

EMAIL MARKETING CLASS @ Hub Workbench

Deepening, Broadening, and Diversifying your Audiences

Email Marketing + Beyond

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In this class, we'll be looking at Mailchimp as an email marketing tool. [Click here](#) to get your [free Mailchimp](#) account.

I. INTRODUCTIONS

PLANNING

Identify Products , Pricing, Promotions

What kind of campaigns will you run?

Identify & target Consumers:

Who are your best prospects? What is your market?

Track Results

What kind of results are you getting?

Is your revenue increasing or decreasing?

How can you increase your leads?

Metrics + ROI (return on investment)

What are you measuring?

- Site traffic
- Comments
- Email signups
- Sales Increase

In addition to hard numbers, what kind of intangibles are you taking into account? Referrals? Word of mouth? Good karma?

II. CASE STUDIES

Freespace, DanceBrazil, ISSUE Project Room, and Brooklyn Museum

Science :

<http://www.slideshare.net/HubSpot/the-science-of-email-marketng>

<http://kb.mailchimp.com/article/when-is-the-best-time-to-send-emails>

III. TOOLS

Email Marketing : [Mailchimp](#), Constant Contact, Vertical Response

Online Publishing : WordPress, Posterous, Tumblr, SquareSpace, GoodBarry

Social Networks : Facebook, Twitter, Flickr, Youtube

Online Communities : Meetup.com

Tracking Online Activity : Google Analytics or Clicky
<http://google.com/analytics> | <http://getclicky.com/>

Communication :

Setup Google Apps on your own domain for business email + google docs for collaboration
<http://www.google.com/apps/intl/en/group/index.html>

Web Hosting: Arrow Root Media

Organizing Yourself : [Basecamp](#)

Bookkeeping : QuickBooks is nice. So is [Freshbooks](#)

CRM (customer relationship management): Salesforce, HighRise

Publicity : PR Newswire

GENERAL RESOURCES

Improving your email open rate

http://www.mailchimp.com/articles/improving_your_email_open_rate/

How Spam Filters work :

<http://www.mailchimp.com/kb/article/how-spam-filters-think/>

Webinars :

<http://www.mailchimp.com/support/webinars/>

Other Email Marketing Options :

<http://www.campaignmonitor.com/>

<http://www.verticalresponse.com/>

<http://www.constantcontact.com/index.jsp>

Checklist before sending your email :

<http://www.mailchimp.com/articles/testing-email-campaigns/>

Progressive Exchange.org:

<http://www.progressiveexchange.org/welcome.htm>

Big Duck Blog :

<http://www.bigducknyc.com/blog/>

Other Articles :

<http://www.mailchimp.com/blog/tracking-emails-with-google-analytics/>

<http://www.mailchimp.com/kb/article/can-i-add-google-analytics-tracking-to-my-email-campaigns>

Make Sure to Test your Email Campaigns:

<http://www.mailchimp.com/articles/testing-email-campaigns/>