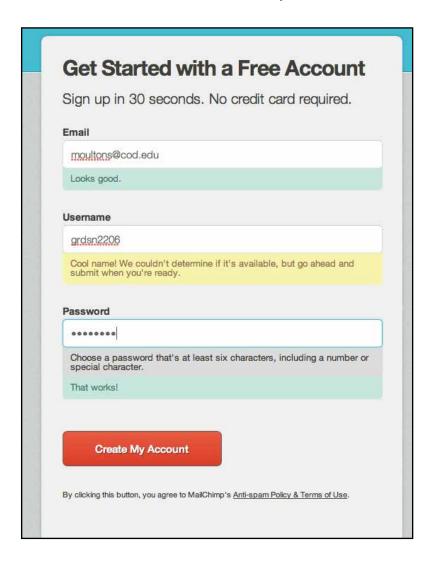
This is a visual walkthrough for how to set up your Mail Chimp account, mailing list, and html email for our test and campaign email.

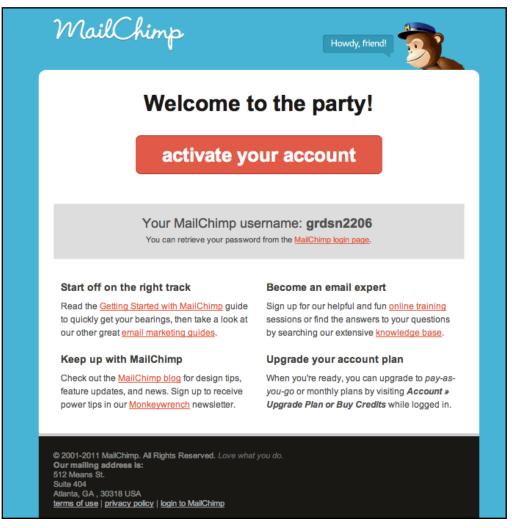
Please read along in the website while you set up your list and email.

You will need the ClassEmails\_tab-delimited.txt document to set up your list.

Go to: mailchimp.com and sign up.

Create account and confirm via the email they send.



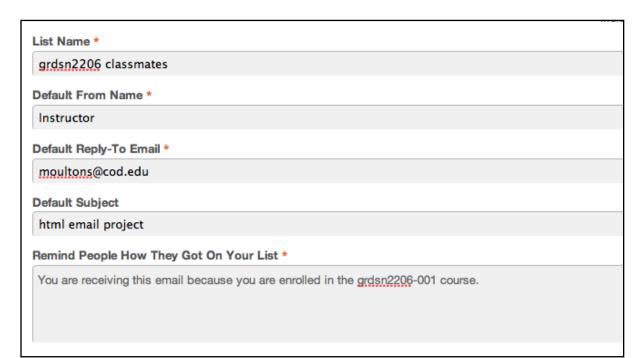


## Here's How MailChimp Works Forms & Lists People subscribe and unsubscribe to lists through forms. The people who said they want to hear from you are a list.

We will not create forms

We will create a campaign with a list.



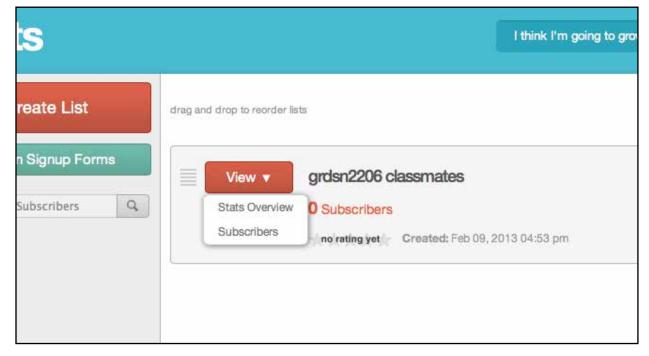


Think about the name of your business for the from name (i.e., Crate & Barrel )

