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Creating an Email Campaign in MailChimp

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- 6.1 Return - Campaign Creation

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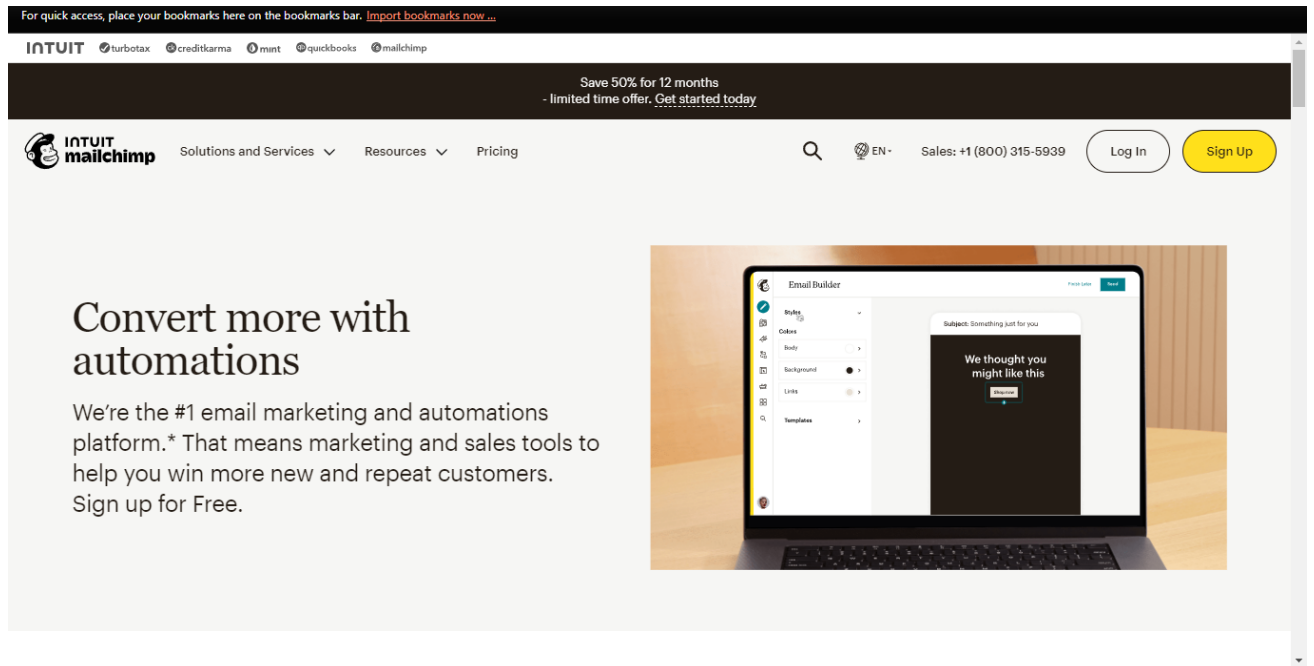
15.3 View Your Report Here

INTRODUCTION

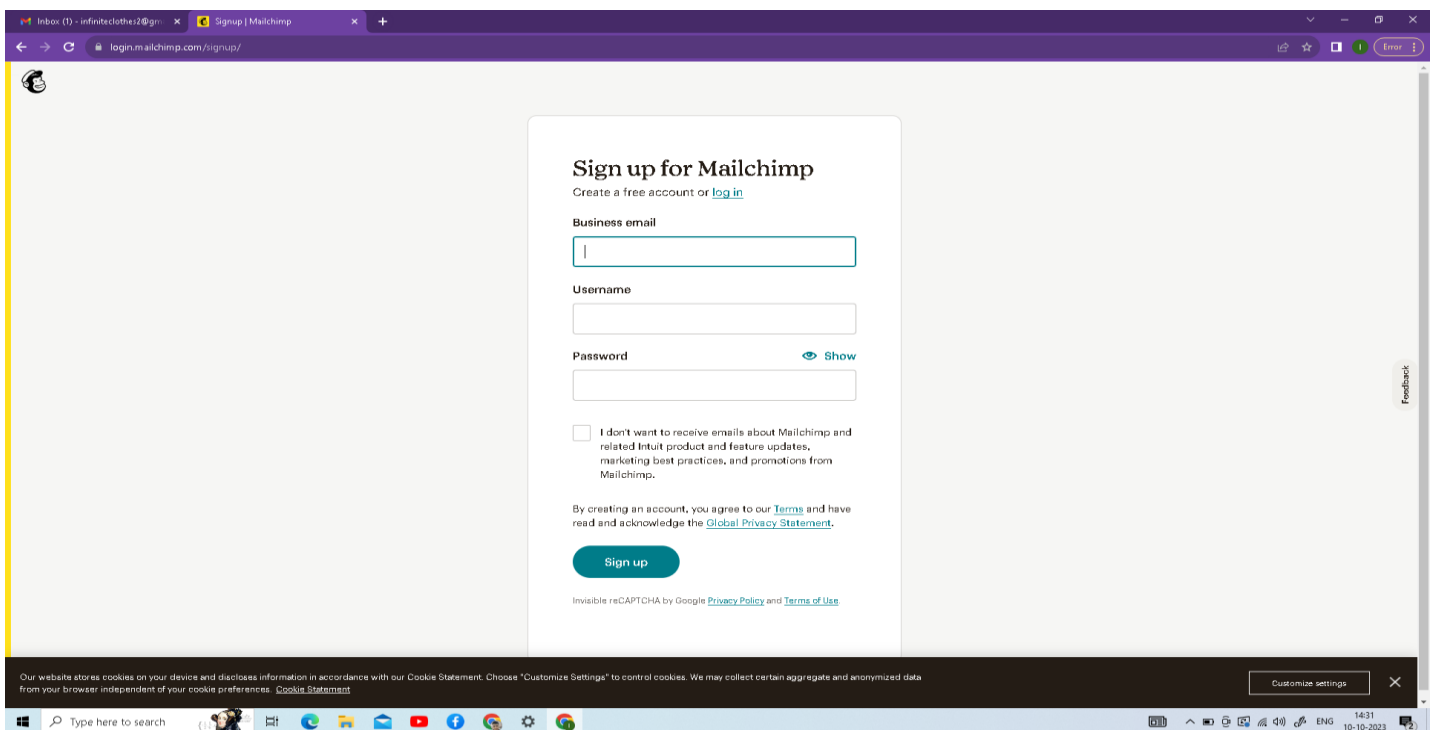
In the fast-paced digital landscape, effective communication with customers is paramount for the success of any business. Email campaigns serve as a powerful tool for businesses to engage with their audience, build brand loyalty, and drive conversions. MailChimp, a leading email marketing platform, offers a user-friendly interface and a host of powerful features that enable businesses to create and execute successful email campaigns effortlessly.

1.1 CREATE

This milestone explains about creating an account.



1.2 Click "Log In"



1.3 Click "Create"

Account Set Up

Tell us a bit about you

First name Last name

Business name

You can always change this later in your account settings.

Phone number Recommended

[Next](#)

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Account Set Up

What's your business address?

To follow [anti-spam laws](#), your address will appear in the footer of every email you send with Matchimp. Don't have an official business address? [Learn about alternatives](#)

Address line 1 (Street address or post office box)

Address line 2 Optional

City State / Province / Region

Zip / Postal code Country

[Next](#)

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Account Set Up

What are the most important features for your business?

We'll use your answers to guide you once you're in the app. Select all that apply.

Email templates <input checked="" type="checkbox"/>	Advanced reporting <input type="checkbox"/>
SMS Marketing <input checked="" type="checkbox"/>	Automations <input type="checkbox"/>
Forms and landing pages <input checked="" type="checkbox"/>	Optimized send times <input type="checkbox"/>
AI-generated content <input type="checkbox"/>	Contact segmentation <input type="checkbox"/>
CRM <input type="checkbox"/>	A/B testing <input type="checkbox"/>

[Next](#) [Skip](#)

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Activate your Matchimp account...Hello! You're going to love it here!chennai address with pin code

up21.admin.matchimp.com/signup/setup/

Account Set Up

←

How many email contacts do you have?

An estimate will do. We'll recommend ways to grow and manage your audience based on your answer.

Select your contact range

0 - 500

NextSkip

Feedback

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Activate your Matchimp account...Hello! You're going to love it here!chennai address with pin code

up21.admin.matchimp.com/signup/setup/

Account Set Up

←

How do you sell to your customers?

Select all that apply. We'll recommend automations, apps, and other features tailored to the way you do business.

Our own website

Customers can purchase directly from your online store or app

☒

Online marketplaces

Etsy, Amazon, Mindbody, etc.

☒

Social media

Transactions happen directly on Instagram, Pinterest, etc.

☒

Physical location

Products are sold in person at a pop-up or brick-and-mortar store

☐

Consultation process

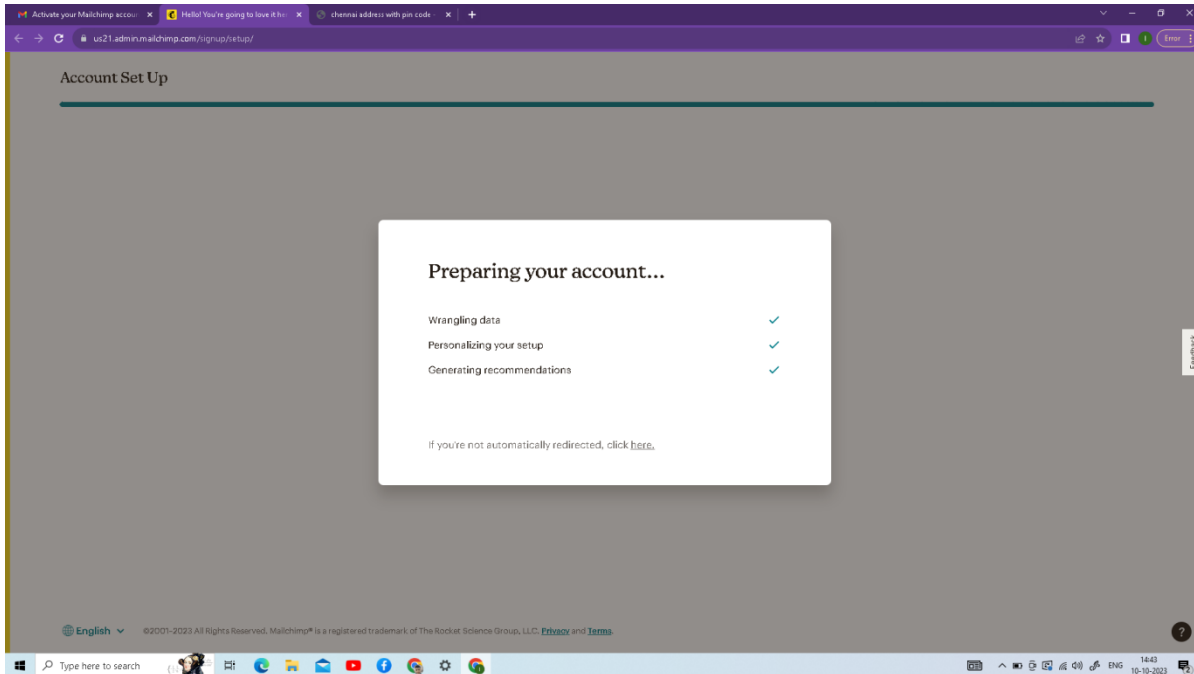
Personalized quote required before purchase

