

Welcome to email marketing with Mail Chimp



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About me: Irina Gorea



What you will learn today

- ◎ Introduction to email marketing and MailChimp
- ◎ Setting up your account
- ◎ List management
- ◎ Creating campaigns
- ◎ Complying with CASL legislation
- ◎ Understand a campaign report

The background of the slide is a light gray network diagram. It consists of numerous small circles, some of which are solid gray and others are white with a gray outline. These circles are interconnected by a web of thin, light gray lines, creating a complex, organic pattern that resembles a neural network or a social graph. The overall effect is a textured, technical backdrop.

PART 1:

Introduction to email marketing and MailChimp

Why email marketing?

- © Emails sent every second: **2.8 million** (Internet Live Stats, 2019)
- © Global email users in 2017: **3.7 billion** (Statista, 2019)
- © This figure is set to grow to **4.3 billion users** by 2022 (Statista, 2019)
- © When it comes to purchases made as a result of receiving a marketing message, email has the **highest conversion rate (66%)**, when compared to social, direct mail and more (DMA, 2018).
- © For every \$1 you spend on email marketing, you can expect an **average return of \$32** (DMA, 2018).


About MailChimp

- ◎ Ideal for small businesses, bloggers
- ◎ 2,000 subscribers included in the Free Plan
- ◎ Simple, intuitive drag-and-drop editor
- ◎ Easy to segment your audience
- ◎ Comprehensive reporting system





PART 2:
Setting up your account
Sign up for free at mailchimp.com

The background of the slide features a complex, repeating pattern of interconnected nodes and lines, resembling a network or molecular structure. The nodes are represented by small circles, some of which are solid grey and others are hollow with a grey outline. These nodes are connected by thin, light grey lines, creating a dense, web-like texture across the entire slide.

PART 3:
List management
Download test data:
<http://bit.ly/2m7aDFQ>

How to upload a list

- Copy and paste your email addresses in an Excel spreadsheet.
- Save the spreadsheet in CSV format.
- When uploading to MailChimp make sure to match the columns.

Groups

- Groups are used to group subscribers that share similar characteristics. For example:
 - List name: Pet lovers
 - Group 1: Dog owners
 - Group 2: Cat owners
 - Group 3: Bird owners

How to create groups

Audience > Manage contacts > Groups > Create Groups

Groups

How should we show group options on your signup form?

☒ As checkboxes (people can select more than one)

☐ As radio buttons (people can select only one)

☐ As a dropdown (people can select only one)

☐ Don't show these groups on my signup form

Group category

Interests

Group names

⋮

Donating

⊖

⋮

Volunteering

⊖

⋮

Events

⊖

Add Group

Save

Cancel

Groups

- You can import subscribers to a group or you can manually add them directly from your list.
- You can also create a signup form and people will choose their own group of interest. For example:
 - A dog owner will choose to receive only newsletters related to dogs.
- To create a signup form, refer to the Signup form slide

Importing subscribers to a group

Audience > Manage contacts > Groups > View groups > Import

Groups

Create Groups

Interests · [Edit](#)
Checkboxes · [Delete](#)

Hide Groups

⋮

Events · [Edit](#)

[0 contacts](#)

Delete · Import · Send ▼

⋮

Volunteering · [Edit](#)

[0 contacts](#)

Delete · Import · Send ▼

⋮

Donation · [Edit](#)

[0 contacts](#)

Delete · Import · Send ▼

Segments

- Segmenting refers to targeting subscribers from your list in a more specific and dynamic way.
- Segment options full list: <http://bit.ly/2koC7op>

How to create a segment

- Audience > Manage contacts > Segments> Create segment

Create a segment

Contacts match

any

 of the following conditions:

Date Added

is after

a specific date

9/18/2019

+

 Add

Preview Segment

[Cancel](#)

Creating forms

Use the **Form Builder** to:

- Customize the way your unsubscribe form looks like.
- Customize your sign up forms and thank you pages.
- Get a shareable link to share with your followers!

Use the **Embedded Form** when you want to embed a sign up form in your website or blog.



Form builder

Build, design, and translate signup forms and response emails







Embedded forms

Generate HTML code to embed in your site or blog to collect signups.

