E-NEWSLETTERS

DIYDIGITAL.COM.AU

LISTS

List before import into MailChimp (or other bulk email marketing software)

- Each piece of information has its own column
- The source field complies with Australian Privacy Principle regulations
- The dogs/cats field allows this animal service provider to segment their newsletters by animal type
- The postcode, state and country fields allow this business to segment their newsletters by location
- The company name and last name allow for extra search fields when there is a need to look this business up in the list
- The first name allows the e-newsletter to address the person by name, eg. Hi Adam

	A	B	C	D	E	F	G	H	I	J
1	**Organisation**	**First Name**	**Last Name**	**Email Address**	**City**	**Postcode**	**State**	**Country**	**Source**	**Animal**
2	ABC Company	Adam	Bennett	adam.bennett@gmail.com_	CAULFIELD	3125	VIC	Australia	Customer	Dogs
3	Denzel Pty Ltd	Dana	Ellis	d.ellis@denzel.com	FIRLE	5124	SA	Australia	Customer	Cats
4	Granite Solutions	Gary	Harvard	contact@granitesolutions.com.au	INLES	3126	VIC	Australia	Family_Friend	Cats
5	Jaffa Cinemas	Kylie	Long	kylie@jaffas.net.au	MARMOT	432590	OR	USA	Club	Dogs
6										
7										