

Course
&
Test Series

Self-Made Assignment - Digital Marketing

Sending Bulk E - Mails

Create Your Own Mini Email Marketing Project using Zoho Campaigns

 **CBSE**

1: Imagine Your Own Business

Choose ONE idea:

- Food Stall
- Clothing Brand
- Gaming Channel

 **ICSE**

Write:

- Business Name: _____
- What you sell/do: _____

 **NTSE**

2: Create a Campaign Idea

- Campaign Name: _____
- Subject Line: _____
- Main Offer: _____

 **Banking & Insurance**

3: Write a Creative Email

Write your email like this:

- Greeting: _____
- Message: _____
- Offer: _____
- Call to Action (Buy Now / Join Now): _____

 **Central Govt. Service**

4: Design Your Email (Creative Work)

You can:

- Draw in notebook
- OR
- Describe design

 **State Govt. Services**

Include:

- Logo
- Image idea
- Button
- Colors

 **LAW Entrance**

 **MBA Entrance**

5: Add Personalization

Convert this:

- "Dear Customer"
- Into: _____

(Add your own name)

 **Railways & Metro Services**

...many more

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6: Create Your Own Contact List

- Write at least 5 people:
- Name Email

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

7: Write Simple Steps

Write steps to send bulk email using Zoho Campaigns:

8: Imagine Results

Suppose you sent email to 5 people:

- How many opened? _____
- How many clicked? _____
- Was it successful? YES / NO

9: Creative Challenge

Write a catchy subject line:

Example: "Hurry! Limited Time Offer!"

- Now you write: _____

10: Improve Your Email

- Write ONE improvement:
- Your answer: _____

11: Write 4-5 lines:

- What did you learn?
- Did you enjoy this activity?
- Where can bulk emails be used?