EAE Business School

Inteligencia de Negocios

Business Intelligence

Campaña de E-Mail Marketing con Mailchimp

Prof. Rita de la Torre

¿Qué es MailChimp ?

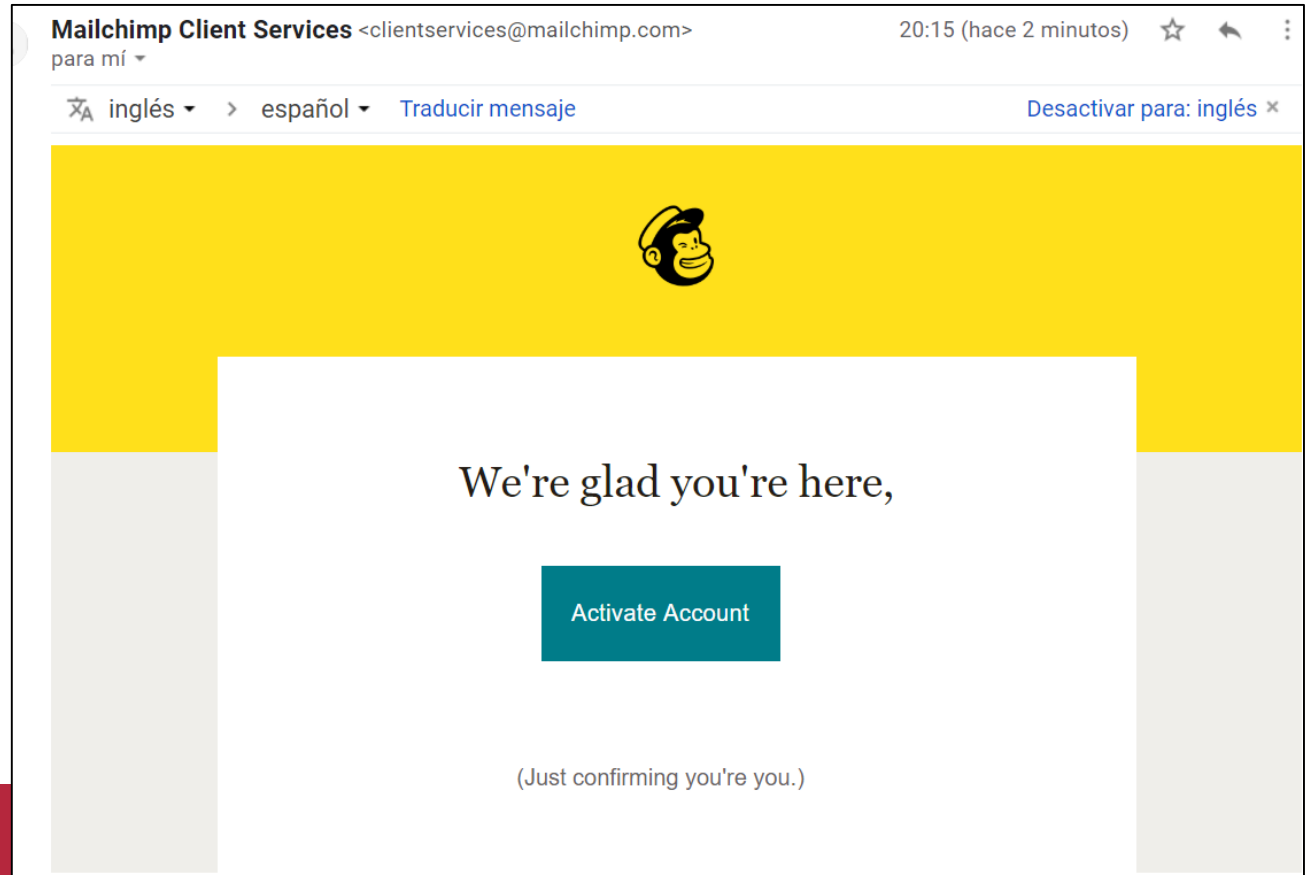
Mailchimp es una plataforma online Freemium que brinda servicios de Email Marketing. Características:

- *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

$14.99

a month

with 500 contacts

Essentials

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

You'll pay

$9.99

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

Barcelona

State / Province / Region

BARCELONA

Zip / Postal code

08023

Country

Spain

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
- [x] 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
- [x] 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.

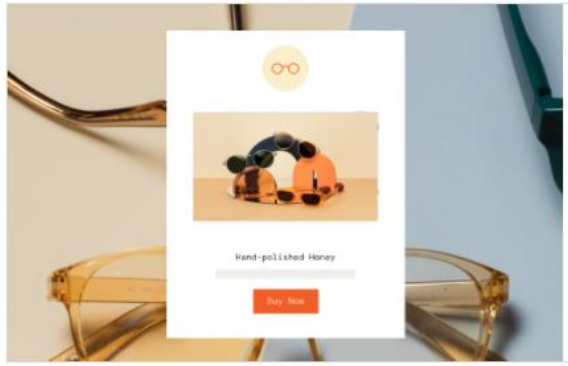
Select additional emails you want to receive from Mailchimp and our companies:

- [x] E-commerce Newsletter
  Actionable advice to help you drive traffic, increase conversion, and grow sales for your online business.
- [x] 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

