



Email Marketing

101:

Boosting your business with Mailchimp

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01

Email marketing

What is email marketing?

A direct marketing strategy that uses email to promote products or services.

Why email?

Direct Access	Cost-Effective	Targeted Messaging	Relationship Building	Drives conversions
Communicate directly with customers in their inboxes	High ROI compared to other marketing channels	Personalize content for specific audience segments	Nurture leads and maintains customer relationships	Sends traffic to your site and can help increase conversions

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Why Mailchimp?

Introduction to Mailchimp

Mailchimp is the #1 AI-powered email marketing and automation platform¹ that recommends ways to get more opens, clicks, and sales.

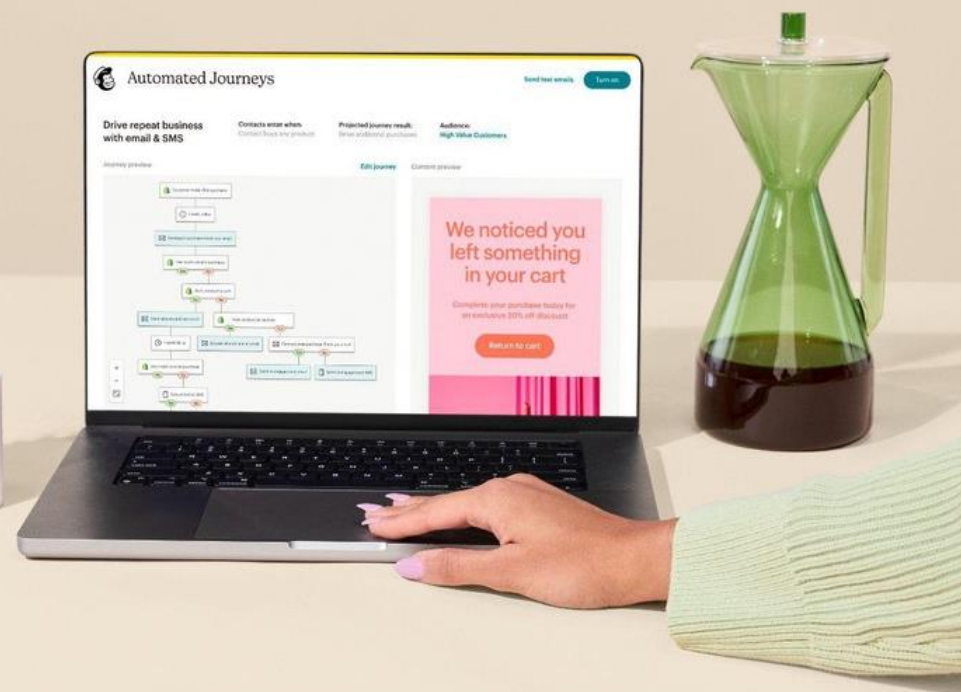
Key Features:

- Audience management tools
- Professional email templates
- Automation capabilities
- Detailed analytics and reporting

