

Inteligencia de Negocios

Business Intelligence

Campaña de E-Mail Marketing con Mailchimp

¿Qué es MailChimp ?

Mailchimp es una plataforma online Freemium que brinda servicios de Email Marketing. Características:

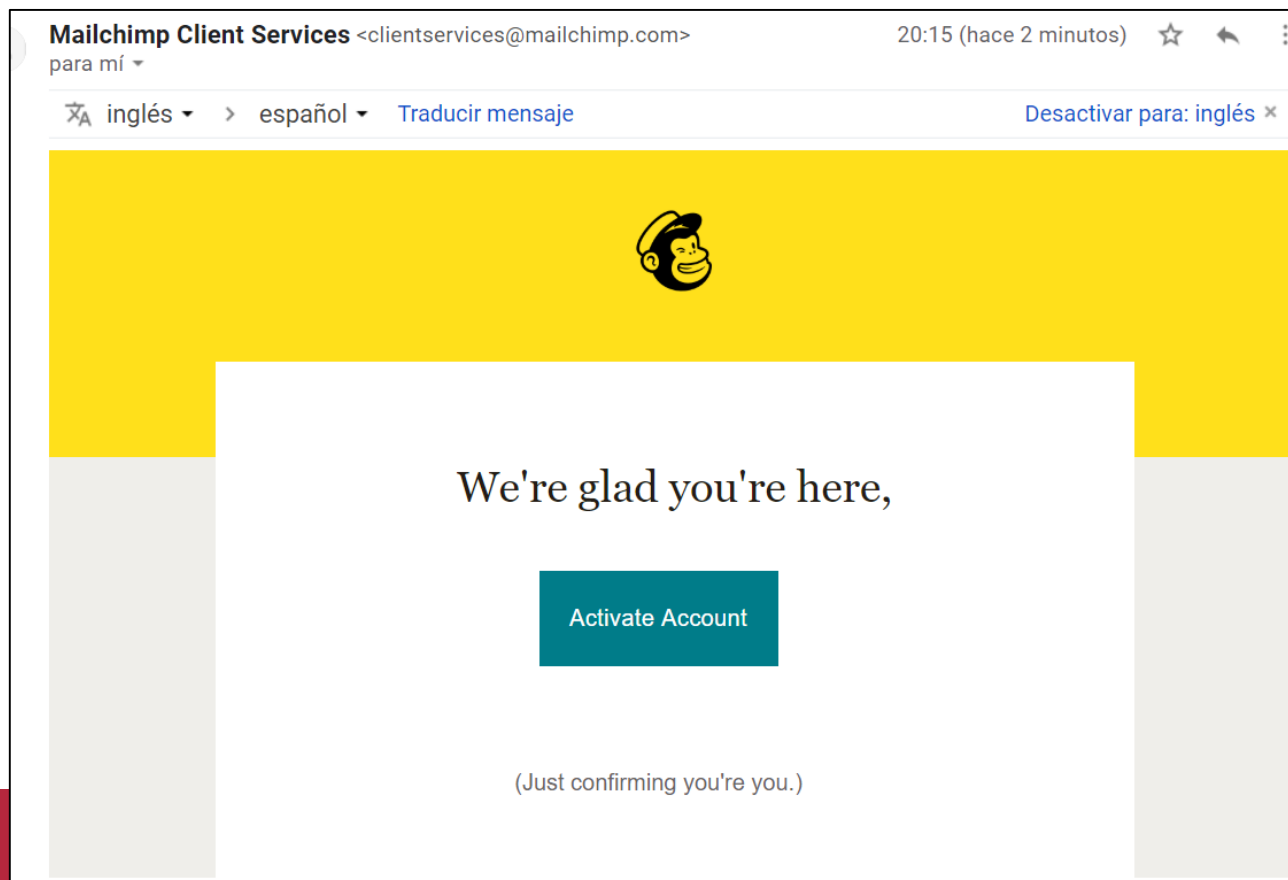
- *Newsletters* (**boletines**) adaptables a cualquier dispositivo y resolución.
- Analítica de campañas, evolución en el tiempo y estadísticas de envío.



Check your email

We've sent a message to **tu email** with a link to activate your account.