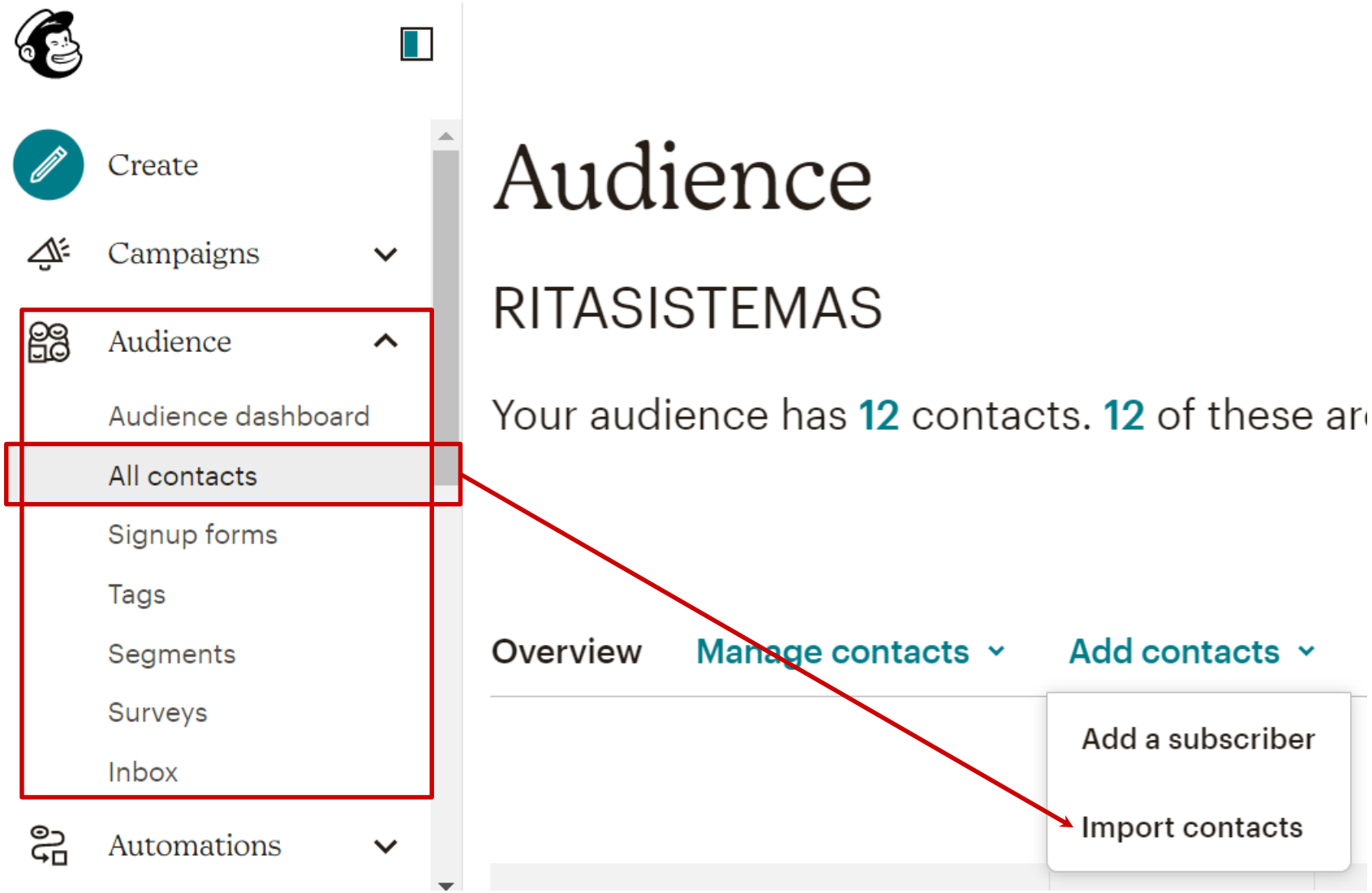
Create a signup form

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

Get Started

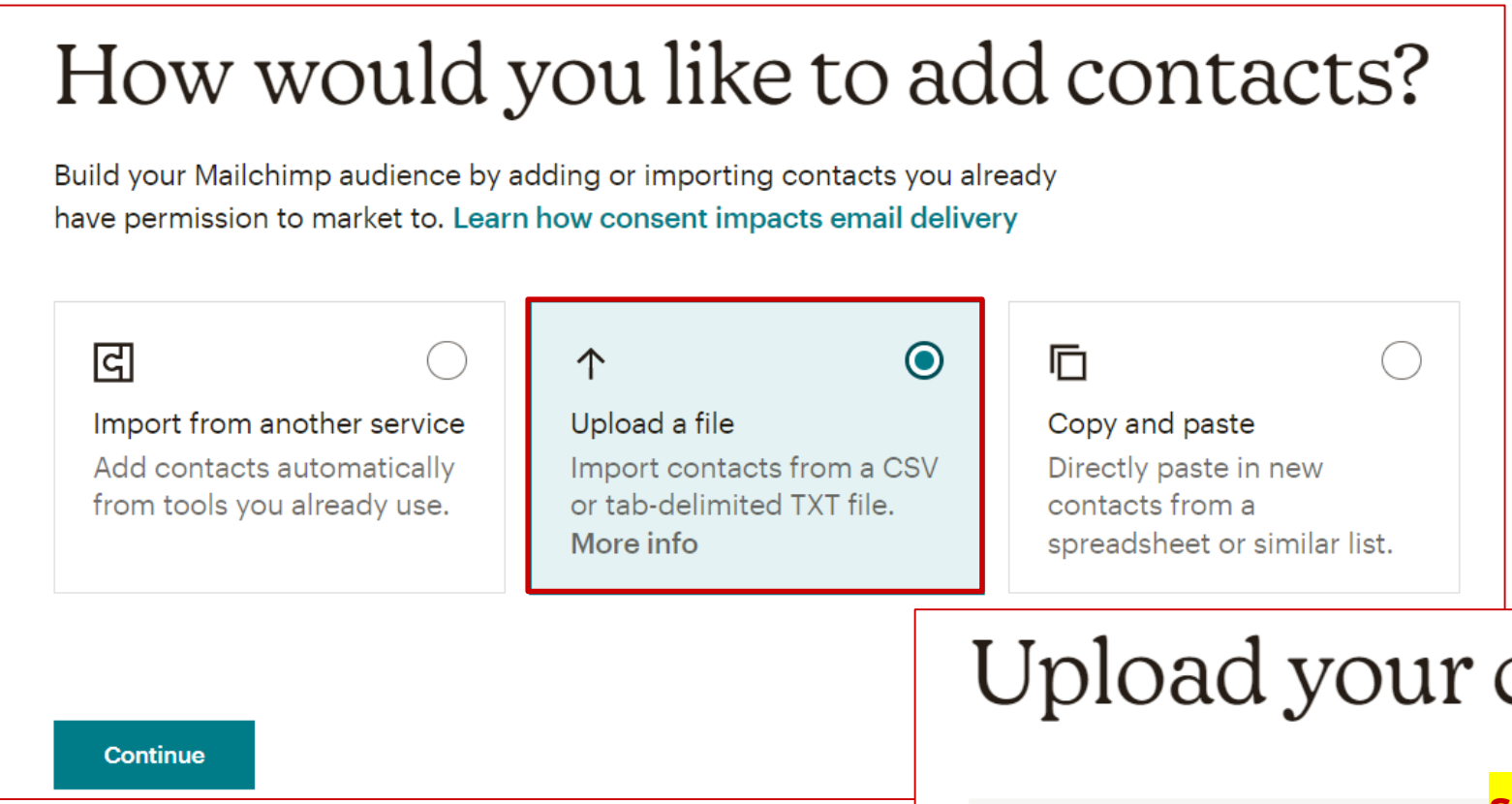
Configurar la Audiencia

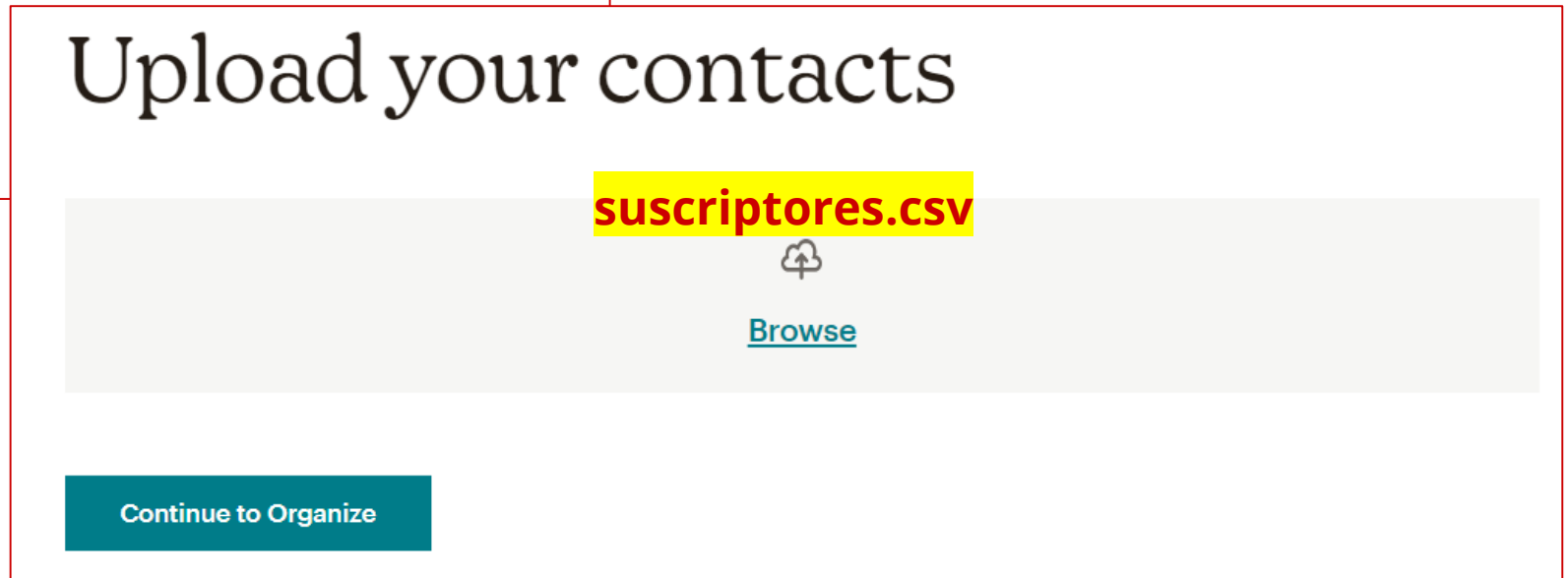
- Descargar la lista de contactos del Aula. Suscriptores.csv



Descargar la lista
de contactos del Aula:
