



## Beginner's Guide to Email Campaigns with Mailchimp

### CREATING YOUR CAMPAIGN

## Create Your Campaign

Any time you want to create an email campaign, go to the Campaigns menu and click on the “Create Campaign” button in the top left hand corner.

### Campaigns

Create Campaign

Recent

Find a campaign by name, type, or list

Sort by Last updated

Ongoing

Draft

Completed

Create Folder

Monthly eNews

Impact Aloud confer...

Training 4

This Week (1)

**Mailchimp Test** Draft  
Regular · MailchimpTraining 16072018  
Edited Thu, July 12th 10:45 am by you

Past Month (3)

**Superhighways Newsletter June 2018 members** Sent 25.0% 15.3%  
Regular · Superhighways Members  
Opens Clicks  
Sent Tue, June 26th 12:50 pm to 72 recipients by you

**Superhighways Newsletter June 2018** Sent 19.5% 5.5%  
Regular · Superhighways Mailing List  
Opens Clicks  
Sent Tue, June 26th 11:03 am to 638 recipients by you

### Campaigns

Create Campaign

Recent

Find a campaign by name, type, or list

Sort by Last updated

Ongoing

Draft

Completed

Create Folder

Monthly eNews

Impact Aloud confer...

Training 4

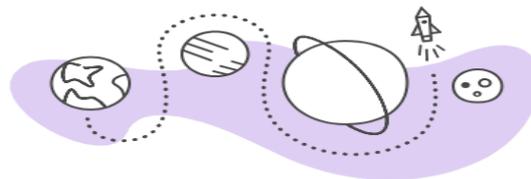
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Regular · Superhighways Members  
Opens Clicks

## What do you want to create?



We know all the shortcuts because we live here!  
We'll help you find and create the campaigns you need.

Let us guide you

Create an Email

Create an Ad

Create a Landing Page

Create a Postcard  
Beta

You will be given the option as to the type of campaign you want to send.

1. Select Create an Email

## There are 5 types of email to choose from

1. Regular Campaign
2. Automated – these are triggered by events – e.g. send a Happy Birthday email or an order update
3. Plain Text = Just a plain text email
4. A/B Split Campaign = Test your email with 10% of full intended audience before sending to all. Test subject line, from name, time, day.

**The next**

**Mailchimp**  
[Edit name](#)

**Create an email**

Keep your subscribers engaged by sharing your latest news, promoting a line of products, or announcing an event.

Campaign Name

[Begin](#) [Cancel](#)

**To**  
*Who are...*

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

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

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



## Who are you sending the campaign to?

1. Click Add Recipients Button
2. Select the mailing list you want to use

You have an option to use at this point you can also select a segment of your list to send the campaign to. For example, you can send your campaign to a group you have set up by selecting “send to a segment” and then choosing the group name you have set up.

(See LISTS support materials for more information on segments)

To  
 Who are you sending this campaign to?

List: MailchimpTraining 16072018  
 Segment: All subscribers on list

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

To  
 Who are you sending this campaign to?

List: Please select

- \*[FNAME]\*
- \*[LNAME]\*
- \*[FNAME]\* \* \*[LNAME]\*
- Custom

### 3. You can personalize the email - e.g. Dear \*[FNAME]

### Who is sending the campaign?

1. Use a name subscribers will instantly recognize, like your company name.
2. Select a reply email address so you can reply to any queries