[> Didn't get an email?](#)



[Selection](#) > [Payment](#) > [Confirmation](#)

Mailchimp Recommends

Premium



Advanced features for pros who need more customization.

You'll pay

\$299

a month

with 10,000 contacts

Standard



Better insights for growing businesses that want more customers.

You'll pay

\$14⁹⁹

a month

with 500 contacts

Essentials



Must-have features for email senders who want added support.

You'll pay

\$9⁹⁹

a month

with 500 contacts

Current Plan

Free



All the basics for businesses that are just getting started.

You pay

\$0

a month

2,000 contact maximum

> [Compare Plan Features](#)

Purchase Summary

Billed in [US Dollars](#) ▾

Free plan

2,000 contacts*

10,000 email sends*

Free Plan

- ✓ 7 marketing channels
- ✓ 1-click automations
- ✓ 5 email templates
- ✓ Marketing CRM

[Next](#)

Let's set up your account

First Name

Rita

Last Name

de la Torre

Business Name

RITASISTEMAS

Website URL

Optional

Phone Number

Optional

Continue

Add your address

But why? Believe it or not, we need a physical address to make sure your emails comply with [international anti-spam laws](#). Don't have an official business address? Learn about [physical address alternatives](#)

Address line 1 (Street address or post office box)

Address line 2 Optional

City

State / Province / Region

Zip / Postal code

Country

 ▼

Continue

Tell us about your contacts

This can include people who signed up to receive marketing emails from your organization, or those who solely receive transactional emails. Learn more about [Mailchimp contact types](#).

Do you have a list of contacts?

- ☒ Yes
- ☐ No
- ☐ I'm not sure...

How many email contacts do you have?

500 or less



Continue

Help us determine the best features for you

What do you offer or plan to offer? (Select all that apply)

- ☐ Services
- ☒ Physical Goods
- ☐ Original Content (blog, videos, photography, etc.)
- ☐ Technology or Software (online platforms, apps, SaaS, etc.)
- ☐ Other

Continue

Skip

Tell us where you've set up shop

Where can people access your offerings? (Select all that apply)

- ☐ Another business's website or e-commerce store
- ☐ App store
- ☐ Another business's physical store/location
- ☐ Our own physical store/location
- ☒ Our own website or e-commerce store
- ☐ Other

[Continue](#)[Skip](#)

You're ready to go

Now that we know more about you, we'll be able to recommend the best marketing moves for you in the future.

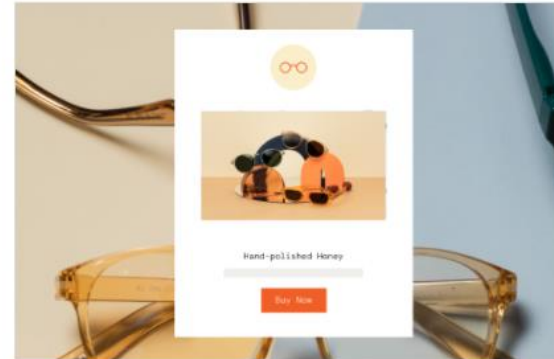
Select additional emails you want to receive from Mailchimp and our companies:

- ☒ **E-commerce Newsletter**
Actionable advice to help you drive traffic, increase conversion, and grow sales for your online business.
- ☒ **Mailchimp Presents**
A monthly newsletter highlighting Mailchimp's original short-form series, films, and podcasts made with entrepreneurs in mind.
- ☐ **Courier Weekly**
Practical insights, news analysis, and case studies of modern businesses, delivered to your inbox every week.

Continue

Ready to get started?

Here's what we recommend you do next



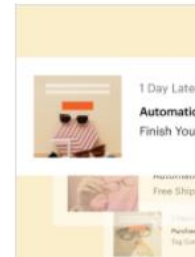
Connect your store

Connect your online store to Mailchimp to unlock powerful features that can help you sell more stuff.

[Get Connected](#)

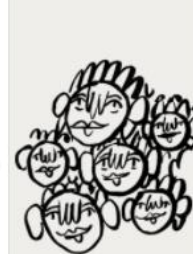
Start your first email

Choose a pre-designed template or use our drag-and-drop builder to launch a campaign in minutes.

