

AS PER AP-CBCS SYLLABUS 2023-2024

BCOM - (MAJOR/MINOR)

3RD YEAR – SEMESTER - V

E-MAIL MARKETING

(Common to All Universities in AP)

UNIT I: INTRODUCTION

Importance of Email Marketing - Popular Email Marketing Tools- Email Marketing Goals- History of Email Marketing- Advantages and Dis Advantages of Email Marketing.

UNIT – II: E-MAIL MARKETING UNDERSTANDING

Benefits of Email Marketing- How to write Effective content and subject line- Why Email auto mationis required- Designing an effective Email campaign-Tracking Email Marketing Reports-Email Guidelines.

UNIT-III: INTRODUCTION TO MAIL-CHIMP-MAIL-CHIMP

Account Setupand Settings- Email Marketing Strategy- Creating a Subscriber List-Integration of Forms in Site- Import Subscribers in a List.

UNIT-IV: MAIL - CHIMP

Types of Email Marketing:-Campaigns Creating an Email- What Is the Newsletter -Design a News letter Reports -Marketing Automation.

UNIT-V: EMAIL MARKETING ALTERNATIVES

Best Email Marketing Alternatives Introduction Mailer Lite- Send In Blue- Active Campaign -HubSpotetc.



IMPORTANT QUESTIONS

LEVEL – 1

UNIT-I: INTRODUCTION

- ❖ Define Email Marketing and explain its significance in modern digital communication. 1
- ❖ Discuss the importance of Email Marketing in achieving business marketing goals.4
- ❖ Describe the various types of Email Marketing campaigns and their strategic uses.6
- ❖ Analyze the benefits and limitations of Email Marketing as a promotional tool. 9
- ❖ Evaluate the role of popular Email Marketing tools in managing successful campaigns. 11
- ❖ Identify and explain the major goals businesses aim to achieve through Email Marketing. 17
- ❖ Discuss the challenges and ethical considerations involved in Email Marketing.20
- ❖ Explain how segmentation and personalization enhance the effectiveness of Email Marketing.23

UNIT-II: E-MAIL MARKETING UNDERSTANDING

- ❖ Define E-Mail Marketing and explain its role in digital marketing strategies.36
- ❖ Discuss the benefits of Email Marketing for businesses and consumers.39

- ❖ Explain how to write effective email content and subject lines to improve open rates.41
- ❖ Analyze the importance of Email Automation and how it enhances marketing efficiency.45
- ❖ Describe the key elements involved in designing an effective Email Marketing campaign.47
- ❖ Discuss the process of tracking and interpreting Email Marketing reports and analytics.52
- ❖ Examine the common metrics used to measure the success of an Email Marketing campaign.55
- ❖ Identify the key guidelines and best practices to follow in Email Marketing58

UNIT-III: INTRODUCTION TO MAIL-CHIMP

- ❖ Introduce MailChimp and explain its significance in Email Marketing.71
- ❖ Describe the structure and key features of the MailChimp platform.73
- ❖ Explain the process of setting up a MailChimp account and configuring its settings.76
- ❖ Discuss how MailChimp supports the development of an effective Email Marketing strategy.78
- ❖ Analyze the steps involved in creating and managing a subscriber list in MailChimp.80
- ❖ Describe the process of importing subscribers into a MailChimp list and ensuring data accuracy.86
- ❖ Explain how segmentation and audience management are handled in MailChimp.88
- ❖ Discuss the tools and analytics provided by MailChimp to optimize email campaign performance.91

UNIT-IV: MAIL - CHIMP

- ❖ Define MailChimp and discuss its role in simplifying Email Marketing. 104
- ❖ Describe the various types of Email Marketing and their applications in digital strategy. 107
- ❖ Explain the process of creating different types of campaigns using MailChimp. 109
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- ❖ Discuss how MailChimp reports help evaluate the performance of Email Marketing campaigns. 119
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- ❖ Analyze the best practices for creating campaigns, newsletters, and using automation in MailChimp. 125

UNIT-V: EMAIL MARKETING ALTERNATIVES

- ❖ Compare various Email Marketing platforms and identify the best alternatives to MailChimp. 136
- ❖ Discuss the key features, benefits, and limitations of MailerLite as an Email Marketing tool. 138
- ❖ Explain the functionalities and pricing structure of Sendinblue and how it supports marketing campaigns. 141

- ❖ Analyze the strengths of HubSpot as a comprehensive Email Marketing and inbound marketing platform. 147
- ❖ Evaluate the usability, automation capabilities, and scalability of different Email Marketing alternatives. 149
- ❖ Discuss how small and medium-sized businesses can choose the right Email Marketing tool based on their needs. 151
- ❖ Explain how these Email Marketing platforms handle subscriber management, segmentation, and analytics. 156
- ❖ Assess the importance of customer support, integrations, and user interface in selecting an Email Marketing platform. 158

LEVEL - 2

- ❖ Examine the historical development of Email Marketing and its evolution over time. 15
- ❖ Analyze the metrics used to evaluate the performance of Email Marketing campaigns. 25
- ❖ Evaluate the role of personalization and segmentation in creating impactful email content. 50
- ❖ Analyze the challenges faced while implementing Email Marketing and how to overcome them. 60
- ❖ Evaluate the importance of form integration in websites and how it works with MailChimp. 83

- ❖ Analyze the benefits and limitations of using MailChimp for small and medium-sized businesses.93
- ❖ Define a Newsletter and discuss its purpose in Email Marketing. 114
- ❖ Evaluate the impact of automation in managing recurring email tasks and customer journeys. 123
- ❖ Describe how Active Campaign integrates Email Marketing with CRM and automation features. 145
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