

Welcome to email marketing with Mail Chimp



Tech Week 2019 is brought to you by



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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



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



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

-
-
-

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 Hide Groups
Checkboxes · Delete

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](#)

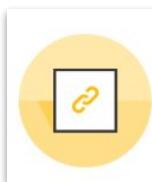
Preview Segment [Cancel](#)

Creating forms

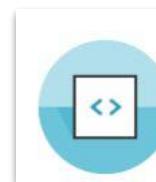
Use the **Form Builder** to:

- 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.



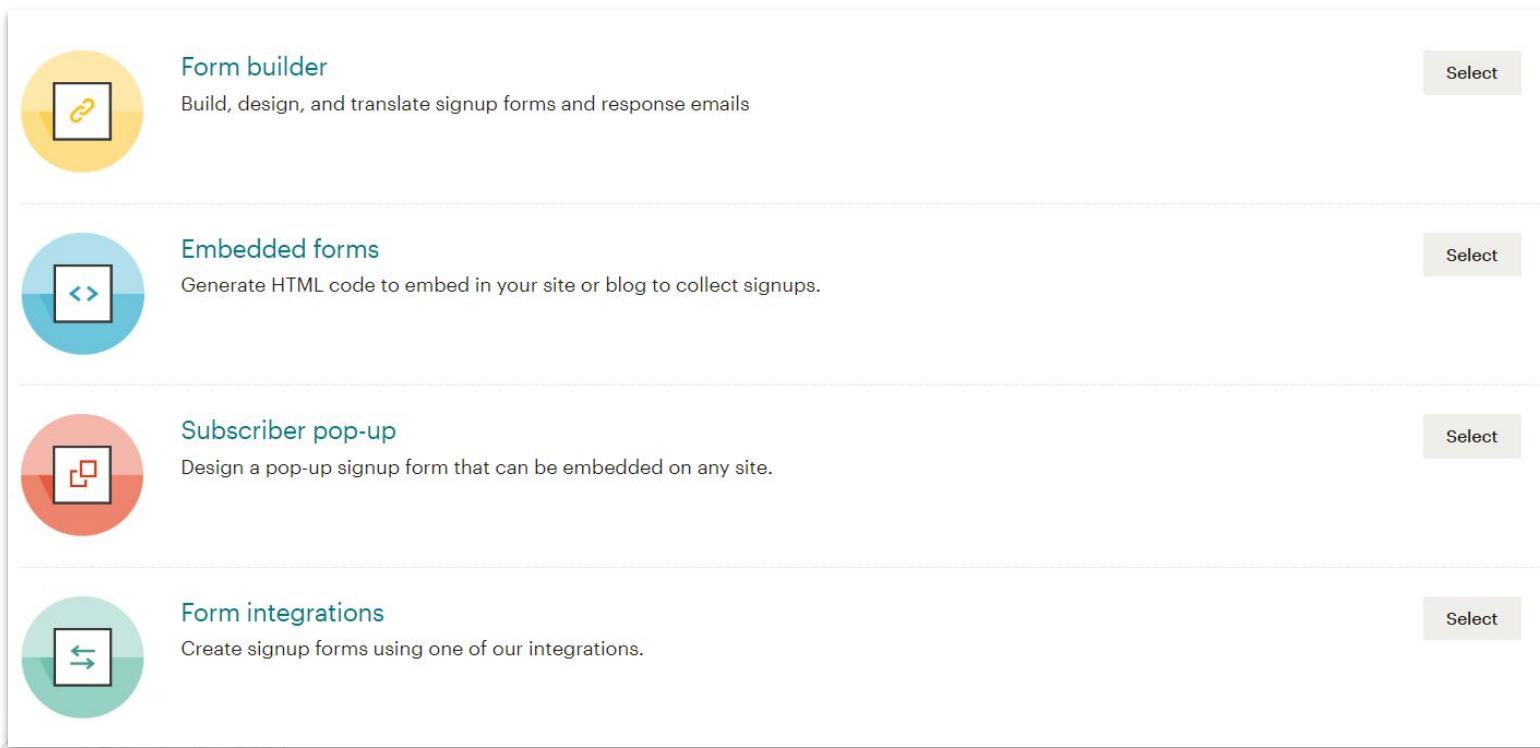
Form builder
Build, design, and translate signup forms and response emails



