

Email lists

How to write an effective email

Tools for email marketing

- ▶ **Video:** Helpful tools for effective email marketing  
2 min
- ▶ **Video:** How to choose an email marketing tool  
2 min
- 📖 **Reading:** Send emails in HubSpot  
20 min
- 📖 **Practice Quiz:** Activity: Optional - Create an email in HubSpot  
1 question
- 📖 **Reading:** Activity Exemplar: Create an email in HubSpot  
10 min
- 📖 **Reading:** Send emails in Mailchimp  
30 min
- 📖 **Practice Quiz:** Activity: Optional - Set up a Mailchimp campaign  
1 question
- 📖 **Reading:** Activity Exemplar: Optional - Set up a Mailchimp campaign  
10 min
- 🗣️ **Discussion Prompt:** Which tools are you familiar with or would like to be familiar with?  
10 min

Mistakes in email marketing

Review: Useful tools for email marketing


# Send emails in Mailchimp

In this reading, you will get a high-level understanding on how to craft an email in a leading digital marketing tool. The goal of this reading is not to take you through every single step of an email marketing campaign. There are links at the bottom of this reading for resources where you can learn more about this tool.

## Capabilities in Mailchimp

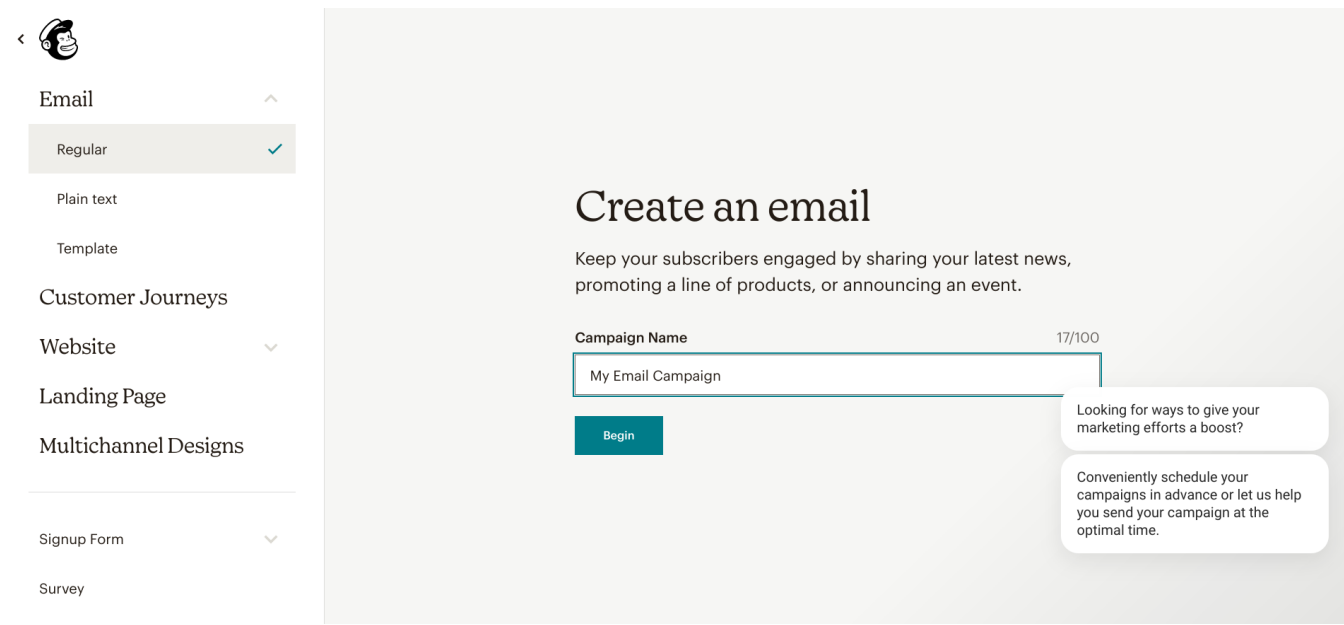
Mailchimp is a marketing automation platform that allows businesses to reach out to their target audiences via email campaigns. Mailchimp is an industry leading tool for many reasons. It allows marketers to grow, manage, and segment their audience for more targeted marketing. Mailchimp also offers a customizable email builder that comes with a variety of templates and design tools, which will get into shortly. Finally, Mailchimp offers advanced reporting tools that help track campaign performance and results.

