Email Marketing with Rainmaker

Making Integrations, RainMail, and Autoresponders Work For You

Presented by Jerod Morris and Chris Garrett

RAINMAKER PLATFORM

A few quick notes before we begin …

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- **Have issues?**

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- Have issues?
  - **Check your settings**

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  - Check your settings
  - **Let us know in Questions box**

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  - Let us know in Questions box
  - **Try reloading the webinar**

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- Have issues?
  - Check your settings
  - Let us know in Questions box
  - Try reloading the webinar
- **Have no fear: a replay will be available for on-demand viewing**

Email Marketing with Rainmaker

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RAINMAKER PLATFORM

Content Marketing Strategy
Attraction
Retention
Conversion
Drive offline contacts to incentive content/downloads
OFFLINE
Referrals, Workshops, Events, Meetings
ONLINE
Forums, Social, Blogs, Webinars, Interviews, Articles
Create content to attract most wanted prospects
Attract searchers, demonstrate domain knowledge and expertise through blog
Blog
Email
Capture interested prospects on email list(s)
Product Sequence
Comprehensive Solution
Services
Customer List
Sell, Cross-Sell, Up-Sell. Get customers on to buyers list.

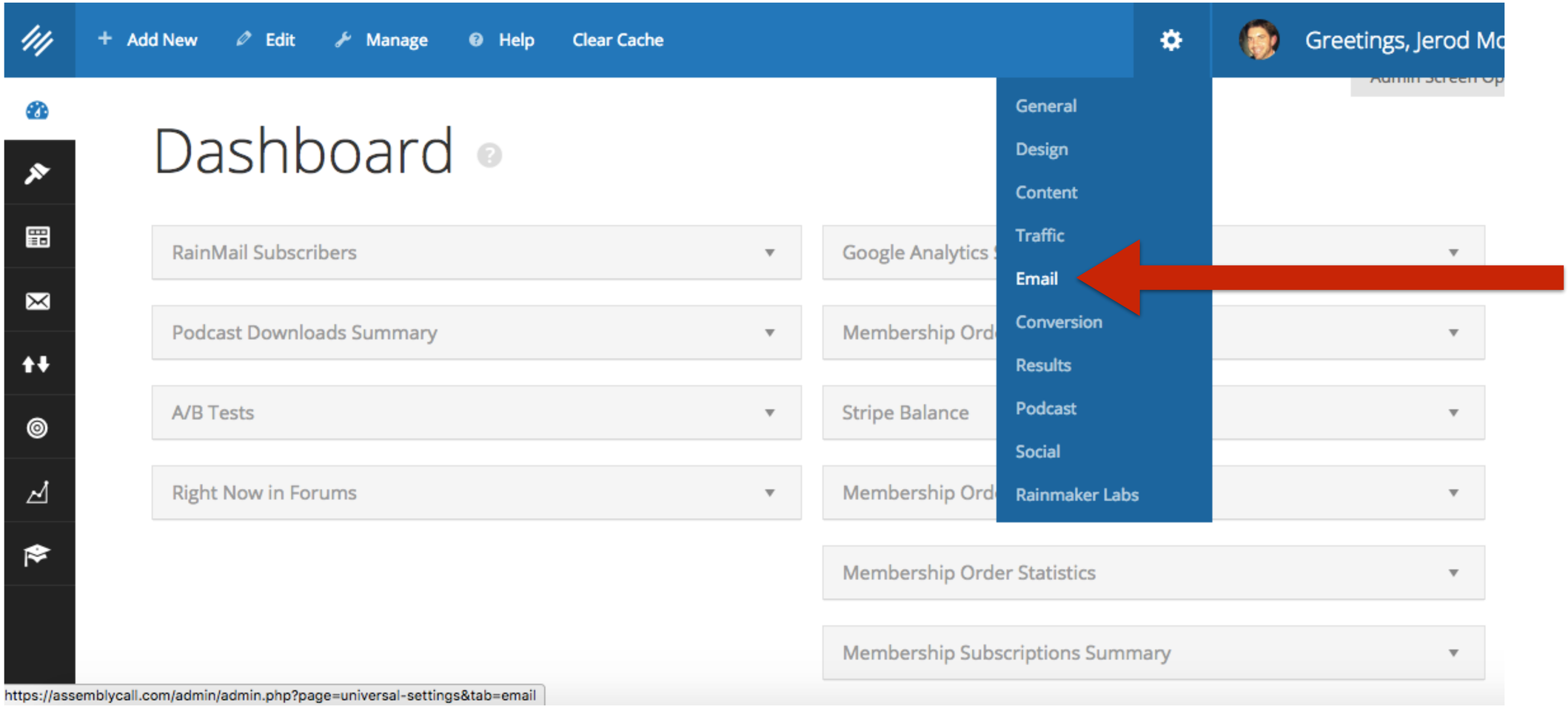
Agenda

- A quick refresher on email settings
- How to integrate your email program with Rainmaker
- Setting up and using RainMail
- Creating autoresponders that do work for you

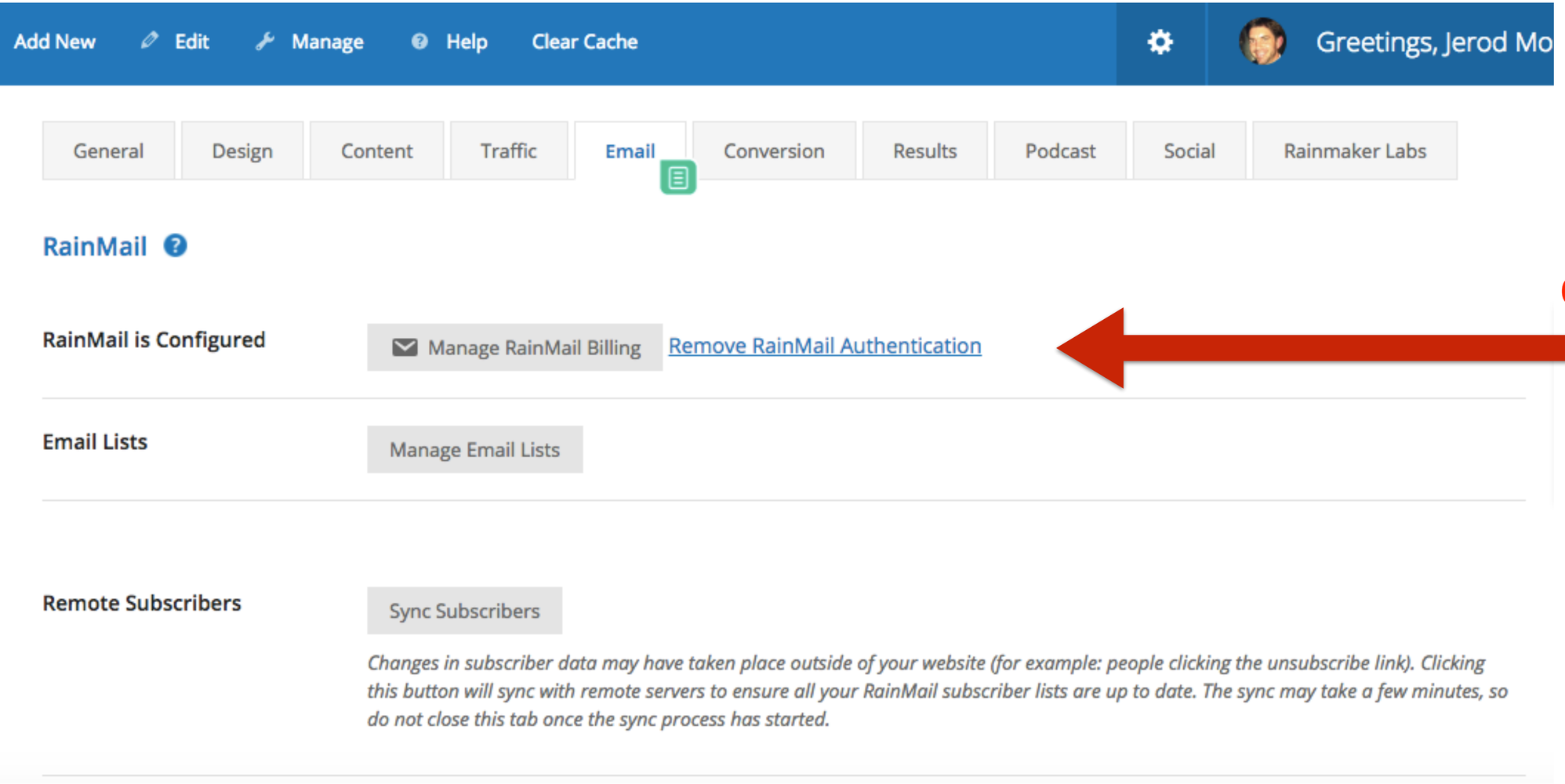
A Quick Refresher on Email Settings

Email Settings

Email Settings

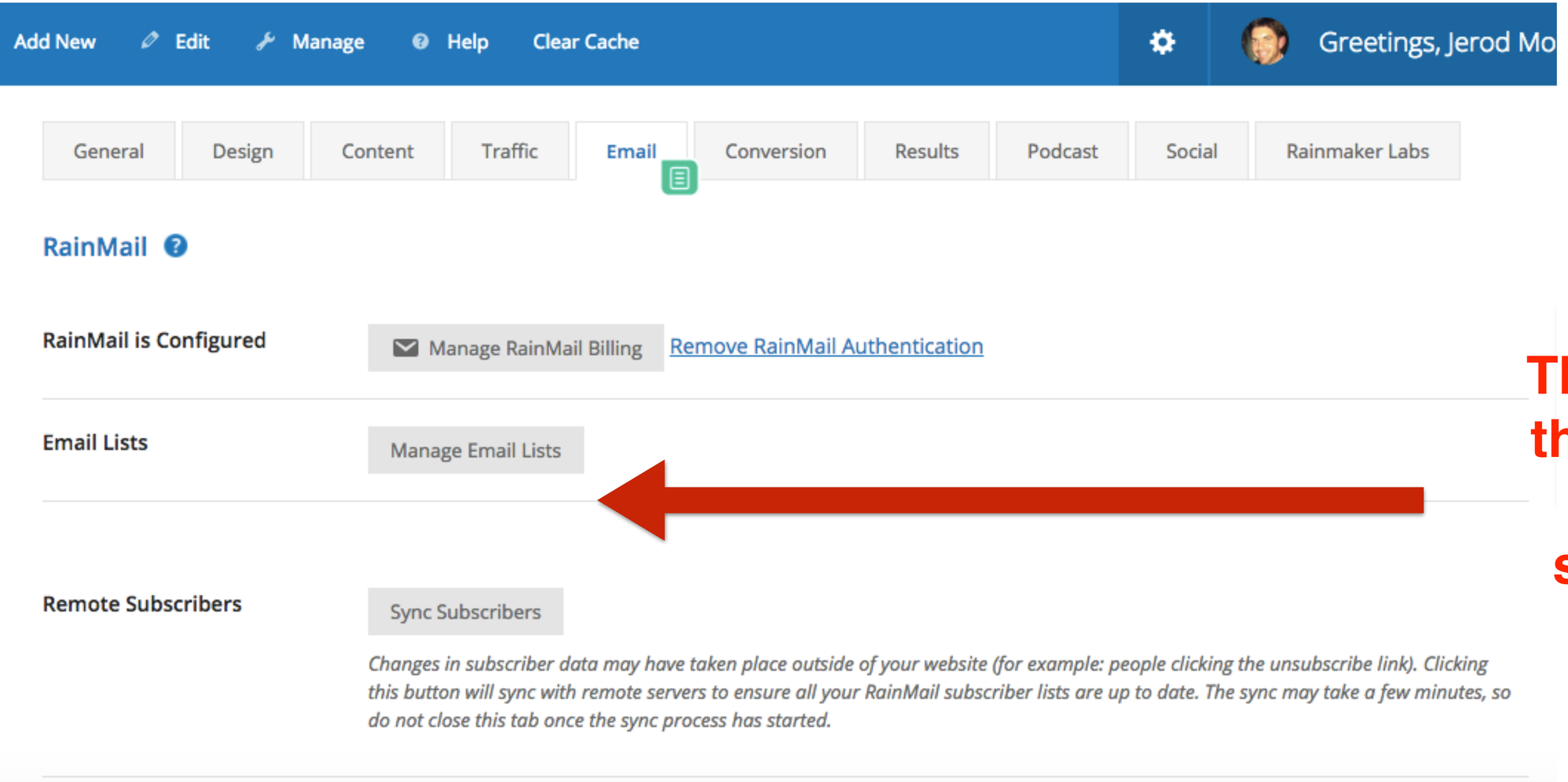


Email Settings



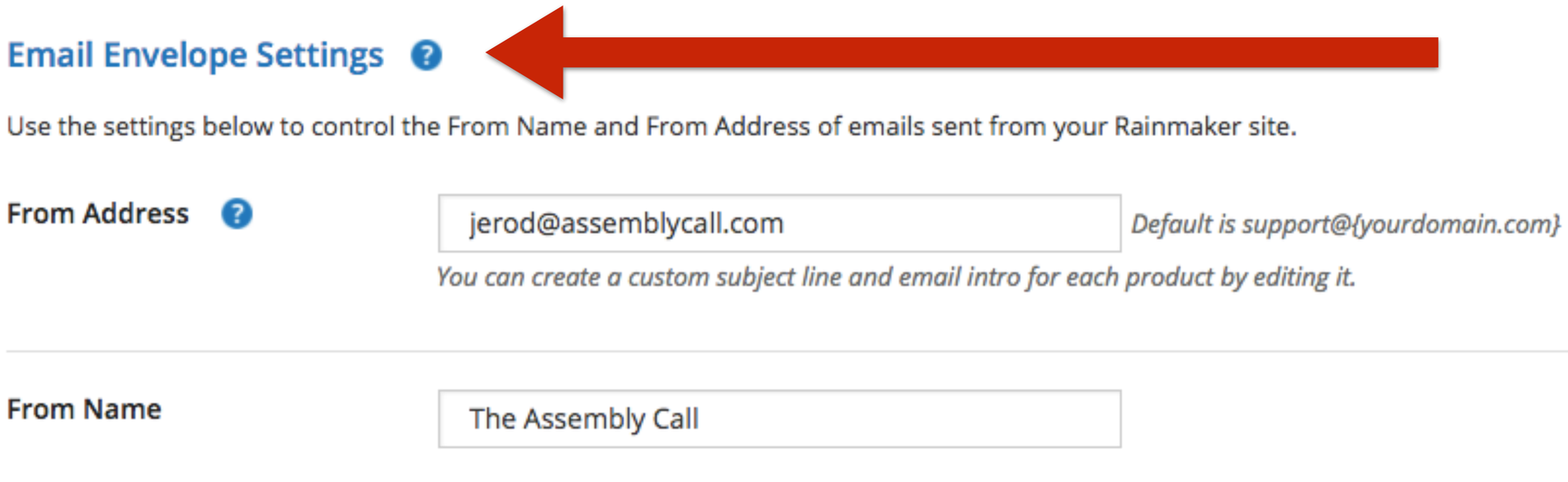
If RainMail is not configured, you can set it up here.

Email Settings



These options (and the next set below) are RainMail-specific. More on them in a bit.

Email Settings



The From Address and From Name you enter here will be the default envelope settings for RainMail, and will be used for system emails from your Rainmaker site regardless of whether you are using RainMail or not.

RAINMAKER PLATFORM

How to Integrate Your Email Program with Rainmaker

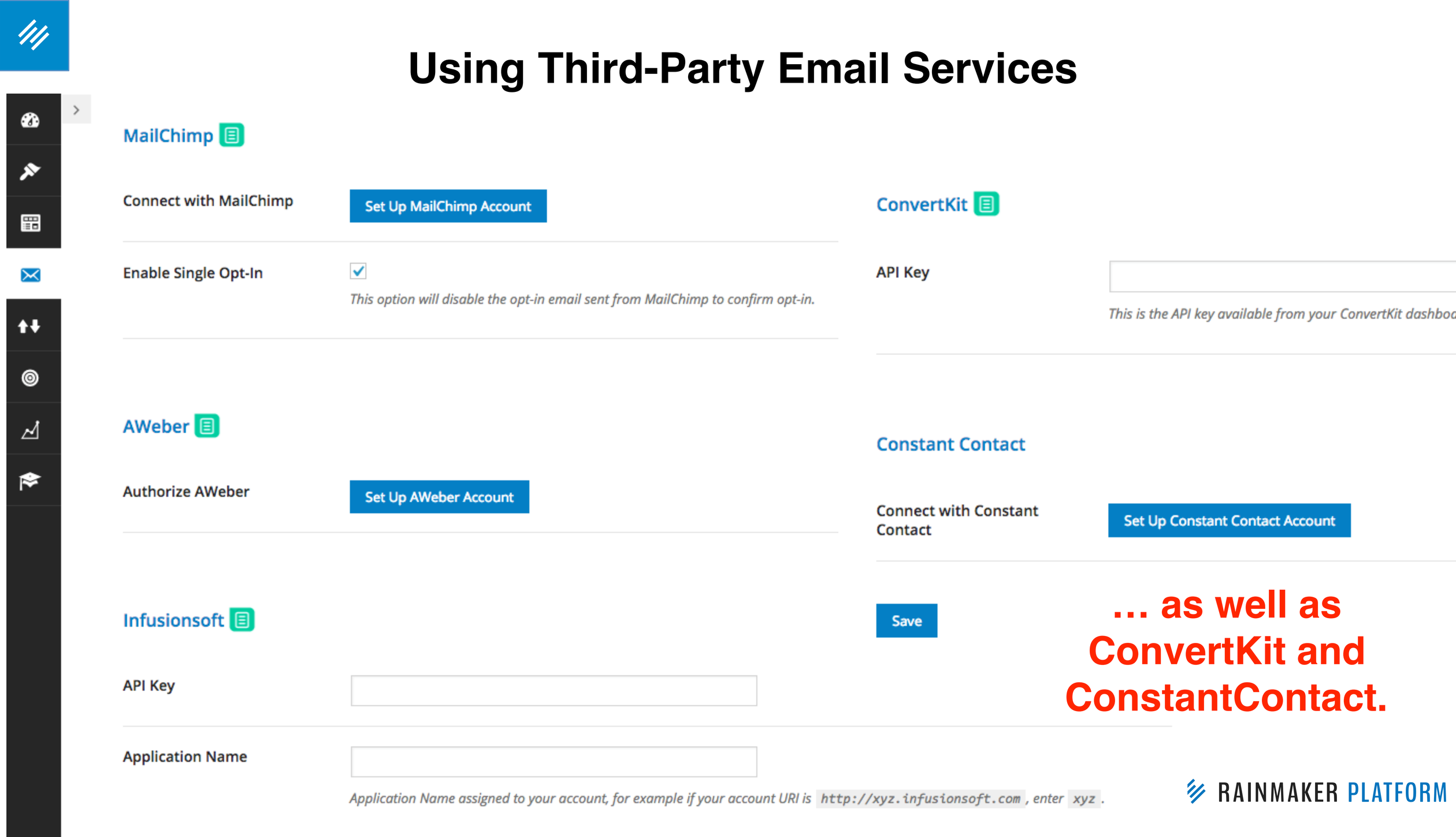
Using Third-Party Email Services

Using Third-Party Email Services

From the Email Settings page you can connect to MailChimp, AWeber, and Infusionsoft …

RAINMAKER PLATFORM

Using Third-Party Email Services



… as well as ConvertKit and ConstantContact.

RAINMAKER PLATFORM

Using Third-Party Email Services

The MailChimp integration, for example, has an option to enable single opt-in because MailChimp offers this option.

RAINMAKER PLATFORM

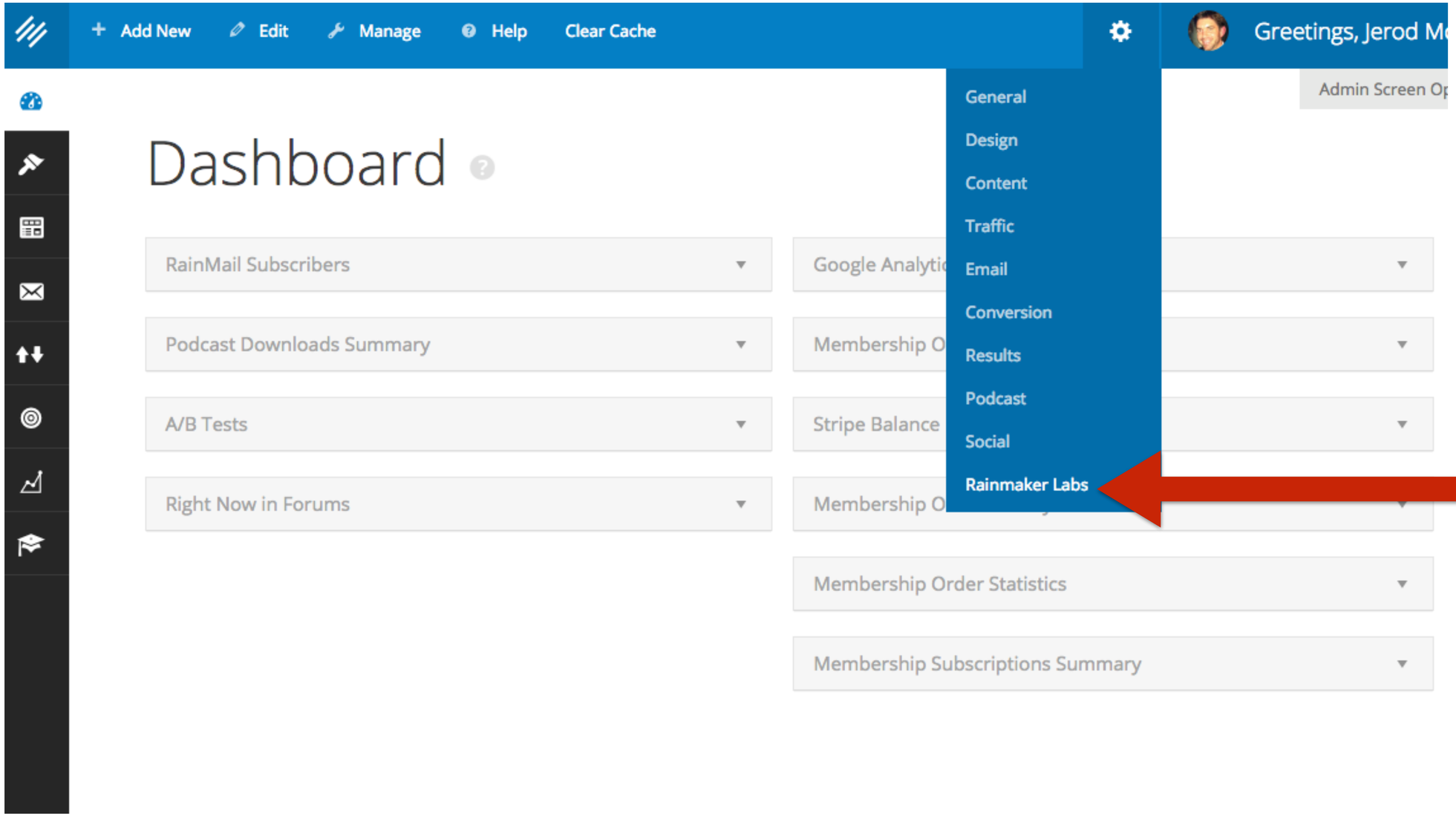
Using Third-Party Email Services

What if I want to use other third-party email services?

Using Third-Party Email Services

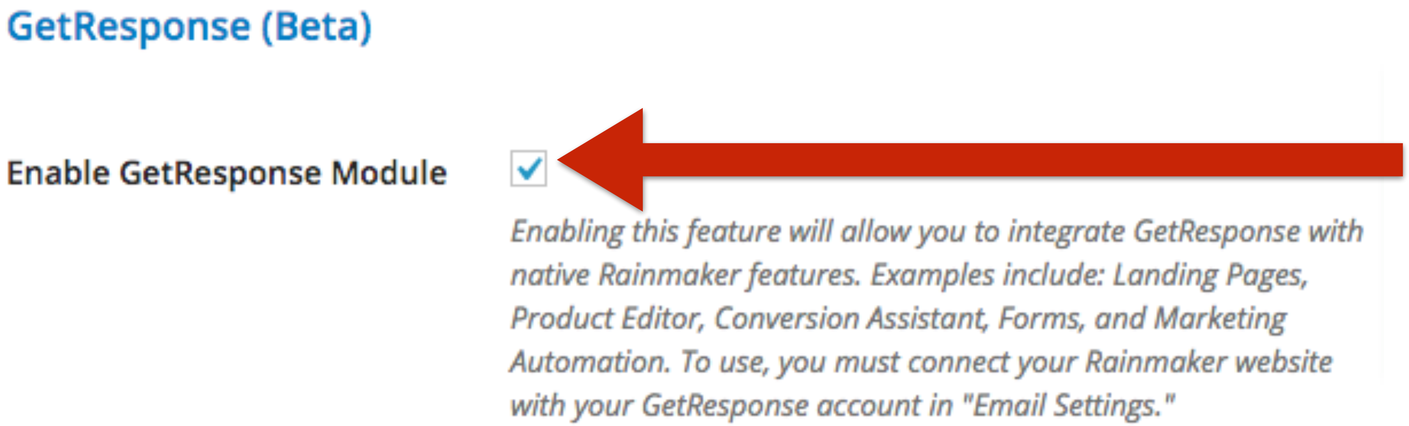
There are two additional services available in Rainmaker Labs (GetResponse and MadMimi), with more likely to come in the future.

Using Third-Party Email Services



Open Rainmaker Labs …

Using Third-Party Email Services



… then add a checkmark beside the Labs service you want to enable. You will then be able to configure the settings in Settings > Email.

RAINMAKER PLATFORM

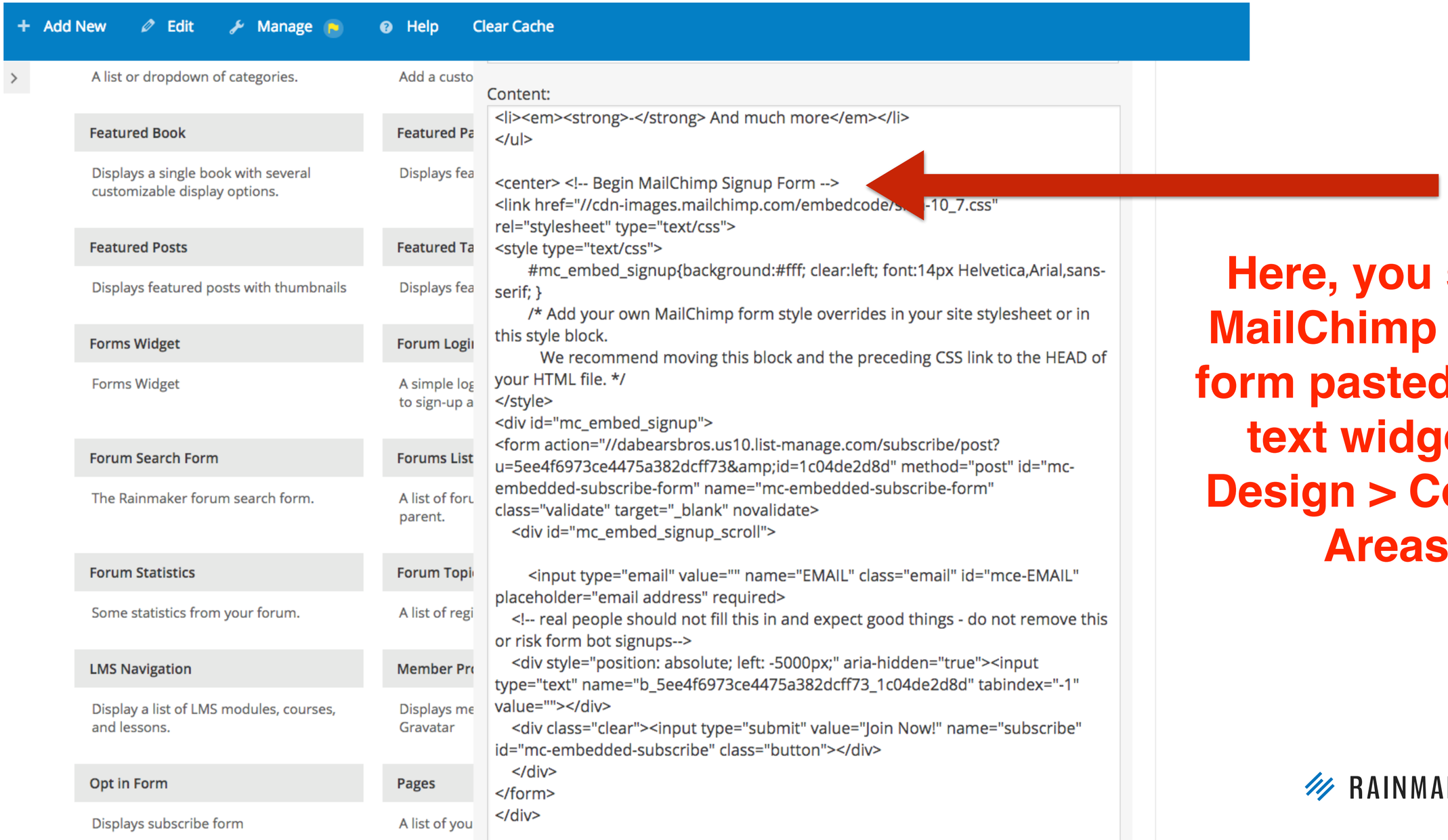
Using Third-Party Email Services

How can you incorporate third-party email services into your opt-in forms?

