

Welcome everyone, I'm Rich Hammond from the South Bend Region and this is Email marketing 102.

Show of hands:

How many of your clubs use Facebook?

How many of your clubs have a Website?




How many of your clubs are using an email marketing program?

I'm going to show you why email marketing works better than either Facebook or your website.

# Facebook results

All Posts Published

Reach: Organic / Paid Post Clicks Reactions, Comments & S

Published	Post	Type	Targeting	Reach	Engagement
01/02/2019 12:14 PM	 2018 Tire Rack Index Winner: George Schmitt -			352	36 26


Community

Jason Nichols and 51

Invite Friends

954 people like this

958 people follow this



**Boost "2018 Tire ..." for \$10**

This post is performing better than 95% of your posts. Boost it to reach up to 4,200...

Here's a campaign our club shared to our Facebook page recently.

You can see we have 954 people who like the page.

Who are those people?

What club activities are they interested in?

You can see the post was shown to 352 people. I have no control over this, it's left up to Facebook's algorithm as to who sees a post.

We got 36 "engagements", but was it relevant for them?

Who are the 4,200 people Facebook is going to show my ad to for \$10, and are they interested? Do I get a return on my investment?

# Targeted email results

Successful deliveries ..... 447 100.0%

Total opens ..... 183

South Bend Region SCCA Mailing List

2,128

Created Jan 22, 2018 3:53 pm

Subscribers

Clicks per unique opens ..... 39.5%

Total clicks ..... 56

Here is the same communication sent out via our mailing list.

We have 2,128 subscribers and I know exactly what information / activities each of them is interested in because they have told me.

I know that all 447 targeted individuals received my email, and that nearly 40% of them have opened the message and 56 people followed a link in the message.

I can **personalize** each message to it's receiver, and only show them things they are interested in

There's no way Facebook, Twitter, Instagram, or even your website can beat that. However, all of those platforms can help you grow your email list if you start one.

This is why you need to be using email to communicate.

# Outline - Introduction to Mailing Lists

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- Why should you have a mailing list
- Terms to understand
- Getting started - services and required information
- Create your list - who, where, and how
- Sign-up forms - how, why, & where to put them
- Creating and previewing campaigns
- Creating templates for future messages

**Saturday LIVE WALK THROUGH - learn hands on, with *\*your\** account  
Napa B on Saturday from 3:30-4:30 pm**

I'm going to walk you through the high level steps you need to complete in order to send your first email campaign. COME to the Saturday session! We'll do a live walkthrough, me on screen and you on your computer in your account.

Today is about learning what is needed, getting comfortable with the high level steps, Saturday is about doing and cementing that learning.

# Why have an email list?

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To connect to the people who are already interested in your club

Remind, activate, engage, recap, debrief, and evaluate. **To share content**

Different mediums for different communications. Email is perfect for one-to-one communications (no public commentary / derailments). Easily targeted by interests

**Facebook / Twitter are passive relationships, email is personal!**

[7 Experts on Why Building Your Email List Is So Important](#)

Connect to the people who are interested, about the things they are interested in. Emails are personal, make them so. Social Media is great, but you have limited control as to who sees your message and when they see it.

# Getting Started

## Services

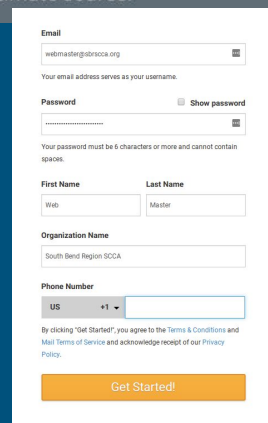
[MailChimp / Campaign Monitor / Constant Contact / others...](#)

Costs vary. MailChimp Free w/ <2,000 subscribers, CM \$9/mo (free trial), CC \$20/mo to start

## What's needed to start?

Create a login id/password, creation of your profile (name / contact information), & the postal mailing address of your club

The anti-spam laws of many countries, such as the US CAN-SPAM Act, require that you include a physical address in your email campaigns. Telling your recipients where you're located is one way to show them that the email is coming from a legitimate source.



The screenshot shows a registration form for a webmaster. It includes fields for Email (webmaster@obrieco.org), Password (with a 'Show password' toggle), First Name (Web), Last Name (Master), Organization Name (South Bend Region SCCA), and Phone Number (US, +1, followed by a text input). Below the form, there is a disclaimer: 'By clicking "Get Started", you agree to the Terms & Conditions and Mail Terms of Service and acknowledge receipt of our Privacy Policy.' and a 'Get Started!' button.

