Questions Asked About Email Lists

1. Mailchimp vs. Constant Contact and Others
   a. Advantages – Mailchimp
      i. User-friendly
      ii. Insightful reporting and analytics
      iii. Affordable ($56/month)
      iv. Grows mailing list (signup forms)
      v. Divides mailing list (tailor to specific groups)
      vi. Scheduled sending options
   b. Disadvantages
      i. Price increases with list size
      ii. Templates may not meet MPWMD needs
   c. iContact - (TMD Recommendation)
      i. Pricing based on contact list size
      ii. TMD to explain recommendation
2. What is the best method to collect new addresses?
   a. Opt-in method through links and print/digital ads
   b. QR codes can go straight to sign up form
   c. Sign up form on website (existing method)
   d. Mailchimp can import Excel, Google sheets, or .CVS files
3. Is maintaining the list man-power intensive?
   a. Weekly review/updates recommended
4. What can be done about duplicate entries?
   a. Mailchimp and Constant Contact identify duplicates when importing
   b. Self-entry might require deletion of duplicates during weekly review
5. Goals
   a. Update existing mailing list to remove expired email addresses
   b. Grow email list using advertising and other methods
   c. Use email list to send semi-annual or more frequent news/offers