

**Using Email Marketing  
Effectively with Mailchimp Pro  
Partner, Emily Ryan**

# I'm Emily Ryan.

I am obsessed with how email can grow your business and co-founder of email marketing agency, **Westfield Creative**. I am based in Chicago (via NYC and Charlotte, NC).

We have been working with clients for the last 9 years to help them grow their business online using Mailchimp.

I am a Mailchimp Pro Partner and Mailchimp Certified.

I'm also the mother of 3 small, crazy kids.



# Some fun email stats

- 61% of consumers request that companies contact them through email.
- Email marketing is 40 times more effective than Facebook and Twitter combined.
- 64% of businesses say that their email marketing is effective or very effective.  
*(MailNinja)*

For every \$1 spent, email has an average  
\$40 return on investment (ROI).

205 billion emails sent PER DAY to be exact. And this number is expected to reach 246 billion. Mailchimp has over 11 million active customers sending emails.



If I could teach you one  
thing today...



**Email can grow your business significantly. It's also very affordable to do.**

You own your email list. That is incredibly valuable. You do not own your Instagram or "X" followers.

Americans spend 5 hour per day checking their email. Email is alive and well.



# Email makes money.

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## Thank first-time customers

🔄 First Purchase • Website

Sending since Sun, February 17th, 2019 11:58 AM

Sending

58.4%  
Opens

21.1%  
Clicks

**\$1,168.75**  
Revenue



## Welcome email for popup subscribers

🔄 Welcome Message • Website

Sending since Fri, June 9th, 2017 1:35 PM

Sending

36.8%  
Opens

6.1%  
Clicks

**\$37,889.79**  
Revenue



## Abandoned Cart for Eclectic Goods

🔄 Abandoned Cart Email • Website

Sending since Fri, September 29th, 2017 8:54 PM

Sending

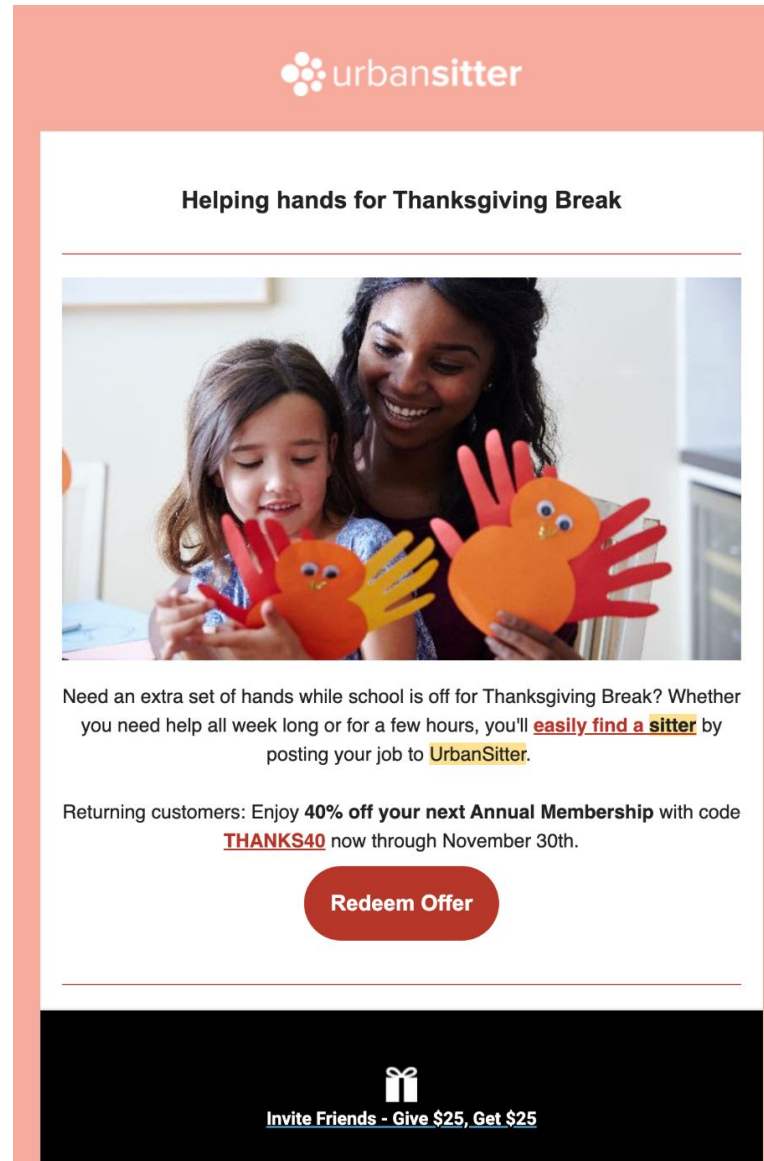
45.1%  
Opens

9.8%  
Clicks

**\$12,768.29**  
Revenue



# Emails can and should be simple.



## Helping hands for Thanksgiving Break



Need an extra set of hands while school is off for Thanksgiving Break? Whether you need help all week long or for a few hours, you'll **easily find a sitter** by posting your job to **UrbanSitter**.

