

Business | Email Marketing

MailChimp is a great email marketing platform; it enables you to store email addresses on an email list and segment your email list(s) into groups to send specific content to certain subscribers.

You can tailor each email list to have a specific description and default from email address as well as produce email campaigns or automations to market your services or to take people through a process when they sign-up/leave.

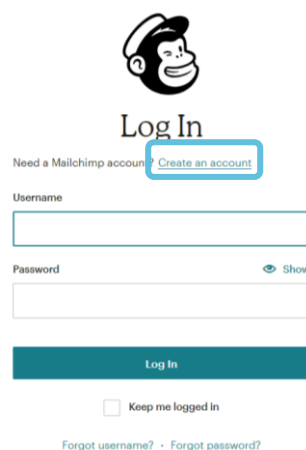
You can get a FREE MailChimp account, until you reach 2000 subscribers or you send more than 12,000 emails per month. It is definitely a great way to get started!

It's easy to set up an account so you can get going straight away. Just follow our simple key points in this resource or watch the Mentoring videos to help you get set up.

Section One | Setting up an Account

To set up an account on MailChimp all you need to do is follow these simple steps:

- 🔬 Visit <https://login.mailchimp.com/> and click on 'Create an account'

The image shows the MailChimp login page. At the top is the MailChimp monkey logo. Below it is the text "Log In". There is a link "Need a Mailchimp account? Create an account" where "Create an account" is highlighted with a red box. Below this are two input fields: "Username" and "Password". The "Password" field has a "Show" button with an eye icon. At the bottom of the form is a red "Log In" button. Below the button is a checkbox labeled "Keep me logged in". At the very bottom are two links: "Forgot username?" and "Forgot password?".

- 🔬 Input your details e.g. email address, username and password
 - You will need a strong password including numbers, letters and a special character



- 🔬 You should receive an email as soon as you have set up an account; this will be sent to the email address that you used to set up the account.
- 🔬 Click on the **'Activate Account'** button within the email to initiate your account activation



We're glad you're here,
TimJokes.

Activate Account

(Just confirming you're you.)

- 🔬 Click on **'I'm not a Robot'** and then follow the next few steps to insert your details such as name, business name, website, address etc.
- 🔬 MailChimp will ask you if you already have a list of subscribers
 - We would recommend that you select 'no' at this stage as you can always upload any email addresses later as a CSV file
 - Just for reference, a CSV file is a plain text file that contains a list of data, usually separated by commas. It is used to exchange data between different applications
 - Please bear in mind that if you do decide to import your email addresses now or later you will need to select the option to enable double opt-in to abide by the GDPR guidelines.

Do you have a list of email subscribers?

These are people who have signed up to receive marketing emails from your organization.

- Yes
- No
- I'm not sure...

- 🔬 You will have the option to link your Facebook and/or Twitter account with your MailChimp account.



- This isn't something we do but it can be useful if you would like to automatically generate an email from a post.

Connect social media

Share your campaigns with followers and create social posts.

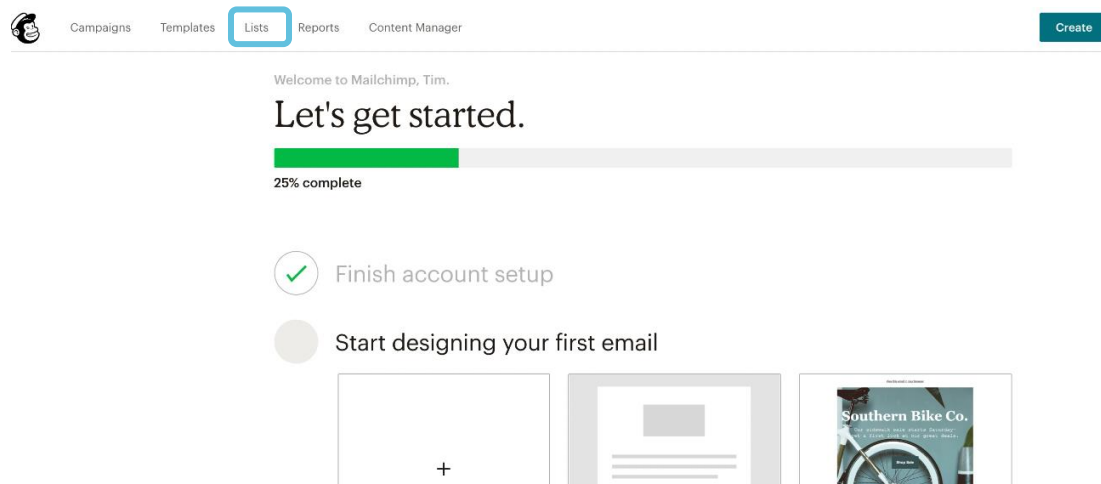
Facebook

Twitter

- ⚠ You will be asked if you want to train your MailChimp brain. This just means that you will complete a series of questions about your business. At the end of these questions, you will have the option to choose whether you want MailChimp to send you specific content on how to get the most out of email marketing for your business.
 - It might be useful if you are very new to email marketing

- ⚠ MailChimp may ask if you want to upgrade your plan, which does come with some additional features such as unlimited sending, customised URL etc. but it is not always necessary, especially to start with!

