



EMAIL MARKETING RESOURCE GUIDE

Andy McIlwain's Top Email Marketing Resources

WHY EMAIL MARKETING?

- Everyone has an inbox. Email is the modern standard for correspondence. It works across all devices around the world, and it's useful for every kind of organization.

WHY MAILCHIMP?

- Affordable - 2000 subscribers & 12000 emails per month for free!
- Great experience - simple interface, excellent support team
- Powerful - full of features for advanced users, scales with your organization's needs
- More info: <http://kb.mailchimp.com/accounts/billing/how-mailchimp-pricing-plans-work>

CASL (MORE INFO AT FIGHTSPAM.GC.CA)

- You must have implied or express consent. Burden is on you to prove it (**keep records**)!
- You must identify yourself/the organization when sending the email
- Every email must have an obvious way to opt out or unsubscribe
- Follow MailChimp's policies and you'll be safe
- More info: <http://kb.mailchimp.com/lists/managing-subscribers/stay-compliant-with-casl>

USING MAILCHIMP

- Campaigns: All emails you send out are campaigns
- Templates: Ready-to-go campaign designs
- Lists: Subscriber information lives here
- Reports: Visualizations of campaign and account performance
- Automation: Advanced, triggered campaigns (paid users only)
- More info: <http://kb.mailchimp.com/accounts/account-setup/getting-started-with-mailchimp>

LISTS

- A list helps you manage your contacts (or as MailChimp calls them, "subscribers")
- With the right data, you can segment subscribers and send targeted groups certain types of content
- The most important data contains information about all your subscribers
- Ratings compare engagement levels between subscribers
- Avoid creating unnecessary lists. Every email address counts against the account limit
- Multiple lists = subscriber data spread out across multiple records. Not good!
- More info: <http://kb.mailchimp.com/lists/growth/create-a-new-list>

SUBSCRIBERS

- Subscribers are your contacts
- Subscribers that opt in are more likely to engage with your email campaigns
- Never buy lists of subscribers! It's against MailChimp's terms of service and CASL
- Two ways to add subscribers: individually or bulk import
- You can also sync your lists with other services by connecting MailChimp to them
- More info: <http://kb.mailchimp.com/lists/growth/best-practices-for-lists>
- 10 effective ways to get more email subscribers: <https://blog.kissmetrics.com/get-more-email-subscribers/>



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SIGN-UP FORMS AND EMAILS

- A sign-up form is the form people fill out to sign up for your email newsletter
- There are many steps from the Sign-Up to the final Welcome email
- Default language and design is safe and boring. Change the wording in the form to suit your brand
- Add custom fields to the sign up form to gather more information from subscribers
- The more you know about subscribers, the more targeted your emails can be. The more personalized and targeted your emails are, the more effective they'll be
- More info: <http://kb.mailchimp.com/lists/signup-forms/create-signup-forms-and-response-emails>

EMAIL CAMPAIGNS

- **There are four types of campaigns:** Regular, Text, A/B, RSS-Driven
- Regular campaigns are good for most things
- Text campaigns are good for emails that look more personal
- An A/B campaign is sent to 2 groups of people to test performance (e.g. which subject lines result in more opens)
- RSS-Driven campaigns automatically send out campaigns with content from an RSS feed. If you have a WordPress-powered blog or site, you can pull your feed into an RSS-driven campaign.
- The "Send From" email address should go to an actual person. Don't let replies to emails get lost in the void, or worse, bounce back to the subscriber

DRAG N' DROP BUILDER

- Add content blocks from the Content tab
- Every email should have a clear Call to Action that asks the recipient to do something
- Control styling from the Design tab
- Test and gather feedback via Preview and Test
- See and respond to feedback in the Comments tab
- More info: <http://kb.mailchimp.com/campaigns/ways-to-build/create-a-campaign-with-campaign-builder>

ACCOUNT SETTINGS

- Edit your account details (e.g. contact information, industry, and organization size).
- Add users and control their level of access.
- Modify list information (e.g. default subject lines, from: email address, etc).
- Connect 3rd party services, e.g. CRM software like Salesforce or Highrise.
- More info: <http://kb.mailchimp.com/accounts/management/manage-account-login-and-profile>



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