

nordique

Kennissessie e-mailmarketing & Mailchimp

nordique

Nieuwsbrieven



Nieuwsbrieven

nordique

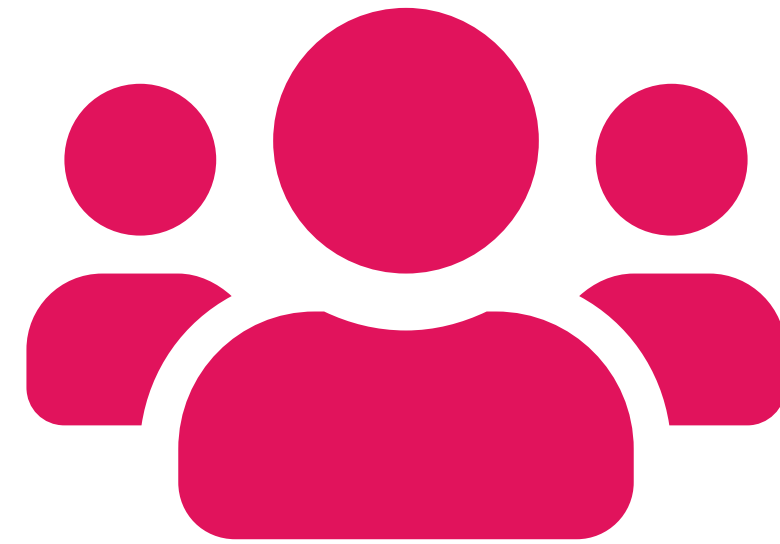
**72% van ontvangers
doet een aankoop
n.a.v. e-mail**

- **Nieuwe blog**
- **(persoonlijk) Aanbiedingen**
- **Gefeliciteerd met je verjaardag**
- **Welkom bij ons**
- **Uitnodiging voor evenement**
- **Oude relaties re-activeren**
- **Leeg winkelmandje**
- **Wachtwoord vergeten**
- **Upsell e-mail**
- **Evaluatie vraag**
- **Veel plezier met je product**
- **Contactaanvraag**
- **Brochure download**
- **Follow-up download**

Case: Middelbare school

Actie!

Relevantie



Meer of minder?

Doelgroep

**Engagement
betrokkenheid**

Opvallen

nordique

**Zou jij je eigen e-mails
willen lezen als je deze zou
ontvangen?**

Nieuwe blog
Aanbiedingen
Gefeliciteerd met je verjaardag
Welkom bij ons
Uitnodiging voor evenement
Oude relaties re-activeren
Leeg winkelmandje
Upsell e-mail
Evaluatie vraag
Veel plezier met je product

Aandacht

**Zijn mijn e-mails
waarddevol?**

**Zijn mijn e-mails
waardevol?**

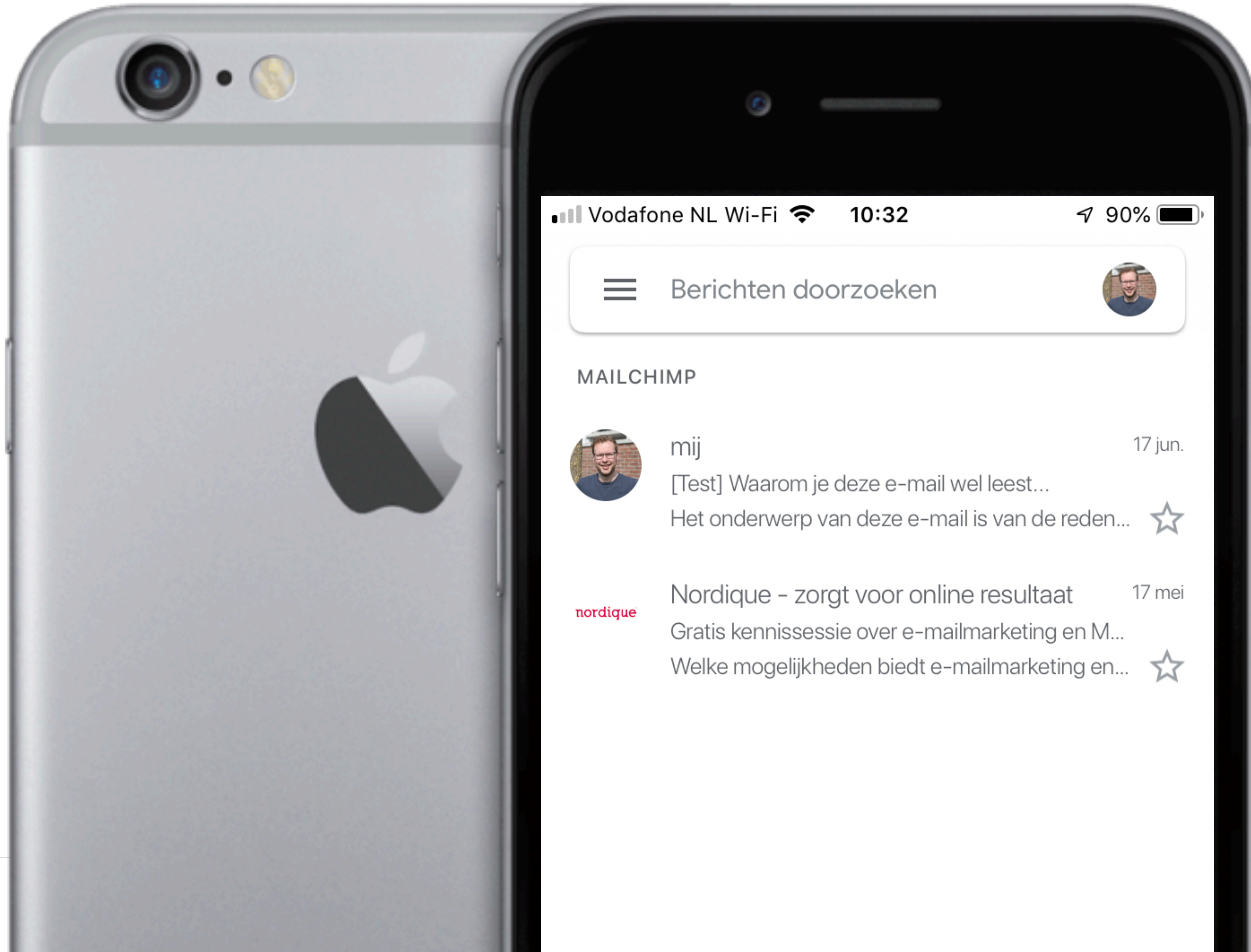
Ja?!