Using Third-Party Email Services

Of course, you can embed any HTML forms copied from the third-party email provider into Rainmaker Content Areas and posts/pages.

Using Third-Party Email Services



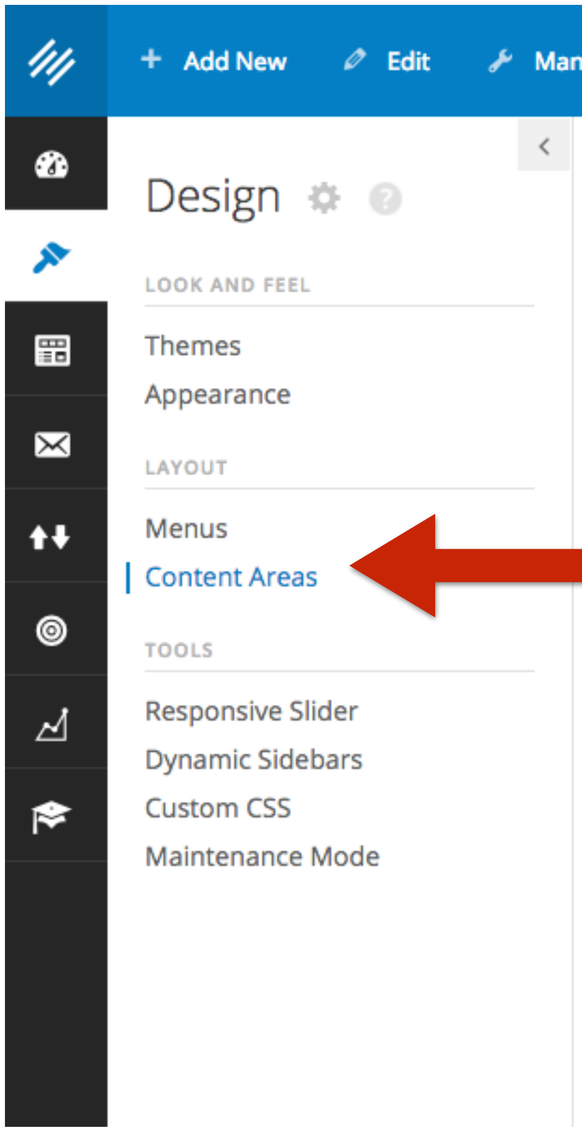
Here, you see a MailChimp opt-in form pasted into a text widget in Design > Content Areas.

RAINMAKER PLATFORM

Using Third-Party Email Services

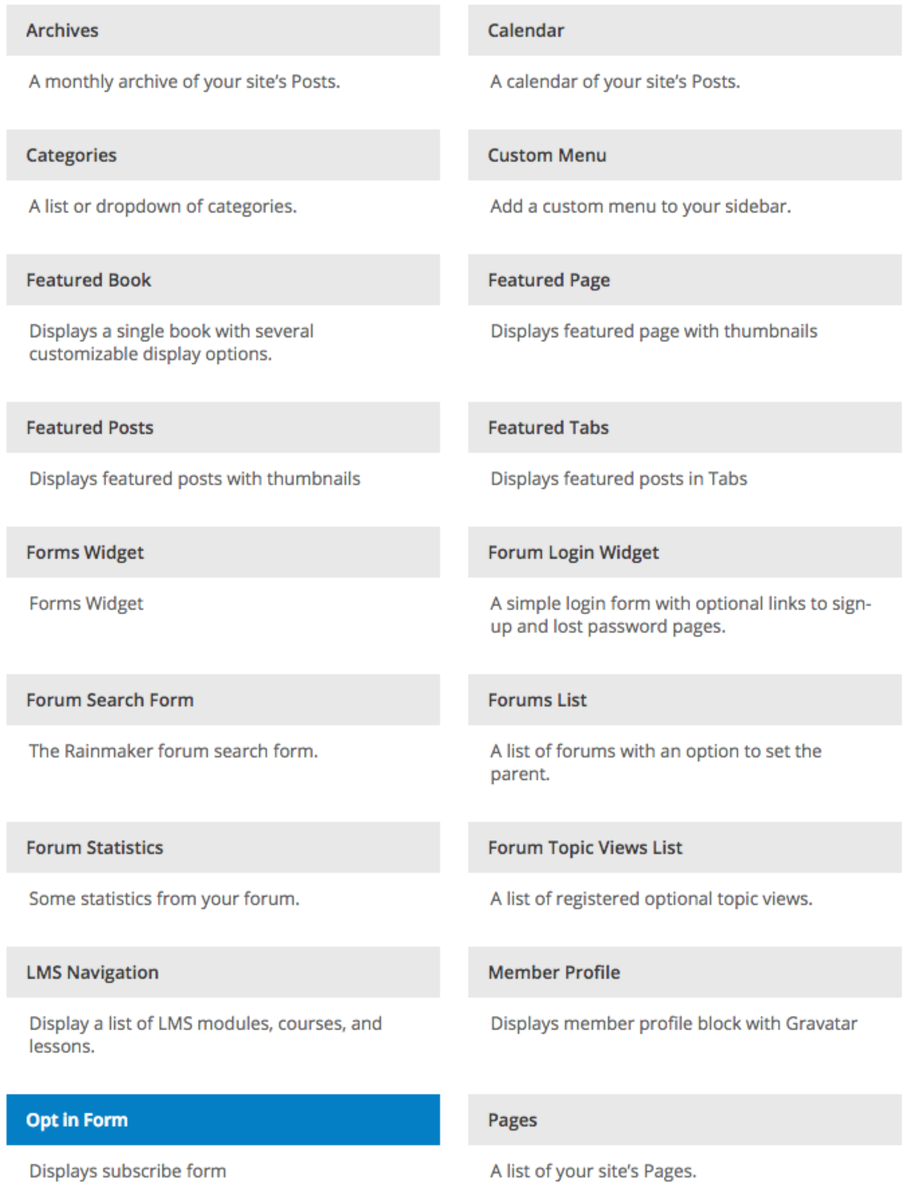
You can also use Rainmaker's built-in opt-in widgets and Forms with 3rd-party email providers.

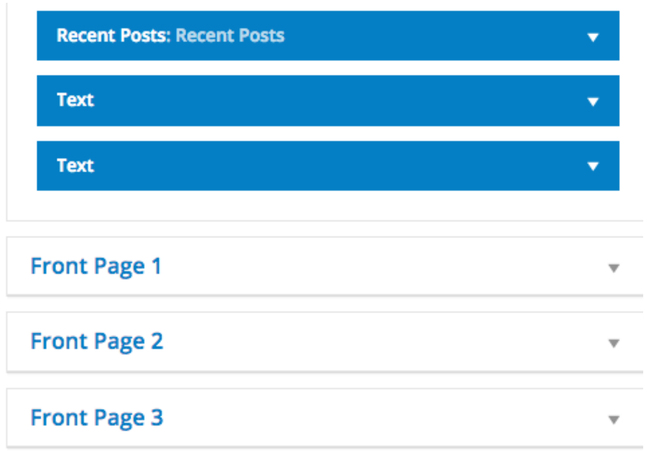
Using Third-Party Email Services



Go to Design > Content Areas.

Using Third-Party Email Services

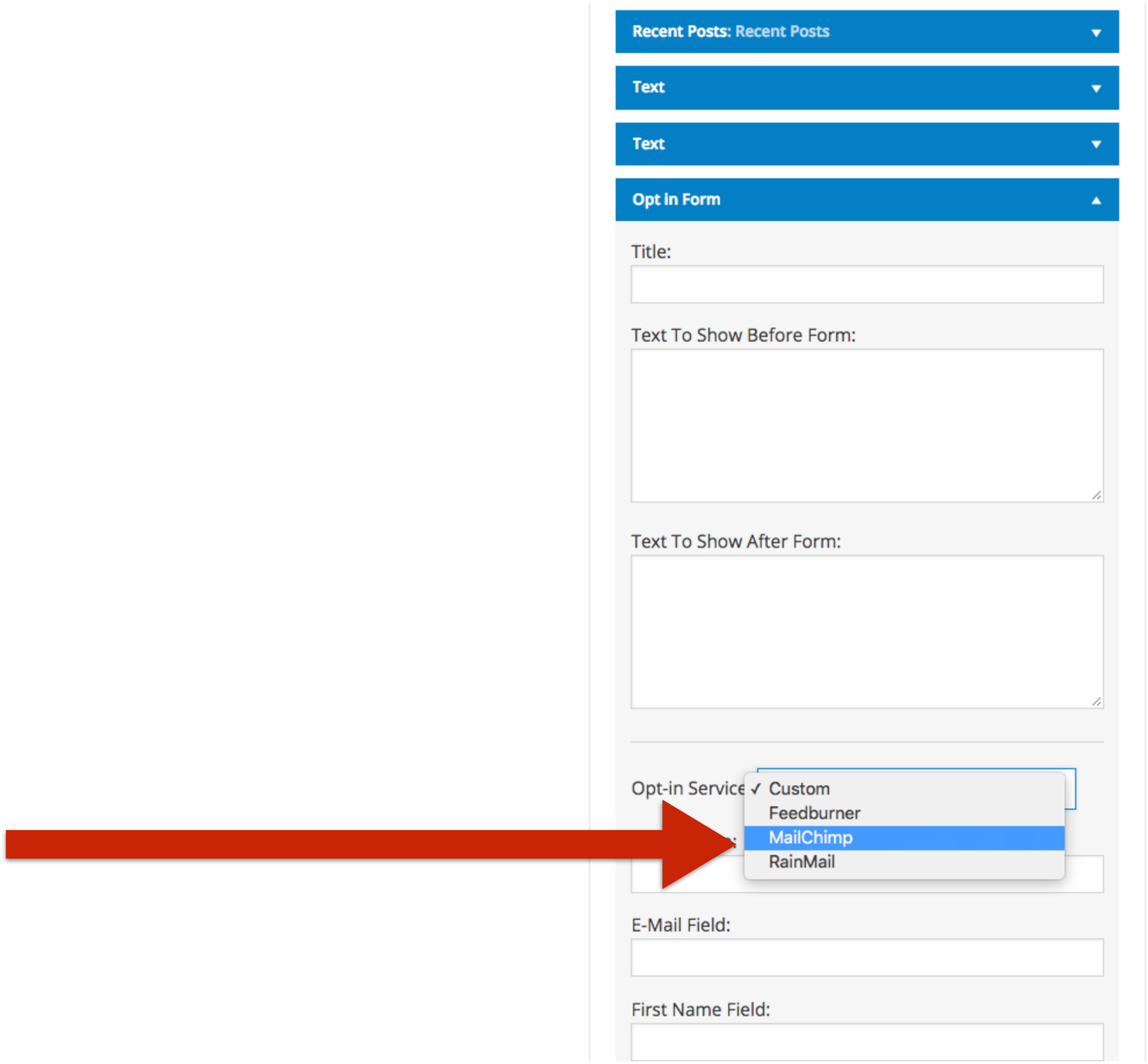




Click on the "Opt-in Form" widget and then drag it into a Content Area.

RAINMAKER PLATFORM

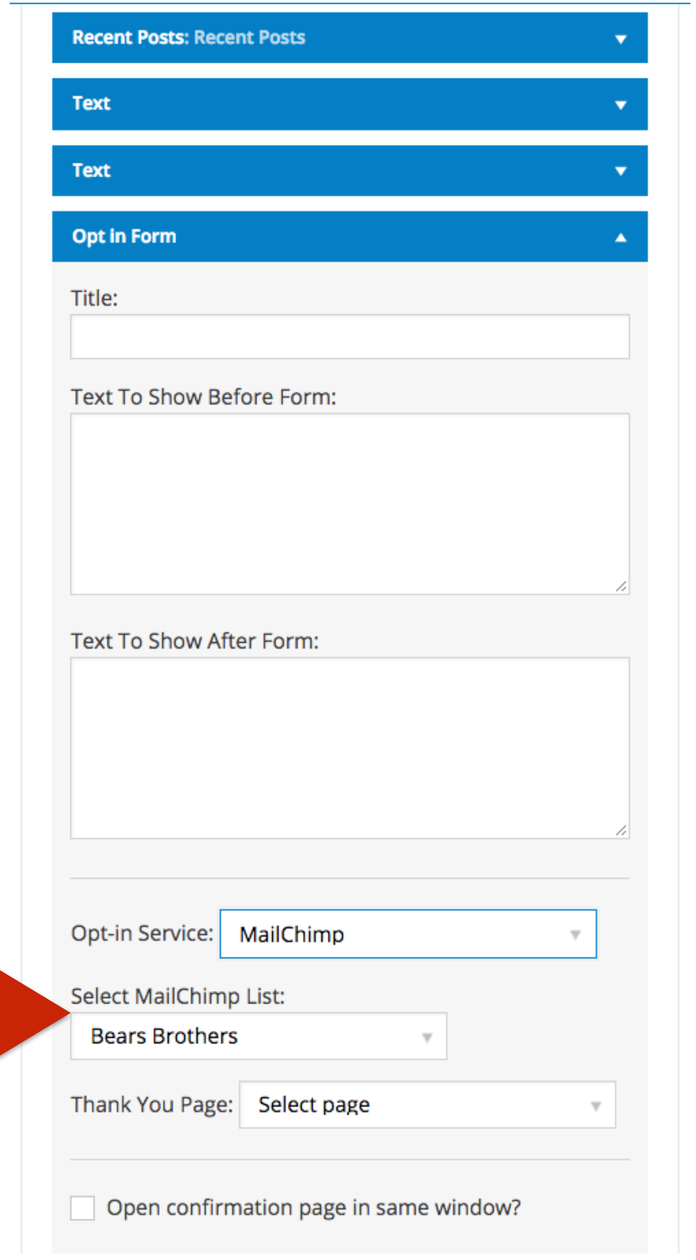
Using Third-Party Email Services

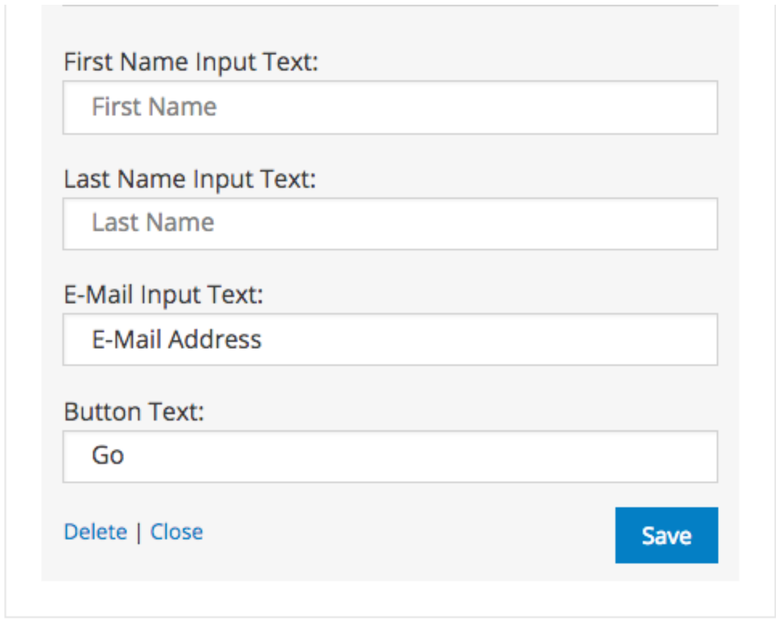


Choose your email provider.

RAINMAKER PLATFORM

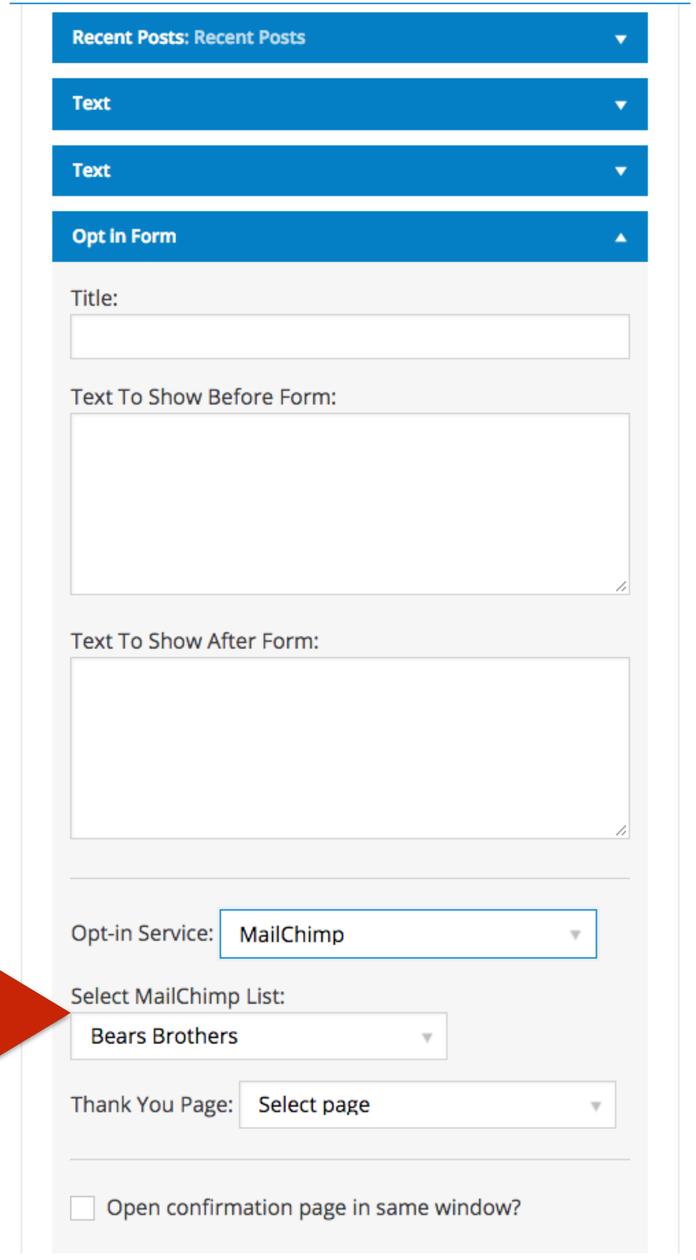
Using Third-Party Email Services

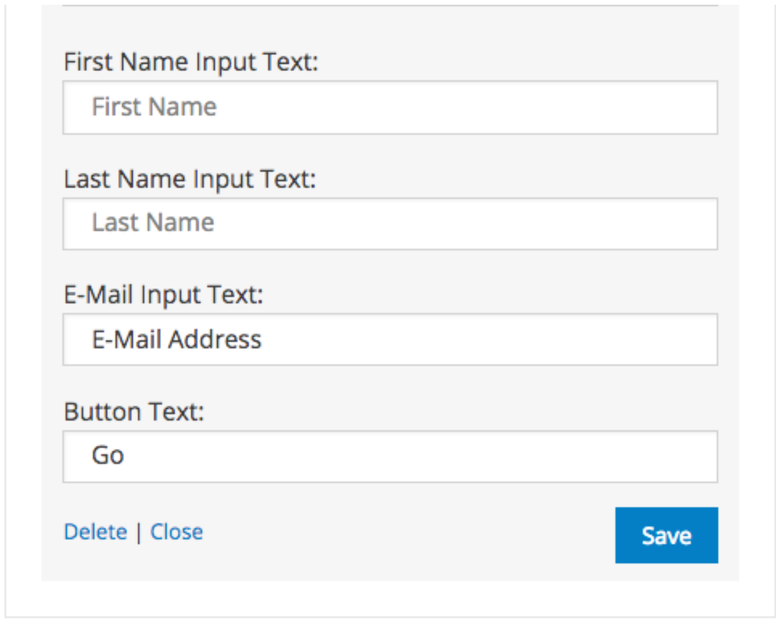




Then select the list that this form should subscribe people to and adjust the rest of your settings.

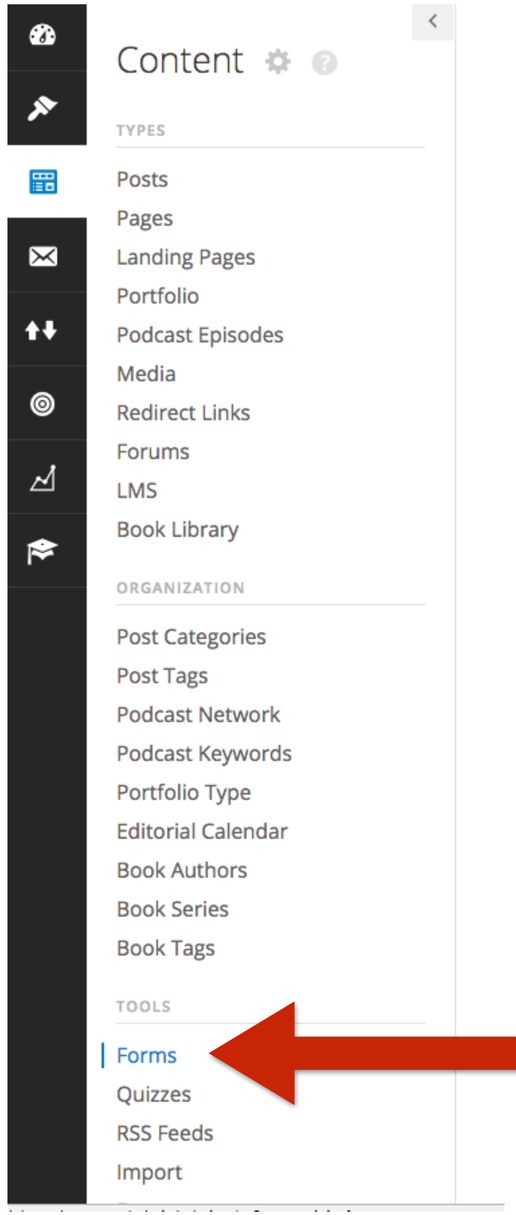
Using Third-Party Email Services





When people enter their email address using this form, they will be subscribed to your MailChimp list.

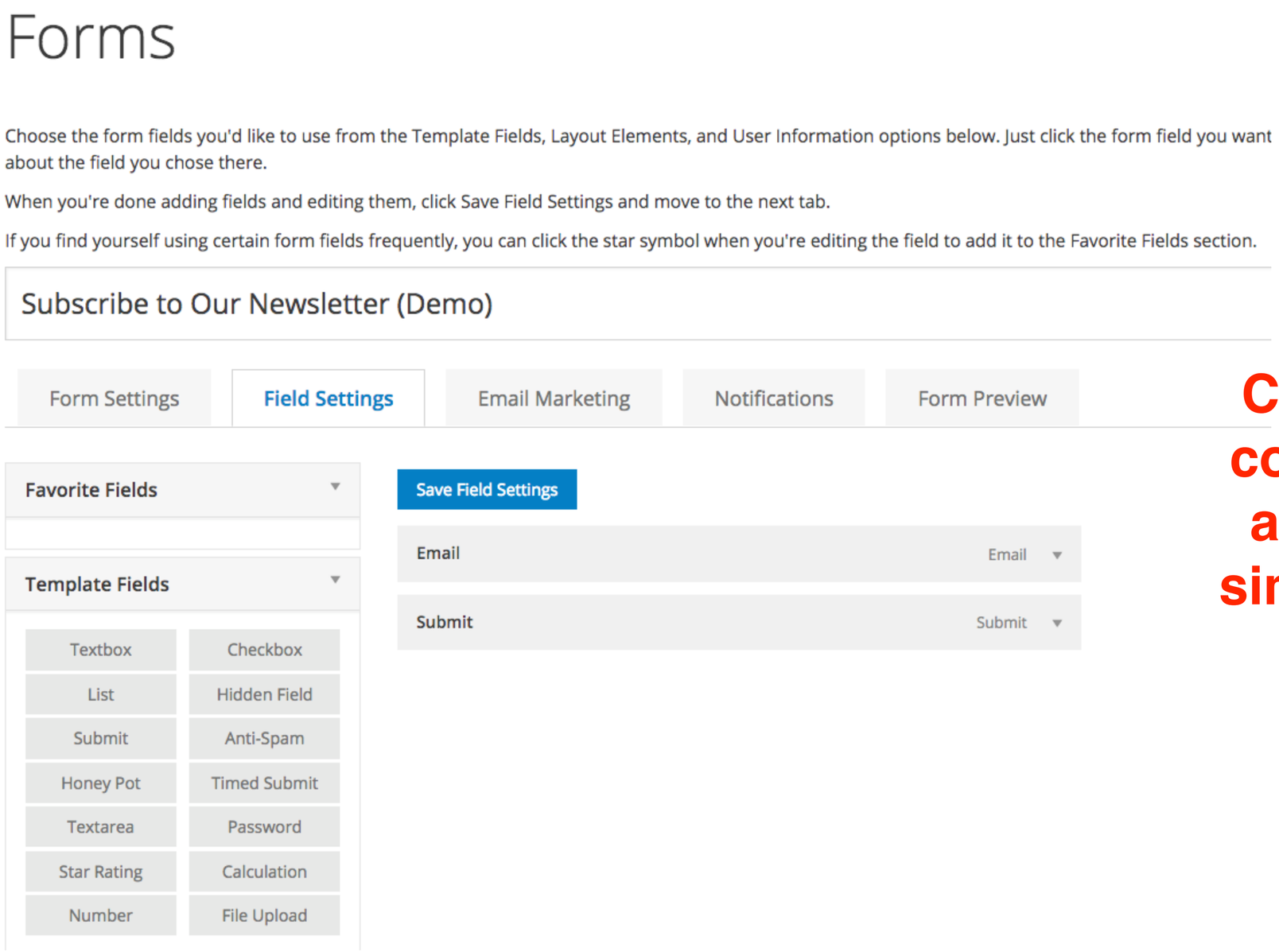
Using Third-Party Email Services



Go to Content > Forms.

RAINMAKER PLATFORM

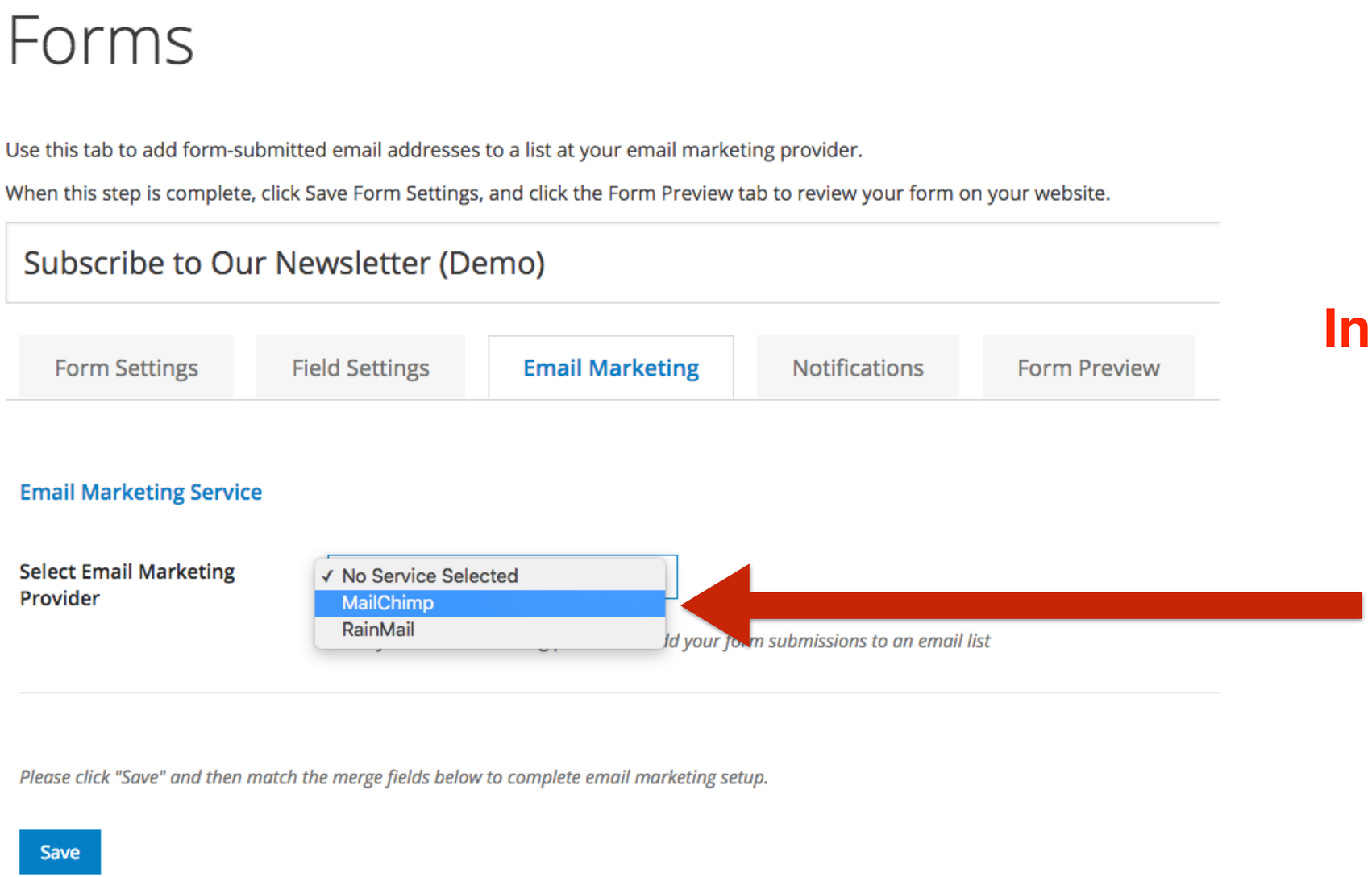
Using Third-Party Email Services



Create as simple or as complex an opt-in form as you want (hint: the simpler the better for an email opt-in).

