Email Marketing for Small Business & Organizations

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Why use an email marketing tool?

1. Save time & frustration
2. Avoid getting lost/rejected/sent to spam
3. Add images and layout options
4. Statistics
5. CAN-SPAM Act; GDPR (Europe)
6. Transition between employees and organization officers

What rules do you need to follow?

1. Tell readers where you're coming from
2. Write an honest subject line
3. Make sure you have permission
4. Give a physical address or registered P.O. box
5. Provide an opt-out option & honor requests quickly
6. If you use a service, make sure they follow the rules!

Free Options

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Most free services have limits: number of subscribers, number of emails sent per month or day, etc. As of May 2019:

- **MailChimp**: 2k subscribers, no email limit
- **MailJet**: unlimited subscribers, 6k emails/month
- **Sender**: 2k subscribers, 15k emails/month
- **Benchmark**: 2k subscribers, 14k emails/month
- **SendInBlue**: unlimited subscribers, 300 emails/day

Paid options: offer fewer or no limits, more integration with websites & online stores, added features.

Google Groups

- Free

- More interactive - members can send messages to the whole group, not just administrators

- Less private than marketing services, though email addresses are not shared directly

- Few to no design options

What to Look For

- Price & features
- Mobile-friendly templates
- Ease of use
- Ability to import/export data from spreadsheets

- Setting up an account
- Importing contacts/"audience"
- Choosing and saving templates
- Sending your first campaign
- Looking at statistics
- Tips for writing effective emails

MailChimp Features