




Diocese of
Guildford 
TRANSFORMING CHURCH
TRANSFORMING LIVES

A simple guide to Mailchimp

April 2020

This guide will take you through the basics of Mailchimp; from setting up an account, to sending a simple email and understanding analytics.

A quick guide to Mailchimp

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Introduction

- By 2023, there will be an estimated 4.3 billion global email users, according to Statista.
- Since most users tend to look at promotional emails in the same light as spam, future email marketing campaigns should aim to be more personalized.
- Email marketing methods that make the message work more like a website and are easily accessible on mobile devices will be important.

There are a number of services similar to Mailchimp. A basic Mailchimp account is free. If you have multiple audiences and more than 2,000 contacts to send them to you will need to look at the paid for plans.

This guide will take you through the basics of sending a simple email through Mailchimp:

- Campaigns – see what you’ve sent, analytics, when people are opening your email, best times, tips and tricks on things to say and what not to say
 - Templates – why to use them
 - Setting up new templates
 - Good examples
- Audience – why you need to have them
- Reports – stats on email campaigns
- Create a sign up form with GDPR and embed into your website.

Account set up

Navigate to <https://mailchimp.com/>. On the top right there is an option to create an account, click it and follow the instructions.

There are a number of steps to the sign up, including confirming you're a human, activating via an email, setting security questions and setting a physical address - we would recommend using your church address. There are a number of upsell options, if you are opting for a basic account select no on these.

Dashboard

When you have completed set up you will be taken to your Dashboard. This has some general information about your account and your most recent statistics.

The first thing to do is to go to your profile, top right, and check all the details are correct.

Audience

Audiences are the people who you are sending emails to. In a basic account you can set up one audience. However, you can segment and tag your audience, which will allow you to have different groups in the one audience list. Navigate to the audience section of Mailchimp and select create audience.



Fill in the details as prompted by Mailchimp. If you own a domain you may have linked to it during set up. You can then select to use this rather than the randomly generated Mailchimp URL for emails.

Make sure you fill in the section about why people are receiving the email. And tick the GDPR field box. This makes it easier for you to comply with GDPR regulations.

Create Audience

Audience details

Audience name

Default From email address

Default From name

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 audience

You are receiving this email because you have signed up to receive information about the training on offer at the Diocese of Guildford.

Examples: "You are receiving this email because you opted in at our website ..." or "We send special offers to customers who opted in at ..."

Company / organization

Form Settings

Enable double opt-in
 Send contacts an opt-in confirmation email when they subscribe to your audience.

Enable GDPR fields
 Customize your forms to include GDPR fields.

Notifications Sent to comms@cofeguildford.org.uk · Edit

Daily summary
 Summary of subscribe/unsubscribe activity

One-by-one
 Subscribe notifications as they happen

One-by-one
 Unsubscribe notifications as they happen

Once created you can view the stats for your list, view contacts and add contacts.

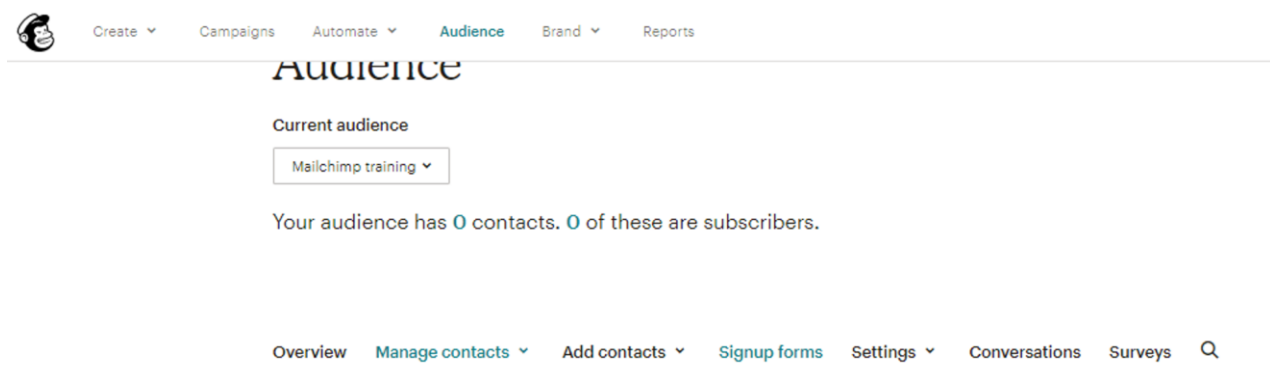
Adding contacts

There are two options for adding contacts yourself. You can import a list or add individuals. If you import contacts it is easier to do this by uploading a CSV file (Excel exported in CSV format).

You can also grow your audience by encouraging people to register to receive your emails themselves.

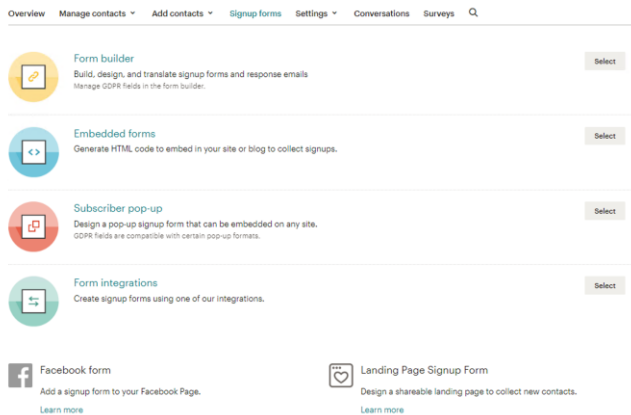
Sign up form

To create a sign up form you can either navigate to create and then sign up form, or to your audience and select sign up form from there.



