introduction

to mailchimp

how and when could creative professionals use it?

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keep your audience informed, all around the world. art has no boundaries!

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mailchimp
keywords

Account
Audience
Automation
Newsletters
Landing pages
Postcards

Templates
Email delivery
Edit and Design
Website creation
Performance
statistics

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basic steps

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1

sign up for free.

create your account.

Welcome to Mailchimp

Create an account or log in

Email

[   ]

Username

[   ]

Password   👁 Show

[   ]

☐ I don't want to receive promotional emails from Mailchimp.

By creating an account, you agree to our Terms and have read and acknowledge the Global Privacy Statement.
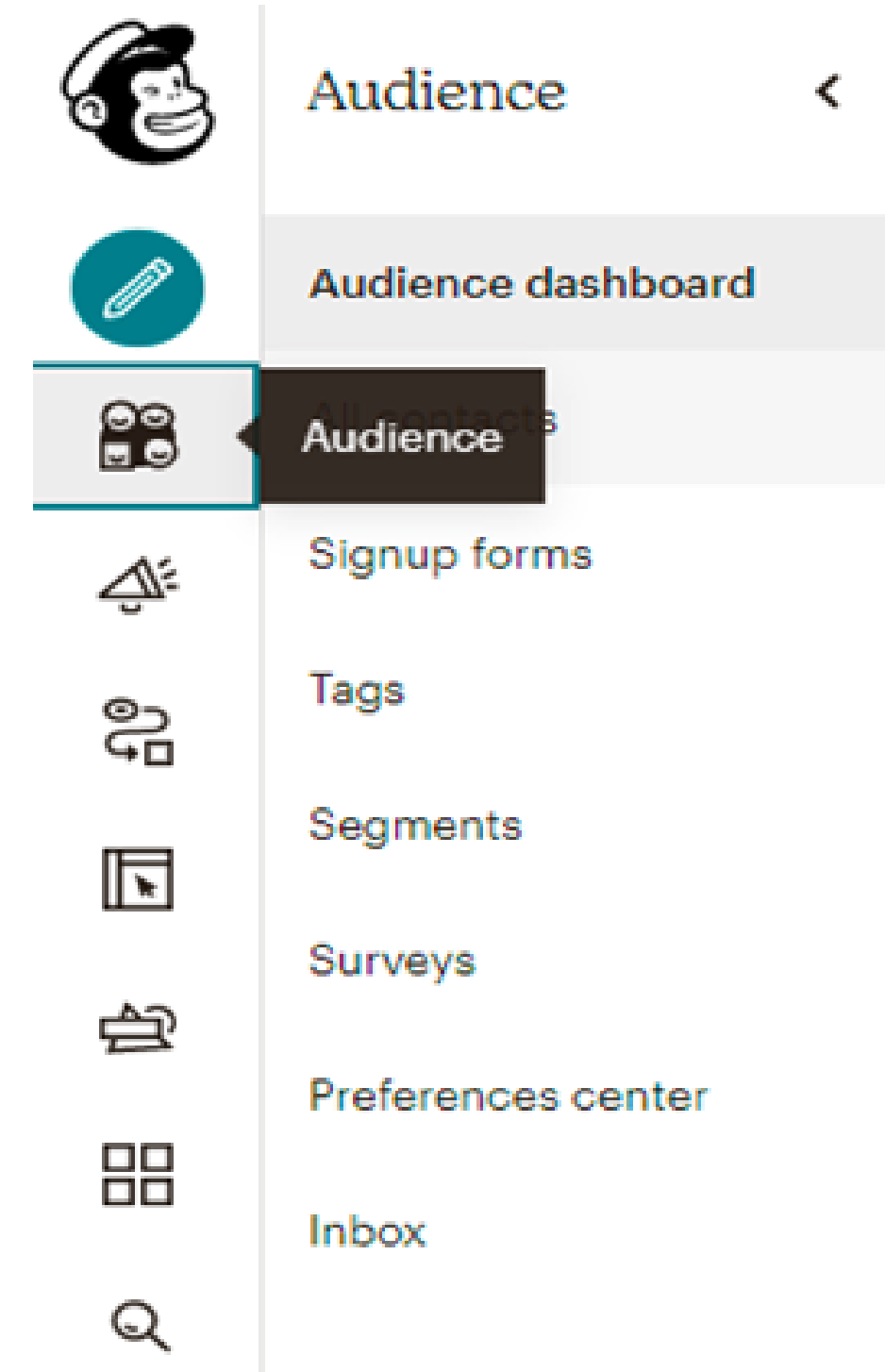
[Sign Up]

