



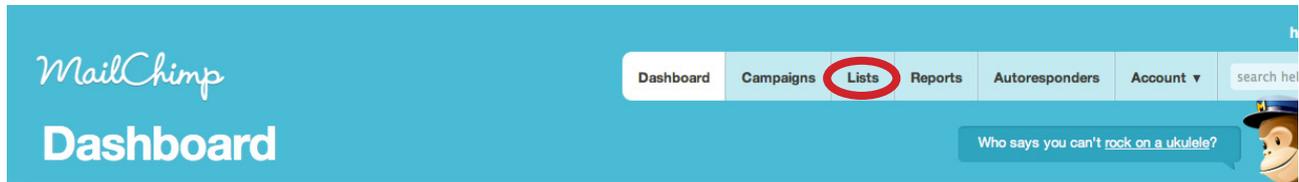
MailChimp®

The Manual

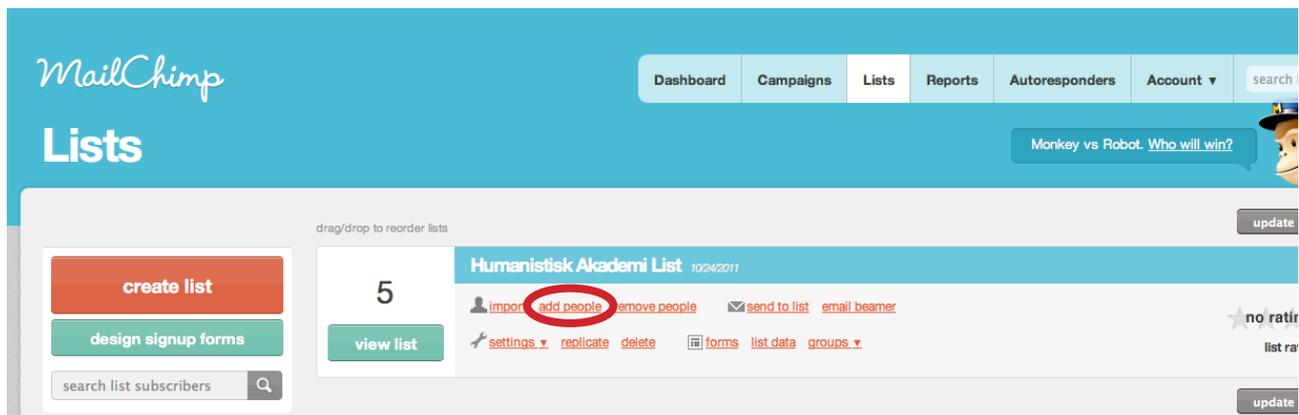


# Adding subscribers to a list

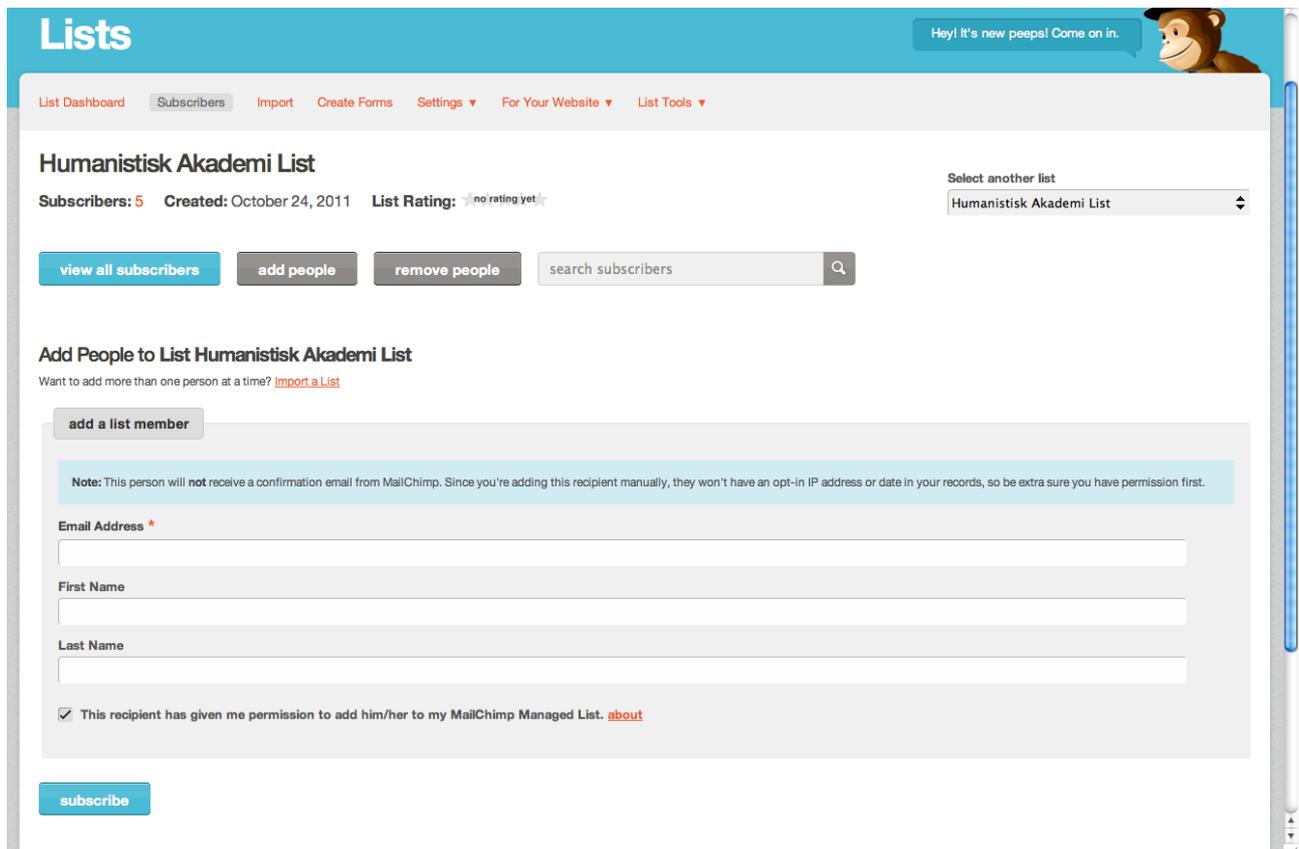
1. Click "Lists" in the main menu.



