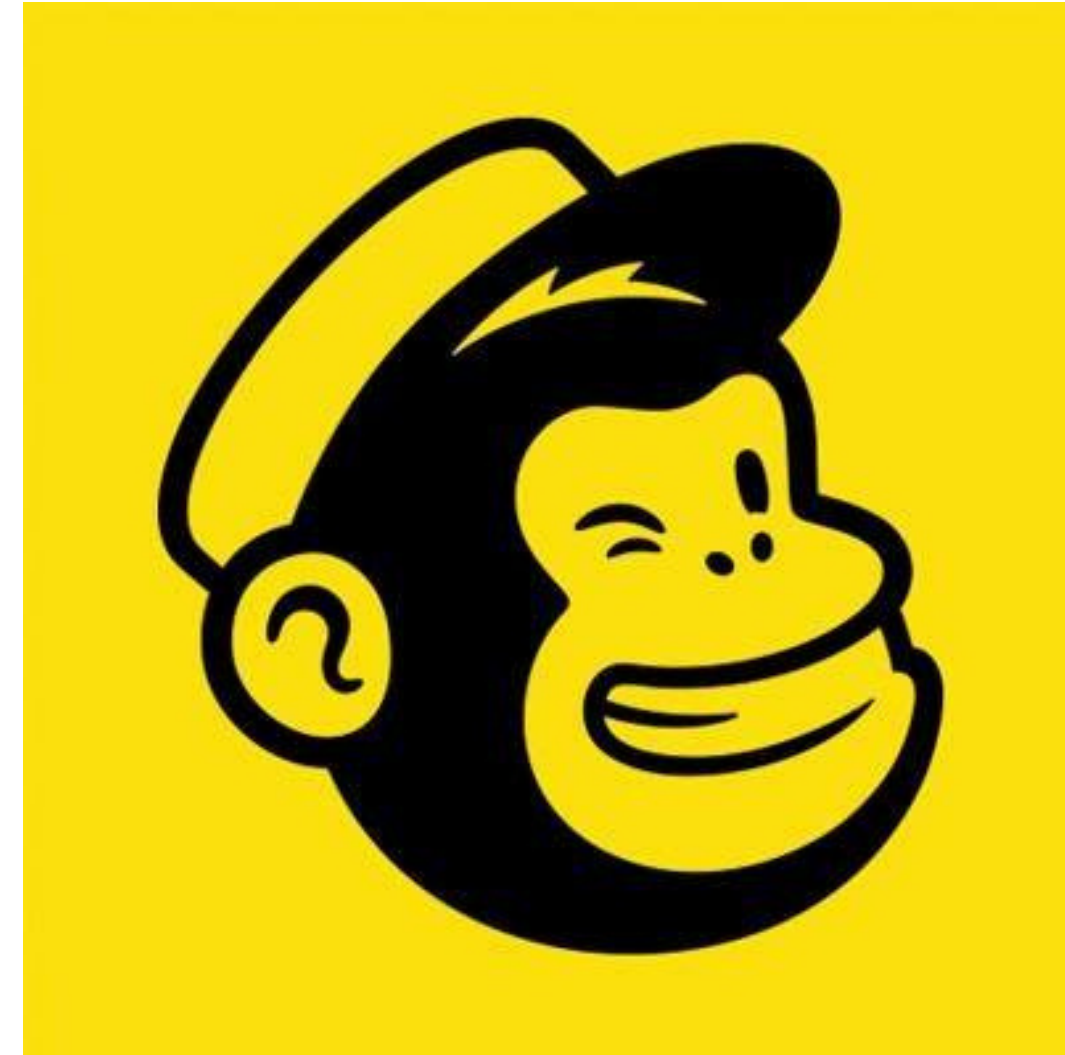


HOW TO CREATE NEWSLETTERS WITH MAILCHIMP



Created by:



Why Mailchimp?



Free platform to organize your consumer contacts.

Allows you to use creative freedom to build your own newsletters, surveys and email chain.

Promotes business to consumer relationships.

