

Email Newsletters

How... why....how much... How legit?

How.. Why.. \$\$\$... Permission

- ▶ **How:** can't just send hundreds of email from a regular email address
 - The server may not allow it
 - "BCC" email may be tagged as spam
- ▶ **Why:** Keep in touch with customers, announcements, follow up etc.
- ▶ **How much:** Fee-based or "free" ways to do it. Starting around \$15/m for 500 and up. Open-source software needs to be set up correctly
- ▶ **Legal:** Have to ensure members have opted-in and requests to opt-out – must process automatically or be done manually.

Considerations

- ▶ Fee / web based – some based on # of addresses
- ▶ Free options on server (PHP programming)
- ▶ Consider size of email list, as some servers have limitations.

You need an email address owner's permission before you can send them a commercial email. If you don't have this permission, then the recipients of your mail may regard your message as **spam**

If you are accused of sending spam, then you may find your email accounts closed down, and your website shut off. In some parts of the world, you may even be breaking the law.

Fee based

- ▶ <http://www.constantcontact.com/> (\$\$)
- ▶ <http://www.verticalresponse.com/> (\$\$)
- ▶ <http://www.graphicmail.com/>
- ▶ <http://www.mailchimp.com/index.phtml>
- ▶ <http://www.myemma.com/>
- ▶ <http://www.icontact.com/home/index2> (\$)
- ▶ <http://www.kinterainc.com/site/c.owL8loO7KzE/b.4046961/> (?\$)
- ▶ <http://www.listrak.com>

"Free" on own server

- ▶ <http://dadamailproject.com/>
- ▶ <http://www.phplist.com/>
- ▶ <http://drupal.org/project/civCRM>

These need to be installed and configured on the server.

- ▶ *These are just a sample of options available!*

Features to look for

- ▶ Content Editor – WYSIWYG –HTML
- ▶ Templates – customizable
- ▶ Statistics – View and Analyze open rates, click throughs, bounces, form completions, un-subscribes, conversion etc
- ▶ Auto-subscribe/unsubscribe
- ▶ Activity tracking
- ▶ Capacity

Format

- ▶ Options for HTML formatting
- ▶ Fee-based plans offer server space for images, but check limitations
- ▶ Plain text for clean and simple, and less rejects (?)

Build the email address list

- ▶ DIY for a subscribe/unsubscribe system:
http://www.adobe.com/devnet/dreamweaver/articles/subscribing_unsubscribing_with_php.html
- ▶ Always use absolute URL's in emails!!!

Links

- ▶ http://www.idealware.org/articles/fgt_email_newsletter_tools.php
- ▶ <http://www.thesitewizard.com/archive/newsletter.shtml>
- ▶ <http://www.thefreecountry.com/webmaster/maillinglists.shtml>
- ▶ http://www.adobe.com/devnet/dreamweaver/articles/subscribing_unsubscribing_with_php.html

Helpful articles

- ▶ <http://www.email-marketing-reports.com/intro.htm>
- ▶ <http://www.imediaconnection.com/content/12894.asp>
- ▶ <http://www.email-marketing-reports.com/deliverability/introduction.htm>
- ▶ <http://www.email-marketing-reports.com/services/>