MailChimp Newsletters

TRAINING MANUAL FOR NEWSLETTER CREATION
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Getting Started with MailChimp

You can download and print the Quick Start Guide to get your account up and running.
I. Managing Your List

The foundation of great email marketing is a clean, updated list of email contacts, who we call "subscribers." When you create a list in MailChimp, you're prompted to input default information like who your emails come from and how your subscribers got on your list.

After you've set up your list, you can add subscribers in three ways:

- Paste or type in subscriber contact information.
- Upload from a spreadsheet
- Import from your CRM (customer relationship management) database

Get step-by-step instructions on creating and importing lists.
II. Build a Campaign

The MailChimp Campaign Builder walks you through creating a campaign, step by step. When it's time to design your campaign, you'll find a variety of basic email layouts you can customize easily without having to know HTML. Many of our layouts use a Drag and Drop Editor, which makes it simple to add, move, delete, and style content blocks. If you want to use the same layout again later, you can save your design as a template for future campaigns.

Get step-by-step instructions to build a Regular Campaign.

III. Templates

Templates
When you create a campaign in MailChimp, you can select from different template options to create your email campaign on the Template step of the Campaign Builder. Web Services will provide the banner for your email template. We recommend using MailChimp’s Basic Templates.

Get more information on templates.

IV. Reports

There are over thirty standard reports in Google Analytics that can be selected from the report categories on the left hand navigation bar or searched for in the search bar. You won’t need all of them, but they all follow the same basic pattern of Dimensions and Metrics, usually associated with a chart.

Learn more about reports.
V. Support

- MailChimp Knowledge Base has videos, tutorials and instructions available.
- Schedule time to attend an Open Lab if you have specific issues