HOW TO CREATE NEWSLETTERS WITH MAILCHIMP

Created by:

downtown
SACRAMENTO
PARTNERSHIP
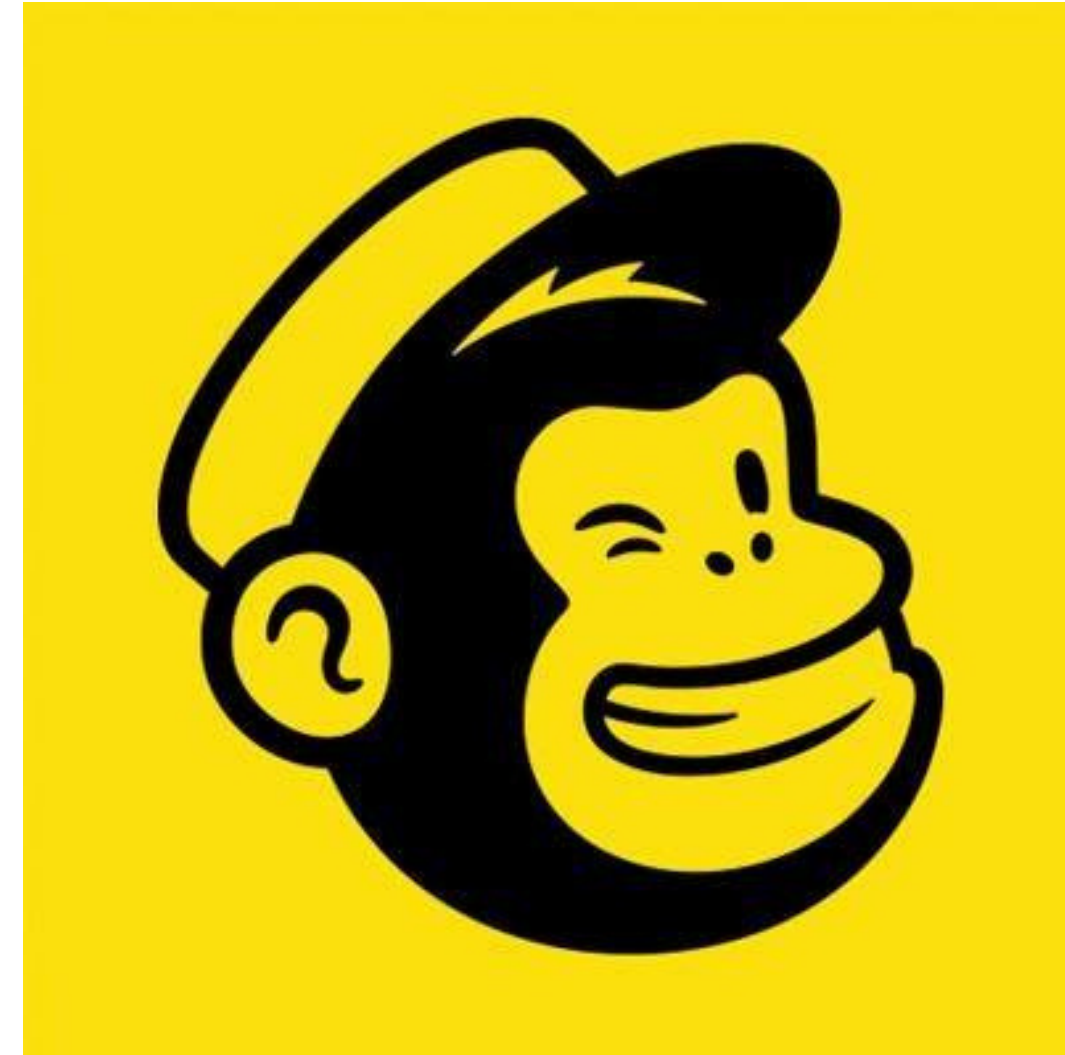
Why Mailchimp?

