

AAUW California Technology Peer Group

Email Platform Comparison

Agenda

- **Welcome**
- **Email Management** - Sandi Gabe, AAUW California Director, Communication, Finance Officer/Web Manager (Mariposa)
- **Email Comparison**
 - **Vertical Response** - Heidi Scott, Web Manager (Marin)
 - **Constant Contact** - Karen Dennis, President/Newsletter Editor (Laguna Beach)
 - **MailChimp** - Beth Chodak, Webmaster/Newsletter Editor (Bakersfield)

Email Irritants

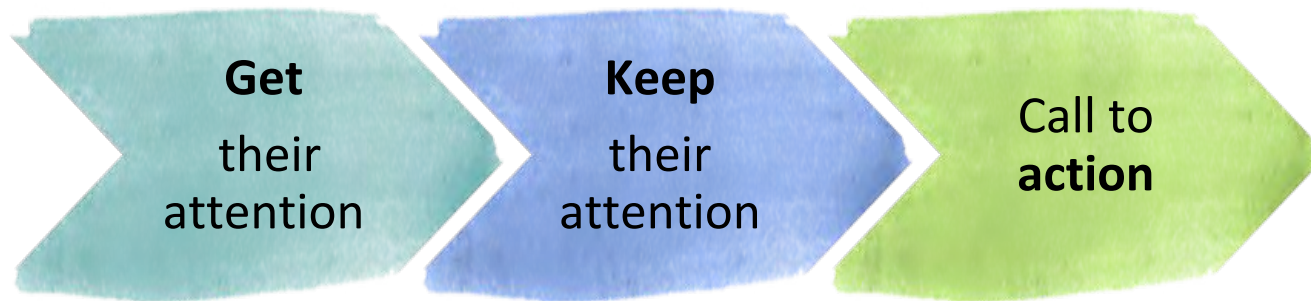
- It went into the black hole
 - Did they get it?
 - Did they read it?
 - Did they act?
- Maintaining the list



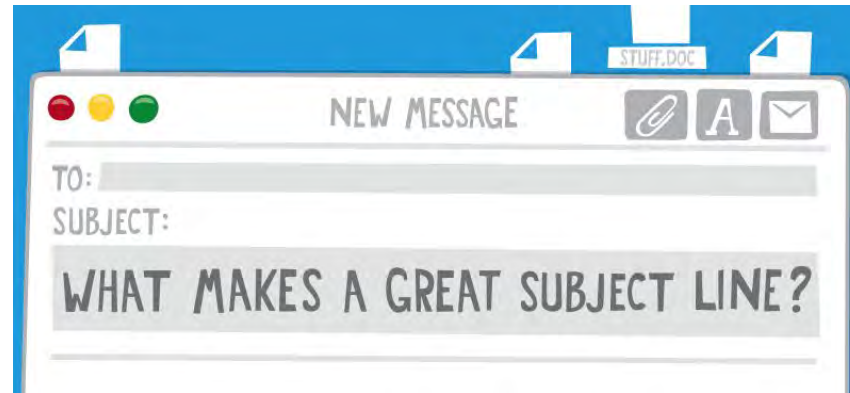
There are tools that can help!



Making Email Work Better



Which Email Would You Open?



AAUW April Program
Announcement

*“Do you have your Home
Tour Tickets?”*

Get Their Attention

- Keep it short
- Take out anything spammy
- Ask a question
- Include a deadline
- Give a command
- Add a list
- Make an announcement
- Make it funny
- Resend to those who didn't open it

Which Would You Read?

Transitions

They happen. Sometimes we like them. Sometimes we don't. Sometimes we have mixed feelings. Dawn and I are in the latter category as we begin planning for the 2016-2017 year when both of us will be stepping down from our Co-President roles. Yes, it's true. We are opening up the opportunity for someone to take the reins. Both Dawn and I will also have an opening for Program VP and Membership VP.

What does that mean for our branch? **Opportunities!**

It's time for a new approach, new passion, and new ideas. Dawn and I will continue to be involved in several areas because we retain our enthusiasm for the work we do. Join us to take this next step.