Nieuwsbrief

nordique



📶 Vodafone NL Wi-Fi 📶 10:32 🔋 90%



Berichten doorzoeken



MAILCHIMP



mij

17 jun.

[Test] Waarom je deze e-mail wel leest...

Het onderwerp van deze e-mail is van de reden...



nordique

Nordique - zorgt voor online resultaat

17 mei

Gratis kennissessie over e-mailmarketing en M...

Welke mogelijkheden biedt e-mailmarketing en...







Nordique

- [Overview](#)
- [Settings](#) ▾
- [Billing](#) ▾
- [Extras](#) ▾
- [Integrations](#)

Domains

Emails

Verify a domain to use as a “from” address when you send emails. Authenticate the domain to improve deliverability. Read our [custom domain setup guide](#).

[Verify A Domain](#)

conversionheroes.nl

To help improve your email delivery rates, [authenticate your domain](#).

Verified

Authenticate ▾

nordique.nl

Authenticated

Disable Authentication ▾

Landing Pages

Use your own domain Paid Feature- \$99/year

[Buy Access To Custom Domain](#)

Feedback

Hoe val je op?

Pauze

nordique

Case: Onderwijsinstelling

Betrokkenheid / engagement

Delivery-Rate
Bounce-Rate
Open-Rate
Click-To-Open Rate

**Hoe verbeter je
voorgaande cijfers?**

Persoonlijk.

**Daarom:
segmenteren**



Let's get started!

Draft

Draft email

[Finish later](#)

Schedule

Send

Test voor de kennissessie

[Edit name](#)



To

Who are you sending this campaign to?

Audience

Relaties Nordique

Segment or Tag

Group or new segment

New Segment

Paste Emails

Update Recipient Count

- Subscriber Data
- Automation Activity
- Campaign Activity
- Contact Rating
- Conversations Activity
- ✓ Date Added**
- Email Client
- Email Marketing Status
- Info Changed
- Landing Page Activity
- Language
- Location
- Postcard Activity
- Signup Source
- Groups
- Klantstatus en onderhoud
- Relatie
- Merge Fields
- Aanwezig kennissessie
- Achternaam
- Bedrijf

the following conditions:

is after

the last campaign was sent - 17/06/2019

[What's This?](#)

Add From

Feedback

- Subscriber Data
 - Automation Activity
 - Campaign Activity
 - Contact Rating
 - Conversations Activity
 - ✓ Date Added
 - Email Client
 - Email Marketing Status
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 - Relatie
- Merge Fields
 - Aanwezig kennissessie
 - Achternaam
 - Bedrijf
 - E-mailadres
 - Kennissessie aanwezig
 - Voornaam

the following conditions:

is after ▼

the last campaign was sent - 17/06/2019 ▼

What's This?