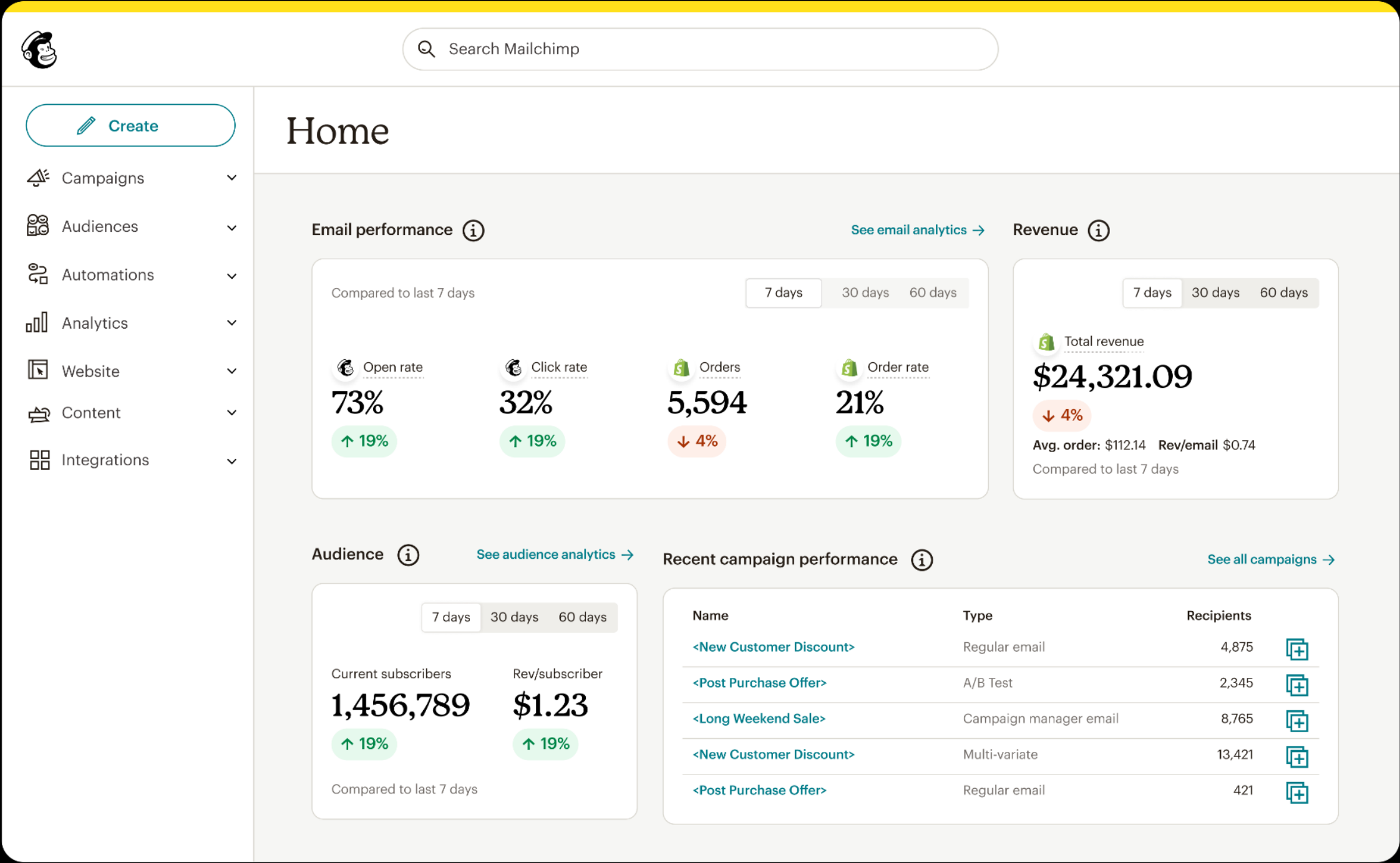
Trusted Platform:

- Millions of users worldwide

1. **#1 AI-powered email marketing platform:** Based on December 2023 publicly available data on the number of customers of competitors that also advertise using AI to enhance their email marketing and automation products and services.
2. Availability of features and functionality varies by plan type. For details, please view Mailchimp's various plans and pricing.



