Ideation Phase
Brainstorm & Idea Prioritization Template
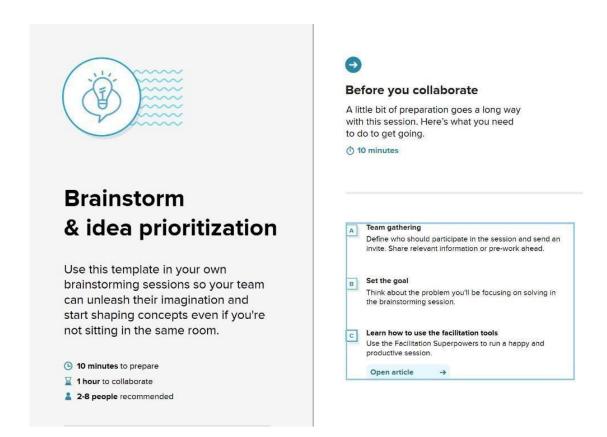
Date	01 Nov 2023
Team ID	NM2023TMID05793
Project Name	Project - Create an email campaign in mail chimp
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich number of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 🕐 **10 minutes** to prepare
- ⏳ **1 hour** to collaborate
- 👤 **2-8 people** recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕐 10 minutes

A	**Team gathering**
	Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B	**Set the goal**
	Think about the problem you'll be focusing on solving in the brainstorming session.

C	**Learn how to use the facilitation tools**
	Use the Facilitation Superpowers to run a happy and productive session.

Open article →

Step-2: Brainstorm, Idea Listing and Grouping

②

Brainstorm

Write down any ideas that come to mind
that address your problem statement.

⏱ 10 minutes

Venkatesh

Define Your Goals:
Determine the primary
objective of your email
campaign, whether it's to
promote a product,
announce an event, drive
traffic to your website, or
increase engagement.

Segment Your Audience:
Divide your email list into
segments based on
demographics, behavior, or
preferences. This allows you
to send targeted, relevant
content to different groups.

Vignesh

**Craft Compelling Subject
Lines:** Write attention-
grabbing subject lines
that entice recipients to
open your emails. Keep
them concise and
intriguing.

**Create Engaging
Content: Develop**
content that provides
value to your
subscribers, such as
informative articles,
special offers, or
exclusive content.

Thirunesan

A/B Testing: Experiment
with different elements
of your emails, such as
subject lines, content,
and calls to action, to
determine what
resonates best with your
audience.

Mobile Optimization:
Ensure your emails are
mobile-friendly since
many people check
emails on their mobile
devices. Use responsive
design and concise
formatting.

Naveen Kumar

Visual Appeal: Use
eye-catching visuals,
like images or videos,
to make your emails
more visually
appealing. Be mindful
of image size and load
times.

Personalization: Use
merge tags to
personalize emails with
recipients' names and
other relevant
information. Personalized
emails tend to have
higher engagement.

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ 20 minutes

Define the main goals of your email campaign, such as lead generation, product promotion, or customer engagement.

Identify your target audience and create customer personas to better understand their needs and preferences. Sketch ideas:

Explore ways to personalize emails, like using the recipient's name or recommending products based on their past interactions.

Generate specific content ideas, such as blog post summaries, product features, customer success stories, or event invitations.

Step-3: Idea Prioritization

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⏱ 20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

marketing and outreach

content
the process for sourcing and selecting data for collection of carbon emission reports

establishing vision and mission
it will inform all other decisions related to content, platform, design, marketingand maintanance

Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

mainatanance and updates

platform design