

MailChimp

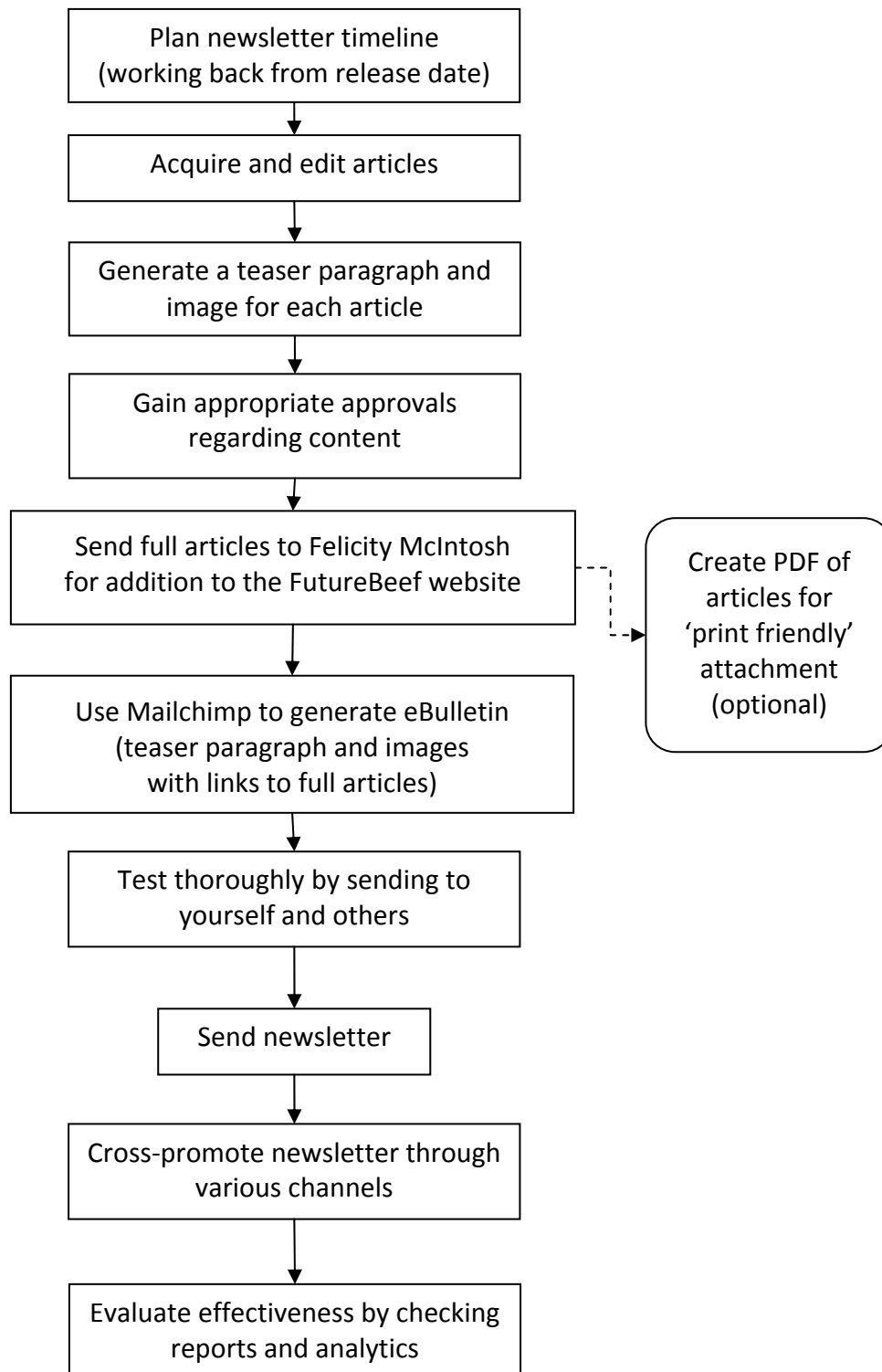
Using MailChimp for FutureBeef eBulletins



