



THE KNIGHT SCHOOL OF COMMUNICATION AT QUEENS



# EMAIL NEWSLETTERS WORKSHOP

Digital Media Workshops  
Knight School of Communication  
February 2015



# Do You Need a Community Newsletter?

# Questions to ask before starting a community newsletter

- What unites your audience?
- What do they need to know?
- What type of information do they find useful?
- Do community members have email accounts?
- How do we reach members without an email account?
- What's a reasonable distribution schedule ?



# Advantages of a community newsletter

- Allows you to “push” information to community
- Allows community members to be involved as contributors
- Tells the story of a community and its people
- Readers receive information at the same time
- Newsletter can be emailed or printed (print to pdf) – avoids the need to create two versions
- Community members can access via email or smartphone
- Can be archived for future use
- Online version can include links to videos and other content

# Challenges of a community newsletter

- Will require more than one editor to sustain (at least 2)
- Every community member will not have access to email
- Requires consistent schedule for publication
- Requires ongoing content – newsworthy information and photos
- Need a process to update distribution list as people move in and out
- Print edition does not allow access to videos and hyperlinked information

# Community newsletter content



- Guest columns - school assignments by middle and high school students, police department, community members (Candy's Column)
- Yard of the Month
- Safety information
- Real estate
- Community events
- Homeowner Association Information
- Cite all sources (give sources credit for information)

# Setting up an email newsletter



- Train more than one person to serve as editor
- Consider a common workspace to save content and photos (e.g., Dropbox)
- Distribute on a regular basis – consistent schedule
- Take and use photographs
- Invite community members to provide story ideas, content and photos.

# Setting up an email newsletter



- Gather email addresses (can add before creating newsletter or at the time you send)
- Identify and secure street editors or block captions
- Choose an easy-to-use template
- Create content and style guidelines

# Email newsletter tools



Constant Contact	Emma	MailChimp
Waltham, Mass., 500k customers	Nashville, 40k customers	Atlanta, 8 million customers
\$12/mo up to 500 addresses	\$21/mo up to 1,000	Free up to 2,000
+ Established, widely used, coaching	+ Hip designs, mobile- optimized, support	+ Free, simple, widely used, support forums
- Oldest, most complex	- Priciest	- Basic designs
<a href="http://constantcontact.com">constantcontact.com</a>	<a href="http://myemma.com">myemma.com</a>	<a href="http://mailchimp.com">mailchimp.com</a>

# MailChimp Terms

- **Dashboard** - The *Dashboard* is the first screen you see when you log in to MailChimp. It gives an overview of recent campaigns, lists, and subscriber activity. Once you've sent a campaign, the standard dashboard displays information about your campaigns and lists.
- **Campaign** - An email you send to your list. Each bulk email that is sent to the list is considered a separate campaign.
- **Subscriber** - Someone who has opted in to your list in order to receive emails from you (can also be added manually).

# How to create a MailChimp account

Go to: *www.mailchimp.com*



Features

Pricing

Support

Blog

More

Sign Up Free

Log In



## Send Better Email





# Email, username & password..



## Get Started with a Free Account

Sign up in 30 seconds. No credit card required. If you already have a MailChimp account, [log in](#).

Email

What's your email address?

Username

Password

 ☐ Show

- One lowercase character
- One uppercase character
- One number
- One special character
- Eight characters minimum

Create My Account

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

# Done? Activate your account!



## Thanks for signing up!

Please check your email and click **Activate Account** in the message we just sent to glory.chant@hotmail.com.

## What happens after I activate my account?

If you're planning to purchase a [monthly plan](#) or buy [email credits](#), we need to make sure your account follows [spam best practices](#).

You can get started on an email campaign and create a mailing list now, and we'll look over your account to make sure everything looks good.









This [getting started guide](#) will help you move onward and upward.


© 2001–2014 MailChimp. All Rights Reserved. Love what you do.


[Terms of Use](#) · [Privacy Policy](#) · [Copyright Policy](#)

Google Site Stats - [learn more](#)

# Activate your account..

Outlook.com |  New Reply |  Delete Archive Junk |  Sweep Move to  Categories  ...   