Returning customers: Enjoy **40% off your next Annual Membership** with code **THANKS40** now through November 30th.

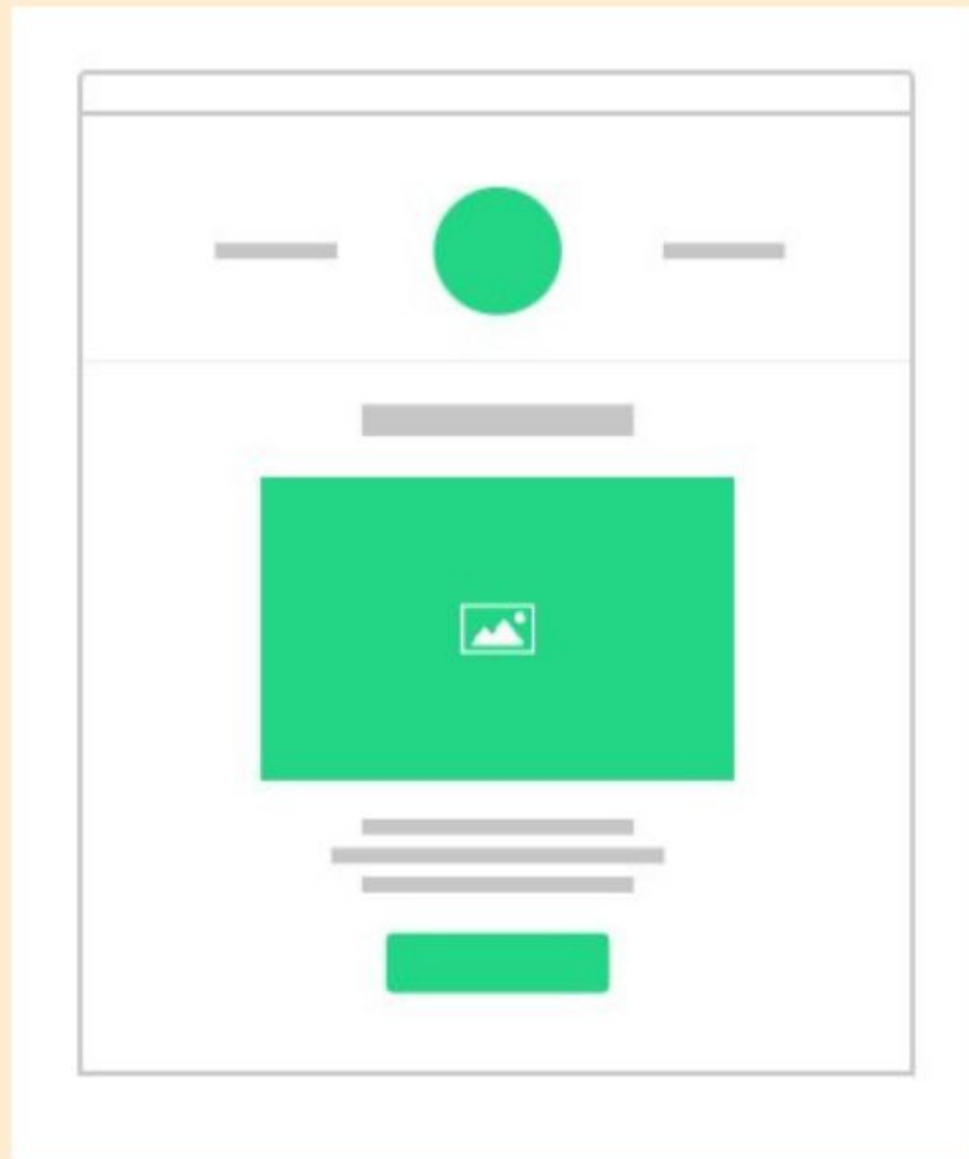
**Redeem Offer**



**Invite Friends - Give \$25, Get \$25**

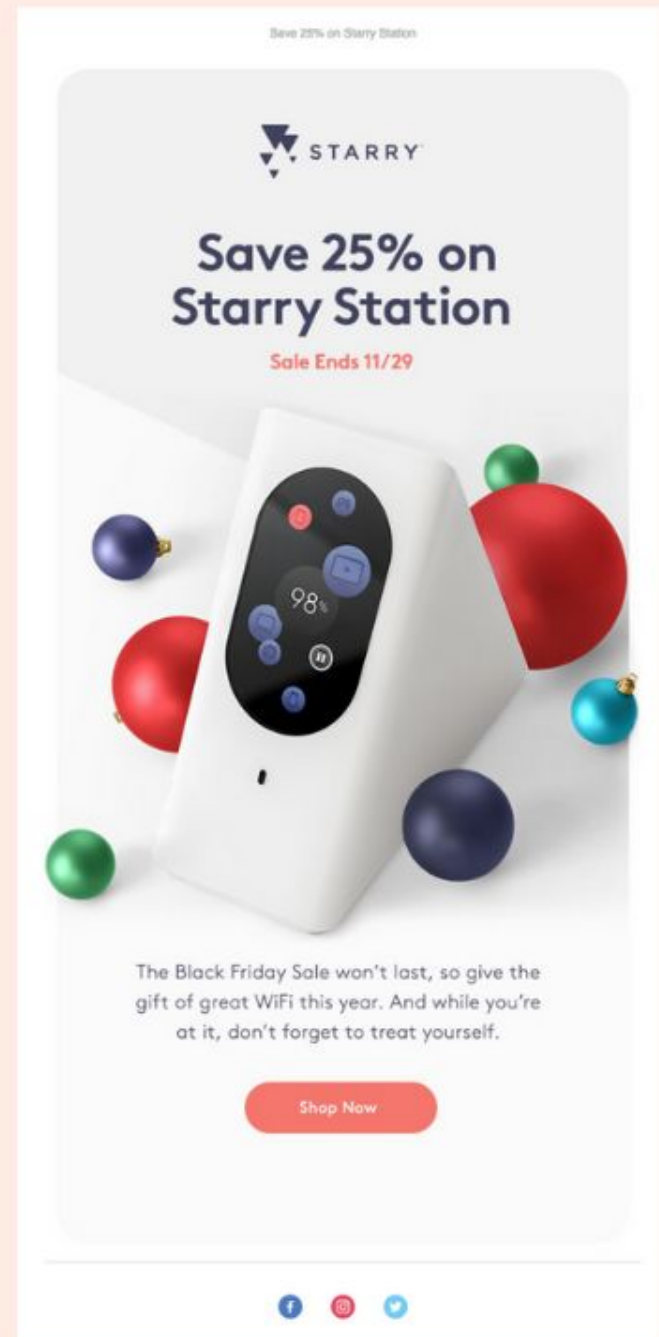


In email marketing,  
**simpler** ALWAYS is better.



## AN EMAIL THAT CONVERTS HAS:

1	One main idea. Simplify.
2	Very little text (copy)
3	Easily readable.
4	Branded and not too busy.



