

ASIAN FEMALE

ENTREPRENEUR *collective*

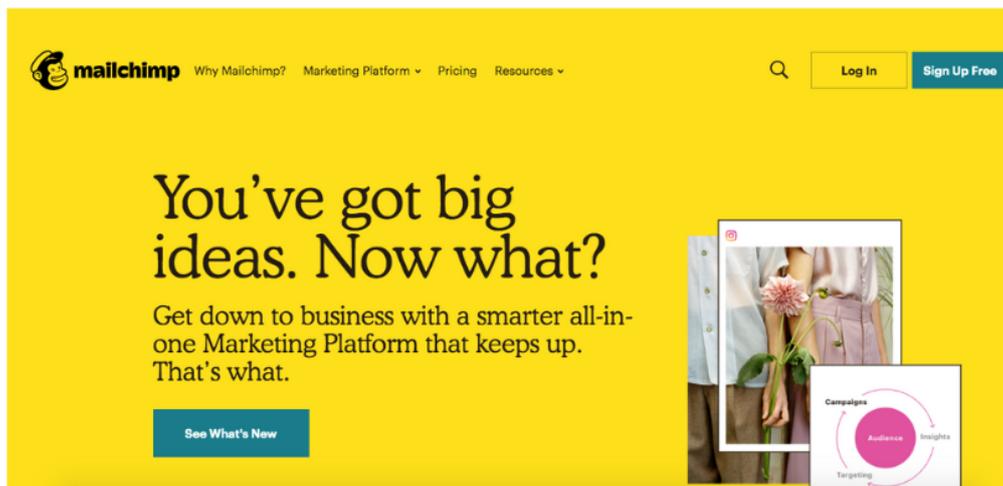
MAILCHIMP
The Essentials

"Shine and Rise"

Mailchimp

Set up your mailchimp account

Set up a Mailchimp Account linked to your business email address.



Get started with your account

Find your people. Engage your customers. Build your brand. Do it all with Mailchimp's Marketing Platform. Already have an account? [Log in](#)

Email

Username

Password

[Show](#)

- One lowercase character
- One uppercase character
- One special character
- 8 characters minimum

Feedback

Mailchimp

The first time you log in you will need to enter in your address and business details. This will save for all future access and you can always update this if it changes in settings.



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Add your address

But why? Believe it or not, we need a physical address to make sure your emails comply with [international anti-spam laws](#). Don't have an official business address? Learn about [physical address alternatives](#).

Address line 1 (Street address or post office box)

Address line 2 (Optional)

City State / Province / Region

Zip / Postal code Country

You can sign up to a paid account but Mailchimp is **FREE** for lists of **2000** or under so you can most likely select this when you are starting out

[1. Plan](#) > [2. Payment](#) > [3. Confirmation](#)

Mailchimp Recommends				Free Plan
Premium Advanced features for pros who need more customization. You'll pay \$299⁰⁰ a month	Standard Better insights for growing businesses that want more customers. You'll pay \$14⁹⁹ a month	Essentials Must-have features for email senders who want added support. You'll pay \$9⁹⁹ a month	Free All the basics for businesses that are just getting started. You pay \$0 a month 2,000 contact maximum	Free Plan Billed Monthly Free Plan at 2,000 Contacts \$0.00

[> Compare Plan Features](#)

Mailchimp

Once you have selected the one you want you can enter in your business type and connect your social media pages if you would like. This is not essential but can be useful.

You can also import any lists of contacts you have already collected or start from scratch.



Do you have a list of email subscribers?

These are people who have signed up to receive marketing emails from your organization.

Yes

No

I'm not sure...

Continue

Feedback

Once you have an account you can log in and access the dashboard.



Log In

Need a Mailchimp account?
[Create an account](#)

Username

Password [Show](#)

Log In

Put your people at the center of your marketing

Our marketing CRM tools help you turn audience insights into smarter marketing that resonates with your people.