How to create a sign up form

Audience > Manage audience> Signup forms > Form builder

	Form builder Build, design, and translate signup forms and response emails	Select
	Embedded forms Generate HTML code to embed in your site or blog to collect signups.	Select
	Subscriber pop-up Design a pop-up signup form that can be embedded on any site.	Select
	Form integrations Create signup forms using one of our integrations.	Select

You just learned how to:



- Upload a subscriber list
- Create groups and segments
- Create a signup form to get more subscribers



PART 4:

Creating campaigns

How to start a campaign

- Campaigns > Create Campaigns > Email
- Tip: To avoid spam filters, include `*|FNAME|* *|LNAME|*` merge tags in the To field.

Subject line best practices

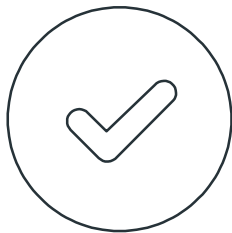
Make it personal: personalize it by including sender's name or location.

Make it relevant: subject line should show what your email is about in a nutshell.

Make it short: keep it under 50 characters and keep in mind that in mobile inboxes only the first 35 characters will show.

Make it actionable: include a sense of urgency by having a call to action.

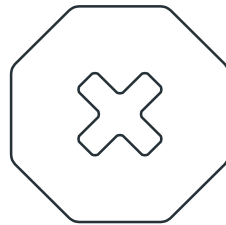
Good subject lines



- ◎ *|FNAME|*, win a pair of Blue Jays tickets!
- ◎ Sign up for Tech Week! 1 week left
- ◎ FINAL HOURS! Extra 30% Sale Online
- ◎ 2016's best products for Toronto customers
- ◎ 10 Things that will make you laugh today

What's wrong with these subject lines?

- © Please read!!! VERY IMPORTANT NEWS!!!!
- © Hello Frist_Name 😊❤️★
- © ABC Company Monthly Newsletter
- © Win a pair of Blue Jays tickets by signing up to our monthly newsletter to get the latest updates



Choosing the right template

Predefined Themes

PROS

- Save a lot of time
- Great designs and layouts
- Many categories to choose from
- Good for beginners

CONS

- Difficult to customize to a specific need
- Don't have full control over the design

Layouts

PROS

- More control over design
- Many layouts to choose from
- Allow more creativity since they are blank

CONS

- More time consuming
- Locked in the particular layout

Request and Template Options

I want to use my brand on my template	Basic
I want a basic layout with a lot of control	Basic Themes > Newsletters
I want a well-designed newsletter, but I don't know HTML	Themes
I want repeatable sections, with multiple columns	Basic
I'm promoting an event	Themes > Integration > Eventbrite
I need to include a map	Themes > Integration > Eventbrite
I have a date-specific campaign that isn't an event	Themes > Holiday
I have products to sell	Themes > E-Commerce
I run a local business	Themes > E-Commerce
I want to send a flyer	Themes > Notifications
I want to send a holiday campaign	Themes > Holiday
I want a simple text campaign with links and logo or header image	Themes > Stationery
I have a coupon	Automation workflow (campaign type, not a template)

Customizing the template

To edit your template, simply drag and drop items in the layout.



