

Creating An Email Campaign In MailChimp

Project Description:

To create an email campaign in MailChimp, log in to your account, click the "Create" button, select "Email" as the campaign type, and then follow the steps to design your email, import your mailing list, set up tracking and analytics, and schedule or send your campaign to your subscribers. MailChimp provides a user-friendly interface with customizable templates, making it easy to design visually appealing emails and reach your target audience effectively. Additionally, MailChimp offers robust analytics to help you track the performance of your campaign and make informed decisions for future email marketing efforts.

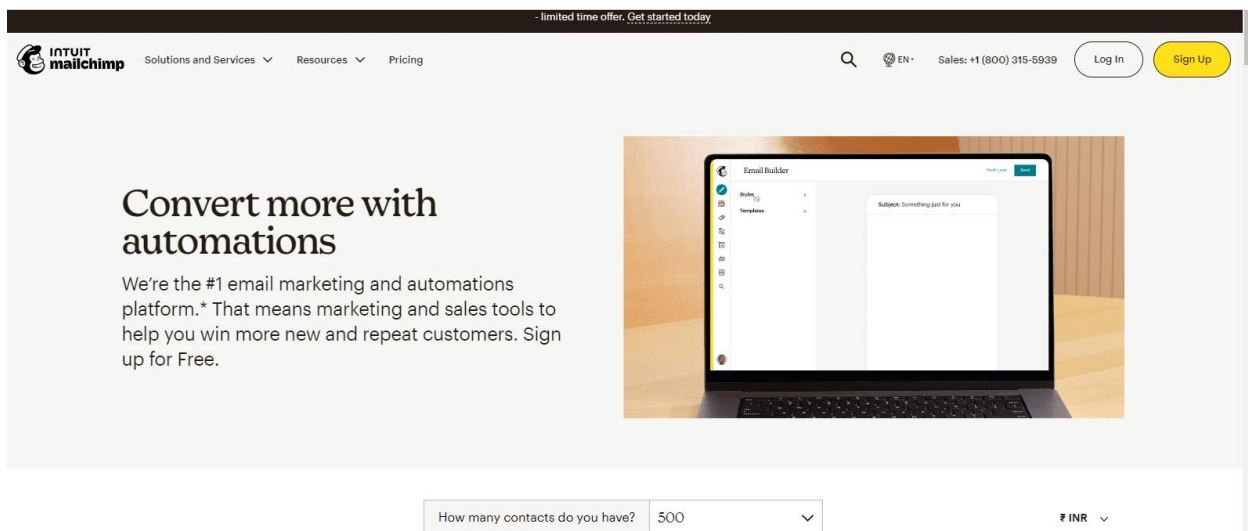
Navigation:

Using the given website to

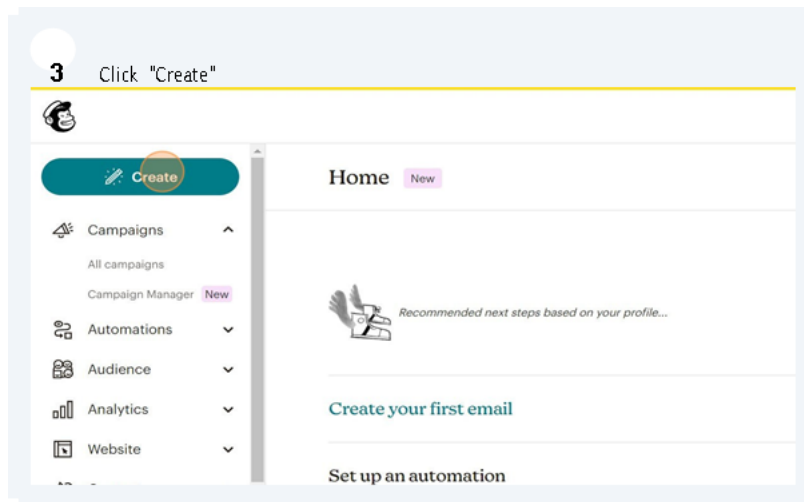
Navigated through https://mailchimp.com/landers/email-marketing-platform/?ds_c=D EPT AOC Google Search ROA EN Brand Retarget Exact MKAG T4&qclid=Cj0K CQjw9rSoBhCiARIsAF0ipImAGzoo5ehZ7VizbL2pHgFwh7yYt-a9c2PRvwdmi80z6 WAWNEb1HIUaAhrAEALw_wcB&qclsrc=aw.ds

Create:

Click to "Log In"

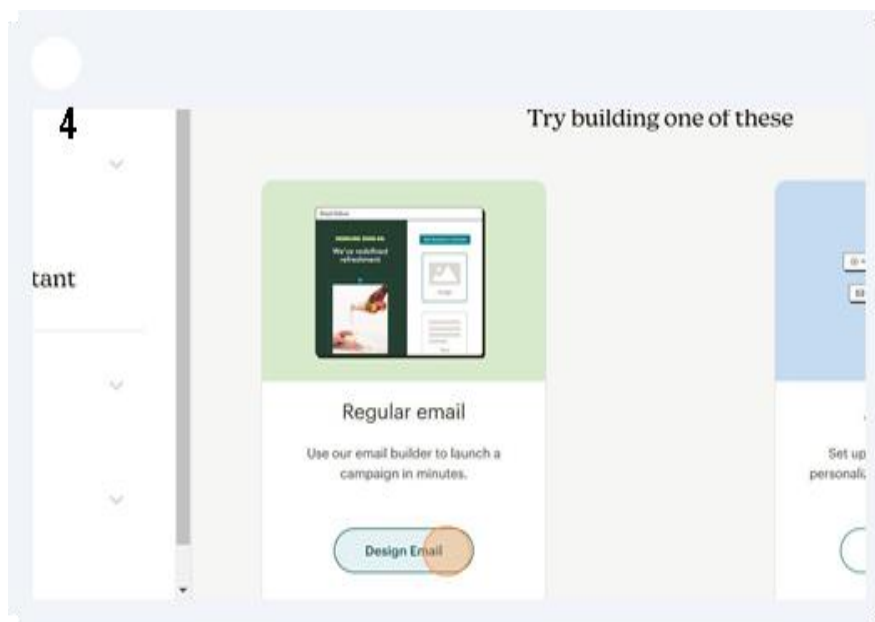


Click "Create"

