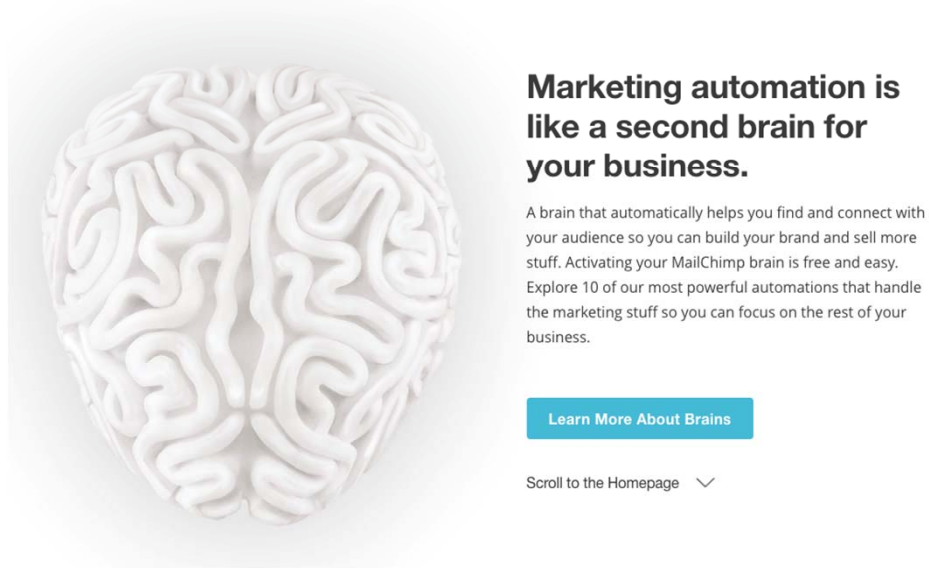


MailChimp - Login



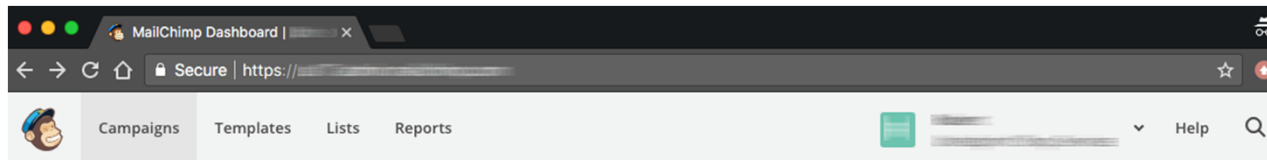
Login

- Log in at <https://mailchimp.com>





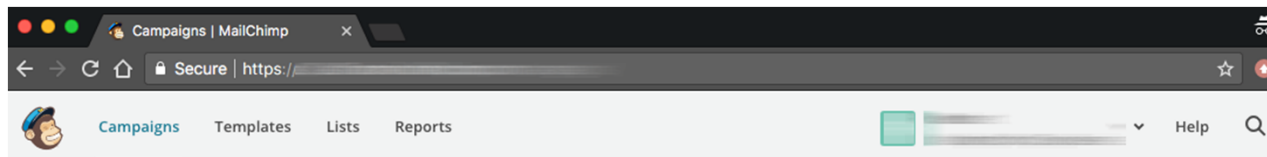
MailChimp – Creating a campaign



Good Morning, [Name]!

Start your day off right with some account stats and recommendations.

Create Campaign



Campaigns

Create Campaign

Recent

Ongoing

Draft

Find a campaign by name, type, or list

Past Month (11)

Sort by

Last updated

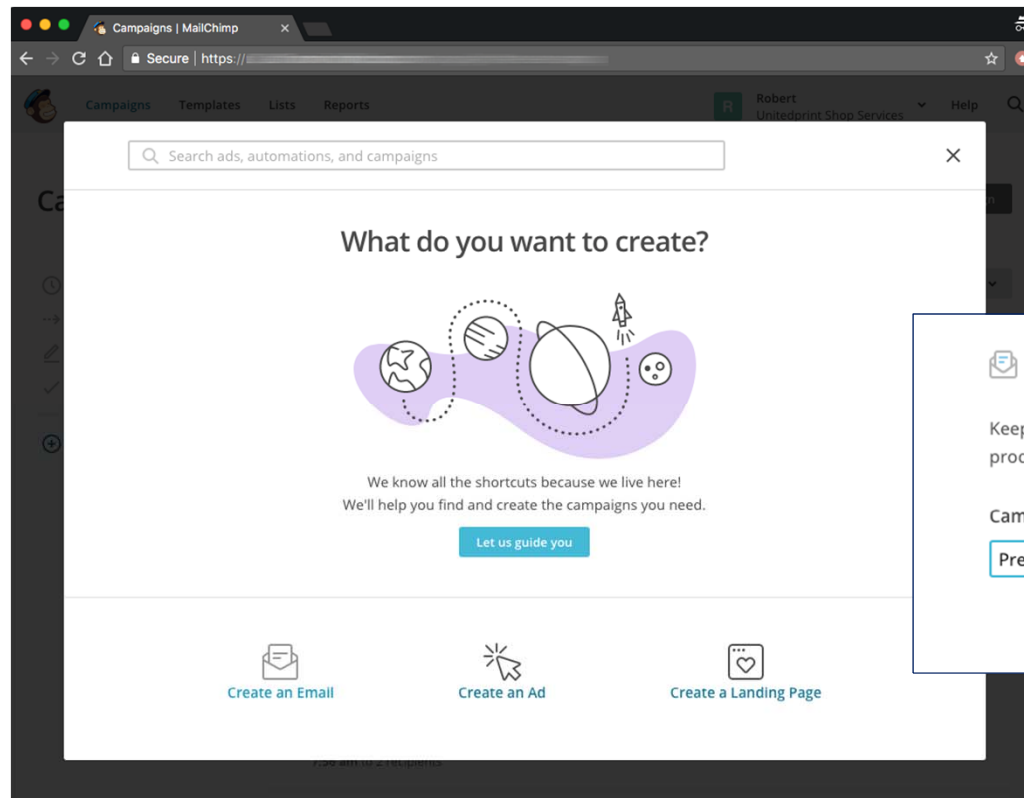
Campaigns

- Select "Campaigns" in the main navigation menu

Create Campaigns

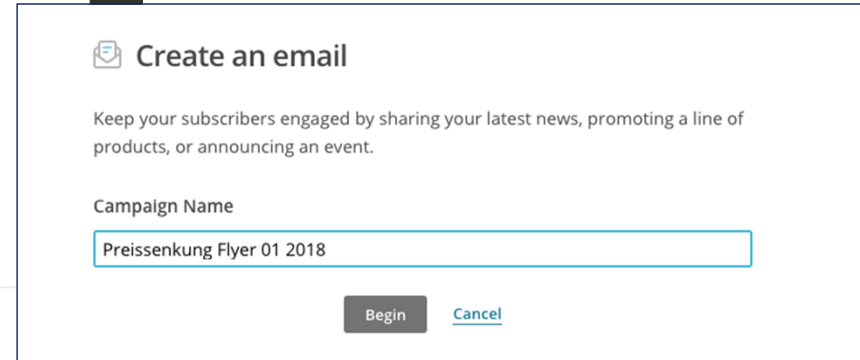
- Click the "Create Campaign" button in the top right corner

MailChimp – Creating a campaign

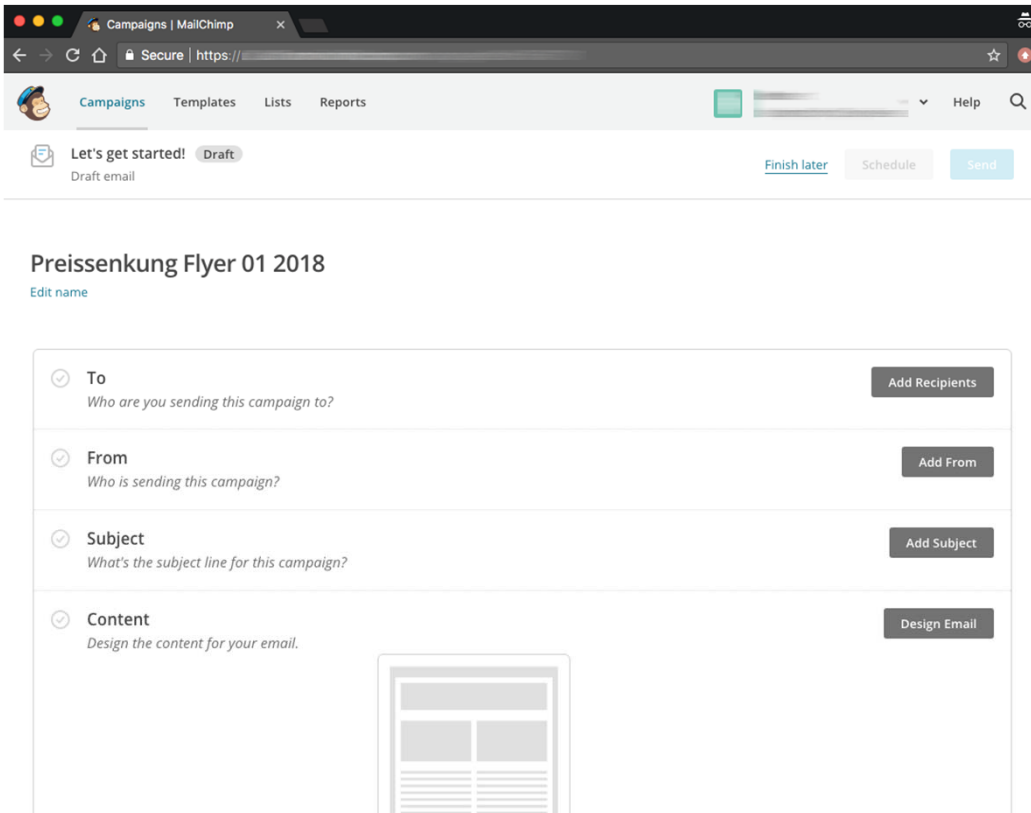


Create an Email

- Select "Create an Email" in the bottom left corner
- Allocate a campaign name in the next window, and continue by pressing "Begin"

A screenshot of the 'Create an email' modal window. It has a title 'Create an email' with an envelope icon. The text inside says 'Keep your subscribers engaged by sharing your latest news, promoting a line of products, or announcing an event.' Below this is a label 'Campaign Name' followed by a text input field containing 'Preissenkung Flyer 01 2018'. At the bottom right, there are two buttons: 'Begin' and 'Cancel'.