Sign Up for Free Account

Sign up for Mailchimp

Create a free account or [log in](#)

Email

Username

Password

 [Show](#)

☐

I don't want to receive emails about Mailchimp and related Intuit product and feature updates, marketing best practices, and promotions from Mailchimp.

By creating an account, you agree to our [Terms](#) and have read and acknowledge the [Global Privacy Statement](#).

Sign Up

Invisible reCAPTCHA by Google [Privacy Policy](#) and [Terms of Use](#).



Use a business email to create your profile.

It will be used to send out your content.

Account Pricing

Selection > Payment > Confirmation

Mailchimp Recommends

<p>Premium <input type="radio"/></p> <p>Advanced features for pros who need more customization.</p> <p>You'll pay</p> <p>\$299</p> <p>a month</p> <p>with 10,000 contacts</p>	<p>Standard <input type="radio"/></p> <p>Better insights for growing businesses that want more customers.</p> <p>You'll pay</p> <p>\$17</p> <p>a month</p> <p>with 500 contacts</p>	<p>Essentials <input type="radio"/></p> <p>Must-have features for email senders who want added support.</p> <p>You'll pay</p> <p>\$11</p> <p>a month</p> <p>with 500 contacts</p>	<p>Current Plan</p> <p>Free <input checked="" type="radio"/></p> <p>All the basics for businesses that are just getting started.</p> <p>You pay</p> <p>\$0</p> <p>a month</p> <p>500 contact maximum</p>
--	--	--	---

Choose the pricing model that best fits your business needs.

You're able to use the basic templates and functions free.

You can always upgrade your profile once you get comfortable with the platform.

Business Information



Tell us a bit about you

First name

Lanaya

Last name

Lewis

Business name

LanayaGoodEats

You can always change this later in your account settings.

Phone number

Optional

Next



Enter your name, business name and phone number.

Identify Goals

What's your top goal with Mailchimp?

Drive sales, revenue, or conversions

☐

Send emails people find helpful or entertaining

☐

Build a website to market my business or sell stuff

☐

Grow my list of email subscribers

☒

I'm just checking things out

☐

Identify your goals with Mailchimp.

For signups and newsletter purposes, select "Grow my list of email subscribers."

Identify existing subscribers

How many email subscribers do you have?

An estimate will do. We'll recommend ways to grow and manage your audience based on your answer.

None yet, I'm just getting started



500 or fewer



501 - 5,000



5,001 - 20,000



20,001 - 50,000




More than 50,000



Give an estimate of how many subscribers you already have.

Mailchimp will email resources on how to manage and increase your audience if needed.

Getting Started




Recommended next steps based on your profile...

0/3

Create your first campaign


Choose how you'd like to start



Send your first email

Choose a pre-designed template or use our drag-and-drop builder to launch a campaign in minutes.


Create email



Start an automation

Send timely and personalized emails without having to hit the send button each time.

Start automation



Create a website

Build a free website with all the tools needed to market your business built right in.

