



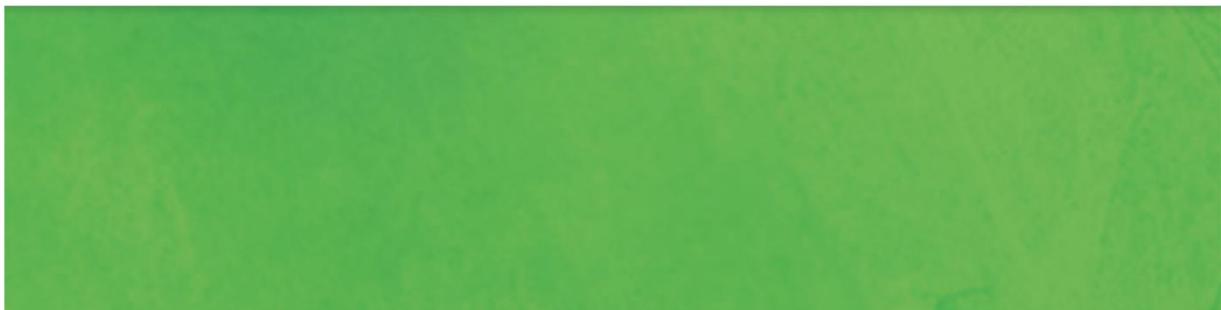
Providing Reliable Technology Solutions for Business



Mail Chimp



A Complete Overview for Nemsys clients.



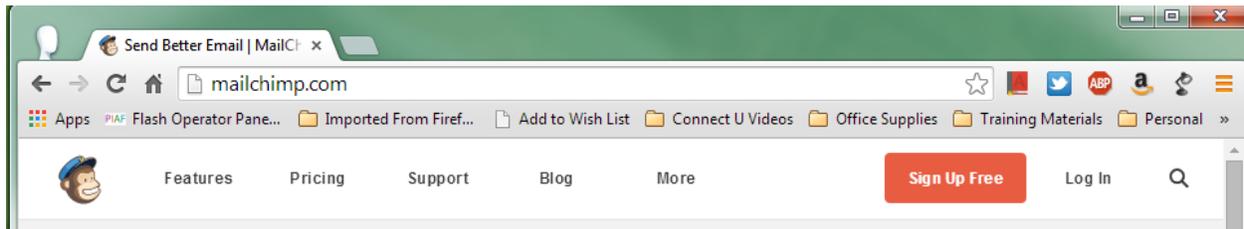
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Sign up for MailChimp Account

- **Step 1:** Go to MailChimp.com
- **Step 2:** Click Sign Up Free in the upper right hand corner of your screen. This will launch the sign up screen.



- **Step 3:** Enter the email address you want emails sent out to appear from.
- **Step 4:** Enter either the email address for sign in or a username, Nemsys recommends using the email address used for sign in here
- **Step 5:** Create password for this account.
- **Step 6:** Click CREATE MY ACCOUNT.
- **Step 7:** You will receive a message notifying you the account has been set up. Please check your email box for activation message.

Get Started with a Free Account

Sign up in 30 seconds. No credit card required. If you already have a MailChimp account, [log in](#).

Email

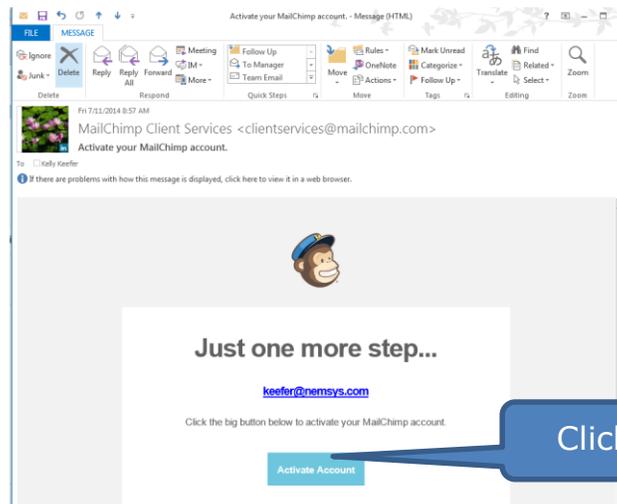
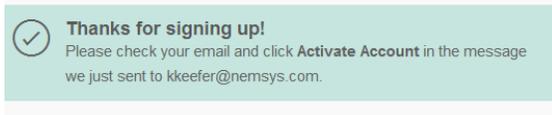
Username

Your username should either be an email address or consist of letters and numbers.

