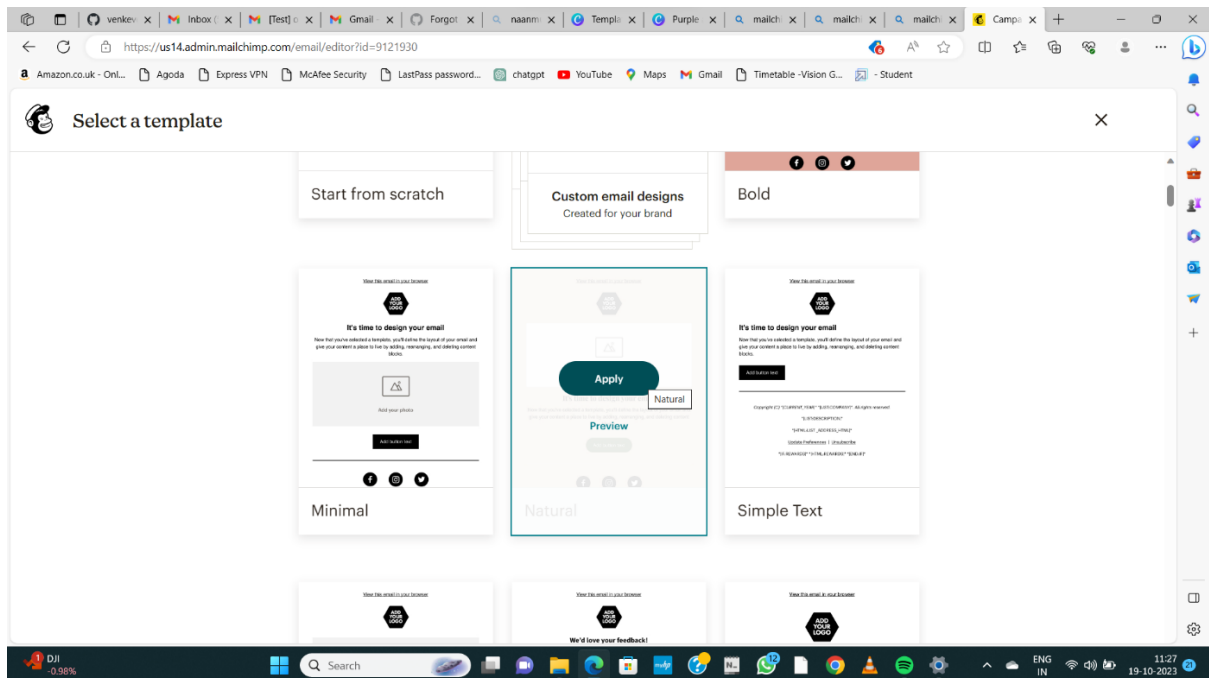
STEP 6: CLICK DESIGN EMAIL



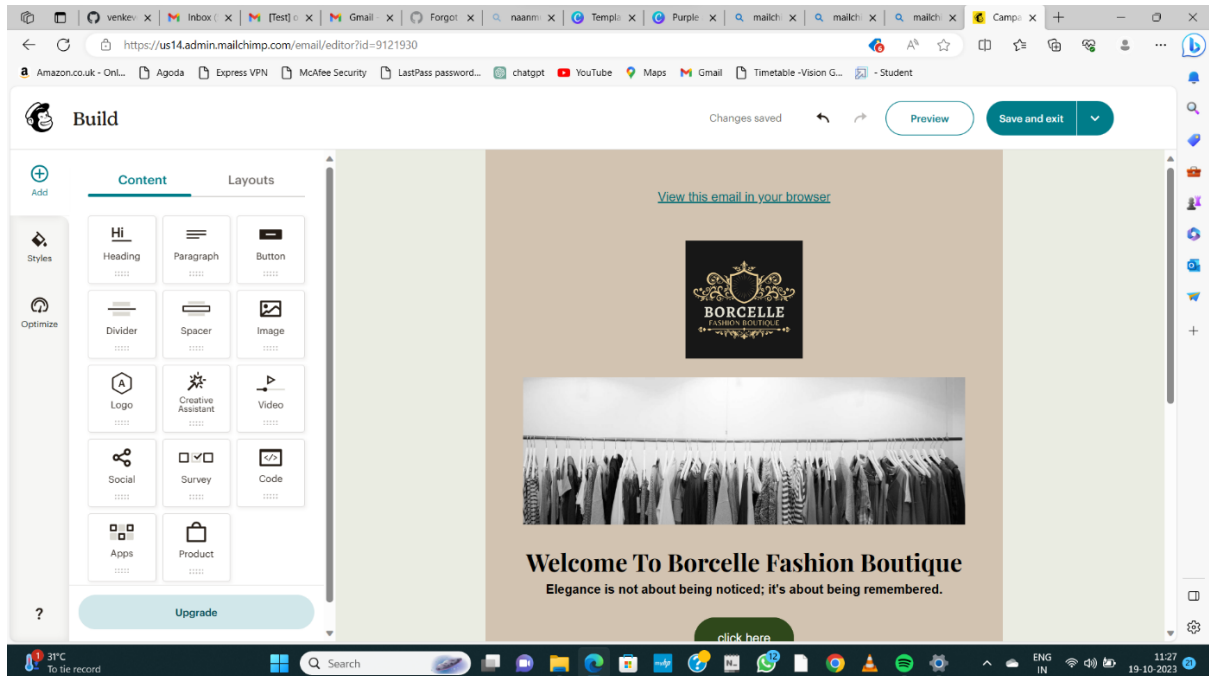
STEP 7: ADD FROM, TO, SUBJECT AND



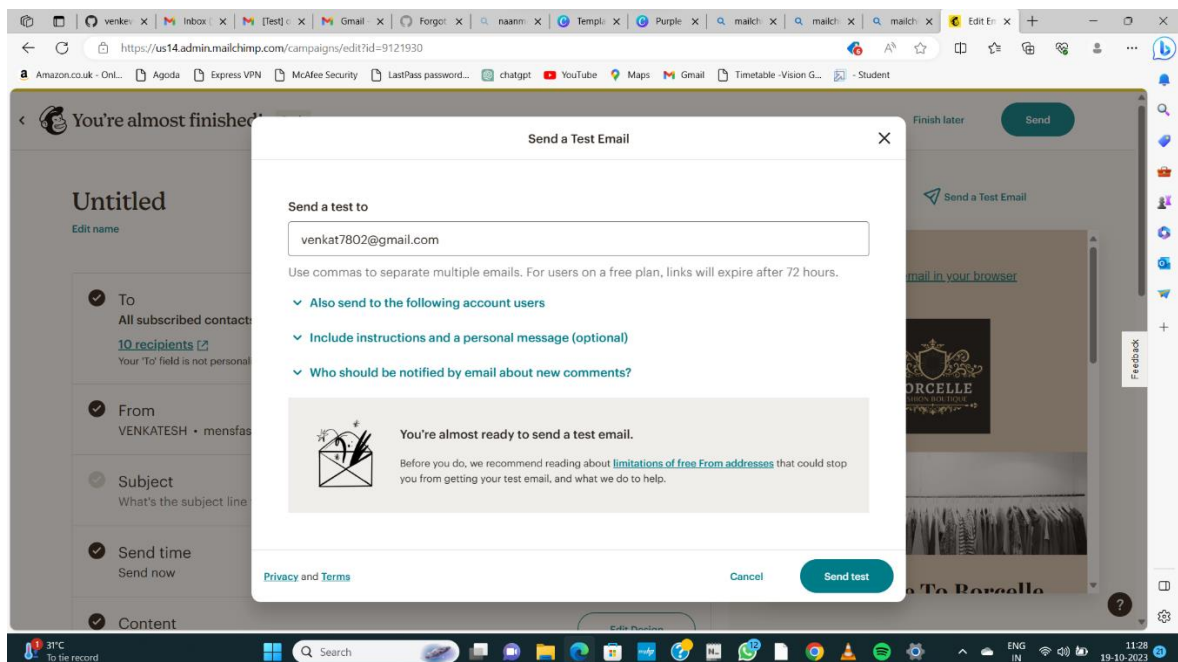
STEP 8: SELECT ANY 1 DEAFULT TEMPLATE



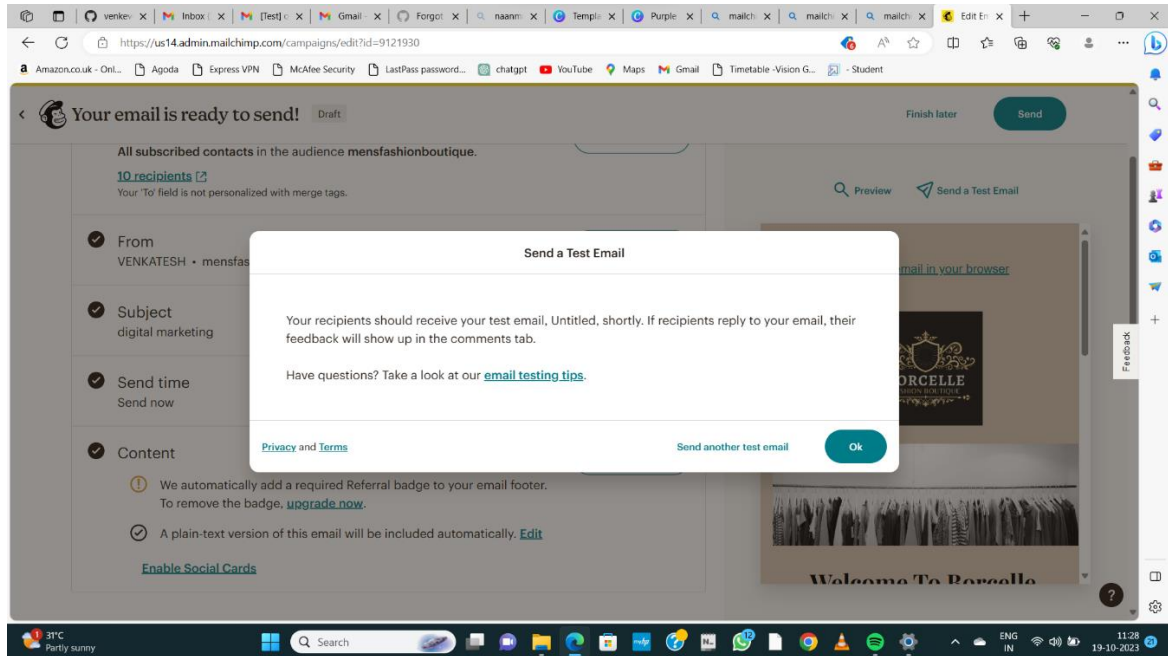
STEP 9: ADD LOGO AND OTHER CHANGES CLICK SAVE AND EXIT



