Email Communications

Rebecca Anderson
Emily Brennan
Christine Droesser

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When should I use MailChimp?

• Newsletters
• Branded emails for a center/institute/department/initiative
• Designed emails that are mobile friendly
• When you want to track information about the email such as who opened it, what links they clicked on, etc.
MailChimp

• Create your list(s)
• Create your campaign
  – select the list you are sending to
  – select a template
  – enter in your content
• Test
• Send your campaign
• View stats

High fives!
MailChimp: Creating Lists

Populating your lists:

1. Excel Import
2. Subscription form that you can embed on your web site
3. Sync with a Penn Law email alias (all-staff, all-faculty, seminar-fac, 3L, etc.)

• Each list is a separate entity so subscriber data in one list is not shared among your other lists.
• When a user unsubscribes, they are unsubscribing from that particular list only.
MailChimp: List Fields/Merge Tags

- By default, a list contains email address, first name and last name.
- Add custom fields that can be used for segmenting your list later such as affiliation (1L, faculty, staff, etc.)

### List fields and *|MERGE|* tags

<table>
<thead>
<tr>
<th>Field label</th>
<th>Field type</th>
<th>Required?</th>
<th>Visible?</th>
<th>Put this tag in your content:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Address</td>
<td>email</td>
<td>ALWAYS</td>
<td>ALWAYS</td>
<td>*</td>
</tr>
<tr>
<td>First Name</td>
<td>text</td>
<td></td>
<td>✓</td>
<td>*</td>
</tr>
<tr>
<td>Last Name</td>
<td>text</td>
<td></td>
<td>✓</td>
<td>*</td>
</tr>
<tr>
<td>Affiliation</td>
<td>text</td>
<td></td>
<td>✓</td>
<td>*</td>
</tr>
</tbody>
</table>

*Note: Merge tag values may be modified based on coding options.*
MailChimp: List Fields/Merge Tags

- Merge tags can be added to your email content or autoresponders.
- Some merge tags can also be used in the subject lines of your campaigns and autoresponders.
MailChimp: List Groups

- Use groups to categorize subscribers by interests and preferences.
- Are a great tool for organizing the subscribers in your list for targeted communication.
- Subscribers can select groups for themselves in the signup form or you can place subscribers into groups within MailChimp.
MailChimp: Sending Options

• Send to your entire list or create a segment of your list to send to.

• Segments can be based on lots of different criteria. Some basic ones are:
  – By Date Added
  – By Email (only send to @law for example)
  – By Groups
  – By additional fields you may have added (like affiliation)
MailChimp: Segments

View subscribers

Subscribers match any of the following:

- Group: I am interested in: one of
  - Volunteering
  - Donating
  - Events

- Affiliation is Staff

Add Condition

Save Segment

What would you like to name your segment?

Staff Demo Segment

You’re saving a segment with the following criteria:

Matching any conditions:
I am interested in: one of Volunteering
Affiliation is Staff

Auto-Update

Save Cancel
MailChimp: Subscriber Forms

Email Address

First Name

Last Name

I am interested in:
- [ ] Volunteering
- [ ] Donating
- [ ] Events

Subscribe to list

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Richard L. Revesz

Richard L. Revesz is the Lawrence King Professor at New York University School of Law. Professor Revesz also previously served as the Dean of the New York University School of Law. His work focuses on the use of cost-benefit analysis, the allocation of regulatory responsibility in a federal system, and the design of liability regimes.
MailChimp: Custom Templates

Work with Communications and ITS to setup a custom template for your newsletter or mailing.
MailChimp: Predefined Templates

Also called Themes.

- Elegant: drag and drop
- Event: classic by Dan Rubin
- Event: classic by Elliot Jay Stocks
- Event: classic by Khoi Vinh
- Event: classic by Matthew Smith
- Event: classic by MetaLab
MailChimp: Basic Templates

1 Column
Drag and drop
Select

1 Column - Banded
Drag and drop
Select

1:2 Column
Drag and drop
Select

1:3 Column
Drag and drop
Select

1:3 Column - Banded
Drag and drop
Select

2 Column
Drag and drop
Select
Designing Your Email
Creating an elegant email is simple

Now that you’ve selected a template to work with, drag in content blocks to define the structure of your message. Don’t worry, you can always delete or rearrange blocks as needed. Then click “Design” to define fonts, colors, and styles.

