
Email Marketing For Local Units

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What is email marketing?

Email marketing is the use of email to promote products or services while developing relationships with potential customers or clients. It is essentially direct mail done electronically instead of through the postal service.

Why use email marketing?

Audience lists simplify the process of sending out emails en masse.

Design elements allow your emails to have a more polished and professional look.

Email templates allow you to develop campaigns more easily.

Data tracking allows you to see what's working.

Step 1: Create a Google account for your local.

If your local unit doesn't have one already, I recommend creating a Google account, which also includes a Gmail.

A Google account will allow your local officers to have a single, transferrable account to shift to new officers.

[Learn more here.](#)

Step 2: Create a Mailchimp account.

Go to [Mailchimp.com](https://mailchimp.com) to sign up.

You'll need to include a physical address to confirm you're a person and not a bot.

Use the local unit's Gmail address to sign up.

You'll need respond to the confirmation email.

Mailchimp's free account allows up to 2,000 contacts.

Step 3: Create and upload your audience list.

An audience list is a spreadsheet of your contacts.

It can include a lot of different information such as names, addresses, and custom fields.

This data can be used in email campaigns by utilizing “merge tags” and by segmenting your audience.

Step 4: Create, write, and design your first email.

The biggest key to a successfully written and designed email is simplicity!

Many people read emails via their phone. Try to ensure that your email reads well on mobile.

Avoid the use of lots of colors, tables, and pictures.

Write your text in a simple, straightforward manner. Subject, verb, object.

Example of email: Event notice / reminder.

[View this email in your browser](#)

The Test Email's April Newsletter

Dear << Test First Name >>,

Our next meeting will be at:

The Texas Capitol

Address

4/1/22 at 1 p.m.

Please bring \$10 for lunch!



Step 5: Review, preview, and send a test email.

Always, always, always double and triple check your email for typos and issues before you send it out.

The best way to do this by using the preview button and sending yourself a test email.

Additional resources

[Mailchimp video tutorial.](#)

[Resource guides page.](#)

[Mailchimp support.](#)

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