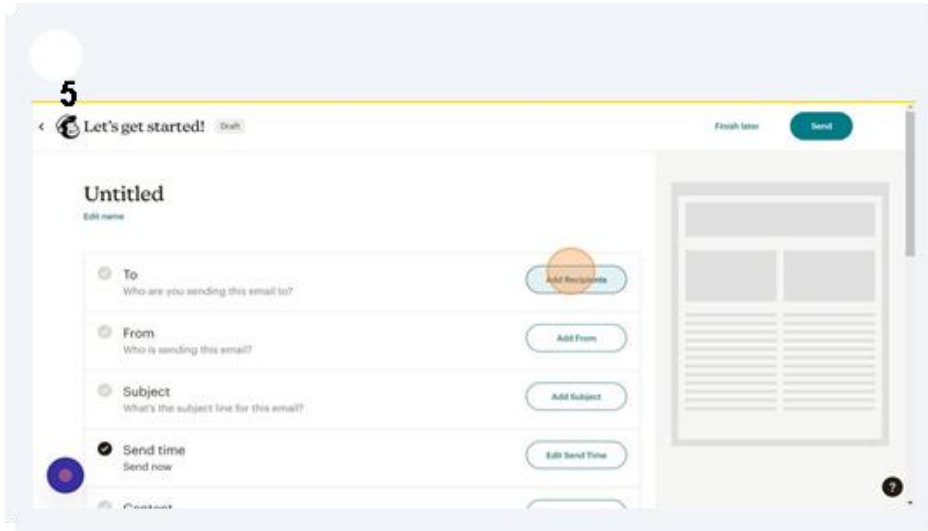


Click "Design Email" In Regular Email

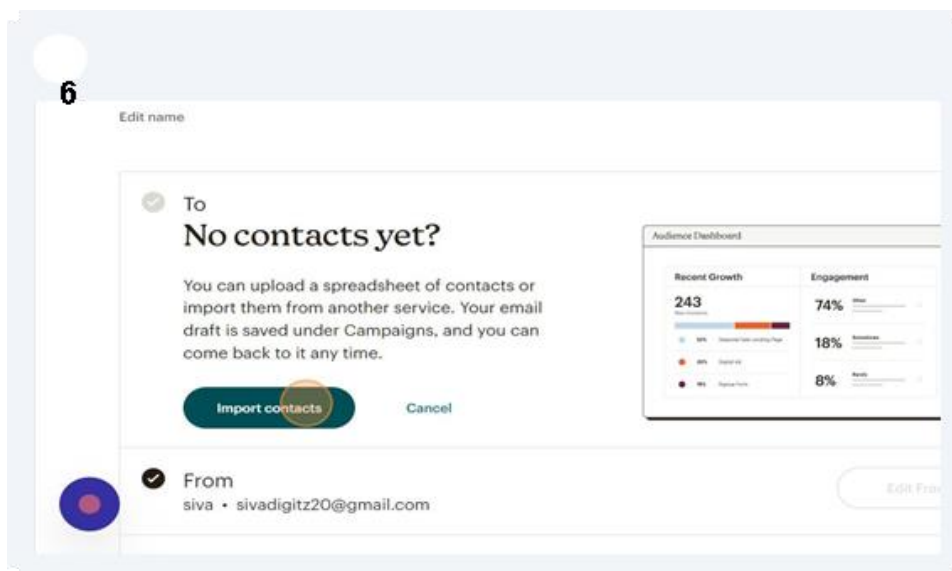
Click "Design Email" in Regular email



Click "Add Recipients"



Click "Import Contacts"



