

How to use Mailchimp



By Jon Ruddat

Session description: In a lecture style format, participants will be shown step-by-step how to setup a MailChimp account and design campaigns that automatically send your encouraging message to a list of emails. We will be demonstrating how the Ministry Leadership Institute's 30 day encouragement email program works. The session is intended for beginners.



Where we are going

1. Introduction
2. Discovering email marketing
3. Automating emails
4. Using Mailchimp
5. Questions and Next Steps

Welcome!

Here is our agenda for this session.

First, I'll review the goal for this presentation, why I'm passionate about it, and what tools we will be using.

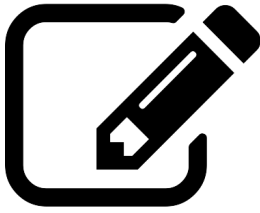
Next, I'll share some thoughts about why a ministry would consider using an email marketing service.

Third, I'll explain the concept of automatic emails and share a few ideas of how that could be used in ministry.

In part 4 we will be setting up a Mailchimp account for the first time, create our first simple email campaign, and we'll look at automated campaigns.

We will walk through every step for beginners with screenshots and descriptions. However, we will not cover all the features that Mailchimp has to offer.

Lastly, we'll have time for your questions and I have a couple to ask as well.



Why I am here

1. To help individuals and ministries
2. To share my experience with Ministry Leadership Institute
3. To encourage you to learn and try something new

1. My goal is to help individuals and ministries with their use of technology to spread the Gospel.
2. It is based on my experience serving with Ministry Leadership Institute for the past 4 years using Mailchimp.
3. I want to encourage you to learn and try new technology solutions.

Who in this session has experience with an email marketing solution like Mailchimp, Aweber, ConvertKit, ConstantContact, etc.?



Tools we are using

- Chrome Web Browser (Free)
- Mailchimp (Free)

Note: Screenshots, not a live demo.

We are not doing a live demonstration of Mailchimp because I was uncertain about the reliability of the conference center's internet connection.

Also by having screenshots included in this presentation, participants will have a step by step guide when they can download these slides.

2. Discovering Email Marketing



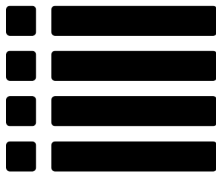
First we'll talk about reasons why a ministry should consider using an email marketing service like Mailchimp.



Convenience

- Email templates and content
- Manage all your contacts
- No more CC or BCC
- No more Reply All

For more reasons why to use Mailchimp (or any other email marketing provider) visit:
<https://mailchimp.com/why-mailchimp/>



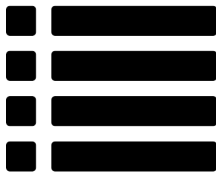
Compliance

- CAN-SPAM
 - Any commercial electronic mail that promotes a product or service
 - No specific exemption for nonprofits
- GDPR (European Union)
 - Also applies to organizations located outside the EU who offer goods or services to people within the EU

An important reason to use an email service is to comply with the CAN-SPAM act and (if serving people in the EU) comply with GDPR.

We'll focus a little on CAN-SPAM for the US users.

And yes since there is no exemption for nonprofits, ministries should comply.



CAN-SPAM

- False or misleading header
- Deceptive subject lines
- Your location
- How to opt out
- Honor opt-out requests promptly

Disclaimer: I am not an attorney. I am not giving legal advice. This is my opinion.

The essence of the CAN-SPAM act are these 5 points.

Emails can not have:

- False or misleading information in the header.
- Deceptive subject lines.

Email must have:

- Your physical location
- A way to opt out

The sender must honor opt-out requests promptly.

These are just some of the highlights of the CAN-SPAM regulation.

For more detailed information visit:

<https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business>

Having an email marketing provider makes complying with CAN-SPAM easier.

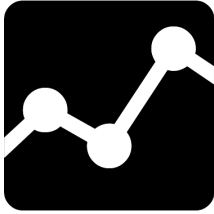


Security

- Backups
- Multiple data centers
- Server security measures

With an email marketing provider, they take care of security for your mailing list and emails that go out.

To learn more about Mailchimp's security visit
<https://mailchimp.com/about/security/>



Analytics

- Open rate
- Subscribers
 - Sent
 - Opened
 - Not opened
 - Clicked links
 - Bounced
 - Unsubscribed

The email marketing provider gives you access to great stats about your emails.

With Mailchimp besides the Open rates, it provides info on:

- Who was sent the email.
- Who opened the email.
- Who did not open the email.
- Who clicked on links within the email.
- If the email address bounced (non deliverable address).
- Who unsubscribed.

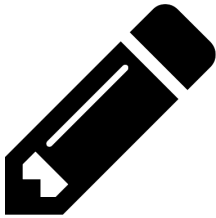
To learn more about Mailchimp's analytics visit

<https://mailchimp.com/features/reports-and-analytics/>

3. Automating Emails



Next we'll talk about the concept of automated emails and possible ideas for use in ministry.

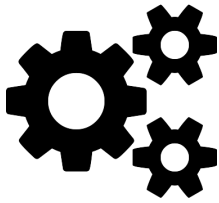


Set it up once

- Audience (mailing list)
- Design
- Write content
- Make and use templates

With an email marketing service, you set up the mailing list and design it once. Then for all future emails much of the work is already done.

Also your designs and messages can be saved, reused and/or made into a sequence.



Always working for you

- People can sign up or unsubscribe at will
- Automatically goes out or stops
- Can be triggered by specific actions

Once an automated email sequence is up and running, it keeps working for you, sending out meaningful content when automatically triggered or when manually activated.



Ideas for ministry use

- MLI 30 Days of encouragement
- Visitor follow up
- Devotion series
- Monthly newsletter

We'll look at in more detail later, how Ministry Leadership Institute (MLI) uses Mailchimp to automatically send out encouraging emails.

Some other ideas for an automated mail system is for visitor follow up, a devotional series, and/or a monthly newsletter.

4. Using Mailchimp



Next we'll look at how to specifically use Mailchimp.



Using Mailchimp

Part 4a: Account

Part 4b: Audience (List)

Part 4c: Single Campaign

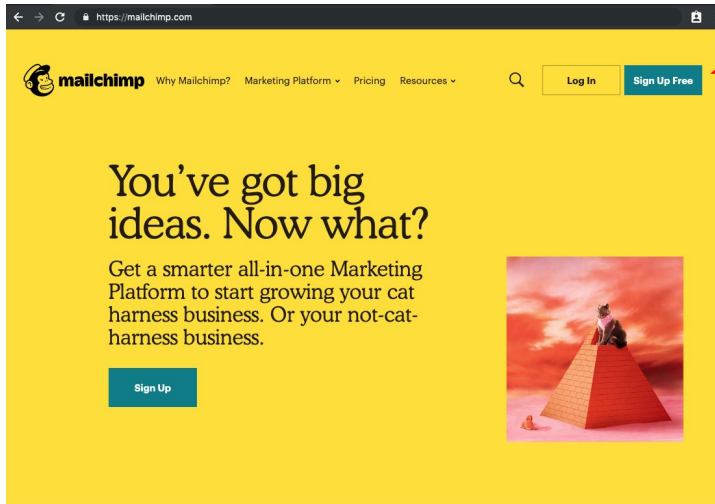
Part 4d: Automated Campaign

We'll look at Mailchimp in four parts.

Part 4a: Account



First we'll walk through setting up a free Mailchimp account for the first time.



Mailchimp.com

Goto Mailchimp.com and click on "Sign Up Free"



Get started with your account

Find your people. Engage your customers. Build your brand. Do it all with Mailchimp's Marketing Platform. Already have an account? [Log in](#)

Email

Username

Password

[Show](#)

- One lowercase character
- One uppercase character
- One number
- One special character
- 8 characters minimum

Get Started!

By clicking the "Get Started!" button, you are creating a Mailchimp account, and you agree to Mailchimp's [Terms of Use](#) and [Privacy Policy](#).

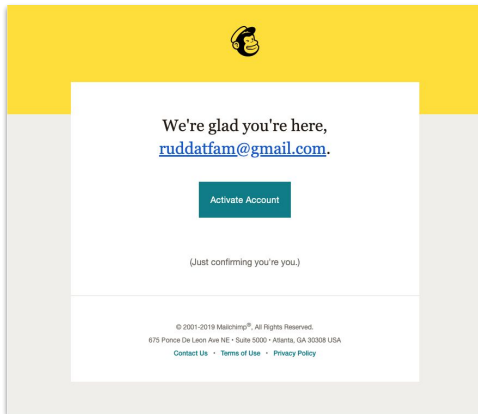
Enter your email address, preferred username, and password.



Check your email

We've sent a message to ruddatfam@gmail.com with a link to activate your account.

[> Didn't get an email?](#)



Go to your email account and open the message from Mailchimp and click the "Activate Account" link.



Confirm you're human

Since you've made it this far, we want to assume you're a real, live human. But we need to be super sure you aren't a robot.

I'm Not A Robot



Click on the button to prove you are human.

1. Plan > 2. Payment > 3. Confirmation

Mailchimp Recommends

Premium

Advanced features for pros who need more customization.

You'll pay

\$299⁰⁰

a month

Standard

Better insights for growing businesses that want more customers.

You'll pay

\$14⁹⁹

a month

Essentials

Must-have features for email senders who want added support.

You'll pay

\$9⁹⁹

a month

Current Plan

Free

All the basics for businesses that are just getting started.

You pay

\$0

a month

2,000 contact maximum

Free Plan

Billed Monthly

Free Plan at 2,000 Contacts \$0.00

Complete

Select your plan. Free is great!

Mailchimp has a comparison chart at:
<https://mailchimp.com/pricing/>

If you wanted to pay for Mailchimp and have access to the automated campaigns then you have to select the Standard version.
The Standard plan starts at \$14.99 per month for 500 contacts. The next level up is 2,500 contacts for \$49.99 per month.



Welcome to Mailchimp

Alright, let's set this up! Tell us a bit about yourself.

First name

Jon

Last name

Ruddat

Continue

Enter your first and last name.



Tell us about your business

Let us know a little bit more about what you do. This information will appear in your emails to help your recipients find your organization.

What's the name of your business?

Ready to Craft

Enter the name of your business, organization, nonprofit, book club, etc.

Do you have a website?

☒ Yes

http://website.com

☐ No

Continue

Enter the name of your organization.

If you have a website enter it. If not select “no.”

I recommend that you at least have a basic website with your own domain name.

Click “Continue” when finished.



Add your address

But why? Believe it or not, we need a physical address to make sure your emails comply with [international anti-spam laws](#). Don't have an official business address? Learn about [physical address alternatives](#).

Address line 1 (Street address or post office box)

527 N Durkee Street

Address line 2 (Optional)

City

Appleton

State / Province / Region

Wi

Zip / Postal code

54914

Country

USA

Continue

Enter the address of your organization. This is needed to comply with CAN-SPAM laws.



Do you have a list of email subscribers?

These are people who have signed up to receive marketing emails from your organization.

☒ Yes

How many email subscribers?

500 or less

☐ No

☐ I'm not sure...

Continue

If you have an existing list of email address you plan on using (ie. membership list) then select how many.

If you don't have any email addresses yet, select "no."



Connect social media

Share your campaigns with followers and create social posts.



Facebook



Twitter



Continue

Enter your social media info if you want.

(I personally don't use this feature.)



Let's find your marketing path

⌚ Typically takes less than 60 seconds

Whether you're brand new or an experienced marketer, we have the tools to get you going. Tell us a little about your business, and we'll recommend where to start.

Ok, Let's Do It

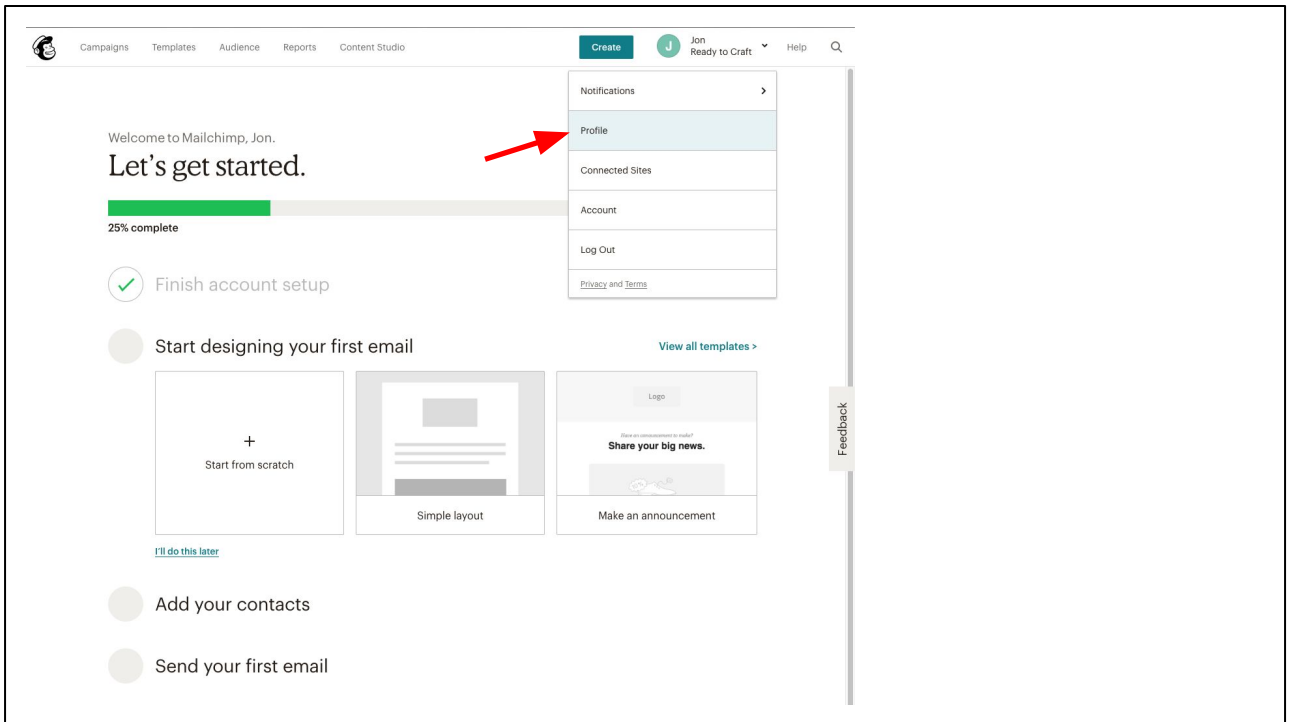
Not right now



MailChimp has an optional automated marketing wizard that you can use.

It asks you questions about how your business works. Then it uses that data to send you more info that may benefit you.

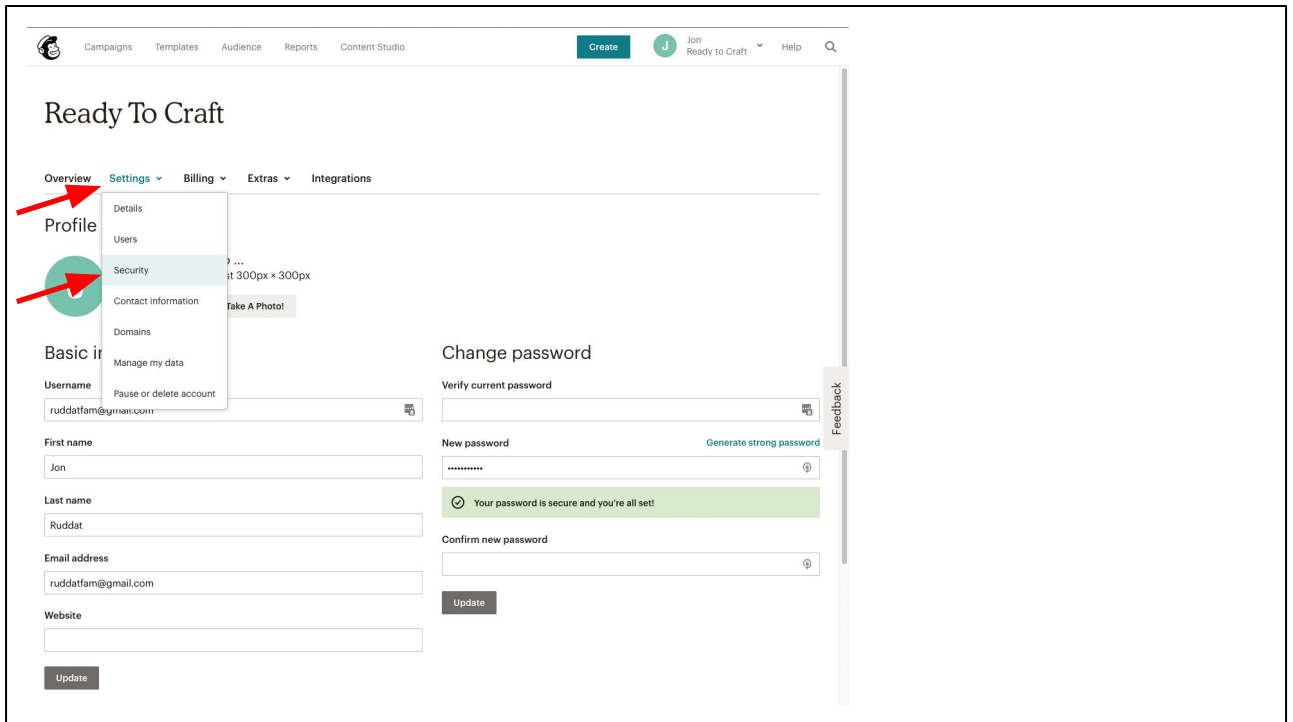
Since this isn't needed to use Mailchimp, just skip it by clicking on "Not right now."



The startup wizard will appear and want you to start designing the first email.

However, we should finish two very important steps first: account security and verifying our domain (website).

Click on the dropdown menu by your account name and select "Profile."



Under Settings, select “Security.”

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Create

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Ready to Craft

Help

Overview

Settings

Billing

Extras

Integrations

Account security

Two-factor authentication

Two-factor authentication is a security process that requires two forms of user ID to log in to Mailchimp. It helps keep your account safe, so we offer a 10% discount for 3 months when you use it. There are two ways to do this: use an authenticator app, or enable SMS account verification.

Use an authenticator app for two factor authentication

Mailchimp integrates with [Authy](#) and other mobile apps for two-factor authentication.

Enable

Account verification

If we see patterns that seem unusual for your account, we'll need to verify your identity.

Verify identity via SMS

Mobile phone number [I don't have one](#)

USA, US territories, Canada, and some Caribbean countries (+1)

9208516122

☒ Enable two-factor authentication using this phone number

Verify

Cancel

Verify identity with security questions

Enable

Feedback

Under Account verification enter your cell phone number and check the box to enable two-factor authentication.



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Account security

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Enable

Account verification

If we see patterns that seem unusual for your account, we'll need to verify your identity.

Verify identity via SMS

Verification code from SMS

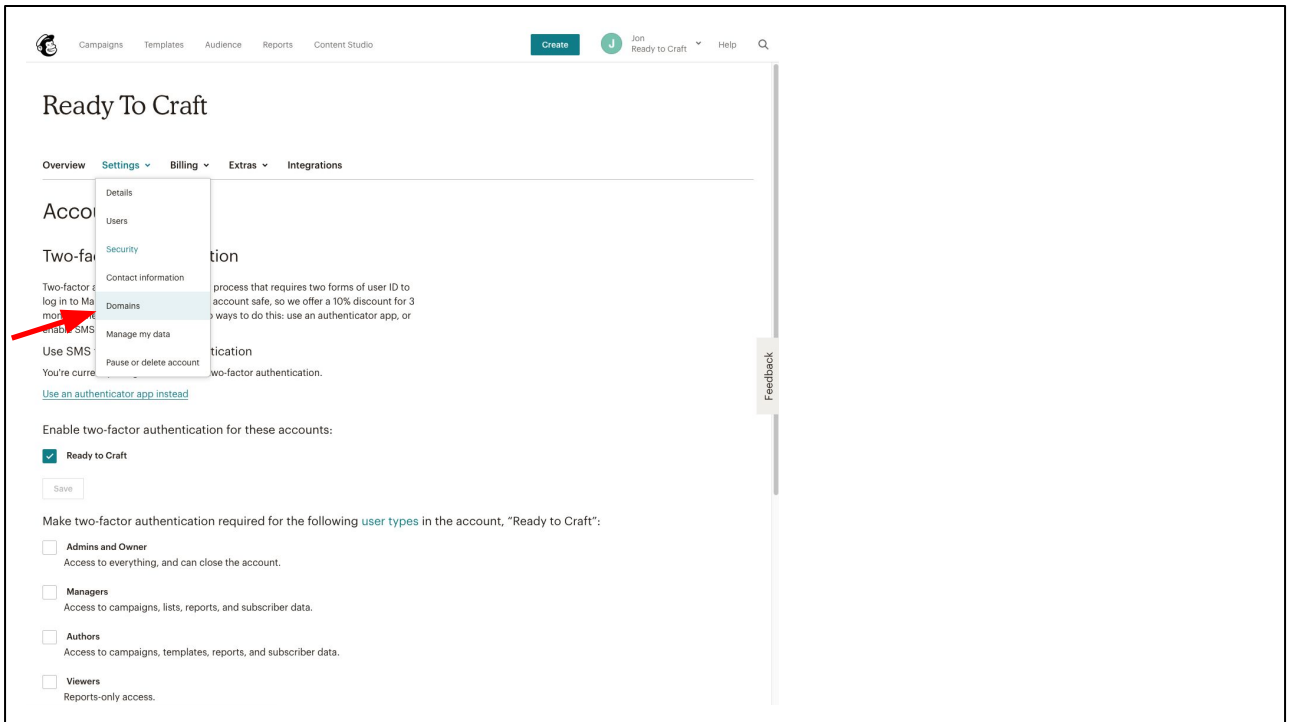
Verify

Verify identity with security questions

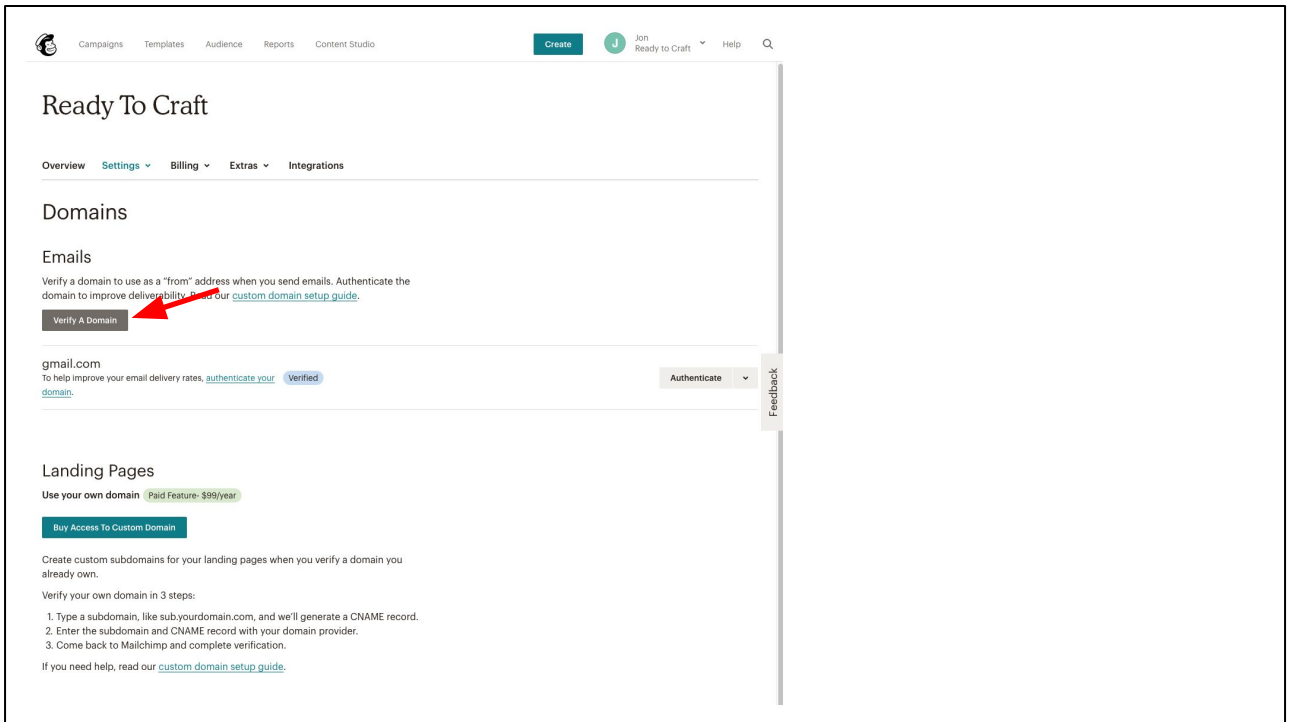
Enable

Mailchimp will send your phone a message with a code.

Enter that validation code and click “Verify.”



Next, go to Settings and select “Domains.”



The email address and domain of your website will need to be verified.