MailChimp is by far the cheapest, since it's free with under 2,000 subscribers. The link will give you a comparison table from PCMag of various mail list services.

You'll need to create a login / password, profile information, and a physical mailing address of your club. Having your club logo to use in your emails would be helpful as well.

# Terms to familiarize yourself with

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- **SUBSCRIBER / CONTACT**
  - This is the individual person (email address) who has signed up to hear from you
- **LIST**
  - A group of one or multiple “subscribers/contacts”.
- **CAMPAIGN**
  - Individual emails sent to a list or subset of a list
- **TEMPLATE**
  - The design of the campaign. Templates control the layout of text, pictures, colors, fonts, etc.
- **MERGE TAGS / CUSTOM FIELDS**
  - Shortcuts to help personalize the campaign to the subscriber
  - Ex: |\*FNAME\*| inserts the subscriber’s First Name, and does so for each person on the list the campaign was sent to

We need to speak the language. Thankfully these terms are fairly common across all of the email services. Learn them, they will help you create better emails. Merge tags / custom fields are your friend, but don’t over use them. These tags allow you to drive personalization.

# Creating your list - Getting Subscribers

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## **Where do you get your subscribers?**

You already have them... Motorsports Reg, SCCA Membership list, Facebook

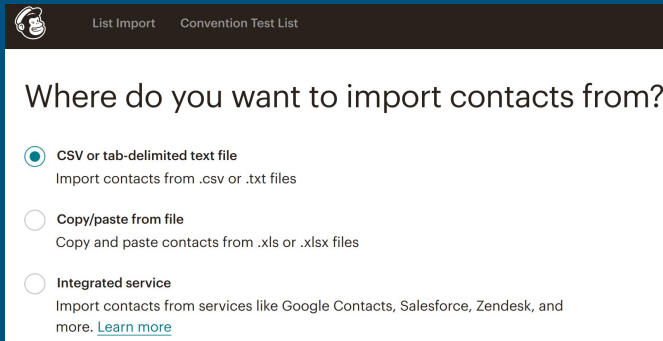
## **Sign up forms**

You can create and share signup forms on your social media and/or your website to continue to drive new people to your mailing list. More on sign up forms later

You have more sources to start your mailing list than you realize. Motorsports Reg and your SCCA Membership list will give you names and email addresses. Your club website and social media platforms allow for use of sign up forms to continue to grow your subscribers.



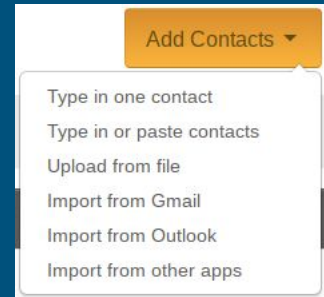
# Create / Import your first list



MailChimp List Import interface. The header shows 'List Import' and 'Convention Test List'. The main heading is 'Where do you want to import contacts from?'. There are three radio button options:

- ☒ **CSV or tab-delimited text file**  
Import contacts from .csv or .txt files
- ☐ **Copy/paste from file**  
Copy and paste contacts from .xls or .xlsx files
- ☐ **Integrated service**  
Import contacts from services like Google Contacts, Salesforce, Zendesk, and more. [Learn more](#)

MailChimp



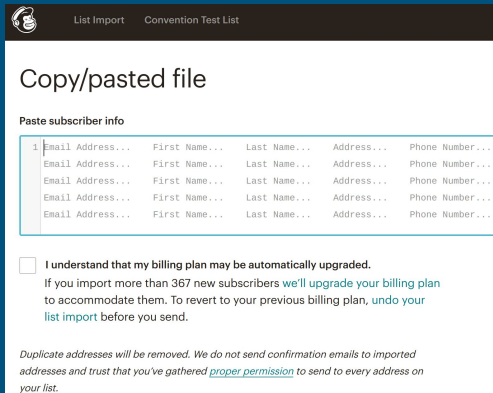
Constant Contact 'Add Contacts' dropdown menu. The button is orange with the text 'Add Contacts' and a downward arrow. The dropdown menu is white with a grey border and contains the following options:

- Type in one contact
- Type in or paste contacts
- Upload from file
- Import from Gmail
- Import from Outlook
- Import from other apps

