

Basics of Email Marketing

Today We Will Cover

- ❖ What is it and why use it?
- ❖ Why use an email marketing service?
- ❖ Selecting a service
- ❖ How to build your subscriber list
- ❖ Learning
- ❖ Best Practices
- ❖ Design basics



What is Email Marketing?

Email marketing is the practice of using a subscriber list and sending out emails regularly to that list to update your subscribers on your creative work, upcoming events, activities, and anything else that is relevant to your creative work and that might interest your subscribers.

And how do I use it?

As one part of your marketing strategy. With fewer newspapers and other sources for marketing, you need to cover a lot of different areas to get attention.



Why Use an Email Marketing Service?

Legality and SPAM

- It is not illegal to send marketing emails from a personal account
- HOWEVER there are strict laws in place
- The laws vary by country
- The laws change
- Email Marketing Services MUST comply
- Services keep you out of SPAM folders



Selecting an Email Service

YES! There are free options

- Do a search for reviews of “best email marketing services”
- Most services have a “free” plan
 - Check the details
- Legacy Services:
MailChimp and Constant Contact

SERVICE	SUBSCRIBER LIMIT	MONTHLY EMAIL SENDS	DAILY EMAIL SENDS
Sendinblue	Unlimited	9,000	300
Mailjet	Unlimited	6,000	200
Mailchimp	500	1000	500
MailerLite	1,000	12,000	-
Benchmark	500	3,500	-
Omnisend	Unlimited	500	-
Sender	2,500	15,000	-



How to Build Your Subscriber List

Don't be Shy!

- Get sign ups in person
 - Have your clipboard and sign up sheet ready!
- Use a sign up button on social media
 - You will connect your social media to your email list through your email marketing service
- Have sign up button on your website
 - This button will be created with your email marketing service
- Create a Landing Page

SUBSCRIBE



Learning

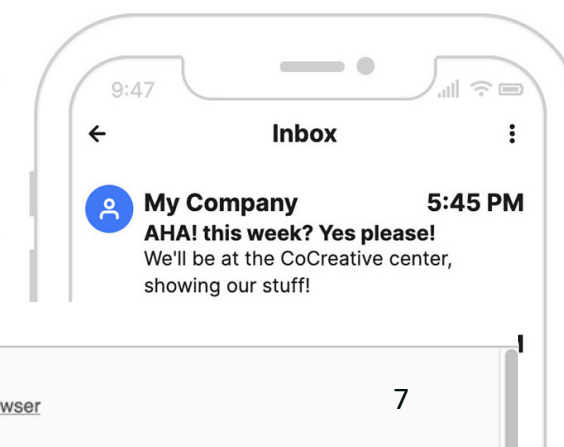
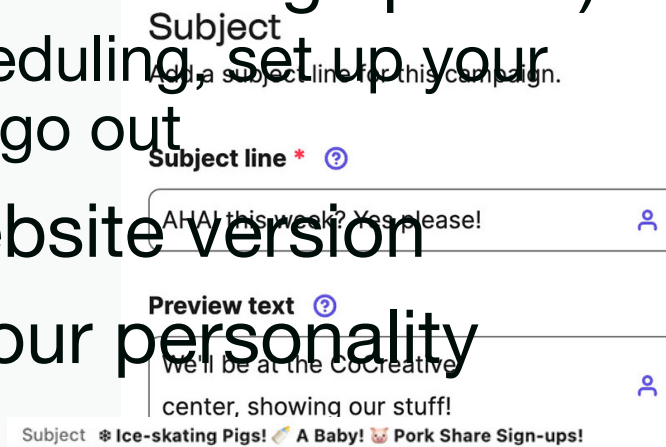
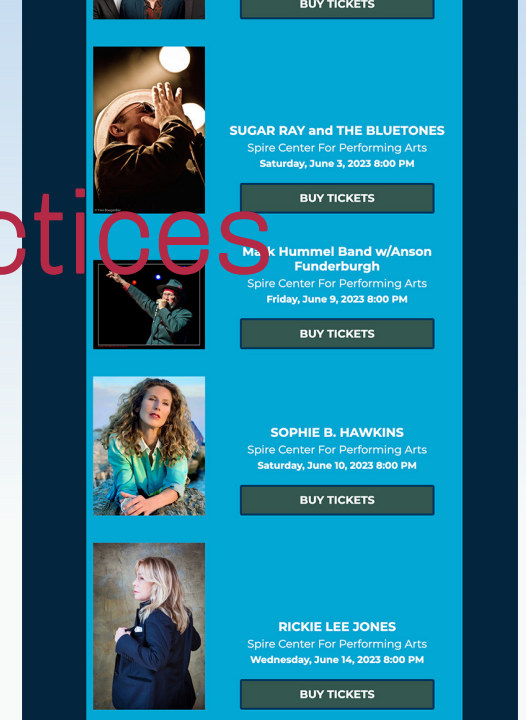
Use that button

