Mailerlite

Overview

Mailerlite is an easy to use email marketing tool

It is free to use for up to1000 unique subscribers

Above this number you can upgrade to a monthly or annual plan

Ensure you comply with GDPR regulations, we have a separate leaflet on this if you require further information

Terminology

Campaigns - this is another word for a newsletter

You can create Groups or Segments in Mailerlite

Groups allow you to categorise your subscribers as you wish with no limit on the number of groups

A Segment is a list of subscribers that is dictated by a rule, for example those people who subscribed in the last 30 days.

Forms - you can create subscription forms to embed in your website and create pop-ups to add to pages in your website

Mailerlite

Setting up an account

Start with a free account

Click on Sign up in the top right hand corner

Enter your company name, email and a password

Verify your website

Once your account is approved you are ready to go

Import your Subscribers

Click on the Subscribers tab

Click the orange button on the right hand side – add subscribers

Choose how to upload your list, - CSV, TXT, Excel, individul entry or import from Mailchimp

Add new subscribers

Import from a **CSV or TXT** file   Copy/paste from Excel   Add single subscriber   Import from Mailchimp

Import disclaimer

Drag and drop a CSV or TXT file with your subscribers

or select it from your computer

We'll automatically clean duplicate instances of email addresses from the list.

Importing does not send any confirmation emails to your list, because we trust you've already received permission

Make sure everyone on your list actually signed up and granted you permission to email them.

Import   or Go back

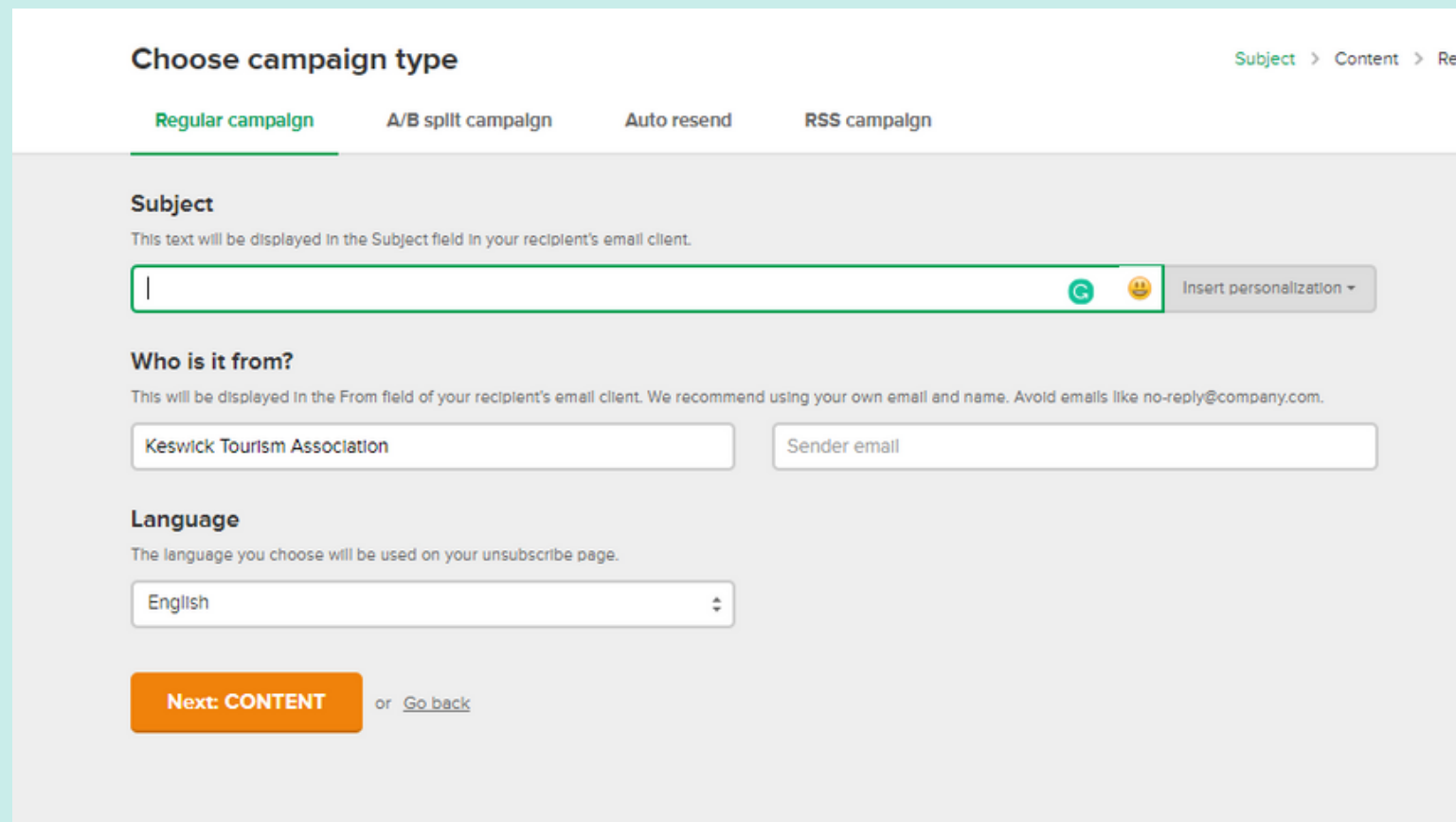Dashboard   Campaigns   Subscribers   Forms   Sites   Automation