- ⚠ Once you have set up your account, it will ask you to get started and create an email straight away; however, we would advise that you go to 'Lists' initially to set up an email list.
 - You can't send any emails without having a list of subscribers!



The screenshot shows the MailChimp 'Let's get started' page. At the top, there are navigation tabs: Campaigns, Templates, Lists (highlighted), Reports, and Content Manager. A 'Create' button is in the top right. Below the navigation, it says 'Welcome to Mailchimp, Tim.' and 'Let's get started.' A progress bar shows '25% complete'. There are two main steps: 'Finish account setup' (marked with a green checkmark) and 'Start designing your first email' (marked with a grey circle). Below these steps are three email design options: a plus sign, a simple layout, and a 'Southern Bike Co.' email template.

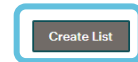
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Section Two | Creating an Email List

🔬 Click on 'Create List' and 'Create List' again

Lists



Tags might work better than a new list.

With tags you can organize your list using any information or criteria you want.

[Learn About Tags](#)

[Create List](#)

🔬 Select the details for your list e.g. default email address and from name

List details

List name

Default From email address

Default From name

- You may want to set these up differently for specific lists. For example, you may have a different email alias that you want to use as an alternative default for a specific list e.g. Clients@Mac-Nutrition.com compared to Noreply@Mac-Nutrition.com
- You may decide to have different email lists for specific people. For example, you may have a client waiting list, which is separate to your nutrition newsletter list.
- You can also choose a different 'from' name such as Administration Department or your company name

🔬 You can select a campaign web address for each email list as well as a specific description of why people have signed up to this list.

- If you have a paid account you will be able to create your own campaign URL



Campaign URL settings

Choose a verified domain to use in your **campaign URLs**. You must be **authorized** to use the **domain name** you choose.

Remind people how they signed up to your list

We send course details and free bonus material to people who express an interest in 12 Week Online Course.

🔬 When setting up your list, there are specific settings on the form that you have the option to select. For instance, you can select ‘**Enable GDPR fields**’, this will automatically add specific fields to your sign-up form (as shown below).

- We generally wouldn’t recommend this as you may not get as many sign-ups by doing this.

Marketing Permissions

Please select all the ways you would like to hear from MNU:

Email

Direct Mail

Customized Online Advertising

You can unsubscribe at any time by clicking the link in the footer of our emails. For information about our privacy practices, please visit our website.



We use Mailchimp as our marketing platform. By clicking below to subscribe, you acknowledge that your information will be transferred to Mailchimp for processing. [Learn more about Mailchimp's privacy practices here.](#)

🔬 There is also the option to select ‘**Enable double opt-in**’, which potentially increases your chance of the email reaching the subscribers inbox rather than their spam/junk folder. However, their first email will be to confirm that they would like to subscribe to your email list. If they do not opt-in, you will not be able to send them any emails.

- We recommend selecting this option!

🔬 You can also select how often you would like to be notified of new sign-ups. Depending on how many sign-ups you expect to get, this may influence your decision on this.



- 🔬 To get people on your list, you can either create a sign-up form, upload a CSV file (this is only really needed if you already have a list of email addresses from a previous list or if you have downloaded them from an online form), or integrate a registration form (e.g. Typeform or Wufoo) with MailChimp so it automatically adds them to an email list.
 - If you are uploading a list via a CSV from an online form, you will need to make sure you select double opt-in when you import them.
 - If you are integrating a person's email from an online form, we usually ask a question on the form to make sure that they are aware and happy to be added to an email list (to abide by GDPR guidelines).

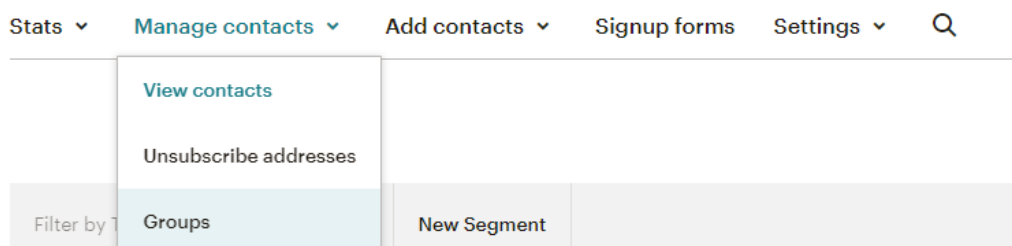
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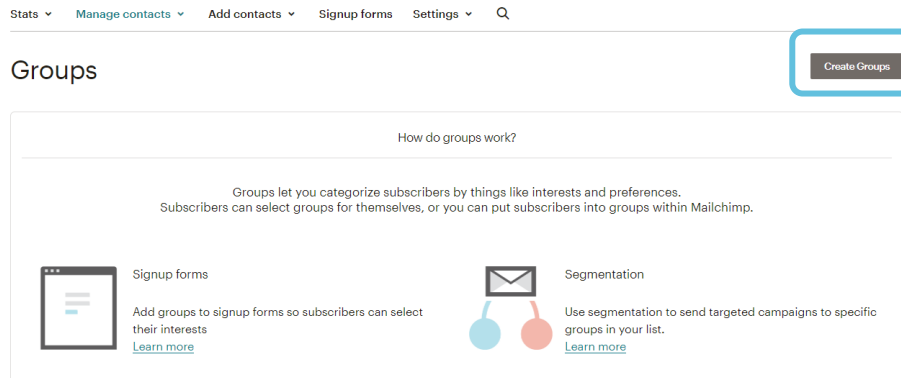
Section Three | Adding Groups to an Email List

