Welcome to E-Commerce For Artists!

Module 9

In this module, we are going to set up the newsletter widget to capture emails; integrate Mailchimp and export our customers into Mailchimp; create an email funnel and start a blog!

Stay in touch with your customers

Email works. There is no doubt about it.

Consider this:

- **More than half of the world uses email.**

- **In the US nearly 60% of adults check their email daily.**

That's a lot of eyes on your message.

Top 6 Reasons To Use Email Marketing

1. Consumers prefer emails.

2. Email helps you reach more mobile consumers.

3. Email marketing has more features.

4. It's affordable.

5. It's gives good ROI (return on investment).

6. Email integrates well with other marketing efforts.

Use the newsletter widget either in your footer

Or in a section on your home page

Or both. Make it easy for your customers to sign up.

Featured collection

Ambuja Folded Cards - Dear Lillian
$ 20.49

Nucifera Folded Cards 10 Pack
$ 20.49

Blue Lotus Folded Cards 10 Pack
$ 20.49

Get all the juicy goodness!

Subscribe to the newsletter and get "tribe only" promotions, new products and sales. Directly to your inbox.

Your email

Subscribe

E-Commerce For Artists Course

Frequently Asked Questions

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Newsletter

Sign up for the latest news, offers and styles

Your email

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Sign up for a free MailChimp account

Export your customers to MailChimp
and create an email sales funnel

What is an email funnel
and why you need one

Three basic emails

Dear Customer

Welcome

*Value-added

Call to action
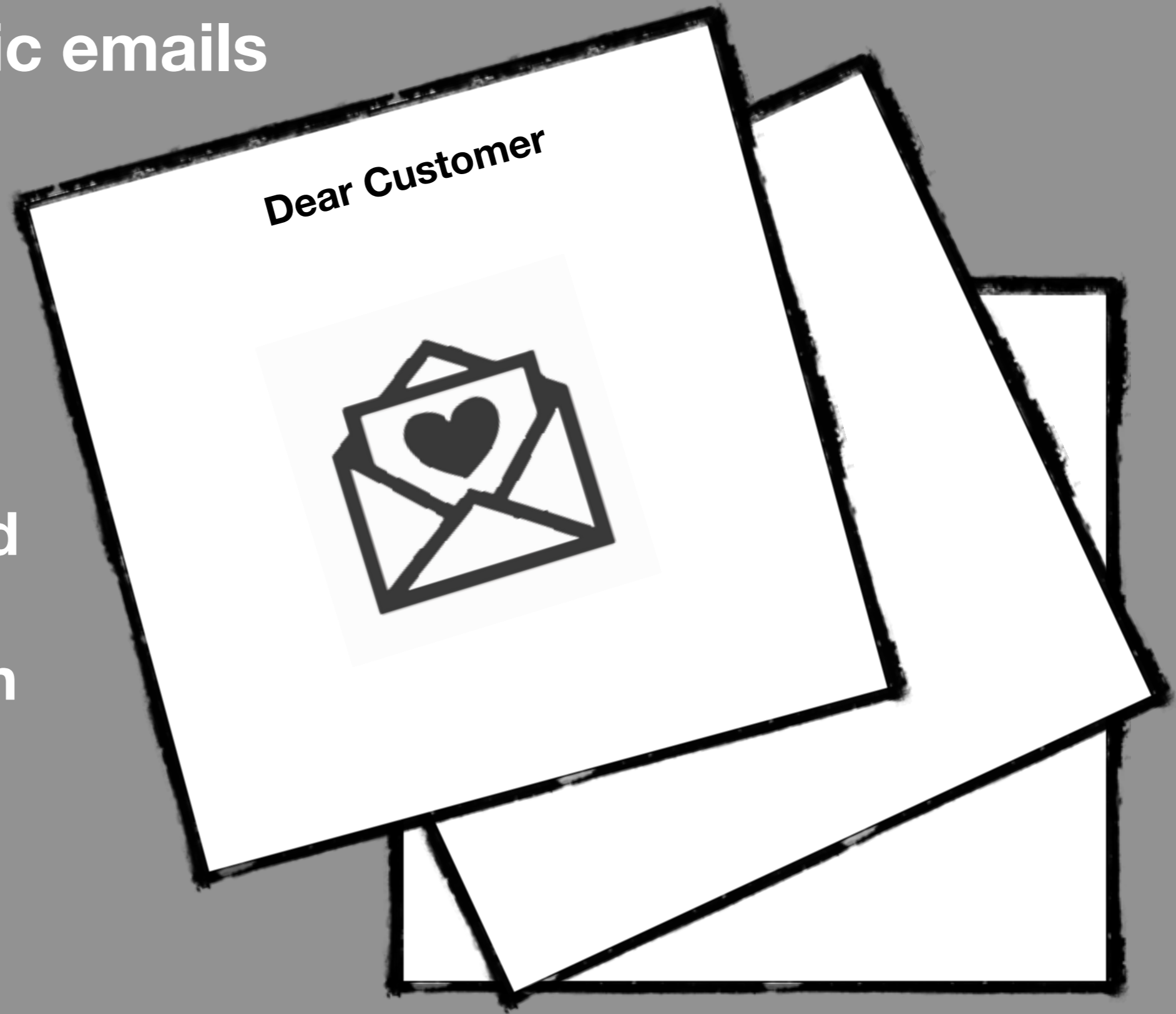
Ask yourself, what feelings does your product inspire? If it's not a necessity like socks, - then it must be a luxury item. Why does your customer need this? They probably don't need it but they want it. Why? How will it make them feel? If you can address these issues in your emails then you have a chance of getting the email recipient to buy.