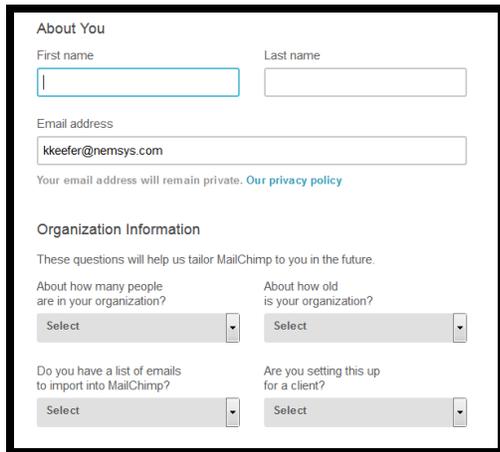
Password
 Show

Create My Account

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



- **Step 8:** Clicking on the link to activate the account takes you back to the MailChimp site. First, it will require you to enter the data shown in a field. Next, you receive the account set up page.

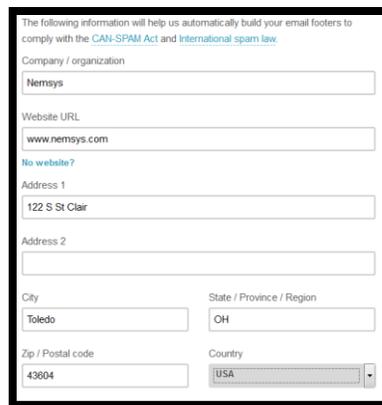


The screenshot shows the 'About You' section of the MailChimp setup page. It includes input fields for 'First name' and 'Last name', and an 'Email address' field containing 'kkeefer@nemsys.com'. Below this is a link to the privacy policy. The 'Organization Information' section contains four dropdown menus: 'About how many people are in your organization?', 'About how old is your organization?', 'Do you have a list of emails to import into MailChimp?', and 'Are you setting this up for a client?'.

- **Step 9:** Enter First Name, Last Name, Email Address. This is just for the MailChimp system and will not be used in the email campaigns sent out.

- **Step 10:** Fill in the information requested from MailChimp regarding your Company/Organization.

- **Step 11:** This next section is used to input what will appear in your email footers.



The screenshot shows the footer information form. It includes a heading: 'The following information will help us automatically build your email footers to comply with the CAN-SPAM Act and International spam law.' The form contains several input fields: 'Company / organization' (filled with 'Nemsys'), 'Website URL' (filled with 'www.nemsys.com'), 'Address 1' (filled with '122 S St Clair'), 'Address 2' (empty), 'City' (filled with 'Toledo'), 'State / Province / Region' (filled with 'OH'), 'Zip / Postal code' (filled with '43604'), and 'Country' (filled with 'USA').

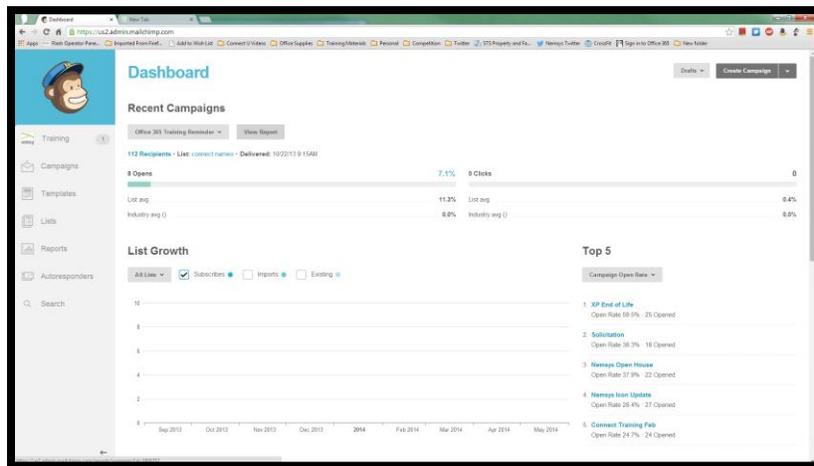
- **Step 12:** Continue filling out page as required and click SAVE AND GET STARTED when complete.

