EMAIL MARKETING

FOR FARMERS

YOUR NEED-TO-KNOW GUIDE FOR SETTING UP YOUR ACCOUNT, TEMPLATES, CONTENT AND MORE

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EMAIL MARKETING

Every marketing tool has its purpose, and each is essential for connecting with customers. Social media is great for sharing photos and content; however, it can create a lot of noise, and things can easily get lost. A direct channel for customers can be very helpful to share your products, story, and life directly with them. This is where email marketing comes in. It allows you to create demand by telling your authentic story. Instead of just sending another email, use this tool to best showcase your lifestyle and products to potential customers that might need that pull to commit to becoming a customer. Email marketing is also useful to help to:

1 BUILD YOUR BRAND

Consumers will have a higher likelihood of purchasing from you if they know you. Brand recognition is a key tool for driving new leads. Email campaigns can be a great way to grow that recognition and increase reach over time.

2 INCREASE YOUR VISIBILITY

Did you recently write a great piece of content or release a new product to your store? Email campaigning can help drive traffic to your website or store for new items.

3 FOSTER BUSINESS RELATIONSHIPS

You must continue to build relationships with your customers, no matter how big or small your business is. Email campaigning is a personal, direct line to your customers and can be very effective at creating relationships.

GETTING STARTED WITH MAILCHIMP

WHAT IS MAILCHIMP?

MailChimp is an online email marketing tool that give small businesses with limited resources, access to technology to help them grow. The tool lets you use templates, fill in your business-specific content, choose recipients, and send! Further, the tool provides services like email automation, marketing campaigns, and analytics*.

***Note**: Analytics is the discovery, accumulation, and communication of data collected on your marketing, such as the number of clicks, views, and replies.

SETTING UP YOUR MAILCHIMP ACCOUNT

Unlike many social media platforms, MailChimp is best accessed on your desktop and can be reached on any browser at any time. It does not require you to download any software.

To get started - sign up for your account with MailChimp. When you sign up, you have the choice of three options:

- free starting at $0/month,
- grow starting at $10
- and pro starting at $199/month.

The main differences between the options are the extra features you have access to and amount of contacts and emails/month you can use.

For a food business, we would recommend trying the free option - yes, free! This allows you to test the service and see the results before committing to a monthly fee. Additionally, the free version gives you 2000 subscribers (contacts) and 12000 emails/month. That's plenty - especially if you are first starting with email campaigning. Also, the free version still gives you access to their excellent features mentioned above like automation and templates

To get set up, MailChimp provides a great step by step process!

Here is some more explanation:
According to MailChimp, an automation is an email or series of emails sent to one individual based on a "**trigger**". A **trigger** is the **event** that starts an email/series. This **event** could be someone signs up for an emailing list to get more information or someone makes a purchase from you. Additionally, you can add a **delay**. A **delay** is the period of time between a **trigger** and the **send**. For example, when someone becomes a customer, take 2 days before sending them your welcome email. When a customer sets off a **trigger**, they get put into a **queue**, where they sit until the **delay** has passed. Just for reference, a **queue** is a group of contacts who meet the criteria and are waiting to receive their next email based on the **delay**.

There's a lot of terminology – but essentially you set criteria such as purchasing a product or signing up to a mailing list, then MailChimp puts those contacts into a specified list. From that list, those contacts are sent timed marketing emails that you create and set-up only once. Think about how much time that will save!

To increase your sales, we suggest:

- Adding all new customers or interested people into a list in MailChimp. There are ways to have signups automatically populate into MailChimp, and the program provides detailed explanation on how to do this.
- This customer list should be sent an automated "Welcome Email". This email should include a thank you message for joining or purchasing, information about your business and how they can easily order from you in the future.
- A second automated email should be created and "delayed" to be sent a week after the welcome email reminding them how to order again.

You can take automation very far by adding multiple emails to a campaign that have different triggers. We recommend starting with this initial procedure and going from there! The more you use and learn MailChimp, the more you will have ideas for how to use it!

BEST PRACTICES

These are some of the best features of MailChimp and how to use them:

TEMPLATES, TEMPLATES, AND MORE TEMPLATES!

MailChimp has pre-made professional templates that allow you to fill in the blanks with your information. These templates include different kinds of text boxes, dividers, buttons, social media links, and more. You probably had never thought of adding those to your emails in the past! It takes the work and time out of designing templates! You can also save templates you've used in the past and use them in different email campaigns. These templates make your emails look professional while saving you time from having to format them time and time again.

To increase your sales, use templates to create emails that include:

- A header that represents your business and products. We recommend using a nice photograph and placing your logo on top.
- Photographs. Include great pictures of your farm, production process, and of you! Show people where their food is produced. Also, include photos of new or featured products.
- A link to where they can order and an explanation of how to order.
- Any social media links. This is where they can follow you for more information.
- Any other content. Blog posts that you've written or videos that show what you do.

THE POWER OF AUTOMATION

Automation helps you to send the right emails to the right people at the right time. Instead of sending individual emails, you can save time and money by letting the system do it for you. Whether you are sending information about upcoming events, new products, or ordering deadlines, this system enables you to customize lists, content, and dates flawlessly.

OPEN AND CLICK RATES

Unlike your regular inbox, MailChimp tracks who opened and clicked on the links provided in your emails. This can be a super powerful tool because it lets you know who's interacting with what content. It lets you give customers who aren't opening your emails or clicking on the link to your online store a little nudge. Notice someone is ignoring your emails? Maybe shoot them a call to remind them orders are due soon.

Further, it also lets you gauge which email campaigns work best. Maybe you try one email campaign with one title versus another. The higher open rate suggests that the title works well. Additionally, you try a campaign with more photographs of your farm versus photos of the products.

The click rate will suggest which photos engage your audience more. Tracking these two rates gives you a clear picture of how to structure your emails. These numbers can be found under **View Report** in the campaigns section in the program.

To increase your sales, we suggest:

When you create your first email campaign, put half of your contacts in one list and the other half in a different list. Switch up the email title between campaigns and add different photographs. By doing this, you can compare which content or wording works better! This may take a few tries, but it's a great way to get feedback on your strategies.

Local Line

Streamline your farm's sales process.

Local Line helps food suppliers doing direct marketing sell their products online, access new markets, and keep organized.

Learn more at localline.ca