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

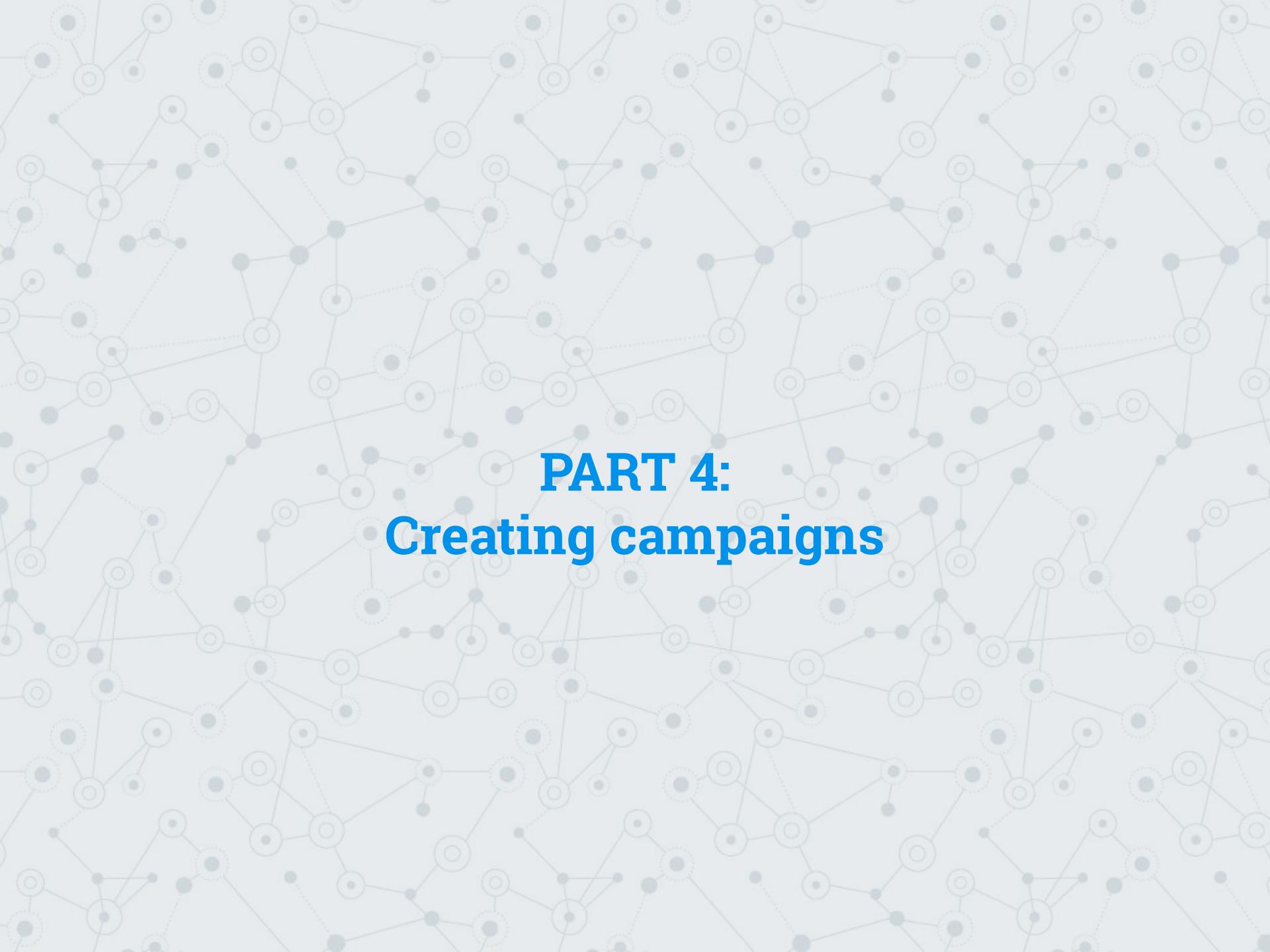


- Form builder**
Build, design, and translate signup forms and response emails Select
- Embedded forms**
Generate HTML code to embed in your site or blog to collect signups. Select
- Subscriber pop-up**
Design a pop-up signup form that can be embedded on any site. Select
- Form integrations**
Create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