Write a killer subject line

Tell a story

Get personal

Ask for the sale

**Use the built-in Shopify Blog
to capture subscribers**

Brainstorm ideas for blog content:

1. **What does your product do?**

2. **Where is it made?**

3. **What is it made out of?**

4. **What is the history of the product?**

5. **How will it make your customer feel?**

6. **What can they do with it?**
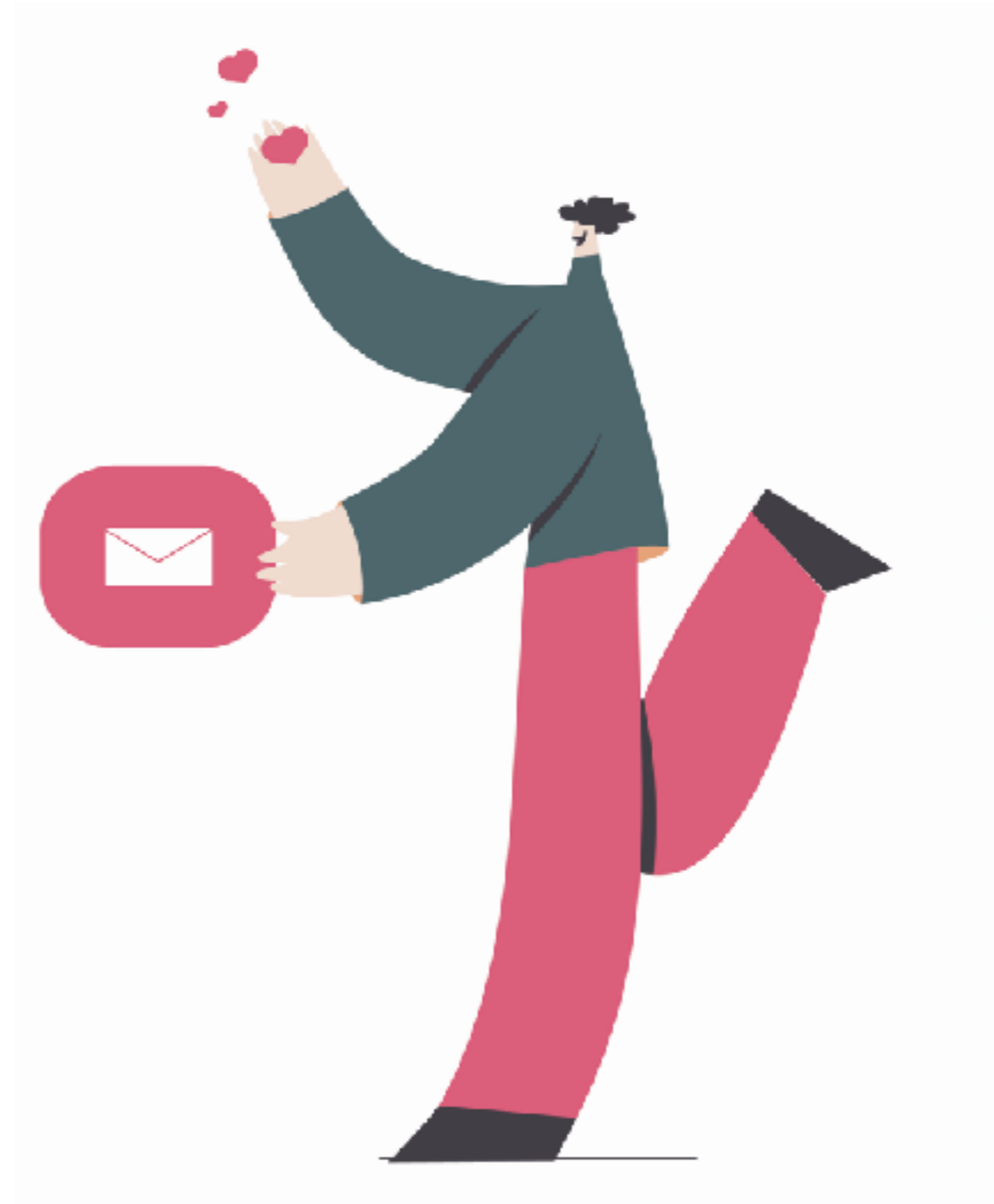
7. **Who can they give it to?**

Include links to products in your blog posts

Tell a story

Get personal

Ask for the sale

Next week:

- **Launch Plan**

- **Share Your Products**

- **Open Your Store!**

"The only place where success comes before work is in the dictionary."
-- Vidal Sassoon