☐

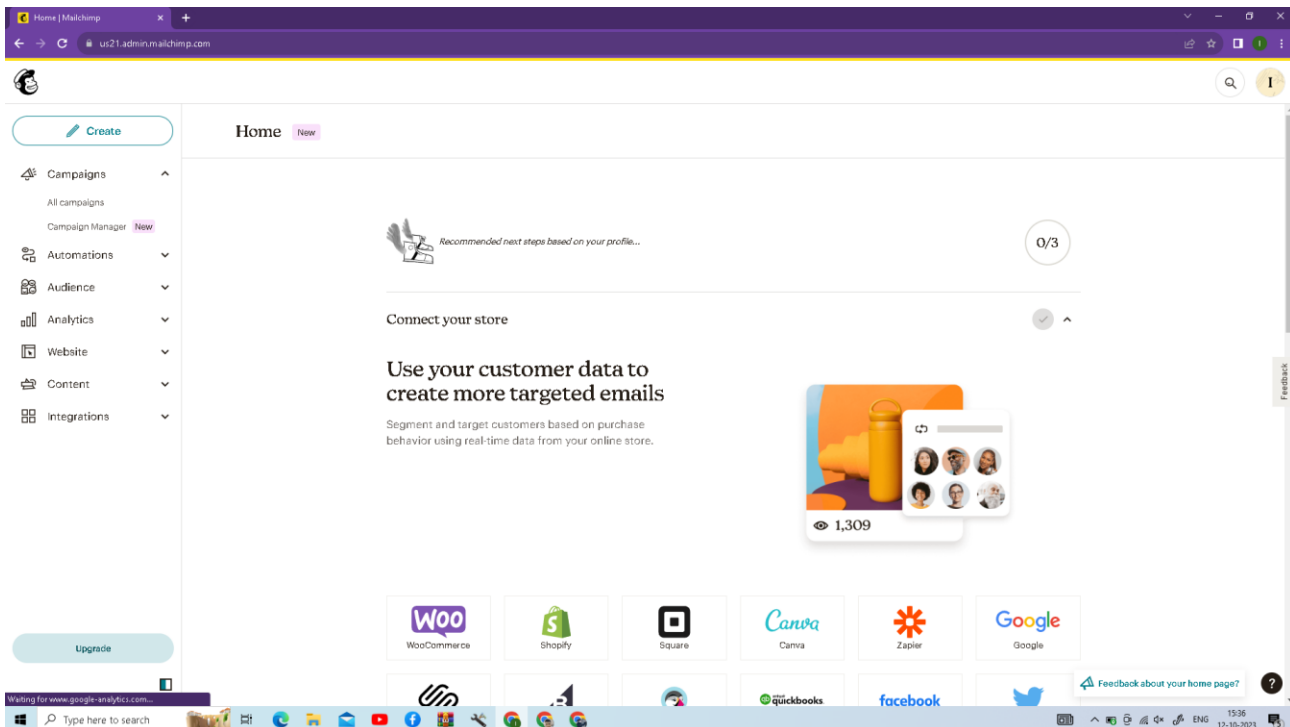
NextWe're not currently selling

Feedback

Type here to search



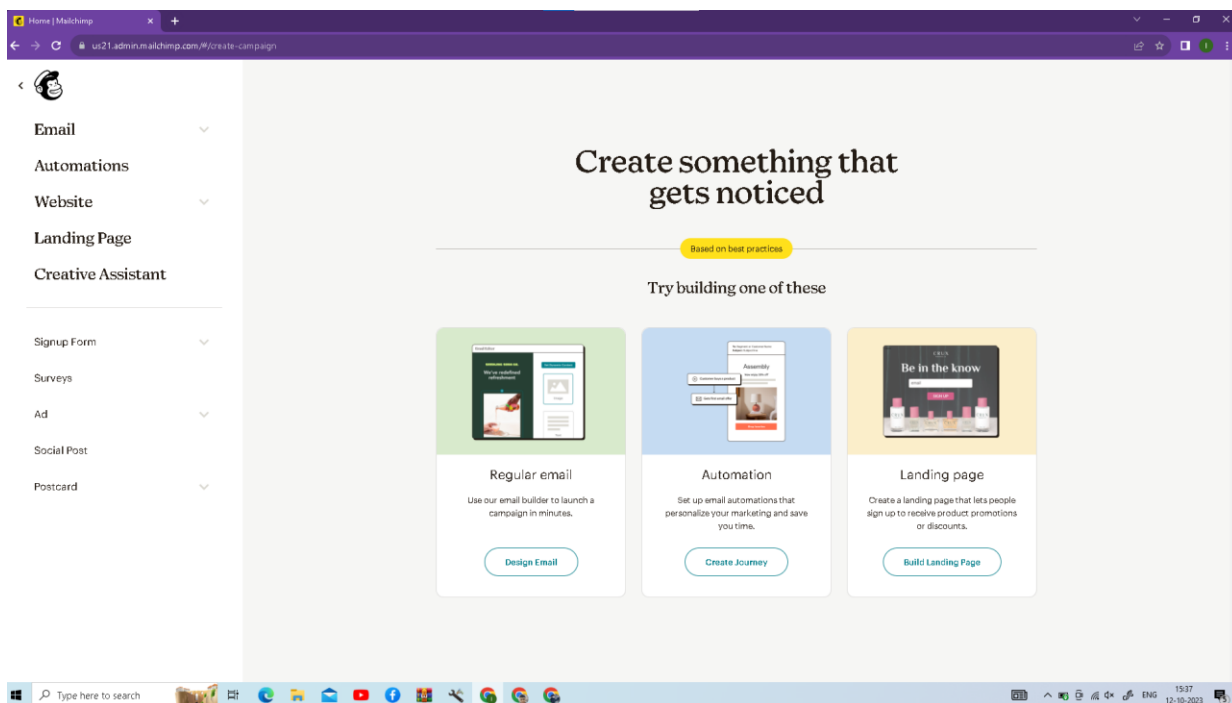
1.4 Click "Design Email" In Regular Email



2. Add Recipients - Import Contacts

This milestone explains about Add Recipients - Import Contacts.

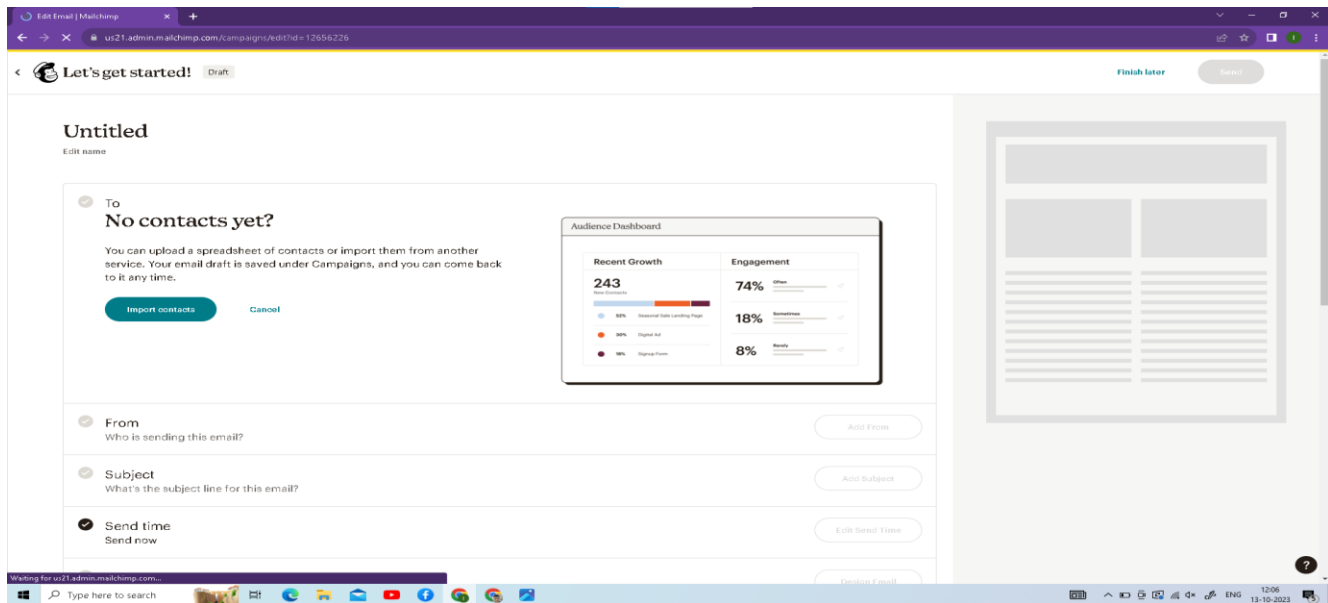
2.1 Click "Add Recipients"



3. Organize Contacts And Tag

This milestone explains about Organize Contacts and Tag.