We've known that this day would come, so we've been working for the past year to smooth the transition. Here's what we've done to make it easy for you to consider volunteering:

Worked with project leaders to create a transition plan and identify key tasks

Created project plans for each project and template for branch goals

Developed a publicity process

Revised our Board structure to include 2 Leaders at Large

What we'll do:

Help with the transition – coach incoming President

Support technology (website and Facebook)

Manage 2 fundraisers (Home Tour and Fashion Show)

Serve on the board in an appointed position if desired



TRANSITIONS

They happen.

Sometimes we like them.

Sometimes we don't.

Sometimes we have mixed feelings.

Dawn and I are in the latter category as we begin planning for the 2016-2017 year when both of us will be stepping down from our Mariposa Branch Co-President roles. Yes, it's true. We're excited that we'll be taking on more responsibility with AAUW CA next year and I'll be putting my hat in the ring for a state position in April. It's bittersweet that it's time for us to take a different role in Mariposa.

We are opening up the opportunity for others to take the reins of our branch.

We will also have openings for Program VP and Membership VP for the 2016-2017 year.

What does that mean for our branch? Opportunities!

It's time for a new approach, new passion, and new ideas. Dawn and I will continue to be involved in several areas because we retain our enthusiasm for the work we do. Join us to take this next step.

We've known that this day would come, so we've been working for the past year to smooth the transition. Here's what we've done to make it easy for you to consider volunteering:

Keep Their Attention

- Short: Keep important info “above the fold”
- Don't Copy and Paste from Word
- Use Bold Tags, Font Colors and Font Sizes
- Underline Links
- Use Headlines
- Small Text Blocks
- Readable Font
- 2 Columns

Call to Action



February Newsletter

Check out the latest edition and find out about:

- Traveling the Silk Road - February 17th 4:30 pm.
- Speech Trek - a few jobs remain. Can you help?
- Transitions - Now's your chance to get involved!
- Special Interest Group (SIG) happenings: Hiking, Reading, Crafting!

and much, much more!!!

Sandi

[Click here to read the newsletter.](#)

There are Better Ways

- Know when their email address is incorrect
- Let them sign up for or opt out of your list
- Segment Members vs Supporters
- Use cool designs
- Resend messages to a specific population
- Track your success over time



What Should I Track?

You or your team should be keeping track of **4 key email marketing metrics:**

1. How many people **open** your emails
2. How many people **click** on a link inside your emails
3. How many people **unsubscribe**
4. How many people **complain**

What is the Average Email Open Rate?

Across all industries, the average open rate for the second quarter of 2016 was **25%**, according to **Experian's benchmark report**. However, the more accurate answer really depends on your industry.

Industry	Open Rate	Click Through Rate
Non-Profit	24.88%	2.81%
Civic Social Memberships (groups)	24.38%	8.57%

Mariposa Experience

	March 2018 Mariposa AAUW Newsletter Regular · AAUW Mariposa Sent Wed, February 28th 7:22 AM to 92 recipients	Sent	46.2% Opens	15.4% Clicks	
January, 2018 (2)					
	February 2018 Mariposa AAUW Newsletter (copy 02) Regular · AAUW Mariposa Sent Tue, January 30th 8:55 PM to 92 recipients	Sent	60.4% Opens	41.8% Clicks	
	December 2017 Mariposa AAUW Newsletter (copy 01) Regular · AAUW Mariposa Sent Tue, January 30th 8:50 PM to 92 recipients	Sent	39.6% Opens	13.2% Clicks	Resent email had a 30% open rate
December, 2017 (1)					
	December 2017 Mariposa AAUW Newsletter Regular · AAUW Mariposa Sent Sat, December 2nd, 2017 2:25 PM to 89 recipients	Sent	70.5% Opens	47.7% Clicks	Initial email had a 70% open rate
November, 2017 (1)					
	November 2017 Mariposa AAUW Newsletter Regular · AAUW Mariposa Sent Thu, November 2nd, 2017 11:32 AM to 89 recipients	Sent	58.4% Opens	39.3% Clicks	