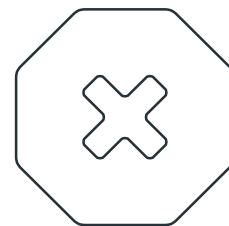
Good subject lines



- ◎ *|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

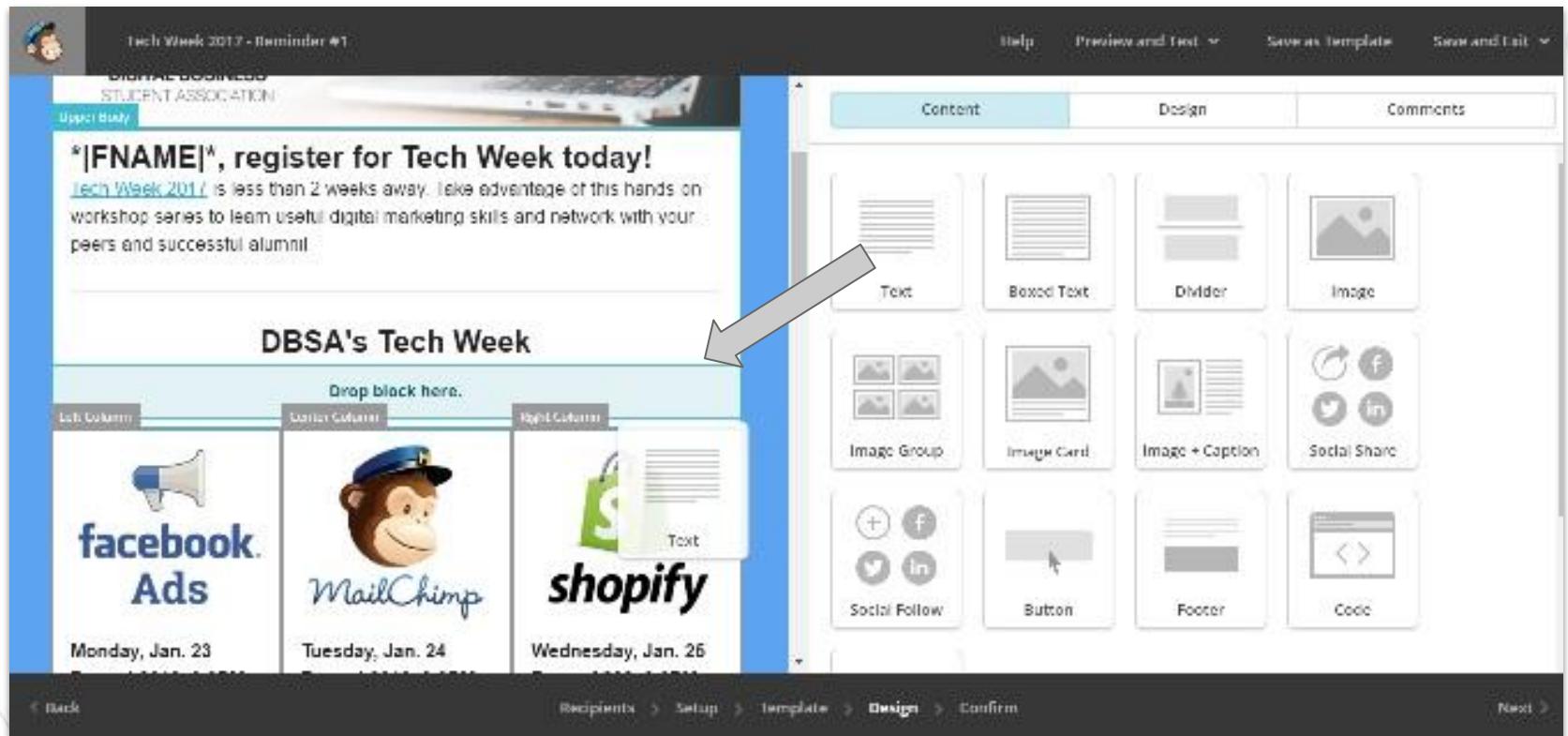
- More time consuming
- Locked in the particular layout

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.



The screenshot shows a template editor interface for a newsletter. The top navigation bar includes 'Tech Week 2017 - Reminder #1', 'Help', 'Preview and Test', 'Save as Template', and 'Send and Edit'. The main content area is titled 'DBSA's Tech Week' and features a 'Drop block here.' placeholder. Below this are three columns: 'Left Column' with a megaphone icon and 'facebook Ads' text; 'Center Column' with a MailChimp logo and 'Tuesday, Jan. 24' text; and 'Right Column' with a Shopify logo and 'Wednesday, Jan. 26' text. A large grey arrow points from the right side of the screen towards the 'Drop block here.' area. To the right of the main content area is a sidebar with tabs for 'Content', 'Design', and 'Comments'. The 'Content' tab is selected, displaying a grid of 16 block types: Text, Boxed Text, Divider, Image, Image Group, Image Card, Image + Caption, Social Share, Social Follow, Button, Footer, and Code. Each block type has a small preview image and a label below it.