Mailchimp Interface Overview



Mailchimp Interface Overview

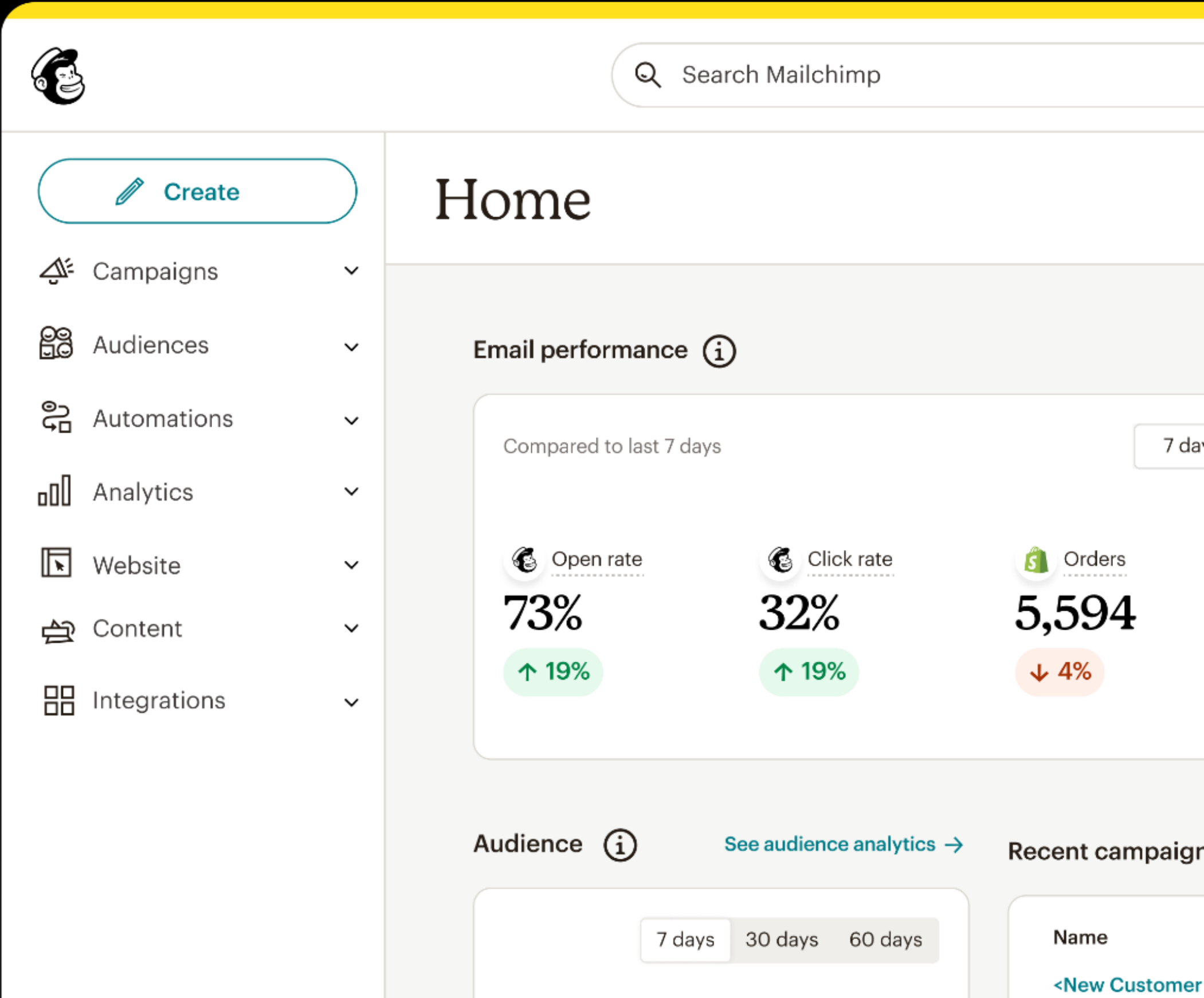
Campaigns: Create and send email campaigns

