

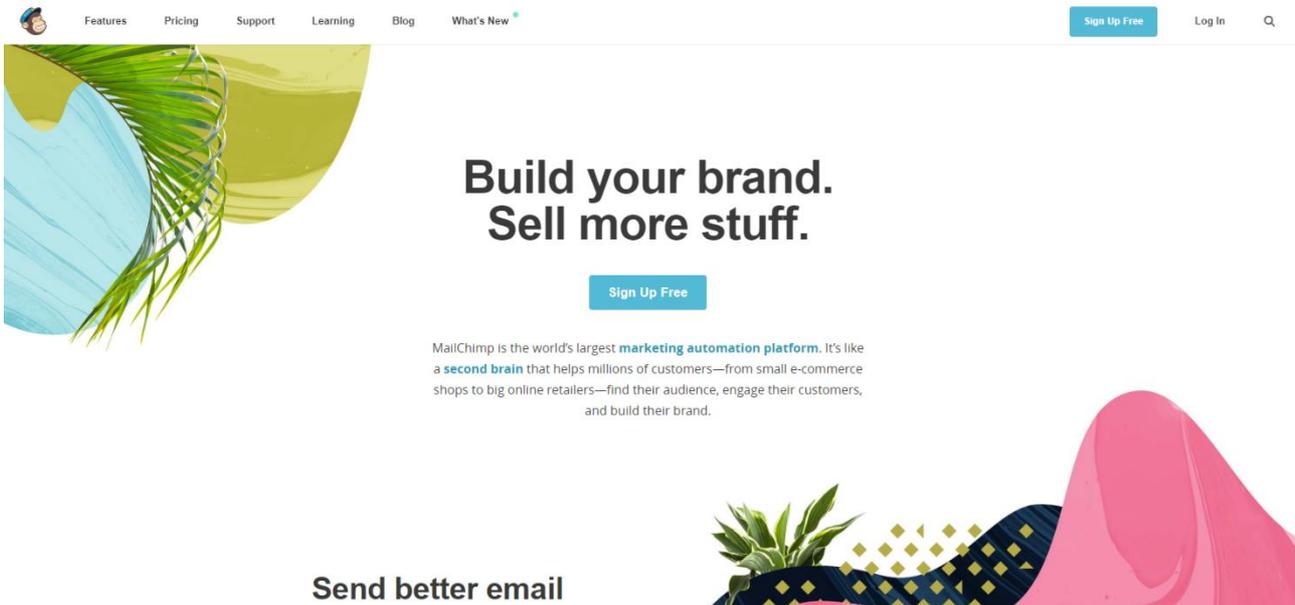


Beginner's Guide to Email Campaigns with Mailchimp

ACCOUNT SET UP & SUPPORT

How to set up your account

Go to www.mailchimp.com



The image shows the MailChimp website homepage. At the top, there is a navigation bar with links for Features, Pricing, Support, Learning, Blog, and What's New. On the right side of the navigation bar, there are buttons for Sign Up Free and Log In, along with a search icon. The main content area features a large illustration of a globe with a palm tree branch on the left and a pink abstract shape on the right. The headline reads "Build your brand. Sell more stuff." Below this is a "Sign Up Free" button. A paragraph of text describes MailChimp as the world's largest marketing automation platform, comparing it to a "second brain" that helps millions of customers. At the bottom of the main content area, there is a section titled "Send better email" with a small illustration of a plant in a pot.

Click on "Sign Up" button



Get started with a free account

Find your people. Engage your customers. Build your brand. Do it all with MailChimp's marketing tools. 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 this button, you agree to MailChimp's [Anti-spam Policy & Terms of Use](#).