Search email 

Folders 

Inbox 5102

Junk 14




Drafts 32


Sent

Deleted

Orders

[New folder](#)

Activate your MailChimp account.   



**Just one more step...**

ghadeer

Click the big button below to activate your MailChimp account.

[Activate Account](#)

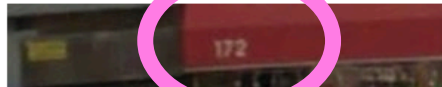
© 2001-2014 MailChimp®, All Rights Reserved.  
512 Means St. • Suite 404 • Atlanta, GA 30318 USA

# Confirm humanity, type the digits..



## Confirm Humanity

Before we get your account set up, we need to confirm you are a human (it's a spam prevention thing). Type the phrase from the reCAPTCHA below and click the "confirm signup" button.



Enter the two words or numbers:

Confirm Signup

# Fill in the required information..



## Let's Get Started

### About You

First name

Last name

Email address

Your email address will remain private. [Our privacy policy](#)

### Organization Information

These questions will help us tailor MailChimp to you in the future.

# Your organization's information are required, too!

## Organization Information

These questions will help us tailor MailChimp to you in the future.

About how many people  
are in your organization?

Select



About how old  
is your organization?

Select



Do you have a list of emails  
to import into MailChimp?

Select



Are you setting this up  
for a client?

Select



The following information will help us automatically build your email footers to  
comply with the [CAN-SPAM Act](#) and [International spam law](#).

Company / organization

Website URL

[No website?](#)

Address 1

# If you don't have a website...

## Have a blog?

If you have a [WordPress](#), [Blogger](#), or [Tumblr](#) account (or another blogging service), you can link to your blog. For example: <http://thenameofyourblog.wordpress.com> or <http://yourblogname.blogspot.com>

## Create a personal page

Some services offer a quick personal landing page that functions like an online business card. You can quickly create a personal page with a service like [About.me](#) or [Flavors.me](#).

## Got the creative bug?

If you want your own website but aren't a designer, [Squarespace](#) and [Virb](#) are website publishing tools that empower everyone to be their own web designer.

[Give Feedback](#)

## Translate

Select Language ▾

Powered by [Google Translate](#)

Tagged  
[website](#)

# Be careful! The address will appear in the newsletter!

The following information will help us automatically build your email footers to comply with the [CAN-SPAM Act](#) and [International spam law](#).

Company / organization

Website URL

[No website?](#)

Address 1

Address 2

City

State / Province / Region

Zip / Postal code


Country

Your industry


...





# Here you go! Start a campaign..





G Ghadeer >


 Campaigns

 Templates

 Lists

 Reports


 Automation

 Search

## Dashboard

Create Campaign ▾


### Get started



#### Create and send a campaign

Campaigns are emails sent to subscribers in a list. Try your hand at email design by creating and sending a test campaign. [learn more](#)


Create A Campaign



#### Create a list

Lists are where you store your contacts (we call them subscribers). Create one master list, then use segments and groups to email select people. [learn more](#)

Create A List



#### Start building your audience

Signup forms let people subscribe to your list. When you create a list we'll automatically build a signup form to customize for your website, Facebook, iPad and more. [learn more](#)

Create A List

# Choose a type of campaign..



Campaign Builder

## Choose a type of campaign to send:

### Regular ol' Campaign

Send a lovely HTML email along with a plain-text alternative version.

Select

### Plain-Text Campaign

Send a simple plain-text email with no pictures or formatting.

Select

### A/B Split Campaign

Send to two groups to determine the best subject line, from name, or time/day to send campaigns.

Select

### RSS-Driven Campaign

Send content from an RSS feed to a list.

Select

#### Email Beamer

Did you know you can send campaigns directly from your favorite email client?

# Type your campaign info..



Untitled

Help

Save and Exit ▾

## Campaign Info

Name your campaign

Internal use only. Ex: "Newsletter Test#4"

Email subject

150 characters remaining

[How do I write a good subject line?](#)

From name

100 characters remaining

Use something subscribers will instantly recognize, like your company name.

From email address



Use Conversations to manage replies Paid accounts only

When enabled, we'll generate a special reply-to address for your campaign. We'll filter "out of office" replies, then thread conversations into your subscribers' profiles and display them in reports.