RAINMAKER PLATFORM

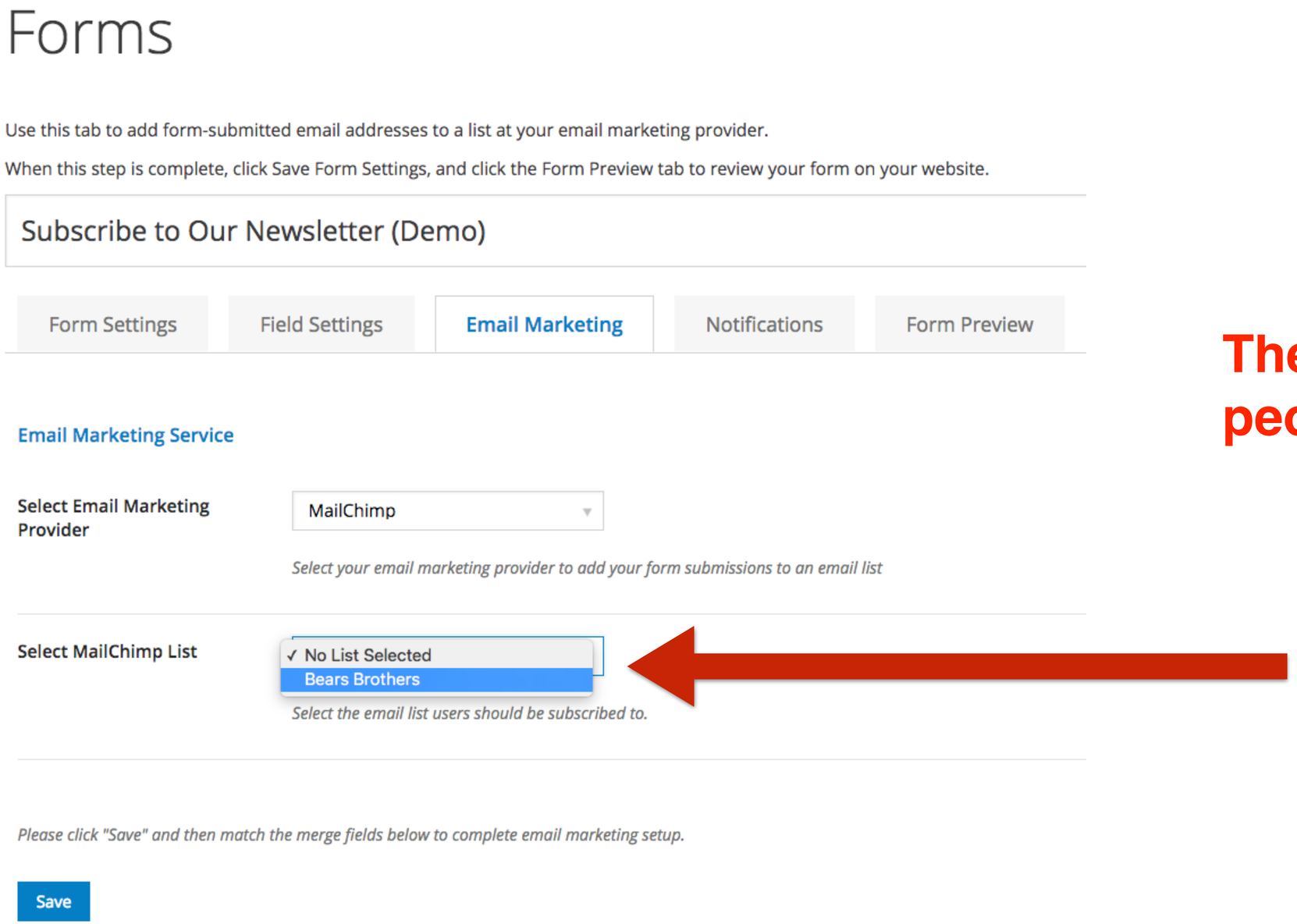
Using Third-Party Email Services



In the Email Marketing tab, choose your email provider.

RAINMAKER PLATFORM

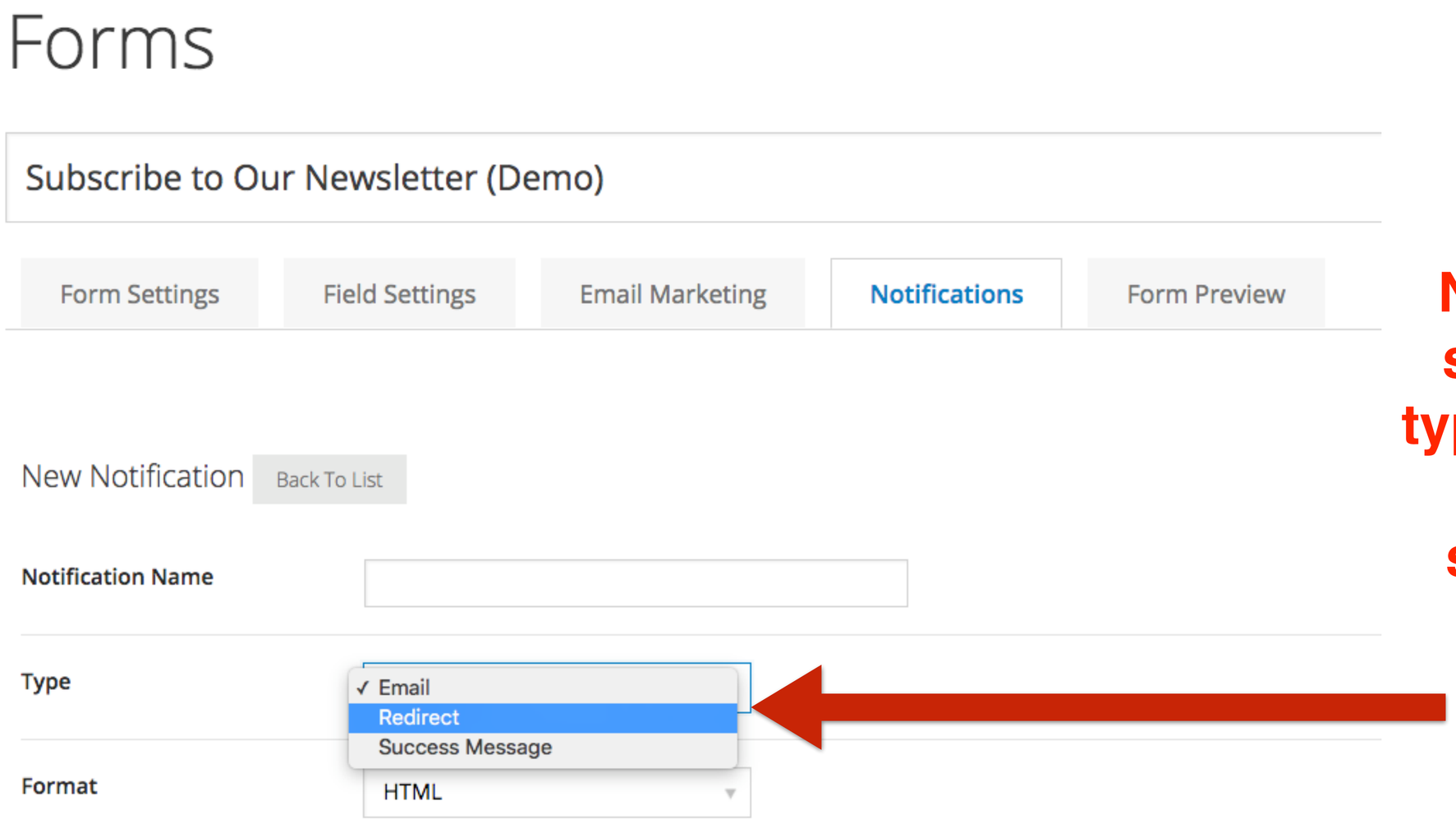
Using Third-Party Email Services



Then select the list that people who submit this form should be subscribed to.

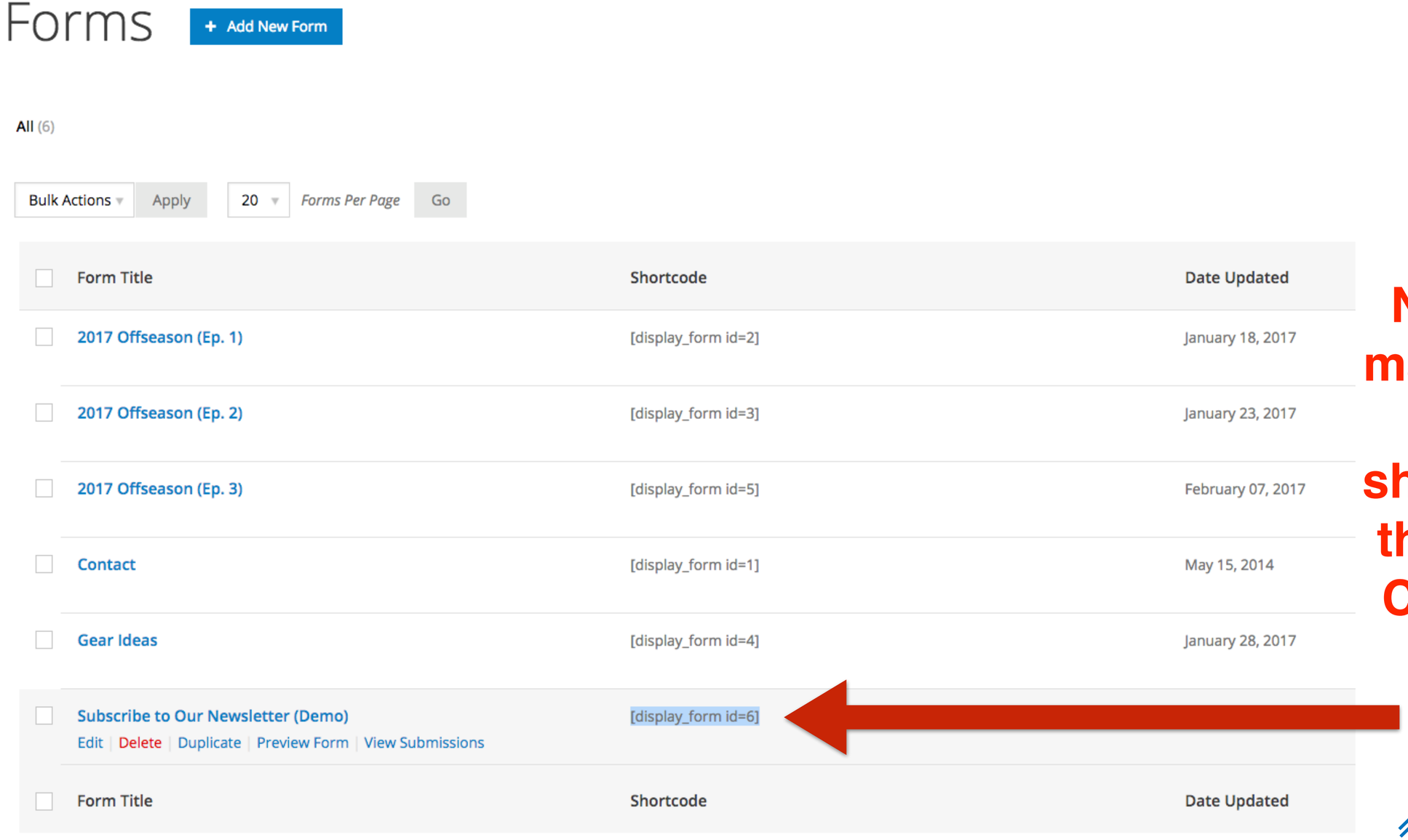
RAINMAKER PLATFORM

Using Third-Party Email Services



Finally, use the Notifications tab to set up any of three types of notifications: email, redirect, or success message.

Using Third-Party Email Services



Navigate to the main Forms page and copy the short code to use this Form in any Content Area or post/page.

RAINMAKER PLATFORM

Setting Up and Using RainMail

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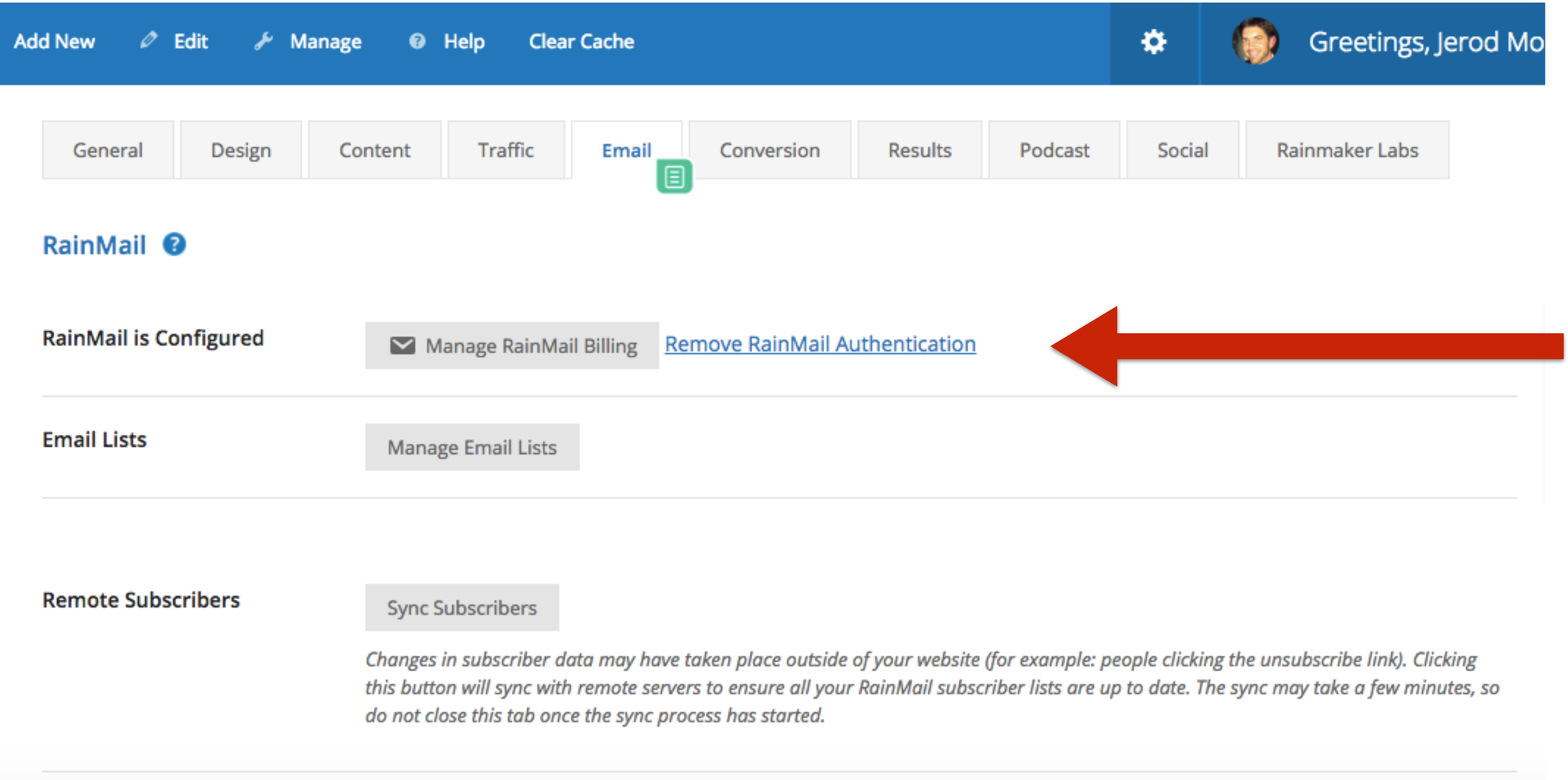
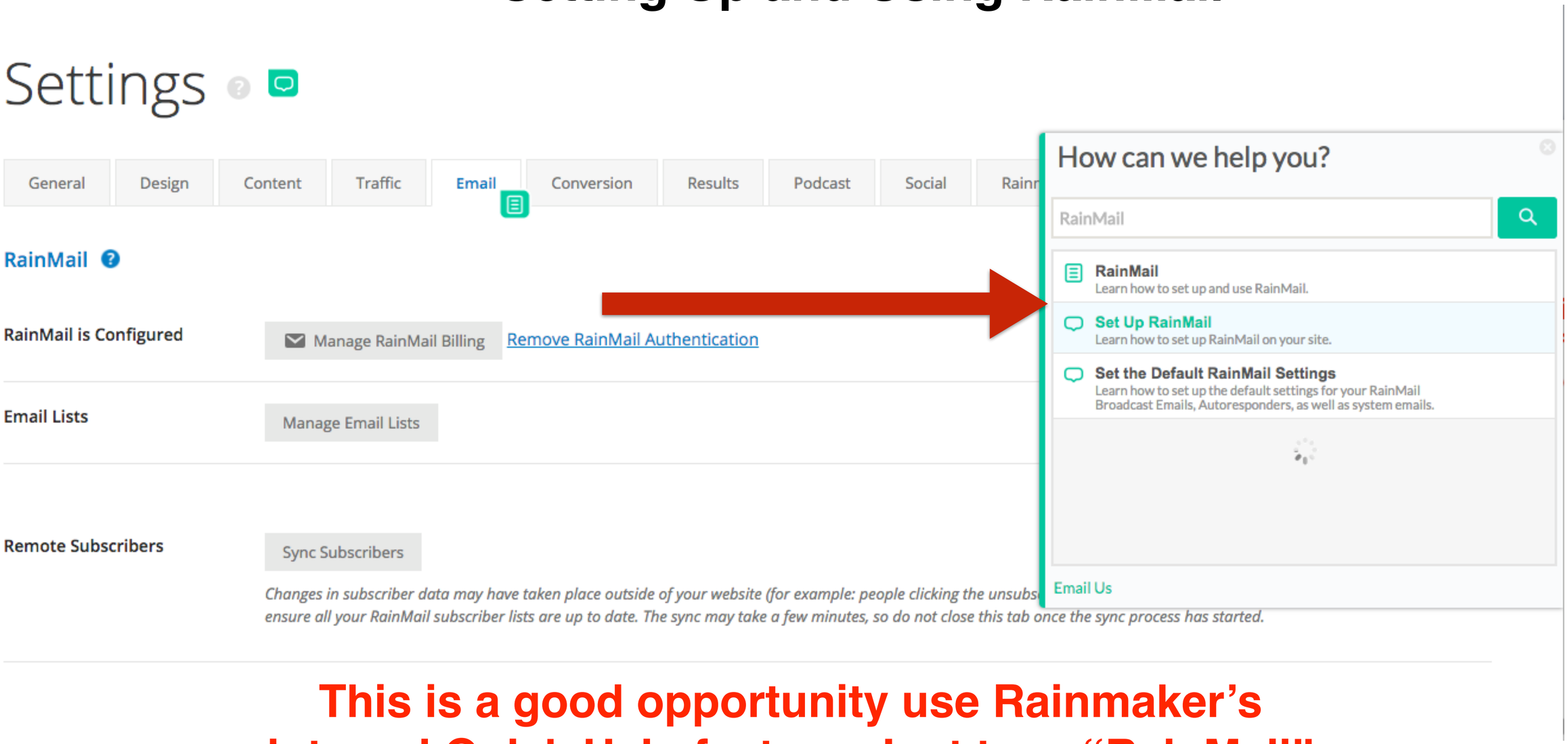


Set up RainMail in Settings > Email

RAINMAKER PLATFORM

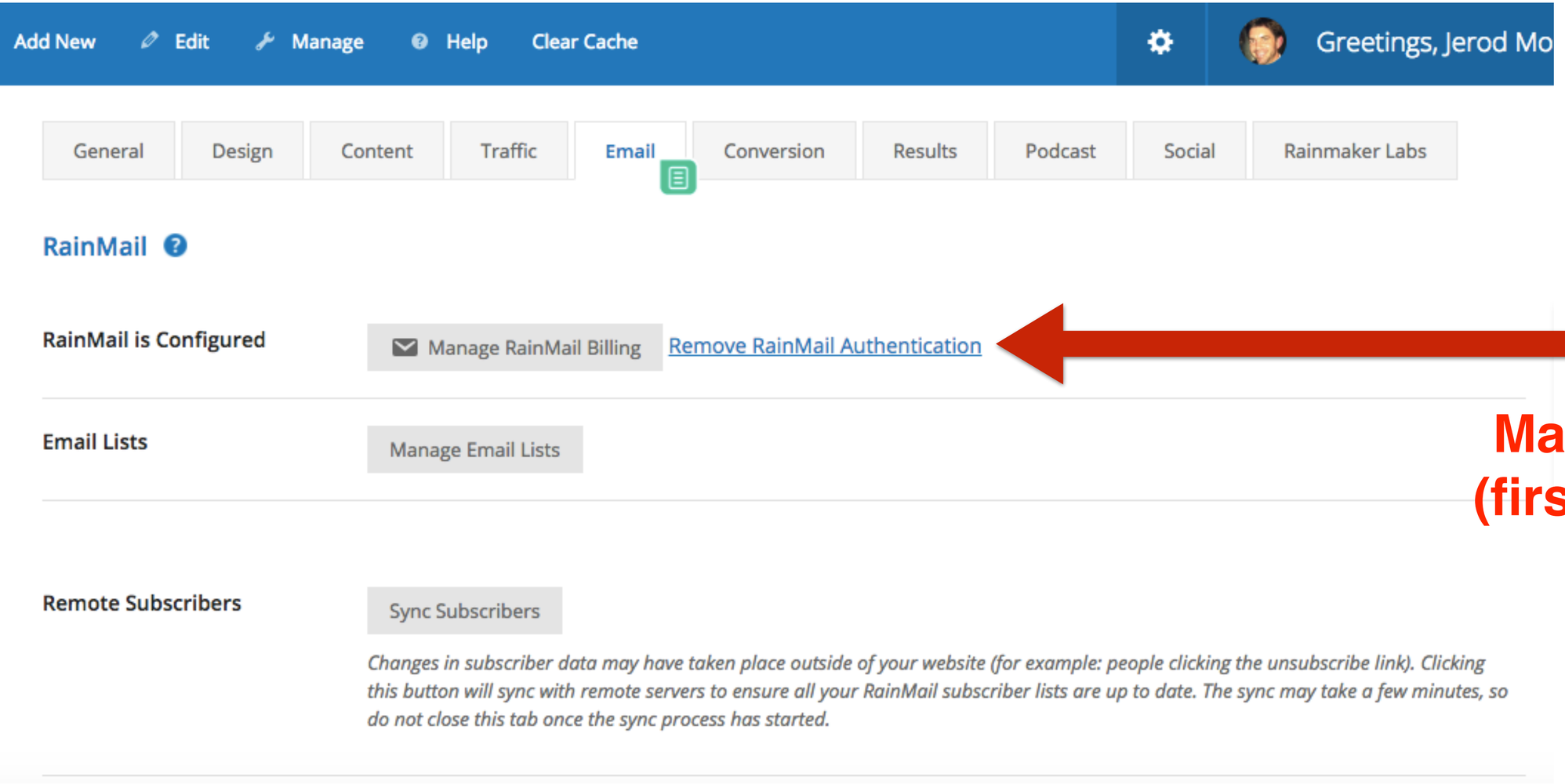
Setting Up and Using RainMail



This is a good opportunity use Rainmaker's internal Quick Help feature. Just type "RainMail" to find the Set Up RainMail walk through.

RAINMAKER PLATFORM

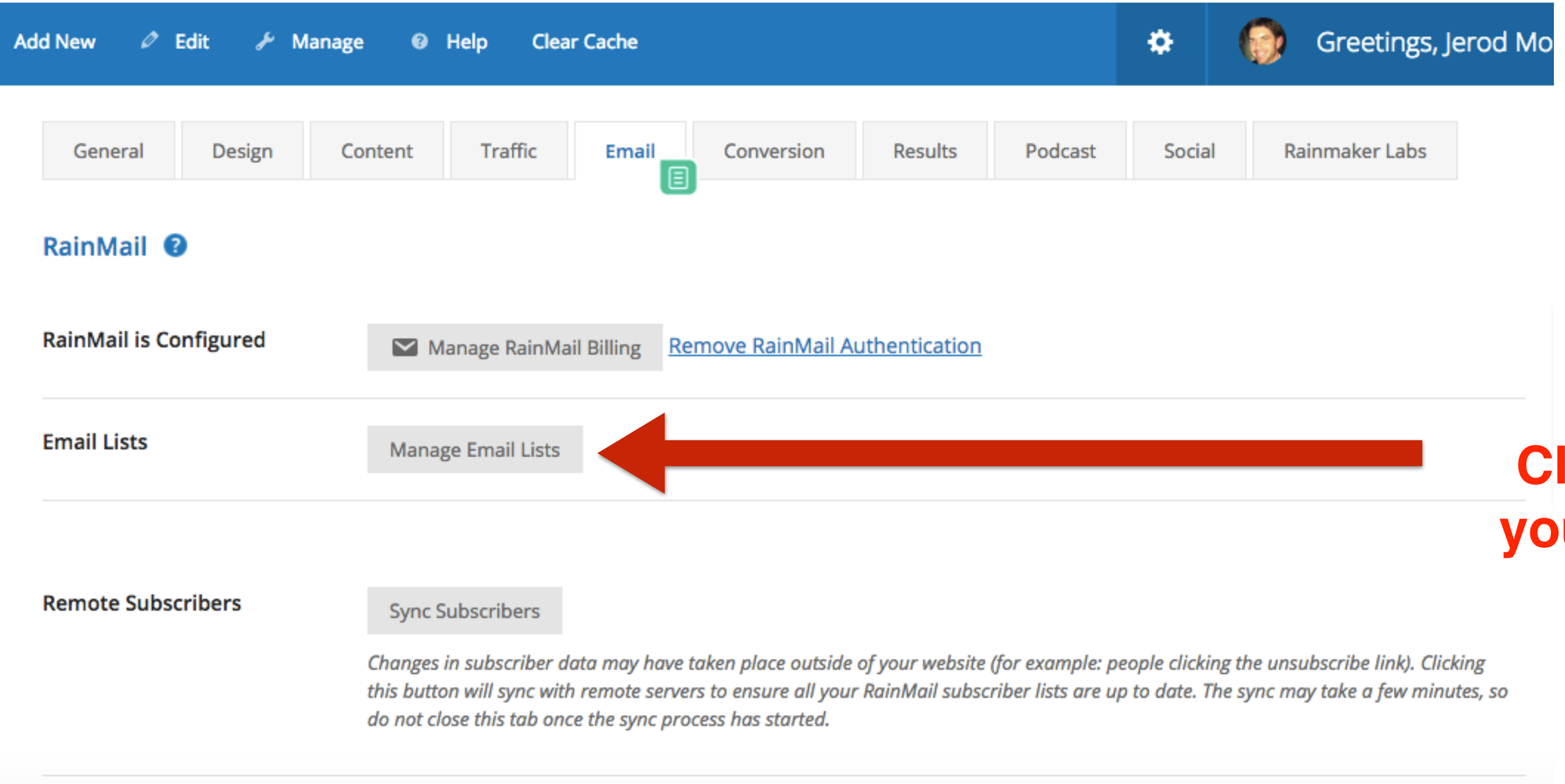
Setting Up and Using RainMail



Manage billing here (first 999 subscribers are *free*).