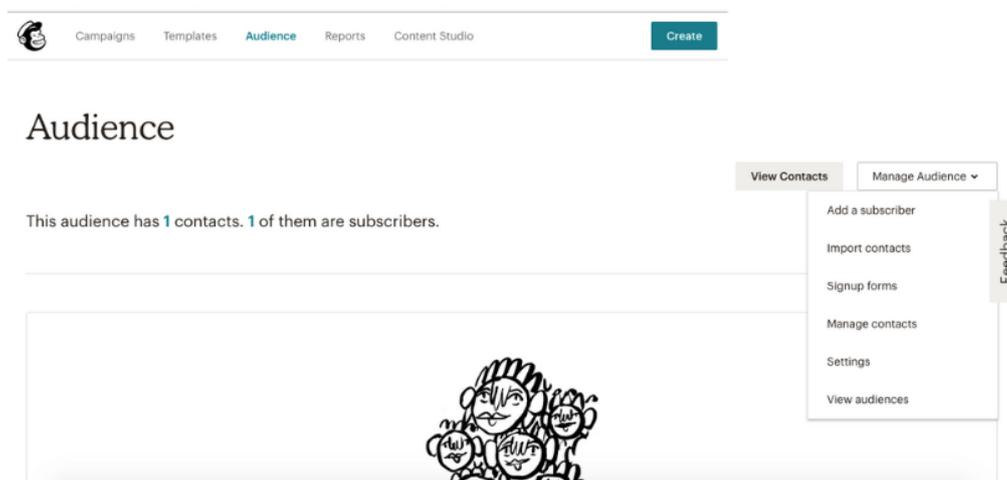
[See How](#)



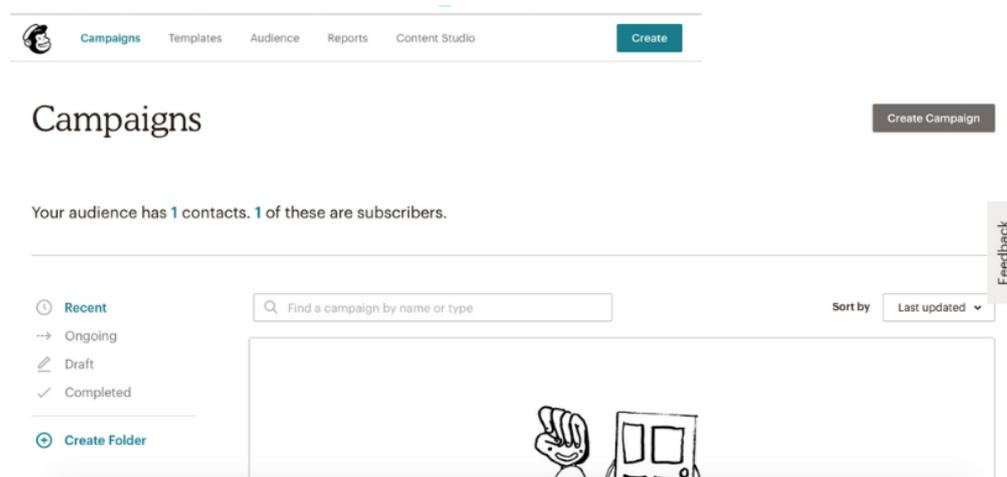
Mailchimp

Build your mailing list

Once you are set up you can get started building your list. The menu at the top of the page has 'audience' - click that and you get to audience home page.



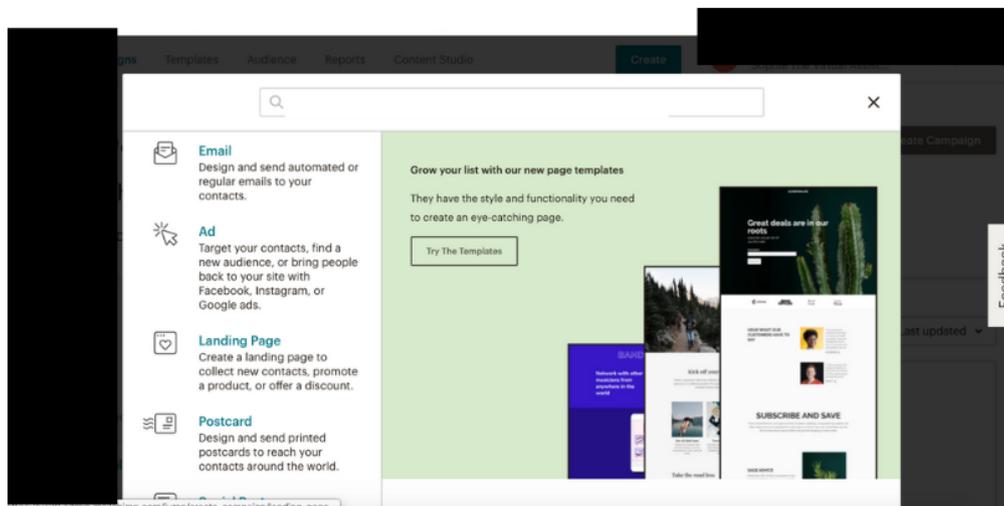
Here you can manually enter contacts and manage any existing ones. You can also create new contact groups depending or just have one main list.



