

## Email marketing

The social media sharing buttons such as *Share*, *Tweet* and *Like* should be included in the email marketing campaign. Sharing content, whether whether your company has created it or your customers/bloggers have, provides even greater opportunity for **people** and **search engines** to find and see the content as authoritative. Initially, you need to identify your business goals based on customer needs and then build content to support this.

An email **newsletter** focuses on providing information rather than promotions. It is important to test the campaign on your mobile and laptop and sending the form to your email account and see how it reads visually. Online platform/providers such as **Mail chimp**, allow you to tailor your *lists* to your target audience and then track the results in **Google Analytics**. Mail chimp integrates with *word press* – a content management system.

### **Wizard of steps in the process of creating a email marketing campaign (Newsletter)**

**Mail chimp** is a permissions based email service and is important to adhere to it's strict guidelines. This list can also include people who have opted in on your website in the past or purchased your product/service and shared their email address with you.

I am creating a **newsletter** to coincide with the launch of my *website design* and *digital marketing* service.

- Log into your word press website – : <https://mydigitalstart.ie/>
- Go to the **dashboard** and select the *mail chimp* plug-in.
- Log into **mailchimp** with *username* and *password*. If you do not have one, you need to create a mailchimp **account**.

I can create a list by selecting the **lists** tab on the mail chimp **dashboard**. I fill in all of the company details on the **form** presented. **Save** this information.

- I will now **add** and **import** the **subscribers** to the list. Click **next** at the bottom of the page.
- To add **Social media**, you select the account name and choose **Integrations**. You automatically populate your campaigns in social media to boast customer engagement and website **search engine optimisation** activities.

## Creating the campaign

**Mail chimp templates** are reusable layouts that you design and used to create an email campaign, i.e., a **newsletter**. A *template* is the starting point for the layout of an email campaign. You will need supporting content, for example, written **blog posts**, **images** of your products/services and any other promotional offers to drive traffic to your website. Putting your online **content** in a **newsletter** makes it very easy to create it quickly and remind readers of the value of reading it.

- Select the **Campaigns** tab and create a campaign and **Regular Campaign** from the list

The **campaign** name details will now populate. All of the fields are filled in. It is important that email subject lines are **short** and **descriptive** and include eye-catching **headlines** and conform to mail chimp etiquette – no exclamation marks etc., include some **branding** details in the subject line and using your first name is a good idea when contacting potential subscribers.

Selecting **Google analytics** under **Tracking** is selected to check whether traffic is coming from your website from the email campaigns. The “From email address” should be a bona fida email address and make it personal as this is the address readers can respond to. The campaign can also be posted to your social media accounts such as **Twitter** and **Face book** which will allow **subscribers** to *comment* a particular post. Mail chimp creates a specific **URL** for each of your campaigns so that users can read it online. You can use a *hash tag* in your *tweets* also. I have used my own branded newsletter **template**. You can add different design elements **blocks** to match your requirements. I have added some text as a teaser and it a useful way on drawing the customer in and opening the email.



### Free Digital Marketing Consultation



<https://business.facebook.com/Digitalstart>



Tweet



Forward

- Email Mar....pdf





## Free Digital Marketing Consultation

 <https://business.facebook.com/Digitalstart>

 Tweet

 Forward

- Email Mar....pdf ^