[Create Email](#)

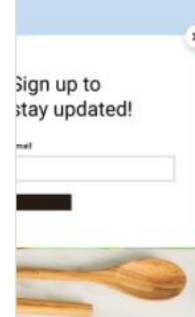
Start an automation

Send timely and personalized emails without having to hit the send button each time.

[Get Started](#)

Add your contacts

Your contacts make up your audience. Once you add your contacts, you'll be able to send your first campaign.

[Import Contacts](#)

Create a signup form

Capture contacts and collect the data you need to grow your Mailchimp audience.

[Get Started](#)

Configurar la Audiencia

- Descargar la lista de contactos del Aula. [Suscriptores.csv](#)

The screenshot shows the Mailchimp Audience management interface. On the left, a sidebar contains navigation options: 'Create', 'Campaigns', 'Audience' (expanded), and 'Automations'. The 'Audience' menu is open, showing sub-options: 'Audience dashboard', 'All contacts' (highlighted with a red box), 'Signup forms', 'Tags', 'Segments', 'Surveys', and 'Inbox'. A red arrow points from the 'All contacts' option to the 'Import contacts' option in the 'Add contacts' dropdown menu on the right. The main content area displays 'Audience RITASISTEMAS' and states 'Your audience has 12 contacts. 12 of these are...'. Below this, there are tabs for 'Overview', 'Manage contacts', and 'Add contacts'. The 'Add contacts' dropdown menu is open, showing 'Add a subscriber' and 'Import contacts'.

How would you like to add contacts?

Build your Mailchimp audience by adding or importing contacts you already have permission to market to. [Learn how consent impacts email delivery](#)



Import from another service
Add contacts automatically from tools you already use.



Upload a file
Import contacts from a CSV or tab-delimited TXT file.
[More info](#)



Copy and paste
Directly paste in new contacts from a spreadsheet or similar list.

Continue

Descargar la lista de contactos del Aula:
suscriptores.csv

NO ABRIRLA

Upload your contacts

suscriptores.csv



[Browse](#)

Continue to Organize

Organize your contacts

Select a status

Subscribed



When you choose the "Subscribed" status for your contacts, it indicates that you've gained permission to market to them. Learn more about the [Importance of Permission](#).



Update any existing contacts

If any imported contacts are already in your audience, we'll automatically replace their information with the data from your import. This option may make the import process take longer.

Continue to Tag

Tag your contacts

Easily organize your contacts using simple words or phrases that make the most sense to you.

Search for or create tags

2022 X



Start typing to add a custom tag

Choose from popular tags

Customer

Staff





Influencer

Member

Continue To Match

Match column labels to contact information

12 contacts were recognized in this file

 Email Address	<input checked="" type="checkbox"/>	 Nombre	<input checked="" type="checkbox"/>	 Apellido	<input checked="" type="checkbox"/>	 Género	<input checked="" type="checkbox"/>

10 columns will be imported. 12 columns will not be imported.

Finalize Import

Review and complete your import

12 contacts will be updated or added to your "RITASISTEMAS" audience.

- Imported from: File upload
- Email marketing status: Subscribed
- Update existing contacts: Yes
- Tagged: 2022

The maximum number of contacts allowed on your Free plan is 2,000. If you go beyond 2,000 contacts with this import, your ability to send email campaigns may be impacted.

Complete Import

Cancel Import

Your import was successful

We've updated 12 contacts in your "RITASISTEMAS" audience.

[Start a Campaign](#)[View Contacts](#)

Audience

RITASISTEMAS

Your audience has **12** contacts. **12** of these are subscribers.


























[Overview](#) [Manage contacts](#) [Add contacts](#) [Subscriber preferences](#) [Settings](#) [Q](#)

[Toggle Columns](#)[Export Audience](#)


1 - 12 of 12

Filter by Tags		View Segment		New Segment						
▼	Email Address	Nombre	Apellido	Preferred format	Género	Tags	Language	Email Marketing	Source	Rev

[Create](#)[Campaigns](#) [Audience](#) [Audience dashboard](#)[All contacts](#)[Signup forms](#)[Tags](#)[Segments](#)[Surveys](#)[Inbox](#)[Automations](#) [Analytics](#) New [Email](#)[Reports](#)[Website](#) [Website](#)[Store](#)[Appointments](#)[Domains](#)[Settings](#)[Upgrade](#)

Audience

RITASISTEMAS

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

This audience has **12** contacts. **12** of them are subscribers.

