



MailChimp Presentation

August 25, 2021

What is Mailchimp? Mailchimp is one of the **most popular email marketing service providers** in the world primarily because they offer a forever free email marketing service plan. Mailchimp comes with an easy drag-and-drop email builder, autoresponders, segmenting contacts into groups, and simple tracking for analytics.

Last December Nancy did a session that included an overview of MailChimp. Click [here](#) to watch it on YouTube (the MailChimp discussion starts at 46 minutes).

Why I implemented MailChimp

1. I like using Mailchimp because the reader doesn't click on anything more than the email. **My goal is to get more eyes on whatever I am sending out-a simple email or a newsletter.**
2. It has easy statistics, so you know who has seen your email and who hasn't. You can send the email to those who didn't click on it originally. You can also make a replica and send it again as a reminder. I do that when I am sending a Zoom invitation and then I send a replica as a reminder two days before the meeting with **Reminder** in red.
3. No email addresses are shown. I know you can blind copy but with MailChimp, you don't need to do that. **Once you have your database you can tag a group and you don't need separate databases.**



4. Mailchimp is a recognized platform and fewer emails go into spam, bulk email, or whatever it is called. I have made several templates so members can recognize the branding. The only email accounts I have had issues with in MailChimp is Gmail. **Gmail will sometimes go into their social or promotions folder.**

MailChimp Vocabulary

Audience- an audience is where you store and manage your contacts (a database). A free account entitles you to one audience.
(<https://mailchimp.com/help/getting-started-audience/>)

Subscriber- Someone who you have their permission to receive your emails.

Campaign- An email. This is where I want to spend most of our time so you will feel comfortable creating a campaign.

Content Studio- The content studio organizes your images, documents, and other files in MailChimp. Use it to store and manage the content you'll share with your audience.

Replicate- To copy a campaign. This is a very helpful procedure for sending reminders. For instance, maybe you send a reminder email each month to the board regarding the board meeting. Create one campaign then replicate it and change the date etc.



4 Easy Steps

1. Create an account
2. Create a mailing list
3. Create a campaign
4. Send (and resend) your campaign

Create an Account (<https://mailchimp.com/help/create-an-account/>)

1. Open MailChimp (<https://login.mailchimp.com/signup/>)
2. Choose **“Sign up for Free”**
3. **Fill in the entry form**
4. **You’ll receive a confirmation email**
5. **Activate your account**
6. **Confirm you are human!**
 - a. Enter your name
 - b. Type of business, website, address
 - c. Indicate if you sell products
 - d. Connect your social media
7. Mailchimp blocks signups from [role-based email addresses](#) like `admin@pottedplanter.com` or `security@example.com`.




Get started with a free account

Create a free MailChimp account to send beautiful emails to customers, contributors, and fans. Already have a MailChimp account? [Log in here](#)

Email

Username

Password

 Show

- One lowercase character
- One uppercase character
- One number

- One special character
- 8 characters minimum

Get Started!

By clicking this button, you agree to MailChimp's [Anti-spam Policy & Terms of Use](#).

Create a Mailing List (an audience)

If you do not have an audience, to create an audience:

1. Click the '**Audience**' icon in your account, then select '**Audience Dashboard**'.
2. Select '**View audiences**' from the '**Manage Audience**' drop-down.
3. Click '**Create Audience**'. Fill out the Create Audience Form and save.
4. Go to **All Contacts** and click on **Add contacts**.



If you have contacts that can be imported then click [here](#) for a tutorial.

If you need to add them individually then click on **Add a Subscriber** and complete at least the email, first and last name, and **click that the person has given permission to receive emails.**

Tags- Tags are labels that help you organize your subscribers. They are highly customizable and help you bring your own contact structure into MailChimp

After you create tags, you can send campaigns directly to specific tags in your audience. There is not a limit for how many tags you can have in an audience.

To send to a tag, select the tag from the 'Segment or Tag' drop-down in your campaign.

Audience <

Audience dashboard

All contacts

Signup forms

Tags

Segments

Surveys

Inbox

Upgrade

Audience

Tigard Area AAUW Paid 2017-18

Your audience has 30 contacts. 30 of these are subscribers.