AAUW California Experience

- Sent** AAUW California Perspective - February 2018
- Sent** AAUW California Technology Peer Group Invitation
- Sent** AAUW California - Articles of Incorporation Revote
- Sent** Important Information from the AAUW State Board-January 2018
- Sent** Important Information from the AAUW California Board - December 2017
- Sent** AAUW California Leadership Peer Group
- Sent** AAUW California SPF Needs You - Tech Trek Coordinator
- Sent** Important Information from the AAUW California Board - November 2017
- Sent** AAUW California SPF Needs You - Branch Treasurers
- Sent** Important Information from the AAUW California Board - October 2017

1,407	Tue, Feb 06, 2018, 10:35PM	60.48%	851 opened	5.4%	76 clicked
509	Tue, Jan 30, 2018, 10:15PM	56.19%	286 opened	8.45%	43 clicked
1,273	Wed, Jan 10, 2018, 09:30AM	62.42%	794 opened	14.3%	182 clicked
1,320	Thu, Jan 04, 2018, 07:15PM	65.53%	866 opened	8.26%	109 clicked
1,408	Thu, Nov 30, 2017, 10:15PM	61.02%	858 opened	5.82%	82 clicked
314	Fri, Nov 24, 2017, 09:30AM	60.51%	190 opened	1.27%	4 clicked
211	Sun, Nov 05, 2017, 02:15PM	65.7%	138 opened	5.47%	7 clicked
1,408	Sun, Nov 05, 2017, 04:05PM	65.7%	921 opened	5.47%	77 clicked
204	Sun, Nov 05, 2017, 02:05PM	65.7%	134 opened	5.47%	7 clicked
1,409	Fri, Oct 06, 2017, 02:55PM	64.94%	915 opened	7.24%	102 clicked

Comparison

	Constant Contact	Mailchimp	Vertical Response
Annual Plans	x	-	x
Free Plan		x	x
Free Trial	x		x
Image Library	x	x	x
Unlimited Emails	x	x	@ \$11 a mo
Custom Autoresponders	x	x	x
Email Templates	x	x	x
Tracking	x	x	x
Chat Support	x	x	x
24/7 Phone Support			weekdays
Multiple Users	x	x	x
Gmail Import	x	x	x
Sign-Up Forms	x	x	x
Google Analytics	x	x	x
User Segments	x	x	x
Is there a limit to number of emails that can be sent per month?	unlimited	12,000	4000
Is there a limit to number of people on the email list?	\$20 up to 500 \$40 501-2500	2,000	\$0/300 \$11/500
How much do you pay per month?	\$40	\$0	\$11/ unlimited emails

Two Ways to Use Email Tools

- Create your newsletter in the tool
- Attach the newsletter to the tool

Vertical Response



Why did you choose the tool?

VR was the best available at that time 5-6 years ago. We are considering MailChimp currently as it's free (we now pay \$11) and has improved a lot since we went with VR. VR does have a free version, but it lacks the analytical features and there have been other problems.

Example

What is the best feature or outcome?

Emails look professional, and the tool is intuitive as a writing application.

What is the biggest challenge?

- It can be difficult to use.
- It won't distribute to AOL accounts (10%) and a couple of others and members who unsubscribe (intentionally or unintentionally) do not receive the newsletter. requiring the editor to send it to her own account and then forward it
- It's difficult to convert to a usable PDF format requiring copying and pasting items from the newsletter into a Word document, adding the photos etc, and printing out for the several hard copies that must be mailed

Would you recommend it?

Qualified yes.

Vertical Response Demo





Constant Contact

Why did you choose the tool?

Recommendation of Webmaster. Cost was shared by 3 customers.

What is the best feature or outcome?

- Easy to set up, flexible templates, and a Library for Images
- Can send our eblast reminders or program changes in 5 minutes or less
- Has Reporting capabilities, such as compiling an opening rate, and is in real time
- No limit on number of messages per month
- Reports can be in graph form if desired
- Has unused donation capabilities, (part of “Plus” – a higher priced Constant Contact package.)
- We use it to send out our ballots for voting, but actually use a Form application for the slate of officers information

What is the biggest challenge?

