Managing emails with MailChimp

MailChimp allows you to design email templates, organize email campaigns and to send and track emails. Once you have a MailChimp account, you can request email designs from the Comm team.

Sending emails with MailChimp

1. Request a template

MailChimp allows you to design templates, organize email campaigns and to send and track emails. Once you have a MailChimp account, you can request email designs from the Comm team.

Fill out the Fulton Schools Communications Project Request Form to request an email template design.

Example email template:

![Example email template](image)

We can share this or other customized templates with you using the email associated with your MailChimp account. You can then add it to your account’s template library and edit it further. You will need to provide us with your MailChimp account login credentials. We will design it according to your needs and then go through our quality assurance process. Please make sure you plan far enough ahead as the workflow varies from week to week. We will contact you when your template is ready and we will send a sample email.

When you log into your MailChimp account you will find your new template under the “Templates” tab.
Templates

Grand Opening
Last edited on Aug 08, 2016 4:24 pm by Brittany Martin
Drag and drop
Wait, Eventbrite?

Hold on! Do you need people to register for your event? Then you need an Eventbrite form! Good news is MailChimp and Eventbrite play very nicely together. If you require an Eventbrite, skip to the Eventbrite integration steps, then return to step two “Creating a Campaign”. If you just need to send an email, continue on.
2. Creating a Campaign

From your dashboard click on, “Create Campaign” to start the process of sending your email.

Choose “Regular Campaign” and click “Select.”

You can read about the other types of campaigns [here](https://us1.admin.mailchimp.com/campaigns/create/type=reg...).
3. Choose a list

Choose the list to which you’ll be sending your message. If you only want to send the message to part of your whole list, you can select a new or save email list segment as the recipients, either by indicating which email segment you want to use or by building a new one on the fly.

Along the way, you’ll also have the ability to send yourself and any other interested parties a test email for content or design validation. See Step #9 for details about how to do this.
4. Set Campaign Info

Campaign Name
Name your campaign something memorable and perhaps include the year. This makes it easier to find old campaigns.

Email Subject
Your email subject should be short and should avoid using “spam-like” words that are a little too enthusiastic otherwise your email may get marked as spam or never reach its destination.

Tips for Subject Lines

● Include Localization
● Personalize a message with a recipient's first or last name to improve open rates. MailChimp research suggests including a city name is even better.
● Use Different Subject Lines
● Newsletters tend to start with high open rates, but these decrease over time. Keep your content fresh, and don’t repeat the same subject line for each campaign. If subscribers can’t tell something about your content from the subject line, they probably won’t open your campaign.
● Keep Subject Lines Short
● Most people quickly scan subject lines to decide if they’ll open or ignore the email, so don’t expect subscribers to dig through your subject line to figure out if they’re interested. Keep your subject line to 50 characters or fewer.
● Use Promotional Emails Effectively
● There are a few ways to increase subscriber engagement with promotional emails. Promote contests and giveaways in your campaigns to reconnect with inactive subscribers. Send subscribers a poll or survey to find out what type of content they’re interested in. Offer a free gift or service as an incentive to complete the poll or survey.

Read more about the art of subject lines.

From Name
Make the “From Name” an individual’s email address or from an institution. (i.e. Dean Dr. John Doe or The Fulton School of Widget Imagineering)

From Email
Make the “From Email” be an email that is regularly checked and has an official sounding address that represents the institution the email is coming from.
5. Select Tracking Options

Generally leave the tracking settings as-is in MailChimp. If your website is using Google Analytics and has an Analytics code you can enter it to see how users are reaching your website via email. Read more about the Google Analytics integration.
6. Set Social Media integration

MailChimp can integrate with multiple applications including social media platforms. It is not necessary to use these and they can be ignored. Social media posts often benefit from individualized customized wordsmithing anyhow. Learn more about MailChimp integrations.

Click “Next Step” to proceed.”
7. Select a Template

Click on “Saved Templates” to select the template that Fulton Communications customized for you.

