

# Email Campaign

BEST PRACTICES FOR MAILCHIMP SALES



MailChimp.



MailChimp.



MailChimp.

# Email Campaigns

USING MAILCHIMP OR OTHER EMAIL SERVICES CAN BE AN EFFECTIVE WAY TO GET ADVERTISERS TO SIGN UP FOR THE FRIENDS2FOLLOW WIDGETS AND DO ALL THE WORK THEMSELVES.

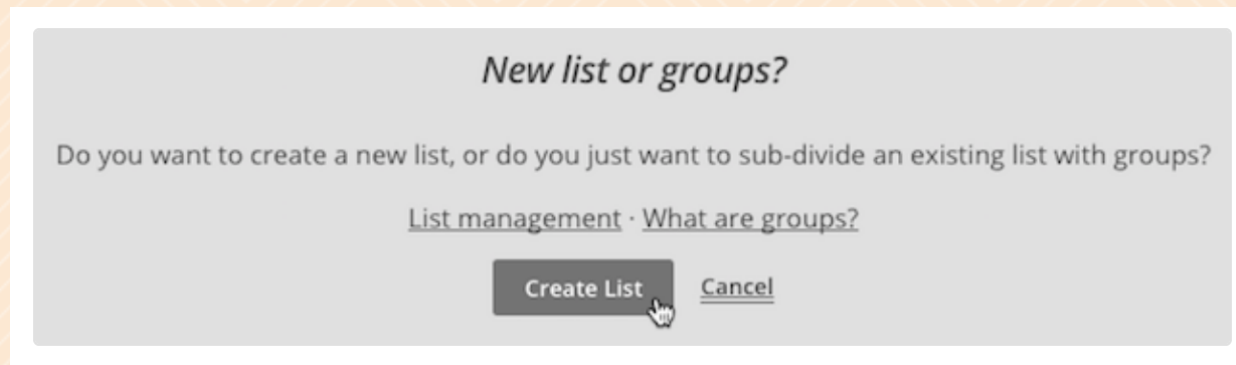
YOU CAN SET UP EMAIL CAMPAIGNS TO TARGET THOUSANDS OF POTENTIAL ADVERTISERS USING SOME OF THE BEST PRACTICES THAT WE HAVE DEVELOPED.

FOLLOWING ARE SOME TIPS ON WHAT WE'VE FOUND TO BE EFFECTIVE.



# Set Up

1. DOWNLOAD ADVERTISERS' EMAILS INTO AN EXCEL SPREADSHEET. MAKE SURE THESE ARE FOR DECISION MAKERS AND NOT THE ACCOUNTING DEPARTMENT OR CORPORATE HEADQUARTERS.
2. CREATE A LIST IN MAILCHIMP BY IMPORTING OR COPYING AND PASTING YOUR SPREADSHEET. YOU CAN USE THE LINK BELOW FOR MORE DETAILED INSTRUCTIONS.



CREATE A NEW LIST: [HTTP://Eepurl.com/BUB2ZR](http://Eepurl.com/BUB2ZR)



# Design

WE RECOMMEND THAT YOU KEEP THINGS VERY SIMPLE. SELECT A SINGLE COLUMN FORMAT AND THEN USE MINIMUM ARTWORK. TOO MUCH ARTWORK TRIPS SPAM FILTERS.

CREATE EFFECTIVE SUBJECT LINES. THIS IS A CRITICAL STEP TO GETTING THE BEST OPEN RATE. THE BEST ONES ARE SHORT WITH EMOTIONAL WORDS.