Price

Would you recommend it?

Yes, except for price

Constant Contact Example Email



American Association of University Women, 430 Blumont, Laguna Beach, CA 92651

[SafeUnsubscribe™ {recipient's email}](#)

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by pstrayer@mac.com in collaboration with

Constant Contact 

Try it free today

Constant Contact Demo



 Create an Email
Create and Send an Email



MailChimp



Why did you choose the tool?

It was already in use when I became newsletter editor and I haven't had any reason to change

What is the best feature or outcome?

Being able to see if someone has received the newsletter. Sometimes a member will have trouble viewing the newsletter and think she isn't receiving it. Being able to see that she did in fact receive it (and sometimes that she opened it) helps me troubleshoot the problem (usually user error)

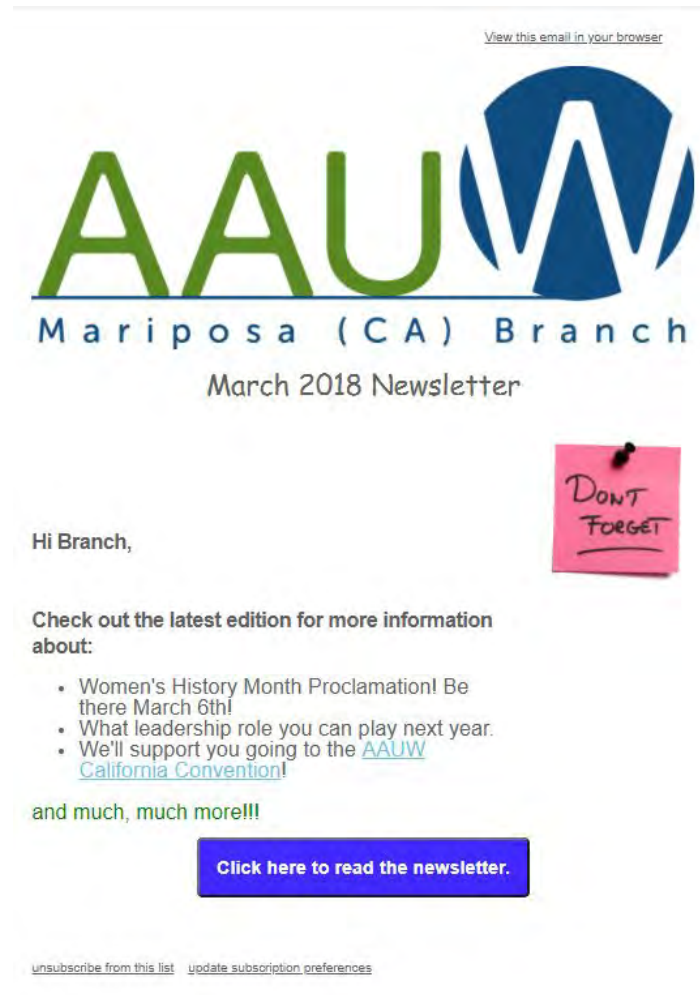
What is the biggest challenge?

Getting people to open the newsletter. I try to make it clear what it is and who it is from (AAUW Bakersfield), but members still overlook it or think it's coming from National

Would you recommend it?

Sure. It's fairly easy to use; I got no training when I took over the position and was able to figure out how to use it. And it's free, which is great for our branch