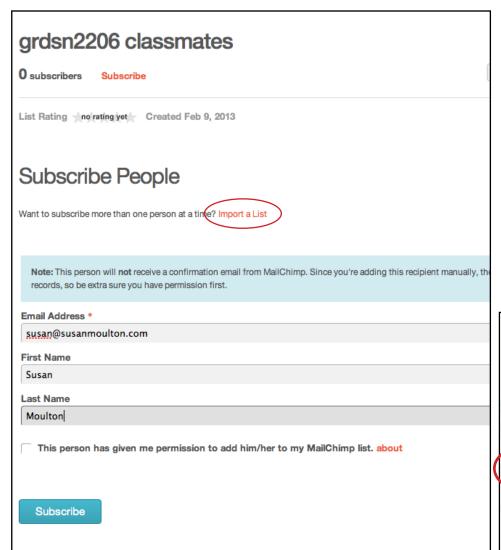
Reply to needs to be a real email address.

Default subject is a very important line of text you need to really think about. It needs to be a killer call to action or something very original and interesting. If you cannot think of one right now, you can set this later.

This reminder text will automatically be put in your email. Have it make sense. They are getting your email becaue they signed up for "Crate & Barrel" special offers.



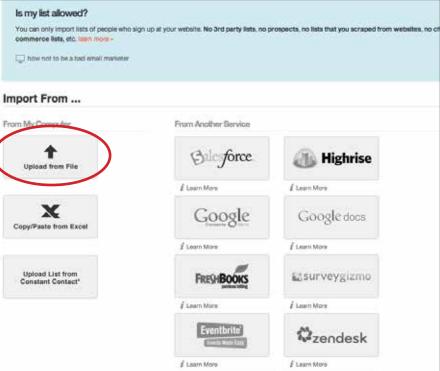
You will create a subscriber list. Under "view" choose "subscribers"



Instead of putting in names manually (which you CAN do), click the "import a list" link.

burleighg@dupage.edu Gordon Burleigh hanbav@dupage.edu Virva Hanba herberti@dupage.edu lane Herbert hofbauera@dupage.edu Adam Hofbauer Eric Kreienbrink kreienbrinke@dupage.edu kyawwinm@dupage.edu Maung Maung Kyawwin macqillivreyc@dupage.edu Christopher Mac Gillivrey molloyl@dupage.edu Molloy Lindsav morikawac@dupage.edu Christopher Morikawa susan@susanmoulton.com Susan Moulton santanaa7557@dupage.edu Agustin Santana seguraj9634@dupage.edu Julian Segura zunigak@dupage.edu Keidy Zuniga

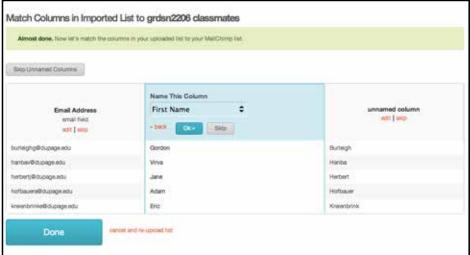
This is what the list looks like. There are tabs between the elements (email, first name, last name).



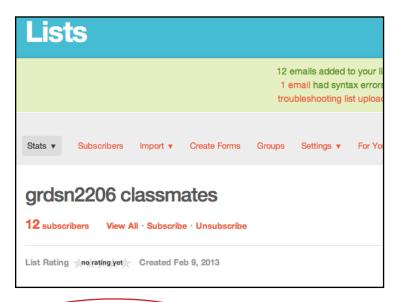


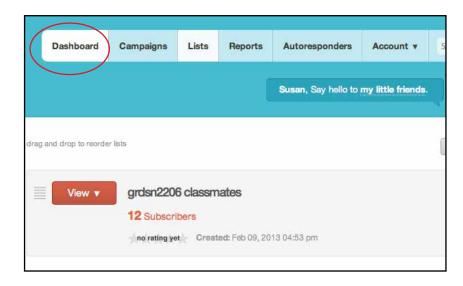
Assign the three categories to the elements. You may need to tweak, later.