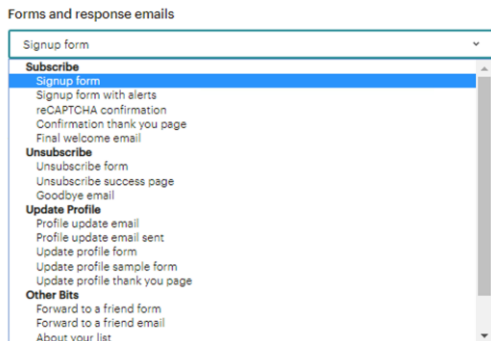
There are a number of options available:

1. An embedded form can be put into your website using html coding.
2. A pop up form can also be put on your site, but it pops up when a user navigates to a page on your site.
3. At the bottom right there is an option to build a Mailchimp landing page with a sign up form on it.
4. Form builder is the easiest option.



There are some pre-made form options to choose from in the drop down menu.

Form builder



The form builder works in a similar way to creating and email. You can drag and drop various elements into the form, delete blocks you don't need and customise the look and feel of it using the design tab.

Signup form URL



Build it Design it Translate it

Mailchimp training

click to add a message

Email Address

First Name

Last Name

Address

Add a field Field settings

-
-
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-
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-
-
-


The marketing permissions at the bottom of the form are the GDPR element of the form and necessary depending on what information you are asking of the subscriber. It can be edited to ensure that it is relevant to your needs. The information can also be edited in profile settings.

Permissions

Please confirm you are happy to receive emails from the Diocese of Guildford about training

- Communications training
- General training
- Youth and Young people training
- Stewardship training
- All

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.](#)

Send a newsletter


Creating an email campaign

From the dashboard or any main page you can select create at the top left of your screen. Choose email and then regular. You will be asked to create a name for your newsletter. This is what you will see in your list of email campaigns. Choose something that is informative and straightforward, with as few words as possible.

Filling in the email information

The page you will see has all the basic information for you to fill out. Each section has some suggestions from Mailchimp on how best to complete them. They can all be completed in whichever order you choose, but must be completed before you send the email. You will see a green tick to the left of each section as you complete them.

<input type="checkbox"/> To <i>Who are you sending this campaign to?</i>	<input type="button" value="Add Recipients"/>
<input type="checkbox"/> From <i>Who is sending this campaign?</i>	<input type="button" value="Add From"/>
<input type="checkbox"/> Subject <i>What's the subject line for this campaign?</i>	<input type="button" value="Add Subject"/>
<input checked="" type="checkbox"/> Content	<input type="button" value="Edit Design"/>



Add recipients in the to section, add the name you want the recipients to see the email is from, and the email address. Choose a subject and preview text. Again, this is what the recipient will see so be informative and enticing, for example our newsletter might have 'this week at the diocese' as the subject and for the preview a little taster 'mailchimp and mini media training'.

✓ **Subject**
What's the subject line for this campaign?

Subject 113 characters
this week at the Diocese of Guildford

See how your [recent subject lines](#) performed.

Preview Text 117 characters
Mailchimp and mimi media training

This snippet will appear in the inbox after the subject line.

Save [Cancel](#)

When it comes to email marketing, the best subject lines tell what's inside instead of sell what's inside. [View our subject line guide](#)

A great subject line gives your audience a reason to open your email.

- ✓ **It's short and sweet**
Subject lines with fewer than 9 words tend to perform better

- ✓ **Emojis are great... in small quantities**
We suggest using no more than 1

- ✓ **Space is limited**
Great job staying under 60 characters

- ✓ **That's impressive**
You got your point across without using too many punctuation marks

Content

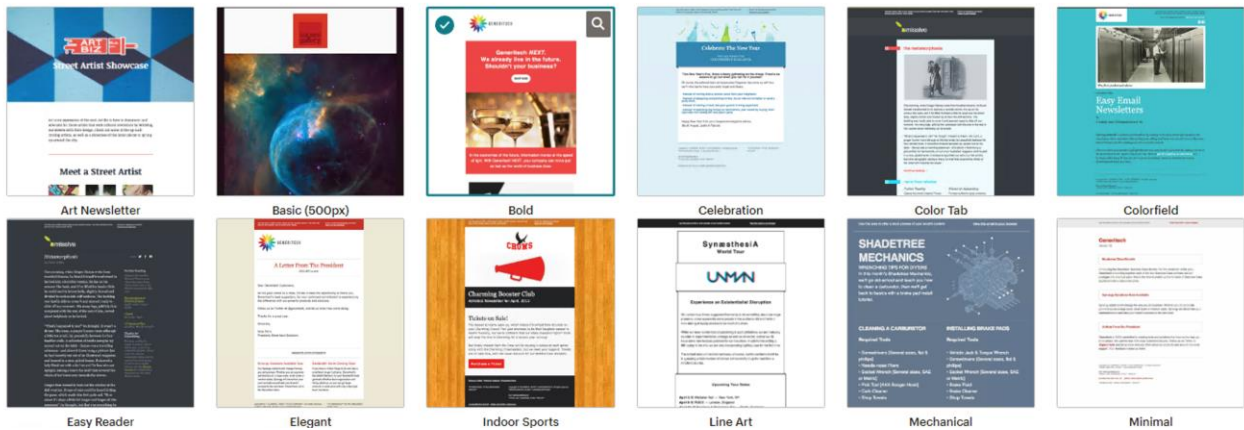
The final option is the content. This is where you can design your email and add your content. A theme is the easiest option as you are starting out.

