



Technology Incubation & Entrepreneurship
Development Cell
Jaypee University of Information Technology,
Waknaghat (H.P.) - 173234



MailChimp Workshop

Event: **MailChimp Workshop**

Date: **7th- 8th July, 2022**

Attendees: **20**

Platform: **Google Meet**

Poster:



Event Description:

A two-day-long virtual workshop was organized to emphasize the importance of Mailchimp, a marketing automation platform designed and developed for businesses using email to reach out to their target markets.

On the first day of the workshop, participants learned about what Mailchimp is, the workflow, and how to create an email campaign. They were required to use their newly acquired skills to make an email campaign on their own before the second workshop. On the second day, everyone presented their email campaigns and had the instructors check them for improvisation.

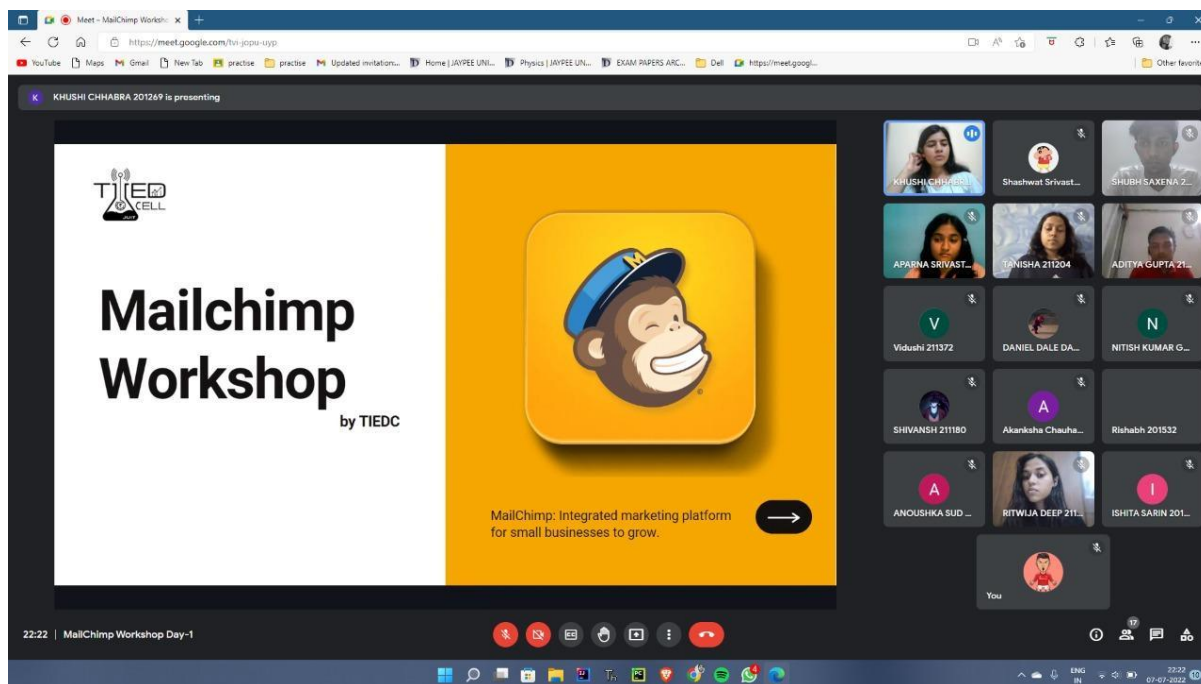
Event Objective:

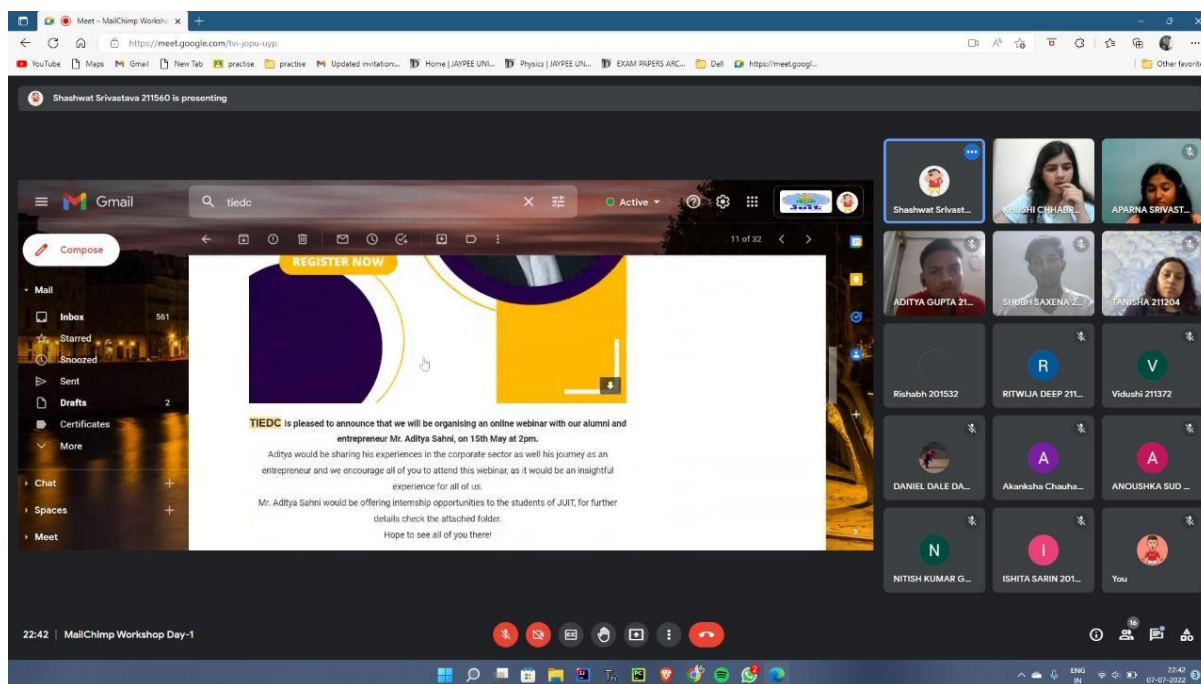
Mailchimp is a well-known, easy-to-use, and beginner-friendly email marketing software in the world. The main goal of the event was to familiarize cell members with the effective email marketing tool for growing audiences. Email marketing is an effective way for organizations to run extensive and worldwide promotions without stressing their marketing resources. Many stats and figures prove that email possesses a lot of marketing potential, and businesses should never overlook it as a viable means for expanding the consumer base, strengthening the brand, and improving revenues.

Event Benefits :

The overall event was insightful and interactive. Despite the popularity of social media marketing, email is still an effective way to promote business, acquire new customers, and retain existing ones. The participants enjoyed making their very own email campaign and sharing it with others.

Screenshots:





List of Participants :

1. Aditya Gupta
2. Akansha Chauhan
3. Anouchka Sud
4. Aparna Srivastava
5. Daniel Dacosta
6. Ishita Sarin
7. Ishaan Sharma
8. Khushi Chhabra
9. Nitish Kumar
10. Prakar Jain
11. Rishabh Kesarvani
12. Ritwija
13. Shashwat Sri.
14. Shivansh
15. Shubh Saxena
16. Tanisha
17. Vidhushi
18. Tanya Gupta
19. Siddharth Misra
20. Archit Kaushal
21. Ansh Agarwal
22. Sristi Aggarwal
23. Vansh Gulati
24. Shivansh Mehrotra