Creating groups within an email list can be a great tool for segmenting your lists and only sending emails to certain people based on preferences or common interests. You will then be able to send targeted emails to a group of people on your list without sending them to the whole list. This will also prevent you having multiple lists with duplicate email address.

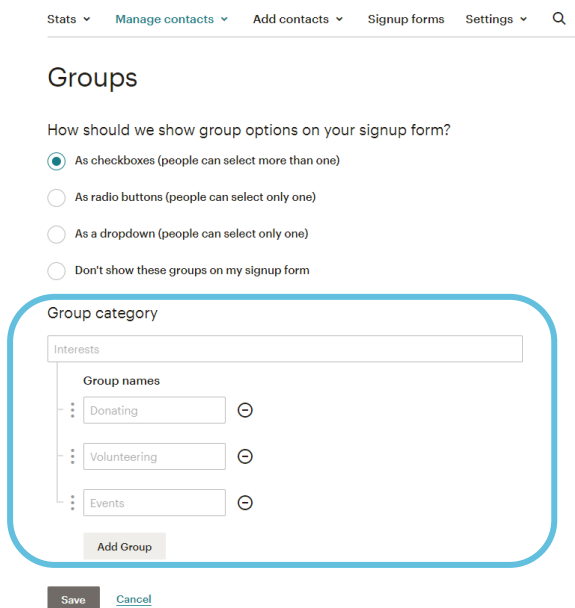
To set-up a group within your email list, just follow these simple steps:

- 🔬 Click into your list by clicking on the title
- 🔬 Click on 'Manage Contacts'
- 🔬 Click on 'Groups' followed by 'Create Groups'





Each group will need to have a group category and group subcategories. For example, your group category could be 'Service Package' with your subcategories more specific to which package they are on e.g. 12-week Fat Loss Program, 12-week Muscle Gain Program etc.



You can add subscribers to specific groups either individually within their profile or via a CSV import. However, you can only remove people from a specific group on an individual basis.

Click [HERE](#) to watch the Mentoring video

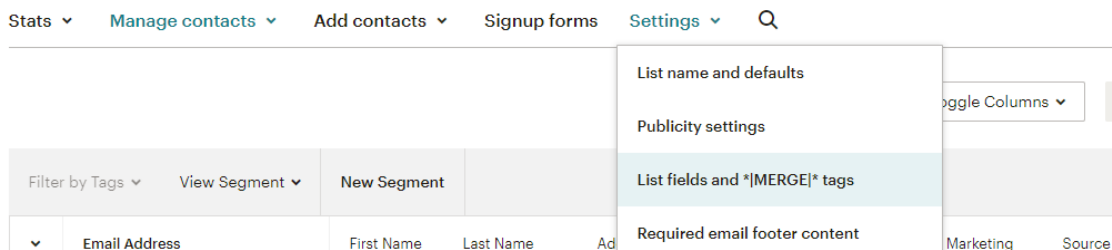


Section Four | Adding List Fields and Merge Tags

List fields can be used to add a defining feature about a client/person on your email list. This is different from creating a group as you have the ability to add written information rather than just ticking a specific group.

To add list fields to your email list, follow these few steps:

- 🔗 Click into your list by clicking on the title of your list
- 🔗 Click on 'Settings' and then 'List Fields and *|MERGE|* tags'
- 🔗 To add a new field click on 'Add A Field' at the bottom on the page and select the field type such as text, number, radio button



- 🔗 You can add this so it is displayed on a sign-up form by ticking 'visible'
- 🔗 You can also update the merge tag to correspond with the list

Field label and type	Required?	Visible?	Put this tag in your content:	Default merge tag value
First Name text	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	* FNAME * or * MERGE1 *	Default merge tag value
Last Name text	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	* LNAME * or * MERGE2 *	Default merge tag value
Email Address email	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	* EMAIL * or * MERGE0 *	
Phone Number phone	<input type="checkbox"/>	<input type="checkbox"/>	* NUMBER * or * MERGE4 *	Default merge tag value

- 🔗 Once you have created your list fields and merge tags, make sure you save the changes

GOAL text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* GOAL * or * MERGE20 *	Default merge tag value
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- 🔗 A merge tag can be inserted into an email, which will pull this specific information and make an email more personalised to the subscriber.
- 🔗 An example of this could be their name; you could add in the merge tag *|FNAME|* at the start of the email to make it personalised. Another example could be if you ask them what their specific goal is you may add



in the email something like ‘...because you have select *|GOAL|*, which will pull the data such as ‘fat loss’ through and make the email more personalised.