Note a Gmail or other email provider's domain name will cause problems if you leave it in Mailchimp.

Click on the button "Verify a Domain."

Verify Domain

✕

We need to verify that you have access to an email address at the domain you plan to send campaigns from. Enter an address, and we'll send you a verification email. [Learn more.](#)

Email address

Enter an address that contains the domain you want to verify.

Send Verification Email

[Cancel](#)

Enter an email address that contains your organization's domain.

Domain Authentication

Authenticate pottedplanter.com with MailChimp by modifying your domain's DNS records. These changes allow your campaigns to appear to come from pottedplanter.com, instead of from our servers. After you've made the required DNS changes, please wait 24-48 hours for the changes to propagate. [Why should I do this?](#)

DKIM: Create a CNAME record for k1._domainkey.pottedplanter.com with this value:

dkim.mcsv.net

SPF: Create a TXT record for pottedplanter.com with:

v=spf1 include:servers.mcsv.net ?all

Authenticate Domain Cancel

The next step is to authenticate the domain name.

First, a little background about the Domain Name System (DNS) is needed. Computers talk to each other in numbers, they don't understand words very well. So when you want to visit Google and type in google.com the computers use the DNS to find out what number that is. One of Google's DNS numbers is 172.217.0.142. If you type that number in your web browser then you'll be directed to Google's home page. Emails use the same Domain Name System to find out how to deliver email.

For Mailchimp (or any other email marketing service) to send your email campaigns from your domain (website address), you need to add some records to your domain's DNS settings.

You'll need to make two entries in your DNS settings for your domain. The process may be different for your domain registrar.

Add a new CNAME record "k1._domainkey" and give it the value "dkim.mcsv.net"
Add a new TXT record "@" and give it the value "v=spf1 include:server.mcsv.net ?all"



Ministry Leadership Institute

Overview **Settings** ▾ Billing ▾ Extras ▾ Integrations

Domains

Emails

Verify a domain to use as a "from" address when you send emails. Authenticate the domain to improve deliverability. Read our [custom domain setup guide](#).

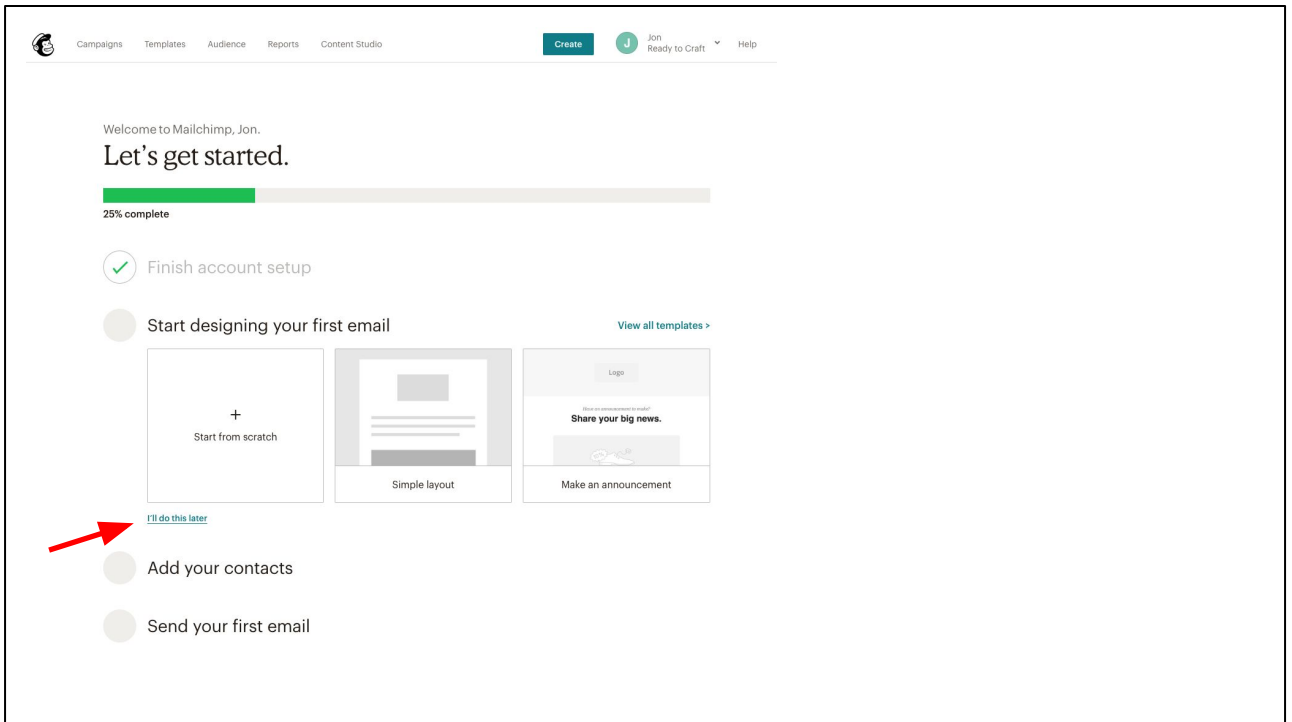
Verify A Domain

ministryleadershipinstitute.com

Authenticated



After the email verification and domain name authentication are completed then you will see a green "Authenticated" icon by your domain name.

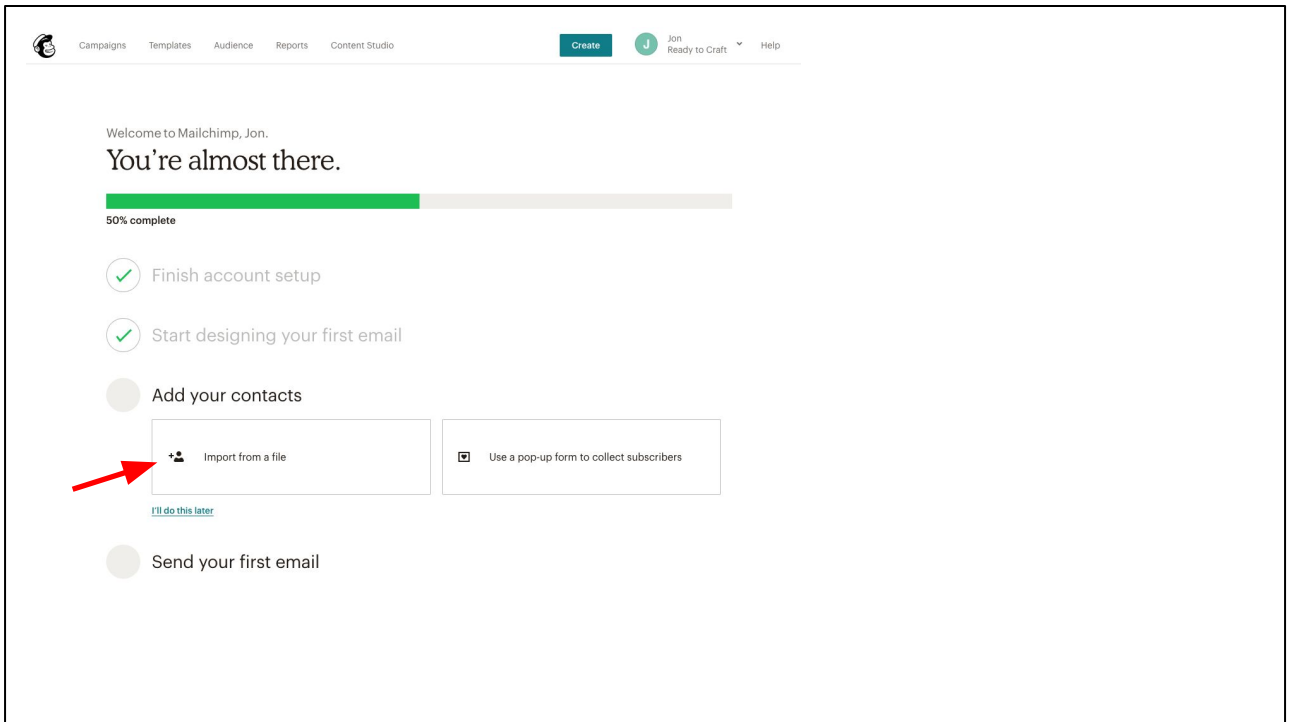


We'll skip the email design for later. So click on the link, "I'll do this later"

Part 4b: Audience (Import)



Next, we'll set up our mailing list or contacts, which Mailchimp calls your Audience.



Let's import contacts, your list of email addresses.

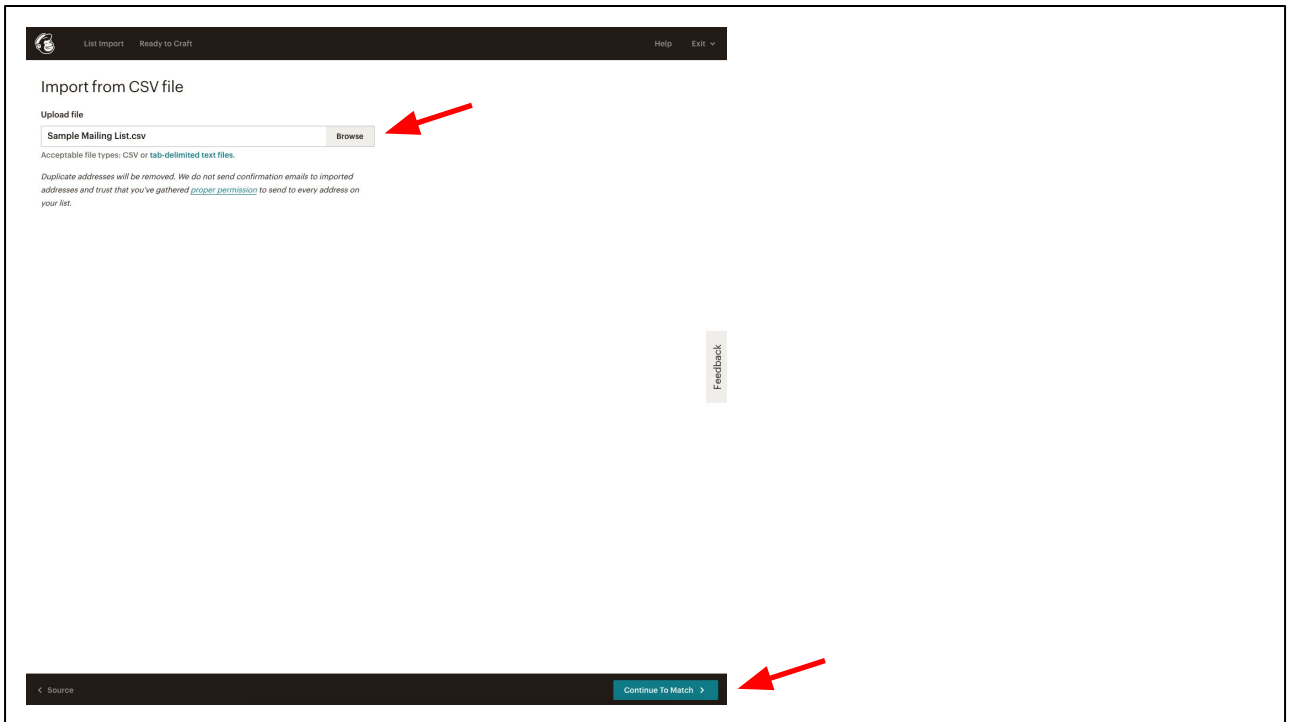
If you don't have any email addresses yet, then you may skip uploading your contacts and proceed to the next section, Part 4b Audience (Settings).

If you do have some email addresses to import, they should be stored in a spreadsheet. This spreadsheet should have at least 3 columns (email address, first name, last name).

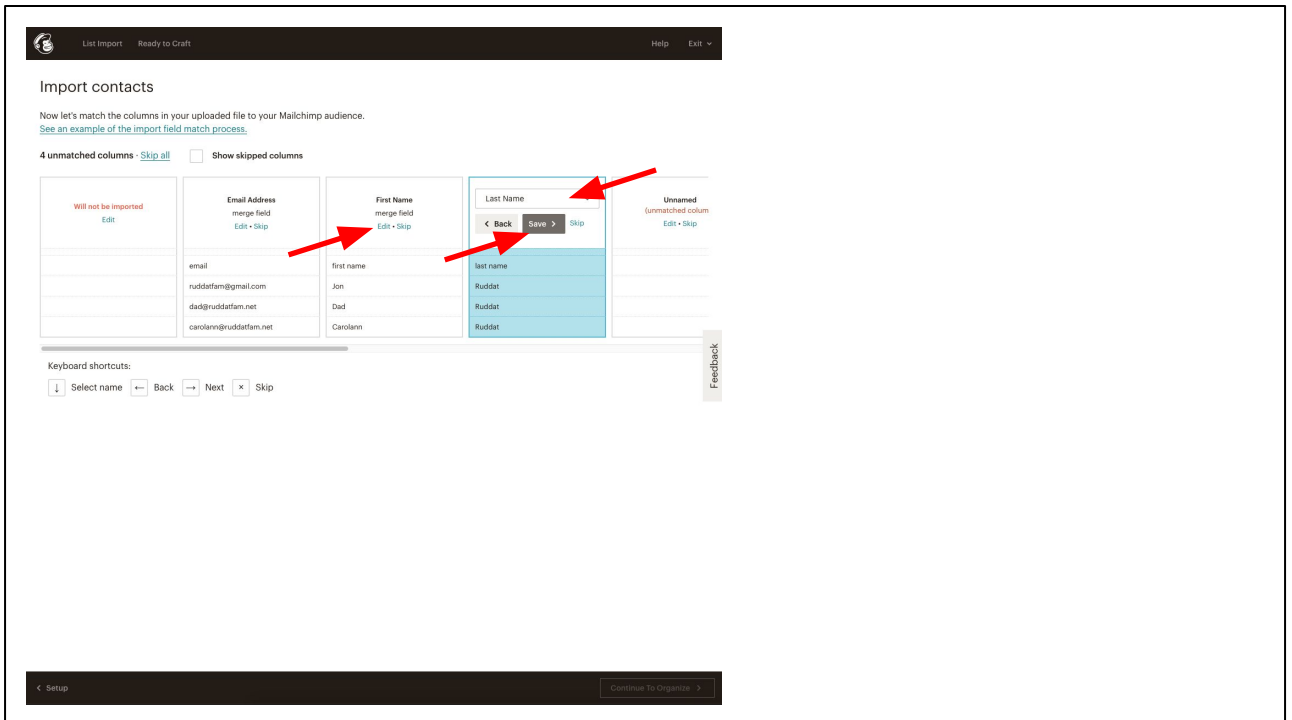
The screenshot shows a web interface for importing contacts. At the top, a dark header bar contains a logo on the left, the text 'List Import' and 'Ready to Craft' in the center, and 'Help' and 'Exit' on the right. Below the header, the main content area has the heading 'Where do you want to import contacts from?'. There are three radio button options: 1. 'CSV or tab-delimited text file' (selected) with a subtext 'Import contacts from .csv or .txt files'. A red arrow points to this option. 2. 'Copy/paste from file' with a subtext 'Copy and paste contacts from .xls or .xlsx files'. 3. 'Integrated service' with a subtext 'Import contacts from services like Google Contacts, Salesforce, Zendesk, and more.' and a link 'Learn more'. On the right side of the main area, there is a vertical grey button labeled 'Feedback'. At the bottom, a dark footer bar contains a link '< Return to Dashboard' on the left and a blue button 'Continue To Setup >' on the right. A red arrow points to this button.

I prefer the CSV file. It's simple and most spreadsheet programs can export to it.

Click the button on the bottom right to continue.



Click the “Browse” button to find your data file and click the button on the bottom to continue.



Mailchimp will display all the columns it detected from the CSV file.

Some columns may be auto assigned to matching fields within MailChimp.

Others will need to be manually selected or skipped.

To match the data with the correct field, click on the “Edit” link, select the appropriate field, and click “Save.”

List ImportReady to CraftHelpExit

Import contacts

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

4 unmatched columns · [Skip all](#) ☐ Show skipped columns

Will not be imported
Edit

Email Address
merge field
Edit · Skip

First Name
merge field
Edit · Skip

Last Name
▼
◀ Back Save ▶ Skip

last name
Ruddat
Ruddat
Ruddat

Unnamed
(unmatched column)
Edit · Skip

Keyboard shortcuts:
 Select name Back Next Skip

Feedback

< Setup

Continue To Organize >

To skip a column in the CSV file, click on the “Skip” link.

Be sure to scroll across the screen to match or skip all the available data columns.

List ImportReady to CraftHelpExit

Import contacts

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

All columns are matched. Click "Continue To Organize" below to finish.

☐ Show skipped columns

Will not be imported Edit	Email Address merge field Edit • Skip	First Name merge field Edit • Skip	Last Name merge field Edit • Skip	Will not be imported Edit
	email	first name	last name	
	ruddatfam@gmail.com	Jon	Ruddat	
	dad@ruddatfam.net	Dad	Ruddat	
	carolann@ruddatfam.net	Carolann	Ruddat	

Feedback

Keyboard shortcuts:
↓ Select name ← Back → Next × Skip

< Setup

Continue To Organize >

After all the columns are matched click "Continue" on the bottom right.

Organize your imported contacts

Tag all contacts **New!**

Add or create a tag

Choose status of these contacts

Subscribed

Update existing contacts

☒ Update existing contacts

If any imported contacts are already in your audience, we'll automatically update their information with the data from your import. This option may make the import process take longer.

Feedback

< Match

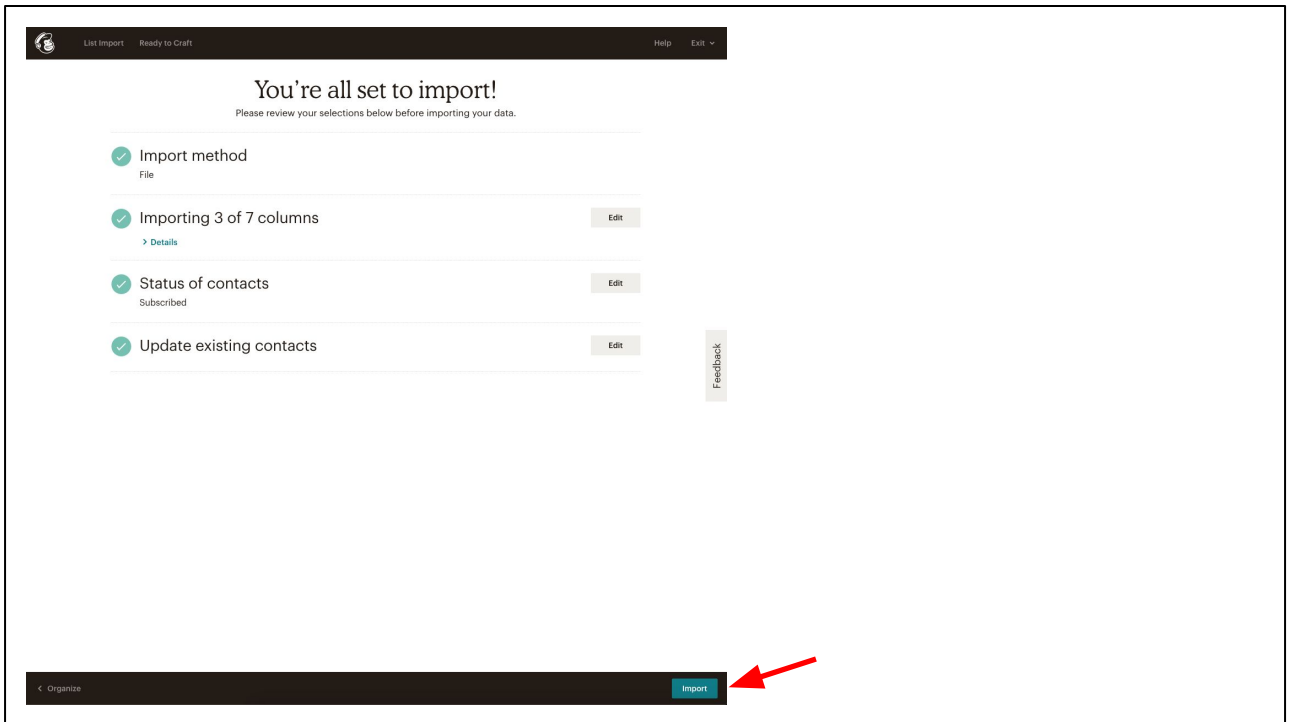
Continue To Review >

MailChimp gives you the option to add Tags to the contacts that will be imported.

The status should be set to “Subscribed.”

Be sure to check the box for updating existing contacts. This avoids duplicate entries and the person receiving more than one copy of your emails.

Click “Continue” at the bottom.



Mailchimp gives you one last chance to check your import and make any changes needed.

Click "Import" when ready.

Campaigns

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3 contacts updated or added

Next time someone joins your audience, send them a warm welcome - automatically. Set up your [automated welcome email](#) in just a few clicks.

2 emails have syntax errors.

[Back to audience dashboard](#)

Audience

Ready to Craft

Your audience has 3 contacts. 3 of these are subscribers.

Stats

Manage contacts

Add contacts

Signup forms

Settings

Toggle Columns

Export Audience

Filter by Tags

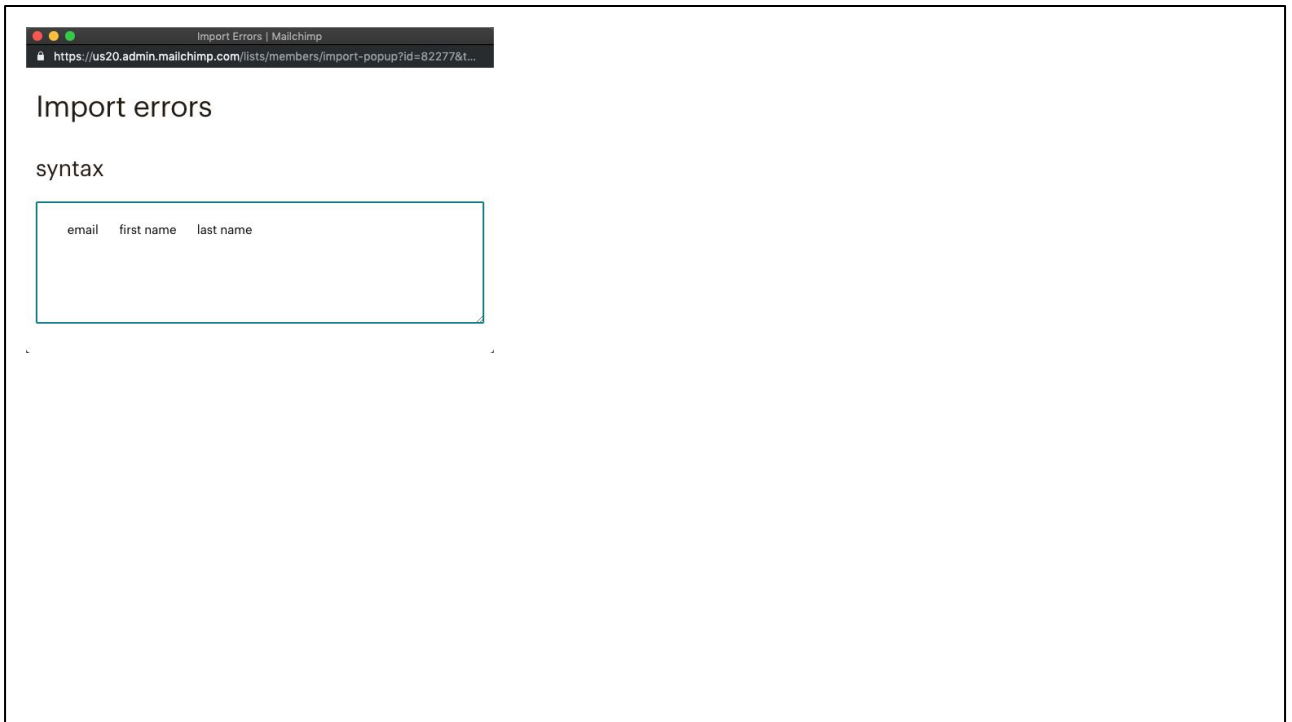
View Segment

New Segment

	Email Address		First Name	Last Name	Address	Phone Number	Birthday	Tags	Email Marketing	Source
☐	ruddatfam@gmail.com	>	Jon	Ruddat	Ready to Craft 527 N Durkee St				Subscribed	Unknown
☐	dad@ruddatfam.net	>	Dad	Ruddat					Subscribed	List Import fr
☐	carolann@ruddatfam.net	>	Carolann	Ruddat					Subscribed	List Import fr

After the contacts are imported, a verification message will display.

Note any errors.



In my experience most errors are blanks or the headers from the CSV file. This is the case here. Two errors were mentioned. One error was the header row (email, first name, and last name) the second error was a blank row.

Other common errors are include duplicate email addresses for different people (ie. same address for husband and wife) or bank email address (ie. the data file has their name but no email address).

If there are errors, take note of them. At this point you can't fix them. After you close this error message pop up window then you can manually add contacts or import the updated list.

