MailChimp - Login

Login

- Log in at https://mailchimp.com
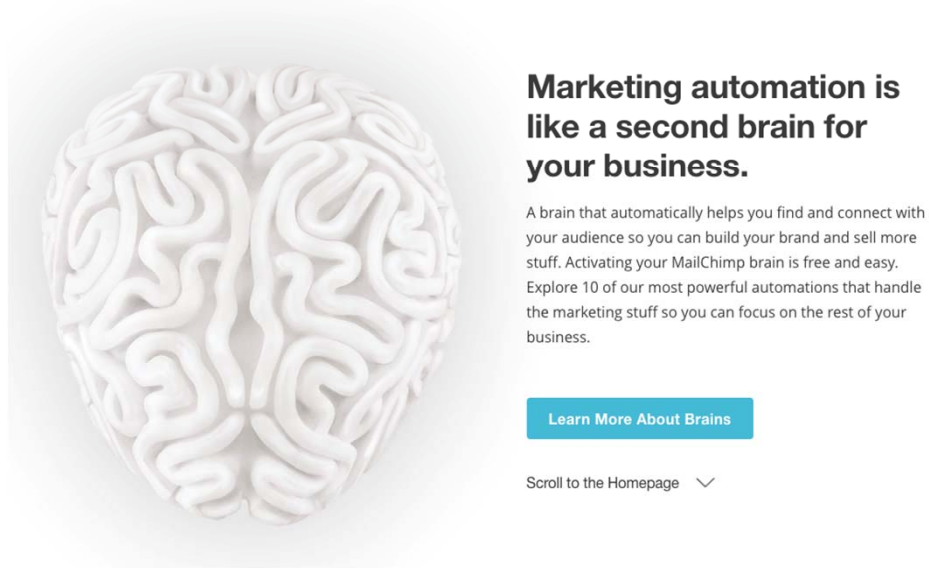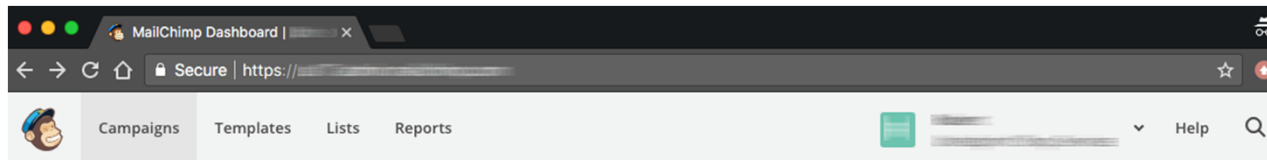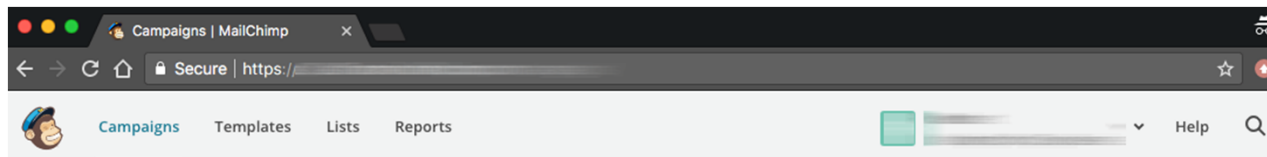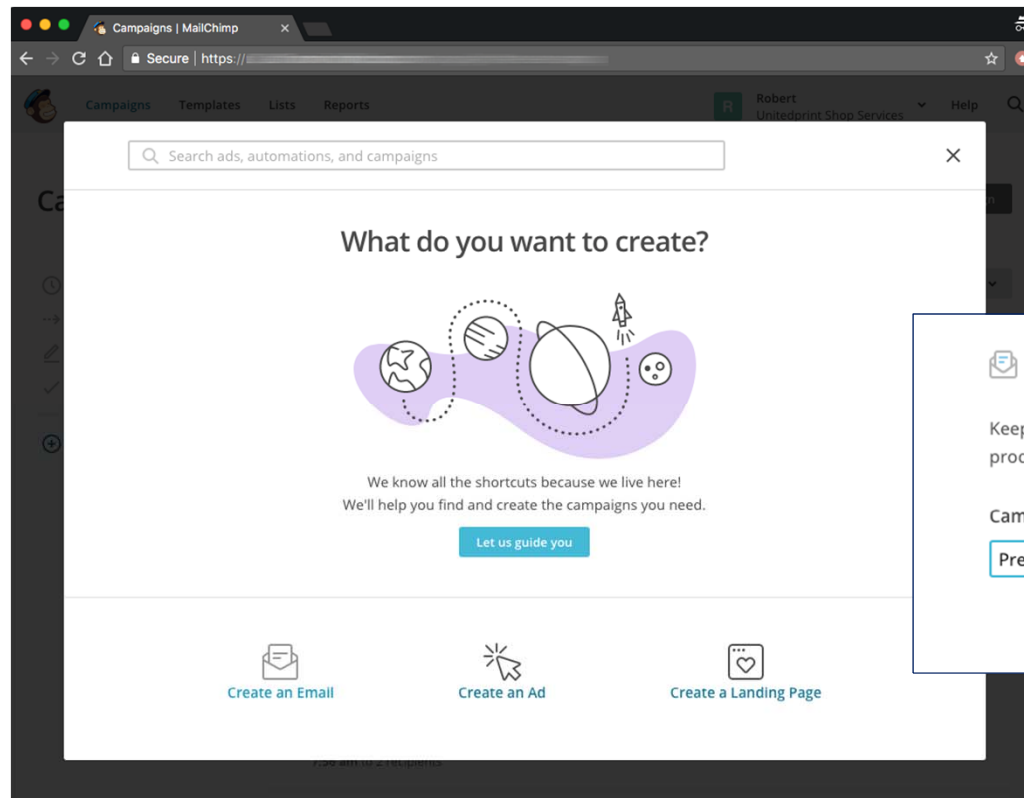
MailChimp – Creating a campaign