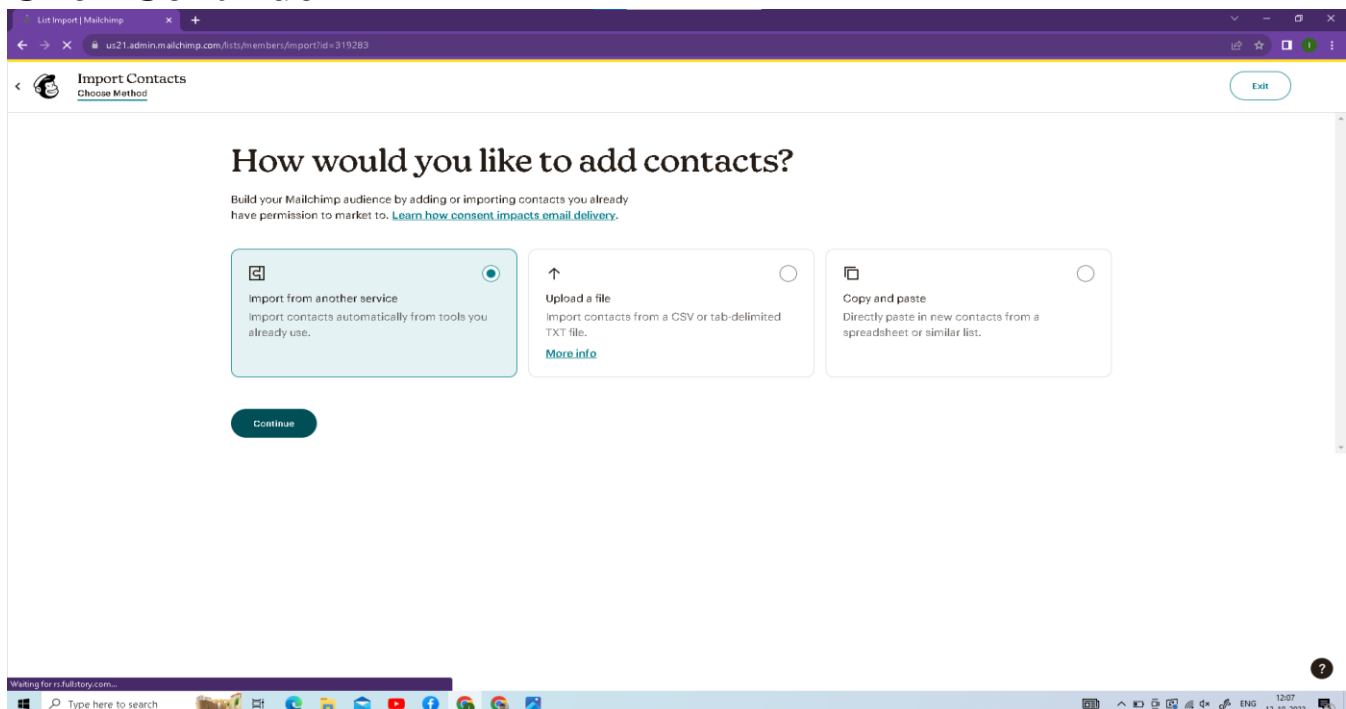
3.1 Click "Import Contacts"



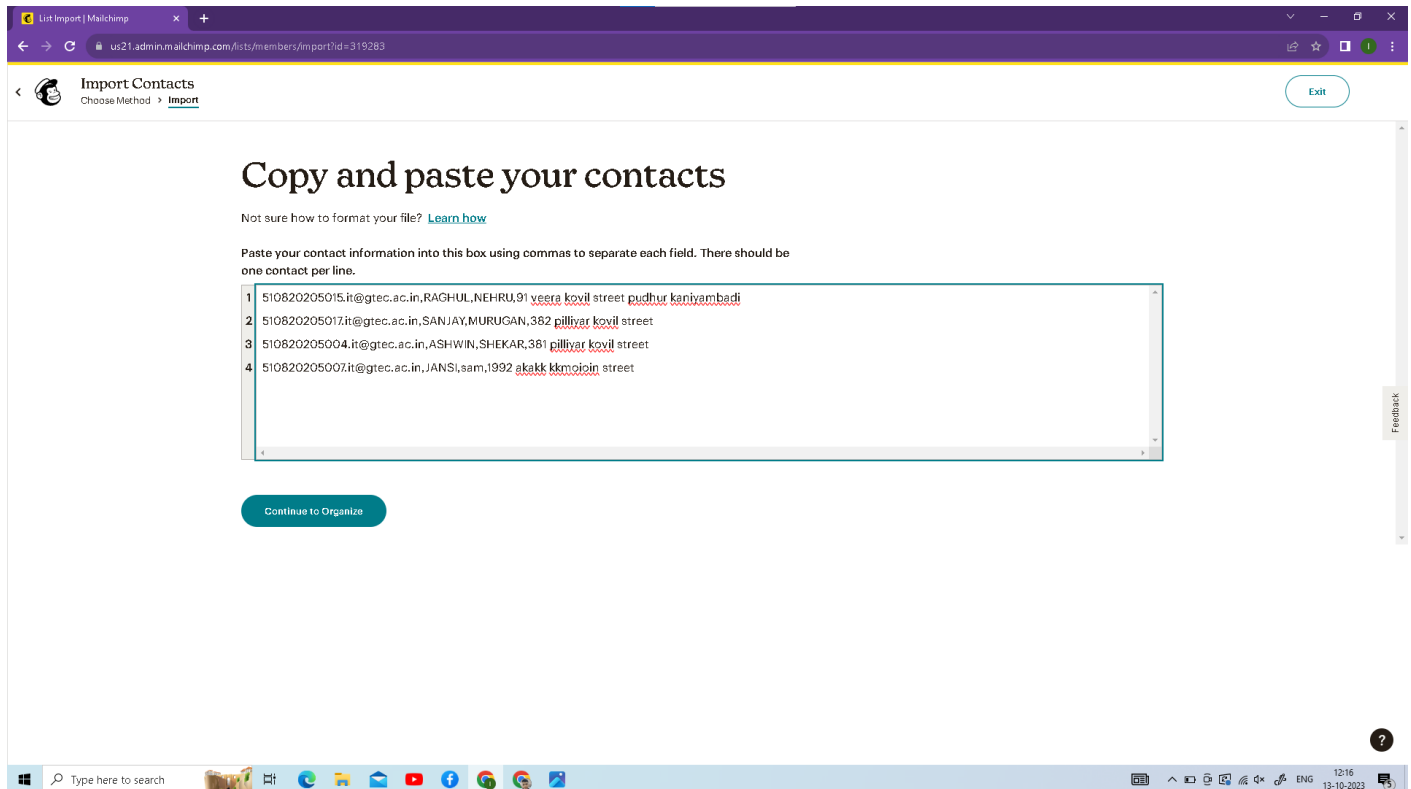
4. Add Contacts By Clicking The Below Options You Prefer And Click Continue

This milestone explains about add contacts by clicking the below options you prefer and click continue.

4.1 Add Contacts By Clicking The Below Options You Prefer And Click Continue



4.2 Copy Paste The Mail Address Of Recipients And Click Continue To Organize



us21.admin.mailchimp.com/lists/members/import?id=319283

Import Contacts
Choose Method > [Import](#)

Exit

Copy and paste your contacts

Not sure how to format your file? [Learn how](#)

Paste your contact information into this box using commas to separate each field. There should be one contact per line.

- 1 510820205015.it@gtec.ac.in,RAGHUL,NEHRU,91 veera kovil street pudhur kaniyambadi
- 2 510820205017.it@gtec.ac.in,SANJAY,MURUGAN,382 pillayar kovil street
- 3 510820205004.it@gtec.ac.in,ASHWIN,SHEKAR,381 pillayar kovil street
- 4 510820205007.it@gtec.ac.in,JANSI,sam,1992 akakk kmoin street

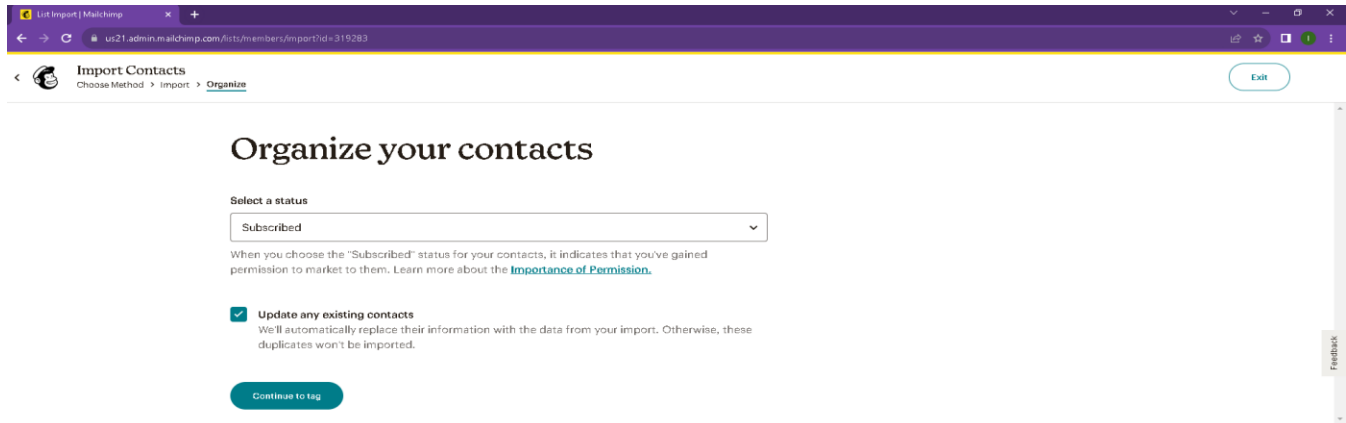
Continue to Organize

Feedback

Type here to search

12:16
13-10-2023

4.3 Click The Dropdown Button And Select The Status Of Your Contacts And Click Continue To Tag



The screenshot shows the Mailchimp 'Import Contacts' interface, specifically the 'Organize' step. The browser address bar shows 'us21.admin.mailchimp.com/lists/members/importId=319283'. The page title is 'Import Contacts' with a breadcrumb trail: 'Choose Method > Import > Organize'. An 'Exit' button is in the top right. The main heading is 'Organize your contacts'. Below it, there is a 'Select a status' dropdown menu currently set to 'Subscribed'. A text block explains that the 'Subscribed' status indicates permission to market to contacts, with a link to 'Importance of Permission'. A checkbox labeled 'Update any existing contacts' is checked, with a note that it will replace information with the import data. A teal 'Continue to tag' button is at the bottom. A 'Feedback' link is on the right side.

Import Contacts
Choose Method > Import > Organize

Exit

Organize your contacts

Select a status
Subscribed

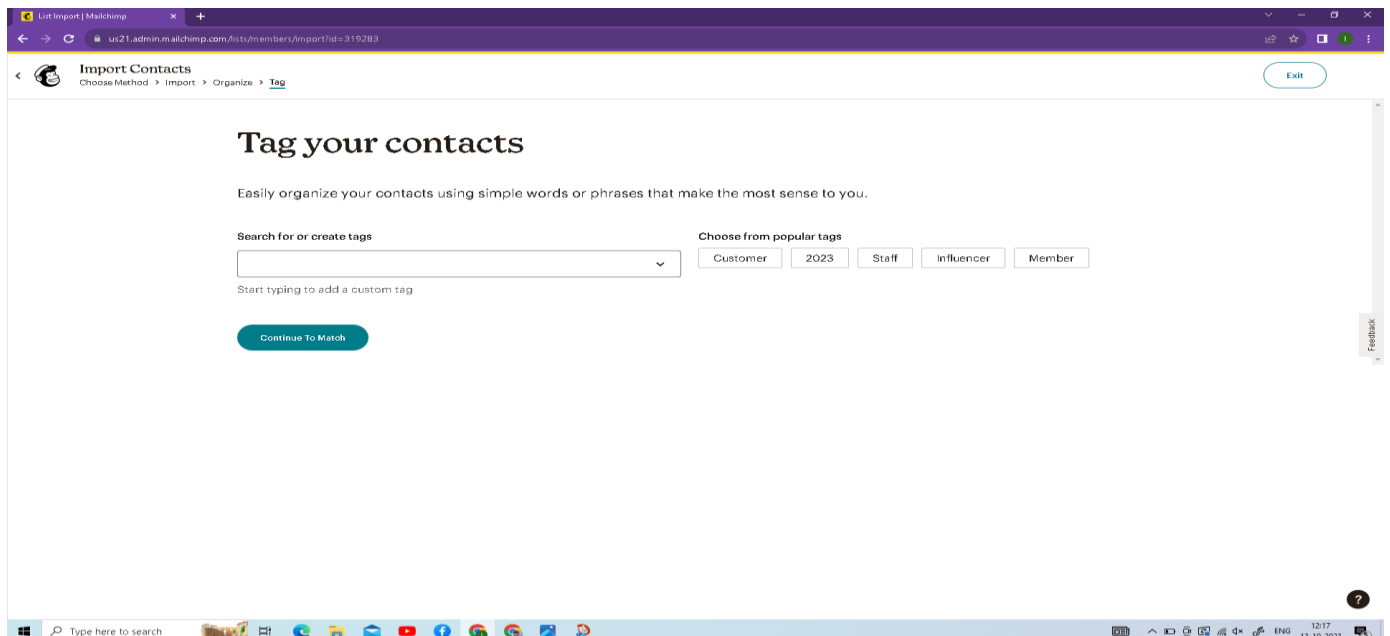
When you choose the "Subscribed" status for your contacts, it indicates that you've gained permission to market to them. Learn more about the [Importance of Permission](#).