suscriptores.csv

NO ABRIRLA





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 ×

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	Nombre	Apellido	Género

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

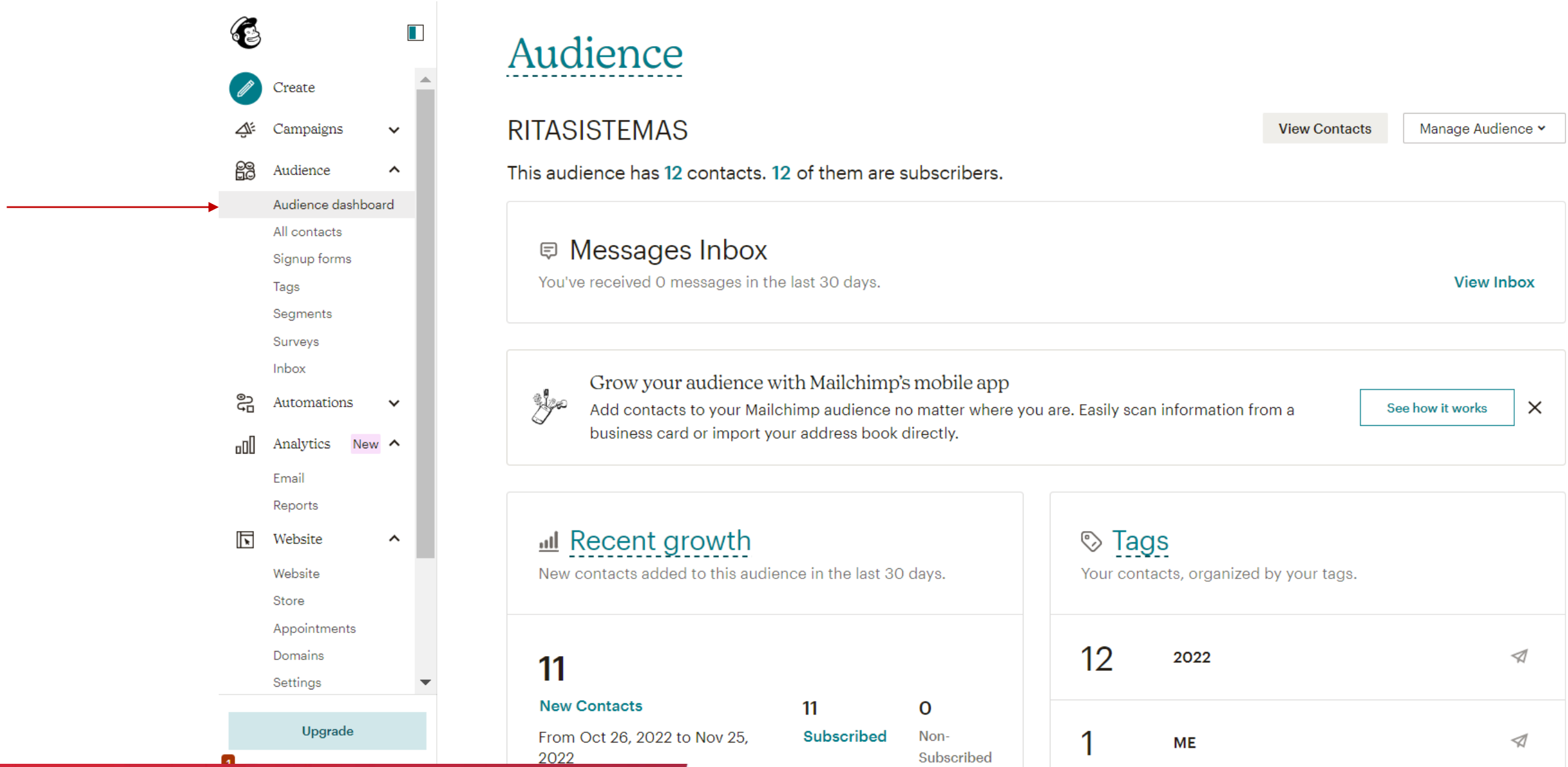
Your audience has 12 contacts. 12 of these are subscribers.

