Project Report

"An analysis of the effectiveness of email marketing campaigns"

Submitted to

G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR

Affiliated to

RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

SHIVANGI AGNIHOTRI

Under the Guidance of

PROF.ASHIMA VARGHESE

G.S. College Of Commerce &Economics, Nagpur

Academic Year 2022 – 23

CERTIFICATE

This is to certify that "SHIVANGI AGNIHOTRI" has submitted the project report titled "An analysis of the effectiveness of email marketing campaigns " towards partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

PROF.ASHIMA VARGHESE   **DR. AFSAR SHEIKH**

   (Project Guide)   **(Co-ordinator)**

Place : nagpur

Date:

DECLARATION

I here-by declare that the project with title **"An analysis of the effectiveness of email marketing campaigns "**has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

SHIVANGI AGNIHOTRI

Place: Nagpur

Date:

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to DR.S.S KATHALEY, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide **PROF.ASHIMA VARGHESE** for his guideline throughout the project. I tender my sincere regards to Co-ordinator, **Dr. AFSAR SHEIKH** for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank   the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

SHIVANGI AGNIHOTRI

Place: NAGPUR

Date:

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INTRODUCTION

1. Introduction

The e-mail is considered the most recent reliable means in the marketing and electronic commerce. This means represents the speediest method of exchange of digital messages on the internet. As well, it may be to book the messages received in the boxes of the receipt of the users to see when they want to. Considering that the operation of marketing by electronic mail among the best methods and the oldest and the most effective never have seen the light of day where he is emerged with the increase in the use of networks on the internet, including the sites of E-mail, the most important being Yahoo, Google Gmail. The Email marketing is increasingly recognized as an effective internet-marketing tool (Rettie, 2002). The promotion of products by electronic mail is a better method of commercial marketing among proponents and the companies global electronic. The global reports in this field confirm that the new rich of the world are that they may operate to promote and attract customers through the means of social communication or by electronic mail. The good use of quality legal and professional manner of electronic messaging reached thousands of dollars per month for each proponent or society of marketing their products and its work on the internet. In general, the marketing by e-mail is considered as a means of marketing excellent to attract customers and the categories targeted by their e-mail and to convince them to buy a given product according to their requests and desires. The determination of the database of customers and the addresses of their e-mails are the most important factor to choose the interested category to the domain or the product, which located promotion. As well, it may be responsible for the operation of commercial promotion of a given product to certain categories data, by the intermediary of a commission given or what is called the system of affiliation or partnership or to sell a product personally directly with a customer referred which seeks to this product. The campaigns by electronic mail is a significant marketing tool is if they are used correctly and the timely and correct category. The marketing through the electronic mail is considered among the important tools of communication on the internet, because of the many clients are in permanent contact on the applications of electronic mail either on the handheld devices such as the mobile phone or office computer automation to stay informed on the electronic messages which they received. The targeting customers and attract the largest possible number of them to participate to buy a product requires the skills and of the organization in the choice of the database which allow to achieve positive results. Each person in the world has its concerns, desires in a given area must therefore to define the objective, and the product for each person in well determined. It is understood

that the email has a great popularity among the different categories of users of the internet, it should operate correctly and to avoid the methods at random and the discomfort of the receiver to these advertising messages and the promotion of products. Subsequently, it must distinguish marketing by electronic mail and by e-mail at random and disturbing. Kaur R and Singh G (2017), introduces a new approach concerning internet marketing in electronic commerce; showing how advertisers need this innovation to be successful. E-marketing does not consists only use to promote marketing over internet but also helps in marketing through e-mail and wireless media. Email marketing is considered the most recent of the means and methods of commercial marketing the more effective today, which aims to increase sales and to target the customers effectively and legal. Considering that, the rich of the world in this area are those who have the ability to properly target the desired groups and to promote the products of global way up to reach millions of people per day. This article would be considered a study of the advantages and disadvantages and the success factors of Email marketing. Therefore, it must therefore analyze all the steps of the operation of this type of marketing campaigns in order to save time and the increase in sales and the positive benefit of these services and to define the best terms of the practices of marketing by electronic mail. The operation to identify the most advantages of Email marketing with the basis of profit and the increase to attract customers to participate on the product prairie. On the other hand the most disadvantages of Email marketing summarizes the violation which result in the poor exploitation of Email in order to become an instrument of harassment that if he has not located the right choice. Therefore, it is necessary to adopt reliable methods for the provision of the factors of success of this marketing by electronic mail.

2. The most Important Advantages of Email Marketing

The most advantages of Email marketing represent the main bases of launching campaigns of commercial marketing advertising and electronically. The most important of these advantages we note the following:

2.1 The Ease of Use the Email Marketing

Email marketing is a way to reach consumers directly via electronic mail (Kaur & Singh, 2017). Email marketing is a popular way for businesses to reach customers. Email marketing is the use of email to promote products and service. It helps develop the relationships with potential customers and clients. Email marketing is one segment of internet marketing. With the help of Email marketing, a company sends a commercial message to group of people. Is summed up in the regular methods and it is to send and

receive messages, but the professional technical of marketing requires the use of modern software to conduct marketing campaigns by electronic mail. The study of Payne A and Holt S (2001) basis with review of the literature has shown the concept of value has its roots in many disciplines including psychology, social psychology, economics, management and marketing.

The Low Cost Compared to other Means

Consumers having the option of choosing an intermediate price will receive fewer calls, which will be better tailored to their interests, and will be compensated for those calls they do receive (Ayres & Funk, 2003). Generally the costs of sending of electronic messages for free or low costs and high quality in the delivery of information to the target customer according to their desires and their concerns. Subscriptions in the paid sites and servers to send a significant number of Emails usually at very low cost compared to the use of the means of social communication.

2.2 The Customer Targeting of Correct Way

Implications for target selection and message creation are discussed for advertising practitioners interested in implementing viral efforts, and suggestions for future research relating to computer-mediated consumer-to-consumer interactions are presented for academic researchers. Given the general public users of Email, can the electronic marketing to achieve a great opportunity for the promotion at a lower cost. As well, we can send a message containing a text audio or video or photos and cards. Where through the Email can determine the category and the targeted customers to sell products for them or send electronic messages have carefully. Thereafter one can divide your list of shipping (by age, specialization, the definition of the State, the geographical area, the behaviors), in order to ensure that you provide the information and the arrival your messages of commercial announcement for the targeted customers. In general, to target a particular installment you must define the content and the content of the electronic messages and redirected for customers who wish to buy this product.

