

teapot creative

Londonist DMC

Mailchimp Audit

Version: v1.4

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Introduction

Teapot Creative is thrilled to have been selected to carry out a comprehensive Mailchimp audit for Londonist DMC. This audit will provide Londonist DMC with a detailed analysis of their Mailchimp account, highlighting areas of improvement and providing recommendations to optimise their email marketing efforts.

The first aspect we will be reviewing is domain authentication. Domain authentication is a critical step in ensuring email deliverability and security. It verifies that emails are sent from a trusted source, making it less likely for them to be marked as spam or phishing attempts. We will assess the current domain authentication settings for Londonist DMC and provide recommendations on how to improve them, if required.

The second aspect of our Mailchimp audit is an audience review. The audience is the heart of any email marketing campaign, and it is essential to understand who the target audience is, their needs, and preferences. We will analyse the current audience list, including its size, engagement levels, and segmentation. We will provide recommendations on how to improve audience engagement and segment the audience list.

In addition to audience review, we will carry out a campaign analysis. Campaign analysis is a crucial component of any email marketing strategy. It helps to understand what is working and what is not. We will assess past campaigns, analyse the engagement rates, identify any gaps or issues, and provide recommendations to improve campaign performance.

Furthermore, our team will carry out an automation assessment. Automation is a powerful feature within Mailchimp that enables businesses to automate their email marketing campaigns based on specific triggers. We will assess the current automation workflow, identify any gaps, and provide recommendations on how to optimise automation to maximise engagement and conversion rates.

Brand consistency appraisal is the fourth aspect of our Mailchimp audit. Brand consistency is critical in building a strong brand identity and recognition. We will review the current email templates, brand guidelines, and messaging consistency, ensuring that the brand's tone and voice are maintained across all communications.

Finally, we will provide Best Practice Recommendations. Best practices are industry-specific guidelines that help ensure successful email marketing campaigns. Our team will provide Londonist DMC with a set of best practices to follow to optimise their email marketing campaigns' success.

Overall, our Mailchimp audit aims to provide Londonist DMC with a comprehensive analysis of their email marketing efforts. We will identify areas of improvement and provide recommendations on how to optimise their email campaigns to increase engagement, conversion rates, and ultimately, their return on investment. As a team we have many years of experience in email marketing, and we are confident that our audit will provide Londonist DMC with the insights they need to take their email marketing campaigns to the next level.

Domain Authentication

Email Domains

Authenticating your custom email domain in Mailchimp is crucial to ensure that your emails are delivered to your subscribers' inboxes and not marked as spam or phishing attempts. When you send emails from a custom domain, it is important to authenticate it properly to prove that you are a legitimate sender.

Mailchimp offers several authentication options, including SPF, DKIM, and DMARC, that can help you prove the authenticity of your custom email domain. SPF (Sender Policy Framework) allows you to specify which IP addresses are authorised to send emails on behalf of your domain, while DKIM (DomainKeys Identified Mail) adds a digital signature to your emails to verify their authenticity. DMARC (Domain-based Message Authentication, Reporting & Conformance) combines the benefits of SPF and DKIM, providing a comprehensive way to prevent email spoofing and phishing.

In the case of londonist.co.uk, their custom email domain has been authenticated in the Londonist DMC (Domain Management Console) account. This indicates that Londonist DMC has taken the necessary steps to verify the authenticity of their custom email domain, which helps to increase their email deliverability rates and reduce the chances of their emails being marked as spam or phishing attempts.

From initialising a lookup the CNAME DNS records for londonist.co.uk are:

CNAME record for SPF: v=spf1 include:servers.mcsv.net ?all
CNAME record for DKIM: k1._domainkey.londonist.co.uk
CNAME dkim.mcsv.net

These records are used to verify that Londonist is authorised to send emails from their custom email domain and that their emails are legitimate. By authenticating their custom email domain, Londonist can improve their email deliverability rates and ensure that their emails are more likely to be delivered to their subscribers' inboxes.

As for londonist.co.uk, their custom email domain has been authenticated in the Londonist DMC account, and the CNAME DNS records above confirm their authentication. This demonstrates that Londonist DMC values the trust of their subscribers and is committed to maintaining the integrity of their email communication.

Conclusion & Advice

Based on the current state of email domain authentication in Mailchimp, it appears that no additional action is required for adding further authentication mechanisms.

Custom Domain

Using custom domains on landing pages in Mailchimp is important for a number of reasons:

1. Using a custom domain on your landing pages allows you to reinforce your brand identity and maintain consistency across your marketing materials.
2. A custom domain can enhance your credibility and help establish trust with your audience. Visitors are more likely to engage with your landing page if it appears professional and trustworthy.

3. With a custom domain, you have more flexibility and control over your landing pages. You can easily make changes to your domain settings, redirect traffic to specific pages, and track your analytics.
4. Using a custom domain can also improve your search engine optimization (SEO) by making it easier for search engines to find and index your landing pages. This can lead to increased visibility and traffic to your site.
5. Finally, using a custom domain allows you to track your landing page activity and measure your results more accurately. You can easily track clicks, conversions, and other important metrics to help optimise your campaigns and improve your ROI.

Overall, using custom domains on landing pages in Mailchimp is an important strategy for any business looking to improve its online presence, build credibility, and maximise its marketing efforts. By investing in a custom domain, businesses can create a more seamless and effective user experience for their audience and drive better results from their campaigns.

Conclusion

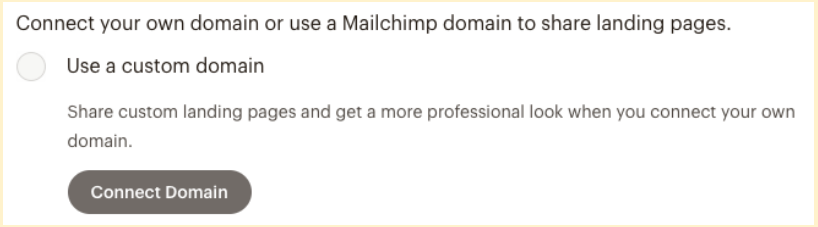
Based on the benefits of branding and professionalism, it is recommended that Londonist DMC connect a custom domain for the use in landing page URLs in Mailchimp.

This will provide a consistent and cohesive experience for your audience, and reinforce your brand's identity. Using a custom domain will also improve the credibility and trustworthiness of your landing pages, which is particularly important where customers are making important long-term decisions.

Overall, connecting a custom domain in Mailchimp is a best practice that can benefit Londonist DMC's brand and online presence.

