This session will cover:

**Concepts:**
1. Bulk email and newsletters
2. Email marketing plan
3. Subscription lists
4. Reporting
5. Mailchimp demo

**Getting started:**
1. Establish a free MailChimp account:
   - Terms and Conditions
   - Acceptable Use Policy
   - Privacy Policy
   - Set up initial account info
2. Create an email marketing plan:
   - Define your readers
   - Determine your content
   - Determine your sending frequency and goals
   - Make a schedule
3. Subscription lists:
   - Create your subscription list
   - Import email addresses (if established)
   - Set up a sign-up form
   - Publish your sign-up form
   - Invite people to sign-up
   - Establish segments as needed
4. Design your template:
   - Import the UGA Extension template
   - Customize colors and fonts
   - Include content that is reused
   - Finalize design in campaign editor

**Making it happen:**
1. Create your first campaign:
   - Assign a subscription list
   - Setup basic info
   - Choose template
   - Customize header
   - Hide/show pertinent info
   - Add and format content
   - Preview online
   - Preview in multiple email programs, devices, and email addresses
   - Proof content
   - Send
   - Set up archive folder
   - Add archive code to website
   - Promote

2. Evaluate campaigns:
   - Monitor open and click rates
   - Monitor bounces, unsubscribes and complaints
   - Evaluate times of day opened
   - Evaluate patterns over time (peaks and valleys)
   - Adjust campaigns as necessary

3. Create campaigns in a series:
   - Replicate previous campaign
   - Update campaign name
**Definitions - #1**

- **Bulk email**
  - A single email message that is sent at one time, from one email address, to many email addresses.

- **SPAM**
  - Unsolicited bulk email, sent without the permission of the recipient.

- **Blacklisted**
  - Restricted from sending email from a particular address, email server, or email newsletter service.

**When should I…**

- Use **CC – carbon copy?**
  - Less than 5-10 recipients
  - Everyone knows each other
  - Reason for everyone to know who else received message

- Use **BCC – blind carbon copy?**
  - Emailing more than 5-10 people
  - People do not know each other
  - Keep email addresses and recipients private

**Email works like this… Ideally.**

- Your Message
- Your Email Server
- Recipient's Email Server
- Recipient's Email Inbox
- TRASH
- SPAM
- JUNK
- RETURN TO SENDER

**Problem #1: Message never sent**

- Your Message
- Your Email Server
- Recipient's Email Server
- Recipient's Email Inbox
- SPAM!!
Problem #2: Message blocked

- Your Message
- Your Email Server
- Recipient's Email Server
- Recipient's Email Inbox

SPAM!

Problem #3: Straight to junk mail

- Your Message
- Your Email Server
- Recipient's Email Server
- Recipient's Email Server
- Recipient's Trash or Junk Mail Folder

SPAM! JUNK!

Problem #4: Return to sender

- Your Message
- Your Email Server
- Recipient's Email Server
- Recipient's Email Inbox

BAD ADDRESS! FULL INBOX!

Definitions - #2

- Subscription list
  - A list of people who have signed up to receive bulk email.

- Permission-based
  - People have explicitly signed-up to receive bulk email and can unsubscribe at any time.

- Tools for managing lists and sending messages:
  - Listserv
  - Email newsletter service
**Listservs & e-newsletter services**

- Email addresses
  - Managed in one place
  - Shared management possible
- Subscribers can
  - Unsubscribe
  - Select how they want to receive messages
- Messages
  - Distribution offloaded from your email program
  - Email addresses hidden from other recipients
  - Message archives

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**Listserv vs. e-newsletter service**

**LISTSERV**

- Message:
  - Written from email client
  - Sends to one address
  - (example@listserv.uga.edu)

- Communication:
  - One-way – ex: news, alerts, announcements
  - Two-way - ex: group discussions, questions

**E-NEWSLETTER**

- Message:
  - Created in a visual editor
  - Sends to each address
  - Monitor opens, clicks, forwards

- Formatting:
  - Text-only default
  - Some formatting, if allowed

- Communication:
  - HTML primary
  - Text-only secondary

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**Definitions - #3**

- HTML email
  - Hypertext Markup Language, provides complex formatting and visual design within an email message.

- Campaign
  - Each issue of an email newsletter. A single HTML email message that you send to your subscription list.

