



## September Newsletter: MailChimp

Email marketing is invaluable when trying to establish an informative dialogue with your current customers. Keeping them engaged and letting them know of your latest products or service is a great way to keep your company at the forefront. With all of the options out there for accomplishing this seemingly simple task, which one is best?

In this month's newsletter we will discuss one of the most widely reviewed and praised email marketing services; MailChimp.

All the best,

Rafi Kronzon and Josh Feder

Co-Founder

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### Why use online email services?

As email marketing has taken off, online email services have proliferated. There are two main reasons. First, in order to avoid becoming listed as spam enablers, email hosts have cracked down on mass emailing, and often limit the number of emails a company can send. Second, creating and sending an attractive and beautiful email is not as simple as it sounds. When sending an email, you must make sure that it is properly formatted for each email client.

Both these reasons are enough to use a third-party system. Couple with that the ability to manage mailing lists, get an idea of "open" rate, and you see why so many companies use these services.

### MailChimp:

The first thing that will strike you when using MailChimp is the fun interface. Sign up is pretty easy, and creating an email campaign, adding a list, and sending it are all more intuitive than some of the other services we've used.

The integration to applications like Salesforce, Highrise, Google Contacts, etc. is very simple and easily accessible.

Like many services, MailChimp keeps track of email success with fairly detailed reports. Google Analytics is integrated and you can download reports to Excel, view bounces, unsubscribes, and even see how many times your content was retweeted. This makes evaluating your campaign tactics easy.



MailChimp is free if you send less than 3,000 emails a month and have less than 500 subscribers. After that MailChimp has a variety of payment plans. You can pay as you go or you can go with high volume pricing. They also offer various enterprise options. MailChimp offers nonprofit pricing and you can pay online with no contracts.

### **So is MailChimp for you?**

We like it. We currently use Vertical Response and although MailChimp is not quite as integrated into Salesforce as VR, it certainly has a better and easier to use interface. MailChimp's functionality is great for small businesses and also integrates with Facebook, Twitter, and your blog. It also gives you feedback and data about your campaigns.

If you are currently e-mailing yourself, we would DEFINITELY check it out. If you have another vendor (Constant Contact, or Vertical Response) and are happy, we probably wouldn't switch.

### **In parting**

We like MailChimp, and would use it and do recommend it for many small businesses. If you have any questions about any email related problem or program please feel free to contact us!