# Simpler is better with email.

People often overthink emails. The days of long newsletters are over. People want short, to the point, simple emails with a clear “call to action.”

shop FAQ **cocokind** blog impact

🧴 mineral vs. chemical SPF 🧴

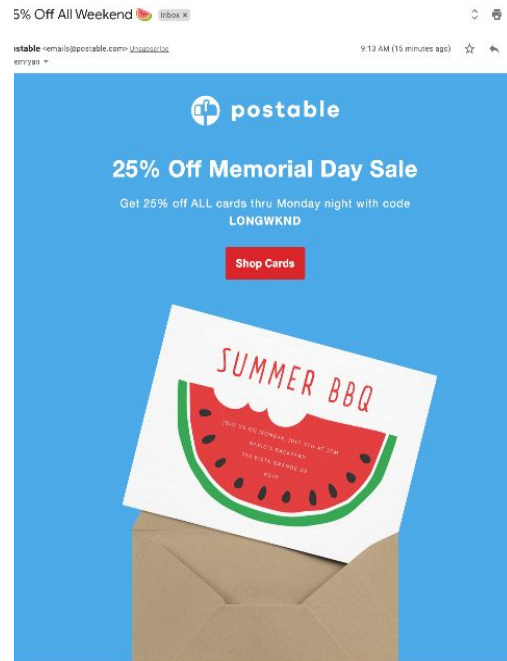


**an *\*unbiased\** overview (really!)**

Mineral sunscreens protect your skin by creating a physical barrier, reflecting light away from the surface of your skin. Chemical sunscreens on the other hand, work by actually absorbing UV rays.