Messages Inbox

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

[View Inbox](#)

Grow your audience with Mailchimp's mobile app

Add contacts to your Mailchimp audience no matter where you are. Easily scan information from a business card or import your address book directly.

[See how it works](#)

Recent growth

New contacts added to this audience in the last 30 days.

11[New Contacts](#)

From Oct 26, 2022 to Nov 25, 2022

11[Subscribed](#)**0**

Non-Subscribed

Tags

Your contacts, organized by your tags.

12**2022****1****ME**

Audience

RITASISTEMAS

This audience has **124** contacts. **124** of them are subscribers.

View Contacts

Manage Audience ▾

Add a subscriber

Import contacts

Signup forms

Surveys

Inbox

Manage contacts

Settings

View audiences

Audience

RITASISTEMAS

Your audience has **124** contacts. **124** of these are subscribers.

Overview

Manage contacts ▾

Add contacts ▾

Signup forms

Preferences center

Settings ▾

Inbox

Surveys



Add subscriber

Want to subscribe more than one person at a time? [Import an audience](#)

Email Address *



First Name


Last Name


[Learn more](#)


Crear Formulario de Suscripción

https://www.youtube.com/watch?v=jqc_XrflC4c



 Create

 Campaigns ▾

 Audience ▴
Audience dashboard
All contacts


Signup forms


Tags

Segments

Surveys

Inbox

 Automations ▾

 Analytics **New** ▴
Email
Reports

Upgrade

RITASISTEMAS

Your audience has **12** contacts. **12** of these are subscribers.

Overview Manage contacts ▾ Add contacts ▾ Subscriber preferences Settings ▾ 🔍

Form builder

Build, design, and translate signup forms and response emails

[Select](#)

Embedded forms

Generate HTML code to embed in your site or blog to collect signups.

[Select](#)

Subscriber pop-up

Design a pop-up signup form that can be embedded on any site.

[Select](#)

Contact Form

[Select](#)

Utilizaremos esta primera opción

URL del formulario de suscripción

autoresponders

Campaigns Templates **Audience** Reports Content Studio Create 1 R Rita

Form builder

Forms and response emails

Signup form

☒ Let subscribers pick email format (Plain-text or HTML) Info

Signup form URL

http://eepurl.com/gtf68X

Build it Design it Translate it

Field label and type	Put this tag in your content:
Dirección de Corre email	*[EMAIL]* or *[MERGE0]*
Nombre text	*[FNAME]* or *[MERGE1]*
Apellidos text	*[LNAME]* or *[MERGE2]*
Address address	*[ADDRESS]* or *[MERGE3]*
Phone Number phone	*[PHONE]* or *[MERGE4]*
Phone format	
International	
Birthday birthday	*[BIRTHDAY]* or *[MERGE5]*

Suscríbete a nuestro Newsletter

click to add a message

Dirección de Correo Electrónico

Nombre

Apellidos

Address

Street Address

Address Line 2

Field settings

Field type address

Field label

Address

Field tag

ADDRESS

☐ Required field

Field visibility

☐ Visible ☒ Hidden

Help text

Default merge tag country

USA

Save Field

☒ Let subscribers pick email format (Plain-text or HTML) ⓘ Info

Signup form URL



QR

Build it

Design it

Translate it

Page

Body

Forms

Referral Badge

Background

Header

Outer wrapper

Background



#2374a6

Tips: Choose a background color and default text styles for your list forms.

The preview shows a subscription form on a blue background. At the top, there's a blue banner with a hand icon pointing to a button that says 'SUSCRÍBETE'. Below this, there's a white box containing the form fields. The fields are: a dashed box for a message, an 'Email Address' field, a 'First Name' field, a 'Last Name' field, and a 'Formato preferido' section with two radio buttons: 'HTML' (selected) and 'Texto'. At the bottom of the white box is a 'Suscribirse' button. Below the white box, there's a black banner with the text 'Grow your business with' and the Mailchimp logo.