Mailerlite

Creae your first campaign

Click on Campaigns and the orange button Create your first email

Choose Regular campaign

The Auto Resend automatically resends the campaign to those subscribers who did not open it or click any links but this is only available in the paid version


- Enter the title of your newsletter

- Check your email is in the From field

- Check the language field says English

- Click the orange button - Next: Content

- Select one of the editors to create the campaign - the drag and drop editor is the easiest to use

- In the paid version you can also select pre-made templates

- You can choose a default theme or create your own custom design which you can save to use again

Mailerlite

Creating Content
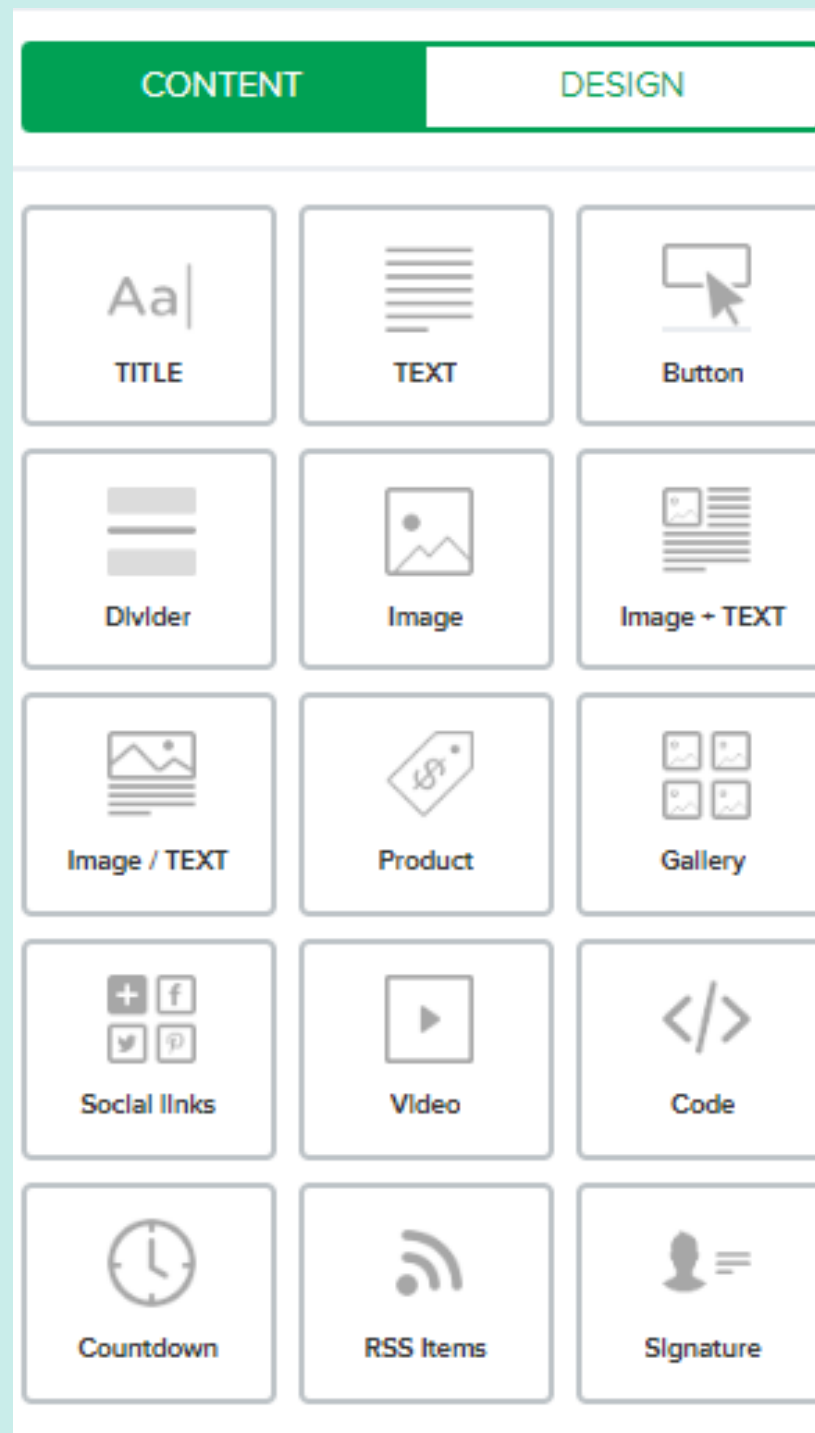
Mailerlite uses pre-designed blocks which you can choose from to create your newsletter