Campaigns

- Select "Campaigns"
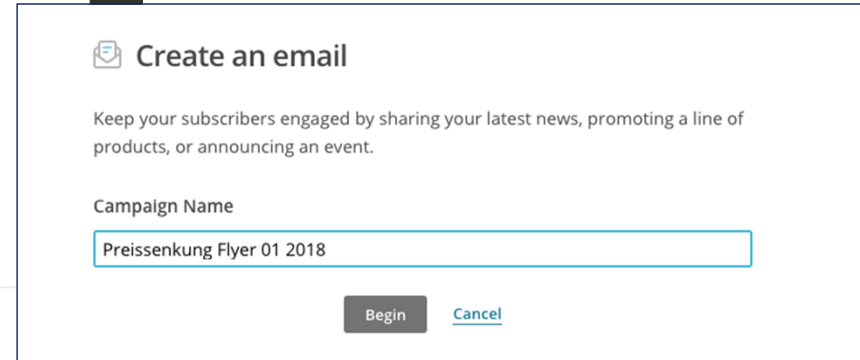 in the main navigation menu

Create Campaigns

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

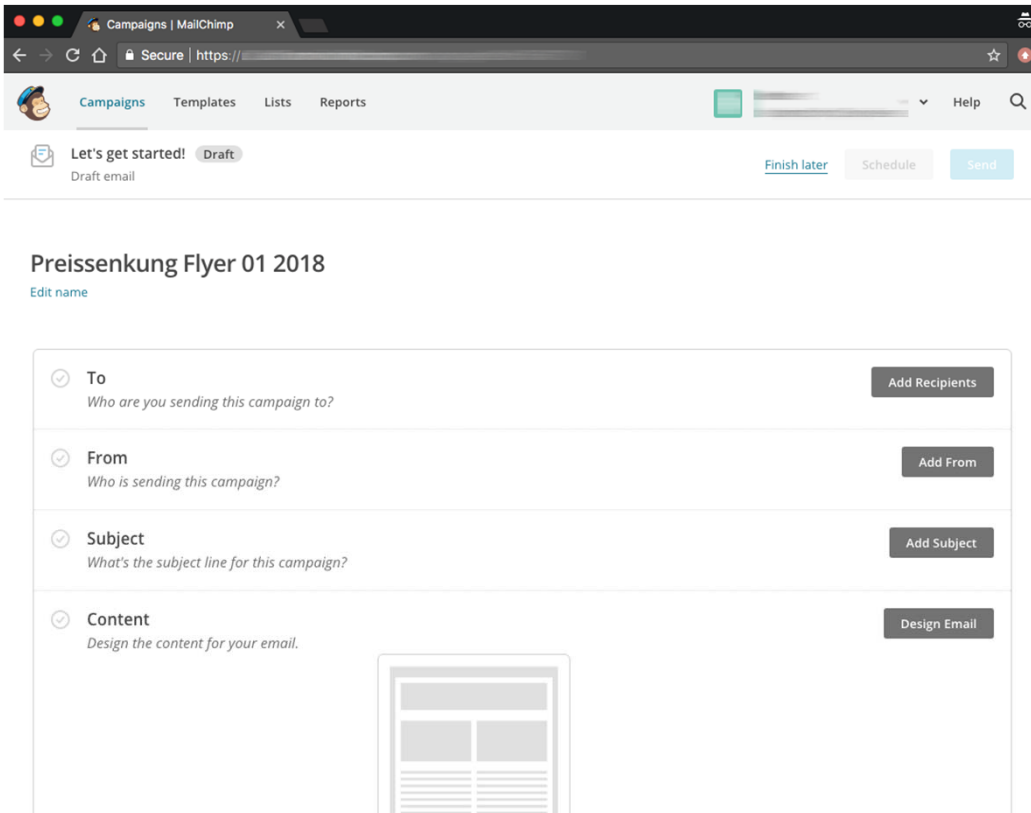# MailChimp – Creating a campaign

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"

MailChimp – Newsletter recipient list

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

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
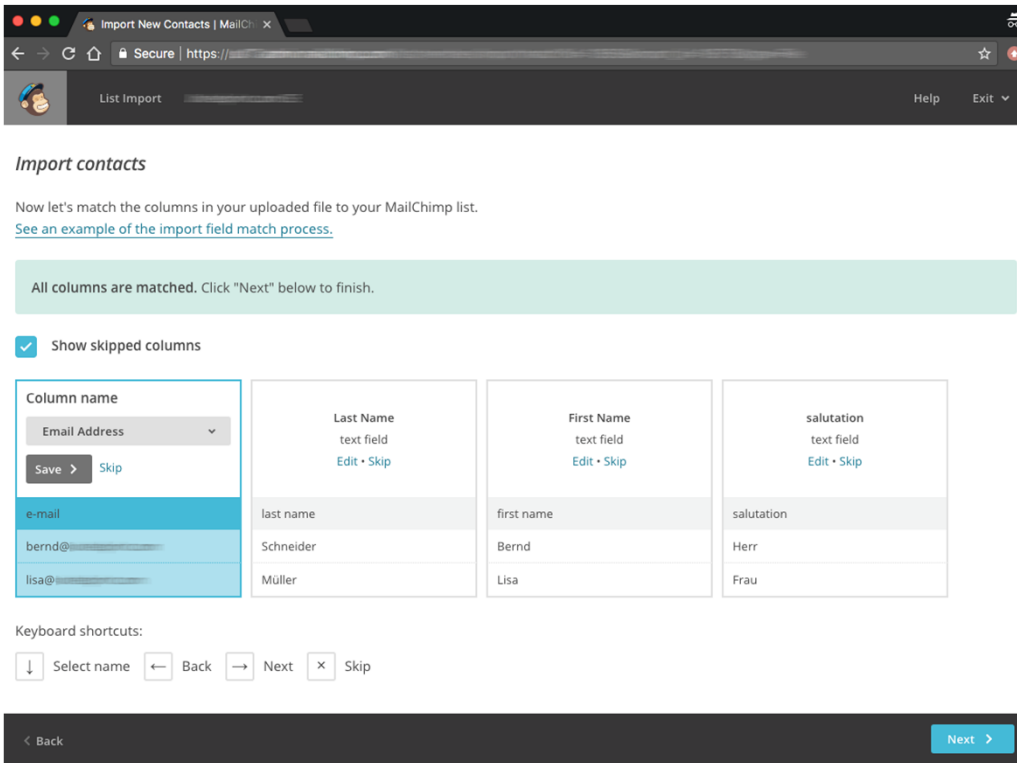
Creating / Updating a recipient list