## Crafting an email

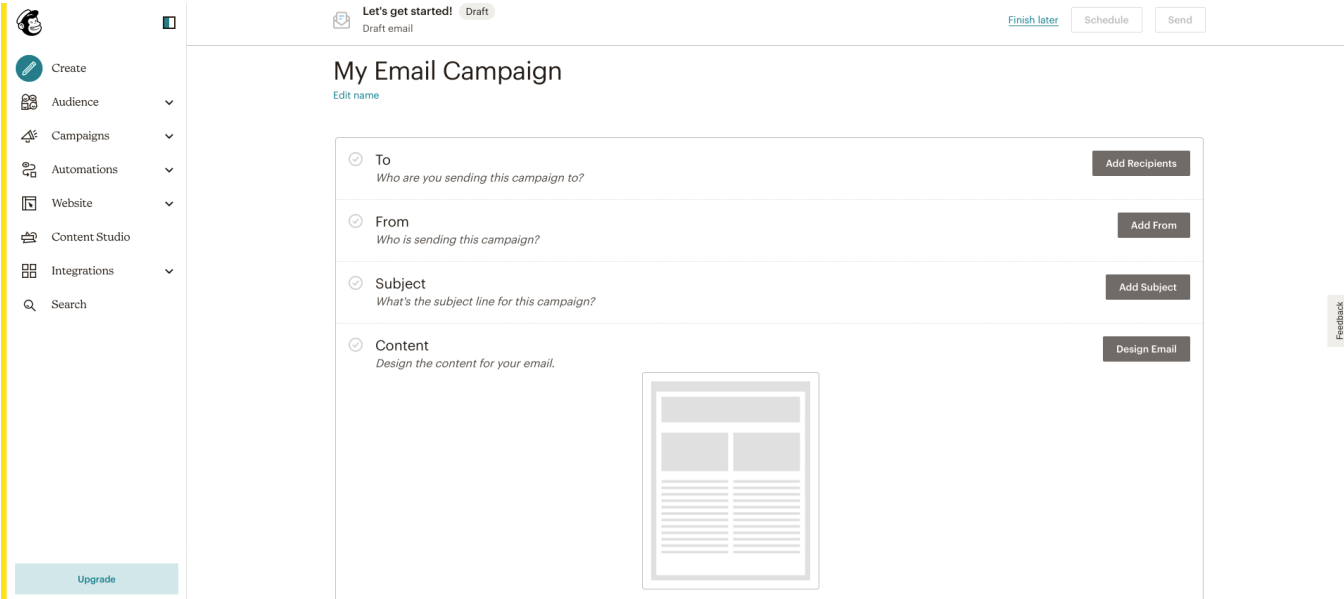
Creating an email that your subscribers will engage with is a huge part of a successful campaign, and tools like Mailchimp help to make that process easier. In Mailchimp, you can create a **Regular** email. Then, using a campaign building checklist, you'll add recipients, adjust your settings, and choose your template. But first, you will want to sign up for a free account [here](#) .

## Creating the email.

Once you've created your Mailchimp account, click the **Create** button. Then, select **Email**. Choose **Regular**, **Plain Text**, or **Template**. Enter your campaign name when prompted.

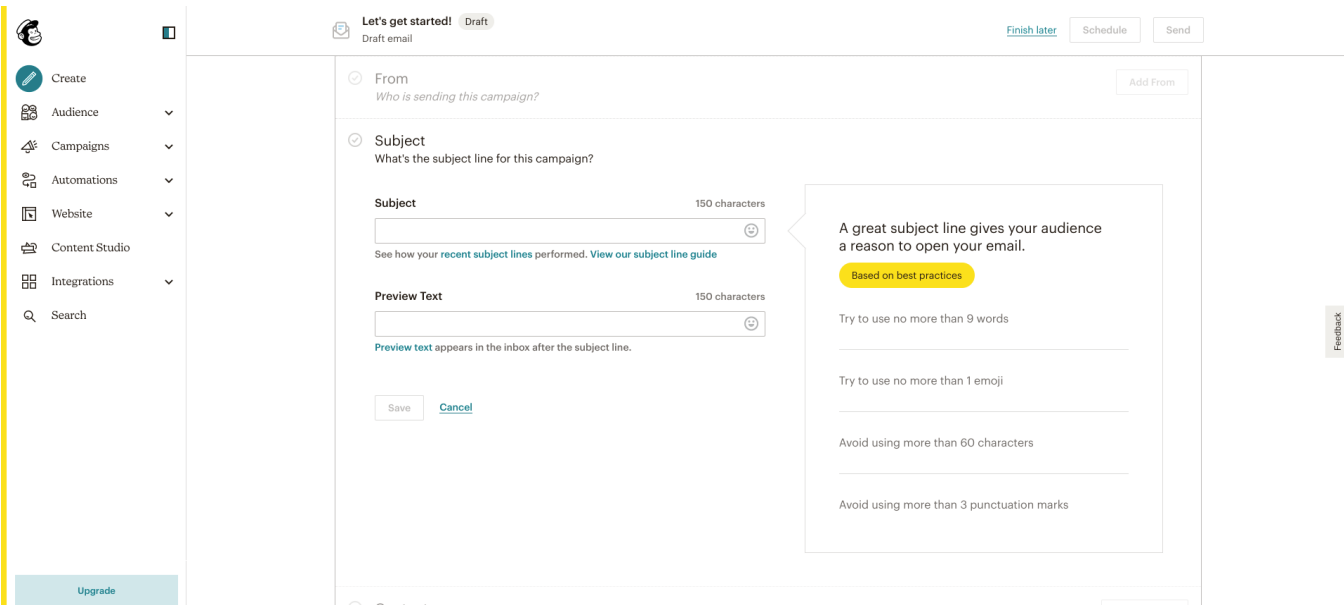


This name will only appear in Mailchimp, and will not be seen externally by any of your contacts. Click **Begin** to start creating. A checklist will become available at this step that will help guide you through each step. A green checkmark will appear as each step is completed.



