

PACKAGES 2024

Mailchimp.

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Teapot.



THE CREATIVE DIGITAL AGENCY

Creating digital experiences, growth and brand presence.

Teapot is an integrated agency driving innovation, creative journeys and digital performance. We've got you covered for brand development, creative coding, digital marketing, and more - growing alongside our clients and community.

Our team create change by empathising with your challenges and responding with inspiring solutions. We believe in doing good as well as doing good work, so are committed to social responsibility; from green hosting to local charities.

MAILCHIMP

Make creative campaigns.

Mailchimp is a fantastic email marketing platform that hundreds of thousands of businesses use to boost their sales and engage with their customers. From simple news updates to product and sales promotions, email marketing can be an effective tool for your business. Mailchimp can also do so much more; automated campaigns, journey based automations, and transactional emails to name a few. We can help if:

- Your template is in need of a new design
- Your audience engagement is poor
- Automated customer journeys are required
- You'd like Mailchimp to increase sales

We assist in creating engaging, targeted, and personalised automated email campaigns that can drive sales and build stronger customer relationships. Providing tools for audience segmentation, automated email campaigns, personalisation, and A/B testing.



OUR SERVICES

Turn emails into revenue.

Templates.

The templates we design are always on-brand, striking and engaging for your audience. All of our designs are responsive and modular, giving you versatility when adding your content and building your campaigns.

From simple news updates for your customers, product and sale promotions, helping get your ideas into a new design, or simply bringing an existing template up-to-date, we're here to help you.

Please note that mail client software is notorious for displaying mail campaigns poorly. This is why we generally use Mailchimp's own template as a base, as it has been thoroughly tested on all applications and it works responsively. We can design and build custom templates but these are inherently difficult and therefore more expensive.

Landing pages.

These are a great tool to boost product sales, drive and focus traffic with a purpose or increase newsletter sign ups. We can design and create landing pages that give you the opportunity to show off your products, promotions, or simple news updates. You could use them as a sign up form at an event or share them across your social media channels and monitor their success.

Audience segmentation.

Mailchimp allows us to segment your subscriber list based on various criteria such as location, past purchases and interests. It's much better to send smaller, more targeted campaigns to specific subscribers than one big blanket email campaign. This results in higher engagement and ultimately more sales.

If your list has grown out of control and needs to be tamed, we offer help with segmenting your lists – your subscribers and your click-through rates will thank you for it.

Automated email campaigns.

Mailchimp allows you to create automated newsletters that respond to the activity of your website visitors and works behind the scenes automatically.

We can help you create automated campaigns that are triggered by specific actions or events, such as a subscriber joining their email list or abandoning their cart on your website. These automated communications can help clients stay top-of-mind with their subscribers and increase their chances of making a sale.



Personalisation.

Personalise your emails with dynamic content such as the recipient's name, past purchase history, and more. This personalisation can help clients establish a stronger connection with subscribers and increase the likelihood of a sale.

Integrations.

Mailchimp integrates with almost any website – If you're looking to save time with an automated signup process, or you want to add a well designed, customised signup form, our team can help you achieve your goals.

There are plenty of off the shelf solutions but if you need something more bespoke we can still help. We can design and build an integration that ensures you're capturing that all-important customer information.

Content planning, copywriting and creation.

If you're struggling to put pen to paper and produce engaging content for your subscribers, we're more than happy to relieve the stress.

We can create content plans for whole campaigns across months or a year which will form the backbone of your Mailchimp strategy. Teapot provides copywriting and content creation services that will take the headache away from you and free up time.

We can help make your email marketing an integral part of a wider campaign across lots of channels such as social, online or offline marketing. In fact we can help you with all aspects of marketing.

Campaign management.

Our team can take complete care of your Mailchimp campaigns, strategising your email marketing and reporting back to you. Alternatively, we can help set everything up and let you run it yourself with our guiding hand – we're very flexible in our approach and our delivery.

A/B testing.

Mailchimp allows you to test different versions of your emails to see which one performs better in terms of open rates, click-through rates, and conversions. By testing different elements such as subject lines, images, and calls to action, we can optimise your emails for maximum sales.

Audits and discovery.

Let our team review your Mailchimp account, from general setup and list status, to subscriber health and template design. Once we've finished, we'll provide you with a report that will help you see what you are doing right and what you can be doing to improve.

This can lead into a discovery phase for a larger project which looks at how we can influence and improve your interactions with your audience using this expansive platform and beyond.