- 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

Checking the list

- Check whether column allocation is correct

MailChimp – Newsletter recipient list

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

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
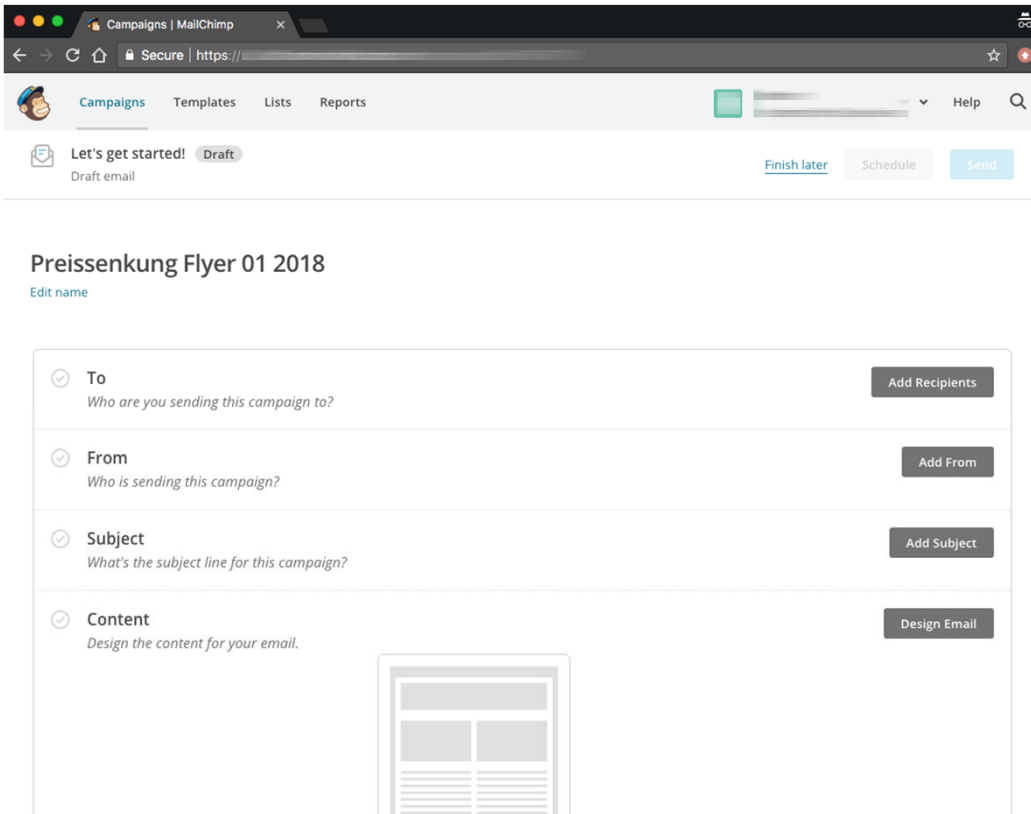
MailChimp – Selecting newsletter recipient list
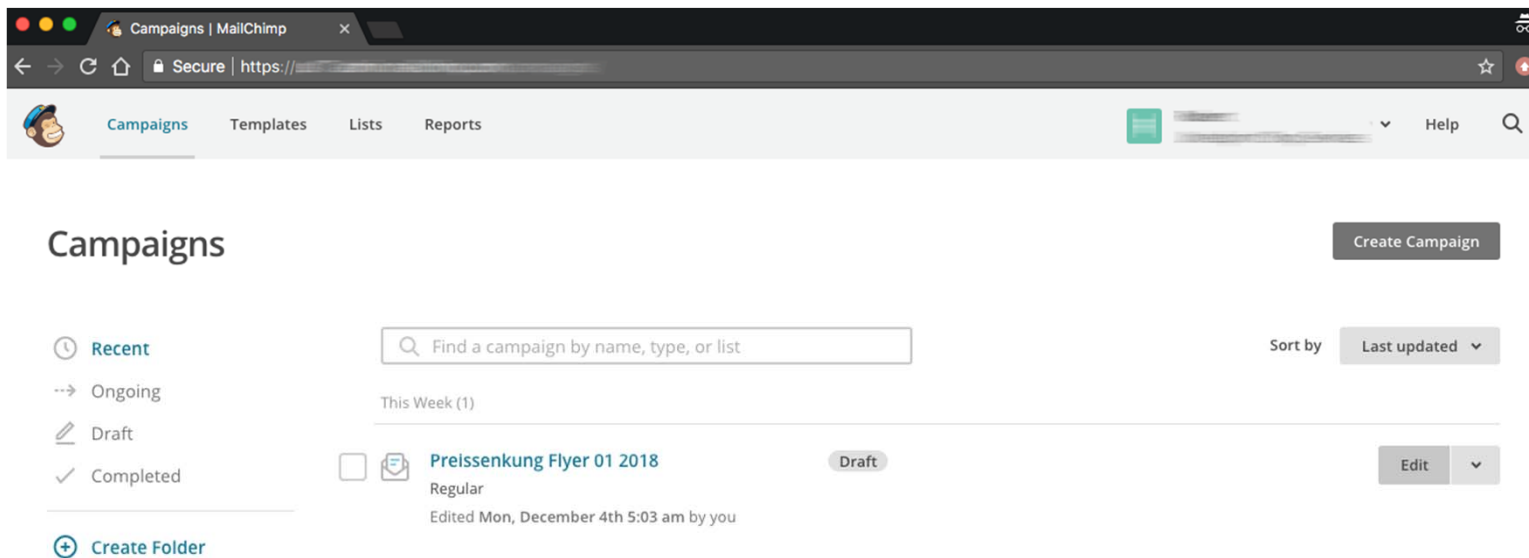
Editing the campaign