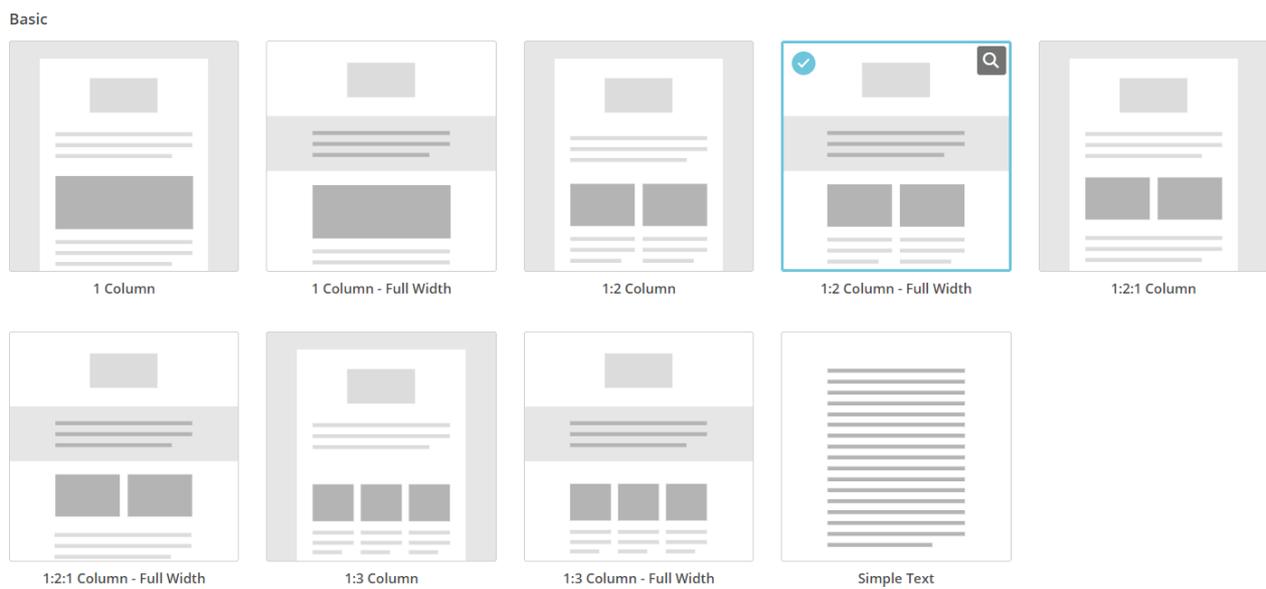
### What is the subject line?

1. Snappy and succinct are the best approach.
2. There is the option to add a snippet of text will appear in the inbox after the subject line. (150 characters)

### Review your Campaign Info (setup section) before you move onto picking the template

1. You can also link to your **Social Media** accounts and automatically tweet or post to Facebook your campaign once it goes live.
2. Review the settings and tracking options to make sure you are tracking opens and clicks. You can also link your Mailchimp account to your Google Analytics account to show campaign traffic in your Analytics account.

You now have the option to select a template to design your email.



**Basic:** Drag & drop editor that is mobile responsive

**Themes:** Pre-designed, pre-branded templates

**Saved Templates:** To create and use templates see the Templates section later in the document.

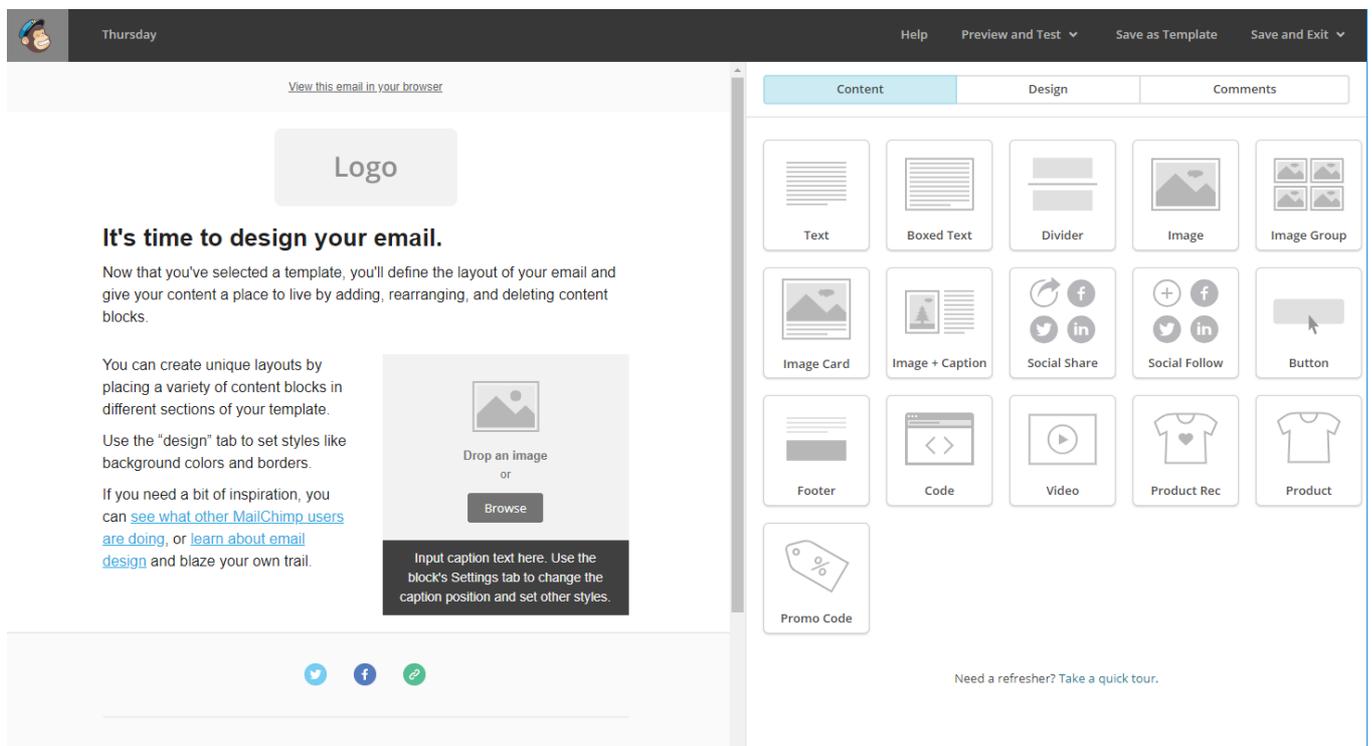
**Recently Sent:** Use a previous email as the basis for your new email