RAINMAKER PLATFORM

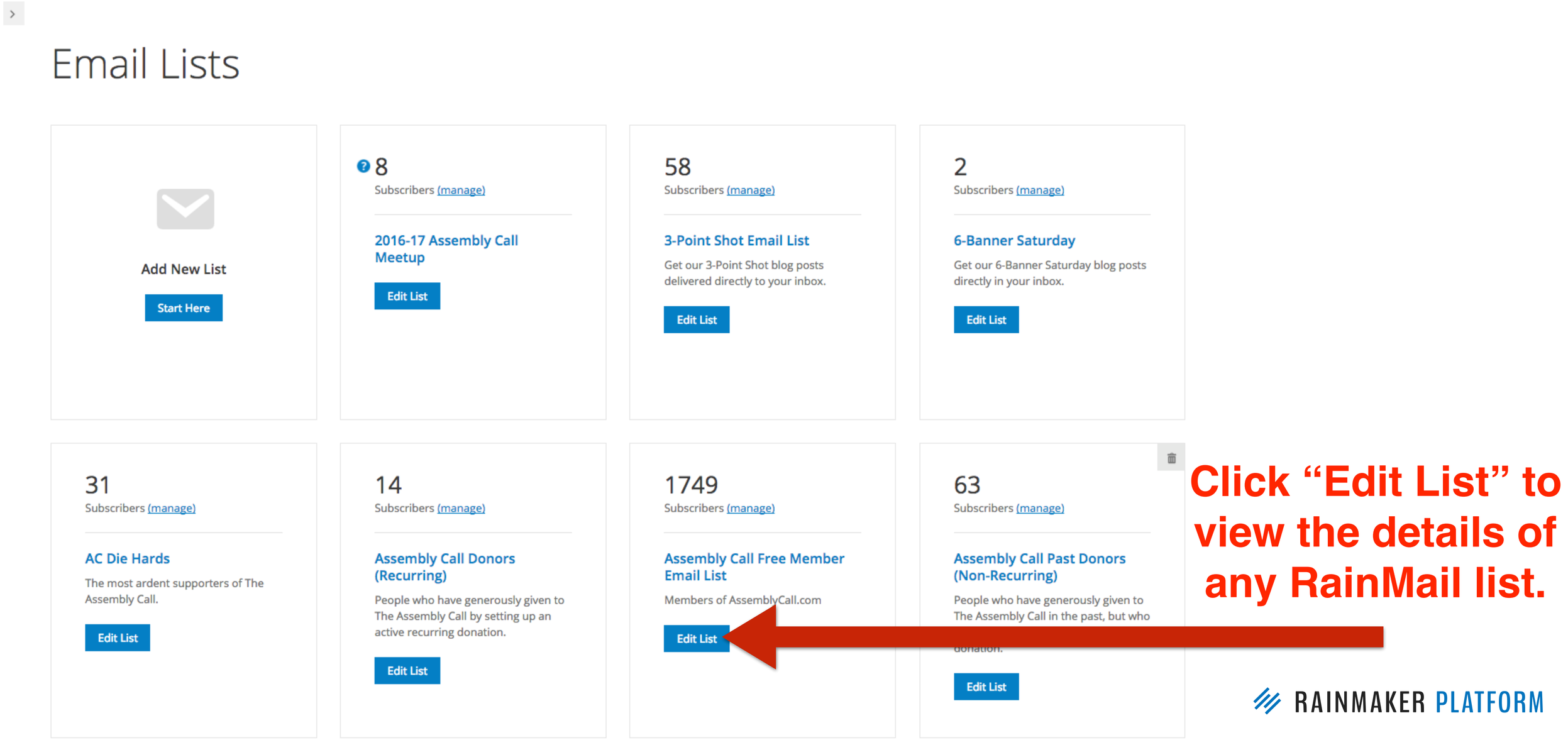
Setting Up and Using RainMail



Click here to view your RainMail lists.

RAINMAKER PLATFORM

Setting Up and Using RainMail



Click “Edit List” to view the details of any RainMail list.

RAINMAKER PLATFORM

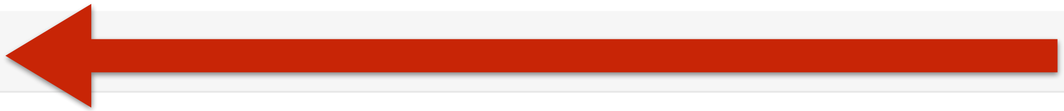
Setting Up and Using RainMail

Edit List

View All

Assembly Call Free Member Email List

Overview | Subscribers | Mailings | Settings



You can see your subscribers, mailings, and edit the individual Settings for that list.

Recent Subscribers (see all subscribers)

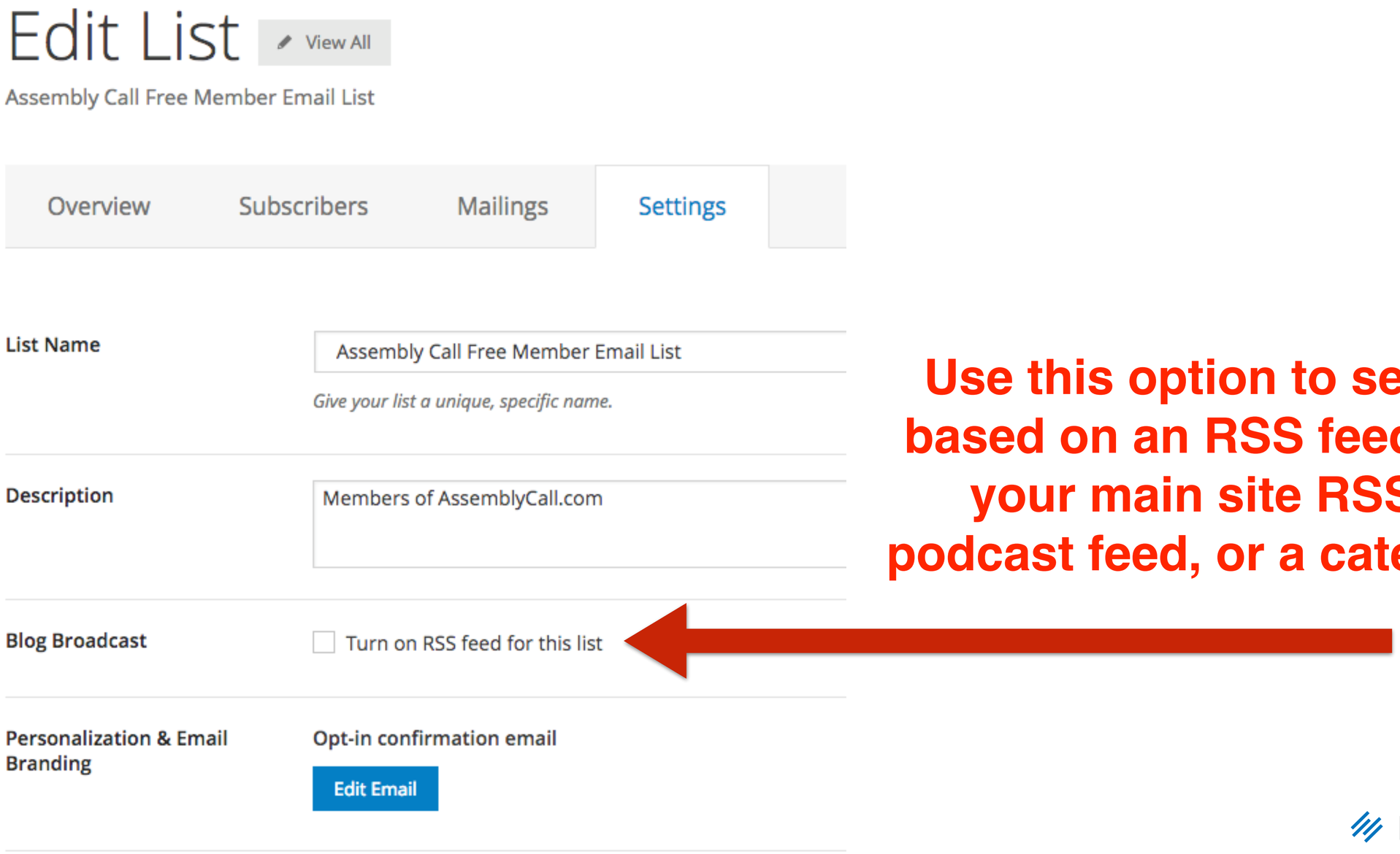
Email Address	Name	Subscription Date	Status
kauferj@lanesville.k12.in.us	Jack Kaufer	May 8, 2017	ok
lokshinlearning@gmail.com	samkelo magoqo	May 7, 2017	ok
gkerbis@gmail.com	Geoff Kerbis	May 5, 2017	ok

Recent Mailings (see all mailings)

Subject	Recipients	Open Rate	Click Rate	Status
[6-Banner Saturday] The Story of Harry Good	1,747	86%	14%	Broadcast on: May 6, 2017 @ 06:20
[6-Banner Saturday] Recruiting Heats Up as Spring Winds Down	1,737	93%	16%	Broadcast on: Apr 29, 2017 @ 06:20
[Alert] Special Start Time for Tonight's Show	1,736	72%	2%	Broadcast on: Apr 27, 2017 @ 10:20

RAINMAKER PLATFORM

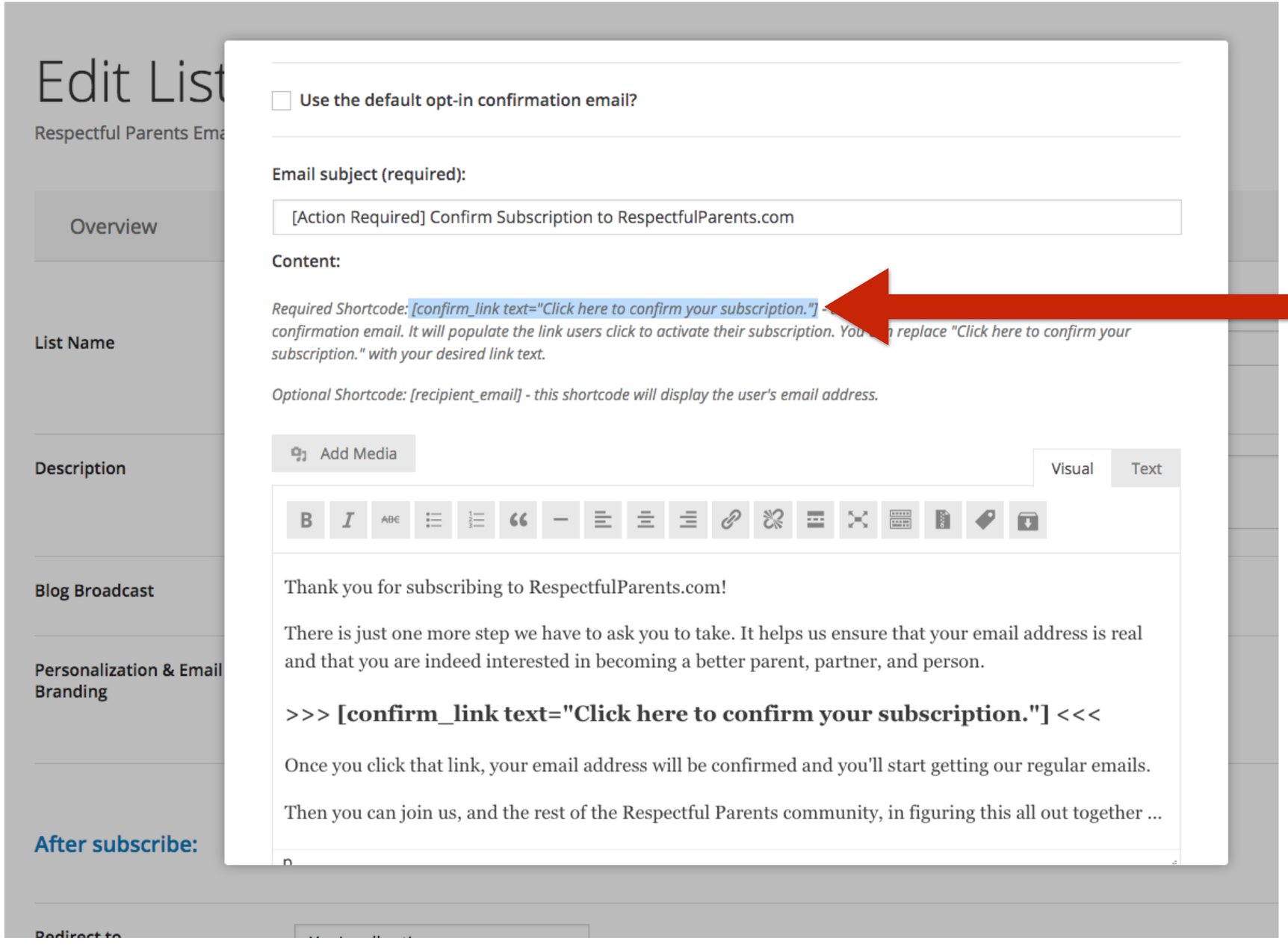
Setting Up and Using RainMail



Use this option to send emails based on an RSS feed (could be your main site RSS feed, a podcast feed, or a category feed).

RAINMAKER PLATFORM

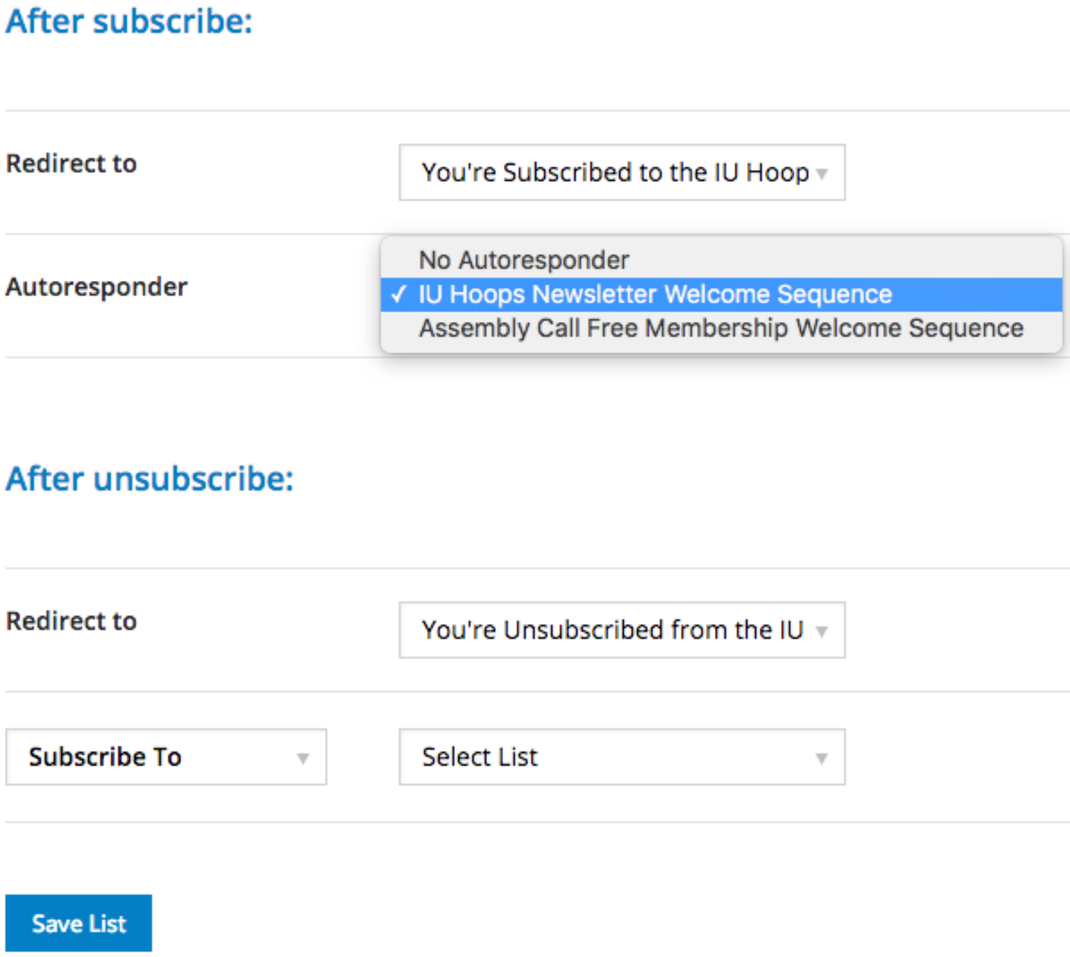
Setting Up and Using RainMail



Add your own text to the opt-in confirmation. Just remember to use the Required Shortcode (highlighted left).

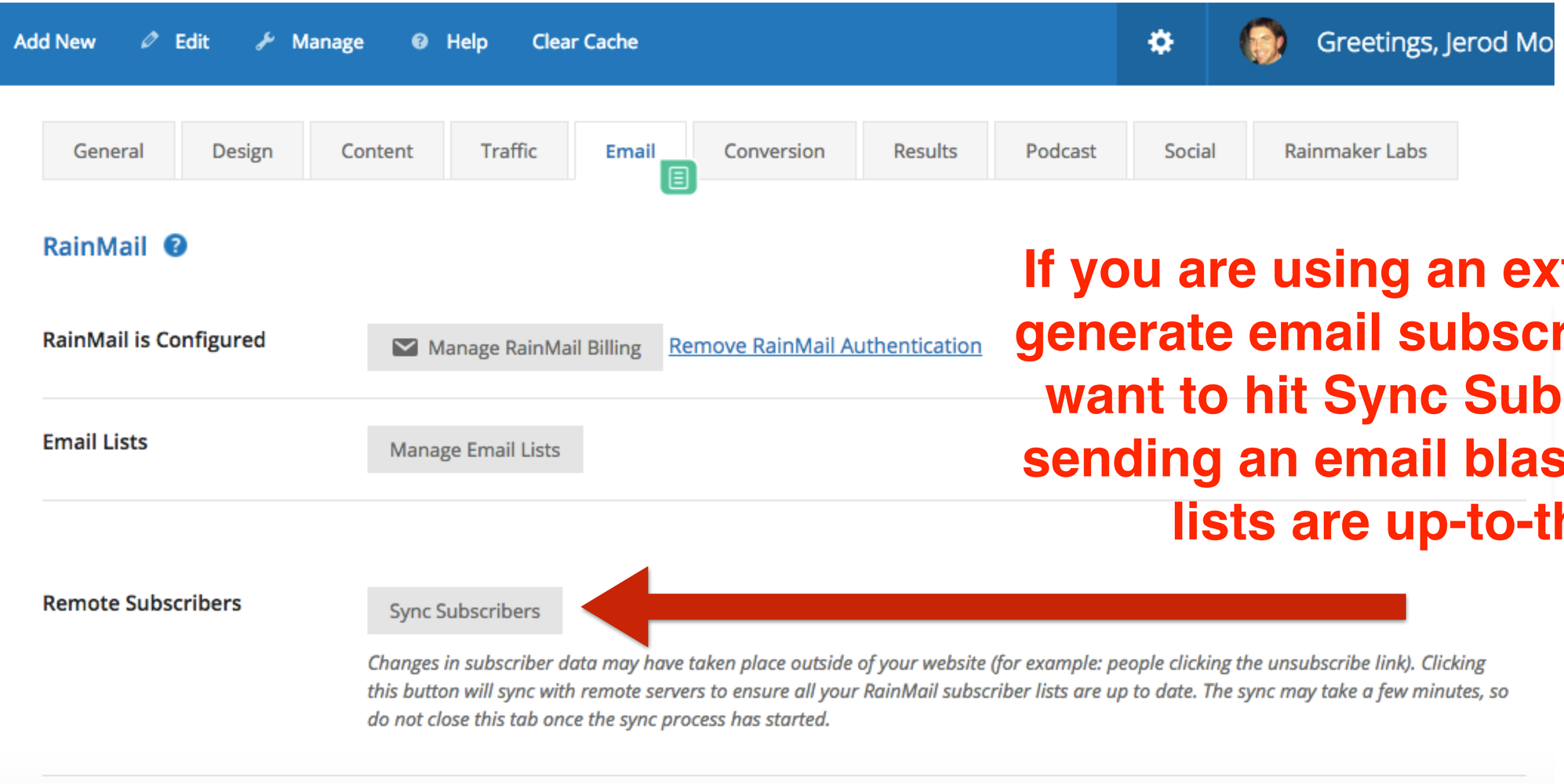
RAINMAKER PLATFORM

Setting Up and Using RainMail



You also have these settings for each individual list, which allow you to determine what happens when someone subscribes and unsubscribes.

Setting Up and Using RainMail



If you are using an external service to generate email subscribers then you'll want to hit Sync Subscribers before sending an email blast to ensure your lists are up-to-the-minute.

Setting Up and Using RainMail

RainMail Settings

Default template

Personalization and Email Branding

Header Image

Upload New Image | Remove Header Image

or enter your image URL:

http://assemblycall.com/wp-content/uploads/2016/08/ac-script-400.png

200 x 50 is the recommended image size.

Header Image Alt Text

The Assembly Call Logo

This is used as the alternate text for the header image. If no header image is provided, or if someone has automatic loading of email images turned off in their email client, this text will show instead of the header. The default text is the site title.

Header Right Text

This is Indiana.

This text will display on the right side of the header, beside your header image, as a short tagline. This text will be shown first in the email preview for most email clients.

Back in Settings > Email, you also have these design settings for your RainMail messages.

Setting Up and Using RainMail

RainMail Settings

Default template

You can choose a Plain Text, Basic, Sidebar, or Custom template as your default. (This can be overridden when sending individual emails.)

Personalization and Email Branding

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Upload New Image | Remove Header Image

or enter your image URL:

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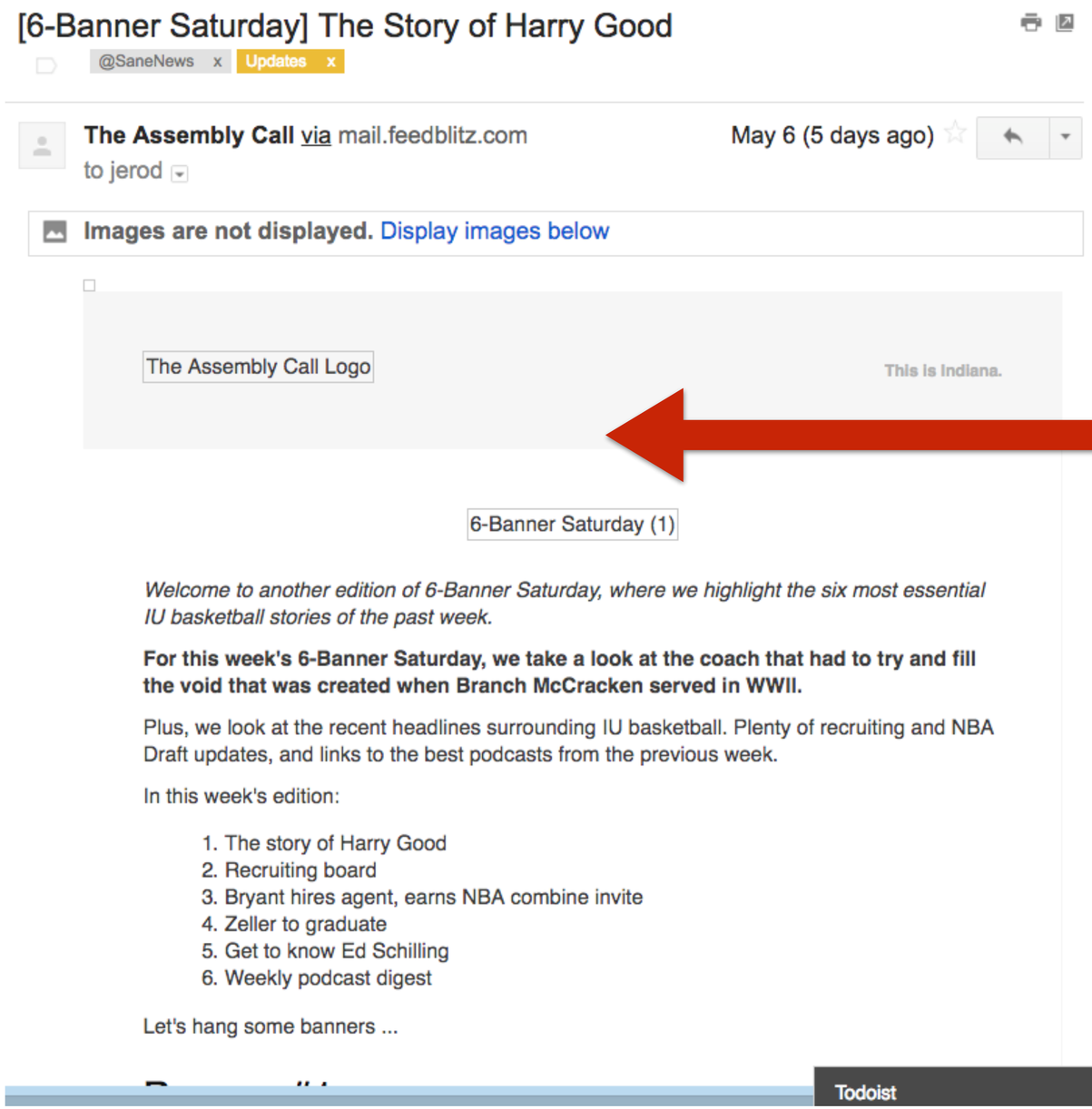
These settings allow you to brand your RainMail broadcasts with an image, Alt Text (important since some email clients don't automatically show images), and Header Text.

Setting Up and Using RainMail

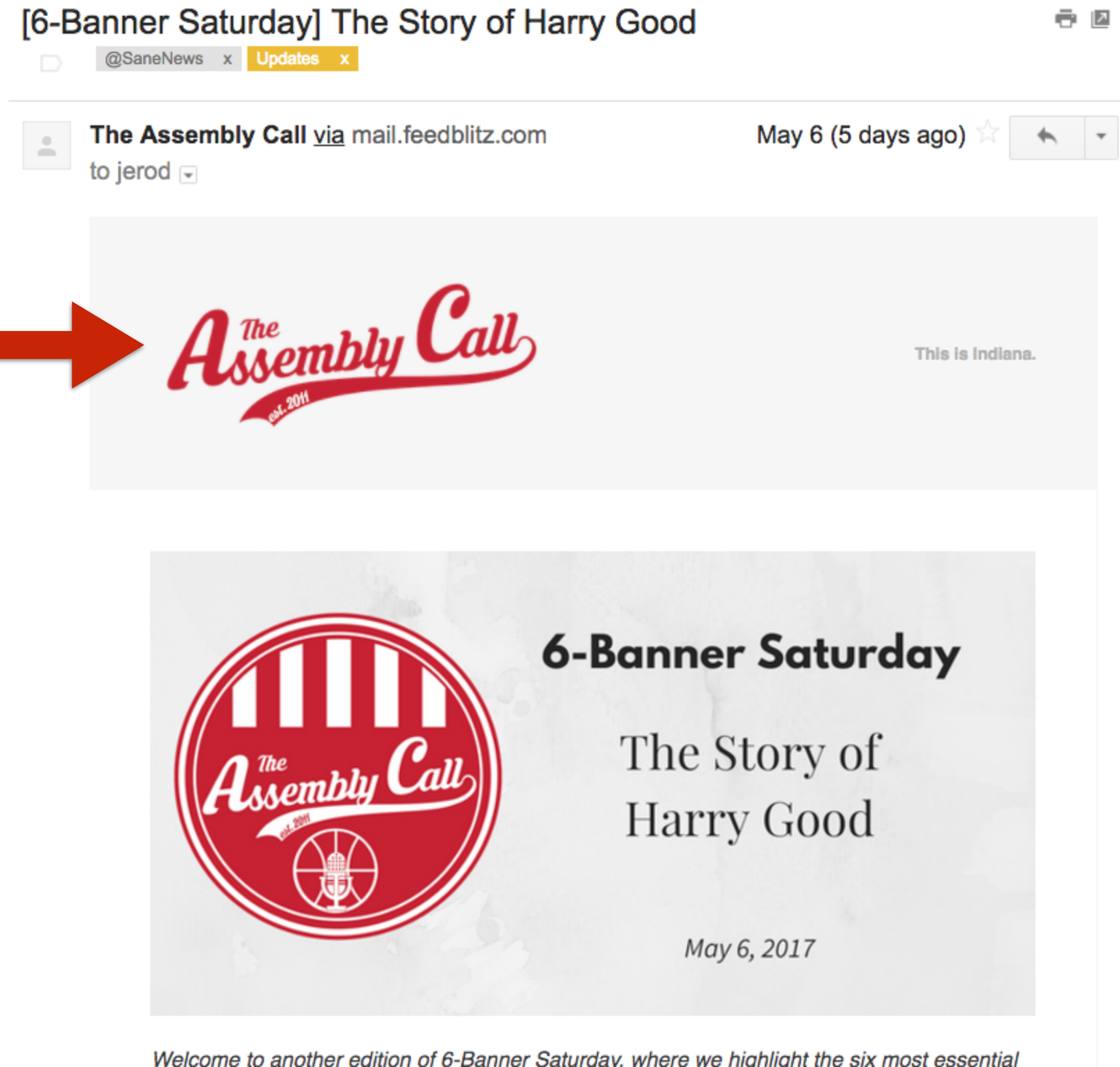


Here is an example email without images displayed. Notice how the Alt Text says "The Assembly Call Logo" in place of the image.