MailChimp Paid Accounts

Entrepreneur	Growing business	High volume sender
Up to 2,000 subscribers	Up to 50,000 subscribers	More than 50,000 subscribers
Send 12,000 emails to 2,000 subscribers for free. No contracts, and no credit card required. It's free forever.	Send an unlimited number of emails with a monthly account, or purchase email credits that never expire.	Use MailChimp's rock solid infrastructure to power your email marketing, and stay in control with features for professional senders.

Dashboard

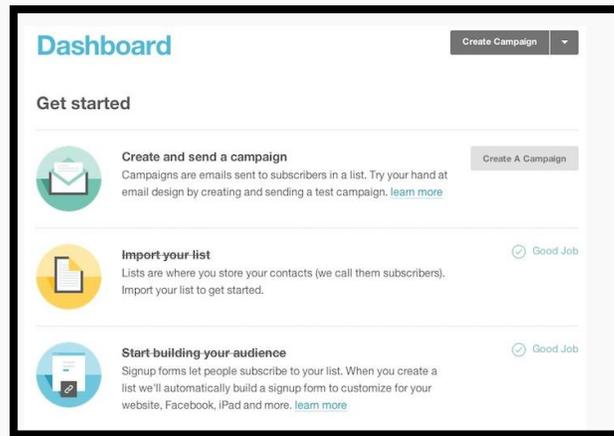
The *Dashboard* is the first screen you see when you log in to MailChimp. It gives an overview of recent campaigns, lists, and subscriber activity. When you activate a new account, you see a simplified version of the *Dashboard* that shows the steps you need to go through to send a campaign. Once you've sent a campaign, the standard dashboard displays information about your campaigns and lists.



New Account Dashboard

When you activate a new account, the *Dashboard* shows the three steps for getting started, which are creating or importing a list, customizing the list's signup forms, and creating and sending a campaign to that list. As you move through these steps, the *Dashboard* shows your progress.

If you indicated during account activation that you have a list to import, an *Import your list* option will display in your *Dashboard* when you log in. If you did not have a list to import when signing up, the *Create your list* option will display. For either option, click the corresponding button and MailChimp will take you to the correct page to start working on your list.



After you send your first campaign, the standard Dashboard appears the next time you log in.

Recent Campaigns

This area of the *Dashboard* shows report activity for the most recently sent campaign, including total opens and clicks, average opens and clicks for the list, and average open and click rates for your industry. To view data for a different campaign, click the drop-down menu under *Recent Campaigns* and select it.

Progress bars show the number of opens and clicks relative to the total number of recipients. The *List avg* provides real-time data showing how your list's subscribers engaged with the campaign compared to other campaigns sent to the same list. The *Industry avg* shows the average percentages for campaigns sent in the industry you set for your account when you signed up.

List Growth

The *List Growth* bar graph tracks subscriber growth over time. To customize the view, use the drop down to select either *All Lists* or a specific list to view. Use the checkboxes at the top of the bar graph to see data for list members who subscribed via your signup form, were imported, or have been on your list for at least one month as an existing subscriber.

Top 5

Top 5 shows the five campaigns with the highest open rate percentages, highest click rate percentages, or most popular clicked links across all the campaigns sent from the account. Click the drop-down menu under *Top 5* to change the view.

Chimp Chatter

Chimp Chatter provides short status-like updates for your MailChimp account. Configure it using the *Preferences* button to see recent activity such as new subscribes or unsubscribes for your lists, campaign milestones, recent Facebook comments, or campaigns that are forwarded using our [Forward to a Friend](#) link. More in-depth information related to subscriber activity can be viewed in your [Reports](#) or in the [subscriber profiles](#).