Audiences: Manage and segment contacts

Automation: Set up automated workflows

Analytics: Track performance metrics

Content Studio: Store and organize assets



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Getting started

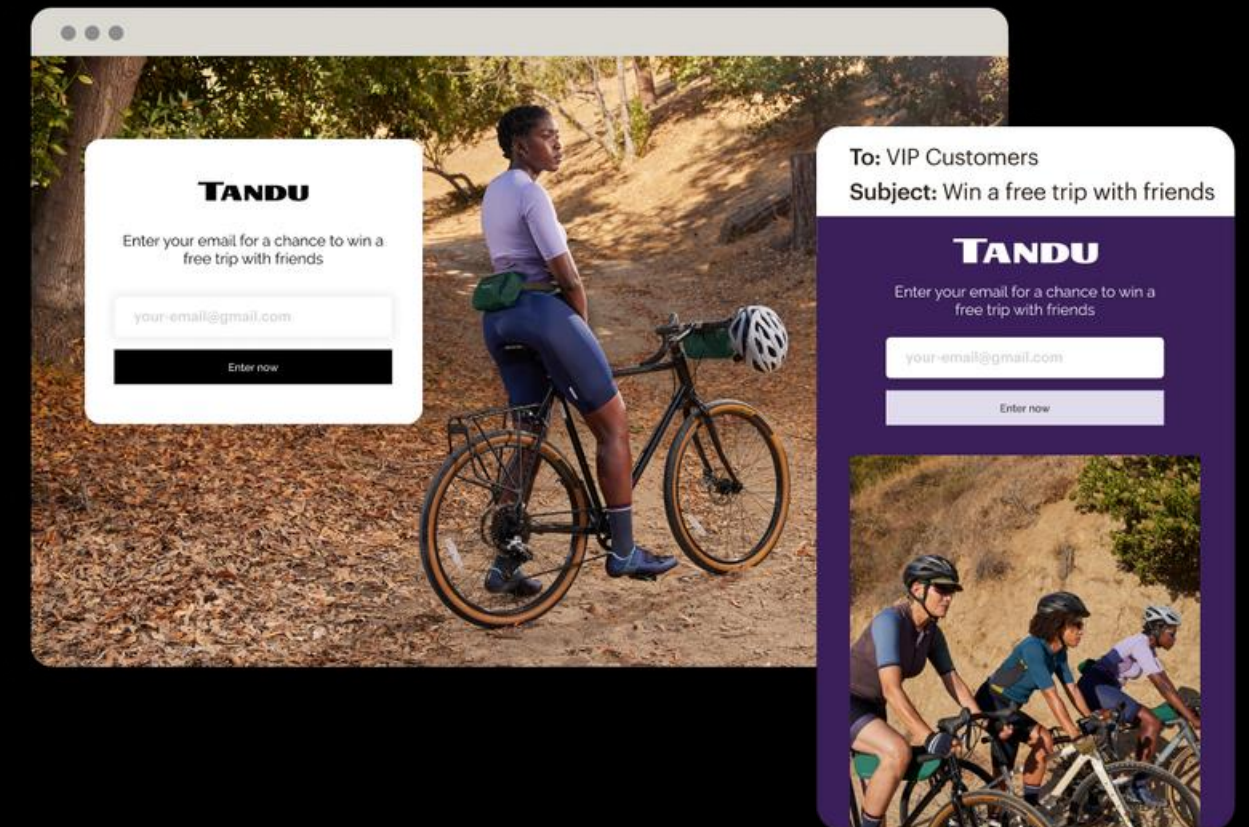
Building Your Contact List

Ways to Build Your List:

- Import existing contacts
- Create signup forms for your website
- Use Mailchimp's landing page builder
- Collect contacts at events with the Mailchimp Subscribe app

Best Practices:

- Obtain permission (opt-in) for all contacts
- Keep your list clean and updated



Segmentation Basics

What is Segmentation?

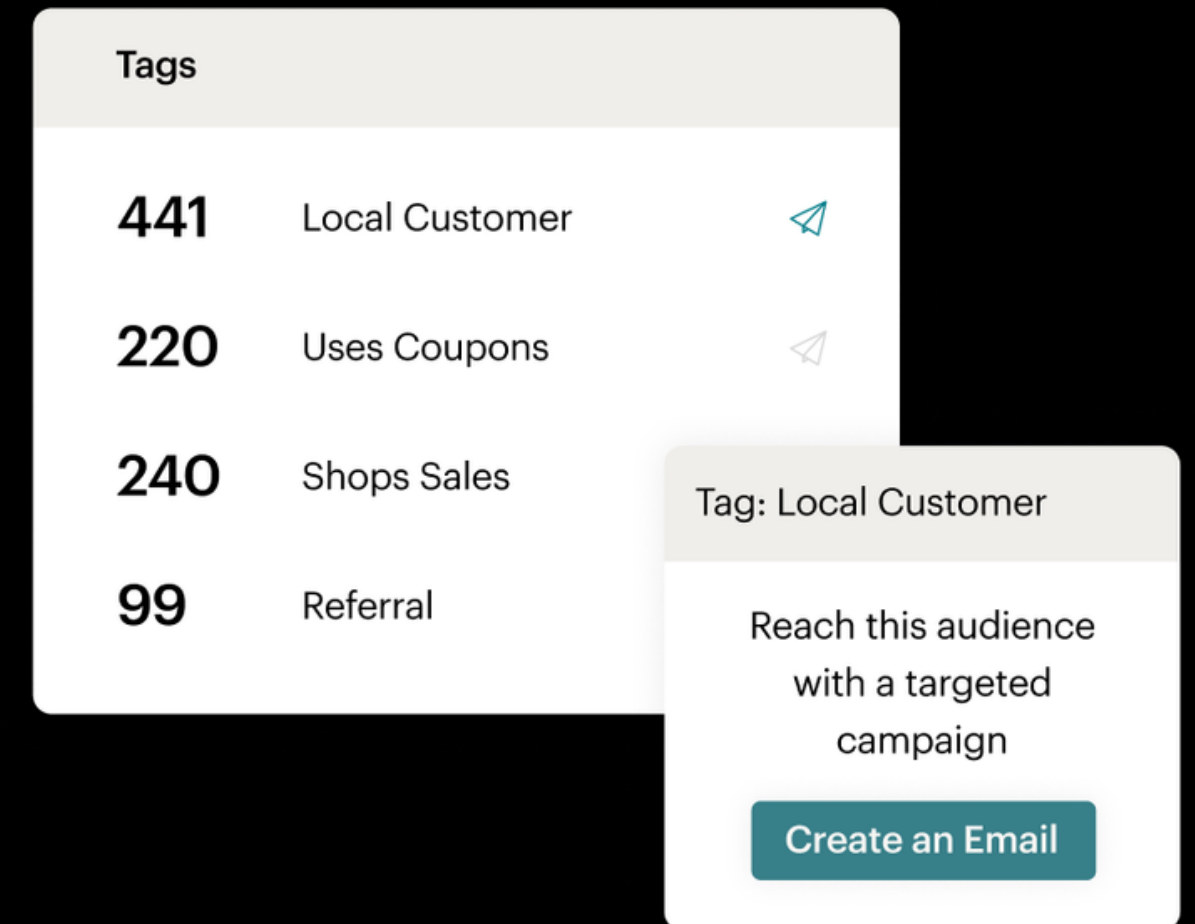
Dividing your audience into subgroups
based on shared characteristics