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**HTML email… Why do it?**

- Visually appealing
  - Focus attention – formatting, structure, sections
  - Direct action – links, call to action
  - Include your logo and branding
  - Include pictures

- Message straight to user’s inbox
  - No additional software
  - No attachments necessary
  - Include full text or just summary content
  - Link to more info on your website
HTML emails – special problems

- Email client / software
  - Program used to check email: Outlook, Gmail, Yahoo, etc.
- Device
  - Computer, smart phone, tablet
- Format
  - HTML – programming the page for consistent display
  - Text-Only – plain text option

How can an e-newsletter service help?

- Distribute messages
- Embed technical requirements
- Be reputable
- Monitor SPAM complaints
- Re-send bounced messages
- Clean-up bad email addresses
- Track interactions
- Campaign creation tools
- Manage subscribers

Create an email marketing plan

1. Define your readers

- Who are your existing subscribers?
- Who is your target audience?
- How will you find them?
- What will they want to read?
2. Determine your content

- What kinds of content?
- How many articles or items?
- What content are you already creating? Can it be reused?
- Exclusive content for subscribers?
- How will you include it?
- Who will write your content?
- What tone do you want to establish?

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Sections, articles and voice

- Most important article first
- Sections: like with like
  - Subject-related (i.e. program areas)
  - Action-related (i.e. event calendar)
- Formula for your layout
  - Article placement
  - Newsletter info placement
  - Features
- Standard approach
  - Link out to articles?
  - Include all content?

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Primary goals and links

Clear actions = more clicks

- Make it easy to pick out actions
- Keep an eye on how many links you include
- Monitor which ones are clicked, ignored, etc.
- Standard links to: your site, your facebook page, etc.

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Images

- Image visibility
  - Most emails will be delivered with images OFF
  - Images MUST have alternative text
  - Once open, rely on text (not images) to convey message
- Placement – with every article? sidebar?
- Consistency – size, shape, style
- Reuse – banner, section, etc.
3. Determine your sending frequency and goals

- How often will you send?
- What day will you send?
- What time of day will you send?
- What do you want to accomplish?
- How will you measure your goals?

When IS the best time to send?

- Send messages mid-week on Tuesday, Wednesday, or Thursday.
- Send messages at times when people are more likely to open them: 8am, 9am, 3pm, 4pm, 8pm
- Avoid hours when people are preoccupied (5pm - driving home from work, 6pm - eating dinner, etc.).
- Track open and click rates, what do you see for your messages?
- **Important!** Adjust your send times to fit your audience.

4. Make a schedule

- **Day 1:** Jot down content topics, art ideas, basics for your upcoming newsletter.
- **Day 2:** Write out what you’d like to say about each topic, pull photos or art into a folder.
- **Day 3:** Log in to MailChimp and create your campaign. Proofread for errors and grammar. Send a test campaign to yourself and at least one co-worker.
- **Day 4:** Send your campaign.

Working with subscription lists
What's in a subscription list?

- List name
- Your contact info
- Permission reminder
- Per subscriber
  - Basic info: email address
  - Additional info: first and last name
  - Detailed information: birthday, address, phone, etc.
  - Interest groups: ANR, 4-H, FACS, special events, specific topics, etc.
- Sign-up forms

How do new subscribers get added?

- Via web form
  - Subscriber adds self
  - You subscribe individual
  - Double opt-in
- Import list of individuals
  - From written sign-up form
  - From migrated listserv
  - As a text document
  - As an excel spreadsheet

Working with subscription lists

You must have permission for every single address that you enter or import into your list.

Recruiting subscribers

- Link to sign-up forms
  - On your website
  - From Facebook page
  - In email signature
  - In targeted messages
- Sign-up sheet at office/event
- Invitation over the phone
### Build relationships
- Use transparent language
- Use email addresses only as explicitly written at sign-up

<table>
<thead>
<tr>
<th>Consider</th>
<th>Don’t Ever</th>
</tr>
</thead>
<tbody>
<tr>
<td>share a message for other people</td>
<td>share email addresses with other people or lists</td>
</tr>
<tr>
<td>ask other sources to plug your newsletter</td>
<td>pick up email addresses from other sources</td>
</tr>
</tbody>
</table>

### Maintain relationships
- Be clear about why they are receiving your message
- Introduce yourself in your campaign
- Reintroduce yourself if a lot of time has passed between campaigns
- Allow subscribers to change their preferences
- Always allow people to unsubscribe

### Tips for migrating lists
- Did these people agree to hear from you via email? About this subject? For this purpose?
- How old is your list?
  - Will they remember you?
  - Will the addresses bounce? Be blocked?
- Clean it up! Look for:
  - Old email addresses
  - Mistyped email addresses
  - Generic email addresses
  - Duplicates sometimes okay (be wary if different names on same address though!)