☒ Update any existing contacts
We'll automatically replace their information with the data from your import. Otherwise, these duplicates won't be imported.

Continue to tag

Feedback

4.4 Add Tags For Your Contacts For Organize Them Easily And Click Continue To Match



The screenshot shows the Mailchimp 'Import Contacts' interface, specifically the 'Tag' step. The browser address bar shows 'us21.admin.mailchimp.com/lists/members/importId=319283'. The page title is 'Import Contacts' with a breadcrumb trail: 'Choose Method > Import > Organize > Tag'. An 'Exit' button is in the top right. The main heading is 'Tag your contacts'. Below it, a text block says 'Easily organize your contacts using simple words or phrases that make the most sense to you.'. There is a 'Search for or create tags' input field with a dropdown arrow. Below it, a note says 'Start typing to add a custom tag'. To the right, under 'Choose from popular tags', there are buttons for 'Customer', '2023', 'Staff', 'Influencer', and 'Member'. A teal 'Continue To Match' button is at the bottom. A 'Feedback' link is on the right side.

Import Contacts
Choose Method > Import > Organize > Tag

Exit

Tag your contacts

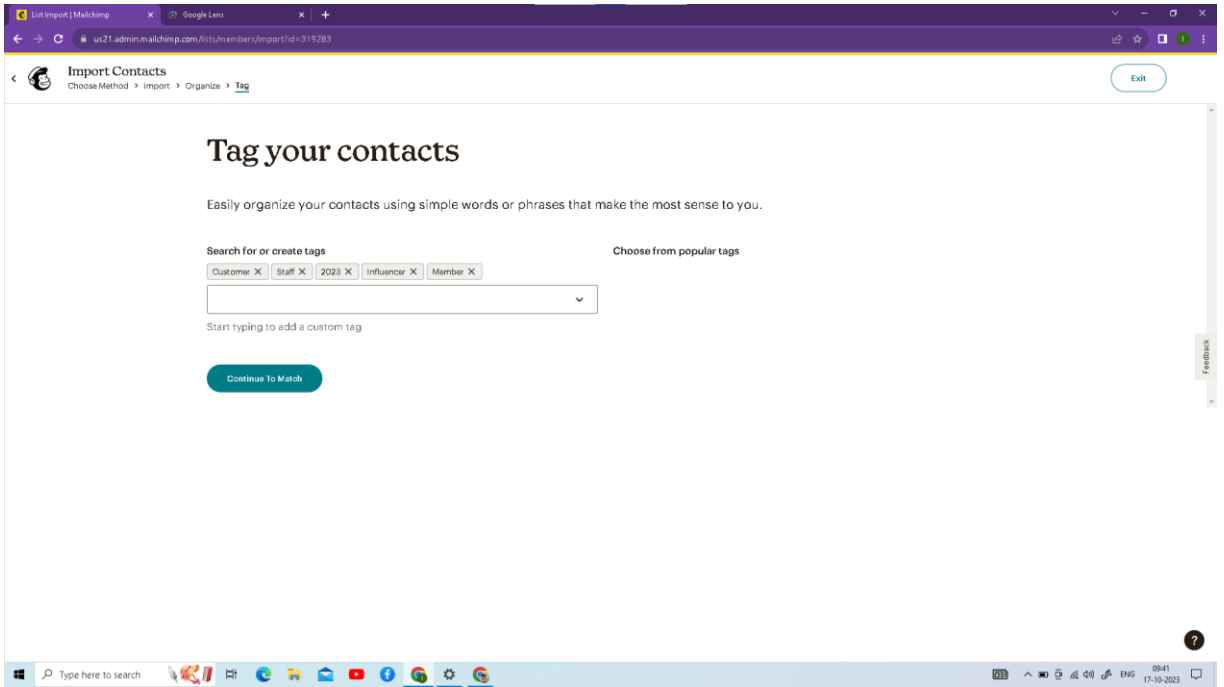
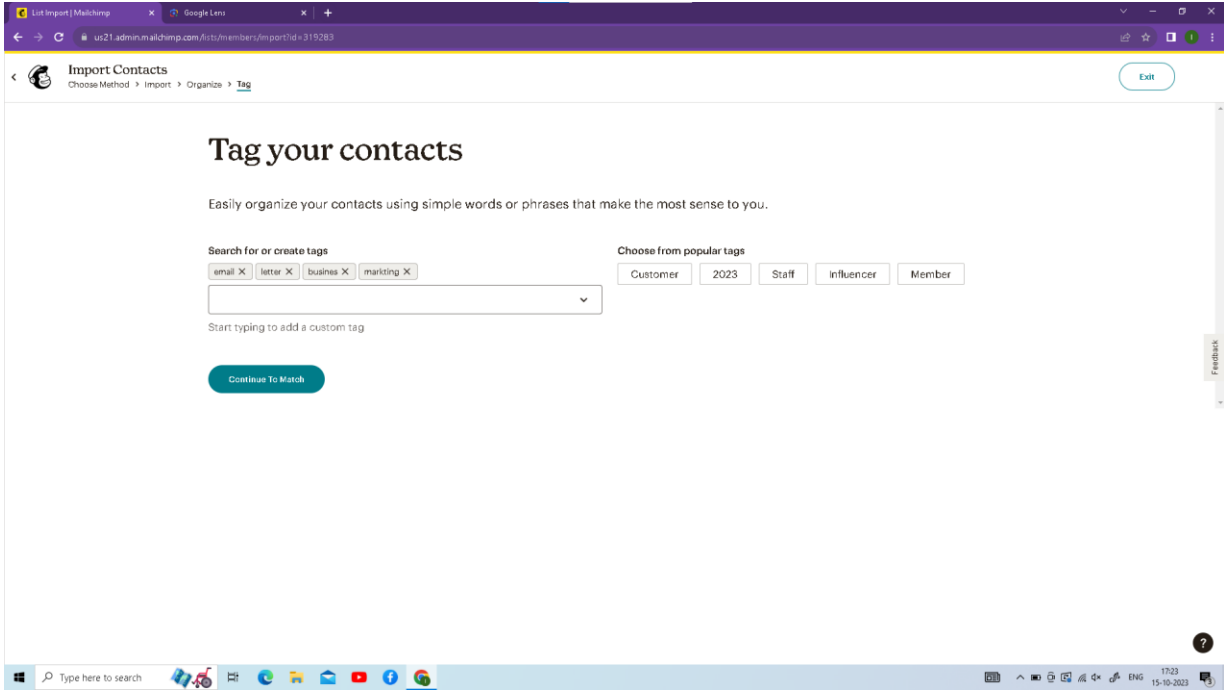
Easily organize your contacts using simple words or phrases that make the most sense to you.

