



Newsletter Management

am Beispiel MailChimp | haeme@haemeulrich.com



Gastpost

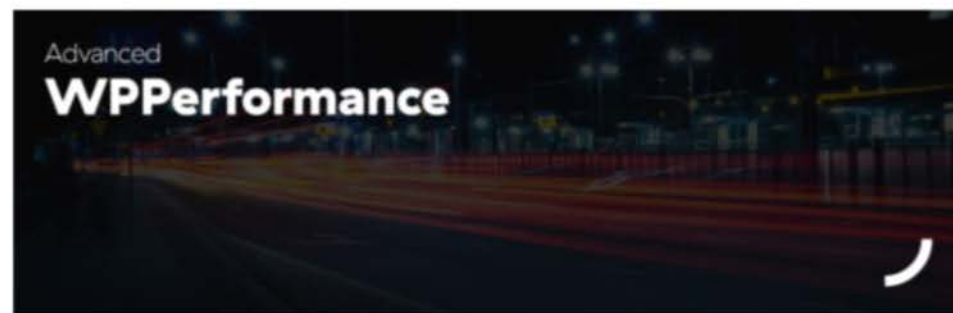
20
NOV
2017

0

🕒 10 min 👁 259 👍 5 🗂 0

Nico Martins Plugin macht WordPress-Sites so richtig schnell

ONLINE WEB PUBLISHING WORDPRESS



Die Ladezeit einer Webseite ist schon lange ein wichtiges Kriterium der User Experience. Zudem gewinnt sie mit jedem Google-Update mehr und mehr Bedeutung in der Suchmaschinenoptimierung. In diesem Gastbeitrag bringt uns **Nico Martin** die Grundlagen der Pagespeed-Optimierung näher und erläutert die Hintergründe, die zu seinem WordPress Plugin **Advanced WPPerformance** geführt haben.

Wieso, Weshalb, Warum?

Wer zu Hause oder im Büro sitzt, wird sich jetzt wohl fragen, was das alles soll. Egal, welche Seite man öffnet, innerhalb kürzester Zeit erhält man die gewünschten

SPENDE

Spende den nächsten Kaffee dem Publishingblog (alle Währungen)!

[Spende an Publishingblog](#)

Für BitCoin [Email an Haeme](#).

TOP BEWERTETE BEITRÄGE

1. Haemes Senf: Dienstleistung statt Produkt verkaufen! 👍 103
2. Warum mich Leute komisch finden (dich vermutlich auch!) 👍 60
3. Vorschau auf nächstes InDesign CC: Duden für Trennung und Rechtschreibung! 👍 54
4. Haemes Senf: Hilfst du mit, nicht zu verlieren? 👍 53
5. Haemes Senf: Grundbildung und Realität entfernen sich immer mehr 👍 52

Joël Super
Fotograf

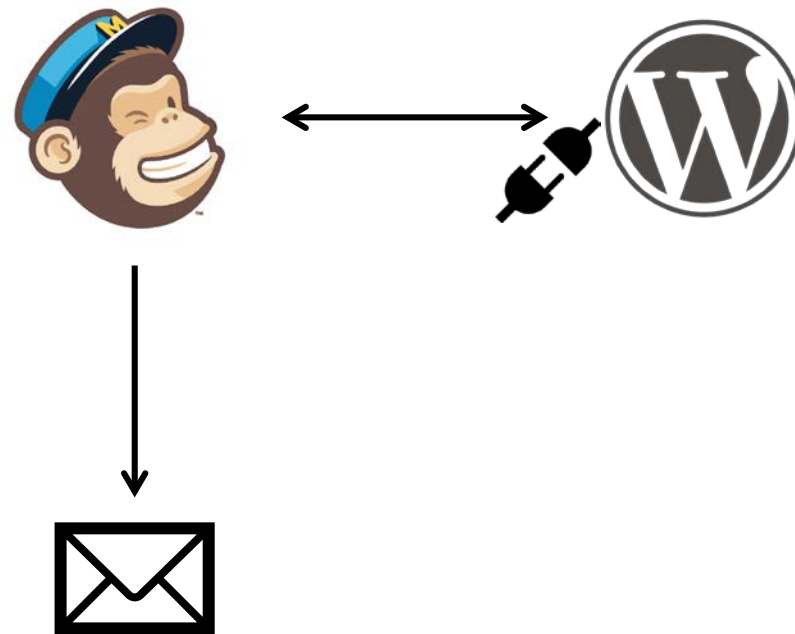
www.joelsuper.ch



About MailChimp

- Gegründet 2001
- 700+ Mitarbeiter
- Atlanta
- Milliarde+ Emails pro Tag

Positionierung



Arten von Email-Newsletters



TechSmith <email@techsmith.messages4.com> [Unsubscribe](#)
to me ▾

Nov 21 (1 day ago)



[View Online](#)



TechSmith

THE BIGGEST SALE OF THE YEAR IS COMING SOON!

