

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.

Get Started with a Free Account

Sign up in 30 seconds. No credit card required.

Email

Looks good.

Username

Cool name! We couldn't determine if it's available, but go ahead and submit when you're ready.


Password


Choose a password that's at least six characters, including a number or special character.

That works!

Create My Account

By clicking this button, you agree to MailChimp's [Anti-spam Policy & Terms of Use](#).



Howdy, friend! 

Welcome to the party!

activate your account

Your MailChimp username: **grdsn2206**

You can retrieve your password from the [MailChimp login page](#).

Start off on the right track

Read the [Getting Started with MailChimp](#) guide to quickly get your bearings, then take a look at our other great [email marketing guides](#).

Become an email expert

Sign up for our helpful and fun [online training](#) sessions or find the answers to your questions by searching our extensive [knowledge base](#).

Keep up with MailChimp

Check out the [MailChimp blog](#) for design tips, feature updates, and news. Sign up to receive power tips in our [Monkeywrench](#) newsletter.

Upgrade your account plan

When you're ready, you can upgrade to *pay-as-you-go* or monthly plans by visiting **Account » Upgrade Plan or Buy Credits** while logged in.

© 2001-2011 MailChimp. All Rights Reserved. *Love what you do.*
Our mailing address is:
512 Means St.
Suite 404
Atlanta, GA , 30318 USA
[terms of use](#) | [privacy policy](#) | [login to MailChimp](#)

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.

Templates & Campaigns

Send campaigns using reusable email designs called **templates**.
Emails sent to your list are called **campaigns**.



List Name *

grdsn2206 classmates

Default From Name *

Instructor

Default Reply-To Email *

moultons@cod.edu

Default Subject

html email project

Remind People How They Got On Your List *

You are receiving this email because you are enrolled in the grdsn2206-001 course.

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 because they signed up for "Crate & Barrel" special offers.

ts

I think I'm going to grow

Create List

drag and drop to reorder lists

n Signup Forms

Subscribers

View ▾

Stats Overview

Subscribers

grdsn2206 classmates

0 Subscribers

no rating yet

Created: Feb 09, 2013 04:53 pm

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

grdsn2206 classmates

0 subscribers [Subscribe](#)

List Rating ★ no rating yet ★ Created Feb 9, 2013

Subscribe People

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

Note: This person will **not** receive a confirmation email from MailChimp. Since you're adding this recipient manually, the records, so be extra sure you have permission first.

Email Address *

First Name

Last Name

☐ This person has given me permission to add him/her to my MailChimp list. [about](#)

[Subscribe](#)

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
herbertj@dupage.edu Jane Herbert
hofbauera@dupage.edu Adam Hofbauer
kreienbrinke@dupage.edu Eric Kreienbrink
kyawwinm@dupage.edu Maung Maung Kyawwin
macgillivrey@dupage.edu Christopher Mac Gillivrey
molloyl@dupage.edu Molloy Lindsay
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).

Is my list allowed?
 You can only import lists of people who sign up at your website. No 3rd party lists, no prospects, no lists that you scraped from websites, no commerce lists, etc. [learn more](#)

[how not to be a bad email marketer](#)

Import From ...

From My Computer

[Upload from File](#)

[Copy/Paste from Excel](#)

[Upload List from Constant Contact](#)

From Another Service

[Salesforce](#) [Learn More](#)

[Highrise](#) [Learn More](#)

[Google](#) [Learn More](#)

[Google docs](#) [Learn More](#)

[FRESHBOOKS](#) [Learn More](#)

[surveygizmo](#) [Learn More](#)


[Eventbrite](#) [Learn More](#)

[zendesk](#) [Learn More](#)

Import

Is my list allowed?