After reviewing the error message you may close this pop up window.

Part 4b: Audience (Settings)



Next, we'll set up our mailing list or contacts, which Mailchimp calls your Audience.



Campaigns Templates **Audience** Reports Content Studio

Create  Jon Ready to Craft Help 

[← Back to audience dashboard](#)

Audience

Ready to Craft

Your audience has **3** contacts. **3** of these are subscribers.

Stats ▾ **Manage contacts ▾** Add contacts ▾ Signup forms Settings ▾ 

View contacts

View archived contacts

Unsubscribe addresses

Groups

Segments

Tags

Import history

Audience exports

Contact exports

Archive all contacts

Toggle Columns ▾

Export Audience

New Segment								
First Name	Last Name	Address	Phone Number	Birthday	Tags	Email Marketing	Source	
Jon	Ruddat	Ready to Craft 527 N Durkee St				Subscribed	Unknown	
Dad	Ruddat					Subscribed	List Import fr	
Carolann	Ruddat					Subscribed	List Import fr	

Feedback

The Audience menu bar is where the most common functions for managing your list are located.

The screenshot displays the Mailchimp Audience management page. At the top, there's a navigation bar with links for Campaigns, Templates, Audience (active), Reports, and Content Studio. A 'Create' button and a user profile for 'Jon Ready to Craft' are also visible. Below the navigation bar, a link to 'Back to audience dashboard' is present. The main heading is 'Audience' followed by 'Ready to Craft'. A status message indicates 'Your audience has 3 contacts. 3 of these are subscribers.' Below this, there's a section for 'Stats' and a 'Manage contacts' dropdown menu, which is highlighted with a red box. The dropdown menu includes options: 'View contacts', 'View archived contacts', 'Unsubscribe addresses', 'Groups', 'Segments', 'Tags', 'Import history', 'Audience exports', 'Contact exports', and 'Archive all contacts'. To the right of the dropdown, there's a 'Toggle Columns' button and an 'Export Audience' button. Below these, a table lists audience members with columns: First Name, Last Name, Address, Phone Number, Birthday, Tags, Email Marketing, and Source. The table shows three contacts, all marked as 'Subscribed'.

First Name	Last Name	Address	Phone Number	Birthday	Tags	Email Marketing	Source
Jon	Ruddat	Ready to Craft 527 N Durkee St				Subscribed	Unknown
Mad	Ruddat					Subscribed	List Import fr
Carolann	Ruddat					Subscribed	List Import fr

The “Manage contacts” drop down menu provides options for navigating to viewing the audience, groups, segments, tags, etc.

A simple subscriber list or audience will typically not need groups, segments or tags but they are very useful as your use of Mailchimp grows.

Groups: interests, like categorizes

Segments: specific, like a filter

Campanias Templates Audience Reports Content Studio Create Jon Ready to Craft Help

[Back to audience dashboard](#)

Audience

Ready to Craft

Your audience has 3 contacts. 3 of these are subscribers.

Stats Manage contacts Add contacts Signup forms Settings

Add a subscriber
Import contacts

Toggle Columns Export Audience

Filter by Tags	View Segment	New Segment		Email Address	First Name	Last Name	Address	Phone Number	Birthday	Tags	Email Marketing	Source
☐				ruddatfam@gmail.com	Jon	Ruddat	Ready to Craft 527 N Durkee St				Subscribed	Unknown
☐				dad@ruddatfam.net	Dad	Ruddat					Subscribed	List Import fr
☐				carolann@ruddatfam.net	Carolann	Ruddat					Subscribed	List Import fr

Feedback

The “Add contacts” drop down menu is where you can add a single subscriber manually or import a data file of contacts.

[Campaigns](#)[Templates](#)[Audience](#)[Reports](#)[Content Studio](#)

Create

 Jon
Ready to Craft

[Help](#)

[Back to audience dashboard](#)

Audience

Ready to Craft

Your audience has 3 contacts. 3 of these are subscribers.

Stats

Manage contacts

Add contacts

Signup forms

Settings

Filter by Tags

View Segment

New Segment

	Email Address	First Name	Last Name	Address
☐	ruddatfam@gmail.com	Jon	Ruddat	Ready to Craft 527 N
☐	dad@ruddatfam.net	Dad	Ruddat	
☐	carolann@ruddatfam.net	Carolann	Ruddat	

Toggle Columns

Export Audience

Birthday	Tags	Email Marketing	Source
		Subscribed	Unknown
		Subscribed	List Import fr
		Subscribed	List Import fr

Feedback

The Settings menu item gives you access to advanced features and settings for your Audience list.

Audience name and campaign defaults

Audience name

Audience ID

Form settings

Campaign defaults

Default From name 97 characters remaining

Default From email address 97 characters remaining

Default Email subject (Optional) 150 characters remaining

☐ Send a final welcome email

☐ Let users pick plain-text or HTML emails

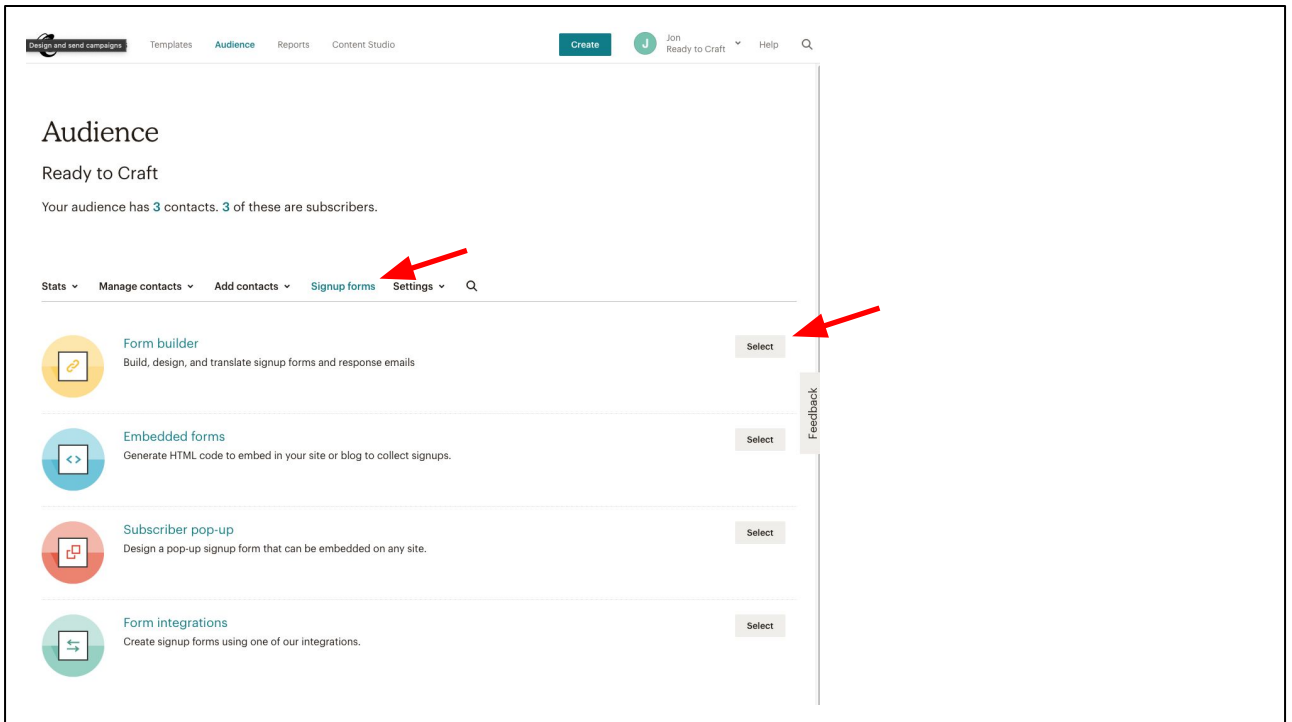
☐ Send unsubscribe confirmations to subscribers

Fill in the Campaign defaults with the correct “From name” and “From email address.”

The default setting keeps the “From name” informal with just the first name.

A more professional approach is first and last name followed by the organization’s name (ie. Jonathan Ruddat [Accomplishing Success LLC]).

One box to make sure stays unchecked is the “Send unsubscribe confirmation to subscribers.” If a contact clicks the unsubscribe link in the email that means they no longer want messages from you. So why send another email? It just irritates them.



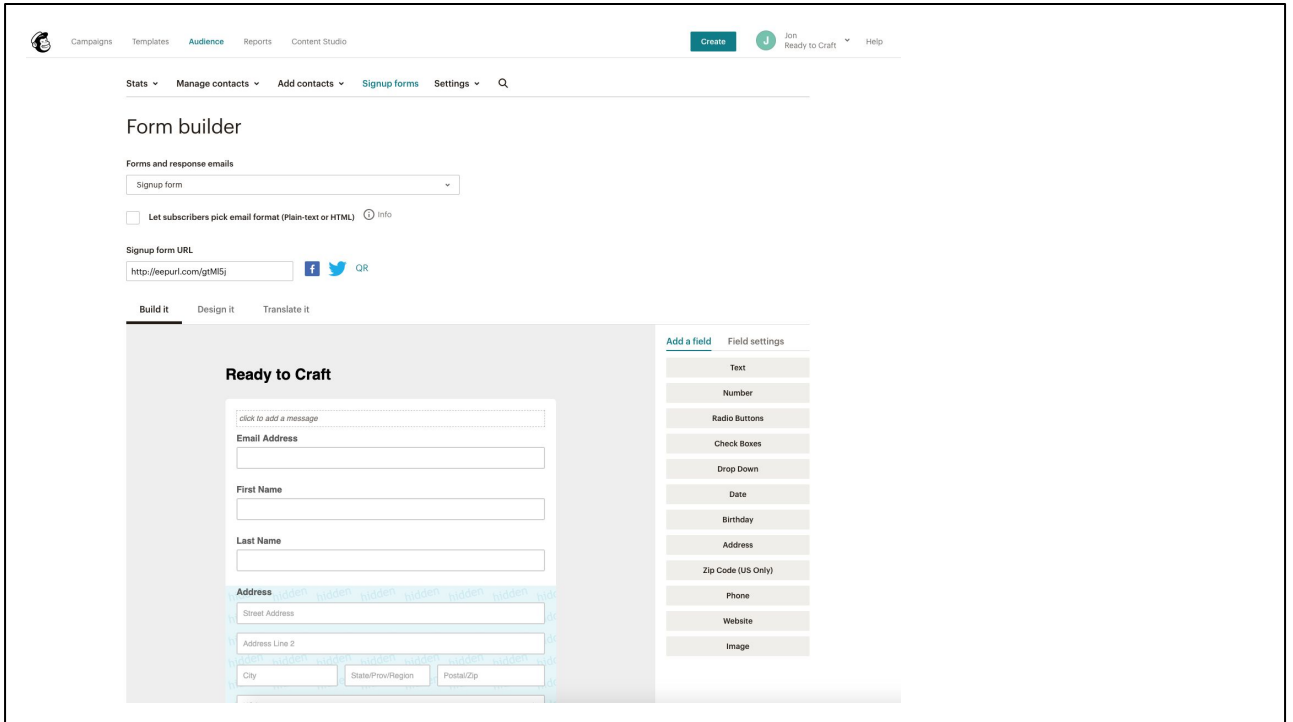
The “Signup forms” menu item opens a new page for the different options available for building signup forms within Mailchimp.

I prefer to use the “Form builder” or the “Embedded forms”

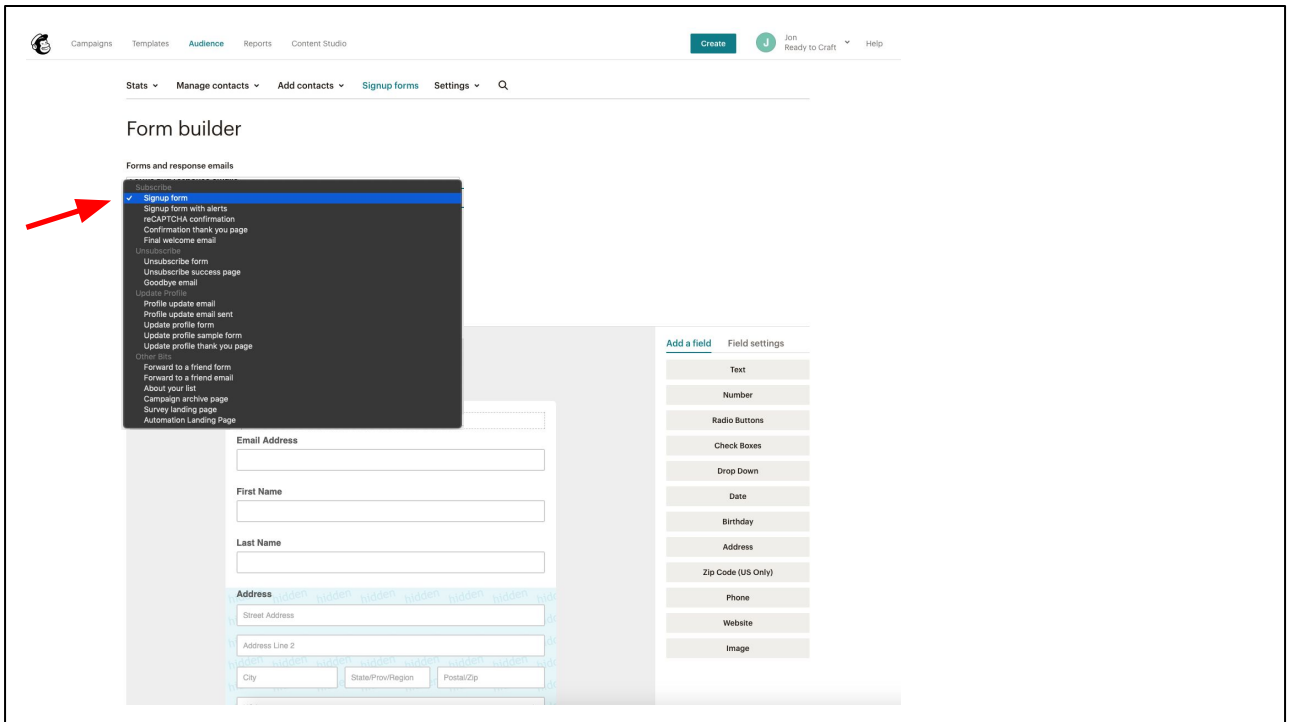
The “Form builder” lets you create an online signup hosted on Mailchimp. So even if you don’t have a website, you can send or print a link for people to visit in order to sign up.

The “Embedded forms” lets you create a signup that can be used right on your website.

For this tutorial we will use the “Form builder.”

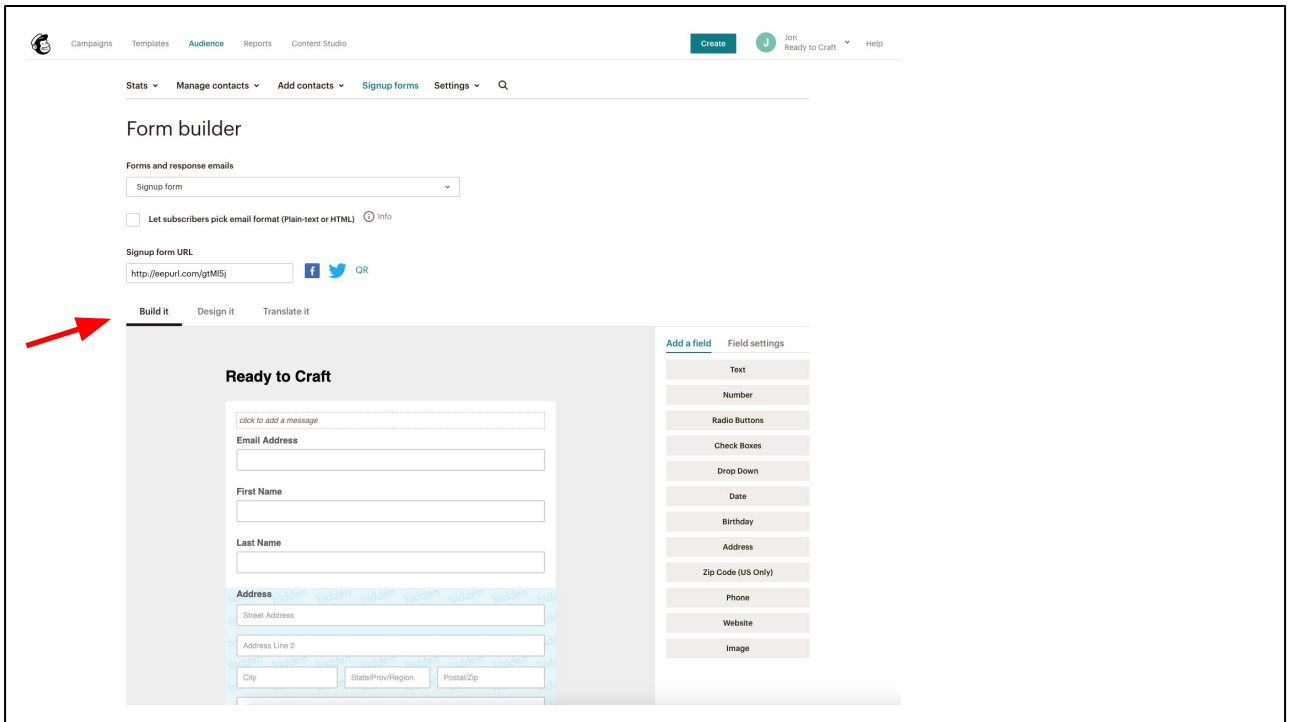


The Form builder screen.

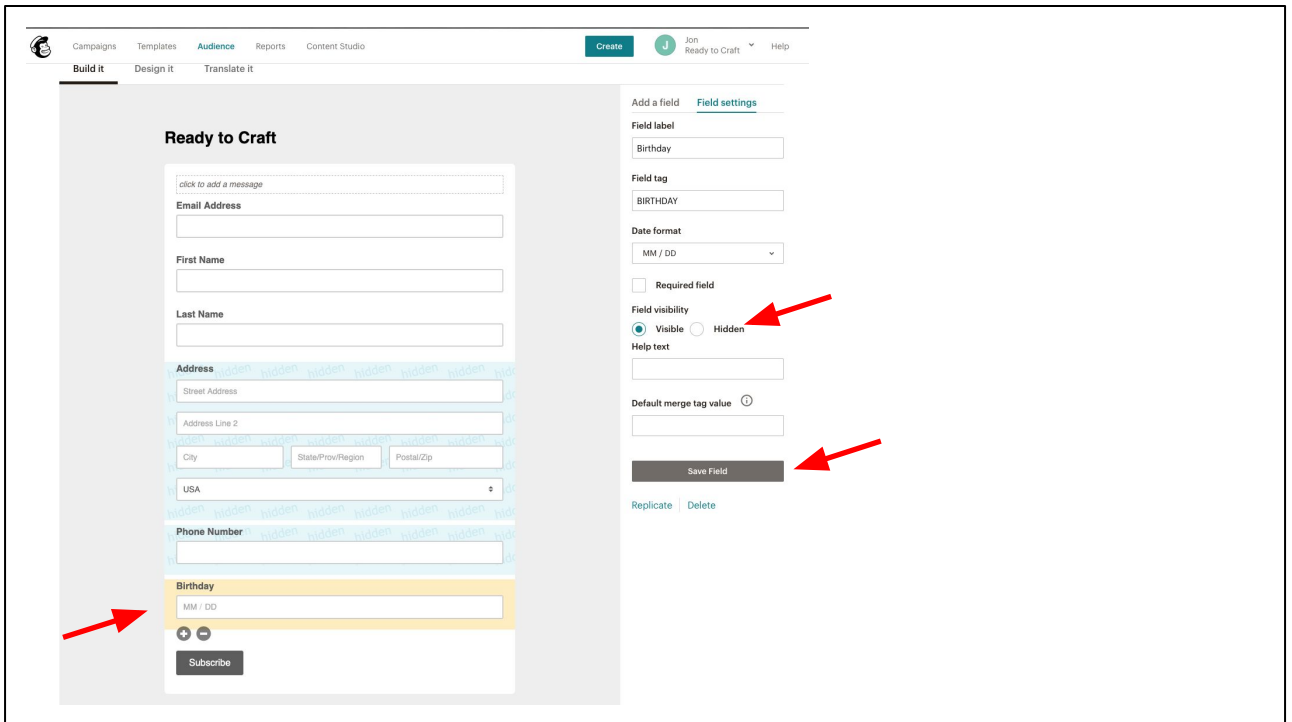


The Form Builder has 19 different forms you can customize.

For this tutorial we are editing the main signup form.
Select that from the dropdown menu.



First we'll "Build it" and change a few fields.
Later we'll "Design it"

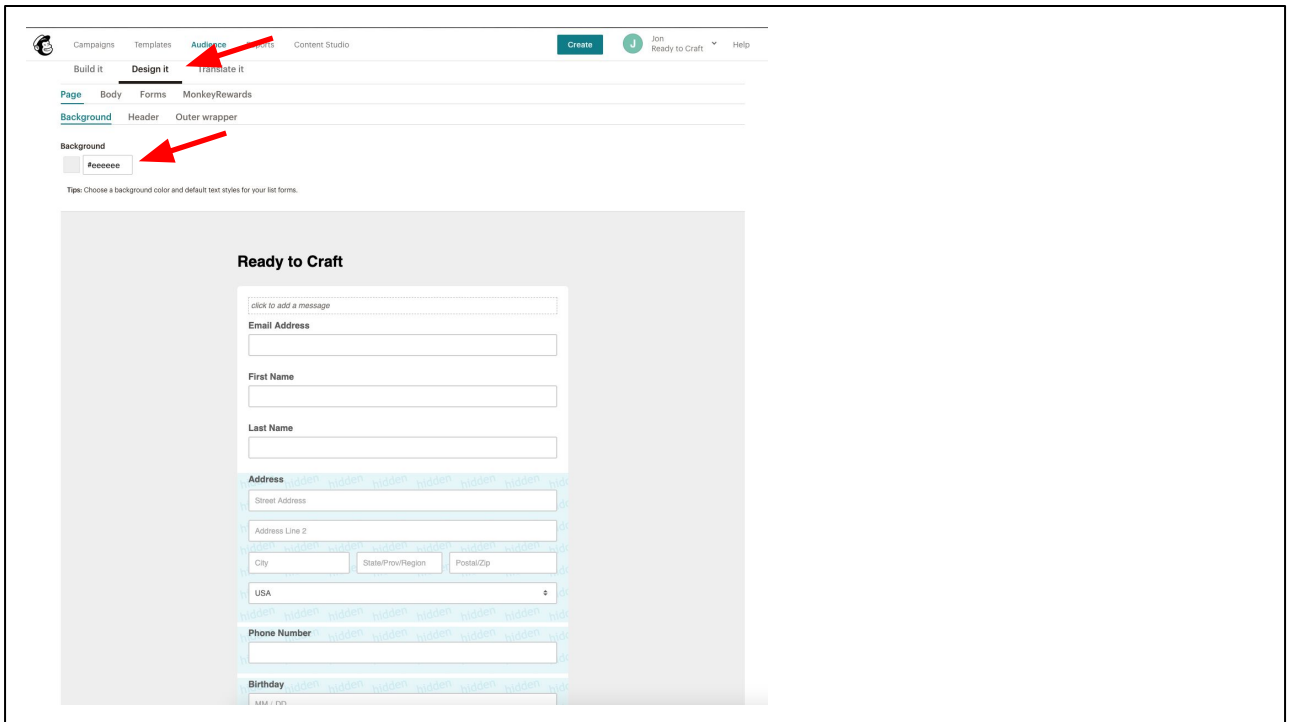


For a simple email list we just need a person's email address and possibly their name.

So we need to make sure that the address, phone, and birthday are hidden.

