

Artists Online

How to Build your Web Presence

DAY ONE: Email and Newsletters

Welcome!

- Introductions & why are you here?
- Your Inbox
- Your Contacts
(and how not to spam them)
- MailChimp Set-Up and Design

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Your Inbox

Gmail is the best.

- intuitive interface for mail, contacts, tasks
- priority inbox, labs, leading edge updates
- integration with Calendar & Drive apps
- straightforward, professional address
- easy forwarding from other email accounts

How to Send Email News

- Create a contact group for news emails
- Send an email to that group

Your Contacts

and how not to spam them

Google Contacts

- creating a group
- selecting recipients
- allowing for (manual) opt-outs
- *sending to your entire address book is what spammers do*

Sending the Email

- To: YOURSELF and Bcc: YOUR LIST
- Subject: catchy but simple and relevant
- Content: keep it short and sweet, with basic information (title, date, time, location, what you're doing) with links to more details. PROOF READ.
- Images: sometimes work, sometimes don't.

Comparing Gmail with Mail Chimp

GMAIL

- little set up
- ongoing maintenance
- rudimentary design
- no tracking
- no cross-posting
- personal
- FREE

MAIL CHIMP

- account and list setup
- automatic (un)subscribe
- beautiful templates
- tracks clicks and opens
- social media sharing
- professional
- FREE(mium)

Mail Chimp

Getting Started

Account SetUp

- www.mailchimp.com
- Sign up free
 - Free account up to 2,000 subscribers and 12,000 sends per month.
 - for scale, I have 430 subscribers and send a campaign about every 4-6 weeks.
- Dashboard Tour

Creating a List

- Name Your List
- Choose what data to collect
 - first name, last name, email...
- Import Contacts (including you)
- Design a Sign-Up Form
 - to share on Facebook, Twitter, your website, or even on a QR code. (www.divafest.info)
- Spam Laws
 - Consent & Notification

Designing a Campaign

- Subject line
- "personalize the 'To:' field"
- Templates
 - basic shapes
 - pre-designed with color and layout
 - "my templates"
- Content
- Images
- Links
- Website updates & timing

Sending a Campaign

- proof read
 - check for typos
 - test your links
 - read as your audience: what info is missing?
- send to a test list
 - different from a "test send"
 - preview the design in different mail clients
 - check the merge tags
- check your list
- proof read again, and send!

After Sending

- post static link to facebook and twitter
- read and reply to responses via email and social media
- check out the report dashboard
- plan your next campaign

Next Time

DAY TWO: Social Media
January 26 at 10AM

helpful links at artistsonlineworkshop.wordpress.com