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Section Five | Creating a Sign-up Form

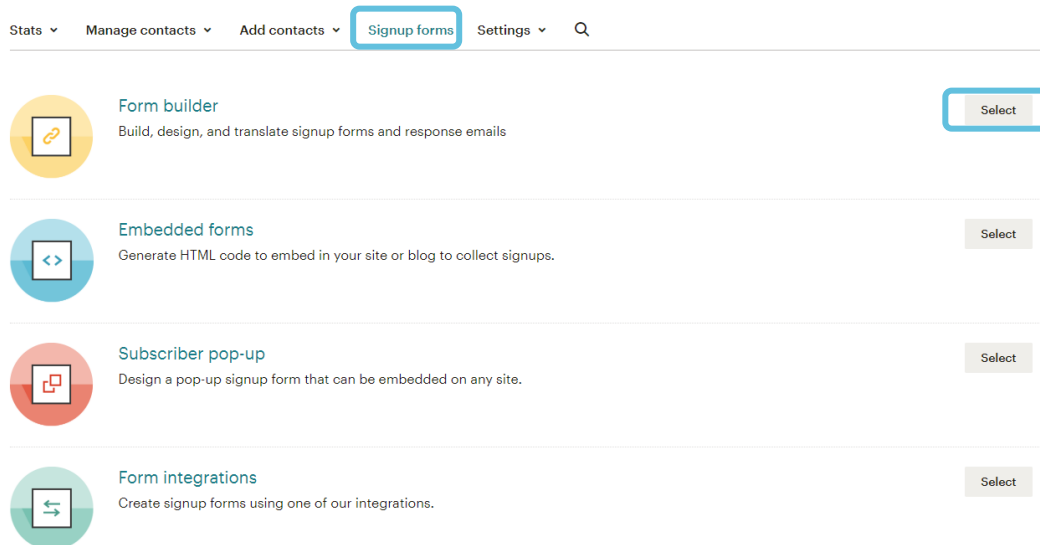
What is a sign-up form?

This is a simple customisable registration form for a person to complete to be able to sign-up to your email list. You can customise this form to include your preferred questions and so that it is specific for your brand.

How can people get to your sign-up form?

You can use the unique link provided by MailChimp (we will show you where to find this later) and hyperlink it on your website or you can simply share it on your social media platforms.

- 🔧 To start your sign-up form, you will need to click on your specific email list within the list area (as shown previously) and then click on ‘**Signup forms**’. It will bring up a few options but for now we will go through the Form Builder option so click on ‘**Select**’ next to this.



🔬 Select 'Signup form' on the dropdown menu

Form builder

Forms and response emails

Signup form

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

Signup form URL

<http://eepurl.com/dN5hpw>

[f](#) [🐦](#) [QR](#)

🔬 You can edit/customise the title of the sign-up form or add a specific image of your choice, all you need to do is hover over the title and click on either 'edit' or 'use image'.

- You can make your form look really professional by using a specific image or logo.

🔬 You will be able to build the content of your form by clicking 'Build it'

Build it

Design it

Translate it

🔬 On the right hand side, you should be able to see a selection of fields to choose from. By clicking on a specific field, e.g. Phone, this will add this specific field to your form.

🔬 You also have the option to create a new field by selecting text, number, radio buttons, check boxes or dropdown and then you will be able to edit them accordingly. If you add fields to the sign-up form they will be also added to the list fields and merge tags as previously shown.

🔬 You can also delete a field from your form by clicking on the field on the editable form and selecting the '–' icon and entering 'DELETE' in the appropriate box.

🔬 Once you have selected a field, it will provide a list of settings on the right hand side for you to amend, for instance, if you would like it to be a required field, a visible/hidden field and even updating the merge/field tag.



The settings that you select for this sign-up form will replicate in the list fields and merge tags area.


- Just be mindful of which fields you make required as it may impact people signing up to an email list e.g. not everyone will want to put in their phone number so you may have this as an optional field.

 You will be able to edit the design of the form so it is in line with your brand by selecting 'Design it'.

Build it

Design it

Translate it

 Within 'Design it' you will have various options to customise your form.

- On 'Page', you can select the colour of the **Background** (you will need the Hex code for this), the size and height of the **Header** as well as the colour of the outer wrapper (this is the background of the header).

Build it **Design it** Translate it

Page **Body** Forms MonkeyRewards

Background Header **Outer wrapper**

Background

none

Tips: Setting a background of #ffffff will make your header image/text appear to be inside the box.