Working with blocks

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



Merge tags

Personalize your emails using merge tags.

Text

Content Style Settings

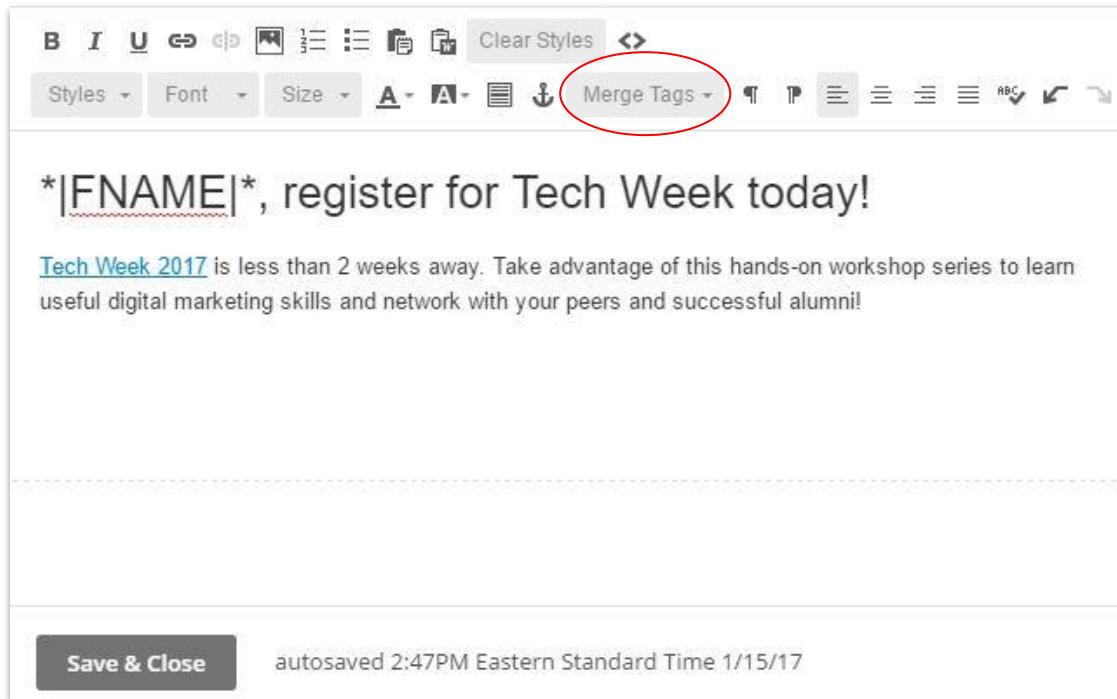
B **I** **U** **Link** **Image** **Text** **Clear Styles** **Copy** **Paste** **Styles** **Font** **Size** **A** **A** **Anchor** **Merge Tags** **Open Cheatsheet** **Member Data** **Email Address** **First Name** **Last Name** **Program** **List Data** **First Name**

|FNAME|, register for Tech Week 2017 is less than 2 weeks away. Take advantage of useful digital marketing skills and network with your peers at the 2017 workshop series to learn something new!