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

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

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
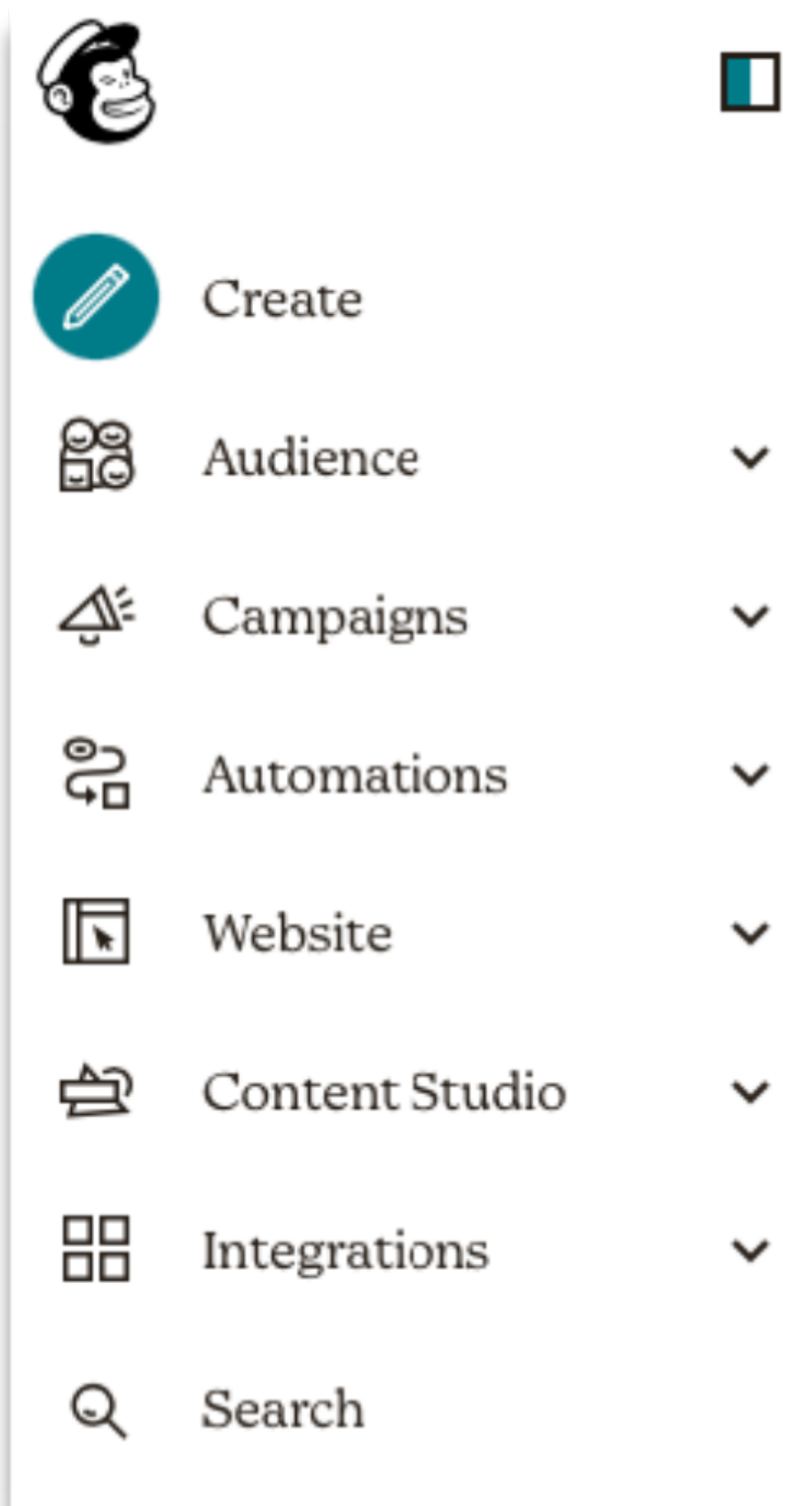
There are several ways to use Mailchimp:

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	Upload a file	Copy and paste
Add contacts automatically from tools you already use.	Import contacts from a CSV or tab-delimited TXT file. More info	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 subsc

