# Welcome to Engage your audience with Email Campaigns

Squarespace Webinars

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# Engage your audience with Email Campaigns

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# ENGAGE10

# Engage your audience with Email Campaigns

TODAY'S TOPICS

1 | Building a mailing list

2 | Creating, styling, and sending Email Campaigns

3 | Avoiding spam filters

4 | Email Campaigns analytics

# Engage your audience with Email Campaigns

**1 | Building a mailing list**

2 | Creating, styling and sending email campaigns

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# Encouraging organic growth

**Promotional Pop-ups**

Signup discounts

**Check-out page**

Opt-in form

**Newsletter Blocks**

Throughout the site

# Engage your audience with Email Campaigns

1 | Building a mailing list

**2 | Creating, styling and sending Email Campaigns**

3 | Avoiding spam filters

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# Blast vs. automated campaigns

Single campaigns sent to one or more mailing lists.

(e.g.: newsletters, sales announcements)

**Blast**

Sent automatically in response to something a visitor does

(e.g.: signing up for a newsletter, making a purchase)

**Automations**

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# Best practices

- Only add contacts you have permission to email to mailing lists
- Use a custom domain email address and verify your sender address
- Never collect or ask for payments through Campaigns
- Paste text in as plain text
- Be aware of relevant legal requirements

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# Key difference between pricing plans

- Single campaigns (blasts) sent to one or more mailing lists
- Automated campaigns don't count towards the limit

**Campaigns**
p/month

- Total number of times (email addresses) a campaign is sent (to)
- Automated campaigns count towards the limit

**Sends**
p/month

While choosing a plan consider

**mailing lists size + amount of campaigns to be sent p/month**

# Engage your audience with Email Campaigns

RECAP

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# Resources

## Webinar Resources page

learning.squarespace.com/emailcampaigns-resources

## Help site

Step by step guides | Video tutorials at support.squarespace.com

## Customer support

1:1 assistance via chat and email

## Squarespace Forum

Get peer to peer advice and stay up to date with product releases at forum.squarespace.com

## Squarespace Webinars

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