No matter your preference, there are strong pros and cons for both mineral and chemical formulas. Head to our blog to learn more!

[take me there!](#)



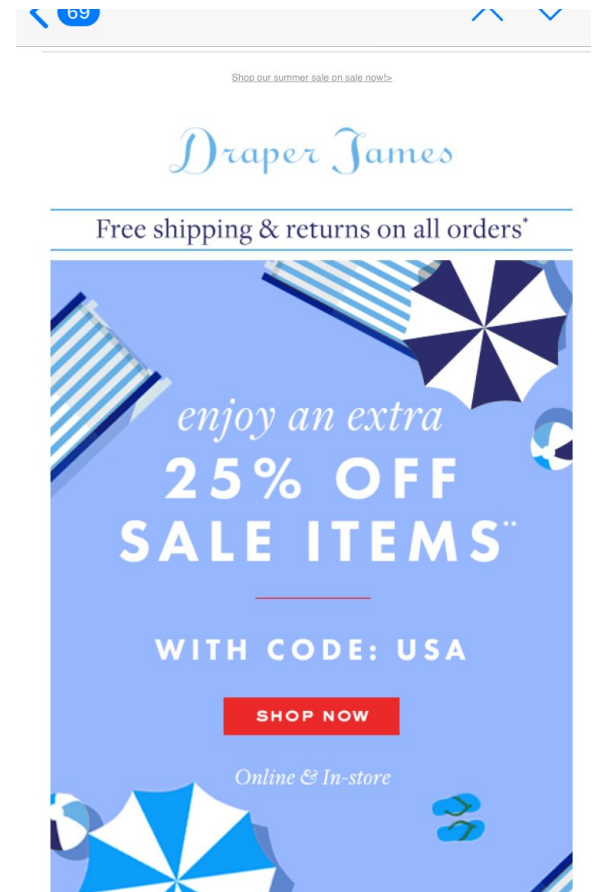
As per usual, The code is good for multiple orders! But... can't be used in conjunction with site credit or automatic volume discounts and it expires Monday night.

Have you been following us?



Postable  
104 Grand St.  
New York, NY 10010

[Add us to your address book](#)



# So where do I start?

1. **Start growing that email list.** It's ok if you have 30 subscribers. Collect subscribers from many different channels- from your social media, from your website, landing pages and more. Make sure the only people you email are those that have signed up or "opted-in." DO NOT buy email lists.
2. **Create a simple email template.** Pre-designed templates.
3. **Determine a frequency for your emails.** I recommend once a week if you can, but even twice a month is great!
4. Send your first email campaign.
5. Check out the results (see who opened!) and adjust accordingly. Email takes a lot of testing.
6. **Stay consistent.** Don't disappear on your subscribers.

# Growing Your Email List

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Taking time to work on building your list is invaluable. There are many ways you can work on growing your list.

- Post **multiple** sign-ups on your website. Not just one. Make it visible. Add a pop up. Add a “subscribe” button in the menu bar.
- On your social media feeds, ask people to sign up/subscribe **OFTEN**.
- Create a landing page where you can collect new subscribers. Super easy to create in Mailchimp.
- Host a webinar and ask for people to sign up (great way to build your list).
- Contests, sweepstakes, giveaways to grow your list
- Email signature link
- Lead magnets. Offer a free PDF or a simple video and get people to leave their email in order to receive it. (This takes a little more work to setup, but worth it.)

# What Type of Content Works

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## A few email content tips:

- What do you like to read? People will always click on a cute puppy or an image that evokes an emotion. Think about this when creating your email. What aspect of your business will people respond to?
- Include valuable articles and resources that people would enjoy reading. (“Three things we love this week.”)
- **The goal should always be to deliver value and to engage.**
- Think of a great story from your business. A funny customer, your first sale, the hardest moment...make each of those into an email.
- Keep things light and fun and personalized.

# A few email tips

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- Start noticing emails that you open. **Why** do you open them?
- Use emojis in your subject line and in your email body.
- Spend time on your subject line. It's important.
- Use GIPHY's occasionally to make people laugh.
- **Keep your emails simple and clean.** Don't use too many different fonts and sizes.
- Use Canva (a free graphics program) to create any graphics you need. Or use Mailchimp's new Auto Designer.
- Make sure you have a clear goal in mind for your campaign. Do you want people to click to your website? To contact you? To read a blog post? Or do you simply want to deliver great content? Every email campaign should have a goal.



# A few emails I love.


[View in Your Browser](#)

Attn :  
Grace

[Shop Now](#) [Subscribe](#)

## Free Shipping Sitewide Ends Sunday

GET IT WHILE IT LASTS



Free shipping sitewide ends this Sunday.

