



MailChimp

POSSIBLY USEFUL INFORMATION

THE BASICS

MailChimp is **completely free** to use up to 2000 subscribers.

All lists must be permission-based.

To build your subscriber list(s), you can copy and paste from an Excel table or import a CSV or tab delimited text file.

It's typically best to build one list and then segment based on subscriber data, previous campaign activity, events, volunteers, manual section, etc.

For more information on segmentation: <https://kb.mailchimp.com/lists/segments/common-segmentation-combinations>

Emails are called "**campaigns**". The look of each "campaign" is its "**template**". You can import your own template or create a custom coded template.

MailChimp offers a variety of ready-made templates that will work in most situations.

Templates can be customized and edited via drag and drop editor. Once you create a layout you like, you can save your design as a template for future campaigns. If you forget to save your design as a new template, have no fear! MailChimp stores all your campaigns and you can copy a previous campaign when you want to send out a new one.

Building Your Campaign

Campaigns can be Regular (HTML) or Plain-Text.

1. Select the campaign type. In most situations, the "**Regular**" campaign is the most appropriate choice.
2. Determine Recipients (this is where you select your subscriber lists, or segments of a list).
3. Move on to the Setup step – create a name for the campaign (not visible to recipients), enter general information like the email subject, From name, and From email address.
4. Move on to the Template step. Select layout.

Types of layouts available:

- Basic Templates

1 Column, 1 Column – Full Width, 1:2 Column, 1:2 Column – Full Width, 1:2:1 Column, 1:2:1 Column – Full Width, 1:3 Column, 1:3 Column – Full Width, Simple Text

Non-full width templates have a color border around the layout. Full width ones do not.

- Themed templates

Predesigned, preconfigured templates that don't require any design knowledge to use. "Drag and Drop" themes are more customizable than "Classic" themed templates.

Design Time!

The Page, Preheader, Header, Body, Columns, and Footer options (located in the Design tab) allow you to adjust colors, borders, text alignment, fonts, and link styles for each section of your campaign.

Note: Often, text goes wonky when you attempt to copy and paste from Word or other sources. You can still do it, just know that you may need to make a lot of changes to have it look the way you want. Sometimes it's actually faster to retype your text. I know. It's 2017. Seriously though.

All images will need to be uploaded into your library. You can then use them again in the future. To upload an image, click the image icon in the "Content" section on the righthand side of the screen above the space where you type in text. To link to a website or document, look for the "link" button on the righthand side in the "Content" section of the editor above the space where you type in text.

MailChimp has a frequent autosave feature, but be sure to click Save to apply changes.

Always send a test email. If you have access to multiple email accounts (Outlook, Gmail, etc.) send a test email to all of them so you can see how your campaign looks on various email platforms. You can also use the "Inbox Inspector" for this function, but only if you have a paid account. Also, be sure to preview the mobile version of your campaign.

Prepare for Launch!

Prepare for launch



You're about to send a campaign to:

Once you've finished designing your campaign, you can choose to either send it now or schedule it for a specific date and time.

MailChimp Reporting Features

Click on the Reports tab. Under the Overview, you can see how each campaign performed – details about opens, clicks, social engagement, unsubscribes, and bounces.

Checking in on this reporting statistics and info can be very helpful – you can get a better sense of who frequently engages with your emails (maybe a great candidate for volunteering or financial investment?), which City officials/staff frequently or infrequently read your emails (good opportunity to set up a partnership meeting!), and what emails always bounce (maybe there's a typo somewhere in the address or the recipient's email address has changed – good time to give them a call!).

Additional Resources

MailChimp's "Knowledge Base" (Resource page): <https://kb.mailchimp.com/>

Getting Started with MailChimp: <http://static.mailchimp.com/web/guides/getting-started-with-mailchimp/package/getting-started-with-mailchimp.pdf>

A very good guide from a non-MailChimp source: <https://torquemag.io/2015/07/beginners-guide-using-mailchimp-email-marketing/>

Questions? Stuck? Contact the helpful (or at least, friendly) non-expert expert!

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