

Getting Started on



mailchimp



MailChimp Hints & Tips

Email Marketing is a great way of communicating with your customers, especially if what's within your email newsletter is interesting and informative. It keeps you in their mind. When they receive your email they may not be ready to buy your product or service. However, if you consistently appear in their email inbox they will remember you and when they are ready to buy – BINGO, there is your email with your details.

What will your customers find interesting? Well rather than trying to second guess, why not ask them. What is important to us as business owners (ie sales messages) is often very different to what the customer wants to see.

We like to use Mailchimp because it's absolutely FREE for up to 2000 subscribers and has really simple drag and drop facilities.

Setting up your Mailchimp account

To create your account, follow these steps:

1. Navigate to Mailchimp signup page and click Sign Up.
2. Type in your Email, Username, and Password, and click Sign Up!
3. Check your inbox for the account activation email to complete your account setup.
4. MailChimp will walk you through all the options you need to set up.

Storing Your Contact Database

You don't need any fancy CRM tool a simple Excel Spreadsheet will be enough to store the names and email addresses of your clients and leads. Ensure that you have followed all the Data Protection Act guidelines and that you are contacting people with permission.

Ideas for newsletter content

Ensure that you share any recent milestones, awards, good press and reviews. Building personal relationships with your subscribers helps you develop brand loyalty and a sense of trust—and people are more likely to trust your business if they know that real, live people work for your business

- 🍷 Deal and discounts.
- 🍷 A product how-to video.
- 🍷 Behind the scenes images or an element from your personal life that adds personality to your business and builds the relationship with your customers.

Did you know? There is a relationship between click rate and the amount of text to images. Mailchimp found that 95% of its high-performing accounts typically sent email newsletters with 200 words or less per image.

Newsletter layout

There are lots of different layouts you can use in Mailchimp but our advice would be to keep it simple. Try not to overload it with information. The majority of people these days open their emails on phones or tablets and tend to see the content in one long column.

These options may give you some ideas: <https://inspiration.mailchimp.com/#all>

Personalisation

You are fighting with 100's of other emails in your customer's email inbox. To stand out make it personal and use their first name. We think it makes your email appear more friendly and personal.

Your first task is to make sure that your subscriber list is accurate and that you hold this information. If you don't you may want to consider updating your list to add the first name of your clients. Then when you are composing your campaign you can use something called a "Merge Tag".

When you are composing your email instead of just a plain 'Hi everyone', you could start it...'Hi Jo, I hope you are having a great week!'

MailChimp will look at your subscriber list and automatically personalise each email you send. Merge tags are ace and they can be used in subject lines and the body of your emails.

Did you know? Emails are 26% more likely to be open if they are personalised.

Sign Up Forms

You can design your signup forms to stay on brand. The options are end-less, you can add images, dropdown boxes, buttons and collect information in custom fields. Let your personality shine, show off your professionalism, or find a happy middle ground. The sign-up forms can be shared on social media to encourage subscribers to sign up. You could even add the link to the sign-up form to your normal email signature.

Reports

Once you have sent your email campaign it is important to stop and take a look at the reports section. This area should give you insights into how many people opened your email, how many people clicked on the links within your email, which links they clicked on, how many people unsubscribed and much, much more.

These reports allow you to learn what your audience likes and dislikes, you can, therefore, take steps to improve future campaigns. For example, if you are able to see that the people tend to open your emails first thing in the morning 6-8am or in the evenings 7-9pm you are able to tailor your campaigns to go out at these times should you wish.

Support

If you have never created an email newsletter before it can seem like a bit of a daunting prospect. Check out the self-service support/help area to find the answers to any questions you may have.

More often than not you can find helpful videos that can help you to understand what you need to do.

Hi, we're Emma & Kate,

We set up **Piece of Cake Marketing** in January 2016. We're a fun, friendly and creative marketing agency.

We can help your business to reach your customers' through imaginative branding and marketing, engaging content and the latest social media strategies.

We can help with...

- 🍷 Marketing Strategy
- 🍷 Email Marketing
- 🍷 Social Media Content
- 🍷 Social Media Training
- 🍷 Social Media Advertising



Here's what our clients think...

"I have been working with Piece of Cake for over a year now and intend to for a very long time. The team work tirelessly to ensure that all of our marketing requirements are met on time, within budget and go over and above on a regular basis. I am delighted to have them as my "go to". They have injected new energy into Coventry BID's Marketing Strategy for which I will be eternally grateful. Here's to many more years of working together."

Trish Willetts – Director, **Coventry Business Improvement District.**

"Piece of Cake's ongoing support with our Social Media activity is proving to be invaluable. They keep advice and recommendations simple and straightforward and totally understands the needs of our organisation and franchisees. They have helped many of our 'franchisees' find a way through the fog of Social Media. We strongly recommend their services!"

Caroline Crabbe – UK General Manager, **Jo Jingles Limited.**