Cyber Monday
November 27th
Includes Snagit & Camtasia

[EXPLORE TECHSMITH PRODUCTS](#)

[Follow us](#) to make sure you don't miss out on the biggest TechSmith sale of the year!
Exclusions apply.

You are receiving this message at haeme@haemeulrich.com

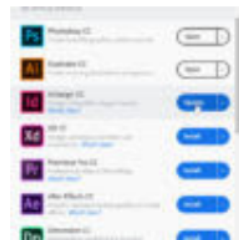
PUBLISHING BLOG.CH



Mehrere WordPress-Seiten verwalten

Von *Lukas Buholzer* am 17.11.17

[Weiterlesen](#)



Erstes echtes Update zu InDesign CC (v13)

Von *Haeme Ulrich* am 17.11.17

[Weiterlesen](#)



WordPress Beta-Versionen ganz einfach testen

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Workflow recipe
Joins List Group

List name
WeLoveYou (1,274 subscribers)

Trigger: 5 days after subscribers join the grouping, LM Design Thinking, in group, Quelle - [Edit trigger](#)

Paused

Nachfass-Mail #1 - Design Thinking Poster Edited 5 months ago by Haeme Ulrich

Open rate Click rate Queue Subscribers

[Edit Email](#)

Schedule: Weekdays, at 1:00pm · [Edit schedule](#)

Segment: Conditions · [Edit segment](#)

Action: None · [Edit actions](#)

Trigger: 3 weeks after subscribers are sent previous email - [Edit trigger](#)

Paused

Automation Email #2 Edited 5 months ago by Haeme Ulrich

Open rate Click rate Queue Subscribers

[Edit Email](#)

Schedule: Weekdays, at 11:45am · [Edit schedule](#)

Segment: None · [Edit segment](#)

Action: None · [Edit actions](#)

Add Email

Vorteile Email-Provider

- Schutz vor Blacklists
- Kein Versand über WordPress (PHP)
- Integrationen: CMS, CRM, ERP, Shop (WooCommerce...)
- Analytics

Aufbau MailChimp

- Listen
 - Beispiel «Kunden», «Partner»
- Gruppen
 - Beispiel «Blog-Abonnenten zu WordPress», «Blog-Abonnenten zu InDesign»
- Segmente
 - Dynamische Sammlungen, Beispiele
 - «Abonnenten, welche die letzten 3 Newsletters geöffnet haben»
 - «Abonnenten aus der Region Bern»
 - «Abonnenten mit einem bestimmten Umsatz im verbundenen Store»

Feature Highlights

- RSS basierende Emails
- Dynamische Segmente
- Kampagnen-Archiv
- A/B Testing
 - Varianten an kleiner Gruppe testen, an Sieger versenden
- Integrationen (Stores, CRM, Zapier...)
connect.mailchimp.com
- Verwaltung Google Ads, Facebook Ads, Instagram Ads

Email-Template erstellen

The screenshot shows the MailChimp dashboard for user Haeme. The browser address bar displays `https://us16.admin.mailchimp.com`. The navigation menu includes Campaigns, Templates, Lists, and Reports. The user profile is Haeme at haemeulrich.com. The main content area features a greeting "Good Morning, Haeme!" with a "Create Campaign" button. Below this is the "Explore MailChimp" section with three cards: "Define your Facebook ad strategy" (with a "Tips For Facebook Ads" button), "Use segmentation to improve sales" (with a "What The Numbers Show" button), and "Create campaigns on the go" (with a "Find Out How" button). The "Audience" section is active, showing a "Past 7 days" filter and a "Growth Sources" chart. The chart indicates a growth of +7 (+6%) in audience change over 7 days, with a legend for "Existing subscribers" and "Audience Change". The Windows taskbar at the bottom shows various application icons and the system clock at 9:52 AM on 11/23/2017.

