

MAILCHIMP SUPERHACKS

**#7 hacks to help you send
awesome emails**





chimp essentials

MAILCHIMP SUPERHACKS

#7 hacks to help you send awesome emails

The one thing people ask us, is.. how do I get more out of Mailchimp. So we've decided to put our top 7 Mailchimp hacks into a helpful guide for you. We've called these hacks 'superhacks', because they are our fave hacks, the ones that get the best results.

We hope you like it.

Doug & the Chimp Essentials team

SUPERHACK 1

How to build your Mailchimp audience

So, one of the main things people want to know is – how do I get more subscribers. Some people resort to buying, worse still scraping, data. I get it, it can be hard. There's so much noise out there online, trying to put your hand up and be like 'hey, subscribe' can be challenging. BUT, it pays off.

I'm not going to go too deep into why building an email list is important, I figure you know this already, but I will say this, briefly: let's look at your return if you spent hours on Twitter building a following, or spent the same time building a subscriber list. Sure, it could be easier to build a following, these people are already out there and just happen to see your tweet, so follow it through and start following you. Lovely. BUT, what if Twitter (for some magical reason) decide to suspend your account. It happened to us a few months back, and all Twitter came back to say was... Oh sorry our bad, that was a mistake. So, all that effort spent building that following was gone in an instant. Building a subscriber list mean you OWN your audience, and are simply borrowing Mailchimp to host them for you.

Sold now? Good, let's move on.

The single best way to drive subscribers is to incentivise them. Every article I've read about list building usually comes back to the same nugget of advice... offer something in return. A coupon for a discount works, a free resource like a PDF or an ebook also works. If you don't, then you are begging for a subscribe without offering anything in return, and in a world of privacy and data protection, people are aware of their rights, and they want something in return.

In Mailchimp, what you're gonna want to do is create a signup or popup form to capture your leads, and a customer journey to send them the coupon or resource once they sign up. This is fairly simple to do, but can be a bit of a faff, depending on how fancy you want the form to look, but once set up and running, it will mean you could be attracting a bunch of new subscribers each day to top up your audience.

To make it easy on yourself, you could simply set up a landing page in Mailchimp, and just share that. I personally prefer to embed a form onto my own website, so we get all the traffic to our own website. Of course, you could connect your domain to Mailchimp, depending on your plan level, but

for a completely seamless experience I recommend having everything on your own website.

SUPERHACK 2

How to write awesome email subject lines

Subject lines, along with timing and relevancy, is the single biggest influencer to help you boost your open rates, BUT there's SO much info out there on what constitutes a great subject line, and a lot of this advice conflicts. In our many years of hands-on experience, there's a few tried and tested things that we know DO work. I'm not saying do this and you'll double your open rates, but mix and match some of these, and you'll start to see more opens.

1. Clickbait

Clickbait (in case you didn't know) is a way to attract attention with an enticing headline. Clickbait gets a bad wrap, mainly cos it's abused by spammers, but if you take the premise of clickbait and use it in your subject lines you may see an uplift in your open rates. Always keep your subject lines relevant to your subscribers, and never use your new superpower for evil. That's the superhero code.

If you want to test your subject lines, the team at MailNinja created a great tool for you to use, check it out here – <https://checker.mailninja.co.uk>

2. Emojis

Plain boring text subject lines don't stand out. Sure, you can use short, snappy clickbait-y subject lines which get people intrigued and interested, but if you snap on an emoji, now you've added some colour and visuals, giving you a fighting chance of standing out from the crowd.

3. Personalise

Try not to use it for EVERY email, but throwing in an occasional name drop into your SLs will give people Quick tip – if you don't have everyone's name in your audience, fear not, in Mailchimp just make sure you hop over to your audience merge fields and set a default/fallback so in the absence of a name, it will show something in place. We use this at Chimp Essentials. For the folk we don't have a first name for, we set the default as 'chimps', so we can start an email off by saying Hey FNAME, giving us Hey Doug, or Hey chimps, as a fallback.

A quick tip

Try to gather as much data as you can on your subscribers using giveaway forms or surveys, that way you can personalise your emails and create awesome audience segments.

SUPERHACK 3

How to A/B split test your emails

A/B testing, multivariate testing, split testing, the same thing. The idea is simple, you test one thing (or many things) against one another to see which performs best. Some people get scared of this, cos it appears quite technical on the surface, but typically Mailchimp... they make it super easy!