- On 'Body', you will be able select the 'Foreground' colour (this is the background of the fields on the form), the font, size, colour and line height of the 'Default text'

Build it **Design it** Translate it

Page **Body** Forms MonkeyRewards

Foreground Default text Link style

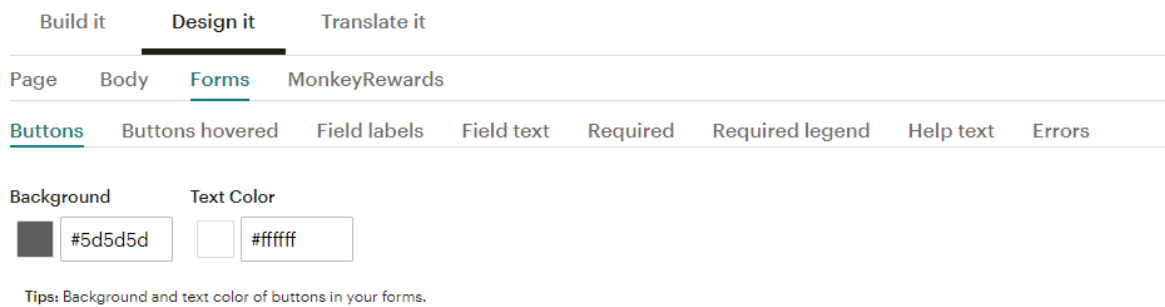
Background

#ffffff

Tips: This is the box that contains everything but the header and MonkeyRewards.



🔬 On 'Forms', you will be able to select the different subheadings to format them on your form.



🔬 On 'Buttons' and 'Buttons Hovered', you will be able to change the colour of the button.

- If you change the colour of the buttons hovered remember to check that you can still read the writing text on the button.

🔬 On 'Field labels', you will be able to change the line height, font, font size and text colour. The field label is the text at the top of the field such as Name, Address.

🔬 On 'Field text' you can change the font of the text inside the field and the colour of the text.

🔬 On 'Required' you can choose if you would like the asterisks to be visible or hidden for a field that must be completed on your form; you can also choose the colour of the asterisks if you choose to have them visible. You may want to include these on fields such as email address or name so people know that they must complete these sections to sign-up as they complete the form.

- By having an asterisk visible you may prevent people trying to submit a form and then it come up with errors as the required sections haven't all been completed.

🔬 On 'Required legend' this enables you to show or hide the '*indicates required' wording underneath the textbox.

🔬 You can also change the colour of the 'Help text' and 'Errors text', which



comes up if people haven't completed a certain section on the form.

🔬 On 'Translate it' you can select your default language, this is a bit unique but some of you may want to use it for different audiences!




🔬 Once you have completed your form, this is the link that you can send people to sign-up to your list. You can add it to your social media profiles and direct people to it etc.

Forms and response emails

Signup form

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

Signup form URL

<http://eepurl.com/dN5hpw>   

🔬 Now that you have built a form, you can create a confirmation thank you page, just click on the dropdown and select 'Confirmation thank you page'.

- This is the page people will be redirected to after they have signed up to your list. You can also enter a URL link if you would prefer to re-direct your subscribers to a thank you page on your website.

Form builder

Forms and response emails

Confirmation thank you page

Subscribe

- Signup form
- Signup form with alerts
- Signup thank you page
- Opt-in confirmation email
- reCAPTCHA confirmation
- Confirmation thank you page
- Final welcome email

Unsubscribe

- Unsubscribe form
- Unsubscribe success page
- Goodbye email

Update Profile

- Profile update email
- Profile update email sent
- Update profile form
- Update profile sample form
- Update profile thank you page

Other Bits

- Forward to a friend form

🔬 You can customise this page using the same options as the sign-up form; initially it will pull through the same design to get you started.

🔬 Another key one to customise is the 'Opt-in confirmation email', which can also be found on the dropdown shown above, as this is the email that



they will get sent to them to request to opt-in as part of the double opt-in process.

- To be compliant with GDPR, if you haven't included a description of the list that they are signing up to on the sign-up form, you **MUST** display it within the opt-in email (Please Note: This is only the basic requirement for GDPR)
 - You can add the description text to this by hovering over 'Please Confirm Subscription' and clicking on 'edit'.
- ⚠ You can then customise the 'Unsubscribe form' in the same way; people will see this page if they click to unsubscribe from the list.
- ⚠ You may also wish to customise the 'Profile update email' and 'Update profile form' these are also done in the same way as described on the sign-up form.

Click [HERE](#) to watch the Mentoring video

Section Six | Creating a Landing Page

What is a landing page and why should you use one?

A landing page is essentially a single web page. Landing pages can be used instead of your main sign-up form. Sign-up forms are basic, generic forms which can't be customised to any great extent to be used in multiple places. Landing pages, however, are single web pages that you can design in any way you like, with unique links that you can copy and share on your social media platforms.