MailChimp – Newsletter recipient list



The screenshot shows the MailChimp 'Campaigns' interface. At the top, there's a navigation bar with 'Campaigns', 'Templates', 'Lists', and 'Reports'. Below this, a 'Let's get started!' section shows a 'Draft' email with buttons for 'Finish later', 'Schedule', and 'Send'. The main content area displays the campaign title 'Preissenkung Flyer 01 2018' with an 'Edit name' link. Below the title, there are four sections for configuring the campaign:

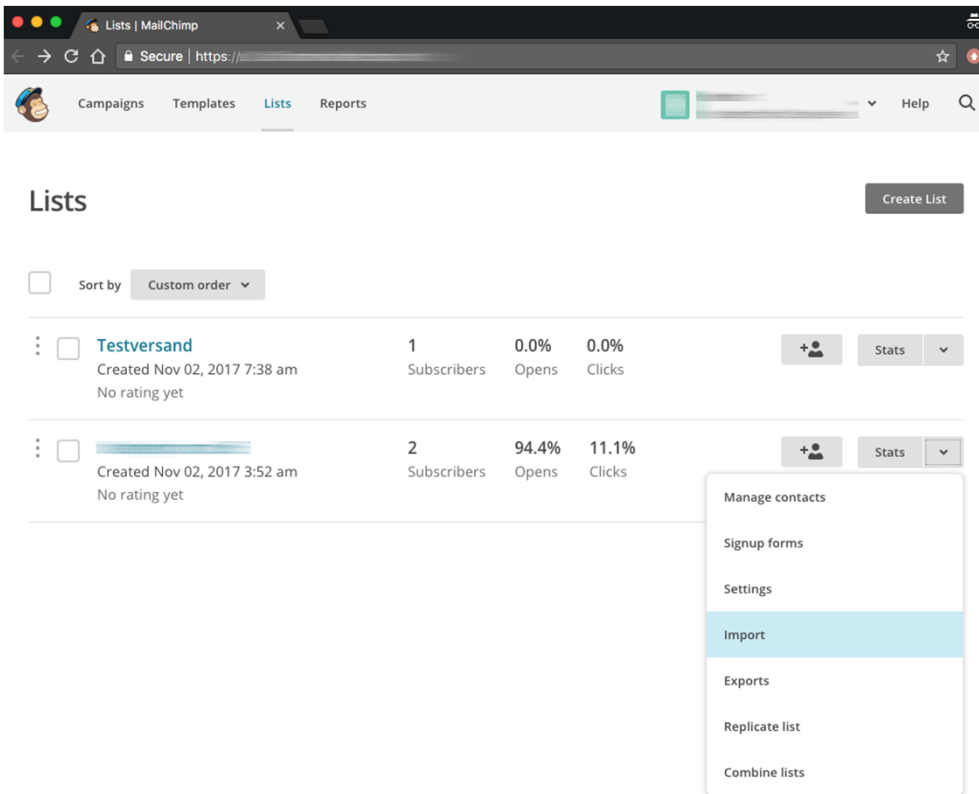
- To**: Who are you sending this campaign to? (Add Recipients button)
- From**: Who is sending this campaign? (Add From button)
- Subject**: What's the subject line for this campaign? (Add Subject button)
- Content**: Design the content for your email. (Design Email button)

The 'Content' section includes a visual editor preview showing a layout with a header, two columns of text, and a footer.

Overview of newsletter campaign

- Campaign name
- To = recipient list
- From = sender address
- Subject = email subject line
- Content = newsletter layout and content

MailChimp – Newsletter recipient list



Lists | MailChimp

Campaigns Templates Lists Reports

Create List

Sort by Custom order

<input type="checkbox"/>	Testversand Created Nov 02, 2017 7:38 am No rating yet	1 Subscribers	0.0% Opens	0.0% Clicks	+ Stats
<input type="checkbox"/>	... Created Nov 02, 2017 3:52 am No rating yet	2 Subscribers	94.4% Opens	11.1% Clicks	+ Stats

- Manage contacts
- Signup forms
- Settings
- Import
- Exports
- Replicate list
- Combine lists

Creating / Updating a recipient list

- Access the recipient lists by clicking "Lists" in the main navigation menu
- Select the desired list, and click on "Import" in the context menu on the right-hand side



MailChimp – Newsletter recipient list



Where do you want to import contacts from?

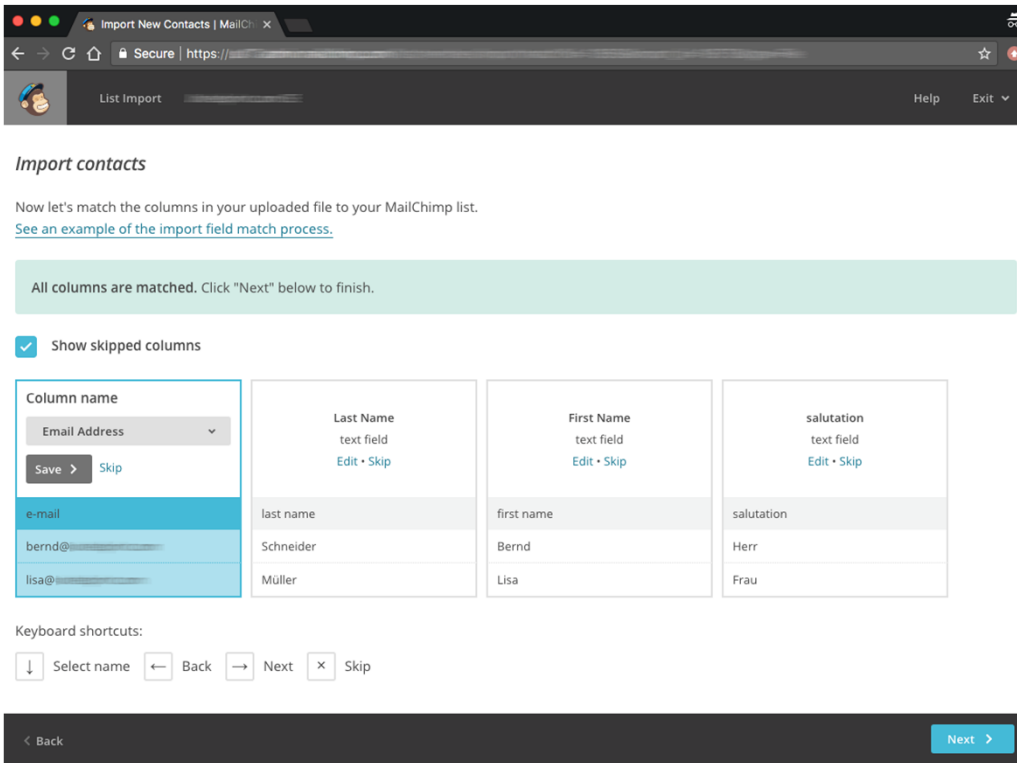
- ☐ Use settings from last import
Your last import was from a CSV on Nov 02, 2017 5:42 am
- ☒ CSV or tab-delimited text file
Import contacts from .csv or .txt files
- ☐ Copy/paste from file
Copy and paste contacts from .xls or .xlsx files
- ☐ Integrated service
Import contacts from services like Google Contacts, Salesforce, Zendesk, and more.
[Learn more](#)

Next Step: Setup >

Creating / Updating a recipient list

- Select CSV or tab-delimited text file
- In the next step, select the csv file from your computer
- The CSV file must be structured as follows:
"e-mail", "last name", "first name", "salutation"

MailChimp – Newsletter recipient list



Import New Contacts | MailChimp

Secure | https://

List Import Help Exit

Import contacts

Now let's match the columns in your uploaded file to your MailChimp list.
[See an example of the import field match process.](#)

All columns are matched. Click "Next" below to finish.

☒ Show skipped columns

Column name	Last Name	First Name	salutation
Email Address	text field	text field	text field
Save > Skip	Edit • Skip	Edit • Skip	Edit • Skip
e-mail	last name	first name	salutation
bernd@	Schneider	Bernd	Herr
lisa@	Müller	Lisa	Frau

Keyboard shortcuts:

Select name Back Next Skip



< Back Next >

Checking the list

- Check whether column allocation is correct




MailChimp – Newsletter recipient list


 List Import 

You're all set to import!

Please review your selections below before importing your data.

 **Import method**

File

 **Importing 4 of 4 columns**

[Edit](#)

[Details](#)

Categorize the imported contacts as:

☒ **Subscribed**
Regular subscriber addresses

☐ **Unsubscribed**
Suppressed or blacklisted emails that will be unsubscribed from your list

☐ **Cleaned**
Addresses that have bounced too many times and have been removed from your list

☒ **Auto-update my existing list**
If MailChimp finds a contact in your import that is already on your list, it can update the contact's info for you. This is particularly useful if you have an existing list that you are trying to keep synced with an external list. Choosing this option will make imports on existing lists much slower, so only select it if you have new profile information that you need updated.

