

HOW TO CREATE EMAIL CAMPAIGN USING MAILCHIMP

Brand Name: MR PHOTO STUDIO

Category: Photography

Target Audience: All (Men, Women and Kids)

Email: mrphotostudio29@gmail.com



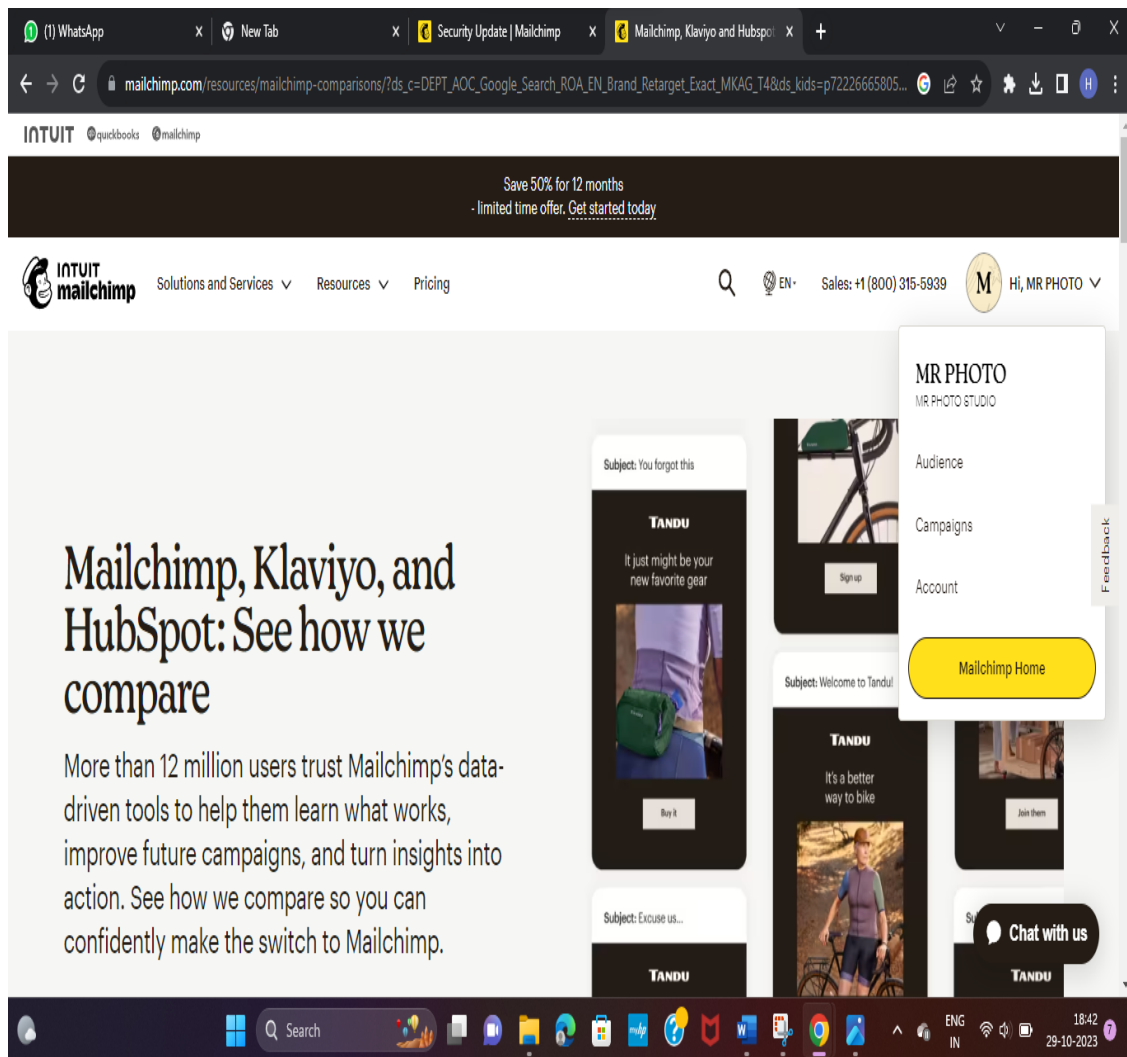
Documentation -With Attached Screenshots

Introduction

Welcome to documentation for creating email campaign using Mailchimp. In this guide, we will walk you through the steps to design an email campaign video. This document will include a step-by-step walkthrough, screenshots, and tips to help you get started.