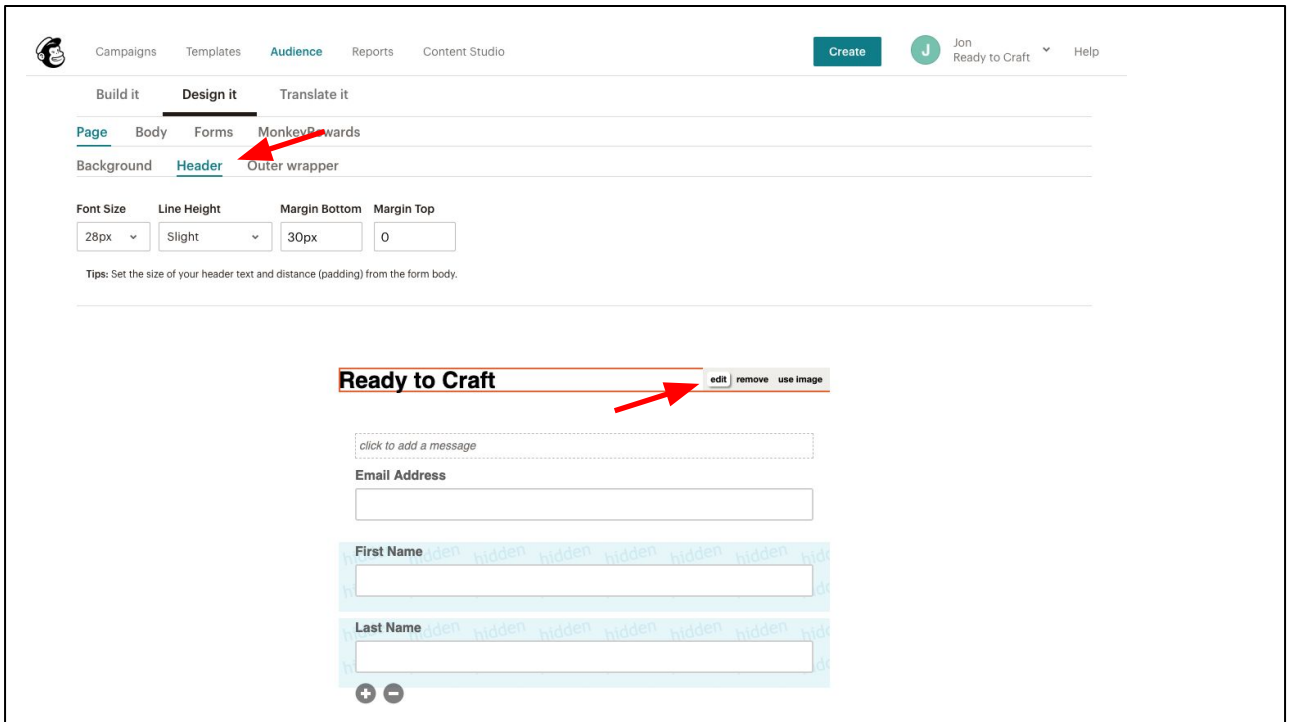
In our example the address and phone number fields are already hidden, but we need to hide the birthday field. So we'll click on that field, select hidden from the side menu, and then hit "Save Field."

If you want to keep it simple for your audience, do the same for the name fields.



I'll suggest a few simple changes to make the form look like it was designed by you rather than by a computer or template.

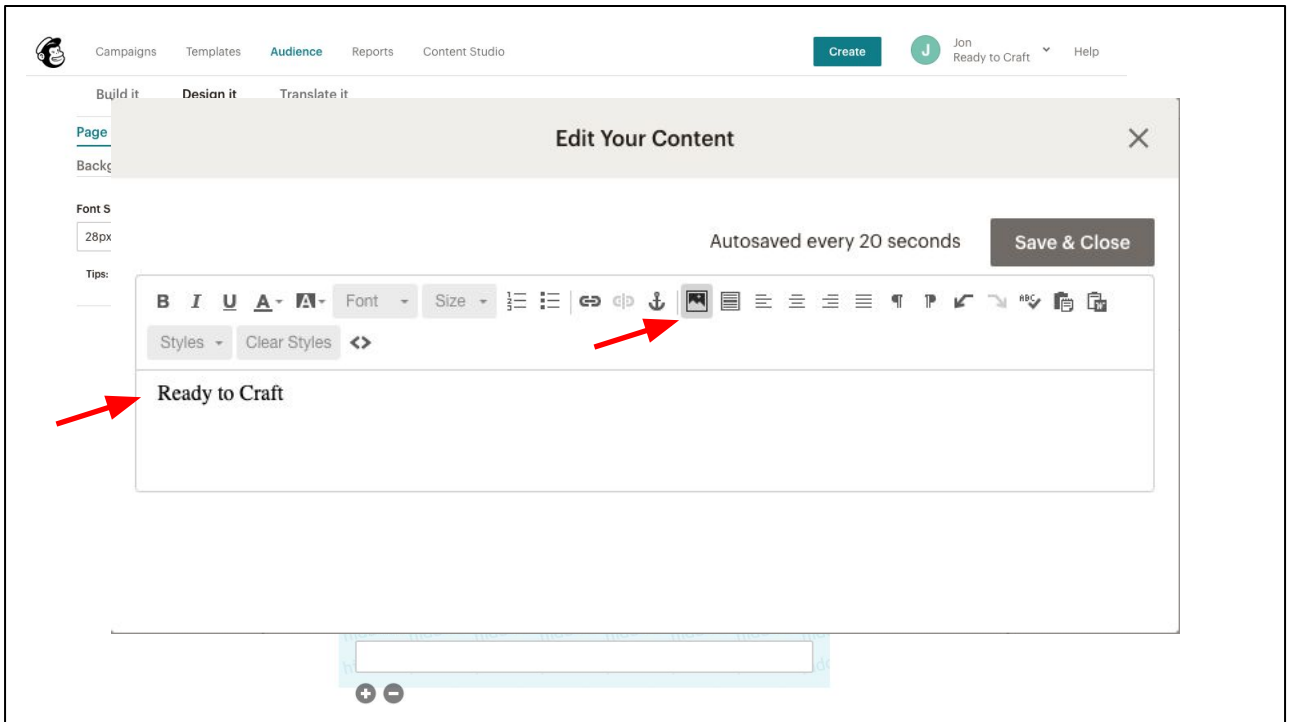
First we change the background. White (#ffffff) is a good choice.



In our example, we'll add a logo to the header so that the contacts can easily recognize the sender of this email.

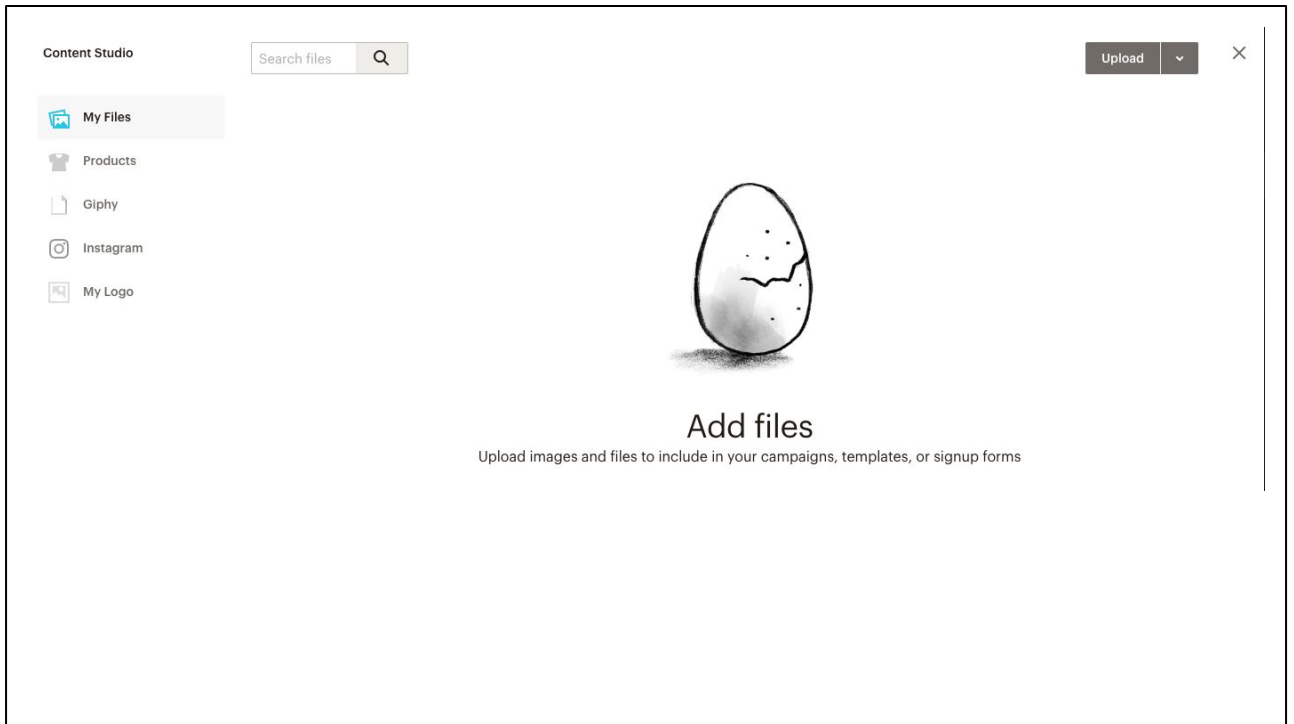
In the top menu, select "Header."

Hover your mouse in the header area and the popup menu will appear. Click on "edit."

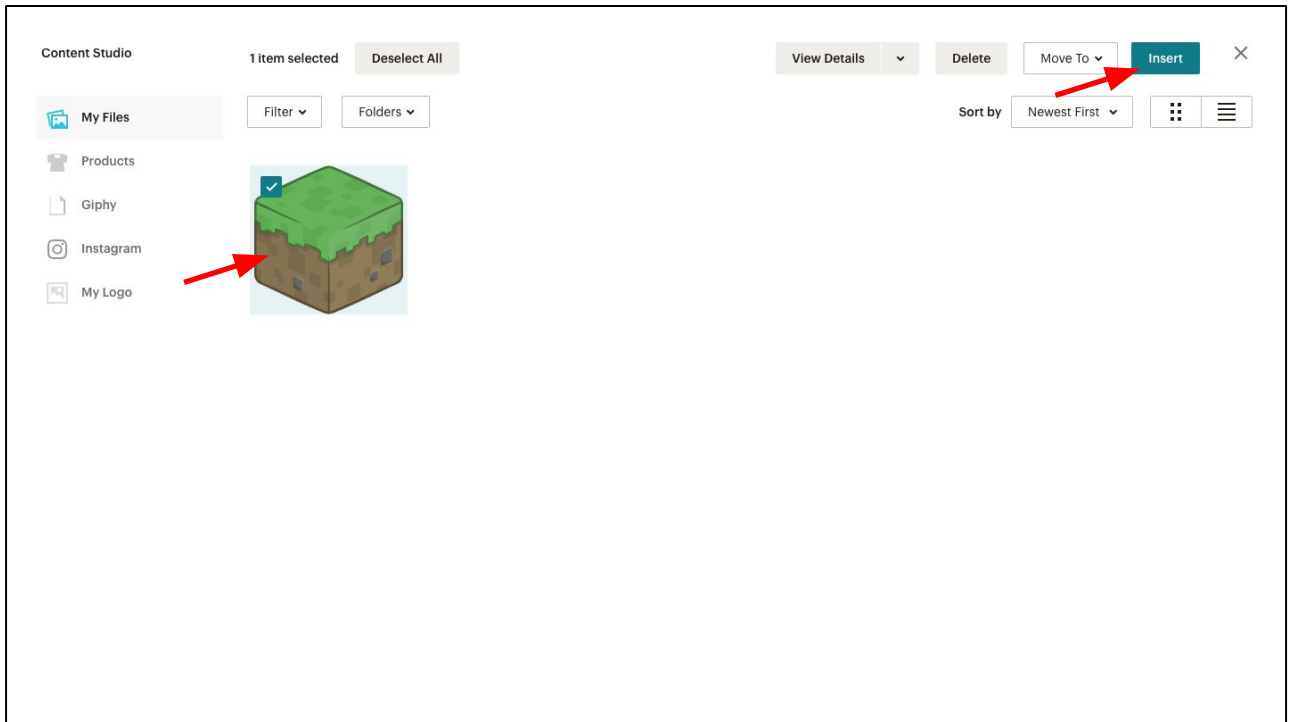


A popup window appears to edit the header.

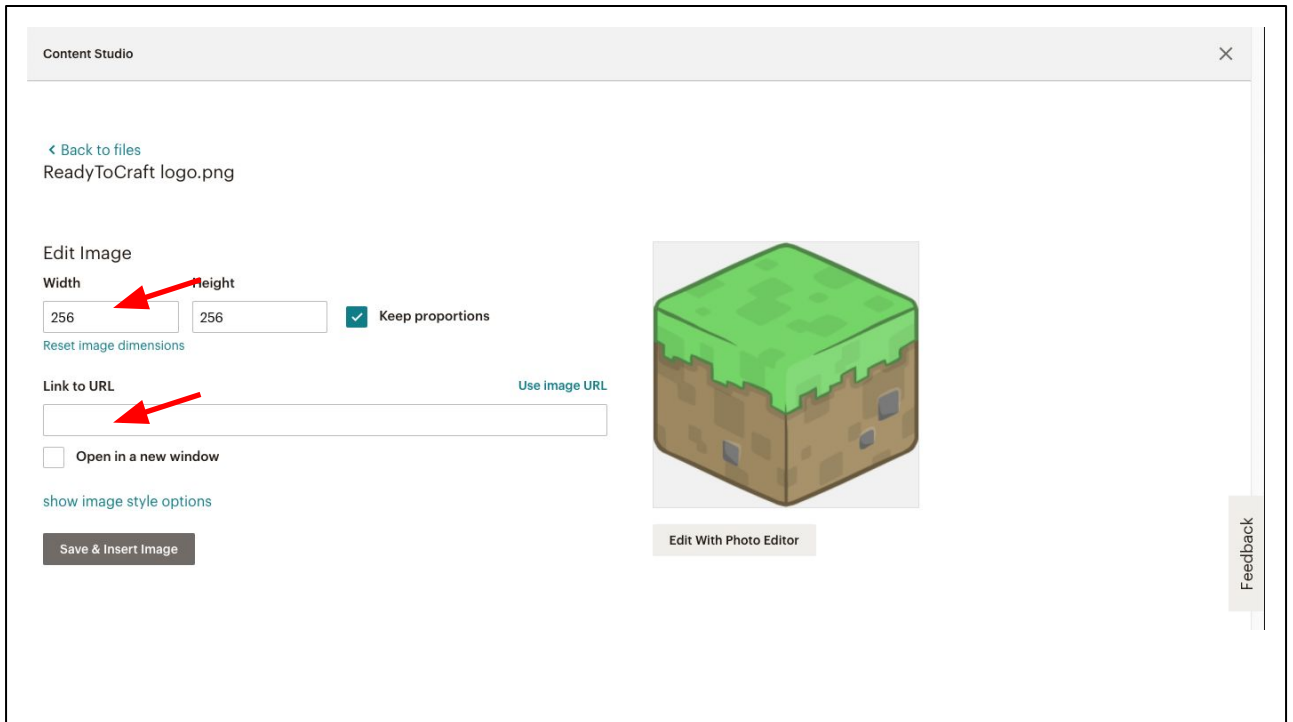
We want to place our icon to the left of the text.
First, place the cursor at the left end of the title.
Then click on the picture icon in the menu bar.
This will open a new screen.



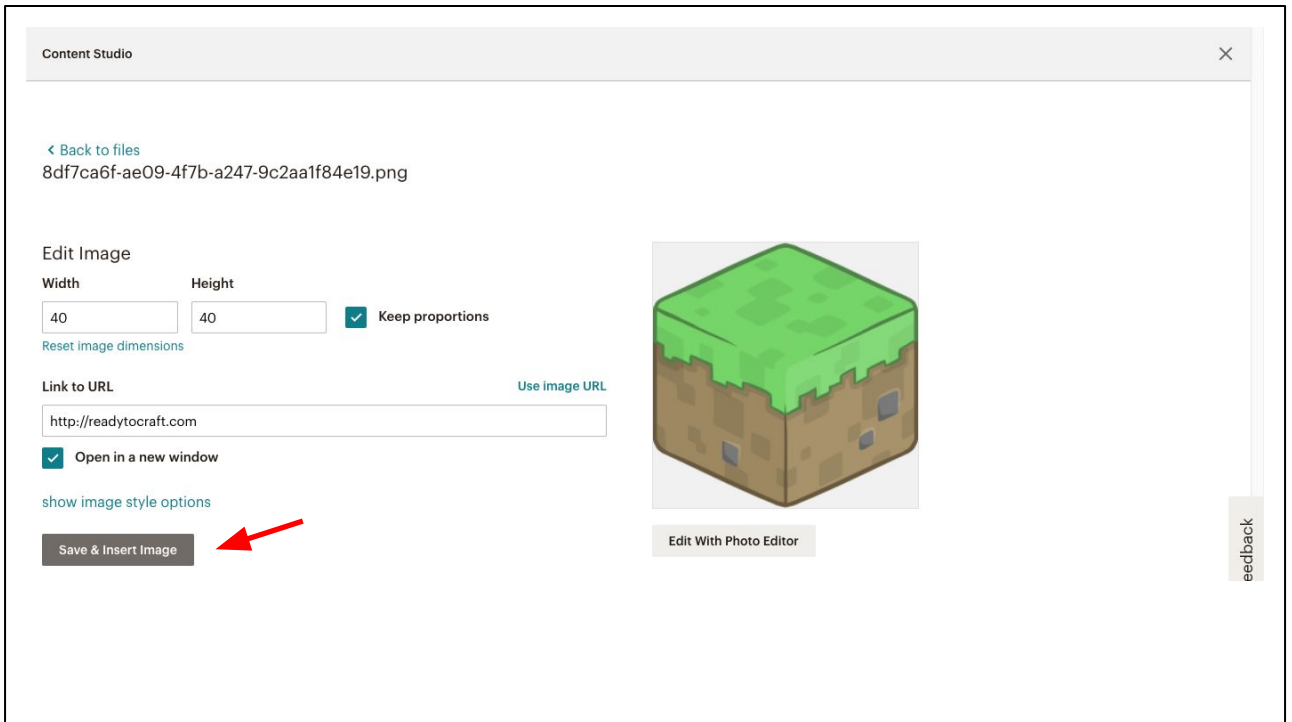
Drag and drop your image file or use the “Upload” button at the top of the screen.



After your image is uploaded, select it and click the “Insert” button.



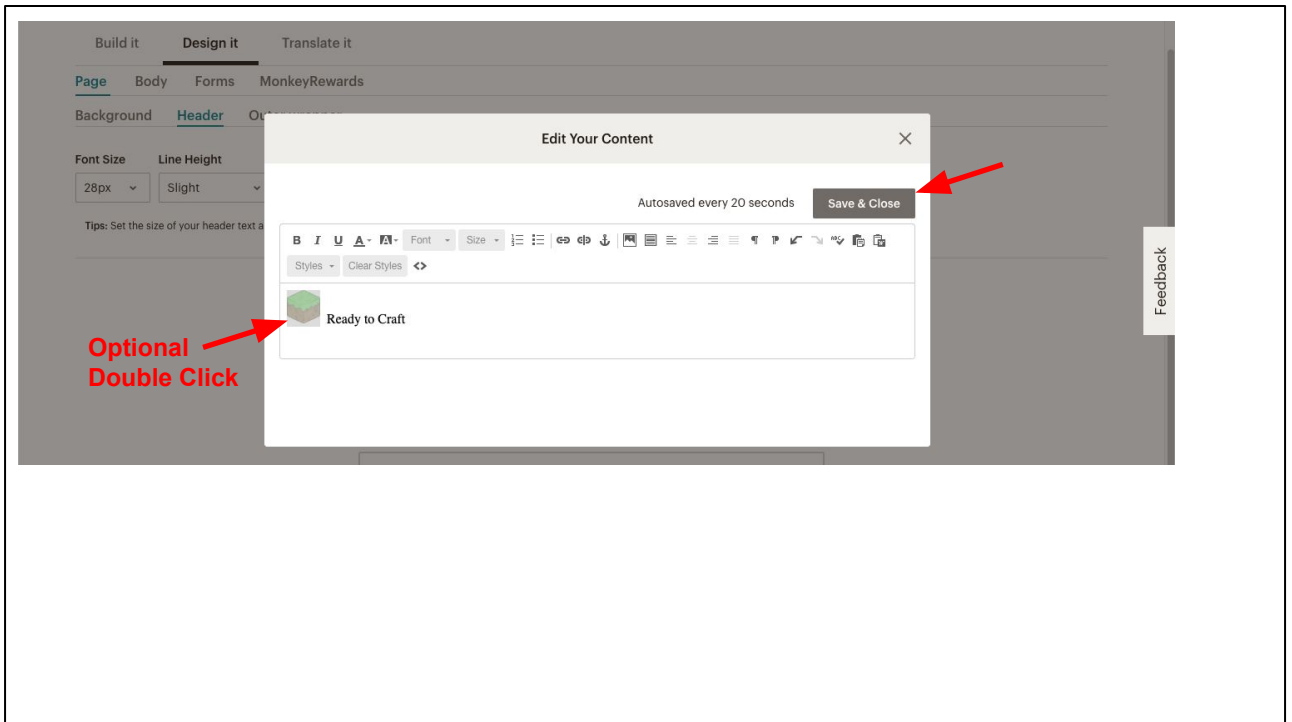
On this screen we'll need to change the size and add a website address.



After entering the new dimensions and the website address, click “Save & Insert Image.”

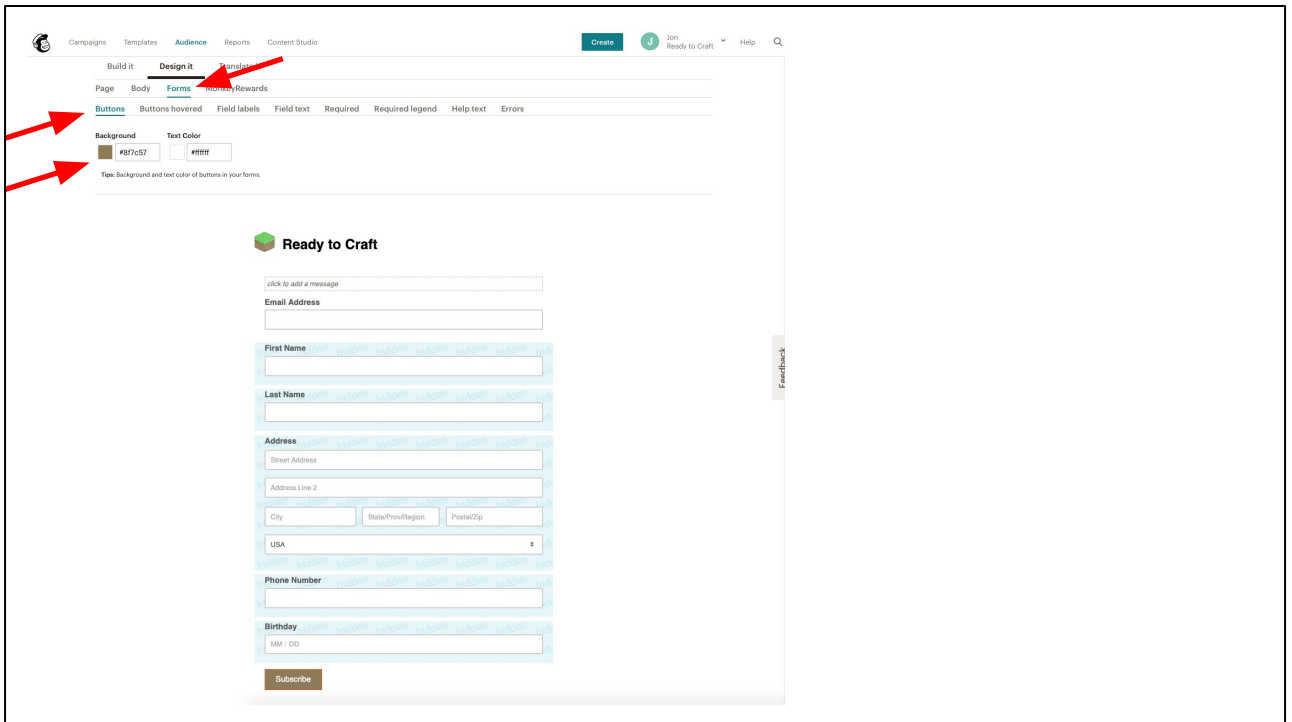
If you’re not sure what dimensions will look good or fit in the email form, just try a number less than 100.

You can always come back and change the size of your image. (For this example I tried 3 different sizes before settling on 40 x 40.)



If you like the way it looks, then click “Save & Close.”