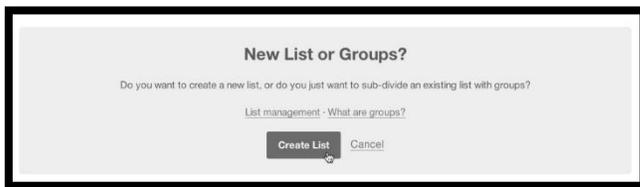
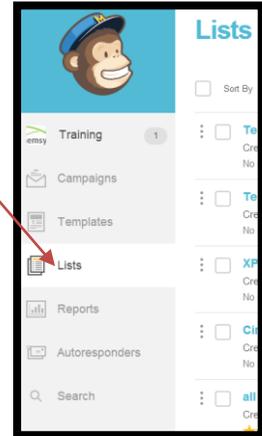


Lists

Create List

To set up a brand new list in your MailChimp account follow the steps below:

- **Step 1:** Navigate to the Lists page.
- **Step 2:** Click CREATE LIST in the upper right hand corner of  your screen
- **Step 3:** Click the *Create List* button from the options that appear.



- **Step 4:** Fill out the setup details with your information or your client's information and preferences.

A screenshot of the 'List details' form. It contains several input fields: 'List name' (filled with 'Olde Timey Newsletter'), 'Default "from" email' (filled with 'oldtimer@oidentimes.com'), and 'Default "from" name' (filled with 'Ye Olde Timer'). There is also a text area for a reminder message: 'Remind people how they got on your list' with the text 'You signed up to receive our emails because you like olde timey things!'.A screenshot of the 'Notifications' settings panel. It shows three notification options, each with a checkbox: 'Daily summary' (unchecked), 'One-by-one' (unchecked), and 'One-by-one' (unchecked). The first option is described as 'Summary of subscribe/unsubscribe activity', the second as 'Subscribe notifications as they happen', and the third as 'Unsubscribe notifications as they happen'. The email address 'Sent to training@nemsys.com' and an 'Edit' link are visible at the top.

- **Step 5:** When you're finished, click the *Save* button.
- **Step 6:** After saving, you'll see a notification that your list was created and options to import subscribers or make a list manually.

Import Subscribers

If you do, then you're ready to import your subscribers to the list. To do this in MailChimp, click *import subscribers* on the confirmation screen shown above.

Depending on the method you're using, you either need to select the file you want to import using the *Browse* button or copy and paste in your contacts from an Excel file.

Import from Excel

- **Step 1:** Select the Copy/Paste from Excel button.
- **Step 2:** There are two options for importing from Excel: Copy/Paste or Upload File.
 - To Copy/Paste: Open Excel file, select all data in the file, select Copy. Going back to MailChimp screen, in the Copy/Paste from Excel box, right-click and click Paste. Information will automatically populate in the box.
 - To Upload:
 - 1: Select UPLOAD FILE INSTEAD
 - 2: In the Upload a File box, select Browse to open your Windows Explorer and navigate to the file to import, highlight and select Open
 - 3: Select Upload List button
- **Step 3:** Mapping Fields
 - Once your file has been imported into MailChimp, match the columns from your file to fields in your list. You can choose to skip certain columns, or customize the field names and types.
 1. Use the drop down menu above each column to match the fields to existing ones on your list, or create a new column. If you have unnamed columns, you can select a different field from the drop down.
 2. If you want to add a new field, select -- *New Column Name* -- from the drop down to name the column and select the type for this field.



Import Subscribers

Now let's match the columns in your uploaded list to your MailChimp list.

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

Email Address email field Edit · Skip	New Column Name First Name Field Type text Cancel · Skip Save >	Unnamed (unmatched column) Edit · Skip
koko@mailchimp.com	Koko	Monkey

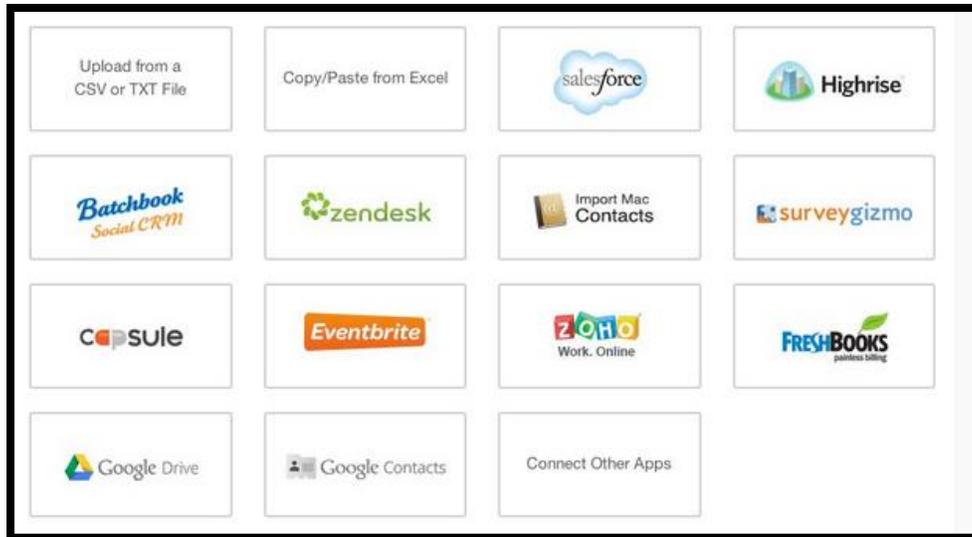
Please match or skip all columns before proceeding. Keyboard Shortcuts: Select name Back Next Skip