Add Contacts By Clicking The Below Options You Prefer And Click Continue

7

Import Contacts
Choose Method

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

Import 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

Add Contacts By Clicking The Below Options You Prefer And Click Continue

8

Copy and paste your contacts

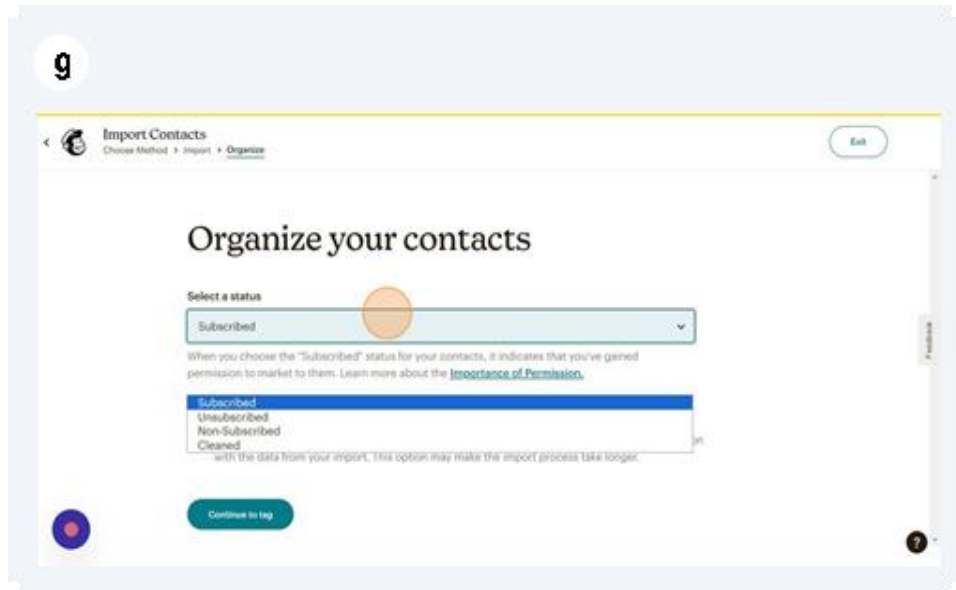
Not sure how to format your file? [Learn how](#)

Paste your contact information into this field.

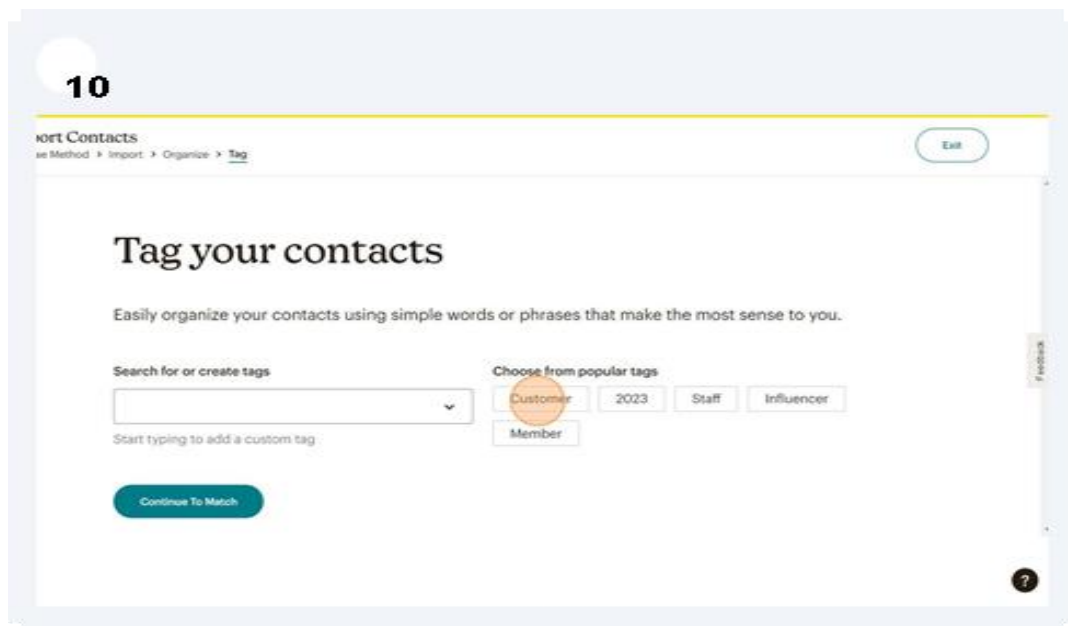
Email Address	First Name	Last Name	Address
amelia@pottedplanter.com	Amelia	Breiner	154 Example Dr. Apt 12 Hendersonville N
lilah.morrison@hathaway.edu	Lilah	Morrison	7553 Example St. Bonita Springs FL 341
freddie@pottedplanter.com	Freddie	Jones	7172 Example Dr. Sylvania OH 43560 US

Continue to Organize

Click The Dropdown Button And Select The Status Of Your Contacts And Click Continue To Tag