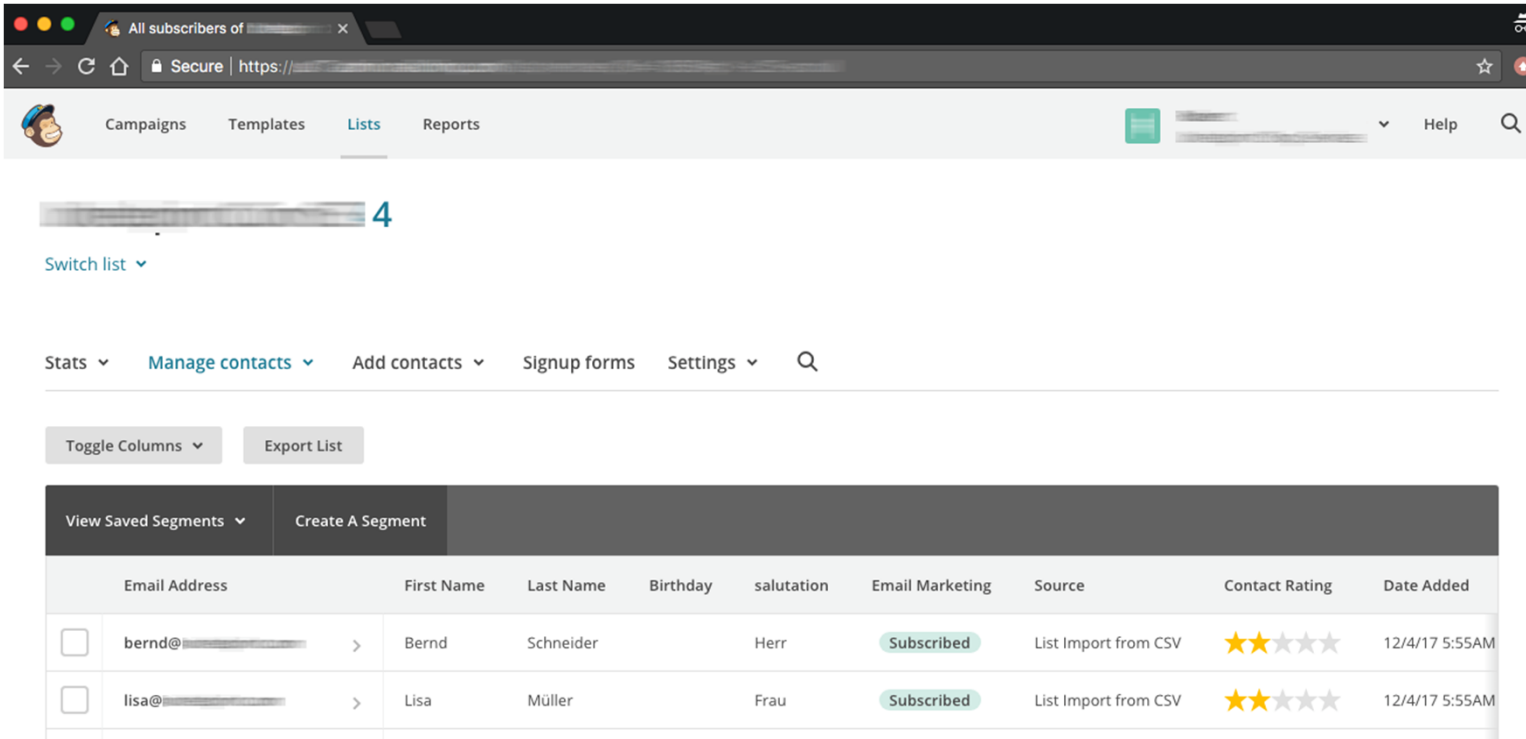
[< Match](#)[Import](#)

Importing recipients

- Select "Subscribed"
- Select the ""Auto-update my existing list"" checkbox – only the new contacts are added to the existing list entries.
- The "Import" button adds the CSV's addresses to the recipient list. "

The addresses must have consented to receiving the newsletter, and must not have unsubscribed!

MailChimp – Newsletter recipient list



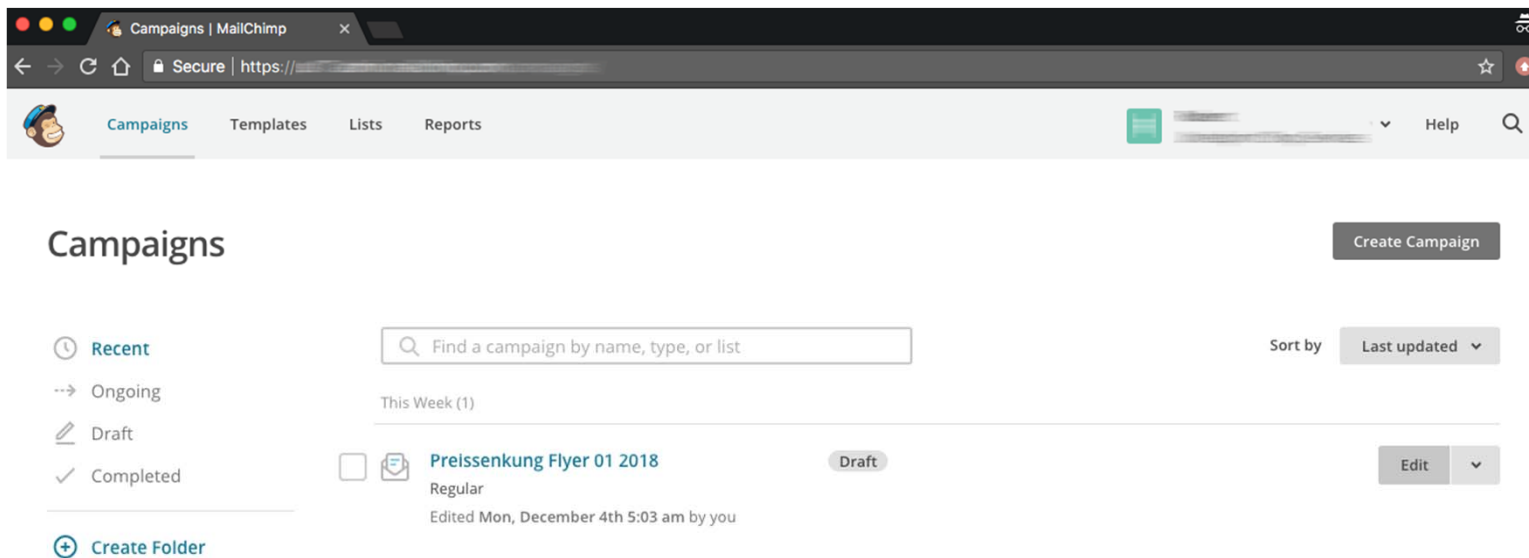
The screenshot shows the MailChimp 'All subscribers of' page. The top navigation bar includes 'Campaigns', 'Templates', 'Lists' (active), and 'Reports'. Below the navigation bar, a large number '4' indicates the total number of subscribers. A 'Switch list' dropdown is visible. The main content area has a 'Stats' dropdown, a 'Manage contacts' dropdown, and buttons for 'Add contacts', 'Signup forms', and 'Settings'. Below these are 'Toggle Columns' and 'Export List' buttons. The table below shows the subscriber list with columns: Email Address, First Name, Last Name, Birthday, salutation, Email Marketing, Source, Contact Rating, and Date Added.

	Email Address	First Name	Last Name	Birthday	salutation	Email Marketing	Source	Contact Rating	Date Added
<input type="checkbox"/>	bernd@	Bernd	Schneider		Herr	Subscribed	List Import from CSV	★★★★☆	12/4/17 5:55AM
<input type="checkbox"/>	lisa@	Lisa	Müller		Frau	Subscribed	List Import from CSV	★★★★☆	12/4/17 5:55AM

Import complete

- Following a successful import, the number of recipients (in this case 4) is available in addition to the name of the recipient list
- All recipients are listed underneath

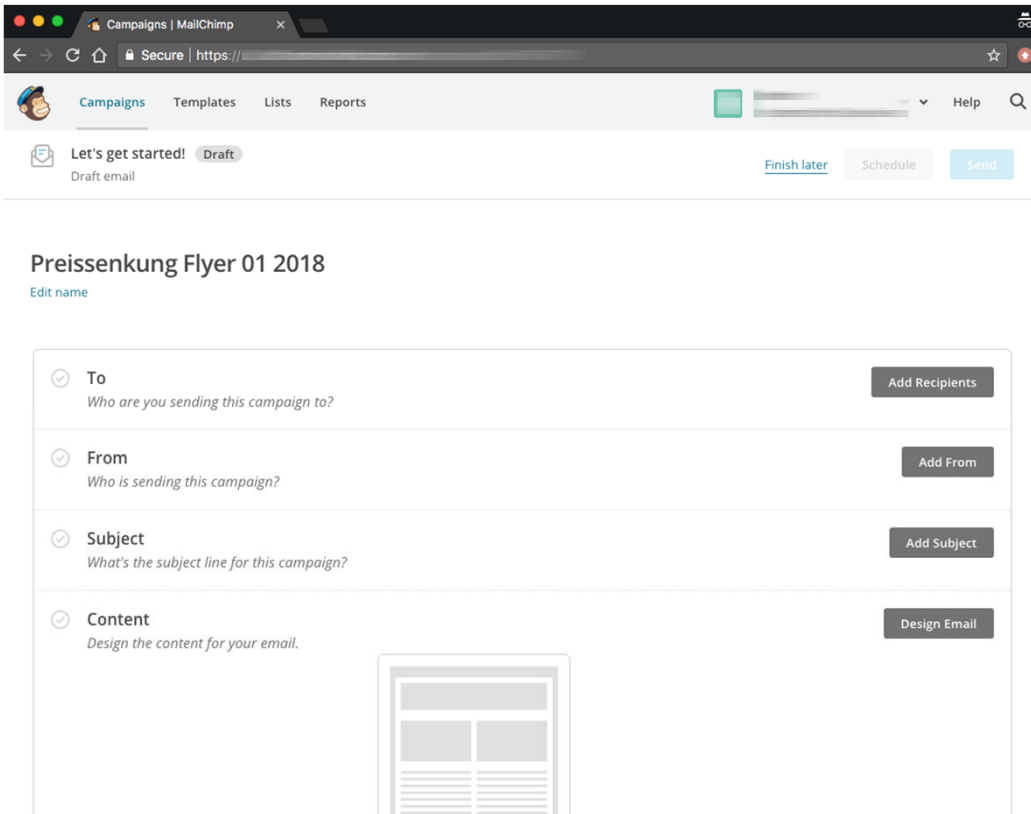
MailChimp – Selecting newsletter recipient list