Overview | Manage contacts | Add contacts | Subscriber preferences | Settings

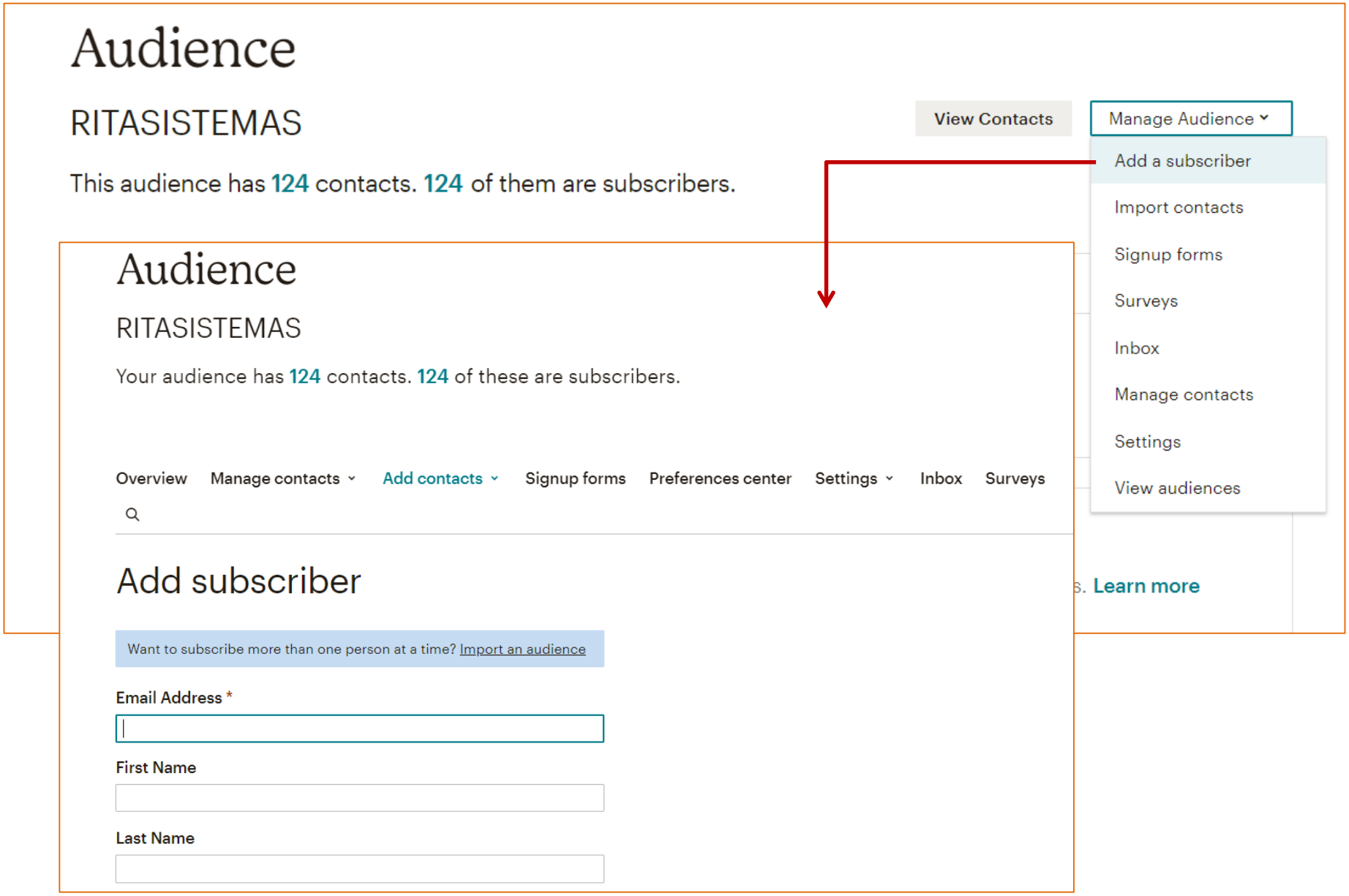
Toggle Columns | Export Audience | 1 – 12 of 12