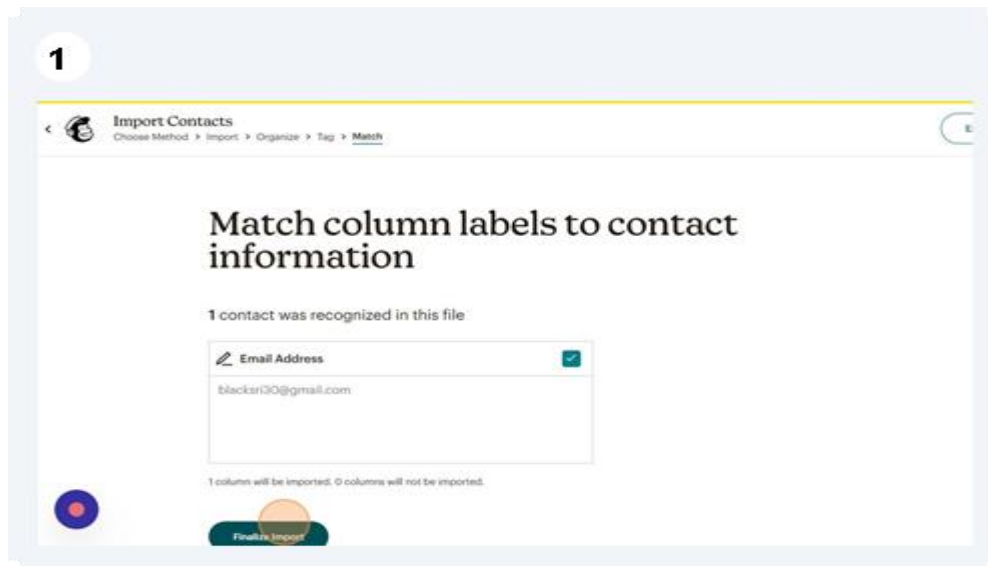


Add Tags For Your Contacts For Organize Them Easily And Click Continue To Match

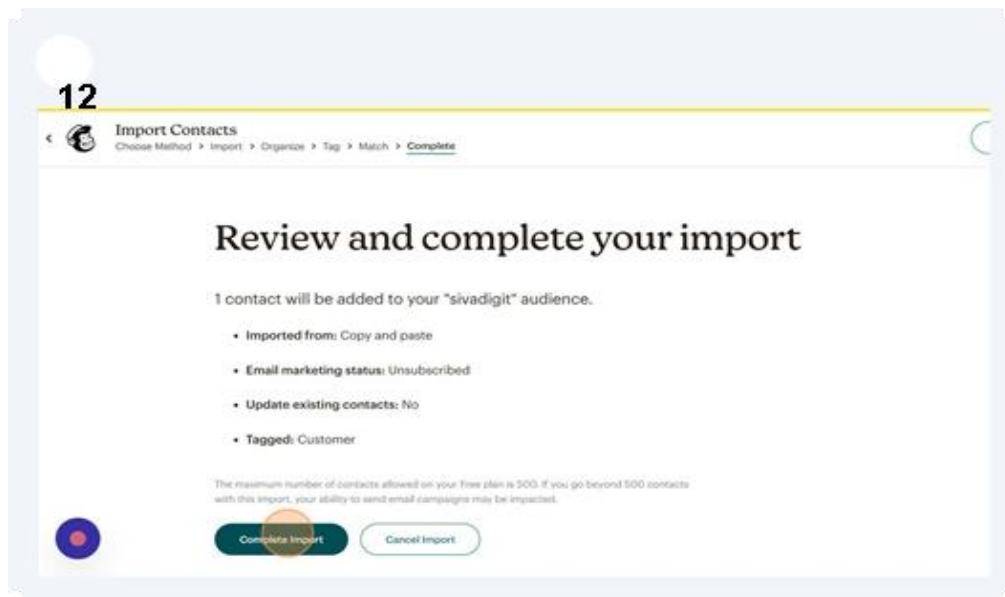


Finalize Import

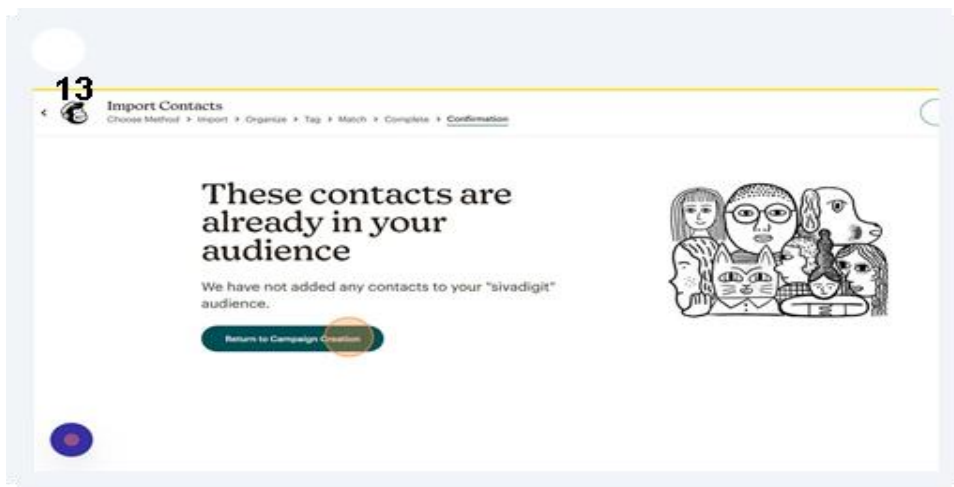
now you can see the email addresses of your customers and Click "Finalize Import"



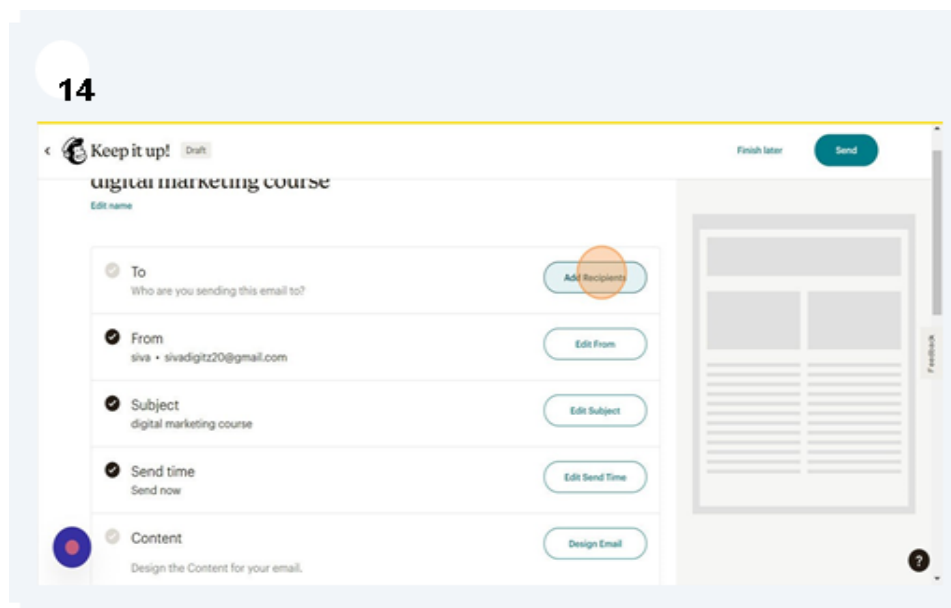
Click "Complete Import"