Check the Calendar of Management of Campaigns of Electronic Announcements
Online advertising, also called online marketing or internet advertising or web advertising is a form of marketing and advertising, which uses the internet to deliver promotional marketing messages to consumers (Loganathan, Kumar, & Devi, 2017). Consumers view online advertising as an unwanted distraction with few benefits and have increasingly turned to ad blocking for a variety of reasons.

The Monitoring and Study of the Effectiveness of the Campaigns of Announcement

Different types of modern marketing like internet marketing, Email marketing, and online advertising are all drive businesses to be successful (Salehi, Mirzaei, Aghaei, & Abyari, 2012). Now a day, there is no need to entering a market place to find our needs. We can find whatever we need, neither wasting time nor wasting cost, just with a quick click and use internet search engine. The Email is to provide you the success of your advertising campaign by examining the rate of success of the campaign or their effectiveness of announcement.

The Concentration on the Trademark of the Consolidation of the Campaigns and Broadcasts

In the study of Jain Y and Garg R (2014), dynamic content and custom fields were cited as the personalization functions used most often. This was manifested in different ways, such as; better segmentation and targeting, rather than growing volume of Emails. Improving quality of customer databases, rather than growing customer lists. Personalizing Emails with behavior-driven dynamic content, rather than growing volume broadcast Emails. The increase of the conscience by a trademark is not only that the interests of society and the increase in sales of the electronic shop specific to the, but also to a positive effect on the interests of the company outside of the transactions on the internet. It must have the several factors in the construction of the campaigns and dissemination in particular the trademarks normal for the greater part the targets and also puts the emphasis on the quality of the products by the use of logos and the name of the company and sponsor and the electronic signature special of you and disseminate the source of information.

2.3 The Creation and the Development of Relations with Customers

The architecture supports several personalization engines that run within the customer interaction component (Ansari, Kohavi, Mason, & Zheng, 2001). The rules defined by marketing users can be deployed for offering promotions to visitors, or displaying specific products or content to a certain type visitor. Considering that, the Email is a friend of the environment so that the marketing process does not through the paper, which helps to reduce the greenhouse effect thermal heating and therefore the process has become more sophisticated in order to obtain positive results. The Email marketing provided the process to establish the lists of messages, to develop, to improve the relations with the customers very quickly and of high quality with the monitoring of the results and to satisfy their desires and their needs.

2.4 The Speed in the Management of Campaigns and Measure the Results

In response to this growing channel of communications, marketers have begun to see that

they can replicate offline advertising methods online (Chittenden & Rettie, 2002). Any way to communicate that is easier, cheaper or quicker always has high appeal, the internet offers all three. The timeliness in the sending of messages, where the transmission process is done in a few seconds with to inform the sender in the case of arrival or do not access the electronic messages with the follow-up of the campaign and of their results. It is also possible to measure the effectiveness of the messages of announcement. As a form of two-way communication, Email was used to obtain commitment to act from participants. In addition, we can measure the speed of the access of advertising messages by Email and to ensure the receipt of the announcement.

2.5 *The Deceased of Time and of the Place of the Administration of Campaigns of Announcement*

The main features of electronic marketing contains an effective method to know the opinion of the targeted public with the follow-up campaigns of announcement to which the marketing of top quality. We could thus for the advertiser to allow recipients to communicate their comments and their desires and their suggestions on electronic advertisements or product prairie of him. The launch Email campaigns will require the need of computers or a mobile phone or the internet. Email marketing involves directly marketing a commercial message to a group of people using Email (Loganathan, Kumar, & Devi, 2017). In general, you can put the implementation for your campaign to announcement and to communicate with their customers in any place and at any time would like to for the management of your marketing campaign.

2.6 *The Performance and the Proliferation of Voluntary and Automatic*

Email marketing is a form of direct marketing, which uses electronic mail as a means of communicating commercial or fund-raising messages to an audience (Fariborzi & Zahedifard, 2012). It allows the possibility of the return in which mail is available by the users a great opportunity to disseminate electronic advertisements. It has canned for the user to choose the email message or the commercial operation that he wanted to on a voluntary basis or automatic, with the participation of implementation of the opinion and discuss the product, which is seized of marketing. The study of Hennig-Thuran T and Klee A (1997) involves a critical examination of the satisfaction-retention relationship, and the development of a more comprehensive view of the customer's quality perception. Customer satisfaction with a company's products or services is often seen as the key to a company's success and long-term competitiveness. The cost is not expensive in the method of implementation of the advertising campaigns and the announcement and to obtain new customers by day and to increase their number continues to increase the

number of visitors to your site and advertising through the electronic messages, sending newsletters to adapt to the evolution of the situation, to follow the questions and the information clienteles. The low cost of management of campaigns and marketing budget, the marketing of the products by received messages up to millions of persons per day and is this to create a market of global electronic commerce extended to all products, which are to promote.

3. The most Important Disadvantages of Email Marketing

The defects of marketing by Email represent the most important disadvantages of this type of marketing. Therefore, we can summarize these disadvantages in the following points:

- Some people beneficiaries located in this quality of marketing messages by electronic mail are messages at random, which leads to a lack of interest and the delete.

- The use of excessive and non-legal the database of addresses clienteles.

- The operations of conversion and promote imaginary of the products not present on worldmarkets.

- The presence of fictitious companies claims ownership of a product well known and of high quality and this for deceit and rhythm of the user for the work illusory and the ex gratia payment.

- The deletion of messages without disturbing the consult.

- The operations of announcement and advertising not organized and who have sent to persons arenot interested in this product.

- The campaigns targets have negatives results.

- The presence of many of the conservators who sell the illusory on internet networks it musttherefore the right choice before making the promotion of a certain product.

- The operations of deception and pace of proponents and clients in the illusion without payment of a commission of work or service.

Obtaining a reasonable level of response from Email surveys and direct marketing via Email is usually seen as notoriously difficult (Brandal & Kent, 2003). In general and in accordance with the laws in force in the world there is in the developed countries a security organ global electronic wishes of the legality of work on the networks of the internet and the follow-up of all of the excess. Each criminal attack against another person or a company and if it is published a complaint in his official law can he followed in some countries of the world. For example, if the victim of the United States and the aggressor of

Africa the body of electronic security capable of attracting the accused to the American justice. Some companies are anxious to make procedures such as to compel the user to enter a mail already exists in the kind of check of the property and to include messages by link to remove the subscription or disable the site that deals with him. As well in the form if there is any legal exceeded it located the total cancellation of the subscription and the site completely on the networks of the internet, and that even to save legal prosecution for the evidence to interfere with the people through the electronic mail at random, and to emphasize the movements which have to preserve the rights of the user, the movement CAN-SPAM Act of American in 2003, and which requires marketer a legal others of a fine of approximately 11000 dollars for each user violate its priority. In addition, the system security organs of the global electronic, which protect the legal status of the publicity, work products and trademarks in the world and the operations of promotion and electronic marketing?. The fact that these monitoring bodies of any person in the world if appeared in his right of any complaint international.

