



Basics

MailChimp is based on three basic tasks of email marketing: managing subscriber lists, building email campaigns, and reviewing campaign reports.

Lists and Subscribers

To create a List: Select LISTS from menu, then CREATE LIST in right hand corner, input the LIST name, what email is to show the email is from and what name to show the email from

To create a Subscriber: Select LISTS; then select ADD SUBSCRIBERS, to add contact name and email to a list

To import a subscriber list: Select LISTS; then select IMPORT SUBSCRIBERS, select program to import list from



Campaign

To create a Campaign: Select CAMPAIGNS from menu then CREATE CAMPAIGN, select type:

- Regular ol Campaign – HTML email along with plain text alternative version
- Plain-Text Campaign – email with no pictures or formatting
- A/B Split Campaign – split campaign into two groups to have two subject lines/day & time
- RSS-Driven Campaign – send email from an RSS feed to a list

Select LIST of subscribers to send campaign to; the MailChimp wizard will walk you through each step using the NEXT button in the lower right hand corner

Reports

To view Reports: Select REPORTS from menu, you can then select the campaign to review statistics from at the bottom of the page

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.