

Setting Up Your Email Newsletter with Mailchimp

This hands-on email marketing training series is designed specifically for tourism professionals looking to grow their businesses through targeted digital outreach. Over the course of three lessons, participants will learn how to create effective email campaigns using Mailchimp, a leading email marketing platform. From setting up an account to building engaging newsletters and implementing time-saving automations, this course equips learners with practical tools and strategies to connect with their audience, boost engagement, and drive meaningful results. No prior experience is necessary - just a willingness to explore how email marketing can elevate your tourism business.

Jelly Academy was founded by B.C. based Indigenous marketer Darian Kovacs in 2015 with a twofold goal: to make Canadian education more accessible to underrepresented groups and to equip the nation's talent pool with the digital skills that were becoming increasingly in demand. As of March 2023, 55% of Jelly Academy's graduates have been Indigenous - a 37.5% increase from the previous year.

Indigenous Tourism BC is happy to support enrollment in this dedicated training series for Indigenous tourism businesses, Indigenous entrepreneurs and First Nations communities in BC.

Live workshops online, Thursdays July 3rd - 17th, 2025

- July 3: Introduction and Account Set Up (12pm - 1pm PST)
- July 10: Setting Up Your First Newsletter (12pm - 2pm PST)
- July 17: Setting up Your First Email Automation (12pm - 2pm PST)

COURSE CONTENT

Lesson 1: Introduction and Account Set Up (2 hours)

In this lesson, students will learn why email marketing is an essential part of driving success for your tourism business, and how it fits into the marketing suite. The second part of the lesson will focus on getting all participants set up with a free Mailchimp account so that their accounts can be used in the subsequent lessons.

Key Learning Objectives:

1. Understand how email marketing can drive growth for any tourism related business.
2. Understand the value of email marketing audiences vs. audiences in other marketing channels
3. Know how to set up an account on a leading email marketing tool

Lesson 2: Setting Up Your First Newsletter (2 hours)

In this lesson, students will go through the set up of their first email newsletter, step by step. This will include uploading and creating email lists, best practices for writing email copy, and how to utilize media like graphics, images and videos in a newsletter.

Key Learning Objectives:

1. Understand the differences between informational and promotional e-newsletters
2. Understand how to upload and create CASL compliant email lists
3. Understand how to write captivating email copy that highlights the value of your business for customers and potential customers
4. Understand best practices for utilizing media in emails, including graphics, images and videos
5. Understand what metrics to focus on, evaluate and track for performance improvements

Lesson 3: Setting up Your First Email Automation (1 hour)

In this lesson, students will learn the value of email marketing automations, including how it can help you move customers down the funnel, and provide additional value to your audience without much work on your part.

Key Learning Objectives:

1. Understand how to build your first email automation campaign
2. Understand the different triggers that can be implemented for automation, and the value each provides
3. Understand how to review performance from your automations to make improvements
4. Learn about the option to integrate SMS automation into a paid version of a Mailchimp account

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