LEVERAGE LEAGUES WITH EMAIL COMMUNICATION
Email Marketing Resources

WHY

Most people nowadays have an email address, and using email is a budget-friendly way to stay in touch with all of your players.

Maximize your marketing efforts by sending mass emails to your current and potential players in a matter of minutes.

When using mass email software you are given performance reports to track player engagement, easy to use designs and a contact management system to keep you organized.

EMAIL MARKETING

There are many email services available online that are easy to use and affordable - in some cases even free!

Here are two mass email systems that can help you leverage your leagues through email.

MailChimp (www.mailchimp.com) - FREE if you have less than 2,000 email address (the NDA uses this platform)

Constant Contact - $20-$55/month (www.constantcontact.com)

LISTS

In both of these systems, and most email services available, a contact management system is provided using something called "Lists."

You can import your contacts' email address or manually add them into the system and then separate them into these lists for easy tracking.

For example if you have players in multiple locations, you can have a list titled by location name (i.e. Harry's Tavern) for each league system. Or, you can go even farther and tailor the lists to each league itself, junior players, male vs. female. Whatever works best for your business needs!

When you are finished writing your email in the system, you then simply assign the list(s) you wish it to go to, sit back, and let the system do its thing.

PLANNING

Another great perk to using mass email software for your communications is that it helps with planning and tracking the performance of your campaigns.

With both MailChimp and Constant Contact, you can schedule emails for future dates. This lets you work ahead and make sure your communications are being sent in a timely manner without overwhelming players or flooding inboxes.

Examples of emails you can send includes:

-Deadline Reminders
- Tournament Dates
-League Reminders
-Promotions

As mentioned before, mass email software systems provide tracking tools for you to measure player engagement.

You can see how many people opened your email, how many people clicked on any links in the email and which ones, if they replied, forwarded or shared the email with anyone, etc.

You can also see if any of the emails you have are bad (called bounced emails), and reach out to those players for updated information.

TIPS

- Require player emails when signing up for leagues
- Update your lists at least once a month
- Keep emails simple and short
- If you own Arachnid boards, track emails in League Leader so you can pull the info for your lists
- Create a calendar for when to send emails, and schedule in advance

TUTORIALS

Both MailChimp and Constant Contact have free resources to get you started.

- MailChimp Video Tutorials
- MailChimp Blog
- MailChimp Guides and Marketing Tips
- Constant Contact Video Tutorials
- Contant Contact Blog & Resources
- Getting Started with Constant Contact

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