**Code your Own:** Copy & paste in html code

## Basic Templates

Preview and choose from a number of different layouts that should all look good when viewed on a desktop PC as well as on a smartphone.

Once you've chosen your template you'll be able to drag and drop content modules from the right hand column into your email template on the left hand side of the screen.



There are 3 areas of your new template you can manage using these buttons in the right hand window.



### Content Button

You can select any of the elements and drag and drop them into your template e.g. image groups Social share buttons, blocks of text.

### Design Button

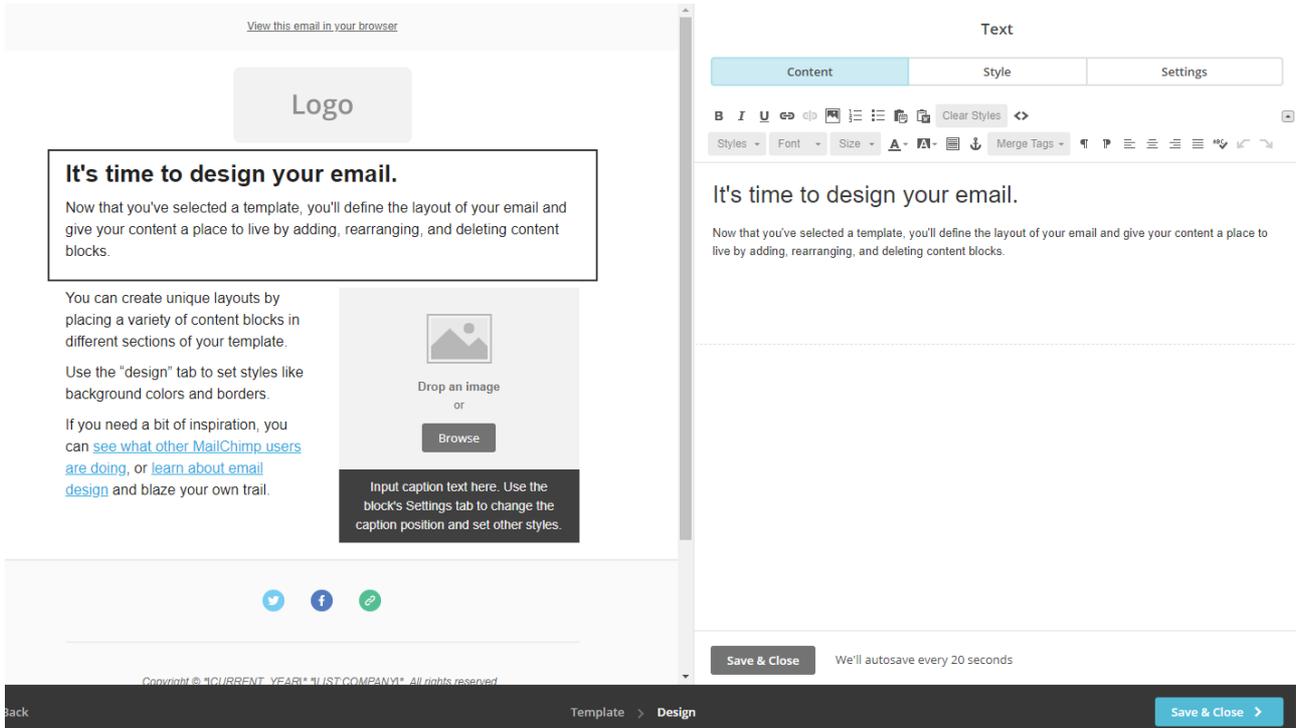
You can also use the Design menu on the right hand side to customise and brand many other parts of the email such as the page background colour, header, body and footer of the email.