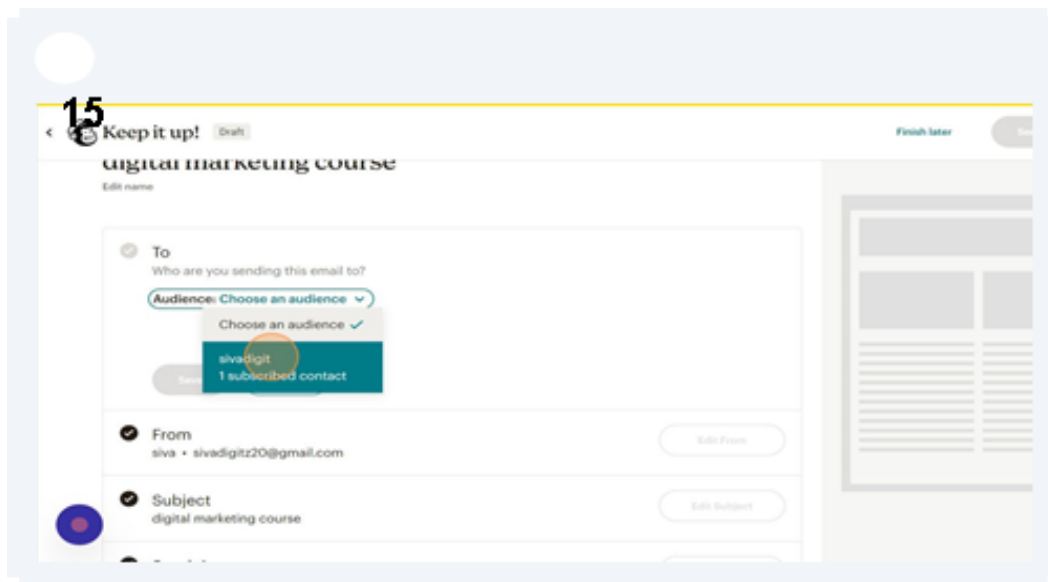
Return - Campaign Creation



Click "Add Recipients"

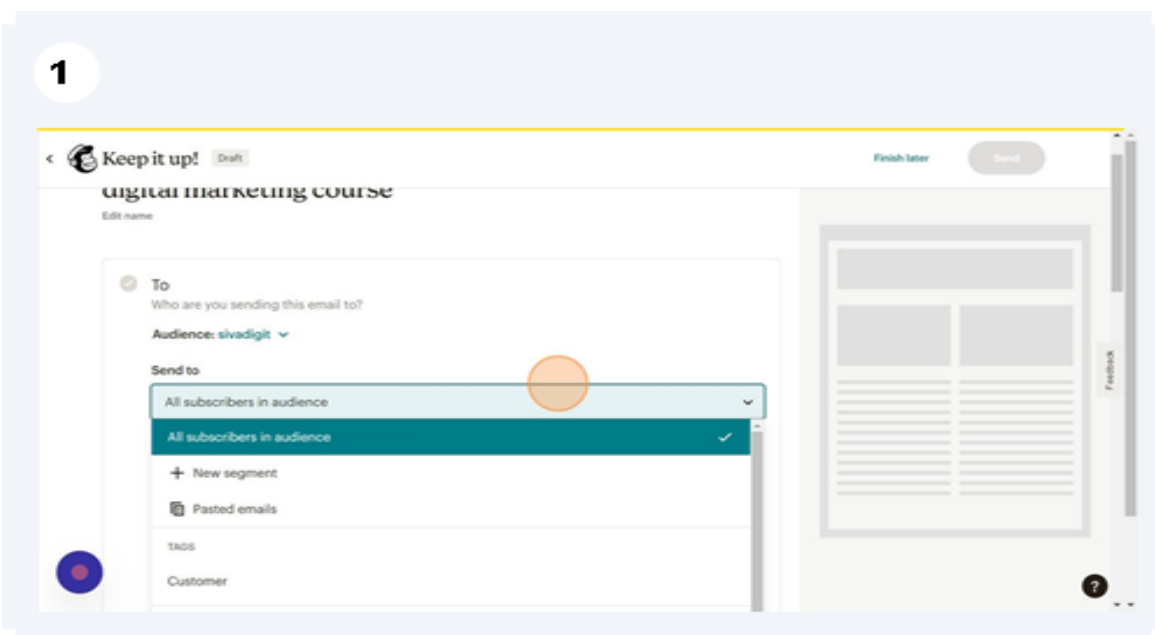


Click Choose Audience And Select Your Audience



Choose Your Preferences

choose your preferences in audiences field by Clicking any of the options and click save



Click "Add From"

17

get started! Draft Finish later Send

To
Who are you sending this email to? Add Recipients

From
Who is sending this email? Add From

Subject
What's the subject line for this email? Add Subject

Send time
Send now Edit Send Time

Content
Design the Content for your email. Design Email

Your Email ?

Enter Name And Email Address And Click Save

18

☒ **To**
Who are you sending this email to? Add Recipients

☒ **From**
Who is sending this email?