3. Click *Ok* to move to the next field or *Skip* if you don't want to add the field to the list.
4. Once you've matched all your columns, a success notification will appear. Click the button to upload and complete your import.

Importing from an integrated application

In addition to importing your contacts from your computer, there are also several options for adding contacts through integrated applications on the import screen. To see what options are available just follow the steps below.

- **Step 1:** Navigate to the *Lists* page.
- **Step 2:** Click the drop down menu for the list you're working with and select *Import*.
- **Step 3:** Select the available application you'd like to import from.



- **Step 4: Mapping Fields**
 - Once your file has been imported into MailChimp, match the columns from your file to fields in your list. You can choose to skip certain columns, or customize the field names and types.
 1. Use the drop down menu above each column to match the fields to existing ones on your list, or create a new column. If you have unnamed columns, you can select a different field from the drop down.
 2. If you want to add a new field, select -- *New Column Name* -- from the drop down to name the column and select the type for this field.

Screenshot of the MailChimp 'Import Subscribers' interface. The title is 'Import Subscribers'. Below the title, it says 'Now let's match the columns in your uploaded list to your MailChimp list.' There are '5 unmatched columns' and a 'Skip all' link. A 'Show skipped columns' checkbox is checked. The interface shows three columns: 'Email Address' (email field), 'New Column Name' (with 'First Name' selected and 'text' as the field type), and 'Unnamed (unmatched column)'. Below the columns, there are rows for 'Koko' and 'Monkey'. At the bottom, there are instructions to match or skip all columns, a 'Complete Import' button, a 'Cancel' button, and keyboard shortcuts: 'Select name', 'Back', 'Next', and 'Skip'.

3. Click *Ok* to move to the next field or *Skip* if you don't want to add the field to the list.
4. Once you've matched all your columns, a success notification will appear. Click the button to upload and complete your import.

Complete Import



Campaigns

A campaign is an email you send to your list. Each bulk email that is sent to the list is considered a separate campaign. Unlike an advertising campaign that can include dozens of ads and take place over the course of months, MailChimp's campaigns are a single instance.

Create a Campaign

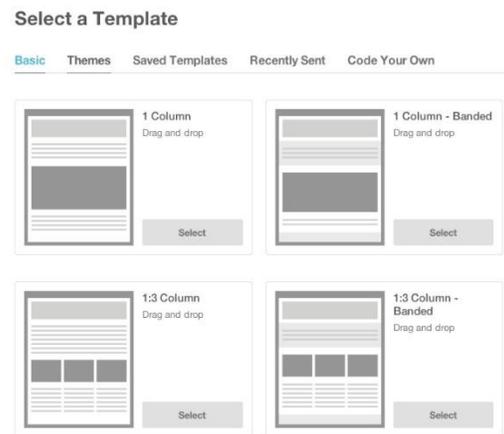
- **Plain-Text Campaign:** If your subscribers prefer plain-text emails, MailChimp lets you create plain-text campaigns with no images or text formatting. Plain-text campaigns are useful when you want to send a simple email featuring only your essential content. Below, we walk you through creating a plain-text campaign to send to your list.
- **A/B Split Campaign:** Campaign type that allows 2 different versions of the same campaign to be tested and determine the better option. Subject lines, from names, or send times can be tested along with content.
- **RSS-Driven Campaign:** When you create an RSS-Driven campaign in MailChimp, you can use our automatically formatted merge tags to pull in RSS (Real Simple Syndication) content from your blog quickly and easily. RSS-Driven campaigns in MailChimp are driven by blog posts and automatically triggered when your RSS feed is updated with new information. You can even control how frequently you send out content as you're setting up your campaign. Below we walk you through how to create an RSS-Driven campaign using our Campaign Builder.
- **Inbox Inspection Campaign:** Email clients can render campaign HTML in different ways. The best way to check that out is to send test emails to different email clients. MailChimp's Inbox Inspector helps automate this process so you can quickly and easily see how your email will appear in different clients.