4. The Factors of Success of E-mail Marketing

The study of (Dheeraj & Pars, 2017; Kaur & Singh, 2017) discussed about the top motivator factors of shopping online. Being of the main success factors of e-mail marketing is the additive information by their clients to the list of subscribers, which allows you to remain in permanent connection and on a regular basis with them by the directorate of marketing and promotional campaigns. Subsequently the main factors to launch campaigns by electronic mail are summaries of the following measures (Figure1):

4.1 The First Step: Access to Programs e-mail Marketing

The first step in the beginning is started by engage and downloads marketing programs by electronic mail. Therefore, these programs provide the basis of the addition of the data by your target customers and the one by the collection of Email addresses and other details about your visitors to the site to exchange something you present free of charge or by a compensation paid. It also exists in the internet network of much software contributing to the good development of the management of marketing and promotional campaigns by Email so that you choose between them, which are compatible with your budget. As well, it must also on the commitment of equal periods in the process of the sending to clients in order to ensure that the work be more specific and target in time and the person required. The acquisition of ad hoc programs, adopted by global corporations of electronic messaging establishes a timetable for all the operations of the sending by Email. Where, the correct use and legal framework of these programs contributed to the success of

marketing campaigns and advertising and the increase of electronic sales.

4.2 The Second Step: the Free Presentation of an Offer none resists

The free offer represents to give visitors to your site an attractive character cannot be abandoned to the reading of the announcement and the entry into promotional page specific to your own. Given that this free offer and to take multiple forms is an example as a report in PDF format, electronic small books can download, audio discs, advertisements, electronic sessions, videos and addendum of the visits. As well, it contributes this process to organize the operations to send targeted to the list of electronic messages and to remain in permanent contact with the list of registered customers. In addition, to be able to the processes of the sending of the e-mail messages specified in the organization of the process to provide participants with information and useful products in accordance with their wishes and their interests and to follow the evolution of the market. In general, these advertising campaigns by Email help to the building of confidence and credibility between the two parties. This information leads to attract their attention and to obtain a free registration.This step provided to put a free offer irresistible additional benefitof marketing campaigns by electronic mail based on a legal authorization. The lists of the campaigns by Email marketing represent mainly the creation of the database and the addresses for the quality of the customers can receive your advertising messages and promotion.

4.3 The Third Step: the Development of a Series of Automatic Replies for the Electronic Messages

We can exploit the campaigns by electronic mail by of automated methods and it is here means of advertising marketing sender in an automatic way consecutive. The process of electronic mail is immediately and automatically in common given to a subscriber to receive your messages and your promotion offering. This process includes a series of Email messages that automated will surrender to the wire of time for a slice of the targeted individuals. The first reaction allows you to do a definition of your personality and to present your work and to allow for your public to identify the different types of information circulating, when you made the promotion and that can be achieved and the number of times to send your electronic messages. It will contain this service of the connection for your free offer or a full explanation for the subscriber on the way to registration or the access to the offer that bring.

4.4 The Fourth Step: the Methods to Create a Continuous Plan for E-mail Marketing

The importance of the creation of a continuous plan Email marketing represents in the construction of relations based on mutual trust with all the members of the specific list of the. This process through the mechanisms in the programs that govern the operation of the

marketing and promotional campaigns by Email, though the organization of the sending and to choose the content that conforms to the wishes of the target customers with the addition of the images of the products and for electronic payment services or the services of registration. It is considered this marketing method among the best types of marketing which depends to attract the greatest number of visitors intended to participate in the purchase of the products the prairies of their and it by advertisements through special newsletters of the or by e-Zine (electronic newspapers) or advertising sales and marketing. The fundamental objective of this quality of marketing by Email is to always remain in permanent contact and face with targeted clients repeatedly. Among, the important of these methods of success of your campaigns by Email is to define the objectives and establish an integrated plan and global containing the important elements, such as the mapping and the quality of the contents and the sending regular, the type of information or themes that are sent, the access to your customers in a timely manner with accurate information. It should be before the beginning of any campaign by Email of capture of contact information, the construction of a data base for the electronic addresses targeted with the determination of the construction of a database for the electronic addresses targeted with the determination of the customers who wish to the services that your provided, communicate regularly by your customers and provide an additional value through quality services particularly specific to you.

COMPANY PROFILE

2. COMPANY PROFILE

Gmail is a free email service provided by Google. As of 2019, it had 1.5 billion active users worldwide. A user typically accesses Gmail in a web browser or the official mobile app. Google also supports the use of email clients via the POP and IMAP protocols.

At its launch in 2004, Gmail provided a storage capacity of one gigabyte per user, which was significantly higher than its competitors offered at the time. Today, the service comes with 15 gigabytes of storage for free, which is divided among other Google services, such as Google Drive, and Google Photos. Users in need of more storage can purchase Google One to increase this 15GB limit. Users can receive emails up to 50 megabytes in size, including attachments, while they can send emails up to 25 megabytes. In order to send larger files, users can insert files from Google Drive into the message. Gmail has a search-oriented interface and a "conversation view" similar to an Internet forum. The service is notable among website developers for its early adoption of Ajax.

Google's mail servers automatically scan emails for multiple purposes, including to filter spam and malware, and to add context-sensitive advertisements next to emails. This advertising practice has been significantly criticized by privacy advocates due to concerns over unlimited data retention, ease of monitoring by third parties, users of other email providers not having agreed to the policy upon sending emails to Gmail addresses, and the potential for Google to change its policies to further decrease privacy by combining information with other Google data usage. The company has been the subject of lawsuits concerning the issues. Google has stated that email users must "necessarily expect" their emails to be subject to automated processing and claims that the service refrains from displaying ads next to potentially sensitive messages, such as those mentioning race, religion, sexual orientation, health, or financial statements. In June 2017, Google announced the end to the use of contextual Gmail content for advertising purposes, relying instead on data gathered from the use of its other services.

RESEARCH STUDY

OBJECTIVES OF THE STUDY

1. To study the different steps of email marketing.

2. To know the benefits of email marketing.

3. To know the awareness about email marketing.

4. To find the satisfaction level of users of email marketing.

Shivangi Agnihotri, BBA IIIrd Year

HYPOTHESIS OF THE STUDY

H0: The awareness and satisfaction level about email marketing is not high.

H1: The awareness and satisfaction level about email marketing is high.