- 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

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"

MailChimp – Selecting newsletter sender

Preissenkung Flyer 01 2018

Edit name

To
Send to all subscribed contacts in the list ▓▓▓▓▓▓▓▓▓▓ 4 recipients   Edit Recipients
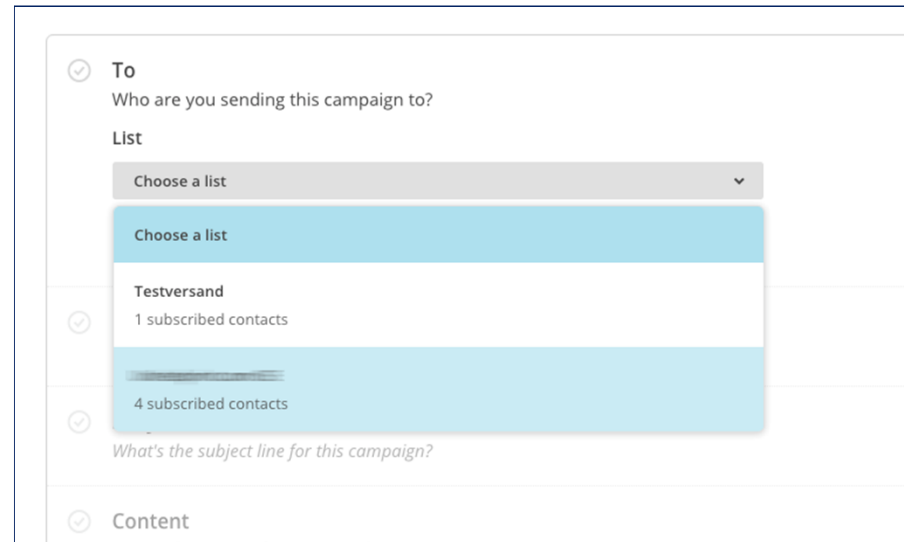
From
Who is sending this campaign?

Name   89 characters   **Email address**

Partnershop   newsletter@▓▓▓▓▓▓▓▓

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

Verify Domain

Save   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

Content
Design the content for your email.

Design Email

Design Email

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

MailChimp – Designing the newsletter

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
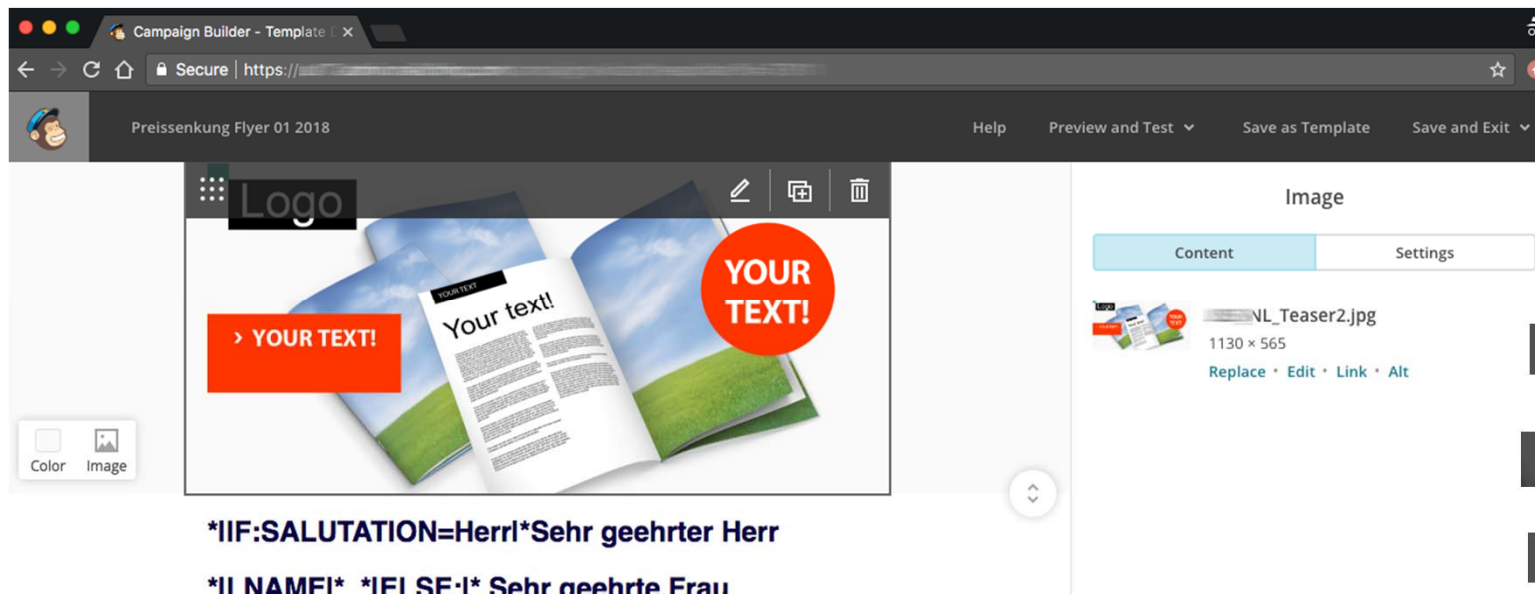
Editing elements