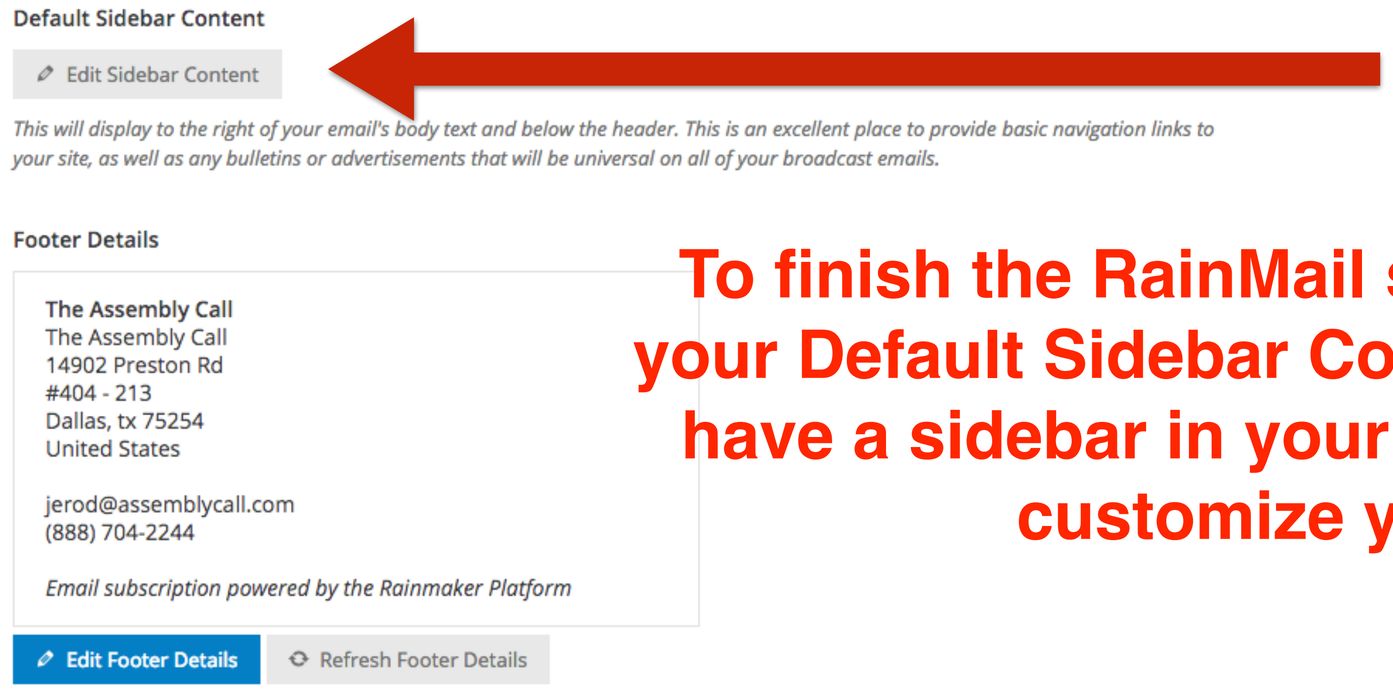
RAINMAKER PLATFORM

Setting Up and Using RainMail

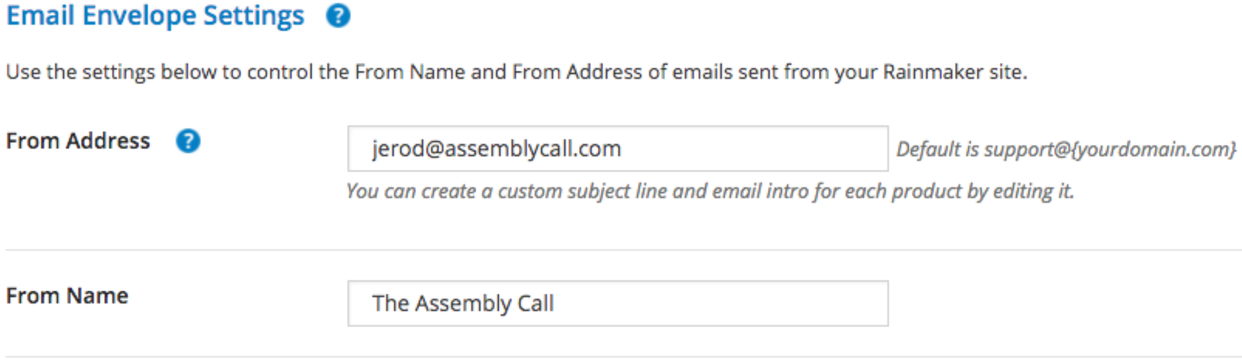
And here is an example email with images displayed. Notice how the logo appears and the email is clearly branded.



Setting Up and Using RainMail



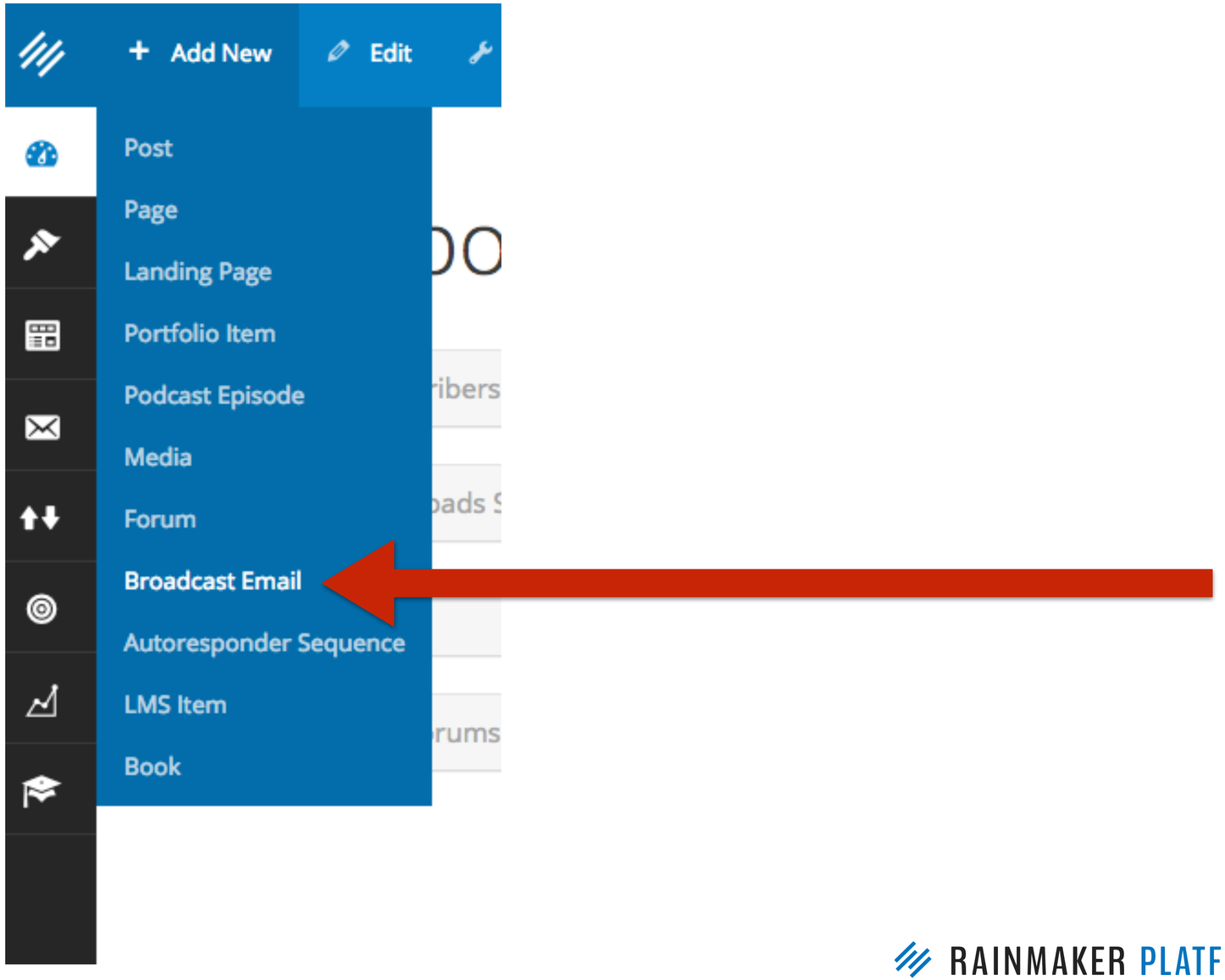
To finish the RainMail settings, you can edit your Default Sidebar Content (if you choose to have a sidebar in your emails), and you can customize your footer.



RAINMAKER PLATFORM

Sending a RainMail Broadcast

Sending a RainMail Broadcast



RAINMAKER PLATFORM

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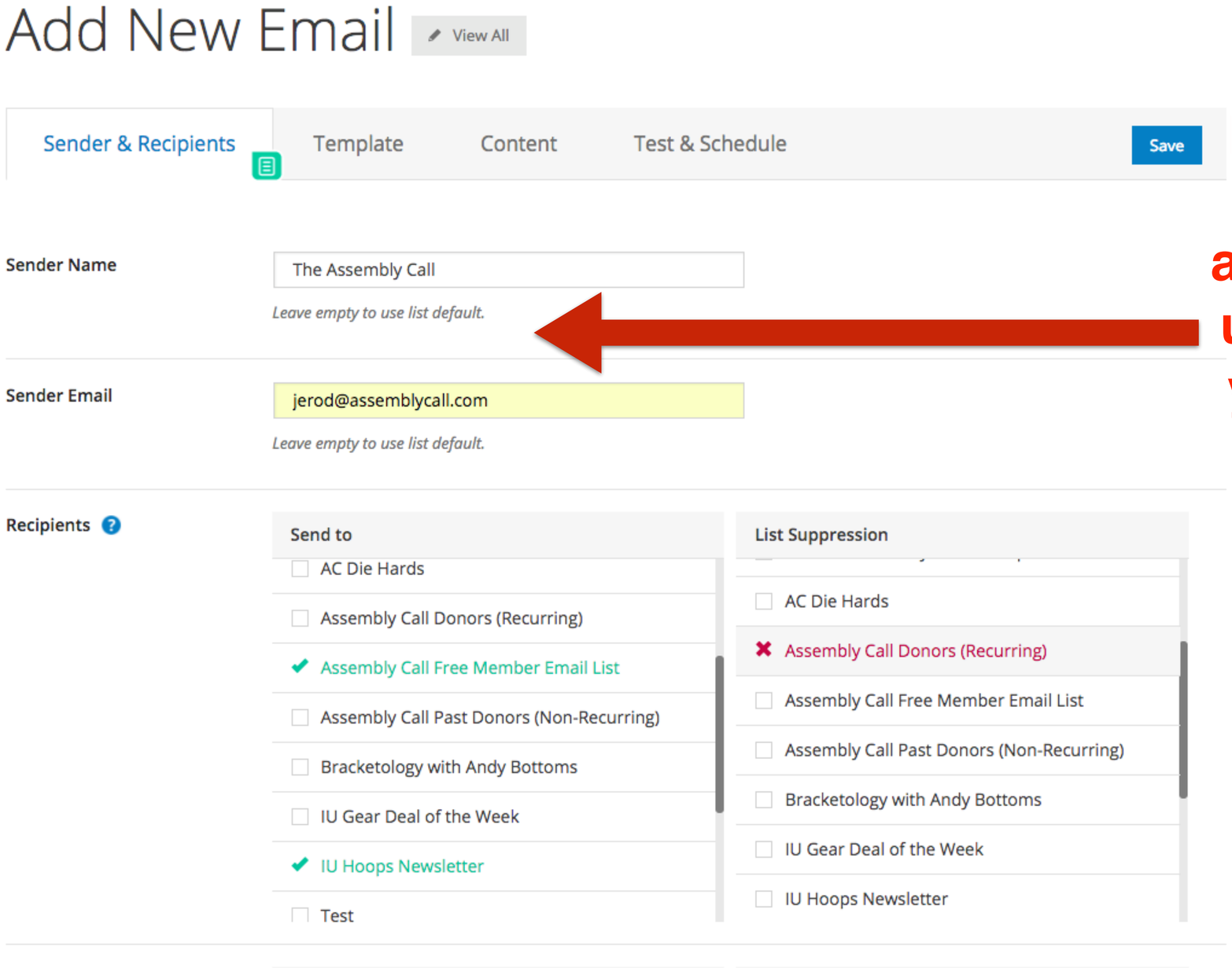
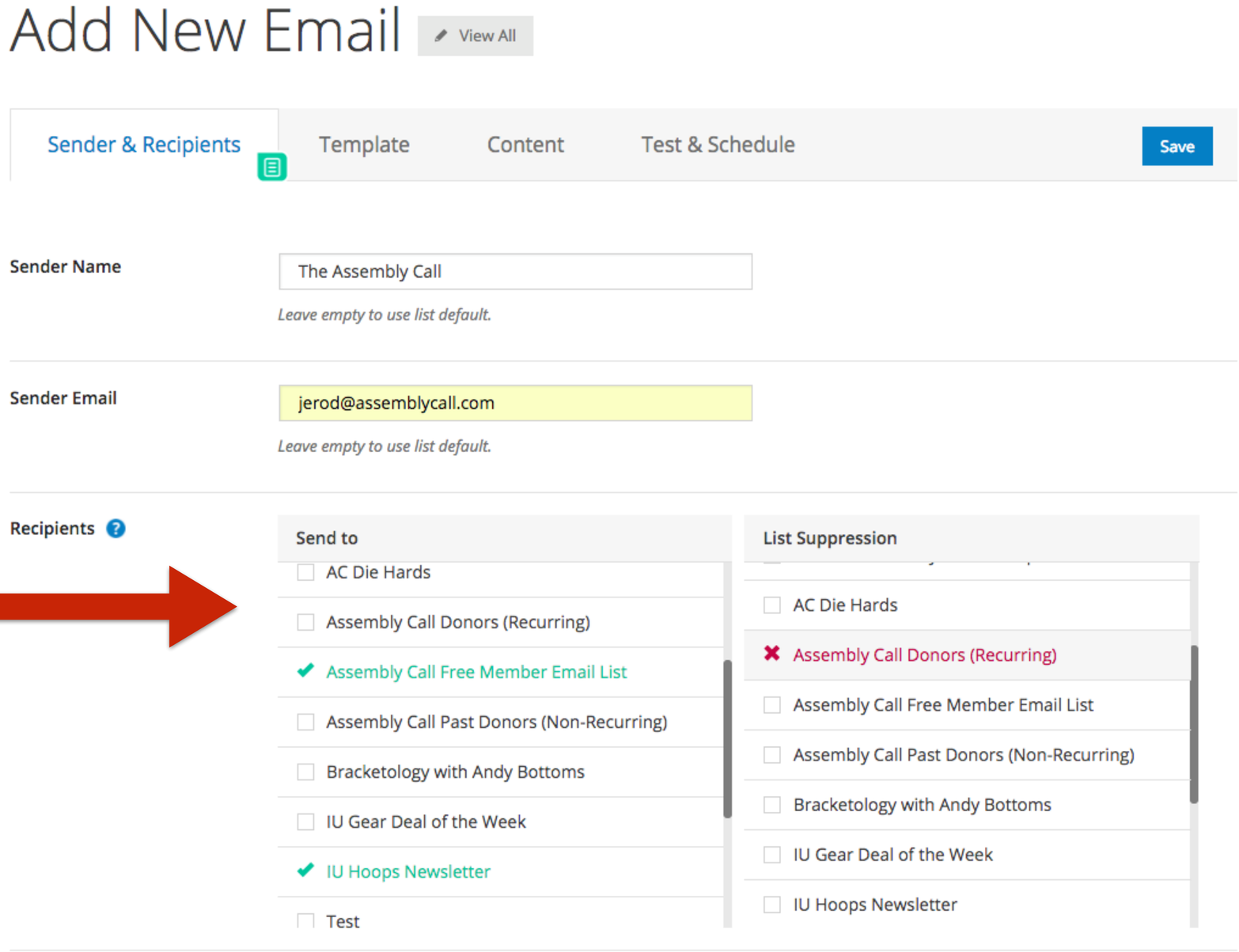


First, choose the Sender Name and Sender Email address (or leave blank to use the default you set in your Envelope Settings).

RAINMAKER PLATFORM

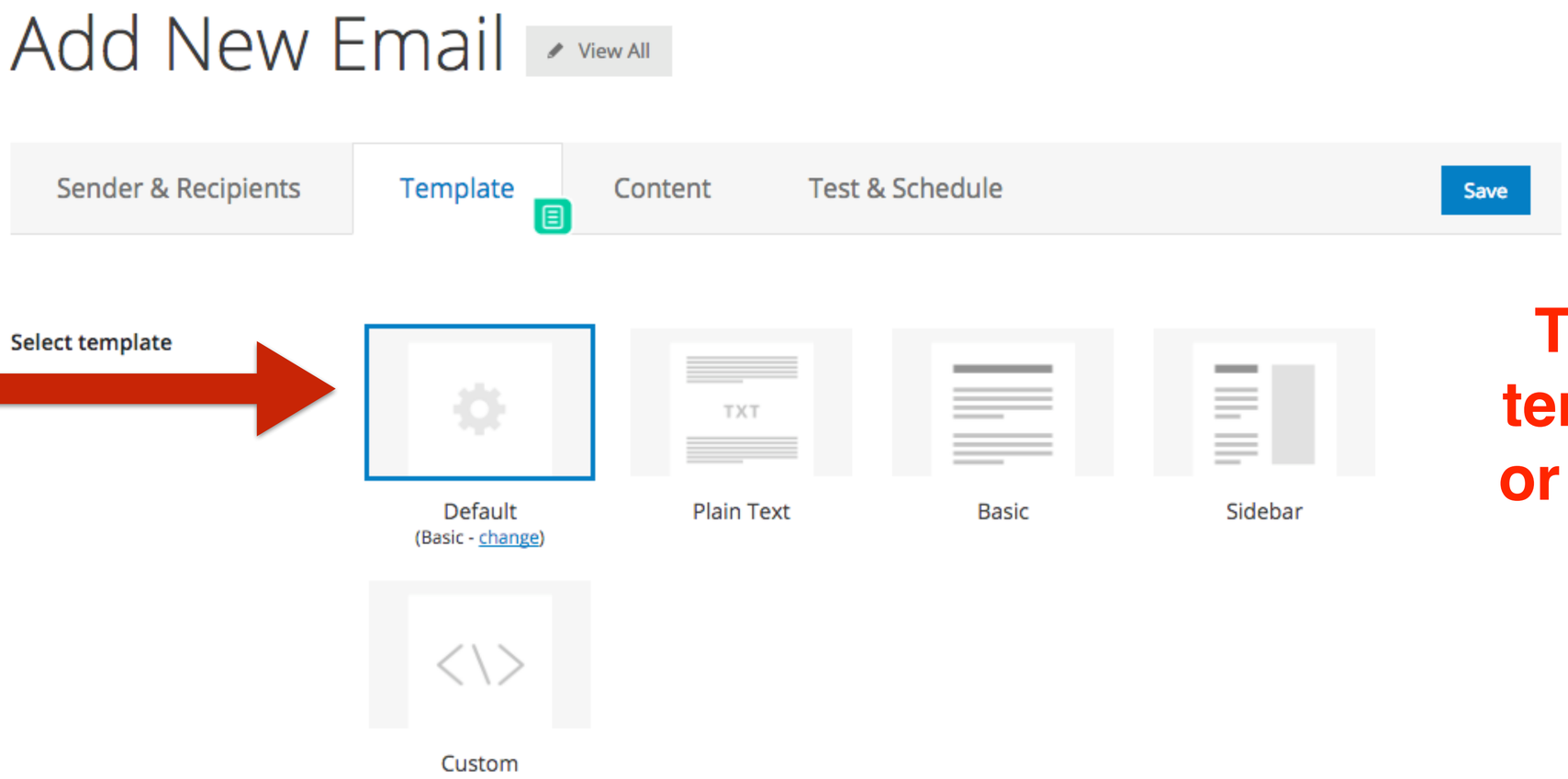
Sending a RainMail Broadcast



Next, choose the lists or tags you want to send the email to (and suppress any lists or tags you don't want to receive the email).

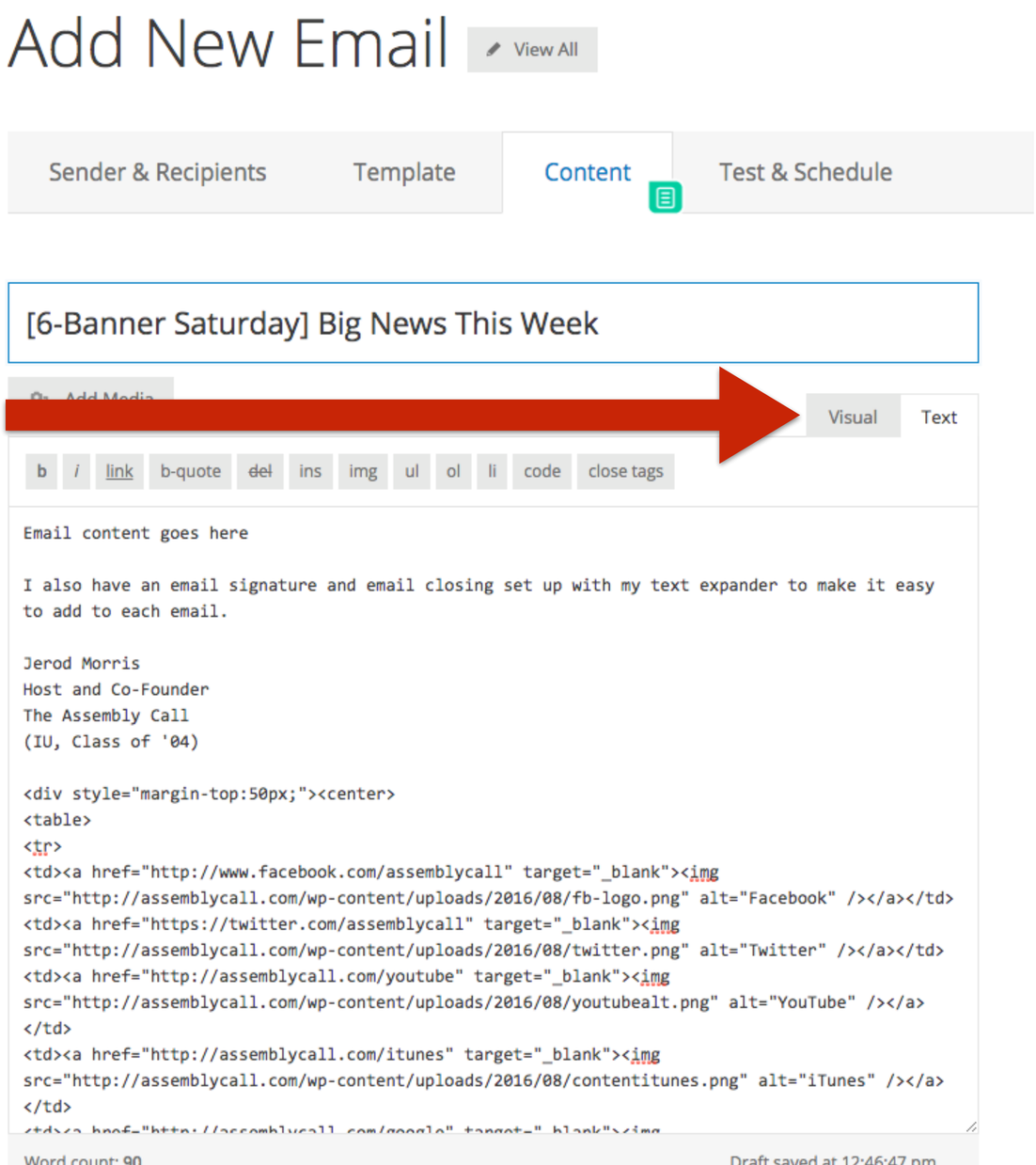
RAINMAKER PLATFORM

Sending a RainMail Broadcast



Then you can choose a template. Use the default, or pick one of the options *for this individual broadcast only.*

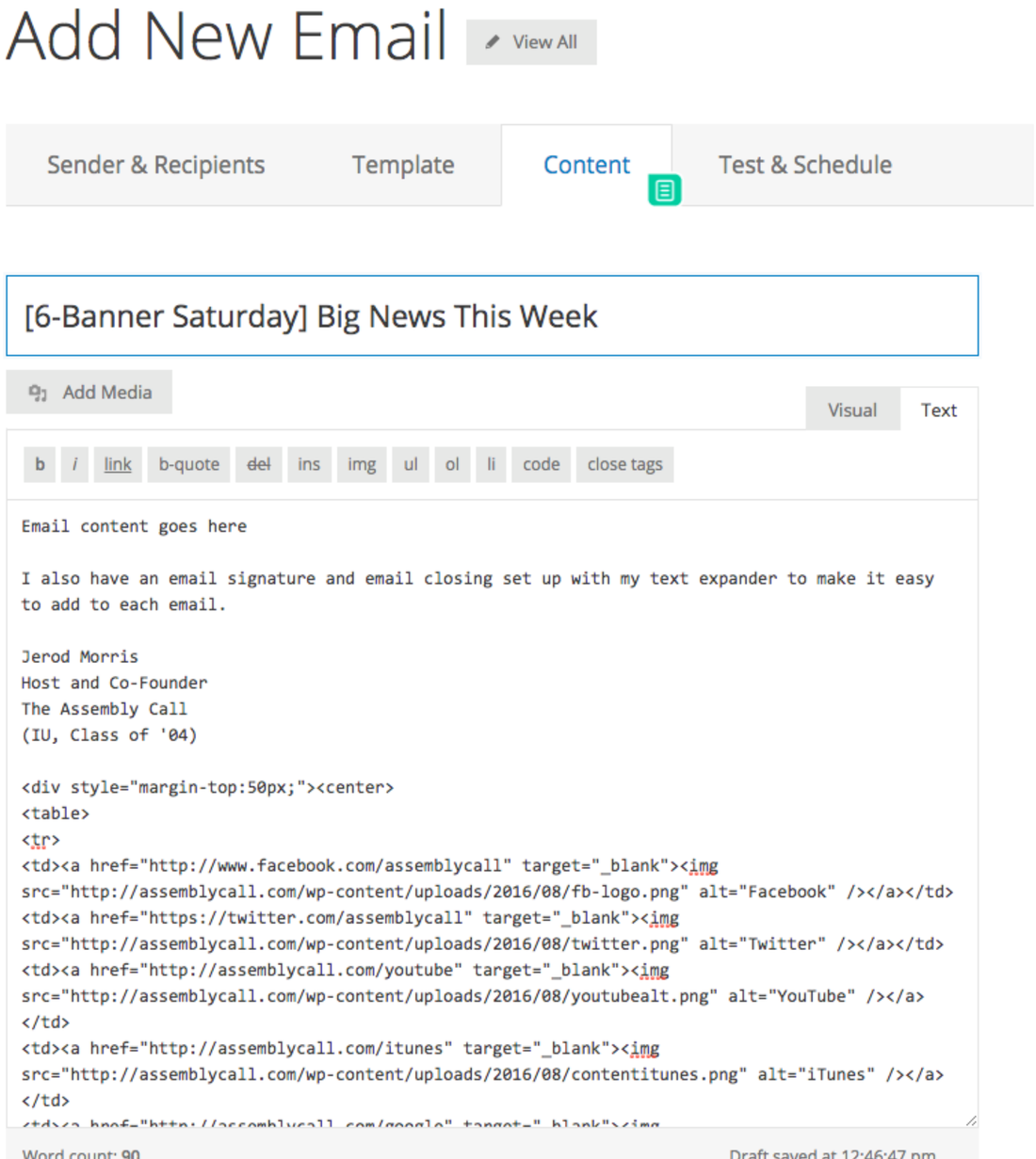
Sending a RainMail Broadcast



Next you can add your content. Edit it like a normal post or page using the Visual Editor or the Text Editor.