SIGNIFICANCE OF THE STUDY

Email marketing **allows you to regularly stay in touch with customers and website visitors**. Proven buyers also appreciate being kept up-to-date with the latest products and promos. Studies show it costs five times more to acquire a new customer compared to retaining an existing customer

OTHER BENEFITS OF EMAIL MARKETINGS ARE

- Creating personalized content.

- Collecting feedback and surveys.

- Improving sales.

- Communicating with your audience.

- Generating traffic to your site.

- Sending timely campaigns.

- Increasing leads.

- Reaching the right people at the right time.

RESEARCH METHODOLOGY

Research Methodology:

The research methodology is scientific and systematic for pertinent information on specific topic. It is a careful investigation or inquiry especially through search for new facts in any branch of knowledge. This research study is taken as a part of educational curriculum. Research is a systematized effort to gain knowledge and hence, it helps to practical knowledge in study various steps that are adopted by a research in studying research problem along with the logic behind them. Primary purpose of applied research is discovering, interpreting and development of methods and systems for the advancement of human knowledge.

The research was done in order to understand the recruitment and selection process and the perception of employees regarding it. In order to get the right kind of people at right place in the right time, the organization need to have the specific and clear personnel, policies and recruitment methods which are essential for the growth of the organization.

Sources of data collection:

Primary Data:
The primary data were collected through well-structured Questionnaire which was circulated on social media platforms.

Secondary Data:

The secondary data was collected through internet, websites, research papers, eBooks and online journals.

Sample Technique:
Convenience Sampling: Sample was taken on convenience basis. Advantage of sampling is that it is easiest, quicker and low cost method of sampling.

Sample size:

Sample size was taken 50 as respondents.

Research Instrument:

Structured questionnaire with both open-ended and close-ended questions in Google forms, excel worksheet.

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DATA ANALYSIS

&

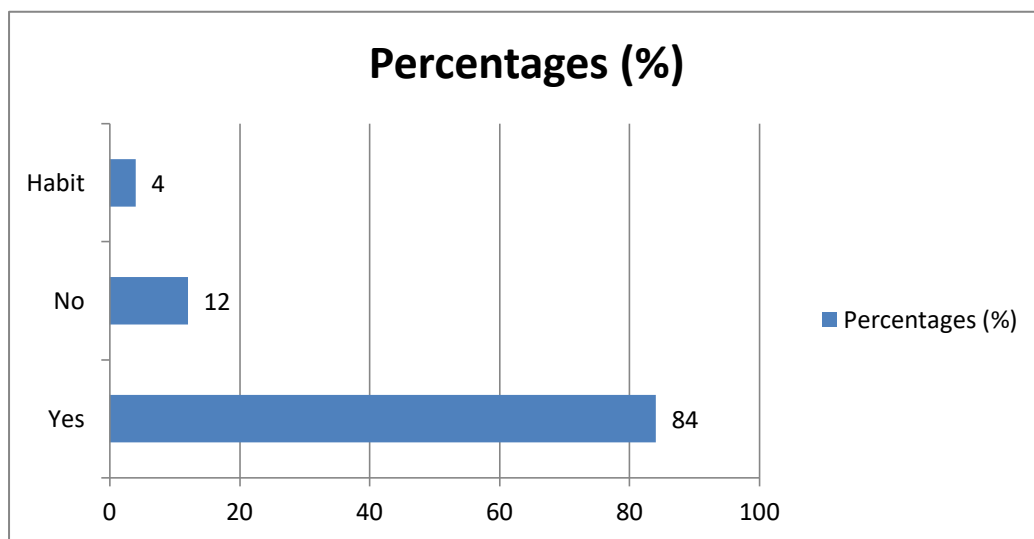# INTERPRETATIONS

DATA ANALYSIS & INTERPRETATIONS

Name: _____

Age: _____   **Sex:** _____

Occupation :_____
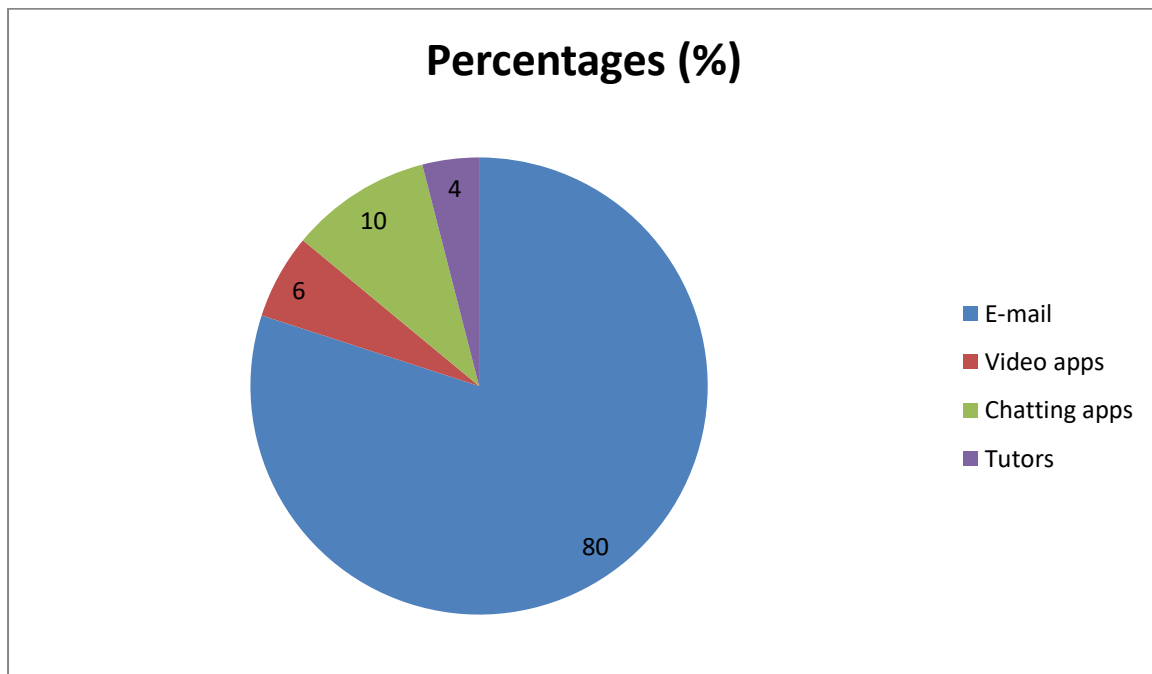
Q.1) Do you know about internet & its uses?

Internet	Responds	Percentages (%)
Yes	42	84%
No	6	12%
Neutral	2	4%
Total	50	100

Interpretation:

In the survey, 84% people know about the internet & its uses, only 12% did not know and 4%

remains silent.

Q.2) Which tools do you use on internet?