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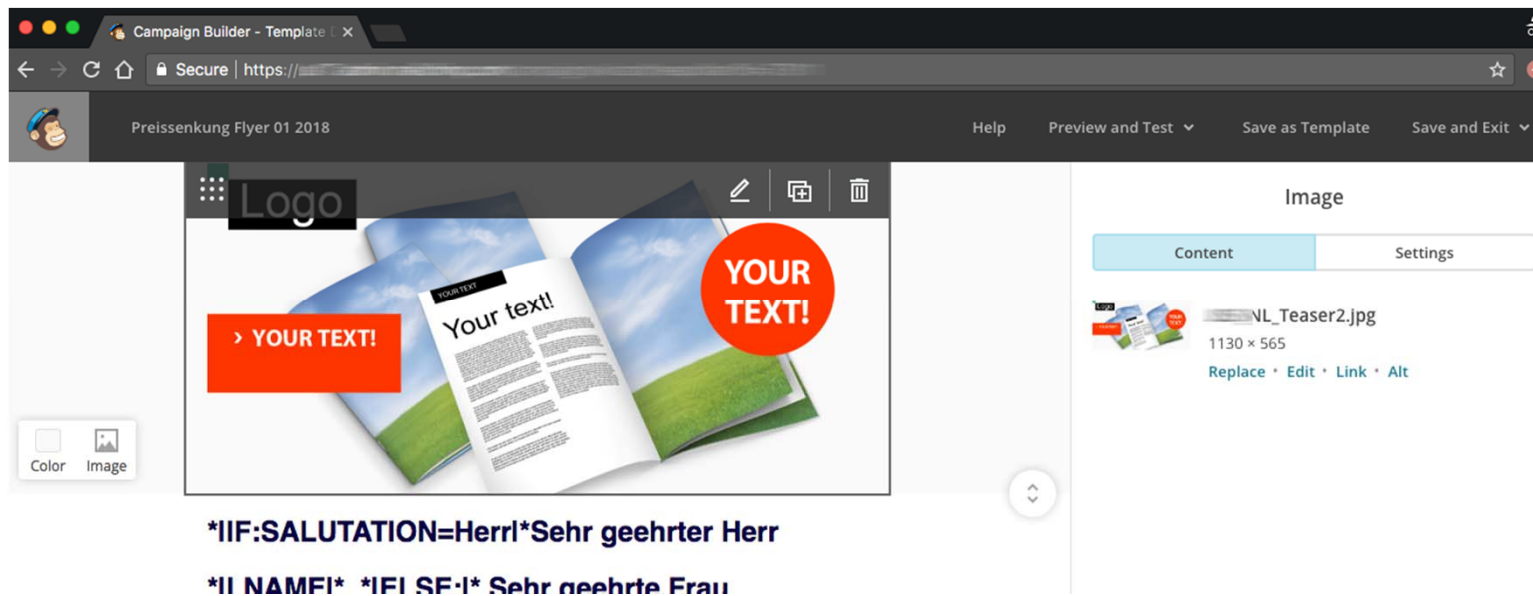- The properties are shown on the right-hand side (graphic's file name + size in pixels)
- The "Replace" menu item takes you to the media centre

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

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

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

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

Editing a two-columned element

- Highlighting a two-columned 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
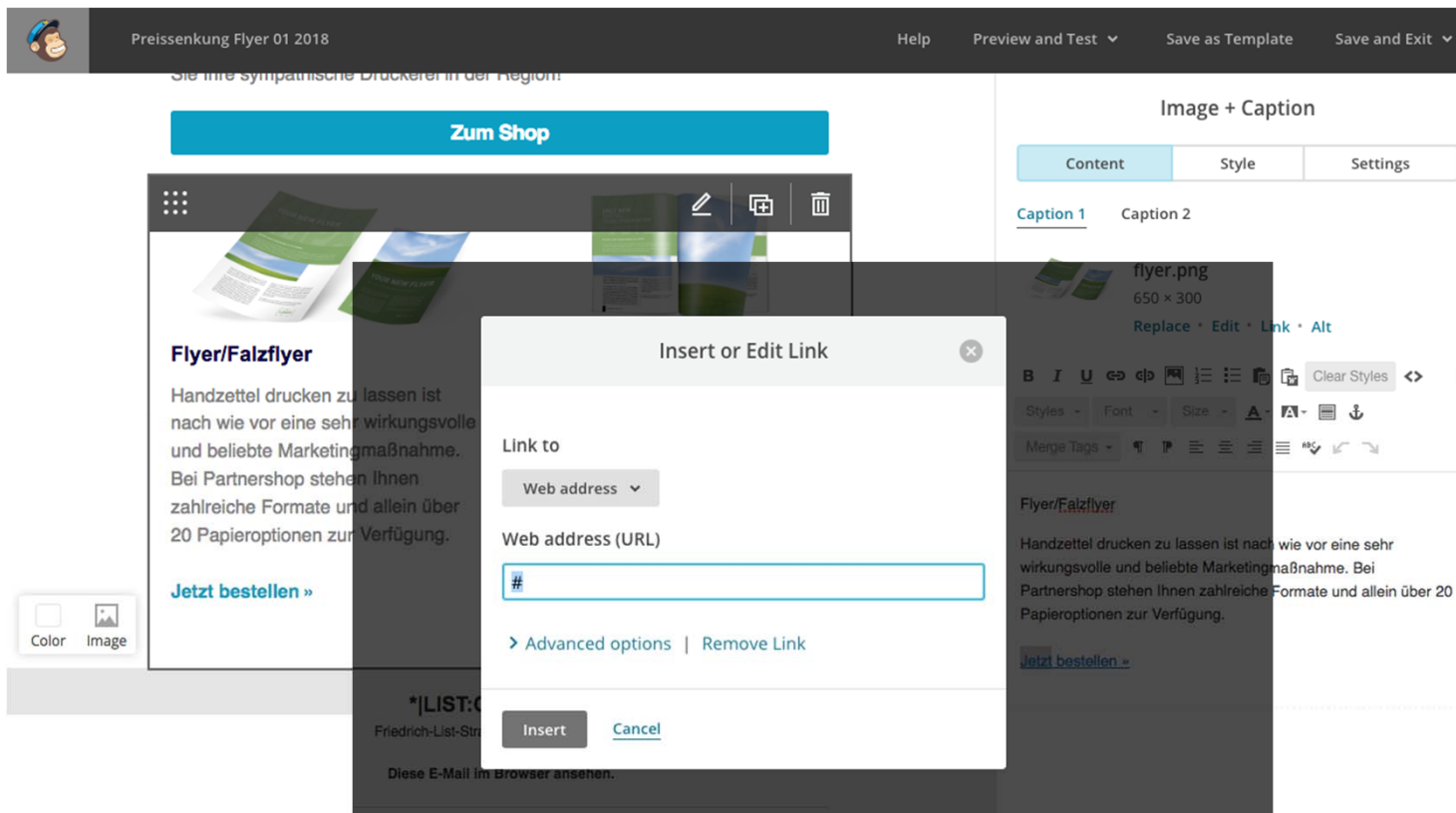
Editing a two-columned element