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

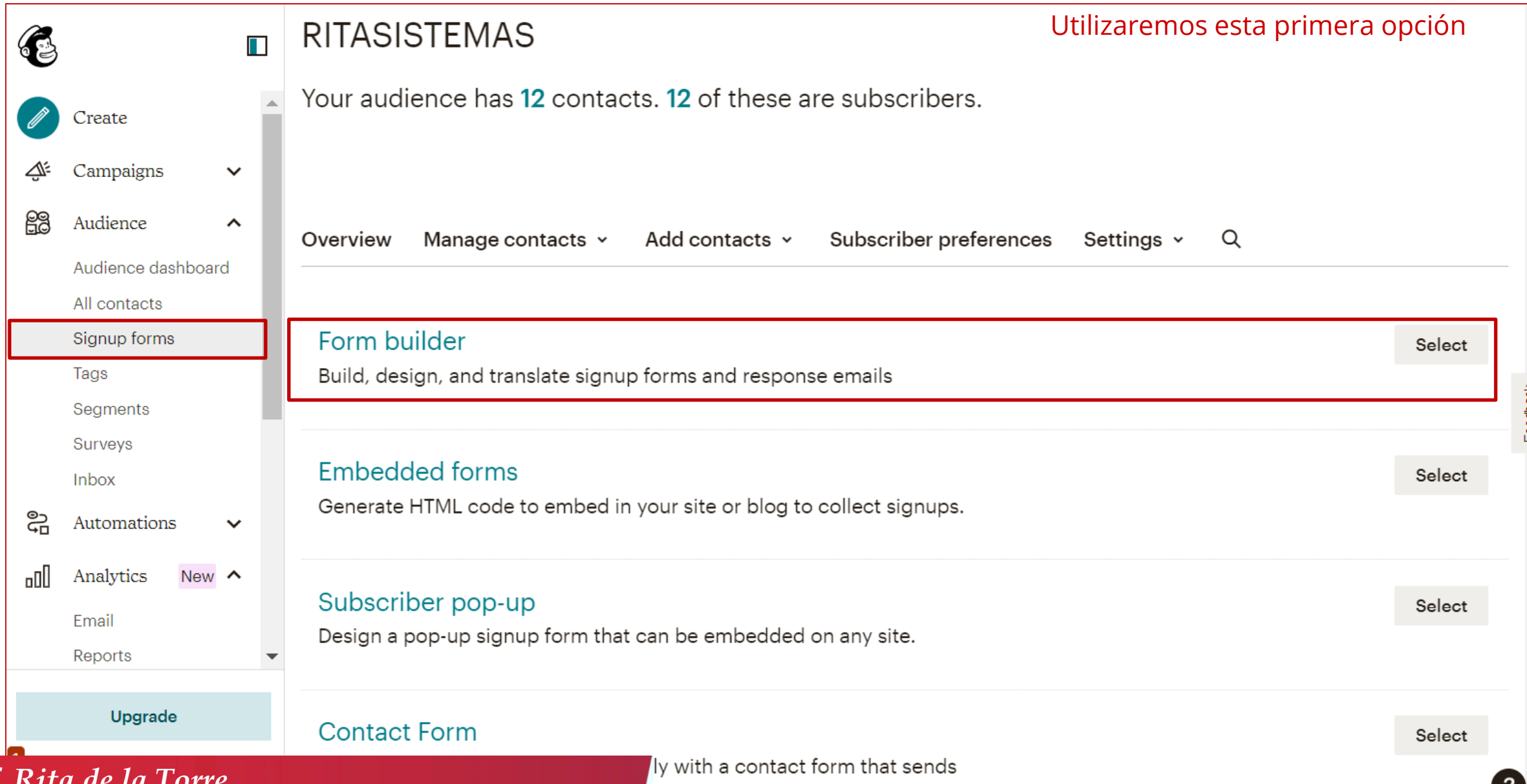
Agregar manualmente un suscriptor



Crear Formulario de Suscripciòn

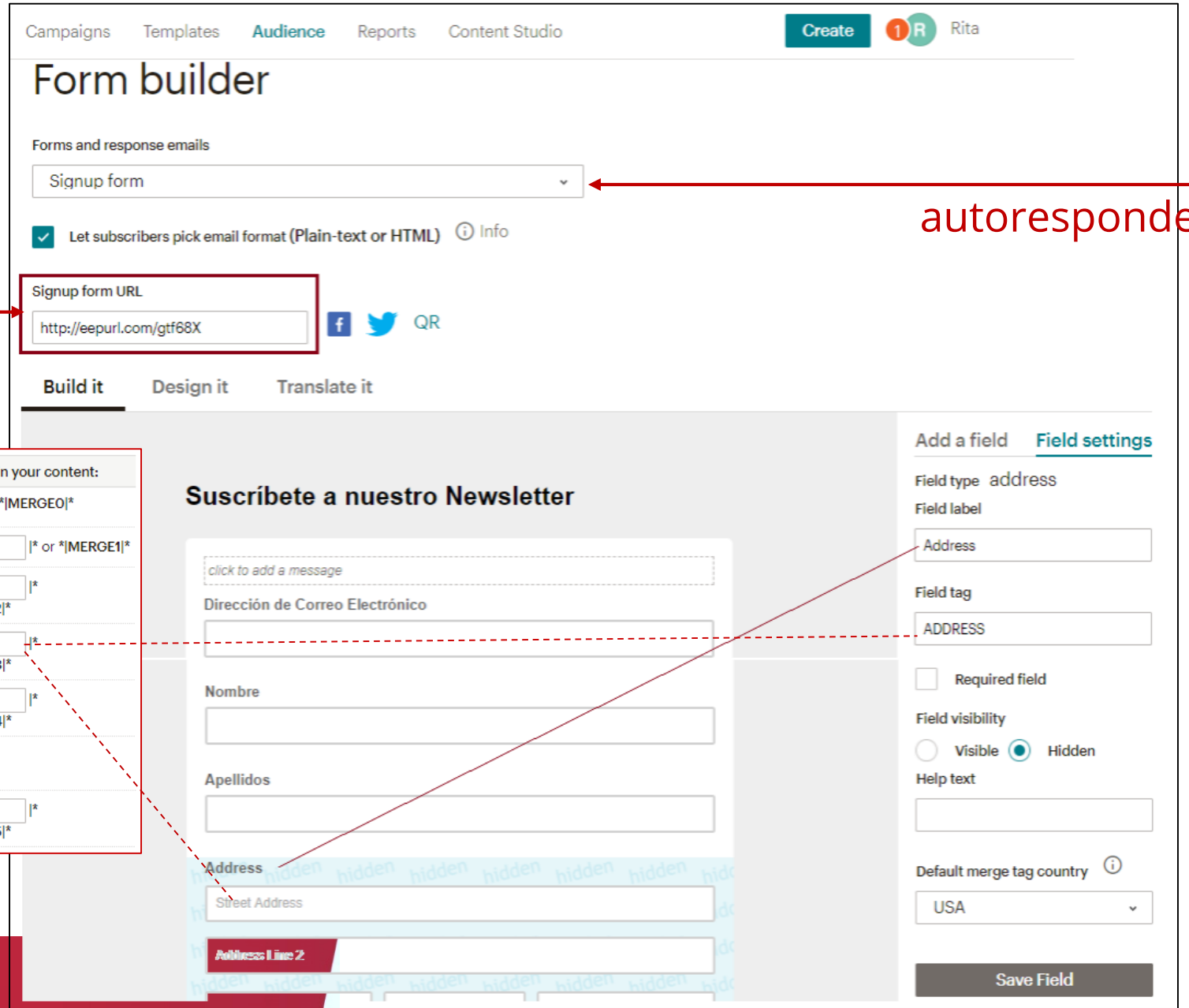
https://www.youtube.com/watch?v=jqc_XrflC4c