MailChimp Dashboard | x Haeme

Secure | `https://us16.admin.mailchimp.com`

Campaigns Templates Lists Reports

Haeme
haemeulrich.com Help

Good Morning, Haeme!

Start your day off right with some account stats and recommendations.

[Create Campaign](#)

Explore MailChimp

Campaigns
Define your Facebook ad strategy
Set clear goals for your ad campaign to increase brand awareness, ROI, and even subscribers.
[Tips For Facebook Ads](#)

Audience
Use segmentation to improve sales
Send personalized campaigns to different list segments to increase e-commerce orders and clicks.
[What The Numbers Show](#)

Campaigns
Create campaigns on the go
Now you can create campaigns whenever and wherever you need to with our mobile app.
[Find Out How](#)

[Overview](#) [Activity](#)

Audience

[Past 7 days](#)

+7 +6%
Audience Change (7 days)

[Growth](#) Sources

Existing subscribers Audience Change

9:52 AM
11/23/2017

Kampagne erstellen

The screenshot shows the MailChimp dashboard interface. At the top, there's a navigation bar with 'Campaigns', 'Templates', 'Lists', and 'Reports'. The user is logged in as 'Haeme' (haemeulrich.com). The main content area features a 'Good Morning, Haeme!' greeting and a 'Create Campaign' button. Below this, there's an 'Explore MailChimp' section with three cards: 'Campaigns' (Define your Facebook ad strategy), 'Audience' (Use segmentation to improve sales), and another 'Campaigns' card (Create campaigns on the go). Each card has a corresponding 'Find Out How' button. At the bottom, there's an 'Audience' section showing a '+7 +6%' increase and a bar chart for 'Audience Change (7 days)'. The Windows taskbar at the very bottom shows various application icons and the system clock (10:08 AM, 11/23/2017).

MailChimp Dashboard | x

Secure | <https://us16.admin.mailchimp.com>

Haeme
haemeulrich.com

Help

Good Morning, Haeme!

Start your day off right with some account stats and recommendations.

[Create Campaign](#)

Explore MailChimp

Campaigns
Define your Facebook ad strategy
Set clear goals for your ad campaign to increase brand awareness, ROI, and even subscribers.
[Tips For Facebook Ads](#)

Audience
Use segmentation to improve sales
Send personalized campaigns to different list segments to increase e-commerce orders and clicks.
[What The Numbers Show](#)

Campaigns
Create campaigns on the go
Now you can create campaigns whenever and wherever you need to with our mobile app.
[Find Out How](#)

[Overview](#) [Activity](#)

Audience

[Past 7 days](#)

+7 +6%

[Growth](#) [Sources](#)

Audience Change (7 days)

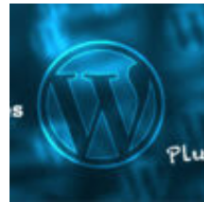
Existing subscribers Audience Change

10:08 AM
11/23/2017

RSS basierende Kampagne

Aktuelle Beiträge aus dem Publishingblog.ch

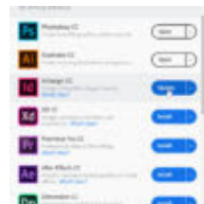
[Mail im Browser öffnen](#)