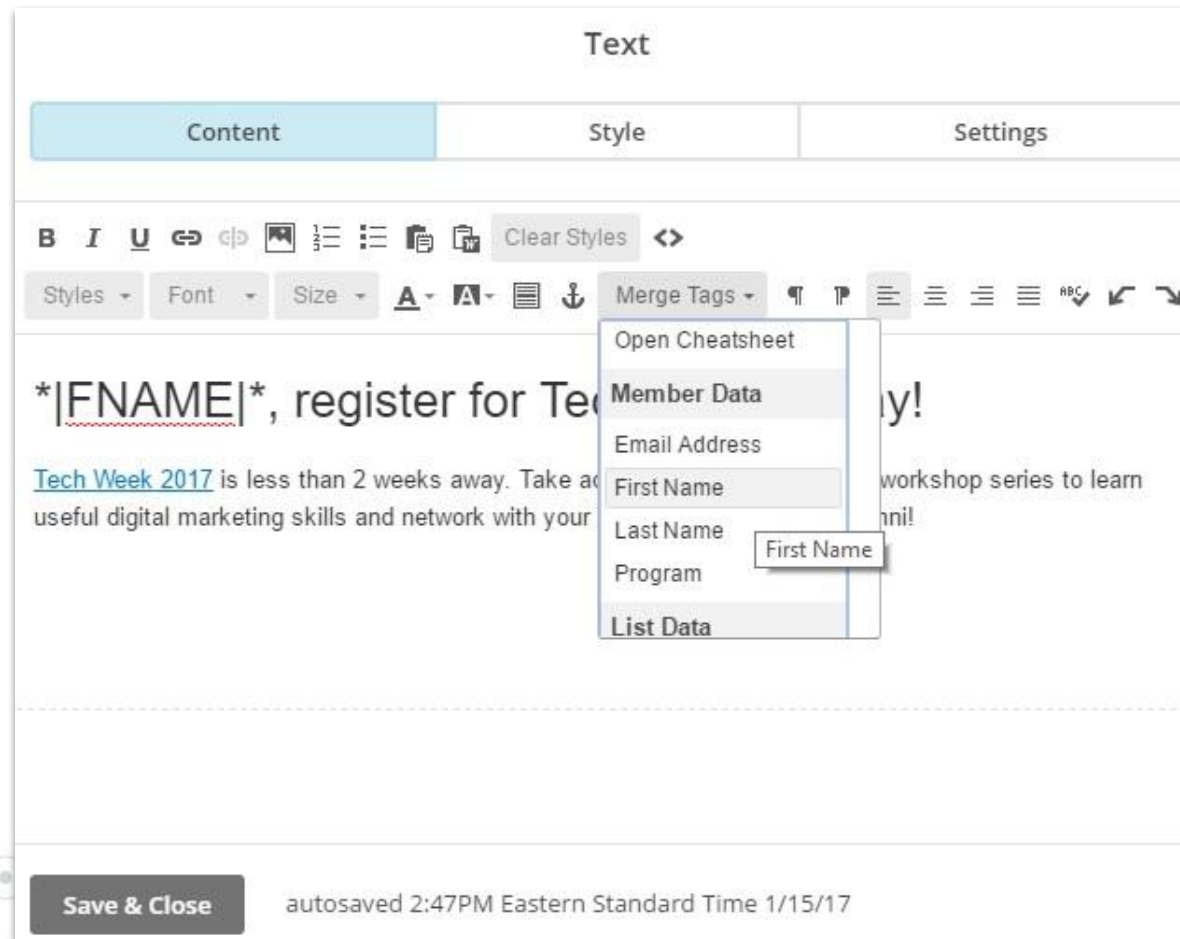
Working with blocks

To edit a block, simply hover your mouse over it.



Merge tags

Personalize your emails using merge tags.



The screenshot displays an email editor interface with a 'Text' tab selected. The interface includes a top navigation bar with 'Content', 'Style', and 'Settings' tabs. Below this is a rich text editor toolbar with various icons for bold, italic, underline, link, unlink, image, list, and more. A 'Merge Tags' dropdown menu is open, showing a list of available tags. The main content area shows a draft email with the text '*|FNAME|*, register for Tech Week 2017!'. The 'Merge Tags' dropdown menu is open, showing a list of available tags: 'Open Cheatsheet', 'Member Data', 'Email Address', 'First Name', 'Last Name', 'Program', and 'List Data'. The 'First Name' tag is highlighted, and a tooltip shows 'First Name'. At the bottom of the editor, there is a 'Save & Close' button and a status bar indicating 'autosaved 2:47PM Eastern Standard Time 1/15/17'.

Text

Content Style Settings

B I U Link Unlink Image List Bulleted List Numbered List Link Icon Clear Styles <>

Styles Font Size A A List Anchor Merge Tags

|FNAME|, register for Tech Week 2017!

Tech Week 2017 is less than 2 weeks away. Take advantage of this workshop series to learn useful digital marketing skills and network with your peers!