HOW TO WRITE EMOTIONAL HEADLINES

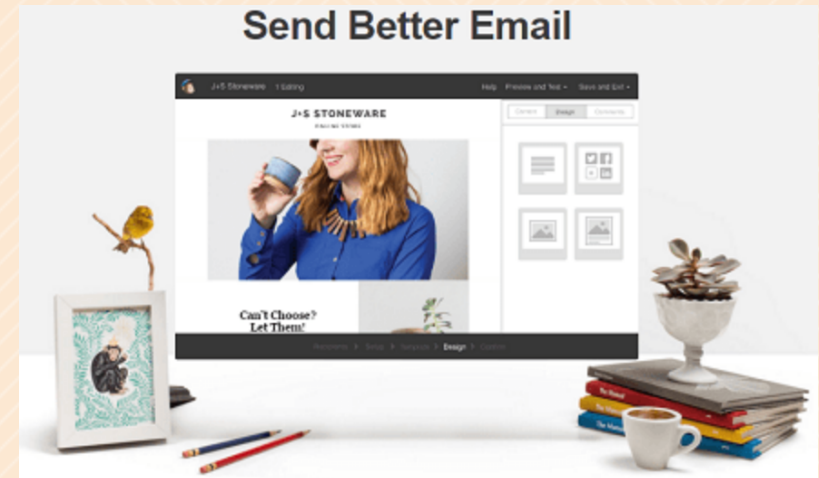
[HTTPS://COSCHEDULE.COM/BLOG/EMOTIONAL-HEADLINES/](https://coschedule.com/blog/emotional-headlines/)

TEST YOUR HEADLINES

[HTTPS://COSCHEDULE.COM/HEADLINE-ANALYZER](https://coschedule.com/headline-analyzer)

WHAT YOUR SUBJECT LINE LOOKS LIKE IN MOBILE DEVICES

[HTTPS://ZURB.COM/PLAYGROUND/TESTSUBJECT](https://zurb.com/playground/testsubject)



# The Pitch

TO THE RIGHT IS ONE WE CREATED FOR A STUDENT NEWSPAPER. YOU CAN USE THE EXACT WORDING IN YOUR CAMPAIGN.

A. WE LIKE THE IDEA OF USING THE THREAT-OPPORTUNITY TYPE OF MESSAGING.

B. KEEP IT SHORT AND URGENT.

C. USE EMOTIONAL TRIGGERS TO INCREASE CLICK THROUGH.


[WWW.DIGITALMARKETER.COM/INCREASE-EMAIL-CLICK-THROUGH-RATE/](http://WWW.DIGITALMARKETER.COM/INCREASE-EMAIL-CLICK-THROUGH-RATE/)

D. USE MINIMAL ARTWORK.

E. EMPHASIZE YOUR LOCAL REACH.

F. DON'T FORGET THE CALL TO ACTION.

[View this email in your browser](#)



kentucky kernel  
Student Publications | University of Kentucky

**Target UK students, faculty & fans directly in real time?**

Are your Facebook and other social media posts reaching the University of Kentucky's 30,000 students, 12,000 staff and 2,000 faculty? How about the hundreds of thousands of fans and alumni?

Stop missing out on our valuable audience by automatically promoting your posts on the Kentucky Kernel's popular website.

That's right. You can Increase your Facebook, Twitter or Instagram audience by thousands – *with no extra work for you.*


With our new service, every time you post, it will automatically appear on EVERY page of [www.kykernel.com](http://www.kykernel.com) and its thousands of daily page views and more than 30,000 unique visitors monthly.

Got a sale or special event or new menu item you want to promote TODAY? Just keep doing what you're already doing on social media and we'll take care of the rest.

Set up an account below and we'll provide the megaphone to revolutionize your advertising with instant messaging!

[Let's get started](#)