Overview   Manage contacts ⌄   Add contacts ⌄   Sign

Add a subscriber

Import contacts

Filter by Tags ⌄   View Segment ⌄   **New Segment**

Email Address   First Name   Last Name

☐   Lanaya   Lewis

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

Add Contacts

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

Choose from popular tags

| Customer | 2021 |

Start typing to add a custom tag

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

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

Under "Campaigns," go to "Email Template" and create your own design from scratch or use pre-made templates from Mailchimp.
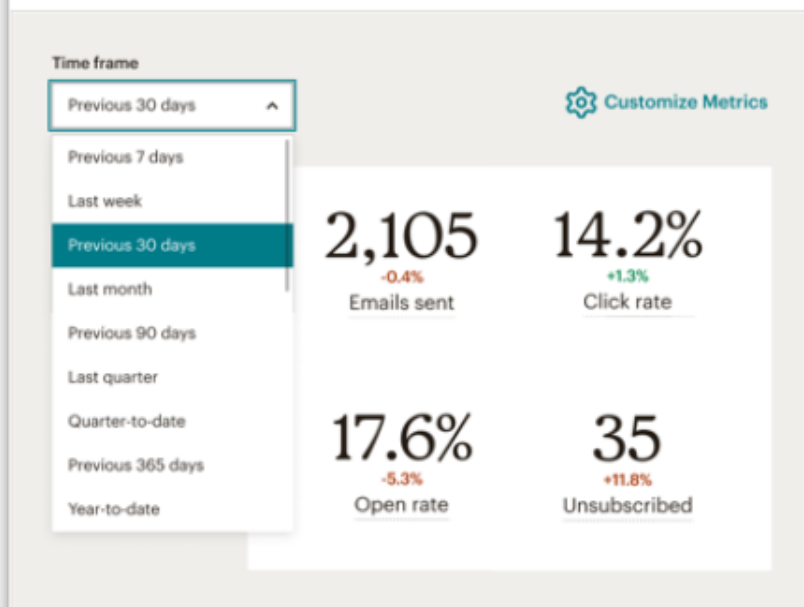
Creating an Email Template
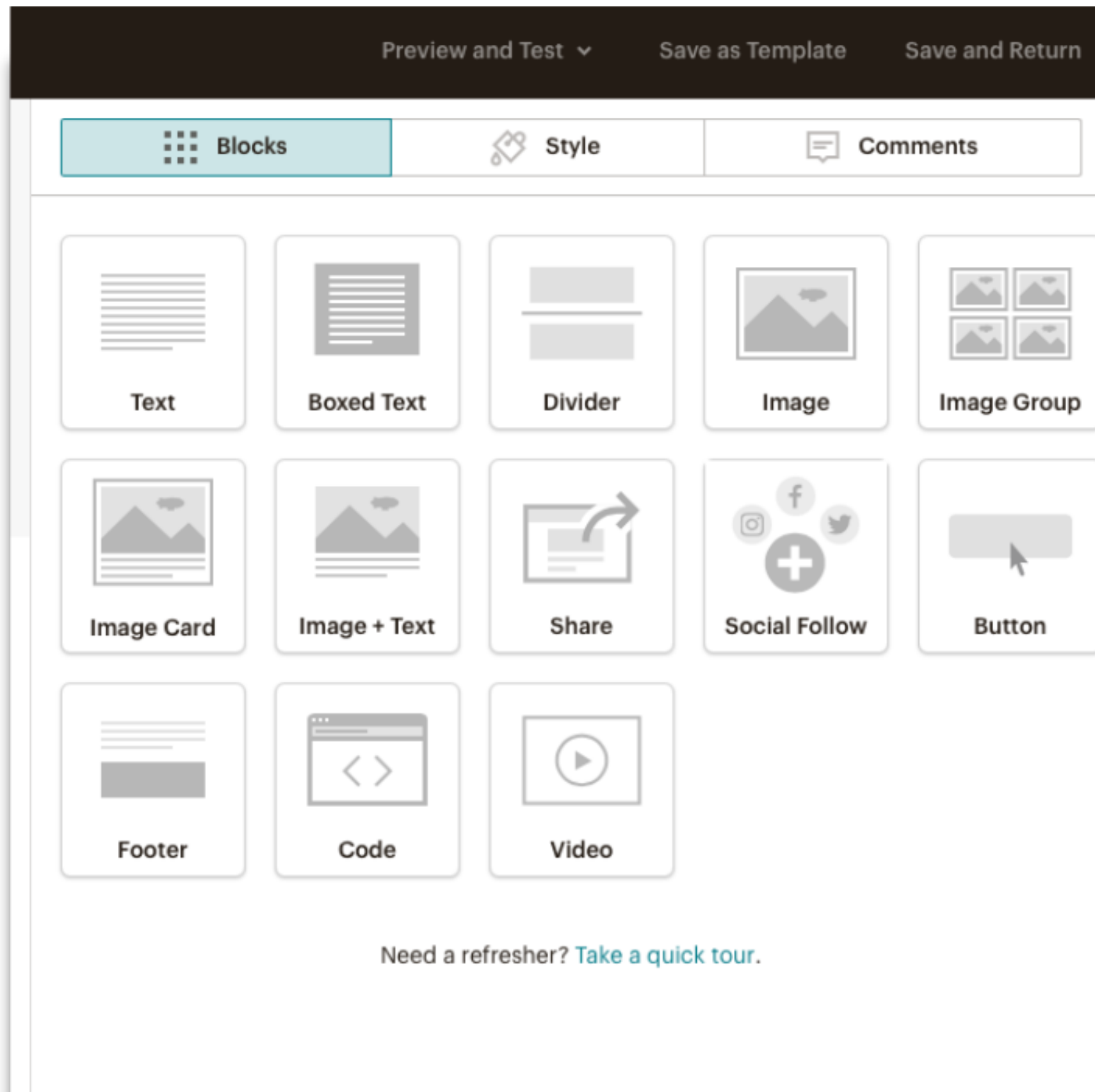
With each design you'll be able to add text blocks, images or clickable buttons that link to websites, emails or documents.