Editing the campaign

- If the recipient list has been updated, the "Campaigns" item in the main navigation menu takes you back to the campaign created
- Start editing the newsletter by clicking "Edit"

MailChimp – Selecting newsletter recipient list



Preissenkung Flyer 01 2018

[Edit name](#)

☒ **To**
Who are you sending this campaign to? [Add Recipients](#)

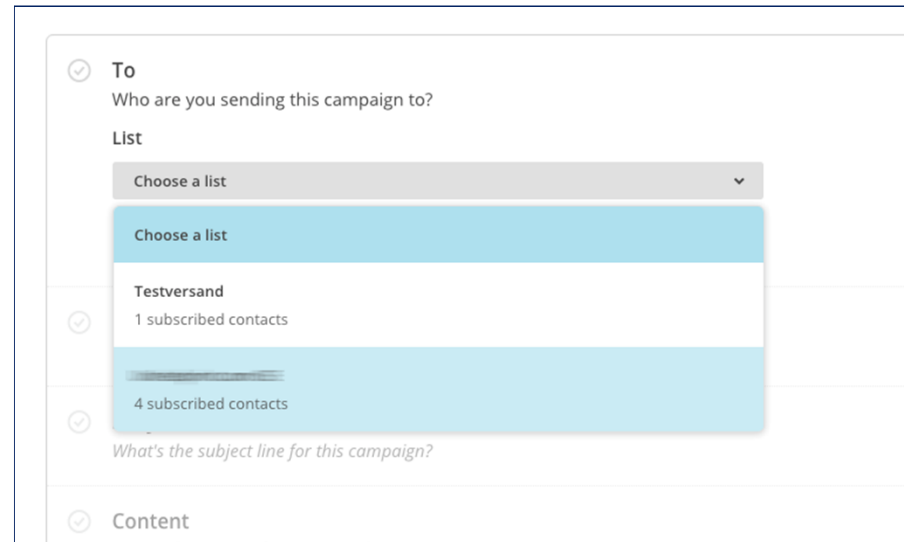
☒ **From**
Who is sending this campaign? [Add From](#)

☒ **Subject**
What's the subject line for this campaign? [Add Subject](#)

☒ **Content**
Design the content for your email. [Design Email](#)

Adding recipient list

- Select the previously updated list via „Add Recipients“
- "All subscribers on list" must be ticked in the "Segment" area
- Then save the selection by clicking "Save"



☒ **To**
Who are you sending this campaign to?

List

Choose a list

Choose a list

Testversand
1 subscribed contacts

4 subscribed contacts

☒ **Subject**
What's the subject line for this campaign?

☒ **Content**



MailChimp – Selecting newsletter sender

Preissenkung Flyer 01 2018

[Edit name](#)

☒ **To**
Send to all subscribed contacts in the list [4 recipients](#) [Edit Recipients](#)

☒ **From**
Who is sending this campaign?

Name 89 characters

Use something subscribers will instantly recognize, like your company name.

Email address

[Cancel](#)

Adding a sender

- "Add From" takes you to the sender settings.
- Recipients see the name later on in their inbox – choose a name here which your customers will associate with you.
- An email address is also entered, and this is shown as the sender to recipient. This should be an address with your domain, and should remain the same across all campaigns.



MailChimp – Selecting newsletter subject

Adding a subject

- "Add Subject" takes you to the subject settings.
- Enter the email's subject on the left-hand side near "Subject". This should be as brief as possible, describe the email's content, and encourage the recipient to open the email.
- You can enter a "preheader" on the right-hand side. This text is shown under the subject on some devices, and describes the email. This part is optional, and can easily be left blank.




MailChimp – Designing the newsletter



Design Email

- As a fourth step, the actual content of the email is created by clicking "Design Email".


MailChimp – Designing the newsletter


Preissenkung Flyer 01 2018


Select a template

Layouts
Themes
Saved templates
Campaigns
Code your own


Folders ▾
Sort by
Edited Date ▾
↑



Text
Last edited:
Dec 04, 2017 4:31 am



2 Produkte
Last edited:
Dec 04, 2017 4:30 am



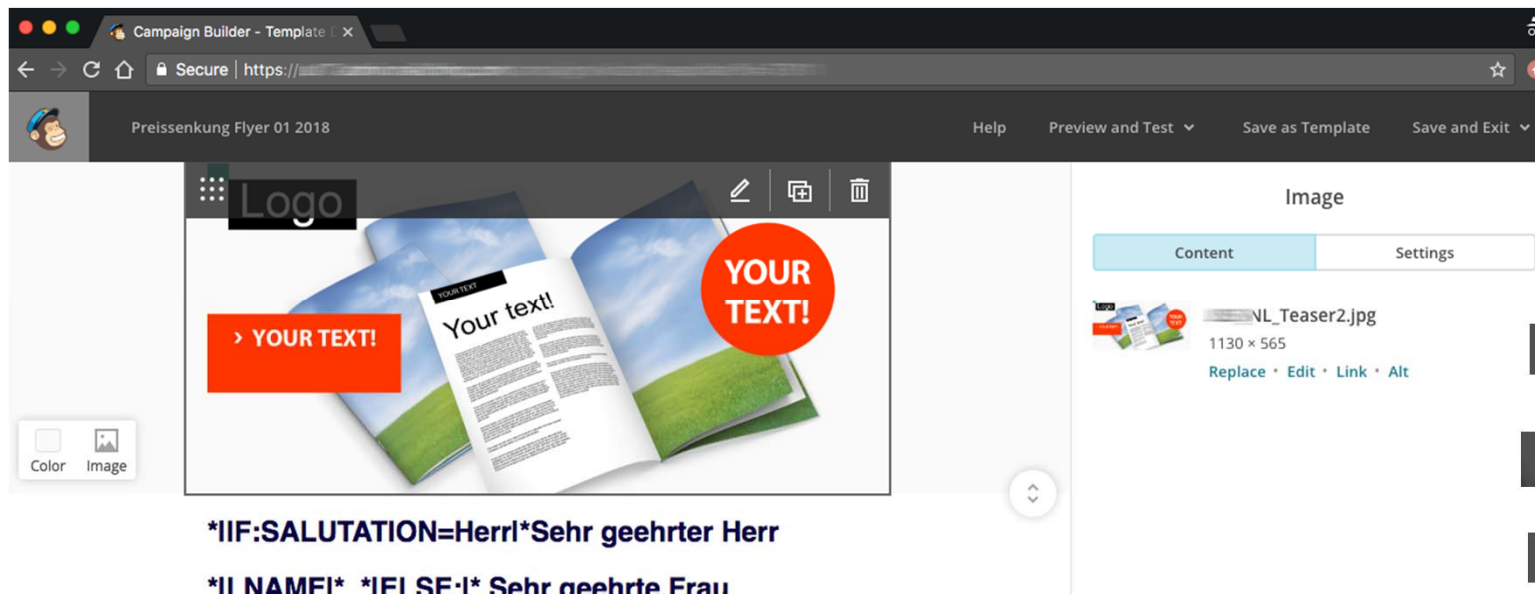
1 Preisbeispiel
Last edited:
Dec 04, 2017 4:27 am

Saved templates

- The "Saved templates" menu item shows an overview of saved templates, e.g.
- Text** = header graphic (1130 px Retina = 565 px wide) and text paragraphs + button
- 2 products** = header graphic + text + button + 2 columns for product descriptions (each with image + heading + text + button)
- 1 sample price** = header graphic + text + 2 columns product image + configuration + button
- Selecting a template opens the editor



MailChimp – Designing the newsletter



Editing elements

- Hovering over the email areas with the mouse displays frames with the symbols:



- Reposition area (drag & drop)



