

Up and running with Mailchimp

Duration: 1 Day

Master the essentials of Mailchimp quickly and with minimum fuss. Learn about the really important stuff: mailing lists, subscriber management, segmentation and grouping, signup forms and how to design and build beautiful email templates. Ask questions, get the answers you need, and take real control of your email marketing campaigns.

Setting up

- Setting options and preferences.
- Setting list defaults.
- The differences between forever free and paid for accounts.

Mailing lists

- Setting options for your list.
- Adding, Importing and exporting subscribers.
- How to build an 'organic' mailing list.
- Tracking subscribes and unsubscribes.
- About list fields and merge tags.
- Segmentation and grouping - creating highly focused segments based on a range of criteria.
- Hidden fields - managing subscriber information behind the scenes.

Signup forms

- Adding and customising form fields.
- Designing the form.
- Adding a signup form link to your website.
- Embedded and popup forms - designing a form for your website.

Designing an email template

- Choosing a layout.
- How the page sections work.
- Adding, removing and duplicating content blocks.
- Using web fonts.
- Modifying styles - colours, backgrounds, fonts etc., clearing formatting. Controlling vertical space, mobile styles.
- Background images.
- Full width sections.
- Customising social blocks and footers.
- Adding hyperlinks - external and downloads.
- Personalising and customising your content with merge tags.
- Editing code - learn just enough HTML and CSS to solve occasional formatting issues.

- Testing and previewing.
- How to take testing further - the differences between email clients such as Gmail and Microsoft Outlook.

Using the content manager and optimising images

- How to upload images and other files.
- Preparing images for use in an email campaign. Resolution and file size.
- Image attributes.
- When to use JPEG, PNG and GIF files.
- Editing images in Mailchimp.
- Storing files for download.

Sending an email campaign

- Understanding the different campaign types
- Selecting recipients using segments.
- Specifying options for your campaign.
- Selecting and modifying a template.
- How templates relate to campaigns.
- Scheduling and sending a campaign.

Reports

- Making sense of Reports.
- Delving into the details - opens and clicks.
- Tracking individual subscribers.

Tips for effective email marketing

- Subject lines.
- Preheader content.
- Avoiding total image based design.
- Effective use of email content - how much is enough?

Automation (paid accounts only)

- How automation works - triggers, emails and actions.
- What can be done with automation.
- Setting up a simple automation workflow.