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

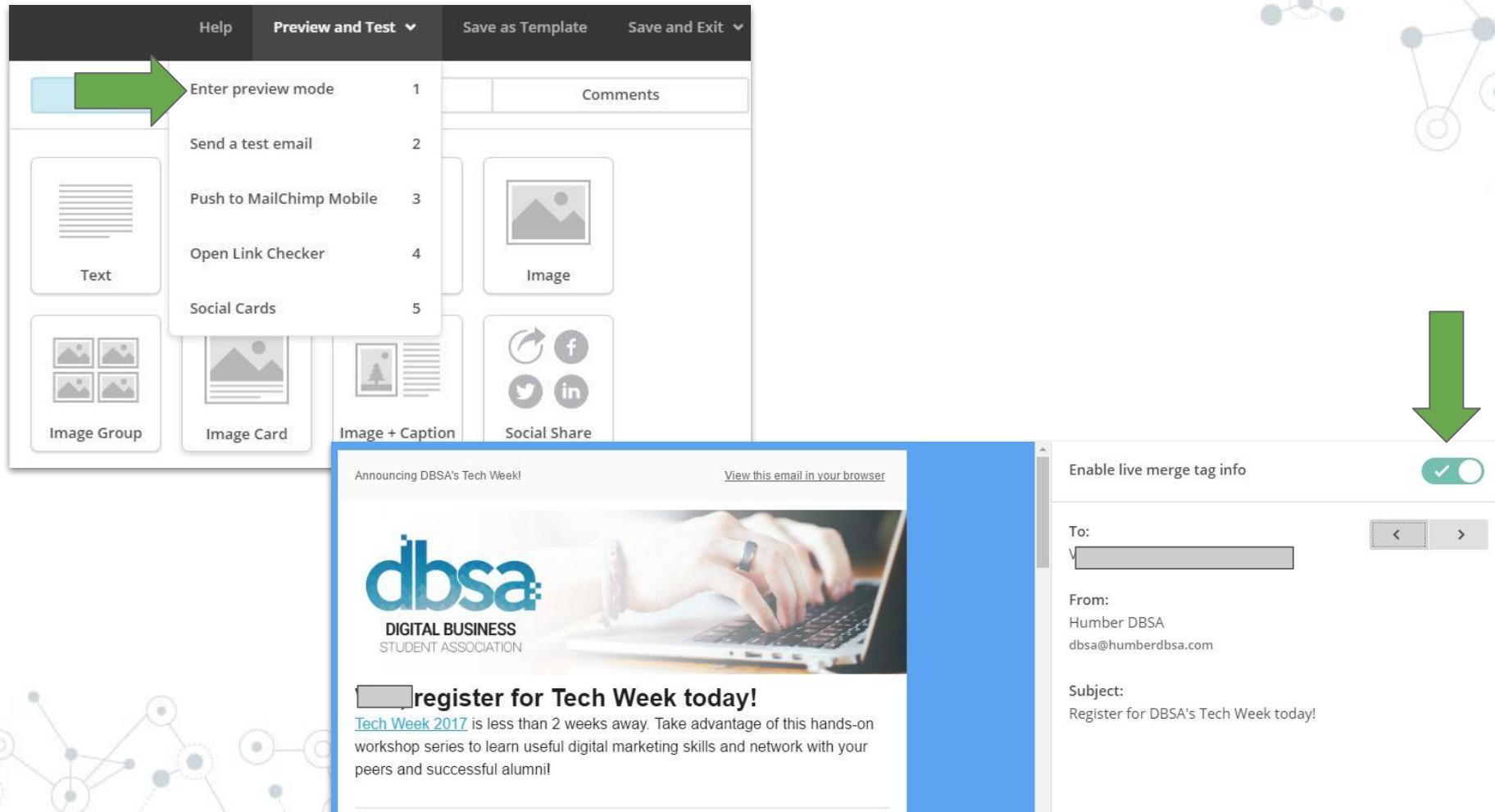
Hyperlinks

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



The screenshot shows a rich text editor interface with a toolbar at the top. The toolbar includes buttons for bold (B), italic (I), underline (U), link (link icon), image (image icon), list (list icon), table (table icon), clear styles (clear icon), and merge tags (merge tags icon). The 'Merge Tags' button is circled with a red oval. Below the toolbar, there is a text area containing the text: "*|FNAME|*, register for Tech Week today!". Underneath this text, there is a smaller paragraph: "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!" At the bottom of the editor, there is a "Save & Close" button and a status message: "autosaved 2:47PM Eastern Standard Time 1/15/17".

Entering Preview mode



The screenshot shows a digital marketing tool interface with a navigation bar at the top. The 'Preview and Test' menu is open, displaying five options: 'Enter preview mode' (selected), 'Send a test email', 'Push to MailChimp Mobile', 'Open Link Checker', and 'Social Cards'. A green arrow points to the 'Enter preview mode' option. Below the menu, a preview of an email template is shown. The template header reads 'Announcing DBSA's Tech Week!' and includes a 'View this email in your browser' link. The main content features the DBSA logo and a photograph of hands typing on a laptop. A large green arrow points down to the preview area. On the right side, there is a sidebar with a 'Comments' section, an 'Image' section (with a preview of a mountain landscape), and a 'Social Share' section (with icons for Facebook, Twitter, and LinkedIn). The sidebar also includes a 'Social Cards' section with icons for a person, a tree, and a bar chart. At the bottom right, there is a section for 'Enable live merge tag info' with a checked toggle switch, and fields for 'To:', 'From:', and 'Subject:'.

