



WEBINAR SERIES

Getting the Most Out of Your Email Marketing

Presented by:
Association Technology Solutions





About ATS

- Serving iMIS community since 1995
- Full-service Authorized iMIS Solutions Provider (AiSP)
- Application development to extend the functionality of iMIS
- iMIS Bridge powered by ATS with over 140 integrations
- Over 100 RiSE website implementations
- iMIS EMS upgrade specialists supporting dozens of iMIS EMS clients





Presented by



Presenter:

Randy Richter

Director of Technology, Partner
Association Technology Solutions, LLC
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Moderator:

Richard Banks

Sales Manager

Association Technology Solutions, LLC
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- a) Attendees are muted to reduce background noise
- b) Raise your hand to get the attention of the presenter/moderator
- c) Download handouts
(not typically provided for ATS webinars)
- d) Ask questions to be answered during Q&A after presentation is complete

- **Email marketing** is a powerful marketing channel, a form of direct marketing as well as digital marketing, that uses email to promote your business's products or services. It can help make your customers aware of your latest items or offers by integrating it into your marketing automation efforts. It can also play a pivotal role in your **marketing strategy** with lead generation, brand awareness, building relationships or keeping customers engaged between purchases through different types of marketing emails.
 - source www.mailchimp.com



Email Integration Solutions

- Advanced Email Marketing – iMIS
- Informz – Higher Logic
- Real Magnet – iMIS Bridge powered by ATS
- Mailchimp – iMIS Bridge powered by ATS
- Constant Contact – iMIS Bridge powered by ATS
- Twilio Sendgrid – iMIS Bridge powered by ATS
- HubSpot – iMIS Bridge powered by ATS
- Lyris – iMIS Bridge powered by ATS





Integration points

- Contacts – Who are you going to send to
- Lists – Are there one or many lists
- Activity – What do you need to know in iMIS
- Opt-in/Opt-out



- What is the universe of people you will send your messages to?
- It may be members/non-members/prospects
- Some vendors charge per unique email addresses independent of how many lists they are on.
- Some vendors charge per unique email address per list. In this situation if a person is on two lists they will count as two toward your license count.
- Send any data that you may want to segment on in the mail system



Lists

- What groups of people will you send data to
- Will the segmentation be in iMIS or in the third-party system
- Typically driven by IQA's





What do you record in iMIS?

- Deliverability
 - Hard bounces
 - Soft bounces
 - Mailbox full
- Open
- Click (including link)



- Where will you manage your opt-in/opt-outs
- Mail System?
- iMIS communication preferences?

Communication preferences

I would like to receive:

- Invitations to educational opportunities
- Promotional communications
- Monthly news
- Notices of volunteer needs

Unsubscribe from all

You may unsubscribe from these communications at any time.

Save

Cancel

- Hubspot
- Can be used for list management similar to Constant Contact but can also be used for general marketing to prospects and members
- You can select what type of information you want to write back.
- You can use dashboards to see general information on the integration.