Open Cheatsheet

Member Data

Email Address

First Name

Last Name

Program

List Data

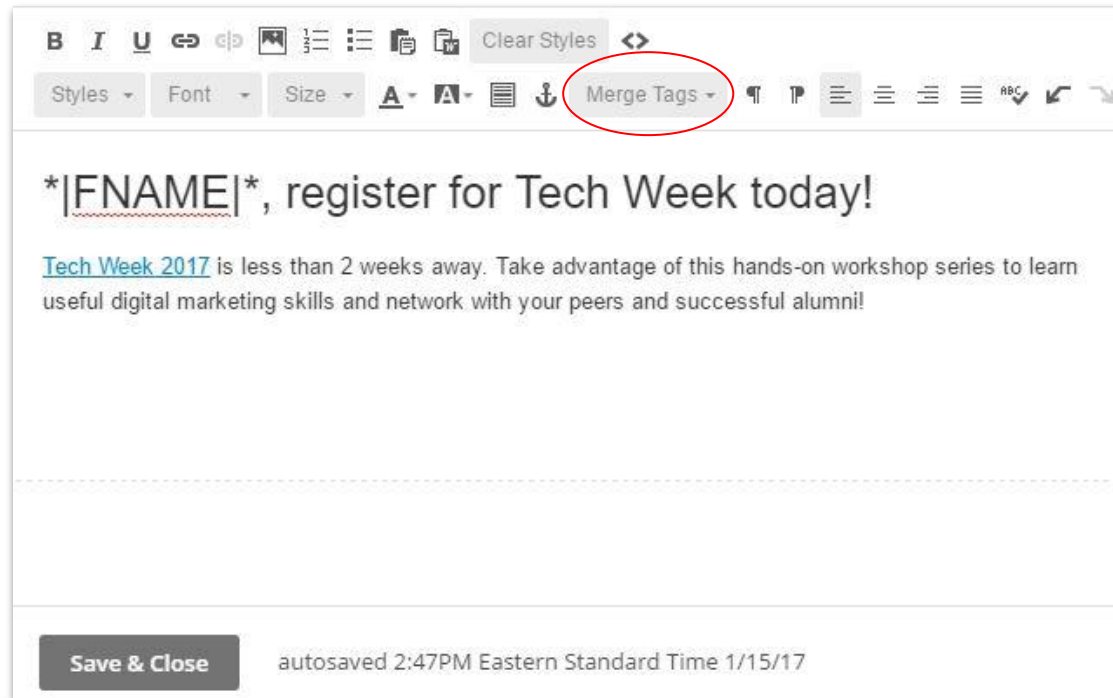
First Name

Save & Close

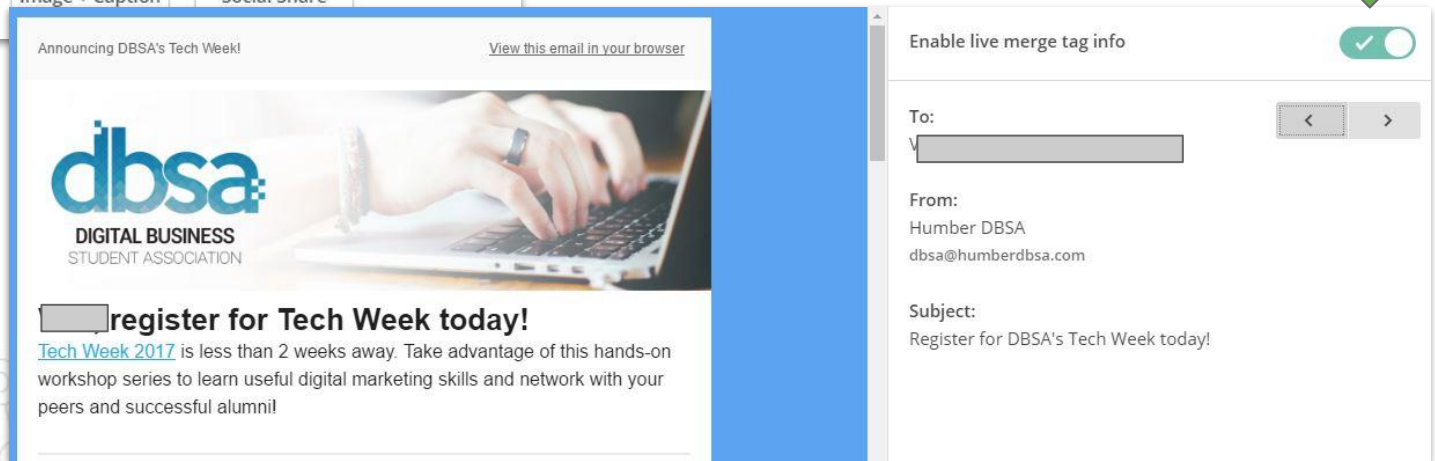
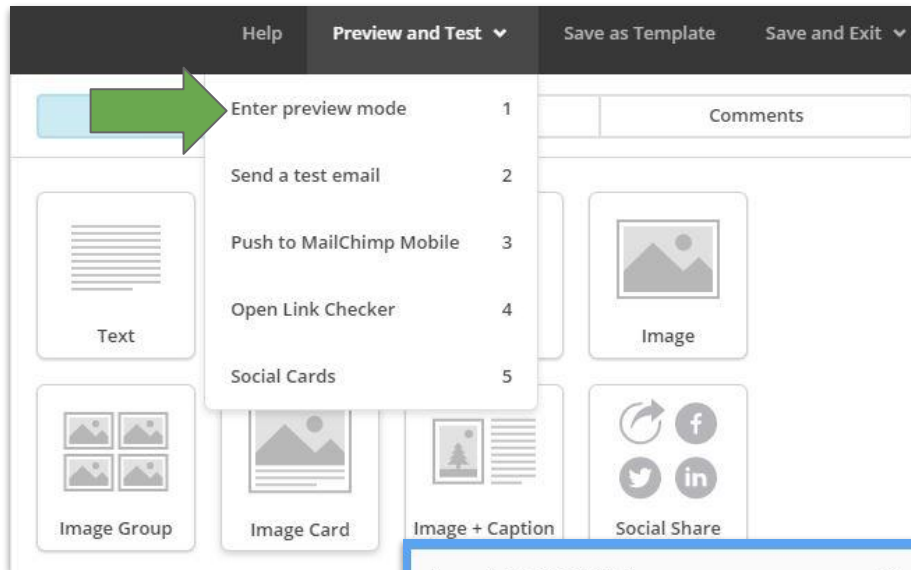
autosaved 2:47PM Eastern Standard Time 1/15/17

