

Email Mass Mailings

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What are Email Mass Mailings?

- **Utilize “Email Marketing Software”**
- **Send Messages to Targeted Audiences:**
newsletters, updates, promotional materials...
- **Contact Database:** *import/export contact information*
- **Email Statistics:** *receive feedback on your email “campaigns”*

Deliverability

Impact & Personalization

Feedback

Spam Filters

- **Number of Recipients:** *personal email accounts can only effectively send emails to ≈ 10 people at a time*
- **Get through Spam Filters:**
 - *Marketing Software Companies maintain Industry Memberships (combat spam & promote message authenticity)*

Spam Filters

- **Authenticity:** *email software communicates with spam filter to prove your email is authentic to your organization (and not a forgery)*



Source: <http://www.mailchimp.com>

CAN-SPAM Act

- Don't use false or misleading header information
- Don't use deceptive subject lines
- Identify the message as an ad
- Tell recipients where you're located
- Tell recipients how to opt out of receiving future email from you
- Honor opt-out requests promptly
- *Each separate email violation can be subject to a fine of over \$10,000*

Impact and Personalization

- **Customize emails:** *use recipient's name or other information stored in your contact database*
- **Images and Links:** *add pictures and links to an email. Software has been tested to work on all major email clients*

Feedback

- How many people opened your email? (track over time)
- How many times were links in your email clicked?
- Opt-Out: software automatically removes people who unsubscribe from future mailings (CAN-SPAM Act Compliance)

Mailing Software Packages



Focus: Mailchimp



Completely Free Account

Store up to 1,000 subscribers

Send up to 6,000 emails a month

Try it out

Start at <http://www.mailchimp.com>

Mail Chimp: Main Dashboard

account ▾ Free account 1000 subscriber limit | 6,000 sends left

help ? logout

Dylan, sometimes [a look at the big picture](#) helps you appreciate where you are today.



MailChimp

dashboard

campaigns

lists

reports

autoresponders

Dashboard

create campaign ▾

my templates

my drafts ▾

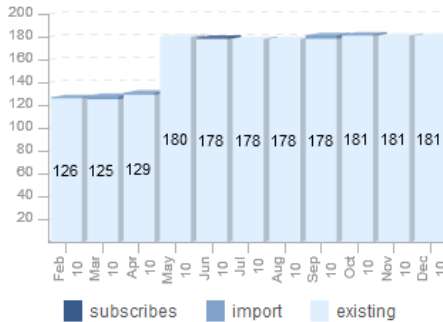
faces

chimp chatter

getting started

prefs | feed

List Growth



All Lists

last campaign

- ✉ Campaign "IMPORTANT NHS News" was delivered to 53 emails Oct 21, at 8:01PM. Time for a banana break. X
- ✉ Campaign "Ledgeview Fall Carnival" was delivered to 53 emails Oct 20, at 9:41PM. Time for a banana break. X
- ✓ Your campaign "Gift Wrap 12/13 3" got a 100% open rate. Your best ever! You deserve a raise. X
- ✓ Your campaign "November Schedule" got a 64% click rate. Your best ever! Ka-ching! Yeah baby yeah! X
- ✉ Campaign "October Reminder" was delivered to 52 emails Oct 6, at 8:37PM. Time for a banana break. X
- ✉ Campaign "Service Update...Number 2" was delivered to 52 emails Oct 5, at 9:37PM. Time for a banana break. X
- ✉ Campaign "October" was delivered to 52 emails Oct 3, at 10:20AM. Time for a banana break. X
- ✉ Campaign "Service Update" was delivered to 52 emails Sep 28, at 9:02PM. Time for a banana break. X
- ✉ Campaign "Service Opportunity" was delivered to 50 emails Sep 26, at 1:07PM. Time for a banana break. X


helpful stuff

MailChimp blog

Holiday Shirts

Step 1: Create Your Mailing List

account ▾ Free account 1000 subscriber limit | 6,000 sends left ? help logout

MailChimp. Dylan, you're an [office super hero](#) 

dashboard campaigns **lists** reports autoresponders

Lists

drag/drop to reorder lists update list order

create new list

design signup forms ▾

search list subscribers

53	2010-2011 Members <small>05/30/2010</small>	1
<input type="button" value="view list"/>	import add people remove people send to list settings replicate delete forms list data groups	no rating yet list rating