- Help is your friend
- Use your email marketing service's tutorials
- Use the email marketing service's templates
- If you Google or search YouTube — Check the date
- Keep good emails you receive for inspiration



Email List Marketing Best Practices

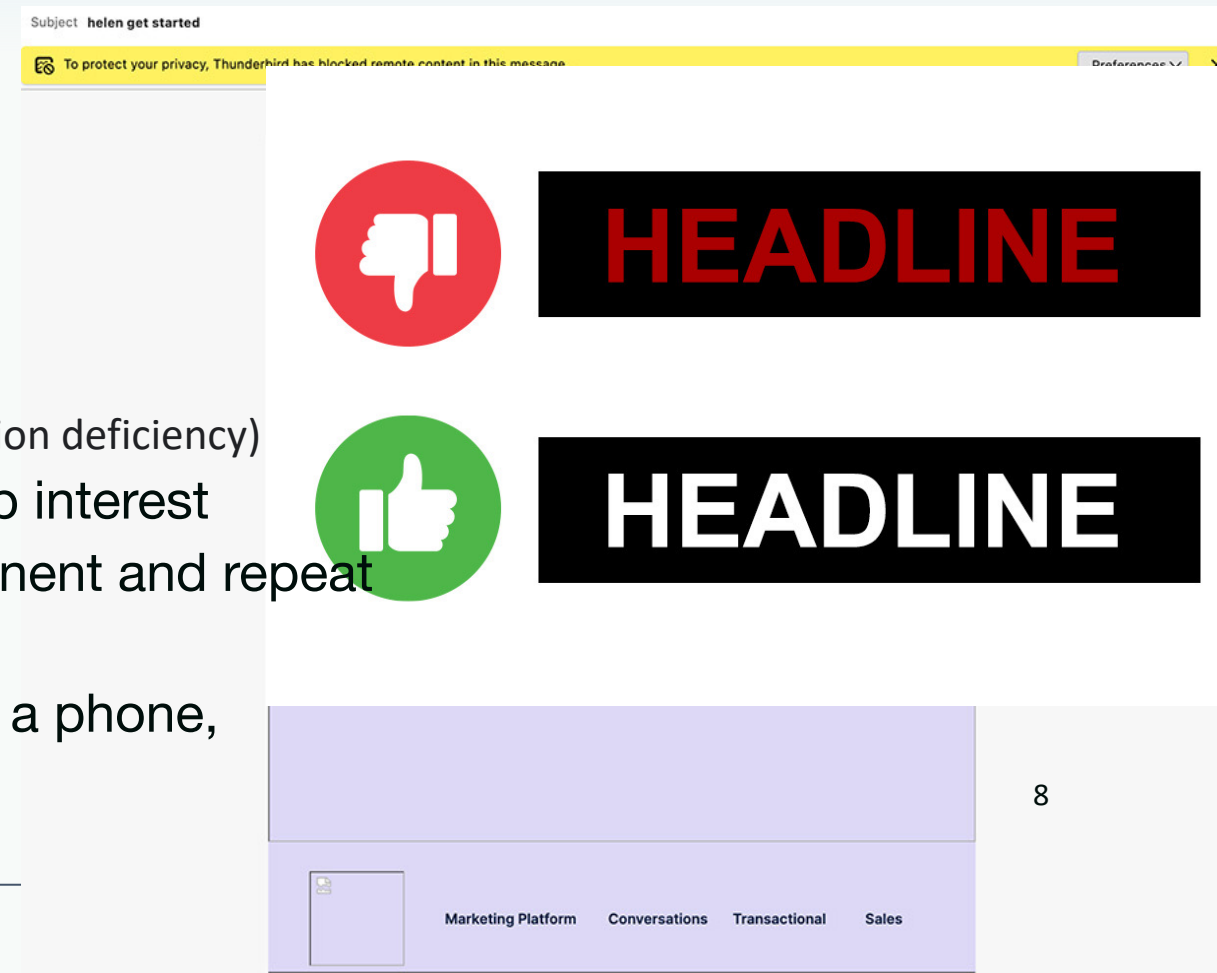
- Only send emails to subscribers — don't spam
- Keep it short!!!
 - unlimited pixels ≠ unlimited attention span
- 2 emails a month (unless something special)
 - many services provide scheduling, set up your emails before they need to go out
- Always have a link to a website version
- Subject lines — match to your personality and style
 - Add preview text



