

1.
To pass this optional practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



Activity Overview

In this activity, you will set up an email campaign using Mailchimp. Then, you will use a finished email to create a template for future use. Please note that this activity is optional, and will not affect your completion of the course.

Mailchimp is an email marketing and automation platform with a customizable email builder. By learning to create emails in this widely-used tool, you'll be better prepared to work on a variety of marketing campaigns.

Note: This activity uses Mailchimp's new email builder. If the builder is updated, the steps below may differ from your experience of the tool. For information on how to use the latest version (or the classic email builder), visit [the Mailchimp Help Center](#).

If you prefer to use the classic email builder, learn about the latest version from [Mailchimp's Help Center](#).

The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

Homework Helpers is a tutoring business that offers personalized educational services online and in person. As a member of their marketing team, you are helping to create an email campaign announcing sign-ups for the fall semester in Mailchimp.

Your team has provided a copy of the Homework Helpers' logo, two additional images, and a draft of the email text for you to use. The draft document contains:

A subject line

Preview text

The email body (including headings, subheadings, and button text)

Alt text for the logo and images

Your job is to use this content to design an email in the Mailchimp email builder. The finished email should reflect the brand's personality and attributes (logo style, colors, tone of voice, etc.). It should also contain at least one image in addition to the logo.

Step-By-Step Instructions

Step 1: Access supporting materials


The following supporting materials will help you complete this activity. Keep them open as you proceed to the steps below.

To use the supporting materials for this course item, click the link below and select "Use Template."

Link to supporting materials: [Homework Helpers email](#)

OR

If you don't have a Google account, you can download the supporting materials directly from the attachment below.

 [Homework Helpers email](#)
[DOCX File](#)

Step 2: Log in to Mailchimp or create an account

If you've used Mailchimp before, go to the login page to [access your account](#). If you're new to Mailchimp, go to the sign in page and follow the prompts to [create a no cost account](#) for yourself or your business.

How you complete the signup process will depend on how you want to use Mailchimp in the future. If you intend to use Mailchimp for a business you currently own, fill out the information for your business. If you only want to use Mailchimp for this activity, you can enter your personal information.

During the signup process, you'll be prompted to enter basic account information, including:

An email address: If you are creating an account for a business you own, enter your business address. Otherwise, you can use a personal address.

A business name: Use the name of your business or a placeholder, like "Test Business."

A physical address: Use your business or personal address.

You'll also be asked a series of questions to create your profile. Select the responses that best fit your situation. Keep in mind that you can edit your responses later, so feel free to skip some questions if you're not sure how to answer.

Step 3: Create a new email campaign

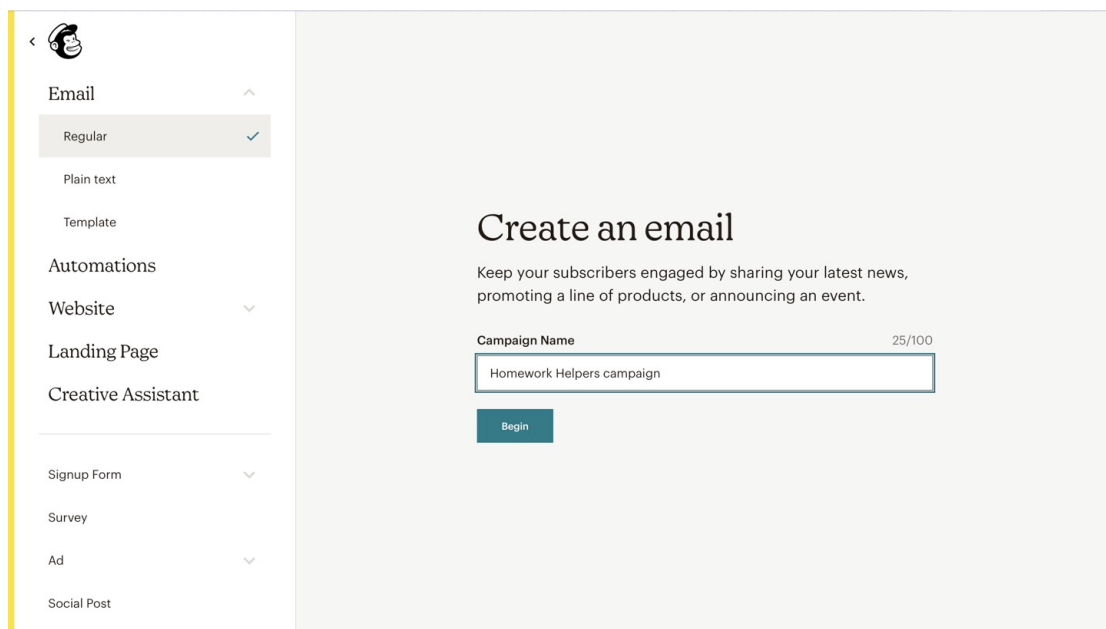
Once you've created an account or logged in, you can set up a new email campaign:

Click *Create* in the sidebar menu.