Hyperlinks

Hyperlinks are a great way to send subscribers to your website or other relevant links.

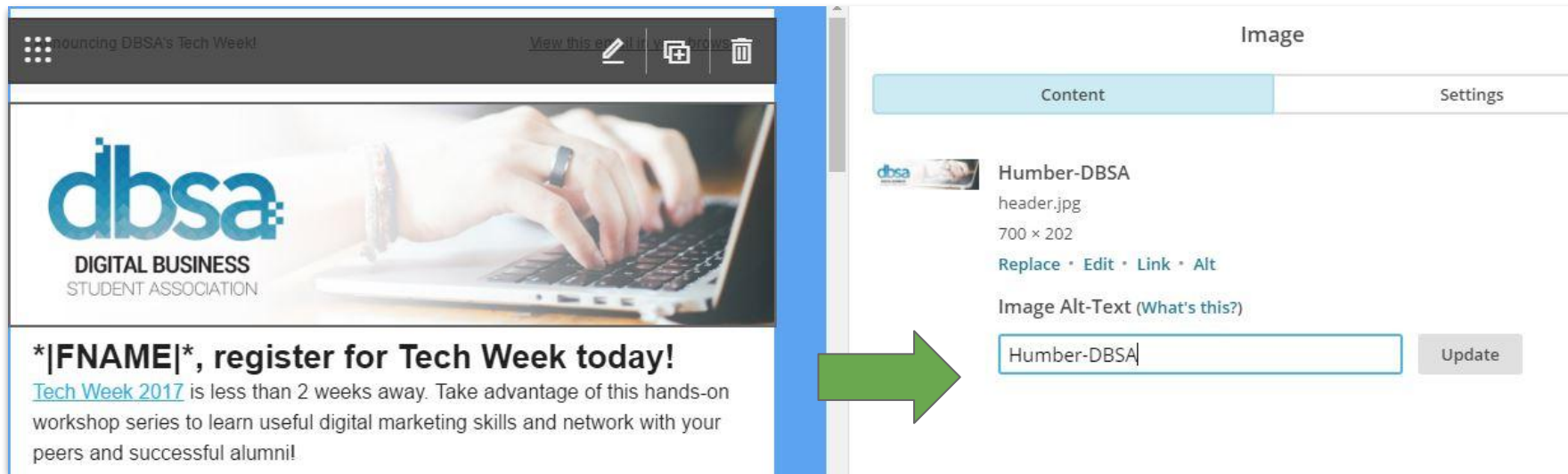


Entering Preview mode



ALT text for images

Always add ALT text your images. To do this, hover your mouse over the image, click on the Edit button and then on Alt. Include a very brief description of what the image is. This is important because some email providers automatically block images.