Constant Contact

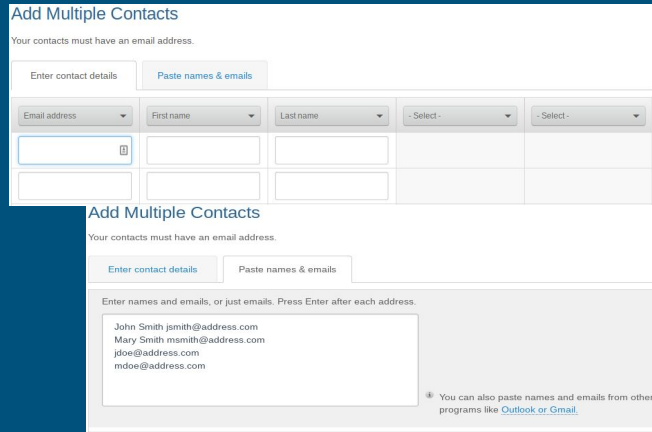
The various platforms operate much in the same way. You can usually import a .CSV or .TXT file, copy paste from a list (email, Excel, Google Sheet), or import a list you have already from another service such as Gmail, Outlook, etc.

# Create / Import your first list



MailChimp List Import interface. The header shows 'List Import' and 'Convention Test List'. The main section is titled 'Copy/pasted file'. Below it, a table with 5 columns (Email Address..., First Name..., Last Name..., Address..., Phone Number...) contains 4 rows of placeholder data. A checkbox is present with the text: 'I understand that my billing plan may be automatically upgraded. If you import more than 367 new subscribers we'll upgrade your billing plan to accommodate them. To revert to your previous billing plan, undo your list import before you send.' A footer note states: 'Duplicate addresses will be removed. We do not send confirmation emails to imported addresses and trust that you've gathered proper permission to send to every address on your list.'

MailChimp



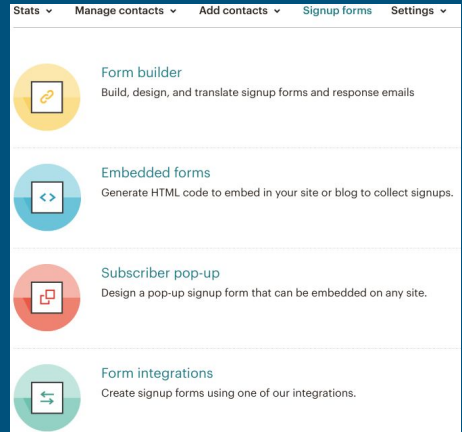
Constant Contact 'Add Multiple Contacts' interface. The header says 'Add Multiple Contacts' and 'Your contacts must have an email address.' There are two tabs: 'Enter contact details' and 'Paste names & emails'. The 'Enter contact details' tab is active, showing a form with columns for 'Email address', 'First name', 'Last name', and two '- Select -' dropdowns. Below the 'Paste names & emails' tab, there is a text area with the instruction 'Enter names and emails, or just emails. Press Enter after each address.' and a list of example contacts: 'John Smith jsmith@address.com', 'Mary Smith msmith@address.com', 'jdoe@address.com', and 'mdoe@address.com'. A footnote at the bottom right says: 'You can also paste names and emails from other programs like Outlook or Gmail.'

Constant Contact

Here's an example of the copy / paste inputs from both services.

# Signup forms (grow your list)

Forms allow visitors to your website, [Facebook](#), MSR event, or onsite (think at check-in) events to easily enter their information and stay connected to your event.



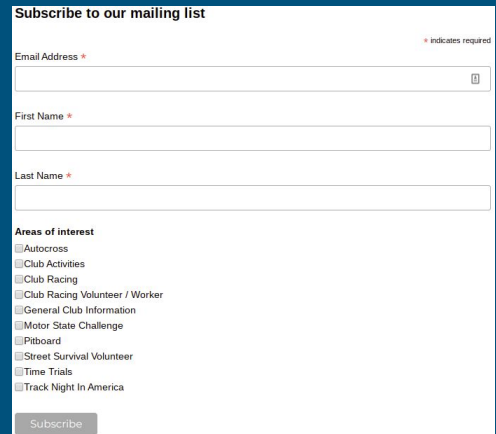
Signup forms are your tool to continue growing your subscribers. Get one on your website and Facebook if you have an established club page. You can embed forms via HTML (talk to your webmaster, they'll understand this) to be static on a page or create a pop-up form after a specific amount of time is spent on the page.