How to use landing pages

One of the key benefits of using landing pages is that you can target your subscribers based on which landing page they sign-up from (we will be explaining segments later in this resource). All you need to know for now is



that these landing pages can be found under ‘**Signup Source**’ then by selecting ‘**landing page**’ and finding your page. Examples of how you can use landing pages include:

Free Giveaways

- ▲ Create a specific sign-up form to give away an eBook, by creating a bespoke page that you can then link with an automation to send out the document to anyone who signs up



Promote Your Services

- ▲ Create landing pages for each service you offer so they look tailored to a specific audience e.g. weight loss group, muscle gain, optimal health. You can then make sure your emails are tailored to their needs and signpost them to the best service for them



Tailor Your Content

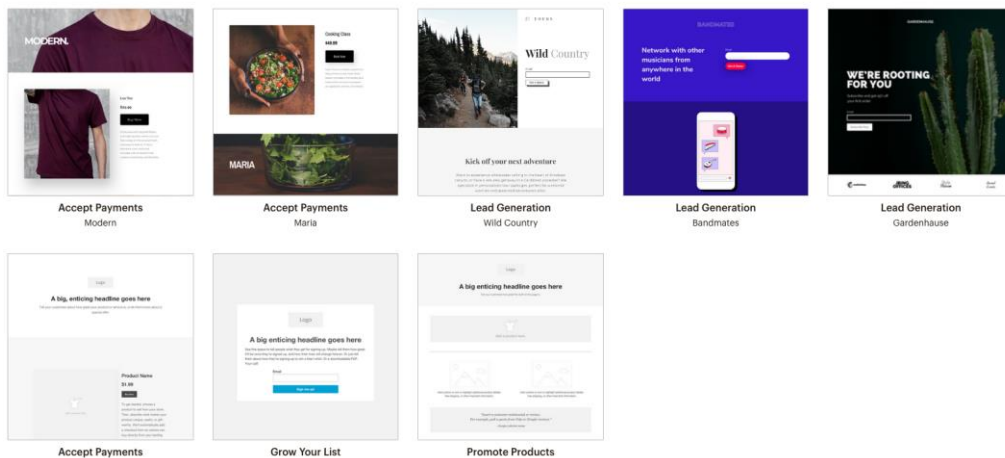
- ▲ By customising your landing page to include a question on what type of information they are interested in, you can make sure your emails suit your subscribers



What are the different types of landing pages?

There are different templates you can use to set up your landing pages so it’s important to make sure you know what the purpose of your landing page is before starting to design it. Please see below a quick summary of the different types of landing pages:

Select a template



Grow Your List

- 🔬 This is the most basic template
- 🔬 It would be ideal if you are looking to just collect email subscribers


Lead Generation

- 🔬 This is a more advanced landing page
- 🔬 It can be used to collect emails but also includes various additional blocks for images, text, and testimonials
- 🔬 You can look through the different versions to see if you like the designs
 - Please Note: If you are looking to create a simple landing page and remove the blocks for images and text from a template, you will be left with a large blank area at the bottom of your page which you can't remove

Accept Payments or Promote Products/Services

- 🔬 Landing pages can be used to sell a product or service from your store
 - There is a payment option, however, this requires you to have a [Square account](#) which you would then have to [integrate](#) it with your MailChimp account
 - If you have connected your account with Shopify, you will NOT be able to add the payment content block

How to create a landing page

- 🔬 When you are signed into your MailChimp account, click on 'Campaigns' in the top menu bar and click the 'Create Campaign' button.
- 🔬 You will then need to select 'Landing Page' and add a 'Landing Page Name'.
 **Landing Page**
Create a landing page to collect new contacts, promote a product, or offer a discount.
- 🔬 Add a title
 - This will only be seen by you
- 🔬 You will then need to select the list you would like subscribers to be added to and click 'Begin'.
 - Please Note: This can NOT be changed after you have published your landing page
- 🔬 You will need to select which template you would like to use



- Please select carefully before starting to design your page as it can't be transferred later! Use the descriptions above to help make a decision on the type of landing page you would like to create, then click through the different design options and select the design you would like to use.

Designing your landing page

There will be different functions included for the different templates. To help you start creating your landing pages, please see below a breakdown of the different blocks you can edit:

Add your Logo

- ▲ You can edit the logo block and 'replace' it with your logo
- ▲ Tip: Set your logo as your default logo to save you time in the future
 - Click 'Replace' on the image, click 'View Details', select 'Set My Logo', then click 'Insert'

Headline

- ▲ Grab their attention with a short sharp title e.g. 'Get your Free Fat Loss eBook Today'

Design Your Page

- ▲ Landing pages can be customised to match your brand, add background images to improve the look of your pages!

Signup Form Block

- ▲ This block uses fields you have already created in your list or on your sign-up form
 - You can select which fields are available and which fields are required
 - You can change the order of the fields by clicking and dragging the three dots next to the field
 - You may need to add fields specific to your landing page, to do this just click on the 'Signup form builder' link at the top of the content section



- ⚠ You can customise your button by making the text specific to what the subscribers are signing up for e.g. I want the free eBook, as well as customising the colour and font

Add social media icons

- ⚠ You can link to your social media by adding icons to your landing pages
 - Please Note: If you are trying to get people to sign up from your landing page, we would advise that you don't add them as it may take someone away from your page and they may not sign up!



'Send to' Feature

You can decide where you would like to redirect people to after they have completed the sign-up form on your landing page. There are a few options:

- ⚠ Confirmation message - if you have enabled '**double opt-in**' you do not need to set anything, however, if you haven't you will need to customise the text which will appear when the form is complete
- ⚠ Landing Page – you can re-redirect to another customised landing page, for example, you can just create a simple page to thank them (to do this you will need to create a new landing page and delete the form section), ideal if you do not have a website!
- ⚠ Web Addresses – add in a link to your website homepage or a thank you page you have created on your site. You could even re-redirect them to one of the social media platforms e.g.