- Edit area



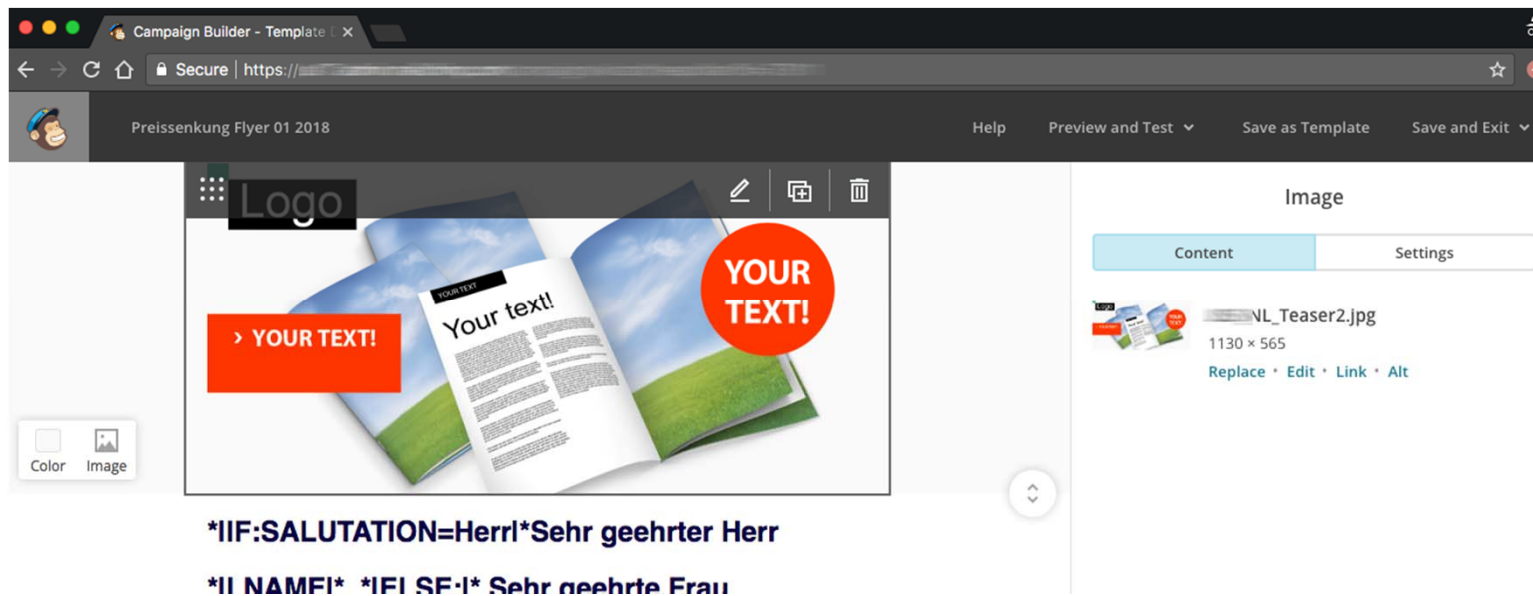
- Duplicate area



- Delete area



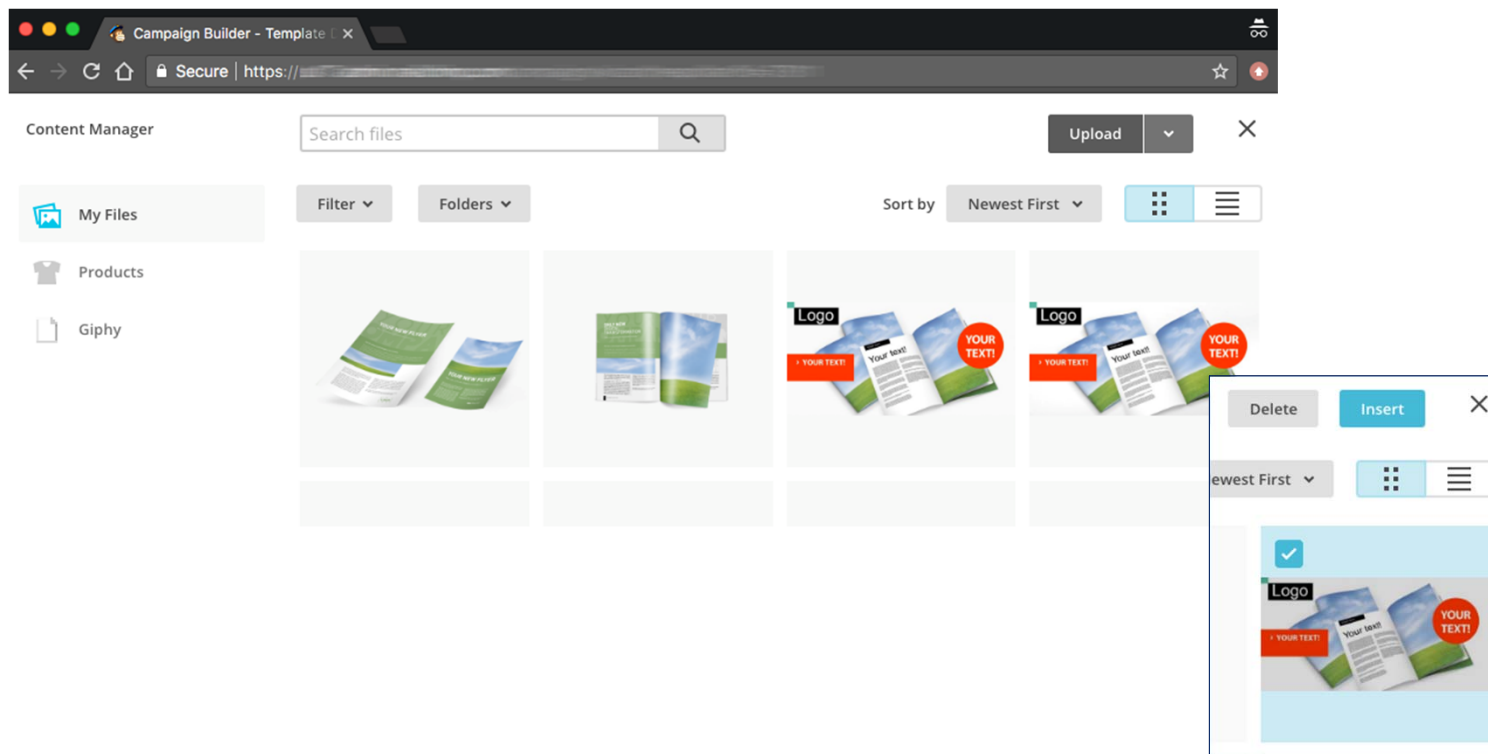
MailChimp – Designing the newsletter



Replacing header graphics

- Click on this area to adjust the header graphic.
- The properties are shown on the right-hand side (graphic's file name + size in pixels)
- The "Replace" menu item takes you to the media centre


MailChimp – Designing the newsletter




Replacing header graphics

- In the media centre, you can select a pre-uploaded graphic (click + "insert") or select a new graphic from your computer by clicking the "Upload" button in the top right corner.

MailChimp – Designing the newsletter


Preissenkung Flyer 01 2018

Help
Preview and Test
Save as Template
Save and Exit



***IIF:SALUTATION=Herr!*Sehr geehrter Herr**

***ILNAMEI*, *IELSE:!* Sehr geehrte Frau**

ILNAMEI*, *IEND:IFI

Wenn Sie Ihre Druckprodukte bei uns drucken lassen, stärken Sie einen lokalen Betrieb und vermeiden lange Lieferwege. Auch wenn Sie in XXX, XXX und XXX wohnen – mit Ihrer Online-Bestellung bei Partnershop beauftragen Sie Ihre sympathische Druckerei in der Region!

Zum Shop

Text

Content	Style	Settings
B I U [Link icon] [List icon] [Table icon] [Clear Styles] <>		
Styles ▾	Font ▾	Size ▾ A- A+ [Bullet list icon] [Anchor icon]
Merge Tags ▾	[Align left icon] [Align center icon] [Align right icon] [Justify icon] [Decrease indent icon] [Increase indent icon]	

```

*IIF:SALUTATION=Herr!*Sehr geehrter Herr
*ILNAMEI*, *IELSE:!* Sehr geehrte Frau *ILNAMEI*,
*IEND:IFI*
    
```

Wenn Sie Ihre Druckprodukte bei uns drucken lassen, stärken Sie einen lokalen Betrieb und vermeiden lange Lieferwege. Auch wenn Sie in XXX, XXX und XXX wohnen – mit Ihrer Online-Bestellung bei Partnershop beauftragen Sie Ihre sympathische Druckerei in der Region!

Editing text

- The next area is the salutation/heading and introductory text. To edit this, click inside this area. An editor will open on the right-hand side.
- The salutation already contains a request to distinguish between *Dear Mr + last name* and *Dear Ms + last name*.



MailChimp – Designing the newsletter

Preissenkung Flyer 01 2018

Help Preview and Test Save as Template Save and Exit

Logo

YOUR TEXT!

YOUR TEXT!

YOUR TEXT!

***IIF:SALUTATION=Herr!*Sehr geehrter Herr**

***ILNAMEI*, *IELSE:I* Sehr geehrte Frau**

ILNAMEI*, *IEND:IFI

Wenn Sie Ihre Druckprodukte bei uns drucken lassen, stärken Sie einen lokalen Betrieb und vermeiden lange Lieferwege. Auch wenn Sie in XXX, XXX und XXX wohnen – mit Ihrer Online-Bestellung bei Partnershop beauftragen Sie Ihre sympathische Druckerei in der Region!

Zum Shop

Text

Content Style Settings

B I U Clear Styles

Styles Font Size

Merge Tags

***IIF:SALUTATION=Herr!*Sehr geehrter Herr**

***ILNAMEI*, *IELSE:I* Sehr geehrte Frau *ILNAMEI*,**

IEND:IFI

Wenn Sie Ihre Druckprodukte bei uns drucken lassen, stärken Sie einen lokalen Betrieb und vermeiden lange Lieferwege. Auch wenn Sie in XXX, XXX und XXX wohnen – mit Ihrer Online-Bestellung bei Partnershop beauftragen Sie Ihre sympathische Druckerei in der Region!

Editing text

- The text can now be adjusted in the editor on the right-hand side. Changes are shown instantly on the left-hand side.
- Copying and inserting text from programs like Word or emails may result in you also copying and inserting formats which do not produce desired effects. Copying and inserting it as unformatted text is safer.



MailChimp – Designing the newsletter

HN=Herr!*Sehr geehrter Herr

SE:I* Sehr geehrte Frau

ND:IFI*

idukte bei uns drucken lassen, stärken Sie einen
neiden lange Lieferwege. Auch wenn Sie in XXX, XXX
Ihrer Online-Bestellung bei Partnershop beauftragen
Druckerei in der Region!