Choose the blocks on the right hand side in the order you want them to appear or drag and drop them into place

To amend a block click on the left hand block and use the right hand block to edit

You can add a title, single image, a gallery of images, a text box, a text box with image, dividers to separate your content, buttons to include links to your website, videos, social media links and more

Don't forget to include your website, contact details and an Unsubcribe link at the bottom of your newsletter
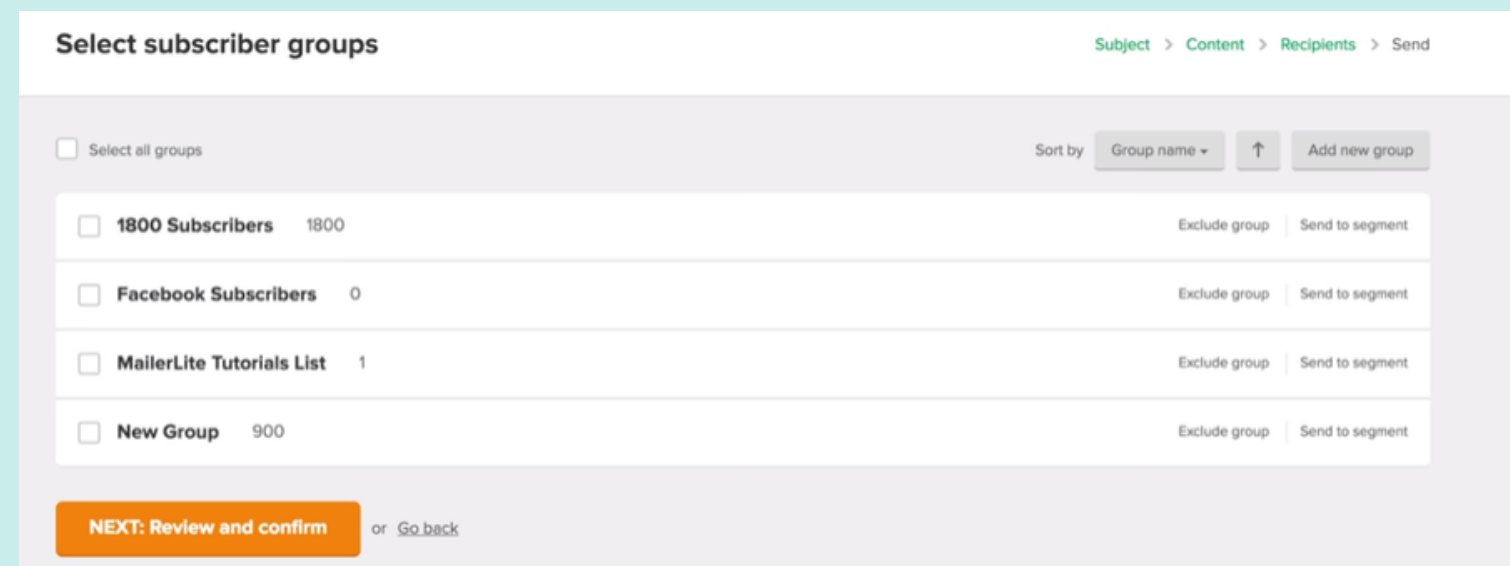
Once you have finished click Done Editing. A version of your design will automatically be saved

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Sending your Campaign

Choose who to send your newsletter to, you can choose all subscribers or select individual groups

Click on the orange button - Next: Review and Confirm

Review and Confirm

The Review and Confirm screen lets you send a test email to yourself so you can check what the newsletter will look like

