Welcome to Engage your audience with Email Campaigns

Whether you have 10 subscribers or 10.000.

we have a plan for you

ELECT A PLAN

Squarespace Webinars

BEFORE WE BEGIN

Slides/media player windows:

- ↓ Resize them by dragging its corners, or using ★ ★
- Bring window to the front if overlapping by clicking on it

Enable closed captions at the bottom right of media player using co

Ask questions in the Q&A window

A recording will be emailed to you a few hours after the session (You can also rewatch the webinar using the same link)

Squarespace Webinars



subscribers or 10,000, we have a plan for you	
SELECT A PLAN →	Lo
Checklist to start sending	(%) Start growing your audience Turn your she traffic into enail aud
Select an ernal template	by adding a new status block or pronotional pop-up.
Create a mailing list	•
Add a sender prutia	•
Notion	
	We have a plan for you <u>SUSCARAN +</u> Constitute taste standing Send cannot support Constraining and Advances paties

Engage your audience with Email Campaigns

Squarespace Webinars

Email Campaigns Court	Whether you have 10	1
Data (subscribers or 10,000,	0
Scheduled		0
Seri (we have a plan for you.	· · · · · · · · · · · · · · · · · · ·
Automations 0		100
Mailing Lists		
Settings	4	
No.		
Neo	SELECT A PLAN →	
	Checklist to start sending	5tart growing your audie
		Tanyour she tail call on
	Select an email terrelate	 by adding a newsletter bloc promotional pop-up.
		-
	Create a mailing list	
Free true 0	Add a sender profile	
Resettar O Your Infaincludes 3 hee comparigns.		· ·
Your Intel Includes 3 Pee		
Your Intel Includes 3 heat comparison.	No. Artis	

Use discount code to take 10% off your first purchase

ENGAGE10



TODAY'S TOPICS



2 | Creating, styling, and sending Email Campaigns

3 Avoiding spam filters



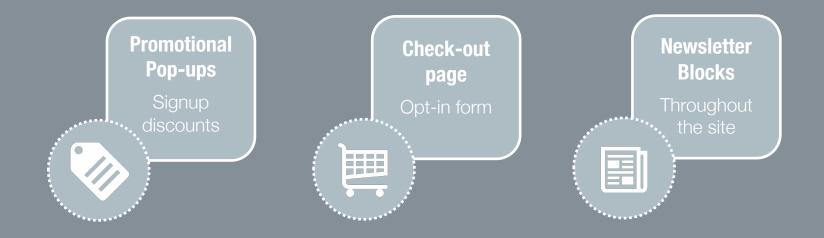
1 | Building a mailing list

2 | Creating, styling and sending email campaigns

3 | Avoiding spam filters

Building a mailing list

Encouraging organic growth





| Building a mailing list

2 | Creating, styling and sending Email Campaigns

3 | Avoiding spam filters

Creating, styling and sending Email Campaigns

Blast vs. automated campaigns

Single campaigns sent to one or more mailing lists. (e.g.: newsletters, sales announcements)

Blast

 \succ

Sent automatically in response to something a visitor does

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

Automations

Ŕ



| Building a mailing list

2 | Creating, styling and sending Email Campaigns

3 Avoiding spam filters



Best practices

 \checkmark

 \checkmark

 \checkmark

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

Engaging your audience with Email Campaigns 🖤



| Building a mailing list

2 | Creating, styling and sending Email Campaigns

3 | Avoiding spam filters

Key difference between pricing plans



 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





RECAP

1 | Building a mailing list

2 | Creating, styling, and sending Email Campaigns

3 Avoiding spam filters

Squarespace Webinars Engage your audience with Email Campaigns

Resources

Webinar Resources page

learning.squarespace.com/ emailcampaigns-resources



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



1:1 assistance via chat and email



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



Browse the catalog at learning.squarespace.com



Re-watch the webinar at anytime from the URL used to join the session



Let us know your thoughts about your experience and help us improve our program



Squarespace Webinars



€ BHOX			00
Email Campaigns	CHLATE	Whether you have 10	1
Drafts		subscribers or 10,000,	8
Scheduled Sent		we have a plan for you.	1.1
Automations	0		
Malling Lists			
Settings			
Help		SELECT A PLAN >	
		Checklist to start sending	Bast graving your audience Ton your the traffic into event audientees
		Select an email tamptate	by adding a reactivities block or promotional proprop.
Free true	0	Create a mailing list	
Rour trial includes 3 hee Campalyre.		Add a sonder pratte	
Castla Die Stor	-		
INCRESS PLANE		No. Anno	

Thank you for joining our webinar! Use discount code ENGAGE10 to take 10% off your first purchase