Change template

Currently selected: Bold

Layouts **Themes** Saved templates Campaigns Code your own

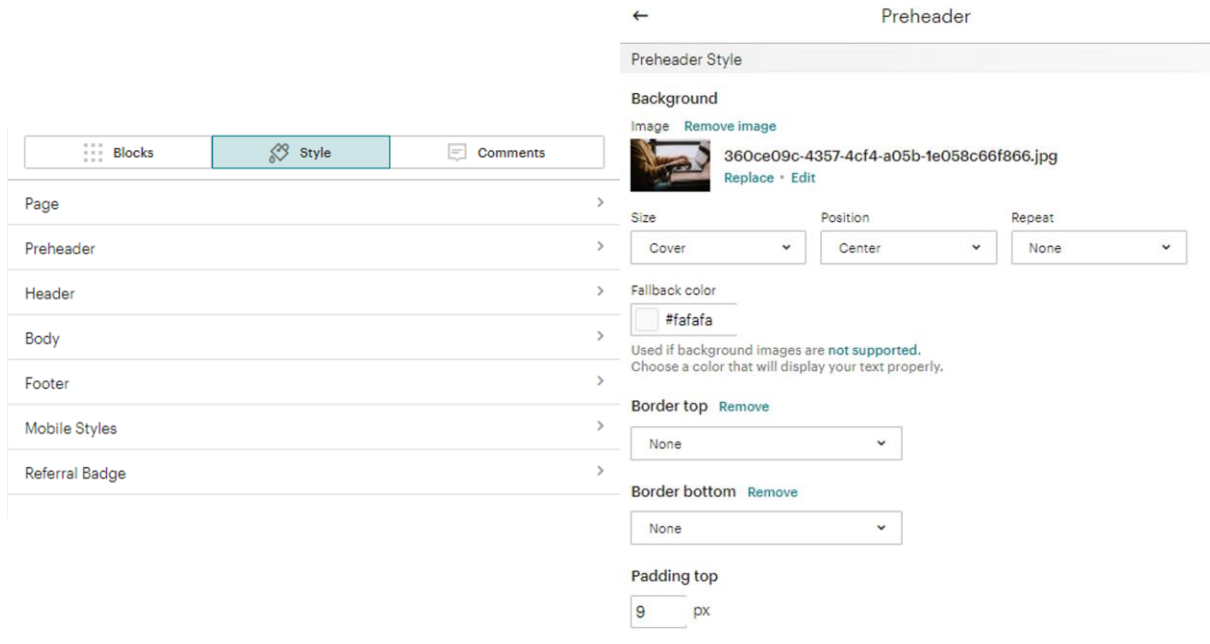
Newsletters (30)



Change the look and feel

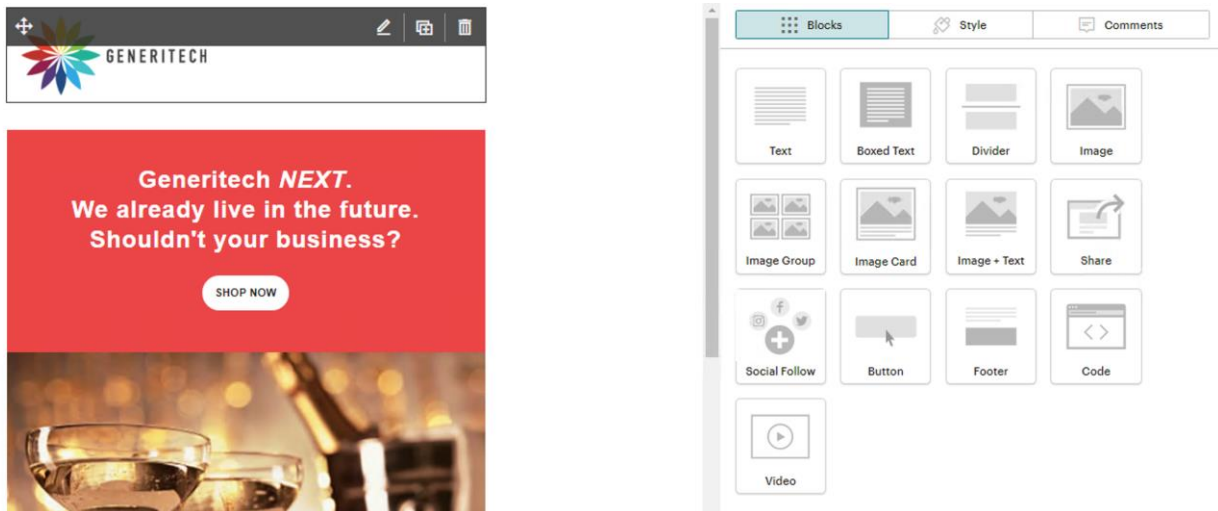
You can change the look and feel of the email by selecting style to the right of the screen. This gives you access to all the different areas of the email and allows you to change the font for the different text types, you can change the background colours for each section and you can add

images for the background as well.



Add in a logo

It's great practice to identify yourself with a logo at the top. Select a box by clicking on the area, or when then box lights up there is a pen sign, you can click on this.



To the right of the screen the content section will change to show what is in the box you have selected. If it is not an image box you can drag one in from the blocks section.

You can select to replace the image or add one in. You will be taken to the content studio where all your images are saved. There you can upload an image or select one you have already uploaded. If chosen to, you may have uploaded your logo during set up, you will find this under

my logo. Your logo image should be around 250x100 pixels but you can make adjustments in Mailchimp.

