

# Email Blasting Tools

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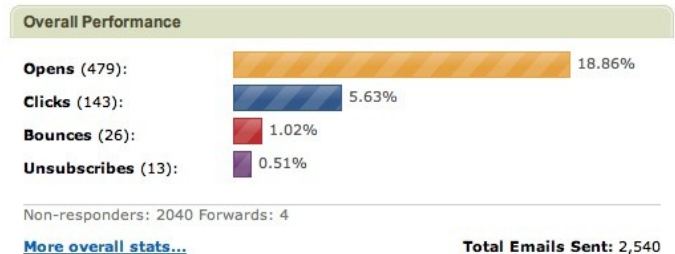
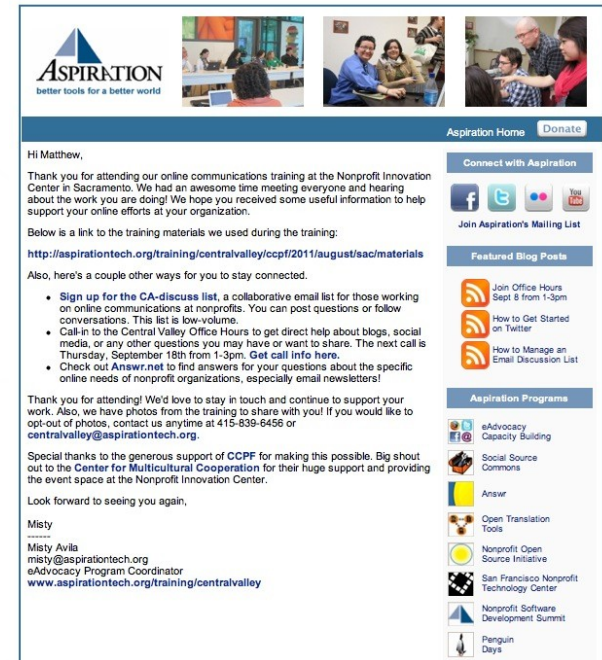
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# Why Use an Email Blaster?

- ▶ Legitimacy (vs. Spam)
  - BCCing more than a few dozen people = Spam
    - Spam black-lists are hard to get off
    - Spam black-lists affect the entire domain

- ▶ List Management
  - Automatic subscribe and unsubscribe



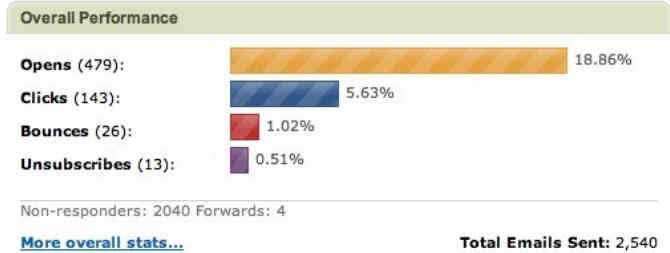
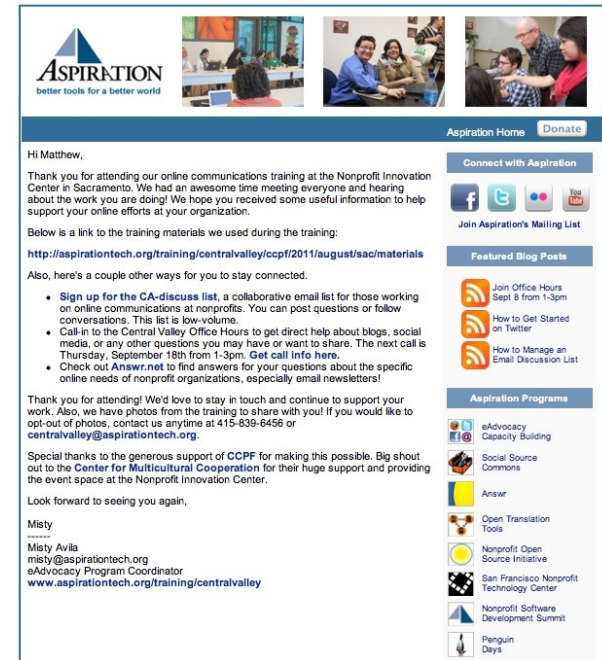
# Why Use an Email Blaster?

## ▶ Professional Appearance

- (Relatively) easy email design tools without needing to know HTML

## ▶ Analytics

- Information about what happened after you sent the email



# Which Email Blasting Tool Should I use?

Blasting Service	Cost	Considerations
Vertical Response	Nonprofits: Free up to 10,000 emails/month	Email editor can be quirky; Salesforce integration
Mail Chimp	Anyone: Free up to 2,000 list members & 12,000 emails/month	Beautiful User Interface; Sometimes tries to be smarter than you
Constant Contact	Nonprofits: Staggered starting at \$12/month for 0-100 emails	Has highest spam rating; Drupal integration
EmailNow	Setup fee: \$49 Monthly fee: \$29.95 for 20,000 emails	Best value for larger lists

# Email Blasting Considerations

- ▶ Can take a large amount of time to construct
- ▶ Consistent pace is key
- ▶ 1998 HTML knowledge is very helpful
- ▶ Make sure that you have a goal to determine whether your rate of email blasting is worth the effort

# End Of Section

- ▶ Questions?
- ▶ Comments?

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