Signup form URL



QR

Build it

Design it

Translate it



Auto-translate

ⓘ Info

Set default language

Spanish (Spain) ▼

Spanish (Spain)

Línea 2 de dirección

Ciudad

Haga clic aquí para actualizar sus preferencias

País

HTML

Campaña de E-Mailing



Create



Campaigns ^

All campaigns

Email templates



Audience ^

Audience dashboard

All contacts

Signup forms

Tags

Segments

Surveys

Inbox



Automations v

Analytics New ^

Email

Reports



Website v

Templates

[Content studio](#)[Create template](#)Saved

Purchased



You don't have any saved templates

A template is a saved design that can be reused when creating email campaigns.



Create a template

Select a starting point for your template

Layouts **Themes** Code your own

Newsletters (30)

Search themes



More ways to express yourself

Access themes designed for virtually any occasion or message.

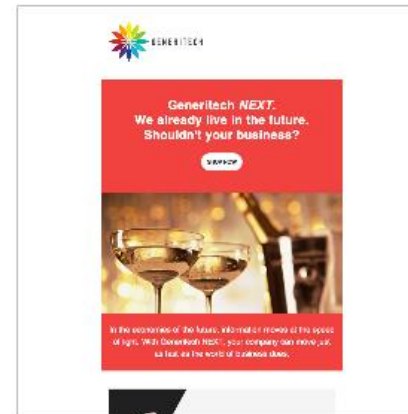
Upgrade Now



Art Newsletter



Basic (500px)



Bold



Celebration

Untitled Template

Preview and Test

visit our blog

make a donation

view this email in your browser

Copyright © */CURRENT_YEAR/* */LIST:COMPANY/*, All rights reserved.
/IFNOT:ARCHIVE_PAGE/ */LIST:DESCRIPTION/*

Our mailing address is:
/HTML:LIST_ADDRESS_HTML/ */END:IF/*

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

Footer

Content

Style

Settings

B I U Eliminar Formato

Estilo Font Size

Merge Tags

ABC

Copyright © */CURRENT_YEAR/* */LIST:COMPANY/*, All rights reserved.
/IFNOT:ARCHIVE_PAGE/ */LIST:DESCRIPTION/*

Our mailing address is:
/HTML:LIST_ADDRESS_HTML/ */END:IF/*

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

Save & Close

We'll autosave every 20

Preview and Test ▾	
Enter preview mode	1
Send a test email	2

Probar hasta que esté todo correcto

NO BORRAR

Templates

Content studio

Create template

Saved

Purchased



Folders ▾

Sort by

Newest first ▾

Search saved templates





GrupoMusical


Last edited on Nov 25, 2022 6:49 am by Rita de la Torre
Classic

Edit






 Create

 Campaigns

All campaigns

Email templates




Campaigns

RITASISTEMAS

Your audience h

Create campaign



Email

Regular

Plain text

Template

Automations

Website

Landing Page

Creative Assistant

Signup Form

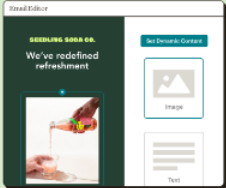
Surveys

Ad

Create something that gets noticed

Based on best practices


Try building one of these



Regular email

Use our email builder to launch a campaign in minutes.

Design Email



Landing page

Create a landing page that lets people sign up to receive product promotions or discounts.

Build Landing Page

Create an email

Keep your subscribers engaged by sharing your latest news, promoting a line of products, or announcing an event.

Campaign Name

Begin

Concierto LUZ VERDE

[Edit name](#)



To

All **subscribed contacts** in the audience **RITASISTEMAS**. [12 recipients](#)
Your 'To' field is **not** personalized with merge tags .

If you'd like to segment your audience, you can [edit your recipients](#).

[Edit Recipients](#)



From

Rita • ritasistemas@gmail.com

[Edit From](#)



Subject

What's the subject line for this campaign?

Subject (Required)

131 characters



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

Preview Text

131 characters



[Preview text](#) appears in the inbox after the subject line.