[Click here for more information on connecting a domain]

Custom domain for landing page set up:



Advice

Mailchimp landing pages are important because they are specifically designed to convert website visitors into leads or customers by encouraging them to take a specific action, such as subscribing to a newsletter, downloading a free resource, or making a purchase.

These landing pages are different from other pages on your website because they are optimised for a single goal and contain persuasive elements that drive conversions. They should typically have a clear headline, concise copy, attractive design, and a prominent call-to-action button that stands out from the rest of the page.

With Mailchimp, you can easily create and customise landing pages using pre-built templates or a drag-and-drop editor, and then track their performance with built-in analytics tools. This allows you to optimise your pages over time and improve their effectiveness in driving conversions.

Audience Review

Audience

Based on an initial review of the Londonist DMC Mailchimp audiences, it has been found that the total number of audiences is 62. It is recommended and seen as good practice that you use no more than 3 audiences within your Mailchimp account.

The reason for this recommendation is that having too many audiences can make it difficult to effectively target and personalise email campaigns. It can also lead to confusion and errors in sending emails to the wrong audience.

By keeping the number of audiences to a minimum, it allows for better segmentation of the audience based on specific criteria such as interests, demographics, or past behaviour (ie. they are currently renting through Londonist DMC). This helps to deliver more relevant and personalised content, which can lead to higher engagement rates and better overall campaign performance.

Audience	Subscribed Contacts (unsubscribed/cleaned)	Average open rate	Average click rate	Tags
Business Partners	19,906 (1,864/2,731)	13%	0.4%	3
Londonist Party 2019	58 (1/1)	36.1%	2.6%	0
Students	23,361 (3,409/1,435)	9.8%	0.5%	8
Londonist Team	14 (0/0)	0%	0%	1
Operations email to current students/04.06.2020	321 (⅔)	49.1%	0%	2
Londonist DMC	12 (1/0)	30.8%	0%	0
January Students	450 (18/3)	26.2%	1.6%	3
Live Chat List	2,992 (85/68)	23.6%	1.5%	0
CRM Data	1,135 (55/18)	22.1%	1.0%	0
Business_Partner_New	18,062 (1,213/2,734)	13.6%	0.2%	3
Students New	22,954 (1,515/642)	9.9%	0.2%	8
Exclude_New	81 (0/0)	0	0	1
Chinese New Year	72 (1/0)	49.3%	2.7%	1
Students 2021	64 (5/0)	21.3%	1.3%	0
Current Students March'21	356 (1/2)	45.1%	0.8%	0
Londonist Investments (all)	3,124 (3/98)	7.8%	0.6%	20
Londonist DMC Agents *old*	313 (10/74)	24.3%	1.2%	0
IQREF21	35 (0/0)	42.9%	0%	18
Investments Greece TR Consumers	749 (1/11)	20.1%	1.4%	2
Dinara	1 (0/0)	5.6%	0%	0

Old - UK Turkish Customer	742 (9/13)	13.5%	1.5%	3
Greece (ENG) Customers	425 (7/167)	1.7%	0.6%	4
Londonist DMC Turkish Audience	75 (2/1)	40.9%	9.5%	0
Ilayda	1 (0/0)	100%	100%	0
Investment All (English Speaking)	4,764 (38/184)	16.2%	0.4%	0
Turkey ENG customer	292 (4/11)	9.7%	0.5%	0
Students currently staying (28/10/2021)	779 (16/2)	38.9%	1.7%	0
Londonist DMC Turkish Students (from 2020 to 8/10/21)	472 (0/10)	24.5%	1.7%	0
UK Turkish Customer old	1,139 (0/3)	18.7%	1.2%	0
Students currently staying (28/10/2021)	779 (16/2)	38.9%	1.7%	0
Latin Business Partners	68 (1/4)	28.1%	0.5%	0
Students who have not checked-in yet	494 (5/1)	44.7%	6.4%	0
Students in the follow-up status	1,740 (118/21)	31.3%	2.1%	0
Students to extend old	227 (4/1)	42.9%	5.6%	0
Enrolled students	631 (16/5)	36.0%	1.2%	0
Follow-up Students old	1,007 (51/7)	32.3%	1.6%	0
Arabic Business Partners	205 (2/20)	20.9%	1.1%	0
France & Belgium Business Partners	74 (3/8)	22.4%	0%	0
Russian Business Partners	101 (2/4)	26.5%	0.2%	0
Londonist DMC Turkish Agents	315 (5/65)	22.3%	0.5%	0
English Speaking UK Interested Customers	460 (2/24)	12.4%	0.4%	0
Students to Extend	283 (1/0)	42.1%	9.7%	10
Follow-up students - new data	6,079 (585/293)	24.9%	0.7%	0
Students Currently Studying	604 (14/0)	38.9%	1.1%	0
currently_staying	795 (3/1)	35.5%	1.2%	0
Londonist Team	38 (0/0)	47.3%	30.2%	0
currently_staying	-	-	-	-
Students Check Out before December	158 (0/0)	43.0%	1.3%	9
currently_stay	-	-	-	-
currently_staying	2,041 (64/3)	41.8%	1.9%	2
Summer_splash	2,301 (91/15)	23.8%	2.0%	0

Summer Splash - July-August-September checkout	902 (13/2)	35.1%	3.8%	2
SI-UK 2022 Event	28 (0/1)	34.5%	3.6%	1
Alphe attendees	844 (1/1)	28.3%	0.4%	2
ICEF 2022	21 (0/1)	50.0%	0%	1
ICEF 2022/2	23 (22/1)	50.0%	0%	1
Move with Londonist Winners	165 (0/0)	76.4%	1.8%	3
Move With Londonist Final	160 (0/0)	56.9%	3.1%	0
AY 2024 Waiting List	154 (2/1)	56.7%	4.6%	2
Chinese New Year 2023 (Chunlian)	2,451 (14/14)	17.5%	1.3%	2
New Potential Bookers	10,291 (569/243)	28.2%	1.0%	1
Disney_frozen Campaign	27 (1/0)	7.1%	0%	1
King's Cross Students - Student Portal	118 (0/0)	52.5%	5.2%	1
Totals/Averages	**145,404**	**29.58%**	**3.6%**	**n/a**
Totals/Averages (adjusted)	**145,343**	**26.76%**	**1.54%**	**n/a**

The average email marketing open and click-through rate for the rental market can vary depending on the type of rental market being referred to (e.g. residential rental, vacation rental, equipment rental, etc.) and other factors such as the target audience and the quality of the email content.

According to a study by Mailchimp in 2021, the average email open rate for the real estate industry, which includes the rental market, was around **22.72%** and a click through rate of **2.63%**. This means that the Londonist DMC email marketing open rate of **29.58%** and click-through rate of **3.6%** is higher than the average for the industry.