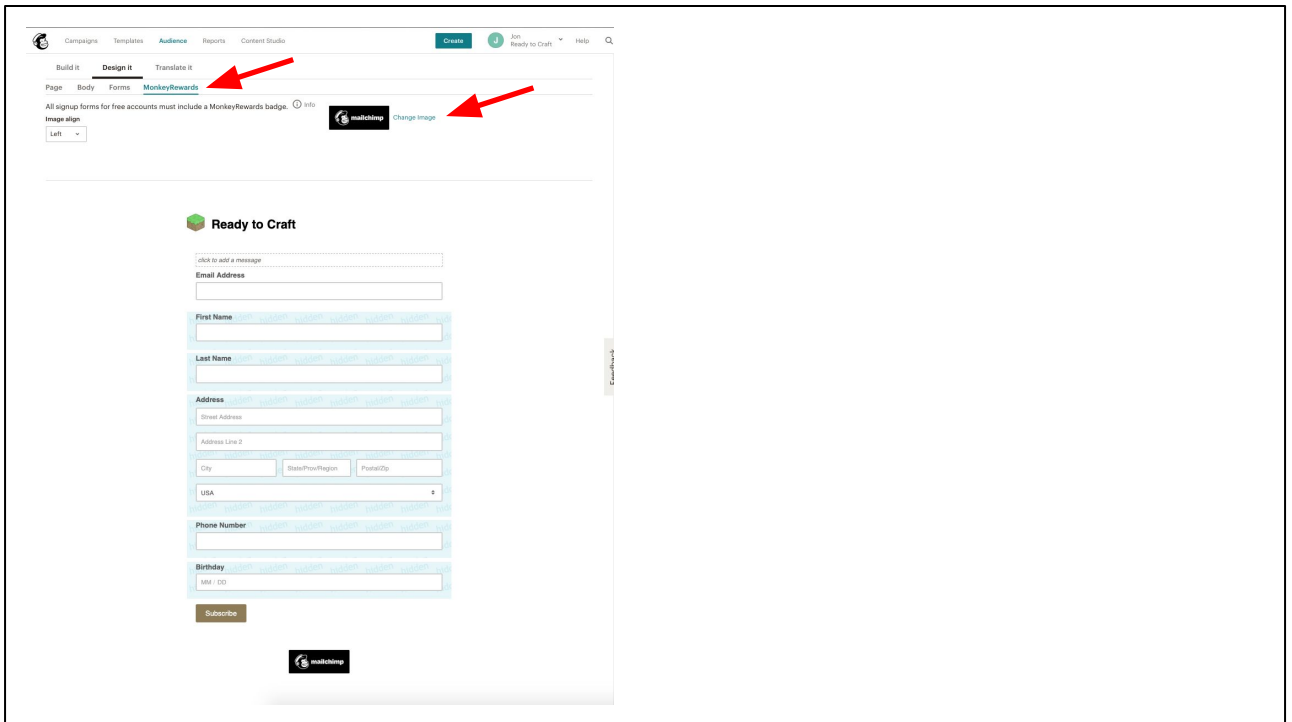
If you need to resize the image, then double click on your image to go back to the editing screen.



Next we want to change the button color to match our logo.

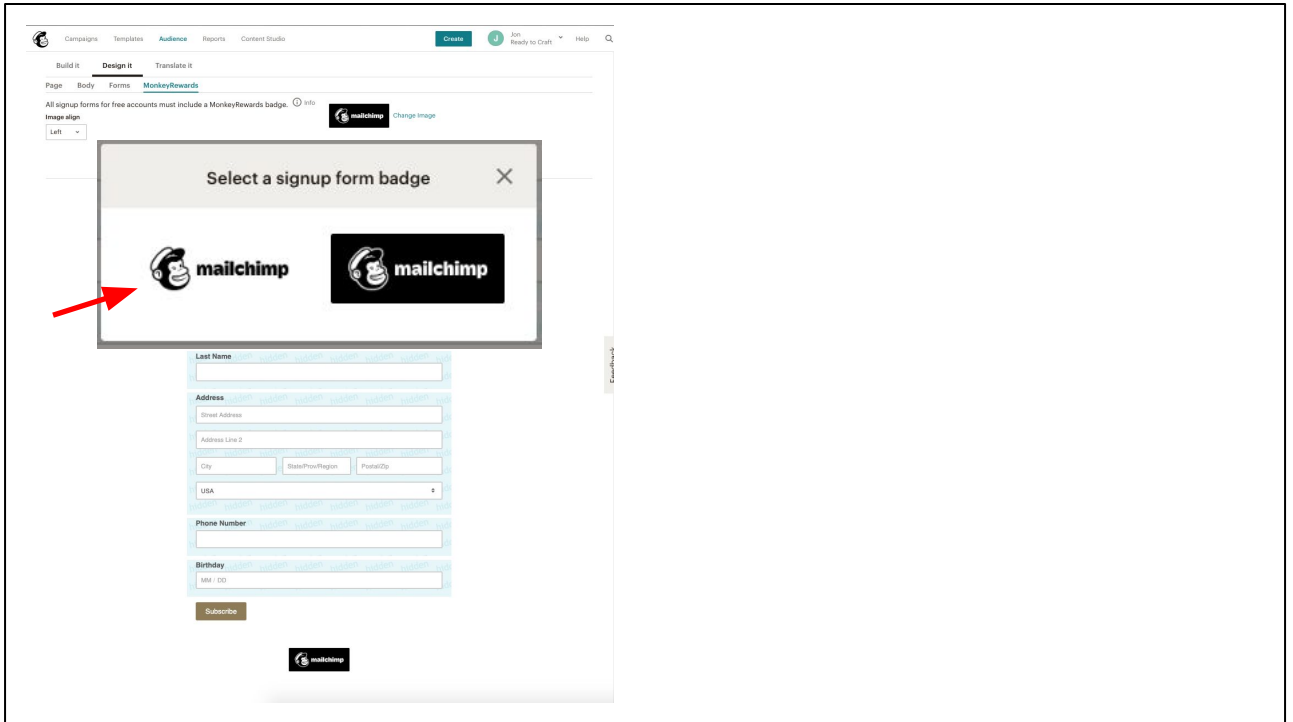
Select “Forms” in the menu bar. Then select “Buttons.”

Enter the color number or use the color picker to select the appropriate color for the button.

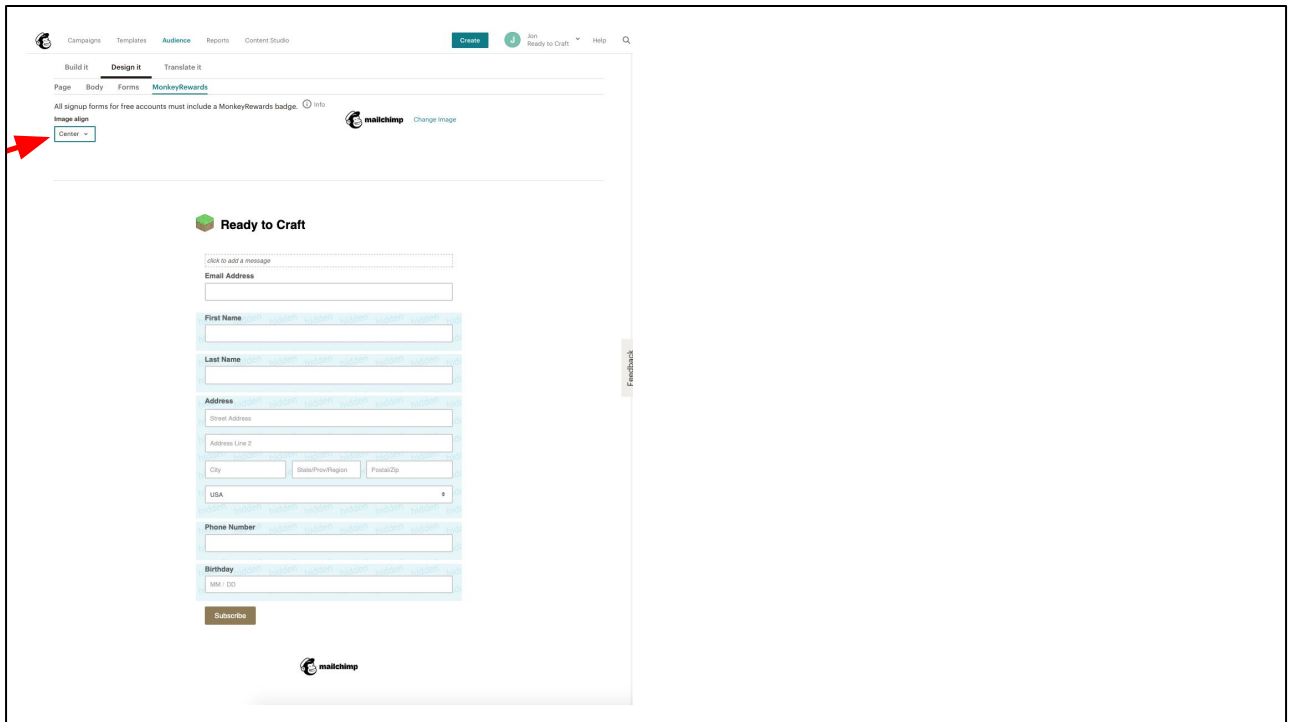


One last optional item to customize for our simple signup form.

If the black Mailchimp icon doesn't fit your design, then select "MonkeyRewards" and click on the "Change Image" link.

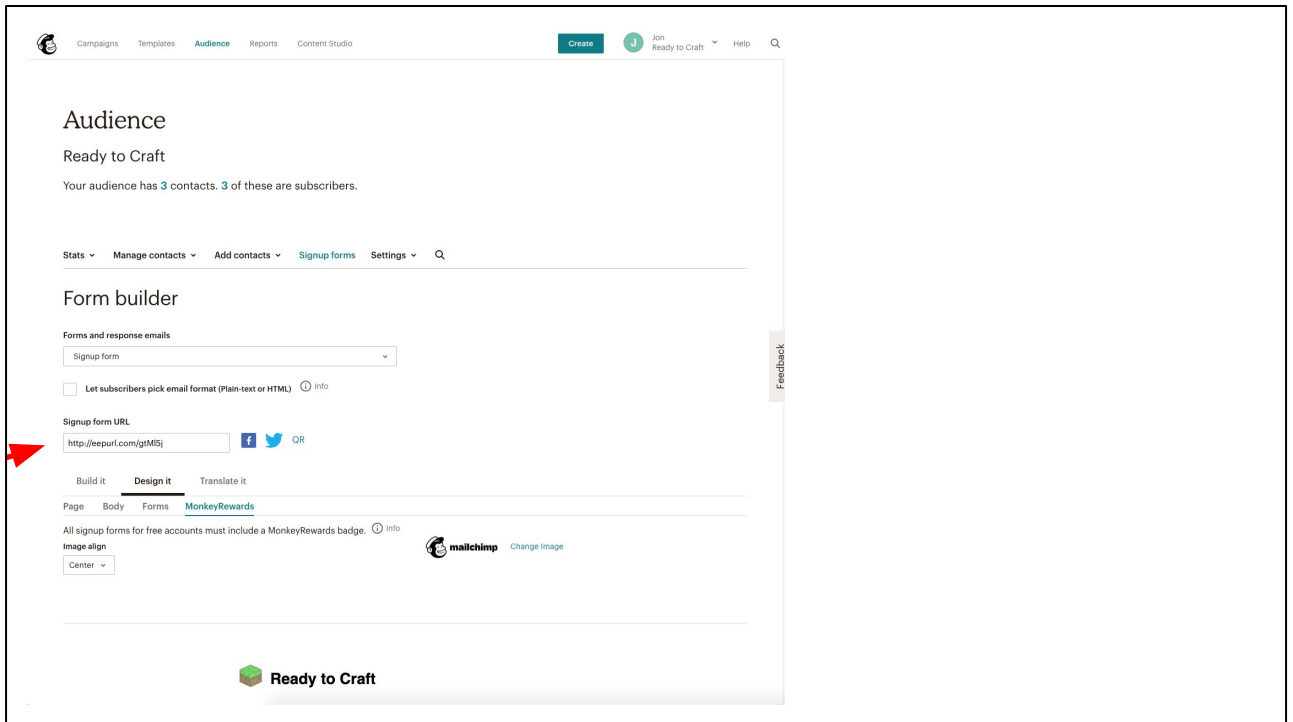


Click on the white logo.



And change the alignment to “center.”

Now our signup form looks better than the default and it is customized with our logo and color.



You may edit the other features and forms within the Form Builder to your liking.

Keep the following simple pro tips in mind:

- Use only one font.
- At most use two font colors, one for regular text and headings and the other for links
- Include your logo and branding colors.

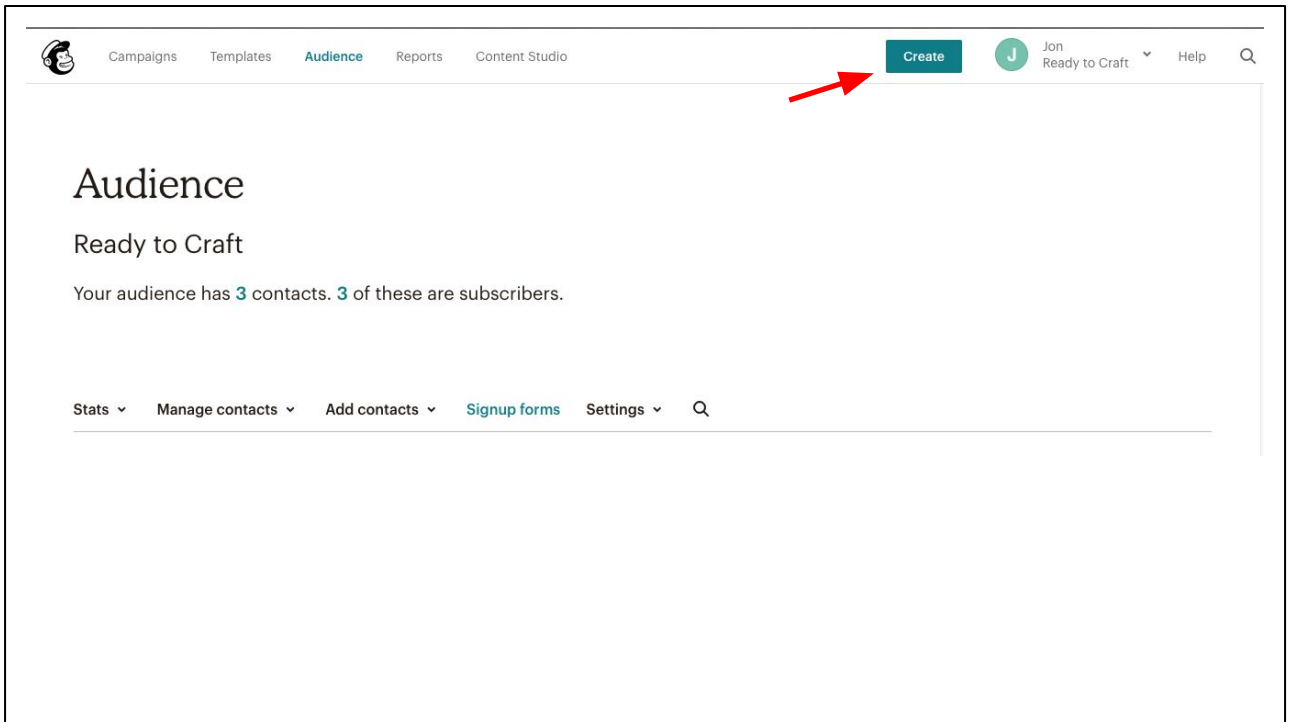
Now you're ready to use the signup link on your website and publications.

This concludes the simple setup of the Audience.

Part 4c: Single Campaign

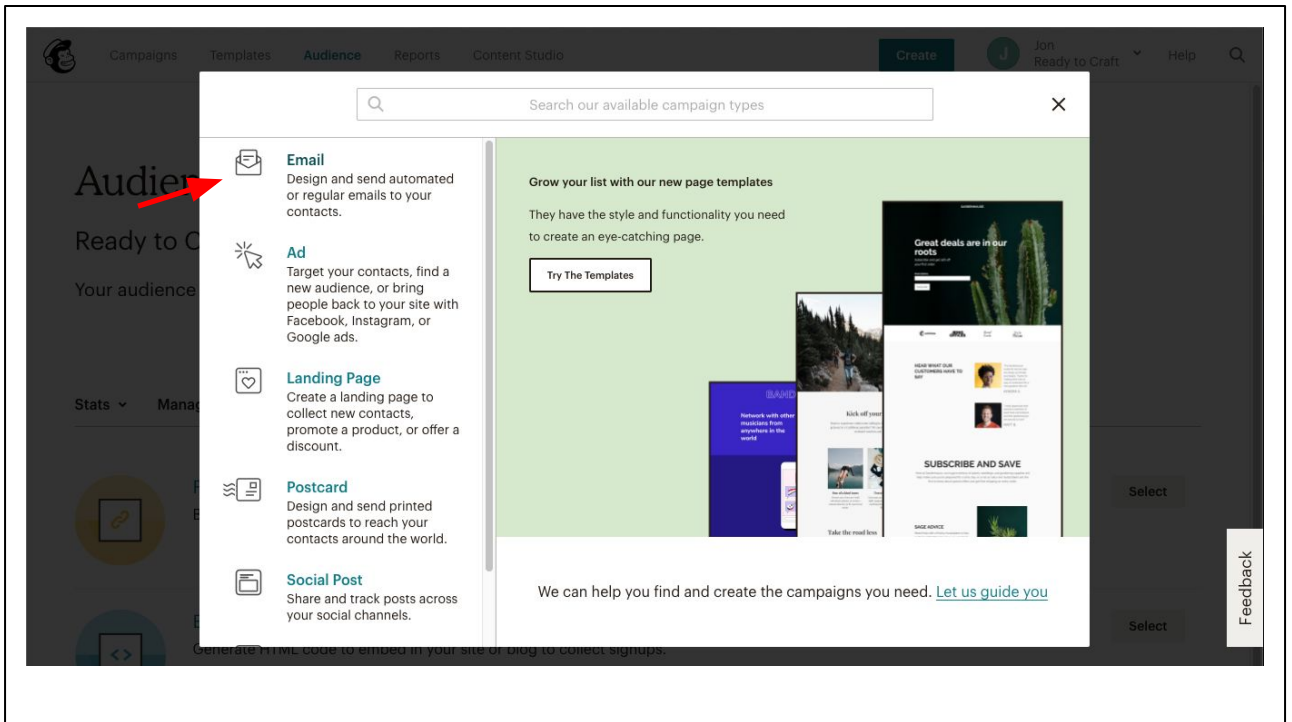


Next we'll look at building a simple single email. Email messages in Mailchimp are called Campaigns.

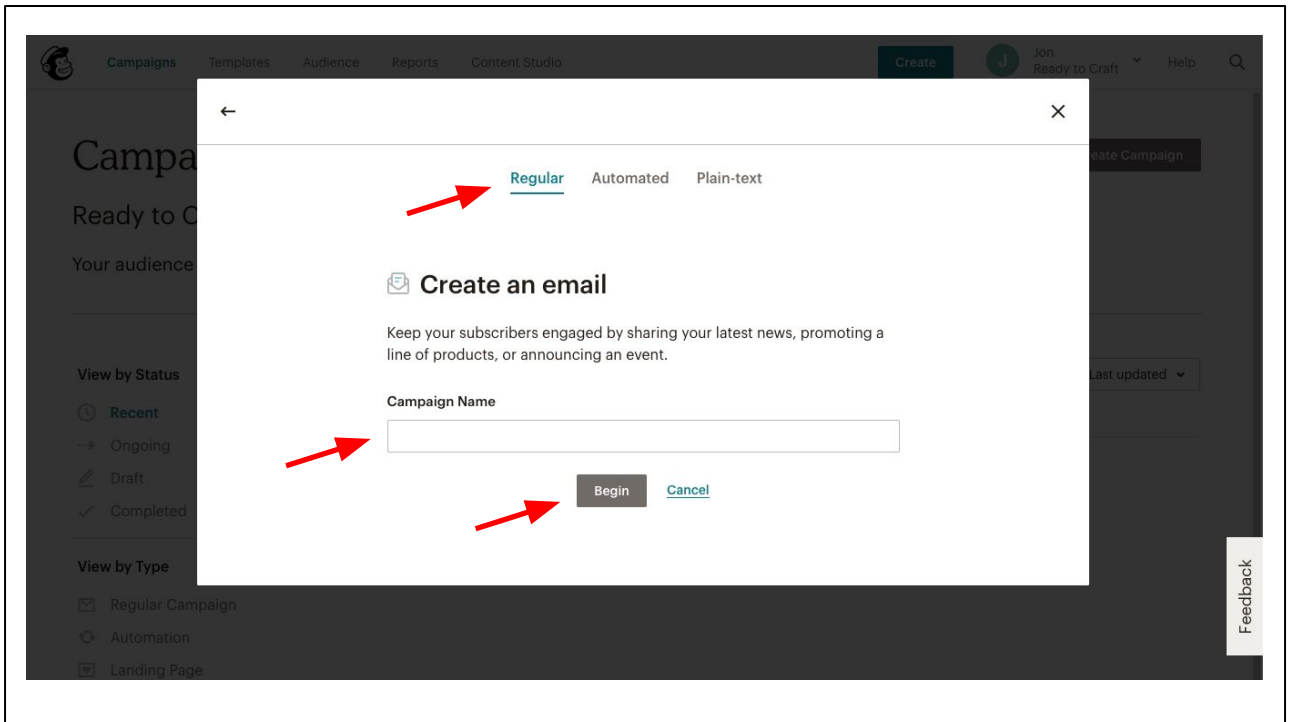


We are going to make a single message email campaign that welcomes people when they signup.

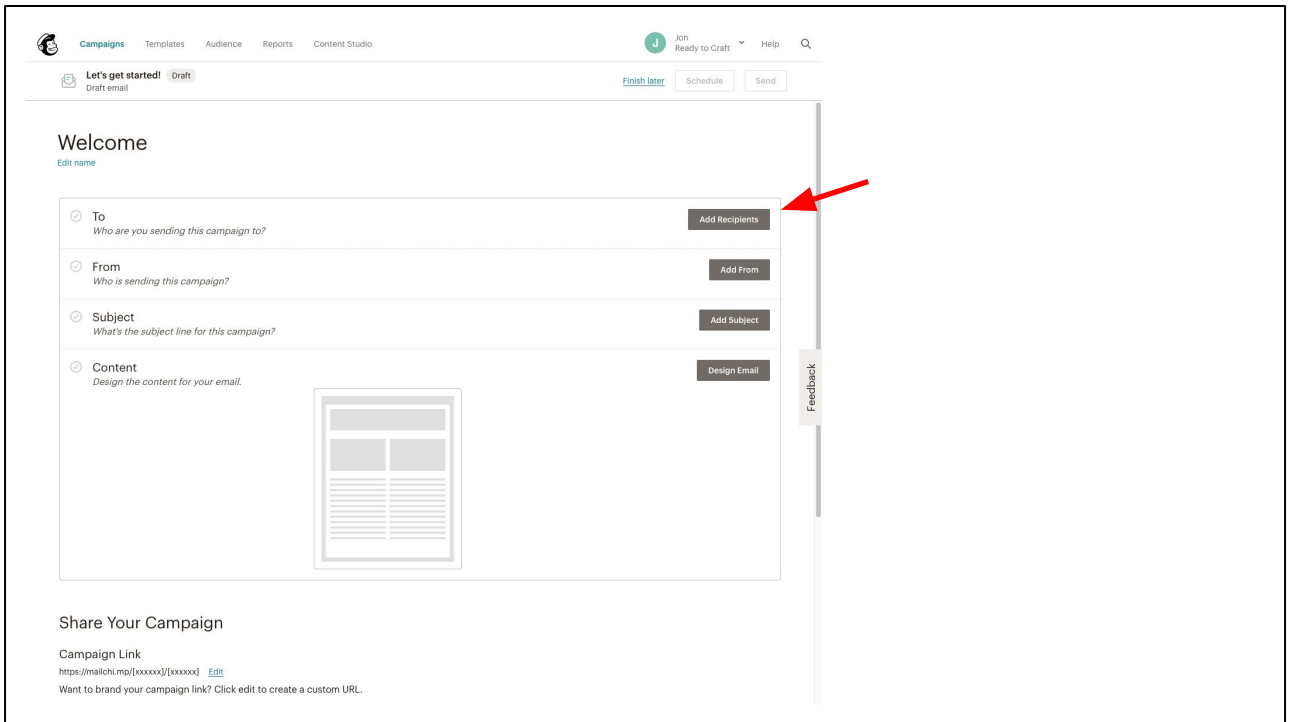
To create a campaign click on the “Create” button at the top of the screen.



Click on “Email” to design our first campaign.



Select "Regular," enter a name for this campaign, and click "Begin."



This is the main compose screen for email campaigns.

We'll start by adding recipients, work our way down the list of features, and finish with designing the message.

Click on “Add Recipients” to start.

Welcome

[Edit name](#)



To

Who are you sending this campaign to?

Audience

Choose an audience



Choose an audience

Ready to Craft

3 subscribed contacts



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](#)

Since we're using the free plan, we have only one Audience. So in the drop down menu select your audience.

Your audience is the list of email addresses that were imported during the previous section (Part 4b Audience).

Welcome
[Edit name](#)

✓ To
Who are you sending this campaign to?

Audience
Ready to Craft

Tip: Segmented campaigns see an average [14% increase in click rate](#) over non-segmented campaigns. To send this campaign to a specific target audience, try our [pre-built segments](#) or create one of your own.

☐ Personalize the "To" field [What's This?](#)

Save Cancel

✓ From
Who is sending this campaign?

✓ Subject
What's the subject line for this campaign?

✓ Content
Design the content for your email.

Segment or Tag

All subscribers in audience

All subscribers in audience

Group or new segment

Tags
Use tags to label your customers and organize your list.