Search for or create tags
Start typing to add a custom tag

Continue To Match

Choose from popular tags
Customer 2023 Staff Influencer Member

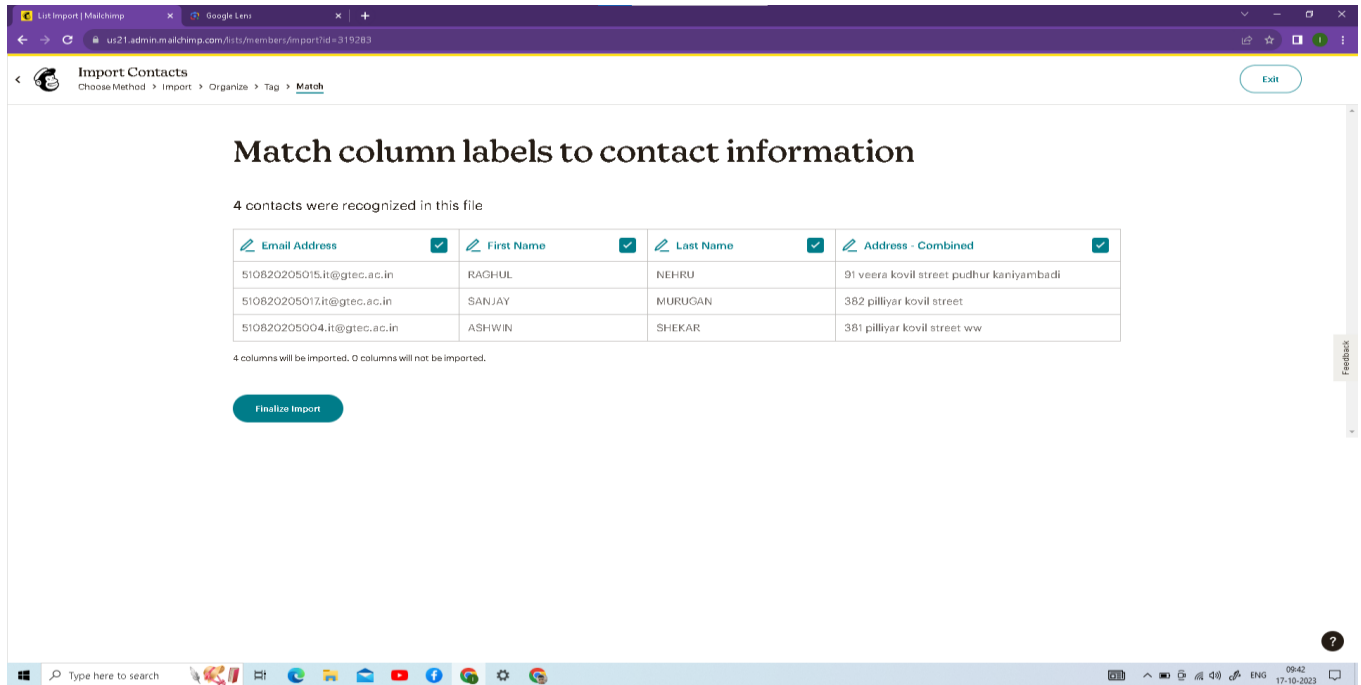
Feedback



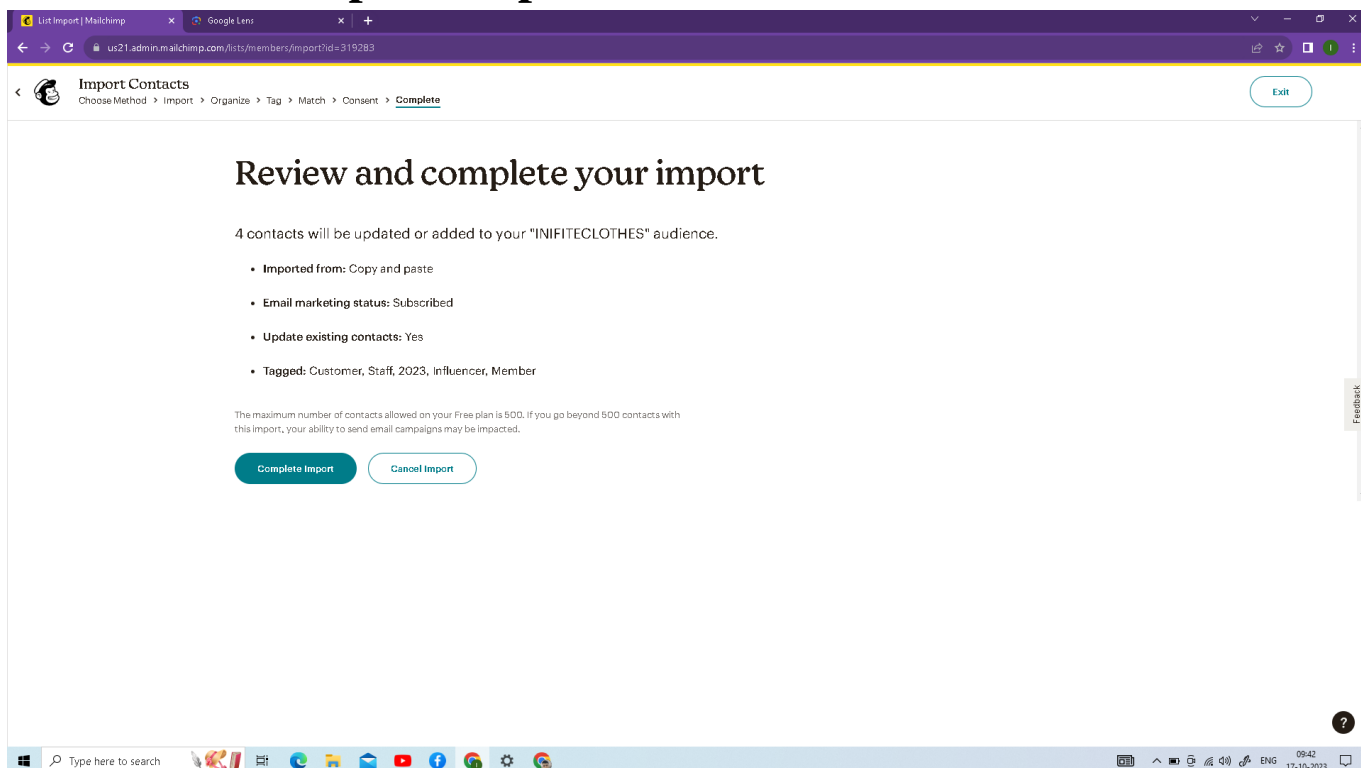
5 Finalize Import

This milestone explains about Finalize Import.

5.1 Finalize Import



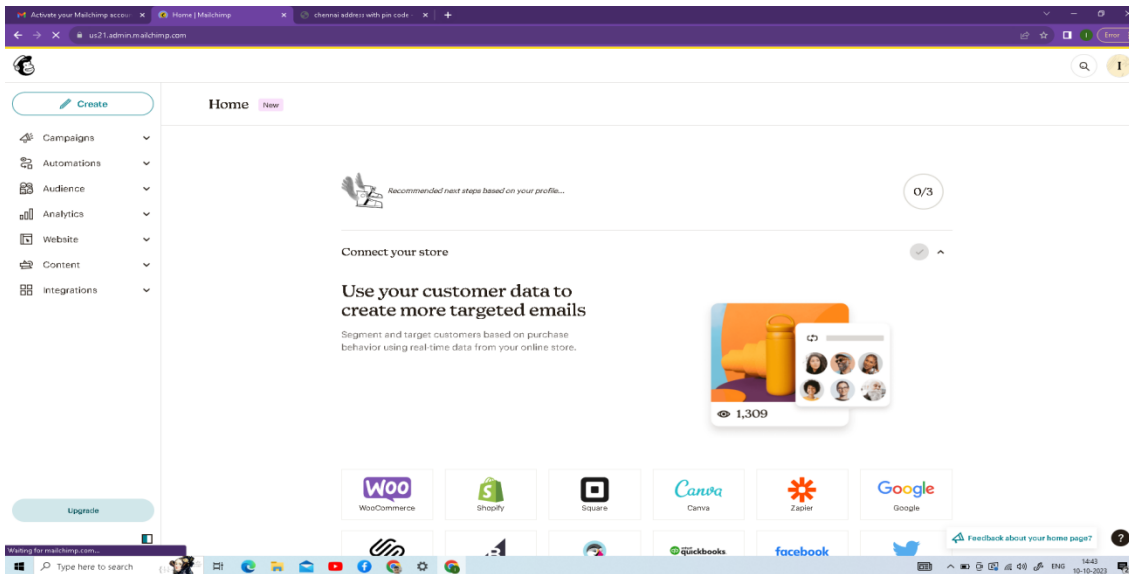
5.2 Click "Complete Import"



6. Return - Campaign Creation

This milestone explains about Return Campaign Creation.

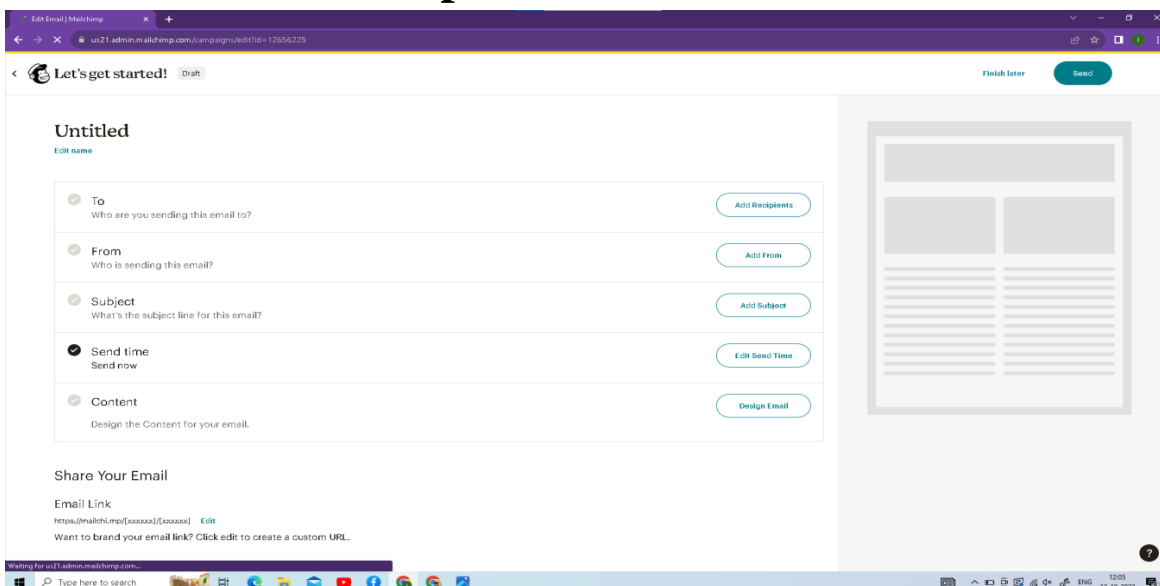
6.1 Return - Campaign Creation



7. Add Recipients - Select Audience

This milestone explains about Add Recipients - Select Audience

7.1 Click "Add Recipients"



7.2 Click Choose Audience And Select Your Audience

The screenshot shows the 'Edit Email' interface in MailChimp. The 'To' field is selected, showing 'All subscribed contacts in the audience INFINITECLOTHES. 1 recipient'. The 'From' field is set to 'INFINITE • infiniteclothes2@gmail.com'. The 'Subject' field has a placeholder text 'What's the subject line for this email?' and a text input field containing 'Our sale is here the product is very best and quality.' with a preview text 'upto 50% sales in this october month'. The 'Send time' is set to 'Send now'. The 'Content' field is set to 'Design the Content for your email.'.

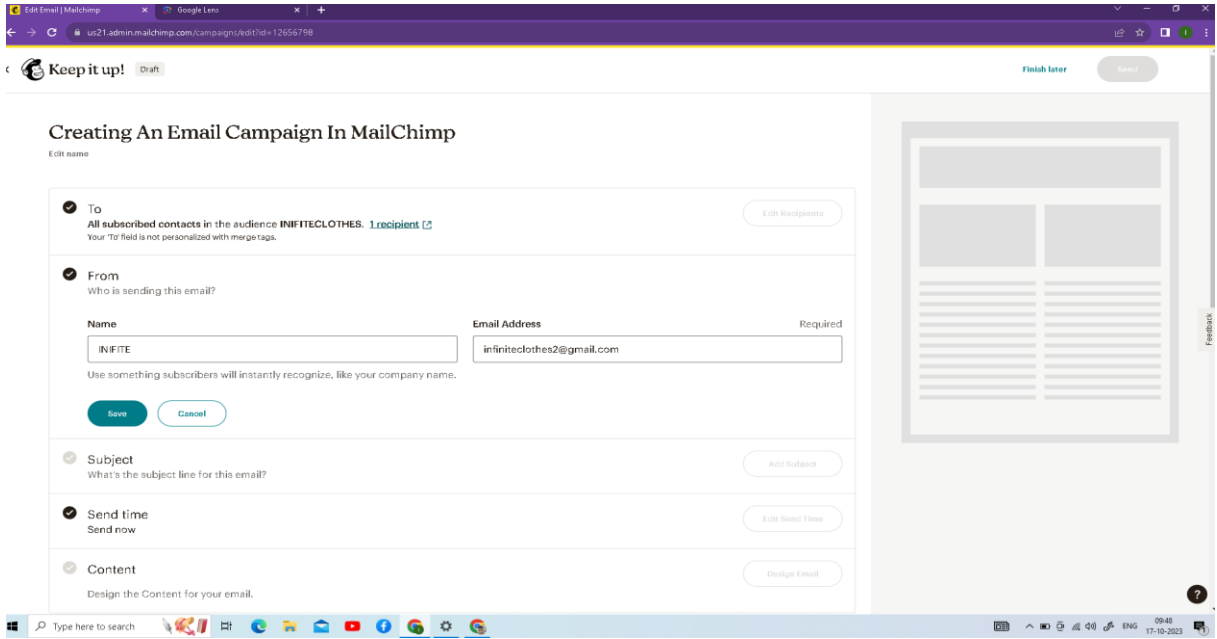
7.3 Choose Your Preferences

The screenshot shows the 'Creating An Email Campaign' interface in MailChimp. The 'To' field is set to 'All subscribed contacts in the audience INFINITECLOTHES. 1 recipient'. The 'From' field is selected, showing 'Who is sending this email?'. The 'Name' field is set to 'INFINITE' and the 'Email Address' field is set to 'infiniteclothes2@gmail.com'. The 'Subject' field has a placeholder text 'What's the subject line for this email?'. The 'Send time' is set to 'Send now'. The 'Content' field is set to 'Design the Content for your email.'.

