



**DELIVERING
OUR AUDIENCES
CUSTOM
MESSAGING BASED
ON HOW THEY
ENGAGE WITH
OUR CONTENT
... IMPROVES
OUR OVERALL
AUDIENCE
ENGAGEMENT
RATES AND GIVES
US MORE USABLE
DATA.**



EPISODE 6

YOU'VE GOT MAIL

FIVE MAILCHIMP FEATURES THAT STREAMLINE AND ENHANCE YOUR COMMUNICATIONS



6: YOU'VE GOT MAIL

EPISODE NOTES

On this episode, Brianna shares her four favorite features of Mailchimp — the software she has been utilizing for over six years. She dives into the importance of automation and analytics while discussing features like Landing Pages, Customer Journeys and more.

Brianna is, by nature, an efficient worker, always looking to eliminate steps and time-consuming measures so she can create time for things that truly matter. Along the way, she discovered Mailchimp and has enjoyed utilizing its features to streamline her communications.

**Brianna is not receiving compensation from Mailchimp nor does she include affiliate links in this guide or the accompanying blog post. She is simply a longtime user of Mailchimp looking to help others use its features to enhance their communications.*

TAGS & GROUPS

Delivering our audiences custom messaging based on how they engage with our content not only boosts our click-through rates, but improves our overall audience engagement rates and gives us more usable data. And the more data we have access to, the better we can strategically plan our communications going forward.

NAME SOME TAGS YOU COULD ADD TO YOUR AUDIENCE/SUBSCRIBERS

CUSTOMER JOURNEYS

Using conditions and user behavior, Customer Journeys guide users through a series of communications. The time invested on the front end is more than worth the results you get on the back end, especially if your communications strategy is driven by data.

HOW COULD YOU USE A FEATURE LIKE CUSTOMER JOURNEYS TO TAKE YOUR CUSTOMERS THROUGH AN EXPERIENCE?



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CHOOSE TO
COMMUNICATE
WITH YOUR
CUSTOMERS,
IT'S IMPORTANT
THAT YOUR
STRATEGY GOES
BEYOND SIMPLE
TRANSACTION
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AUDIENCE SEGMENTING

Another way to segment your audience and send customized, targeted messages is by filtering your subscribers based on Mailchimp's contact rating feature. Mailchimp's contact rating is a powerful tool that allows you to segment your email list based on the engagement level of your subscribers. This means you can target your marketing efforts to those who are most likely to engage with your content and take action.

WHAT CUSTOMER INFORMATION DO YOU HAVE AVAILABLE THAT YOU COULD USE TO SEGMENT YOUR AUDIENCE?

1.

2.

3.

LANDING PAGES

Something that has become clear over the years is the importance of backing up marketing decisions with data. Mailchimp's Landing Pages are one more way to collect data and put it to work for you.

HOW CAN YOU USE LANDING PAGES OR A SIMILAR FEATURE TO COLLECT DATA FROM YOUR AUDIENCE?

MERGE TAGS

Are you ready to take the next step and start communicating personalized information to your members, clients or customers? If so, Mailchimp's merge tags make it super easy. Merge tags allow you to personalize your email campaigns by inserting subscriber-specific information, such as their name or location, into your emails

HOW CAN YOU USE MERGE TAGS TO PERSONALIZE COMMUNICATIONS YOU ARE SENDING?

LINKS & RESOURCES

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