Most folk test 2 subject lines, that's the most common test, but you can also test content, send times and from names, all of which are really useful.

Our advice is this – **run one small test for every single email you send.**

What you don't want to do is test 2 completely different subject lines, or 2 completely different emails. Why? Ok, so email B wins, great, you get a decent open rate, BUT why? If you test 2 completely different things then you won't learn what the single factor was that contributed towards the win. So instead, try this:

1. Create a Trello board or Google sheet, just some way to document what you plan to test
2. Let's start by testing a subject line
3. Start by writing 1 subject line (A)
4. The dupe it, and add something unique to the second one (B), such as an emoji, a first name, a word in all caps, a question mark, just SOMETHING
5. Test the same thing multiple times, like 3-10 times, just so you can be totally sure it work
6. Grab the test results from Mailchimp and document it

Just get into the habit of testing every email, and documenting your learning, so you can incrementally improve results over time.

SUPERHACK 4

When to send your Mailchimp email campaigns

Getting your timing perfect can be tricky, maybe you have people on multiple timezones, or you are new to all this and just don't have the data to reference to know what time is good for you.

As a general rule of thumb, B2B emails work towards the middle of the day, in the middle of the week, and B2C works early morning, evenings and weekends. The thinking is that people are at work and check work emails during work hours, and non-work emails whilst watching TV at home. HOWEVER, take that advice with a pinch of salt. Covid and home working has thrown all that into chaos, and the 'old way' of doing things has changed.

The best idea long term is to understand your own audience, and over time find a sweet spot when to send your emails, but if you are new to email marketing, Mailchimp has a couple of sending options that can help you get running...

Send time optimization

Mailchimp calculates the optimal time to send your email, based on your subscriber being in other people's audiences, and can therefore calculate based on past data, when they are likely to open your emails. Clever AI robot stuff.

Timewarp

This smart feature allows you to send in your recipient's time zone. Cos you are playing with time, and time only moves forward (sorry Marty McFly), you need to allow 24 hours notice before you want your email to send out.

A word of warning. Mailchimp uses your subscriber's IP address to determine their geographical location, and since Apple now auto-block tracking in Apple Mail, this is not 100% accurate. Our advice, skip this feature.

Send in batches

If you are sending to a large number of recipients, you can send it out in batches. This is super useful if you are sending an offer or tickets to an event and you only have x tickets on sale.

SUPERHACK 5

Resend to non-openers

A secret trick many email marketers use. Resending your email means you get a second bite of the apple, and a chance to get more revenue from a single email campaign.

Here's how it works:

1. Send your email, as normal
2. Go back into Mailchimp and replicate it
3. Change the audience to say 'campaign activity was sent x campaign, but didn't open x campaign'
4. Change the subject line slightly to refresh it in people's inbox
5. Schedule the email to send about 3 days after the first one – try sending on a different day, see if that fares any better
6. Sit back and watch the money roll in

SUPERHACK 6

Save money on your Mailchimp bill

Mailchimp charges you for the number of subscribers you have, not the number of emails you send out. Remember that. Mailchimp is free for most people, but when you start paying it can get expensive. Our tip – **purge your list.**

Let's face it, why are you paying to host subscribers who just don't care enough to open your emails? At Chimp Essentials, we regularly purge our list, by archiving subscribers who haven't engaged with any of our emails in the last 3 months. Depending on how often you send emails, you can go a bit further back (6 or 12 months), but if someone hasn't opened a single email in a year, are they really going to become a customer?

SUPERHACK 7

#1 Mailchimp superhack (top secret)

The goal for email marketing is to send the right message, at the right time, to the right person, but the key to email marketing success boils down to two main things: relevancy + frequency.

We've been sending email campaigns for people for over 15 years, and there's one consistent thing that works above all else – sending shorter emails with less content, more often.

- Less products and services
- Less calls to action
- Less subject line text
- Shorter paragraphs with bullet points
- Bolder headings with text faff
- Bolder buttons with less text

Now, although with content 'less is more'. With frequency, tests prove that more frequent sending works best – within reason. Don't now feel you can go from sending a quarterly email to a daily email – you will just annoy people. However,

ramp it up a gear and start sending more frequent campaigns.



chimp essentials

So, it remains for me to thank you for reading this PDF. I hope you found some wisdom in these pages, and remember, Chimp Essentials are on hand to support you if you need it.

If you want to discuss how we can help you with your Mailchimp email marketing, contact us at our website:

<https://chimpessentials.com/contact>