Image

Set Dynamic Content



Content



Style



Settings



GENERITECH

logo_generitech.png

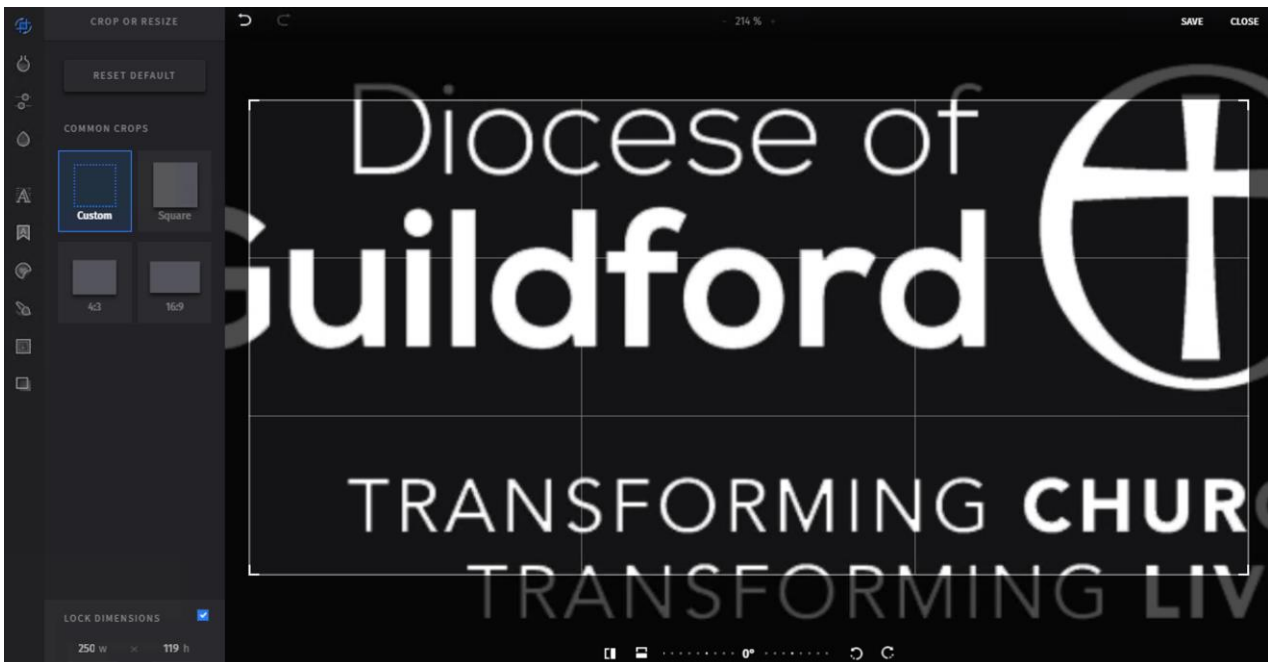
233 × 100

Replace • Edit • Link • Alt

Image display size

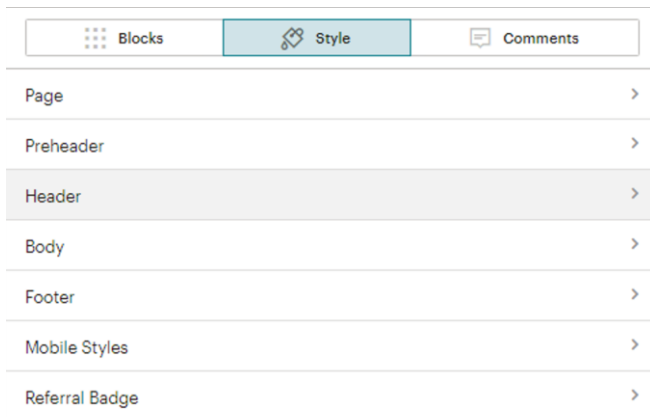


If the image is too big Mailchimp will let you know under the image and you can choose to fix it. You can also edit the image by selecting edit. This will take you to the screen below where you can make a number of edits.

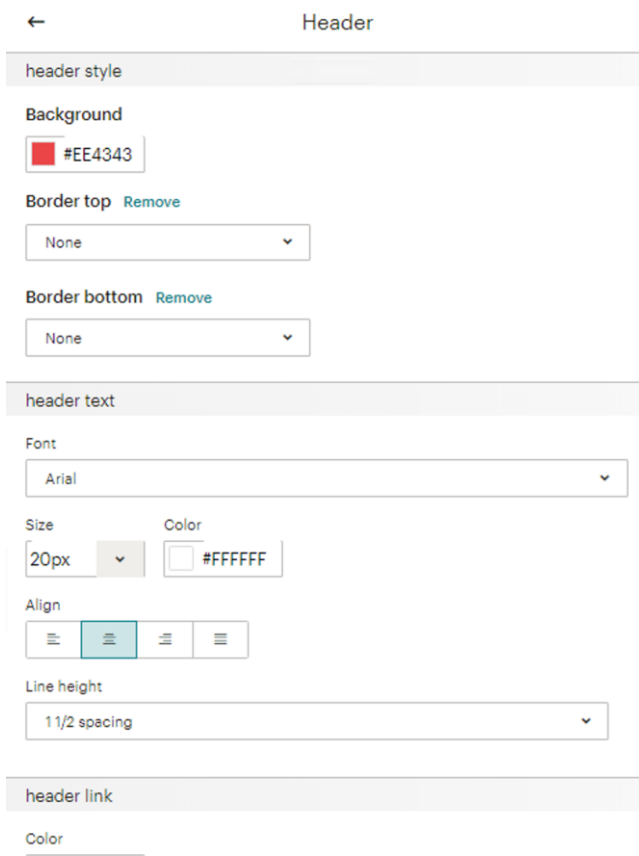


If your logo is white on transparent background you will have to change the background colour

or select a version of your logo that is a different colour. To change the background of this section you will need to come out of editing the section by clicking done. On the right, where you were making edits, you can select style at the top. The section you want to change here is called Preheader.



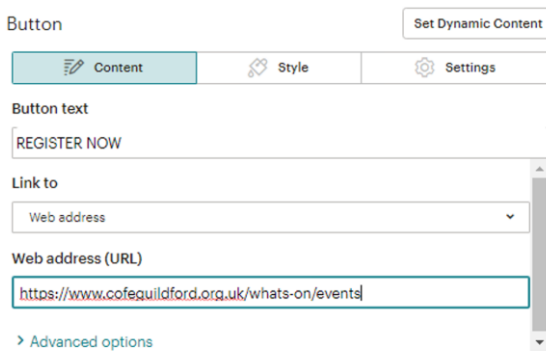
The first option is the background colour. You can choose a colour from the colour options, or if you have a colour code from your brand colours you can input the code.