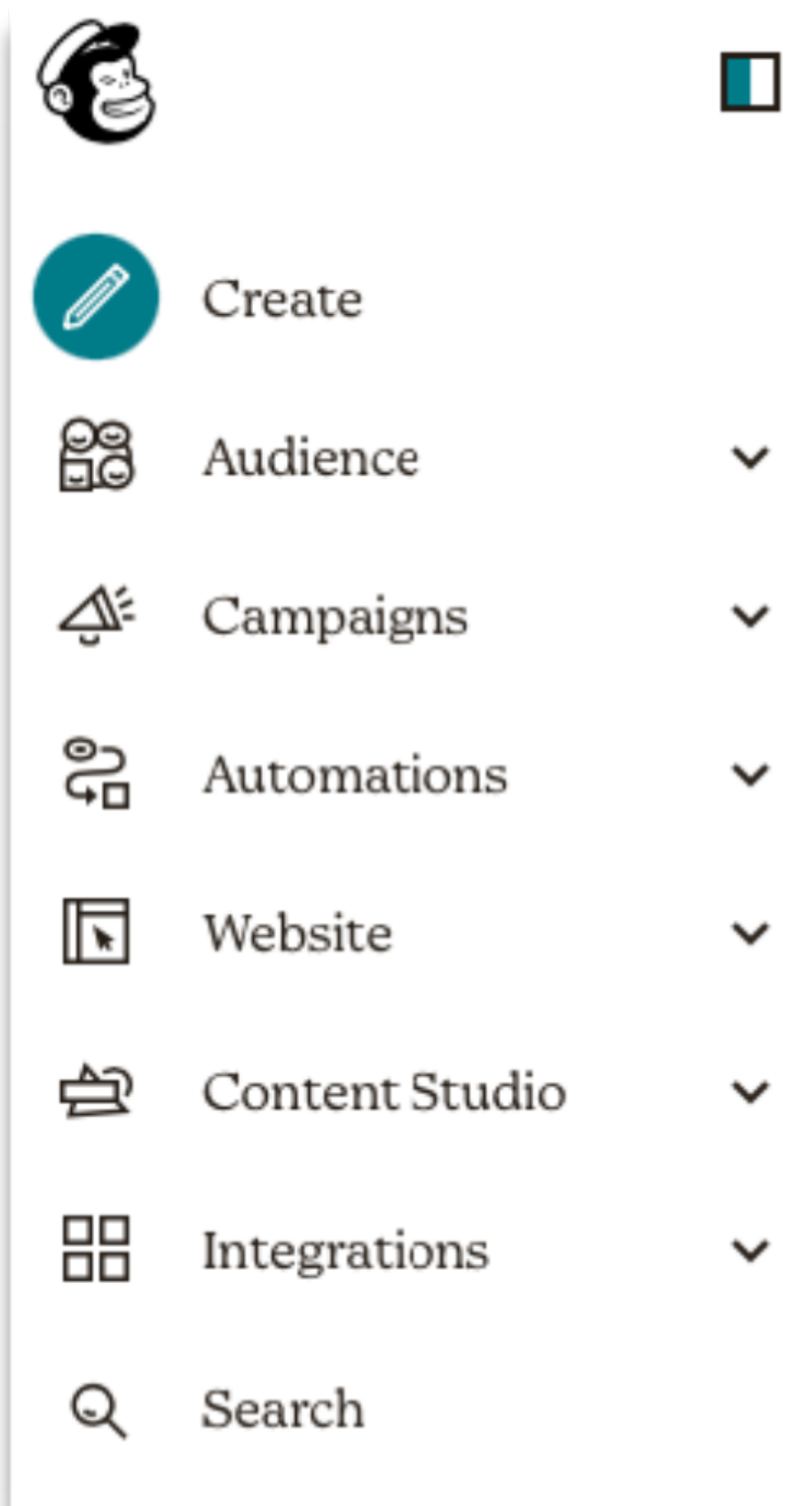
Build website

Have something else in mind? [Here are some other things you can create](#)

Mailchimp gives you a few ways to start your content: email, automations or creating a website on their platform.

We'll be focusing on emailing newsletters, surveys and building an audience.

Menu



There are several ways to use Mailchimp:

Audience (Manage contacts, create signup forms, tags, surveys and segments)

Campaign (Create email templates, view campaigns, analytics and reports)

Automations (Build journeys/responses to sign ups)

Website (Create a site on Mailchimp)

Content Studio (Organize content)

Integrations (Add apps to Mailchimp)

Audience

Grow Your Mailchimp Audience

Your audience is where you'll store and manage your contacts. Once you add your contacts, you'll be able to send your first campaign. We'll walk you through the process.

[Add Your Contacts](#)

How would you like to add contacts?

Build your Mailchimp audience by adding or importing contacts you already have permission to market to. [Learn how consent impacts email delivery](#)



Import from another service
Add contacts automatically
from tools you already use.



Upload a file
Import contacts from a CSV or
tab-delimited TXT file.
[More info](#)



Copy and paste
Directly paste in new contacts
from a spreadsheet or similar
list.

[Continue](#)



Add your consumers/subscribers.

You can import subscribers using CRM (customer relationship management) tools, through an Excel or TXT file or copy and paste contacts directly onto Mailchimp.