**Meer of minder
ontvangers?**

**Meer relevante
ontvangers!**

Pop-up op je website
Via contactformulier
Uit je CRM
Persoonlijk vragen
Delen op social media



Audience

Current audience

Relaties Nordique ▾

View Contacts

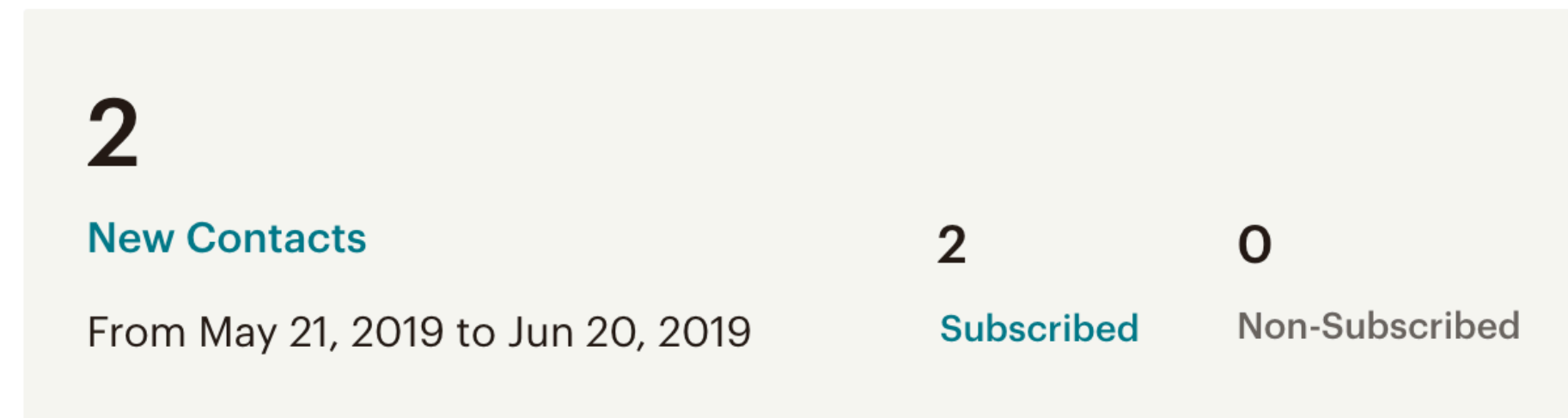
Manage Audience ▾

- Add a subscriber
- Import contacts**
- Signup forms
- Manage contacts
- Settings
- View audiences

This audience has **2,411** contacts. **868** of them are subscribers.

Recent growth

New contacts added to this audience in the last 30 days.



Where your contacts came from:



● 50% API - Generic ↗

● 50% Admin Add ↗

Tags

Tags will show up here. [Learn more about tags](#)

Organize and target your audience based on what you know

Examples: Influencer, Member, or Reader

Feedback

**Maar hoe maken we
nu een campagne?**



Campaigns

Create Campaign

Current audience

All audiences ▾

View by Status

- Recent
- Ongoing
- Draft
- Completed

View by Type

- Regular Campaign
- Automation
- Landing Page
- Ad Campaign
- Postcard Campaign
- Social Post

Create Folder

Regular Campaign

Sort by Last updated ▾

This Week (1)

	Kennissessie MC - Herinnering naar niet lezers	Sent	6.1% Opens	0.7% Clicks
	Regular · Relaties Nordique Unsaved segment			
	Sent ma, juni 17th 12:25 PM to 439 recipients by you			

Past Month (2)

	Kennissessie - Herinnering - E-mailmarketing	Sent	26.5% Opens	0.6% Clicks
	Regular · Relaties Nordique			
	Sent ma, juni 10th 1:00 PM to 880 recipients by you			

	Kennissessie - E-mailmarketing	Sent	25.3% Opens	1.3% Clicks
	Regular · Relaties Nordique			
	Sent vr, mei 17th 10:08 AM to 895 recipients by you			

Feedback



Let's get started!

Draft

Draft email

[Finish later](#)

Schedule

Send

Test voor de kennissessie

[Edit name](#)



To

Who are you sending this campaign to?

Add Recipients



From

Who is sending this campaign?

Add From



Subject

What's the subject line for this campaign?

Add Subject



Content

Design the content for your email.

Design Email

Learn More

Feedback

|FNAME|



Let's get started!

Draft

Draft email

[Finish later](#)

Schedule

Send

Settings & Tracking



Use Conversations to manage replies

When enabled, we'll generate a special reply-to address for your campaign. We'll filter "out of office" replies, then thread conversations into your subscribers' profiles and display them in reports.



Auto-convert video

Turn this on, and we'll scan your content for embedded videos (which don't always render properly in email apps), then auto-convert them to use our email-friendly [video merge tags](#) instead.



Track opens

Discover who opens your campaigns by tracking the number of times an invisible web beacon embedded in the campaign is downloaded. [Learn more](#)



Track clicks

Discover which campaign links were clicked, how many times they were clicked, and who did the clicking.