Need inspiration for your design? Here’s what other MailChimp users are doing.
MailChimp: Testing Tips

• Proof your content
  – Make sure you've removed all default template content
  – Test your links
  – MailChimp has a spellcheck – use it
• Send test emails to yourself and others
• Test on your mobile devices too
• Test your merge tags
  – In the Popup Preview window, click on the View Live Merge Info button to see your Merge Tags in action
  – You can also test Merge Tags by sending your campaign to a test list
MailChimp: A/B Testing

- What day of the week gets you better open rates?
- What subject lines are most effective?
- What name should you use in the “From” field?
- Does sending time affect click rates?
MailChimp: Campaign Archives

We hope that this quarterly newsletter showcases upcoming initiatives. We are always looking for your feedback. Please don’t hesitate to let us know how we are doing.

Digital Spring Cleaning

ITS will be kicking off a privacy & security audit. Look for our lunch & learn invite in the next newsletter.

Canvas/myCourses

Momentum for Canvas is building and we are happy to report that we have reached 100 courses for the fall term! As we continue the migration, we are available for training and support. We also have help guides and videos available on ITS Online. Our team worked hard over the summer to ensure that many of our beloved Course Portal features would be available in Canvas. This include seating charts, course rosters, media requests, evaluations and more. We have a help guide on using these teaching tools available on ITS Online. If you are interested in using Canvas, please contact us at its-help@law.upenn.edu.

FALL 2013

Canvas/myCourses

New Form for Requesting Loaner Laptops/iPads
MailChimp: Autoresponders

• Autoresponders are a type of automatic email campaign.
• Unlike other MailChimp campaigns, autoresponders don't send to an entire list or segment at once and only send when a subscriber meets the specific trigger conditions set for that autoresponder campaign.
• Use autoresponders to create tailored follow-up or welcome emails (when someone subscribes or clicks a link in your campaign). Can also be used to send automatic birthday emails.
MailChimp: Stats

Open rate: Percentage of total recipients (successful deliveries) who opened the campaign.

Opened: Number of recipients that opened the campaign any number of times.

Total opens: Total number of times the campaign was opened by recipients. This count includes multiple opens from individual recipients.

http://blog.mailchimp.com/whats-causing-my-low-open-rate
# MailChimp: Stats

<table>
<thead>
<tr>
<th>Overview</th>
<th>Activity</th>
<th>Links</th>
<th>Social</th>
<th>E-commerce</th>
<th>Conversations</th>
<th>Advanced</th>
</tr>
</thead>
</table>

## 31 Recipients

<table>
<thead>
<tr>
<th>List</th>
<th>Westside Design Lab Newsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject</td>
<td>January Photography</td>
</tr>
<tr>
<td>Delivered</td>
<td>5/31/13 11:30AM</td>
</tr>
<tr>
<td>View Email · Download · Print · Share</td>
<td></td>
</tr>
</tbody>
</table>

### Open rate

- List avg: 50.3%
- Industry avg: 24.0%

### Click rate

- List avg: 22.9%
- Industry avg: 2.2%

<table>
<thead>
<tr>
<th>23</th>
<th>Opened</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Clicked</td>
</tr>
<tr>
<td>0</td>
<td>Bounced</td>
</tr>
<tr>
<td>0</td>
<td>Unsubscribed</td>
</tr>
</tbody>
</table>

## Click rate: Percentage of total recipients who clicked any tracked link in the campaign.

**Clicked:** Number of recipients that clicked any tracked link any number of times.

**Clicks per unique opens:** Percentage of recipients that registered as an open who also clicked a link in your campaign.

**Total clicks:** Total number of times tracked links were clicked by recipients. This count includes multiple clicks from individual recipients.
MailChimp: Stats

New Solutions in the Fight Against Malware

Coming December 12

Microsoft's System Center Endpoint Protection is our new antivirus solution. Microsoft Systems Center provides real time protection in addition to nightly and weekly scans. It also offers sophisticated reporting that will help ITS respond quickly when a system is infected. Please see our guide to learn about the new Systems Center alerts:
https://www.law.upenn.edu/its/docs/security/microsoft-endpoint-pp

SafeDNS is a service that reduces the likelihood that a computer will be compromised through web browsing. This service tracks websites known to be hosting malicious software. When a computer using SafeDNS tries to connect to a suspected malicious site, it will get redirected to a safe location. For more details, please see: https://www.law.upenn.edu/its/docs/safedns

Coming January 2014

Often Antivirus software is not enough. Malwarebytes is a new solution we will be adding in January. This service works in real time to detect and quarantine malicious software (including viruses, worms, trojans, rootkits, adware, and spyware) infecting your computer. It also offers on-demand and scheduled scanning as well as alerting ITS of infected systems.

