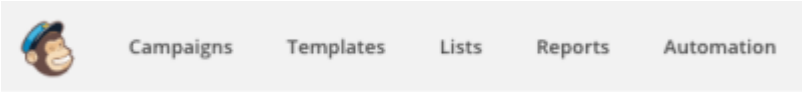
MailChimp

URL: http://www.mailchimp.com

User Account

- Create MailChimp account
- Invite other users with existing account

Navigation Menu



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

1. Add Lists

- 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
- 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

- On the Lists: click 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

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