Segmentation Criteria:

- Demographics (age, location)
- Purchase history
- Engagement level
- Interests and preferences

Benefits:

- Increased relevance
- Drive engagement rates
- Boost customer satisfaction



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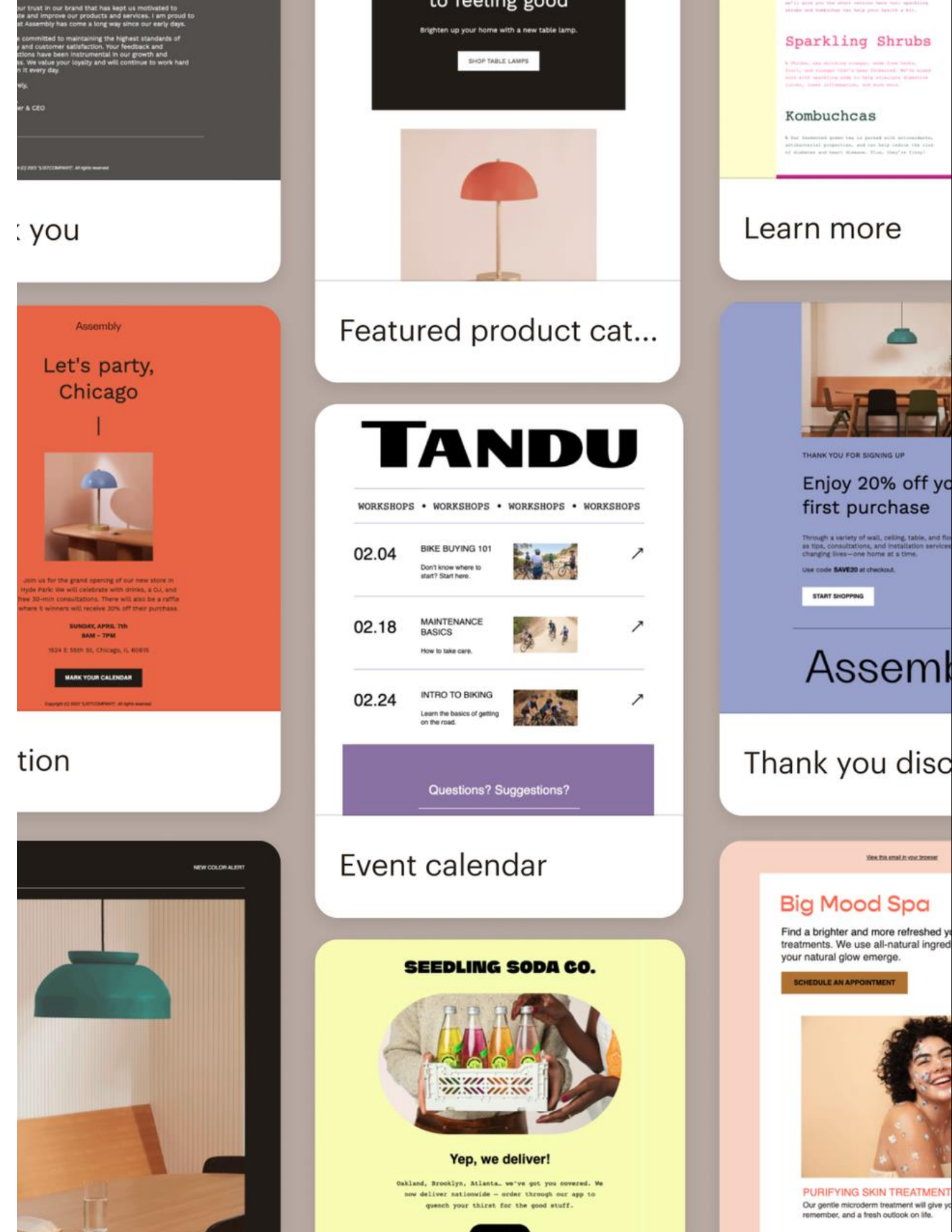
Designing Eye-Catching Emails