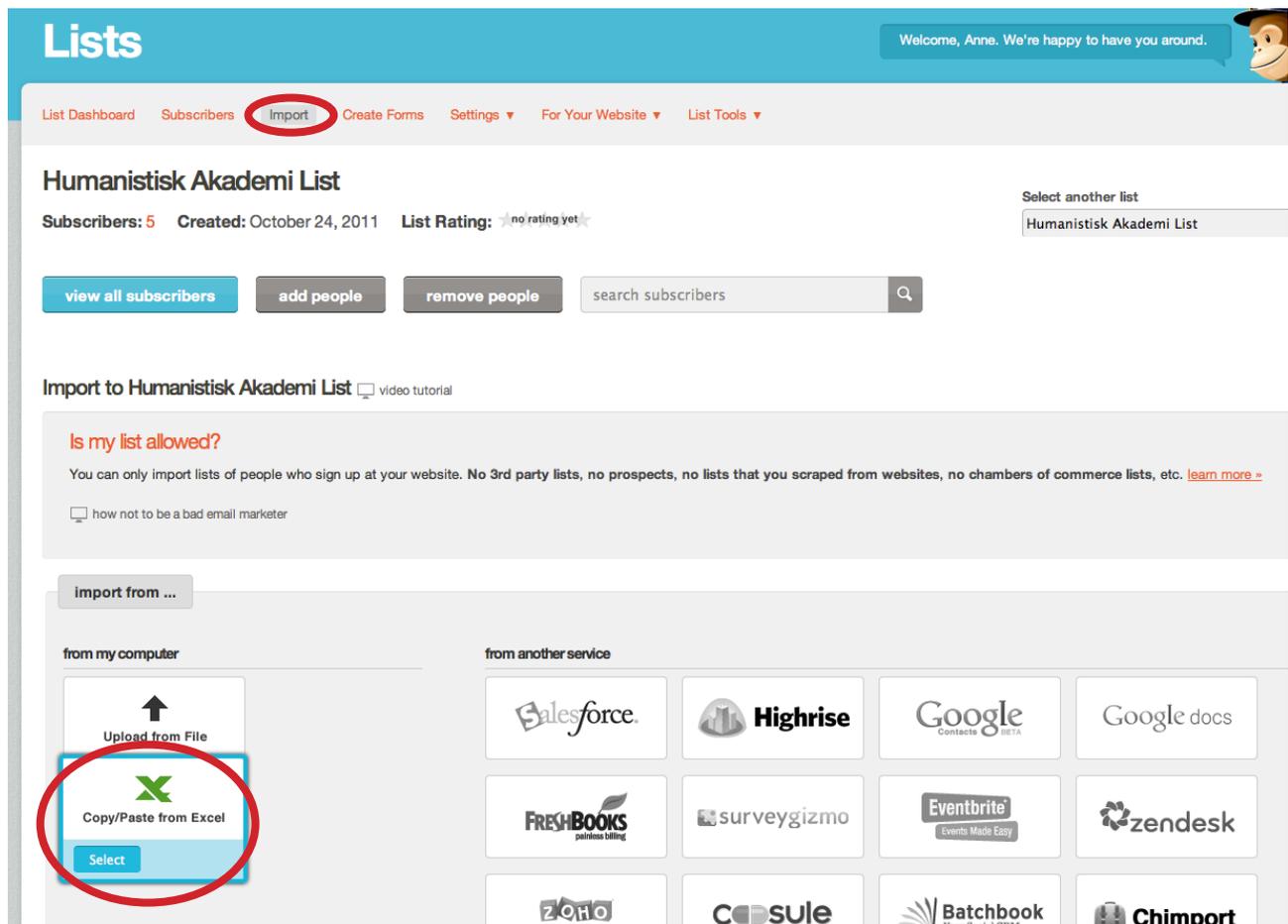
2. Click "add people" on the list that you want to edit.



3. Type e-mail, name and check the checkbox if the subscriber has given you the permission to add him/her. Then click "Subscribe".



1. You can also copy/paste subscribers directly from a Excel document. To do this click the list you want to edit and then click "Import". Then choose "Copy/Paste from Excel".



**Lists** Welcome, Anne. We're happy to have you around.

List Dashboard Subscribers **Import** Create Forms Settings For Your Website List Tools

### Humanistisk Akademi List

Subscribers: 5 Created: October 24, 2011 List Rating: no rating yet

Select another list  
Humanistisk Akademi List

view all subscribers add people remove people search subscribers

#### Import to Humanistisk Akademi List [video tutorial](#)

**Is my list allowed?**  
You can only import lists of people who sign up at your website. No 3rd party lists, no prospects, no lists that you scraped from websites, no chambers of commerce lists, etc. [learn more](#)

[how not to be a bad email marketer](#)

import from ...