Save

[Cancel](#)

✓ **To**
All subscribed contacts in the audience **RITASISTEMAS**. [12 recipients](#)
 Your 'To' field is **not** personalized with merge tags .

Edit Recipients

✓ **From**
 Rita • ritasistemas@gmail.com

Edit From

✓ **Subject**
 Concierto LUZ VERDE
 Preview Text: Concierto LUZ VERDE

Edit Subject

✓ **Content**
Design the content for your email.

Design Email



Share Your Campaign

Campaign Link

[https://mailchi.mp/\[xxxxxx\]/concierto-luz-verde](https://mailchi.mp/[xxxxxx]/concierto-luz-verde) [Edit](#)

Want to brand your campaign link? Click edit to create a custom URL.

Add A Social Post To Your Campaign

Facebook
[Connect Facebook](#)

Twitter
[Connect Twitter](#)

Instagram
 Add an Instagram post to your campaign by connecting your Instagram business profile to your Facebook page.
[Connect Facebook](#)

Settings & Tracking [Edit](#)

- You're not using **Inbox** to manage replies.
- Your **embedded videos** will not auto-convert into linked thumbnail images.
- You're tracking opens.
- You're tracking clicks.
- You're not tracking plain-text clicks.
- You're not tracking e-commerce link activity.

Select a template

Layouts Themes **Saved templates** Campaigns Code your own

Folders ▾

Sort by

Edited Date ▾




Search saved templates

GrupoMusical

Last edited:


Nov 25, 2022 6:49 am

 **Concierto LUZ VERDE**


Preview ▾


Template ▾


[Continue](#)





Art is an expression of the soul. Art Biz is here to advocate for those artists that seek cultural revolution in our streets with their design. Check out some of our upcoming artists, as well as a showcase of the latest art up around the city.



Divider



Image



Image Group


Image Card


Image + Text


Share


Social Follow


Button

<https://us6.admin.mailchimp.com/campaigns/edit?id=7915473>



Your email campaign is ready to send!

Draft

[Finish later](#)[Schedule](#)[Send](#)

Draft email

Concierto LUZ VERDE

[Edit name](#)

To

ME in the audience RITASISTEMAS. [1 recipients](#)

Your 'To' field is personalized with *|FNAME|* *|LNAME|* .

[Edit Recipients](#)

From

Rita • ritasistemas@gmail.com

[Edit From](#)

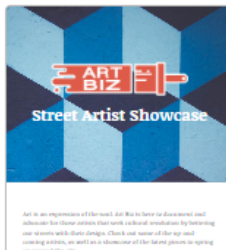
Subject

Concierto LUZ VERDE

Preview Text: Concierto LUZ VERDE

[Edit Subject](#)

Content

[Send a Test Email](#)

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



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

[Enable Social Cards](#)[Edit Design](#)

Una campaña solo se puede enviar una vez.

Campaigns

Create campaign

RITASISTEMAS

Your audience has 12 contacts. 12 of these are subscribers.

List View Calendar View

View by Status

- All
- Ongoing
- Draft
- Completed

View by Type

- Emails
- Automations

November, 2022 (1)

Concierto LUZ VERDE
Regular · RITASISTEMAS
Tags: ME

View Report

Sent vie., noviembre 25th 7:13 a. m. to 1 recipients by you

Sent

0.0% 0.0%
Opens Clicks

Concierto LUZ VERDE

Overview Activity Click Performance Content Optimizer Social E-commerce Inbox Analytics360

1 Recipient

Audience: RITASISTEMAS (Tags: ME)
Subject: Concierto LUZ VERDE

Delivered: Fri, Nov 25, 2022 7:13 am
View email · Download · Print · Share

0 Opened	0 Clicked	0 Bounced	0 Unsubscribed
-------------	--------------	--------------	-------------------

Successful deliveries	1 100.0%	Clicks per unique opens	0%
Total opens	0	Total clicks	0
Last opened	N/A	Last clicked	N/A
Forwarded	0	Abuse reports	0

0 Orders	\$0.00 Average order revenue	\$0.00 Total revenue
-------------	---------------------------------	-------------------------