Personalize the "To:" field

Include the recipient's name in the message using [merge tags](#) to make it more personal and help avoid spam filters. For example, `*[FNAME]* *[LNAME]*` will show "To: Bob Smith" in the email instead of "To: bob@example.com". This is more personal and may help avoid spam filters.

Specify `*[MERGETAGS]*` for recipient name

## Tracking

[< Back](#)

[Recipients](#) > **[Setup](#)** > [Template](#) > [Design](#) > [Confirm](#)

[Next >](#)

# Select your tracking preferences..



Untitled

Help | Save and Exit ▾

## Tracking

- ☒ **Track opens**  
Discover who opens your campaigns by tracking the number of times an invisible web beacon embedded in the campaign is downloaded. [Learn more](#)
- ☒ **Track clicks** Required on free accounts  
Discover which campaign links were clicked, how many times they were clicked, and who did the clicking.
- ☒ **Track plain-text clicks** Required on free accounts  
Track opens and clicks in the plain-text version of your email by replacing all links with tracking URLs. [Learn more](#)
- ☐ **Google Analytics link tracking**  
Track clicks from your campaigns all the way to purchases on your website. Requires [Google Analytics](#) on your website.

- ☐ **Ecommerce360 link tracking**  
Track visitors to your website from your MailChimp campaigns, capture order information, and pass that information back to MailChimp. Then you can view purchase details, conversions, and total sales on the reports page. You can also set up segments based on your subscribers' purchase activity. [Learn more](#)
- ☐ **ClickTale link tracking**  
Gain insight to how subscribers interact with your email content. Requires [ClickTale](#) on your website.
- ☐ **Goal tracking** Paid accounts only  
Track where subscribers go on your site, then trigger automations or segment your list based on what pages they've visited.
- ☐ **Track stats in Salesforce or Highrise**  
First, [enable Salesforce or Highrise](#) in Account > Integrations.


## Social Media

< Back

Recipients > **Setup** > Template > Design > Confirm

Next >

# Click “Next”..

Untitled

Help | Save and Exit ▾

links with tracking URLs. [Learn more](#)

☐ **Google Analytics link tracking**  
Track clicks from your campaigns all the way to purchases on your website.  
Requires [Google Analytics](#) on your website.

☐ **Track stats in Salesforce or Highrise**  
First, [enable Salesforce or Highrise](#) in Account > Integrations.

## Social Media

☐ **Auto-tweet after sending**  
[Connect To Twitter](#)

☐ **Auto-post to Facebook after sending**  
[Connect To Facebook](#)

## More options

☐ **Auto-convert video**  
Turn this on and we'll attempt to scan your content for embedded videos (which don't always render properly in email apps), then auto-convert them to use our email-friendly [video merge tags instead](#).

☒ **Authenticate campaign**  
Authentication is sort of like a license plate for your email. It provides a trackable identifier which indicates you're probably legit. [Learn more](#)

< Back

Recipients > Setup > Template > Design > Confirm

Next >

# Select a template for your campaign..



Hello Vanilla

Help

Save and Exit ▾

## Select a Template

Basic

Themes

Saved Templates

Recently Sent

Code Your Own



1 Column  
Drag and drop

Select



1 Column - Banded  
Drag and drop

Select



1:2 Column  
Drag and drop

Select



1:2 Column - Banded  
Drag and drop

Select



1:3 Column  
Drag and drop



1:3 Column - Banded  
Drag and drop



2 Column  
Drag and drop




2 Column - Banded  
Drag and drop

< Back

Recipients > Setup > Template > Design > Confirm


Next >

# To add a photo, click “Browse”..

 MailChimp Lovers

Help | Preview and Test ▾ | Save as Template | Save and Exit ▾

Use this area to offer a short preview of your email's content. [View this email in your browser](#)



Drop an image here  
or

Browse

## Designing Your Email


Creating an elegant email is simple

Now that you've selected a template to work with, drag in content blocks to define the structure of your message. Don't worry, you can always delete or rearrange blocks as needed. Then click "Design" to define fonts, colors, and styles.


