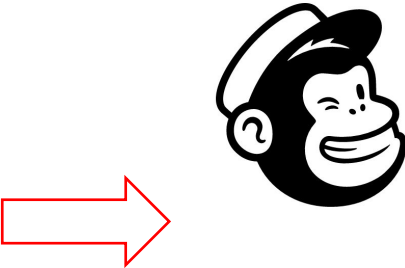
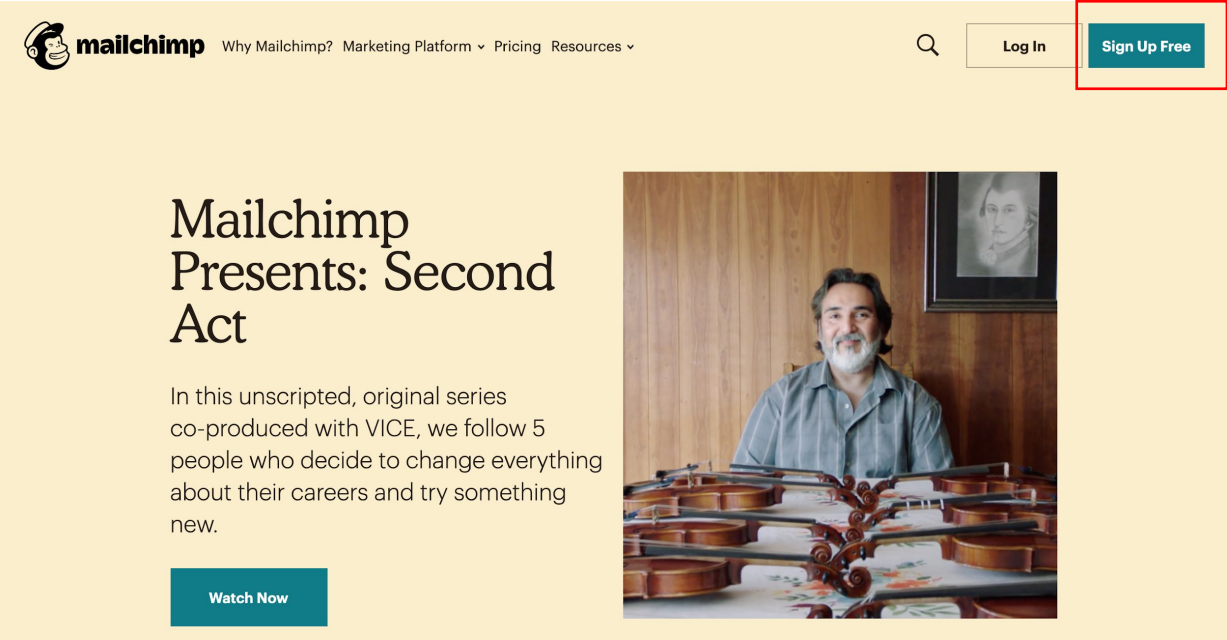




Email行銷

串接流程

Step 1. 至mailchimp註冊帳號



Welcome to Mailchimp

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

Email

service@reddoor.com.tw

Username

ReddoorService

Password [Show](#)

.....

✔ Your password is secure and you're all set!

☒ I don't want to receive emails about new Mailchimp products, best practices, or special offers.

Sign Up

Step 2. 取得API Keys

Create

Campaigns

Automate

Audience

Brand

Reports

Upgrade Now

X

Help

Clothing

Overview

Settings

Billing

Extras

Integrations

Profile photo

X

Upload your photo ...

Photo should be at least 300px × 300px

Upload Photo

Take A Photo!

Basic information

Username

First name

Last name

Email address

Change password

Verify current password

New password

Confirm new password

Generate strong password

One lowercase character

One uppercase character

One number

One special character

8 characters minimum

50 characters maximum

Notifications

Connect

Profile

Account

Log Out

Privacy and Terms

Feedback

Create

Campaigns

Automate

Audience

Brand

Reports

Upgrade Now

X

Help

Clothing

Overview

Settings

Billing

Extras

Integrations

Profile photo

X

Upload your photo ...

Photo should be at least 300px × 300px

Upload Photo

Take A Photo!