Utilizaremos esta primera opción



URL del formulario de suscripción

autoresponders



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

Signup form URL

http://eepurl.com/hAyew1 QR

Build it | Design it | Translate it

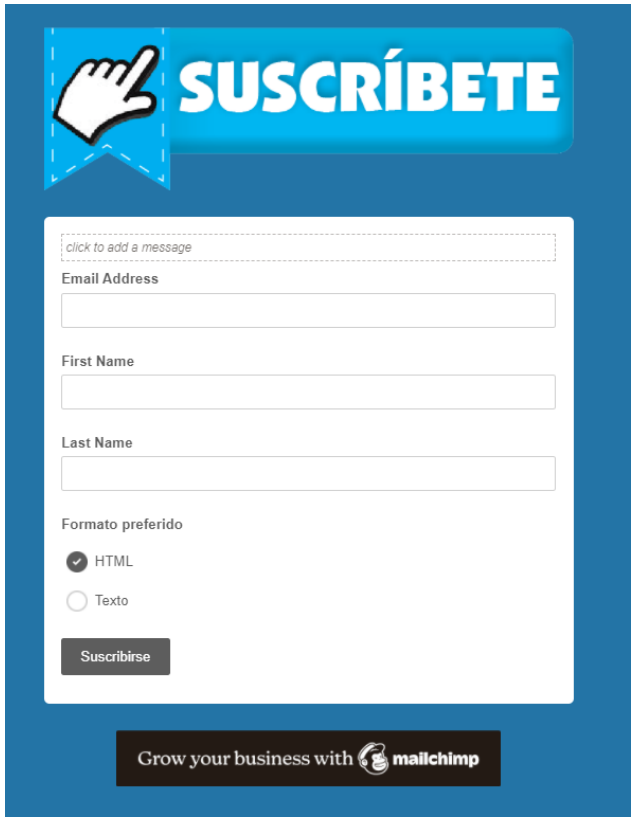
Page | Body | Forms | Referral Badge

Background | Header | Outer wrapper

Background

#2374a€

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



Signup form URL

http://eepurl.com/hAyew1 QR

Build it | Design it | Translate it

Auto-translate Info

Set default language

Spanish (Spain)

Spanish (Spain)

