



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

The screenshot displays the Shopify theme editor interface for configuring the footer. The left sidebar contains several sections: SETTINGS, PAYMENT METHODS (with a checkbox for 'Show payment icons'), COLOR (with options for 'Background' and 'Text'), and CONTENT. The CONTENT section lists 'Information', 'Refund Policies', and 'Newsletter', with the 'Newsletter' widget selected and highlighted by a pink arrow. Below the CONTENT section is an 'Add content' button. The main editor area shows a preview of the footer layout. The footer is divided into three columns: 'Information' (containing links for Search, Terms of Service, Refund Policy, and Contact), 'Refund Policies' (containing text about sharing store details), and 'Newsletter' (containing an email address input field and a 'SUBSCRIBE' button). A pink arrow points to the 'SUBSCRIBE' button in the Newsletter widget. The top of the editor shows the 'Footer' tab selected, and the 'Home page' dropdown menu is visible. The right sidebar shows a 'Live' status indicator and a 'Shipping calculated at checkout' message.

Or in a section on your home page

Minimal Home page

Sections Theme settings

- Rich text
- Collection list
- Featured collection
- Featured collection
- Lotus Throw Pillo...
- Slideshow
- Collection list
- Custom HTML
- Newsletter
- Picasso Limited E...
- Add section
- Footer

Regular Shipping Is Always Free!

Tesia Black
Acrylic

Home Tote Bags Pillows Greeting Cards Frame

Black Friday Sale Extended - Free Greeting Cards!

Well this idea was so popular I've decided to extend it indefinitely! Why do you need greeting cards? Because your friends love a handwritten note on these gorgeous cards. A handwritten note on these gorgeous cards. A handwritten note on these gorgeous cards. Macaroons not included.

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.

Subscribe

[E-Commerce For Artists Course](#)
[Frequently Asked Questions](#)
[Refund Policy](#)
[Contact us](#)
[Search](#)

Share



[Return to Acrylic Diva Home](#)

Newsletter

Sign up for the latest news, offers and styles

Subscribe

Sign up for a free MailChimp account



[Why Mailchimp?](#)

[Marketing Platform](#) ▾

[Pricing](#)

[Resources](#) ▾

[Log In](#)

[Sign Up Free](#)

Mailchimp Presents: Second Act

In this unscripted, original series co-produced with VICE, we follow 5 people who decide to change everything about their careers and try something new.

[Watch Now](#)



Google Chrome

Export your customers to MailChimp and create an email sales funnel

The screenshot shows the Shopify admin interface for a store named 'Testing-Diva'. The left sidebar contains a navigation menu with items like Home, Orders, Products, Customers, Analytics, Marketing, Discounts, and Apps. The 'Customers' menu item is highlighted with a pink arrow. The main content area is titled 'Customers' and features an 'Export' button highlighted with a pink box. Below the 'Export' button, there are tabs for 'All', 'New', 'Returning', 'Abandoned checkouts', 'Email subscribers', and 'From United States'. A search bar and a 'Sort by' dropdown are also visible. A table lists two customers: 'Tesia Blackburn' from London, GB (0 orders, \$0.00 spent) and 'Tesia Blackburn' from California, US (3 orders, \$0.00 spent). A message at the bottom states 'Customer accounts are disabled. Edit settings.' and a button labeled 'Learn more about customers.' is present.

Testing-Diva

Search

Home

Orders 1

Products

Customers

Analytics

Marketing

Discounts

Apps

SALES CHANNELS

Online Store

Facebook Shop

Instagram

Buy Button

Customers

Import customers Export

Add customer

All New Returning Abandoned checkouts Email subscribers From United States

Filter Search customers Sort by Newest update

Showing 2 customers

<input type="checkbox"/>	Tesia Blackburn London, GB	0 orders	\$0.00 spent
<input type="checkbox"/>	Tesia Blackburn California, US	3 orders	\$0.00 spent

Customer accounts are disabled. [Edit settings.](#)

[Learn more about customers.](#)