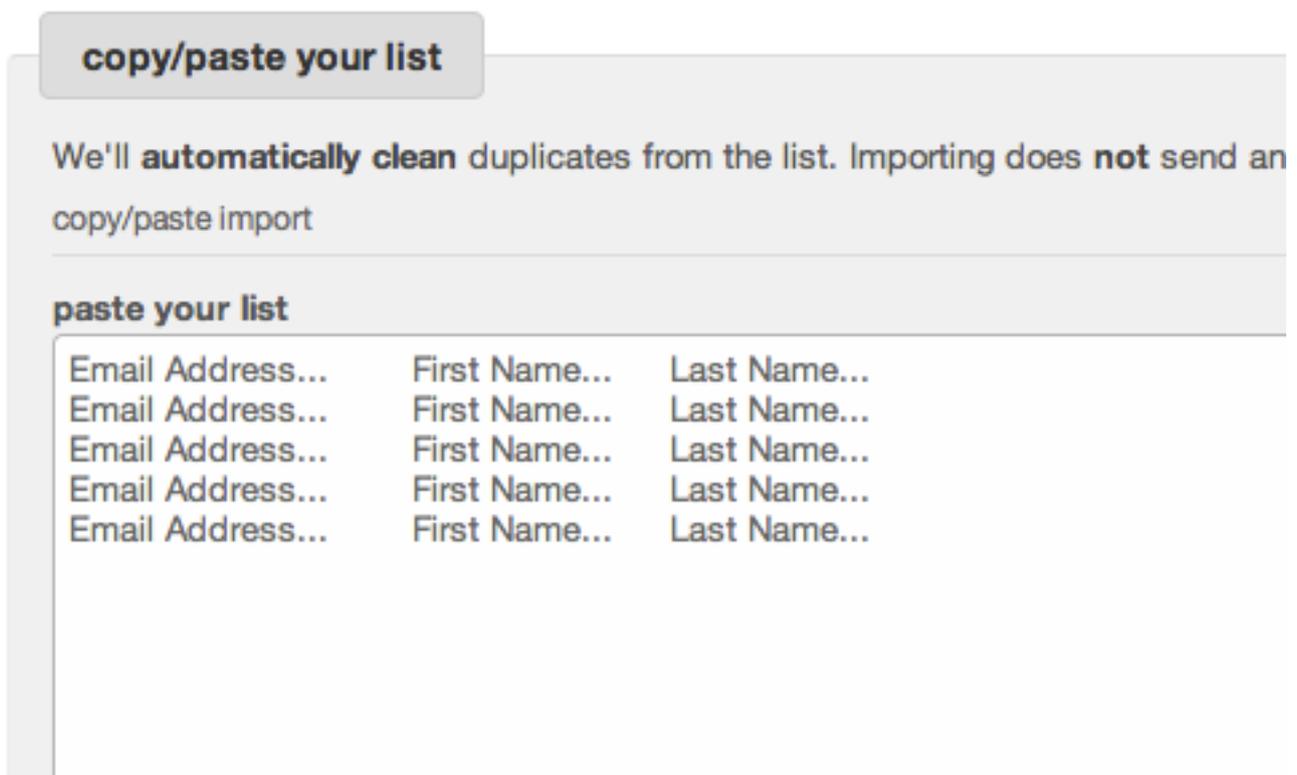
from my computer

- Upload from File
- Copy/Paste from Excel** (circled in red)
- Select

from another service

- Salesforce
- Highrise
- Google Contacts BETA
- Google docs
- FRESHBOOKS posttime billing
- surveygizmo
- Eventbrite Events Made Easy
- zendesk
- zoho
- capsule
- Batchbook Your Social CRM
- Chimport

2. Then just simply copy/past into the textarea and Mailchimp will clean up duplicates and manage the different fields. Then click "import list".



