

MailChimp for Ecommerce

Course Outline

Get Step-by-step instruction on how to use Mailchimp to Drive more Traffic and Sales to your E-commerce Site. In this training course you will design more effective E-commerce emails using MailChimp and understand the key principles for designing effective e-commerce emails and get step-by-step instruction on building the 6 most common email types. Grow your list with Compelling Opt-Ins, by learning highly effective techniques for building your list, including little-known tricks that multiply e-commerce opt-in rates and subscribers. You will also be taught how to automate your email marketing. Build a system that markets your products while you sleep, including in-depth instruction on creating 3 essential automation sequences.

Topics include:

Introduction to MailChimp for Ecommerce

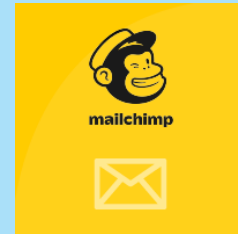
- Why Mailchimp
- A quick reflection on your learning goals before we begin the step-by-step-training.
- 4 Pillars of Effective Ecommerce Email Marketing
- Create a list of 5-10 characteristics of your target audience. Ideas might include age, income, education, interests, specific issues, relationships, location.
- Connecting Your Ecommerce Store to Mailchimp
- Designing Ecommerce Emails in MailChimp

Introduction to Email Design for Ecommerce

- How to Design a Product Launch Email and Ecommerce Email Template
- How to Design a Sale/Offer Email and Use Your Dynamic Product Feed
- How to Design a Contest Email
- How to Design a Value Added Content Email + Design Tips
- How to design a Press Coverage Email + More Design Tips
- Email Design Quiz

Organizing Your Subscribers in MailChimp

- Organizing and Categorizing Your Subscribers
- How to Create Groups in MailChimp
- How to Import Subscribers to Groups
- How to Send an Email to a Segment of Your Subscriber List
- How to Use Advanced Segmentation to Target Specific Members of your List
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LEVEL:

- Advanced

DURATION:

- 1 Day

MAX DELEGATES:

- 12 Number

COURSE TIMES:

- 09:30 - 16:30

BIGROCK SUPPORT:

- 12 months' support
- Video support via YouTube
- Email and Tel support
- Live support

RELATED COURSES:

- Premiere - 2 days
- Illustrator - 1 day
- InDesign - 2 days
- Acrobat - 1 day

Sending and Optimizing Ecommerce Emails in MailChimp

- Email Optimization Principles
- How to Create Effective Email Subject Lines
- How to A/B Test Subject Lines in MailChimp
- How to Personalize Emails with a First Name Using Merge Tags
- How to Boost Open Rates by Resending Emails to a Segment of Your List
- Optimization Quiz

Creating Infographics: Charts

- Planning your infographic
- Setting up a document
- Using a bar graph
- Using an area graph
- Using a scatter plot
- Using a radar plot

Creating Opt-in Offers to Grow Your List

- Introduction to Opt-In Offers for Ecommerce
- How to use MailChimp's forms to capture subscriptions
- How To Use Opt-In Monster to Create Effective Opt-Ins
- How to Capture Additional Subscriber Segmentation Data with a "Bluff" Email.
- How to Run Partner or Social to Email Contests Using Gleam

Using Automation to Create Email Marketing Sequences

- Introduction to Marketing Automation in MailChimp
- How to Create a Cart Abandonment Sequence
- How to Create an 8 Email Opt-in Sequence
- How to Create a Post Purchase Sequence.

Summary