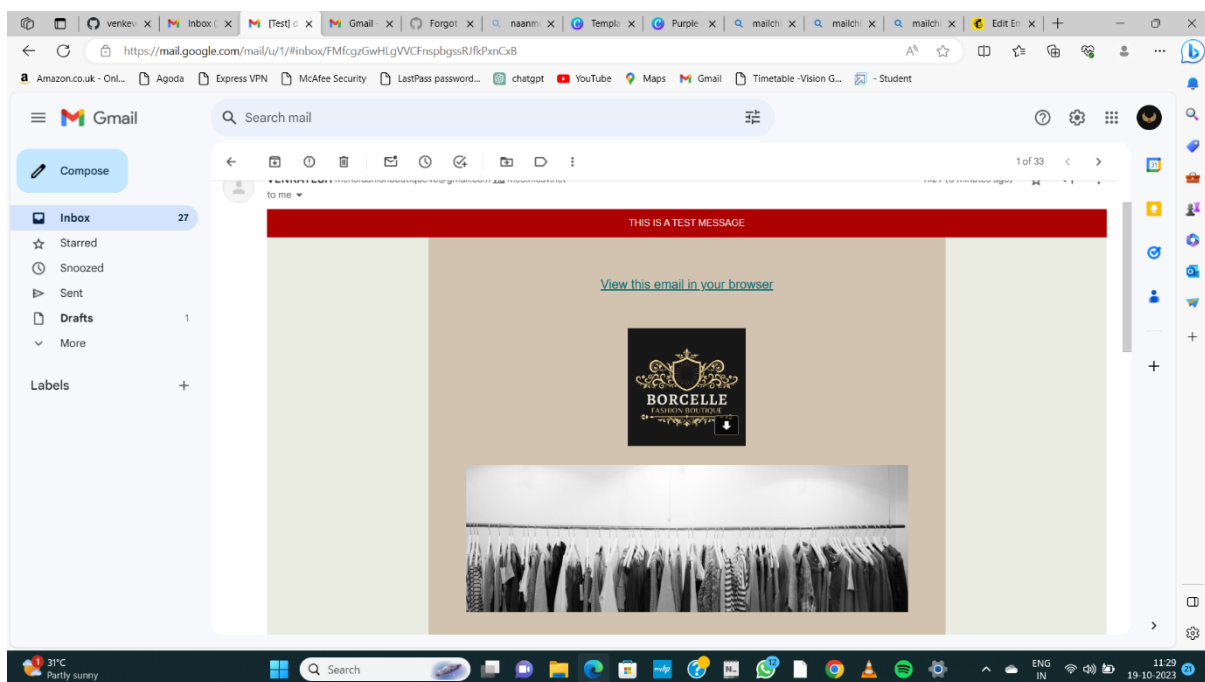
STEP 10: NOW SEND A TEST MAIL BY GIVING A RECIPIENTS



STEP 11: CONFIRMATION RECEIVED



STEP 12: GO TO GIVEN EMAIL AND DOWNLOAD TEST MAIL



[Test] digital marketing
1 message

VENKATESH <mensfashionboutique45@gmail.com>
Reply-To: us14-d857b7001e-df8af044b0@inbound.mailchimp.com
To: venkat7802@gmail.com

14 October 2023 at 23:26

THIS IS A TEST MESSAGE

[View this email in your browser](#)



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Elegance is not about being noticed; it's about being remembered.

[click here](#)



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