PROJECT DESIGN PHASE - 1

Date	01 NOV 2023
TeamID	NM2023TMID05793
Project Name	Create email campaign using Emailchimp

PROPOSED SOLUTION :

S.No.	Parameter	Description
1.	Login to Mailchimp	• Go to the Mailchimp website and log in to your account.
2.	Navigate to Campaigns:	• Once you're logged in, click on the "Campaigns" tab in the top menu.
3.	Create Campaign:	• Click the "Create Campaign" button to start a new email campaign.
4	Choose a Campaign Type	• Mailchimp offers several campaign types. Choose the one that suits your needs. • The most common is "Regular."
5	Choose Recipients:	• Select your audience. You can send your campaign to your entire list or segment it based on specific criteria.
6	Campaign Info:	• Fill in the campaign details, including the campaign name, email subject, and sender name.
7	Design Your Email:	• Use Mailchimp's drag-and-drop email builder to design your email. You can customize the layout, add images, text, and links.
8	Preview and Test:	• Before sending, preview your email to ensure it looks good on various devices. Send a test email to yourself to check the formatting and links.
9	Confirm	• Review your campaign settings, recipient list, and email content. Click "Next" to proceed.
10	Schedule or Send:	• Choose to send the email immediately or schedule it for a specific date and time.
11	Tracking and Reporting:	• Mailchimp provides detailed reports on how your campaign performs. You can track open rates, click-through rates, and more.
12	Review and Confirm:	• Review all your settings and click "Send" to launch your campaign.

SOLUTION ARCHITECTURE :

Go to mail chimp in your browser → Login to your mailchimp account → Login with free account.

Login with free account ↓ Login into mailchimp

Login into mailchimp → Create a new email → click design email

click design email ↓ Add from, to subject

Add from, to subject → Select any 1 default template → Add logo and other changes click save and edit.

Add logo and other changes click save and edit. ↓ Now send a test email by giving a Recipients.

Now send a test email by giving a Recipients. → confirmation received → Go to given email and download test