Please note: that the above figures are skewed from some audience lists such as 'Ilayda' which contains 1 audience member and has received only one email resulting in a 100% open and click-through rate. Also the data includes internal contacts which are more likely to interact with emails (highlighted on red above). Removing these lists your open rate is still just above average at **26.76%**. However, your click-through rate drops to well below average at **1.54%**.

It's important to keep in mind that email marketing success is not solely determined by the open rate and click-through rates, but also conversion rates, and overall return on investment. Additionally, the success of an email marketing campaign depends on a variety of factors including the quality of the email list, the relevance and personalisation of the content, the timing of the email, and more.

Conclusion & Advice

Based on the information you provided, it seems that the Londonist DMC Mailchimp audience lists can be segmented into three main sectors: students, partners, and internal.

The 'students' sector likely includes individuals who are currently renting or and are interested in Londonist DMC's services. The 'partners' sector likely includes businesses or organisations that have a partnership or collaboration

with Londonist DMC. The 'internal' sector likely includes employees, contractors, or other individuals who work for or are associated with Londonist DMC.

Segmenting the audience lists in this way can help Londonist DMC better understand the needs and interests of different groups within their audience and tailor their communications and marketing efforts accordingly.

Both options of data cleansing - creating separate lists for students, partners, and internal or using Mailchimp groups - have their own advantages and disadvantages, and the choice ultimately depends on the specific needs and goals of Londonist DMC.

Creating separate lists for students, partners, and internal staff can help Londonist DMC to more easily tailor their communications and marketing efforts to each specific group. This approach can be particularly useful if Londonist DMC needs to send different types of content or promotions to each group, or if they want to analyse the engagement levels of each group separately.

On the other hand, using Mailchimp groups to segment their audience can provide a more flexible and dynamic approach to data cleansing. With groups, Londonist DMC can add or remove contacts from different categories as needed and send targeted communications to specific groups without having to maintain multiple lists. This approach can also help Londonist DMC avoid the risk of duplicating contacts across multiple lists, which can be confusing and frustrating for the recipients.

In summary, Londonist DMC should consider their specific needs, resources, and goals before deciding whether to create separate lists or use Mailchimp groups to segment their audience.

Click here to read more about Mailchimp Groups

Duplicate Contacts

Without full access to the Londonist DMC export features or the audience lists themselves, it is difficult to determine whether there are duplicate contacts across multiple lists. If duplicate contacts are present, it could lead to perplexities and annoyance for the recipients who receive multiple copies of the same communication.

To avoid this issue, Londonist DMC may want to consider using Mailchimp's built-in duplicate management features, which can help to automatically identify and merge duplicate contacts. These features can also help to ensure that the correct contact information is stored and used in their communications and marketing efforts.

Click here to read more information on removing duplicate contacts

Tags

Tags are an essential feature in Mailchimp for organising and categorising contacts based on specific characteristics or behaviours. Using tags in Mailchimp allows Londonist DMC to label and group contacts in a more granular way than just using basic segmentation categories. Here are some key reasons why using tags within the Londonist DMC account would be advantageous:

Improved segmentation: Tags allow Londonist DMC to create highly targeted segments of contacts based on specific characteristics or behaviours. This allows them to send more relevant and personalised communications to each segment, which can improve engagement and response rates (ie. location, rental amount, interested in).

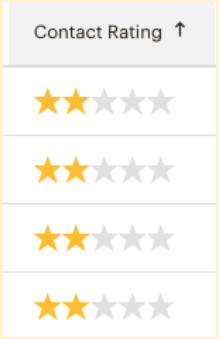
Easy tracking and reporting: Using tags makes it easier to track and report on specific groups of contacts. By tagging contacts based on specific behaviours or actions, Londonist DMC can easily track engagement and measure the effectiveness of their marketing efforts (ie. prospective renters in a particular location).

Flexible categorisation: Unlike basic segmentation categories, tags can be applied to contacts in multiple categories, making it easier to create complex segments based on various criteria.

Simplified data management: By using tags to categorise contacts, Londonist DMC can keep their data more organised and easily searchable. This can save time and effort when managing and analysing their audience data.

Audience Review

By using the contact rating feature, you can identify subscribers who are no longer engaged with your emails, and either remove them from your list or send them re-engagement campaigns to try to get them to become active again. This helps to keep your list healthy and engaged, which can improve your email deliverability rates and overall email performance.



In addition to cleaning up your list, the contact rating feature can also be used for segmentation. You can create segments based on contact rating, which allows you to target your most engaged subscribers with specific campaigns or offers, while sending re-engagement campaigns to those with lower ratings.

Overall, using Mailchimp's contact rating feature to clean up your list and segment your subscribers can be an effective way to improve the performance of your email marketing campaigns and maximise your ROI.

Segmentations

Segmentation is the process of dividing an audience into subgroups based on specific characteristics or behaviours. In the case of Londonist DMC, segmentation can be a powerful tool for reaching and engaging with different groups of students who are renting accommodation through their service. Here are some key reasons why segmentation is important and how it could relate to students renting accommodation through Londonist DMC:

personalisation: Londonist DMC can send more personalised and relevant communications to each group. For example, they can send information about properties that are located close to the student's university or information about events that are happening in the local area. This can improve engagement and response rates.

Improved targeting: Londonist DMC could target their marketing efforts more effectively. For example, they can create segments based on different stages of the rental process, such as prospective renters, current renters, and past renters. This can help them to send more targeted communications to each group, such as promotions for new renters or surveys for past renters.

Increased conversion rates: By sending more targeted and personalised communications to each segment, Londonist DMC can improve their conversion rates. For example, Londonist DMC could send promotions or discounts to students who are actively searching for accommodation, which can encourage them to book through their service.

Better engagement: Londonist DMC could improve engagement with their student renters. By sending communications that are relevant and useful to each segment, they can build stronger relationships with their renters and improve their overall satisfaction with the service and could ultimately lead to repeat or referral renters.

Conclusion & Advice

To effectively segment students renting through Londonist DMC using Mailchimp, you could consider the following criteria:

Location: Segment students based on the location of the property they are renting. For example, you could create segments for students renting in East London, North London, South London, or West London. This can help you send targeted emails about local events, news, and services.

Academic Level: Segment students based on their academic level. You could create segments for undergraduates, postgraduates, or PhD students. This can help you send targeted emails about events, services, and resources that are relevant to their academic level.

Interests: Segment students based on their interests. You could ask students to complete a survey about their hobbies and interests, and use this information to create segments. For example, you could create segments for students interested in music, sports, or arts and culture. This can help you send targeted emails about events and activities that match their interests.

