

Marketing with Mailchimp

Mailchimp is Internet-based software that you can use to communicate with everyone on your database with an email address. It helps you to design simple and distinctive emails that you can send out in bulk. Then you can track and analyse who opens it and when they open it.



How much is it?

There is a free version of Mailchimp, which allows you to send up to 12,000 emails each month to up to 2,000 people. This equates to 10 emails to 1,200 subscribers per month or 6 emails to 2,000 subscribers per month. However, you can only send up to 2,000 total emails in any single 24-hour period.

On the free plan, you also have access to standard designs, list management, campaign tracking and setup tools. There are also paid plans available. Check out the Mailchimp website for details (<http://www.mailchimp.com>).

Getting started

To get started with Mailchimp, all you need is:

- An Internet connection
- A Mailchimp account
- Your mailing list in .txt or .csv format
- The images and text required for your email campaign

Creating an Mailchimp account

Creating a Mailchimp account is simply a matter of going to the Mailchimp website (www.mailchimp.com) and following the signup process. When you create a Mailchimp account, you need to agree to the Terms of Use and comply with anti-spam regulations.

Creating and importing a list

After you signup, you can then create many different distribution lists. This helps you target specific audiences with your campaigns. Alternatively, you can create and manage one list and use a feature called groups or segmenting to create sub-groups.

To create a list, all you need to do is:



- Choose 'Lists' from your Mailchimp dashboard and click on the 'Add List' button
- Complete the set fields
- Click 'Save' to finish.

You can then import your subscribers into the list by uploading a .csv file; copying and pasting directly from Excel or just starting a list from scratch.

After the import, you need to review all the emails that were or were not added to your list.

Creating a Campaign

After you've uploaded your distribution list, you can create your first campaign. To create a campaign, all you need to do is:

- From your Dashboard, click 'Create A Campaign.' Choose the type of campaign you'd like to create. For beginners, it's best to begin with the Regular Ol' Campaign.
- Select the distribution list.
- Proceed to the 'Setup' stage to name your campaign and set up a subject line. You'll also find your options for tracking, authentication, analytics tracking, and social sharing.

When you're ready to start working on the content of your email, click Design at the bottom of the page.

Campaign content

The email template pages have a WYSIWYG user interface, which is similar to what you might see using Microsoft Word. The basics are well laid out and most tasks come with the option of getting an explanation.

Select a template and start designing your email. You can also set up and save your own templates in the My Templates area.

After you choose your template, add the content and images in the content editor in this step. Click Show style editor to set your design and style options.

Choose a template

There are several different layout options and content blocks to choose from to make your email unique.

Drag and drop content blocks into your layout to customise the look and feel of your campaign. You can edit and style the content for specific content blocks. In each content block, you can add and format text, upload images, link to files and change the layout.



After you've added the content, these blocks can be dragged within the template to change the layout and the design.

Preview and test your campaign

You can take a quick peek at your campaign-in-progress by selecting the Enter Preview Mode button. Once you're happy, return to the editor by clicking the X in the top of the screen, then select Exit Preview Mode or the escape key on your keyboard.

Always send a test email. The preview gives you a good overview, but it's best to run a test to iron any issues. If you are happy with your test email, then send it off.

Need help?

There is lots of support available on the website, including videos, guides, FAQs and a helpdesk you can email. For help either click on the 'Learn more' links under tasks or go to the 'Get Help' link which can be found at the footer of the website