

$$80k + \left(\text{Freddie} + \text{MailChimp Website} \right) \left(\text{500 Free Plan} \times \text{Sep-Dec} \right) = 225k$$

GOAL
INCREASE MARKET SHARE

Campaign Monitor and Constant Contact took up much of the email marketing space and MailChimp wanted to swing with the big boys.

STRATEGY
REFRESH AND NEW FEATURES

To attract new users, we refreshed the logo, Freddie—the mascot, and created the Forever Free Pricing Plan, which allowed people with lists of 500 or less, 3000 sends per month free of charge.

TACTICS
AGGRESSIVE AD CAMPAIGN

To promote the new plan we made a series of banner ads that ran via The Deck and other advertising outlets from September to January.

RESULTS
225K USERS AND COUNTING

At the end of the Fall Power to the People campaign usership nearly tripled to over 225k. MailChimp continues to grow at a rapid clip, and has carved out a nice place in the email marketing space.

MailChimp

DesignLab

POWER TO THE PEOPLE
FALL 2009