# Signup forms (grow your list)

This form is used on the South Bend Region's website and our Facebook page

Our club has several hundred members, our Facebook less than 1,000 and our mailing list has **over 2,100!**

We continually add new subscribers to our list every week through the use of this form



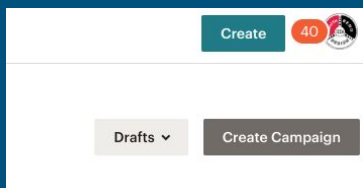
The form is titled "Subscribe to our mailing list" and includes a red asterisk icon with the text "indicates required". It contains three input fields: "Email Address", "First Name", and "Last Name", each with a red asterisk icon. Below these fields is a section titled "Areas of interest" with a list of checkboxes: "Autocross", "Club Activities", "Club Racing", "Club Racing Volunteer / Worker", "General Club Information", "Motor State Challenge", "Pitboard", "Street Survival Volunteer", "Time Trials", and "Track Night In America". At the bottom of the form is a "Subscribe" button.

We have a simple form on our website, and also our Facebook page. We gather information on Areas of Interest, and then target our emails by these interests. We add 2-3 new subscribers a week to our list through these signup forms.

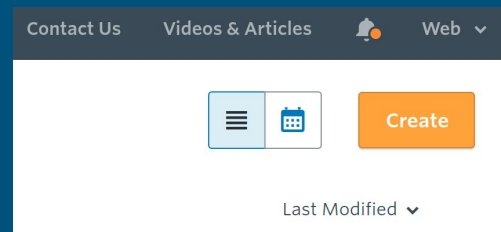
# Creating your campaign

At the top right, click “Create” or “Create Campaign”

There are many types of campaigns, but for the most part you will stick with “Email”



MailChimp



Constant Contact

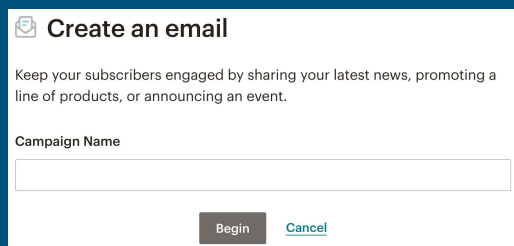
Here's how to get started creating your “campaign”. There's a large create button on the top right, and many other links on various pages to get you started.

# Creating campaign - Naming

Names should be descriptive!

**Good:** 2019 Solo Event 1 signup

**Not so good:** Solo signup

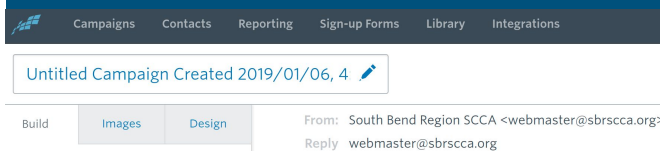


**Create an email**

Keep your subscribers engaged by sharing your latest news, promoting a line of products, or announcing an event.

Campaign Name

[Begin](#) [Cancel](#)



Campaigns Contacts Reporting Sign-up Forms Library Integrations

Untitled Campaign Created 2019/01/06, 4

Build Images Design

From: South Bend Region SCCA <webmaster@sbrscca.org>  
Reply webmaster@sbrscca.org

MailChimp

Constant Contact

The campaign name is for you, not your subscribers. You'll still create an email subject that your subscribers will see.

Make sure you know what event / reason that you sent the campaign out for. This makes it easy to look back through and resend (key!) later.

# Creating your campaign - Addressing

## 2019 National Convention Example

[Edit name](#)

- ✓ To  
*Who are you sending this campaign to?*
- ✓ From  
*Who is sending this campaign?*
- ✓ Subject  
*What's the subject line for this campaign?*
- ✓ Content  
*Design the content for your email.*

MailChimp

From: South Bend Region SCCA <webmaster@sbrscca.org>  
Reply webmaster@sbrscca.org  
Subject: **The latest news for you**  
Preheader: **You don't want to miss this.**