Zum Shop



Button

Content

Style

Settings

Button text

Zum Shop

Link to

Editing buttons

Web address

Web address (URL)

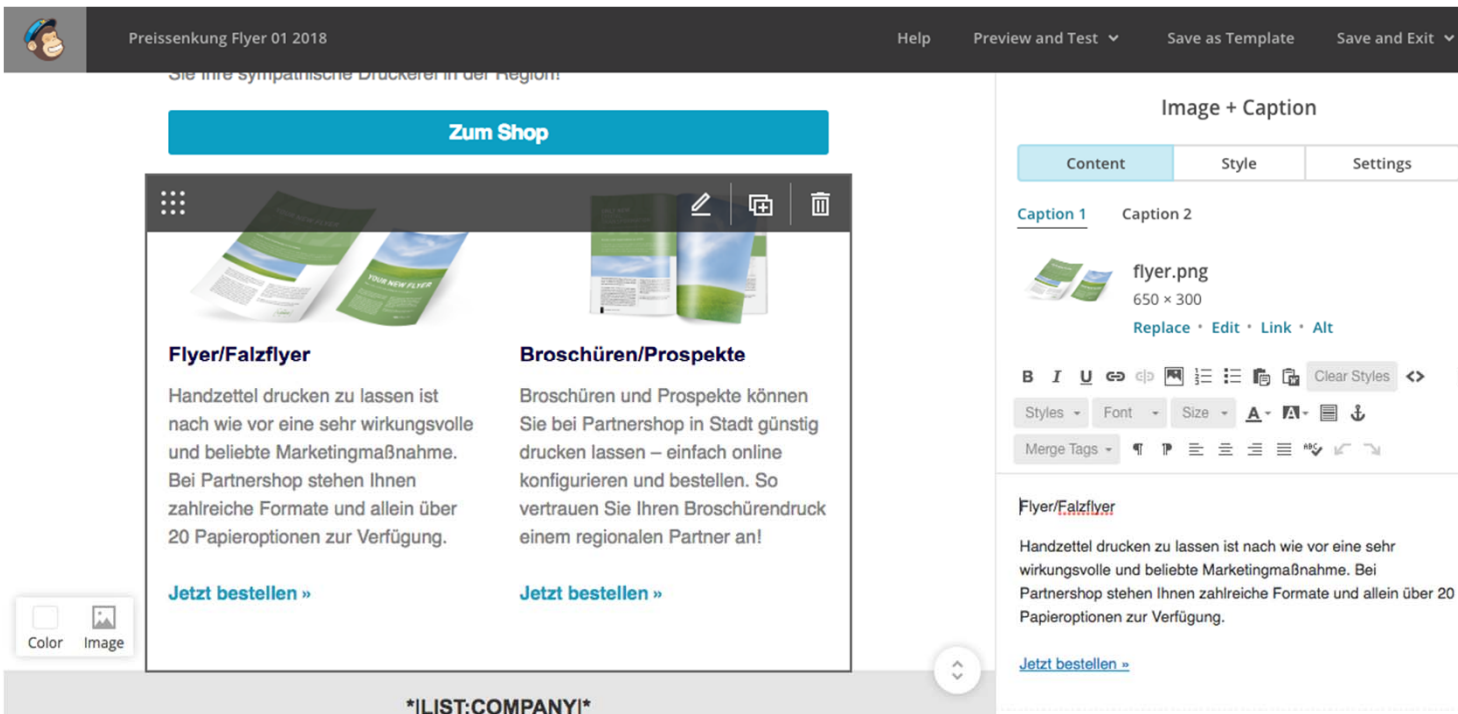
https://

> Advanced options

Button bearbeiten

- A button takes your customers to your shop.
- The text (Call to action) and address (URL) can be edited in the settings. Either redirect them just to your shop's homepage or to a specific product configuration.
- The colour of the button may be adjusted in the "Style" area, for example.

MailChimp – Designing the newsletter



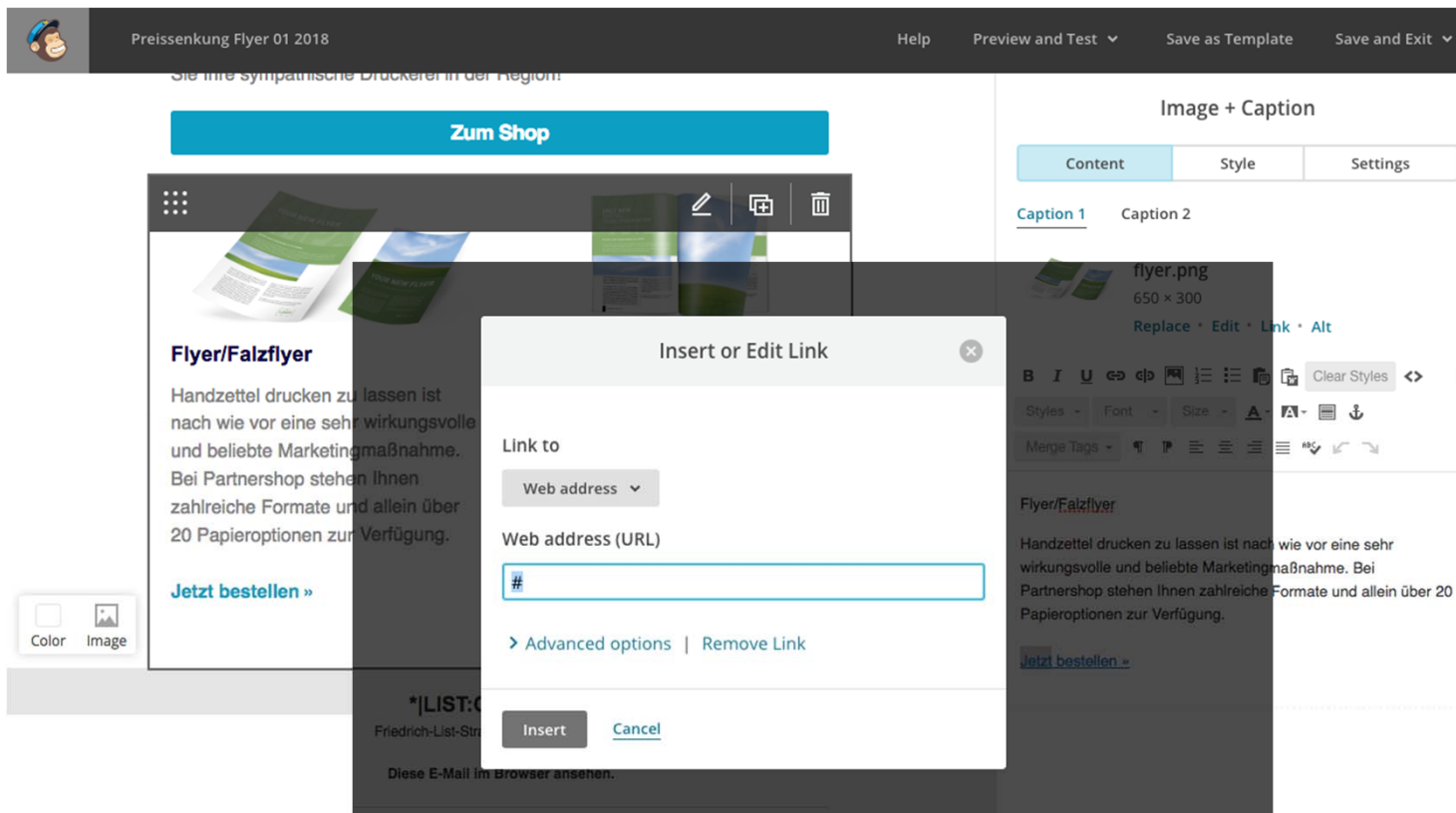
The screenshot shows the MailChimp editor interface for a newsletter titled "Preissenkung Flyer 01 2018". The main content area displays a two-column layout. The left column features a blue header "Zum Shop" and a section titled "Flyer/Falzflyer" with a description of hand-distributed flyers and a "Jetzt bestellen »" link. The right column features a section titled "Broschüren/Prospekte" with a description of brochures and a "Jetzt bestellen »" link. The bottom of the editor shows a placeholder for a company name: "*|LIST:COMPANY|*". On the right side, the "Image + Caption" editor is open, showing the image "flyer.png" (650 x 300) and its caption "Flyer/Falzflyer". The editor includes tabs for "Content", "Style", and "Settings", and a rich text editor with various formatting options.

Editing a two-columnned element

- Highlighting a two-columnned element opens the editor on the right-hand side.
- Switch between columns by selecting "Caption 1" or "Caption 2".
- As with the header graphic, the set image can also be changed (recommended width here is 650 px)



MailChimp – Designing the newsletter

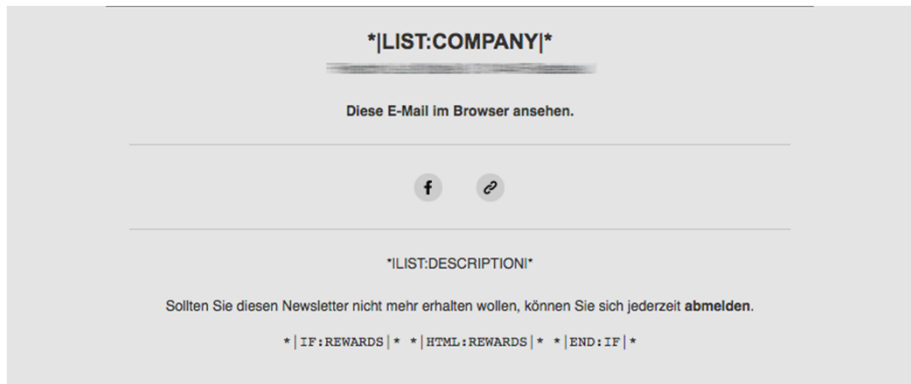


Editing a two-columnned element

- The heading, text and link to the product are defined in the text editor below.
- The link is of course optional, but recommended if you want to direct the recipient straight to the product.
- To adjust the link, double click it in the editor – this will open a layer in which you can enter the address.



MailChimp – Designing the newsletter

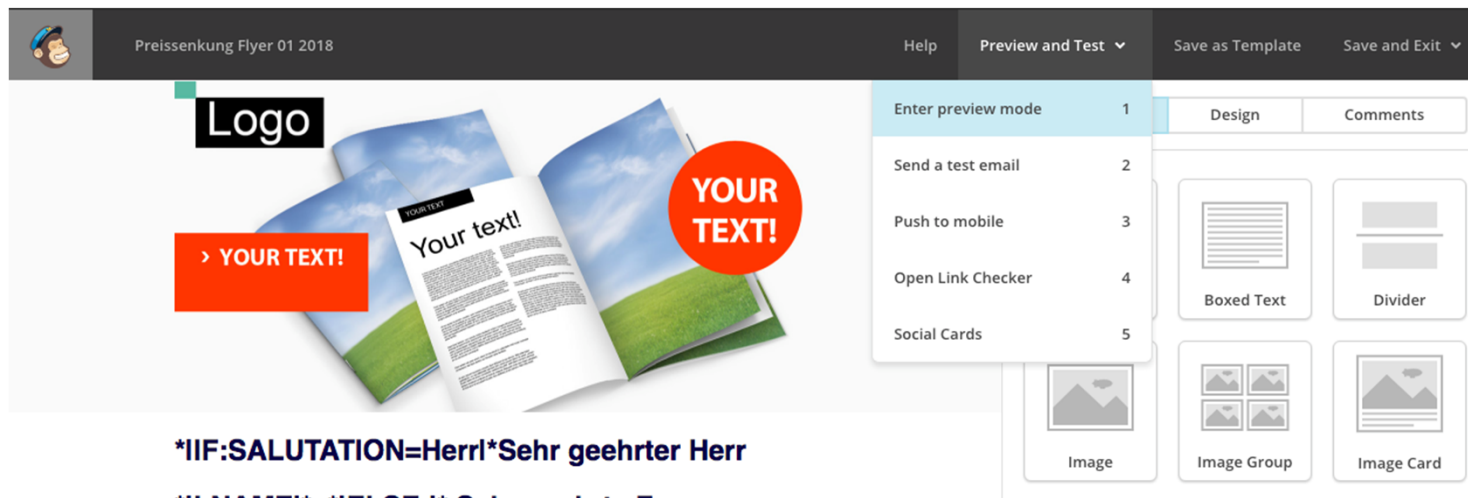


Editing footers

- The lower part should only be edited to a limited extent.
- The "Social Follow" block with links to social media channels can of course be adjusted.
- The other elements may be moved around, but are required for shipping.