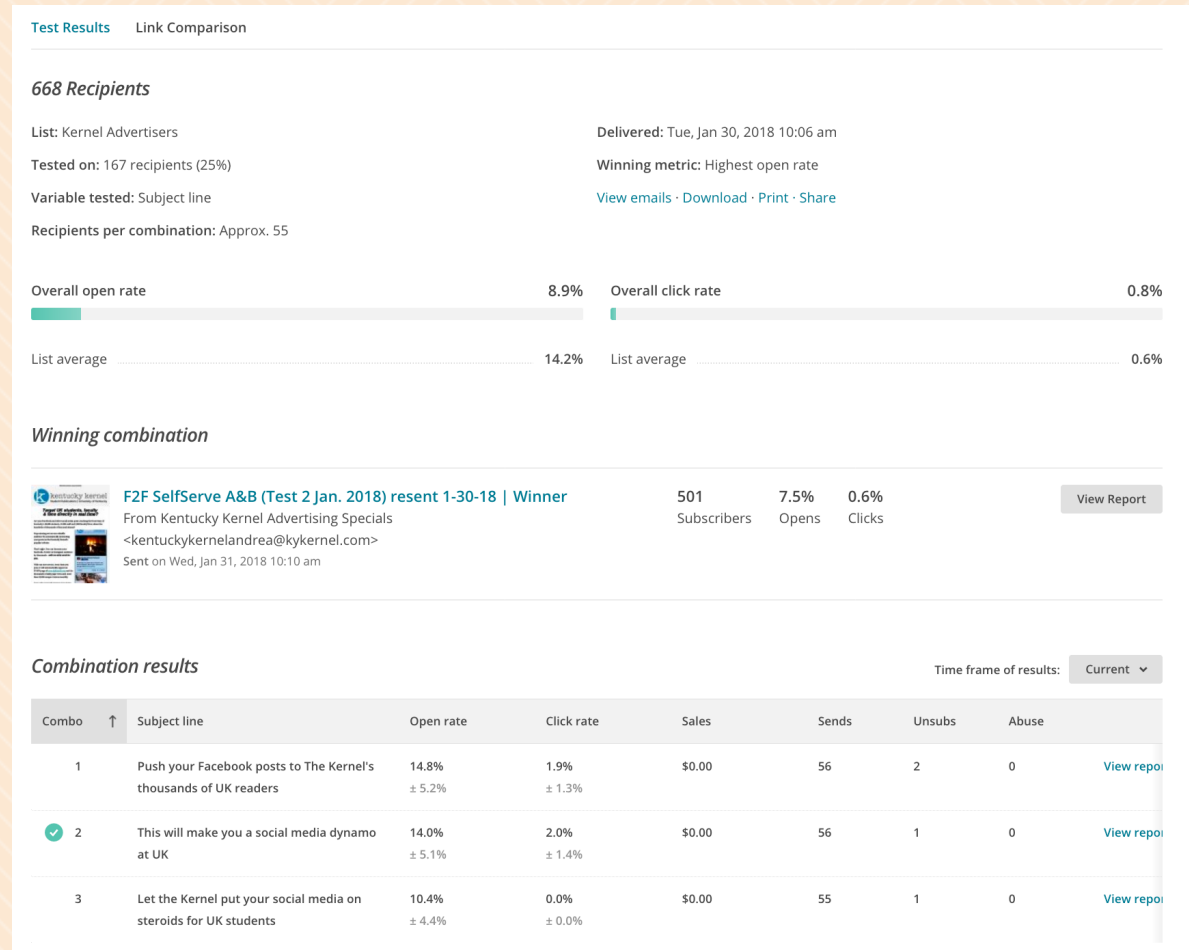
If you need help or more information contact Advertising Adviser Andrea Giusti at [kentuckykernelandrea@gmail.com](mailto:kentuckykernelandrea@gmail.com) or 859.257.2872.



# Subject Lines

MAILCHIMP WILL SHOW YOU HOW TO SET UP A/B TESTING TO SEND THREE SUBJECT LINES TO A SMALL PORTION (SAY 20%) OF YOUR LIST.

AFTER TWO DAYS MAILCHIMP WILL PICK THE ONE WITH THE MOST OPENS AND AUTOMATICALLY SEND THE WINNER TO THE 80% REMAINING.



CREATE AN A/B TESTING CAMPAIGN: [HTTP://EEPURL.COM/B2Q73R](http://EEPURL.COM/B2Q73R)



# When to Send

**WE RECOMMEND YOU SEND THE FIRST EMAIL OUT ON TUESDAY AROUND 10 A.M. THIS IS BASED ON SOME STUDIES WE'VE FOUND (SEE LINK).**

**THIS GIVES YOU AMPLE TIME TO TEST SUBJECT LINES AND THEN RESEND ON THURSDAY AT 10 A.M.**

**THIS WAY YOU AVOID MONDAYS – EVERYONE IS OVERWHELMED WITH EMAILS THEN – OR FRIDAYS WHEN MOST PEOPLE ARE READY FOR THE WEEKEND.**