The image shows a screenshot of an email header and its corresponding settings panel. On the left, the email header features the DBSA logo (Digital Business Student Association) over a background image of hands typing on a laptop. Below the logo, the text reads: ***|FNAME|*, register for Tech Week today!** and [Tech Week 2017](#) is less than 2 weeks away. Take advantage of this hands-on workshop series to learn useful digital marketing skills and network with your peers and successful alumni! On the right, the 'Image' settings panel is open, showing the 'Content' tab. It displays the image name 'Humber-DBSA header.jpg' and its dimensions '700 x 202'. Below this, there are links for 'Replace', 'Edit', 'Link', and 'Alt'. The 'Image Alt-Text (What's this?)' field is highlighted with a green arrow, and it contains the text 'Humber-DBSA'. An 'Update' button is located to the right of the field.

Announcing DBSA's Tech Week! [View this email in your browser](#)

dbsa
DIGITAL BUSINESS
STUDENT ASSOCIATION

***|FNAME|*, register for Tech Week today!**
[Tech Week 2017](#) is less than 2 weeks away. Take advantage of this hands-on workshop series to learn useful digital marketing skills and network with your peers and successful alumni!

Image

Content Settings

Humber-DBSA
header.jpg
700 x 202
[Replace](#) • [Edit](#) • [Link](#) • [Alt](#)

Image Alt-Text (What's this?)
Humber-DBSA [Update](#)

You just learned how to:



- Write a subject line that will increase open rates
- Pick the right template for your objectives
- Customize the template
- Setup the campaign from scratch

The background of the slide is a light gray network diagram. It consists of numerous small circles, some of which are solid gray and others are hollow with a gray outline. These circles are interconnected by a web of thin, light gray lines, creating a complex, organic pattern that resembles a neural network or a data network.

PART 5:

CAN-SPAM Legislation

CASL (Canada's Anti-Spam Legislation)

CASL was created in 2014 to reinforce best practices in email marketing and combat spam and related issues. These issues include identity theft, phishing and the spread of malicious software, such as viruses, worms and trojans (malware) (FightSpam, 2019).

More info: <https://www.fightspam.gc.ca/>

Applying CASL

There are three general requirements for sending a commercial electronic message (CEM) to an electronic address:

1. Obtain consent
2. Provide identification information
3. Provide an unsubscribe mechanism

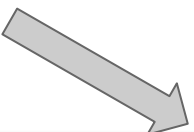




PART 6:

Understanding campaign reports

Viewing the report

In the Campaigns tab, click on View Report next to your Campaign.



<input type="checkbox"/>		Tech Week 2017 Regular · Digital Business Student Association Newsletter Sent on Mon, Dec 19, 2016 1:33 pm	38 Subscribers	50.0% Opens	7.7% Clicks	View Report 
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Useful Terms



Hard Bounce

Indicates a permanent reason an email cannot be delivered.

Reasons:

- Recipient email address does not exist.
- Domain name does not exist.
- Recipient email server has completely blocked delivery.



Soft Bounce

Typically indicates a temporary delivery issue.

Reasons:

- Mailbox is full (over quota).
- Recipient email server is down or offline.
- Email message is too large



Click per unique opens

Opened and Clicked values count each recipient only once, even if they open or click multiple times

Today you learned how to...

- ◎ Upload a subscriber list
- ◎ Create groups, segments and sign up forms
- ◎ Set up your first campaign
- ◎ Understand a campaign report
- ◎ Apply the CAN SPAM/CASL legislation



Thank you!



Facebook @DBSAHumber
Instagram @DBSAHumber
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Linkedin Irina Gorea

Sources

<https://www.internetlivestats.com/one-second/#email-band>

<https://www.ana.net/blogs>

<https://www.oberlo.ca/blog/email-marketing-statistics>

<https://www.campaignmonitor.com/blog/email-marketing/2018/12/70-email-marketing-stats-you-need-to-know/>