

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:

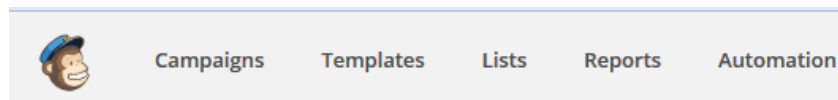
- <https://static.mailchimp.com/guides/getting-started-with-mailchimp/package/getting-started-with-mailchimp.pdf>
- <http://mailchimp.com/resources/guides/email-marketing-field-guide/html/>
- <http://blog.hubspot.com/marketing/guide-creating-email-newsletters-ht>

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.