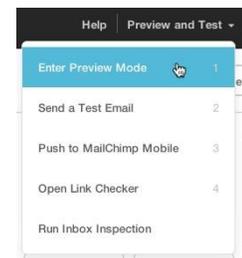
Create a Regular Campaign

- **Step 1:** Navigate to the *Campaigns* page in your account.
- **Step 2:** Click the *Create Campaign* button in the top right corner to create a *Regular Ol' Campaign*.
- **Step 3:** On the *Recipients* step, select the list that you'd like to send your campaign to.
- **Step 4:** To send to your entire list and proceed to the next step, click the *Setup* step in the progress bar or the *Next* button in the bottom right-hand corner. To send to a segment of your list, click the name of the list and select either *Send to a saved segment* or *Send to a new segment*. Choose your segmenting conditions, then click the *Setup* step in the progress bar or the *Next* button in the bottom right-hand corner.
- **Step 5:** On the *Setup* step, add your *Email subject*, *From name*, and *From email address*. Use the options below to select tracking, connect Social Media options, and set advanced options. When you're finished, click the *Design* step in the progress bar or the *Next* button in the bottom right-hand corner.
- **Step 6:** On the *Template* step, select one of the following options to create and add your content:

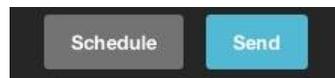
- Choose Basic to access the drag and drop templates or select from predesigned Themes to get started.
- Saved Templates allows you to select from any templates you've previously saved or imported.
- Recently Sent lets you choose from up to the last 25 campaigns sent to your list to reuse for your current campaign.
- The Code Your Own option gives three ways to import a campaign layout from outside of MailChimp.



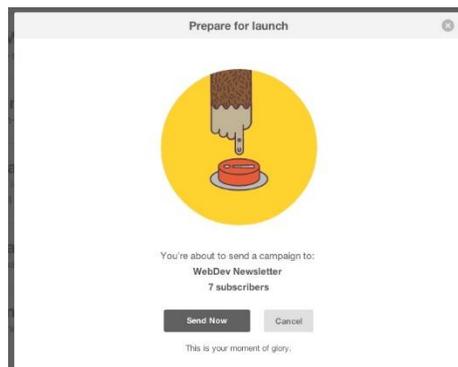
- **Step 7:** Once you've created your design on the *Design* step, use the *Preview and Test* drop-down menu at the top of the page to *Enter Preview Mode*, *Send a Test Email*, *Push to MailChimp Mobile*, or *Run Inbox Inspection*



- **Step 8:** Once you're satisfied with your design, click the *Confirm* link in the progress bar or the *Next* button in the bottom right-hand corner to continue.
- **Step 9:** Review the Pre-delivery Checklist presented on the *Confirm* step. Any errors or missing info will be noted on this screen, click *Resolve* to navigate directly to the step to fix the error. If you'd like to make any additional changes, click the *Edit* button to return to a step. You can also view and edit the automatically generated plain-text version of your campaign by clicking the *Edit* button in the *Plain-Text Email* section of the checklist.
- **Step 10:** Use the *Preview and Test* drop-down menu at the top of the page to *Open Popup Preview*, *Send a Test Email*, *Run Inbox Inspection*, or *Test with Delivery Doctor*. For additional campaign testing tips, click here.
- **Step 11:** When you've finished testing your campaign, use the *Schedule* or *Send* buttons at the bottom of the page to send to your list.