SHOP NOW


P.S. We always offer free shipping with subscriptions and orders over \$50 dollars.

[Shop](#) [Privacy Policy](#) [FAQs](#)

[f](#) [in](#) [t](#) [p](#)

Attn: Grace, 46 Wolham St., Studio 101 Boston, MA 02118  
Copyright © 2020 Attn: Grace All rights reserved.


[Unsubscribe](#)

 **postable**

## 25% Off Ends at Midnight


All good things must come to an abrupt, hideous end. Code **BLOWOUT** good for 25% off everything until Midnight.

[Shop now](#)



As per usual, the code is good for one order only, can't be used in conjunction with site credit or automatic volume discounts and it expires at Midnight. Get it while it lasts!

Following us on Instagram? Ya may as well...



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## Enjoy 30% off everything

[SHOP THE SALE](#)

Use code: **SAVE30**






Get an early start to holiday savings with 30% off sitewide during our Black Friday Sale.

Enter code **SAVE30** at checkout

[SHOP THE SALE](#)

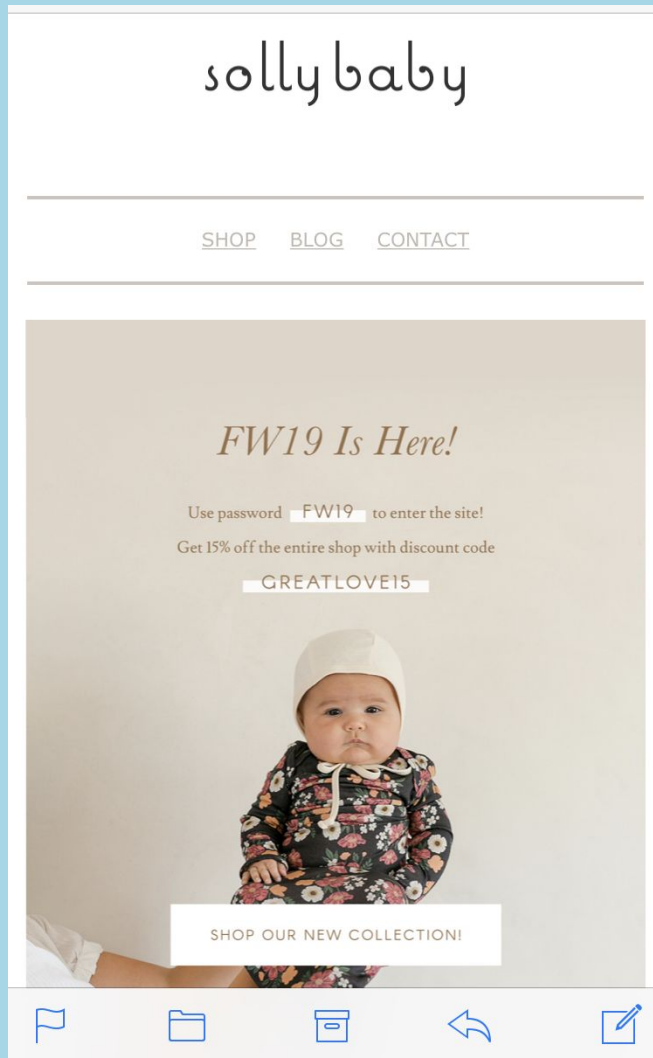
FREE U.S. SHIPPING \$95+ | WORLDWIDE \$195+

\*Offer cannot be used in combination with any other offer. Enter promotion code SAVE30 during the checkout process to apply the discount to your order.



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2020.11.20.00000000 | Unsubscribe

# A few more.



Subject: Meet the women of pizza

Reply-To: [support@slicelife.com](mailto:support@slicelife.com)

**SLICE**

THE **WOMEN**  
**BEHIND** THE **PIZZA**



At Slice, we are proud to empower women-owned pizzerias within our network. So, for International Women's Day, we're shining a spotlight on four female entrepreneurs

# Also, this...

How to write a good email:

1. Write your email.
2. Delete most of it.
3. Send

-Dan Munz

—

For more on designing great emails and things like best send days and times and how to get people to open, make sure you subscribe to me weekly email.

**[www.emilyemails.com/get](http://www.emilyemails.com/get)**

# Come say hello!

**@emilyryanlikes**

**@emilyryantweets**

**@emilyryantoks**



**My website:**

[Westfield-creative.com](http://Westfield-creative.com)

**We specialize in Mailchimp email marketing for awesome brands.**

