Marketing with Mailchimp
Thursday, July 6, 2017
Presented by Heather DeVine
Gliffen Designs

Email Marketing Solutions
- There are many to choose from, but find a solution that fits your technical know-how
- Paid vs. Free solutions depending on the # of subscriptions

Basic Ways to Use Mailchimp:
- Stay in touch with your audience
- Generate leads, sales or donations
- Increase followship & readership Showcase products/services
- Automation email > Thank your subscribers, e-commerce integration
- Lead audience to your website

Templates
- Create your own templates
- Switch up templates you use
- Have them match your look & feel of your business/organization

Some Good Email Marketing TIps
- Imagery helps the eye
- Brief digestible material - link back to your website
- Graphics are helpful

Campaign Reports
- After you schedule/send out campaign, check back to see your Reports
- Measure: Opens, Click, Bounces, Unsubscribes, etc.

Reach Audience/Client-base/Community
- Collect emails from your audience
- Use your voice that speaks to them

E-Commerce Integrations
- Highlight specific products
- Track e-commerce campaigns

NOTES

- *Mailchimp is easy with a simple interface*

- *Columns make it easier to read through email material, images help break up content and lead the eye*
- *Make sure that each template has your social media icons linked properly at the footer*
- *Checking your email should be an easy read, not a novel - keep your content easy digestible and refer back to your to read more*

- *Bounce = email is undeliverable*
  - *Hard: permanent reason (cleaned with Mailchimp) Recipient doesn't exist, domain doesn't exist, blocked delivery*
  - *Soft: temporary reason Mailbox if full, email server down, email message is too large*

- *Collect emails from social media platforms & your website*

GLIFFEN
designs

Marketing with Mailchimp
Thursday, July 6, 2017
Presented by Heather DeVine
Gliffen Designs

Increase your followship & readership on social media
- Speak to your audience
- Keep your social media post diverse, spread out info
- You can share campaigns too
- Make sure your social media links are correct

Lead audience to your website
- E-commerce products
- Blog posts

Mailchimp Apps
- Preview your Reports
- Limited capabilities on their apps

Best Time to Send Email Campaigns
- Weekdays
- 7 am - 4 pm

Mailchimp is Evolving
- Continually utilize the tools available
- Use what works for you

Mailchimp may not be the best solution for you, so do some shopping around before picking one. They all do pretty much the same thing for you.

NOTES

- *Keep your post diverse, we want to give your audience a reason to follow you and subscribe to your newsletter*
- *You can share campaigns on social media - but I recommend spreading out the content into several posts*
  - *Archive on your website*
- *You want "click" back to your website - measure that activity*

- *Best to use your desktop or laptop to manage your campaigns*

- *Be mindful of timezones too*

What does "Gliffen" mean?
a transient glance; an unexpected view of something that startles one.