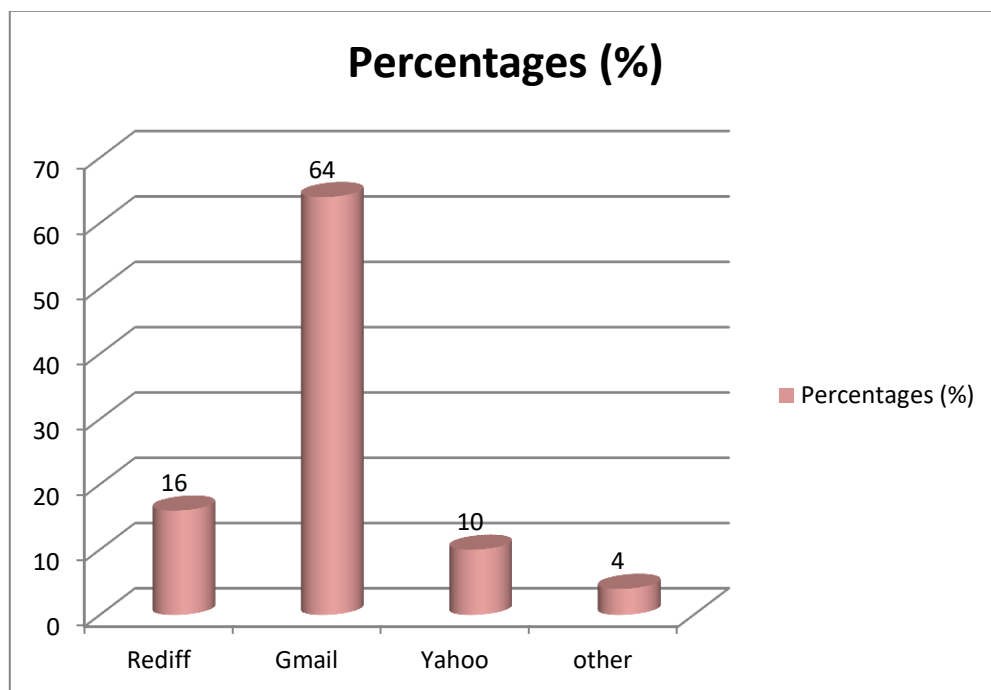| Internet	Responds	Percentages (%)
E-mail	40	80
Video apps	3	6
Chatting apps	5	10
Tutors	2	4
Total	50	100

Interpretation:

In the survey, 80% uses email services as we have selected professionals/ working people for study only 6%, 10% and 4% uses video apps, chatting apps and tutors.

Q.3) Which e-mail service do you use?

| Internet	Responds	Percentages (%)
Rediff	8	16
Gmail	32	64
Yahoo	5	10
other	2	4
Total	50	100

Interpretation:

In the survey, 64% uses gmail, 16% uses rediff, 10% uses yahoo and only others use is of 4% for completing their mail purposes.

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Q.4) What type of work you do on your mail services?

| Internet	Responds	Percentages (%)
Send data files	4	8
Upload advertises	37	74
For reminders	5	10
As a letter	2	4
others	2	4
Total	50	100
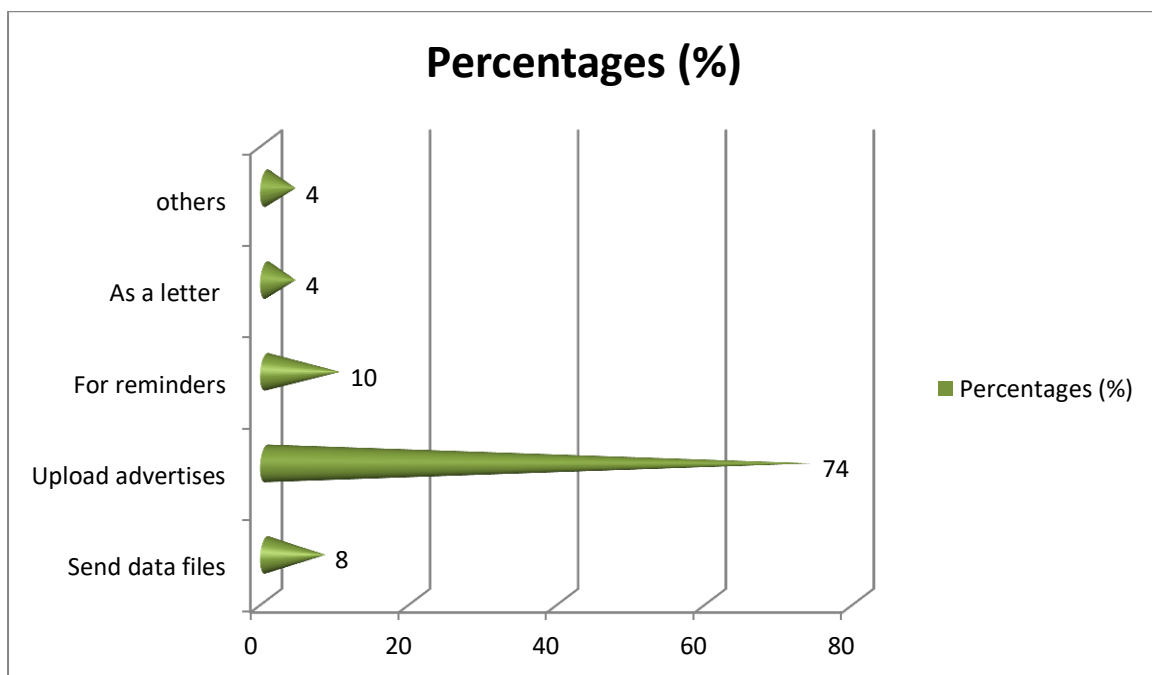
INTERPRETAIONS:

From the graph, maximum people are aware about the email advertises as the result shows that 74% people responds for the use email service, 8% use for sending files, 10% for reminders only 4%, 4% for letter writing & other work.