Contents

Contents.....	1
eBulletin flowchart.....	2
Logging in	3
The MailChimp dashboard	3
Creating a newsletter.....	4
Editing newsletter contents	5
Adding links.....	5
Adding images	6
Previewing and testing	6
Choosing recipients.....	6
Sending a newsletter	7
Analysing your results.....	7

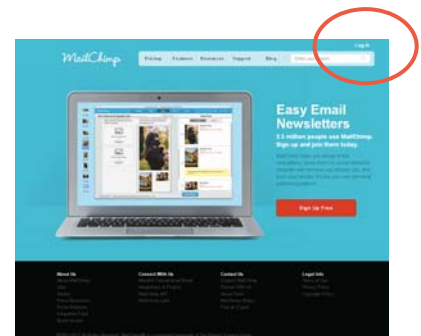
eBulletin flowchart



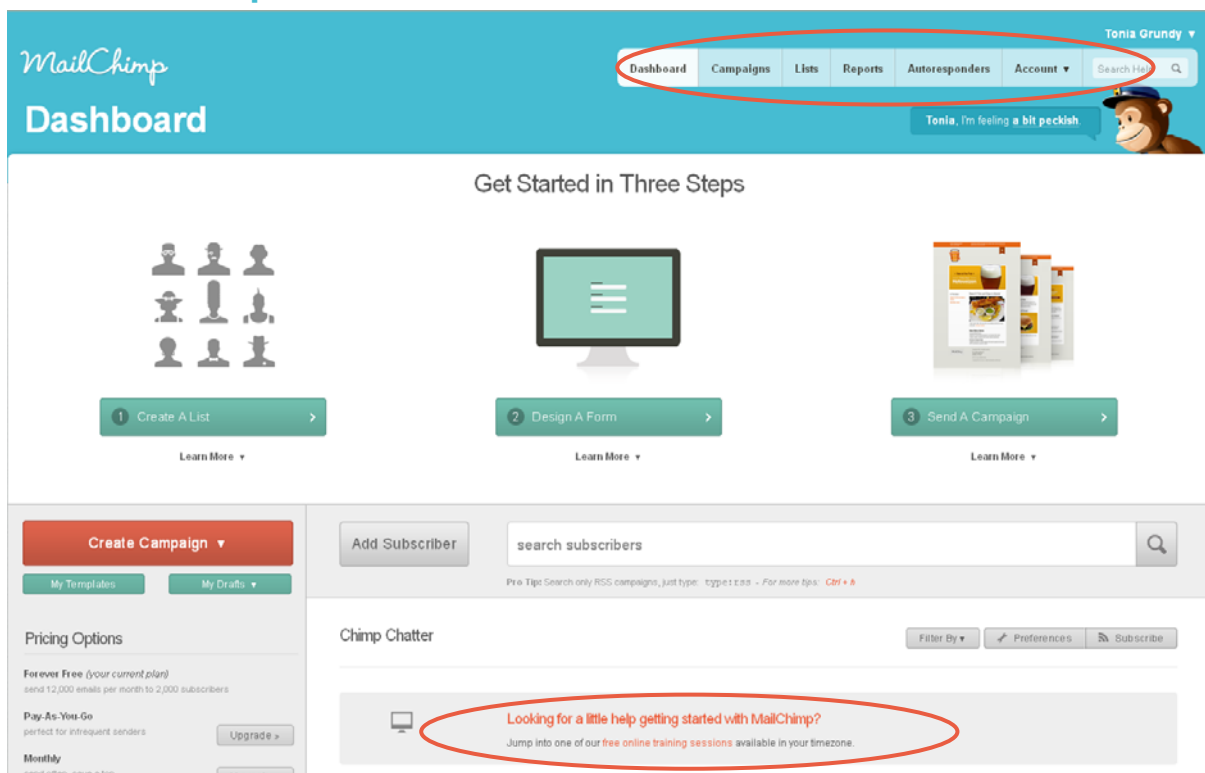
Logging in

1. Go to **mailchimp.com**
2. Click on **'Log In'** (top right hand side of screen)
3. Enter your individual username and password

The MailChimp dashboard screen will open.