MailChimp – Newsletter Preview

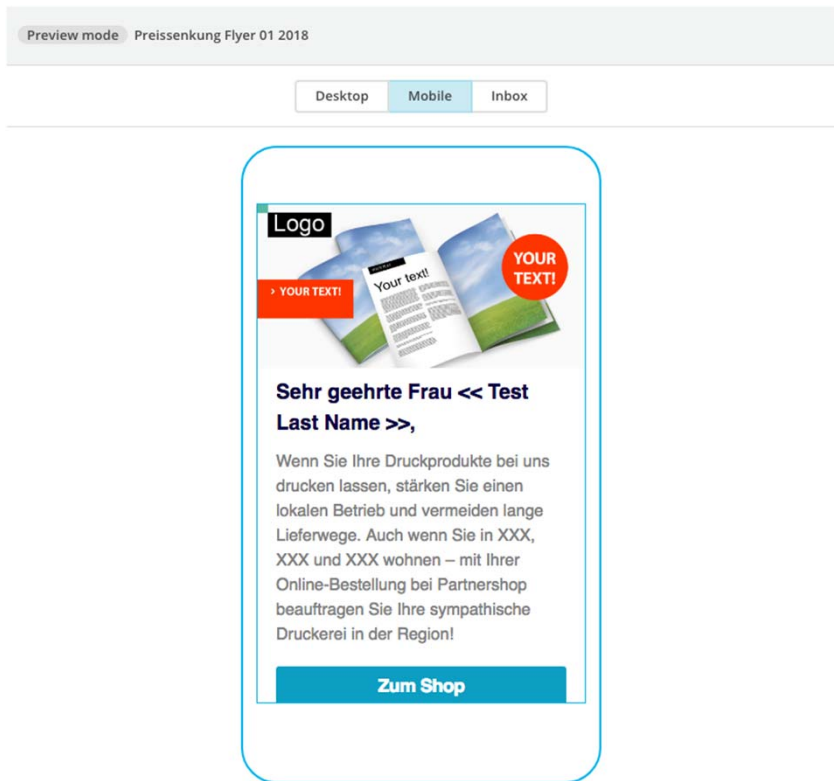


Finishing editing

- Once you've finished editing the email, the "Preview and Test" item in the top menu enables you to preview the entire email.



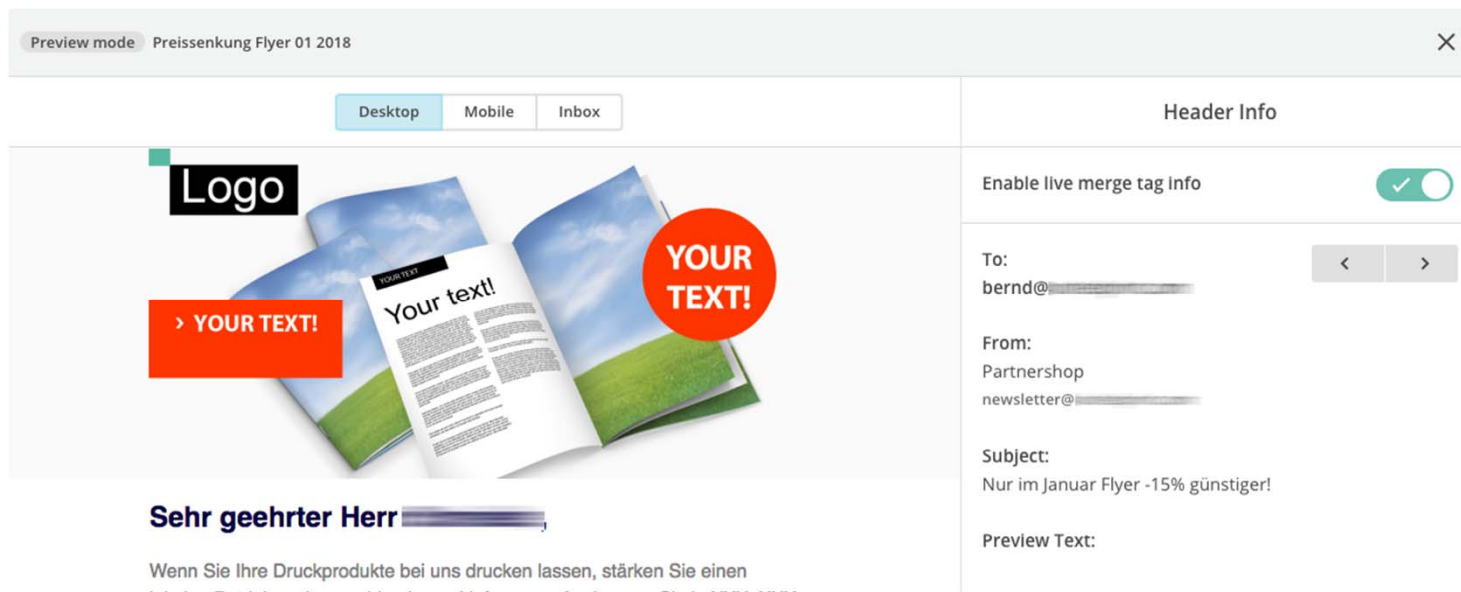
MailChimp – Newsletter Preview



Preview mode

- Preview mode enables you to check, before shipping, how the email will be displayed on a desktop and mobile device.

MailChimp – Newsletter Preview

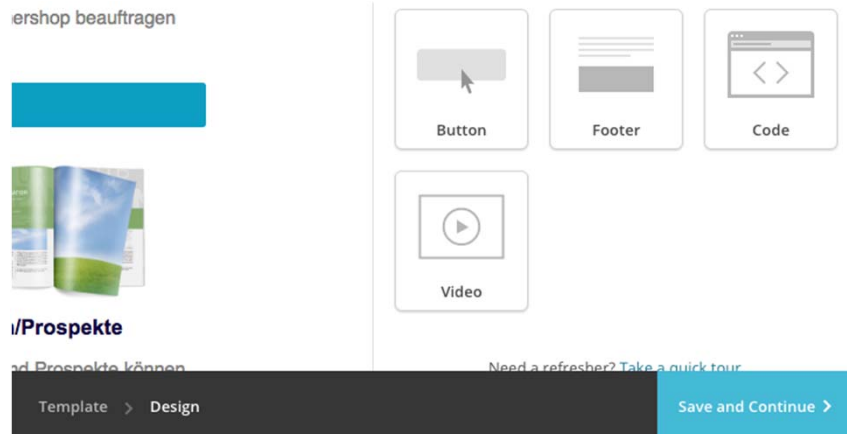


Enable live merge tag info

- Enabling the slider on the right-hand side generates the email for a specific contact. For example, you can check how the salutation loop will behave.
- You can exit Preview mode by clicking the X in the top right corner..



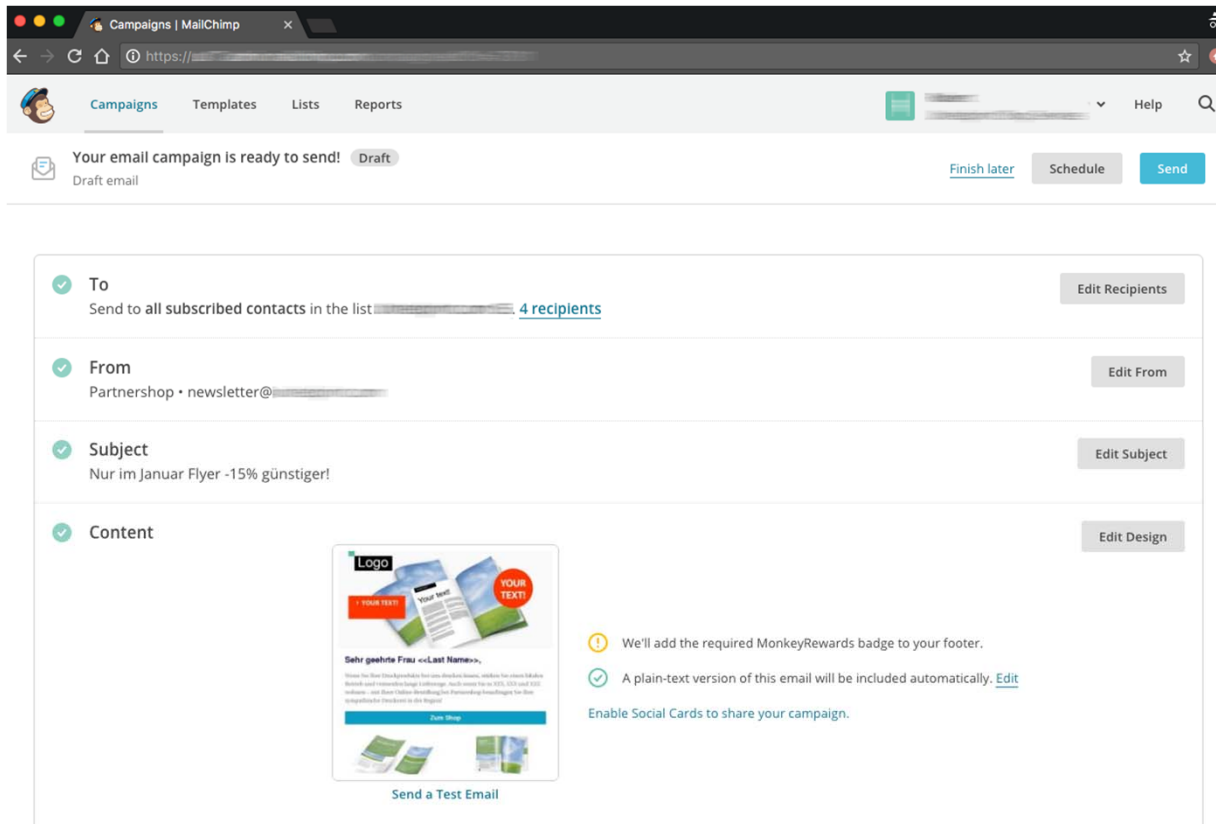
MailChimp – Finish editing the newsletter



Finishing editing

- Once back in the newsletter, you can finish editing by clicking the "Save and Continue" button in the bottom right corner. You will then be taken back to the campaign overview.