Q. 5) Why do you prefer email advertises?

| Internet	Responds	Percentages (%)
Low cost	13	26
Quick service	12	24
One to many	10	20
Less paper work	8	16
Less hectic	7	14
Total	50	100
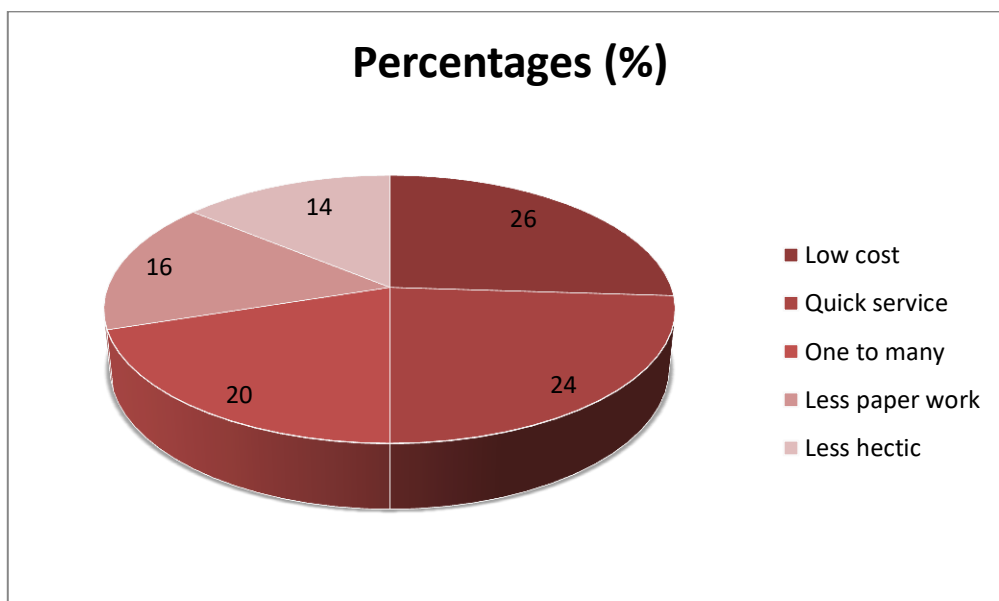
INTERPRETATIONS

From the analysis it is found that public are aware about the different benefits of email advertises as 26% prefer it for low cost, 24% for quick service, 20% for one to many purpose, 16% for less paper work and 14% for less hectic.

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Q.6) To whom you send emails for advertise purpose?

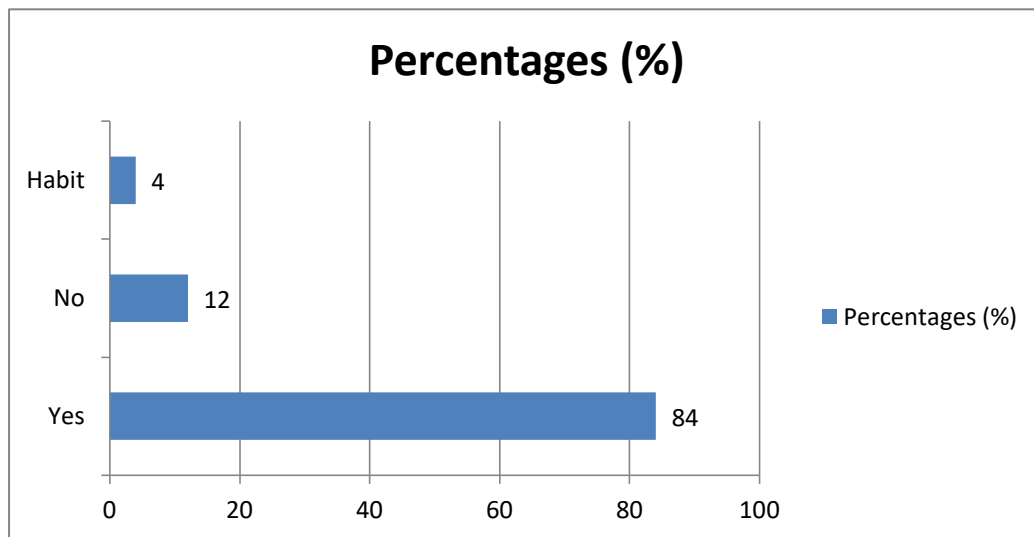| Internet	Responds	Percentages (%)
Colleagues	5	10
Offices	16	32
Relatives	9	18
Friends	8	16
others	15	30
Total	50	100
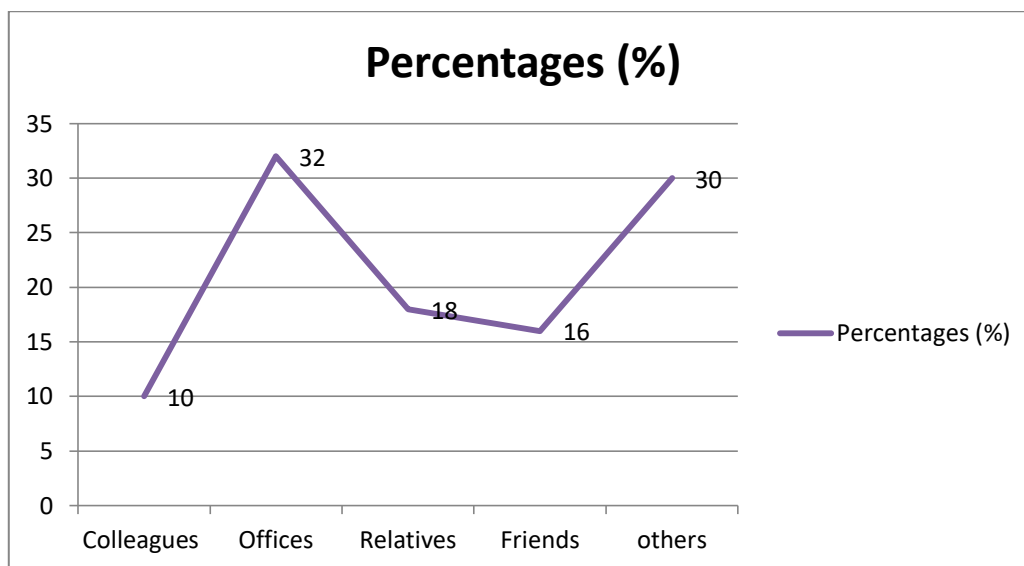
INTERPRETATIONS

From the analysis it is found that respondents' maximum time it uses for sending advertises in offices 32%, in relatives 18%, in friends 16% in colleagues 10% and others 30%.

Q.7) Do send email to all recipients frequently in one attempt?