Select a template

Click “Select” on the template that Fulton Communications created for you. Then click “Next Step.”
8. Customize your Template

You can click on the various regions of the email to edit them. At this point however the email has been through the Fulton Communications approval process so it is not recommended that the email be edited in major ways. You may need to add certain event details or modify the text, contact information.

Give the template one good proofread and follow-up with the Comm team if there are any major changes needed to the template.

Click “Next Step” to confirm that you are ready to send the email.
9. Send the proofing email

At this point your email is ready to send for review. As stated earlier, you can easily send a copy of your email to a list of any interested parties including to yourself by following the steps here:

- [http://kb.mailchimp.com/campaigns/previews-and-tests/preview-and-test-your-campaign#Send-a-Test-Email](http://kb.mailchimp.com/campaigns/previews-and-tests/preview-and-test-your-campaign#Send-a-Test-Email)

If you plan to promote your email message on social media channels like Twitter or Facebook, you may wish to consider [enabling and customizing Social Cards for your message](http://kb.mailchimp.com/campaigns/previews-and-tests/preview-and-test-your-campaign#Send-a-Test-Email). (Social Cards typically consist of the preview image and text that appears when a message is shared on a social media.)

After reviewing the feedback, and making any adjustments to the message or formatting, you are ready to push the “go live” button.
10. Send the final email

If both your proof emails look good, it's time to click the button to send the message to your intended audience.

Take a deep breath and with confidence push the button!

Mailchimp cycles through your list, sending one email at a time so depending on how big your list is, it might take a little bit to reach all intended recipients. After you send your email you can view reports from the reports tab to see who is opening their email and what links they are clicking on.
Other tips:

**Consider Time of Day**
The best practices for sending emails vary widely between industry and audience. The best time of day to send an email to a professor could be very different for a student for example. It is more of an art than a science and changes at the rapid pace that most technology evolves.

**MailChimp Resources**
MailChimp has a lot of resources on the current best practices for sending emails. Refer to their website for updates. Further education and support for MailChimp can be found in their Knowledge Base or by contacting their support team.

**Avoid sending old emails**
Avoid taking old template and campaigns and reusing them without running them by Fulton Communications first to make sure they are in line with our marketing, branding and writing standards. When old emails are recycled and reused there is a bad tendency to have the wrong content in some key fields like the From Address, Subject Line, etc.

**Unsubscribing**
People can unsubscribe through MailChimp. If you are maintaining a list through MailChimp you will get a certain number of unsubscribers. Please note that they are not unsubscribing from "all" ASU email lists, just this particular email list or this particular sender. It is the correct practice to offer unsubscribe links on all of our emails.
Here are some common email mistakes to consider:

**Mistake: Not having permission**

Please note that your emails should only be sent to faculty, staff and students UNLESS you are using an opt-in form.

When you create a MailChimp account, you agree to comply with [all anti-spam regulations](#) and MailChimp’s [Terms Of Use](#). These terms require that all lists be permission-based, consisting of subscribers who have signed up through a mailing list signup form or have given their explicit permission to be added to the list. You must have [tangible, confirmable proof](#) that the subscriber wants you to communicate with them, and your intent must be clearly identified.

By virtue of us sending to students, faculty or staff, permission is implied. The content of our emails is not email marketing; it is information that is valuable to them as members of Fulton Schools.

There are two very important things to keep in mind:

- **Make sure you have received permission from all of your recipients before you send your first email.** [Permission](#) ensures that your recipients want to receive email marketing content from you. Before investing your time and money in an email marketing program, start getting permission from your customers. It’s [easier than you may think](#), and some of the benefits might surprise you. Not only will it result in fewer spam complaints and decreased legal liability, but you’ll also experience improved deliverability and increased open and click rates.