Overview Manage contacts Add contacts Signup forms **Settings** Inbox Surveys

Tags

<input type="checkbox"/>	Name	Bulk Tag Contacts	View
<input type="checkbox"/>	Board Members Created 7/24/18 1:34PM		View
<input type="checkbox"/>	Next Door Created 2/29/20 9:51AM		View



Create a Campaign (<https://mailchimp.com/help/use-text-content-blocks/>)

The screenshot shows the MailChimp dashboard. On the left is a vertical navigation menu with icons for Home, Create, Audience, Campaign, and Content Studio. Red arrows point from text labels to these icons. The main content area displays 'Hello, Tigard' with a clapping hands emoji. Below this is a section for 'Most recent campaign performance' showing a campaign titled 'Completed Campaign • Jul 29 (copy 09)' with 30 recipients. Performance metrics are listed: Open Rate 60.0%, Clicks Per Unique Open 27.8%, Successful Deliveries 29, and Total Opens 100. A preview of an email campaign is shown, featuring the AAUW logo and a 'Branch Jazz' graphic. A text block in the preview reads: 'A reminder that the survey will close Saturday August 1st. Thank you if you have responded and if you haven't please consider responding in the next operations before Sunday.'

To create an email campaign, follow these steps after you have logged in:

A. Create a Template

1. Click the Campaign icon, then click on Email Templates then Create a Template.
2. I would suggest starting with the 2nd Basic Template (One column – Full Width). Click Save and Exit (bottom right-hand corner). Name your



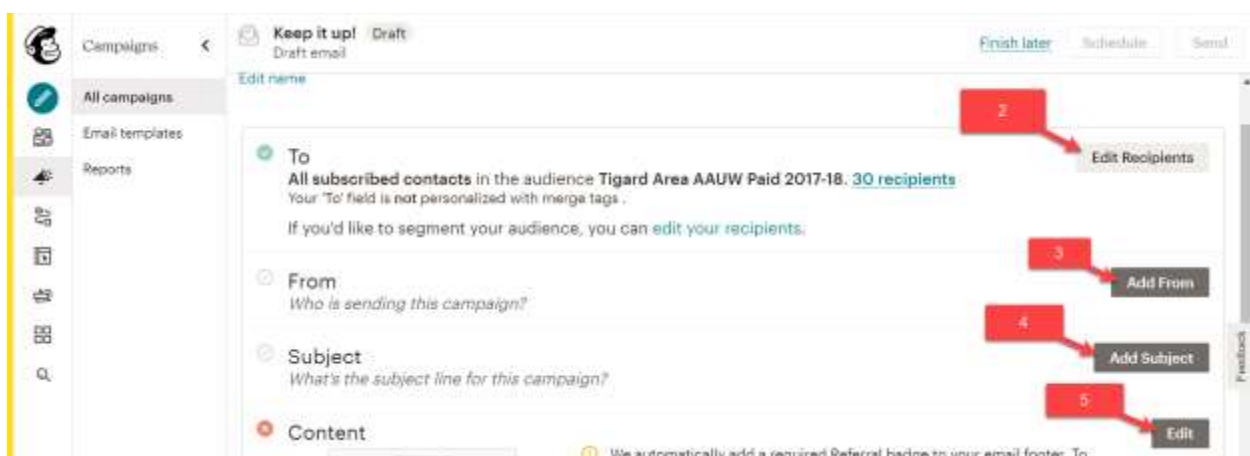
Template by clicking on the Monkey and click Save. You can have many Templates.

3. This takes you to Templates.

B. Campaign Builder (the fun/creative part)



1. Click on the \vee then Create Campaign-(**Do not click on edit as you would be editing the Template**)





2. **To:** Who is the email going to?

Click on: Edit

--Audience- your one audience will be in the drop-down menu.

--Segment or Tag-If your email is to be sent to a group that has a tag open the drop-down menu and select the appropriate tag

--Check the Personalize the “To” field

--Select *FName* (the email will be addressed to the recipient’s 1st name)

--Click Save

3. **From:** Who is sending the email?

Click Edit From: The Name and email address of the branch will be there

Click Save

4. **Subject:** What is the email about?

Click Add Subject

Add your subject. Your subject will also appear at the top of the form

Click Save



5. Content

Click Edit (You must Save and Exit each block.)