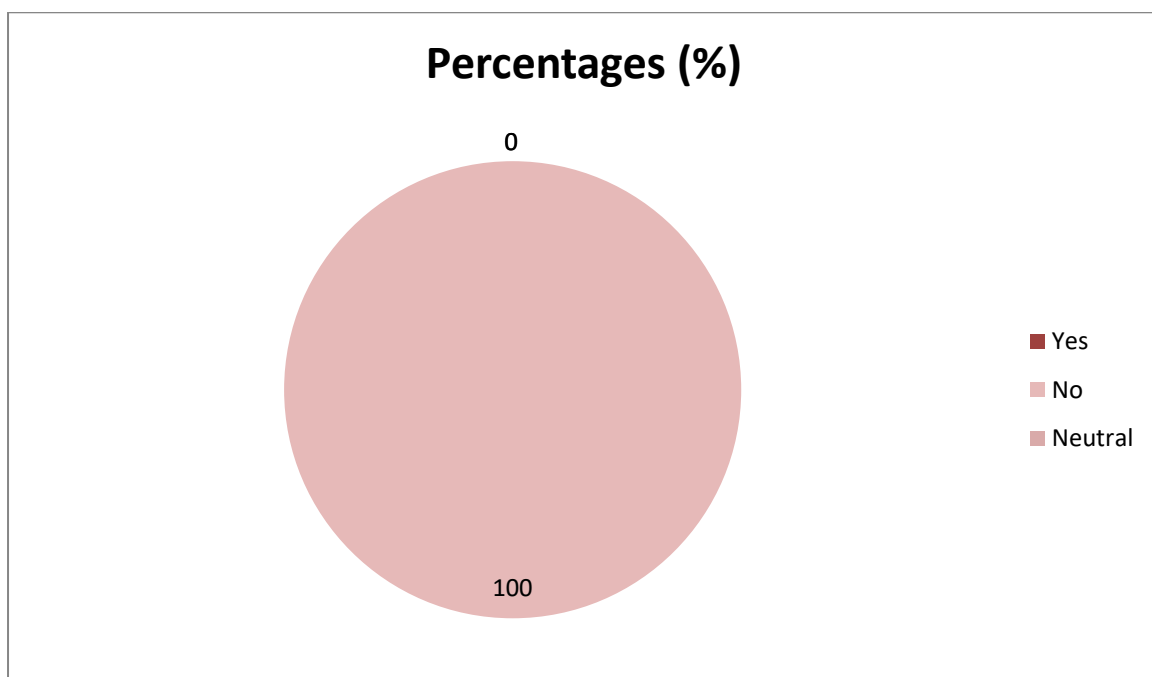| Internet	Responds	Percentages (%)
Yes	42	84
No	6	12
Neutral	2	4
Total	50	100

Percentages (%)

Interpretation:

In the survey, 84% say yes to one to many purpose done at once, only 12% did not know and 4% remains neutral.

Q.8) Do you need extra cost for sending email advertises frequently?

Internet	Responds	Percentages (%)
Yes	0	0
No	50	100
Neutral	0	0
Total	50	100

Percentages (%)

0

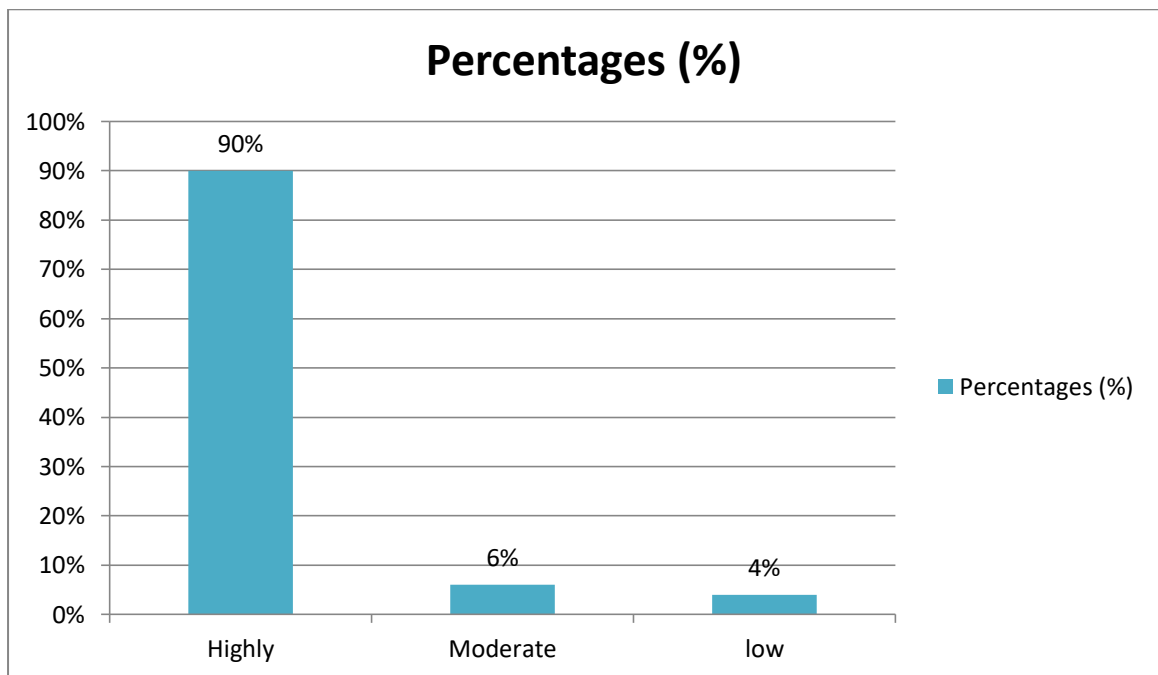100

■ Yes
■ No
■ Neutral

Interpretation:

In the survey, no one said yes to extra cost for email services whereas everysay i.e. 100%

respond no to it.

Q.9) Are you satisfied with the email advertise tool?

| Internet	Responds	Percentages (%)
Highly	45	90%
Moderate	3	6%
low	2	4%
Total	50	100

Interpretation:

In the survey, 90% respondents are highly satisfied with email advertise service whereas 6% respond for moderate and only 4% for low.

Q.10) Will you refer it to others to use email services for advertising purpose?

