



# QUICK START GUIDE FOR USING MP EZINE HTML CODE WITH MAILCHIMP

## **PART ONE:**

### **Setting Up Your MailChimp Account**

#### **WHAT IS MAILCHIMP?**

MailChimp provides users with an easy way to design and send beautiful emails, manage subscriber lists, and track an email's performance. MailChimp wants to make the complicated part of managing and sending emails an easier task for their clients. Their services range from simple email marketing to more in-depth marketing campaigns such as mobile phone apps, social media connects, or automated responders for email messages.

#### **HOW DOES MAILCHIMP WORK?**

This service can help you send out creative and great looking emails by plugging information into easy-to-use templates. Your ministry can use MailChimp to communicate with volunteers, families, or the church community at large. Here's a quick glance at how to get started with MailChimp:

**Sign up for an account.** Check out which services MailChimp offers to determine what will best meet your ministry's needs. If you have a contact list of no more than 2,000 subscribers and won't be sending out more than 12,000 emails per month, you can sign up for a basic service that's free. If you'd like to add features or have a wider selection of templates, you can choose from a variety of paid options that start at \$10 a month.

**Set up a list.** Determine who will be recipients of your email campaign and create a list either by adding emails manually or importing a list you currently have in place.

**Set up a campaign.** This terminology is unique to MailChimp; rather than just viewing your content in a template, they look at the entire page from logo to colors to font. If you're using the free service, your email will include a branding icon for MailChimp (this is removable if you choose the paid service). At this step, you'll add all of your content for mailing and you'll be able to review how the email will look before moving to the next step.

**Accept terms of use.** Just before sending your email campaign, you'll sign off on the Terms of Use to make sure your email is adhering to anti-spam compliance and requirements. Then click SEND!

**View reports.** You'll be able to view reports to see how many emails were actually delivered (MailChimp automatically removes invalid email addresses), how many were opened, and the percentage of click-throughs on any links embedded in your email.

#### **SERVICE EXTRAS:**

For a ministry that doesn't send a high-volume of emails and is content with limited template choices, MailChimp is obviously very affordable. There are webinars to train you, and you can download helps for a variety of their services offered. There are also customer service folk ready to help via chat and email.

**FOR MORE INFORMATION ABOUT EMAIL MARKETING AND OTHER SERVICES PROVIDED BY MAILCHIMP, GO TO [WWW.MAILCHIMP.COM](http://WWW.MAILCHIMP.COM).**



# QUICK START GUIDE FOR USING MP EZINE HTML CODE WITH MAILCHIMP

## PART TWO:

### Using MarriedPeople EZINE HTML code with MailChimp

We want to make sure you are able to send out these emails, so that you look amazing! Follow the steps below:

#### DOWNLOADING THE HTML-ONLY VERSION OF THE EZINE

- **Strategy Pack customers**

Log-in to your MarriedPeople account to access the download matrix. Once you are logged in, you will see a tab named "E-ZINE." Click on the tab and find the appropriate monthly E-ZINE. Click on "View Materials" and then find the "HTML ONLY" zipped file. Download the zipped file. If your computer automatically unzips the file when it downloads content, then zip it back up. Make sure you know where this file is, because you will need it again in the next step.

- **E-ZINE only customers**

In your email notification that the monthly MarriedPeople E-ZINE is ready, click on the link for the HTML ONLY file. The HTML file should download to your computer. If your computer automatically unzips the file when it downloads content, then zip it back up. Make sure you know where this file is, because you will need it again in the next step.

#### CREATING A LIST

- Sign up for a MailChimp account (see PART ONE) or LogIn.
- Select "Lists" and then "Create a List."
- Add your database to the list.

#### UPLOADING THE HTML FILE

- Sign up for a MailChimp account (see PART ONE).
- Login to your account.
- Choose "Campaigns" and choose "Regular ol' Campaign"
- Select the previously loaded list you want to send it to.
- On the next page, you will be asked to name your campaign and enter in an email subject line. You can use whatever you want, or simply call both "MarriedPeople E-ZINE [type month/year]."
- Select "Create Template."
- Select "Code Your Own."
- Select "Import from Zip."
- If you haven't done so already, you will need to download the HTML code for this month's MarriedPeople EZINE from the email or the download matrix onto your hard drive and then browse to the location you saved it.
- Click "Upload."
- If everything looks good click "Next Step: Confirm."
- Click on the arrow in the top right corner and select "Preview and Test." Enter your email address to send a test version to make sure everything looks good and the links work.
- Send out the E-ZINE or schedule it to go out at a specific time on a future date.

**GOT QUESTIONS? JUST EMAIL US AT [INFO@MARRIEDPEOPLE.ORG](mailto:INFO@MARRIEDPEOPLE.ORG)**