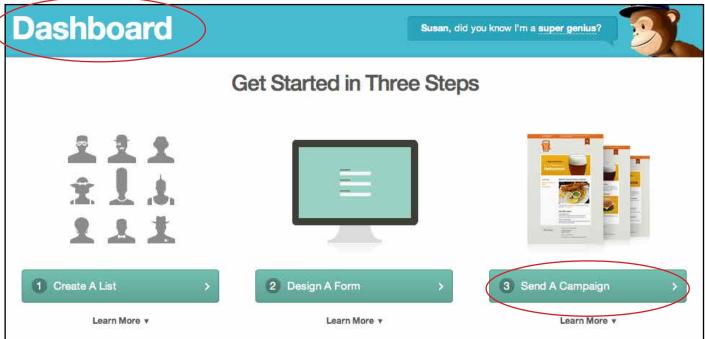




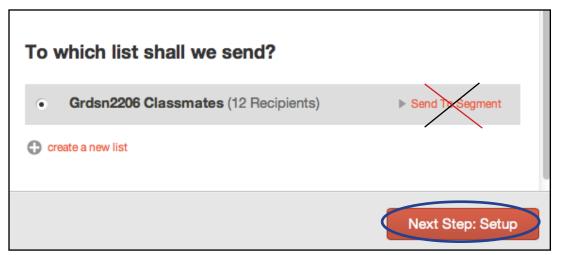
You then have your list made. As Maung Maung dropped, there will only be 11 subscribers. Visit the dashboard when you are finished with the list.







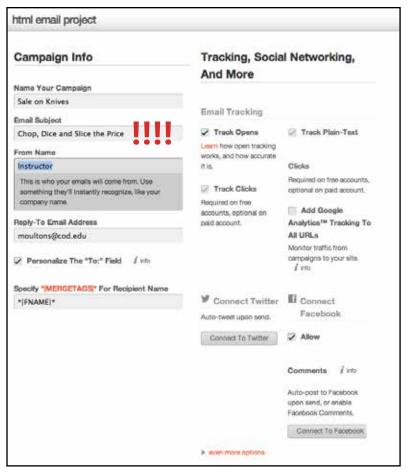
We are ready to send an email for our promotional campaign.

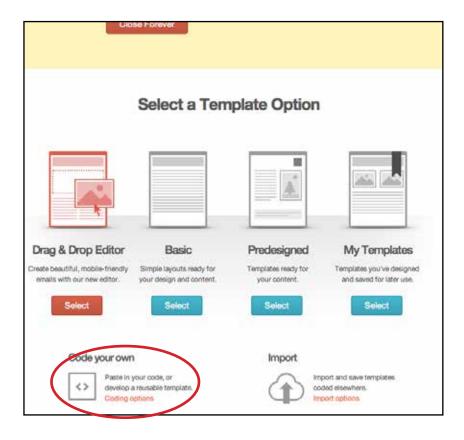


choose this list you created (only)

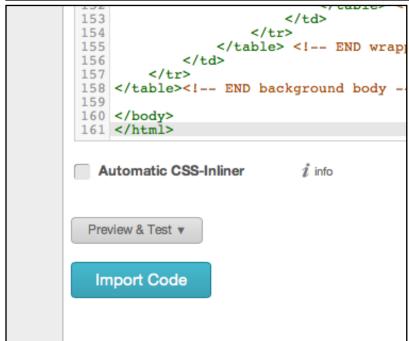
Campaign name is what only you see. Email subject is that killer line of type. A bad subject line is worse than typos in your email. It renders your email non existent. Think hard about the best line. Be clever. Talk TO your reader and appeal to them. Do not bore them.

You will code your own email (copy/paste). We are not using a template. We did this ourselves!!!









After pasting in your code, you can preview in a popup window.

