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Mailchimp was acquired by Intuit for \$12B. But first, it was a side hustle for 7 years. Until 2009, when Mailchimp's user base exploded from 85k to 450k users in one year.

These 3 growth tactics led to Mailchimp's growth.

1. **Free Forever Plan.** In 2009 Mailchimp introduced their "Free Forever Plan" where users could use Mailchimp for free, forever, until they reached 2000 subscribers on their email list. This gave users not only a taste-test of MailChimp as software but it also gave users the groundwork to start building their email list.
 - a. New Business
 - i. Forever Free
 - ii. Create beautiful, professional campaigns and marketing automations for free-no design or coding.
 - iii. You can send 12,000 emails a month to a list of up to 2,000 subscribers with MailChimp's Forever Free plan, though a few features are only available to paying users.
 - iv. Is it really free forever? It sure is. As long as you've got 2,000 or fewer subscribers across all lists in your account, you can send up to 12,000 emails per month without paying us a dime. We won't even ask for a credit card.
 - b. Growing Business
 - i. Starting at \$10 per month
 - ii. Level up with unlimited sending predicted demographics, email delivery by time zone, advanced testing tools, and access to our helpful support team any time you need it.
 - iii. Why should I upgrade to a paid account? As a paying customer, you can send more than 12,000 emails a month, access additional features, and remove MailChimp's badge from your campaign footers.
 - c. Pro Marketer
 - i. Additional \$199 per month
 - ii. Improve performance with enterprise level features for high-volume senders like multivariate testing, comparative reports, and much more.
 - d. So, how did they convert free users into paid users?
 - i. Mailchimp capped how many subscribers a user could have at 2000
 - ii. Mailchimp capped how many emails a user could send every month at 12k

- iii. Mailchimp offered free features like automation to help users grow faster (accelerating the above metrics)
- iv. Mailchimp created a resource center for users to succeed.
- e. With these tactics, Mailchimp created the ceiling for users but gave them the ladder to reach it.

2. Mailchimp's Digital Billboard

- a. The brilliance of their Forever Free Plan was the addition of the digital billboard Mailchimp added at the footer of each email sent until a user upgraded.
- b. This made each email an ad for Mailchimp creating a viral effect.
- c. Turning Mailchimp into an automated machine continuously feeding itself new users through their customers' email lists.
- d. And if you want to remove it? Then upgrade.

3. MonkeyRewards

- a. And for those who upgraded to a paid plan and have the choice to remove the Mailchimp logo? Mailchimp incentivized them not to remove it through their Monkey Rewards program. How?
- b. If someone clicked the Mailchimp badge in your email and signed up then Mailchimp awarded you with \$30. And the person who signed up also received \$30.
- c. The results after year one? MailChimp Co-founder and CEO Ben Chestnut said:
 - i. MailChimp grew from 85k users to 450k users
 - ii. MailChimp's paying customers grew by 150%
 - iii. MailChimp's profit grew 650% in one year