Internet	Responds	Percentages (%)
Yes	46	92%
No	2	4%
Neutral	2	4%
Total	50	100

Percentages (%)
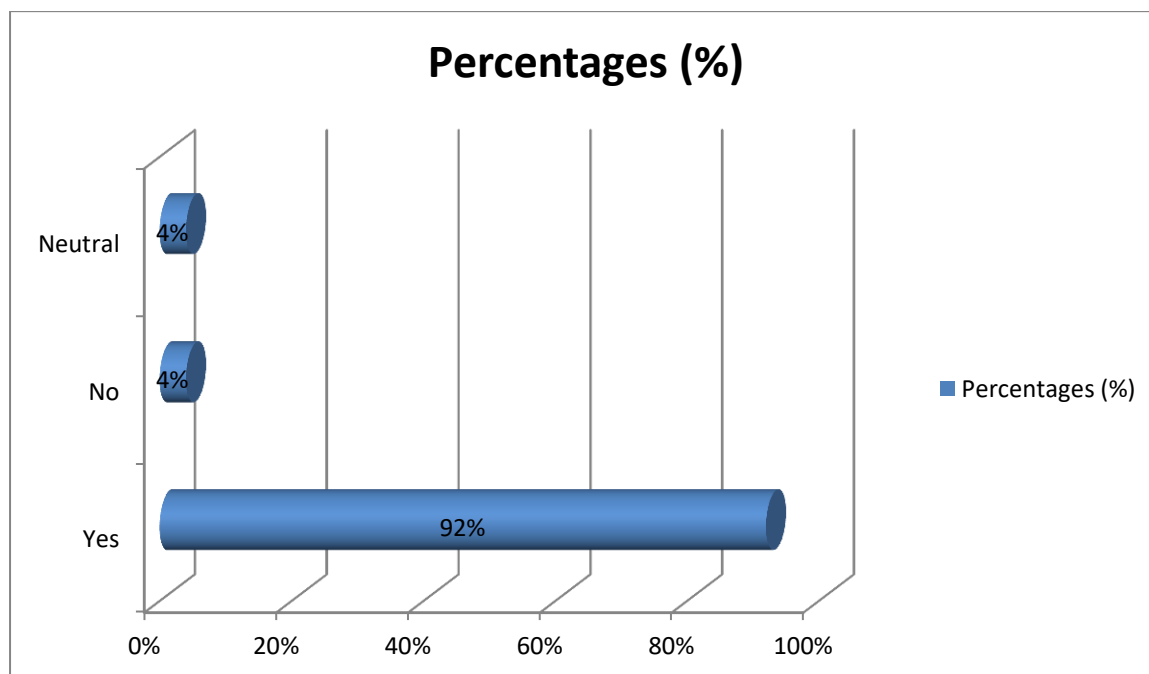
INTERPRETATIONS:

From the graph 92% are agree to refer others to use the email services for their own advertising purpose also only 8% not respond properly.

FINDINGS

FINDINGS

- In the survey, 84% people know about the internet & its uses, only 12% did not know and 4% remains silent.

- In the survey, 80% uses email services as we have selected professionals/ working people for study only 6%, 10% and 4% uses video apps, chatting apps and tutors.

- In the survey, 64% uses gmail, 16% uses rediff, 10% uses yahoo and only others use is of 4% for completing their mail purposes.

- From the graph, maximum people are aware about the email advertises as the result shows that 74% people responds for the use email service, 8% use for sending files, 10% for reminders only 4%, 4% for letter writing & other work.

- From the analysis it is found that public are aware about the different benefits of email advertises as 26% prefer it for low cost, 24% for quick service, 20% for one to many purpose, 16% for less paper work and 14% for less hectic.

- From the analysis it is found that respondents' maximum time it uses for sending advertises in offices 32%, in relatives 18%, in friends 16% in colleagues 10% and others 30%.

- In the survey, 84% say yes to one to many purpose done at once, only 12% did not know and 4% remains neutral.

- In the survey, no one said yes to extra cost for email services whereas everysay i.e. 100% respond no to it.

- In the survey, 90% respondents are highly satisfied with email advertise service whereas 6% respond for moderate and only 4% for low

- From the graph 92% are agree to refer others to use the email services for their own advertising purpose also only 8% not respond properly.

CONCLUSIONS &

LIMITATIONS

CONCLUSIONS

The main purpose of the thesis is to develop the project for email marketing campaign . In the high competitive environment on the current market, needs to enhance channels, tools, new models and concepts in order to improve the communication with its customers and increase brand awareness. Email marketing is a good opportunity for all acquire new customers, increase sales and maintain current customer base. The another purpose of the theses was to understand full email marketing potential and provide ideas for redefining the strategic uses of email as an effective marketing device for any company. In order to define approaches for leveraging email practices, in the beginning of the project there were set following goals to analyze and evaluate the theoretical background of current situation with email marketing. To perform internal analysis of company and its marketing practices. To develop an appropriate email marketing campaign. To draw the conclusions based on the overall project. The first goal was cowered in the theoretical part of the theses; it consists of two chapters and eight subchapters. Theoretical background later helped with the next set goals. During this step there were cowered the main theoretical issues which contributed in the overall project development. The second goal was accomplished in the beginning of the practical part of the theses. During this step there were identified the main marketing activities of COMPANY , current company"s situation and other market analysis. That helped us to understand that email marketing is able to incorporate with other marketing activities, which will help get to customer with more personalized messages. The another advantage of email marketing was defined: it can create a brand awareness in customers. It was decided that email marketing will help companies to reduce marketing costs and increase sales. After previous steps were covered, there was suggested the email marketing campaign project. Which was designed based on the requirements of the previous parts of this thesis. While designing the email marketing campaign, we carefully analysed current marketing situation, in order to fit the email marketing in the overall marketing strategy. After project was created time, cost and risk analysis were performed in order to evaluate the effectiveness of the suggested campaign. After the analysis we can claim that suggested email marketing campaign will contribute to brand growth on market.

LIMITATIONS

1. It is limited when everyone has email account.

2. Everyone has recharged with internet pack.

3. Sometimes server work slow.

4. People ignores advertise emails.

SUGGESTIONS

SUGESSIONS

1. There must be facility of offline data collection

2. The advertise emails should get open for all automatically.

3. The server should be high speed.

4. The recipients email address should be listed properly.

5. Everyone must be aware of email advertise.

9 tips to improve your email writing skills

- Be precise. When communicating through email, always be specific with what you're talking about.

- Optimize your subject line.

- Be formal when appropriate.

- Get help if you need it.

- Be consistent.

- Manners cost nothing.

- Find your voice.

Shivangi Agnihotri, BBA IIIrd Year

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Shivangi Agnihotri, BBA IIIrd Year

ANNEXURE

Name: _____

Age: _____   **Sex:** _____

Occupation :_____

Q.1) Do you know about internet & its uses?

Internet
Yes
No
Neutral

Q.2) Which tools do you use on internet?

Internet
E-mail
Video apps
Chatting apps
Tutors

Q.3) Which e-mail service do you use?

Internet
Rediff
Gmail
Yahoo
other

Q.4) What type of work you do on your mail services?

Internet
Send data files
Upload advertises
For reminders
As a letter
others

Q. 5) Why do you prefer email advertises?

Internet
Low cost
Quick service
One to many
Less paper work
Less hectic

Q.6) To whom you send emails for advertise purpose?

Internet
Colleagues
Offices
Relatives
Friends
others

Q.7) Do send email to all recipients frequently in one attempt?

Internet
Yes
No
Neutral

Q.8) Do you need extra cost for sending email advertises frequently?

Internet
Yes
No
Neutral

Q.9) Are you satisfied with the email advertise tool?

Internet
Highly
Moderate
low

Q.10) Will you refer it to others to use email services for advertising purpose?

Internet
Yes
No
Neutral

Shivangi Agnihotri, BBA IIIrd Year