Name **Email Address**

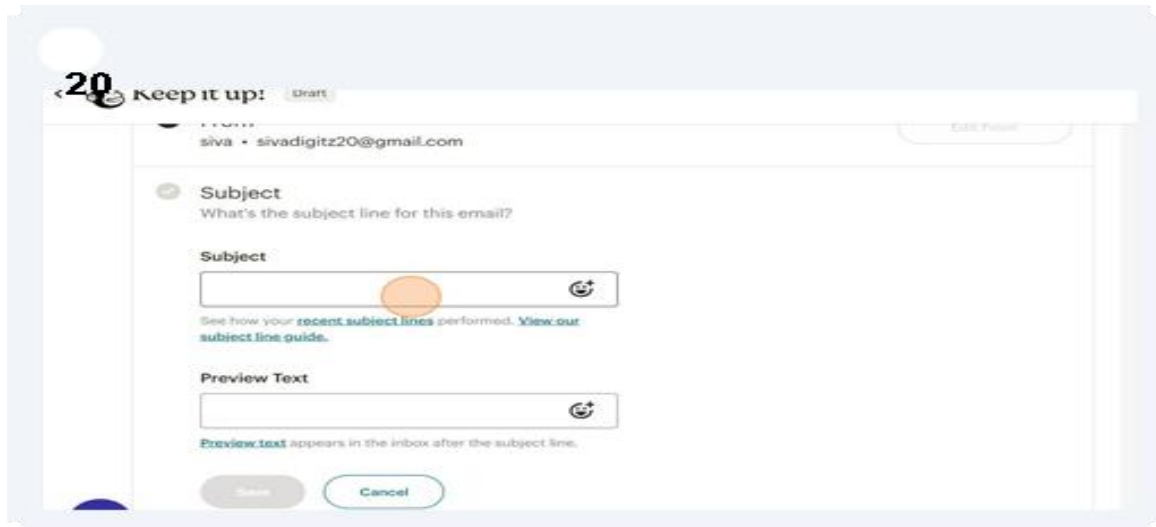
Use something subscribers will instantly recognize, like your company name.