Move-in Date: Segment students based on their move-in date. You could create segments for students who have recently moved in, students who are about to move in, or students who have been living in the property for a while. This can help you send targeted emails about move-in procedures, maintenance schedules, or social events.

Lease Duration: Segment students based on their lease duration. You could create segments for students who are renting for a semester, a year, or a summer. This can help you send targeted emails about lease renewals, move-out procedures, or special promotions.

By using these segmentation criteria, you can create targeted and personalised email campaigns that resonate with the specific needs and interests of your audience. This can help you increase engagement, build trust, and ultimately drive more conversions and referrals for Londonist DMC.

Inactive Contacts

The audience entitled 'Students' is the largest list in the Londonist DMC Mailchimp account with **23,361** live contacts. The open rate and click-through rate is well below the average, coming out at **9.8%** and **0.5%** respectively.

If the 'Students' audience has not been used since December 18th, 2020, it's possible that some of the contacts may no longer be valid or active. In addition, it's also possible that some of the contacts may have duplicated into other audiences or lists, especially if there have been changes in the way the Londonist DMC manages its Mailchimp account.

According to Mailchimp's pricing plans, the Premium Plan allows up to 200,000 contacts and costs up to **£986 per month**. If the 'Students' audience is redundant and can be removed, this would reduce the number of contacts in your account, potentially bringing you down to a lower pricing tier and reducing your monthly cost.

In addition, it's important to note that the 'Students_New' audience appears to be more active, with the most recent campaign being sent on September 2nd, 2022. Focusing on this audience and prioritising engagement with them can lead to better performance and potentially reduce your overall email marketing costs.

Conclusion & Advice

It's important to regularly review and clean up your email lists to ensure that you are only paying for active and engaged contacts. By removing the redundant list, you can reduce the number of contacts in your Mailchimp account and potentially lower your monthly subscription cost.

Mailchimp's pricing plans are based on the number of contacts you have in your account. The cost of the subscription increases as the number of contacts in your account grows.

If you can reduce your Mailchimp contacts to below **100,000**, you could potentially save a considerable amount of money on your monthly subscription cost. This is because Mailchimp's Standard Plan, which allows up to **100,000** contacts, is significantly cheaper than the Premium Plan, which allows up to **200,000** contacts.

If you were able to reduce your list to below **100,000** you could potentially switch to the 'Standard' plan which could be **£565 per month**.

Click here for more information on the pricing plans

Please note: Here are the fundamental differences between the two plans:

- Contact Limits: The Standard Plan allows up to 100,000 contacts, while the Premium Plan allows up to 200,000 contacts.
- Advanced Segmentation: The Premium Plan offers advanced segmentation features, including multivariate testing and behavioural targeting. This allows you to segment your audience based on more specific criteria, such as browsing behaviour or purchase history.
- Advanced Reporting: The Premium Plan offers more advanced reporting features, including comparative insights and engagement hour reports. This allows you to get more granular insights into how your campaigns are performing and how your audience is engaging with your content.
- Multichannel Marketing: The Premium Plan offers multichannel marketing features, including social media ads and postcards. This allows you to expand your reach beyond email and target your audience across multiple channels.
- Custom Branding: The Premium Plan offers more custom branding options, including the ability to remove Mailchimp branding from your emails and landing pages.
- Support: The Premium Plan offers priority support, including 24/7 email and chat support and a dedicated account manager.

Overall, the Premium Plan offers more advanced features and support compared to the Standard Plan. However, the cost of the Premium Plan is higher and may not be necessary for all businesses depending on their email marketing needs.

Campaign Analysis

Following will be the analysis of the previous 4 email campaigns sent out by Londonist DMC:

Completed Campaign • Apr 26

Exciting News: Check Out Our Brand New Residence!
Email

Clicks 1.2% • Opens 26.3%



Completed Campaign • Apr 11

Summer Campaign
Email

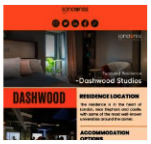
Clicks 0.7% • Opens 37.2%



Completed Campaign • Mar 2

Your student home at Dashwood Studio
Email

Clicks 2.1% • Opens 31.3%



Completed Campaign • Feb 8

A Chance to Win a Trip to Paris!
Email

Clicks 0.4% • Opens 29.4%



The open rates for your last 4 campaigns are above average but the click-through rates (CTR) are not reflecting the same trend, there could be a few reasons for this.

Quality of Content

Even if your subject line and preview text are engaging enough to get people to open your emails, if the content inside doesn't meet their expectations or provide value, they may not be motivated to click through to your website or take other desired actions.

Subject Title

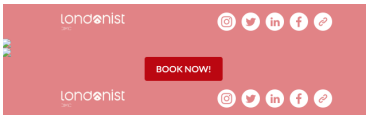
- Exciting News: Check Out Our Brand New Residence! - **GOOD**
  Engaging title as it raises the levels of intrigue
- Summer Campaign - **POOR**
  No relevance, intrigue or excitement based on the title
- Your student home at Dashwood Studio - **AVERAGE**
  There was no segmentation on this campaign therefore looks like it went out to all students and not just Dashwood Students
- A Chance to Win a Trip to Paris! - **GOOD**
  Showing possible reward for opening

Layout









There is a certain level of consistency between all campaigns regarding the header and footer. This will help to establish a consistent brand identity and provide a familiar experience for your subscribers. However, the logo and social links on mobile push a great percentage of the content below the fold and the social links overpower your brand. By overpowering your brand you are creating the opportunity for readers to forget who you are.

There are inconsistencies in the main content such as colours, fonts, and layout between the four email campaigns. It is important to address them in order to create a consistent and cohesive brand identity for your email marketing.

Mobile

None of your email campaigns are mobile responsive. With more and more people accessing their email on mobile devices, having a mobile responsive design is crucial for ensuring that your content is easily readable and accessible for your subscribers.

The stats split between desktop and mobile for all the Londonist DMC Mailchimp audiences are **64% desktop/36% mobile.**

CTAs

Strong call-to-actions (CTAs) are essential for successful email marketing campaigns. A CTA is a button, link, or message that encourages the recipient to take a specific action, such as making a purchase, signing up for a newsletter, or visiting a website.

Here are a few reasons why strong CTAs are so important:

- A strong CTA can encourage your subscribers to engage with your email, click through to your website, and take action on your offer.
- By directing your subscribers to take a specific action, such as making a purchase or signing up for a service, you can drive conversions and increase revenue.
- CTAs can improve email metrics such as click-through rates and conversion rates, which are important indicators of email campaign success.
- A well-crafted CTA can create a sense of urgency and encourage your subscribers to act quickly, increasing the chances of conversion.
- CTAs provide clear direction to your subscribers, helping them to understand what action they should take next.