What is an email funnel and why you need one

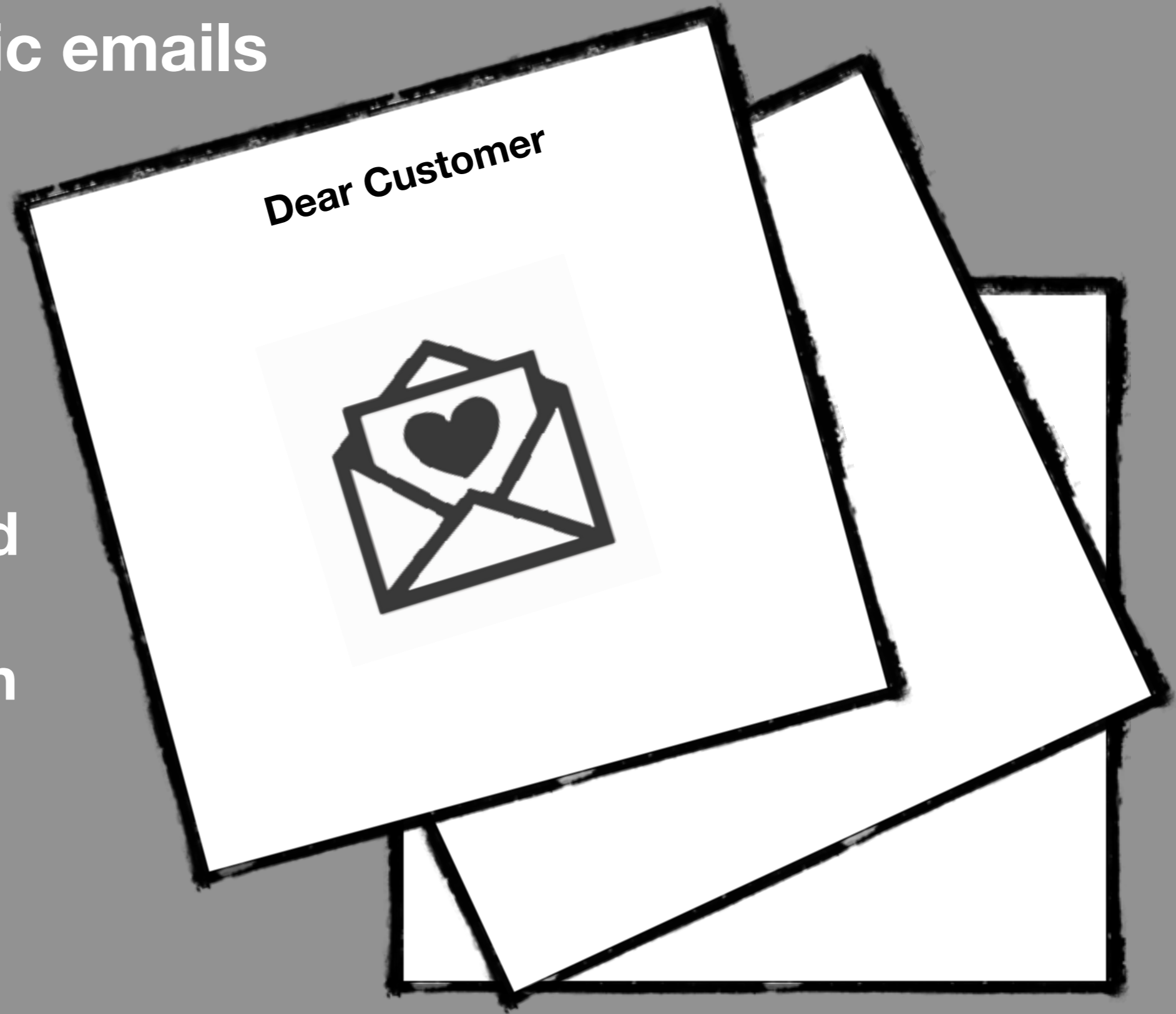


Three basic emails

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?