8 From Details

This milestone explains about From Details

8.1 Click "Add From"



The screenshot shows the MailChimp campaign creation interface. The 'From' section is active, showing the 'Name' field with 'INFINITE' and the 'Email Address' field with 'infiniteclothes2@gmail.com'. The 'To' section shows 'All subscribed contacts in the audience INFINITECLOTHES. 1 recipient'. The 'Subject' section is empty. The 'Send time' section is set to 'Send now'. The 'Content' section is empty. The 'Finish later' button is visible in the top right corner.

Keep it up! Draft

Finish later

Creating An Email Campaign In MailChimp

Edit name

To
All subscribed contacts in the audience INFINITECLOTHES. 1 recipient [Edit Recipients](#)
Your 'To' field is not personalized with merge tags.

From
Who is sending this email?

Name **Email Address** **Required**

INFINITE infiniteclothes2@gmail.com

Use something subscribers will instantly recognize, like your company name.

Save **Cancel**

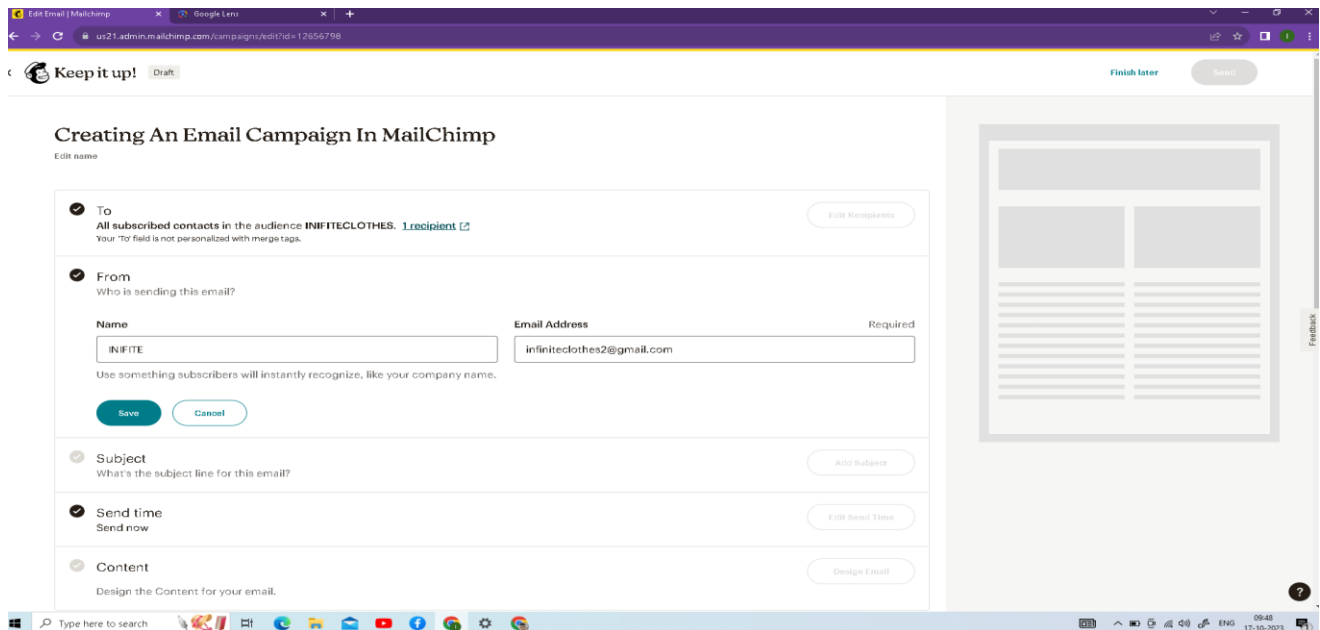
Subject
What's the subject line for this email? [Add Subject](#)

Send time
Send now [Edit Send Time](#)

Content
Design the Content for your email. [Design Email](#)

Feedback

8.2 Enter Name And Email Address And Click Save



The screenshot shows the MailChimp campaign creation interface. The 'From' section is active, showing the 'Name' field with 'INFINITE' and the 'Email Address' field with 'infiniteclothes2@gmail.com'. The 'To' section shows 'All subscribed contacts in the audience INFINITECLOTHES. 1 recipient'. The 'Subject' section is empty. The 'Send time' section is set to 'Send now'. The 'Content' section is empty. The 'Finish later' button is visible in the top right corner. The 'Save' button is highlighted in the 'From' section.

Keep it up! Draft

Finish later

Creating An Email Campaign In MailChimp

Edit name

To
All subscribed contacts in the audience INFINITECLOTHES. 1 recipient [Edit Recipients](#)
Your 'To' field is not personalized with merge tags.

From
Who is sending this email?

Name **Email Address** **Required**

INFINITE infiniteclothes2@gmail.com

Use something subscribers will instantly recognize, like your company name.

Save **Cancel**

Subject
What's the subject line for this email? [Add Subject](#)

Send time
Send now [Edit Send Time](#)

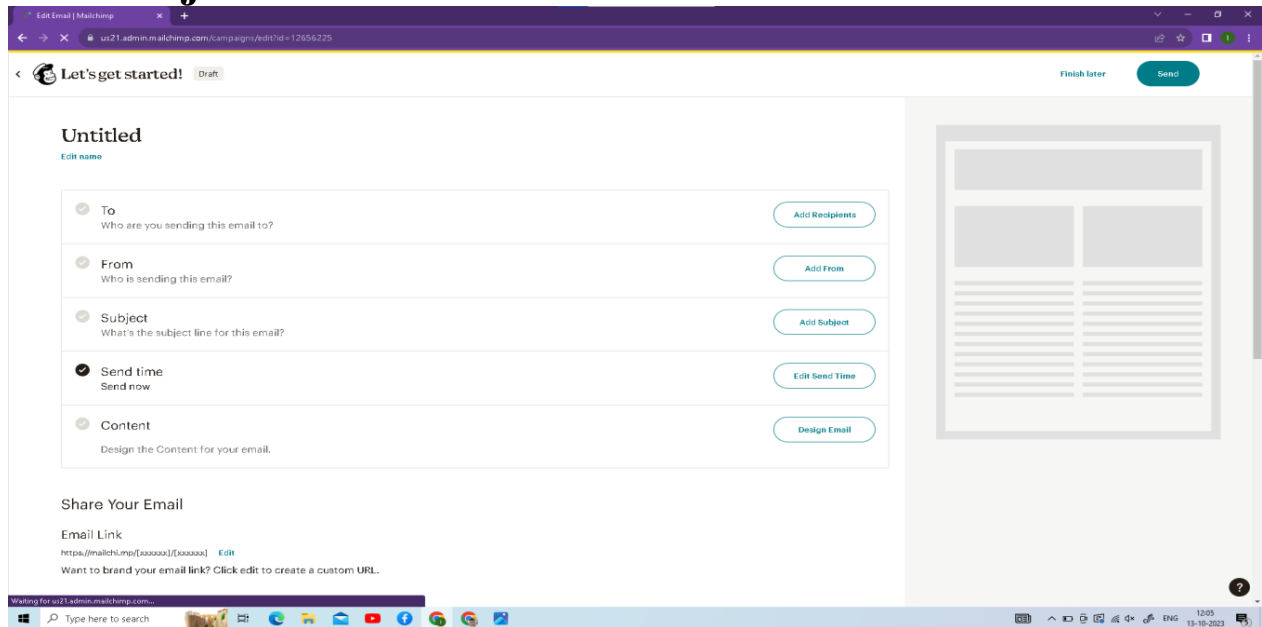
Content
Design the Content for your email. [Design Email](#)