STEP 1: Sign up for Mailchimp

- Go to the Mailchimp website(<https://www.mailchimp.com>).
- Sign up for a Mailchimp account using your email address.







Step 2: Choose your Audience


- Select your recipient list or segment.
- Set your sending schedule


The screenshot shows the Mailchimp 'Audience' management page in a web browser. The address bar shows 'us13.admin.mailchimp.com/audience/'. The page has a dark sidebar on the left with a 'Create' button at the top and a list of navigation items: Campaigns, Automations, Audience (selected), Audience dashboard, All contacts, Signup forms, Tags, Segments, and Surveys. At the bottom of the sidebar is an 'Upgrade' button. The main content area is titled 'Audience' and shows 'MR PHOTO STUDIO' as the audience name. It states 'Your audience has 5 contacts. 5 of these are subscribers.' and provides buttons for 'View Contacts' and 'Manage Audience'. Below this is a 'Messages Inbox' section showing 'You've received 0 messages in the last 30 days.' with a 'View Inbox' link. A 'Recommendations for you' section follows, featuring a 'Try the Quickbooks Online integration' card with a 'Connect accounts' button. The bottom of the page shows a Windows taskbar with various application icons and a system clock indicating 18:09 on 28-10-2023.


us13.admin.mailchimp.com/audience/

 Create

 Campaigns ▼

 Automations ▼

 Audience ▲

Audience dashboard


All contacts

Signup forms

Tags

Segments


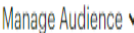
Surveys

 Upgrade


Audience

MR PHOTO STUDIO




Your audience has 5 contacts. 5 of these are subscribers.


 View Contacts  Manage Audience ▼

Messages Inbox

You've received 0 messages in the last 30 days.  View Inbox

Recommendations for you

 **Try the Quickbooks Online integration**
Automatically sync your Quickbooks Online customers and sales data to your Mailchimp account.  Connect accounts 