Remember you can always go back and make further changes before you can send the email.

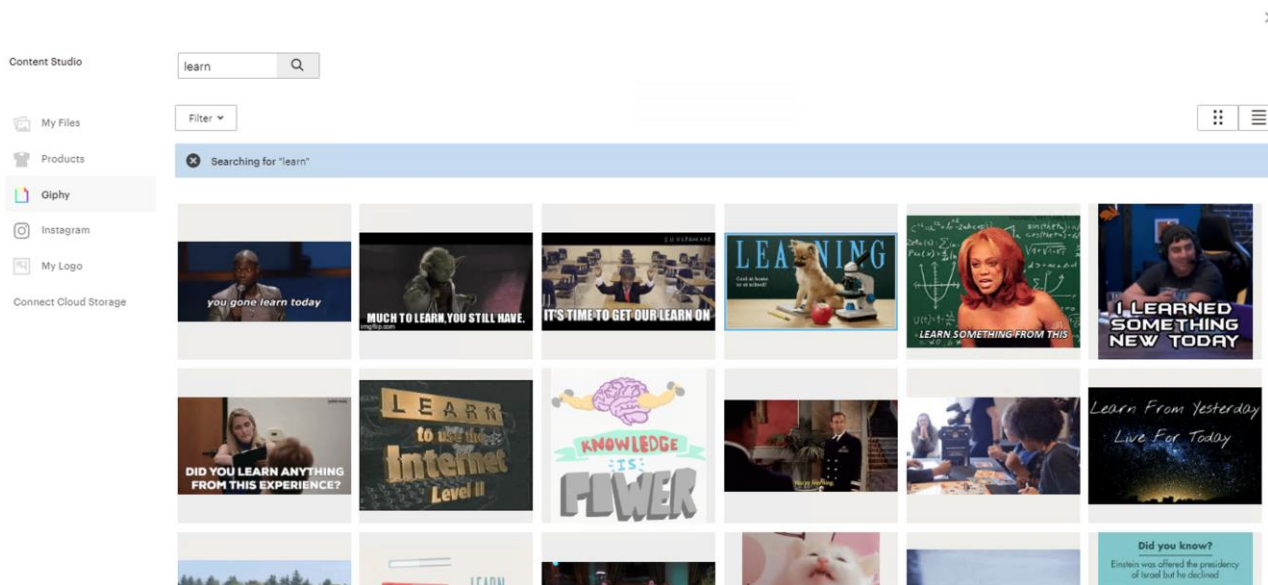
Changing the button

You can change the text in the button and the style. Select the box and fill in the details. To make changes to the way it looks select style. You can change the link to an email address, to take the reader to somewhere else in the email (anchor link), to a file or to a landing page (created using Mailchimp).



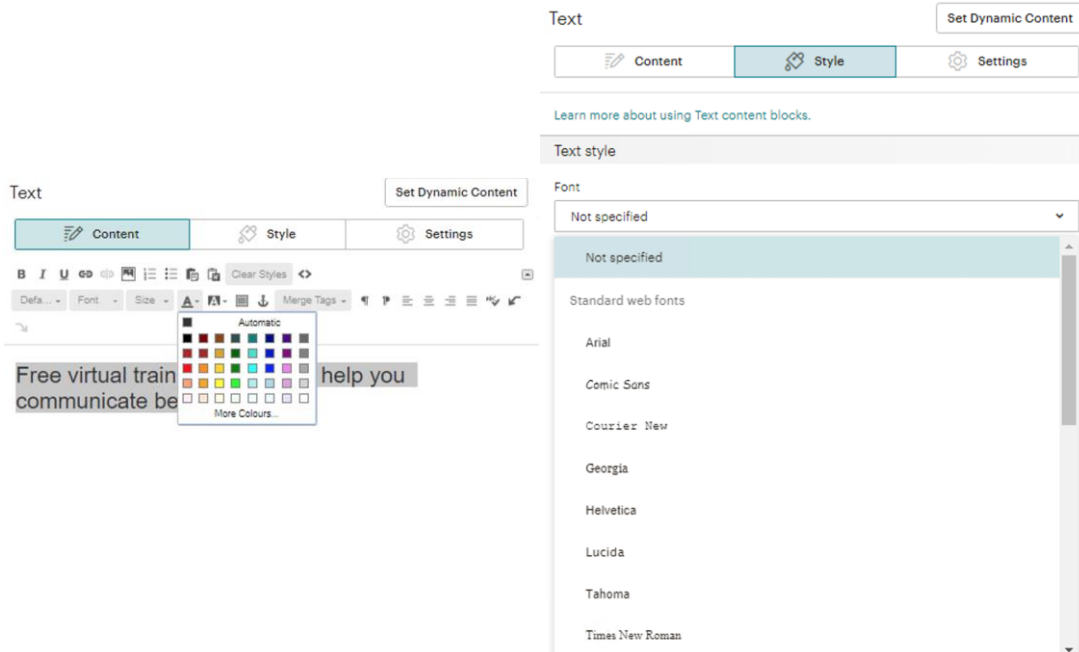
Replacing images

Select the content block with the image and you can replace the image in the same way you did the logo. In the Content studio you can select or upload an image or add a Giphy (a moving image).



The next section to change is the title. This needs to be attention grabbing. For shops you are likely to see an offer such as 30% off jackets this weekend, or New homeware now in stock. You

can change the font, size and colour directly in the content section. If you want to make the change to all similar content boxed you can make changes in the style section and select to have those changes copied across all.



