

Email Marketing Strategy With Mailchimp - Introduction

Course Outline

In this Bigrockdesigns course we demonstrate strategies for building a quality list of subscribers and maintaining a company's brand and reputation by complying with spam laws, creating valuable email content, and ensuring emails are branded consistently. We also cover crafting marketing emails from format and design to content and analysing the effectiveness of email campaigns.

Within MailChimp the email-marketing platform we demonstrate how it can work for you. Learn how to set up a free MailChimp account and add new or existing subscribers, and use list segments and groups to target your messaging for different types of audiences. We show how to use email templates to create engaging newsletters, and interpret the results after your send. Plus, tips on how to grow your lists and get subscribers to open your emails and respond to calls to action.

Email Marketing Basics

Using email in your marketing mix

- Getting the job done
- Becoming an appreciated email sender

Building an Email List

- Asking for permission
- Collecting information
- Offering incentives to increase sign-ups

Designing an Effective Marketing Email

- Deciding on a format
- Branding consistently
- Creating a layout

Making Your Email Content Valuable

- Including links
- Creating valuable information
- Sending valuable offers
- Writing an effective call to action

Creating Effective "From" Addresses and Subject Lines

- Setting up the "From" address
- Writing effective subject lines

Combining Email with Social Media and Mobile Devices

- Adding social features
- Creating a mobile-friendly design



LEVEL:

- Introduction

DURATION:

- 1 Day

MAX DELEGATES:

- 6 Number

COURSE TIMES:

- 09:30 - 16:30

BIGROCK SUPPORT:

- 12 Months Support
- Free course retake
- Video Support via youtube
- Email and Tel Support
- Live Support via Teamviewer

RELATED COURSES:

- Social Media Strategies - 2 days
- SEO - 1 day
- Wordpress - 1 day



CERTIFIED INSTRUCTOR

- This course will be delivered by an Adobe Certified Instructor

- Including a mobile call to action

Maximizing Your Email Campaign Results

- Managing bounced and blocked email
- Avoiding getting caught by filters
- Evaluating click-through data
- Tracking non-click responses
- Automating your email marketing

Getting Started with MailChimp

Introducing MailChimp

- Setting up your free account
- Setting up a subscriber list
- Importing subscribers into a list
- Integrating with social media

Creating and Sending Campaigns

- Adding secondary users
- Working with templates
- Creating your first campaign, part one
- Creating your first campaign, part two
- Reviewing your campaign results

Working with Sign-Up Forms

- Creating sign-up forms
- Customizing messages for new subscribers
- Add sign-up form to website
- Reviewing list statistics

Working with Subscriber Lists

- Using MailChimp apps
- Using list segments
- Using groups
- Importing and exporting your subscriber list

Engaging Your Subscribers

- Creative ways to grow your subscriber list
- Engaging top subscribers
- Improving click and open rates

MailChimp Paid Account Features

- Upgrade for auto-responders
- Running In-box Inspections

Summary



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