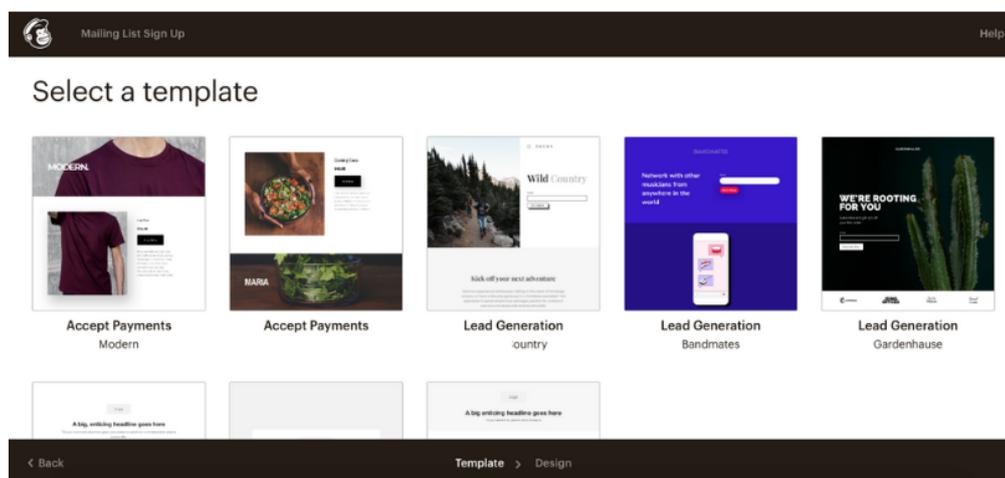
Mailchimp

You can also click via the menu the 'campaigns' tab. This takes you to the hub of Mailchimp where you can create emails and newsletters but most importantly at the beginning a landing page for your communities to sign up to be a part of the list.

You can select create campaign and choose from the options. Select 'landing page'

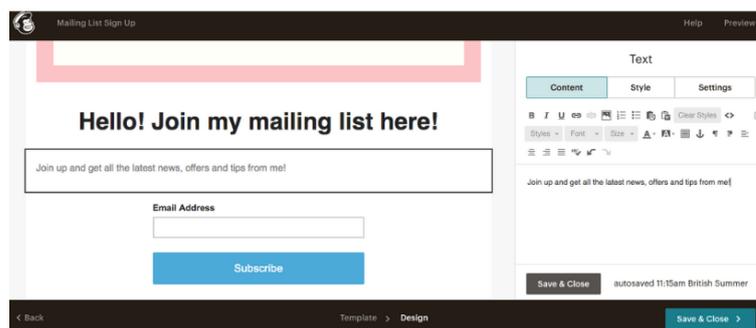
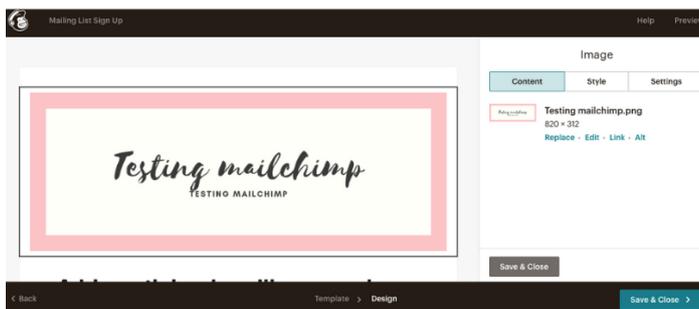
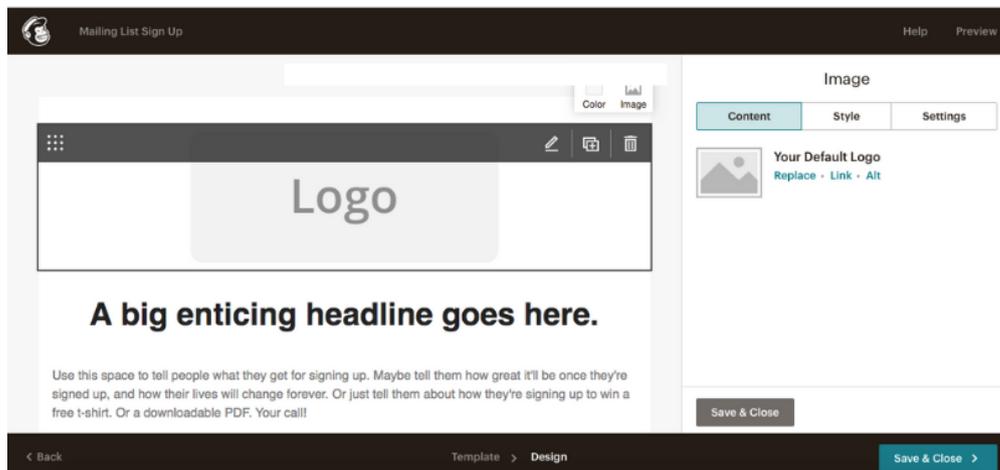