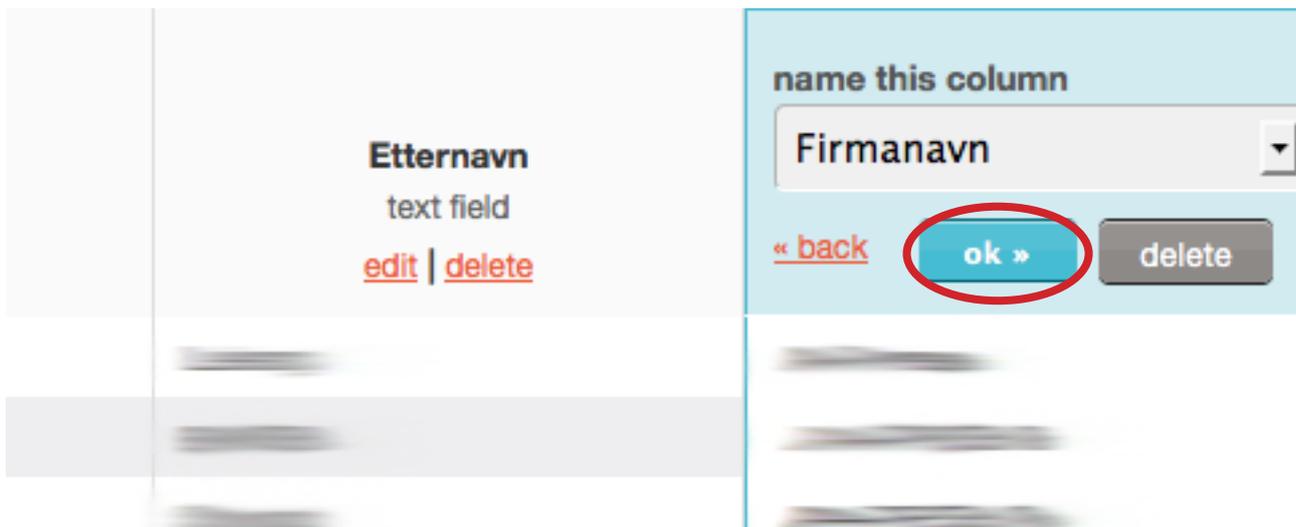
**copy/paste your list**

We'll **automatically clean** duplicates from the list. Importing does **not** send an copy/paste import

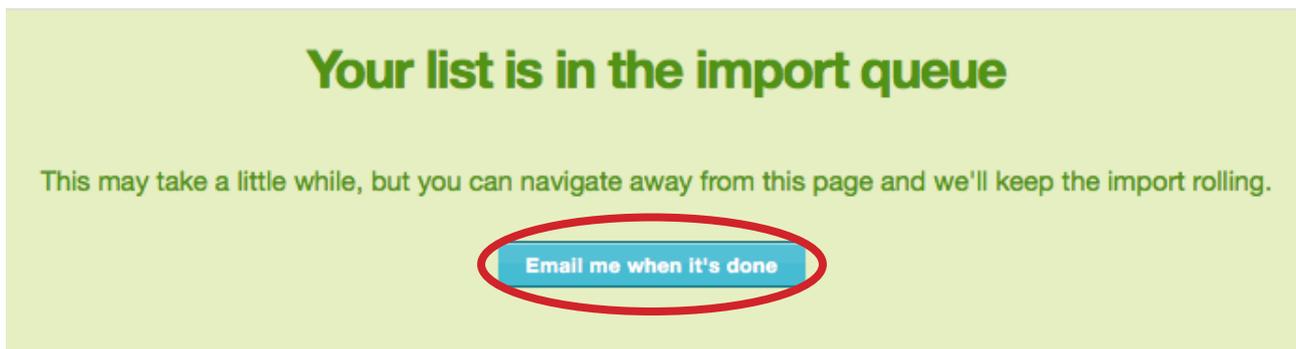
**paste your list**

Email Address...	First Name...	Last Name...
Email Address...	First Name...	Last Name...
Email Address...	First Name...	Last Name...
Email Address...	First Name...	Last Name...
Email Address...	First Name...	Last Name...

3. Then Mailchimp will automatically apply the right info in the right column, all you have to do is to look it over and accept each field. Then press the button saying “all done”.