Conclusion & Advice

Titles

Crafting effective email subject lines is crucial for the success of an email campaign. Here are some best practices for writing email campaign titles:

- The subject line should be short and to the point, preferably under 50 characters. This makes it easier for recipients to quickly understand what the email is about.
- Use action-oriented language that inspires recipients to take action. Use verbs like 'shop,' 'join,' 'register,' 'download,' etc., to convey the action you want them to take.
- Use personalisation tokens to include the recipient's name or location in the subject line. Personalisation can help increase open rates and engagement.

- Use phrases like 'limited time offer,' 'expires soon,' or 'don't miss out' to create a sense of urgency and encourage recipients to take action.
- Using all caps can make the subject line seem spammy and unprofessional. Instead, use proper capitalization and punctuation to make the subject line easier to read.
- Test and optimise: Test different subject lines to see what works best for your audience. Use A/B testing to try out different variations and optimise for higher open and click-through rates.

Remember, the subject line is the first impression that the recipient will have of your email. Taking the time to craft a compelling subject line can make a significant impact on the success of your email campaign.

Layout

One way to address the inconsistencies is to create a style guide that outlines the specific colours, fonts, and layouts that should be used in your email campaigns. This will help to ensure that all future campaigns are consistent and on-brand.

You may also want to consider creating email templates that are designed with these guidelines in mind. This can help to ensure that each email campaign follows a consistent design and layout, making it easier for your subscribers to recognise and engage with your brand.

It's important to remember that a consistent and visually appealing design can help to improve engagement and ultimately lead to better results for your email marketing campaigns. By addressing the inconsistencies in your main content and establishing a clear style guide, you can create a more effective and consistent email marketing strategy.

While images can be an effective tool to enhance the visual appeal of your email marketing campaigns, relying solely on images can have several drawbacks.

Firstly, not all email clients or devices will display images by default, which means that your recipients may miss out on the full impact of your message. This can be particularly problematic for subscribers who have disabled image downloading or are using older email clients.

Secondly, some recipients may have slow internet connections, which can lead to slow-loading emails or even cause images to fail to load altogether. This can be frustrating for your subscribers and may result in them deleting your email without even reading it.

Thirdly, using only images can increase the risk of your email being caught in spam filters, as many filters are designed to flag emails that contain a high proportion of images.

To mitigate these risks, it is important to balance the use of images with relevant text and HTML coding. You should also use alt-text tags to provide a text-based alternative description of your images in case they do not load. By doing so, you can ensure that your email campaigns are accessible, engaging, and effective for all your subscribers.

Mobile

To make your email campaigns mobile responsive, you may need to make some adjustments to the layout and design of your emails. Here are a few tips to get started:

- Use the Mailchimp eco-system to design and build responsive email templates
- Keep your design simple and streamlined to make it easier to read on smaller screens. Avoid using too many images, graphics, or complicated layouts that can make your email hard to read on mobile devices.
- Choose fonts that are easy to read on small screens, and use a larger font size to make your content more readable.

Use a single column layout for your emails, which is easier to read on smaller screens than multi-column layouts.

CTA

If the CTA remains the same in every email, regardless of the subject matter, it might not align with the recipient's interests or what they expect to see in that particular email. This lack of relevance may cause the recipient to disengage from the email or potentially unsubscribe.

To increase engagement, it is important to tailor the CTAs to the subject matter and audience of each email campaign.

Caveat

The comments above do not include 'A Chance to Win a Trip to Paris!' as the content images are missing.

Content Relevance

Content relevance is a crucial factor that can make or break the success of your campaign. Relevant content refers to the type of content that is tailored to your audience's needs and interests, and is aligned with your business goals.

To ensure content relevance, start by segmenting your email list based on demographics, behaviour, and interests. As reported above segmentations are seldom used throughout your campaigns. Therefore, the conclusion is that the last 4 campaigns sent an overall snapshot shows **POOR** content relevance.

- Exciting News: Check Out Our Brand New Residence! - **POOR**
  From the information available this was sent to all 'potential' renters rather than people interesting in either London location or more specifically 'New Cross' accommodation
- Summer Campaign - **POOR**
  Poor link between subject title and content (ie offer). Disconnect between UK summer and email content
- Your student home at Dashwood Studio - **AVERAGE**
  There was no segmentation on this campaign therefore looks like it went out to all students and not just Dashwood Students
- A Chance to Win a Trip to Paris! - **NO RESULT**
  Content is missing from the campaign so content relevance can not be ascertained

Conclusion & Advice

Regularly review and analyse your email campaign metrics, such as open and click-through rates, to assess the effectiveness of your content. Use this information to make data-driven decisions and optimise your campaigns for better results.

By focusing on content relevance, you can create email campaigns that resonate with your audience, increase engagement, and drive conversions by increasing open and click-through rates.

Send Time

Finally, it's worth considering the timing and frequency of your email campaigns. If you're sending too many emails too frequently, your subscribers may become fatigued or overwhelmed, leading to lower engagement rates overall.

From a review of your previous send times it looks like you have used the 'Send Time Optimization' within Mailchimp. We have concluded tests and all 'Send Time Optimization' fit into the times you have sent your campaigns.

- **Exciting News: Check Out Our Brand New Residence! - GOOD**
  Wed, Apr 26, 2023 5:30 pm
- **Summer Campaign - GOOD**
  Tue, Apr 11, 2023 5:30 pm
- **Your student home at Dashwood Studio - GOOD**
  Thu, Mar 2, 2023 5:00 pm
- **A Chance to Win a Trip to Paris! - GOOD**
  Wed, Feb 8, 2023 5:00 pm

Conclusion & Advice

While Mailchimp's 'Send Time Optimization' feature can be a powerful tool to improve the effectiveness of your email campaigns, it's not necessarily the best option for every business or campaign.

Here are some factors to consider when deciding whether or not to use Send Time Optimization:

- If you have a good understanding of your audience's behaviour patterns and preferences, you may not need to rely on Send Time Optimization. You can use your own data and insights to determine the best time to send your emails.
- Different industries and business types may have different peak engagement times, so it's important to research and analyse what has worked best for others in your industry.
- It's always a good practice to test different send times to see what works best for your specific audience. This can help you identify trends and make more informed decisions about your email send times.
- If you send emails frequently, 'Send Time Optimization' may be more useful to avoid overloading your subscribers' inbox at the wrong time.
- If your subscribers are spread across different time zones, 'Send Time Optimization' may not be as effective, as it may not consider the differences in time zones.