- 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
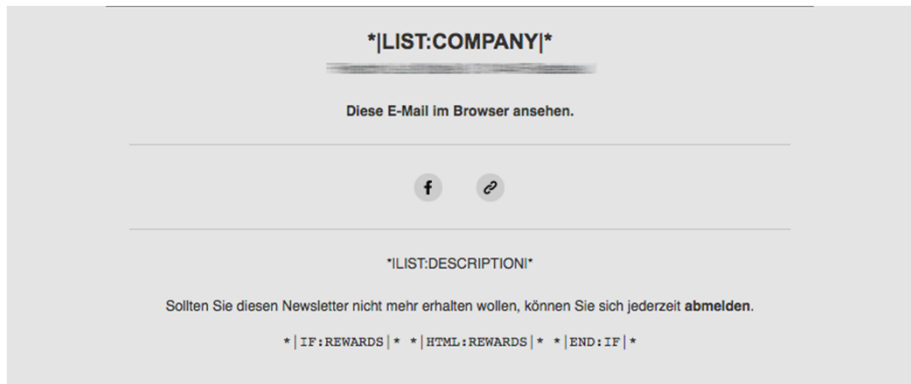
|LIST:COMPANY|

Diese E-Mail im Browser ansehen.

f 🔗

|LIST:DESCRIPTION|

Sollten Sie diesen Newsletter nicht mehr erhalten wollen, können Sie sich jederzeit **abmelden**.

|IF:REWARDS| *|HTML:REWARDS|* *|END:IF|*

Editing footers

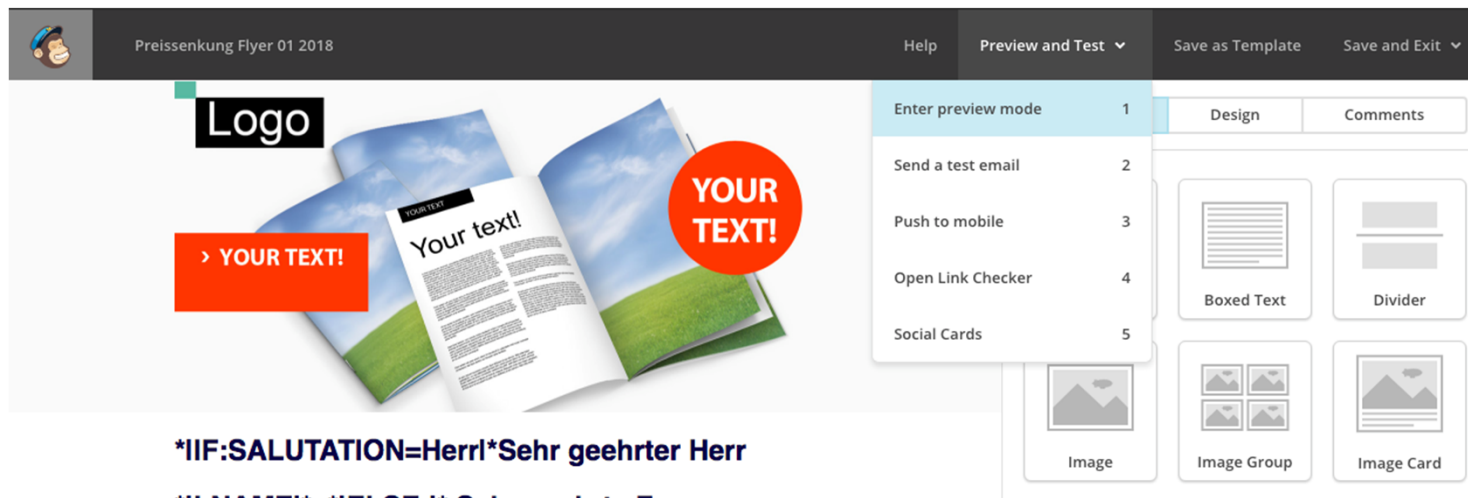- The lower part should only be edited to a limited extent.
- The "Social Follow" block with links to social media channels can of course be adjusted.
- The other elements may be moved around, but are required for shipping.
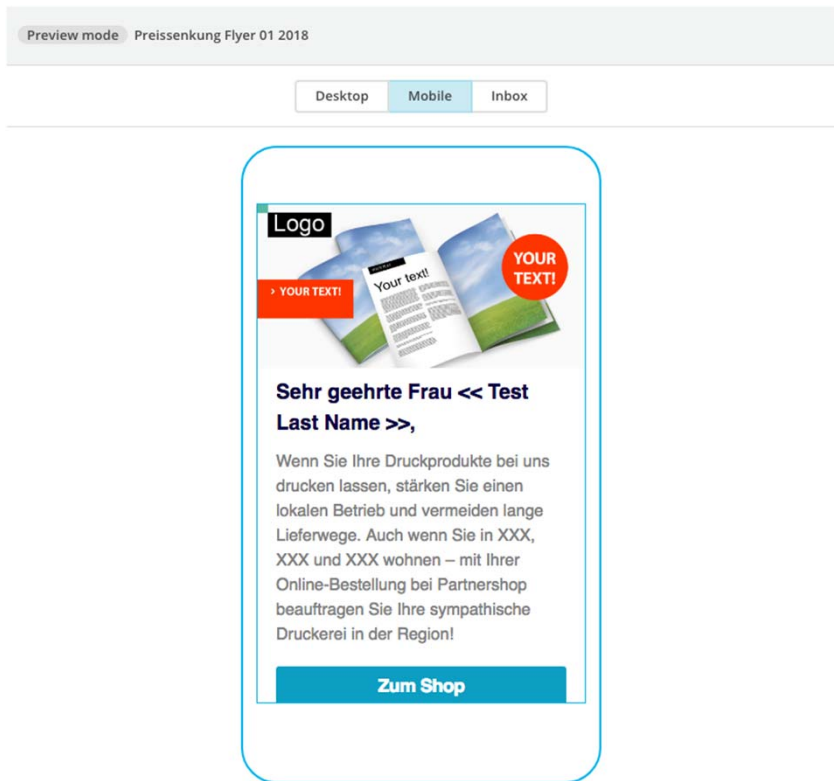
MailChimp – Newsletter Preview

