

# Mailchimp Essentials

**Duration: 1 Day (9am – 4.30pm)**

**Course Pre-Requisites:** Participants must have access to their own Mailchimp account and have completed the account setup process (a free account is sufficient). Ensure you have your Mailchimp username and password ready before the course.

**Resits: 1 Free Course Resit**

**Certificate: All attendees will receive a certificate of completion.**

## Course Overview:

Currently the world's most popular email marketing platform, Mailchimp is user-friendly but packed with powerful features. Whether you're managing a small or large mailing list, mastering key functionalities—such as Interest Groups, Merge Tags, and social integrations—can significantly enhance your email marketing success.

This course covers everything from building and managing your mailing list to designing eye-catching newsletters and tracking campaign performance. You'll gain hands-on experience creating engaging email campaigns, ensuring compliance, and optimising results using Mailchimp's analytics tools.

## Who should attend?

- Business owners, entrepreneurs, and marketers looking to improve their email marketing skills.
- Individuals managing newsletters, customer communications, or promotional campaigns.
- Anyone wanting to automate email workflows and enhance audience engagement.

## Course Outcomes:

By the end of this course, you'll be able to:

- Understand the limitations and possibilities of HTML email.
- Set up and configure your Mailchimp account properly.
- Build and manage mailing lists, including segmentation and interest groups.
- Design professional email templates with Mailchimp's drag-and-drop editor.
- Optimise images for email campaigns using the Mailchimp Media Library.
- Create and integrate subscription forms on websites and social media.
- Set up and send successful email campaigns, including A/B testing.
- Analyse campaign performance through Mailchimp's reporting tools.

## Training Modules Overview:

### 1. About HTML Emails

- Understanding the limitations of HTML email.
- How different email applications (Outlook, Gmail, Apple Mail) affect email display.
- Introduction to Mailchimp and how it works.

### 2. Setting Up Mailchimp

- Completing your Mailchimp profile and configuring account settings.
- Setting key preferences for email campaigns.
- Verifying the 'Sent From' address for improved deliverability.
- Connecting Mailchimp to social media platforms like Facebook and Twitter.

### 3. Mailing Lists: Importing & Managing Subscribers

- Importing and organising mailing lists.
- Adding and editing individual subscribers.
- Creating test lists for campaign previews.
- Building an organic mailing list and understanding the 'double opt-in' process.
- Managing required footer content for compliance.
- Tracking subscribes, unsubscribes, and 'cleaned' addresses.
- Using segmentation and grouping for targeted campaigns.

### 4. Uploading Images & Using the Media Library

- Preparing images for email campaigns (resolution, file size, format).
- When to use JPEG, PNG, and GIF files.
- Editing images within Mailchimp.
- Using high-resolution images for Retina displays.

### 5. Designing an Email Template

- Understanding the relationship between templates and campaigns.
- Using the drag-and-drop template designer.
- Selecting the right layout and customising page elements.
- Adding and formatting text, images, and custom content blocks.
- Modifying styles (colours, backgrounds, fonts).
- Adding hyperlinks and social media links.
- Personalising emails with Merge Tags.
- Previewing and testing templates.

### 6. Testing & Previewing Campaigns

- Sending a test email to preview formatting.
- Testing across multiple devices and email applications with Inbox Previews.

### 7. Creating & Embedding Subscribe Forms

- Understanding the Mailchimp subscription process.
- Designing custom subscribe forms.
- Embedding subscribe forms on websites and Facebook pages.

### 8. Sending an Email Campaign

- Choosing the right campaign type (Regular Campaign, A/B Testing).
- Selecting mailing lists and segmentation options.
- Customising content and previewing live merge data.
- Scheduling and sending email campaigns.

### 9. Analysing Reports & Campaign Performance

- Understanding key email metrics (open rates, click rates, bounces).
- Interpreting Mailchimp's campaign reports.
- Tracking user engagement and optimising future campaigns.