Línea 2 de dirección

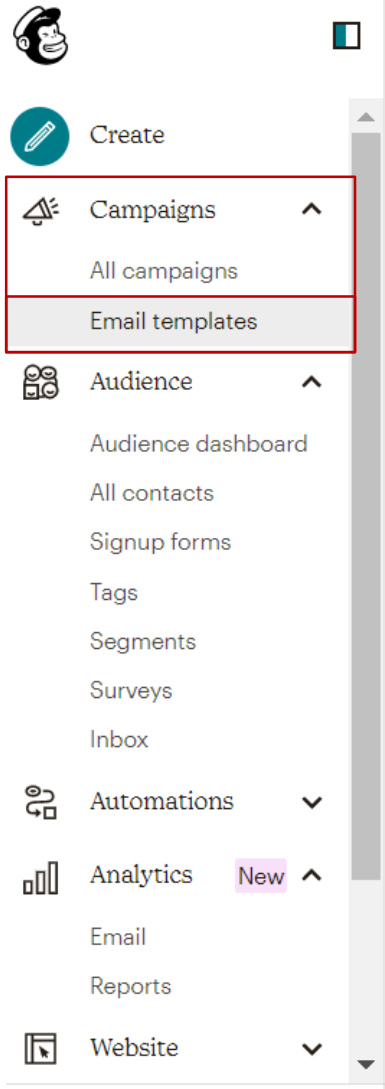
Ciudad

Haga clic aquí para actualizar sus preferencias

País

HTML

Campaña de E-Mailing



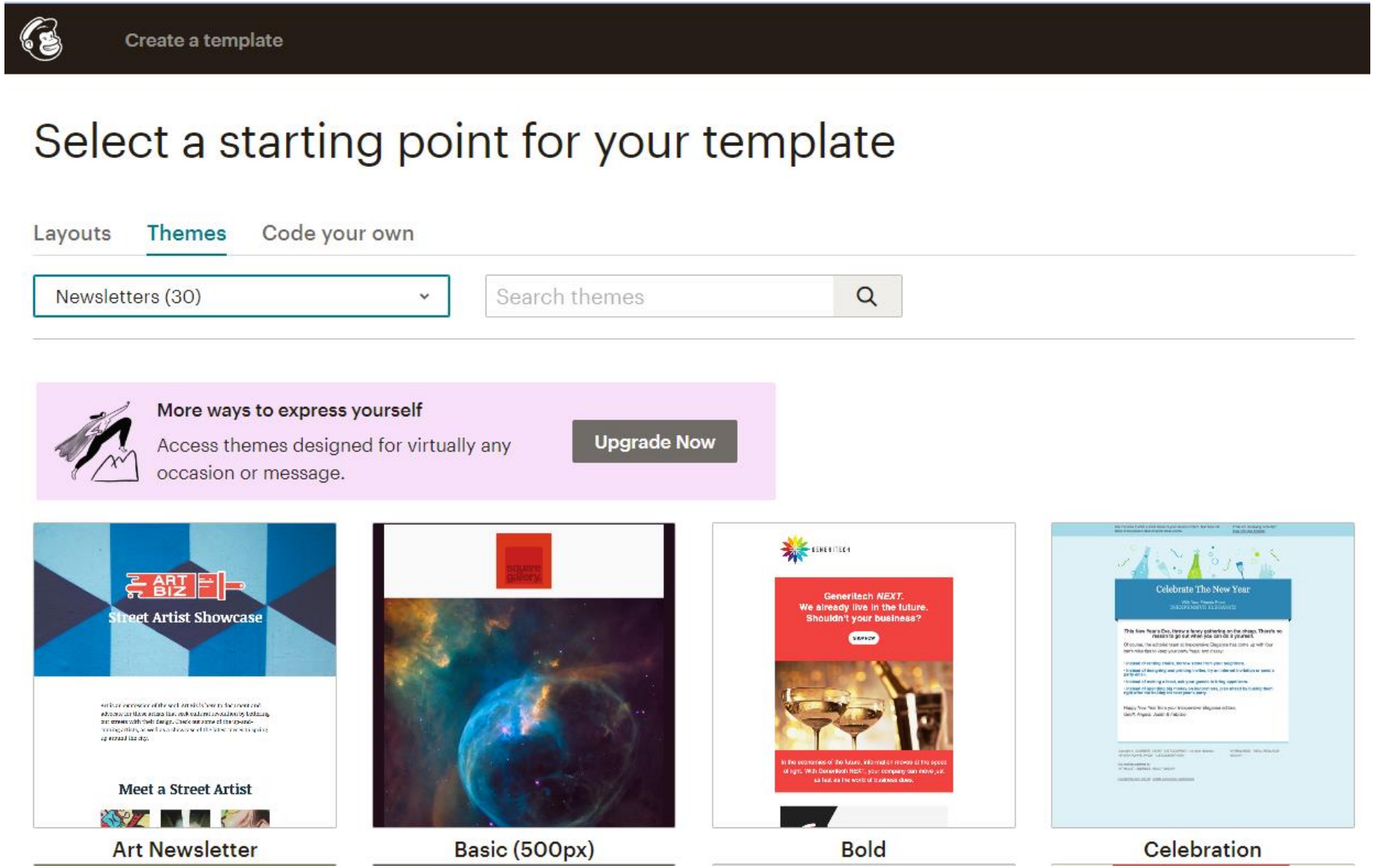
Templates

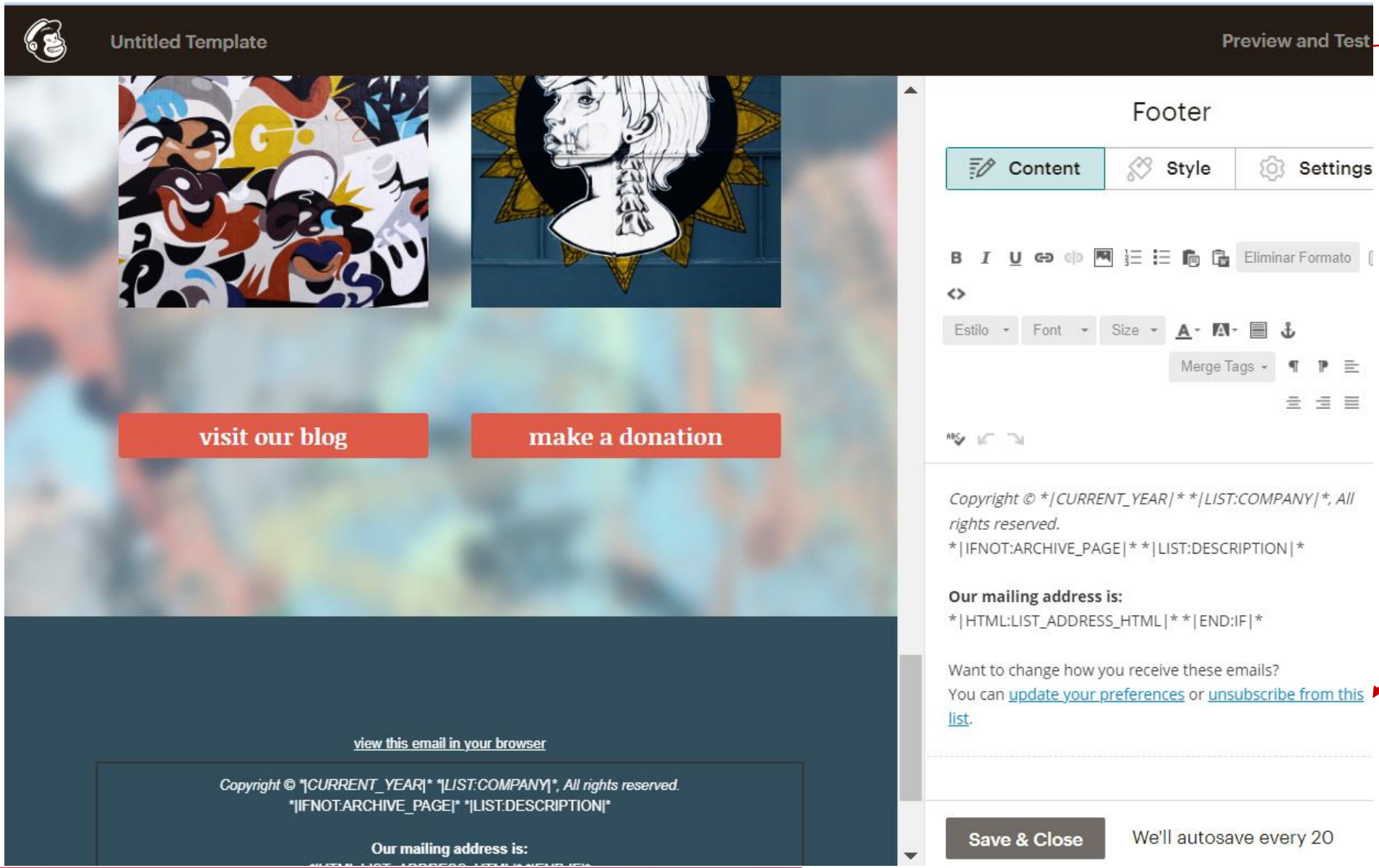
Content studio | Create template

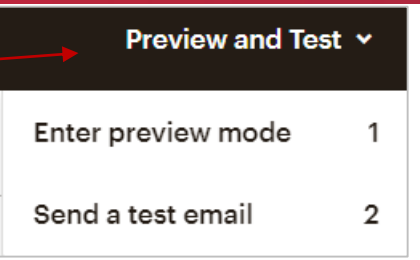
Saved | Purchased

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 BIZ
Street Artist Showcase
Meet a Street Artist
Art Newsletter
Basic (500px)
Generitech NEXT.
We already live in the future.
Shouldn't your business?
Bold
Celebrate The New Year
Celebration