The MailChimp dashboard



The navigation area (near the chimp picture) provides a quick link to saved and sent newsletters, subscribers, and reports.

Top navigation area

- Dashboard = home page
- Campaigns = past newsletters created, tested, and sent
- Lists = subscriber list
- Reports = reports on sent newsletters
- Autoresponders = after people subscribe, click etc (paid accounts only)
- Account = account information area (administrator access only)

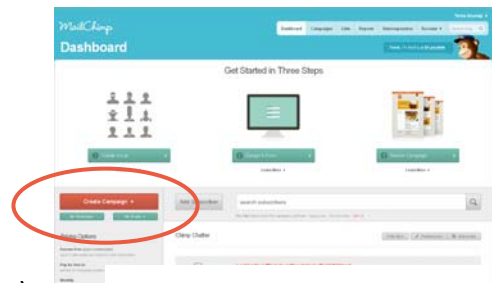
Note: Free online training sessions are available through the 'Looking for a little help...' link (first entry in 'Chimp Chatter').

Creating a newsletter

Note: the step you are up to is indicated near the top of the screen. You can use this arrow navigation bar to jump to a specific step.

Out of time? Save and exit (top right of screen) at any time and come back to complete your campaign details later.

1. Click **'Create Campaign'** button (left side of dashboard screen)
2. Choose **Regular campaign** from drop-down box
3. Choose list to send to (main subscriber list is FutureBeef eBulletins)
4. Click **Next Step: Setup** (bottom right of screen)
5. Fill out the campaign details:
 - Name (this is for internal use only e.g. BTtest#1)
 - Subject line for email (default is 'A FutureBeef update')
 - From name (default is 'FutureBeef')
 - Reply-to email (default is info@futurebeef.com.au)
 - Personalisation (default is first name)



Campaign Info

Name Your Campaign

Email Subject

From Name

Reply-to Email Address

Personalize The "To:" Field [info](#)

Specify **"MERGETAGS"** For Recipient Name

Do not adjust Social media and Tracking options.

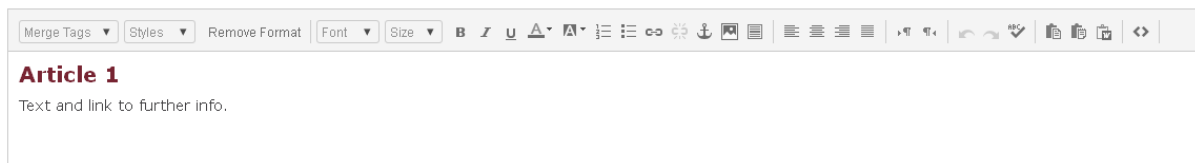
6. Click **Next Step: Design** (bottom right of screen)
7. Select a template
 - **'My templates'** includes all the pre-designed FutureBeef templates – click on one to choose it
 - Use the others if you wish to experiment
8. Edit the content by hovering over each box and clicking the **'edit'** button that appears
 - Change the date in the tagline (above the header logos)
 - Edit article headings and text, and add images to the two column (table) format in the main body of the message
 - Add upcoming events – link the location text out to more information about the relevant event
 - Link your print-friendly pdf to the last article (if applicable), or add a link in the footer area.

At this point, only the previously printed newsletters include the print article in their templates.

Editing newsletter contents

The MailChimp editor window has a 'Paste from Word' button option. Alternatively, type content in directly, filter your text through a program like Notepad¹, or use the 'Paste as plain text' button. This prevents miscellaneous formatting being transferred from Word that could cause visual problems for the recipient.

The editing screen may appear daunting, but the buttons are relatively standard. Avoid using the drop down boxes if you can – for most newsletters, the included article should just be a teaser, and shouldn't require fancy styles/fonts/sizes.



Remove Format strips all formatting from your selection



Bold | Italic | Underline



Font colour | Background colour



Lists



Link | Remove link | Create internal anchor



File Manager (insert image) | Horizontal rule



Change justification



Text direction (left to right o| right to left)



Undo | Redo



Spellcheck



Paste | Paste as plain text | Paste from Word



View html coding

Adding links

To add a link to your article, select the text to be linked, and click the link button.