Select your template (all totally customisable)



Mailchimp

You can then edit every part. Add / upload images, add text and change the colours. The part on the left shows your landing page as viewers will see it and to the right is your control and editing panel. You use this to add images, change fonts and sizing etc.



Mailchimp

When you are happy, click save & close at the bottom of the page and you will be taken to edit the settings. You can choose what list you are sending the sign ups too (if you have more than one list) via the audience section. You can give you page a title so you can see it on the campaign home page and give it a customisable URL

The screenshot shows the Mailchimp campaign settings interface. At the top, there are navigation tabs: Campaigns, Templates, Audience, Reports, and Content Studio. Below the navigation, there is a status bar that says "A few more things to do." and "Draft" with buttons for "Finish later" and "Publish". The main content area is a list of settings:

- Page Title:** Untitled Page. Button: Add Page Title
- URL:** `https://mailchi.mp/[xxxxxx]/[xxxxxx]`. Button: Add URL
- Audience:** Contacts will be added to. Button: Edit Audience
- Content:** After signup form is submitted, visitors will see a confirmation message. Button: Edit Design

The screenshot shows the Mailchimp URL configuration page. At the top, there are navigation tabs: Campaigns, Templates, Audience, Reports, and Content Studio. Below the navigation, there is a status bar that says "Almost done! 1 more thing to do." and "Draft" with buttons for "Finish later" and "Publish". The main content area is titled "URL" and contains the following text and options:

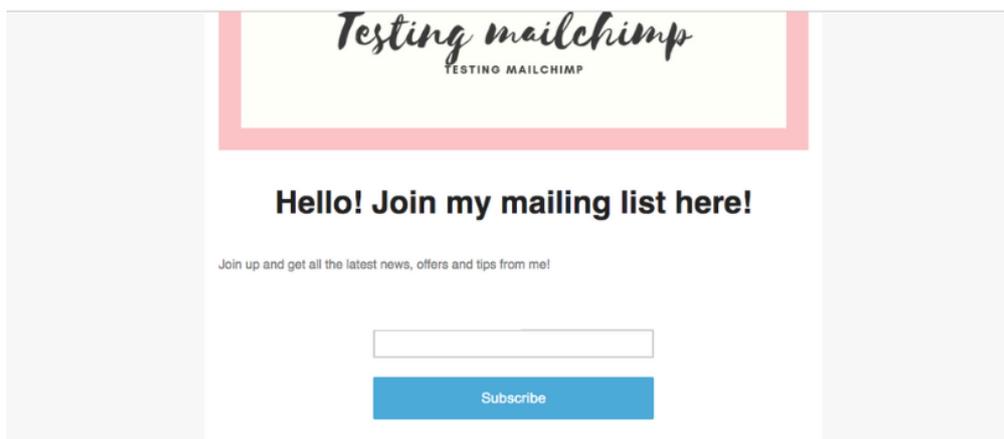
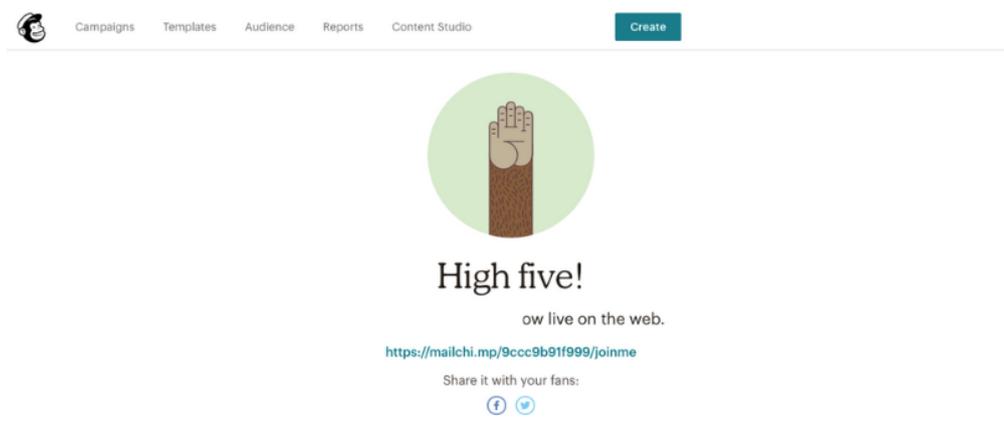
Connect your own domain or use a Mailchimp domain to share landing pages.