Design Basics


Use Those Templates!

- Don't convey important information in a graphic
 - ALWAYS USE ALT TEXT ON IMAGES
- Fonts large enough for everyone to read
 - nothing less than 16px (pixels)
- Contrasting colors for easy reading
 - ~ 8% of population are color blind (Color Vision deficiency)
- Balance between images and text to keep interest
- People "skim" make important info prominent and repeat
- Tease and click!
- Send Test Emails and check your mail on a phone, tablet, and computer



Subject: Rock, Roll, Rhythm and Blues!

[View this email in your browser](#)



Friday, 12/9/2022
7:00 to 10:00 pm



The Porch Southern Fare & Juke Joint
175 Rivers Edge Dr
Medford, MA 02155
781.674.9357
www.theporchsouthern.com

Dates and time subject to change due to circumstance beyond my control.
Please confirm with the venue.

Saturday Night, 12/10/2022

Theodores
201 Worthington St.
Springfield, MA
413.736.6000
<http://theodoresbbq.com/>

Dates and time subject to change due to circumstance beyond my control.
Please confirm with the venue.

Share with friends:

Share Tweet

Send to a Friend

Click to Order My CD Online!

[Visit My Website](#)

[f](#) [e](#)

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Good Stuff

From: UPS My Choice <ups@upsemail.com>

To: Helen Granger

Subject: Know What Packages Are Coming Your Way


7/1/22, 2:03

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Let us help by holding onto your shipments while you're away.

With your UPS My Choice® membership, you can have your packages held for up to seven days. Then, your packages can be delivered to a nearby UPS Access Point® location at no additional charge, or to your home for a fee.

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2ND THURSDAY OF EVERY MONTH
FREE ARTS & CULTURE CELEBRATION IN DOWNTOWN NEW BEDFORD



June's AHA! Night Themed "Pride 2023" Is Coming Up on June 8th!

- Head to Custom House Square for the AHA! Pride Block Party
- Get a tour of the RJD Rose Garden
- See the South Coast Children's Chorus perform "From The Islands With Love"
- and more!

Visit ahanewbedford.org for a full list of events.

[See The Full List Of Events](#)




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2nd Thursdays are happening in downtown New Bedford!
Help spread the word!
[Click here for more listings.](#)



www.ahanewbedford.org
508-996-8253 x205
AHA! is a monthly FREE celebration of arts & culture in Downtown New Bedford.

MEDIA SPONSORS

FOR MORE DOWNTOWN HAPPENINGS


Resources

Email Sending Laws

- <https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business>
- <https://www.lsoft.com/resources/optinlaws.asp>
- Your Email Marketing Service will also have this information

Some Reviews to Check Out:

- <https://themeisle.com/blog/best-free-email-marketing-services>
- <https://www.emailtooltester.com/en/blog/free-email-marketing-services/>

Email Marketing Services to try with free plans:

Brevo <https://app.brevo.com/>

Aweber <https://www.aweber.com/easy-email.htm?medium=affiliate>

Sender <https://www.sender.net/>

MailChimp <https://mailchimp.com/>

Info on Color Blindness

- <https://www.colorblindguide.com/>
- <https://www.toptal.com/designers/colorfilter>