Need inspiration for your design? [Here's what other MailChimp users are doing.](#)

Content | Design | Comments


Drag any of the blocks below into the campaign preview on the left. Go ahead, try dragging a **text block** to the top of your campaign. [Skip these messages](#)




Text



Boxed Text



Divider



Image




Image Group








Image Card


Choose one of your previously uploaded photos or upload a photo from your device by clicking “Upload”..

 File Manager ✕




☐ Folders ▾ Filter ▾

Sort By Newest First ▾  



☐




**Princess.JPG**  
JPG · 129.49 KB · 1024 × 1024 · Added Oct 22, 2014 07:03 pm by Ghadeer Hussain

Select

▾

☐




**Uncle3.JPG**  
JPG · 95.01 KB · 659 × 935 · Added Oct 22, 2014 07:02 pm by Ghadeer Hussain

Select

▾

☐




**Engagement1.JPG**  
JPG · 264.34 KB · 1213 × 1451 · Added Oct 22, 2014 07:02 pm by Ghadeer Hussain

Select

▾

☐




**vssweets cover**  
JPG · 120.89 KB · 851 × 315 · Added Oct 21, 2014 10:33 pm by Ghadeer Hussain


Select



▾







# Drop files or click “Upload”..










 **File Manager** ✕




☐ **Folders**  **Filter** 

**Import From URL**  **Upload**

**Sort By** **Newest First**   


<input type="checkbox"/>		<b>Princess.JPG</b> JPG · 129.49 KB · 1024 × 1024 · Added Oct 22, 2014 07:03 pm by Ghadeer Hussain		<b>Select</b> 	
<input type="checkbox"/>		<b>Uncle3.JPG</b> JPG · 95.01 KB · 659 × 935 · Added Oct 22, 2014 07:02 pm by Ghadeer Hussain	You can also drop files on this window to upload		<b>Select</b> 
<input type="checkbox"/>		<b>Engagement1.JPG</b> JPG · 264.34 KB · 1213 × 1451 · Added Oct 22, 2014 07:02 pm by Ghadeer Hussain		<b>Select</b> 	
<input type="checkbox"/>		<b>vssweets cover</b> JPG · 120.89 KB · 851 × 315 · Added Oct 21, 2014 10:33 pm by Ghadeer Hussain		<b>Select</b> 	

# Click the textbox to edit your text..

 MailChimp Lovers

Help | Preview and Test ▾ | Save as Template | Save and Exit ▾

Use this area to offer a short preview of your email's content. [View this email in your browser](#)



## Designing Your Email








**Creating an elegant email is simple**







Now that you've selected a template to work with, drag in content blocks to define the structure of your message. Don't worry, you can always delete or rearrange blocks as needed. Then click "Design" to define fonts, colors, and styles.











Need inspiration for your design? [Here's what other MailChimp users are doing.](#)

### Text

Content | Style | Settings

**B** *I* U       Clear Styles <> 

Styles ▾ Font ▾ Size ▾      

Merge Tags ▾          

**Designing Your Email**

**Creating an elegant email is simple**


Now that you've selected a template to work with, drag in content blocks to define the structure of your message. Don't worry, you can always delete or rearrange blocks as needed. Then click "Design" to define fonts, colors, and styles.

Need inspiration for your design? [Here's what other MailChimp users are doing.](#)

**Save & Close** We'll autosave every 20 seconds


< Back Recipients > Setup > Template > Design > Confirm Next >

# Here are your photos and text!


 MailChimp Lovers

Help | Preview and Test ▾ | Save as Template | Save and Exit ▾

Use this area to offer a short preview of your email's content. [View this email in your browser](#)
















**Cake is Art. Art is Cake!**












## Text

Content | Style | Settings

**B I U**       Clear Styles <> 

Styles ▾ Font ▾ Size ▾      

Merge Tags ▾         

**Cake is Art. Art is Cake!**

---

**Save & Close** autosaved 8:06PM EDT 10/22/14


< Back Recipients > Setup > Template > **Design** > Confirm Next >

Click “Design” to edit your design’s page, header, mobile styles and more..