- Use a custom domain** Paid Feature - \$99/Year
Share custom landing pages and get a more professional look when you connect your own domain.
Button: Connect Domain
- Use a Mailchimp dom**
`https://mailchi.mp / [Generate Randomly] / [joinme]` acters remaining
Part of your URL is generated randomly. To replace it with a verified domain, [upgrade your account](#).

Buttons: Save, Cancel

Mailchimp

When you are done you can click publish and your landing page will be live. You will then have a link that you can put into facebook posts etc.

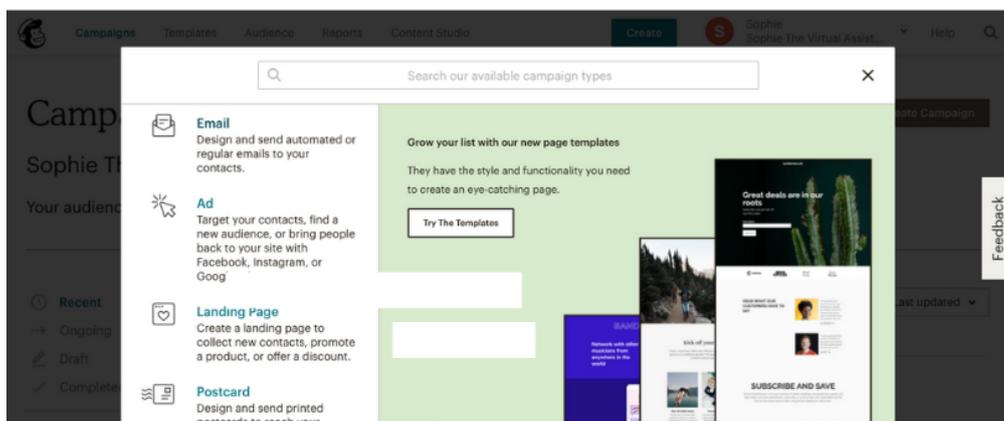


You can also create a sign up form pop up that you can put into your website.

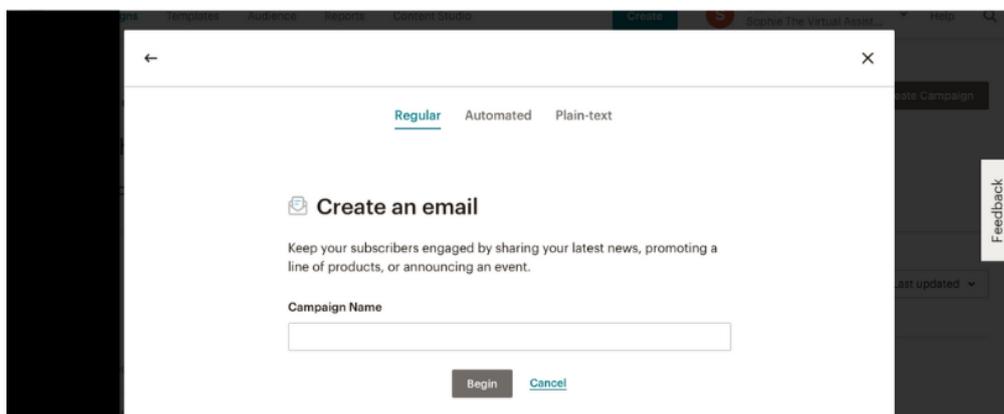
Mailchimp

Sending out a newsletter

To make an email to send out to your list you can go back to the campaign home page via the main menu. You can click 'create' again but this time select 'Email'