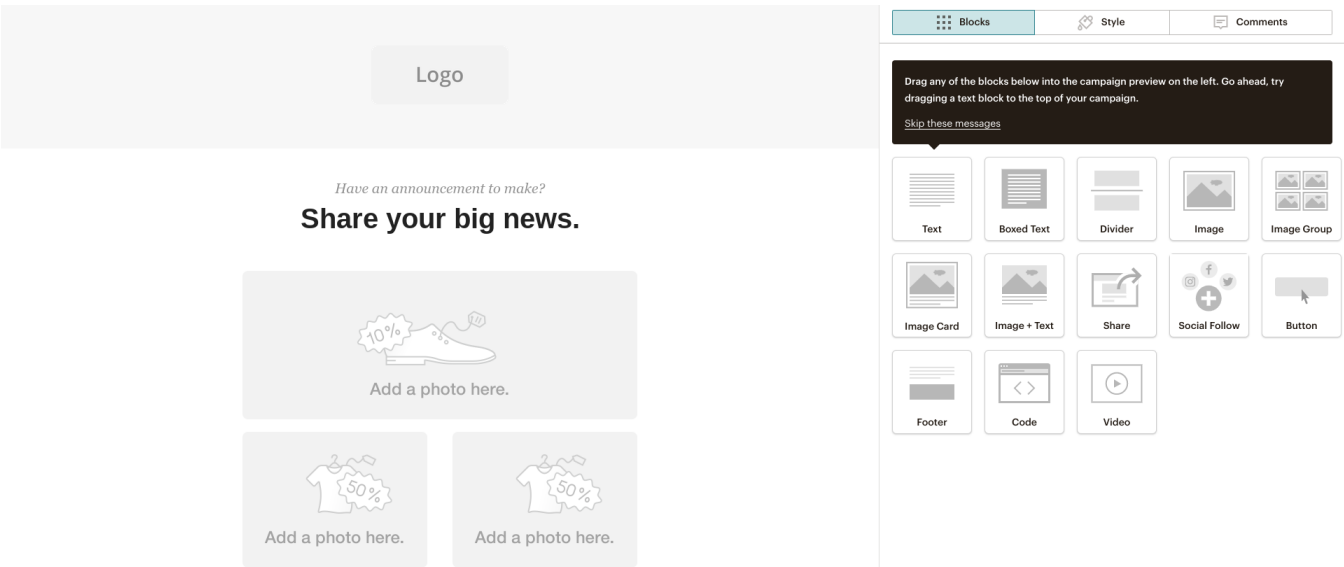
Click **Add recipients** to select the audience you want to send this email to. Select your chosen **Audience** in the dropdown menu, and if you want to add a certain segment or tag, feel free to do that from the dropdown menu that says **Segment or Tag**. Personalize this email by clicking the **Personalize the "to" field**.

To adjust the **From** email that will appear in your readers' inboxes, click on **Edit From**. Feel free to change the name and email address that appears in the **Name** and **Email Address** fields if you need to. Save those settings and move on to the **Subject** section.



In the **Subject** section, you can adjust the subject line and preview text. Click **save**.

Next, you'll want to design your email. Click **Design Email**. Mailchimp has several predesigned templates that you can choose from by clicking into the **Layouts** panel. When you choose one, you'll be able to customize the template for your brand and message. Add a new image by clicking the **Image** button in the design panel on the left side, and add elements like text boxes, videos, images, new buttons and more, by hovering over the **Plus signs** in your template.



## Preview and send the email



Preview your email by clicking **Preview**. Toggle between the images of the computer monitor and the phone to preview it on desktop and mobile.

Click **Continue** and you'll be taken back to the checklist screen. Make sure there are green checklists next to each step to ensure you're ready to send. Feel free to scroll down and examine any other settings that you may want to change.

After you've completed the To, From, Subject, and Content sections of your email, you can opt to schedule your post or send it now. Do so by clicking either the **Schedule** or **Send** button. Please note that the schedule feature is only included with Mailchimp's Essentials plan or higher.

For more information on Mailchimp's email capabilities, visit the additional resources below.

Additional Resources:

- [Mailchimp: Create a regular email campaign](#) 
- [Mailchimp: Creative Assistant](#) 

Mark as completed