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

Desktop   Mobile   Inbox

Logo

> YOUR TEXT!

Your text!

YOUR TEXT!

Sehr geehrte Frau << Test Last Name >>,

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

Preview mode

- Preview mode enables you to check, before shipping, how the email will be displayed on a desktop and mobile device.
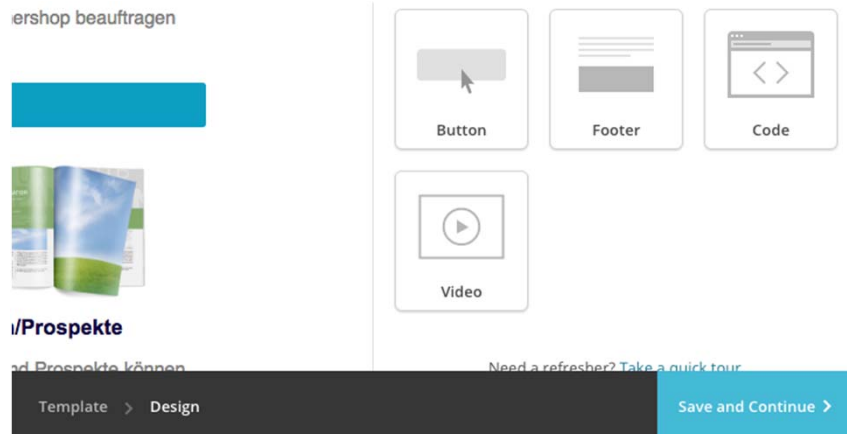
21.12.2017

MailChimp – Newsletter Preview
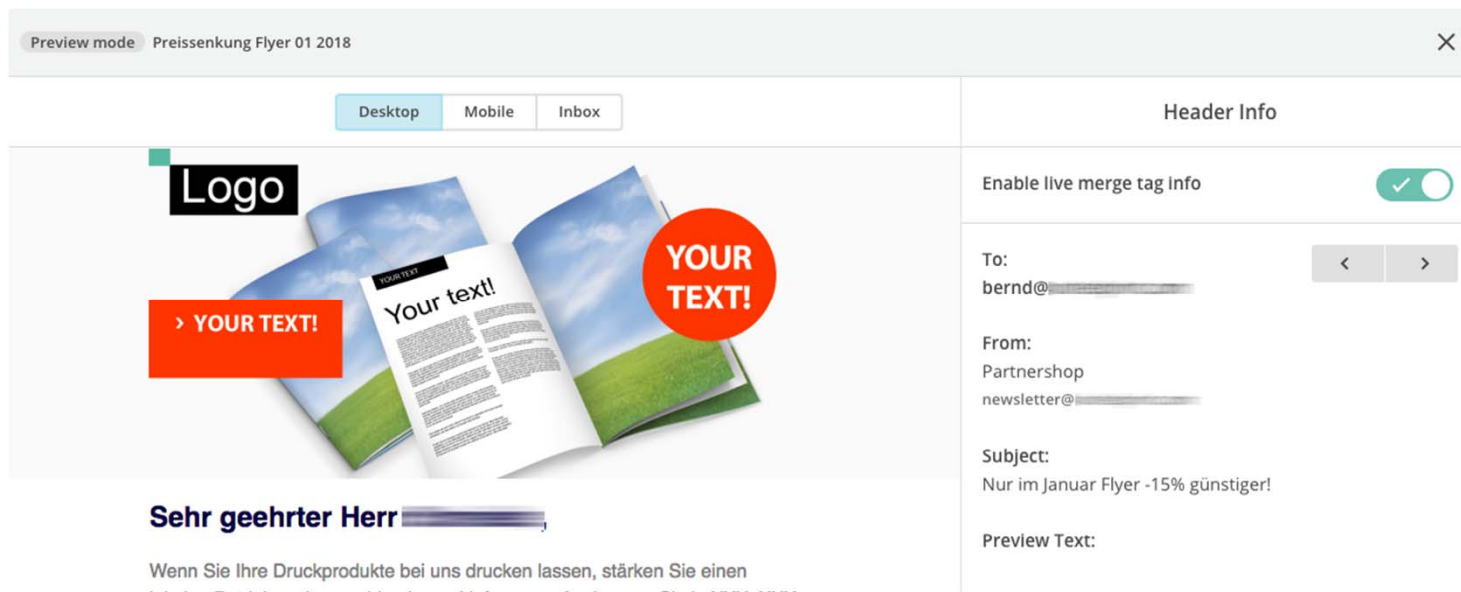
Enable live merge tag info

