

USING MAILCHIMP – A STARTER SESSION

A great way to know and understand MailChimp is to be shown another group's account. This example assumes that the UBC MailChimp account is being accessed. UBC is using the free account.

LOGIN TO THE UBC ACCOUNT

Account Name is <bushland> - it doesn't need to be an email address. There is a password and security questions.

Recovery email – UBC's is ubc@bushlandperth.org.au

Verification (2 step authentication) can be set up to a mobile phone or the recovery email.

WHAT'S TO LOOK AT?

1. Dashboard

2. Campaigns (or emails)

- All campaigns
 - Summary level – how many sent, how many opened, how many clicked;
 - **View Report tab** – look at View email; note “Replicate”
 - **View Report** – show the drill down drill into each link: Open / Clicked / Bounced
- Email templates (to set up email)
 - For a new account, you will start here to get a first layout and to put in footer details etc. After that you will use ‘replicate this email’ from the previous campaign

3. Audience (your contacts list)

- Audience Dashboard
- Manage audience (2 key options)
 - Add a subscriber
 - Import an audience
- View contacts – very useful section
 - Manage contacts - Tags
 - Add contacts – 1 or many
 - Settings – look at Audience name and defaults and required email footer content

4. Write a newsletter or email

- Go to all campaigns and choose a campaign to copy
- Choose – Replicate Email and now we will work through changing text, changing images, adding blocks of content.

5. What about a landing page to recruit new names automatically from website?

COOLBINIA PAGE: <https://www.bushlandperth.org.au/groups/friends-of-coolbinia-bushland/>

6. Other interesting features

Check out the Help for information on linking email to Facebook or using the unique URL created for the email

LET'S SET UP A NEW MAILCHIMP ACCOUNT – SIX STEPS

1. create the account (decide a username, a recovery email address and mobile number)
2. add an audience (membership list)
3. create an email template and then create a first campaign (newsletter)
4. using different information blocks and features.
5. send a test email to another email address
6. create a landing page to automatically add email addresses

You will need:

- laptop
- a membership list in Excel
- access to Friends group email address (for account validation) – do you have your Friends group email on your phone?
- access to another email (for receiving test emails)
- some images (could be copied off the FB page)
- mobile phone (used for 2 factor authentication)

Good luck everyone.



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