

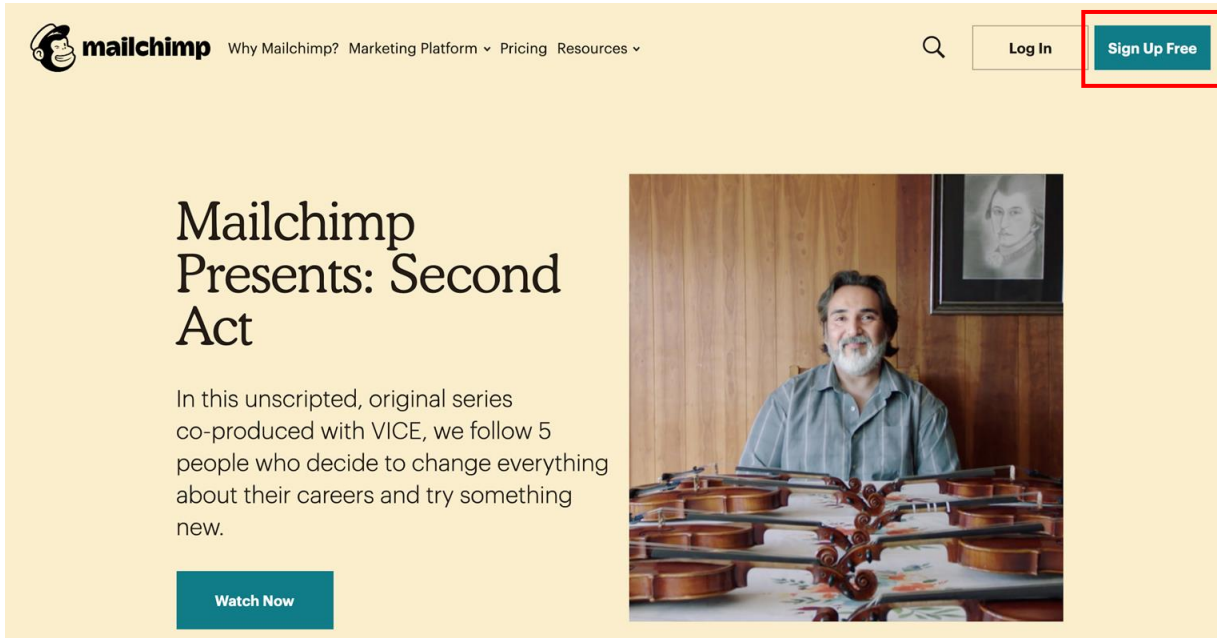


# Email行銷

串接流程

# Step1. 至mailchimp註冊帳號

1

The image shows the Mailchimp homepage. At the top left is the Mailchimp logo. To its right are links: "Why Mailchimp?", "Marketing Platform", "Pricing", and "Resources". In the top right corner, there are "Log In" and "Sign Up Free" buttons. The "Sign Up Free" button is highlighted with a red rectangle. Below the navigation bar, on the left, is the text "Mailchimp Presents: Second Act" followed by a paragraph: "In this unscripted, original series co-produced with VICE, we follow 5 people who decide to change everything about their careers and try something new." Below this text is a "Watch Now" button. To the right of the text is a photograph of a man with a beard sitting at a table with several violins.

2



## 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!

Sign Up

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

# Step2. 取得API Keys

1

Upgrade Now

X

Help

Q

Clothing

OverviewSettingsBillingExtrasIntegrations

Profile photo

Upload your photo ...  
Photo should be at least 300px x 300px

Upload PhotoTake A Photo!

Basic information

Username

First name

Last name

Email address

Change password

Verify current password

New password

Confirm new password

Notifications

Connect

Profile

Account

Log Out

Privacy and Terms

2

Upgrade Now

X

Help

Q

Clothing

OverviewSettingsBillingExtrasIntegrations

Profile photo

Upload your photo ...  
Photo should be at least 300px x 300px

Upload PhotoTake A Photo!

Basic information

Username

First name

Last name

Email address

Website

Change password

Verify current password

New password

Confirm new password

Referrals

API keys

Registered apps



# 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	149cd76a6e18f3d8b886e0004bl	QR	<input checked="" type="checkbox"/>

Create A Key

Feedback

# Step3. 將API Key提交至CDP，即可使用Email行銷服務



1

設定

簡訊設定Email設定

Email未開通

\* API Key :  
請至Mailchimp後台取得API key  
請輸入API Key

\*若需儲值贈訊，請聯繫所屬業務

\*修改發送限制，API Key後，將同步影響已啟動的所有行銷管理活動

儲存



2

設定

簡訊設定Email設定

剩餘封數：456,789 封

\* API Key : qazwsxedcrfv12345678  
請至Mailchimp後台取得API key  
如何取得API key?

\*若需儲值贈訊，請聯繫所屬業務

\*修改發送限制，API Key後，將同步影響已啟動的所有行銷管理活動

儲存



# Email行銷

發放、編輯EDM

# Step1. 登入mailchimp後，建立email活動

1

Avatar

Create

Campaigns

Automate

Audience

Brand

Reports

Upgrade Now

R

Red website

Help

Campaigns

website

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

List View

Calendar View

View by Status

All

Ongoing

Draft

Completed

Find a campaign by name or type

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

This Week (4)

Icon

母親節促銷檔期\_2020Q2

Regular - website

Segment:

Sent

100.0% Opens

100.0% Clicks

View Report

2

Avatar

Create

Campaigns

Automate

Audience

Brand

Reports

Upgrade Now

R

Red website

Help

Campaigns

website

Your audience

List View

Calendar View

View by Status

All

Ongoing

Draft

Completed

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

Image 1

Image 2

Image 3

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



# Step2. 選擇受眾、編輯EDM主旨

## 1 可以直接使用CDP之智慧名單、自訂受眾

Create

Campaigns

Automate

Audience

Brand

Reports

Upgrade Now

Red website

Help

Keep it up!

Draft

Draft email

七夕特惠

To

Who 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."

Save

Cancel

From

Who 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)

睡睡會員(Sleep)

新會員(New)

回購客

All subscribers in audience



## 2

Create

Campaigns

Automate

Audience

Brand

Reports

Upgrade Now

Red website

Help

Keep it up!

Draft

Draft email

Finish later

Schedule

Send

Subject

What's the subject line for this campaign?

Subject

七夕特惠限時下殺！

See how your recent subject lines performed.

Preview Text

眾多商品8折起

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

Save

Cancel

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



## Step3. 編輯EDM內容

可任意編輯內文、放置圖片、設定連結等

The screenshot displays the Eagleeye EDM editor interface. The top navigation bar includes a logo, the text "七夕特惠", and links for "Give Feedback", "Help", "Preview", "Template", and a "Continue" button. The main editing area is divided into two sections. The left section shows a campaign preview with the heading "Showcase your products." and a placeholder for a product photo of a shoe with the text "Add a photo here." Below this, it says "Feature the star of your collection first." and provides instructions: "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." A "Start Shopping" button is at the bottom of this section. The right section is a block library with a "Blocks" tab selected. It contains a list of 14 blocks: Text, Boxed Text, Divider, Image, Image Group, Image Card, Image + Text, Share, Social Follow, Button, Footer, Code, and Video. A tooltip above the blocks says: "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".

七夕特惠

Give Feedback Help Preview Template Continue

Blocks Style Comments

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

Start Shopping

# Step4. 瀏覽成效

發放EDM後，即可至CDP內瀏覽發放成效