- 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..
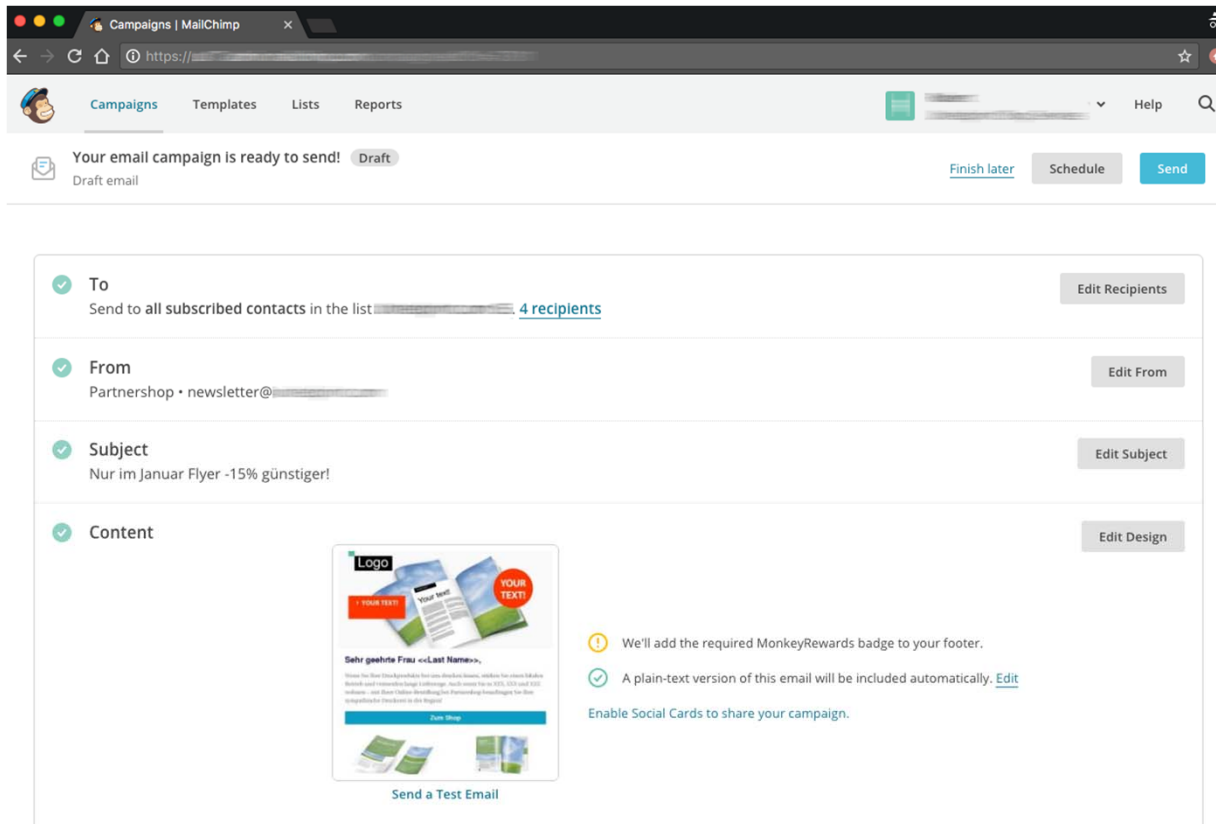
MailChimp – Finish editing the newsletter

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

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

Send

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

MailChimp – Sending the newsletter
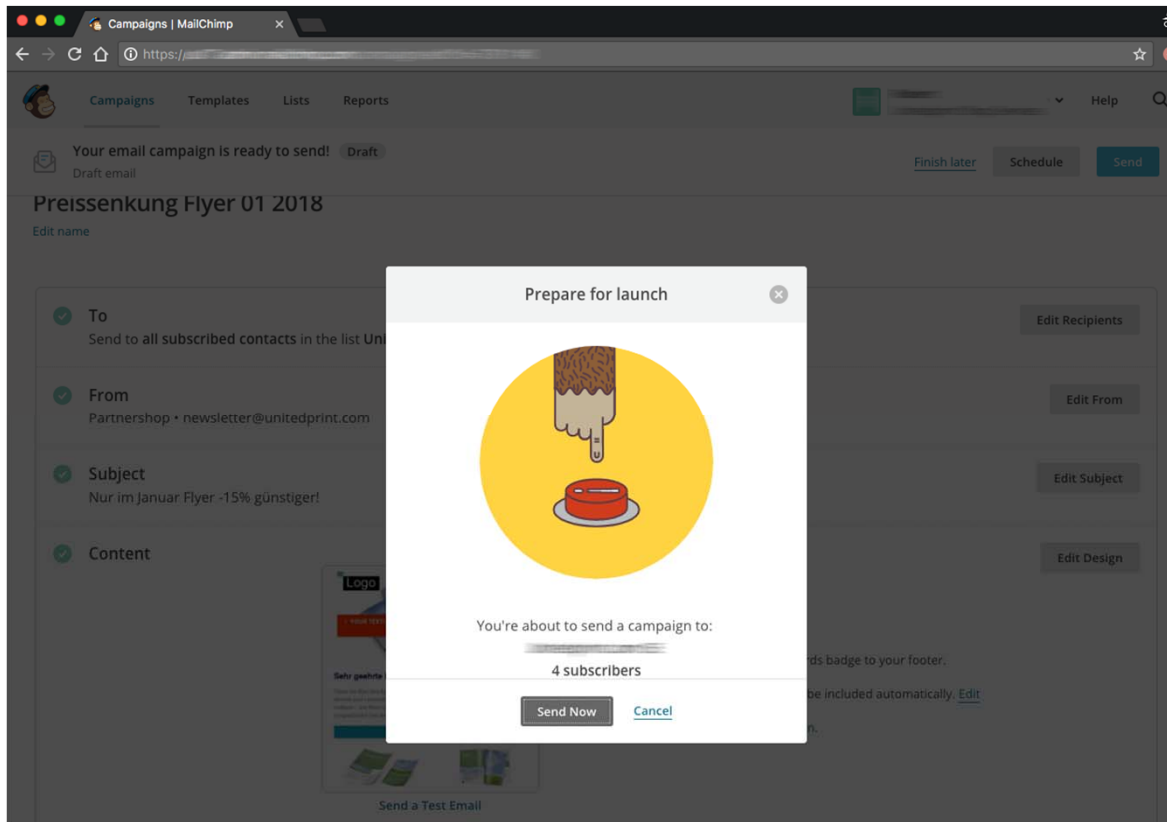
Send

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

21.12.2017