

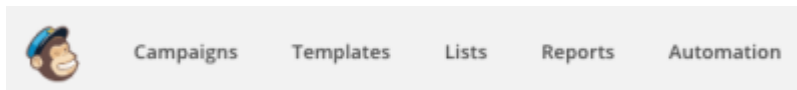
# MailChimp

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
  - 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
  - click “Create Template”
  - Choose a proper template layout

It will then show you the template editor

- Drag-n-drop the blocks on the right-hand side to the template on the left
- You may upload your logo, image, etc. during editing.
- Edit and design the template, then save and close
- Adding the name of template



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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