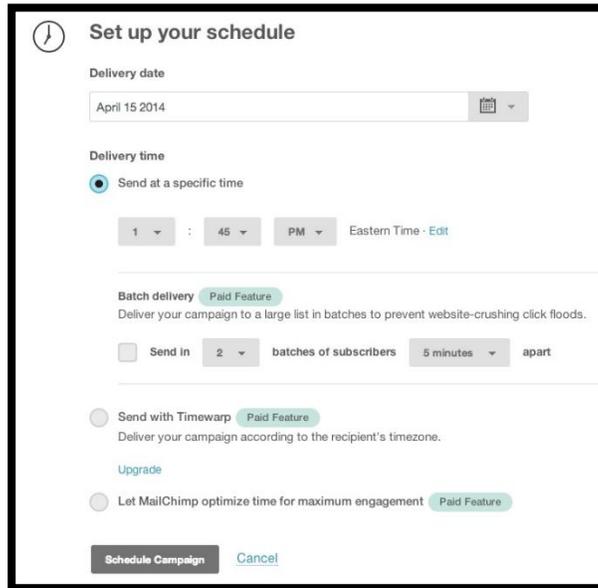


If you're ready to send the campaign to your subscribers, click the Send button. The Prepare for launch modal will appear. Click the Send Now button to send the campaign to your subscribers.



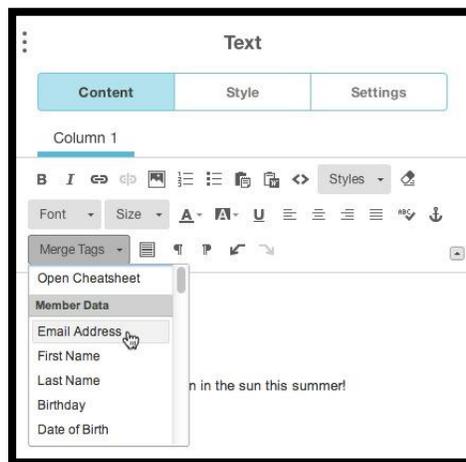
If you select the *Schedule* option you'll be able to select the delivery date and time using a calendar picker and drop-down menus. The timezone set

for your account will also be displayed here and you can edit it if it's incorrect.



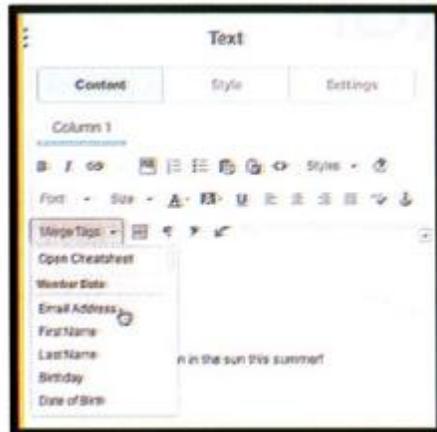
Personalize Campaign / Merge Tags

Merge tags are used to populate personalized or dynamic content in your campaigns, Signup Forms & response Emails, and auto responders. MailChimp automatically generates merge tags whenever new fields are added to a list in your account, allowing you to pull subscriber information into your campaigns.

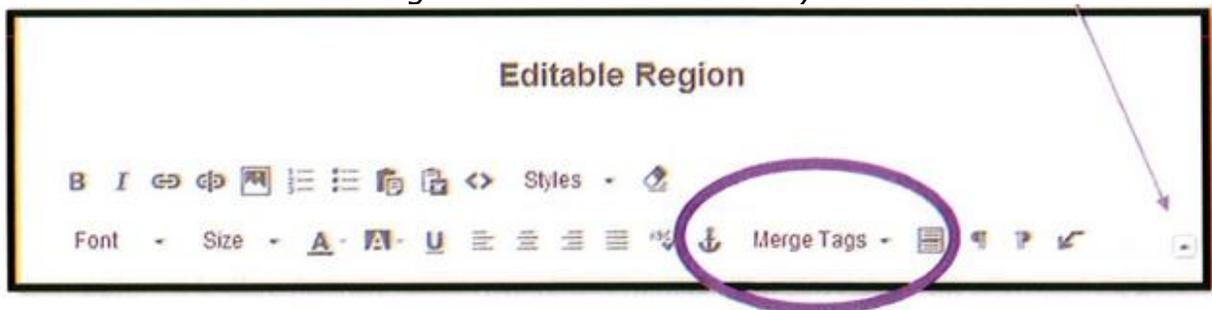


Merge Tags

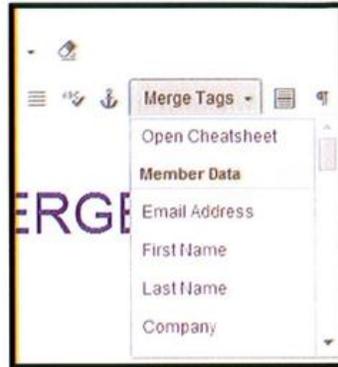
When you design your campaign in MailChimp you can use the merge tag drop down on the editor toolbar to easily add tags to your content. Just place your cursor in your content where you want to insert your merge tag and choose your merge tag from the menu. We'll add it to your content for you so you never have to worry about mistyping a merge tag.