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

Time frame

Previous 30 days

- Previous 7 days
- Last week
- Previous 30 days
- Last month
- Previous 90 days
- Last quarter
- Quarter-to-date
- Previous 365 days
- Year-to-date

⚙ Customize Metrics

2,105
-0.4%
Emails sent

14.2%
+1.3%
Click rate

17.6%
-5.3%
Open rate

35
+11.8%
Unsubscribed

Mon, July 18, 2022
Summer 15% Sale
5,423 opens • 2.1% click rate

Choose your metrics
Choose your 4 most important metrics and see how they've performed for the last week, month, quarter or year.
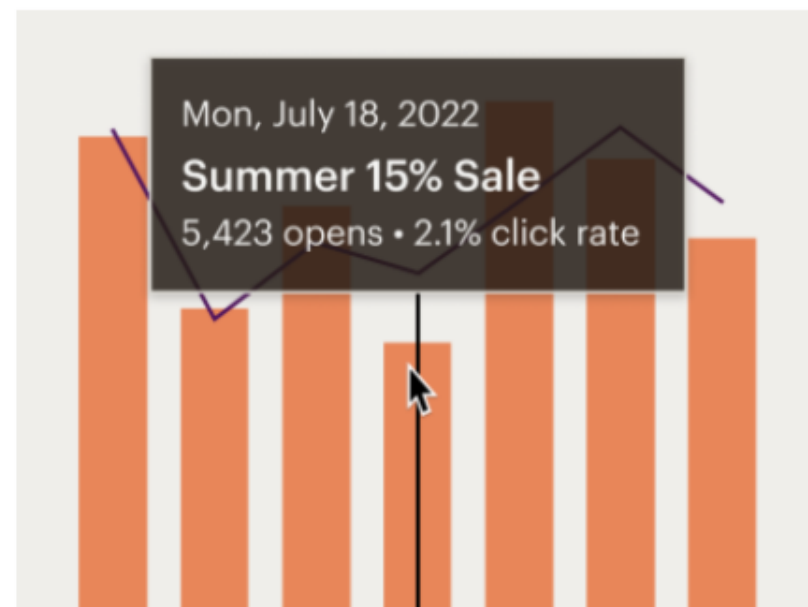
Identify trends
See your email data across time, compare different metrics and more.

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	Share information New	Sell stuff New
Welcome new contacts	Send order confirmation	Abandoned cart reminder (new vs. returning)

Share information	Sell stuff	
Email tagged customers	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

AUTOMATTIC
WordPress.com is the best place for your personal blog or business site.
Learn More

AUTOMATTIC
WordPress.com is the best place for your personal blog or business site.
Learn More
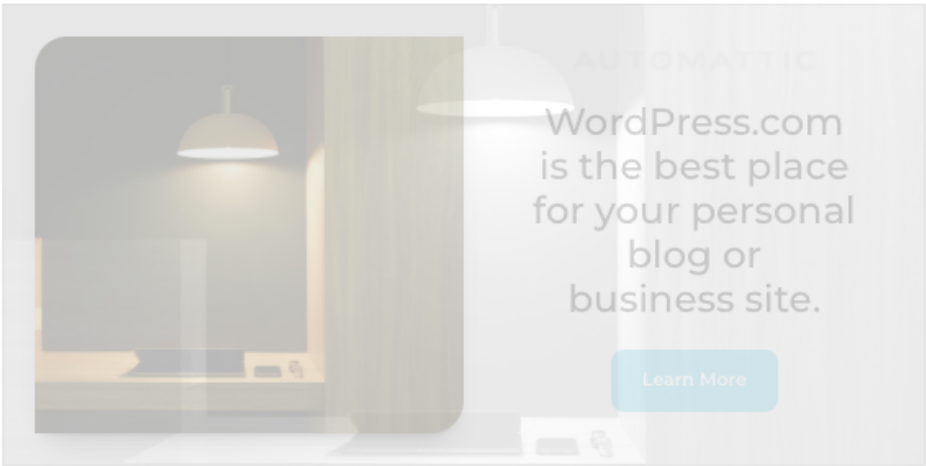
Mailchimp offers a "content studio" to organize your images, logos, designs and documents .

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/