Mailchimp Example Email



Mailchimp Demo



Mailchimp vs. Constant Contact



Mailchimp



Constant Contact





Rating

Overall rating	
Ease of use	
Value for money	
Form templates	
Customer support	







Rating

Overall rating	
Ease of use	
Value for money	
Form templates	
Customer support	

Mailchimp vs. Constant Contact

 Mailchimp ★★★★☆	 Constant Contact ★★★★☆
<p>Who is this software for?</p> <p>Mailchimp is ideal for small businesses.</p>	<p>Who is this software for?</p> <p>Constant Contact is ideal for any size business.</p>
<p>Pros</p> <ul data-bbox="251 849 647 999" style="list-style-type: none">✓ Wide variety of templates✓ Ease of use✓ Affordable pricing	<p>Pros</p> <ul data-bbox="966 849 1526 999" style="list-style-type: none">✓ Free for 60 days✓ Easy gmail and outlook email imports✓ No contracts. Cancel anytime.
<p>Cons</p> <ul data-bbox="251 1263 830 1399" style="list-style-type: none">✗ Limited customization and flexibility for advanced users✗ Limited email segmentation features	<p>Cons</p> <ul data-bbox="966 1263 1333 1356" style="list-style-type: none">✗ Storage limitations✗ Limited auto-repsonder

Mailchimp vs. Constant Contact

Mailchimp  		Constant Contact  	
Who is			
Pricing		Pricing	
For 2.5k contacts	30	For 2.5k contacts	\$40 / month
For 10k contacts	80	For 10k contacts	\$90 / month
For 25k contacts	155	For 25k contacts	Get a quote
For 100k contacts	475	For 100k contacts	Get a quote
Full feature pricing	10	Full feature pricing	Get a quote
Starting price	Free	Starting price	\$0 / month
Setup fee	None	Setup fee	None
Starting # of users	Multiple	Starting # of users	1 User
Cost per extra user	Yes	Cost per extra user	Contact sales
Refund policy	Yes	Refund policy	Yes
Free demo		Free demo	

Mailchimp vs. Constant Contact

























Features

Lead scoring	✓
Lead segmentation	✗
Web activity tracking	✓
SMS marketing	✗
Personalize web content	✗
Predictive analytics	✗
Bi-directional CRM syncing	✓
Event management	✗
Create invoices	✗
Create quotes	✗
Split testing	✗
Create membership sites	✓
Bulk social media posting	✗
Sales reports	✓
Real-time sales alerts	✗
Mobile app	✗
Social CRM	✗

Features

Lead scoring	✓
Lead segmentation	✓
Web activity tracking	✗
SMS marketing	✓
Personalize web content	✓
Predictive analytics	✓
Bi-directional CRM syncing	✗
Event management	✓
Create invoices	✓
Create quotes	✗
Split testing	✗
Create membership sites	✗
Bulk social media posting	✓
Sales reports	✓
Real-time sales alerts	✓
Mobile app	✓
Social CRM	✓

Mailchimp vs. Constant Contact

Mailchimp	Constant Contact
 ★★★★☆	 ★★★★☆
Integrations	Integrations
Leadformly integration  Outlook integration  Gmail integration  Salesforce integration  SAP integration  Oracle integration  Netsuite integration  SugarCRM integration  Microsoft Dynamics integration  Zapier integration  # of integrations 700+	Leadformly integration  Outlook integration  Gmail integration  Salesforce integration  SAP integration  Oracle integration  Netsuite integration  SugarCRM integration  Microsoft Dynamics integration  Zapier integration  # of integrations 700+

Our Next Meeting

April - No meeting.

We'll be at the AAUW California Convention!



May - 31st, 6:30 pm

Newsletter Tools

- InDesign – Karen Dennis (Laguna Beach), Jim Doty (Alhambra)
- Publisher – Maddie Brown (Mariposa)
- Pages – Carolee Focht (Westminster-Fountain Valley – Huntington Beach)



Resources

- PC Magazine Comparison and reviews
 - <https://www.pcmag.com/article2/0,2817,2453354,00.asp>
- The Perfect Subject Line: These 18 Tricks Will Help You Nail It
 - <https://www.bitcatcha.com/blog/2017/perfect-email-subject-line-tricks/>
- 11 Reasons Why Your Emails Go in the Spam Box (and How to Make Sure They Don't)
 - <https://optinmonster.com/11-reasons-why-your-emails-go-in-the-spam-box-and-how-to-make-sure-they-dont/>
- What's a Good Email Open Rate and How You Can Improve Yours
 - <https://optinmonster.com/whats-a-good-email-open-rate-and-how-you-can-improve-yours/>
 - <https://content.myemma.com/blog/whats-a-good-email-open-rate>