MailChimp Lovers

Help | Preview and Test ▾ | Save as Template | Save and Exit ▾

Use this area to offer a short preview of your email's content. [View this email in your browser](#)



## Cake is Art. Art is Cake!



Content | **Design** | Comments

- Page >
- Preheader >
- Header >
- Body >
- Columns >
- Footer >
- Mobile Styles >
- MonkeyRewards >


< Back      Recipients >   Setup >   Template >   **Design** >   Confirm      Next >

# Click “Preview and Test” to enter preview mode..


MailChimp Lovers

Help **Preview and Test** Save as Template Save and Exit

Use this area to offer a short preview of your email's content. [View this email in your browser](#)



## Cake is Art. Art is Cake!



Enter Preview Mode 1

Send a Test Email 2

Push to MailChimp Mobile 3

Open Link Checker 4

Social Cards 5

Run Inbox Inspection

Design Comments

Columns

Footer

Mobile Styles

MonkeyRewards

< Back Recipients > Setup > Template > **Design** > Confirm Next >

# Preview Mode – email and mobile formats



MailChimp Lovers

Preview mode

Email

Mobile Phone

View header info



Use this area to offer a short preview of your email's content.

[View this email in your browser](#)



## Cake is Art. Art is Cake!



We'll automatically add [your contact info](#) into the email footer. [learn more](#)

Use this area to offer a short preview of your email's content.

[View this email in your browser](#)




## Cake is Art. Art is Cake!




Rotate • This is an [approximation](#)

If your newsletter is ready, click “Next” to send it..


 MailChimp Lovers

Help | Preview and Test ▾ | Save as Template | Save and Exit ▾

Use this area to offer a short preview of your email's content. [View this email in your browser](#)



## Cake is Art. Art is Cake!



Content | Design

Page

Preheader

Header

Body

Columns

Footer

Mobile Styles

MonkeyRewards

Dashboard

Campaigns

Templates

Lists

Reports

Automation

Account


Log Out

< Back

Recipients > Setup > Template > Design > Confirm


Next >

# Check your settings and click “Send”..

 MailChimp Lovers Custom - Cake is Art, saved from 1:2 Column Help Preview and Test ▾ Save and Exit ▾

## You're all set to send!


Review the feedback below before sending your campaign.



### List

MailChimp will deliver this to the Hello list. [\(1 recipient\)](#)


Edit



### Subject Line

"How to Use MailChimp?" - [Test your subject line](#)


Edit



### Replies

All replies will go to Ghadeer <glory.chant@hotmail.com>.

Edit



### Tracking

You chose to track clicks and opens in the HTML email and clicks in the plain-text email.

Edit

[< Back](#)

Recipients > Setup > Template > Design > Confirm

Schedule


Send



# Click “Send Now”..

MailChimp Lovers Custom - Cake is Art, saved from 1:2 Column Help Preview and Test Save and Exit

**Prepare for launch**



You're about to send a campaign to:

**Hello**  
1 subscribers

**Send Now** Cancel

This is your moment of glory.

< Back Recipients > Setup > Template > Design > Confirm Schedule Send

**List**  
MailChimp will do

**Subject Line**  
"How to Use MailChimp"

**Replies**  
All replies will go to

**Tracking**  
You chose to track

Edit Edit Edit Edit

# To create and manage your subscribers' lists..



Ghadeer



Campaigns



Templates



Lists



Reports



Automation



Search

## Dashboard

Create Campaign



### Get started



#### Create and send a campaign

Campaigns are emails sent to subscribers in a list. Try your hand at email design by creating and sending a test campaign. [learn more](#)

Create A Campaign



#### Create a list

Lists are where you store your contacts (we call them subscribers). Create one master list, then use segments and groups to email select people. [learn more](#)

Create A List




#### Start building your audience


Signup forms let people subscribe to your list. When you create a list we'll automatically build a signup form to customize for your website, Facebook, iPad and more. [learn more](#)


Create A List


# Click “ Create List” to create a subscribers’ list





G Ghadeer >


 Campaigns

 Templates

 **Lists**

 Reports

 Automation


 Search

## Lists


☒ Sort By 

Custom Order ▾


Delete


<div><div>⋮ <input checked="" type="checkbox"/></div><div>Hello</div><div>Created Oct 21, 2014 10:42 pm</div><div>No rating yet</div></div>	1	0.0%	0.0%	<div>+ </div>	<div>Stats ▾</div>
Subscribers	Opens	Clicks			