Design Tips:

- Use Mailchimp's customizable templates
- Maintain brand consistency (colors, fonts, logos)
- Utilize the drag-and-drop editor
- Include compelling visuals
- Ensure mobile responsiveness

Visual Hierarchy:

- Clear headings and subheadings
- Balanced use of white space
- Prominent call-to-action buttons



Subject Line Best Practices

Effective Subject Lines:

- Keep it short (under 41 characters)
- Create urgency or curiosity
- Personalize when possible
- Avoid spammy words (e.g., "Free," "Buy now")

Tips:

- Use emojis judiciously
- A/B test different subject lines
- Align subject line with email content

Biking just got better

Let Entra welcome you home 🏠

New year, new gear

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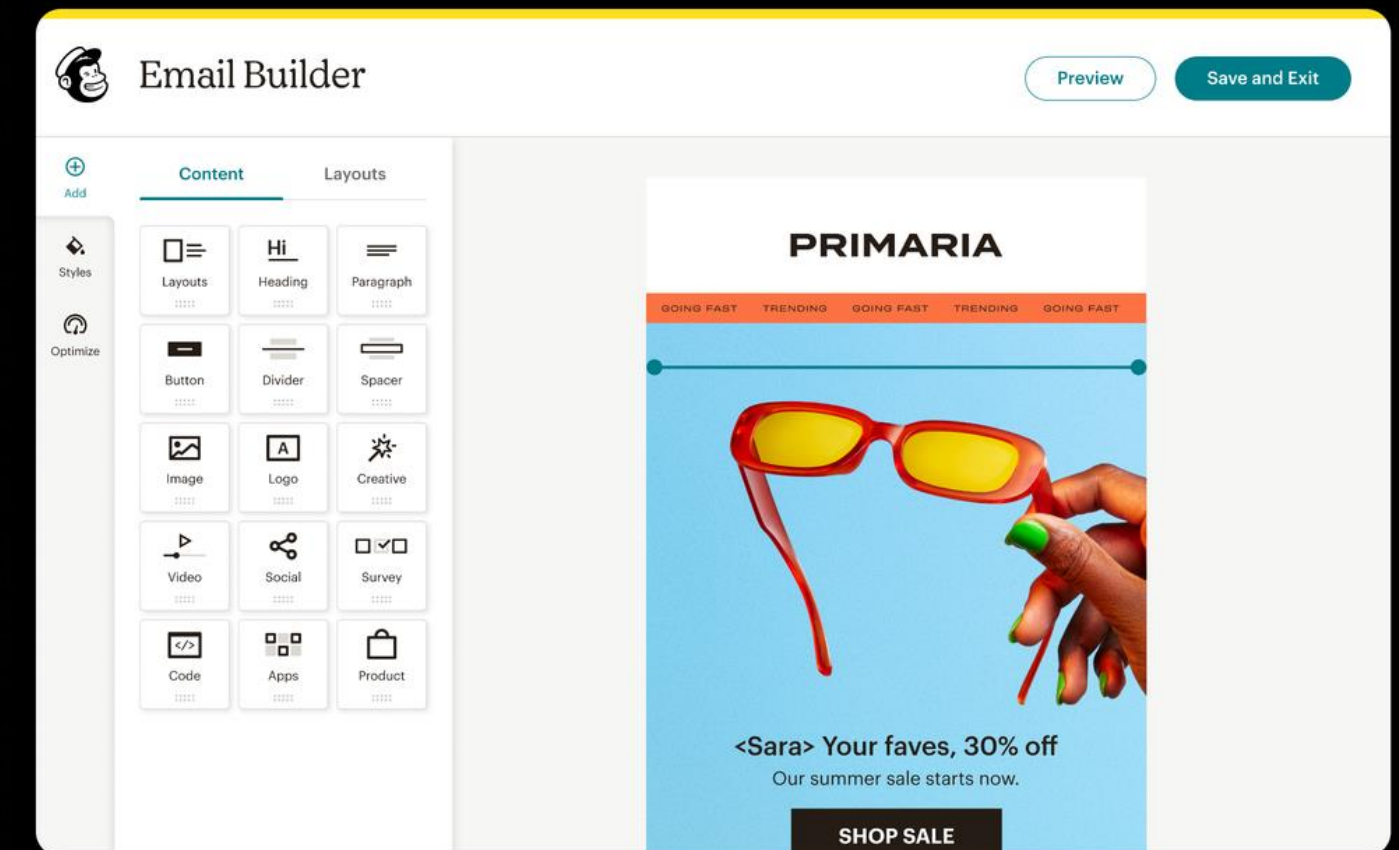
Creating Engaging Content