Update your Social Media Info



Click [here](#) to see an email I created as a learning tool. It has 16 blocks (12 different types of blocks or different ways of managing the blocks). I have included info about the type of block, including some instructions and suggestions.

Send a test to yourself before you send your Campaign

You're almost finished! Draft
Draft email

[Finish later](#) [Schedule](#) [See](#)

Summer Camp MailChimp Example

[Edit name](#)

To
All subscribed contacts in the audience **Tigard Area AAUW Paid 2017-18**. [30 recipients](#)
Your 'To' field is personalized with "IFNAME". [Edit Recipients](#)

From
Tigard Area AAUW • tigardsauw@gmail.com [Edit From](#)

Subject
Summer Camp MailChimp Example [Edit Subject](#)

Content [Edit](#)

We automatically add a required Referral badge to your email footer. To remove the badge, [upgrade your account](#).

A plain-text version of this email will be included automatically. [Edit](#)

To send your email, remove or replace the placeholder text:

- "Input caption text here. Use the block's Settings tab to change the caption position and set other styles."
- "This is a Boxed Text block. Use a contrasting background to draw attention to this content."

[Enable Social Cards](#)

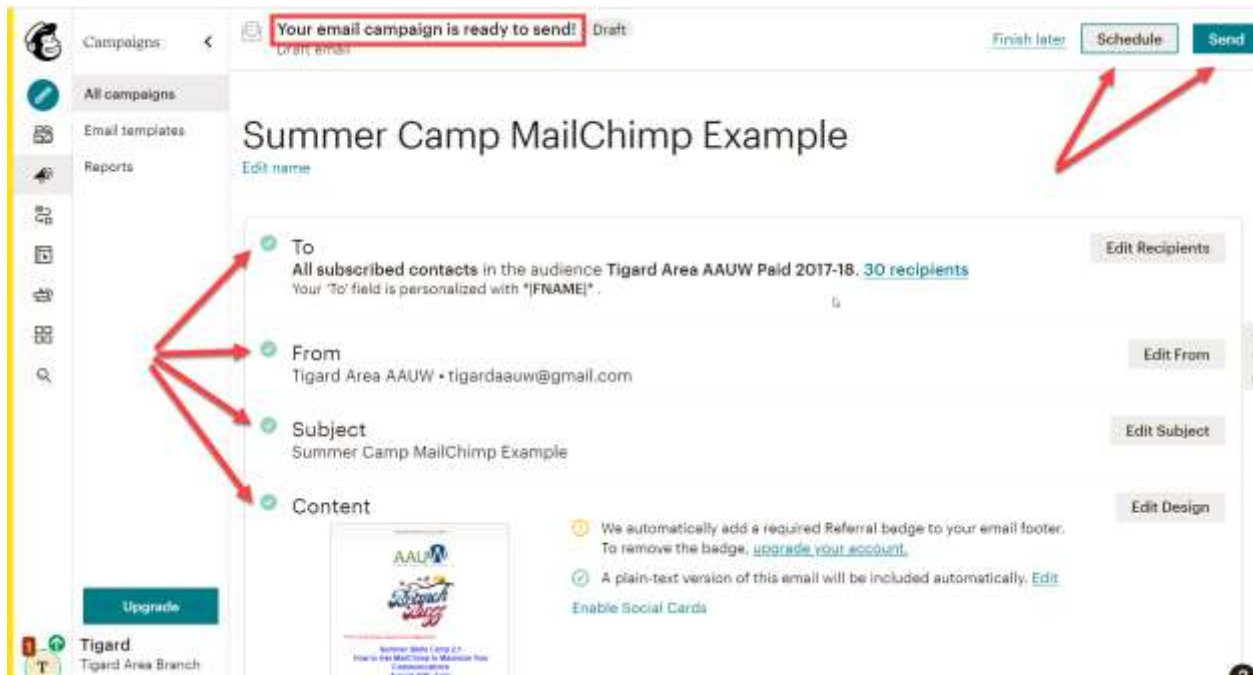
it's a good practice to send yourself a test email before you send your campaign

[Send a Test Email](#)

Didn't get your test email? [Learn more](#)



Your email is ready to send when all four items have a check mark. You can either send it immediately or schedule it for a later time.



If you have any questions please call me at 619-884-3536.