Constant Contact

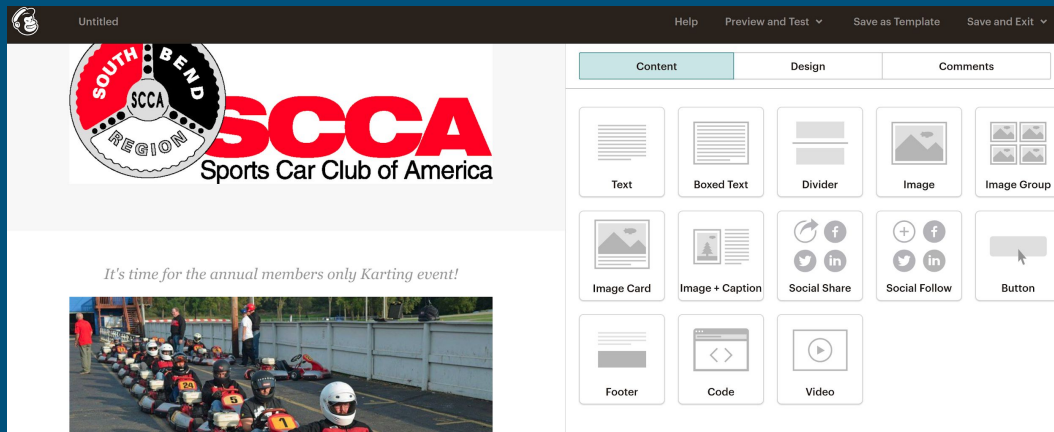
Emails are personal, so make them that way!

Use a from address that your subscribers will IMMEDIATELY know where this message is coming from. Don't use your name, most people won't know your name and connect it to the club. Addresses such as "[Information@yourclub.com](mailto:Information@yourclub.com)" work well for general emails. You can always use specific email addresses for specific topics (Road Race Chair, Solo Committee, etc.).

Subjects should be to the point, what's the email about... don't stray from the topic you promised to talk about in the subject. Don't state "Solo Season is coming" and talk about the next club meeting in the email.

The preview text / preheader is just that... look at your mobile emails, many messages are using this. It's that little "hook" you get to set in addition to the subject line. The preview text DOES NOT appear in the body of the email.

# Designing your campaign



MailChimp

There's simply too much to talk through and show you via a slideshow and you really won't learn how to design a campaign.

The design section is easy to use. You can start with a template and change the elements (swap the stock photo for one of your own, change the default text) or create a message from a blank slate. All of the elements on the right hand side are drag and drop, slide the element where you want it, and the edit box will pop up on the right hand side.



# Designing your campaign



Constant Contact

As you can see, it's the same concept on Constant Contact as well. The interface has moved to the left, but you have the same drag and drop and features.

## Designing your campaign

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Live demo / walk through on  
your account!



Napa B on Saturday from 3:30-4:30 pm

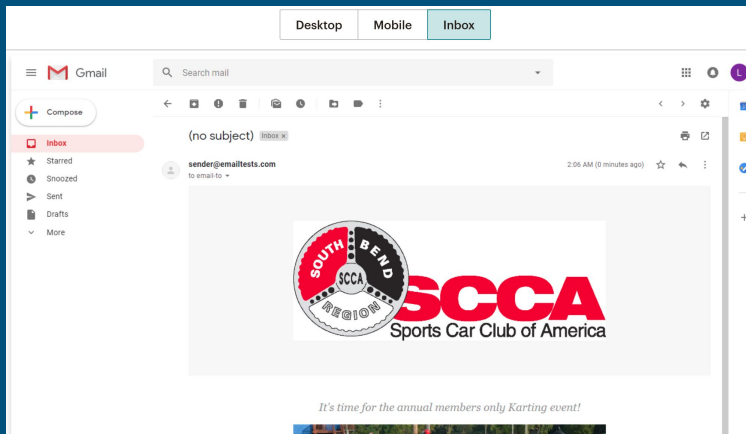
<https://tinyurl.com/y8842umn>

I'm offering an hour long walk through on Saturday to focus solely on the design aspects of a campaign.

