



Mailchimp

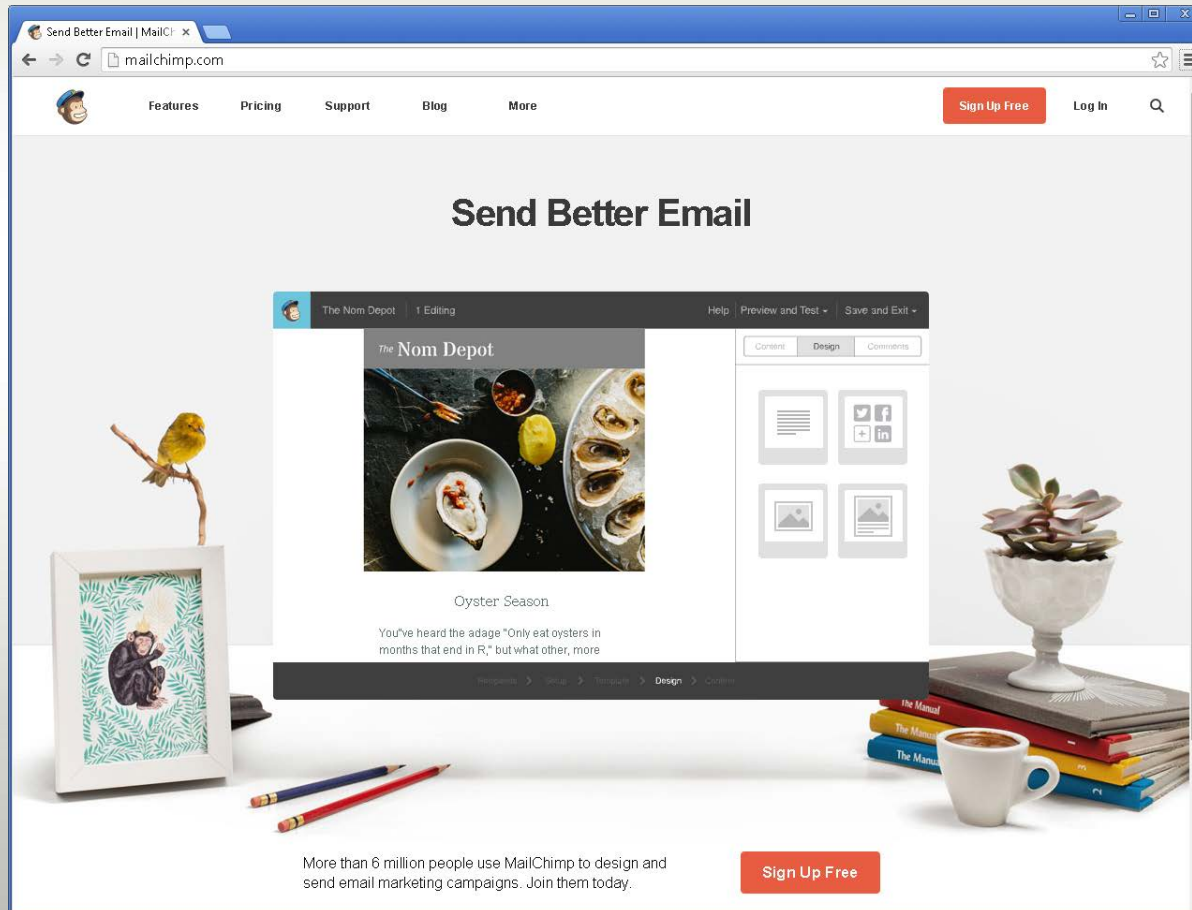
For mass email



What is it?

- Mailchimp is an email marketing tool used to create, send, and track email newsletters
- Used by over 6 million people
- **FREE** for users with up to 2,000 subscribers and who send 12,000 or less emails per month

Sign up at <http://mailchimp.com/>



Send Better Email

The Nom Depot

Oyster Season

You've heard the adage "Only eat oysters in months that end in R," but what other, more

More than 6 million people use MailChimp to design and send email marketing campaigns. Join them today.