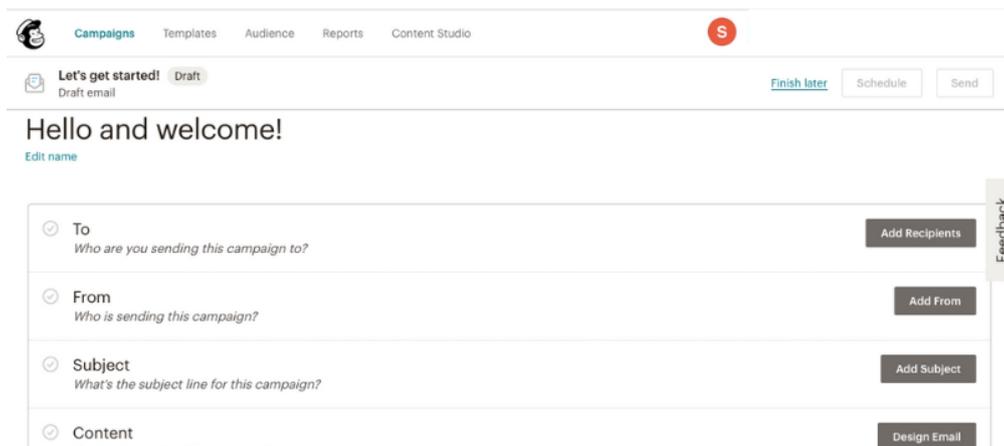


Call it a name as with your landing page so you can see what it is on your campaign home page. Your audience will not see this - so you call it whatever you like.

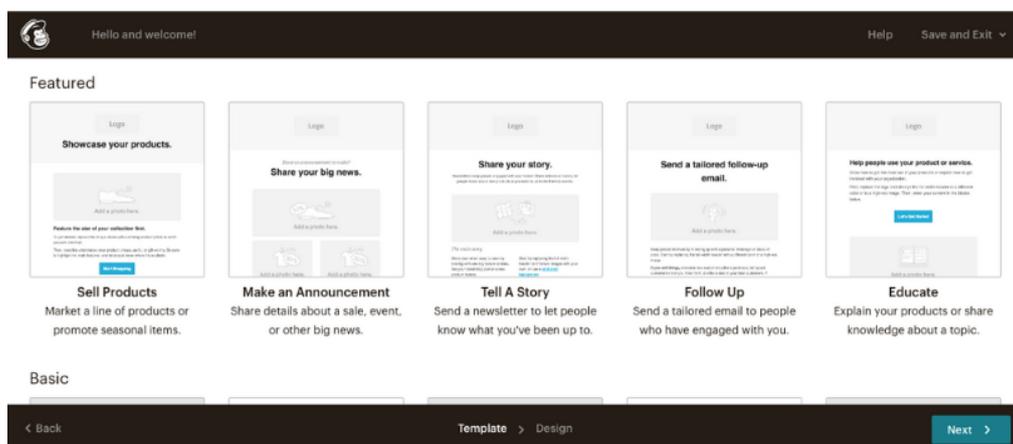


Mailchimp

You can choose who you want to send it to, who your audience see that it is from, what the subject is that they see when they receive the email and then start creating the content.