Save Cancel

☒ **Subject** Add Subject

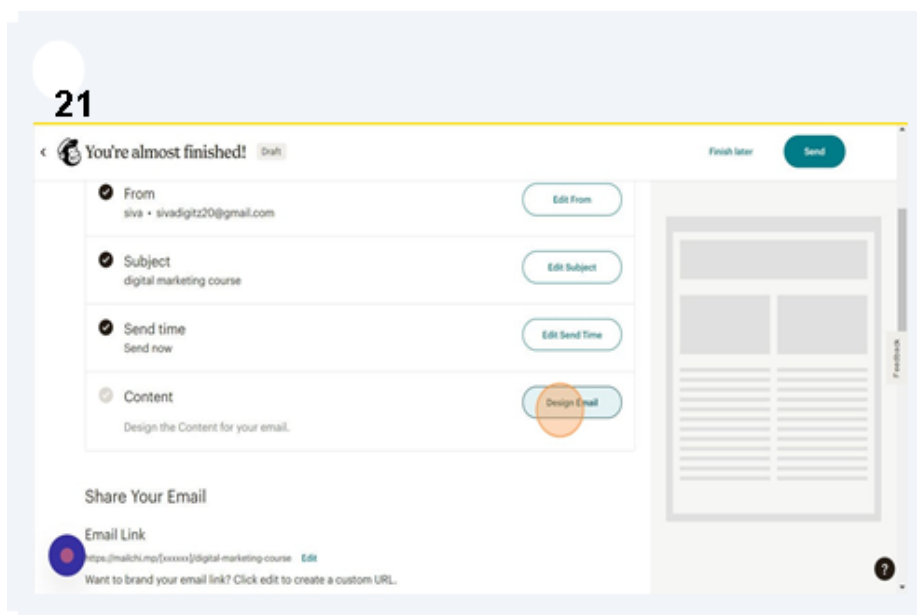
Add Subject Line

add subject line in the "Subject" field and click save

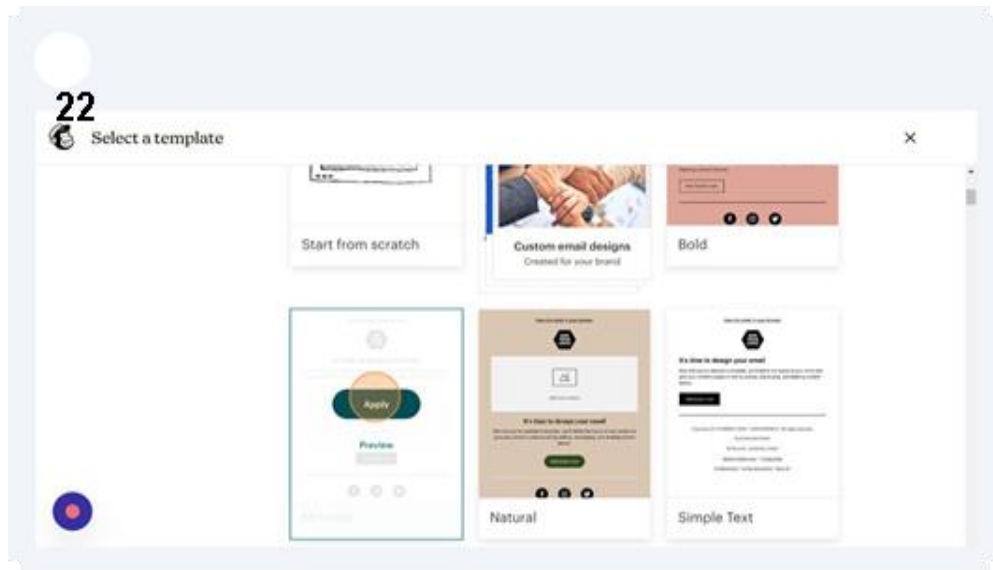


Send Time

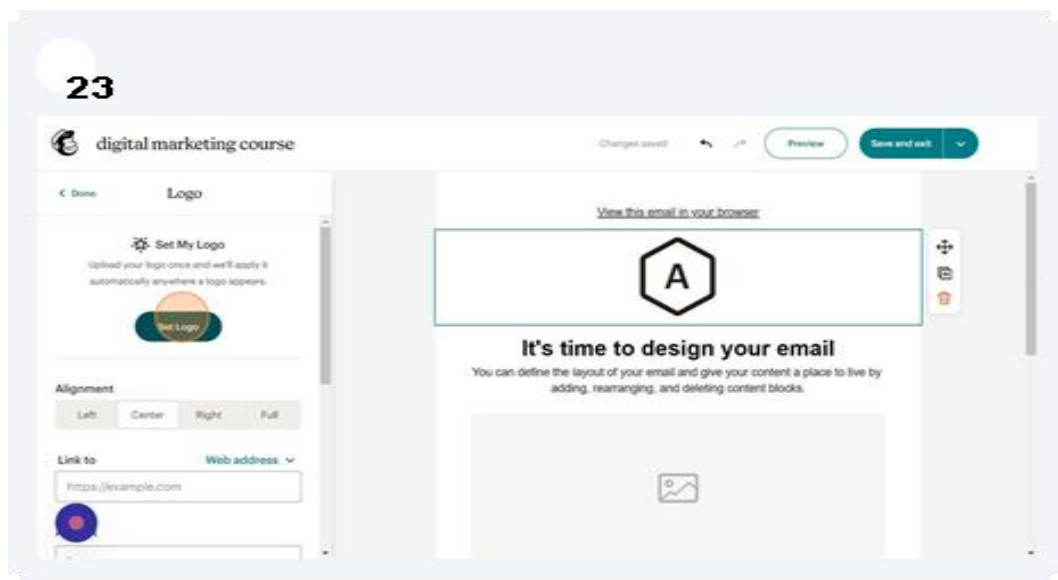
edit send time to your preferences and Click "Design Email"



Choose The Template You Required And Click "Apply"



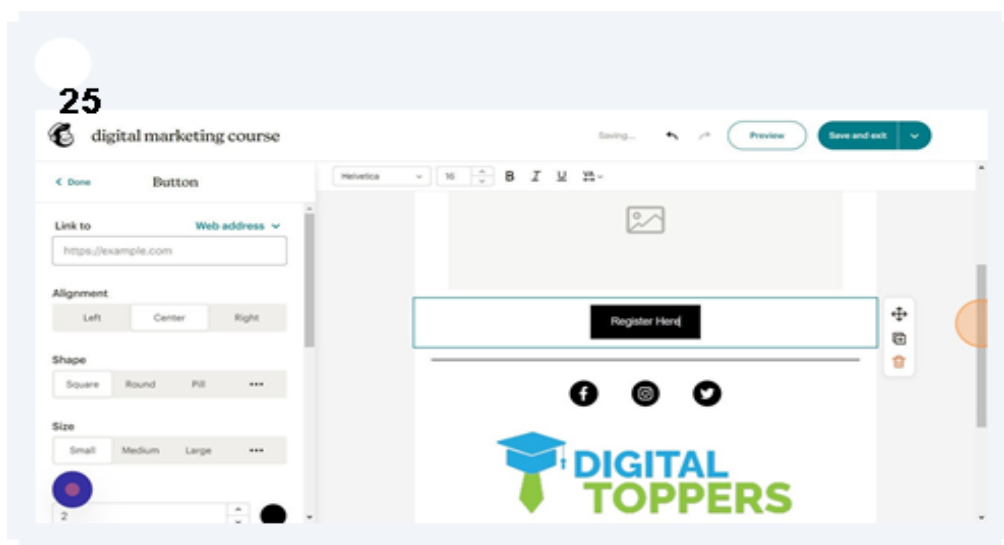
Add Your Logo By Clicking Set Logo Button And Upload Your Logo