RAINMAKER PLATFORM

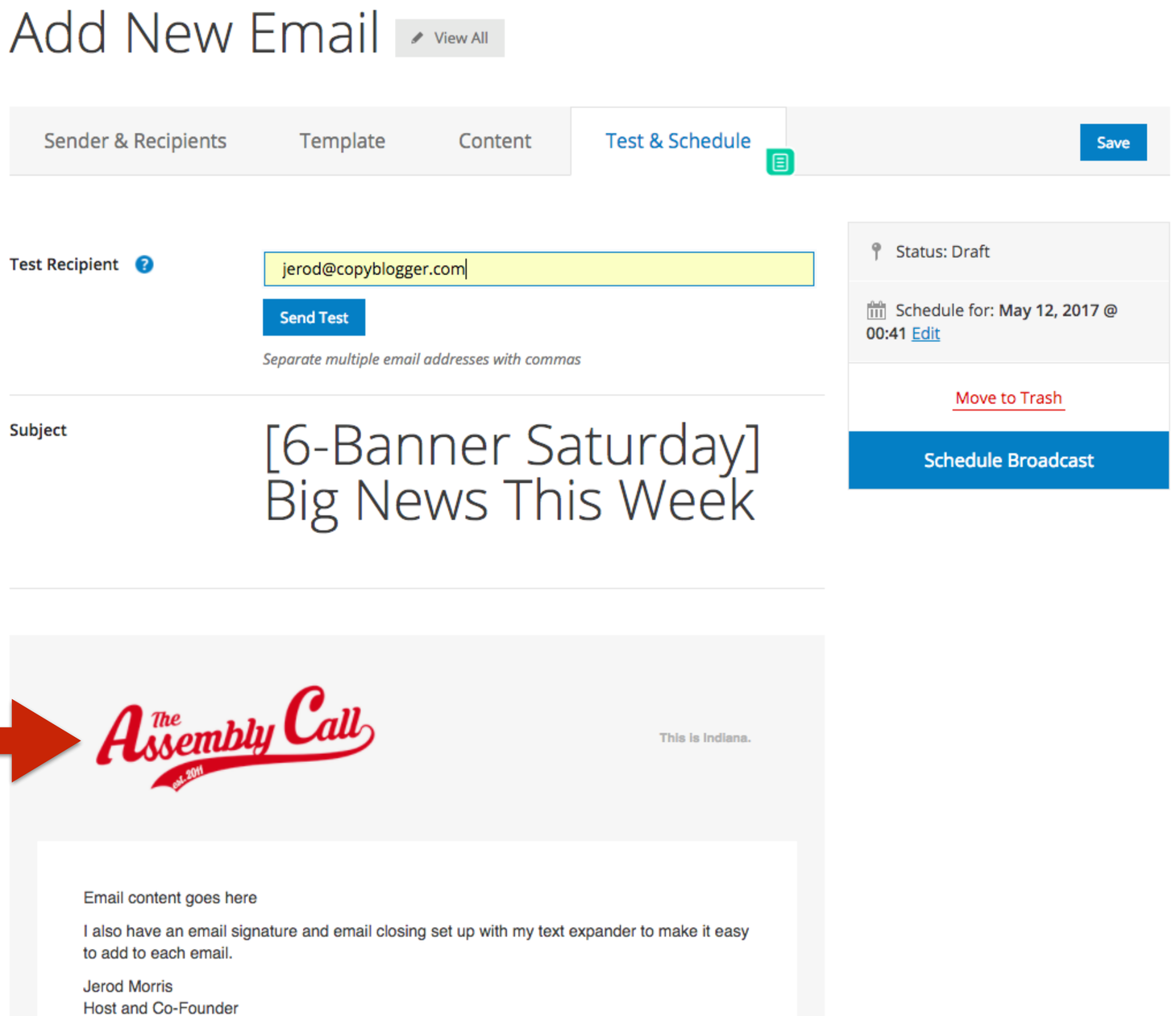
Sending a RainMail Broadcast



I also have an email signature and email closing set up with my text expander to make it easy to add to each email.

RAINMAKER PLATFORM

Sending a RainMail Broadcast

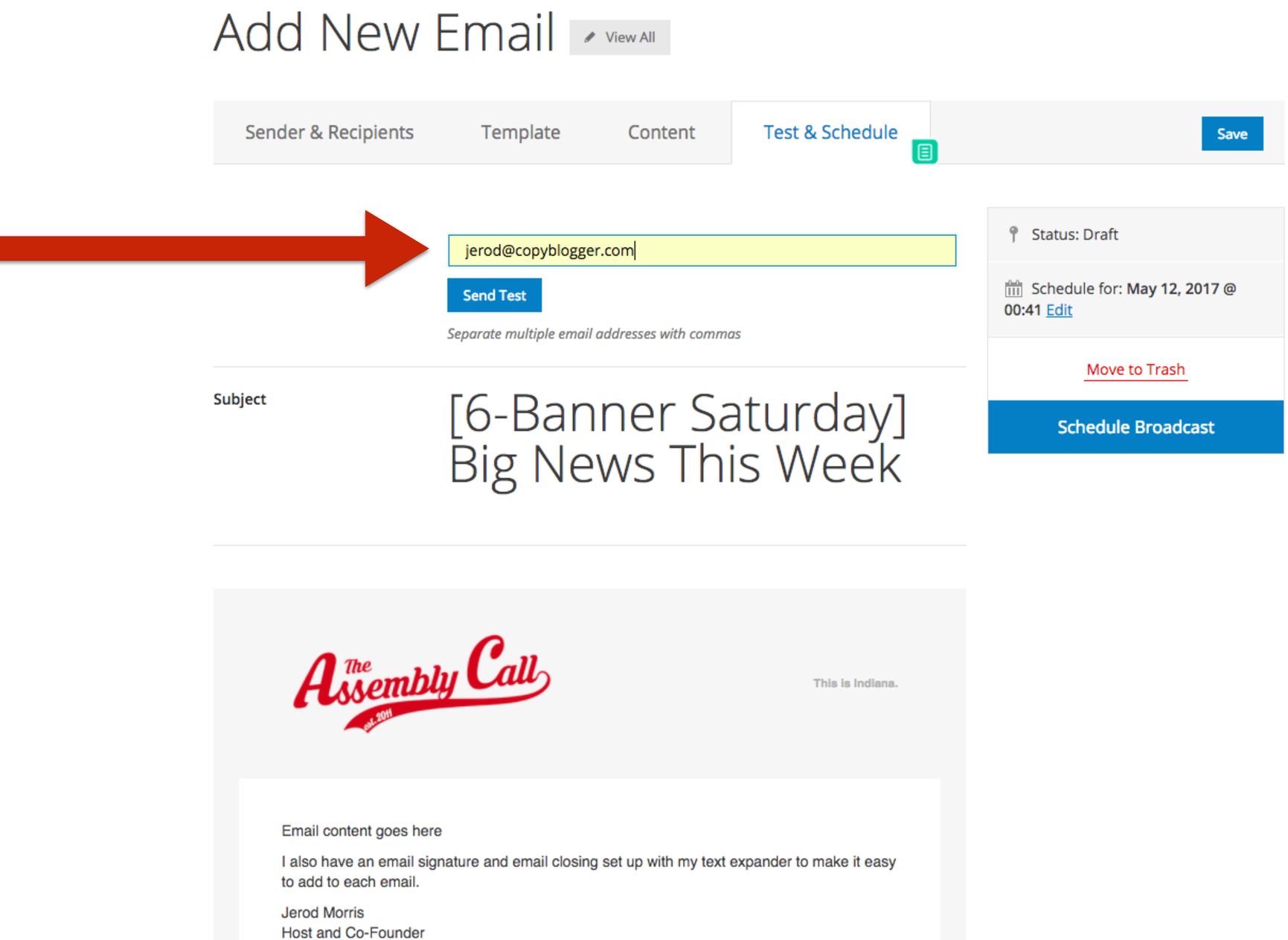


Next, you can preview and test your email.

Scroll down to see a preview of your content … but do not rely on it!

RAINMAKER PLATFORM

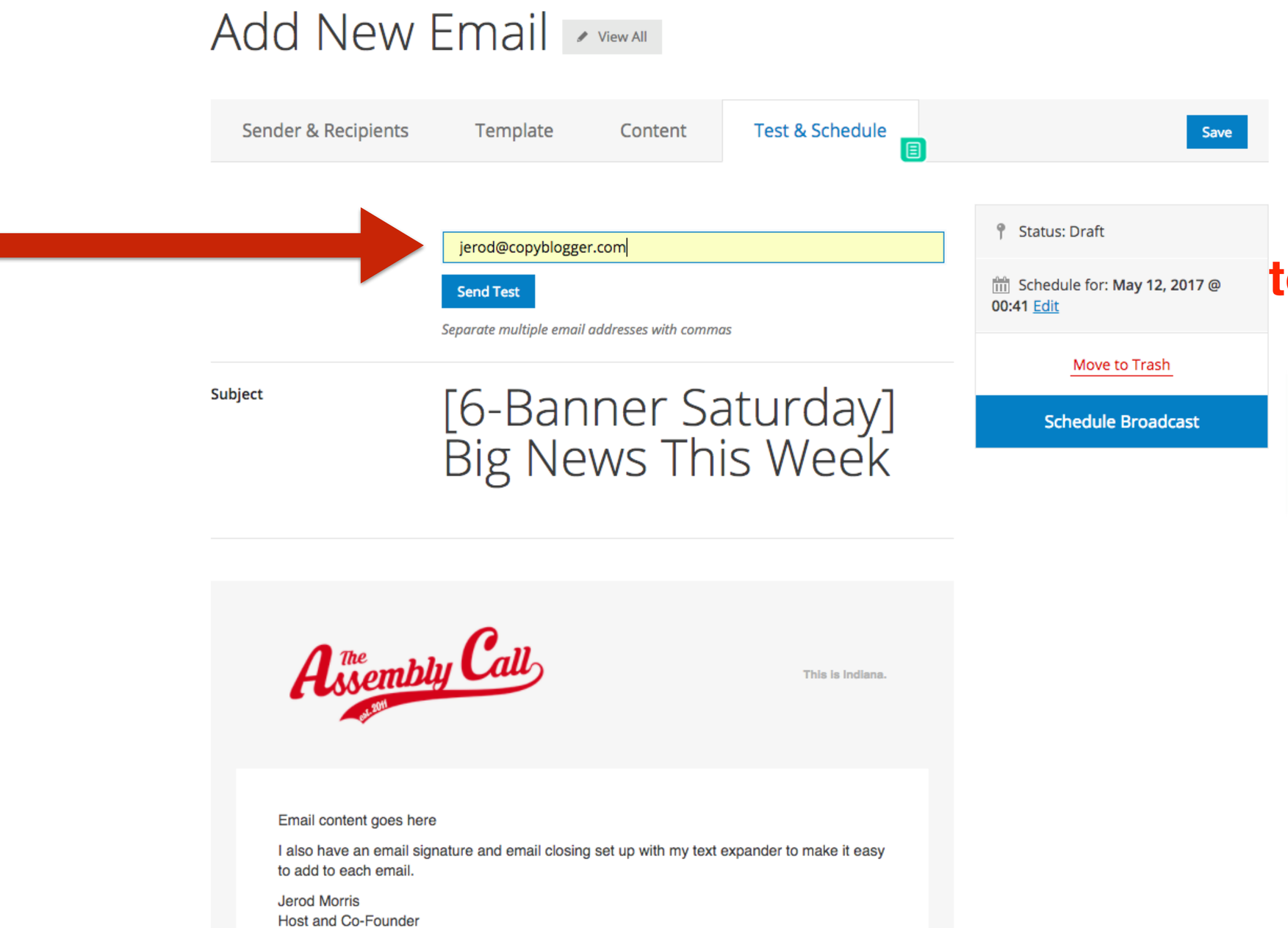
Sending a RainMail Broadcast



Pro tip: Always, always, always send a test email and view the email in an email client. (80% of the time, I find something *important* to change.)

RAINMAKER PLATFORM

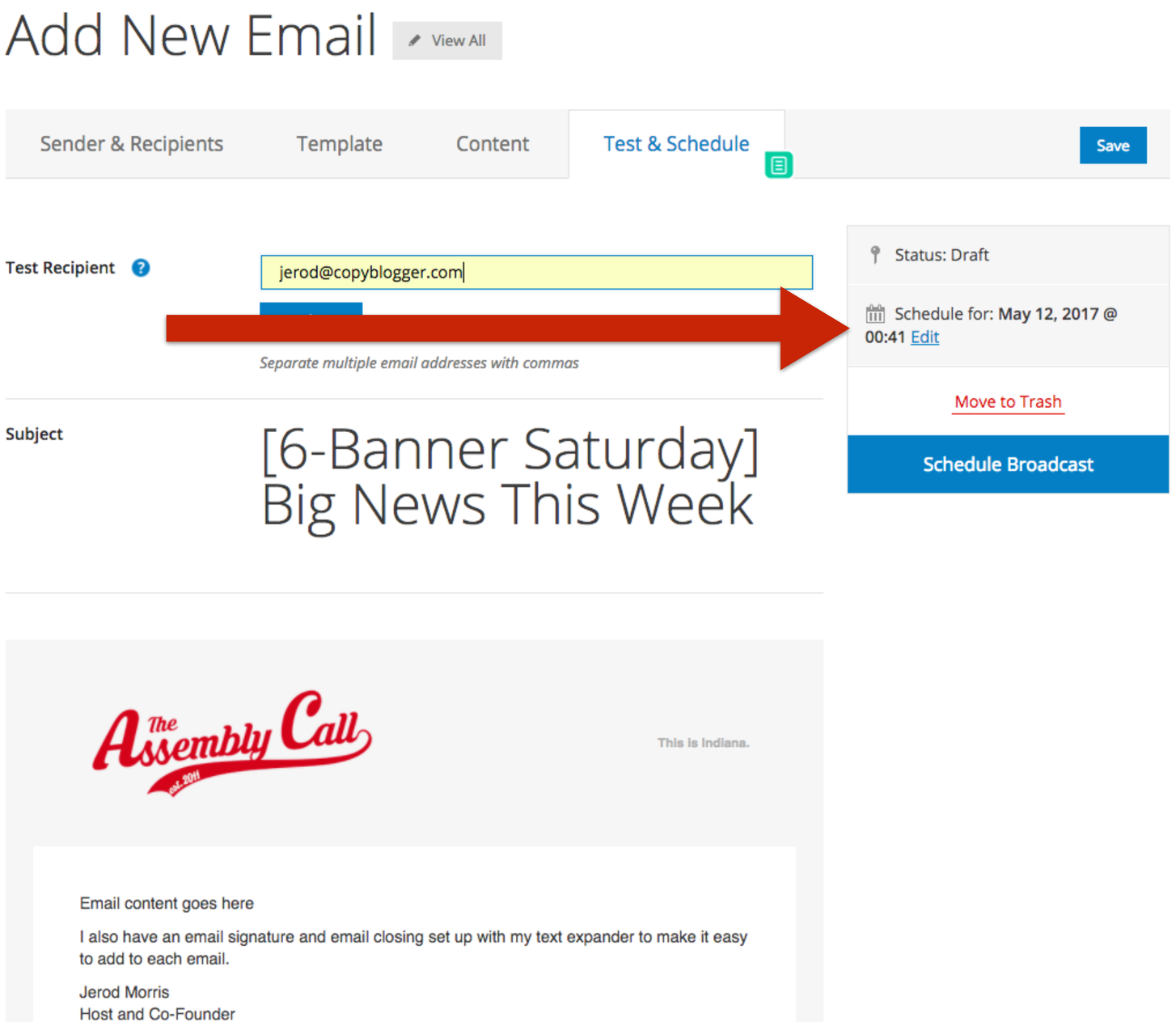
Sending a RainMail Broadcast



Note: Test emails automatically add [test] to the subject line, so you won't get the test mixed up with the real email.

RAINMAKER PLATFORM

Sending a RainMail Broadcast

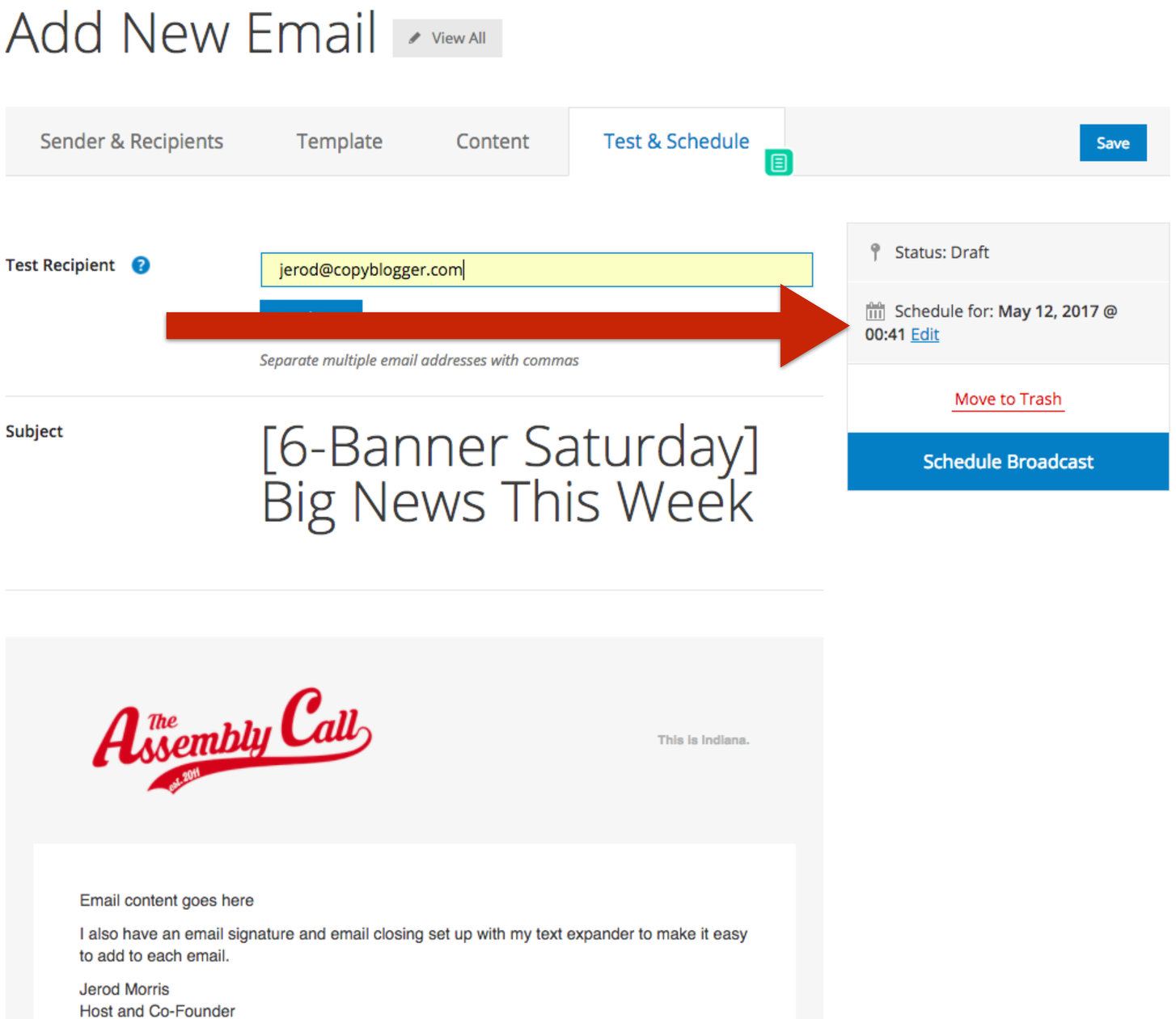


Finally, you can schedule your Broadcast.

By default, the broadcast is set 12 hours in the future … to prevent you from accidentally hitting "Send" and emailing 10,000 people before you've tested it. :-)

RAINMAKER PLATFORM

Sending a RainMail Broadcast

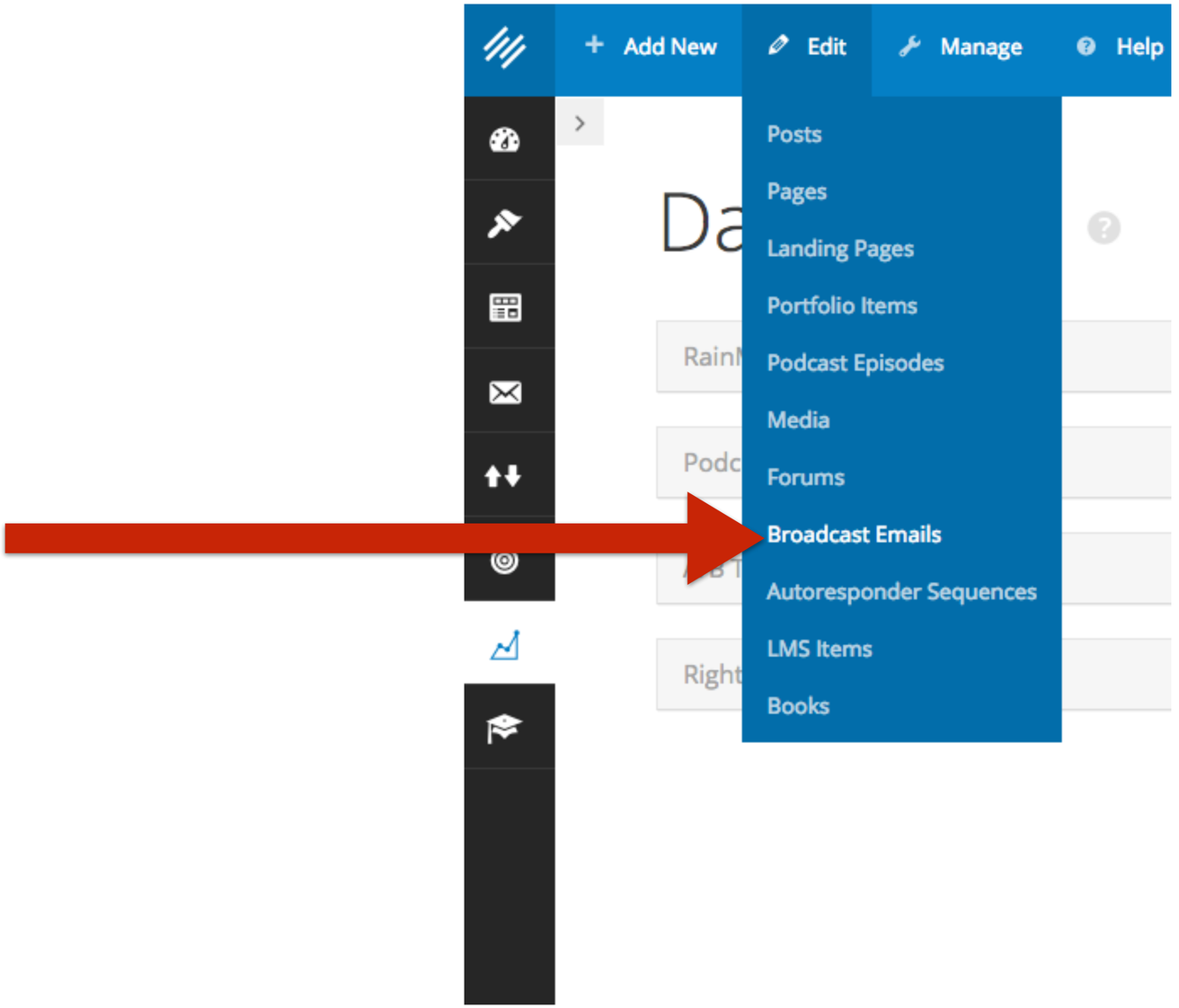


If you do want to send your broadcast immediately, just change the date and time to a minute in the future and hit Schedule Broadcast.

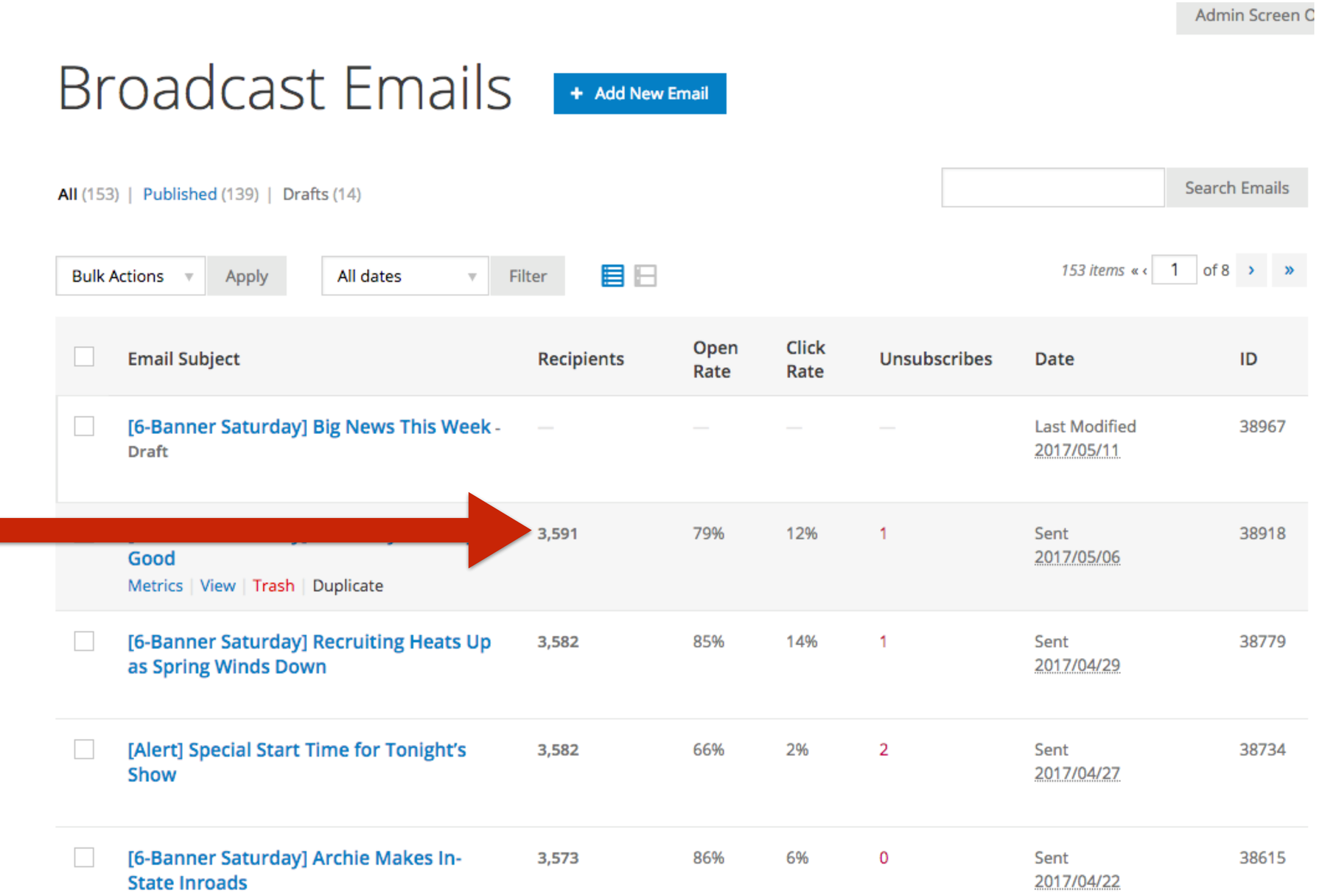
RAINMAKER PLATFORM

Checking Your RainMail Stats

Checking Your RainMail Stats



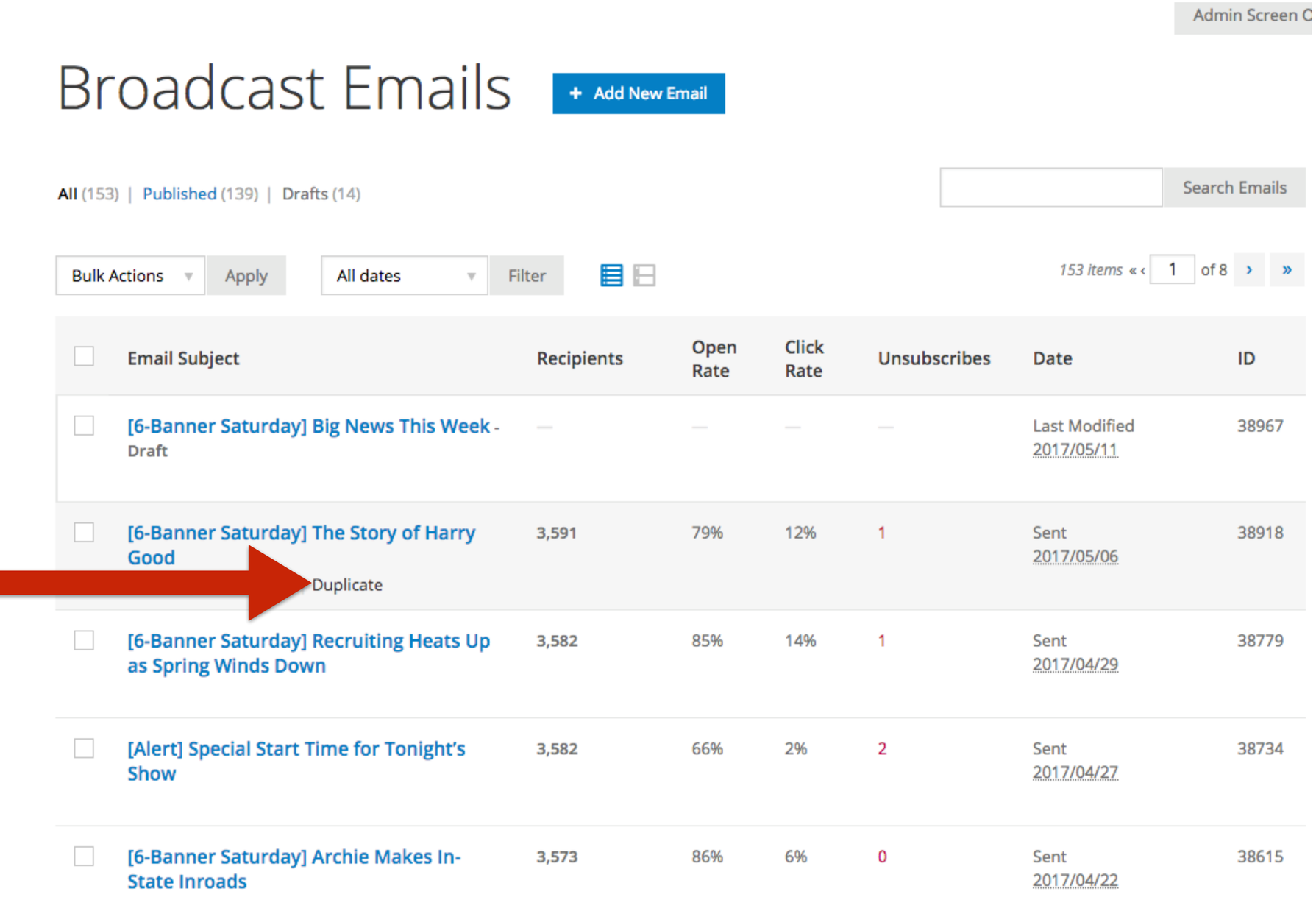
Checking Your RainMail Stats



From this menu, you can view the number of people who received the email, the Open Rate, the Click Rate, and how many people unsubscribed.