### First contact to migrated list
**How should you contact them?**

1. If they agreed to receive your newsletter: send your message from new subscription list.
2. If they are office contacts or very old addresses: send a regular email message with a link to sign-up, use BCC
First contact to migrated list

What should your message say?
Re-introduce yourself and your newsletter
- New newsletter format!
- What and why
- Method to unsubscribe
- Link to update subscription info

Can I subscribe a listserv?

No, not the listserv address.
- Against MailChimp terms of service
- One person’s actions from a listserv affects everyone on the listserv
- Change of address
- Unsubscribe
- SPAM (100% sure way to be blacklisted)

Can I subscribe my listserv?

No, BUT you can migrate your subscribers
1. Download the entire list of your subscribers.
2. Import addresses into your new subscription list.
3. Use MailChimp to manage future subscribes/unsubscribes.
4. Shutdown old listserv.

Good idea for your listserv?
- Yes, if your listserv is only for email announcements
- No, if your listserv is for 2-way communication

Can I subscribe the entire organization?

No.
- Subscribing listserv addresses is not allowed.
- Email addresses are not easily compiled and maintained.

Do:
- Recruit subscribers from faculty and staff listservs.
How do I recruit listserv subscribers?

- Send occasional message asking people to sign up (monthly, seasonal).
- Include what the newsletter does, why they should get it, how to subscribe.
- Send teaser with issue information.
- Include a link to the sign-up form.
- Include a link to sample newsletter (do not forward actual newsletter).

Monitoring sends - problems

- Track bounces
  - High number of bounces may flag your account
  - Avoid bounces, send one last invite via your text email
- Track complaints
  - Allowed about 1 per 1000 sends
  - High number alert Mailchimp
  - High number may shut your account down
  - If proof of opt-in viable, complaint not as powerful as SPAM
- Track unsubscribes

Monitoring sends - success

- Track deliveries
- Track open rate
  - ~20-30% is good for a starting list
  - The more targeted your audience, the better rate
- Track click rate
  - Which links received most clicks?
  - Was link action driven?
  - Did supporting text help draw attention?
1. Campaign with the highest open rate.

2. Campaign with the highest click rate.

What were peak times for open and click rates?

What was the open and click rate for a specific campaign? How many bounces, unsubscribes or abuse reports?

What now?
Send Better Email

Fitted for Fall

MailChimp at www.mailchimp.com

Recommended:

MailChimp account resources

Check out the MailChimp website for more information on:

- Accounts and price plans - http://mailchimp.com/pricing
- Terms and conditions - http://mailchimp.com/legal/terms
- Basic overview of features - http://mailchimp.com/features
- Resources - http://mailchimp.com/resources

MailChimp Knowledge Base

Self-Service Support

Glossary

- Get up to speed on MailChimp terms, email marketing concepts, and related technologies.

Video Tutorials

- Prefer watching to reading? Check out our series of video tutorials.

Email Newsletters - DIY Guide

www.caes.uga.edu/unit/oit/email-newsletters

Table of contents:

- Overview
- Best practices, requirements and tips
- Processes and procedures
- Links to OIT-produced training
- Custom templates for UGA Extension and CAES
- Other OIT resources

This DIY Guide is based on the OIT Email Newsletter Checklist, an outline of steps from preparing an email marketing plan to sending your first campaign.

We recommend using MailChimp as an email service provider to manage, produce and send email newsletters. This DIY Guide will help you get started and succeed.
Visiting [http://www.caes.uga.edu/unit/oit](http://www.caes.uga.edu/unit/oit) for more resources and WIMBA archives.

See [http://www.caes.uga.edu/unit/oit/email-newsletters](http://www.caes.uga.edu/unit/oit/email-newsletters) for detailed e-newsletter information.

Questions?

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