Reports

Transaction Date 8/9/2021 12:00 AM
Campaign Date Contact Preferences Test

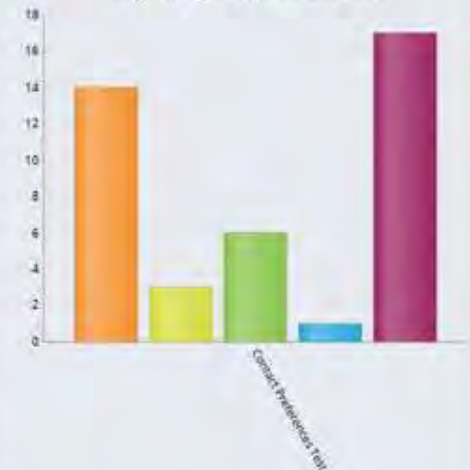
Bounces

Export

ID	Full Name	Email	Bounce Reason	Campaign Name	Effective Date
1144	Donna Richter	drichter@atsol.org	B - Non-existent address: the contact's Internet Service Provider (ISP) indicates that the email address doesn't exist.	Contact Preferences Test	8/9/2021 10:39:00 AM
1173	Donna Richter	donna.designs@accol.org	B - Non-existent address: the contact's Internet Service Provider (ISP) indicates that the email address doesn't exist.	Contact Preferences Test	8/9/2021 10:51:00 AM
1136	Jason "Jack" Richter	jrichter@atsol.org	B - Non-existent address: the contact's Internet Service Provider (ISP) indicates that the email address doesn't exist.	Contact Preferences Test	8/9/2021 10:38:00 AM
1124	Luke Richter	lrichter@atsol.org	B - Non-existent address: the contact's Internet Service Provider (ISP) indicates that the email address doesn't exist.	Contact Preferences Test	8/9/2021 10:37:00 AM
1125	Luke Richter	lrichter2@atsol.org	B - Non-existent address: the contact's Internet Service Provider (ISP) indicates that the email address doesn't exist.	Contact Preferences Test	8/9/2021 10:37:00 AM
1126	Luke Richter	lrichter3@atsol.org	B - Non-existent address: the contact's Internet Service Provider (ISP) indicates that the email address doesn't exist.	Contact Preferences Test	8/9/2021 10:38:00 AM
1123	Luke Richter	lrichter4@atsol.org	B - Non-existent address: the contact's Internet Service Provider (ISP) indicates that the email address doesn't exist.	Contact Preferences Test	8/9/2021 10:38:00 AM
1129	Luke Richter	lrichter5@atsol.org	B - Non-existent address: the contact's Internet Service Provider (ISP) indicates that the email address doesn't exist.	Contact Preferences Test	8/9/2021 10:37:00 AM
1130	Luke Richter	lrichter6@atsol.org	B - Non-existent address: the contact's Internet Service Provider (ISP) indicates that the email address doesn't exist.	Contact Preferences Test	8/9/2021 10:38:00 AM
1131	Luke Richter	lrichter7@atsol.org	B - Non-existent address: the contact's Internet Service Provider (ISP) indicates that the email address doesn't exist.	Contact Preferences Test	8/9/2021 10:37:00 AM
1174	Randy Richter	randy_richter@atsol.org	B - Non-existent address: the contact's Internet Service Provider (ISP) indicates that the email address doesn't exist.	Contact Preferences Test	8/9/2021 10:37:00 AM
1107	Sam Richter	sam_richter@atsol.org	B - Non-existent address: the contact's Internet Service Provider (ISP) indicates that the email address doesn't exist.	Contact Preferences Test	8/9/2021 10:37:00 AM
1179	Vanessa Richter	vrichter@atsol.org	B - Non-existent address: the contact's Internet Service Provider (ISP) indicates that the email address doesn't exist.	Contact Preferences Test	8/9/2021 10:37:00 AM
1178	Zoe Richter	zrichter@atsol.org	B - Non-existent address: the contact's Internet Service Provider (ISP) indicates that the email address doesn't exist.	Contact Preferences Test	8/9/2021 10:37:00 AM
1245	Aaron H. Test	noenb@gmail.com	The content is no longer relevant to me	Contact Preferences Test	8/9/2021 10:42:00 AM