MailChimp – Finish editing the newsletter



Campaigns | MailChimp

← → ↻ 🏠 https://

Campaigns Templates Lists Reports

Your email campaign is ready to send! Draft Finish later Schedule Send


Draft email

✓ To
Send to all subscribed contacts in the list 4 recipients Edit Recipients

✓ From
Partnershop - newsletter@ Edit From

✓ Subject
Nur im Januar Flyer -15% günstiger! Edit Subject

✓ Content Edit Design

 Send a Test Email

ⓘ We'll add the required MonkeyRewards badge to your footer.

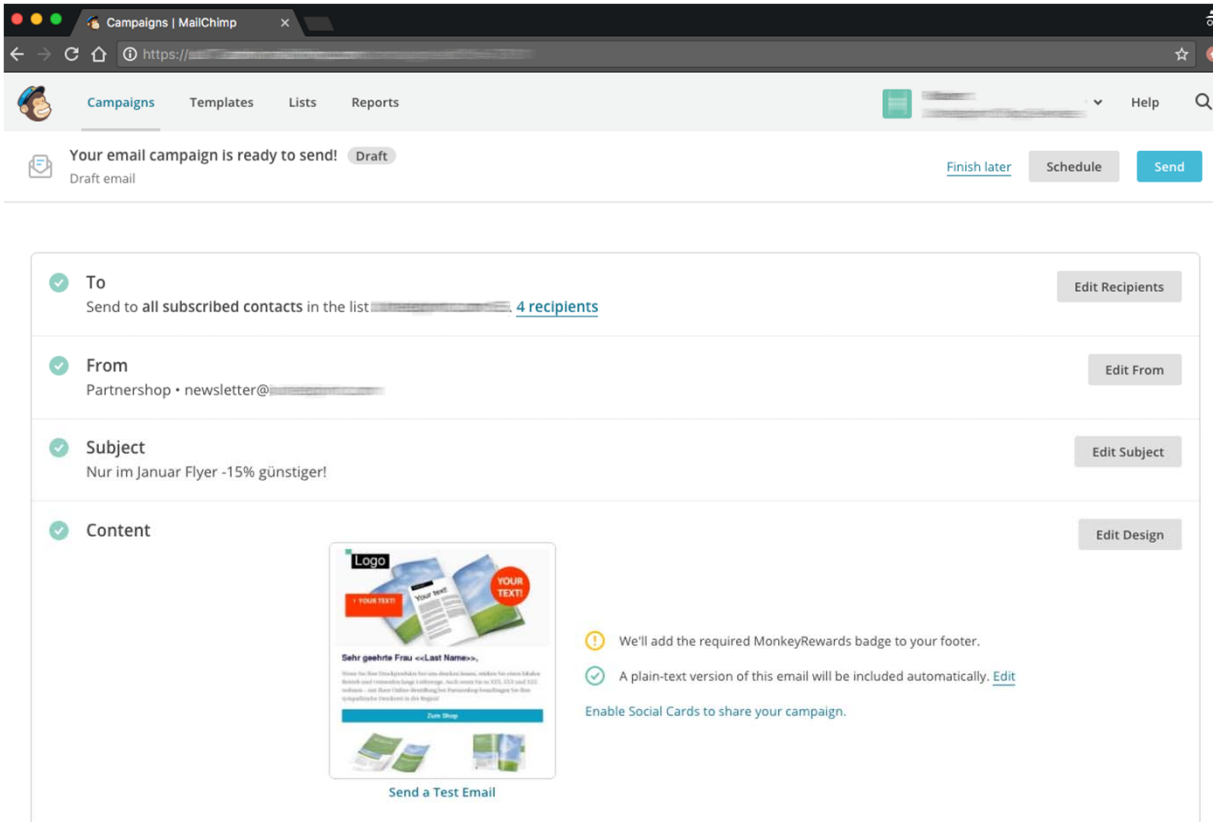
✓ A plain-text version of this email will be included automatically. [Edit](#)

Enable Social Cards to share your campaign.

Campaign overview

- Green ticks appear next to all necessary points in the overview:
- Recipient list is defined
- Sender information has been entered
- Subject has been assigned
- Email content has been edited – an email preview has been displayed. In the free version of Mailchimp, the yellow exclamation mark indicates that a link to MailChimp has been added under the email.

MailChimp – Sending the newsletter



The screenshot shows the MailChimp 'Campaigns' interface. At the top, there's a navigation bar with 'Campaigns', 'Templates', 'Lists', and 'Reports'. Below this, a status bar indicates 'Your email campaign is ready to send!' with a 'Draft' button and options to 'Finish later', 'Schedule', or 'Send'. The main content area shows the email configuration details:

- To:** Send to all subscribed contacts in the list [redacted] [4 recipients](#) (Edit Recipients)
- From:** Partnershop • newsletter@[redacted] (Edit From)
- Subject:** Nur im Januar Flyer -15% günstiger! (Edit Subject)
- Content:** (Edit Design)

The 'Content' section displays a preview of the email design, which includes a logo, a 'Your Text' placeholder, and a 'Your Text!' placeholder. Below the preview, there's a 'Send a Test Email' button. To the right of the preview, there are two informational messages:

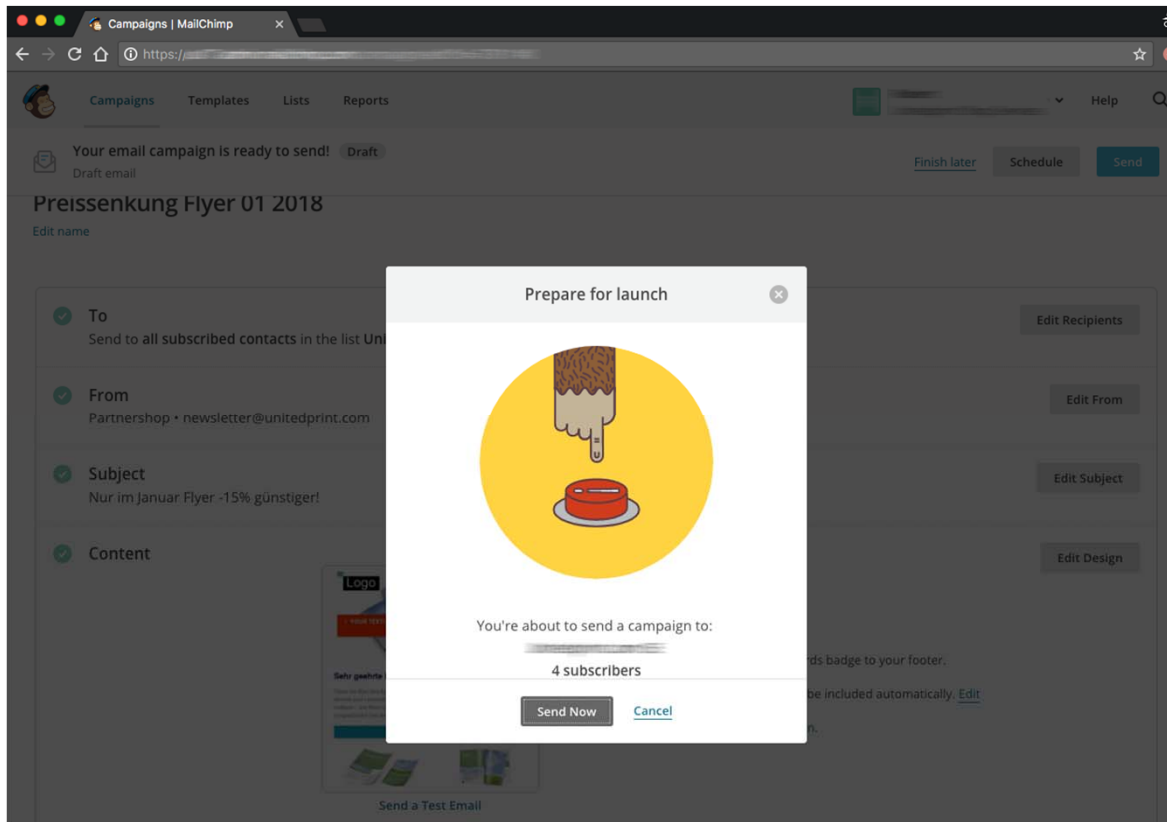
- ⓘ We'll add the required MonkeyRewards badge to your footer.
- ✓ A plain-text version of this email will be included automatically. [Edit](#)

Below these messages, there's a link to 'Enable Social Cards to share your campaign.'

Send

- Pressing the "Send" button takes you to the layer on which final shipment is activated.

MailChimp – Sending the newsletter



Send

- The layer once again shows the recipient list and number of recipients. "Send Now" initiates shipment.