Add Contacts

Audience

LanayaGoodEats

Your audience has 1 contacts. 1 of these are subscribers

Overview Manage contacts ▾ Add contacts ▾ Sign out

- Add a subscriber
- Import contacts

Filter by Tags ▾		View Segment ▾		New Segment	
	Email Address	First Name	Last Name		
<input type="checkbox"/>		Lanaya	Lewis		



To manually add contacts, click "All contacts," go to the "Add contacts" and select "Add a subscriber."

Add Contacts

Add subscriber

Want to subscribe more than one person at a time? [Import an audience](#)

Email Address *

Tags



Add or create a tag

☐ This person gave me permission to email them
This person will not receive a confirmation email from Mailchimp. Since you're adding this recipient manually, they won't have an opt-in IP address or date in your records, so be extra sure you have permission first. [Learn more](#)

☐ If this person is already in my audience, update their profile

Subscribe

You must have the person's email address to add them as a subscriber. Their full name, address and title are optional.

At the end of the list, you must answer if the person gave you permission to add them to your lists.

Create Tags

Tag your contacts

Easily organize your contacts using simple words or phrases that make the most sense to you.

Search for or create tags

Start typing to add a custom tag

Choose from popular tags

Customer

2021

Continue To Match


Use tags to categorize your contacts.

For example, create a "Specials" tag for subscribers interested in menu specials. Or if you own an event menu, create a tag for subscribers interested in "entertainment."

Signup Forms

Overview Manage contacts ▾ Add contacts ▾ **Signup forms** Preferences center

Form builder

Build, design, and translate signup forms and response emails

Embedded forms

Generate HTML code to embed in your site or blog to collect signups.

Subscriber pop-up


Design a pop-up signup form that can be embedded on any site.

Contact Form

Let your customers reach you directly with a contact form that sends messages to your [Inbox](#).

Form integrations

Create signup forms using one of our integrations.



Mailchimp gives you multiple form options to use for your newsletters and websites.

Form Builder - Create signup forms and response emails.

Embedded Forms - Embed HTML codes onto your website.

Subscriber Pop Up - Create a pop up signup form to embed on your site.

Contact Form - Build a form subscribers can fill out to reach you.

Form Integrations - Create forms using an integration.

Creating a Form

Signup form URL

http://eepurl.com/h-Lb1D

f

🐦

QR

Build it

Design it

Translate it

LanayaGoodEats

click to add a message

Email Address

First Name

Last Name

Untitled

☐ First Choice

☐ Second Choice

☐ Third Choice

Address

Street Address

Add a field

Field settings

Text

Number

Radio Buttons

Check Boxes

Drop Down

Date

Birthday

Address

Zip Code (US Only)

Phone

Website

Image




Use Form Builder to create a signup form.

Insert sections like text, radio buttons, check boxes, birthday, address and any other information you want to ask.

To hide a section, click the section and select "hidden" on the right side of the page.

Creating an Email Template

Layouts Themes Saved templates Campaigns Code your own



More ways to tell your story


Get access to a variety of layouts that can keep your emails looking professional and fresh.

Upgrade Now

Featured

Logo

Showcase your products.



Add a photo here.

Feature the star of your collection first.

To get started, replace the image above with a striking product photo to catch people's attention.

Then, describe what makes your product unique, useful, or gift-worthy. Be sure to highlight the main features, and let people know where it's available.


Start Shopping

Sell Products


Market a line of products or promote seasonal items.

Logo


Have an announcement to make?
Share your big news.



Add a photo here.



Add a photo here.



Add a photo here.


Make an Announcement

Share details about a sale, event, or other big news.

Logo

Share your story.

Newsletters keep people engaged with your brand. Share articles or videos, let people know about new products or promotions, or invite them to events.



Add a photo here.

The main story

Make your email easy to scan by leading with one big feature or idea, like your latest blog post or a new product feature.