- **All recipients should understand what they’re signing up for and why they’re receiving email from you.** Your signup form should be very clear about your intent. It should also properly manage the expectations of your subscribers. Be sure to explain not only that your subscribers will be receiving email from you, but also what type of emails they will be receiving. Your [permission reminder](#), which you’ll create as you set up a new list in MailChimp, should remind your subscribers where they originally opted-in and why they are receiving the email.

**Mistake: Purchasing email lists**

By now, everyone should know better than to buy a "totally legitimate list of 30 million opt-in emails" from a sketchy piece of spam they found in their inbox. That’s pretty obvious, but there are still some vendors out there selling "opt-in" lists the old-fashioned way. They collect email addresses and ask members if they’d like to "receive special offers from third parties." Then, they sell those email addresses to other senders. It’s not technically illegal, but many ESPs—MailChimp included—prohibit sending to purchased lists.

**Mistake: Assuming people want to hear from you**

Do not send to lists that include email addresses other than the official firstname.lastname@asu.edu email address.

Did everyone on your list specifically give you permission to email them? If not, and you’ve added them to your list because you *assume* they want to hear from you, then you are sending spam. This is true even if you "spent lots of time assembling that list of prospects," “spent lots of money for this opt-in list,” or the list is made up of “people in your industry who have certainly heard of you.” MailChimp is a tool for sending email newsletters and permission marketing. It’s not for “sales” or “prospecting” to people who have never heard of you. If you want to send email to prospects, you should use your own server, not a hosted solution like MailChimp.

You might be thinking, "I get emails all the time from people I’ve never heard of, and I appreciate it." It’s important to clarify that it’s different if someone sends one email directly to you, with a sales pitch. If, however, that same person "blasts" his sales pitch to an entire list of people, it’s spam.
Do not, under any circumstances:

- Send email campaigns to a list of “prospects.”
- Compile a list from all of your sales contacts—some will be potential prospects who’ve never heard of you or your organization.
- Use purchased, rented, or third party lists.

If you have a list of clients and customers that know you, but they haven’t specifically opted-in for newsletters from you, send them personal, individual email invitations asking them to join your list.

If you’re sending on the behalf of a client, make sure that you know the origins of their list. Don’t be afraid to ask the client how they got their list and if it’s permission-based. Remember, you can be held liable for spam even if you’re sending on behalf of someone else.

Not sure if your list is okay to use with MailChimp? This article provides a few scenarios that can help you decide.

Still not sure? Review our Acceptable Use Policy or contact our compliance team directly.

**Mistake: Confusing transactional emails with email marketing**

Our emails are somewhere in between transactional emails and email marketing. We’re not sending “transactional emails”, but what we send is also not “email marketing” according to the industry standard. We have a right to email our students.

Do you have a list of customers who have purchased products from your e-commerce store? They’ll probably expect receipts and shipping notifications via email. Those types of one-to-one messages are called transactional emails, and they’re different from email marketing.

**Mistake: Being in a rush**

One of the most common mistakes that people make with email marketing is hasty sending. Take the time to make sure your list is clean and all subscribers have properly opted-in. Asking the sales team for their contact lists and "blasting" out an email may seem like the best solution if you’re on a strict deadline, but it can result in unanticipated headaches. Those contacts could have gone stale. Worse, they may have never given permission at all.

Let’s say that you do send an email to a purchased or stale list. If those people don’t know why they’re receiving the email or never signed up in the first place, they might click the “Mark as spam” or “This is junk” button in their email program. Studies have shown that 10-30% of recipients have done this—even to emails they requested—thinking it was the only effective way to unsubscribe from a list. When that happens, alerts get sent to their ISPs, which may blacklist the sender for spamming. So slow down, take a breath, and make sure your list is in pristine condition before you push it out the door.

Rushing through the campaign creation process and not taking the time to consider the design, content, and subject lines of your email can prove problematic, too. You could find yourself faced with a decrease in your open and click rates and increase in your spam and unsubscribe rates. In the next few sections, we’ll cover some of the most common content-related mistakes made by email marketing rookies.