Feedback

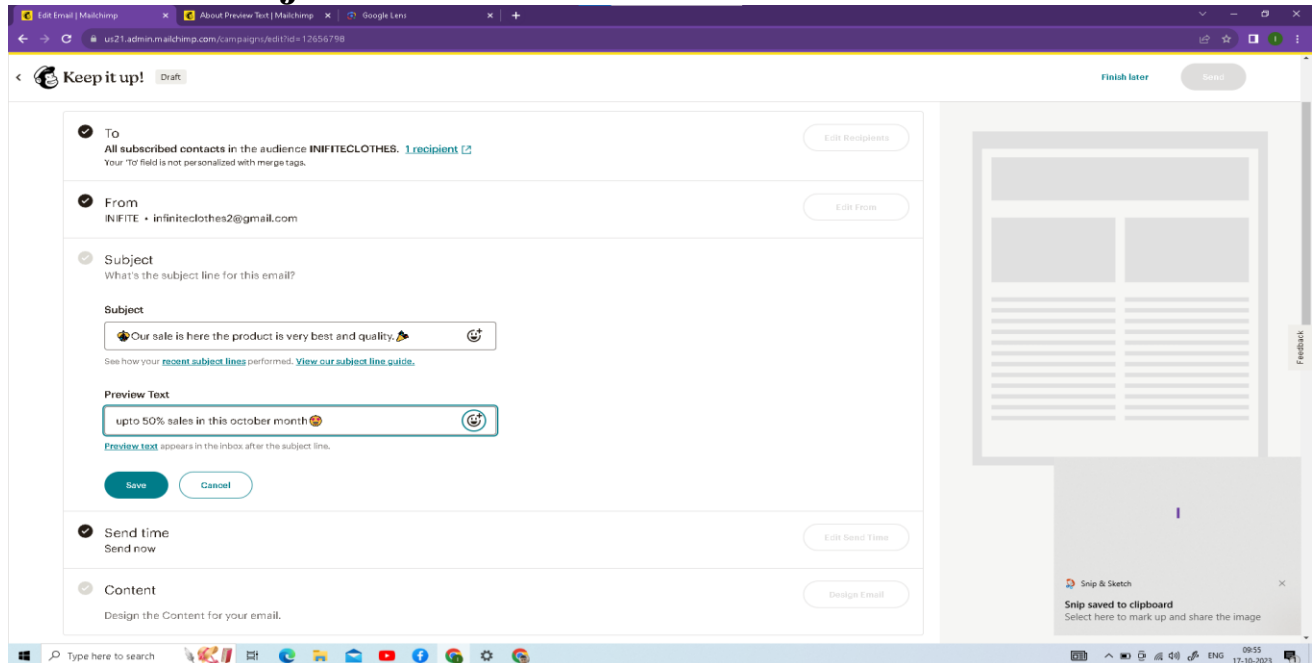
9 Subject

This milestone explains about Subject

9.1 Subject



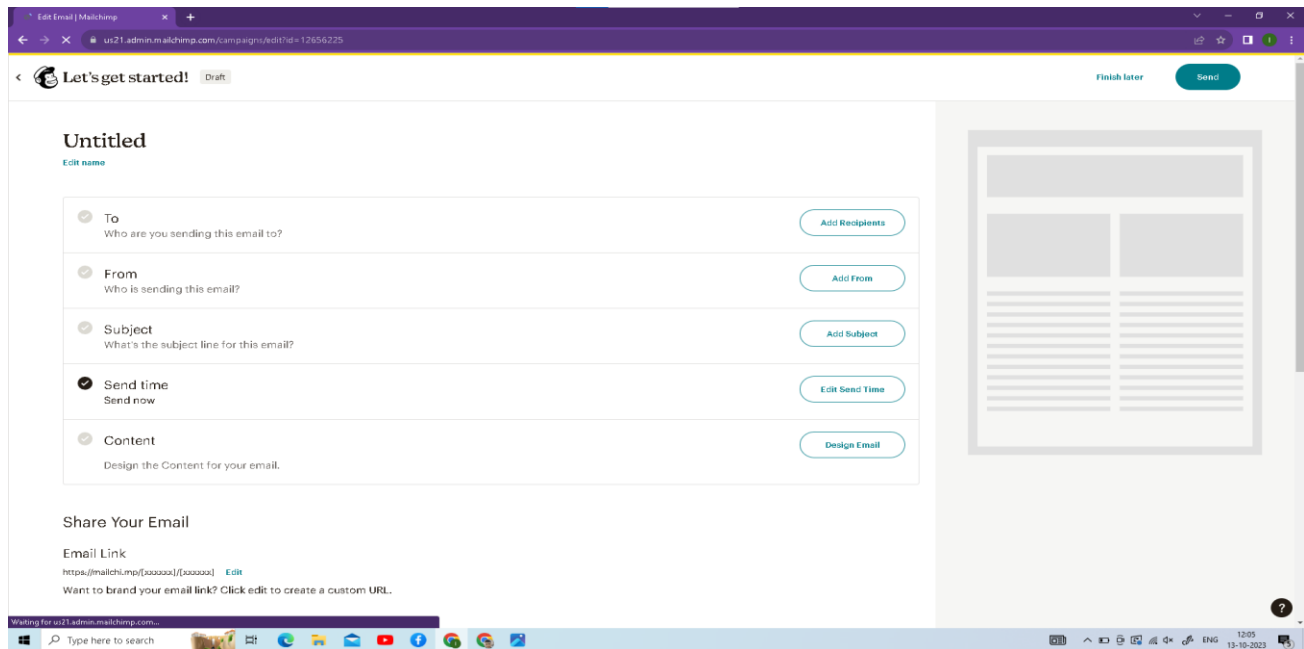
9.2 Add Subject Line



10. Send Time

This milestone explains about Send Time

10.1 Send Time



11 Templates

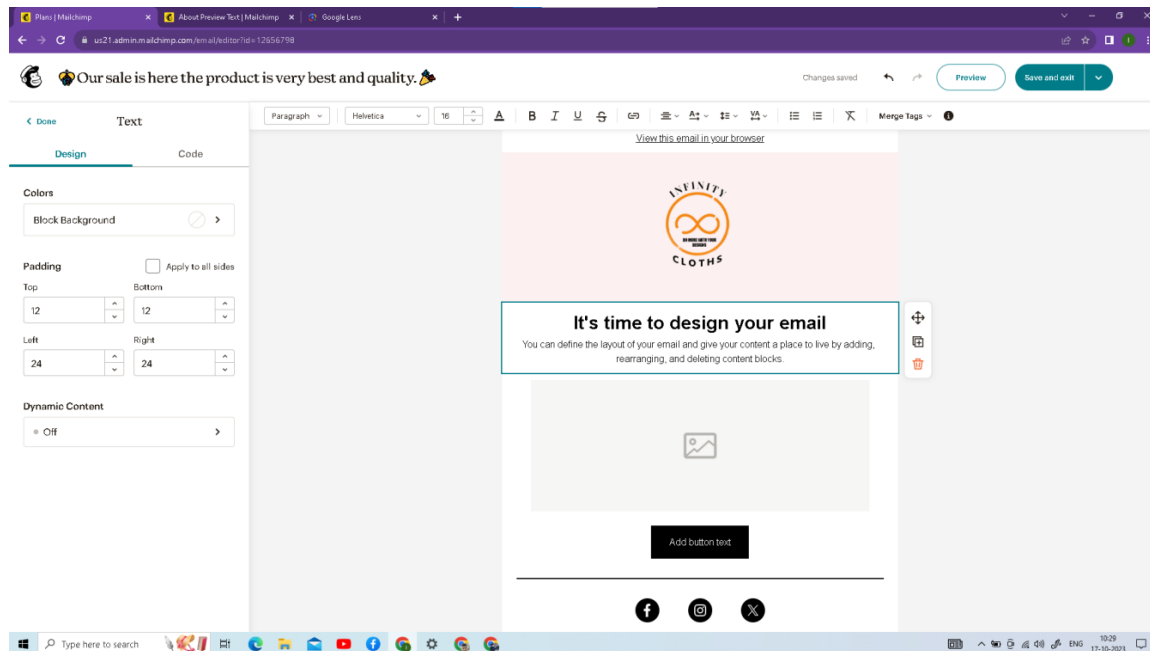
This milestone explains about Templates.

11.1 Choose The Template You Required And Click "Apply"

12 Add Logo And Image

This milestone explains about Add logo and Image.

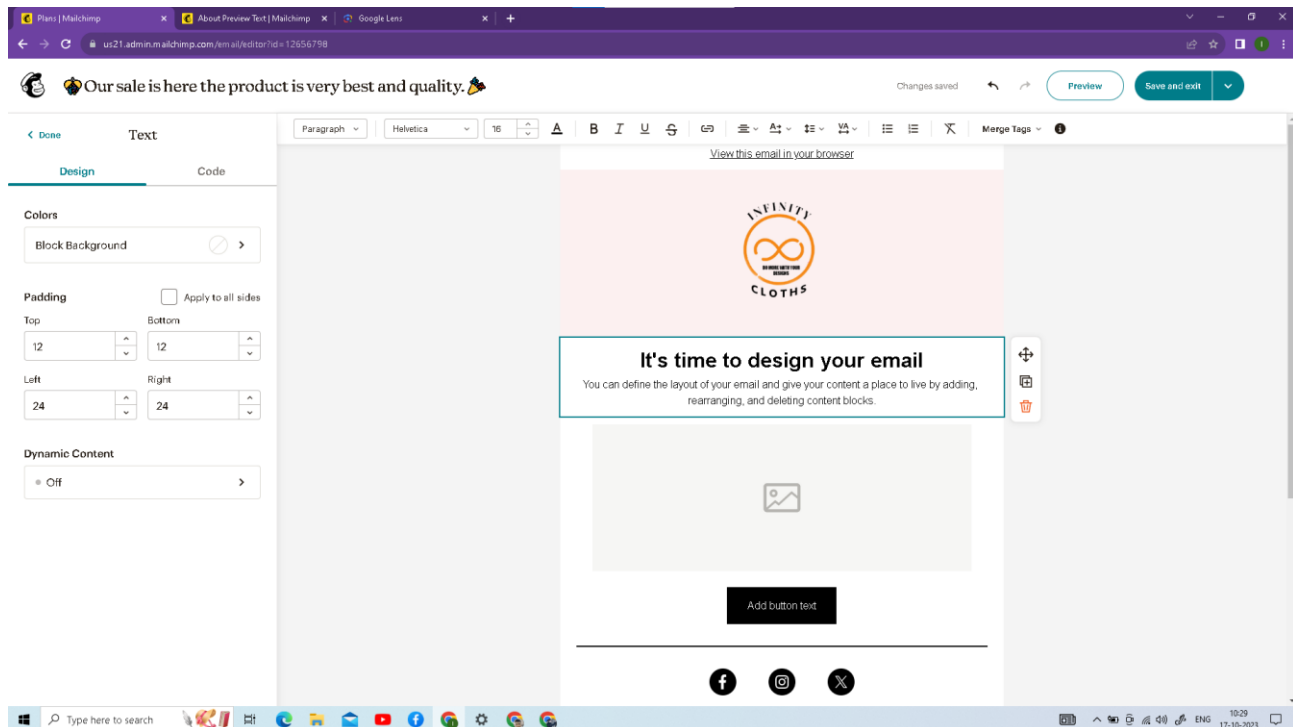
12.1 Add Your Logo By Clicking Set Logo Button And Upload Your Logo