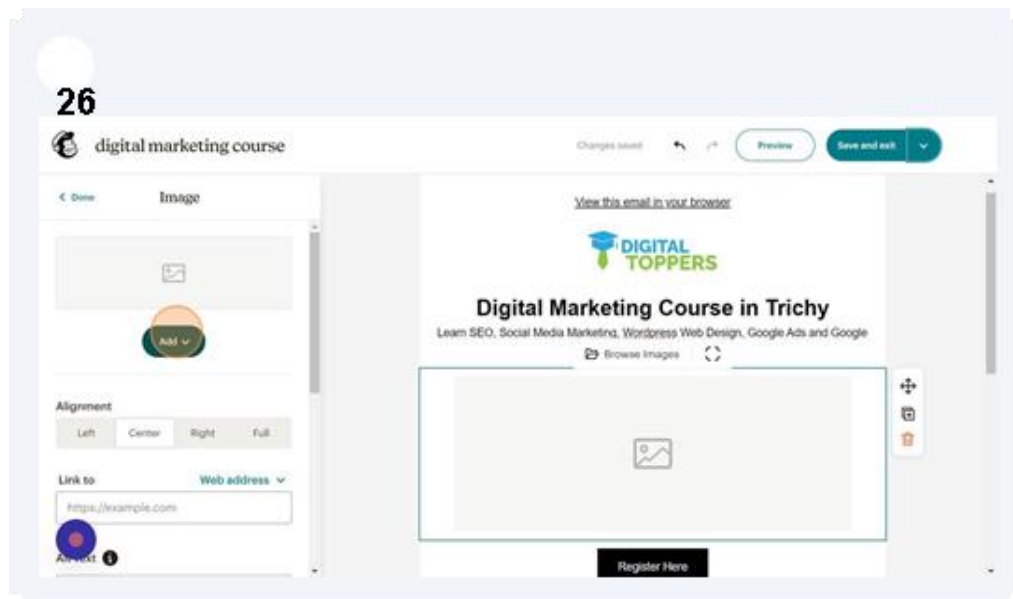
Now Add You Content



Edit Button Label And Add Link To The Button In The Dashboard



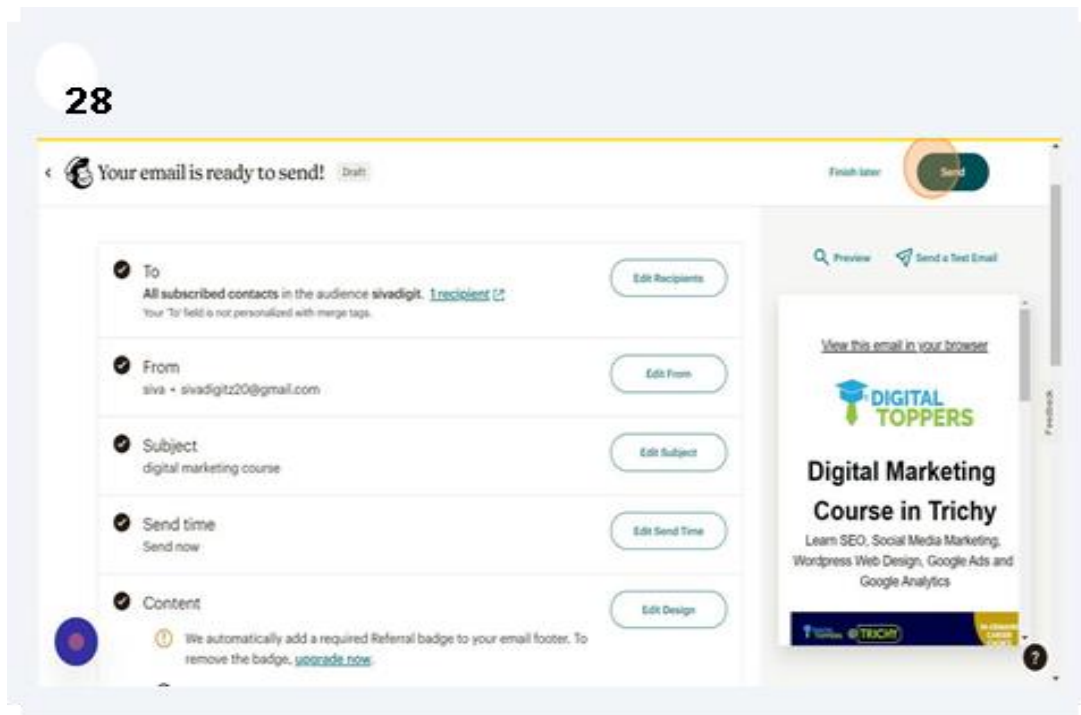
Add Image To Your Email Template



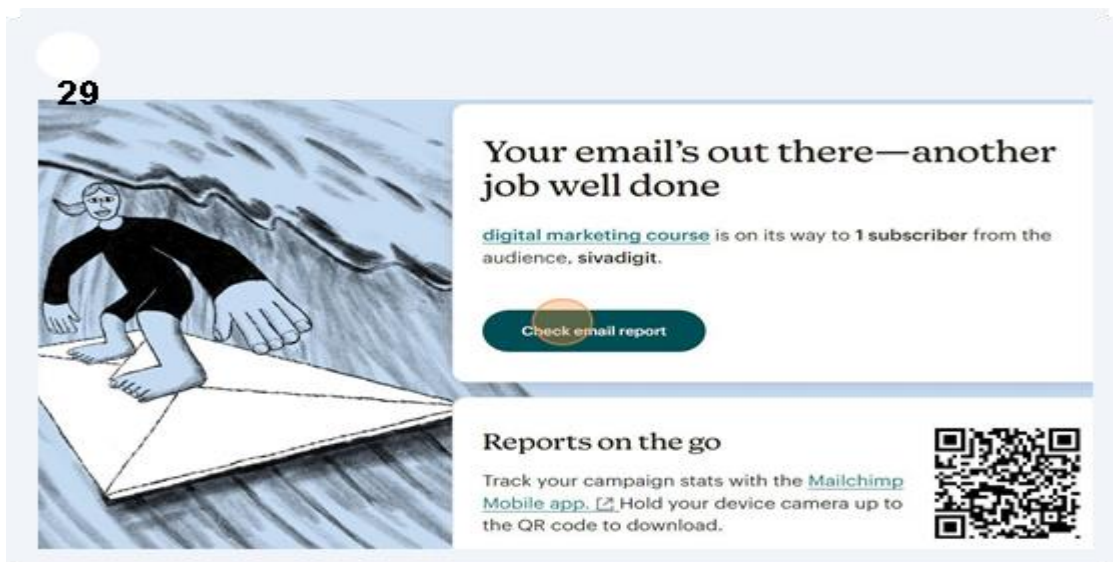
After Editing Click Save And Exit



Click "Send" Button To Send Emails To Your Customers



Click "Check Email Report"



View Your Report Here