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Provide your email

Give yourself a username and password

Click "Create my account" button

You will then see this screen



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Email

Username

Password

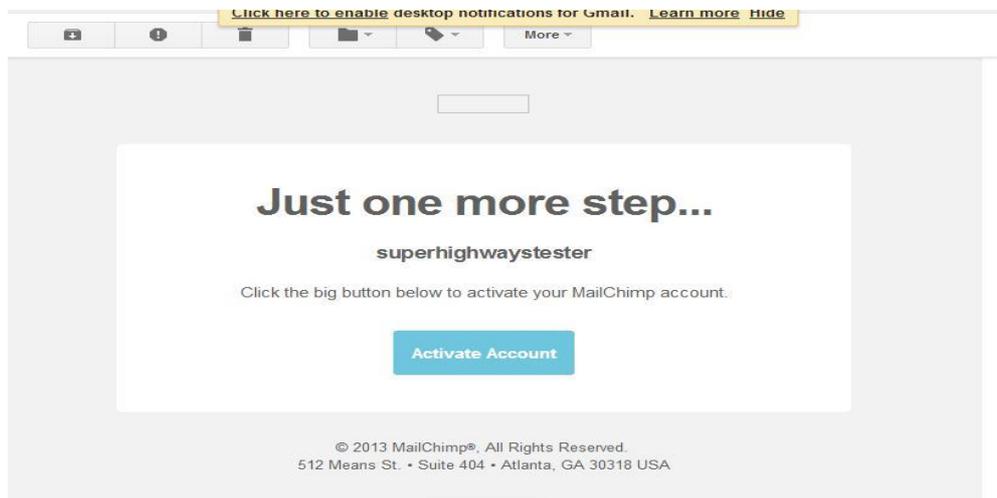
[Show](#)

Your password is secure and you're all set!

Get Started!

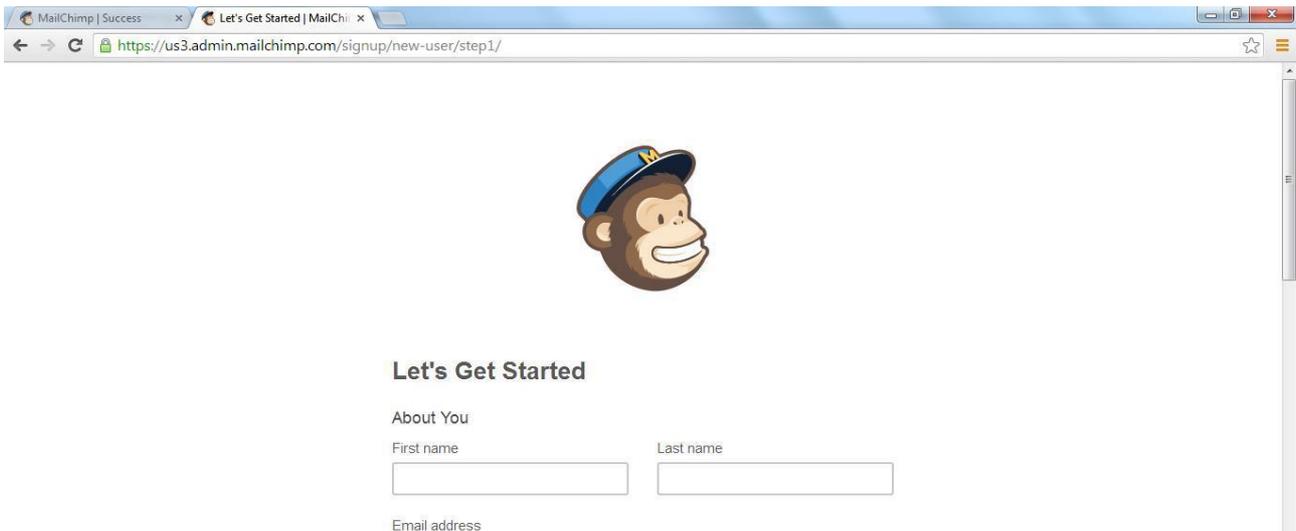
By clicking this button, you agree to MailChimp's [Anti-spam Policy & Terms of Use](#).

Check your inbox for a Mailchimp email.



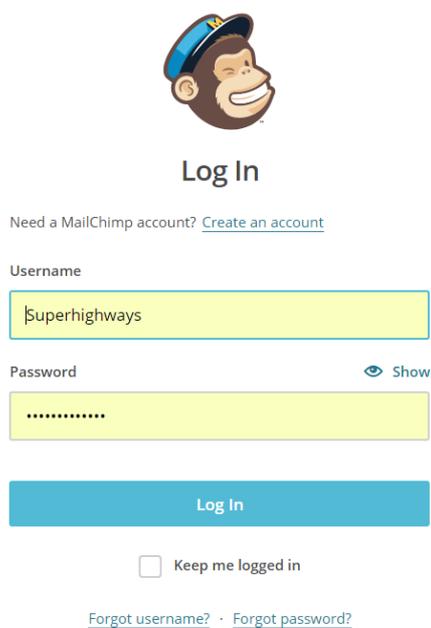
Click on the "Activate Account" link in the email.

