

CREATE AN EMAIL USING MAILCHIMP OR ANOTHER EMAIL MARKETING PLATFORM



Module
III

Course
Digital
Marketing
for
Orange
Economy



Topic 5
Email



Lesson 1
Email
marketing

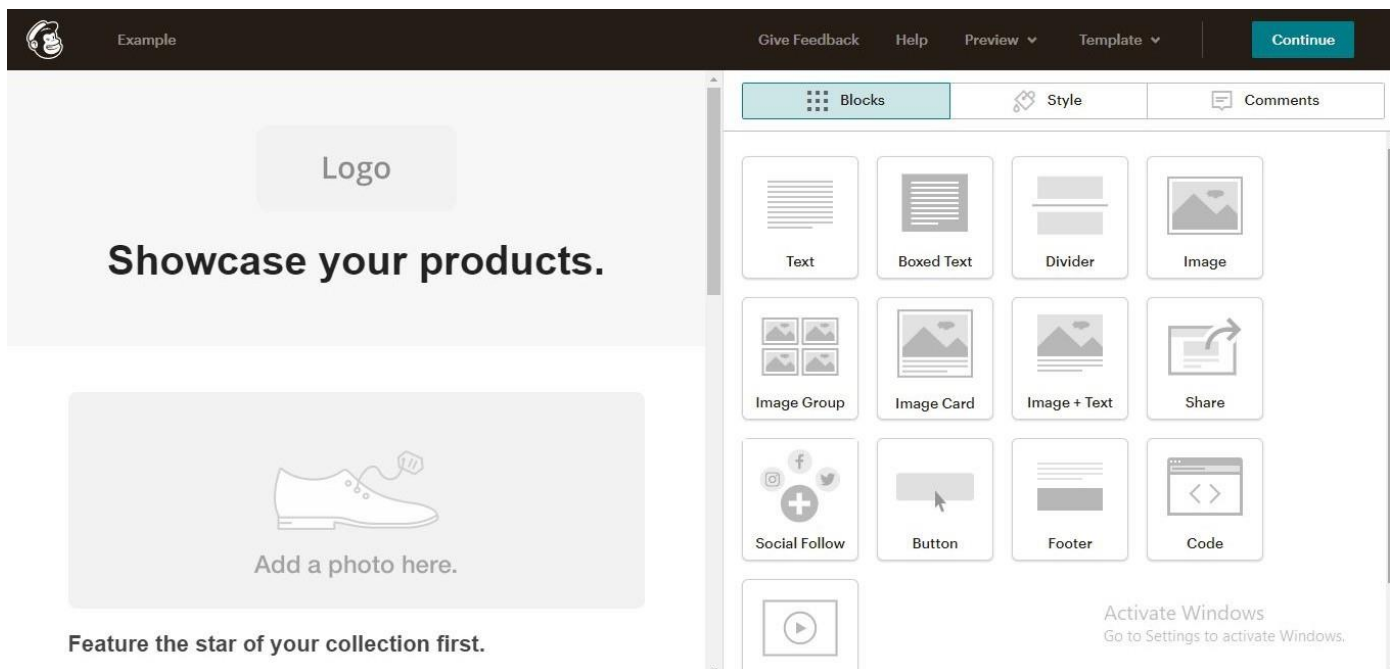
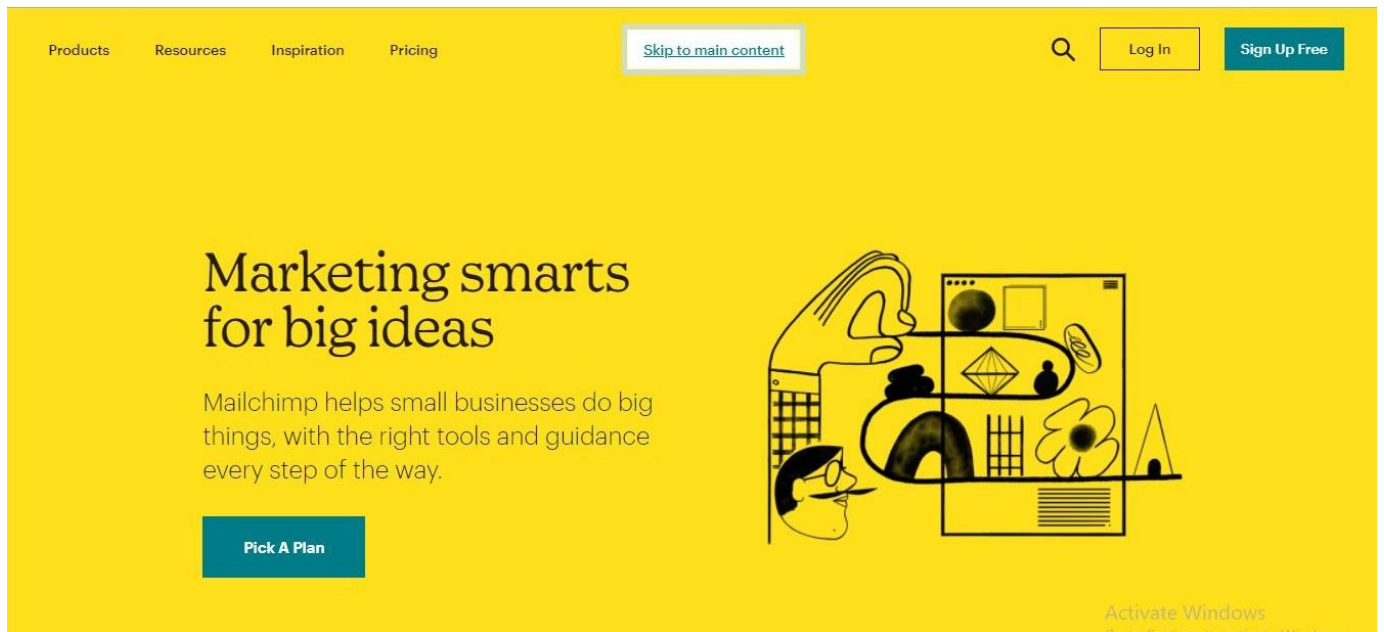
Activity

