The Nottingham
New **Theatre**

User Guide
MailChimp

Introduction

Hello, and welcome to the MailChimp user-guide. A new and improved way of sending out emails to the members of the New Theatre and members of the public. It's a little more complex than the current method through the SU system, but the ability to use CSS and format the emails nicely will make a huge difference in making the theatre look more professional and embracing of social media - one of the most effective ways that we can help our membership grow.

How it works

Will Pimblett has very kindly created a system on the website that ties in with the reservation system we currently have in place. When a member reserves a ticket for one of our shows, their email is automatically added to our new mailing list.

*What's different between this and just sending an email?*

Modern emails don't allow for much formatting beyond your standard HTML stuff. Although it's possible, it requires a lot of work on our end. However, we can create professional looking emails by including CSS within our HTML. Mail-chimp comes with pre-designed formats that allow us to do things in seconds. On top of this, it does it for free. We simply select whatever photos or text we want for the email, and presto, a well formatted email is sent to (hopefully) every person who has bought a ticket this year.

The only trade off is that the user interface is slightly more complex to use than our older system, and Mailchimp use a few obtuse terms for seemingly no reason, but hopefully this user guide will clear up any confusion to be had.

Instructions

The first thing you'll need to do is sign up for a MailChimp account if you haven't done so already. Then, ask either the publicity managers, secretary or Will Pimblett for an invitation to the New Theatre campaign if you want to send emails under our banner.

Right, now down to business.
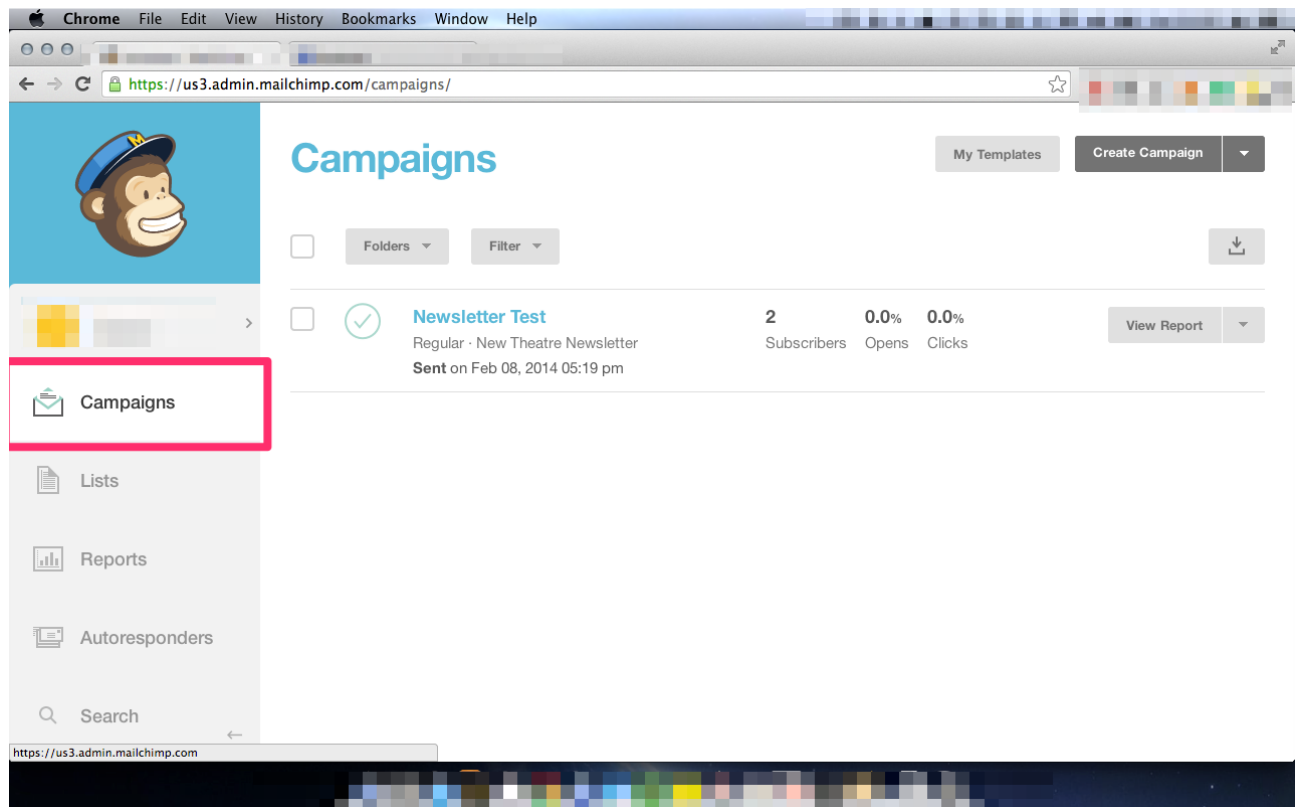
The first thing you'll notice when you sign in is that there are 6 options to choose in the menu bar on the left. There are only really two you'll need or ever want to focus on, the first being "Campaigns" and the second being "Reports". The former is where you'll go if you actually want to send an email, whilst the second lets you see the reach of your email, what links were opened, and generally help you gauge whether or not the public were interested in what was said in a specific email. Which is great for helping us to curate our news and make it most effective when reaching out to others.