There are 6 steps in this next section – where you have to add information about yourself and your organisation



1. Select an industry from the drop down list (Non-Profit)
2. Select a time zone (this will help if you want to schedule emails in future)
3. Recommend you tick the box subscribe to Mailchimp Getting Started Emails That's It!

The next step is to log in



You Dashboard

You will always have a menu at the top of the page with three main sections:

1. Campaigns = emails sent to subscribers in a list
2. Lists = where you store your contacts (also known as subscribers)
3. Reports = details and statistics on how well your campaign performed

NB. Use the Mailchimp Icon to return to the Dashboard at anytime



On the right hand side of the page at the top is your profile image



The drop down arrow provides you with a menu of additional options including:

- Notifications
- Profile
- Connected Sites
- Account (See Info on the next page)
- And Log Out

The Dashboard Message

Good Afternoon, Kate!

Welcome back to your account dashboard. Check out these performance statistics and personalized tips from MailChimp.

Drafts ▾

Create Campaign

Explore MailChimp



E-commerce

Send product recommendations
Recommend products to your customers based on their past purchases.

About Product Recs

Audience

Find people like your people
Use Facebook ads to reach more people in your customers' circles.

Find Those People

Campaigns

Bring them back
Create ads on the Google Display Network for people who visit your site.

Show Me How

Overview Activity

Use the **Overview** and **Activity** Links to explore an over view of your account your recent campaigns and sign ups to different lists.

The overview provides information of new engagements, e-commerce updates, graphs to show how your audience is changing, and links to useful information.

The activity section(Chitter Chatter) provides a day by day account of user activity on your account – new subscribers, people who unsubscribe, data imports you have done etc.

Information about your Account

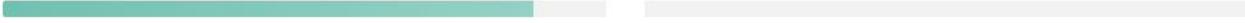
Use the Account link under your profile image to view key information about your account, Including Overview, Settings, Billing, Extras, Integration and Transactional. Much of this information has been taken from your registration information.

Superhighways

[Overview](#) [Settings](#) [Billing](#) [Extras](#) [Integrations](#) [Transactional](#)

Forever Free plan

Subscribers	1,761 of 2,000	Sends	2 of 12,000
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239 subscribers remaining until your plan requires an upgrade. [Learn more](#) Sends remaining will reset 10 Aug

[Upgrade Account](#)

Account issues

Using these headings you can:

- 🔗 See how many subscribers and emails sends available within your plan and how many you have used
- 🔗 Check you users (staff) and account details
- 🔗 Add new users to your account
- 🔗 Check & update your own contact information (some of which will be pulled automatically into your email footers)
- 🔗 Check or change defaults for date, time and currency formats
- 🔗 Export your data
- 🔗 Upgrade your accounts and purchase a monthly plan or pay as you go credits
- 🔗 Integrate your account with other online tools such as Facebook, twitter, surveymonkey, eventbrite etc.
- 🔗 Close the account

Support

Mailchimp Support is known as its Knowledge Base.

They encourage a lot of self-service support by allowing you to search a question and provide comprehensive answers and video tutorials.

You can access the Mailchimp Knowledge Base from either the link Help at the top of the page or the search Icon (magnifying Glass).

There are 1,000s of short articles on the database and the help available is easy to follow.

Email support

To help you get started, Mailchimp provides 30 days of free email support to new Forever Free accounts.

After that free accounts do not have access to email you can upgrade your account for full access to technical support.

Live Chat

If you can't find the answers you were looking for you can contact the Mailchimp team on online live chat (available Mon-Fri from 2pm UK time). You have to have a paid for account to use this option

Resources

There is a good section of resources including some inspirational videos and there are currently 13 guides which walk you through key features like creating a landing page to increase sign up.

Resources <https://mailchimp.com/resources/> **Guides** <https://mailchimp.com/resources/guides>

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