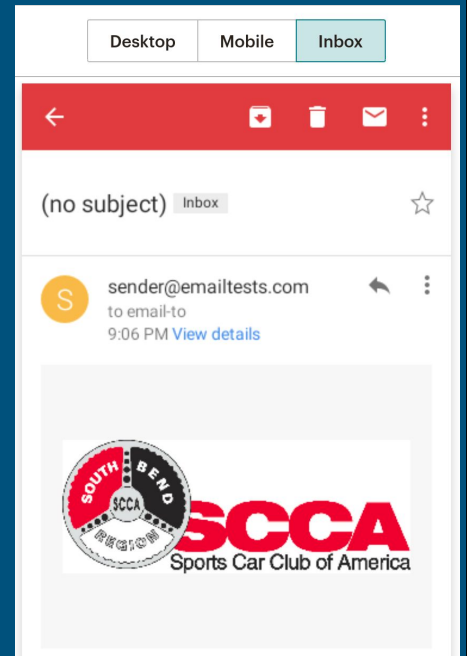
Fill out the google form and come to the class. Everyone that fills out the form will get an email with everyone's contact information (First / Last Name and email address).

The point is this is your first list. You'll be able to copy / paste it, and create an email. Send the email and everyone in the session will get it. You now have a support group of folks who are learning just like you. Keep the list, send design ideas, provide feedback to each other, and help everyone as you implement this new tool.

# Previewing your campaign



MailChimp








Here's your chance to see what your campaign will look like. You can view a preview for mobile or desktop in just about every possible popular email system out there (Apple, Android, and web based).

This is where you'll spot mistakes in formatting which you can fix in the design.

# Template creation

- Templates make for easy repetitive communication.
- Set the format once, change the content, and schedule a message in minutes.
- Save your campaign as a template before you send it out.

MailChimp

	<b>Tracknight Communication</b> Last edited on Sep 19, 2018 10:10 am by Web Master Drag and drop
	<b>Call for volunteers</b> Last edited on Sep 19, 2018 10:10 am by Web Master Currently used in 1 draft or scheduled campaign Drag and drop
	<b>Welcome Communication</b> Last edited on Sep 19, 2018 10:09 am by Web Master Drag and drop
	<b>Update Preference Communication</b> Last edited on Sep 19, 2018 10:09 am by Web Master Drag and drop
	<b>Street Survival Communication</b> Last edited on Sep 19, 2018 10:08 am by Web Master

I've setup templates for all types of communications. Road racing announcements, autocross registration opening, autocross event reminders, autocross event results, our annual banquet, our fun night activities... everything.


# Share your campaign


If you have an active Facebook or Twitter account consider the message you're creating and share to your linked account if appropriate.

Share your campaign


<https://mailchi.mp/sbrscca/hoosier-challenge-results-event-7-registration-is-open>

[Edit](#)


 Post to  
South Bend Region, SCCA



Hoosier Challenge Results - Event #7 Registration is OPEN -  
[\[Campaign URL\]](#)



[Edit Post](#)

 [Connect Twitter](#)

MailChimp

# Scheduling your campaign

Schedule Your Campaign

Delivery time

August 9 2018

Delivery time

☐ Send at a specific time

☐ Send with Timewarp  
Deliver your campaign according to the recipient's time zone.

☒ Let MailChimp optimize send time for maximum engagement

☒ The optimal time to send is 3 PM. [How is this calculated?](#)

Schedule Campaign Cancel

Schedule Your Campaign

Delivery time

☒ Send at a specific time

2 : 45 PM Eastern Time - Edit

Deliver your campaign to a large list in batches to prevent website-crushing click floods.

☒ Send in 5 batches of subscribers 5 minutes apart

☐ Send with Timewarp  
Deliver your campaign according to the recipient's time zone.

☐ Let MailChimp optimize send time for maximum engagement

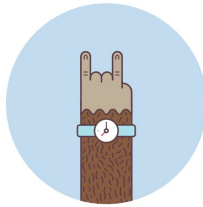
Schedule Campaign Cancel

MailChimp

Several options are available to send your campaign once you're complete. Consider splitting up your message into several batches if the "To" list is large (several hundred) as it seems to help with delivery and avoiding SPAM filters.

# Scheduling your campaign

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Rock On!

Your email has been scheduled.

Your campaign will be sent on 1/5/19 10:15PM.

MailChimp

You DID IT!

## Questions?

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Rich Hammond  
webmaster@sbrscca.org



<https://tinyurl.com/y8842umn>

Select a service, sign up, and come send your first campaign

Please evaluate the session on the SCCA Convention App!

I'm offering an hour long walk through on Saturday to focus solely on the design aspects of a campaign.

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# Web resources

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[Getting started with MailChimp](#) (web page / videos)

[Getting started with MailChimp](#) (pdf)

[Getting started with Constant Contact](#) (video)

[Getting started with Campaign Monitor](#) (web page)