RAINMAKER PLATFORM

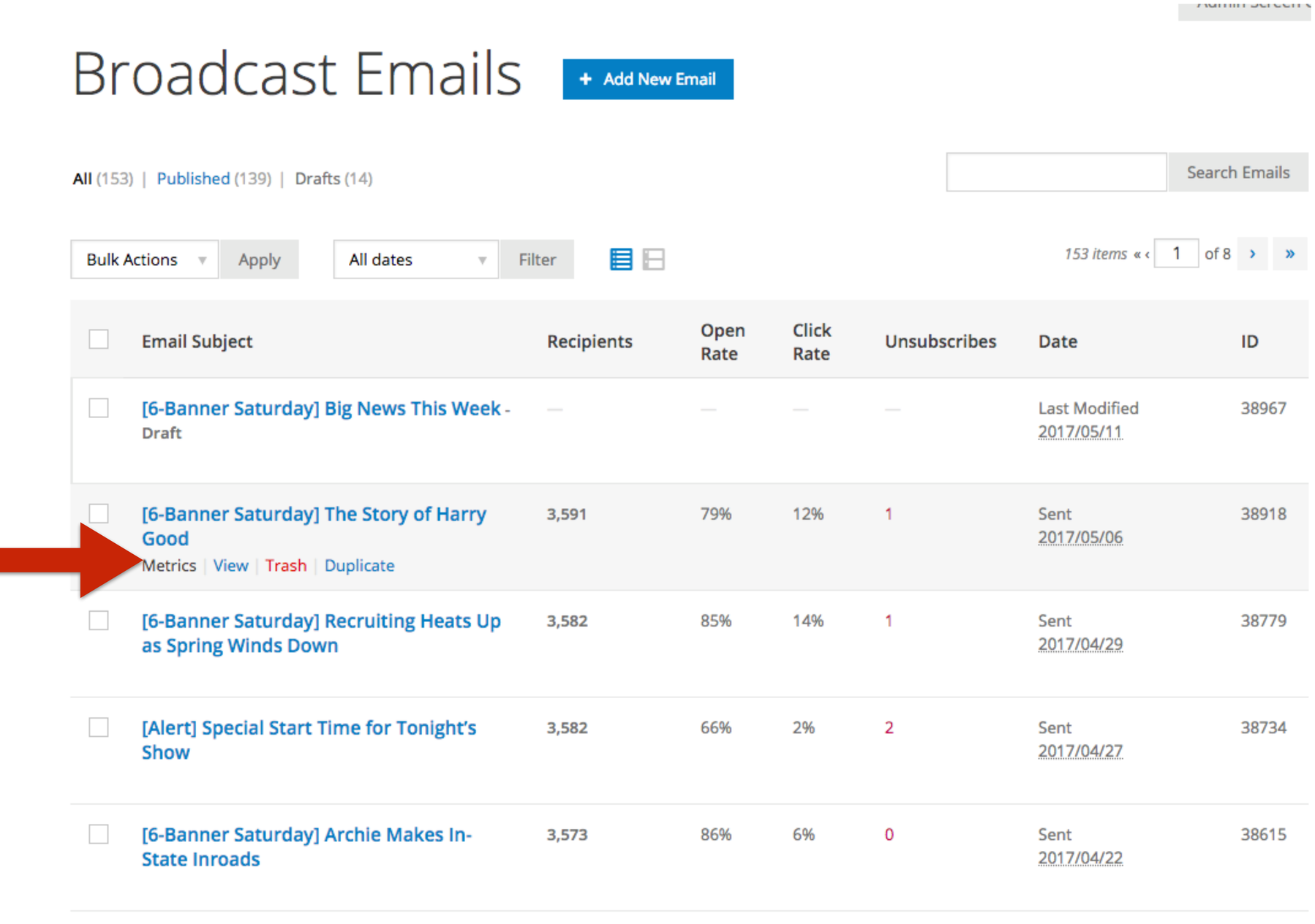
Checking Your RainMail Stats



You can also duplicate an email, if you want to send it again.

RAINMAKER PLATFORM

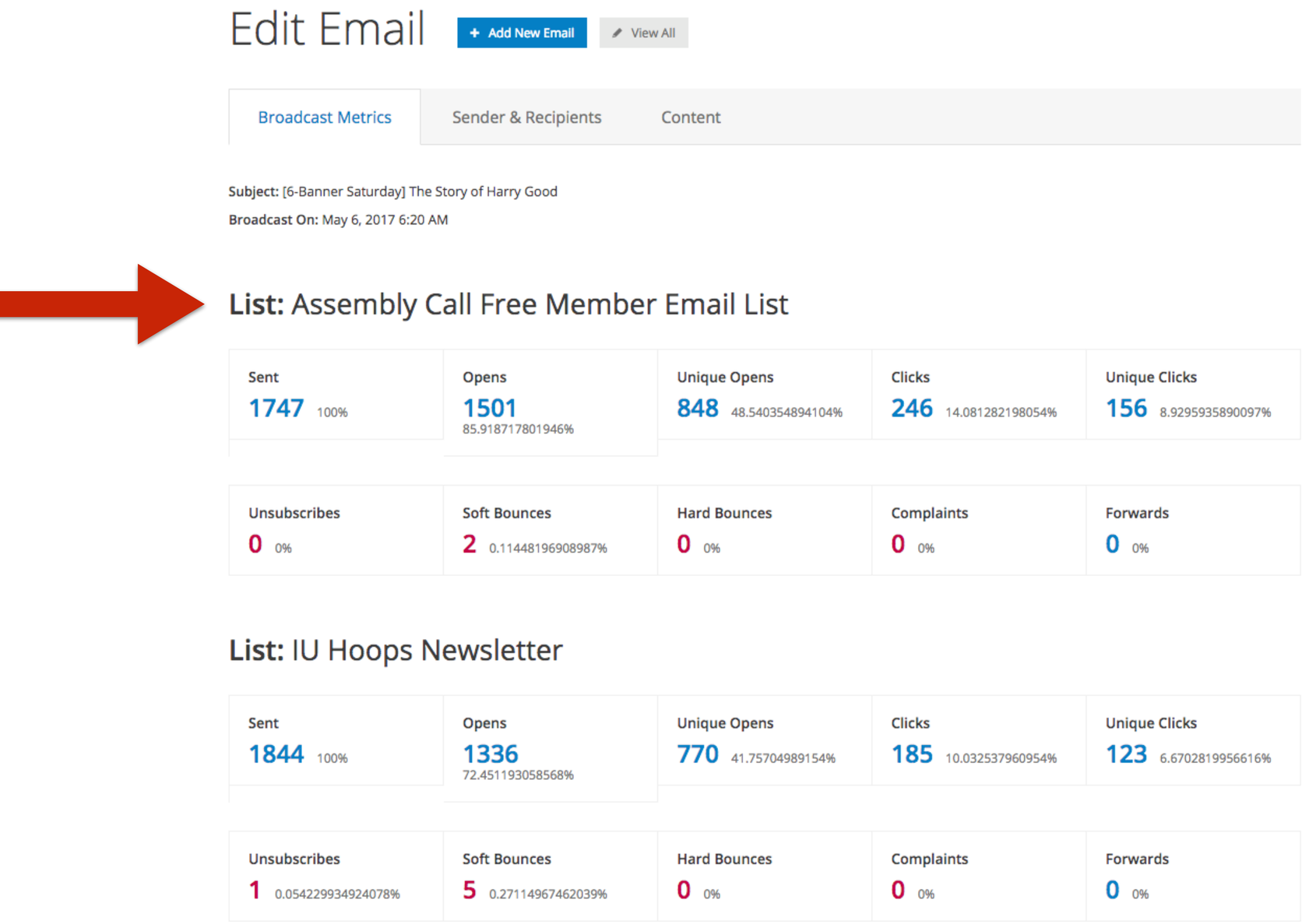
Checking Your RainMail Stats



To drill into the metrics for any individual email, scroll over the email and click Metrics.

RAINMAKER PLATFORM

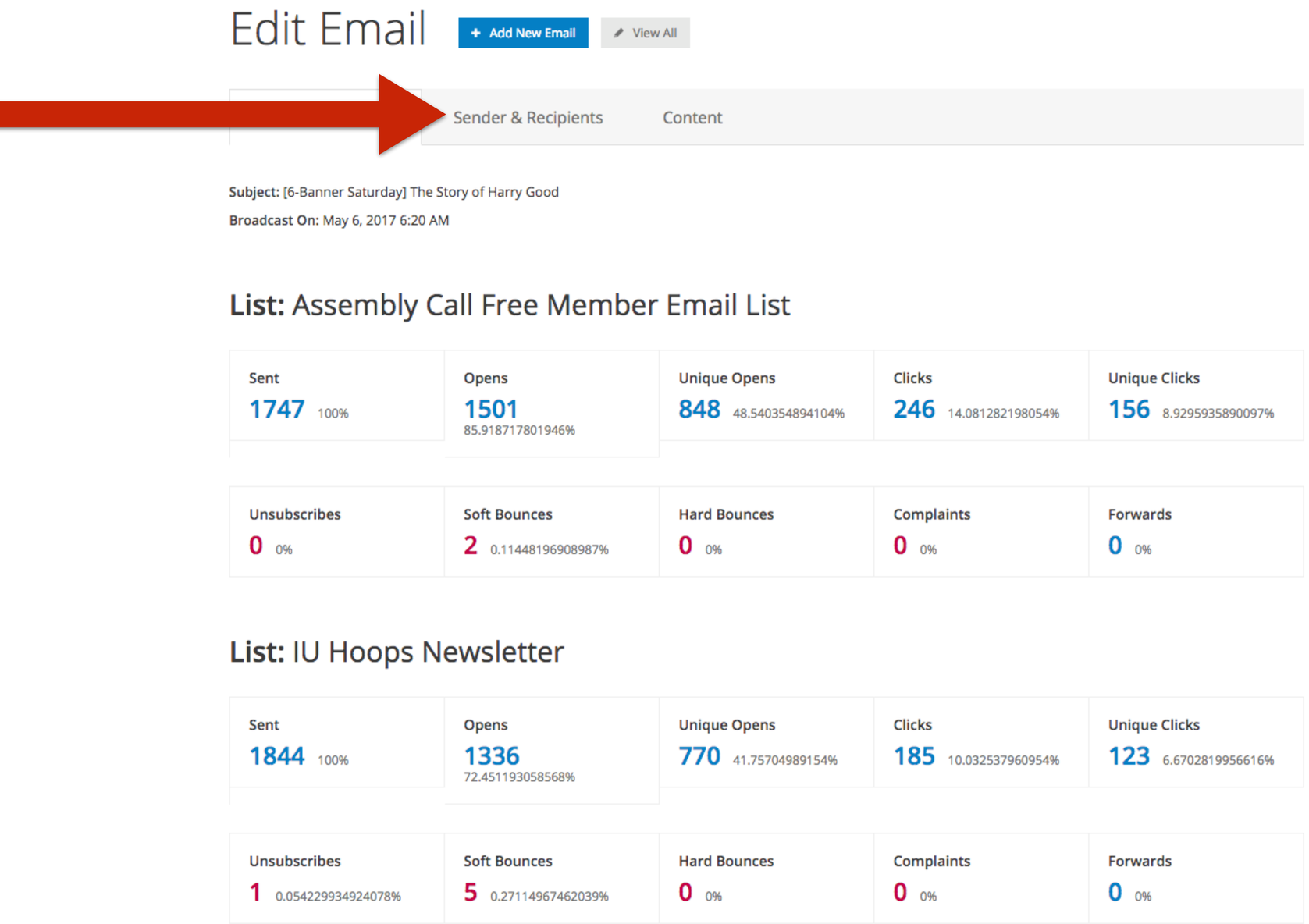
Checking Your RainMail Stats



You can see 10 different metrics, broken out for each individual list the email was sent to.

RAINMAKER PLATFORM

Checking Your RainMail Stats



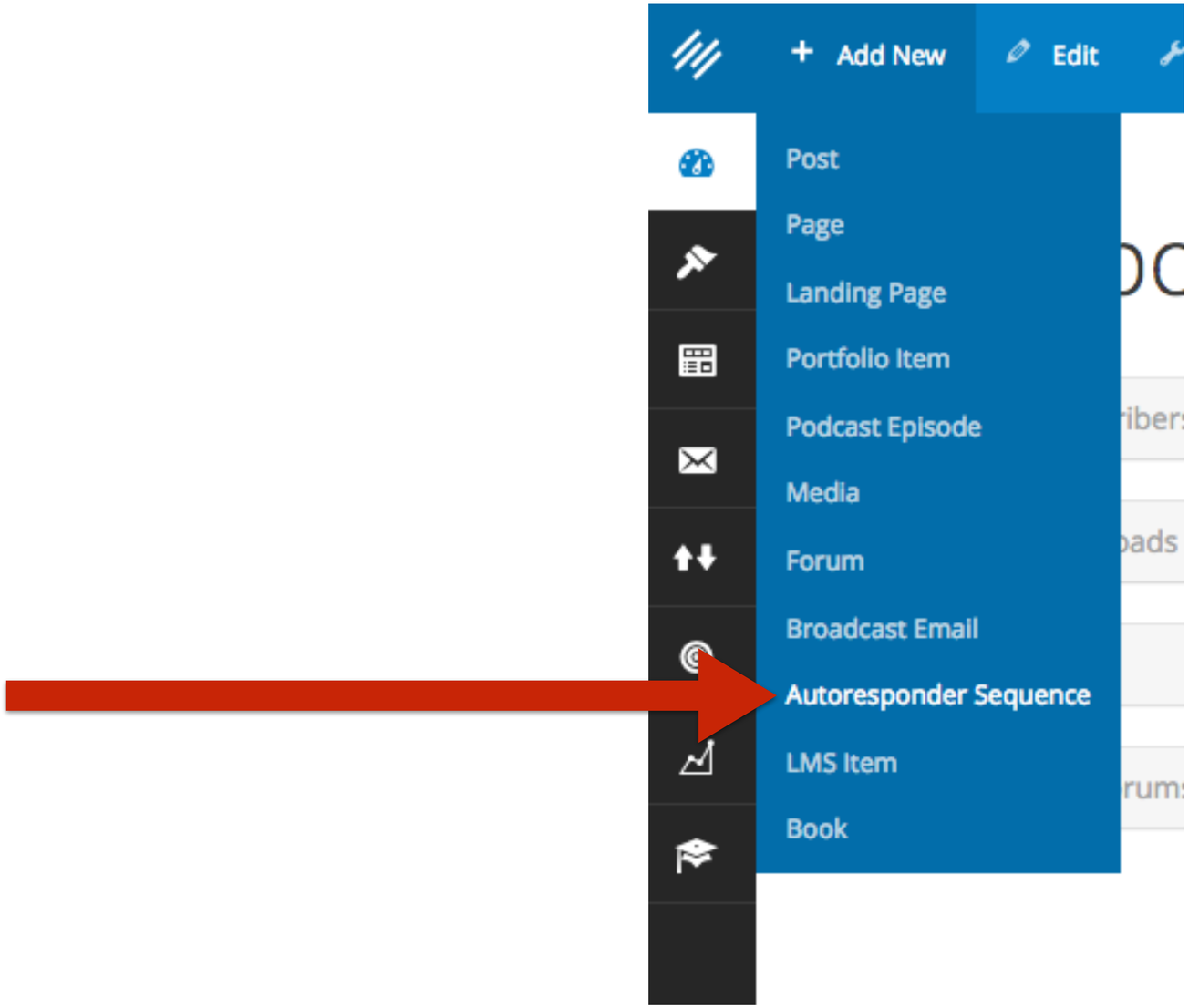
You can also review the Sender & Recipients and the Content for sent emails.

RAINMAKER PLATFORM

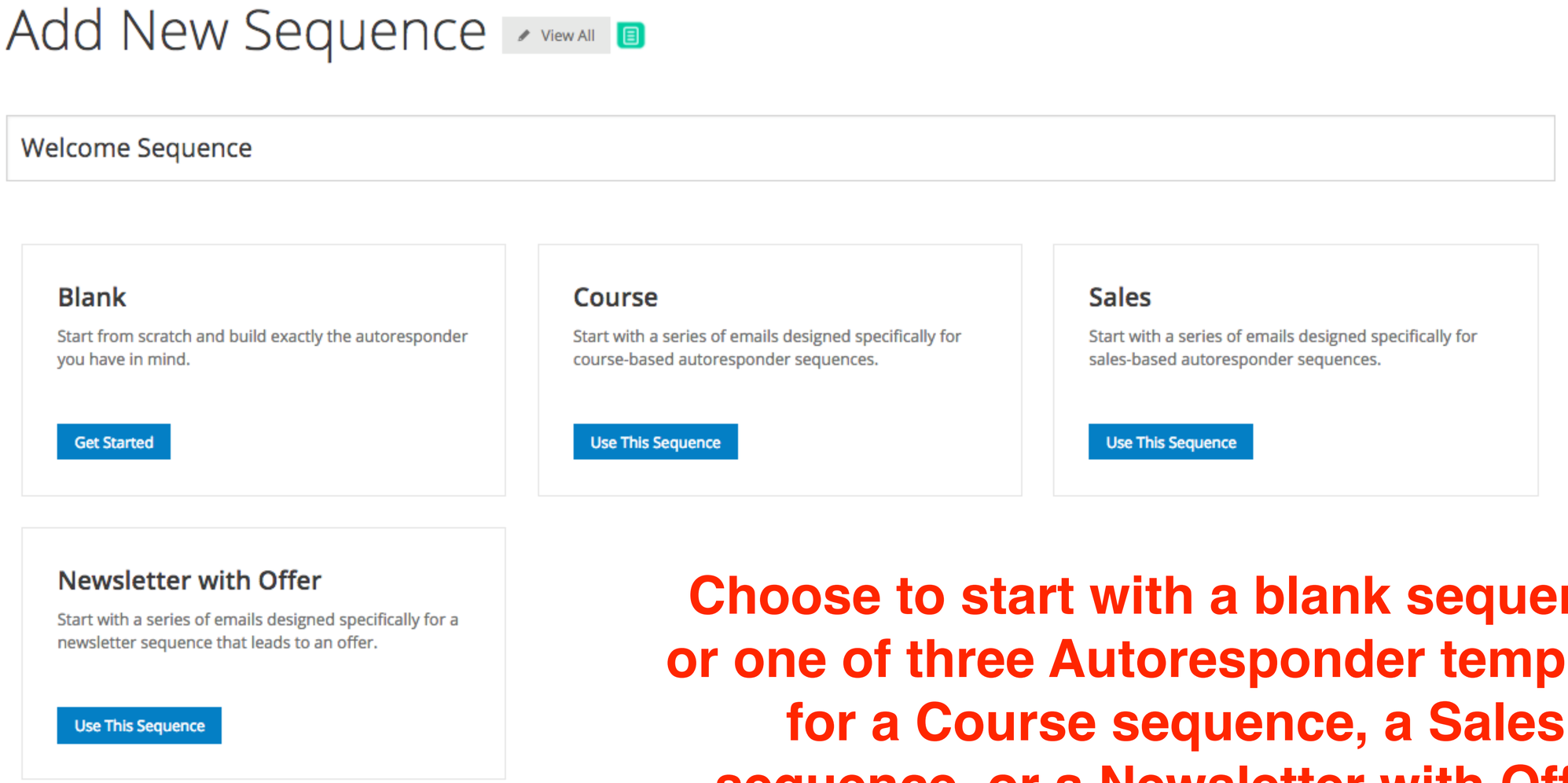
Creating Autoresponders That Do Work for You

Setting Up an Autoresponder

Setting Up an Autoresponder



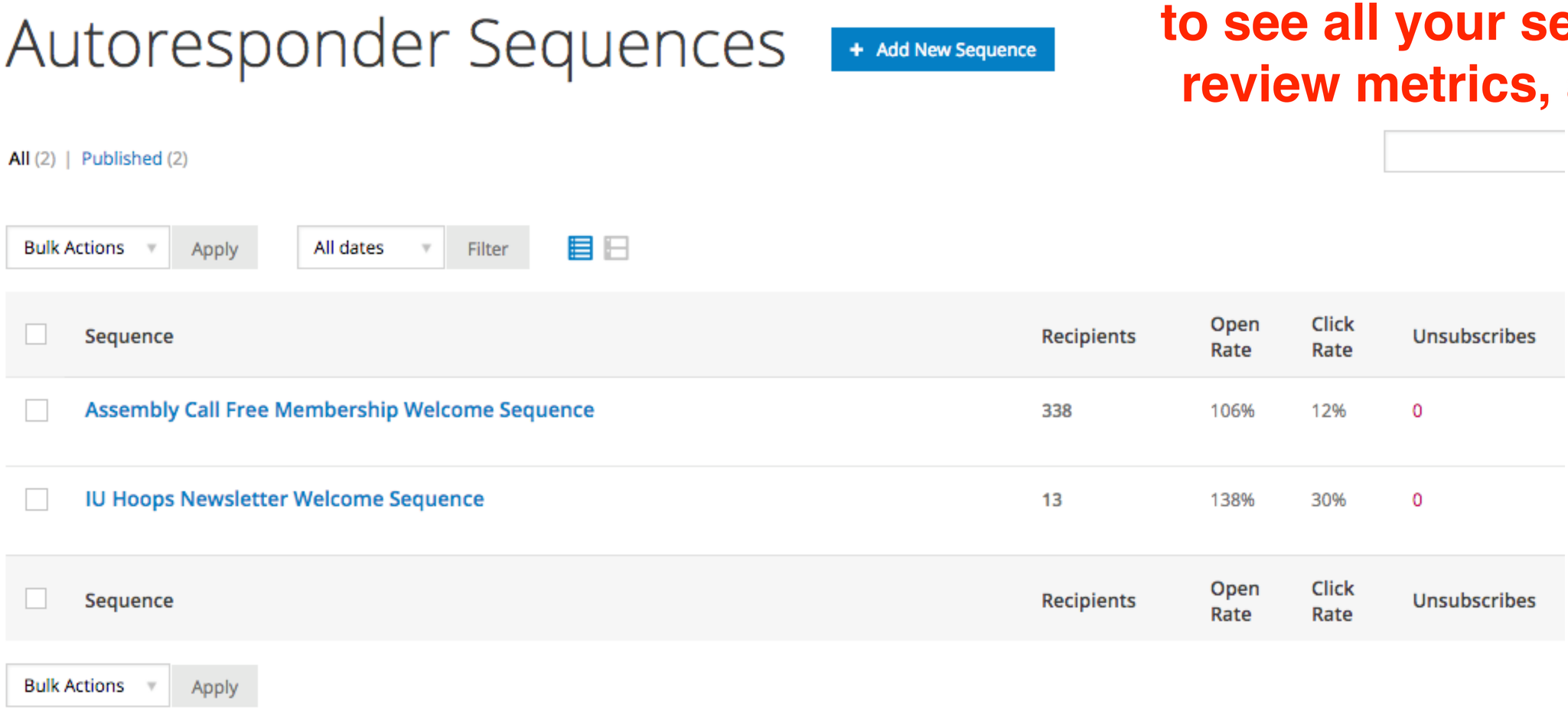
Setting Up an Autoresponder



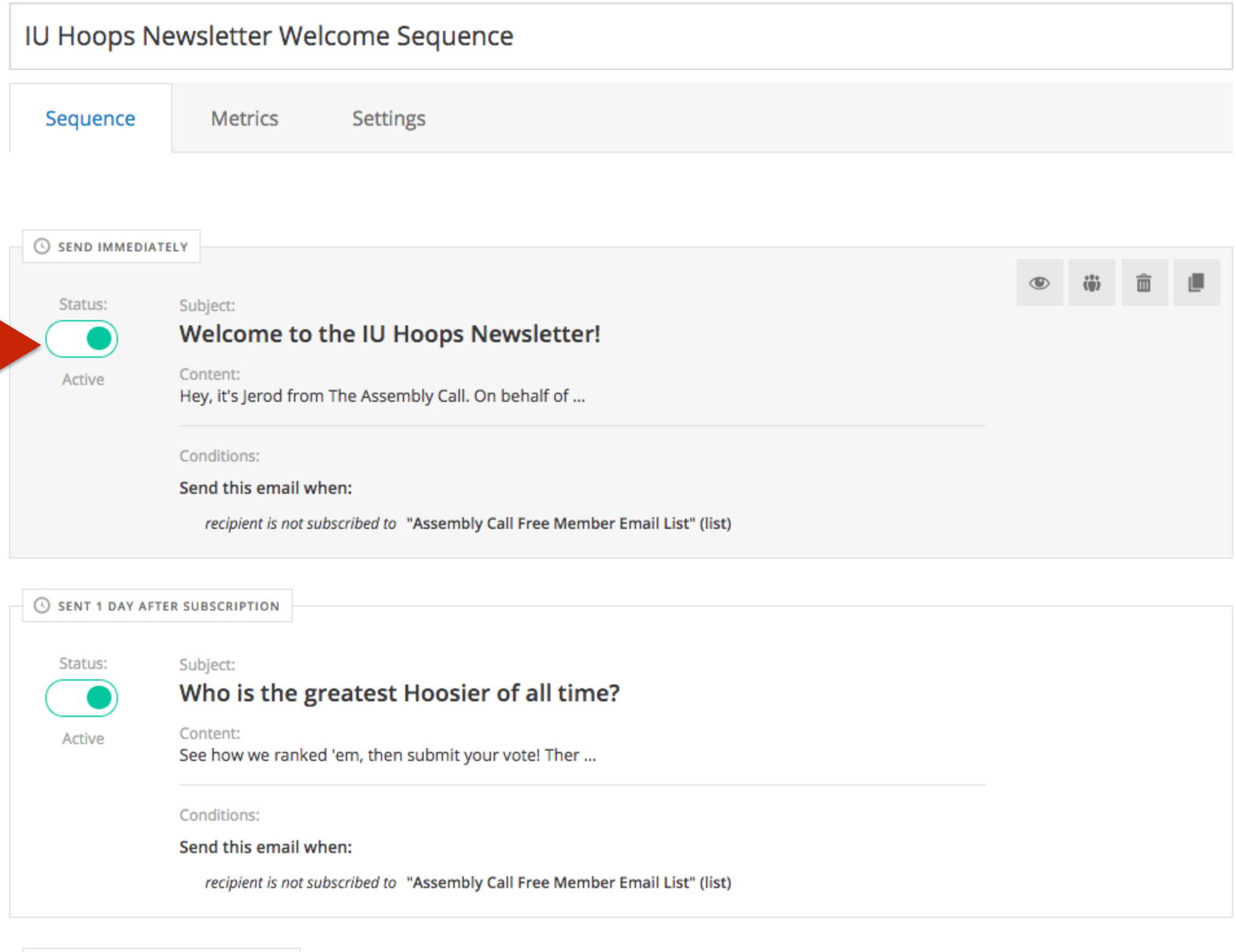
Choose to start with a blank sequence, or one of three Autoresponder templates for a Course sequence, a Sales sequence, or a Newsletter with Offer.

Setting Up an Autoresponder

“View all” (previous screen) to see all your sequences, review metrics, and edit.