Once you are happy with your newsletter press the send button

You can choose to send the newsletter immediately or schedule it to send at a later time

Once the campaign is sent it moves from the Outbox to the Sent folder.
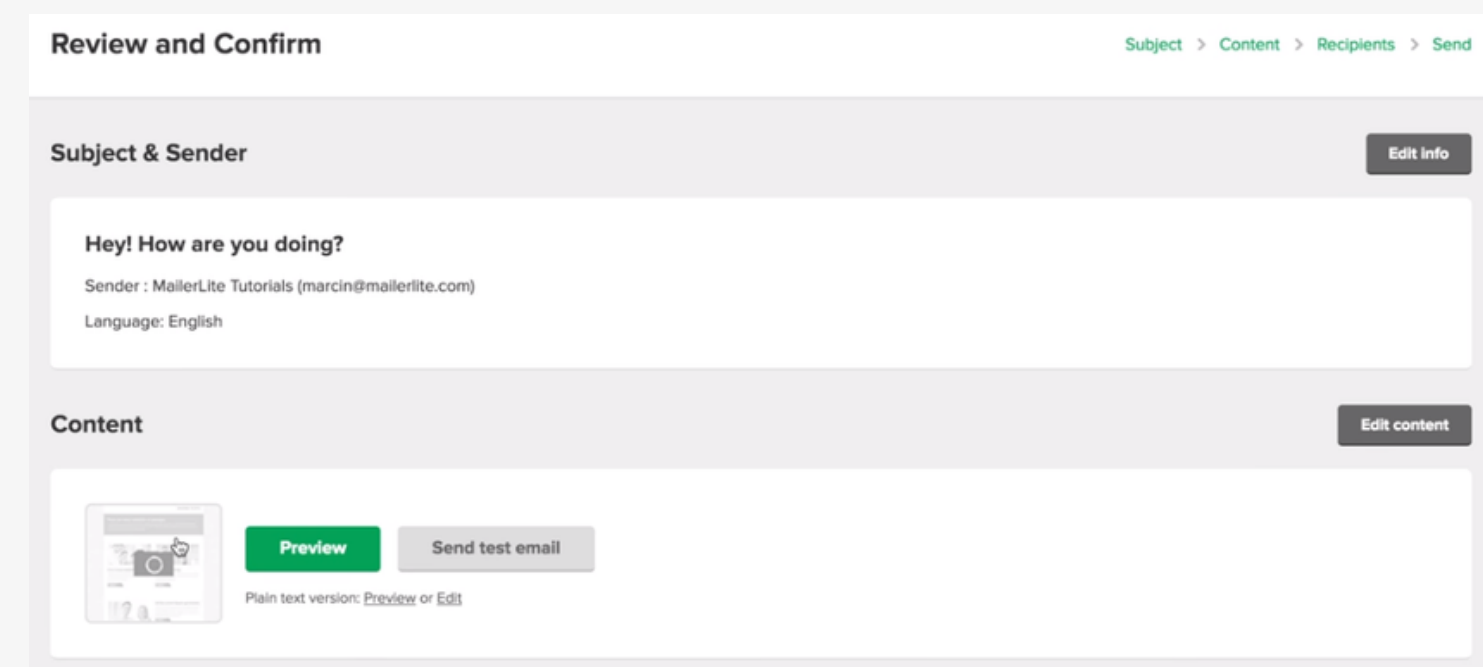
Mailerlite

Analytics

Go to Campaigns. In your Sent box you will see your latest newsletter at the top of the list

You will see the number of recipients and the percentage of opens and clicks:

Click the View Report button and you will see the statistics of Opened, Clicked, Unsubscribed, Spam Complaints, Bounces and Opens by Locations.

Website Pop-ups & Forms

Convert your website visitors into newsletter subscribers

If you have good traffic going to your website a pop up sign-up form is a great way of growing your subscriber list

Click on the Forms tab at the top of the page

Click the Create Popup button

Give a name to your Popup form

Select the subscriber group where you want the subscribers to be added. Click Save and Continue.

Select a popup template. Use the Preview button to help you choose the best template for you

Design your pop-up. The pop-up consists of 2 tabs - Pop-up and Success. The success tab is what they will see after signing up.

You can choose a specific page for your pop-up to appear on and how frequently it appears. You can tailor the content for different pages

You can also create Embedded forms in a similar way which are a fixed link to a subcribe form on a web page

Mailerlite provides very useful analytics of the number of subscribers and the conversion rate