# LearnNest

Video Transcript - AI Generated

# lecture 2

**Course:** EMAIL769 - EMAIL MARKETING

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Of course. Here is a comprehensive transcript and lecture notes for the educational video on creating an email list in Mailchimp.

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### **Lecture 2: Building Your Audience - How to Create an Email List in Mailchimp**

**Video Duration:** 6:52
**Topic:** A step-by-step guide to creating and configuring a new email list, referred to as an "Audience," in Mailchimp.

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### **Video Transcript & Lecture Notes**

**(Intro Music Fades In and Out)**

#### **1. INTRODUCTION**

**[00:00:00 - 00:00:15]**
**Host:** Hello and welcome back to our series on mastering email marketing! In our last session, we discussed the foundational importance of an email list. Today, in Lecture 2, we're moving from theory

to practice. We're going to roll up our sleeves and walk through the exact steps to create your very first email list using one of the most popular platforms out there: Mailchimp.

**[00:00:16 - 00:00:48]**
**Host:** Why is this so critical? Your email list is the single most valuable asset in your digital marketing toolkit. Unlike social media followers, you *own* your email list. It's a direct, reliable line of communication to your customers, readers, or fans. Getting this initial setup right is the bedrock of a successful email marketing strategy.

**Learning Objectives:**
By the end of this 7-minute lesson, you will be able to:
1. Understand Mailchimp's "Audience" philosophy and why it's important.
2. Confidently navigate the Mailchimp dashboard to create a new Audience.
3. Correctly configure all the essential settings for your Audience, including defaults, permissions, and notifications.
4. Recognize the different methods for adding contacts to your new list.

Let's get started.

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#### **2. MAIN CONTENT**

**[00:00:49 - 00:01:45]**
**Part 1: The "One Audience" Philosophy**

**Host:** Okay, I'm logged into my Mailchimp dashboard. The very first thing we need to address is a key piece of terminology. Mailchimp used to call these "Lists," but now they call them an **"Audience."** This isn't just a simple name change; it reflects a core philosophy.

* **Key Concept: Audience vs. List**
* An **Audience** in Mailchimp is intended to be your single, master collection of all your contacts. Think of it as one big container.
* Instead of creating separate lists for "Customers," "Newsletter Subscribers," and "Event Attendees,"

Mailchimp's best practice is to have **one primary Audience** and then use tools like **tags, groups, and segments** to organize and differentiate the people within it.

**Host:** Why do they recommend this? Two main reasons:
1. **Cost:** Mailchimp's pricing is based on the total number of contacts. If the same person (`jane.doe@email.com`) is on three different lists, you're paying for that contact three times. With one Audience, they are only counted once.
2. **Data Management & Compliance:** It centralizes your data. If a contact unsubscribes, they unsubscribe from your *Audience*, ensuring you don't accidentally email them from a different list, which is crucial for complying with anti-spam laws like GDPR and CAN-SPAM.

So, remember: **One Audience to rule them all.** Our goal today is to create and correctly set up that one master Audience.

**[00:01:46 - 00:04:55]**
**Part 2: Step-by-Step Guide to Creating Your Audience**

**Host:** To get started, we'll navigate to the "Audience" section in the left-hand navigation menu.
**(On-screen: Clicks on the "Audience" icon)**

**Host:** From the Audience dashboard, you might see an option to "Create Audience," or you may need to go to "Manage Audience" and then "View audiences." Since I already have one here, I'll go to "View audiences" and you'll see a button in the top right corner that says **"Create Audience."** Let's click that.

**(On-screen: Clicks "Create Audience" and a new configuration page loads)**

**Host:** This brings us to the main setup page. Let's go through each field carefully, as they are all important.

## 1. **Audience Name:**

* **Explanation:** This is for your internal use only; your subscribers won't see it. Be descriptive so you know exactly what it is.
* **Example:** I'll call mine *"ACME Company - Master Newsletter."*

## 2. **Default "From" Email Address:**

* **Explanation:** This is the address your emails will appear to come from. **Crucially, avoid using free email addresses like Gmail, Yahoo, or Outlook.** Many email providers automatically flag emails from these services as potential spam.
* **Best Practice:** Always use an email address from a domain you own, like `contact@yourbusiness.com`. It dramatically improves your email deliverability.

## 3. **Default "From" Name:**

* **Explanation:** This is the name your subscribers will see in their inbox. You want it to be instantly recognizable.
* **Examples:** You could use your company name ("ACME Company"), a personal name ("Sarah from ACME"), or a campaign name ("The ACME Weekly"). I'll use *"Sarah from ACME"* to make it more personal.