Basic information

Username

First name

Last name

Email address

Website

Change password

Verify current password

New password

Confirm new password

Generate strong password

One lowercase character

One uppercase character

One number

One special character

8 characters minimum

50 characters maximum

Referrals

API keys

Registered apps

Feedback

Step 2. 取得API Keys



Your API keys

API keys provide full access to your Mailchimp account, so keep them safe. [Tips on keeping API keys secure.](#)

Created	User	Label	API key	QR Code	Status
Jun 01, 2020 10:30 pm	Red Door (owner)	none set	149cd76a6e18f3d8b886e0004b1	QR	<input checked="" type="checkbox"/>

Create A Key

Feedback

Step 3.


將API Key提交至CDP, 即可使用Email行銷服務



Email行銷

發放、編輯EDM

Step 1. 登入mailchimp後，建立email活動



Create

Campaigns

AutomateAudienceBrandReports

Upgrade Now

R

Red websiteHelp

Campaigns

website

Your audience has 133 contacts. 133 of these are subscribers.

List ViewCalendar View

View by Status

All

Ongoing

Draft

Completed

View by Type


Find a campaign by name or type

You can also search by [all audiences](#).

This Week (4)

<div><div></div><div>母親節促銷檔期_2020Q2</div><div>Regular · website</div><div>Segment:</div><div>Sent 周二, 6月 9th 11:38 下午 to 1 recipients by you</div></div>	<div>Sent</div>	<div>100.0%</div> <div>Opens</div>	<div>100.0%</div> <div>Clicks</div>	<div>View Report</div>
--	-----------------	------------------------------------	-------------------------------------	------------------------





Create

Campaigns

AutomateAudienceBrandReports

Upgrade Now

R

Red websiteHelp

Search our available campaign types

Email

Design and send automated or regular emails to your contacts.

Ad

Target your contacts, find a new audience, or bring people back to your site with Facebook, Instagram, or Google ads.

Landing Page

Create a landing page to collect new contacts, promote a product, or offer a discount.

Survey

Get business insights when you collect feedback from your audience

Social Post

Share and track posts across your social channels.

Signup form

Grow your audience with our new page templates

They have the style and functionality you need to create an eye-catching page.

Try The Templates

Great deals are in our roots

Network with other professionals from anywhere in the world

Subscribe and save

We can help you find and create the campaigns you need. [Let us guide you](#)

Step 2. 選擇受眾、編輯EDM主旨

可以直接使用CDP之智慧名單、自訂受眾

CreateCampaignsAutomateAudienceBrandReports

Upgrade NowRed websiteHelp

Keep it up!DraftDraft email

七夕特惠Edit name

ToWho are you sending this campaign to?

Audience

website

☐ Personalize the "To" field

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."

SaveCancel

FromWho is sending this campaign?

Add From

短期VIP會員

流失會員(Lost)

沉睡會員(Deep Sleep)

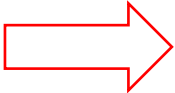
主力會員(Existing)

瞌睡會員(Sleep)

新會員(New)

回購客

All subscribers in audience



CreateCampaignsAutomateAudienceBrandReports

Upgrade NowRed websiteHelp

Keep it up!DraftDraft email

Finish laterScheduleSend

SubjectWhat's the subject line for this campaign?

Subject141 characters

七夕特惠限時下殺！

See how your recent subject lines performed.

Preview Text143 characters

眾多商品8折起

This snippet will appear in the inbox after the subject line.

SaveCancel

When it comes to email marketing, the best subject lines tell what's inside instead of sell what's inside. View our subject line guide

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

It's short and sweet

Subject lines with fewer than 9 words tend to perform better

Emojis are great... in small quantities

We suggest using no more than 1

Space is limited


Great job staying under 60 characters

That's impressive

You got your point across without using too many punctuation marks

Step 3. 編輯EDM內容

可任意編輯內文、放置圖片、設定連結等

 七夕特惠


Give Feedback Help Preview ▾ Template ▾ [Continue](#)

Blocks

Style

Comments

Showcase your products.



Add a photo here.

Feature the star of your collection first.

To get started, replace the image above with a striking product photo to catch people's attention.

Then, describe what makes your product unique, useful, or gift-worthy. Be sure to highlight the main features, and let people know where it's available.

[Start Shopping](#)

Drag any of the blocks below into the campaign preview on the left. Go ahead, try dragging a text block to the top of your campaign.

[Skip these messages](#)

Text

Boxed Text

Divider

Image

Image Group

Image Card

Image + Text

Share

Social Follow

Button

Footer

Code

Video

Step 4. 瀏覽成效

發放EDM後，即可至CDP內瀏覽發放成效