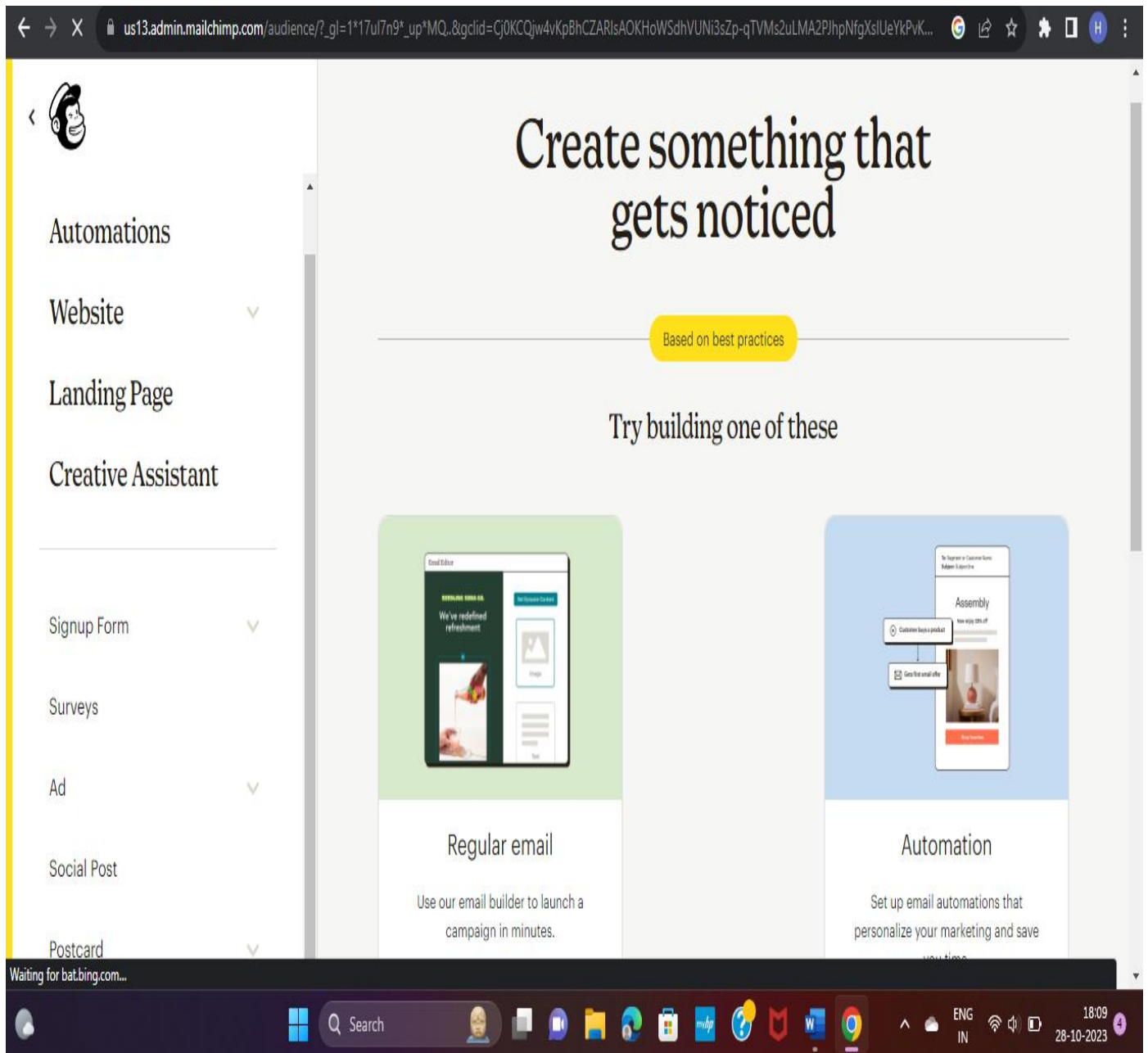


Search

ENG IN 18:09 28-10-2023

Step 3: Choose a Design Email

- Click on design email to create content for To, From, Subject, Preview.



Campaign Name:

- Give your campaign a name for reference.

The screenshot shows the Mailchimp campaign editor interface. At the top, the browser address bar displays 'us13.admin.mailchimp.com/campaigns/edit?id=6673301'. The campaign title 'Let's get started!' is followed by a 'Draft' status. On the right, there are buttons for 'Finish later' and 'Send'. The main content area has a text input field containing 'studio'. Below this are 'Save' and 'Cancel' buttons. A list of fields to be populated is shown: 'To' (Who are you sending this email to?), 'From' (Who is sending this email?), 'Subject' (What's the subject line for this email?), and 'Send time' (Send now). Each field has a corresponding 'Add' button. On the right side, there is a preview of the email layout and a 'Feedback' button. A small notification at the bottom right says 'Send time settings are now all in'.

From Name:

- Specify the Sender's name.

The screenshot shows the Mailchimp campaign editor interface for a campaign titled 'Keep it up!'. The browser address bar displays 'us13.admin.mailchimp.com/campaigns/edit?id=6673345'. The campaign is in 'Draft' status. On the right, there are buttons for 'Finish later' and 'Send'. The 'To' field is populated with 'All subscribed contacts in the audience MR PHOTO STUDIO. 5 recipients'. The 'From' field is expanded, showing 'Name' as 'MR PHOTO' and 'Email Address' as 'mrphotostudio29@gmail.com'. Below the 'From' field, there is a note: 'Use something subscribers will instantly recognize, like your company name.' and 'Save' and 'Cancel' buttons. The 'Subject' field is also visible. On the right side, there is a preview of the email layout and a 'Feedback' button. The Windows taskbar at the bottom shows the date as 28-10-2023 and the time as 18:12.

