PROJECT DESIGN PHASE - 1

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

**PROPOSED SOLUTION :**

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| **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.  4  5  6  7  8    9  10  11  12 | Create Campaign:  Choose a Campaign Type  Choose Recipients:  Campaign Info:  Design Your Email:  Preview and Test:  Confirm  Schedule or Send:  Tracking and Reporting:  Review and Confirm: | * Click the “Create Campaign” button to start a new email campaign. * Mailchimp offers several campaign types. Choose the one that suits your needs. * The most common is "Regular." * Select your audience. You can send your campaign to your entire list or segment it based on specific criteria. * Fill in the campaign details, including the campaign name, email subject, and sender name. * Use Mailchimp's drag-and-drop email builder to design your email. You can customize the layout, add images, text, and links. * 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. * Review your campaign settings, recipient list, and email content. Click "Next" to proceed. * Choose to send the email immediately or schedule it for a specific date and time. * Mailchimp provides detailed reports on how your campaign performs. You can track open rates, click-through rates, and more. * Review all your settings and click "Send" to launch your campaign. |

**SOLUTION ARCHITECTURE :**