



# Promoting your passion on email with MailChimp

A presentation for WordPress Findhorn, May 2014, by [Mark Rowatt Anderson](#)

# What we'll cover

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- Why use an email provider?
- Other services & why MailChimp
- Dos and don'ts of email marketing
- Getting people on your list
- MailChimp walk through
- Integrating with WordPress

# Why bother with an email provider

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- Better deliverability
- Manage subscribes/unsubscribes
- Bounce handling
- Security
- Additional features
  - reporting, testing, templates...

# What about one off mail shots?

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- Is it really one off?
- Do you really have permission to send?
- Are all the email addresses valid?
- If yes to all the above...

try [Google Apps/MailChimp](#) mail merge

# Other Email Service Providers

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- There are lots! Some of the better known ones...
  - MadMimi
  - AWeber
  - Constant Contact
  - iContact
  - GetResponse
  - Amazon SES
  - Vertical Response

...I like MailChimp, but if you are happy with another service that's fine - most of the principles apply to all providers

# Why MailChimp?

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- Free for up to 2000 subscribers
- Easy to use
- Excellent reporting
- Great support
- Lots of integrations e.g. with WordPress, Wufoo
- Plenty of features, constantly evolving

# Good practices for email marketing

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- Make sure it's relevant and ensure you have permission
- Be regular, if not frequent (and not too frequent)
- Make it interesting & relevant to your list
- Make sure it's readable on different apps/devices
- One list - multiple preferences
- Easy to unsubscribe
- Consistent from address (not from a generic provider)

# Avoid the following practices

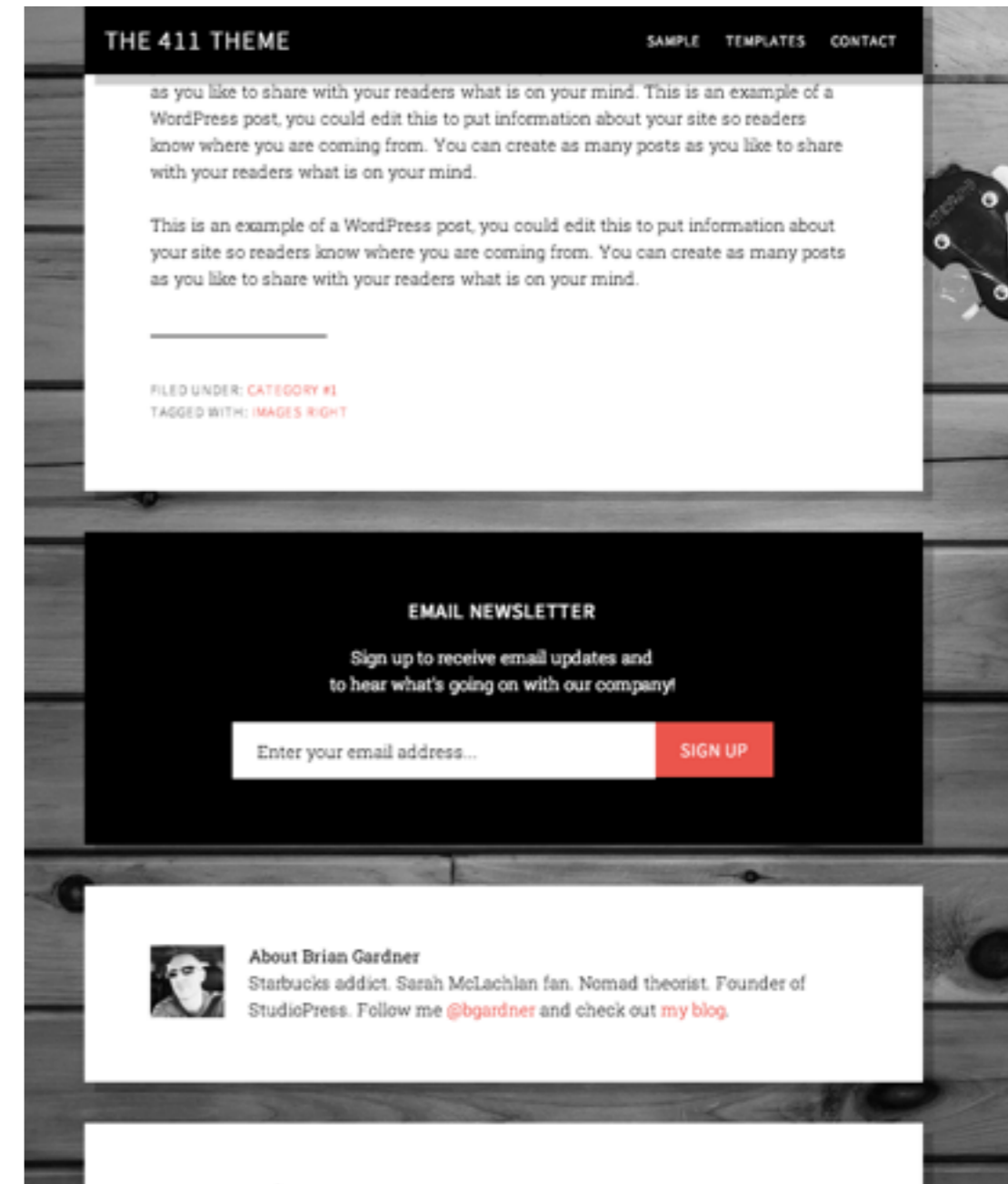
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- bcc an email lots of people (or worse, cc)
- send to people who have unsubscribed
- content doesn't relate to what people signed up for
- give your list to someone else
- not following the good practices!



# Signing people up

- Make it easy & obvious on your web site
- Integrate with other forms
- Use social media
  - share your mails
  - let people like/tweet your mails



# Setting up in MailChimp

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- Sign up with MailChimp
- Import your existing list (make sure you have permission!)
- Create a template
- Create a campaign
- Send!

# Setting up a template in MailChimp

*hands on demo*

# Integrating to WordPress

*hands on demo*

# Some useful resources

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- MailChimp blog & help pages
  - even if you don't use MailChimp
- Integrating signup with forms
  - [MailChimp WordPress plugin](#)
  - [Gravity Forms](#)
  - [Wufoo](#)



*Thanks for listening!*

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