Ultimately, the decision to use Mailchimp's 'Send Time Optimization' feature will depend on your specific goals, audience, and email marketing strategy. It's important to experiment and test different options to find the best approach for your business.

From various research articles an optimum day/time for Londist DMC to be sending out emails would possibly be Thursday between 8:00 AM – 10:00 AM. We strongly suggest that A/B testing is carried out over a number of campaigns so you can start to collate information on your optimal send times.

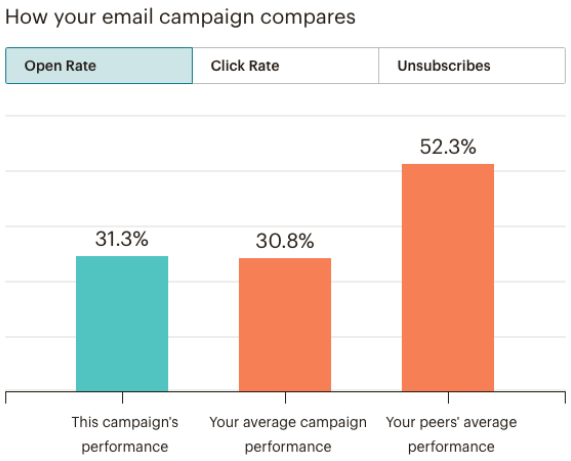
Benchmarking

	Campaign 1	Campaign 2	Campaign 3	Campaign 4	Londonist Average	Industry Average
Open Rate	26.40%	37.20%	31.30%	29.40%	31.40%	52.70%
Click Rate	1.20%	0.70%	2.10%	0.40%	1.20%	11.2%
Unsubscribe	0.90%	1.20%	1.20%	1.40%	1.40%	0.30%

As you can see from your campaign averages they are either below your average and industry average (highlighted in red) or below the industry average (highlighted in orange). Your recent campaigns could be performing much better against the industry averages.

By addressing the points above would give you a greater opportunity to improve your campaign results.

Please note: average industry results are pulled from Mailchimps on peer to peer benchmarking:



Click here to read more on Mailchimp benchmarking

Conclusion & Advice

The Londonist DMC current Mailchimp campaign offering is currently falling below average. We would advise using these as a KPI benchmark to compare any future Mailchimp developments against. Any advice is largely based on all the above, but in summary:

- **Subject line optimization:** Crafting compelling and relevant subject lines can entice recipients to open your emails. Use action-oriented language, personalisation, and urgency to encourage recipients to take action.
- **Personalisation**: Use recipient data to personalise the content of your emails, such as including their name or location. This can make your emails feel more tailored and relevant, increasing engagement.
- **A/B testing:** Experiment with different email layouts, subject lines, and send times to determine what works best for your audience. A/B testing can help you identify what resonates with your subscribers and optimise your campaigns accordingly.
- **Mobile optimisation:** Ensure that your emails are optimised for mobile devices, as more and more people are checking their emails on their smartphones. Use responsive design and keep your emails concise and easy to read on smaller screens.
- **Clear call-to-action (CTA):** Include a clear and prominent CTA in your emails to encourage recipients to take action. Use action-oriented language and make it clear what the next steps should be.
- **Segmentation:** Segment your email list based on subscriber behaviour and preferences, such as purchase history or engagement level. This can help you send more targeted and relevant content to your subscribers, increasing engagement and click-through rates.

By implementing these tactics and continually testing and optimising your email campaigns, you can improve your open and click-through rates, leading to more successful email marketing campaigns in Mailchimp.

Automation Assessment

There are currently no email automations setup with the Londonist DMS Mailchimp account.

Conclusion & Advice

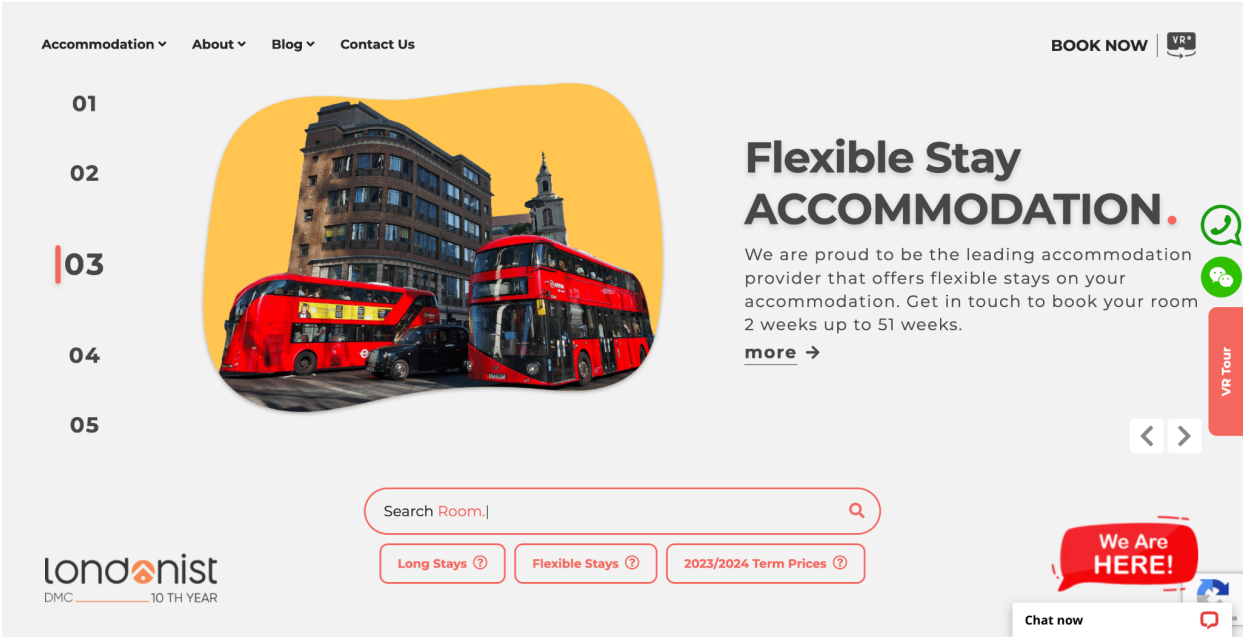
Email automation can be a powerful tool for businesses, including Londison DMC, that want to improve their email marketing efforts. Here are some of the benefits of using email automations:

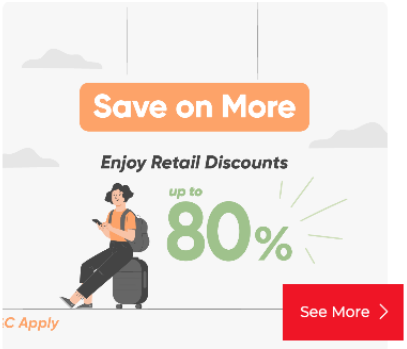
- Saves time by allowing you to set up and schedule emails in advance, so you don't have to manually send them at a later time.
- Allows for personalised messaging based on subscriber behaviour, interests, and preferences, which can improve engagement and conversions.
- Automating repetitive tasks such as sending welcome emails or abandoned cart reminders can free up time for your team to focus on other important tasks.
- Emails can be triggered based on customer actions, such as making a purchase or subscribing to a newsletter, which helps keep customers engaged and informed.
- Automation can increase the ROI of your email campaigns by sending targeted, relevant messages to subscribers at the right time, resulting in more conversions and revenue.