Pre-built Segments

New Subscribers

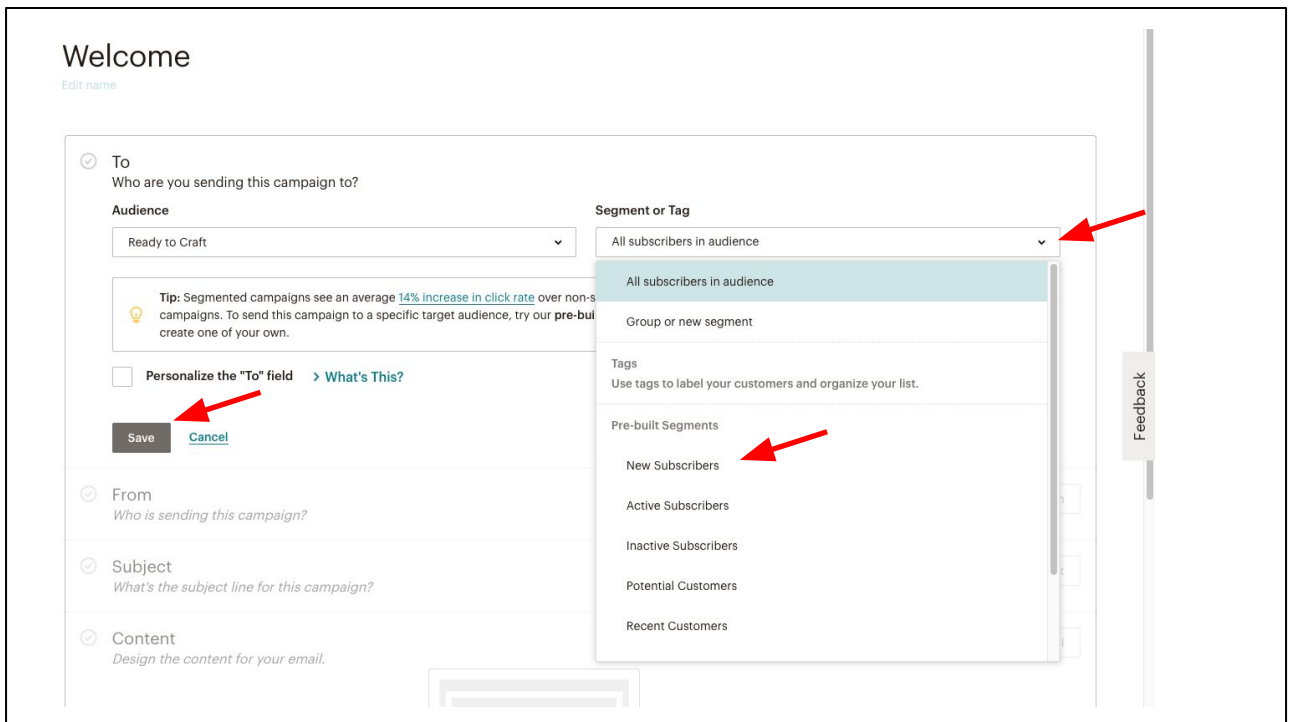
Active Subscribers

Inactive Subscribers

Potential Customers

Recent Customers

Feedback



For this email, we don't want it be sent to all people in our Audience list, only the new ones.

So we will select the "New Subscribers" pre-build segment.
We'll talk more later about Tags, Groups, and Segments.

If you are collecting names, you may personalize the "To" field by checking the box.

Click "Save" to move on to the next step.

Welcome

[Edit name](#)



To

New Subscribers in the audience Ready to Craft. [3 recipients](#)

Your 'To' field is not personalized with merge tags.

[Edit Recipients](#)



From

Who is sending this campaign?

Name

97 characters

Email address

Jon

jon@readytocraft.com

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

Save

[Cancel](#)



Subject

What's the subject line for this campaign?

[Add Subject](#)

Next we may edit the sender info. By default, Mailchimp fills in the fields but make sure the from email address is from your domain.

Click the "Save" button to continue.

Welcome

[Edit name](#)



To

New Subscribers in the audience Ready to Craft. [3 recipients](#)

Your 'To' field is **not** personalized with merge tags.

Edit Recipients



From

Jon • ruddatfam@gmail.com

Edit From



Subject

What's the subject line for this campaign?

Add Subject



Content

Design the content for your email.

Design Email



Feedback

Click on the "Add Subject" button.

The screenshot shows an email campaign configuration page. At the top, it says "Welcome" with a link to "Edit name". Below this are three main sections: "To", "From", and "Subject". The "To" section shows "New Subscribers in the audience Ready to Craft. 3 recipients" with an "Edit Recipients" button. The "From" section shows "Jon • ruddatfam@gmail.com" with an "Edit From" button. The "Subject" section is the focus, with a heading "What's the subject line for this campaign?". It contains two input fields: "Subject" (containing "Welcome!") and "Preview text" (containing "Let's start learning together!"). Both fields have character counts (142 and 120 respectively) and emoji icons. A red arrow points to the "Subject" field, and another red arrow points to the "Preview text" field. Below the "Subject" field is a link "How do I write a good subject line? • Emoji support". At the bottom of the "Subject" section are "Save" and "Cancel" buttons. The "Content" section at the bottom has the heading "Design the content for your email." and a "Design Email" button. A vertical "Feedback" button is on the right side of the page.

Welcome
[Edit name](#)

✓ To
New Subscribers in the audience Ready to Craft. [3 recipients](#)
Your 'To' field is not personalized with merge tags . [Edit Recipients](#)

✓ From
Jon • ruddatfam@gmail.com [Edit From](#)

✓ Subject
What's the subject line for this campaign?

Subject 142 characters
Welcome!

[How do I write a good subject line? • Emoji support](#)

Preview text 120 characters
Let's start learning together!

This snippet will appear in the inbox after the subject line.

[Save](#) [Cancel](#)

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

[Feedback](#)

Enter your subject line and preview text.

The preview text is what will appear in the inbox after the subject line.

Write subject lines that people will want to open. It's better to be direct and descriptive rather than trendy. Also shorter is usually better.

Click the "Save" button when finished.

Welcome

[Edit name](#)

✓

To

New Subscribers in the audience Ready to Craft. [3 recipients](#)

Your 'To' field is **not** personalized with merge tags .

Edit Recipients

✓

From

Jon • ruddatfam@gmail.com

Edit From

✓

Subject

Welcome!

Preview Text: Let's start learning together!

Edit Subject

○

Content

Design the content for your email.

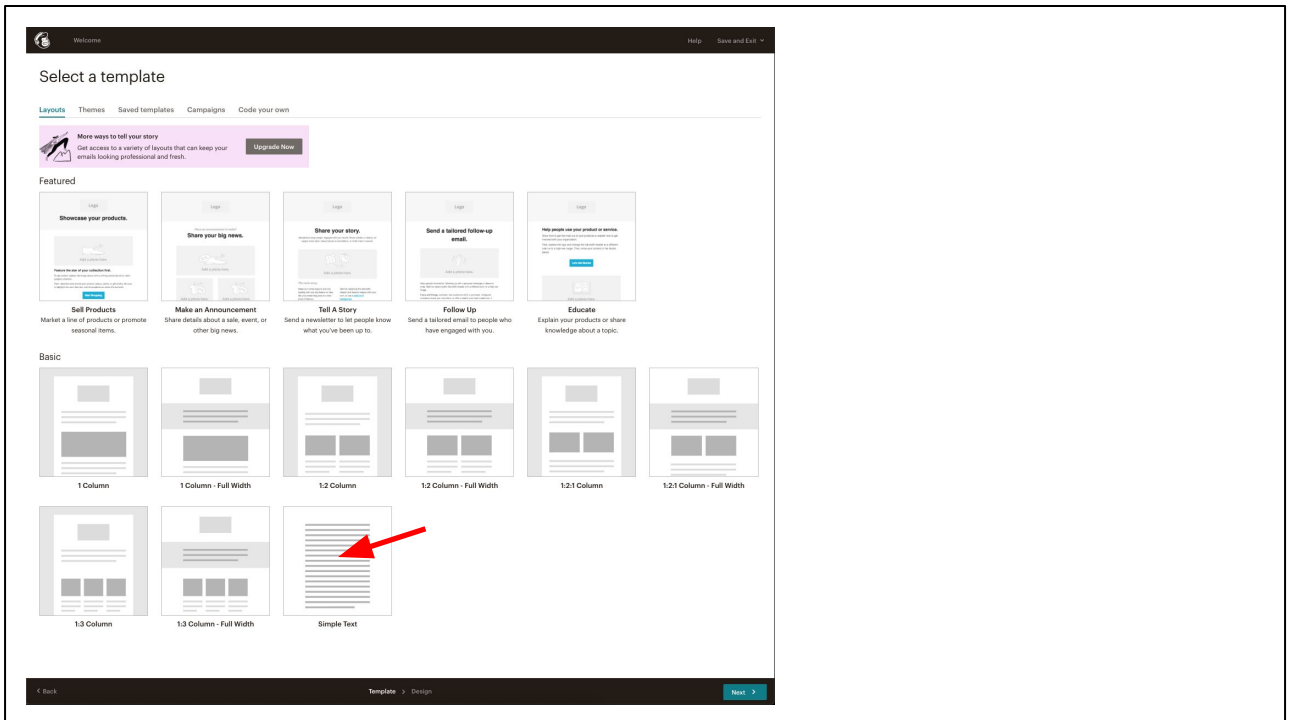


Design Email

Feedback

The last step in setting up the email campaign is design and adding content.

Click the “Design Email” button.



While there are a lot of cool looking designs and templates, to start with I recommend using the “Simple Text” layout.

If you’re more adventurous you may try the 1 Column layout.

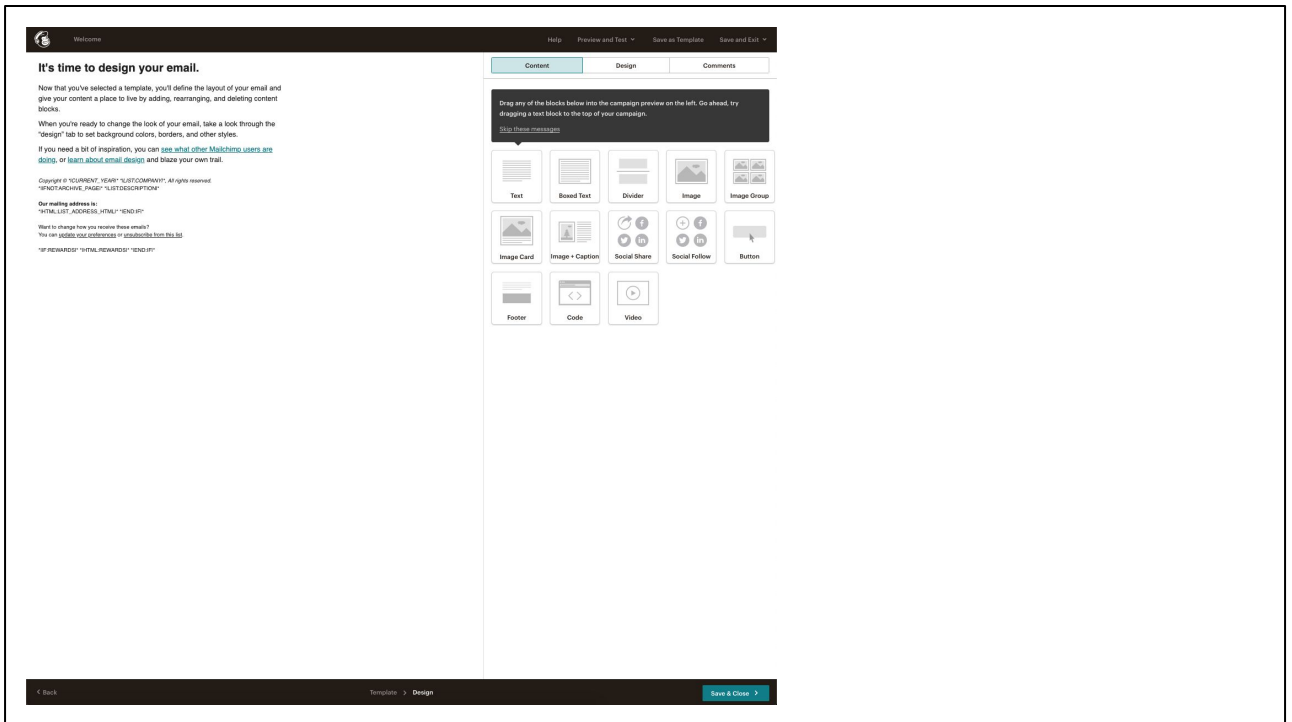
We’ll use a more complicated layout later for the Automated Campaign.

Keep it simple, plain text

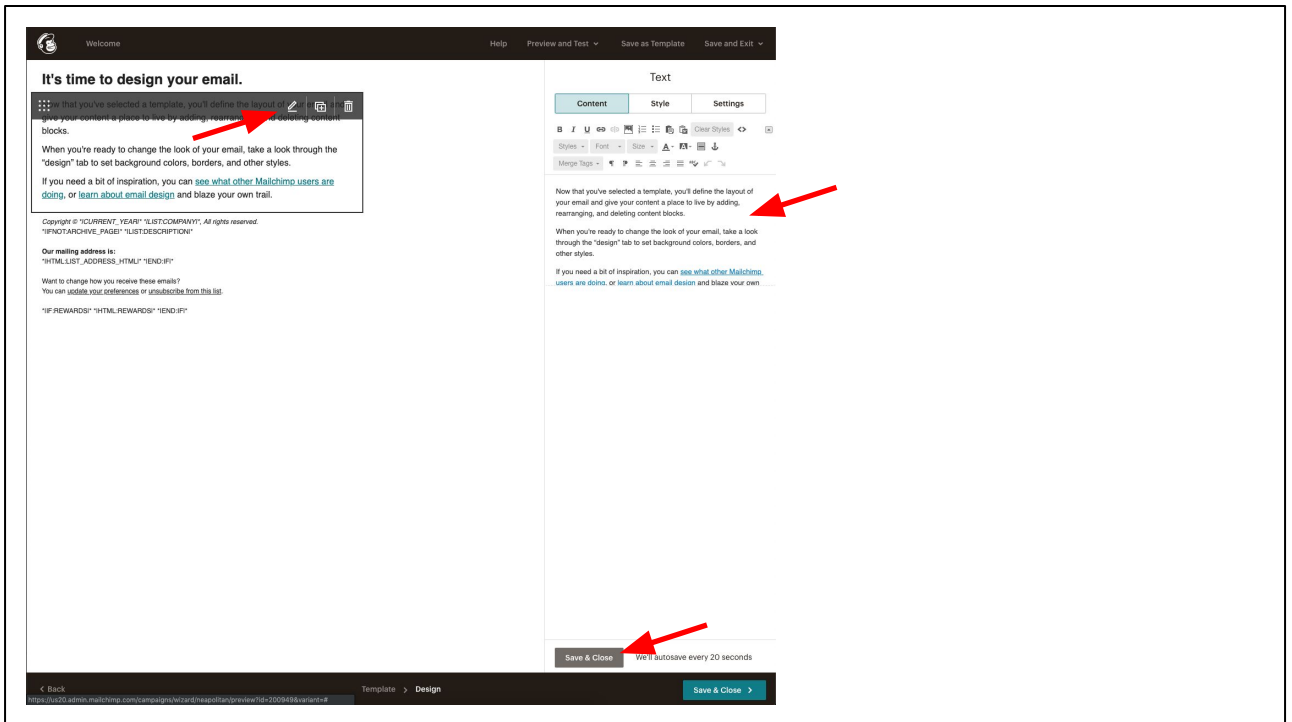
If needed one image

Single font, 2 colors: text and links

Get to the point as quick a possible



The campaign design wizard screen is split in half. The left side of the screen is a preview of what your email will look like. The right side has the tools for designing your email and is the place where you'll edit the content of specific blocks.



When your mouse hovers over the different content blocks a dark gray menu bar will appear.

The dots on the left, allow you to move the block.

The pencil icon opens the content window.

The box with a plus icon duplicates that content block.

The trash can deletes the block.

In the Content window you can edit the text for your message.

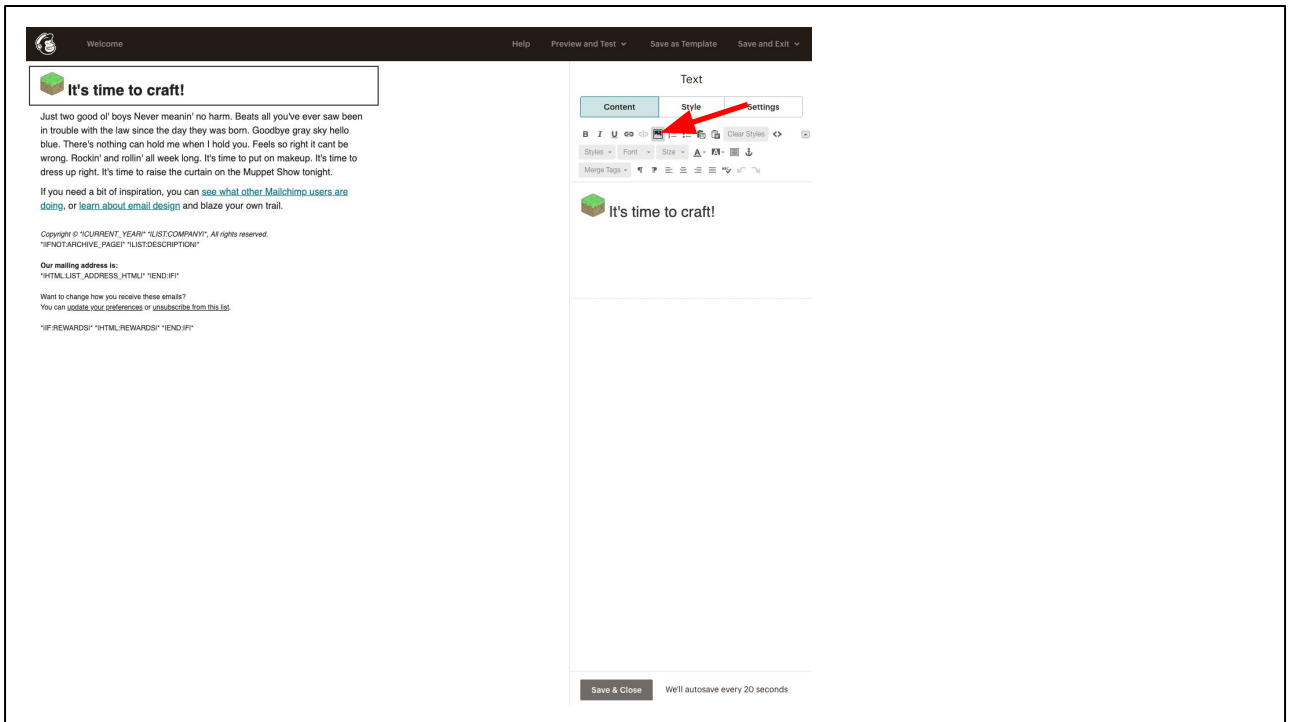
You can include links.

It is best not to include images in the body of the message.

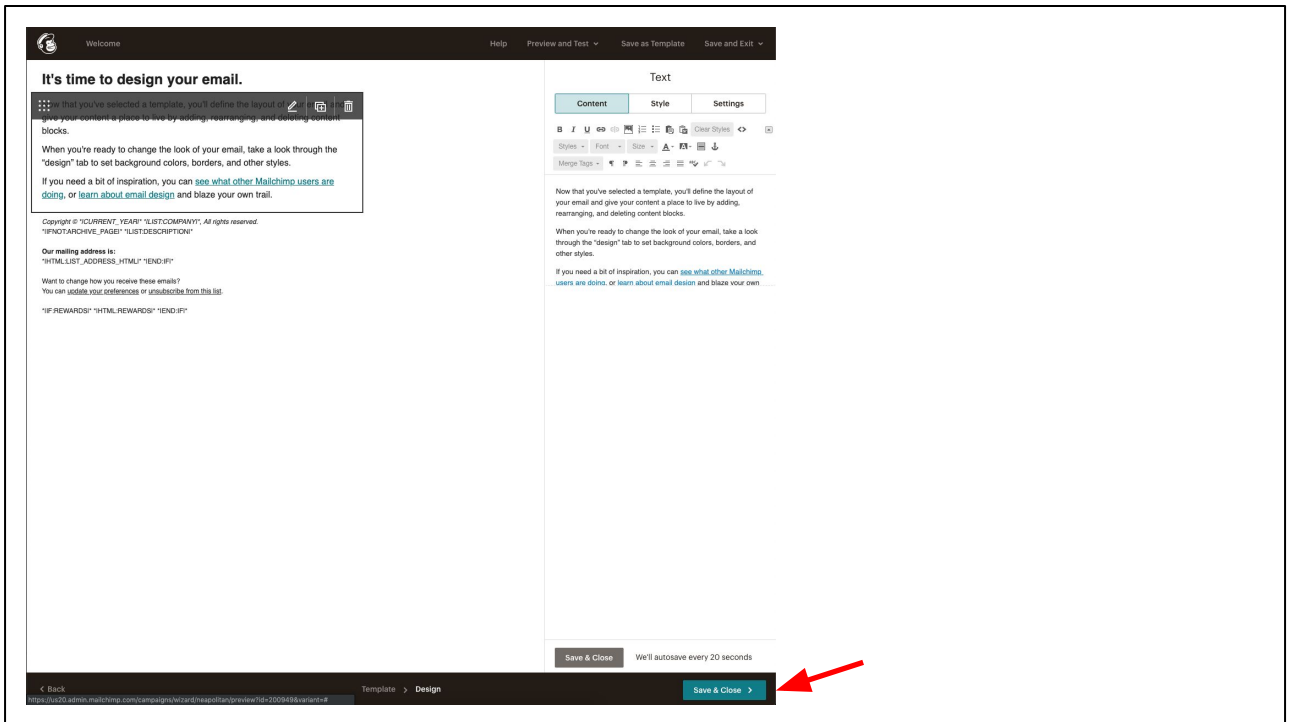
Note that most people open their email on their phone. So you'll want the design to be simple, clear, to the point, and easy to read.

Having an image or icon at the top is good for quick recognition of your organization.

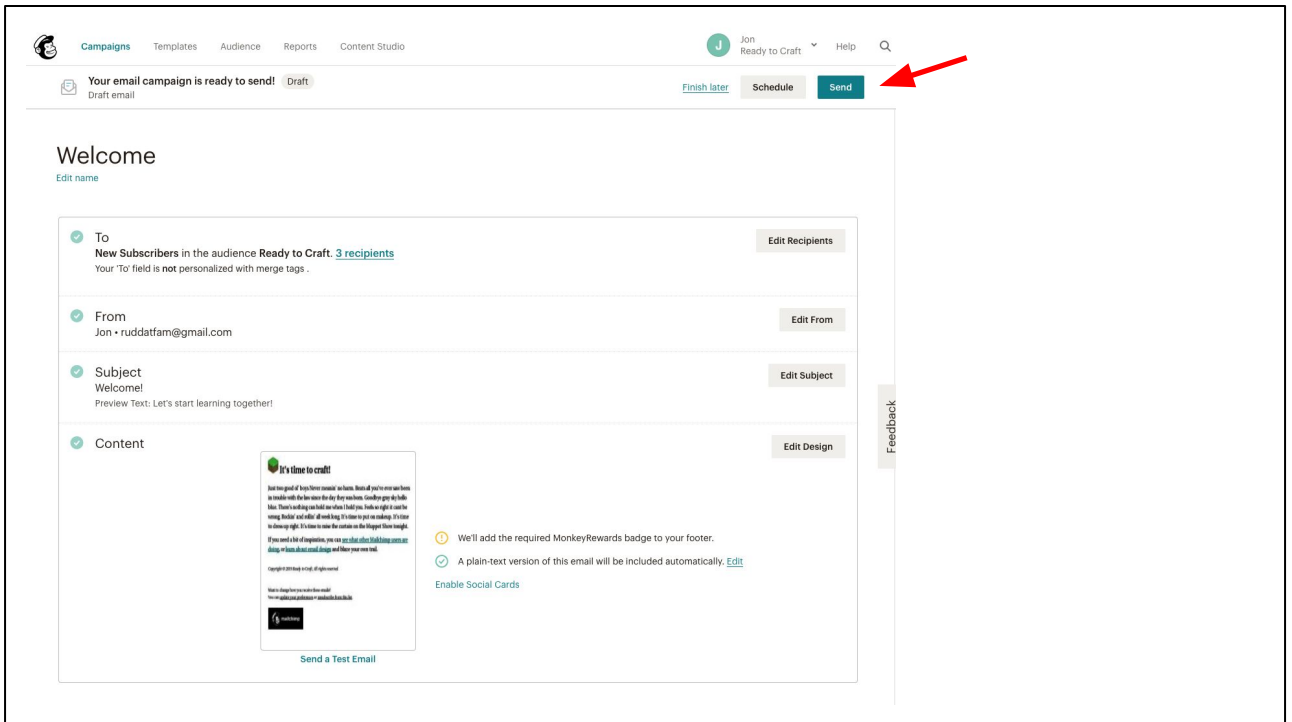
When you're done editing the content click the "Save & Close" button.