**Mistake: Not knowing your audience**

Email marketing is often one of the first attempts at "real" marketing for small businesses. For email marketing newcomers, it might be tempting to use sensational phrases like “BUY NOW!” and “LIMITED TIME OFFER!” or to emulate marketing tactics that you’ve seen Company XYZ use in the past. Keep in mind, however, that the things that worked for another company might not be the best methods for addressing your own subscribers.

- Create content that will be relevant, interesting, and useful to your subscriber base.
• Keep your subject line simple and to the point. The best subject lines don’t sell what’s inside, they tell what’s inside.
• Don’t use pushy sales copy or gimmicky catchphrases. Not only can be it a distracting turn-off to your subscribers, but spam filters could penalize you if they deem your content to look “spammy.”

**Mistake: Not understanding spam filters**

Spam filters look at a long list of criteria to decide whether or not an email is junk. In fact, the list of spammy criteria is constantly growing and adapting, because spam filters learn more about what junk looks like every time someone clicks the *This is junk or Mark as spam* button in their email client. Spam filters even sync up with each other to share what they’ve learned. There’s no magic formula, but these tips will help you avoid common mistakes that often send email to junk folders.

- **Campaign metadata:** Some spam filters will flag a campaign if anyone with the same IP has sent spam in the past. When you send through MailChimp, your email is delivered through our servers, so if one person sends spam, it could affect deliverability for our other users. That’s why we work vigilantly to keep our sending reputation intact, and it’s important that all users abide by our Terms of Use.
- **Coding in your campaign:** Spam filters can be triggered by sloppy code, extra tags, or code pulled in from Microsoft Word. We recommend using one of our templates or working with a designer.
- **Content and formatting:** Some spam filters will flag emails based on specific content or images they contain, but there’s not an all-encompassing set of best practices to follow or things you absolutely need to avoid. But, we do have a few recommendations.
  - Design your campaign to be clear, balanced, and to promote engagement from your subscribers.
  - Make sure your subscribers have opted-in to receiving your emails.
  - Be consistent. Try not to stray too far from the content and design that your audience already associates with your brand, website, or social media channels.
  - Use A/B or Multivariate Testing to learn how changes with your content affects delivery and engagement.

Looking for more information on this topic? Check out our [How to Avoid Spam Filters](https://help.mailchimp.com/campaigns/spam/) guide and the [About Spam Filters](https://help.mailchimp.com/campaigns/spam/) article in our Knowledge Base.

**Mistake: Not testing a campaign before sending**

Before you send a campaign to your entire list, make sure that you look at it in MailChimp’s [Preview Mode](https://help.mailchimp.com/campaigns/preview/) and send yourself several test copies of the email, utilizing as many email clients (Gmail, Yahoo!, Outlook, etc) as you can. Check to make sure your images and links are behaving correctly and that everything looks just right. Once you hit send, there’s no “undo” button, so it’s very important to test as thoroughly as possible before sending to your entire list.

MailChimp’s [Inbox Preview](https://help.mailchimp.com/campaigns/preview/) can be a valuable resource as well. This feature automates the testing process and provides you with renderings of the campaign as they will appear across more than 40 different email clients in just a few clicks. MailChimp Pro and Monthly Plan account holders will be provided with a number of [free Inbox Preview tokens to use each month](https://help.mailchimp.com/campaigns/preview/), and all users will be able to purchase 25-token bundles for $3 each.

**Mistake: Ignoring your campaign reports**

One of the benefits of using MailChimp for your email marketing is the ability to measure the results of every campaign that you send. MailChimp reports contain a lot of valuable information, and they can help you analyze your campaign’s performance and provide insights that you can use to improve your future campaigns.
If a marketer isn’t checking their reports regularly, they might not notice when their open rates drop significantly or that their list size is steadily shrinking after every campaign. They may not realize that emails they send on Thursday have the highest open rate, while emails sent on Monday tend to have much lower engagement.