Overall, email automations can help Londison DMC to streamline their email marketing efforts, improve customer engagement and satisfaction, and increase revenue.

Brand Consistency Appraisal

It is important for websites to have a consistent look and feel to maintain a strong brand identity and provide a positive user experience. It seems that londonist.co.uk has achieved this by adhering to a consistent design and branding across their website.









About Londonist

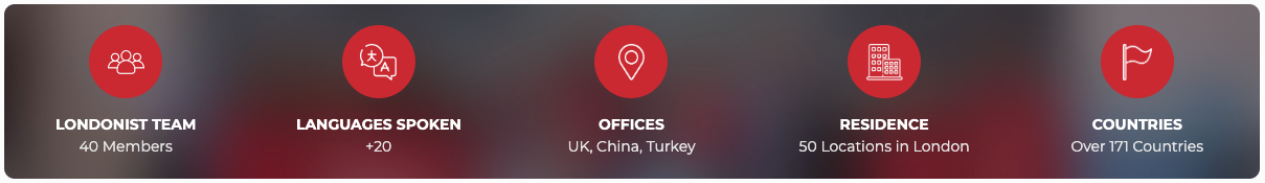
The Londonist DMC is an award-winning student accommodation agency located in central London. The company started in 2013 with 30 rooms and has had an impressive growth over the last 7 years, counting today around one thousand rooms over 50 different locations across London in zones 1,2 and 3 and 1 residence in the heart of Dublin.

Our portfolio includes student residences at King's Cross, Spitalfields, Old Street, Highbury, Islington, Camden, Greenwich and many more key locations.





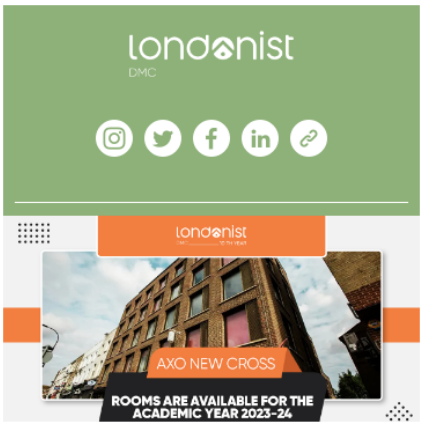




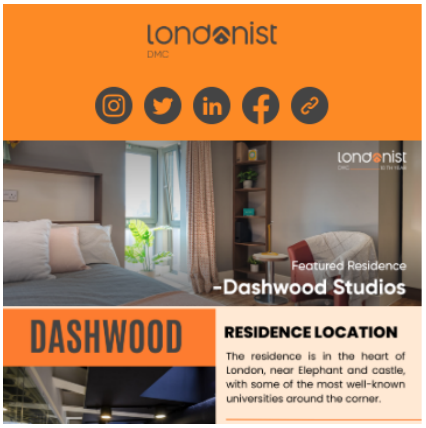


Consistency in design creates a cohesive and recognisable brand identity that users can associate with your company. This can increase brand awareness and help to build trust with users. By using consistent colours, typography, and design elements, Londonist DMC has created a visual language that is unique to their brand and distinguishes them from competitors.

The images above show this is very much what Londonist DMC do on their website. However, comparing the style against yout Mailchimp offerings the brand identity is not followed through.







Conclusion & Advice

To achieve brand consistency between Londonist DMC's website and email marketing, you should ensure that your email templates and designs are consistent with the branding and design elements used on their website. This includes using the same colour schemes, typography, and imagery to create a visual connection between the two.

Building specific templates into the Mailchimp eco system can help and guide users towards a more unified look and feel across mediums.

In addition to design consistency, the messaging and tone used in email campaigns should be consistent with the messaging and tone used on the website. This helps to create a consistent brand voice that users can recognise and identify with.

For example, taking any specific colour scheme, logo and font from the Londonist DMC website, you should use the same design elements in your email campaigns to create a visual connection between the two channels. Similarly, if you use a specific tone or messaging style on your website, you should also ensure that your email campaigns use a similar tone and messaging style to create a consistent brand voice.

Template Appraisal

Templates

When using Mailchimp's template library, it's important to conduct a thorough appraisal of the templates to ensure they meet the needs of your business and align with your brand identity. A template appraisal involves reviewing the available templates and assessing their suitability for your specific use case.

There is no specific number of templates that you should have in your Mailchimp account. The number of templates you need will depend on your email marketing goals and the types of campaigns you plan to create. It's important to have a variety of templates to choose from, but also to only keep the templates that are most relevant to your specific needs.

It's important to note that having too many templates can also be overwhelming and may make it difficult to find the right template for your specific needs. So, it's important to strike a balance and only keep the templates that are most relevant to your email marketing goals.

The Londonist DMC account currently has **396 email templates** and from an initial inspection each new campaign first has a temple created and named with that campaign.

Template Development

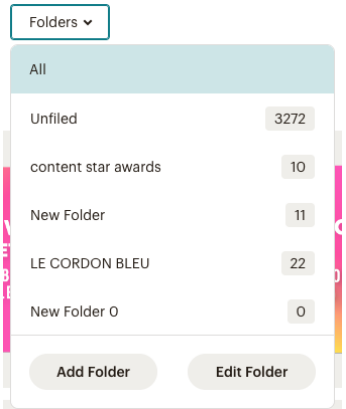
It appears, from a spot check of approximately 20 templates, that the Londonist DMC have created their templates using custom code rather than using Mailchimp's built-in template editor. It is only advisable to use custom coded templates if more complex templates or ones where unique design elements are required. The review suggests that the current Londonist DMC templates are neither complex or have unique design elements.

However, it also requires more technical expertise and may not be as user-friendly as using Mailchimp's built-in editor. Creating new campaigns based on custom coded templates required a high level of coding skills.