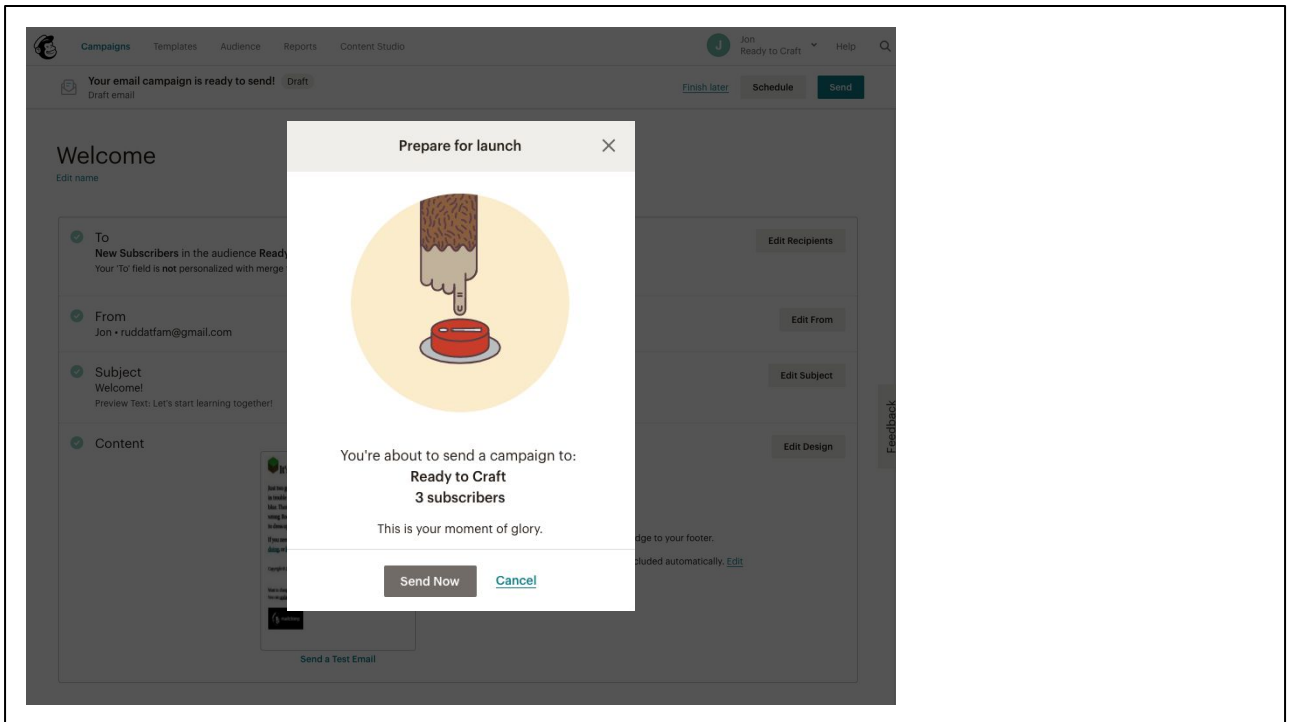
Here is our sample email with a logo to the header line. You can use the same process as we did before on the Signup form by clicking on the image icon in the text editor and inserting it.



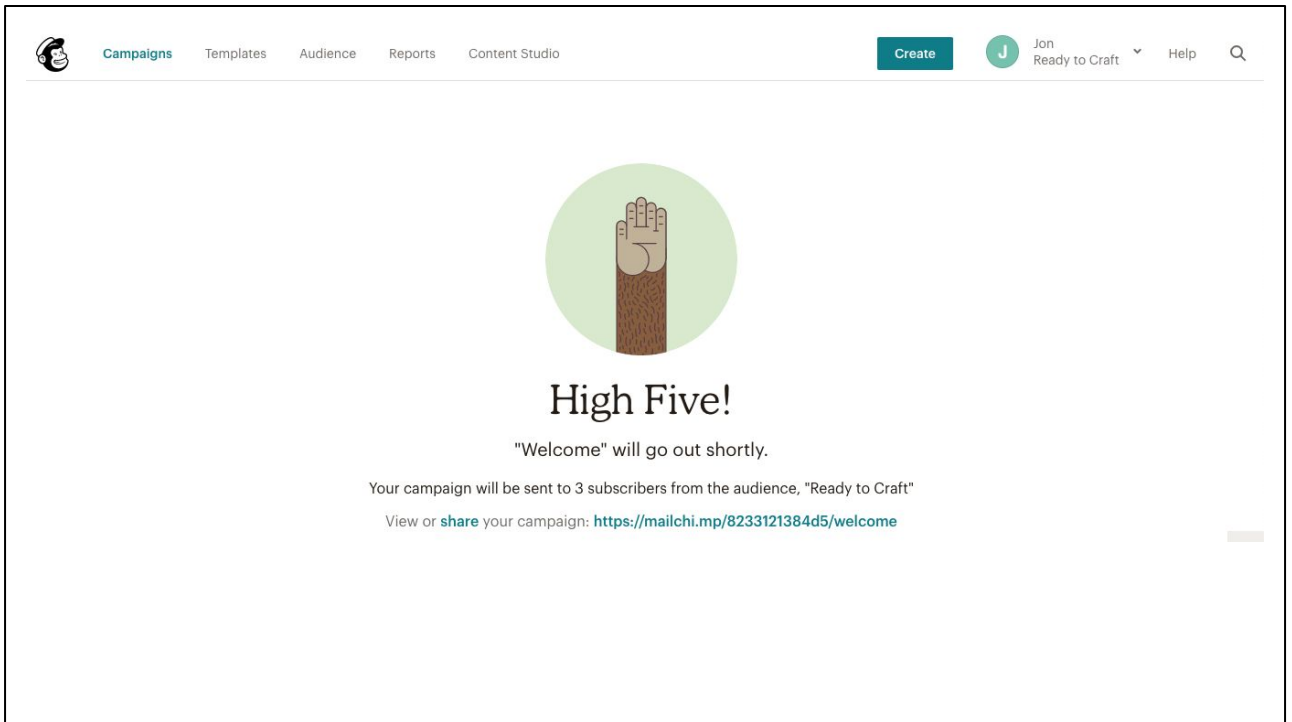
After your content is finished click the very bottom “Save & Close” button to continue.



Now your campaign is ready to send. You may send it immediately or with one of the paid plans, schedule a date and time.



After clicking “Send” a pop up window will appear asking you to confirm to send it. Click the “Send Now” button.



Lastly, a confirmation message will appear, letting you know that the email campaign will go out shortly.

Now with the basics out of the way, we'll dive into a more complex and exciting part of Mailchimp, the automated campaign.

Part 4d: Automated Campaign



Finally, we'll talk about automating the campaigns and specifically look at MLI's use of automatic emails.



Welcome to SE-EMS Encouragement 1!

Scripture for today:

Psalm 46:10
He says, "Be still, and know that I am God;
I will be exalted among the nations,
I will be exalted in the earth."

Here is the first of our 30 daily emails containing
encouragements in the spiritual, emotional, and
eat/move/sleep (SE-EMS) realms.

May God bless you as you continue your journey today to
greater spiritual, emotional, and physical resilience!!
Keep on using those God-given strengths!

Spiritual

Choose a devotion series or
Bible reading to use during
the next month.

Emotional

Do an IVA (Identify, Validate,
Align) as part of your daily
morning devotion

EAT

Identify the
healthiest
elements of
healthy eating
you have tried.
Build them in to
your lifestyle for
good

MOVE

Each morning,
plan ahead to
add
activity/movem
ent to your daily
routine

SLEEP

Sleep longer
tonight to do
more tomorrow

30 Days of Encouraging Emails

- Bible passage
- 5 encouragements
 - Spiritual
 - Emotional
 - (Physical)
 - Eat
 - Move
 - Sleep

The goal of Ministry Leadership Institute is to help leadership teams, pastors, and principals by providing Christ-centered practical tools that are immediately life changing.

One of their tools is the 30 Days email campaign sent via Mailchimp.

After participants complete either the online course or the in person workshop they receive 30 days of emails that encourage and build upon what they learned.

Each email is unique and has a Bible verse and 5 suggestions usually following their formula of SE-EMS: Spiritual, Emotional, Eat, Move, and Sleep.

I thought other ministries could use this feature as well, sending automated messages of encouragement or devotion (ie. welcome visitors, advent or lent devotions, custom Bible reading and prayer program, etc.).

To build these unique emails we used Mailchimp's templates and then created a campaign of 30 emails using those templates.



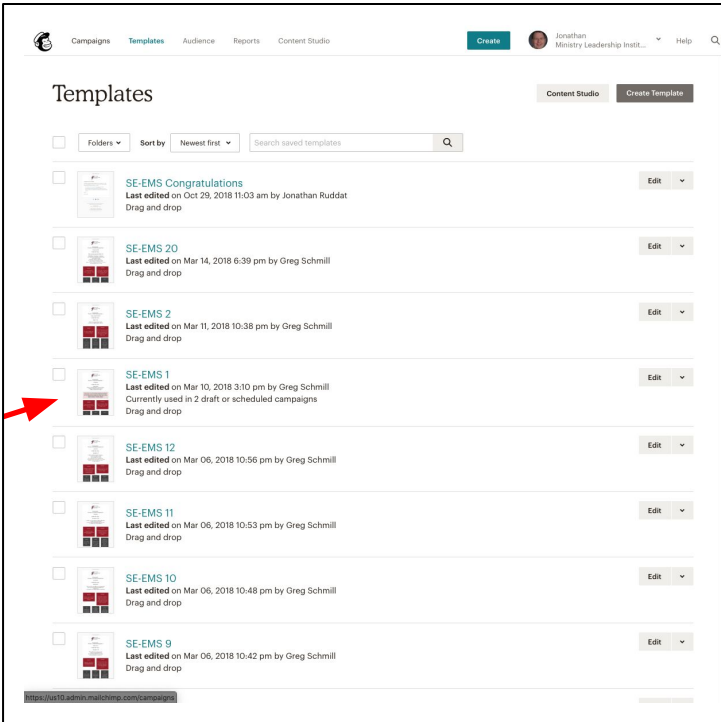
On May 15, 2019 Mailchimp changed their plans. :-)

With this change free accounts can no longer create automated campaigns that contain more than one email message.

One has to upgrade to the Standard (\$15/month) or Premium (\$300/month) plans to have access to these features.

Image from

<https://mailchimp.com/resources/mailchimps-most-popular-subject-line-emojis/>



Templates & Campaign

- **Template=**
Reusable layout
- **Campaign=**
email message(s)

For MLI we created a template, which is a reusable layout, with the first email's content.

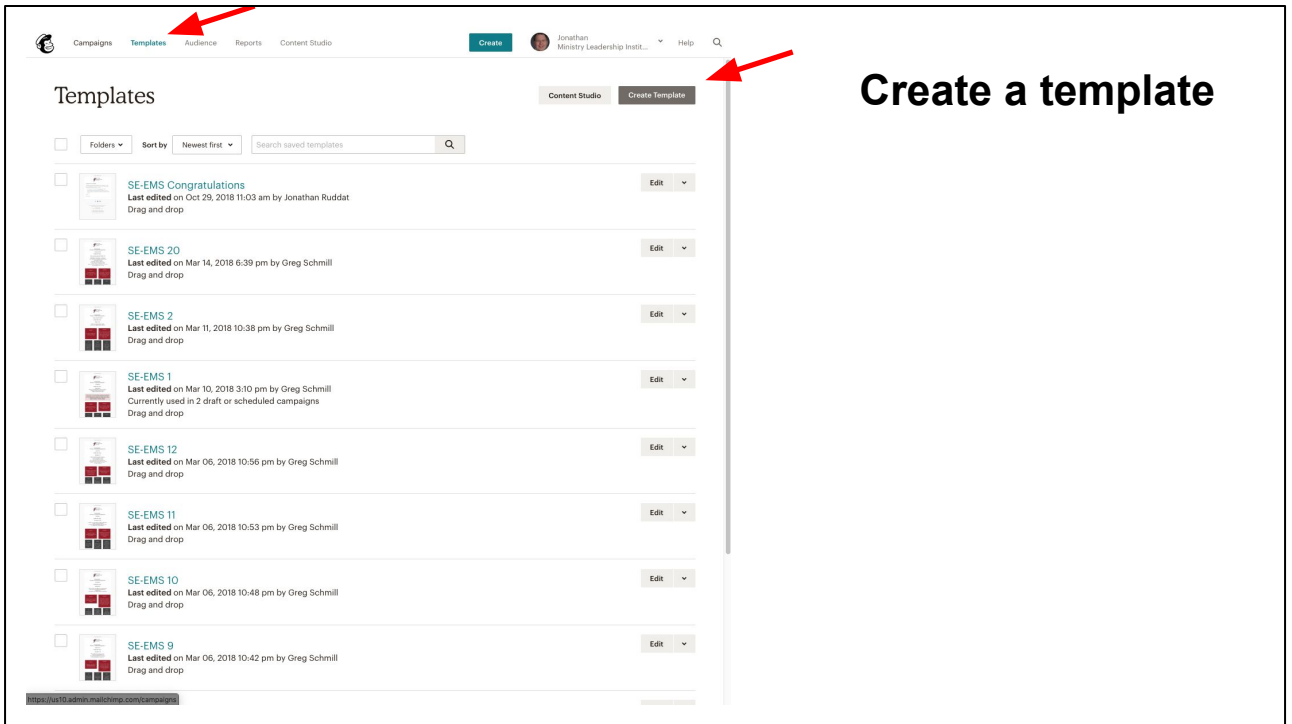
Then we replicated that template to make the other subsequent message templates.

After the 30 messages were made in templates then we made a campaign that put them all together.

This isn't the only way to create a campaign of 30 messages. We did it this way because we were making different campaigns for different audiences (lists) and different purposes.

Once Mailchimp changed we streamlined our offerings to be just one campaign for the 30 Days of emails.

Also because Mailchimp changed we can not build the MLI template (even in MLI's Mailchimp account) because only simple templates are available in the free plans. So we will use a simple template as our example.

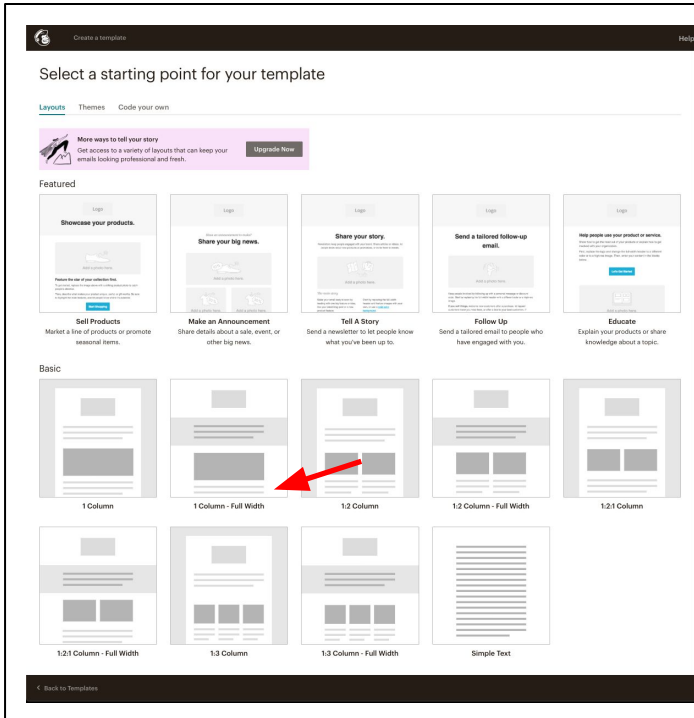


The screenshot shows the 'Templates' page in a web application. The top navigation bar includes 'Campaigns', 'Templates' (highlighted with a red arrow), 'Audience', 'Reports', and 'Content Studio'. A 'Create' button is visible next to the user profile 'Jonathan Ministry Leadership Instit...'. The main content area is titled 'Templates' and features a 'Content Studio' tab and a 'Create Template' button (highlighted with a red arrow). Below this is a list of templates, each with a thumbnail, title, last edited date, and an 'Edit' button. The templates listed are: SE-EMS Congratulations, SE-EMS 20, SE-EMS 2, SE-EMS 1, SE-EMS 12, SE-EMS 11, SE-EMS 10, and SE-EMS 9. A URL bar at the bottom shows 'https://jmtl.admin.mshelping.com/campaigns'.

Create a template

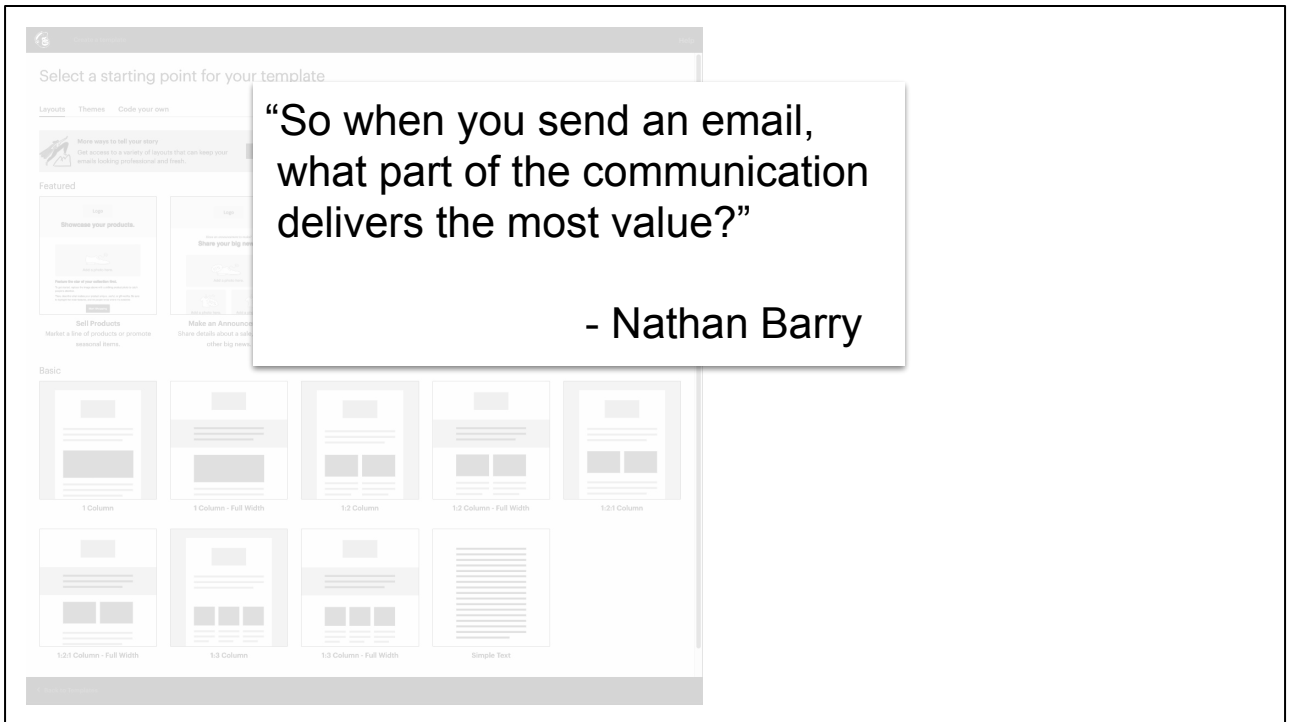
Click on Template in the top menu bar.

Next click on Create Template.



Choose a template

For our design we chose the 1 Column design.

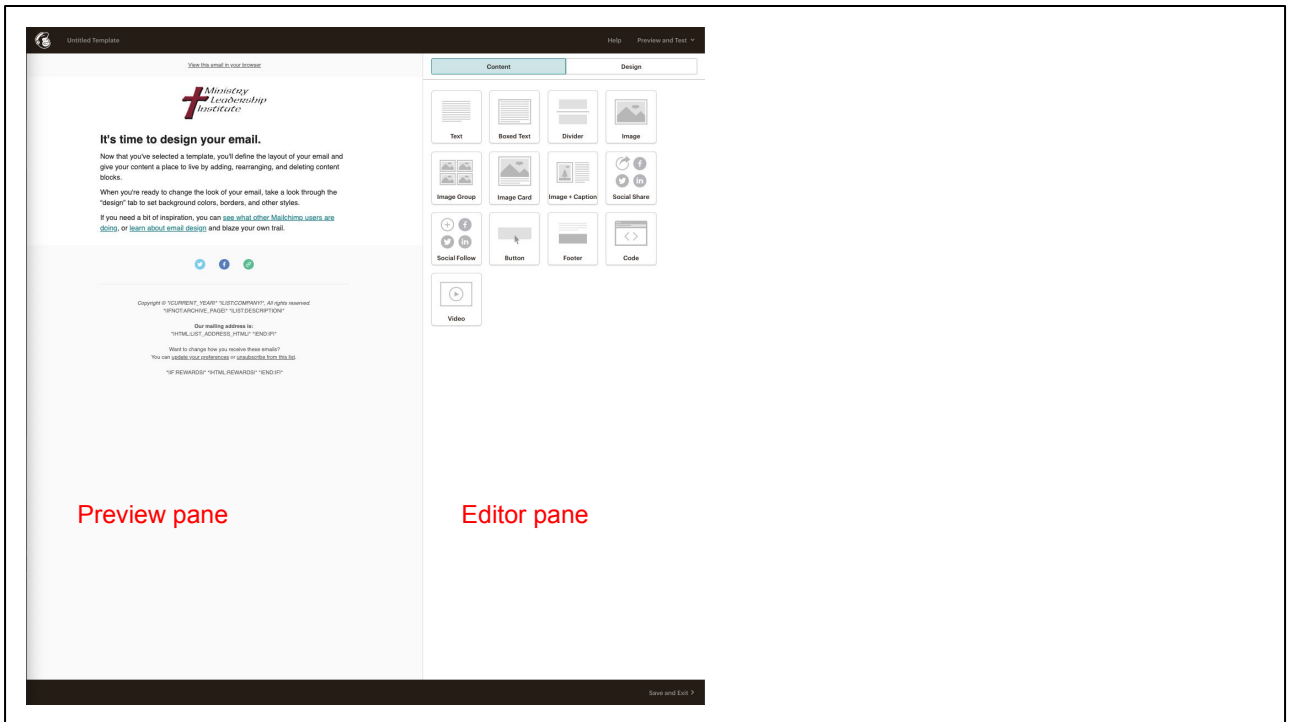


Note: I've learned since we made MLI's templates that simpler is better. With most people reading their emails on their phone it is recommended that email campaigns have minimal design.

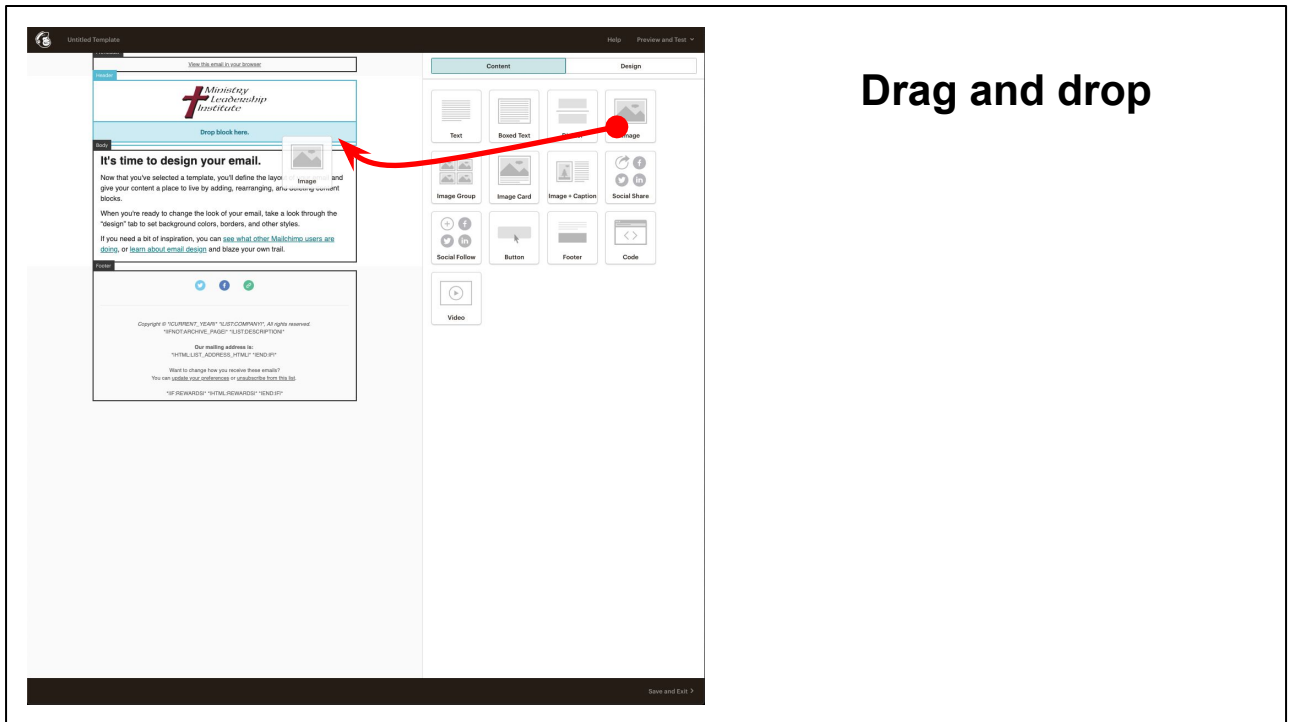
Nathan Barry asked an important question, "So when you send an email, what part of the communication delivers the most value?"