## 4. **Remind people how they signed up to your audience:**

* **Explanation:** This is a mandatory and legally required field. It appears at the bottom of every email you send. It reduces spam complaints and reminds people why they're getting your emails. Be clear and specific.
* **Example:** A great reminder would be: *"You are receiving this email because you subscribed to our newsletter on our website, acmecompany.com, or at one of our in-person events."*

## 5. **Contact Information:**

* **Explanation:** You must include a valid, physical mailing address. This is another requirement under international anti-spam laws like the CAN-SPAM Act in the United States.

## 6. **Form Settings:**

* **Explanation:** Here you have the choice between **single opt-in** and **double opt-in**.
* **Key Definition: Double Opt-In**
* **Single Opt-In:** When someone fills out your form, they are immediately added to your list.
* **Double Opt-In:** After someone fills out your form, they receive a confirmation email with a link

they must click to be added to your list.
* **Recommendation:** I **strongly** recommend enabling **double opt-in**. While it adds one extra step for the user, it ensures you are building a list of real, engaged subscribers who truly want to hear from you. This leads to higher open rates, lower bounce rates, and a healthier, more valuable Audience overall. Let's check this box.

## 7. **Notifications:**

* **Explanation:** This is how Mailchimp will tell you about activity in your Audience. You can get a daily summary, or you can be notified one-by-one as people subscribe or unsubscribe.
* **Recommendation:** When you're just starting, the one-by-one notifications can be exciting and motivating! As your list grows, you'll likely want to switch to the daily summary to avoid cluttering your inbox.

**Host:** Once you've filled everything out, review it one last time and click **"Save."**

**(On-screen: Clicks "Save")**

**[00:04:56 - 00:05:40]**
**Part 3: What's Next? Adding Your First Contacts**

**Host:** And there we have it! We've successfully created our new Audience. Mailchimp now takes us to our new Audience dashboard. From here, you can see you have zero subscribers, but we've built the foundation.

Now, how do we get people in here? There are three main ways, which you can see under the **"Add Contacts"** dropdown.

## 1. **Add a Subscriber:** This is for manually adding a single person. This is useful if you just met someone at an event who gave you their business card and permission to email them.

2. **Import Contacts:** This is for bulk-adding contacts, typically from a spreadsheet (a CSV file). **A critical warning here:** You must have explicit permission from every single person on that import list to email them. Never import a purchased list.

3. **Signup Form:** This is the most important and sustainable method. Mailchimp allows you to create signup forms that you can embed on your website, share on social media, or use as a landing page. This is how you will grow your list organically.

We will dedicate our entire next lecture to designing and implementing a high-converting signup form.

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#### **3. KEY TAKEAWAYS**

**[00:05:41 - 00:06:25]**
**Host:** Alright, that was a lot of information in a short amount of time, so let's quickly summarize the most important points from today's lecture.

* **Summary of Main Points:**
1. **Think "Audience," Not "Lists":** For 99% of users, the best practice in Mailchimp is to maintain one single, master Audience to avoid duplicate contacts and extra costs.
2. **Organize with Tags and Segments:** Use Mailchimp's internal organization tools to manage different types of contacts within your one Audience. We will cover this in a future lesson.
3. **Settings are Crucial for Success:** Your "From" name and address, permission reminder, and physical address are not just suggestions—they are critical for deliverability and legal compliance.
4. **Always Use Double Opt-In:** It is the gold standard for building a high-quality, engaged email list and protecting you from spam complaints.

Remember, the goal isn't just to build a *big* list; it's to build the *right* list. Taking the time to set up your Audience correctly is the first and most important step.

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#### **4. ADDITIONAL RESOURCES**

**[00:06:26 - 00:06:52]**
**Host:** You now have a solid foundation. If you're eager to learn more before our next video, here are some topics I recommend exploring.

* **Suggested Topics for Further Study:**
* **Creating and Customizing Signup Forms:** The next logical step. Look into Mailchimp's form builder.
* **Understanding Tags, Groups, and Segments:** Research how these tools work to organize contacts.
* **Email Deliverability Best Practices:** Learn more about why using a custom domain email is so important and what other factors influence whether your emails land in the inbox.
* **CAN-SPAM and GDPR Compliance:** Take a few minutes to read the basics of the email marketing laws relevant to your region.

**Host:** In our next lecture, we'll put this Audience to use by building our first signup form to start collecting subscribers. Thank you for watching, and I'll see you in the next session!

**(Outro Music Fades In)**