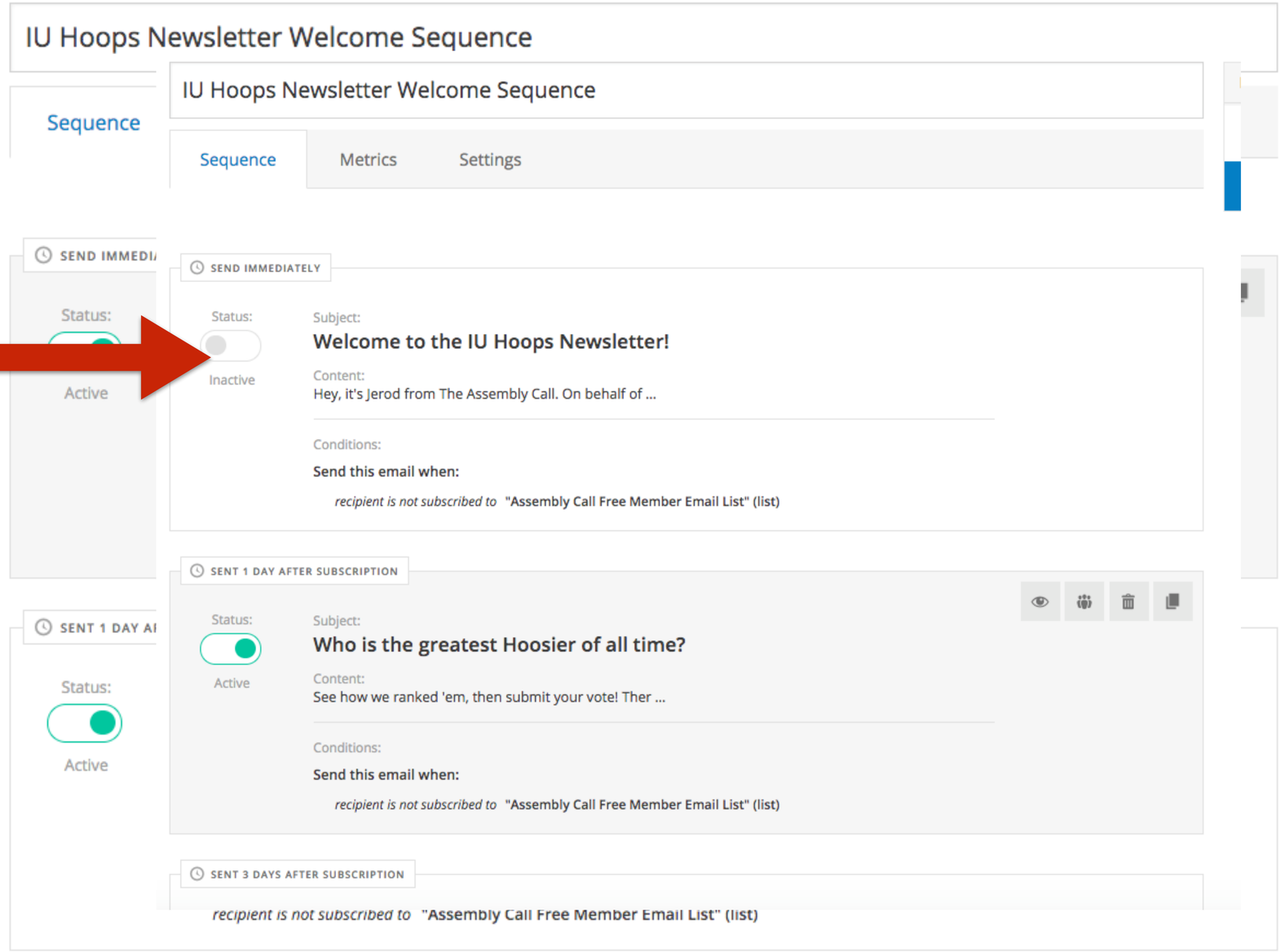
Setting Up an Autoresponder



Toggle messages Active/Inactive with one click.

RAINMAKER PLATFORM

Setting Up an Autoresponder



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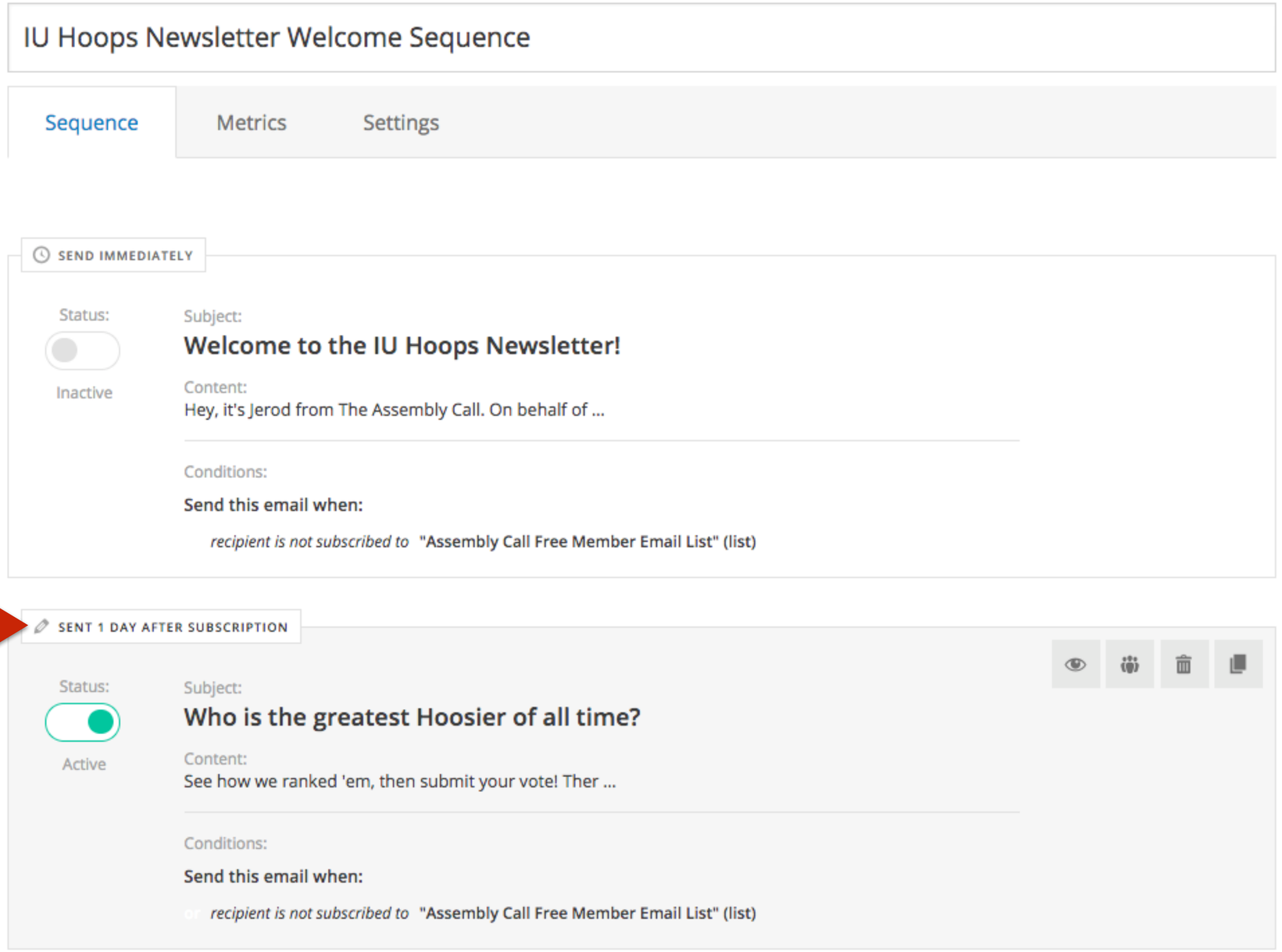
RAINMAKER PLATFORM

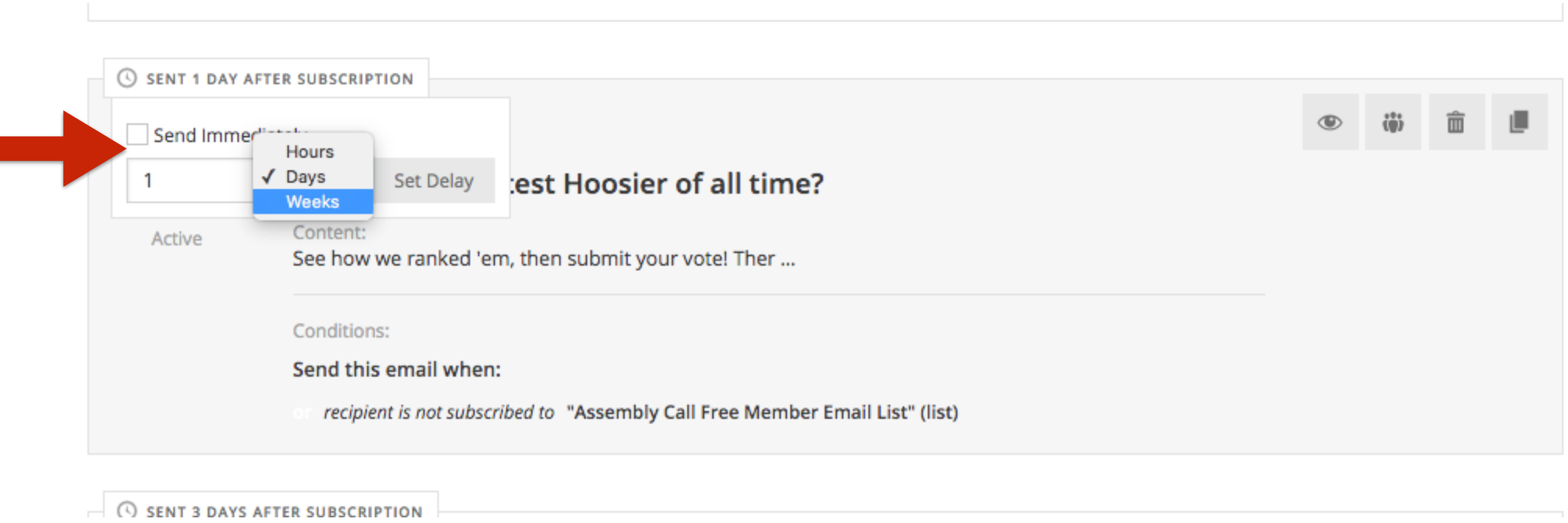
Setting Up an Autoresponder



Click the timing tab to set the specific timing for each Autoresponder message.

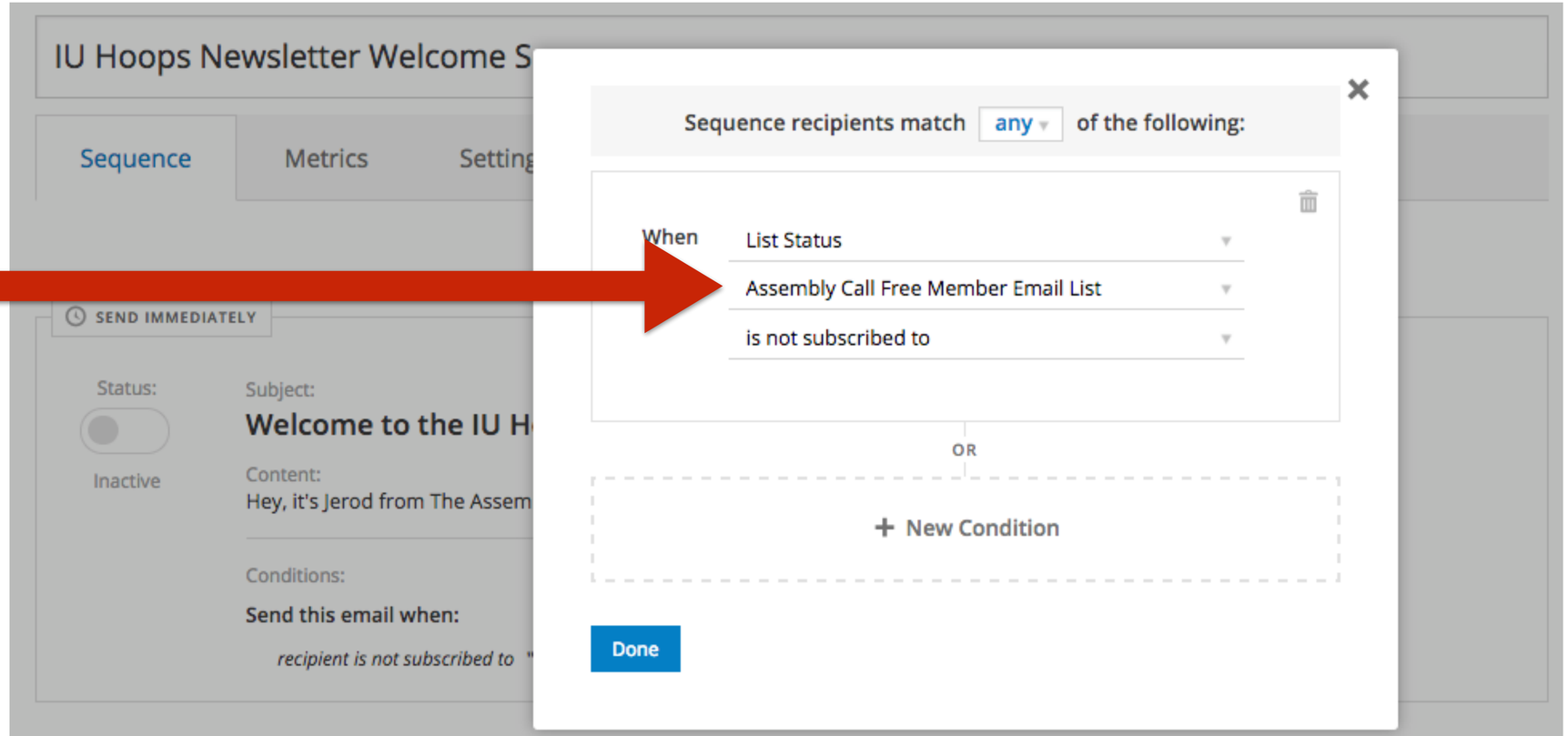
RAINMAKER PLATFORM

Setting Up an Autoresponder



You can send immediately, or based on a delay of a specific number of hours, days, or weeks.

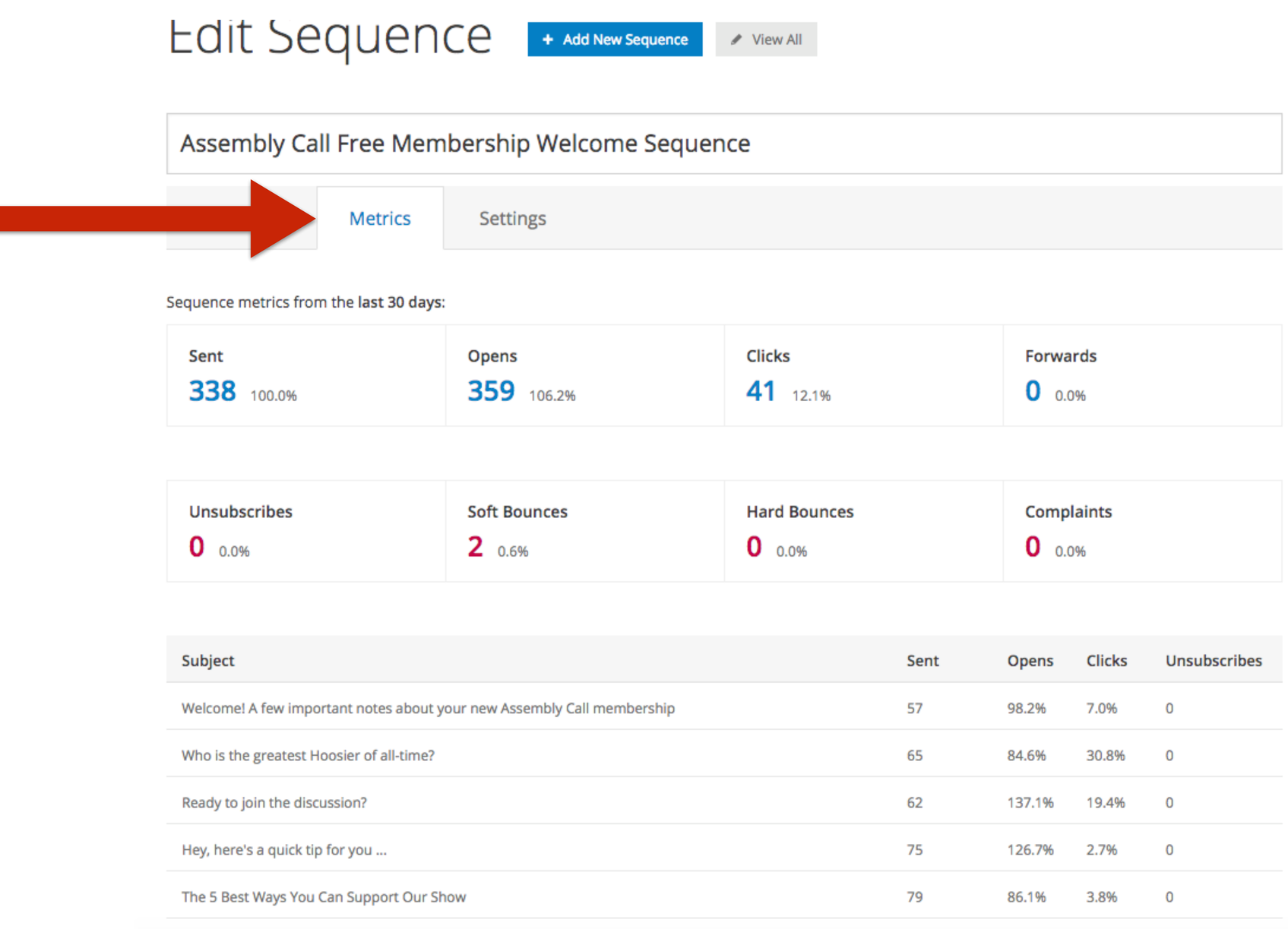
Setting Up an Autoresponder



You can also specify conditions for when the email is sent or not sent, based on tags or list status.

RAINMAKER PLATFORM

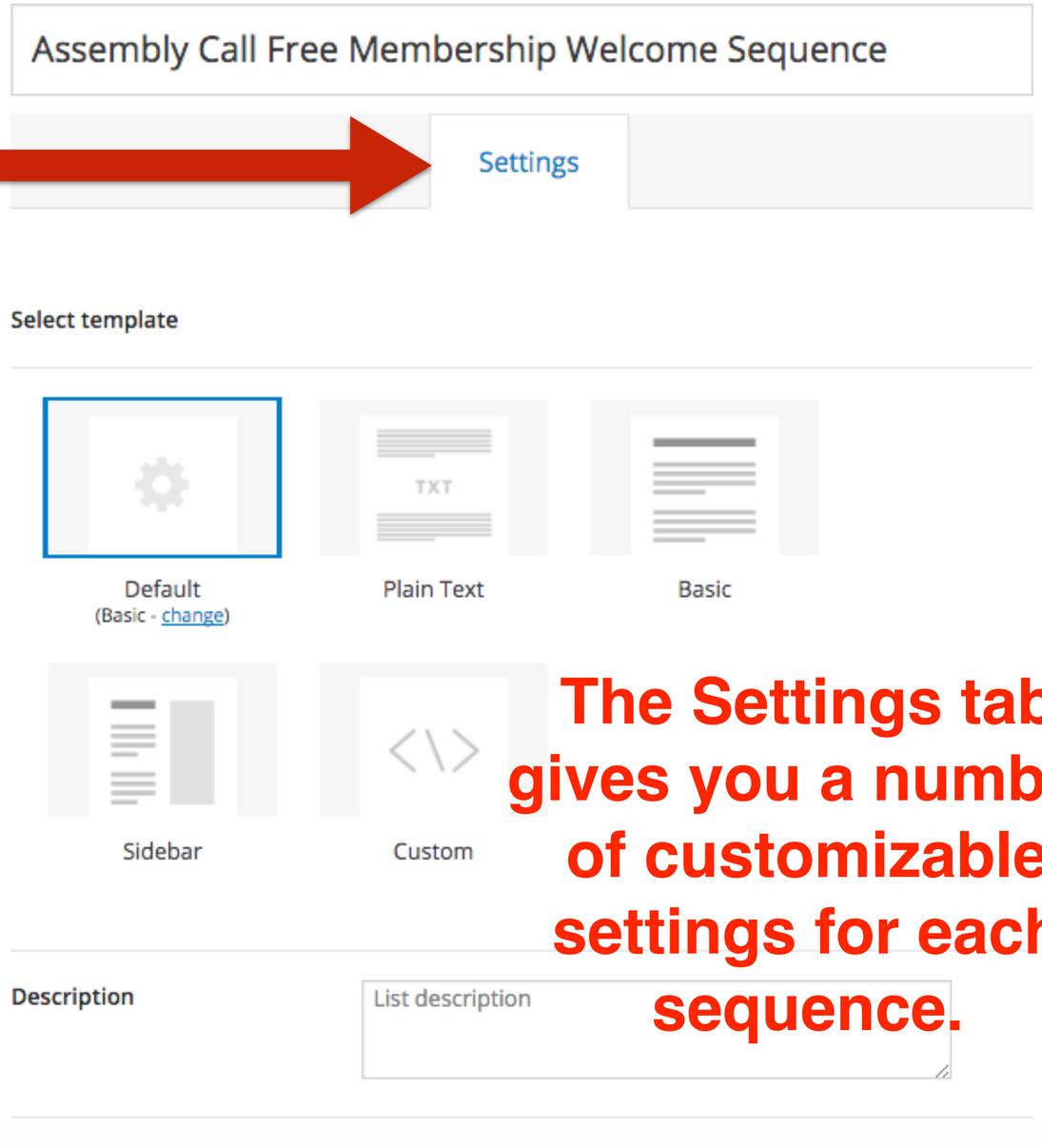
Setting Up an Autoresponder



The Metrics tab shows you aggregate metrics for the sequence, as well as sends, opens, and clicks on a per-email basis.

RAINMAKER PLATFORM

Setting Up an Autoresponder



The Settings tab gives you a number of customizable settings for each sequence.

Setting Up an Autoresponder

Pro tip: Use your Autoresponder emails (especially the first email) to do the following:

Setting Up an Autoresponder

Pro tip: Use your Autoresponder emails (especially the first email) to do the following:

- ***Speak in your authentic voice***

Setting Up an Autoresponder

[test] Welcome to the IU Hoops Newsletter! @SaneNews x

The Assembly Call via copyblogger.com 7:33 AM (3 minutes ago)
to jerod

The Assembly Call est. 2011

This is Indiana.

Hey, it's Jerod from The Assembly Call.

On behalf of our entire team here at The Assembly Call, let me just say that we're excited you've chosen to subscribe to the IU Hoops Email Newsletter.

How excited?

Show 'em Isiah ...

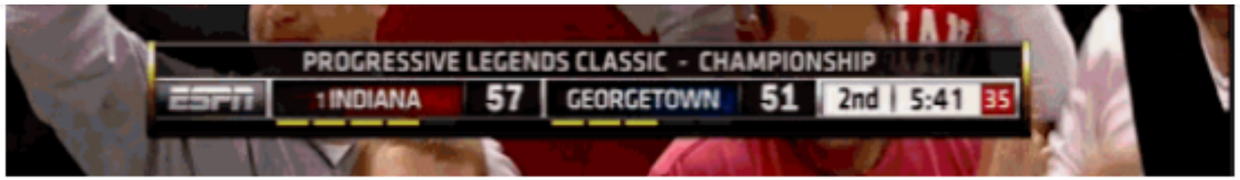
At The Assembly Call, we enthusiastically celebrate the history of Indiana basketball … which is why we chose an animated GIF of an IU legend to kick off our welcome email and reinforce that authentic tone and voice.

Setting Up an Autoresponder

Pro tip: Use your Autoresponder emails (especially the first email) to do the following:

- **Speak in your authentic voice**
- ***Remind people what they signed up for***
- ***Reinforce the value proposition***

Setting Up an Autoresponder



Here is a quick reminder of what you can expect from this email newsletter:

- An introduction series of emails over the next week that give you a taste of what we're about
- Our renowned postgame analysis write-ups sent the morning after every IU game (these are only for subscribers and members)
- Our 6-Banner Saturday news roundups, sent every Saturday morning
- Occasional alerts about upcoming special edition broadcasts or valuable deals on IU gear that will save you money on useful products
- Access to me, Ryan, Andy, and Will -- because we read and reply to every message sent to this email address

We put a lot of time and effort into making these emails insightful and interesting to read, and we really hope you enjoy them.

How you can get even more ...

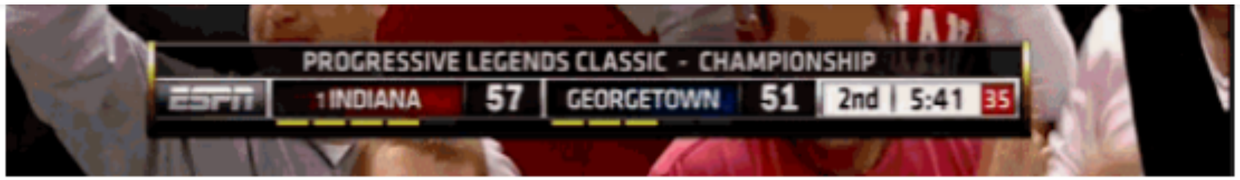
In addition to our postgame show and newsletter, we host a global community of IU fans over at our website.

To get *all* of our members-only content -- including access to our postgame live

The next section describes everything people will now receive by being on this list.

RAINMAKER PLATFORM

Setting Up an Autoresponder



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It also reinforces the value proposition, because they get *all* of this for free.

RAINMAKER PLATFORM

Setting Up an Autoresponder

Pro tip: Use your Autoresponder emails (especially the first email) to do the following:

- **Speak in your authentic voice**
- **Remind people what they signed up for**
- **Reinforce the value proposition**
- ***Provide important instructions***

Setting Up an Autoresponder

How you can get even more ...

In addition to our postgame show and newsletter, we host a global community of IU fans over at our website.

To get *all* of our members-only content -- including access to our postgame live fan chat, moderated discussion forum, live halftime report, and more -- **activate your free membership to The Assembly Call**.

(It's quick and easy, takes 15 seconds.)

Now for a boring but essential reminder ...

How to make sure you get our emails

This is very important.

Since we send our newsletter to thousands of IU fans at one time, sometimes your email service provider will mistake it for SPAM. *We want to make sure this doesn't happen to you.*

The last thing you want the morning after a big win is to be hunting around trying to find our email. You want to read our analysis and bask in the glow of victory!

The way to combat this problem is to whitelist our email address -- **jerod@assemblycall.com** -- so that our emails are right there in your inbox where you expect them.

- You can whitelist us in Gmail and Yahoo by adding **jerod@assemblycall.com** to your contacts. (You can also create filters that route our emails to specific folders.)
- Whitelist us in Outlook by adding **jerod@assemblycall.com** to your contacts and safe sender list.

The goal of our newsletter is to get people to register for a free membership. We include that reminder in the first AR message.

Setting Up an Autoresponder

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We also want to remind people how to make sure they get our emails, especially if they had to rescue this email from SPAM or Bulk Mail.

Setting Up an Autoresponder

Pro tip: Use your Autoresponder emails (especially the first email) to do the following:

- **Speak in your authentic voice**
- **Remind people what they signed up for**
- **Reinforce the value proposition**
- **Provide important instructions**
- ***“Show people around” your universe***

Setting Up an Autoresponder

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Don't forget to subscribe to our show and podcast!

Finally, I just want to offer a few links that will help you gain more convenient access to our postgame show and podcast.

Our show is broadcast live on YouTube. By subscribing to our channel, you will receive instant alerts via your YouTube app when we go live.

Subscribe to The Assembly Call on YouTube

If you can't watch live, no worries. The podcast is posted about an hour after the live broadcast ends, and it is available anywhere podcasts are found.

Here are the three most popular options:

- **Subscribe to The Assembly Call on iTunes**
- **Subscribe on Google Play**
- **Subscribe on Stitcher**

If you use a different podcast app, just search for "Assembly Call" and you should find us. If not, let me know so we can fix that!

And don't forget to connect with us on social media:

- **Facebook**
- **Twitter**
- **Instagram**

Let people know where to find you, so they can connect where it's most convenient for them.

RAINMAKER PLATFORM

Setting Up an Autoresponder

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- **Subscribe to The Assembly Call on iTunes**
- **Subscribe on Google Play**
- **Subscribe on Stitcher**

If you use a different podcast app, just search for "Assembly Call" and you should find us. If not, let me know so we can fix that!

And don't forget to connect with us on social media:

- **Facebook**
- **Twitter**
- **Instagram**

Also, remember: the more people open and click on your emails, the more trusted emails sent from your domain will become.

RAINMAKER PLATFORM

Setting Up an Autoresponder

Pro tip: Use your Autoresponder emails (especially the first email) to do the following:

- **Speak in your authentic voice**
- **Remind people what they signed up for**
- **Reinforce the value proposition**
- **Provide important instructions**
- **“Show people around” your universe**
- ***Lead into the next email***

Setting Up an Autoresponder

- Facebook
- Twitter
- Instagram

Let's close with one important question

Who is the greatest Hoosier of all time?

There have been so many great Hoosiers. But who stands out above all the rest? Get your answer in your head. (Or, better yet, reply to this email and tell me who your choice is.)

Tomorrow, I'll send you an email that will lead you to the answer from our perspective, as well as tell you who the majority of Assembly Call audience members pick.

In the meantime, enjoy a few classic OG dunks:

- Down the lane against Michigan State
- Saying hello to America against Chattanooga

Talk to you soon!

Jerod Morris
Host and Co-Founder
The Assembly Call
IU, Class of '04

P.S. Don't forget to bookmark the link to our live broadcast page! That way it's ready for easy access as soon as the games end and our postgame show begins.

Bookmark: http://assemblycall.com/live

Let people know what to expect next, to build anticipation and so there is no surprise when you show up in their inbox again the next time.

Setting Up an Autoresponder

Pro tip: Use your Autoresponder emails (especially the first email) to do the following:

- **Speak in your authentic voice**
- **Remind people what they signed up for**
- **Reinforce the value proposition**
- **Provide important instructions**
- **“Show people around” your universe**
- **Lead into the next email**

Coming up ...

Q&A on How to Leverage Your Traffic Into Better Decisions and More Conversions

Thursday, May 18 at 12:00 p.m. Eastern Time

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