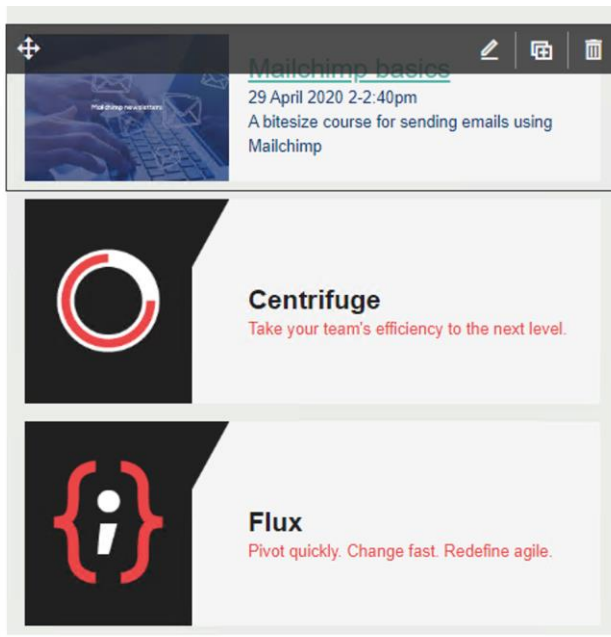
Introduction paragraph

This is where you want to welcome the reader, set expectations and encourage people to do what you want them to do.

Images and text

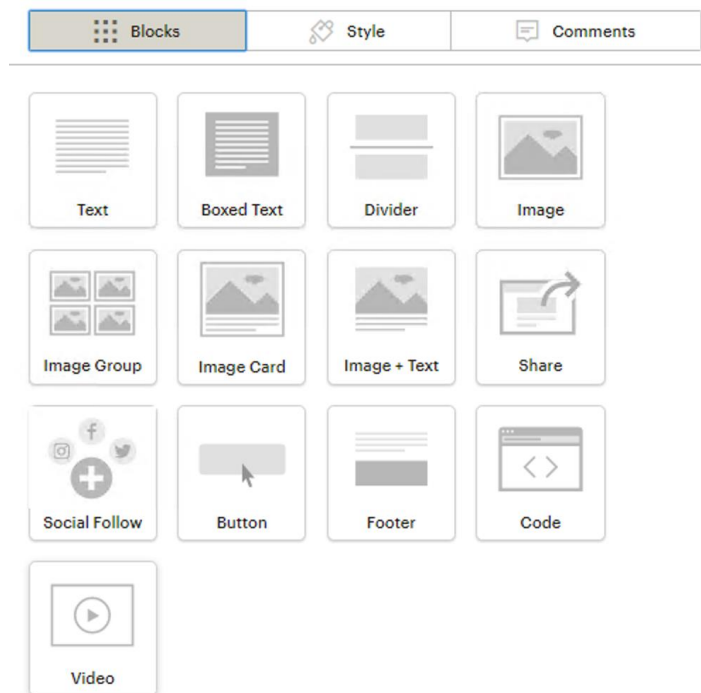
As with previous content, to access this you click on the box however there are now two sections, the image at the top and the text below. Once you have made the changes to the content it can sometimes be easier to duplicate the box as it's in your style, rather than replicating each change to the original boxes. To do this select the option next to the pen when you hover of the box. To delete the others you would select the bin, it will ask you to confirm. You can skip the confirmation by holding the alt key down on your keyboard as you select the bin.

If you wish to move any of the boxes of content hover of the box, on the left hand side there is a four way arrow, select and hold the mouse on this and you have pick up the box, now you can drag it wherever you wish.

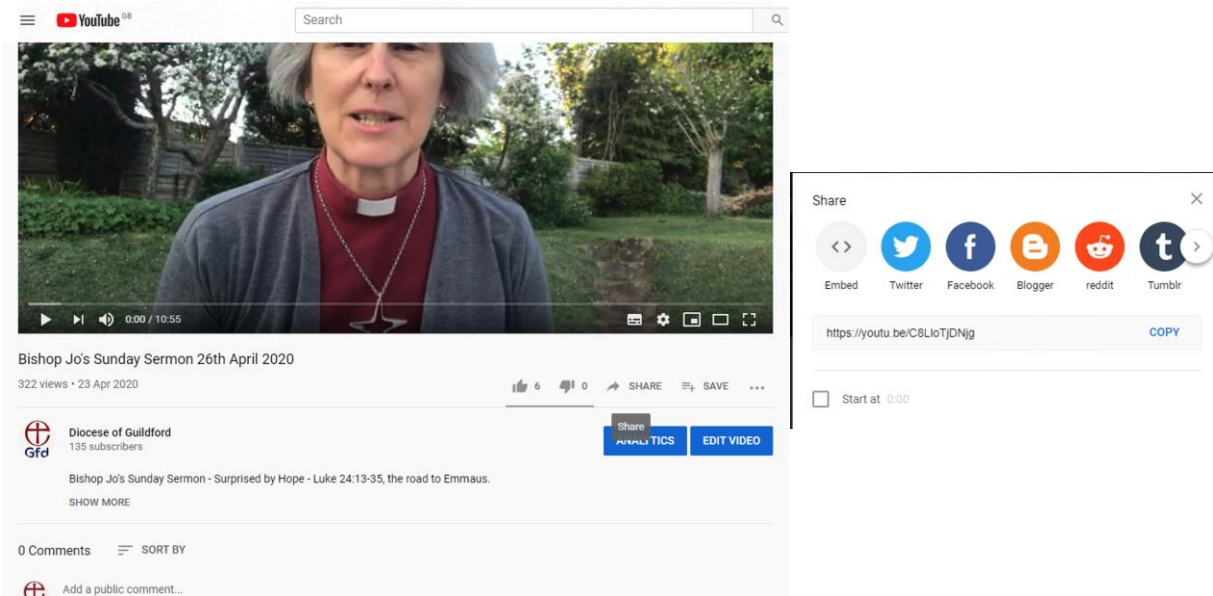


Video

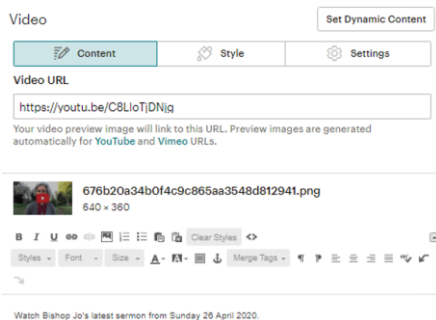
To add a video select the video block and drag it to your desired space, it's the bottom left option.