Reply To:

- Enter the Email Address for replies.

The screenshot shows the Mailchimp campaign editor interface. At the top, the browser address bar displays 'us13.admin.mailchimp.com/campaigns/edit?id=6673345'. The campaign title 'Keep it up!' is followed by a 'Draft' status. On the right, there are buttons for 'Finish later' and 'Send'. The main content area is divided into two columns. The left column contains the 'Reply To' configuration: a 'To' field with the placeholder 'Who are you sending this email to?', an 'Audience' dropdown set to 'MR PHOTO STUDIO', a 'Send to' dropdown set to 'All subscribers in audience', a 'Do not send to (optional)' dropdown set to 'Choose a segment or tag to exclude', a checked checkbox for 'Personalize the "Send To" field' with explanatory text, and a 'Merge tag' dropdown set to '*[FNAME]*'. The right column shows a preview of the email content with a 'Feedback' button. The Windows taskbar at the bottom shows the time as 18:11 on 28-10-2023.

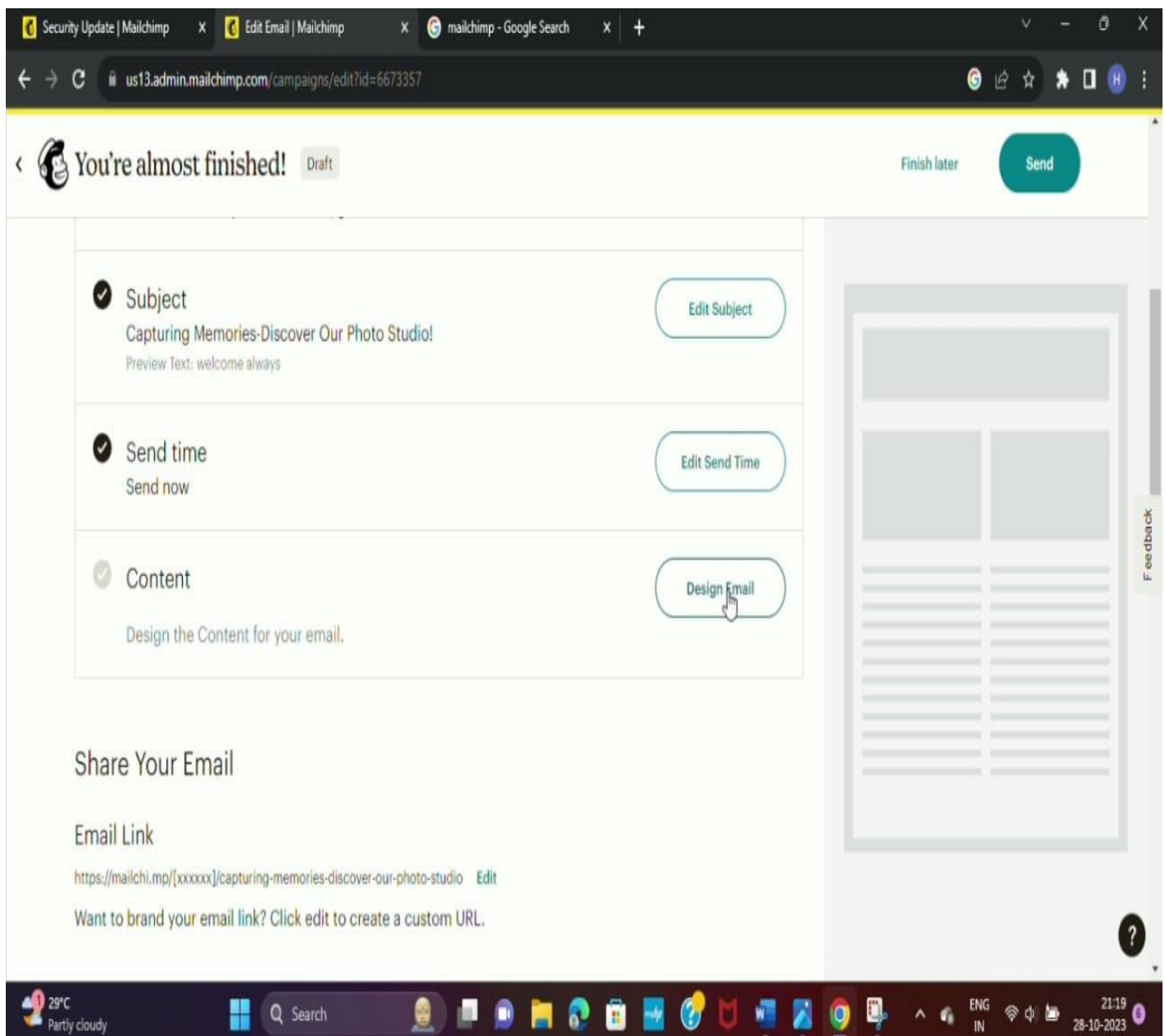
Email Subject and Preview Text:

- Create an engaging subject line and preview text.

The screenshot shows the Mailchimp campaign editor interface, specifically the 'Email Subject and Preview Text' section. The browser address bar displays 'us13.admin.mailchimp.com/campaigns/edit?id=6673345'. The campaign title 'Keep it up!' is followed by a 'Draft' status. On the right, there are buttons for 'Finish later' and 'Send'. The main content area is divided into two columns. The left column contains the 'Subject' and 'Preview Text' configuration: a 'Subject' field with the text 'Capturing Memories-Discover Our Photo' and a character count of 14/150, a 'Preview Text' field with the text 'welcome always' and a character count of 14/150, and a 'Save' button. The right column shows a preview of the email content with a 'Feedback' button. The Windows taskbar at the bottom shows the time as 18:14 on 28-10-2023.

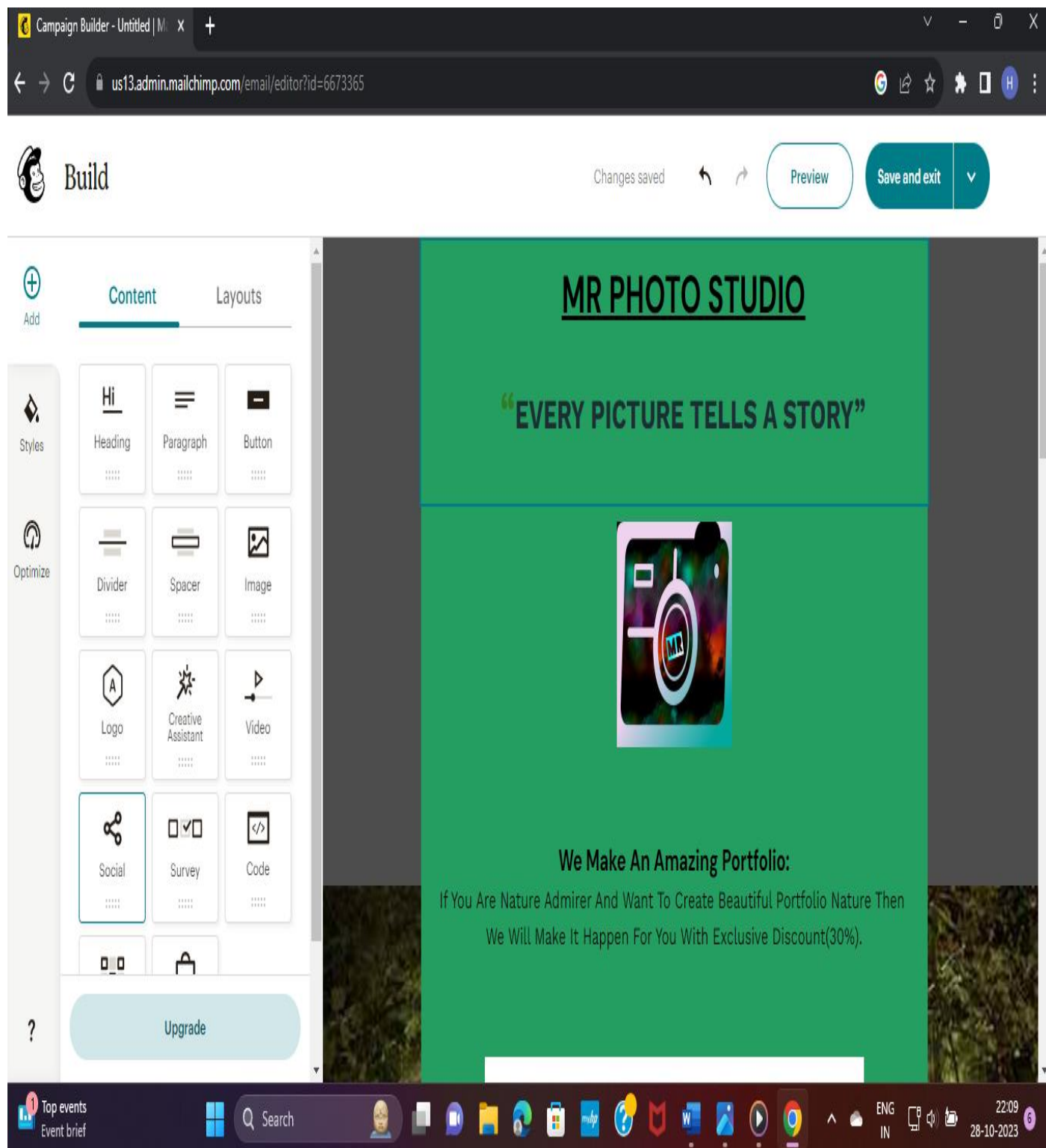
Step 4: Design Email

- You can choose your template or design your email from scratch using the mailchimp Email Editor.
- Customize the content, images, and links.



Step 5: Review and Test

- Preview your email to ensure it looks good on different devices.
- Send a test email to yourself to check for any issues.



Step 6: Schedule and Test

- Choose to send the email immediately or schedule it for a later time.

The screenshot shows the Mailchimp interface for editing an email campaign. The browser tabs at the top include 'Security Update | Mailchimp', 'Edit Email | Mailchimp', and 'mailchimp - Google Search'. The address bar shows 'us13.admin.mailchimp.com/campaigns/edit?id=6673357'. The main heading is 'You're almost finished!' with a 'Draft' label. On the right, there are buttons for 'Finish later' and 'Send'. The left sidebar contains four sections: 'From' (MR PHOTO • mrphotostudio29@gmail.com, Edit From), 'Subject' (Capturing Memories-Discover Our Photo Studio!, Edit Subject), 'Send time' (Send now, Edit Send Time), and 'Content' (Resolve). The 'Content' section lists three items: a warning about a required Referral badge, a checkmark for a plain-text version, and a cross for placeholder text. The right sidebar shows a 'Preview' button, a 'Send a Test Email' button, and a preview of the email design with the text 'any email' and 'It's time to design your email'. A 'Feedback' button is visible on the far right. The Windows taskbar at the bottom shows the date as 28-10-2023 and the time as 21:21.