Sign Up Free

Subscribers



- Users will need to opt-in to your list (take an action to sign-up)
- We can help you build your list organically by promoting it with various online tools
- If you have an existing email list in use, it can be imported into Mailchimp

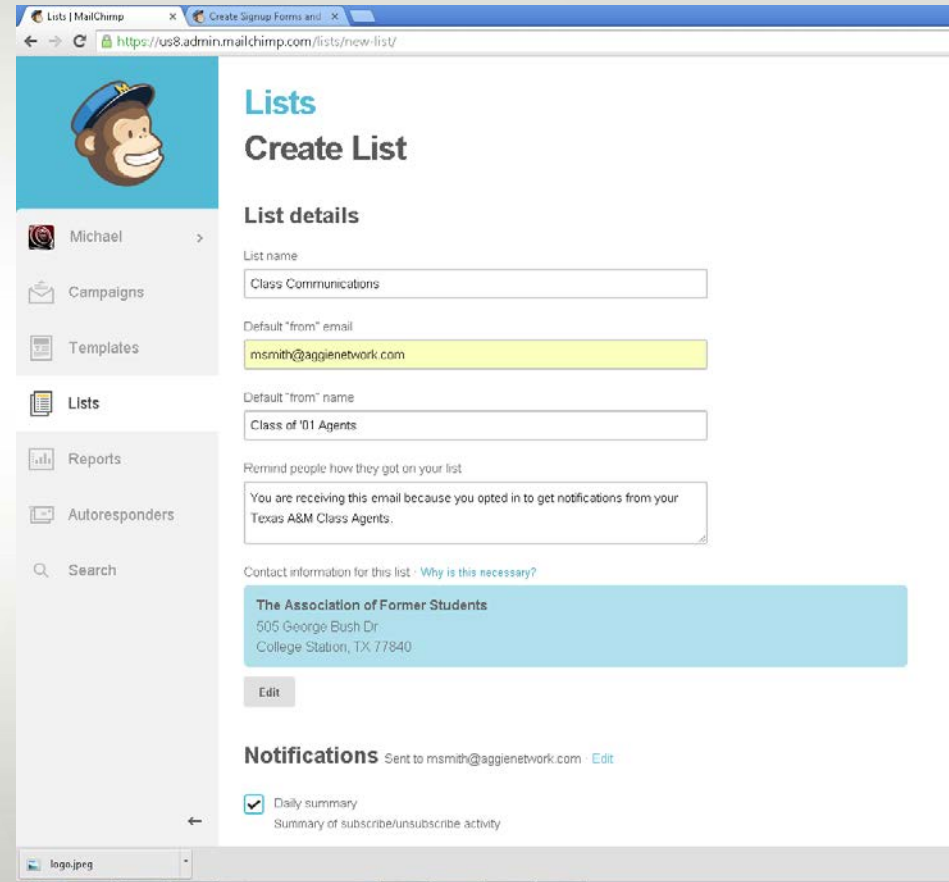
Subscribers



- Build a “sign up form” for people to opt-into your list
 - Share it via direct link, Facebook, and/or Twitter
- Read more at <http://kb.mailchimp.com/home> (the Support tab in their main menu)

Create a List

- Once you have signed up, you will need to create a List
 - This is what is used to organize your subscribers
 - <http://kb.mailchimp.com/article/how-do-i-create-a-new-list/>



