

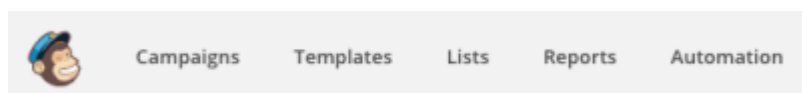
MailChimp

URL: <http://www.mailchimp.com>

User Account

- Create MailChimp account
- Invite other users with existing account (only admin can do that)
 - click Your User dropdown > Account
 - click Settings > Users
 - click Invite a User and select the appropriate role.

Navigation Menu



- After login you will see the “Dashboard” page, if not, just click the “chimp” logo

1. Add Lists

Please note that MailChimp charge based on the number of subscribers, duplicate subscriber in 2 different lists will count as 2. You should segment your contacts into smaller lists so that they will not overlap.

- Click “Lists” on the Navigation bar, then click “Create List” (At least 1 list in order to create campaign)
- “List name” will be seen by subscribers, make it something appropriate
- Fill in requested information and save
- Click “Add contacts” > Add a subscriber or Import subscribers

2. Create Templates

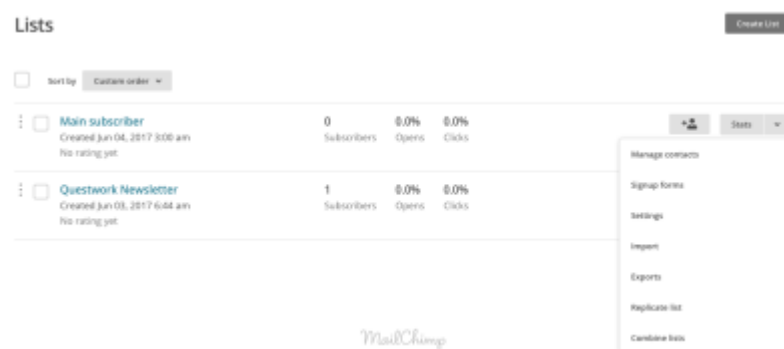
- Click “ Templates” on the Navigation bar then click “Create Template”
- Choose a proper template layout and edit the content
- The blocks on the right-hand side can be dragging to the top the template
- You may upload your logo, image, etc. during editing.
- Edit and design the template, then save and close
- Adding the name of template
- Remarks: Create a template which have logo, contact info and social media etc, and modify it case by case

3. Create Campaign

- Click “Campaigns” on the navigation bar then click “Create Campaign”
- Click Create an Email > typing Campaign Name > Begin
- Choose a list > choose Entire list > Next
- Adding Email Subject > Tracking the field you need > Next
- Choose the layout
- The blocks on the right-hand side can be dragging to the top of the Campaign
- Edit and design the template > Save and Close > Next
- Click “Preview and Test” > Preview mode that you can see it in Desktop, Mobile and Inbox mode
- Select “Schedule” for setting up delivery date and time OR “Send” for send it immediately

Optional

Google Analytics



- Go to Settings > Google Analytics on archive and list pages”
- Adding Your Google Analytics Tracking ID > Save
- If no Google Analytics, can skip

Signup Form



- Go to “Signup forms”
- Different types signup form can be chosen
- Edit and design the signup form by adding image, logo and wording etc
- Signup form can linked with your website, Facebook or other social media

Merge Tags

Include the recipient's name in the message using merge tags to make it more personal and help avoid spam filters. For example, `*|FNAME|* *|LNAME|*` will show "To: Bob Smith" in the email instead of "To: bob@example.com". This is more personal and may help avoid spam filters.

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