Content Strategies:

- Start with a strong, attention-grabbing headline
- Use short paragraphs and bullet points
- Incorporate storytelling elements
- Include high-quality images or graphics
- End with a clear and compelling call-to-action

Personalization:

- Use merge tags for names or other details
- Segment content based on audience preferences



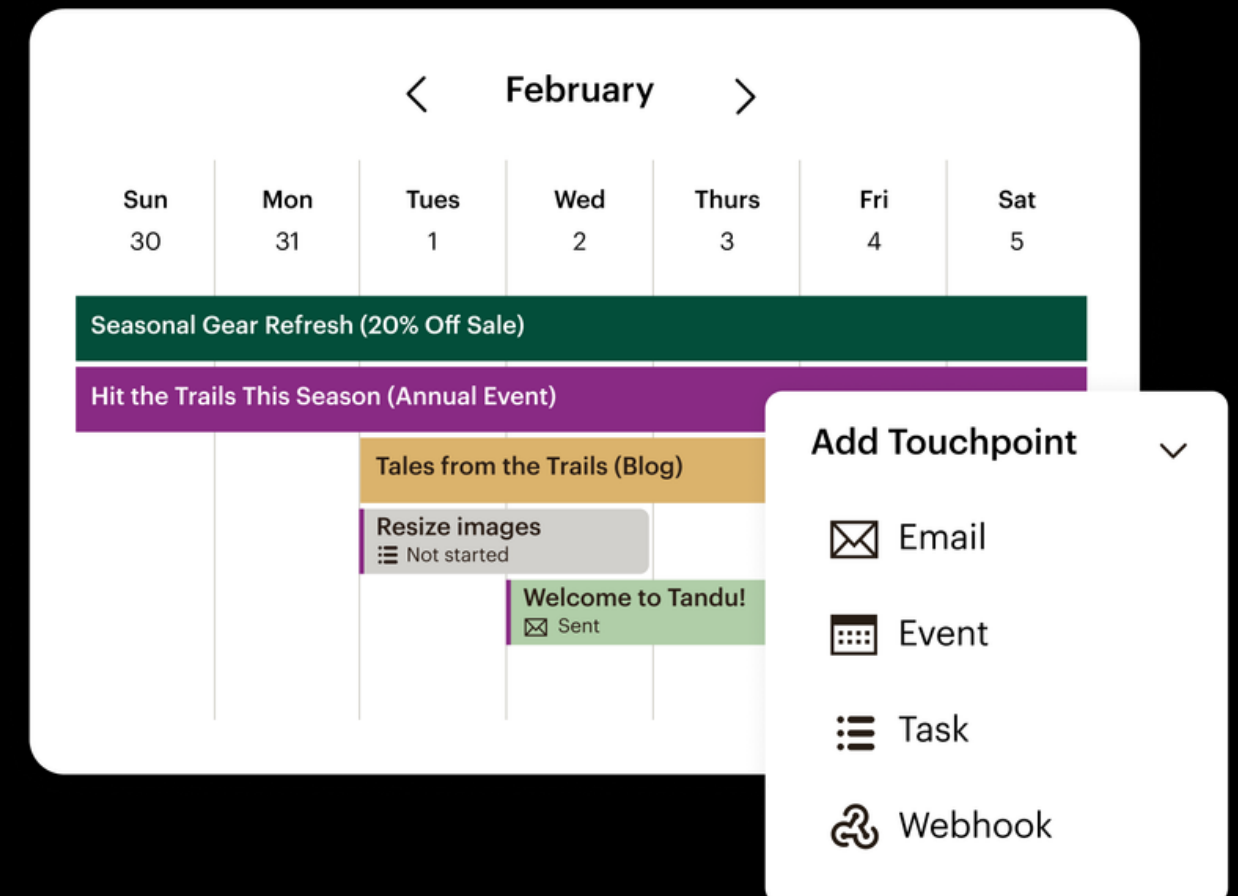
Scheduling Your Campaigns

Timing Tips:

- Consider your audience's time zones and habits
- Use Send Time Optimization
- Plan around holidays and events
- Maintain a consistent sending schedule

Email Calendar:

- Map out campaigns in advance
- Balance promotional and informational content



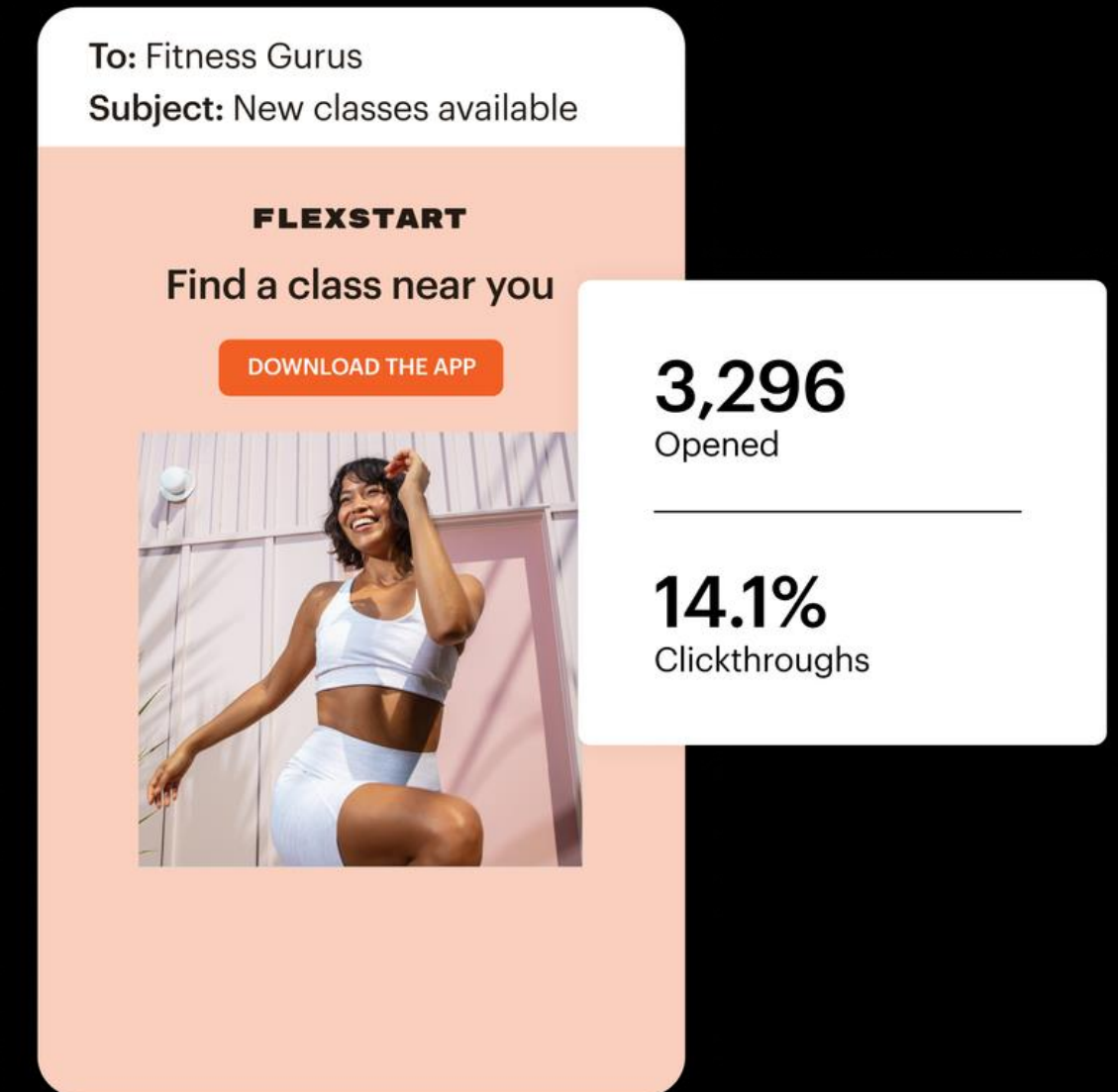
Understanding Key Metrics

Essential Metrics:

- Open Rate: Ideal benchmark is 15-25%
- Click-Through Rate (CTR): Aim for 2-5%
- Conversion Rate: Typically between 1-5%
- Bounce Rate: Keep as low as possible
- Unsubscribe Rate: Should be under 0.5%

Improvement Strategies:

- Test and optimize subject lines and content
- Clean your list regularly
- Analyze and adjust based on data



04

Next steps

Next Steps and Resources

Explore Advanced Features:

- Automation workflows
- A/B testing
- Personalized product recommendations

Additional Resources:

- Mailchimp's Knowledge Base
- Mailchimp Academy for training courses
- Contact us for personalized support

Start enhancing your email marketing today!

Any questions?

Email : contact@eleana-us.com

or

Visit: eleana-us.com



Thank you!