### Comments Button

There is also an option in the Comments menu to collaborate with colleagues to send them a test email and receive their comments back within the Mailchimp campaign editor.

### Adding content to your email campaign

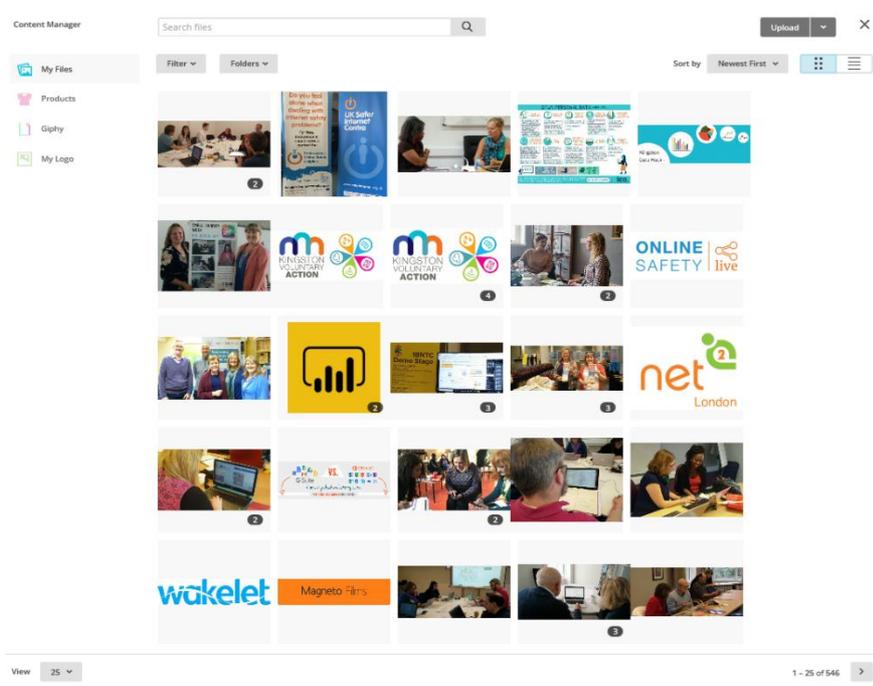
When you click on a content module in the left hand window your email it will produce a new editor field on the right hand side. The *Content Button* allows you to type new content. The *Style Button* allows you to edit font styles and *Settings Button* enables you to change the number of columns to add more next.



Click on the “Save & Close” button at the bottom of the right hand column to come out of the editor for that content module.