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Preismodell MailChimp

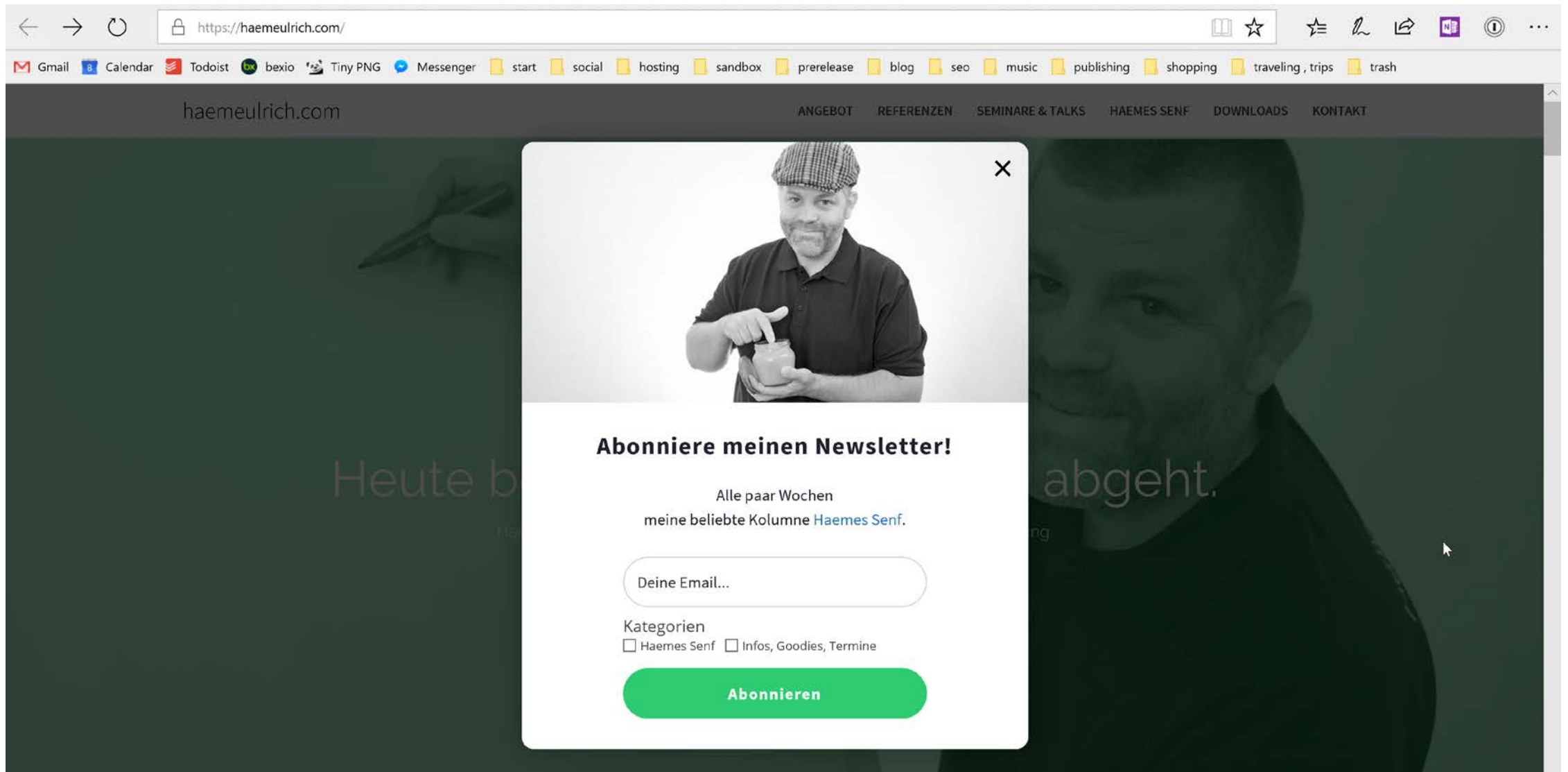
- **Forever Free**
Bis 2000 Abonnenten und 12'000 Emails/Monat
- **5000 Abonnenten, unlimitierte Emails**
50 \$/Monat
- **10'000 Abonnenten, unlimitierte Emails, Pro-Version**
75 \$/Monat (plus 195 \$ für Pro-Version)

Preisrechner: mailchimp.com/pricing/growing-business

EU Datenschutz-Grundverordnung, ab Mai 2018



Email-Adressen sammeln: optinmonster.com



The screenshot shows a web browser at the URL <https://haemeulrich.com/>. The browser's address bar and tabs are visible at the top. The website's navigation menu includes links for ANGEBOT, REFERENZEN, SEMINARE & TALKS, HAEMES SENF, DOWNLOADS, and KONTAKT. A central popup window is displayed, featuring a black and white photo of a man in a flat cap holding a jar of mustard. The popup text reads: "Abonniere meinen Newsletter!", "Alle paar Wochen meine beliebte Kolumne Haemes Senf.", and "Heute b... abgeht." Below the text is an email input field labeled "Deine Email...", a "Kategorien" section with checkboxes for "Haemes Senf" and "Infos, Goodies, Termine", and a prominent green "Abonnieren" button.

haemeulrich.com

ANGEBOT REFERENZEN SEMINARE & TALKS HAEMES SENF DOWNLOADS KONTAKT

Abonniere meinen Newsletter!

Alle paar Wochen
meine beliebte Kolumne [Haemes Senf](#).

Deine Email...

Kategorien

Haemes Senf Infos, Goodies, Termine

Abonnieren