132	ALL NHS MEMBERS <small>12/15/2009</small>	2
<input type="button" value="view list"/>	import add people remove people send to list settings replicate delete forms list data groups	list rating

looking for help? Top

search the knowledgebase

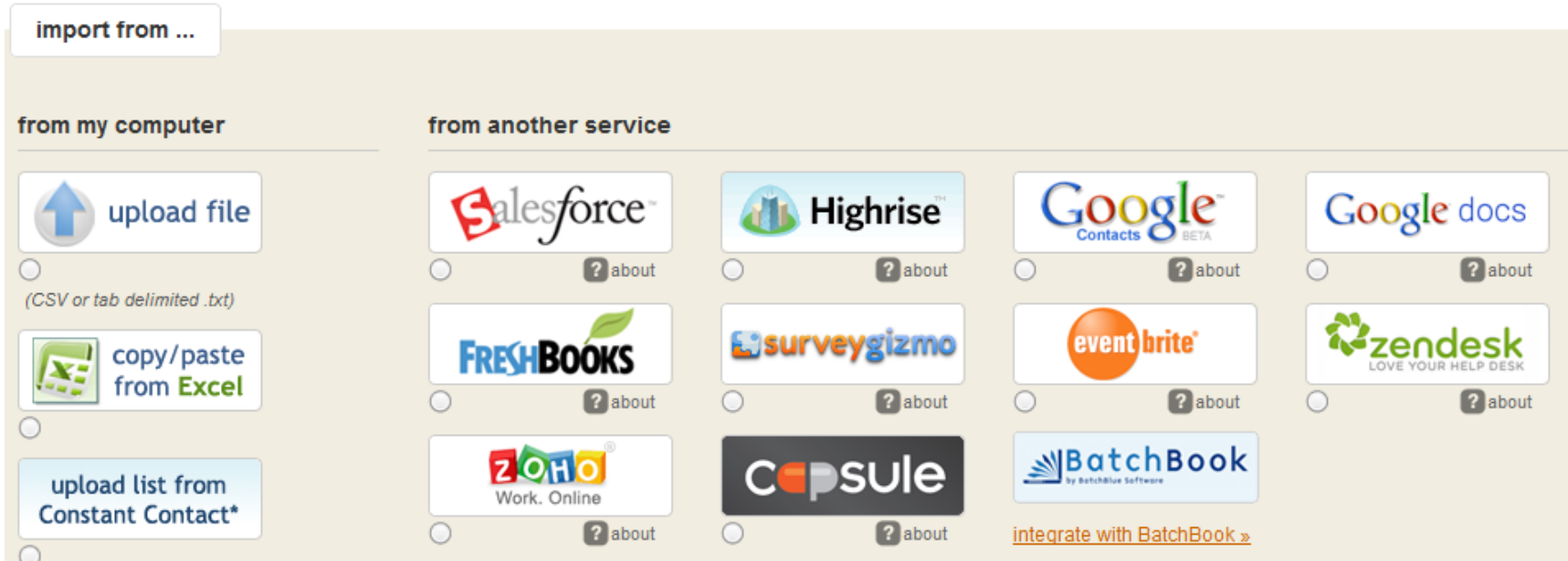
getting started | videos | contact support

free resources

- Free Online Training
- MailChimp Guides
- MailChimp Tips & Tricks Newsletter

RT @MCWebinars: Brand New Year. Brand New Merge Tags! Webinars this Wednesday. 11am EST <http://j.mp/fNRbms> and 4pm EST <http://j.mp/ig06Y>

Adding Contacts




***Import Contacts
From Excel:
Save as a
“.CSV file”***

	A	B	C	
1	Email Address	First Name	Last Name	
2	jsmith@email.com	John	Smith	
3	jdoe@email.net	Jane	Doe	

Note: You can import .CSV files from other email clients. You can also add additional values besides names to store in the database

Step 2: Create your Email Campaign

account ▾ Free account 1000 subscriber limit | 6,000 sends left ? help logout

Dylan, sometimes [a look at the big picture](#) helps you appreciate where you are today. 