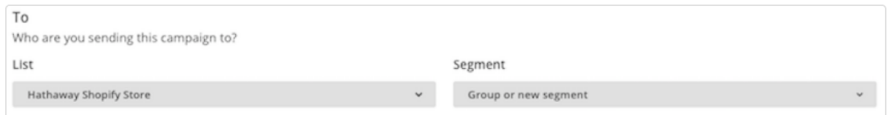
<https://coschedule.com/blog/best-time-to-send-email/>

# Resend to unopened

**THE FOLLOWING TUESDAY DO A RESEND TO UNOPENED. YOU CAN REPLICATE THE ORIGINAL CAMPAIGN AND SET THE CRITERIA FOR RECIPIENTS WHO DIDN'T OPEN.**

**USE A DIFFERENT HEADLINE THAN LAST WEEK'S. THIS WAY, IT WON'T LOOK LIKE YOU'RE SPAMMING THE ADVERTISERS.**

**YOU'LL BE SURPRISED AT HOW EFFECTIVE THIS IS.**



To  
Who are you sending this campaign to?

List Segment  
Hathaway Shopify Store Group or new segment

Click the Contacts match drop-down menu, and choose all.

Contacts match all of the following conditions:

[https://kb.mailchimp.com/lists/  
manage-contacts/resent-an-  
unopened-campaign](https://kb.mailchimp.com/lists/manage-contacts/resent-an-unopened-campaign)



# Next steps

YOU SHOULD HAVE GOTTEN MORE THAN 15 PERCENT OPEN RATE AND A 1-2 PERCENT CLICK THROUGH RATE (CTR), MEANING THE PERCENTAGE OF RECIPIENTS WHO CLICKED ON THE LINK TO YOUR SELF SERVICE PORTAL.

BUT YOU'LL PROBABLY BE SURPRISED TO SEE THAT NOT EVERYONE WHO OPENED YOUR EMAIL AND CLICKED ON THE CALL TO ACTION BUTTON CLOSED THE DEAL.

HERE ARE SOME THINGS YOU CAN DO.



# Next steps

1. EMAIL ALL THE PEOPLE WHO **CLICKED** ON THE SELF SERVICE PORTAL BUT DIDN'T FINISH THE SET UP. ASK HOW YOU CAN HELP THEM FINISH THE PROCESS.
2. **CALL** ANYONE WHO DIDN'T RESPOND TO THE EMAIL AND OFFER TO SET THEM UP MANUALLY. (THIS IS A GOOD TIME TO FIGURE OUT OBJECTIONS AND HOW TO DO BETTER EMAILS NEXT TIME.)
3. EMAIL EVERYONE WHO **OPENED THE EMAIL** BUT DIDN'T CLICK ON THE LINK FOR THE SELF SERVICE PORTAL. KEEP IT SHORT AND SWEET. ASK IF THEY NEED ANY MORE INFORMATION ON THE PROGRAM OR HAVE QUESTIONS. SAY YOU WILL FOLLOW UP WITH A PHONE CALL LATER.
4. CALL ANYONE WHO **DIDN'T RESPOND** TO THIS EMAIL. AGAIN, FIND OUT THE OBJECTIONS OR WHAT IS CAUSING THE HESITANCY. SHARE THIS WITH ALL THE AD REPS SO THEY CAN LEARN BEST PRACTICES.

# Other Ideas

1. INCLUDE A PROMO AND LINK TO THE SELF SERVICE PORTAL IN **ALL EMAILS** FROM THE ADVERTISING DEPARTMENT. YOU CAN DO THAT AS PART OF THE SIGNATURE.
2. PROMOTE SELF SERVICE ONLINE AND IN PRINT **HOUSE ADS**.
3. INCLUDE A PROMO FOR THE SELF SERVICE PORTAL IN **ALL SALES COLLATERAL** FOR INDIVIDUAL PRODUCTS AND PACKAGES.
4. HAVE YOUR **IN-BOUND AND OUT-BOUND CALL CENTERS** OFFER TO SET UP A SELF-SERVICE AD OR SEND A LINK TO ALL CALLERS.





# Questions?

CONTACT

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