You can only import lists of people who sign up at your website. **No 3rd party lists, no prospects, no lists that you scraped from websites, no chambers of commerce lists, etc.** [learn more »](#)

 how not to be a bad email marketer

Upload A File

ClassEmails_tab-delimited.txt

Browse

File types accepted: CSV or tab delimited text file (not Excel) [i](#) more info

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

Match Columns in Imported List to grdsn2206 classmates

Almost done. Now let's match the columns in your uploaded list to your MailChimp list.

Skip Unnamed Columns

Name This Column		
Email Address	unnamed column	unnamed column
OK Skip	edit skip	edit skip
burlleigh@dupage.edu	Gordon	Burlleigh
hanbav@dupage.edu	Vinva	Hanba
herbertj@dupage.edu	Jane	Herbert
hofbauer@dupage.edu	Adam	Hofbauer
kneenbrink@dupage.edu	Eric	Kneenbrink

[Done](#) [cancel and re-upload list](#)

Match Columns in Imported List to grdsn2206 classmates

Almost done. Now let's match the columns in your uploaded list to your MailChimp list.

Skip Unnamed Columns

	Name This Column	
Email Address	First Name	unnamed column
email field edit skip	+ back OK Skip	edit skip
burlleigh@dupage.edu	Gordon	Burlleigh
hanbav@dupage.edu	Vinva	Hanba
herbertj@dupage.edu	Jane	Herbert
hofbauer@dupage.edu	Adam	Hofbauer
kneenbrink@dupage.edu	Eric	Kneenbrink

[Done](#) [cancel and re-upload list](#)

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.

Lists

12 emails added to your list
1 email had syntax errors
troubleshooting list upload

Stats ▾ Subscribers Import ▾ Create Forms Groups Settings ▾ For You

grdsn2206 classmates

12 subscribers View All · Subscribe · Unsubscribe

List Rating ★no rating yet★ Created Feb 9, 2013

Dashboard Campaigns Lists Reports Autoresponders Account ▾

Susan, Say hello to my little friends.

drag and drop to reorder lists

View ▾ grdsn2206 classmates


12 Subscribers

★no rating yet★ Created: Feb 09, 2013 04:53 pm

Dashboard


Susan, did you know I'm a super genius?

Get Started in Three Steps




1 Create A List >

Learn More ▾



2 Design A Form >

Learn More ▾



3 Send A Campaign >

Learn More ▾

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

To which list shall we send?

☐ Grdsn2206 Classmates (12 Recipients)

▶ ~~Send To Segment~~

+ create a new list

Next Step: Setup

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!!!

html email project

Campaign Info

Name Your Campaign

Sale on Knives

Email Subject

Chop, Dice and Slice the Price

!!!!

From Name

Instructor

This is who your emails will come from. Use something they'll instantly recognize, like your company name.

Reply-To Email Address

moultons@cod.edu

☒ Personalize The "To:" Field [info](#)

Specify ***|MERGETAGS|*** For Recipient Name

|FNAME|

Tracking, Social Networking, And More

Email Tracking

☒ Track Opens

Learn how open tracking works, and how accurate it is.

☒ Track Clicks

Required on free accounts, optional on paid account.

☒ Track Plain-Text

Clicks

Required on free accounts, optional on paid account.

☐ Add Google Analytics™ Tracking To All URLs

Monitor traffic from campaigns to your site. [info](#)

Connect Twitter

Auto-tweet upon send.

Connect Facebook

Auto-post to Facebook

☒ Allow

Comments [info](#)

Auto-post to Facebook upon send, or enable Facebook Comments.

▶ even more options

Select a Template Option



Drag & Drop Editor

Create beautiful, mobile-friendly emails with our new editor.

Select



Basic

Simple layouts ready for your design and content.

Select



Predesigned

Templates ready for your content.

Select



My Templates

Templates you've designed and saved for later use.