<https://www.facebook.com/groups/MacNutritionMentoringLab/>

Body

- ⚠ You can set your default fonts, sizes and colours
- ⚠ You can add text to your landing page
 - If you're collecting email addresses from your customers, be straightforward about why you're asking for their information and what future communication they can expect to receive from you
 - Please Note: For GDPR compliance, if you do not have the MailChimp settings enabled, you can add text to clearly state what you will be using the details for and what they can expect.



- ⚠ You can also add different blocks by dragging and dropping blocks for images, text boxes and even for your social media handles into your landing pages
- ⚠ Tip: try adding png. files (without a background) to your form
 - *If you are using an image as a background, make sure it's high quality*

Add Testimonials

- ⚠ You can split text boxes into 2 columns, by clicking on the 'Settings' tab for the text box
- ⚠ There are also templates available with testimonials included e.g. Gardenhouse

Privacy Badge

- ⚠ You can change the style of the badge
- ⚠ A paid account allows you to remove the privacy badge as this is not a requirement for your landing page

Preview Your Landing Page

- ⚠ Check out what your landing pages look like by clicking on the 'Preview' button in the top right hand corner
- ⚠ Make sure you check out what it will look like on a mobile too
 - If the fonts are too big you can customise this by clicking on the text box, selecting 'Design' then 'Mobile Styles'
- ⚠ When you are happy, click 'Save & Close'

Completing your landing page

Add a Page Title

- ⚠ This will appear in the browsers title bar

Editing the Landing Page URL

- ⚠ Depending on your type of account, you will be able to customise different parts of your landing page URL
 - **Free Accounts** – You can only customise the final section of the domain name e.g. mailchim.mp/7ab0066bed6c/SignUp
 - **Paid Accounts** – You can customise the final section and can use a verified domain e.g. mailchim.mp/MentoringLab/SignUp



- [Paid feature \$99] - You can pay to fully customise your URL by adding your own subdomain e.g.
SignUp.MacNutritionMentoringLab.com/Sign-Me-Up
 - This can only be set up if you have your own website
 - Please Note: You will need to pay and verify your domain name [HERE](#)

Must have a paid account to customise

Use a Mailchimp domain
 https://mailchi.mp / [Generate Randomly] /

Free to customise

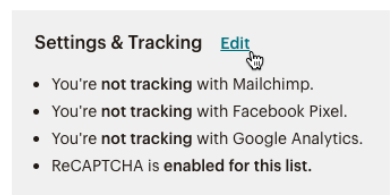
150 characters

Tracking Options

- ▲ It's important to track your landing page activity so you can see how many people visit your pages and click on the links
 - You can find these in a your landing page report which we will explain at the end of this section

▲ Click 'Edit' in the 'Settings & Tracking' section

▲ Make sure you turn on tracking with Mailchimp



Track with a Facebook Pixel

- ▲ Skip this step if you do not use Facebook Pixels
- ▲ You might need to enter additional information depending on your ad type. If you want to use an existing Pixel ID, enter it in the field.
- ▲ Find out more on creating a Facebook or Instagram Ad with MailChimp [HERE](#)

Track with Google Analytics

- ▲ You can skip this if you do not use Google Analytics
- ▲ Enter your Google Analytics ID and click 'Save'