Track plain-text clicks



Google Analytics link tracking

Track clicks from your campaigns all the way to purchases on your website.

Title for campaign

14 characters remaining

EMAIL_CAMPAIGN_2019_06_19_10_33



ClickTale link tracking

Gain insight to how subscribers interact with your email content. Requires [ClickTale](#) on your website.



Track stats in Salesforce

First, [enable Salesforce](#) in Account > Integrations.



Track member activity in Capsule

First, [enable Capsule](#) in Account > Integrations.



Let's get started!

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Draft email

[Finish later](#)

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- Bedrijf

the following conditions:

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What's This?


Add From

Feedback



Select a template

- [Layouts](#)
- [Themes](#)
- [Saved templates](#)
- [Campaigns](#)
- [Code your own](#)



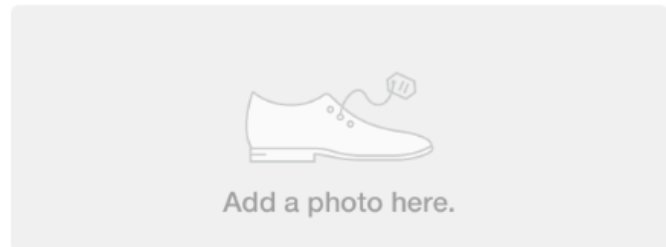
More ways to tell your story
Get access to a variety of layouts that can keep your emails looking professional and fresh.

[Upgrade Now](#)

Featured

Logo

Showcase your products.



Add a photo here.

Feature the star of your collection first.
To get started, replace the image above with a striking product photo to catch people's attention.
Then, describe what makes your product unique, useful, or gift-worthy. Be sure to highlight the main features, and let people know where it's available.

[Start Shopping](#)


Sell Products

Market a line of products or promote seasonal items.


Logo

Have an announcement to make?


Share your big news.



Add a photo here.



Add a photo here.



Add a photo here.


Make an Announcement

Share details about a sale, event, or other big news.

Logo

Share your story.

Newsletters keep people engaged with your brand. Share articles or videos, let people know about new products or promotions, or invite them to events.



Add a photo here.

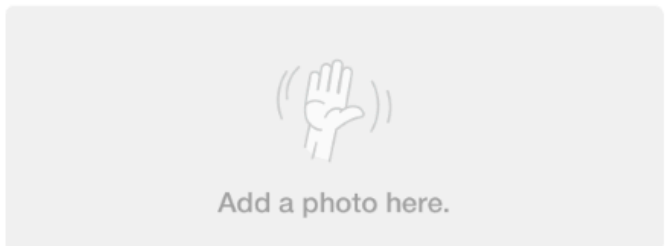
The main story
Make your email easy to scan by leading with one big feature or idea, like your latest blog post or a new product feature.
Start by replacing the full-width header and feature images with your own, or use a [solid color background](#).

Tell A Story

Send a newsletter to let people know what you've been up to.

Logo

Send a tailored follow-up email.



Add a photo here.

Keep people involved by following up with a personal message or discount code. Start by replacing the full-width header with a different color or a high-res image.
If you [sell things](#), welcome new customers after a purchase, let lapsed customers know you miss them, or offer a deal to your best customers. If

Follow Up


Send a tailored email to people who have engaged with you.

Logo

Help people use your product or service.

Show how to get the most out of your products or explain how to get involved with your organization.
First, replace the logo and change the full-width header to a different color or to a high-res image. Then, enter your content in the blocks below.

[Let's Get Started](#)



Add a photo here.

Educate

Explain your products or share knowledge about a topic.

Basic









[View this email in your browser](#)

Logo

It's time to design your email.

Now that you've selected a template, you'll define the layout of your email and give your content a place to live by adding, rearranging, and deleting content blocks.

When you're ready to change the look of your email, take a look through the "design" tab to set background colors, borders, and other styles.

If you need a bit of inspiration, you can [see what other Mailchimp users are doing](#), or [learn about email design](#) and blaze your own trail.



Copyright © *ICURRENT_YEAR* *ILIST:COMPANY*, All rights reserved.
IIFNOT:ARCHIVE_PAGE *ILIST:DESCRIPTION*

Our mailing address is:

HTML:LIST_ADDRESS_HTML *IEND:IF*

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).

IIF:REWARDS *HTML:REWARDS* *IEND:IF*

Content

Design

Comments



Text



Boxed Text



Divider



Image



Image Group



Image Card



Image + Caption



Social Share



Social Follow



Button



Footer



Code



Video

Need a refresher? [Take a quick tour](#).

Goede e-mailmarketing =

1. Persoonlijk

2. Aansprekend

3. Relevant

4. Actiegericht

**Waarmee kunnen we
jou helpen?**



nordique

nordique

Kennissessie e-mailmarketing & Mailchimp

nordique