The video block will only take videos as a URL from YouTube or Vimeo. Once you have located the video you wish to share in the email select share (example below from YouTube), and copy the URL as below.

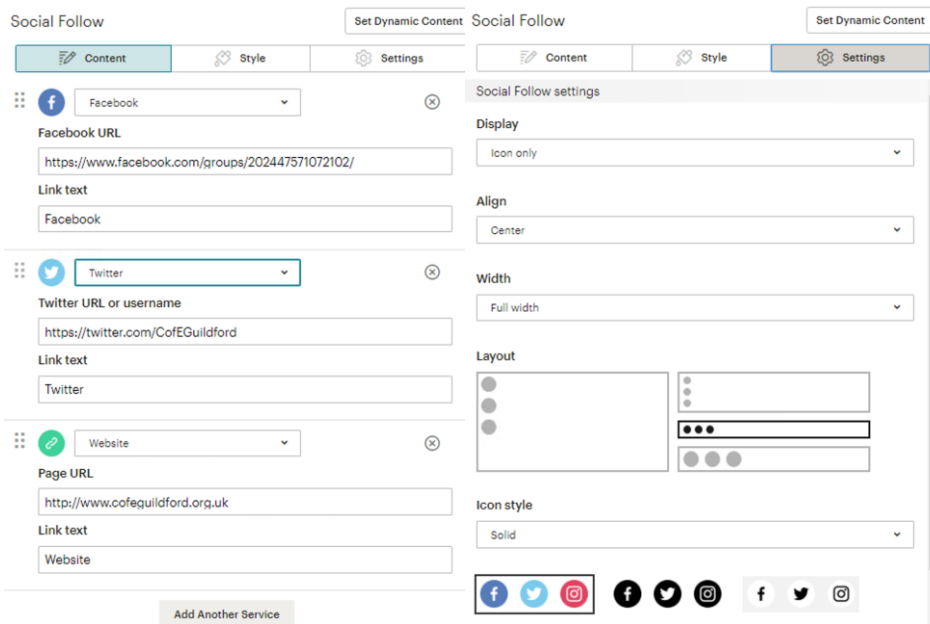


Paste the URL into the Mailchimp video URL box and write your caption in the allocated space at the bottom.



Social follows

You can encourage your reader to follow you on social media. Select the social follow block and fill in the main details. You can choose which social channels you would like to show, and if you are sending the email to a specific audience group you could choose to showcase a specific Facebook group to them. To make design changes navigate to the settings section.



Social Follow Set Dynamic Content Social Follow Set Dynamic Content

Content Style Settings Content Style Settings

Facebook

Twitter


Website

Social Follow settings

Display:

Align:

Width:

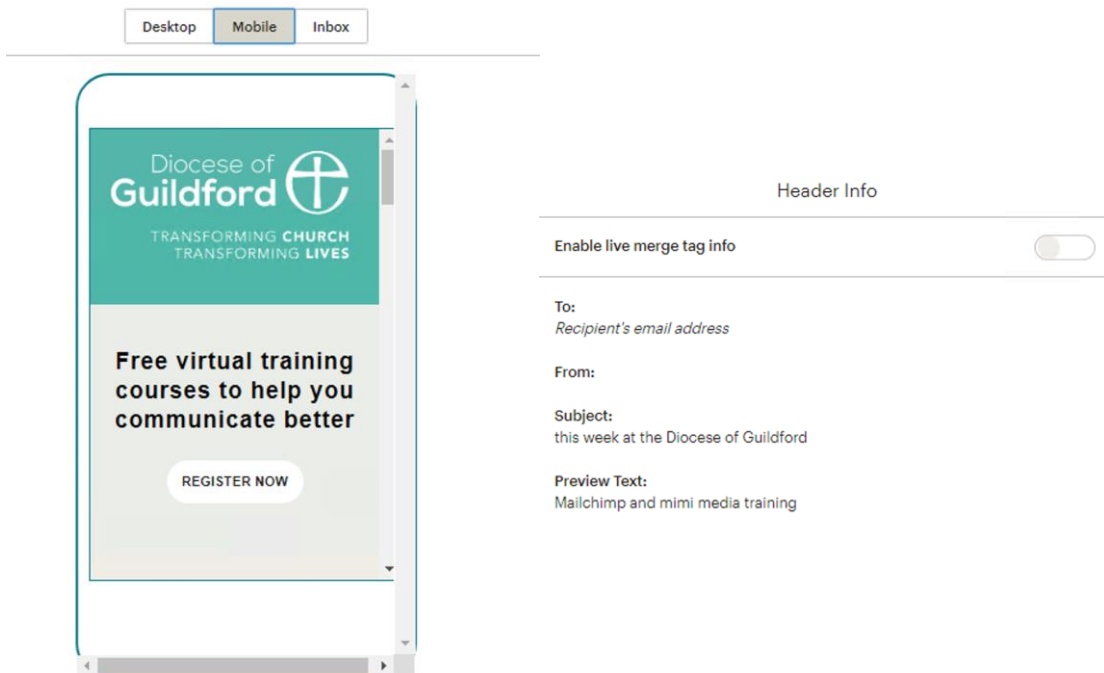
Layout: 

Icon style:

Preview

Once you are happy with your email you can view the email as your reader will on a screen or in mobile. Navigate to preview, top right of the screen, and then select preview mode. Lots of people view their emails from their phone so it is important to check that the email works well on the phone. Too much scrolling is off putting and it is worth making sure that the top of your email encourages the reader to scroll down.