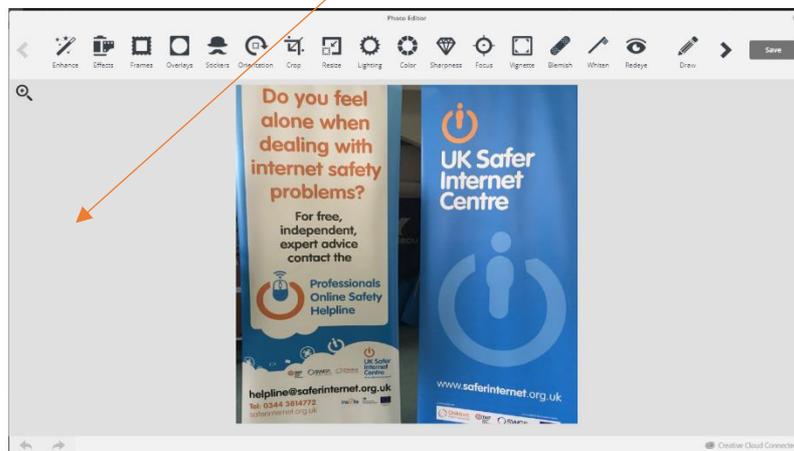
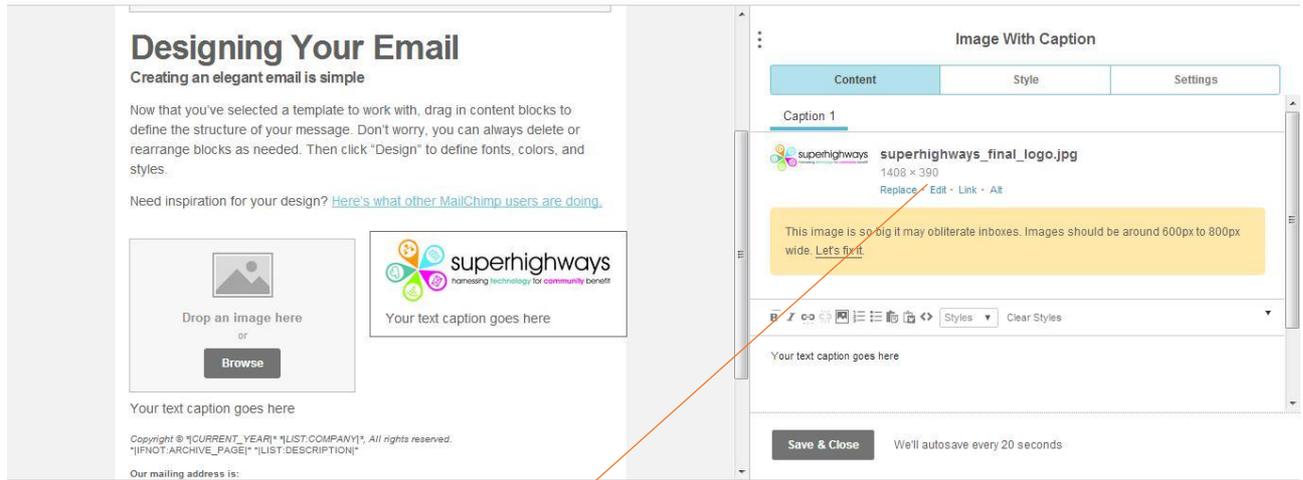
### Adding Images

If you choose an image module in your email design, Mailchimp will ask you to browse your files to choose an image from your File Manager or upload a new image.