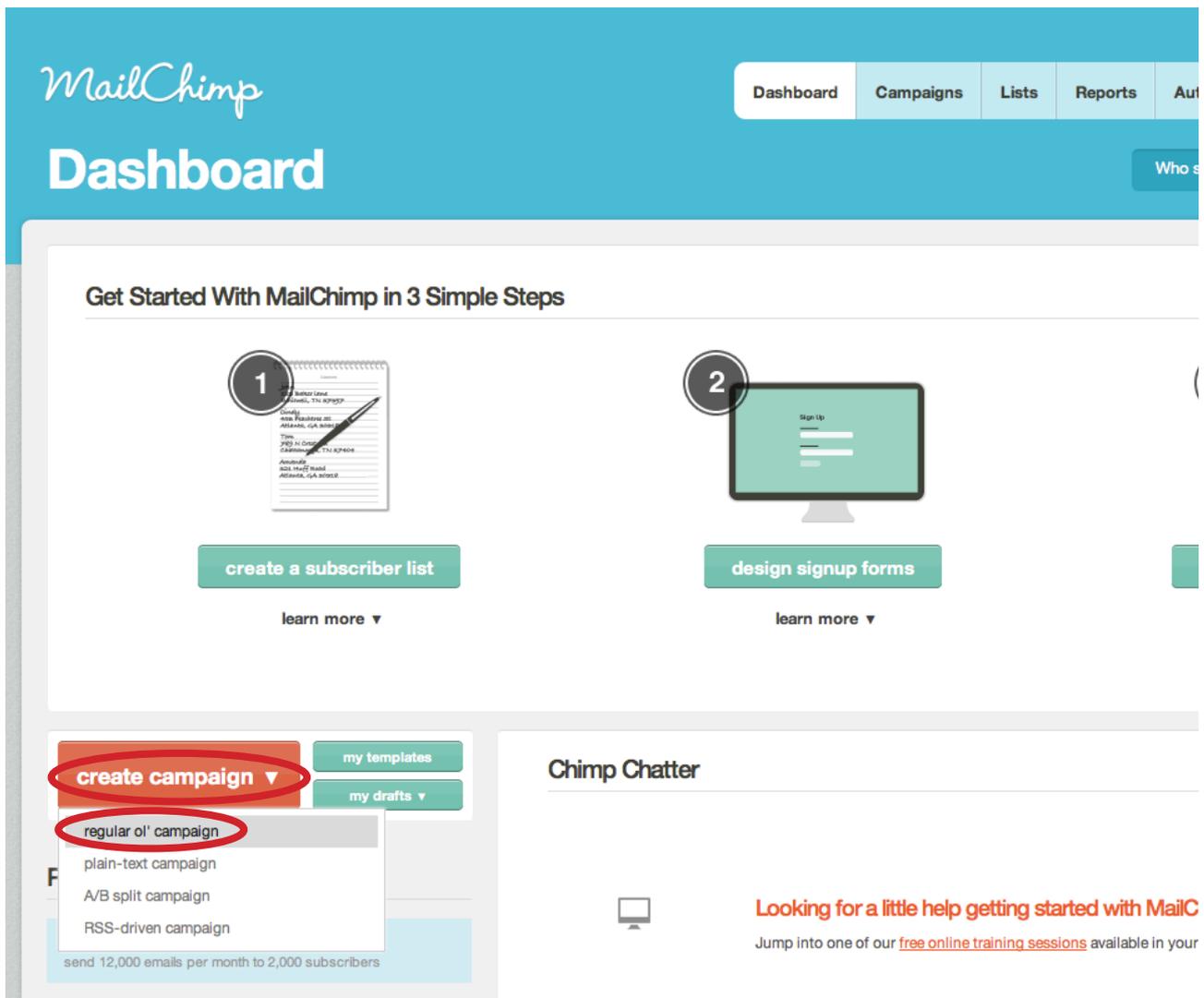


4. The import may take a while, depending on how many subscribers you’ve just imported. But you can leave this page now if you want to. You also have the option to get notified when the import is done.

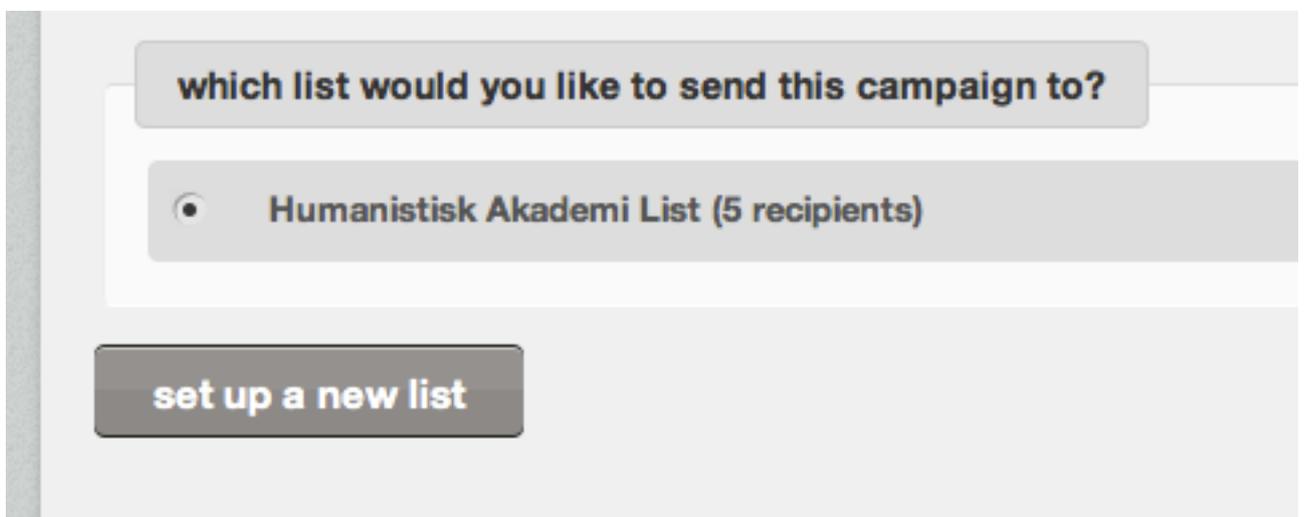


# Creating and sending a campaign

1. Start off by clicking “create campaign” and choose “regular ol’ campaign”.



2. Choose the list you created earlier. You can filter your list and only send to a specific segment, but we won't dig deeper into that. Then click “next”.



3. Fill out the info about your campaign, such as campaign name, subject, "from name" and reply-to email. You can choose to personalize the "To field". Click **\*|MERGETAGS|\*** to show a list of available tags such as first name.

**campaign info** \* indi

**name your campaign**

Humanistisk Akademi

**message subject \***

Humanistisk Akademi

**from name \***

Humanistisk Akademi

**reply-to email \***

tommy@teknograd.no

**personalize the "To:" field** [? info](#)

specify **\*|MERGETAGS|\*** for recipient name

\*|FNAME|\*

4. You can also connect Twitter and Facebook to your newsletter. Connecting Facebook means, auto-post to Facebook on send, and allowing subscribers to comment. If connecting Twitter, a link to your newsletter will be auto-tweeted. There are other statistic settings such as tracking how many e-mails were opened, tracking clicks and you can also use Google Analytics for even more statistic details. Click “next”.