Security Update | Mailchimp x Edit Email | Mailchimp x mailchimp - Google Search x +

us13.admin.mailchimp.com/campaigns/edit?id=6673357

< You're almost finished! Draft Finish later Send

From MR PHOTO • mrphotostudio29@gmail.com Edit From

Subject Capturing Memories-Discover Our Photo Studio! Edit Subject
Preview Text: welcome always

Send time Send now Edit Send Time

Content Resolve

! We automatically add a required Referral badge to your email footer. To remove the badge, [upgrade now](#).

✓ A plain-text version of this email will be included automatically. [Edit](#)

✗ To send your email, remove or replace the placeholder text:

- "It's time to design your email"

Preview Send a Test Email

any email

It's time to design your email

Feedback

28°C Partly cloudy Search 28-10-2023 21:21

Step 7: Result

MR PHOTO STUDIO

"EVERY PICTURE TELLS A STORY"



We Make An Amazing Portfolio:

If You Are Nature Admirer And Want To Create Beautiful Portfolio Nature Then We Will Make It Happen For You With Exclusive Discount(30%).



"We Keep Your Memories Alive"

We believe that every moment is worth capturing. From breathtaking portraits to creative conceptual shoots, we are here to turn your vision into stunning reality.

HIGH QUALITY SHOTS SETUP

We use HD camera in setup capturing our subject

LIGHTING

Professional lightning for our photography

ENHANCEMENT

Our professional photo editors will process images



OUR SERVICES

Event
Creative
Commercial
Corporate
Wedding
Fashion

MR PHOTO STUDIO

EMAIL ID : 635203 - India






INTUIT
mailchimp

Step 8: Post-campaign tasks



- After the campaign is sent, review the results and make necessary adjustments for future campaigns.



The screenshot shows the Mailchimp Audience dashboard for an account named 'MR PHOTO STUDIO'. The browser address bar at the top indicates the URL is 'us13.admin.mailchimp.com/audience/'. The interface includes a left-hand navigation menu with options like 'Create', 'Campaigns', 'Automations', 'Audience', 'Audience dashboard', 'All contacts', 'Signup forms', 'Tags', 'Segments', and 'Surveys'. The main content area displays the audience name 'MR PHOTO STUDIO' and states that the audience has 5 contacts, 5 of which are subscribers. There are buttons for 'View Contacts' and 'Manage Audience'. Below this, there is a 'Messages Inbox' section showing 0 messages in the last 30 days, with a 'View Inbox' link. A 'Recommendations for you' section suggests trying the Quickbooks Online integration, with a 'Connect accounts' button. The bottom of the screen shows a Windows taskbar with various application icons and a system clock indicating 18:09 on 28-10-2023.



us13.admin.mailchimp.com/audience/

[Create](#)

 Campaigns 

 Automations 

 Audience 

Audience dashboard

All contacts


Signup forms

Tags

Segments

Surveys

[Upgrade](#)




Audience

MR PHOTO STUDIO


[View Contacts](#) [Manage Audience](#)


Your audience has 5 contacts. 5 of these are subscribers.


 **Messages Inbox**

You've received 0 messages in the last 30 days. [View Inbox](#)

Recommendations for you [View All](#)

 **Try the Quickbooks Online integration**

Automatically sync your Quickbooks Online customers and sales data to your Mailchimp account. [Connect accounts](#) 



18:09 28-10-2023

OUR PROJECT LINKS

FACEBOOK LINK: <https://www.facebook.com/mrphotostudio1>

BLOGGER.COM LINK: <https://mrphotostudio29.blogspot.com/?m=1>

GITHUB LINK: <https://github.com/hindhu2003/Digital-Marketing>

WORDPRESS LINK: <https://mrphotostudio29.wordpress.com>

DEMO LINK:

[https://drive.google.com/file/d/1vFc84xeCWveoTaYW76Ggtuy6HmB1DXD /view?usp=drivesdk](https://drive.google.com/file/d/1vFc84xeCWveoTaYW76Ggtuy6HmB1DXD/view?usp=drivesdk)