- **Step 1:** In your campaign, place cursor in location you would like merge tag to appear.
- **Step 2:** Click the drop down arrow in the MERGE TAGS box. (You may need to expand the box to see this option, by clicking on the down arrow to the right hand side of the box)



- **Step 3:** Select your field to update each email individually.



View Merge Tags

- **Step 1:** Navigate to the Design step of the Campaign Builder.
- **Step 2:** Click the Preview and Test menu and choose Enter Preview Mode.
- **Step 3:** Click the VIEW HEADER INFO link in the top navigation of the Campaign Builder.
- **Step 4:** Click the VIEW LIVE MERGE INFO button that appears, then use the left and right facing arrows to cycle through your list's subscribers to review

Adding an attachment / link to a campaign

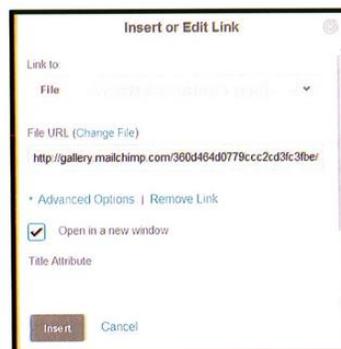
- **Step 1:** Navigate to the Design step of the Campaign Builder.
- **Step 2:** Click in the text content block to edit it.
- **Step 3:** Add the text you want to link and highlight it



- **Step 4:** Click the link button in the content block's toolbar
- **Step 5:** In the Insert/Edit Link box, select Link To option File
- **Step 6:** When File is selected, the File manager page is launched
 - If the attachment that you want to link is already uploaded, locate it in the list and click SELECT to attach it to the text



- Click on ADVANCED OPTIONS, select OPEN IN A NEW WINDOWS, as this will create a new tab in their internet browser when trying to open.
 - Click INSERT to complete link.
- To upload new attachment, click UPLOAD in the upper right hand corner. This will take you to your window explorer to select the file. Once uploaded, this atomically launches showing the link to file selected.



- Click on ADVANCED OPTIONS, select OPEN IN A NEW WINDOWS, as this will create a new tab in their internet browser when trying to open.
- Click INSERT to complete link.

Other types of file uploads:

- **Web Address:** Create a link to any website. This URL must be an absolute link which contains http://
- **Email Address:** Create a mailto link that allows you to set an email address to receive responses when subscribers click. If you want to specify a subject line and content for the email created when someone clicks the link, fill in the Message Subject and Message Body Fields.
- **Anchor Link:** Using anchor links you can easily create a table of contents in your campaign.

Tips for creating your HTML Campaign

When sending a campaign through MailChimp, there are a few things you'll want to keep in mind while creating your content.

- MailChimp does not use a BCC field as each recipient on your list is hidden from all other recipients on your list. We deliver a completely separate copy of your email to each recipient on your list, allowing you to personalize your content for each recipient, track clicks and opens, and address each email to the recipient's name.
- Before you send your email campaign to your entire list, you'll definitely want to do some testing. To ensure the best possible result, we recommend sending tests to all the popular web based email services, like Yahoo!, Hotmail, and Gmail. Depending on your audience you might consider setting up AOL and Comcast accounts if possible, or set up accounts with major ISP's in your area.
- When using MailChimp, we include both an HTML version as well as a plain-text alternative version of your campaign. Having both of these versions available will ensure the best possible delivery of your emails, as well as make sure that your subscribers can view your content as expected, regardless of the email client or program they're using.
- MailChimp is designed to send email campaigns that contain only HTML code and plain text content. While what you put in the code is completely up to you, we do advise against using Flash in your emails. Only handful of email apps support Flash, so we don't recommend doing this. The best way to send Flash content would be use an image in your campaign, and link the image to the Flash content hosted on an external server or website.