Help

Preview and Test

Save as Template

Save and Exit

Enter preview mode

Send a test email

Push to MailChimp Mobile

Open Link Checker

Social Cards

Comments

Image

Social Share

Text

Image Group

Image Card

Image + Caption

Announcing DBSA's Tech Week!

View this email in your browser

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!

Enable live merge tag info

To:

From:

Humber DBSA

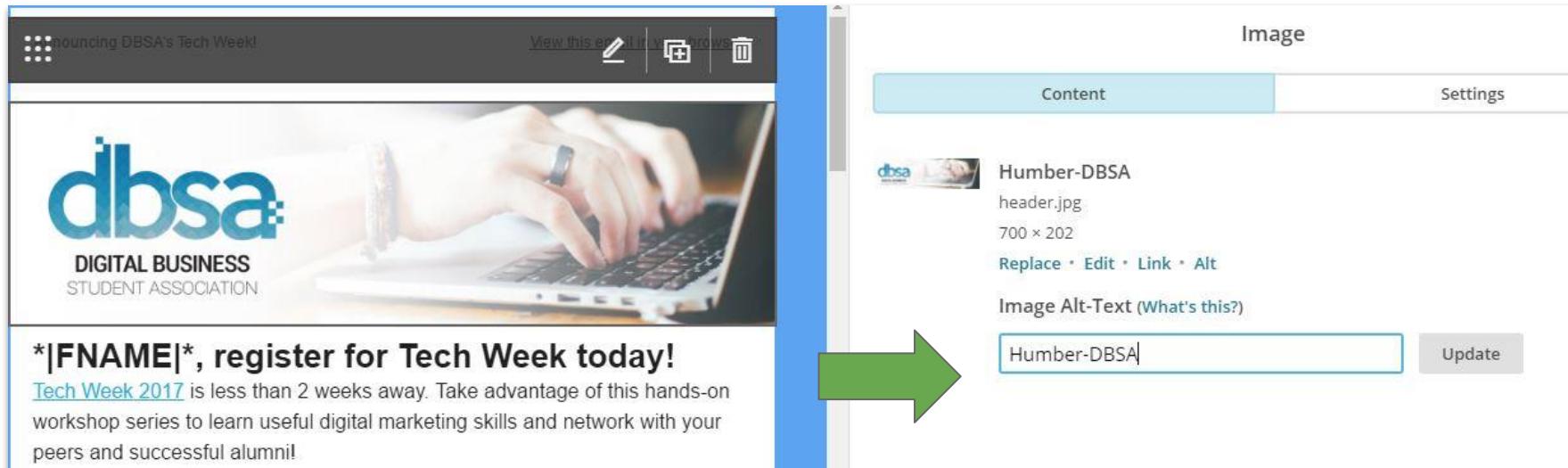
dbsa@humberdbsa.com

Subject:

Register for DBSA's Tech Week today!

ALT text for images

Always add ALT text to 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.

