**TOBY CREATIVE**
**BRANDING & MARKETING**

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Whether you need to sell your products, share some big news, or tell a story, MailChimp is the perfect ESP (Email Service Provider) to easily create email campaigns that best suit your message, manage your email lists and power your email marketing across your entire online marketing activities.

MailChimp provides a Forever Free account for start-ups up to 2,000 subscribers and 12,000 emails per month. Growing business plan, with unlimited send capability starts from AUD$26.85 per month and scales in pricing by subscriber intervals through to advanced professional volume accounts as required.

## Our MailChimp Services:

### • MailChimp Account Setup

### • MailChimp Account Review & Optimisation
- Integration with Google Analytics tracking
- Integration with Salesforce, FreshBooks, Zendesk, Zoho or Capsule CRMs

### • MailChimp List(s) Creation
- Single and Double Opt-in options
- CRM integration into MailChimp lists
- Flat File .csv import into MailChimp lists
- Spam Act Compliance review
- Subscriber List building activities
- Migration and management from other platforms

### • Multi-platform Email List Subscription
- Website integration into MailChimp
- Facebook Page integration into MailChimp
- Shopping cart integration (Shopify, BigCommerce, Magento, WooCommerce) into MailChimp
- Update list from Paypal after each new purchase

### • MailChimp Responsive Email Template Design
- Desktop 600px and mobile compatible
- Plain text template options
- Prefetch area optimisation
- Consideration of non-visible image initial view
- View in Browser link
- Email Forward button
- Social Share option buttons
- Social Media channel links
- Compliant footer design with unsubscribe
- Option for template locked areas
- Image library management

### • Inbox Inspector and Template Testing
- Review and improve template design for UI/UX (User Interface/User Experience)

### • EDM Campaign Management
- New campaigns generated, tested, approved, and sent
- Subject Line testing for open rate optimisation
- A/B Multivariate testing (day, time, subject, design)
- Personalisation of Subject and/or Body content from available list <fields>
- Segmentation of lists for optimal response
- Template design modifications for click rate optimisation
- Follow-up sends post initial send to non-open segments

### • Automation
- Creation of triggered email flows from sign-up or action.
- Abandoned Shopping Cart automated follow-up triggered email

### • Reporting
- Campaign reports and analysis
- Hard & Soft Bounce management
- Integration with website Google Analytics for campaign tracking for ROI

Google Partner