EMAIL MARKETING
MISSOURI STATE UNIVERSITY
OFFICE OF WEB AND NEW MEDIA

February 24, 2009
Overview

Missouri State University now offers email marketing services through a third-party system called MagnetMail.
Overview

These tools are available to university departments and offices, and are intended for use in sending email to external audiences.

Emails intended for an internal audience are reviewed on a case-by-case basis.
Embracing Social Media to Create an Engaging Online Experience
Webinar on February 18, 2009

You've heard all about it: Web 2.0 can deepen online relationships and lower the cost of reaching new customers.

Now meet a company that has successfully done it!

This interactive webinar will give you an in-depth look at how STA Travel successfully transformed their web presence into an award-winning Web 2.0 and social media site, one that leverages user-generated content to find and engage new audiences and drive revenue.

You'll also hear about other truly innovative organizations that are successfully embracing social media to create an engaging social marketplace as part of their Web content management strategy and getting real business results out of it.

Join us to learn how to empower your team to:

- Publish content from your content management platform to Web 2.0 spaces (Facebook, Twitter, YouTube, etc.) to find and engage customers and prospects - wherever they are
- Leverage user-generated content to provide a content-rich site that improves both online experience and site traffic
- Increase conversions and accelerate pipeline by placing relevant information that is in direct relation to the conversation at hand
- Create customer engagement and loyalty by empowering your online community to shape and influence your reputation

Complimentary Webinar
February 18th at 2pm EST

Register Now

Presenters:
Susan Ghoshani
Social Media Strategist
OpenText
With over 15 years of IT project and engagement management experience, Susan has embraced the social media revolution. He is an integral part of the Open Text Social Media team, and works closely with customers to create digital strategies that deliver meaningful and measurable results.

Craig Hoburn
Sr. Manager Digital Strategy
OpenText, and Former Webmaster STA Travel
Recently voted as one of the UK's top 25 stars in the digital media sector, Craig is passionate about usability, digital marketing, Web 2.0, social media and digital innovation with business. He was the driving force behind STA's award-winning social media site, and was featured on the January 2009 cover of Revolution Marketing magazine.
Why use Email Marketing Services?

- Cheaper than print
- Ability to track who receives and opens the message
- Link directly to your campaign website
Why use MagnetMail?

- Support from the Office of Web and New Media
- MagnetMail has special tools to prevent your messages from being labeled as Spam
- Use of the missouristatemailings.org ‘From’ address will help the University avoid being blacklisted
Two Approaches to Email Marketing

1. Emailing a group of addresses you already have and develop a contact list

2. Have a campaign that grows over time as people subscribe
<table>
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<th>Cost</th>
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<td>Emails can be sent through Magnet Mail for $0.03 per email recipient, and will be billed monthly.</td>
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Additional Services

Use of the generic Missouri State University template is available and free.

A unique template can be designed and developed for your organization.

You may also use the Missouri State template but have custom content designed and developed.

Both are available for an additional fee.
Features

Manage contacts and subscriptions

• Upload contact lists as Excel .csv file
• MagnetMail handles all unsubscribe requests automatically
• Add, edit, delete and search for individuals in your contact group
Manage and edit messages

- Easily create HTML and Text versions of message
- MagnetMail uses simple WYSIWYG editor
- Preview both versions of your email message
- Built-in Spam Checker will show you the likelihood that your message will be tagged as spam
Features

Track deliverability of your messages

- View stats for all messages:
  - Sent
  - Delivered
  - Opened
  - Clicked
  - Bounced
  - Unsubscribed
- Resend soft bounces to recipients
Beginning Educator Assistance Renewal and Support

Schedule

**SEMINAR SERIES**

Beginning Teacher Seminar Series

The Seminar Series is designed to provide timely professional development to beginning teachers. Topics are carefully selected to address the issues involved with setting up that first classroom.

Classes are offered on campus at Missouri State and via ITV/Polycom at Mountain Grove, Lebanon, West Plains and Joplin campuses. Choose the location that works best for you. All sessions: 6:30 - 7:30 pm.

February 23, 2009 Teaching to the Depth of Knowledge

Stephen Seal

The focus of this workshop will be writing instructional objectives that direct instruction towards all four levels of the Depth of Knowledge.

March 16, 2009 Classroom Resources from the Missouri Department of Conservation

Jay Barber

This session is suitable for all grade levels and spans all content areas, not just science.

April 20, 2009 Becoming More Learner-Centered

Dr. Jeffrey Cornelius White

This session will focus on interpersonal skills with students, administrators, fellow teachers and parents, innovative classroom methods and a balanced approach to classroom management to help you move towards becoming more learner-centered.

Schedule "Send & Receive All" will run in less than a minute.
Get Started

Request email marketing:

- http://www.missouristate.edu/web/emailmarketing.htm

Log in to MagnetMail:

- http://www.magnetmail.net

Additional instructions:

- http://www.missouristate.edu/web/emailmarketing.htm