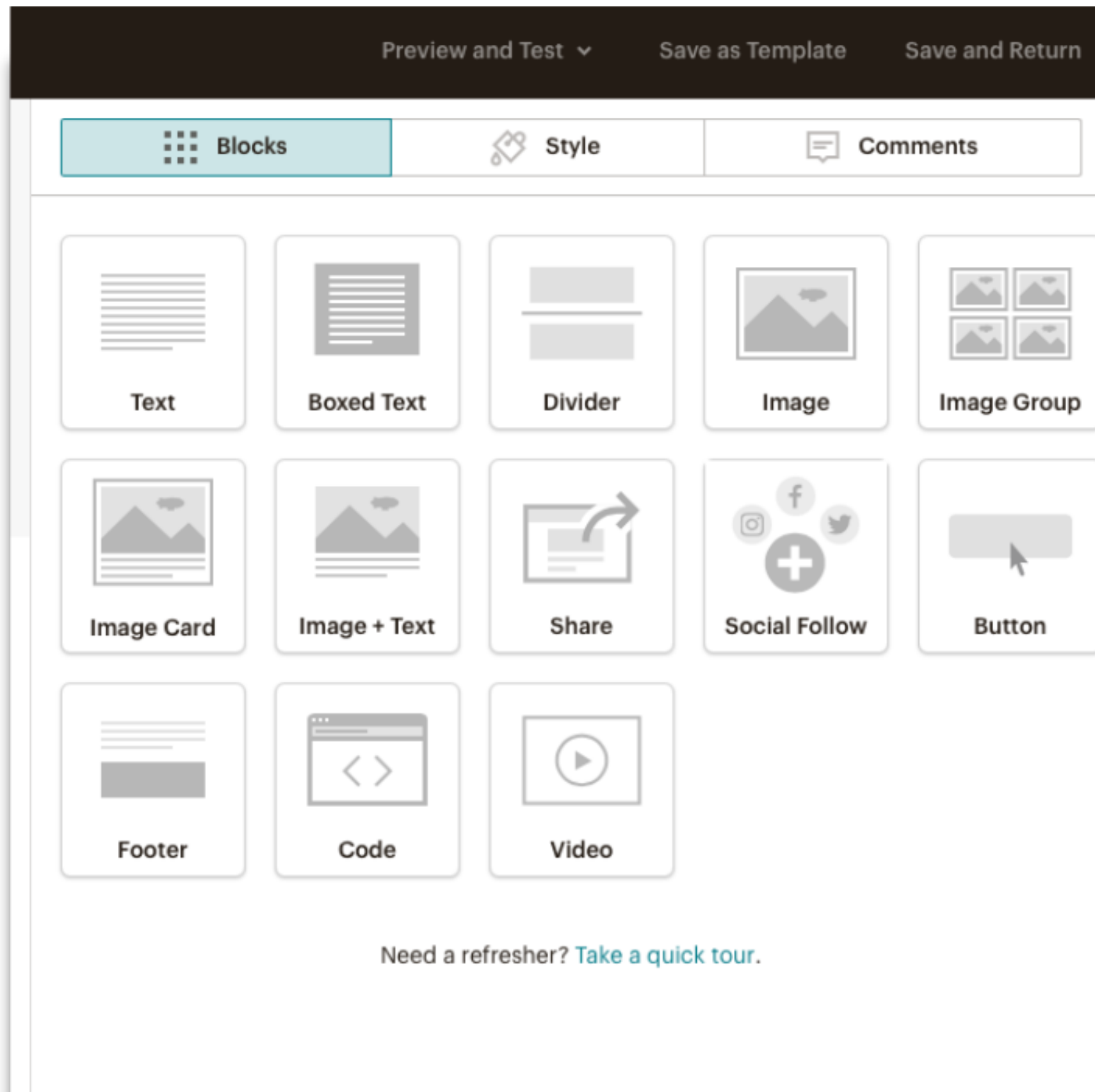
Start by replacing the full-width header and feature images with your own, or use a [solid color background](#).

Tell A Story

Send a newsletter to let people know what you've been up to.

Under "Campaigns," go to "Email Template" and create your own design from scratch or use pre-made templates from Mailchimp.