### Editing the image

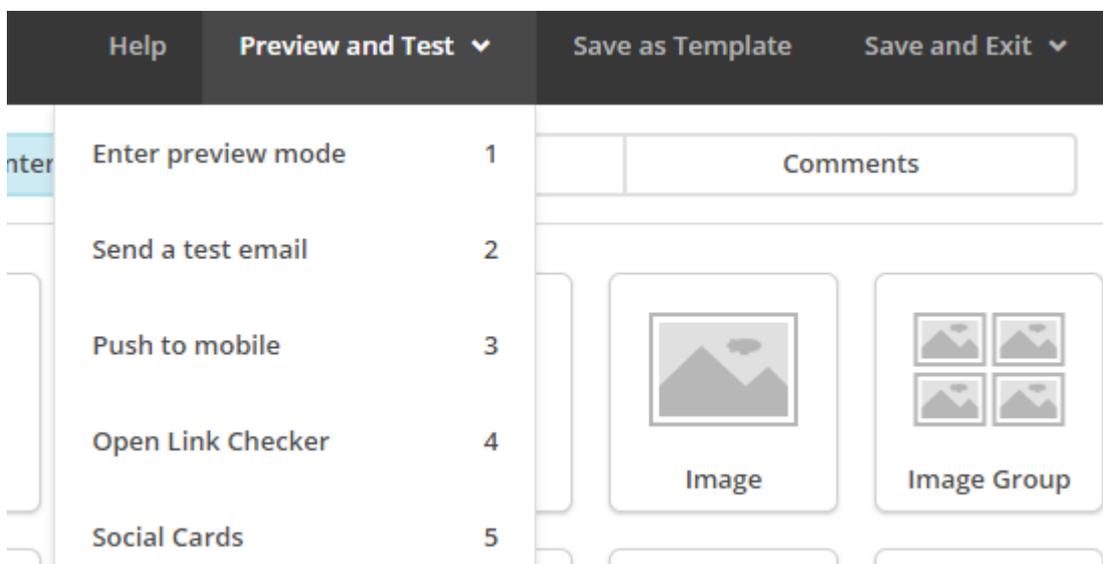
Once you have inserted your image you will see new options in the Content Editor in the right hand column. If you select edit you have the option to edit your image within Mailchimp if you wish and opens a Photo Editor to resize, crop or enhance your image.