**tracking, social networking, and more**

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**email tracking**

**track opens**  
[Learn](#) how open tracking works, and how accurate it is.

**track clicks**  
Required on free accounts, optional on paid account.

**track plain-text clicks**  
Required on free accounts, optional on paid account.

**add Google Analytics™ tracking to all URLs**  
Monitor traffic from campaigns to your site.  
[? info](#)

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**send to Twitter**  
Auto-tweet upon send.  
[connect to Twitter](#)

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**integrate with Facebook**  
Auto-post to Facebook upon send, or enable Facebook Comments.  
[connect to Facebook](#)

**allow comments** [? info](#)

5. Then select the design template you want to use. In this case it's called “HA”, click “select”.

**design genius**

**templates**

- ▶ basic layouts
- ▶ pre-designed
- AutoConnect
- ▶ **my templates**

**featured**

- E** Eventbrite Event Invitations

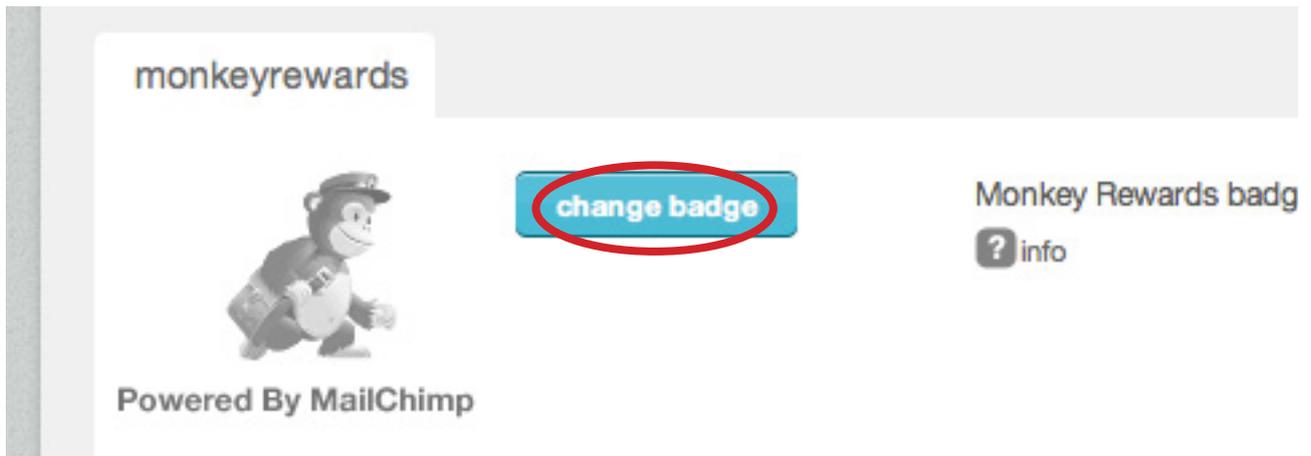
**HA**

**select**



Below the template preview, there are icons for zooming in, editing, and deleting.

6. If you have a free account, a Mailchimp badge will be shown at the bottom of your e-mail. There are a few to choose from, click “change badge” to do so. If you’re paying for your account you can hide it.



