Small Business Marketing Part 1: MailChimp (eNewsletters)

By the end of this session, participants will be able to:
• Prepare an email marketing campaign using MailChimp

eNewsletters: Best Practices
• What is the purpose/objective of your enewsletter?
• Balance: 90% education, 10% promotional
• Creative subject lines
• Choose 1 primary “call-to-action” – What is the primary thing you want your subscribers to do?
• Keep design and copy minimal – White space is okay!
• Ensure images have alt text

References for Guidance:
• http://mailchimp.com/resources/guides/emailmarketingfieldguide/html/
• http://blog.hubspot.com/marketing/guidecreatingemailnewslettersht

MailChimp
Create Account:
• Go to: https://login.mailchimp.com/signup
• Create a username and password *Remember to record this information*
• Log into your email to verify your new account with MailChimp
• Fill in the form describing your business

Dashboard:

- **Campaigns:** This is where you create emails/enewsletters.
- **Templates:** Here you can create reusable templates for different emails/enewsletters. You may want to do this for different interest groups, seasons, promotions and sales, etc.
- **Lists:** Create or import contact lists, add subscribers (up to 2,000 for free), create signup forms.
  • When importing from .csv or .txt file setup columns: Email Address; First Name; Last Name
- **Reports:** Track the outcome of your email campaign.
- **Automation:** Fee-based option.