MailChimp dashboard campaigns lists reports autoresponders

Dashboard

create campaign ▾ my templates my drafts ▾

faces chimp chatter getting started

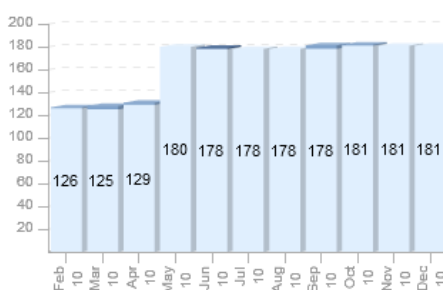
prefs | feed

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helpful stuff MailChimp blog

Holiday Shirts

List Growth



Month	Subscribes	Import	Existing	Total
Feb 10	126	0	0	126
Mar 10	125	0	0	125
Apr 10	129	0	0	129
May 10	180	0	0	180
Jun 10	178	0	0	178
Jul 10	178	0	0	178
Aug 10	178	0	0	178
Sep 10	178	0	0	178
Oct 10	181	0	0	181
Nov 10	181	0	0	181
Dec 10	181	0	0	181

All Lists ▾

last campaign

Choose "regular ol' campaign"

Select List or Segment of List

which list would you like to send this campaign to?

<input type="radio"/> 2010-2011 Members (53 recipients)	▶ send to segment	<input type="button" value="send to entire list"/>
<input checked="" type="radio"/> ALL NHS MEMBERS (132 recipients)	▶ send to segment	<input type="button" value="send to entire list"/>

Segments allow you to send a campaign to a group of people from a specified list. You can create groups under the lists tab.

Segmentation feature differs with different software packages

Campaign Info

campaign info

** indicates required*

name your campaign

Meeting Reminder

Internal use. Ex: "Newsletter Test#4"

message subject *

Reminder: Meeting this Monday

Keep it relevant and non-spammy to avoid spam filters. [? info](#)

[research subject lines](#)

from name *

CHS NHS

Use something they'll instantly recognize, like your company name.

reply-to email *

clarencenhs@gmail.com

Their replies will go to this email address.

personalize the "To:" field [? info](#)

specify ***|MERGETAGS|*** for recipient name

|FNAME|* *|LNAME|

Personalize with
Recipient's Name:

|FNAME| *|LNAME|*

Select a Template: Default Templates

Products



Racing



Recipe



Reminder



Reminder



Retail Postcard



Review



Sale



Save the Date



Simple Basic Event



Simple Newsletter



SurveyGizmo Invitation



...or create your own

Select a template to edit

AIDS Dinner: Pizza Plant



Andrew Crego: Extreme Home Makeover Food Drive Tem



Andrew Crego: Important NHS Update



Andrew Crego: Upcoming Meeting Reminder



Buffalo News Kids Day Template



Christian Andzel: Community Service Opportunity



Christian Andzel: Community Service Project Update



Christian Andzel: SABAH Event



To create your own template, click the Design Genius button:

design genius



Compose your Message

|FNAME|,

Insert letter here

Your NHS President,
Andrew Crego

***Click here to write begin
writing your message.
Window with "word editor"
will open.***

|LIST:DESCRIPTION|

[Unsubscribe](#) *|EMAIL|* from this list | [Forward to a friend](#) | [Update your profile](#)

Clarence High School
9625 Main Street
Clarence, NY 14031

Copyright (C) 2009 *|LIST:COMPANY|* All rights reserved.

|IF:REWARDS|

Information from
your account
automatically will
appear down here
(CAN-SPAM
Compliance)

Preview and Send!