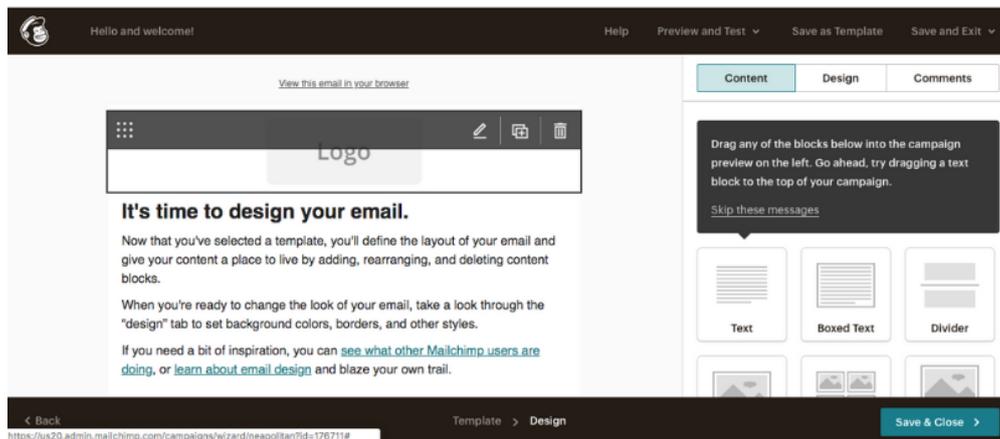


You can select from the templates (all customisable) and then click next.

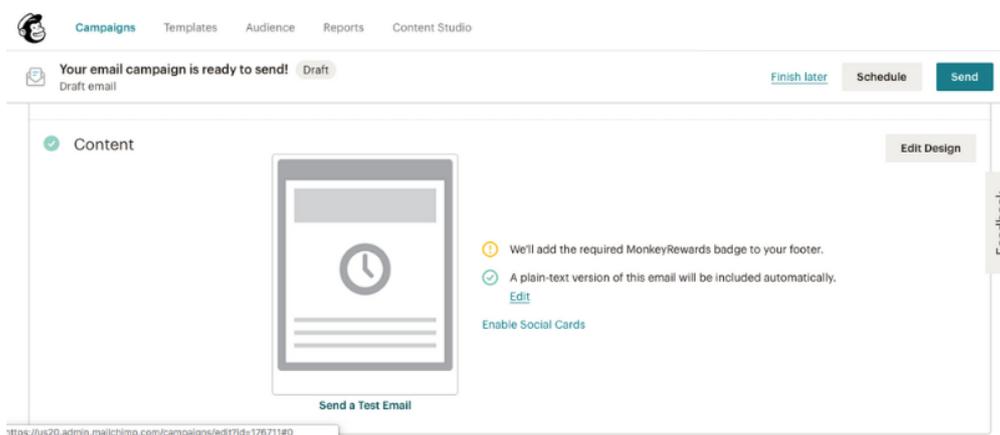


Mailchimp

Again, like the landing page, you can add/ upload images. You can add words and change fonts etc (all via the left hand side)

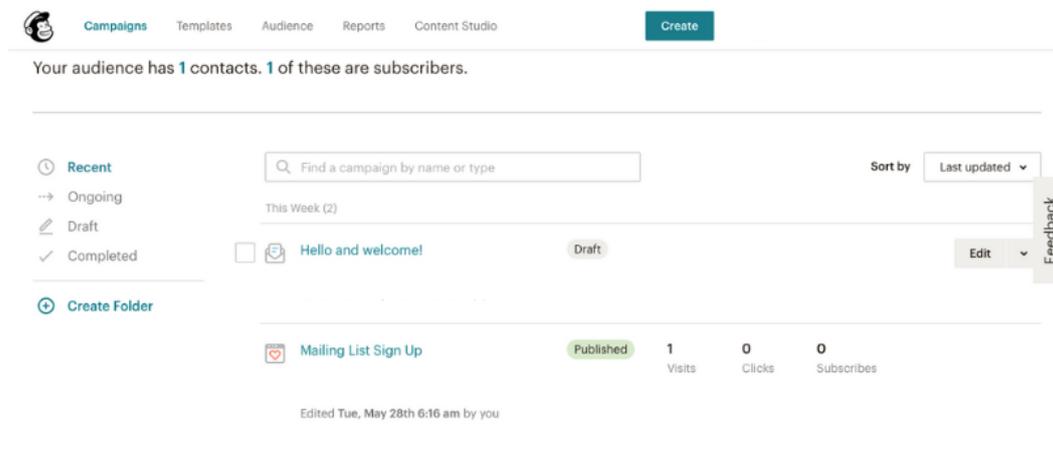


When you are finished you click save & close. You can then choose via the three options on the top right - Finish later (will save it as a draft) Schedule (can choose when you want to send it) or send (send immediately)



Mailchimp

You can find all your emails (sent, draft, ongoing landing pages etc) on the campaigns home page. You can get back to this by clicking 'campaigns' on the main menu across the top.



Love
Sharn x