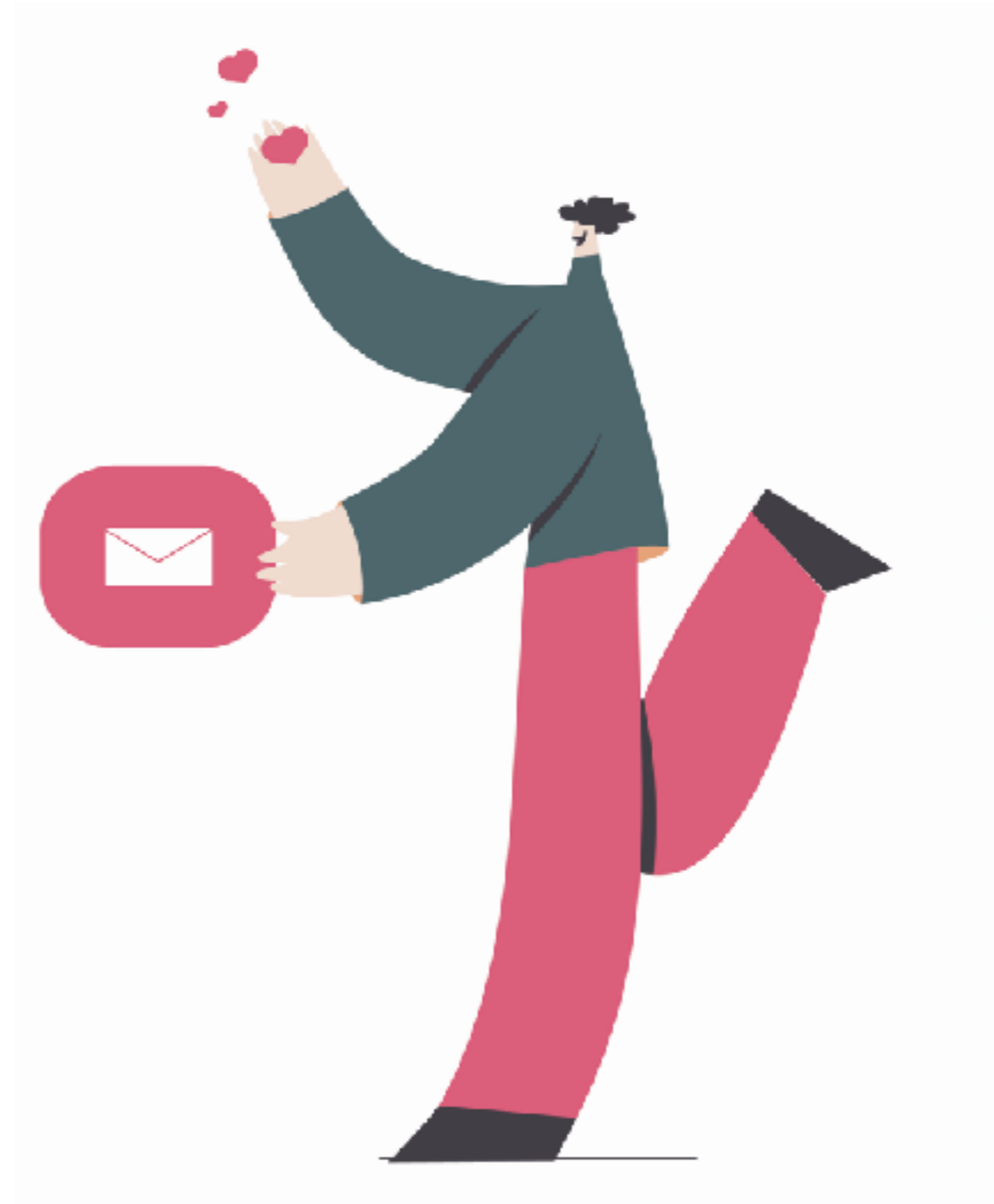


**Include links to products
in your blog posts**

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**