Email Marketing

Hands-On Training Session

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5 Steps

- Preparation
- Build list*
- Create Content (HTML & Text)
- Combine list, content, details
- Schedule and Approve

- * we do this for you

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Preparation

- Schedule
- VConnect Account
- Firefox browser
- Read the documentation
- Text based content
  - » notepad,
  - » Text pad
  - » BBEdit
  - » Avoid MS Word

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Step 1 - Plain Text

- No markups
  - » Bold
  - » Italics
  - » Images
  - » Tabs
  - » Tables
  - » Etc.

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Step 2 – Email Marketing - List

- Enter VConnect
- Go to Email Marketing
- List is already created for you.

Step 3 – Build Content

- Duplicate the template
- Change the name
- HTML version
- Text version
- Footer MUST stay
  - » Everything below the horizontal line

- SAVE content

Step 4 – Address and Assemble

- Subject line
  - » "Wellesley"
  - » Keep it short
- From & Reply To: address
- Bcc: broadcastssent@wellesley.edu
  - » "SAMPLE"
- Skip campaigns
- Add Category
- "SAVE This Email"

Step 5 – Schedule and Send

- Select Date
- Select Time
- Select the Assembled Message
- "Schedule this Now"
- Approve!

Reports

- See who got your email, who opened it
- See whose email bounced
- See who is clicking on your links – is your email driving your constituents to your website?

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About the Statistics

- Delivered – who received your email
  - » Not relative, but can be misleading
- Open rate – who opened your email
  - » A relative measure
- Bounced Emails
  - » Contact alums whose emails have bounced
- Links
  - » See who clicked on which link

- Statistics show first 72 hours of data

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Sample Email Report

Thank You!

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