# Fill in the list's info..





**G** Ghadeer >


 Campaigns

 Templates

 **Lists**

 Reports

 Automation

 Search

## Lists

### Create List

#### List details

List name

Default "from" email

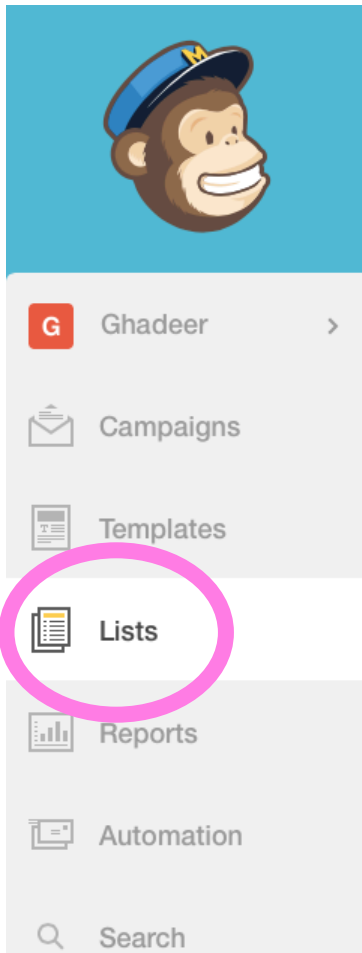
Default "from" name

Remind people how they got on your list

Write a short reminder about how the recipient joined your list.

Contact information for this list · [Why is this necessary?](#)

# You can manage your subscribers..



Stats ▾

[Manage subscribers ▾](#)

Add subscribers ▾

Signup forms

Settings ▾



## Manage subscribers

### [View all subscribers](#)

View all the subscribers in your list.

### [Add subscriber](#)

Add a subscriber to your list.

### [Unsubscribe people](#)

Unsubscribe people from your list.

### [Groups](#)

Divide your list into groups that subscribers can opt-in to for more tailored content.


### [Segments](#)








Target specific subscribers in your list and save them in a segment to reuse later.

### [Delete all subscribers](#)

Delete all the subscribers in your list. **This can't be undone.**

# You can add subscribers..



-  Ghadeer >
-  Campaigns
-  Templates
-  **Lists**
-  Reports
-  Automation
-  Search

Excellent! You have a brand new list.

## Lists Hello

Stats ▾ [Manage subscribers](#) ▾ **Add subscribers** ▾ Signup forms Settings ▾ 

### View subscribers



### You have no subscribers

[Import subscribers](#) or [setup a signup form](#) to get the ball rolling.

# Fill in the subscriber's info..



Ghadeer >



Campaigns



Templates



Lists



Reports



Automation



Search

## Add subscriber

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, they won't have an opt-in IP address or date in your records, so be extra sure you have permission first.

Email Address \*

First Name


Last Name

☐


This person gave me permission to be added to my list. [What's this?](#)


Subscribe


# You can manage your publicity settings..





G Ghadeer >


 Campaigns

 Templates

 **Lists**

 Reports

 Automation

 Search

## Lists Hello

Stats ▾ Manage subscribers ▾ Add subscribers ▾ Signup form **Settings ▾** 🔍

### Publicity Settings

#### Promote my campaigns

MailChimp wants to build tools and services that help more people discover you and subscribe to your newsletters and campaigns. When we build these tools, would you like to be discovered?

☒ **Yes, my campaigns are public, and I want them discovered**

My email campaigns are meant to be seen by the public. The more the merrier, in fact. If/when MailChimp builds tools that help people discover me and sign up for this list, I'd like to take part in that.