7. Then click “edit”, you will find it in your design next to some paragraph.

**NOTE:** When you click “save” here, the changes are saved to your campaign and NOT to your template.

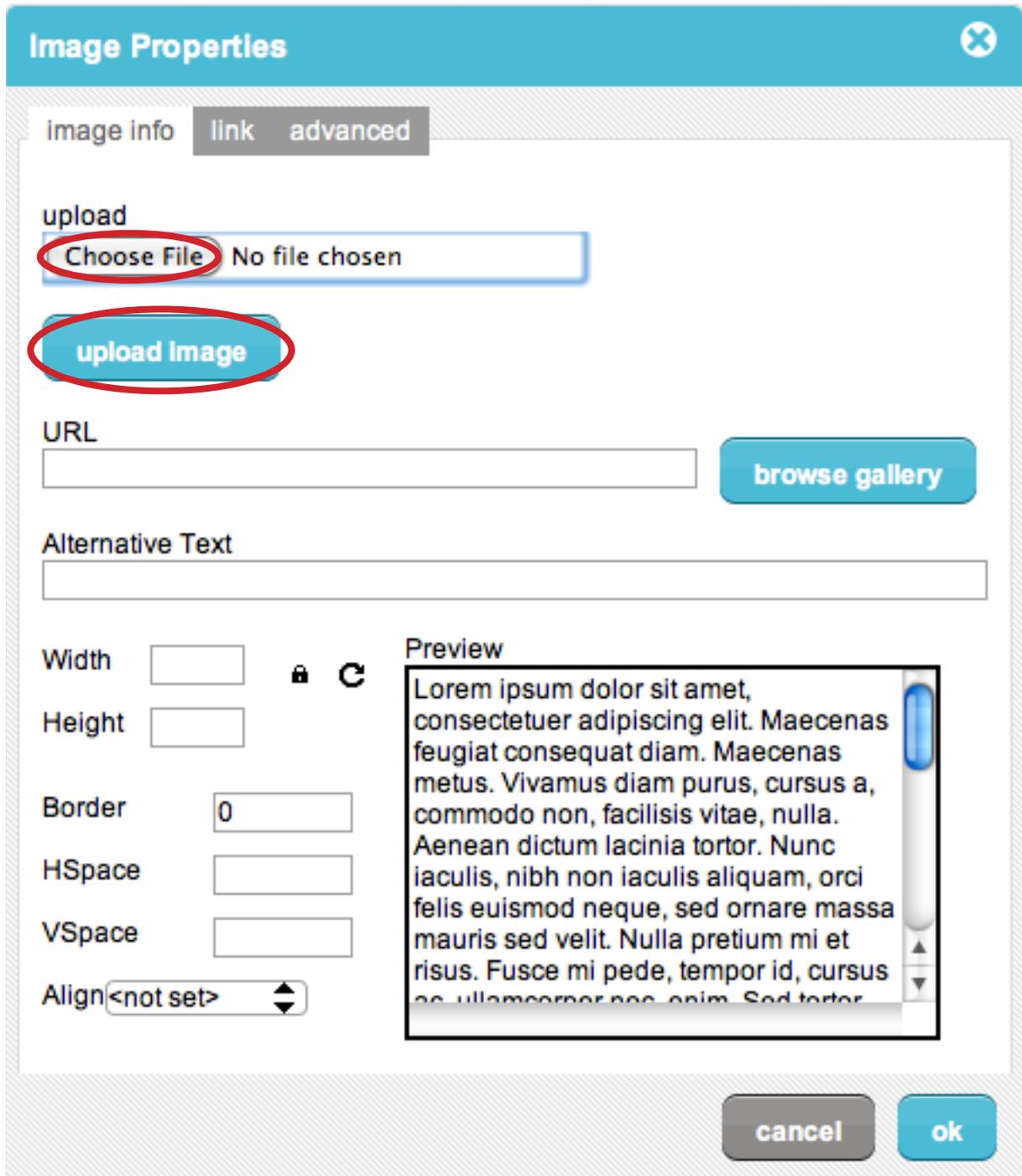


8. Let’s say we want to add a picture to our newsletter. Place your marker where you want the picture to be. Then click the “image button” in the tool panel.

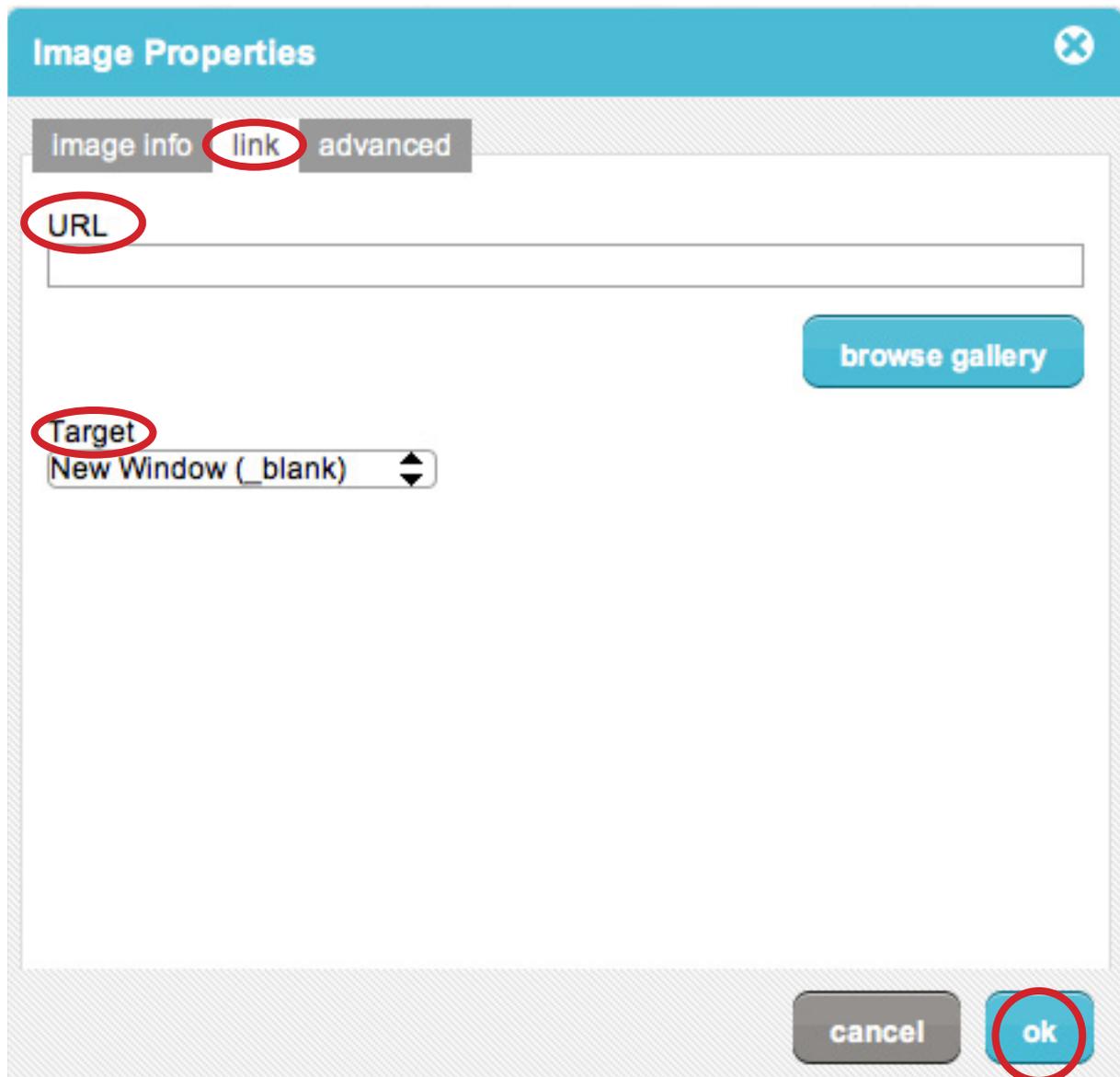


9. Click the button “choose file”, pick your file. Then click on “upload image”.

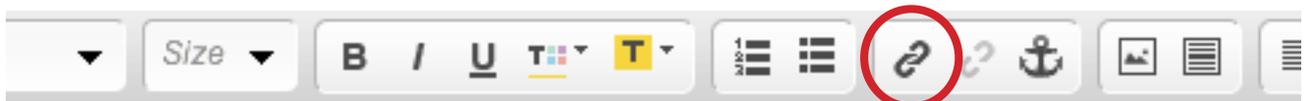
NOTE: You may have an layout that needs your images to be in specific sizes, ask your designer for the max width and height for the different images. In this template the big article image has a max width of 320 pixels and 210 pixels width for the column images.