<https://nathanbarry.com/email-templates-hurt-business/>

In email, CONTENT is the most important. Not the design or graphics. Therefore keep the design to a minimum.

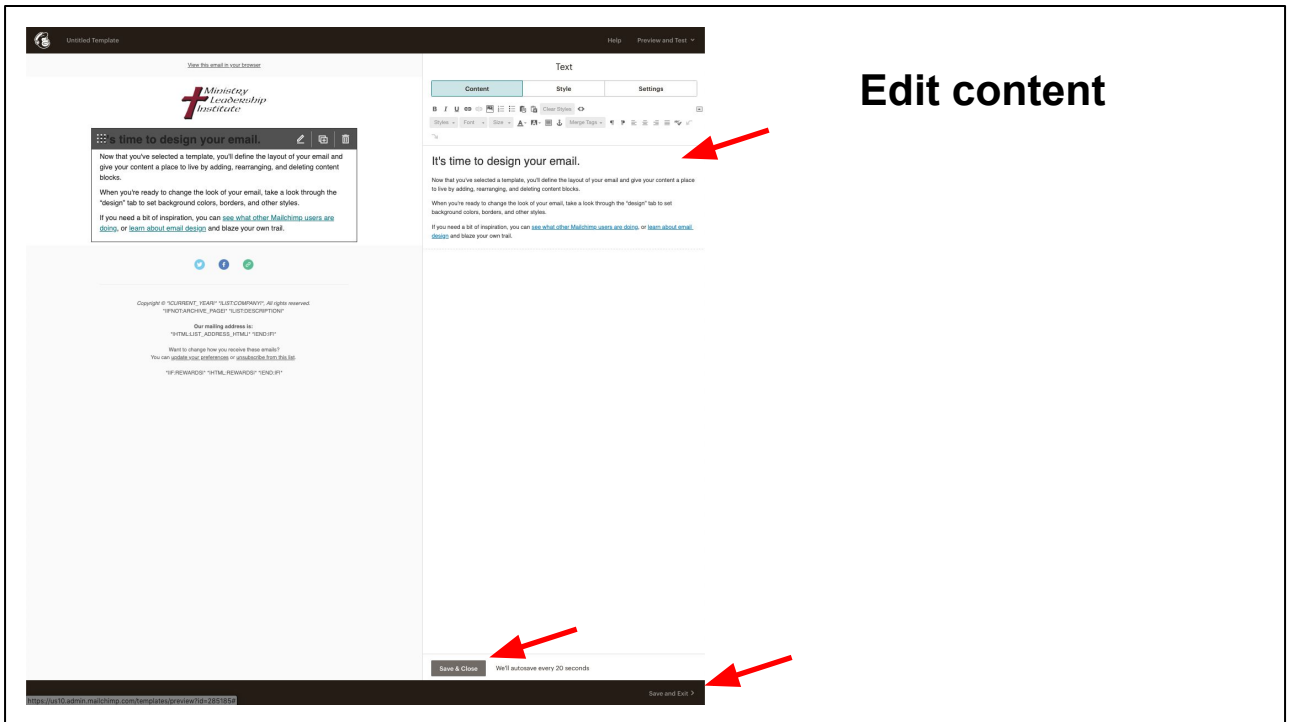


Mailchimp's template editor has the preview on the left and the tools on the right.



Drag and drop

To add content blocks, click on the right and drag to the left.



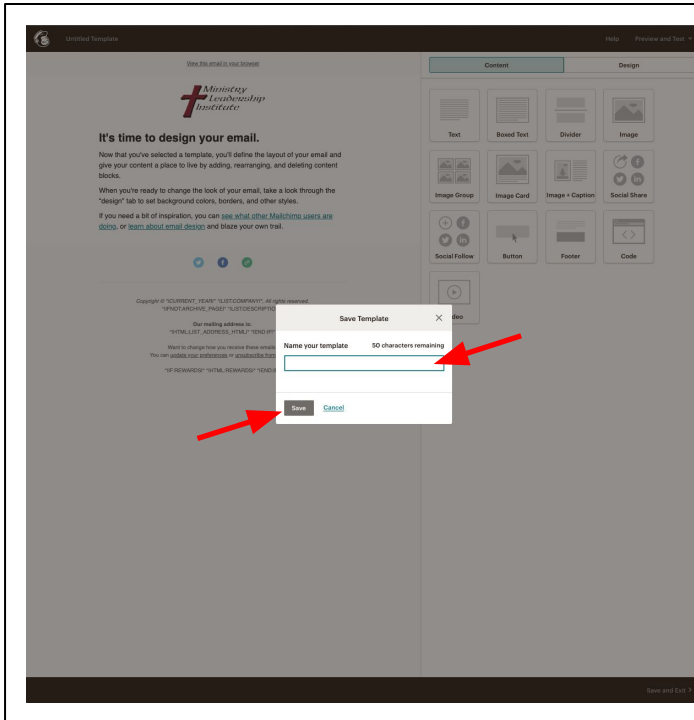
Edit content

To edit content blocks, hover over the block and then click the pencil.

Then add or change content on the right.

Remember to click “Save & Close” when finished.

When done making your template click “Save and Exit” at the bottom.



Name and save the template

Enter a name for your template and click Save.

Campaigns

Templates

Audience

Reports

Content Studio

Create

Jonathan
Ministry Leadership Instit...

Help

Templates

Content Studio

Create Template

☐

Folders

☐

Sort by

Newest first

Q

☐



simple

Last edited on Jun 23, 2019 10:58 am by Jonathan Ruddat

Drag and drop

Edit

☐



SE-EMS Congratulations

Last edited on Oct 28, 2018 11:03 am by Jonathan Ruddat

Drag and drop

Edit

☐



SE-EMS 20

Last edited on Mar 14, 2018 6:39 pm by Greg Schmill

Drag and drop

Edit

☐



SE-EMS 2

Last edited on Mar 11, 2018 10:38 pm by Greg Schmill

Drag and drop

Edit

☐



SE-EMS 1

Last edited on Mar 10, 2018 9:10 pm by Greg Schmill

Currently used in 2 draft or scheduled campaigns

Drag and drop

Edit

☐



SE-EMS 12

Last edited on Mar 06, 2018 10:56 pm by Greg Schmill

Drag and drop

Edit

☐



SE-EMS 11

Last edited on Mar 06, 2018 10:53 pm by Greg Schmill

Drag and drop

Edit

☐



SE-EMS 10

Last edited on Mar 06, 2018 10:48 pm by Greg Schmill

Drag and drop

Edit

☐



SE-EMS 9

Last edited on Mar 06, 2018 10:42 pm by Greg Schmill

Drag and drop

Edit

☐



SE-EMS 8

Last edited on Mar 06, 2018 10:38 pm by Greg Schmill

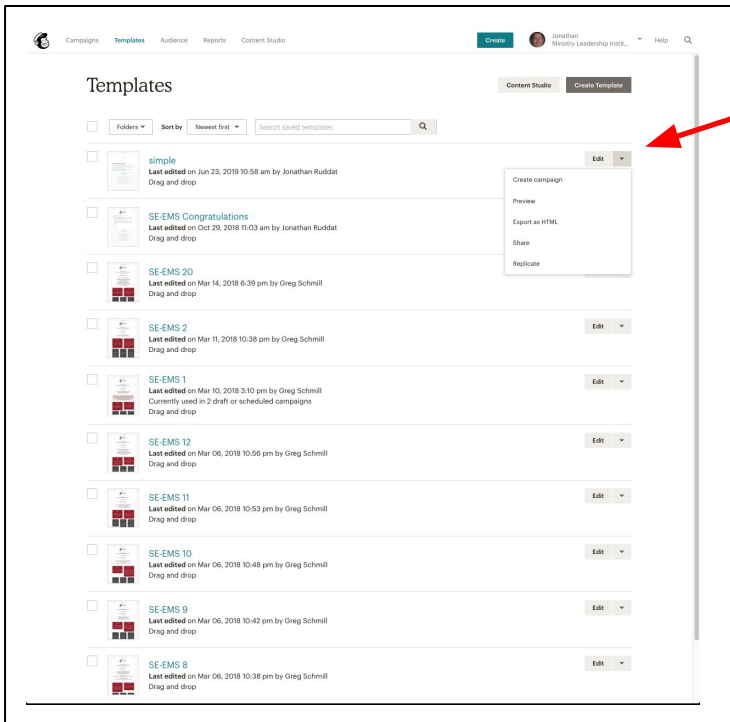
Drag and drop

Edit

Template saved

Now our new template is saved.

Your custom template may be copied or replicated for use in other templates.



With a template:

- Create a campaign
- Preview
- Export
- Share
- Replicate

With your template, using the drop down menu, you may:

- Create a campaign
- Preview
- Export
- Share
- Replicate

For MLI we replicated our first email template so that all other message would have the same design.

Then we just replaced the content as appropriate for each day's message.

Next we'll look at the automated campaign.

Campaigns

Templates

Audience

Reports

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Create

Jonathan
Ministry Leadership Inst...

Help

Campaigns

Create Campaign

Current audience
Friends of MJ

Your audience has 369 contacts. 362 of these are subscribers.

View by Status

Recent

Ongoing

Draft

Completed

Archived

View by Type

Regular Campaign

Automation

Landing Page

Ad Campaign

Postcard Campaign

Social Post

Create Folder

Find a draft campaign by name or type

Sort by Last updated

This Week (1)

Example 30 Days
Custom Event Workflow - Friends of MJ
Edited on Sun, June 23rd 11:11 AM by you

Draft

Edit

This Month (1)

SE-EMS Day 1
Regular - Friends of MJ
Tags: Beta Tester
Edited on Tue, June 4th 2:18 PM by you

Draft

Replicate

Archive

Past Month (1)

Online Course Welcome
Regular - Friends of MJ
Tags: Beta Tester
Edited on Thu, May 20th 4:09 PM by you

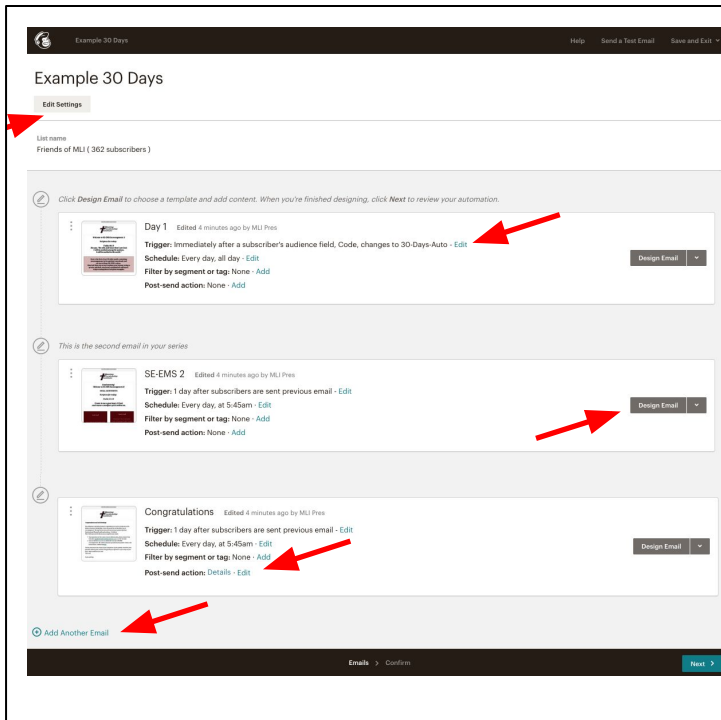
Draft

Feedback

Edit a campaign

When you click on Campaigns in the top menu, then you are able to create a new campaign, replicate an existing one, or edit an existing.

For our example, we'll edit an existing one to show the features and setup.



5 Important Features:

- Edit Settings
- Trigger
- Design Email
- Post-send action
- Add Another Email

The five most important features of the multiple email campaign are:

- Edit Settings
- Trigger
- Design Email
- Post-send action
- Add Another Email

We'll go over these features with examples.

Example 30 Days

Edit Workflow Settings

CancelUpdate Settings

Workflow configuration

Workflow name

Example 30 Days

Internal use only. Ex: "Newsletter Test14"

From name

96 characters remaining

Greg

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

From email address

greg@ministryleadershipinstitute.com

☐ Send activity digest email

We'll email you a daily report so you can see how this workflow is performing.

☐ Use Conversations to manage replies

When enabled, we'll generate a special reply-to address for your email. We'll filter "out of office" replies, then thread conversations into your subscribers' profiles and display them in reports.

☐ Personalize the "To" field

Include the recipient's name in the message using [merge tags](#) to make it more personal and help avoid spam filters. For example, "**FNAME**" "**LNAME**" will show "To: Bob Smith" in the email instead of "To: bob@example.com". This is more personal and may help avoid spam filters.

Tracking

☒ Track opens

Discover who opens your emails by tracking the number of times an invisible web beacon embedded in the email is downloaded. [Learn more](#)

☒ Track clicks

Discover which email links were clicked, how many times they were clicked, and who did the clicking.

☒ Track plain-text clicks

Track clicks in the plain-text version of your email by replacing all links with tracking URLs. [Learn more](#)

☐ Google Analytics link tracking

Google integration must be enabled

Track clicks from your emails all the way to purchases on your website. Requires [Google Analytics](#) on your website.

☐ E-commerce link tracking

Track visitors to your website from your Mailchimp emails, capture order information, and pass that information back to Mailchimp. Then you can view purchase details, conversions, and total sales on the reports page. You can also set up segments based on your subscribers' purchase activity. [Learn more](#)

☐ ClickTale link tracking

Gain insight to how subscribers interact with your email content. Requires [ClickTale](#) on your website.

☐ Goal tracking

Track where subscribers go on your site, then trigger automations or segment your list based on what pages they've visited. First, enable [Goal](#) in [Account > Integrations](#).

☐ Track starts in Salesforce

First, enable [Salesforce](#) in [Account > Integrations](#).

More options

☐ Auto-convert video

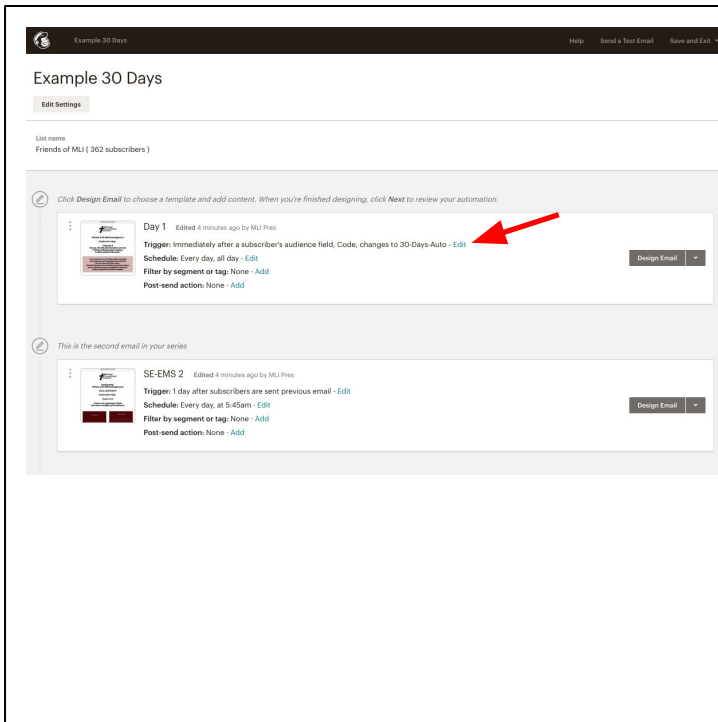
Turn this on, and we'll scan your content for embedded videos (which don't always render properly in email apps), then auto-convert them to use our email-friendly [video merge tags](#) instead.

Edit settings

The workflow name is the name you give the campaign.

The from name should be something easily recognized.

Triggers



When you click on the Edit button for the trigger there are many options.

Mailchimp organizes them into 5 categories. We'll look at 3 that are frequently used.

Note that only one trigger can be selected.

Edit TriggerCancelUpdate Trigger

Previous email sent
A subscriber is sent the previous Automation Email in your series, Day 1.
[Cancel new trigger](#)

Select a new trigger

Workflow activityE-commerceCampaign activityAudience managementIntegrations

Previous email sent
A subscriber is sent the previous Automation Email in your series, Day 1.

Previous email opened
A subscriber opens the previous Automation email in your series, Day 1.

Previous email not opened
A subscriber does not open the previous Automation email in your series, Day 1.

Previous email clicked
A subscriber clicks any link in the previous Automation email in your series, Day 1.

Previous email not clicked
A subscriber does not click any link in the previous Automation email in your series, Day 1.

Specific link in previous email clicked
A subscriber clicks on a specific link in the previous Automation email in your series, Day 1.

Workflow triggers

- Previous email sent
- Previous email opened
- Previous email not opened
- Previous email clicked
- Previous email not clicked
- Specific link in previous email clicked

The first category of triggers are the Workflow actions.

The Workflow triggers correspond to the sequential emails in the campaign.

Edit TriggerCancelUpdate Trigger

Changes in a subscriber's audience field
A subscriber's field in your audience, Friends of MLI, changes to a specific value.
[Cancel new trigger](#)

Select a new trigger

Workflow activityE-commerceCampaign activityAudience managementIntegrations

Sent campaign
A subscriber is sent a specific campaign.

Opened campaign
A subscriber opens a specific campaign.

Not opened campaign
A subscriber does not open a specific campaign.

Clicked campaign
A subscriber clicks any link in a specific campaign.

Not clicked campaign
A subscriber does not click any link in a specific campaign.

Specific link in campaign clicked
A subscriber clicks on a specific link in a specific campaign.

Campaign triggers

- Sent campaign
- Opened campaign
- Not opened campaign
- Clicked campaign
- Not clicked campaign
- Specific link in campaign clicked

Since we are not selling online products or services, we'll skip the E-commerce triggers.

The Campaign triggers correspond to activities with other campaigns.

With MLI when we had multiple campaigns for various groups that were served, we could send them a welcome email using a different campaign and then afterwards follow up encouraging emails, from the 30 Day campaign, were sent.

Edit TriggerCancelUpdate Trigger

Changes in a subscriber's audience field

A subscriber's field in your audience, Friends of MLI, changes to a specific value.

[Cancel new trigger](#)

Select a new trigger

Workflow activityE-commerceCampaign activityAudience managementIntegrations

Manual add

A subscriber is manually added to the workflow.

Signup

A person subscribes to email marketing for Friends of MLI.

Changes in a subscriber's audience field

A subscriber's field in your audience, Friends of MLI, changes to a specific value.

Joins group

A subscriber joins a group in your audience, Friends of MLI.

Leaves group

A subscriber leaves a group in your audience, Friends of MLI.

Added tag

Triggers when you add a specific tag to a contact.

Audience triggers

- Manual add
- Signup
- Changes in subscriber's audience field
- Joins group
- Leaves group
- Added tag

Audience triggers correspond to actions in the Audience (list).

Next we'll look at 4 different types of triggers and post-send actions that MLI uses.

Changes in a subscriber's audience field
A subscriber's field in your audience, Friends of MLI, changes to a specific value.
[Change trigger](#)

Delay: Immediately

Settings: Code 30-Days-Auto

MLI example #1 Signup form Trigger

Immediately after a subscriber's audience field "Code" changes to "30-Days-Auto"

On the MLI website we have a signup form to receive the 30 Days of encouragement emails.

The form automatically fills in the audience custom field Code with the phrase "30-Days-Auto."

When Mailchimp sees a subscriber (new or existing) with the Code field "30-Days-Auto," it automatically sends out the first email.

The delay setting options are:

- Immediately
- Wait __ hours
- Wait __ days
- Wait __ weeks

The audience field could be any field for the audience.

With MLI the fields are:

- First name
- Last name
- Phone number
- Congregation
- Code

Edit Trigger

Cancel

Update Trigger

Previous email sent

A subscriber is sent the previous Automation Email in your series, Day 1.

[Change trigger](#)

Delay

Wait

1

day(s)

Settings

No settings for this trigger

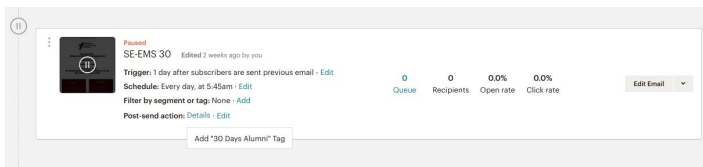
MLI example #2

Send next Email

A subscriber is sent the previous Automation Email in your series.

Wait 1 day.

With the 30 Day campaign, emails 2-30 have the trigger to automatically send the next message 1 day after the previous one.



MLI example #3

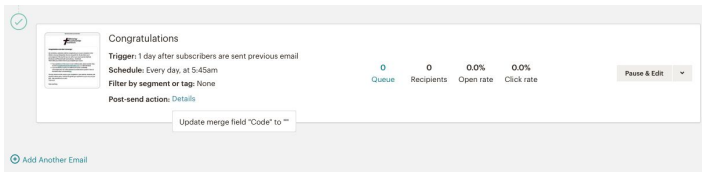
Post-send action

After the email is sent,
Add the tag “30 Days Alumni”

After Day 30 is sent, then Mailchimp adds the tag “30 Days Alumni” to the subscriber’s profile so that we can identify the subscribers who have been sent all 30 days of emails.

MLI example #4 Post-send action

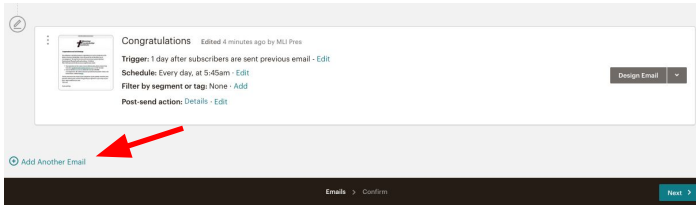
After the email is sent,
Update merge field “Code” to “”



When the final congratulations email is sent out at the conclusion of the 30 Days campaign, the custom audience field “Code” is made blank. This is to keep the code word field clean and available.

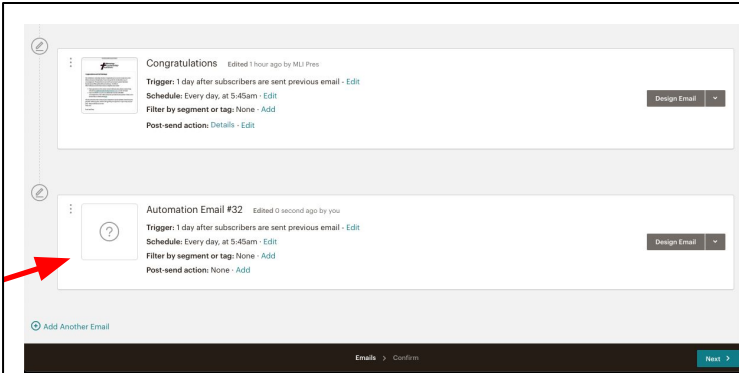
If the subscriber wants to restart the 30 Days email program in the future, we can either manually change the Code field or it will change when they use the signup form.

Add Another Email



To add another email to the campaign sequence, click on the “Add Another Email” link.

Add Another Email



Now with the new message you can:

- edit the trigger
- change the content by clicking on the Design Email button
- Add a post-send action (optional)



Using Mailchimp

Part 4a: Account

Part 4b: Audience (List)

Part 4c: Single Campaign

Part 4d: Automated Campaign

That's all the time I have to go over Mailchimp. We looked at setting up an account, making an audience (mailing list), writing a single campaign, and automated campaigns.

While I am currently using Mailchimp, because of their recent changes that limit features for the free plan, I am changing to ConvertKit. (If I'm going to pay for an email marketing service, I want the simplicity and features that ConvertKit offers.)

5. Questions and Next Steps



This concludes the prepared content for the session.

Next I'll try to answer your questions and ask 2 of my own.



Questions

1. What questions do you have?
2. What is your biggest frustration when learning about email marketing?
3. What video or step-by-step guide do you wish was available?



Next Steps

1. Suggested Links (handout)
 - Pat Flynn - SmartPassiveIncome
 - Nathan Barry - ConvertKit
2. Talk more about your email marketing
jon@accomplishingsuccessllc.com
920-851-6122

I suggest learning from Pat Flynn and Nathan Barry about how to effectively use email communication.

You are welcome to contact me with with additional questions.

Jon Ruddat
jon@accomplishingsuccessllc.com
920-851-6122
<https://accomplishingsuccessllc.com/>

How to use Mailchimp



By Jon Ruddat

End slide.