Campaign activity

← bounce ← click ← open ← optout ← send

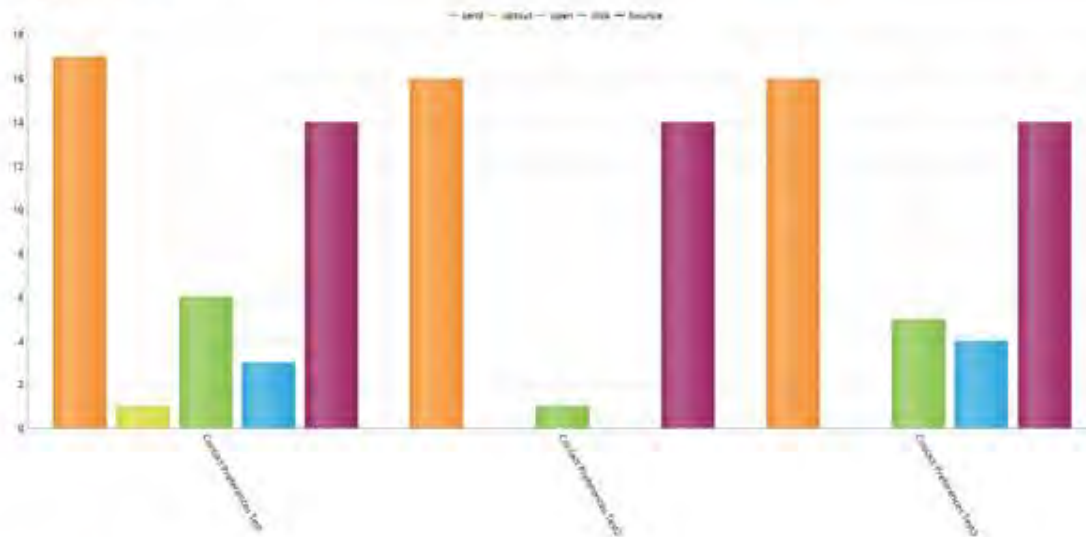




Reports

- Sends, Bounces, Clicks, Opens, Optouts, and sends are recorded as Activity Records in iMIS along with the campaign. These can be reported on in a dashboard.

Campaigns last 30 days



Recent Campaigns


Campaign Name	Send Date
Campaign 1	9/9/2011 12:15:00 PM
Campaign 2	7/26/2011 9:23:00 PM
Campaign 3	8/9/2011 10:07:00 AM
Campaign 4	8/9/2011 11:10:00 PM





Reports

Bill Wasserman
Vice President
[Profile/Make an introduction](#)



ID: 333
Member since: 4/1/2020
Member type: Individual Member
Status: Active
Paid through: 12/31/2021

Mobile phone is missing

RISE Actions

[Print info](#) [Public Profile](#) [Resolve Duplicates](#)

[Donate](#) [Order](#) [Register](#) [Email](#)

[Renew Now](#)

Marketplace Actions

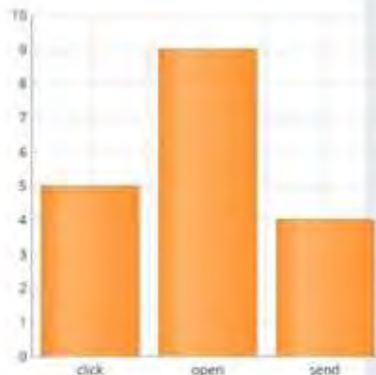
[Order](#) [Join/Renew](#) [Register](#)

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[Giving](#)
[Preferences](#)
[AZZ_BOOTHS](#)
[AZZ_ORDER_ACTIVITY](#)
[AZZ_OVERALL_ACTIVITY](#)

User Profile Dashboard

Constant Contact History

ID	Sync Type	Message Name	URL	Unsub Reason	Effective Date
333	send	Contact Preferences Test2			8/9/2021 12:25:00 PM
333	open	Contact Preferences Test2			8/9/2021 12:38:00 PM
333	send	Activity Test 2:20 2021-26-07			7/26/2021 3:25:00 PM
333	open	Activity Test 2:20 2021-26-07			7/26/2021 3:26:00 PM
333	click	Activity Test 2:20 2021-26-07	http://www.atsol.org/		7/26/2021 3:26:00 PM
333	send	Contact Preferences Test			8/9/2021 10:37:00 AM
333	open	Contact Preferences Test			8/9/2021 10:39:00 AM
		Contact			8/9/2021



Action	Count
click	5
open	9
send	4







Questions & Answers



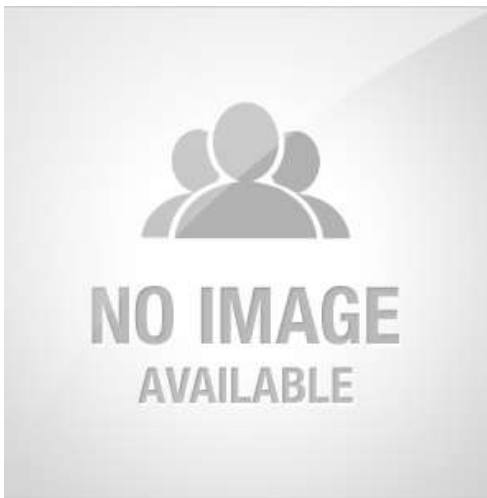
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Other Questions

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