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

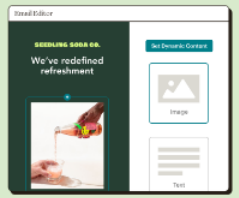
Surveys

Ad

Create something that gets noticed

Based on best practices

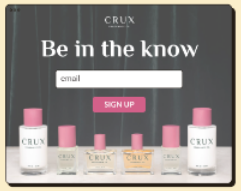
Try building one of these



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

Concierto LUZ VERDE

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

Concierto LUZ VERDE

See how your recent subject lines performed. View our subject line guide

Preview Text 131 characters

Concierto LUZ VERDE

Preview text appears in the inbox after the subject line.

Save Cancel

Crear campaña – (3)

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 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

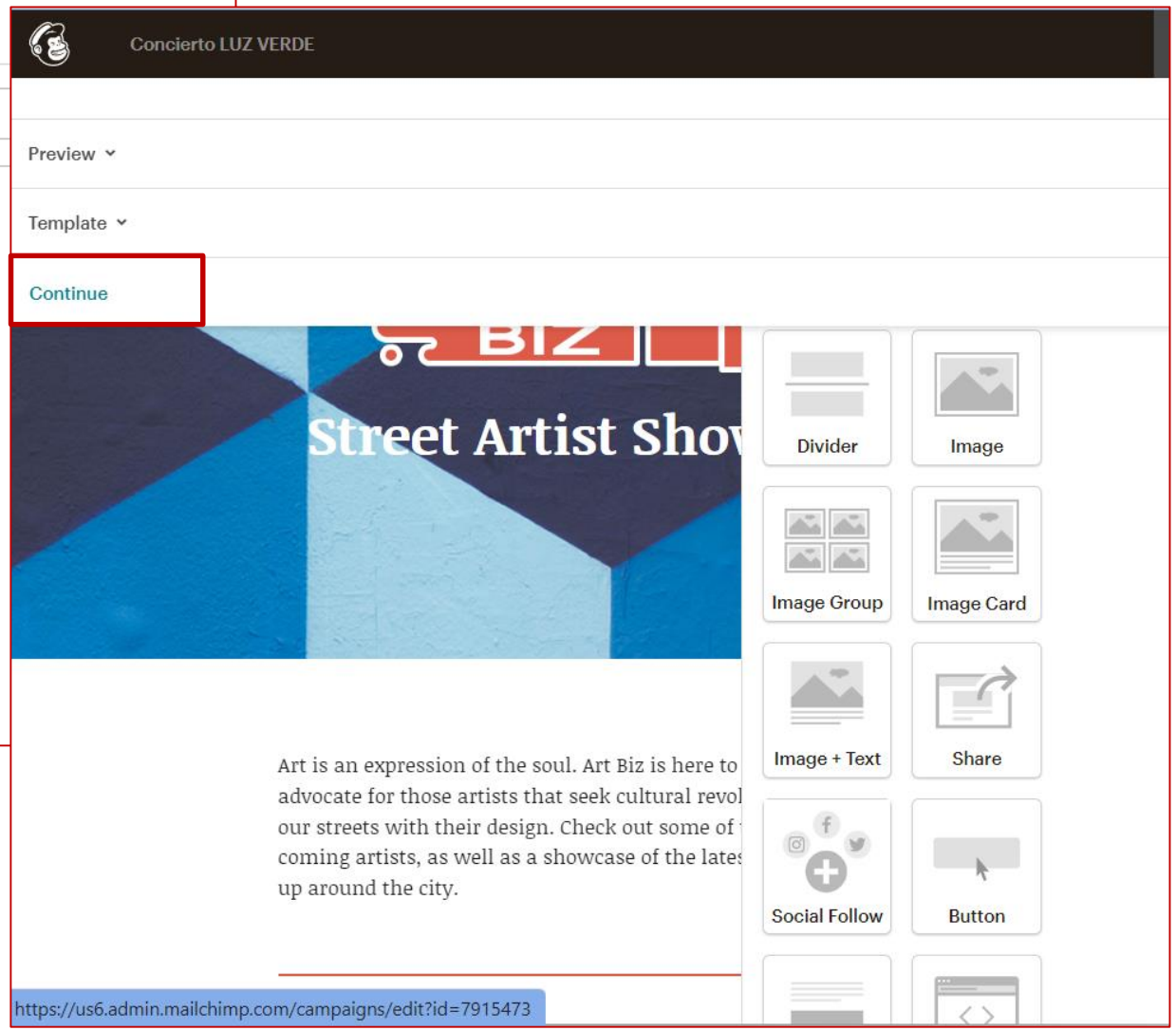
- You're **not using Inbox** to manage replies.
- Your **embedded videos will not auto-convert** into linked thumbnail images.
- You're **tracking opens.**
- You're **tracking clicks.**
- You're **not tracking plain-text clicks.**
- You're **not tracking e-commerce link activity.**

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



Your email campaign is ready to send! Draft

Draft email

Finish later | Schedule | Send

Concierto LUZ VERDE

Edit name

To
ME in the audience **RITASISTEMAS**. 1 recipients
Your 'To' field is personalized with *|FNAME|* *|LNAME|* .

Edit Recipients

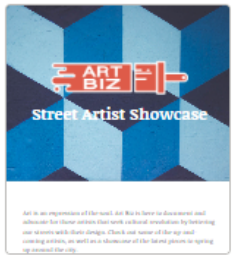
From
Rita • ritasistemas@gmail.com

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	0	0	0
Opened	Clicked	Bounced	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	$0.00	$0.00
Orders	Average order revenue	Total revenue

EAE Business School

We make
it happen