WebDAM Image Database

Looking for images of Penn Law for an invitation or a web page? You can now search our new Web Digital Asset Management (WebDAM) database. WebDAM has powerful features for storing, organizing, searching, downloading and sharing photos. And, it works with Penn+Box. Ready to get started? Please see details at https://www.law.upenn.edu/its/docs/webdam

Penn Law Doodle...the Solution for Easy
## MailChimp: Stats

<table>
<thead>
<tr>
<th>URL</th>
<th>Total Clicks</th>
<th>Unique Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="https://www.law.upenn.edu/its/docs/doodle/">https://www.law.upenn.edu/its/docs/doodle/</a></td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td><a href="https://www.law.upenn.edu/its/docs/security/microsoft-endpoint-protection.php">https://www.law.upenn.edu/its/docs/security/microsoft-endpoint-protection.php</a></td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td><a href="http://cms.business-services.upenn.edu/computerstore/wishbook">http://cms.business-services.upenn.edu/computerstore/wishbook</a></td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td><a href="https://www.law.upenn.edu/its/docs/webdam">https://www.law.upenn.edu/its/docs/webdam</a></td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td><a href="https://www.law.upenn.edu/its/docs/security/safedns.php">https://www.law.upenn.edu/its/docs/security/safedns.php</a></td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td><a href="https://www.law.upenn.edu/its/about/whos-its.php">https://www.law.upenn.edu/its/about/whos-its.php</a></td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><a href="http://www.livemocha.com/">http://www.livemocha.com/</a></td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
MailChimp: Stats

<table>
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<tr>
<th>Overview</th>
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<th>Links</th>
<th>Social</th>
<th>E-commerce</th>
<th>Conversations</th>
<th>Advanced</th>
</tr>
</thead>
</table>

### Didn’t open

<table>
<thead>
<tr>
<th>Email Address</th>
<th>Sent to</th>
<th>Opened</th>
<th>Clicked</th>
<th>Didn’t open</th>
<th>Bounced</th>
<th>Unsubscribed</th>
<th>Complained</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:aallen@law.up">aallen@law.up</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="mailto:aarond2@law.up">aarond2@law.up</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="mailto:adavidso@law.up">adavidso@law.up</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="mailto:adharris@law.up">adharris@law.up</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="mailto:afinkel@law.up">afinkel@law.up</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="mailto:afloyd2@law.up">afloyd2@law.up</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>My affiliation is</th>
<th>Member Rating</th>
<th>Last Changed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anita</td>
<td>Allen</td>
<td></td>
<td>★★★★★★</td>
<td>2/25/14 3:46PM</td>
</tr>
<tr>
<td>Aaron</td>
<td>Douglas</td>
<td></td>
<td>★★★★★★</td>
<td>2/25/14 3:46PM</td>
</tr>
<tr>
<td>Ann</td>
<td>Davidson</td>
<td></td>
<td>★★★★★★</td>
<td>2/25/14 3:46PM</td>
</tr>
<tr>
<td>Alexis</td>
<td>Harris</td>
<td></td>
<td>★★★★★★</td>
<td>2/25/14 3:46PM</td>
</tr>
<tr>
<td>Amanda</td>
<td>Finkel</td>
<td></td>
<td>★★★★★★</td>
<td>2/25/14 3:46PM</td>
</tr>
<tr>
<td>Anthony</td>
<td>Floyd</td>
<td></td>
<td>★★★★★★</td>
<td>2/25/14 3:46PM</td>
</tr>
</tbody>
</table>
Best Practices for HTML Email Design:

Layout & Format
Images & Content
Layout & Format Considerations
An HTML email or newsletter is a **quick** method of communication to convey a message.
Don’t create emails that are too wide

• Comms and ITS will help you create an HTML email that fit within web standards. (600px max)
• You are sending an email, not a brochure or a webpage. Most people are reading your message on their mobile devices or preview windows. You want your message to be read, not ignored!
Speaking of Mobile Devices

• MailChimp’s templates are predesigned to work on mobile devices. Woo hoo, one less thing for you to worry about.

• You want your message to be responsive, which means it will automatically detect the screen size the email is being displayed on and will adjust to serve the appropriate version.

• Forty-nine percent of emails are opened on a mobile device.
Scannability

• Studies show people scan, rather word-for-word reading. Text on the left gets more attention than text on the right.

• Web users skip over content that appears unimportant, resulting in an F-shaped reading pattern. (Study done by web usability guru Jakob Nielsen)
Keep your Calls-to-Action High

• The majority of your subscribers likely only see the top portion of their email messages and make a snap decision about whether or not the content is worthy of their time. You want to catch the reader’s attention before they can hit the delete button.

• You are fighting for the reader’s time. Your goal should be to get them away from the email as soon as possible with all of the information they need! Keep your message clean, simple, and to the point.
Plan for no images

• The majority of email clients block images in messages unless the user opts to see them. That means your beautiful images will never get seen unless the rest of the content is descriptive enough to persuade recipients to allow images from you to be shown.