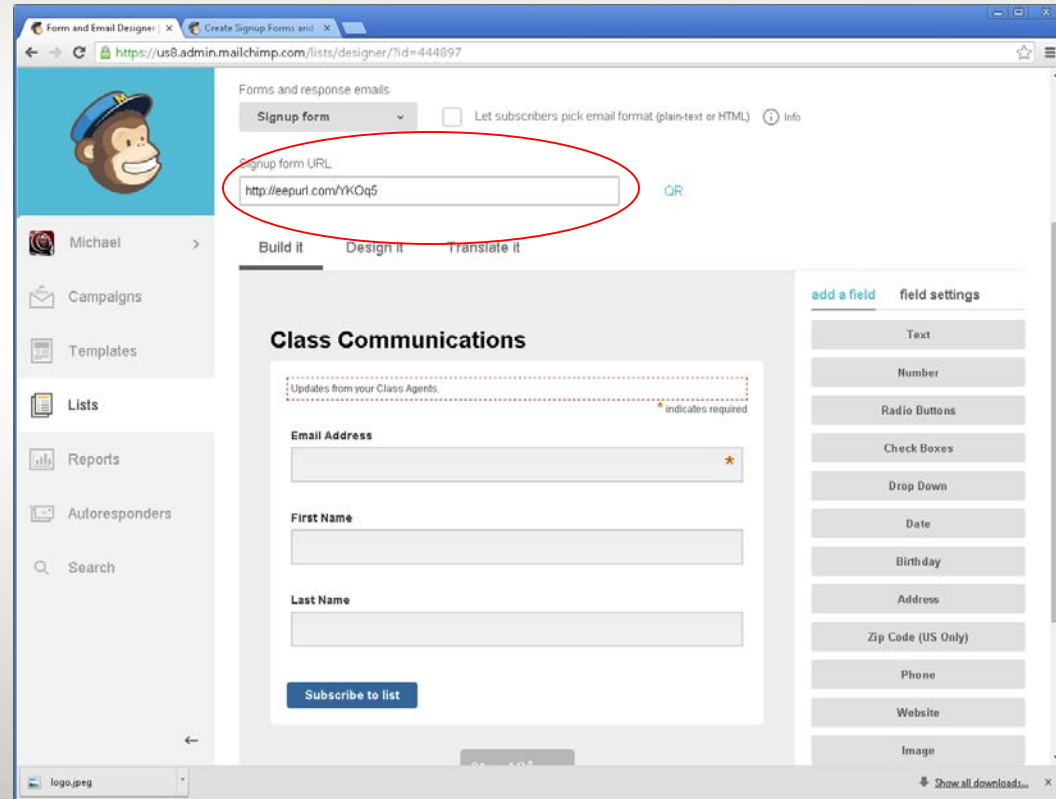
The screenshot shows the Mailchimp 'Create List' interface. The browser address bar displays 'https://us8.admin.mailchimp.com/lists/new-list/'. The page title is 'Lists Create List'. On the left is a navigation sidebar with a monkey logo and menu items: Michael, Campaigns, Templates, Lists, Reports, Autoresponders, and Search. The main content area is titled 'List details' and contains the following fields and sections:

- List name:** Class Communications
- Default "from" email:** msmith@aggienetwork.com
- Default "from" name:** Class of '01 Agents
- Remind people how they got on your list:** You are receiving this email because you opted in to get notifications from your Texas A&M Class Agents.
- Contact information for this list:** The Association of Former Students, 505 George Bush Dr, College Station, TX 77840. Includes an 'Edit' button.
- Notifications:** Sent to msmith@aggienetwork.com. Includes a checked box for 'Daily summary' (Summary of subscribe/unsubscribe activity).

Create Signup Form



- Create an signup form for your new list
- Send signup form URL (provided on the page) to web@aggienetwork.com so we can include on AggieNetwork.com
- <http://kb.mailchimp.com/article/how-do-i-build-and-design-my-signup-form-and-response-emails/>



Form and Email Designer | Create Signup Forms and ...

https://us0.admin.mailchimp.com/lists/designer/?id=444897

Forms and response emails

Signup form Let subscribers pick email format (plain-text or HTML) Info

Signup form URL

<http://eepurl.com/YKQq5> QR

Build it Design it Translate it

Class Communications

Updates from your Class Agents. Indicates required

Email Address *

First Name

Last Name

Subscribe to list

add a field field settings

- Text
- Number
- Radio Buttons
- Check Boxes
- Drop Down
- Date
- Birthday
- Address
- Zip Code (US Only)
- Phone
- Website
- Image

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