You will also want to check the information to the right of the screen.



Make any changes you need to and check again.

Send a test email

Once you are happy with your email send a test. You can do this in the content editor or in the information page. In the content editor it is on the same drop down menu as the preview. You can type in a specific email or you can send it to the email address you registered with. It is helpful to ask someone to proofread any emails as it is really easy to misread what you have written as what you think you have written.

Schedule and send

Once you have proofread your email and checked the email information is correct and you are ready to send navigate to the main page for the email. Double check all the information is correct and read the information about the link and social sharing. It is useful.

When you are happy the email is ready you can press send.



High Five!

"test - mailchimp training" will go out shortly.



Your campaign will be sent to 2 subscribers from the audience, "Testers"

View or share your campaign:

<https://mailchi.mp/17540cb5b511/this-week-at-the-diocese-of-guildford>

Track Performance In Our Mobile App

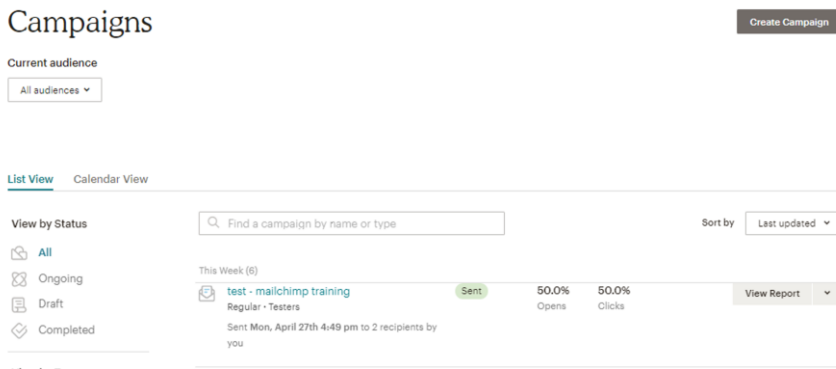
Try these channels to boost your campaign performance by up to 19%.

 <p>Boost your audience growth rate by 36% with a landing page</p> <p>Make it easy for people to join your audience or buy your products</p>	 <p>Take your message beyond the inbox with printed postcards</p> <p>Reach people around the world for as little as 75 cents a card</p>
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Once you have sent the email it will generate URL and be hosted on Mailchimp, see <https://mailchi.mp/17540cb5b511/this-week-at-the-diocese-of-guildford>. You can share this across social media, on your website or any other channel you wish.

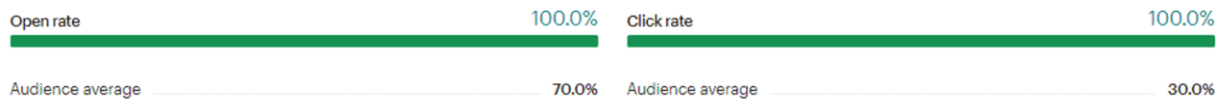
Reporting

If you have sent an email you can see that email's analytics by navigating to campaigns and selecting view report on the far right of the email.



It is worth having a look around the analytics and familiarising yourself with it. However, as a quick guide you will want to look at how many people have opened it and what the click rate is.

Emails will bounce if the email address doesn't exist or the email was undeliverable. If lots of people unsubscribe you should consider why this may be.



2 Opened	2 Clicked	0 Bounced	0 Unsubscribed
-------------	--------------	--------------	-------------------

Successful deliveries	2	100.0%	Clicks per unique opens	100.0%	
Total opens	3		Total clicks	2	
Last opened	4/27/20	4:53PM	Last clicked	4/27/20	4:53PM
Forwarded	0		Abuse reports	0	

The graph below is a useful indicator of when people are reading your email, which will help you decide when the best time is to send your next one.

24-hour performance

■ Opens ■ Clicks



Top links clicked is useful to work out what people are most interested in and perhaps where you have written an exciting and engaging call to action.

Top links clicked

https://www.cofeguildford.org.uk/whats-on/events	1
https://www.cofeguildford.org.uk/whats-on/events/detail/media-training---telling-positive-stories	1
http://www.cofeguildford.org.uk	0
https://twitter.com/CofEGuildford	0
https://www.cofeguildford.org.uk/whats-on/events/detail/canva---doing-design-simply	0

[View more](#)

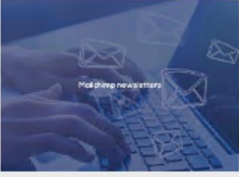

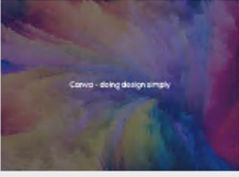

You can view a link map, which shows you on the email where people have clicked, see location below. It is useful to show you any themes, such as most people clicking on links in the text or on buttons. Again, this should inform what your next email is like.

Test - Mailchimp Training

[Switch report](#) ▼

[Overview](#) [Activity](#) ▼ [Links](#) [Social](#) [E-commerce](#) [Conversations](#) [Analytics360](#)

[Click Performance](#) [Click Map](#)

	<p><u>Mailchimp basics</u> 29 April 2020, 2:40pm A bitesize course for sending emails using Mailchimp</p>
	<p><u>Media training</u> 29 April 2020, 4:40pm A bitesize course that will help you tell good news stories</p>
	<p><u>Canva - doing design simply</u> 6 May 2020, 2:40pm A bitesize course for creating simple designs</p>
	<p><u>Social media training</u> 6 May 2020, 4:40pm A bitesize course will help you use social media more effectively</p>

You can also view analytics for your audience and reports. These are held separately in their own sections on Mailchimp.

Other types of email

You can create other types of email, such as welcome emails for people who subscribe to receive your emails. These are found under automated emails.