Asset Organisation

Segmenting asset files within Mailchimp involves organising your files into separate folders or categories within your account. This can help you to better manage your assets and make it easier to find and use the files you need for your campaigns.

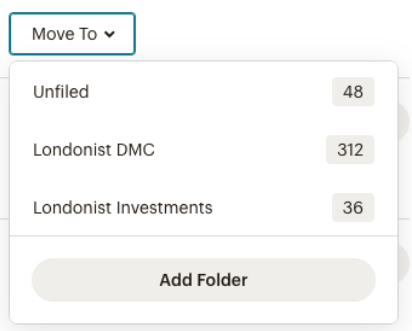
The Londonist DMC account currently has **3,305 asset** files, of which **43 files** have been segmented into 3 **folders**.



Conclusion & Advice

Templates

When naming Mailchimp templates, it's important to choose a name that accurately reflects the content and purpose of the template and not the name of the campaign specifically. A clear and descriptive name can help you quickly identify the template you need when creating new campaigns, especially if you have a large number of templates in your account.



If your current templates are not reused for future campaigns we suggest creating a 'archive' folder and moving all templates into this folder.

When creating a new template we also suggest creating folders to reflect the audience the template relates to (ie students, partners, and internal). Through this your templates will be better organised and easier to access and maintain

Template Development

Based on the information provided, it may be beneficial for the Londonist DMC to consider using Mailchimp's built-in template editor to create a series of templates that are specifically designed for their different audience sectors. Using Mailchimp's editor would allow Londonist DMC to create templates that are easier to customise and maintain over time, and would provide greater design consistency across their campaigns.

Asset Organisation

Creating templates using Mailchimp's editor would also make it easier to update and modify templates as needed, and would provide a consistent user experience for recipients of Londonist DMC's email campaigns.

- When organising your asset files in Mailchimp, it's important to choose folder names that are clear, descriptive, and easy to understand. Here are some suggestions for naming your Mailchimp asset folders:
- Use descriptive names that reflect the type of content in the folder. For example, you might use names like 'Images,' 'Videos,' 'Documents,' 'Logos,' or 'Templates.'
- Consider organising your folders by campaign or project. For example, you might use names like 'Spring Campaign 2022,' 'Monthly Newsletter,' or 'Holiday Sale.'
- Use consistent naming conventions across folders. For example, if you use a folder called 'Images,' you might create subfolders with names like 'Product Images,' 'Banner Images,' or 'Staff Headshots.'
- Avoid using generic or ambiguous folder names. For example, using a folder named 'Miscellaneous' or 'Other' can make it difficult to find the specific files you need.
- If you have a large number of files, consider organising them by date or version number. For example, you might use folder names like 'Version 1.0,' 'Version 2.0,' or '2023-05-04 Newsletter.'

Additional Mailchimp Services

Social Posts

Using social media posts in Mailchimp can offer several advantages for businesses, including the following:

- **Centralised Management:** Mailchimp allows you to create and manage social media posts within the same platform that you use for email marketing. This means that you can easily create, schedule, and publish social media posts alongside your email campaigns, making it easier to manage all of your marketing efforts in one place.
- **Consistency:** By creating social media posts within Mailchimp, you can ensure consistency in your messaging and branding across all of your marketing channels. This can help to reinforce your brand identity and build trust with your audience.
- **Increased Reach:** Social media can help to extend the reach of your marketing messages beyond your email list. By creating social media posts within Mailchimp, you can leverage your existing email content to reach a wider audience on social media.
- **Automation:** Mailchimp offers automation features that can help you to save time and streamline your social media posting process. For example, you can set up automated social media posts that are triggered by specific events or actions, such as new email campaign sends or website updates.
- **Analytics:** Mailchimp provides analytics and reporting tools that can help you to track the performance of your social media posts. This can help you to identify what's working well and what could be improved, so that you can optimise your social media strategy over time.

Based on this information, it appears that Londonist DMC has not been actively using Mailchimp to publish social media posts since 2021.

Conclusion

A review of your past social media posts would be beneficial to see which ones were most successful and identify any areas for improvement. You could also research current trends in social media marketing to ensure that they are using the most effective strategies and techniques for your sector.

Once you have a clear understanding of your goals and target audience, you could start creating new social media posts in Mailchimp. They could leverage the platform's automation features to schedule posts in advance, and use the analytics tools to track the performance of their posts and adjust their strategy as needed.

Postcards

Mailchimp postcards can offer several advantages for businesses, including the following:

- **Direct Mail Marketing:** Postcards allow businesses to reach customers through a physical, tangible medium that can be more engaging than digital communication. This can help to cut through the noise of digital channels and stand out in customers' mailboxes.
- **Personalisation:** Mailchimp offers customisation options that allow businesses to tailor their postcards to individual customers or groups of customers. Personalised messaging and offers can help to increase the effectiveness of direct mail campaigns and improve response rates.
- **Targeting:** Mailchimp provides segmentation and targeting features that allow businesses to send postcards to specific groups of customers based on criteria such as location, purchase history, and demographic information. This can help to ensure that postcards are reaching the most relevant audience and maximising their impact.

- **Automation:** Mailchimp offers automation features that allow businesses to schedule and send postcards automatically based on specific events or triggers, such as new customer sign-ups or rental agreement ending. This can help to save time and streamline direct mail campaigns.
- **Analytics:** Mailchimp provides analytics and reporting tools that allow businesses to track the performance of their postcard campaigns and make data-driven decisions. This can help to optimise campaigns over time and improve their effectiveness.

Conclusion

If Londonist DMS decides to explore the use of Mailchimp's postcard option as part of their marketing strategy, they should consider how it aligns with their overall goals, messaging, and target audience. They should also evaluate the costs and benefits of using this feature, including any potential impact on their engagement rates, conversion rates, and return on investment.

Best Practice Recommendations

Best practice recommendations have been made throughout the current document relating to each section as described. It is recommended that Londonist DMC marketing teams review all the above information and prioritise what they feel is important to their future email marketing offerings.

When making changes to a product or service offering, it is important to ensure that the changes are aligned with the relevant KPIs. This involves defining and tracking KPIs that are relevant to the specific offering and the goals of the organisation. Once these KPIs have been established, changes can be made with the goal of improving the metrics associated with these KPIs.

In summary, any changes made within a Mailchimp offering should be guided by the relevant KPIs and made in a way that is likely to improve the metrics associated with those KPIs. This helps ensure that changes are aligned with the goals of the organisation and are likely to have a positive impact on the performance of the offering.

If you require additional support with any aspect that has been discussed above please call the Teapot Creative team on **01460 281865**.





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