Expand the Email menu and select *Regular*.

Name the email campaign, e.g., "Homework Helpers campaign." (This name will only appear in Mailchimp, and will not be included in any emails you create.)

Select *Begin*.



Step 4: Select recipients and personalize the message

Creating a new email will take you to a screen where you can add and customize the message settings and access the email builder. To add recipients:

Select *Add Recipients* in the To section.

Under Audience, select the name of your business.

Under Segment or Tag, select *All subscribers in audience*. (Remember, you won't actually send this email to any subscribers.)

If you prefer not to select all subscribers because you have an active Mailchimp account, select *Group or new segment* and add your account email address under the Paste Emails tab.

To select personalization options:

Check the Personalize the "To" field box.

Select **|FNAME|** or **|FNAME|* |LNAME|** from the Merge tag menu.

Click *Save*.


✓ To
Who are you sending this campaign to?

Audience

Test Business

Segment or Tag

All subscribers in audience



Tip: Segmented campaigns see an average [14% increase in click rate](#) over non-segmented campaigns. To send this campaign to a specific target audience, try our [pre-built segments](#) or create one of your own.

✓ Personalize the "To" field Recommended for you

Add merge tags to display your recipient's name to make it more personal and help avoid spam filters. For example, *[FNAME]*
[LNAME] will show as "To: Bob Smith" instead of "To: bob@example.com."

Merge tag

[FNAME] *[LNAME]*

Save

Cancel

Step 5: Edit sender information

By default, the From section will contain the name and email address you used to create your Mailchimp account. To modify this section:

Select **Edit From**.

Enter "Homework Helpers" in the Name field.

Click **Save**.

✓ From
Who is sending this campaign?

Name
100 characters

Email address

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

Save

Cancel

Note: If you would like to change the sender address, you can also adjust the *Email Address* field. Depending on your email client, you may be asked to verify the domain before creating a campaign. You can learn about [verifying a domain](#) in the Mailchimp help center.

Step 6: Add a subject line and preview text

To modify the Subject section:

Copy the subject line from the Homework Helpers email draft.

Paste it to the corresponding field in the Subject section.

Repeat this process for the preview text.

Click **Save**.

Optional: If you'd like, you can customize the subject line or preview text by adding an emoji. If you make any changes to these fields, be sure to follow Mailchimp's suggested best practices.

✓ Subject
What's the subject line for this campaign?

Subject 150 characters

See how your [recent subject lines](#) performed. [View our subject line guide](#)

Preview Text 150 characters

Preview text appears in the inbox after the subject line.

Save Cancel

A great subject line gives your audience a reason to open your email.

Based on best practices

Try to use no more than 9 words

Try to use no more than 1 emoji

Avoid using more than 60 characters

Avoid using more than 3 punctuation marks

Step 7: Open the email builder and add a logo

In the Content section, select *Design Email*. If you are prompted to choose between the Classic Builder and the New Builder, select the New Builder. Mailchimp will load a basic email template containing several content blocks, including a logo block.

Build

Changes saved

Preview Continue

Logo

Set My Logo

Upload your logo once and we'll apply it automatically anywhere a logo appears.

Set Logo

Alignment [Open Snip](#)

Left Center Right Full

Link to: [Web address](#)

<https://example.com>

Alt Text

Logo

Color

View this email in your browser

ADD YOUR LOGO

It's time to design your email

You can define the layout of your email and give your content a place to live by adding, rearranging, and deleting content blocks.

Add your photo

Add button text

Since setting a logo with the logo block will affect other emails you create, you won't use it for this exercise. Instead, you will add the logo using a standard image block. To replace the logo block with an image block:

Select the logo block and click the remove button (trashcan icon) to delete it.

Hover over the top of the template and select the plus sign to open the content block menu.

Choose *Image*.

To add the Homework Helpers logo:

Right-click the logo image below and select *Copy image address* (or *Copy image location*, depending on your browser)



HOMEWORK HELPERS



In the email builder, click the image block you added and select *Browse Images* (or *Add > Browse Images* in the sidebar).

Select *Import from URL* from the Upload dropdown menu.