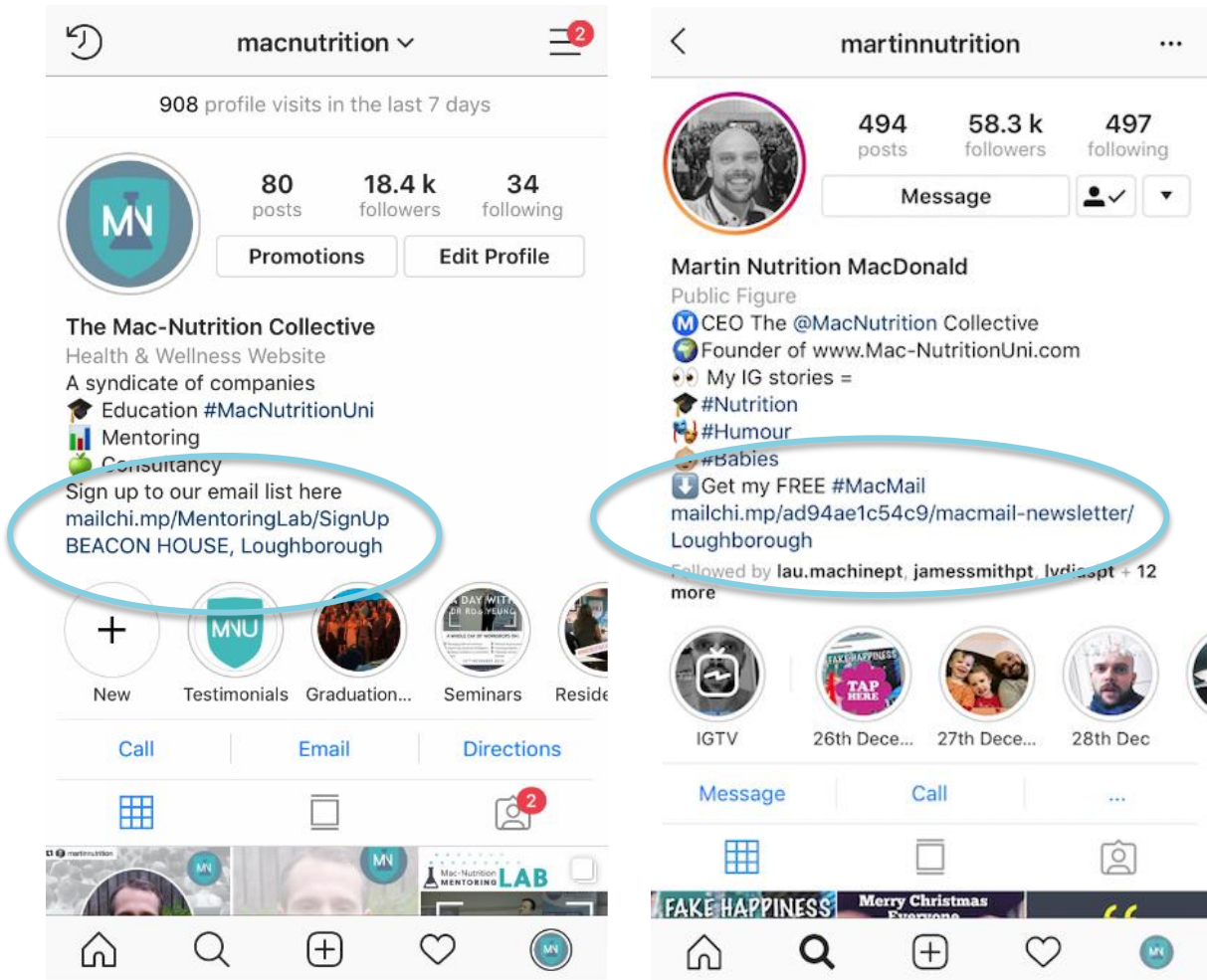
Publish Your Page

- ▲ When you are happy with your landing page and all sections have been completed, you will be able to click the 'Publish' button
 - By publishing your page, this will activate your URL



- Please Note: Once your page has been published you will not be able to edit the URL or change the list it is linked to

🔗 Check out some examples of how we have promoted our landing pages:

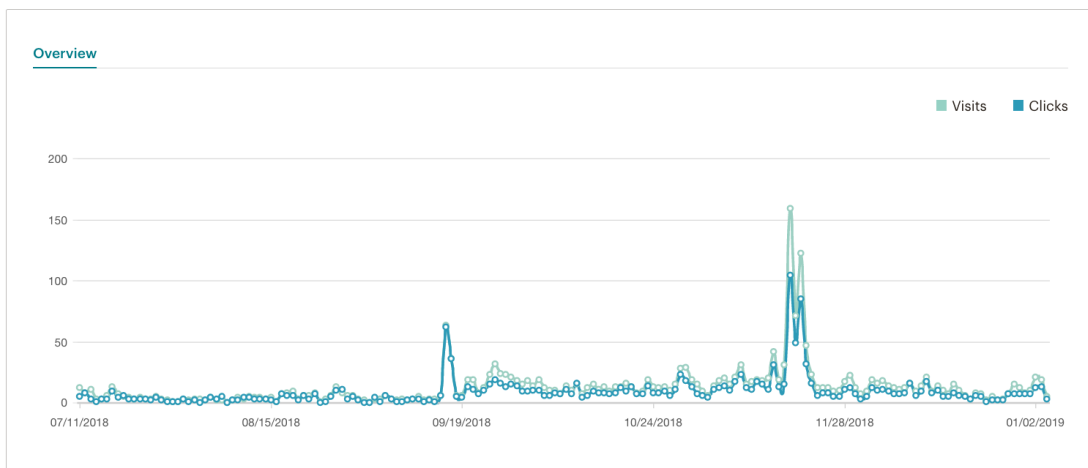


Check out your landing page report

- 🔗 You can monitor how many people are visiting your landing pages and completing the form by going to your 'Reports' page and selecting 'Landing Pages'
- 🔗 You will be able to see the number of clicks, visits and even orders from here!
 - 'Unique visits' are the number of people who viewed your landing page for the first time
 - You can also see an overview of your visits and clicks on a timeline. This is useful to understand how well you are promoting the pages
 - This can be used in comparison with any advertisement you are running e.g. Facebook Ads or separate email marketing



- See how successful a social media post has been where you have linked to your landing page
- You can also see if there are spikes in visits at certain times of the year, to help you understand your audience and plan your marketing strategy
- Most importantly you can see how many people visited your page and actually signed up (if this is low, you could consider making the page more enticing!)



Click [HERE](#) to watch the Mentoring video