To start sending an email, go to the Campaign window and click the **Create Campaign** button to start the process.

Once this has been done, select the '**Regular Ol' Campaign**' option from the four presented.

To which list shall we send?

○ Membership (0 recipients)

○ New Theatre Newsletter (3 recipients)

Recipients ⟩ Setup ⟩ Design ⟩ Plain-Text ⟩ Confirm

Next >

Now you need make sure you send it to the correct list. New Theatre Newsletter goes out to anyone (even members of public) who happen to have signed up to receive emails on our website, whilst the Membership List comprises solely of people who have paid for membership in the New Theatre. Therefore, workshops, news, etc should be aimed at this one rather than the public access one). Once you've selected a list, select the **'send to entire list'** option.

Then you'll reach this screen.

Coming Soon To The Nottingham New Theatre | Help | Save & Exit ▾

Campaign Info

Name your campaign

From name — 78 characters remaining

Nottingham New Theatre

Email subject — 109 characters remaining

Coming Soon To The Nottingham New Theatre

From email address

boxoffice@newtheatre.org.uk

Keep it relevant and non-spammy to avoid spam filters.
Subject line advice · Research subject lines
Recent subject line performance ▾

ⓘ Manage replies from your subscribers   new

☑ Personalize the "To:" field ⓘ Info

Specify *|MERGETAGS|* for recipient name

|FNAME|

< Back   Recipients ⟩ Setup ⟩ Design ⟩ Plain-Text ⟩ Confirm   **Next >**

Here, you'll have several options:

**Name your Campaign
Email Subject
From Name**

From Email Address

Please leave '**From Name**' and '**From Email Address**' exactly as they are.

"Name Your Campaign" :

This is the title that we see when we search back through the emails.

Please **date the time you sent out the email** and a brief outline of what the email entails, just so if we're searching through emails, we're able to quickly find what we're looking for.

"Email Subject":

This is what the reader will see in the subject line. Please keep it appropriate!

The rest of the options under the other headers are automatically set, so just leave them as they are.

Now the slightly more fun part begins. Here you can design your own template or choose from one of the pre-existing ones. I recommend using a pre-existing one simply because it saves time and because there are a whole list of options for any occasion. Feel free to play around with templates and find the right one for the information that you want to send out.

Once you've selected a template, add the text and images required. Please make sure you use the Nottingham New Theatre Logo as the header.

Ignore the footer stuff. Although it'll look strange when you're creating your email, Mailchimp will take the pre-set data provided and autofill it in correctly, so you don't have to worry about writing that as well.

Once you click next, it'll create a plain-text version for those unfortunate enough to not be able to see our brand spanking new email system (that should be very few people). Double check this to make sure there aren't any spelling mistakes, etc that have cropped up during the transition (unlikely that there will be, but check anyway)

Click next, and then you can schedule the email or send it straight away! Presto! You've sent your very first email.

Some other Handy Tips

You can send a test email to your own account or any of the admins at any time simply by selecting the 'Preview & Test' option in the top bar. Useful for if you want to see what an email will look like once it's reached someone's inbox.

Can't be bothered to create your own design? No worries, we have a default style created within the campaigns bit that simply requires you to update the text! Click on the drop down menu for the email titled 'default style!' and click replicate! Then edit to your heart's content!

Thanks for reading. If you still have any questions, please email either marketing@newtheatre.org.uk or publicity@newtheatre.org.uk. Otherwise, feel free to play around with the system to get a good feel for it.