• Headlines and body copy play crucial roles in this decision, so avoid embedding critical content in images.
Who sent me this?

• Make it clear who is sending the message.
• Make sure your logo or department name is prominently displayed at the top of the email.
• Make sure your email coincides with your brand. If your department has its own graphic identity, be sure to reflect that in your email design. When in doubt, use Penn Law colors and fonts.
When to Send

**Open Rates by Day**

- **Sunday**: ~44%
- **Wednesday**: 23%
- **Saturday**: 6%

*Key Takeaway: Open rates are highest during the weekend.*

**Open Rates by Hour**

- **12AM**: 6%
- **6AM**: ~53%
- **12PM**: 30%
- **6PM**: 0%
- **11PM**: 0%

*Key Takeaway: Open rates are highest in the early morning.*
Images & Content
Keep it Short & Sweet

Email marketing company MailerMailer found longer subject lines had lower open and click rates than those that were shorter. Try to say it all in 50 characters or less.

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>TOO LONG</th>
<th>98 CHARACTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final reminder for complimentary entry to attend the West Freeland's BCI Cluster Conference 2006</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>GET TO THE POINT!</th>
<th>24 CHARACTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your April Website Stats</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Emails with 28–39 characters in the subject line had the highest click rates.
Stay Focused & Keep it Simple!

• The most effective content is **limited in scope**. Too many topics in one message results in a diluted response.

• The longer your message is, the more likely you will **lose your audience’s attention** span. If you have a very wordy email, much like this slide... it is probably too long.

• Allow your user to explore/learn more. Keep your copy sections short – preferably 3 lines or less, so **USE LINKS**.
Use Links

• Use links whenever you can to drive traffic to your site
• Include brief text descriptions to give readers a preview of the story to entice them to read further
• Keep paragraph length brief; 3 sentences at most!

Muck Rack Daily

Good morning from Muck Rack, where you can get a snapshot of what journalists around the world are reading, thinking and commenting on right now.

TODAY’S TRENDING TOPICS

Christopher Hitchens

“Christopher Hitchens—the incomparable critic, masterful rhetorician, fiery wit, and fearless bon vivant—died today at the age of 62,” announced Juli Weiner at Vanity Fair, where Hitchens had been a contributing editor since 1992.

Hitchens’ final interview, with Richard Dawkins, is at The New Statesman. Dawkins tweeted this morning, calling Hitchens the “finest orator of our time, fellow horseman, valiant fighter against all tyrants including God.”

Richard Lea’s obit of the “journalist, writer and unshakeable secularist” is at The Guardian.

Christopher Buckley’s personal and moving appreciation is at The New Yorker. He writes: “Among his prodigal talents, perhaps his greatest was his gift of friendship. Christopher’s inner circle, Martin [Amis], Ian McEwan, Salman Rushdie, James Fenton, Julian Barnes, comprise more or less the greatest writers in the English language. That’s some posse.”
Where am I linking to?

- Use the Penn Law website calendar to contain event information, RSVP, posters, etc.
- LiveWhale has “Blurbs” (a blog-like format) and “Stories” (a newsroom format) available to all Web Providers
- Housing content outside of the email can help other people find it while on the site
- Tumblr & Facebook are great places to house social or student-focused content as well
Graphics

• **Minimize images:** *Keep images small to decrease the overall size of the email. Also, too many graphics are distracting.*

• **Colors and unreadable text:** *Again, simplicity. Black or dark grey text on a white background is usually preferred. Other color combinations can work, especially for headlines and graphics, but you want to keep the body text as straightforward as possible.*

• **Pixilated Images and Broken Links:** *Nothing looks more unprofessional than a pixilated or missing picture. Test your links. This goes for text links as well.*
“View in Browser” Link

• Include a link to view the email in a browser: Even through all of your careful planning, you can be sure that for one reason or another, someone, somewhere will not be able to view your email properly. The first thing in your email should be a link to an externally-hosted html version of the email.
Summary: Simplify

• Lead with most important/relevant content.
• Have a clear and simple call to action.
• You want to catch the reader’s attention before they can hit the delete button.
• Magic of 3
  – No more than 3 columns for design
  – No more than 3 topics overall
  – No more than 3 lines of copy text
• Allow your user to explore/learn more using links.
Questions?

MailChimp Basics: https://www.law.upenn.edu/its/docs/mailchimp/

We are here to help!

ITS:
itshelp@law.upenn.edu
215-898-9140
twitter.com/pennlawits

Communications:
all-comm@law.upenn.edu