Paste the logo address in the Import a file from a URL field and click *Import*

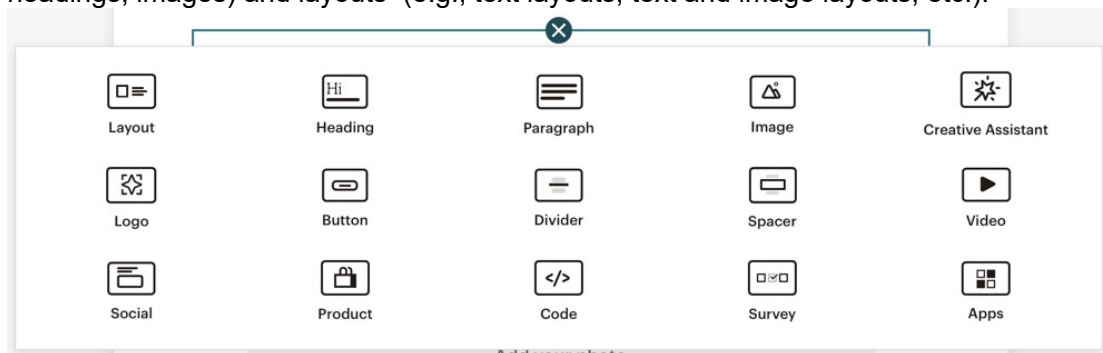
If necessary, reposition the logo with the move arrows.

Change the alt text in the sidebar to “Homework Helpers logo.”

Note: Mailchimp saves changes automatically. If you want to exit the email builder, click the Continue button. You can return to your email drafts by selecting Campaigns > All Campaigns in the sidebar.

Step 8: Choose additional blocks and add content

To make room for the full email, you will need to add, move, and delete content blocks in the template. Spend some time experimenting with different content blocks (e.g., buttons, headings, images) and layouts (e.g., text layouts, text and image layouts, etc.).



As you explore, add the Homework Helpers email content (text and images) to different blocks to find out how they fit together. To add the text, copy it from the email draft and paste it into the template. To add images, repeat the instructions in Step 7 for one or both of the images below:





Depending on the layouts you choose, you may want to change an image's size or dimensions. To resize an image, click and drag the circle at its lower-right corner. To crop an image, click and drag the solid rectangles at its bottom and right edge. If a cropped image appears too small, change the alignment to *Full* in the sidebar.

Be sure to include at least one of the images above in your email, as well as all the headings and body text.

Step 9: Format the email

Once you have added all the content, try reformatting different elements to change the look of the email. To format the email, select content blocks and make changes in the menus that appear. When making adjustments, consider Homework Helpers' brand attributes (e.g., their logo style and colors, as well as the tone of the message).

Some examples of adjustments you can make include:

Canvas and backdrop colors


Image size, alignment, or links

Text size, color, font, spacing, or alignment

Button style, color, padding, or links

Divider thickness, style, or color

Keep experimenting with different layouts and styles until you are satisfied with the design. To learn more about formatting options in the New Email Builder, visit the

[Mailchimp Help Center](#) .

Click the back arrow in the sidebar to go to the Templates menu.

Click the heart icon to save the design as a template.

Name your new template and click *Save*.

When you are satisfied with your email, save it as a template that can be used for future campaigns:

Step 10: Preview the email

Before completing your adjustments, select *Preview* to find out how your email looks on desktop and mobile devices. Return to the email builder to make further changes, if necessary.

Optional: If you'd like, you can also send yourself a test email to view it in your inbox:

Click *Send a Test Email*.

Enter your email address and an optional message.

Click *Send Test*.

Go to your inbox to view the message (check your spam filter if you don't receive the test email).

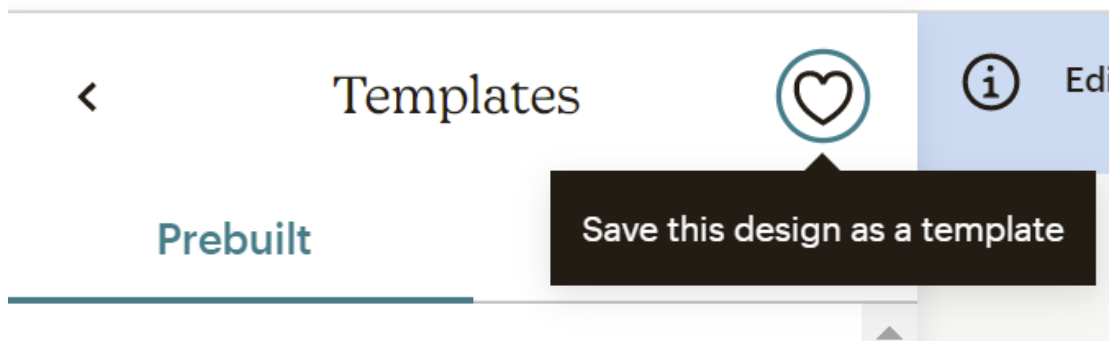
Step 11: Create a template from the email

When you are satisfied with your email, save it as a template that can be used for future campaigns:

Click the back arrow in the sidebar to go to the Templates menu.

Click the heart icon to save the design as a template.

Name your new template and click **Save**.



What to Include in Your Response

Be sure to address the following elements in your completed email:

The Homework Helpers logo

The subject line, preview text, and content from the Homework Helpers email

1–2 additional images

Design choices that reflect Homework Helpers' brand attributes