- **Short Description:** In an individual activity, each student should make an account on Mailchimp (or another platform if they want) and create an email.
- **Methodology:** Research-based learning
- **Duration:** 1h
- **Difficulty (high - medium - low):** Medium
- **Individual / Team:** Individual
- **Classroom / House:** House
- **What do we need to do this activity?**
 - **Hardware** (Computer or Smartphone)
 - **Software** (Web browser)
 - **Other resources** (None)



Description

- **Text description:** Once when the lesson is presented by the teacher, the student should go on the Internet and search for [Mailchimp](https://mailchimp.com). After that, students have to sign up. When they make an account they will have to make example of an email.
- **Illustration:**



Instructions



Chose a web browser to find needed information.

1. STEP 1: Using the internet, find Mailchimp (or another platform for email marketing).
2. STEP 2: Sign up on Mailchimp, or Log in if you already have an account.
3. STEP 3: Go on Create (left bar), and choose Email
4. STEP 4: Create campaign name
5. STEP 5: Scroll to Content and design your Email

Expected outcomes

- The students will better understand Email marketing process, and learn how to create an email when comes to email marketing strategy.

DIGICOMP (Competences developed): *Interacting through digital technologies, Sharing through digital technologies, 3.1 Developing digital content, Creatively using digital technologies*

ENTRECOMP (Competences developed): *Creativity, Taking the initiative, Planning and management, Learning through experience*

ANNEX:

| DIGICOMP | ENTRECOMP |
|---|-----------------------------------|
| 1. INFORMATION AND DATA LITERACY | 1. IDEAS AND OPPORTUNITIES |
| 1.1 Browsing, searching and filtering data, information and digital content | 1.1 Spotting opportunities |
| 1.2 Evaluating data, information and digital content | 1.2 Creativity |
| | 1.3 Vision |



| | |
|--|---|
| 1.3 Managing data, information and digital content | 1.4 Valuing ideas 1.5 Ethical and sustainable thinking |
| 2. COMMUNICATION AND COLLABORATION 2.1 Interacting through digital technologies 2.2 Sharing through digital technologies 2.3 Engaging in citizenship through digital technologies 2.4 Collaborating through digital technologies 2.5 Netiquette 2.6 Managing digital identity | 2. RESOURCES 2.1 Self- awareness and self- efficacy 2.2 Motivation and perseverance 2.3 Mobilizing resources 2.4 Financial and economic literacy 2.5. Mobilizing others |
| 3. DIGITAL CONTENT CREATION 3.1 Developing digital content 3.2 Integrating and re-elaborating digital content 3.3 Copyright and licences 3.4 Programming | 3. INTO ACTION 3.1 Taking the initiative 3.2 Planning and management 3.3 Coping with uncertainty, ambiguity and risk 3.4 Working with others 3.5. Learning through experience |
| 4. SAFETY 4.1 Protecting devices 4.2 Protecting personal data and privacy 4.3 Protecting health and well-being 4.4 Protecting the environment | |



5. PROBLEM SOLVING

5.1 Solving technical problems

5.2 Identifying needs and technological responses

5.3 Creatively using digital technologies

5.4 Identifying digital competence gaps

