

## MailChimp Tips

### Use & Modify Existing Templates on [Insider.SarasotaDems.org](http://Insider.SarasotaDems.org).

For Meet & Greet - Candidate Images are available to change out.

### AUDIENCE

Easiest way to import a mailing list.

Make a copy of your Excel List. Delete all columns except First Name, Last Name & Email. Save as .CVS.

When importing check off **Skip all:** unmatched columns · [Skip all](#)

Use **Tags** to send mailings to specific groups of people.

1. Examples: Vol-Phone, Vol-Canvass, Vol-M&G, NewDems, NPAs, ColdDems, etc.
2. You can add tags when importing a list, when adding individual emails, or later after someone has been added
3. Each person can have more than one tag assigned to them.
4. How to Video: [https://www.youtube.com/watch?v=t6nx2\\_m\\_leY](https://www.youtube.com/watch?v=t6nx2_m_leY)

### CAMPAIGNS

Best days of the week to send out mailings: Thursday or Tuesday

The highest readership is generally between 8am-2pm. Use the **Schedule** option to send around midnight to ensure your mailing will arrive before 8:00am.

Re-send a Campaign to those who didn't open your mailing.

In **Campaigns**, chose **View Report** then **Replicate Campaign**.



Try resending your campaign to people who didn't already open it  
Connect with nonopeners by quickly resending an unopened campaign.

Replicate Can

Write an engaging subject line: See separate document, [Tips for Engaging Subject Lines](#).

Editing a **Template** in a Campaign does not affect the version that was originally created in **Brand**.

If you want to share a Template, create them from the **Brand** menu.

Post your **Campaign** to **Facebook** if you have a page or group you've create using the same email address as your MailChimp account.



Facebook

Add a social post to your campaign to let Facebook followers know about your promotion or update.



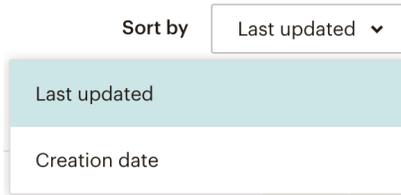
Slide to the button to the right:



Select from the **Facebook** pages or groups you have created.  
Post an image from your MailChimp library (or create a new one) to accompany the post.

Re-send a **Campaign** 1-3 days after the initial mailing. Alternate between weekday & weekend.

**Campaigns** can be sorted by date created, or last date updated.



## TEMPLATES

**Templates** can be shared

You can share templates to other MailChimp users two ways: by email or URL.  
On the TEMPLATES screen, chose Edit then Share. Then choose either:

[Share by email](#)   [Share by URL](#)



The **Move** icon allows you to move a block to another area of the page.

Click on the text block on the left (or the Edit icon 

Click and hold the Move icon.

Drag to the new position release at Drop Block Here.



The **Duplicate** icon will make an exact copy of the block, retaining formatting.

In a **Text** block you can Insert an image using this icon: 

Revise the size of the image, or for more options, **Click on Show Image Style Options.**

[Edit With Photo Editor](#)

Or select

### Photo Editor

- Images should be kept as small as possible; don't exceed a width of 400.
- The **Photo Editor** allows you to crop or resize, add text, shapes, adjust brightness & contrast and several other features.

- Images can also be rotated here 
- Changes to the image size in the **Photo Editor** affects the image for all instances.

### Image Icon

Resizing the image here will only affect the current instance of the image.

Use the Spell Check feature



Use the Link icon  to create email or URL links. Be sure to select the appropriate type of link when pasting it in. You will not get a warning if you've selected the wrong option.

When creating an email link you can pre-fill the subject and even the body of the email. Good for RSVPs.

### Video

- You can embed a video by selecting the Video block and entering the URL in Video URL.
- Use Style and Settings to change alignment, background, etc.
- YouTube or Vimeo videos will include a preview image; others you will need to provide your own.

You can create a **Survey** in Google Docs, then link it in your mailing.

## REPORTS

**View Reports** provides information on time of day they've access your email, how many and most popular links were clicked, people who have unsubscribed, and even what area of the world they've been accessed from.

Using the **View Reports dropdown**

View Report



, you can share, download

or print them.

Hovering over the engagement rate toggles between percentage and number of engagements.

141

Opens

2

Clicks

-or-

33.3%

Opens

0.5%

Clicks