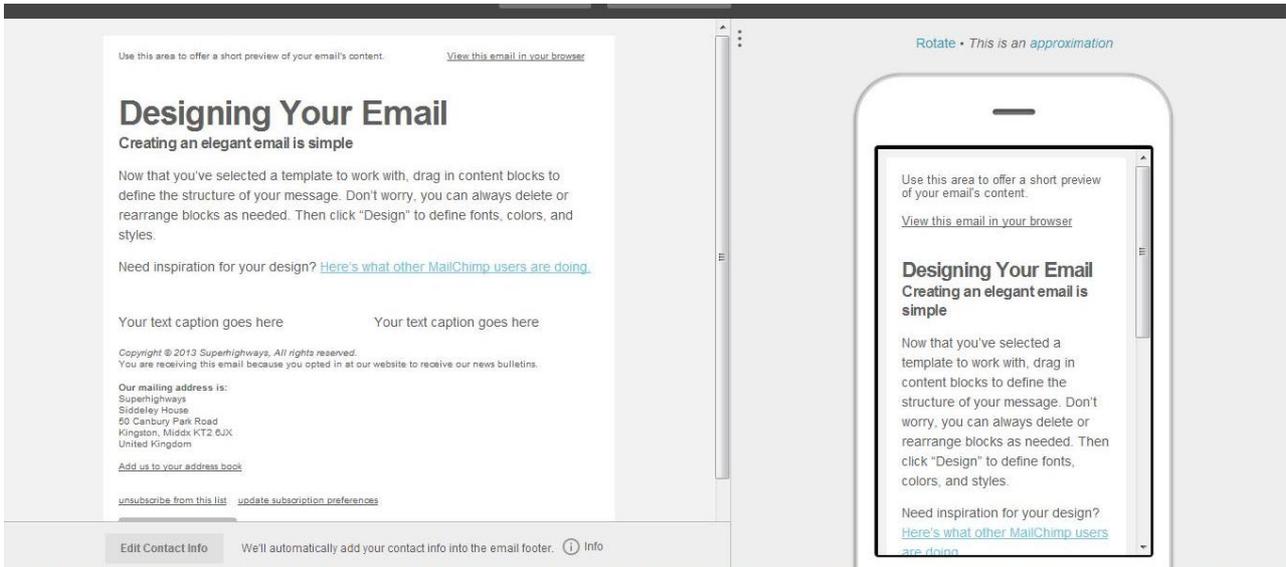


Great online editor for Last minute fixes

### Additional Options

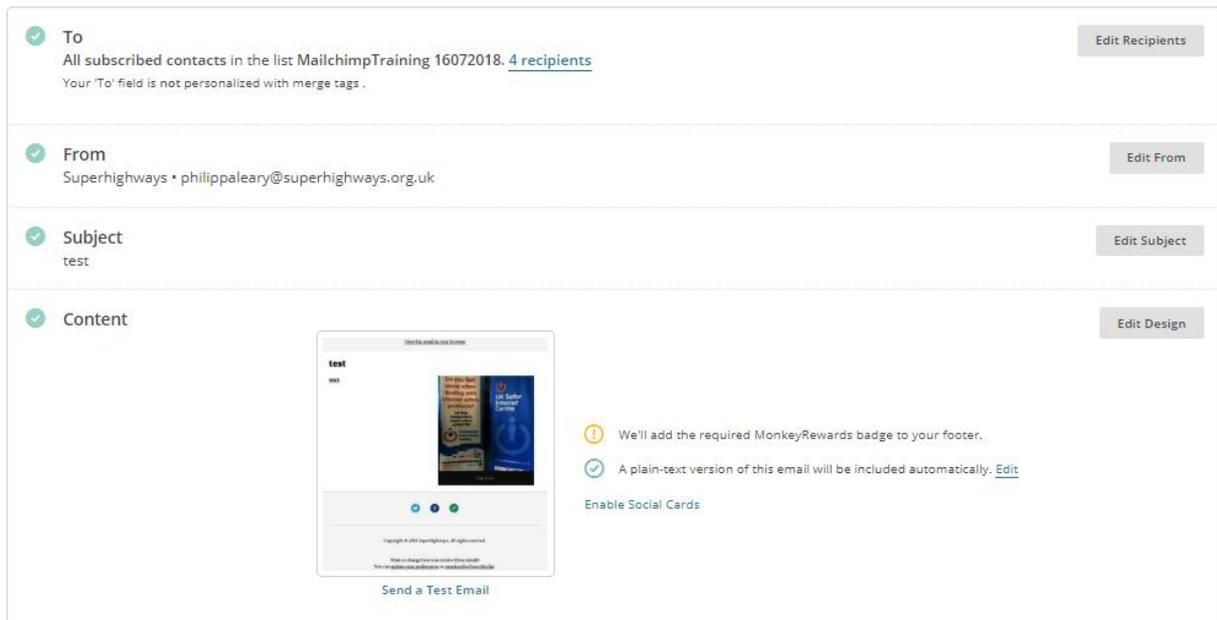
- You can preview your campaign anytime by clicking the “preview & test” button in the top right hand corner. This will show you how your email design will look on desktop PC and mobile. You can also open a link checker.
- Save as Template – useful option
- Save and Exit - gets you one step nearer sending out





Once you have saved and closed Mailchimp has an automatic content checker that will flag up issues – like you are using the default text or you have forgotten to add your logo.

You can now do a test send to yourself and colleagues before you send your email out.



Share your campaign [https://mailchi.mp/\[xxxxxx\]/test](https://mailchi.mp/[xxxxxx]/test) [Edit](#)



## Sharing on Social Media

Make sure that your social media is connected so you can share new content easily through different channels.

Now you can either press the “Send” button or you can “Schedule” your campaign to be sent at a later date/time



### MonkeyRewards

A MailChimp affiliate link is included in your template footer.

Edit



### Set up your schedule

Delivery date (Today is Oct 27, 2013)

October 27 2013

Delivery time ( My timezone: British Time (London) - edit )

7

:00

PM



Send based on my timezone: British Time (London)

Batch Delivery

For paid accounts only

Deliver your campaign to a large list in batches to prevent website-crushing click floods.

Upgrade To Unlock

Send with TimeWarp

For paid accounts only

Delivers your campaign at the recipient's local time.

Upgrade To Unlock

how this helps

Schedule Campaign

Cancel

## Create and use a campaign template

Once you have created a campaign you have the option to Save As Template or the next time you create a campaign you can review and pick previous campaign templates you have used.

Alternatively you can start from scratch using the create template button which takes you back to the campaign editor template section, we have already looked over.

## Templates

Content Manager

Create Template



Folders

Sort by

Newest first

Search saved templates



### Training Course Promo Template

Last edited on 19 Feb 2015 2:59 pm by Dawn Sainsbury

Currently used in 7 draft or scheduled campaigns

Drag and drop

Edit



### Superhighways Newsletter August 2013 (copy 02)

Last edited on 05 Oct 2014 7:48 pm by Kate White

Drag and drop

Edit



## NOTES