Select

Code your own



Paste in your code, or develop a reusable template. [Coding options](#)

Import



Import and save templates coded elsewhere. [Import options](#)

Sale on Knives

Template Type

Import Template

Import

import from URL

import zip file

paste in code

import to my templates

Paste In Code

```

1 <html>
2 <head>
3 <style type="text/CSS">
4 .ExternalClass {width:100%;}
5 .yshortcuts {color: #F00;}
6 p {margin:0; padding:0; margin-bottom:0;} /*optional*/
7 a, a:link, a:visited {color:#2A5DB0;} /*optional*/
8 </style>
9 </head>
10
11 <body style="background:#e0e0e0; min-height:1000px; color:#333333;font-family:Arial, Helvetica, sans-
12 serif; font-size:12px; margin:0px;" a:link="#FF0000" link="#FF0000" bgcolor="#e0e0e0" text="#333333">
13
14 <table id="background body" width="100%" cellpadding="0" cellspacing="0" border="0" bgcolor="#e0e0e0"
15 style="background:#e0e0e0; text-align: center;margin:0px;">
16
17 <tr>
18
19 <td>
20
21 <table id="wrapper" width="600" bgcolor="#ffffff" cellpadding="0" cellspacing="0" border="0"
22 style="margin: 15px auto 50px auto; background-color: #ffffff; text-align: center; font-size: 16px; col-
23 #e0e0e0;">
24
25 <tr>
26
27 <td>
28
29 <table id="top_info" width="600" cellpadding="0" cellspacing="0" border="0">
30
31 <tr>
32
33 <td bgcolor="#e0e0e0" width="10" height="11" style="background-
34 color:#e0e0e0;"></td>
35
36 <td width="590" height="11" colspan="2" bgcolor="#e0e0e0"
37 style="background-color:#e0e0e0;"><4nbsp;</td>
38 </tr>
39
40 </tr>
41
42 </td>
43
44 </tr>
45
46 </table> <!-- END wrap
47
48 </td>
49
50 </tr>
51
52 </table> <!-- END background body --
53
54 </body>
55 </html>

```

```

153 </td>
154 </tr>
155 </table> <!-- END wrap
156 </td>
157 </tr>
158 </table> <!-- END background body --
159
160 </body>
161 </html>

```

☐ Automatic CSS-Inliner [info](#)

Preview & Test ▼

Import Code

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

See on Shun and Wüsthof cutlery

Improve your view [resize / fullscreen](#)

Crate&Barrel

New Best Buys Kitchen and Food Bed and Bath Tabletop Kitchen Accessories Furniture Sale

chop, dice, slice the price.

3 big ways to save on select quality Wüsthof and Shun cutlery



Shun Nakiri 50% off
April 24-May 11, 2013
5.5" Nakiri Knife
reg. \$119.95 **now \$59.95**

This amazing reputation knife is created in San City, Japan's 170-year-old center for samurai swords. Its "Hogai" Damascus cutlery steel is renowned for forging 10 layers of steel. Perfect for peeling, chopping and slicing. A knife and a taste.



Wüsthof Classic Pariknife 10% off
Knife of the month special! May 1-May 31, 2013
6" Pariknife
reg. \$99.95 **now \$89.95**

High-carbon, stainless-steel edge is tempered and hardened upon sharp with a unique offset blade that allows completely through thick, crusty meats and sandwiches. In order to reach two things and us.



Wüsthof Classic up to 15% off select knives
Now, lower prices on our most popular open stock knives.
5" Tomato Knife reg. \$69.95 **now \$59.95**
6" Bread Knife reg. \$69.95 **now \$59.95**
6" Chef's Knife reg. \$129.95 **now \$109.95**
8" Chef's Knife reg. \$159.95 **now \$134.95**
8" Chef's Knife reg. \$119.95 **now \$100.95**

Free Standard Shipping

Do anyone forward you this message?
*Change email address reg. form no. 28
Skip the pop-ups. Opt in to receive Crate and Barrel email. Once last and heard last. To make sure our email updates are delivered to your inbox, please add: customers@www.crateandbarrel.com to your email Address Book.

[Send to a friend](#)
[Share on Facebook](#)
[Share on Twitter](#)