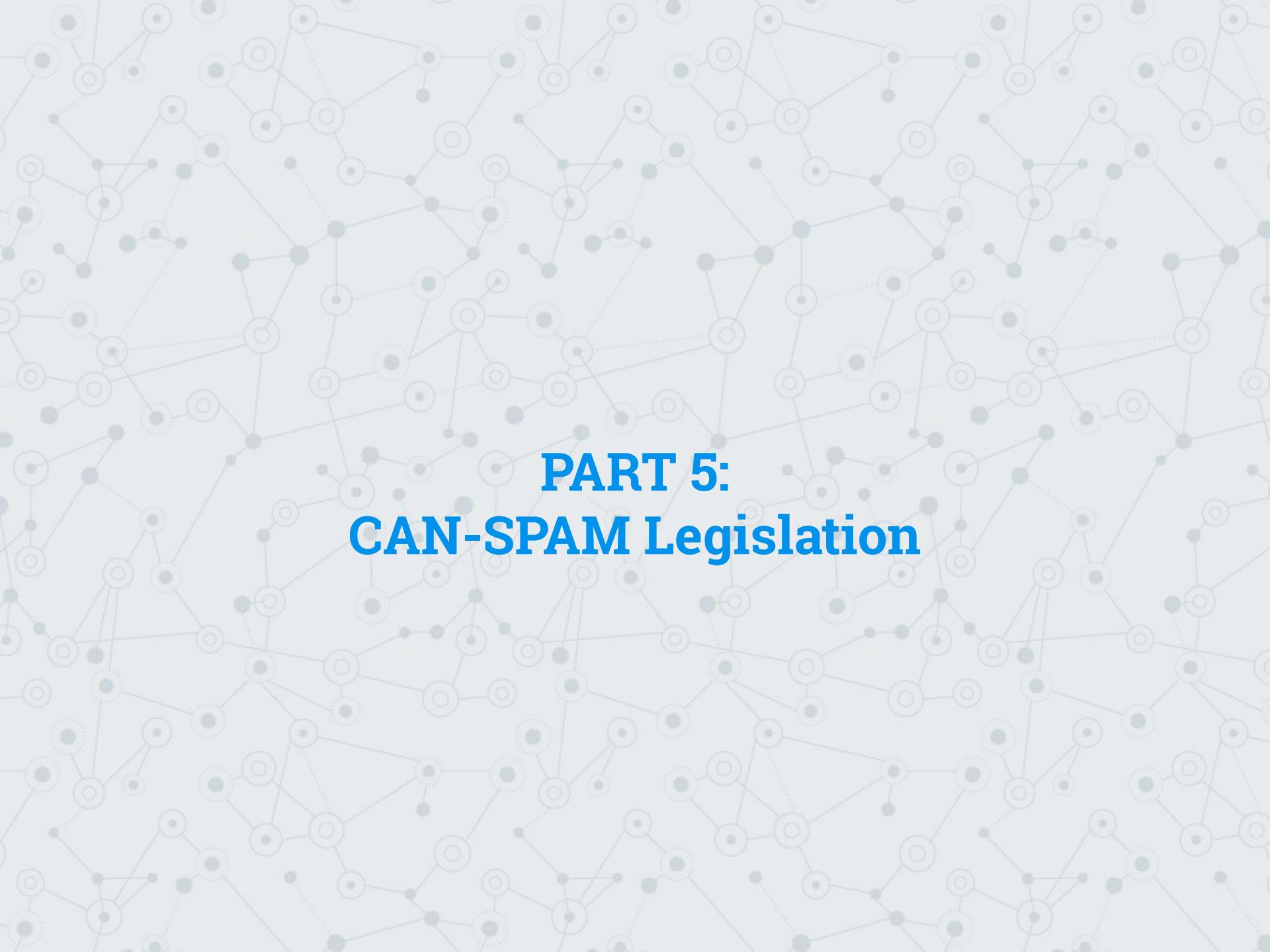


The image shows a comparison between an email preview and its settings interface. On the left, an email preview is displayed with a header featuring the 'dbsa' logo and a photograph of a person's hands typing on a laptop keyboard. The preview includes standard email controls like 'View this email in web browser', 'Edit', and 'Delete'. Below the preview, a large green arrow points from the image area to the right, where the 'Image' settings are shown. On the right, a 'Content' tab is selected in a navigation bar, and the image file 'Humber-DBSA header.jpg' is listed with dimensions '700 x 202'. Below the file information, there are buttons for 'Replace', 'Edit', 'Link', and 'Alt'. A sub-section titled 'Image Alt-Text (What's this?)' contains a text input field with the value 'Humber-DBSA' and a 'Update' button.

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



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

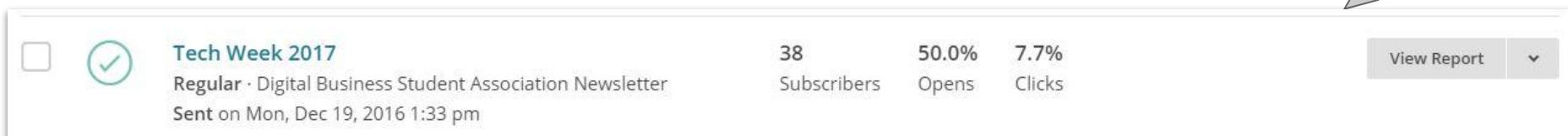


PART 6:

Understanding campaign reports

Viewing the report

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



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](#) ▼

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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Irina Gorea

Email irinagorea93@gmail.com

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/>