Creating an Email Template



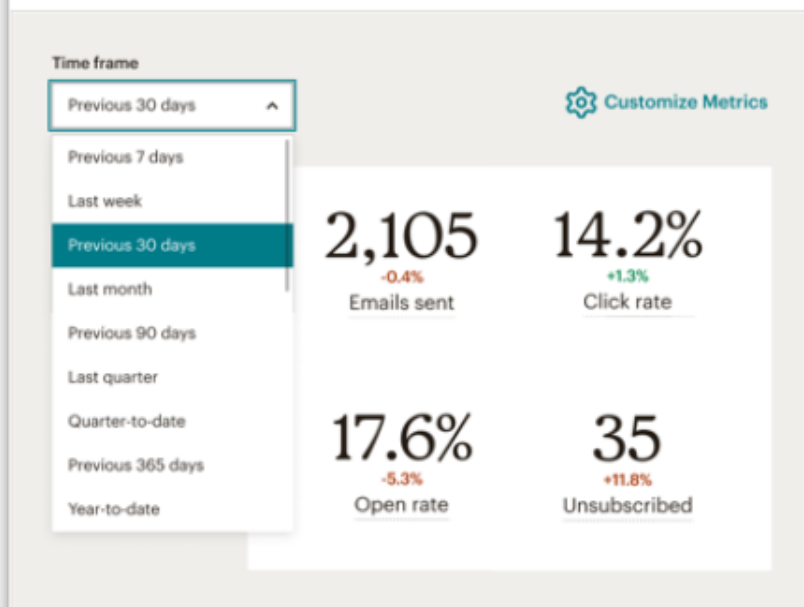
With each design you'll be able to add text blocks, images or clickable buttons that link to websites, emails or documents.

Analytics & Reports

Put your data to work for you with Email Analytics

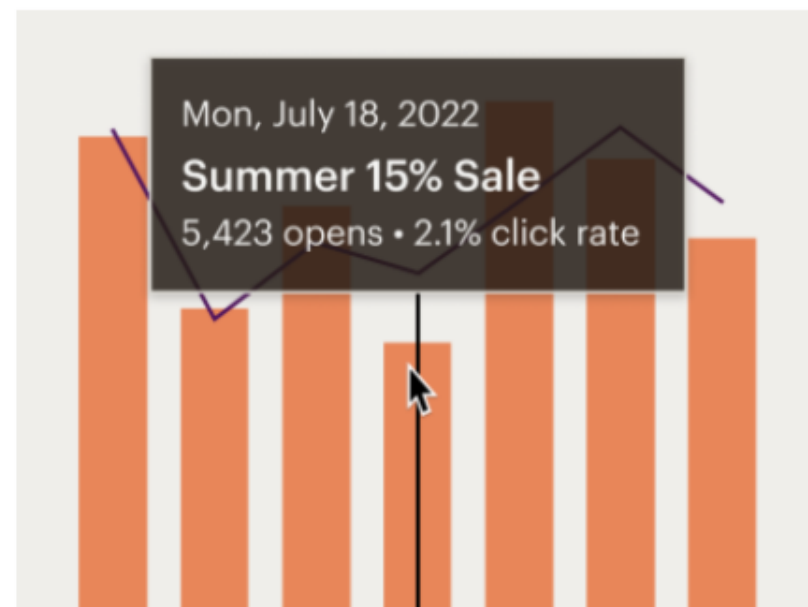
Email Analytics summarizes metrics across multiple emails so you can easily see how they're performing, identify data trends and more. Upgrade to our Standard plan to get Email Analytics and the insight you need to improve your marketing.

Upgrade to Standard plan



Choose your metrics

Choose your 4 most important metrics and see how they've performed for the last week, month, quarter or year.



Identify trends

See your email data across time, compare different metrics and more.

In order to use the analytics and reporting function to track unsubscribes, along with open and click rates, you will need to upgrade from a free plan.

Automations

Popular pre-built journeys



You are on the Free Plan. Enjoy a preview of a Pre-Built Customer Journeys, then [upgrade](#) to launch them.

Nurture relationships

Welcome new contacts

Share information

New

Send order confirmation

Sell stuff

New

Abandoned cart reminder
(new vs. returning)

Share information

Email tagged customers

Sell stuff

Create repeat customers



[See all pre-built journeys](#)

Automations are used as a chain reaction.