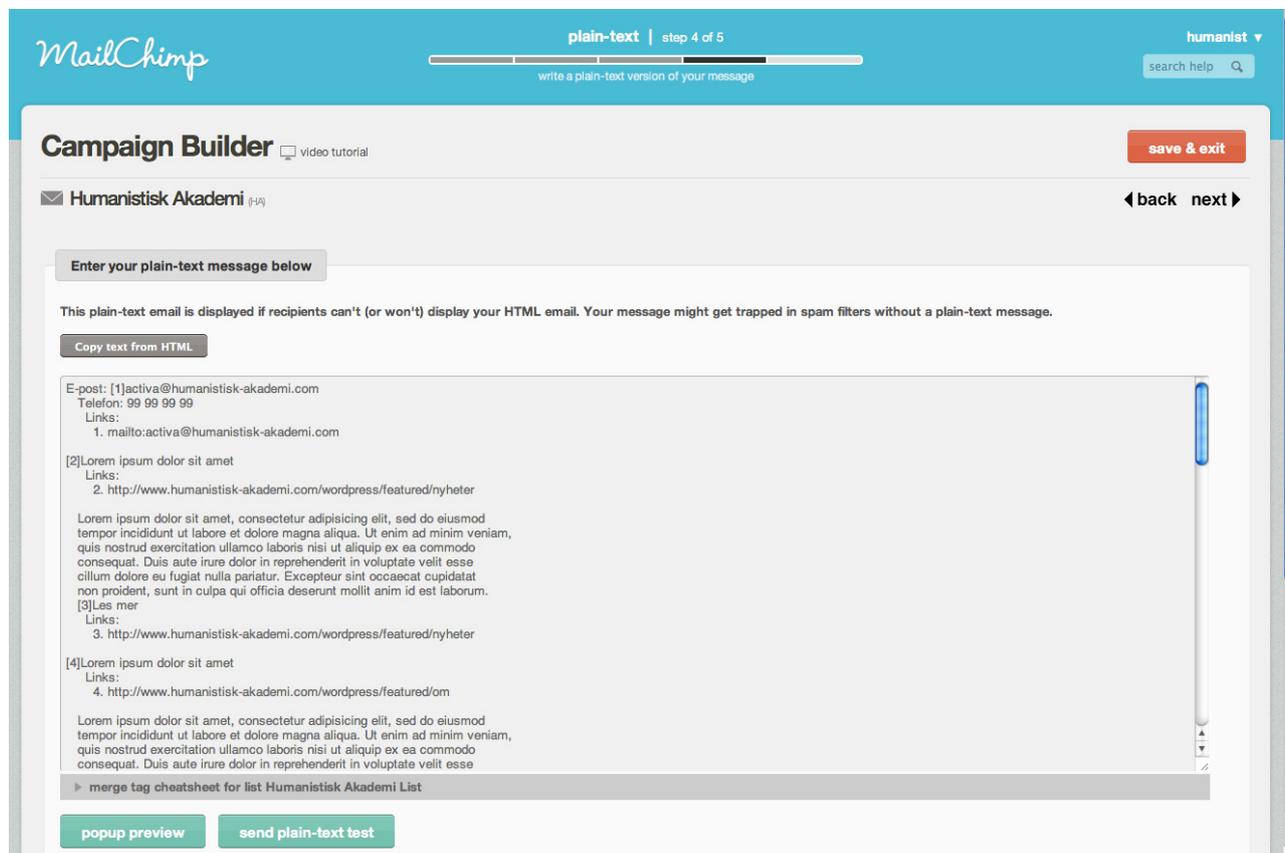
10. If you want your image to be clickable and link to a page on your website, click on “link”. Paste your link in the URL field. And choose target “new window (\_blank)”. This will open your link in a new window/tab. Click “OK”.



11. If you want to make a text clickable, simply select it and click the Link icon in the tool bar. You will then face a similar window with URL field and target, just like when we made our image clickable on the step before.



12. You will then be given the option to enter your plain-text version of your newsletter. It's very good to send along this version of your newsletter too, it helps to NOT getting stuck in spamfilters in some clients and there may be subscribers who doesn't want your campaign as an HTML-mail. But don't worry Mailchimp generates the plain-text version automatically. Click "Next". **NOTE: You can click "save & exit" on any step of the Campaign Builder, if you wish to proceed another time, all your changes will be saved and ready when you wish to continue.**



13. **Final step!** You will see a list of all the settings you've made, you can go back and do any tweaks if you like. There is something called Inbox Inspections, these can be bought to get a screenshot from nearly all existing email clients, to see how YOUR campaign looks on that platform, and to get informed if you need to do some serious changes to your design to make it fit or look better for all clients. You can send a test to your e-mail just to ensure everything's correct. Now you're good to go! **Just click "send now"**.

## Test With Inbox Inspection

Inbox Inspection lets you see your campaign in your subscribers' favorite email clients to help you ensure it appears pixel perfect and avoids spam filters.

Free for Monthly Subscribers

[Upgrade for as little as \\$10/mo »](#)

[buy one inbox inspection](#)