- Click “Popup Preview” to preview your message with images
- The next page will supply a “*text only*” preview (for email clients without image support)
- Verify your campaign settings and hit send!

Feedback

MailChimp

dashboard campaigns lists **reports** autoresponders

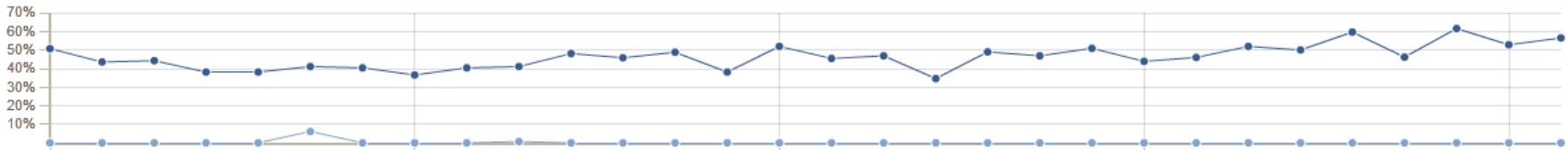
Primate powers activate! Shape of emails!



Reports

campaign performance overview

● open rate ● click rate



Buffalo ReUse Reminder
Apr 28, 2010 10:11 pm

Walk-A-Thon Cleanup
May 15, 2010 11:31 am

Picnic
Jun 02, 2010 08:16 pm

Clarence Mixer Dance Volunteers
Sep 06, 2010 10:48 am

Ledgeview Fall Carnival
Oct 20, 2010 09:41 pm

move to:

move

delete

	name	list	emails	bounces	export
<input type="checkbox"/> IMPORTANT NHS News		2010-2011 Members	53	0	
<input type="checkbox"/> Ledgeview Fall Carnival		2010-2011 Members	53	0	
<input type="checkbox"/> October Reminder		2010-2011 Members	52	0	
<input type="checkbox"/> Service Update...Number 2		2010-2011 Members	52	0	

compare campaigns

site Analytics360

all campaigns

unfiled

campaigns by list

+ New Folder

view report

view report

view report

view report

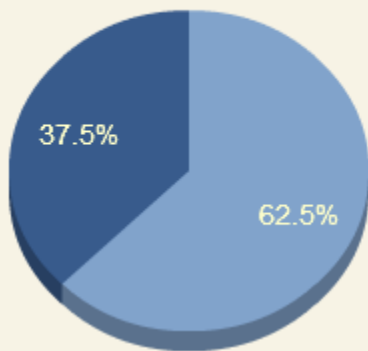
Feedback

Reports

T-Shirt Order Forms sent 12/3/09 5:28PM

[overview](#) [click map](#) [performance advice](#) [social stats](#)

[print report](#) | [share report](#) | [? about stats updates](#)



72
messages sent
12/3/09 5:28PM

[download to excel](#)

opened	45	62.5%	14.9%	industry avg
bounced	0	0.0%	1.9%	industry avg
unopened	27	37.5%	83.2%	industry avg
click rate	43.1%		3.0%	industry avg

my industry Education and Training [edit](#)

[view all industry stats](#)

0 complaints

[view complaints](#)

Total Recipients	72
Successful Deliveries	72
Times Forwarded	0
Forwarded Opens	0
Recipients Who Opened	(62.5%) 45
Total Times Opened	94
Last Open Date	5/29/10 6:06PM
Recipients Who Clicked	(43.1%) 31
Clicks / Unique Open	68.9%
Total Clicks	39
Last Click Date	2/10/10 7:37PM
Total Unsubs	0
Recipients Who Liked on Facebook	0

Tips for Success

“You don't even have to be a spammer to be spam-filtered” (or overlooked)

- Do not go crazy with punctuation!!!!
- AVOID CAPS
- Avoid using many color fonts, especially bright reds and greens
- When using colors, use common sense: don't put white on white

Final Thoughts

*The software is only as powerful and as strong
as the message it sends*

**Keep Positive
in Tone and Diction**