13 Add You Content

This milestone explains about add you content

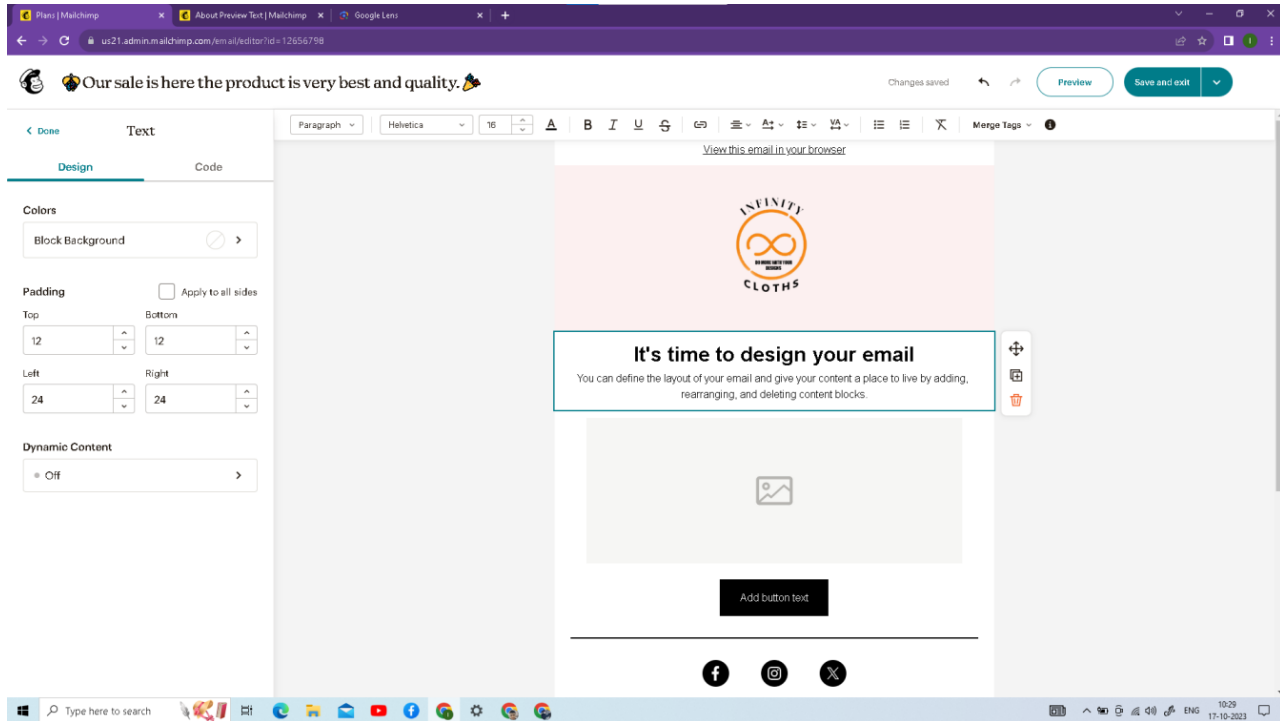
13.1 Now Add You Content



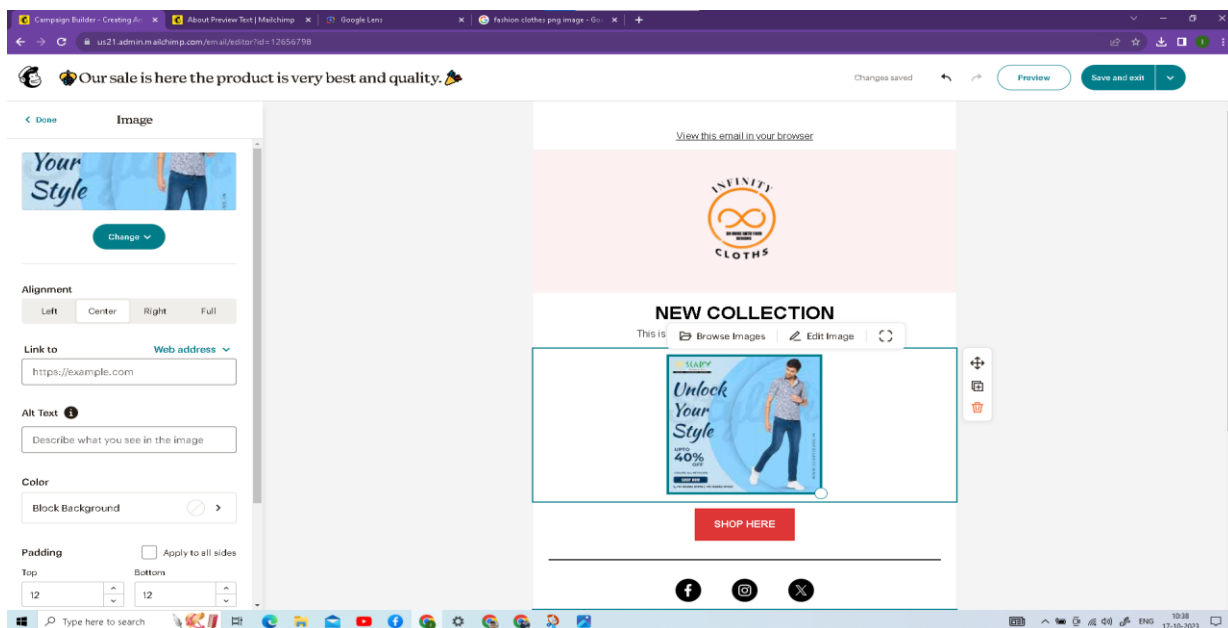
14 Add Button With Link

This milestone explains about Add Button with link

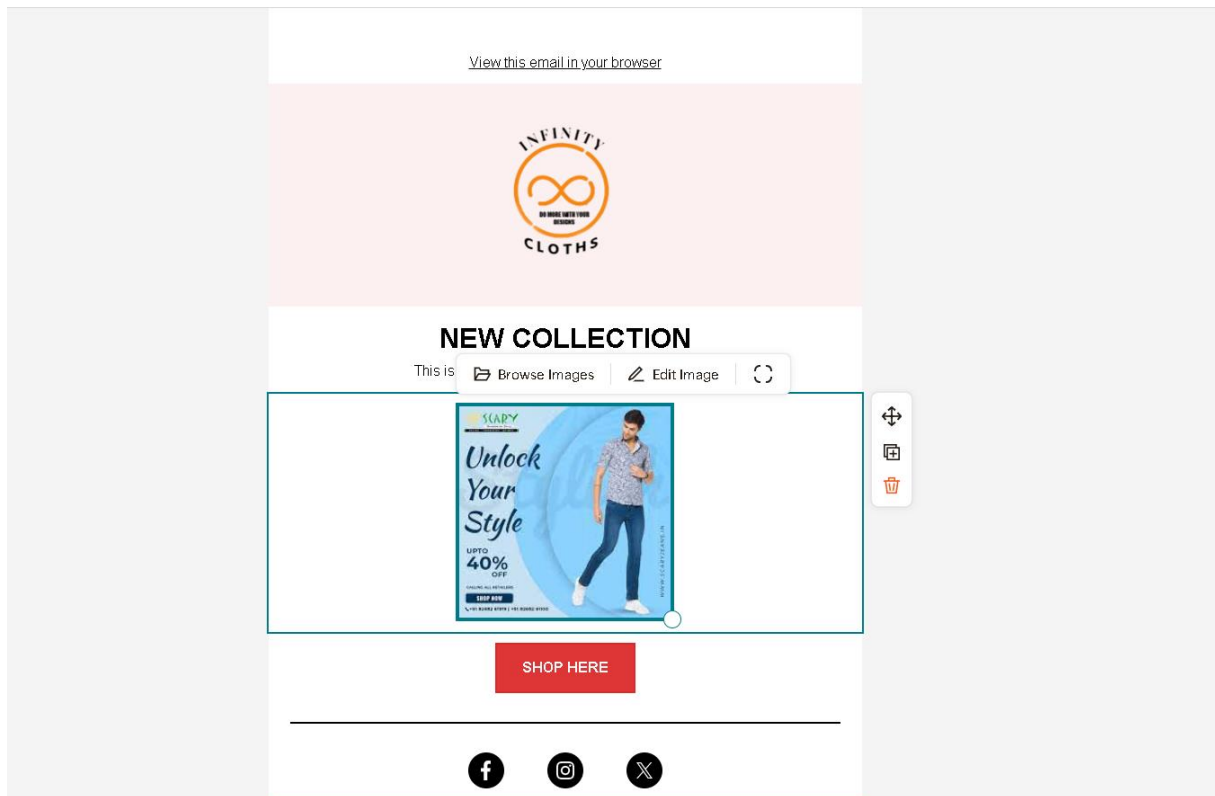
14.1 Edit Button Label And Add Link To The Button In The Dashboard



14.2 Add Image To Your Email Template



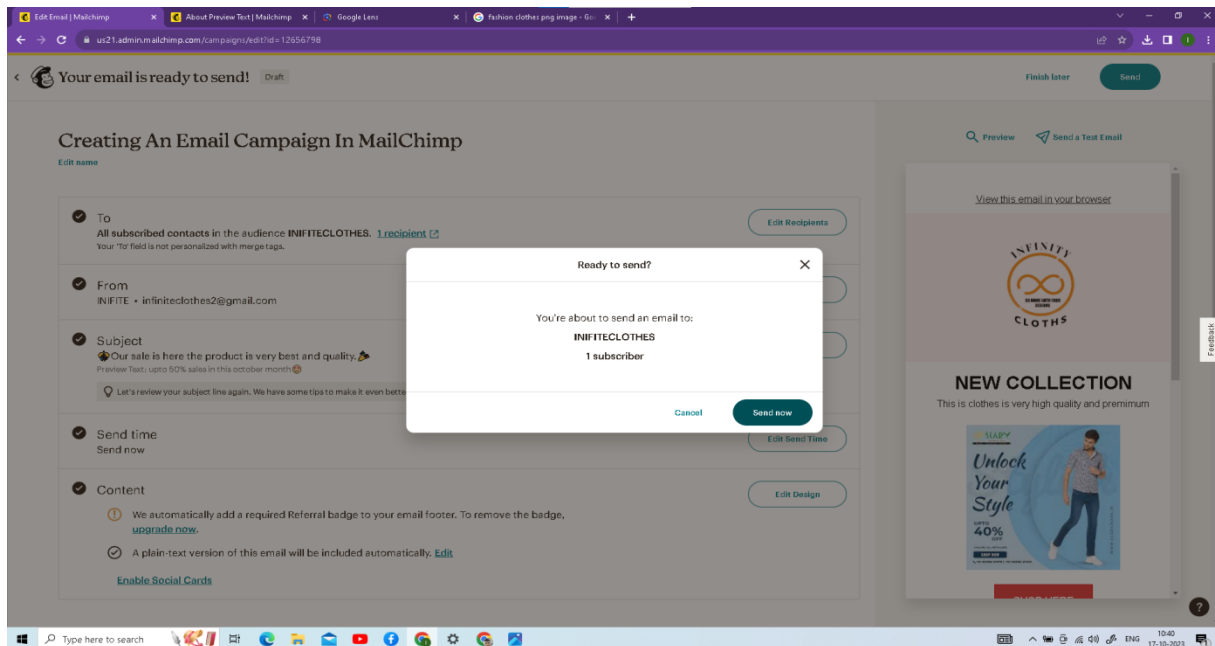
14.3 After Editing Click Save And Exit



15 Send And Check Email Report

This milestone explains about Send and Check Email Report

15.1 Click "Send" Button To Send Emails To Your Customers



15.2 Click "Check Email Report"

The screenshot shows the MailChimp dashboard interface. On the left is a sidebar with navigation links: **Create**, **Campaigns** (with sub-links for All campaigns and Campaign Manager), **Automations**, **Audience**, **Analytics**, **Website**, **Content**, and **Integrations**. Below the sidebar is an **Upgrade** button. The main content area features a large illustration of a person surfing on a wave that is shaped like an envelope. Two text boxes are overlaid on the right side of the illustration. The top box, titled "Your email's out there—another job well done", contains the text "Creating An Email Campaign In MailChimp is on its way to 5 subscribers from the audience, INIFITECLOTHES." and a prominent **Check email report** button. The bottom box, titled "Automate emails that drive revenue", contains the text "Send personalized campaigns without lifting a finger, using our Customer Journey Builder." and a diagram of an automation flowchart. The flowchart starts with "Customer buys product", followed by "Automated delay", then "Special offer email 1", another "Automated delay", and finally "Special offer email 2". The browser's address bar shows the URL "us21.admin.mailchimp.com/campaigns/finished-sent?id=12656798". The Windows taskbar at the bottom includes a search bar, various application icons, and system status information showing the time as 10:40 and the date as 17-10-2023.

Check email report