After you send a campaign in MailChimp, take the time to navigate over to the Reports page in your account. Look for trends. Make changes to campaigns—or even try out A/B testing—to see if you can improve your open rates, click rates, and, perhaps most importantly, conversions.
Eventbrite Integration

MailChimp also offers great integration with Eventbrite.

Creating your Eventbrite Form

- Sign into Eventbrite and find the Create Event button. (Upper right corner).
- Fill out the fields for the event.
- **Important:** Skip the part where you are adding email addresses directly to your Eventbrite event. (Attendees are important, we know. We’ll be doing this step in a different way a bit later.)
- If you need help with the initial Event setup, there’s more resources at your disposal here: [https://www.eventbrite.com/support/GettingStarted?lg=en_US](https://www.eventbrite.com/support/GettingStarted?lg=en_US)

Once you’re done with all of the event details, you'll land on your Event Home Page. It looks something like this:

![Fake Event about WordPress](image)

Linking your Eventbrite to your MailChimp template

Instead of using Eventbrite to manage all of the email communications that you would need to create for your event, we’re going to add a better email campaign manager to the mix. The result will be prettier emails to your attendees and the ability to send communications directly to only those who have registered for your event.

In the right hand menu in EventBrite, you'll find a section marked **Extensions**. Click the link under that header marked **MailChimp Sync**. Feel free to read the description that pops up next and when you are finished click the **Install App** button on the right.
You’ll then need to click on three more links/buttons before being presented with a screen that asks for your Mailchimp Credentials. Continue to follow the prompts to allow access and you’ll eventually be redirected back to your Eventbrite Page and the (now activated) MailChimp Sync page.
Tracking who attended all of your events

This may seem like we’re starting in the wrong place, but hang tight for a minute.

Imagine that at some point in the future, you receive a request to email everybody who attended an event you hosted this year. Or what if you need to find out if one person attended any event you hosted? Rather than wading through a bunch of Excel files and Word lists, Mailchimp can help you out.

Let’s say your event is created in EventBrite as a “public” event. You then decide to publish a link to your event on your twitter account with 50,000 people. When one of those people clicks the link and decides to register to come to your event in Eventbrite, Setting up the first “Sync” tab in all of your Eventbrite events will help you create this giant list of guests. Then you can email that person again at some point in the future - either to sell them something, to invite them to a different event or to talk with them about their experience with the first event.

The first tab in the Sync tool takes care of this task for you. Basically, anytime someone registers for your event - no matter how they got to the event page - the Sync tool will make an entry for that person in your MailChimp list. If you are using segments within that Mailchimp list (a best practice for email campaigns), the new entry will also be “tagged” with the source of the addition. (So, you can then grab a list of everyone who attended event A as opposed to ALL of the people that subscribe to your email list.)

The actual “how to” part about enabling this functionality is really easy.

- **Step 1:** Select either All my Events or the specific event(s) that you want synced with MailChimp.
- **Step 2:** Click the name of the list to which they should be added. Note: This is not necessarily your invitation email list. This list might be “All guests - 2016” or something similar.
Inviting your guests to the event (what you really wanted in the first place)

To use MailChimp to actually send out your email invitations, use the middle tab. To be successful using this technique, you'll need to have a pre-built email list in MailChimp.

- **Step 1:** Select the event that you want to promote.
- **Step 2:** Select the list which you want to use to promote it.
- **Step 3:** Click the Create new campaign button.

And… nothing much happens. Yet. :-) Instead, you'll be taken to the third tab (Reporting) which lays out the next set of steps that you'll need to do using the arrow step-action diagram towards the top of the content area.

The most important element of the email template that you are about to design will probably be the button marked “Sign up for my Event.” You'll want to make sure that the “target” link for that button is the Campaign Deeplink that's listed for your specific event. (Note: The text for this link is also available within the MailChimp email editor in a section called Comments.)