Chose the link type and:

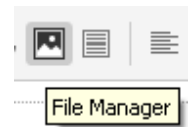
- Add the url for the link (including the http://)
- Add email address, subject and any default body text
- Choose an anchor (must have previously set an anchor point elsewhere in the newsletter)



¹ Notepad is available from the Accessories area of your start menu programs. Filtering involves copying and pasting from Word into Notepad, then copying and pasting from Notepad into the MailChimp editing area.

Adding images

To add an image in the left-hand column, click the File Manager button, and upload a file, or choose an image from the image gallery.



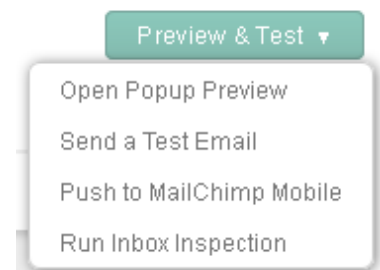
- Once chosen, the image can be resized, cropped, aligned, and borders or margins added.
- **Always include a description** (Alt text), which will appear if the client has download images switched off in their settings.
- Link the image (as well as relevant words in the teaser text) out to the full article.

Note: the newsletter will load faster on subscribers' screens if you pre-save your image to the recommended pixel width before uploading.

Previewing and testing

The option to **Preview and Test** your newsletter is available on the 'Design', 'Plain-Text' and 'Confirm' pages.

- Popup Preview opens a preview in a new browser window
- Test email allows you to send a test email version (max of 12) rather than a final send.
- Push to Mobile allows you to check the newsletter on a mobile device (an app is required on the device). The popup preview also has a mobile tab.
- Inbox inspection previews your newsletter in the major email clients (paid version only)



Choosing recipients

- Click **Next Step: Plain-Text** and check plain text contents – ensure content converted correctly from html version.
- Click **Next Step: Confirm**
- Check all details. Default recipient list is all FutureBeef subscribers – to change, click the **edit button** in List: box, and choose '**Send To Segment**'

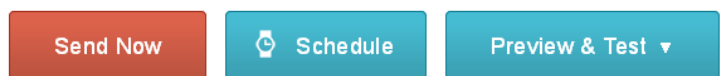
To which list shall we send?

The screenshot shows a configuration window for a campaign titled 'FutureBeef EBulletins (13 Recipients)'. It features a 'Subscribers match' section with a dropdown set to 'any' and a list of criteria. The criteria list includes 'Group: eBulletin subscriptions' and 'one of' followed by a dropdown menu. This menu is highlighted with a red oval and contains the following options: 'FutureBeef update (news from the FutureBeef program)', 'Northern muster (primarily north Queensland)', 'BeefTalk (primarily south east Queensland)', and 'CQ BEEF (central Queensland)'. Below the criteria list, it indicates '8 recipients in this segment.' and includes a 'Refresh Count' button. At the bottom, there is a link to 'create a new list' and a suggestion to 'Try Hairball' for more sophisticated segmenting.

- Choose **Group:eBulletin subscriptions**, and pick the relevant newsletter subscription list. Click **'Refresh Count'** to confirm the number of subscribers.

Sending a newsletter

If you have carefully previewed and tested your campaign, you can choose to either **'Send Now'** or **'Schedule'** release for a future date and time.



This is your moment of glory.

Once a newsletter is sent, it's status changes to **'Sent'** in the campaigns list, and it starts accruing tracking data that can be checked in the reporting area.

Make sure you have a go at creating an entire example newsletter and send it to yourself and colleagues to check that everything is working correctly before attempting an official FutureBeef newsletter. A test group of other FutureBeef editors has been set up for this purpose. Add yourself to it if you are not already a member.

Analysing your results

Reports of statistics for sent newsletters can be viewed from the reports tab, or from a button in the campaigns area. A report summary can be exported to Excel as a csv file.

Statistical overviews of each subscriber list can also be obtained from the lists area.