☐ **No, my campaigns for this list are not public**

My email campaigns to this list are meant to be seen only by my subscribers and



# Printing your newsletter

- When you create a campaign in MailChimp, it's saved and stored as an HTML file. If you want to convert it to PDF or print a copy, you can do that from the [campaign archive](#) page by clicking on the *view in browser* link in the email.
- Once the campaign is saved as a PDF you can print directly from that document. There may be additional printing functions available depending on the software or web browser you're using



**Now, let's play!**

# Questions?

---



MailChimp



# **Additional Information**

# To view your campaigns report..



Ghadeer



Campaigns



Templates



Lists



Reports



Automation



Search

## Dashboard

Create Campaign



### Get started



#### Create and send a campaign

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Create A Campaign



#### Create a list

Lists are where you store your contacts (we call them subscribers). Create one master list, then use segments and groups to email select people. [learn more](#)

Create A List











#### Start building your audience

Signup forms let people subscribe to your list. When you create a list we'll automatically build a signup form to customize for your website, Facebook, iPad and more. [learn more](#)

Create A List

# Choose the campaign..



-  Ghadeer >
-  Campaigns
-  Templates
-  Lists
-  Reports
-  Automation
-  Search


## Reports

[Campaigns](#) [Automation](#) [Inbox Inspections](#)


☐ Folders ▾ Filter ▾ Export


<input type="checkbox"/>	<b>MailChimp Lovers</b> Regular · Hello <b>Sent</b> on Wed, Oct 22, 2014 08:08 pm	1 Subscribers	100.0% Opens	0.0% Clicks	<span>View Report</span> <span>▾</span>
<input type="checkbox"/>	<b>Hello Vanilla</b> Regular · Vanilla Sky Sweets Test List <b>Sent</b> on Wed, Oct 22, 2014 07:39 pm	1 Subscribers	100.0% Opens	0.0% Clicks	<span>View Report</span> <span>▾</span>


# Here you go! You can print and share the report!





G Ghadeer >


 Campaigns

 Templates

 Lists

 Reports

 Automation

 Search

## Reports

### MailChimp Lovers

Overview Activity Links Social E-commerce Conversations Advanced

#### 1 Recipient

List	Hello	Delivered	Wed, Oct 22, 2014 08:08 pm
Subject	How to Use MailChimp?	<a href="#">View Email</a>	<a href="#">Download</a> · <a href="#">Print</a> · <a href="#">Share</a>

Open rate

100.0%

List avg

0.0%

Industry avg (Arts and Artists)

27.4%

Click rate

0


List avg








0.0%

Industry avg (Arts and Artists)

3.1%

# You can create signup forms..



-  Ghadeer >
-  Campaigns
-  Templates
-  **Lists**
-  Reports
-  Automation
-  Search

Excellent! You have a brand new list.

## Lists Hello

Stats ▾ [Manage subscribers](#) ▾ Add subscribers ▾ **Signup forms** Settings ▾ 🔍

### View subscribers




### You have no subscribers


[Import subscribers](#) or [setup a signup form](#) to get the ball rolling.





# Select a type for your form..





**Lists**  
Hello


 Ghadeer >


 Campaigns

 Templates

 **Lists**

 Reports

 Automation

 Search


Stats ▾


Manage subscribers ▾

Add subscribers ▾

[Signup forms](#)


Settings ▾






### General forms

Build, design, and translate  
signup forms and response  
emails.



### Embedded forms


Generate HTML code to  
embed in your site or blog to  
collect signups.



### Form integrations

Add a signup form to  
WordPress or build super  
custom forms.

You can build the form, design it and even translate it into **MANY** languages!



- Ghadeer >
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## Create Forms

Forms and response emails

Signup form ▼

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

Signup form URL

<http://eepurl.com/6naxb>



Build it

Design it

Translate it

### Hello

*click to add a message*

Email Address

First Name

[add a field](#)

field settings

Text

Number


Radio Buttons

Check Boxes


Drop Down


Date


# This is how your form's translation into Spanish looks like..





**G** Ghadeer >


 Campaigns

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Spanish (Mexico)	Default English Translation
Haga clic aquí para actualizar sus preferencias	Click here to update your profile
HTML	HTML
indica que es obligatorio	indicates required
ya está suscrito a esta lista	is already subscribed to list
Formato preferido	Preferred format
Suscribirse a la lista	Subscribe to list
Texto	Text
Hay errores abajo	There are errors below
Esta página ha sido traducida automáticamente.	This page has been automatically translated.
Ver en el idioma original	View in the original language
<div>Save Translation Settings</div> <div><a href="#">Reset defaults</a></div>	



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