When someone signs up for your newsletter or complete an order, you can make it trigger a response email.




In order to use "journeys" (aka automations), you must upgrade your account.

Content Studio

We've designed something for you.

Help us make your designs better by sharing additional information about your brand and campaign. In just a few clicks, we can instantly create and resize designs for you.

Brand source: <http://lanayasgoodeats.wordpress.com> ↻

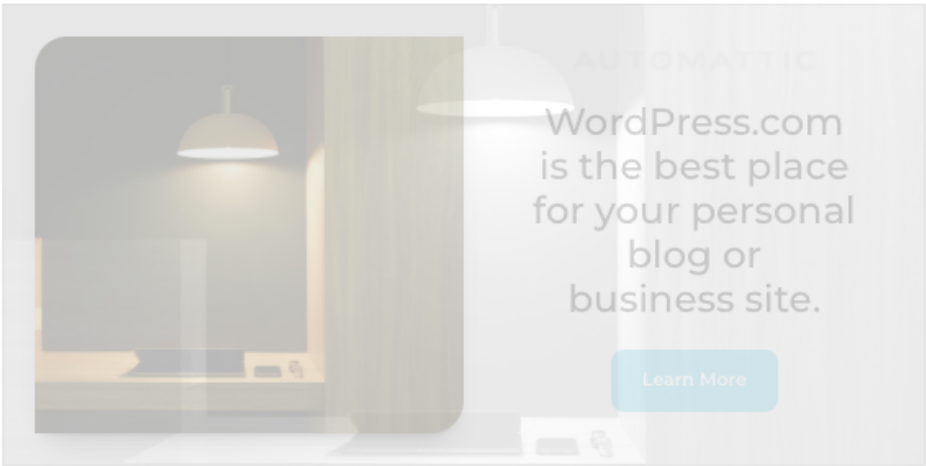
-  Share Marketing Intent >
-  Complete Your Brand (3/4) >
-  Edit Your Content >

Channel Size

Full Width





















Create New Designs



Mailchimp offers a "content studio" to organize your images, logos, designs and documents .

Integrations

 Zapier	 Google Business Profile	 Google Analytics
 Yotpo	 Instagram Content Block	 Facebook
Connect your store		
 WooCommerce	 Squarespace Commerce	 Stripe
 BigCommerce	 Magento	 Square
Sync your contacts		
 Squarespace	 Wordpress	 Salesforce
 Typeform	 Eventbrite	 MailMunch



Mailchimp allows you to link other platforms to its system.

You'll be able to update your mailing list more efficiently and connect with your customers on one platform.

Sending Emails



Figure out what your audience likes.

Create a survey and identify categories you believe will interest your subscribers.

Ask them to give written feedback on types of content they want to receive from your business.

Once you have this figured out, create tags to assign your contacts and begin creating email templates for each topic.

Tracking Emails



After successfully sending out emails, monitor the open and click rate for each campaign (template) you send out.

This will give you an idea what your audience is attracted to.

Also keep track of how many people unsubscribe from your emails. This can give you a heads up if a particular topic is performing well or if subscribers are receiving too many emails from your business.

STILL HAVE QUESTIONS?

Contact Mailchimp Support:
<https://mailchimp.com/contact/>

[Products](#)[Resources](#)[Inspiration](#)[Pricing](#)

Sales: +1 (800) 315-5939

[Log In](#)[Sign Up Free](#)

Contact Mailchimp

Topic

Please select a topic



Mailchimp is an all-in-one marketing platform for growing businesses. Mailchimp empowers millions of customers around the world to start and grow their businesses with world-class marketing technology, award-winning customer support, and inspiring content.

Looking for API help?

[Find it here](#)

Have abuse to report?

[Tell us about it here](#)

Want to learn more about Intuit's locations?

[Click here](#)

Our mailing address is:

The Rocket Science Group, LLC
675 Ponce de Leon Ave NE
Suite 5000
Atlanta, GA 30308 USA

Feedback

Chat with us