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2

build your audience

- import contacts

- create a landing page to invite people to sign up on their own

Audience

Audience dashboard

Audience

Signup forms

Tags
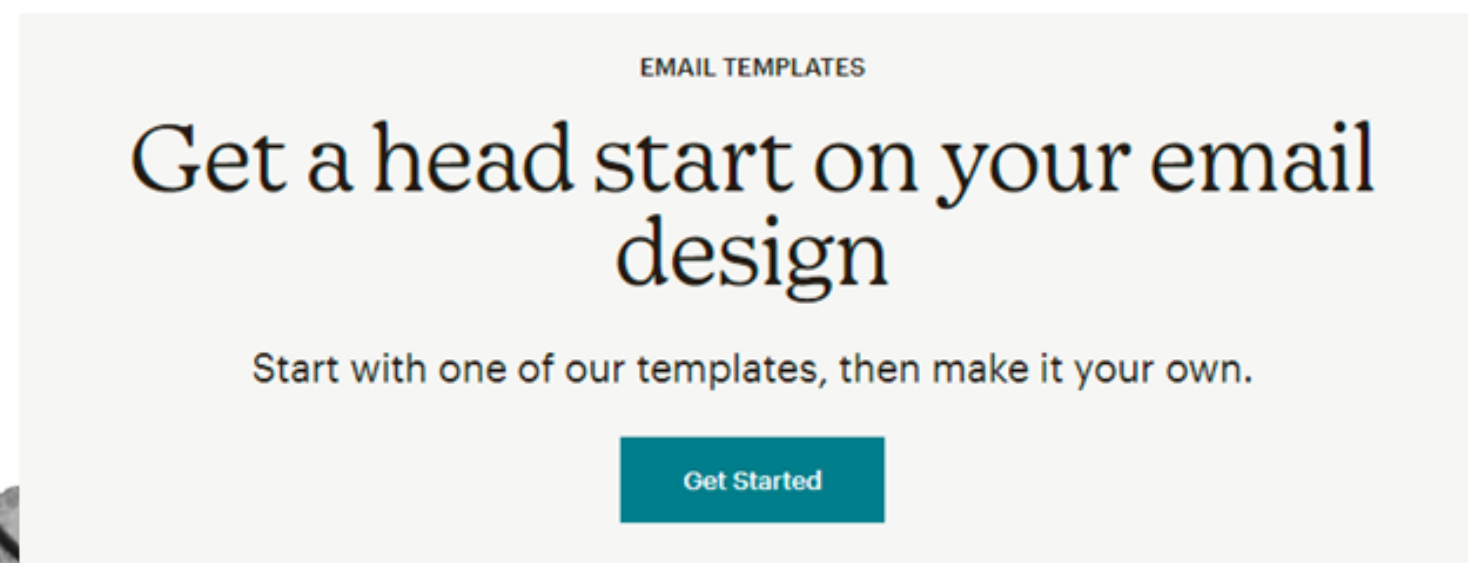
Segments

Surveys

Preferences center

Inbox

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3

create your first email campaign

- choose regular, plain text or a template – great selection

- give a catchy name to your campaign

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- **add your content (creative news, new projects, photos, gifs etc.)**

- **release your creativity!**

EMAIL TEMPLATES

Get a head start on your email design

Start with one of our templates, then make it your own.

Get Started

Campaign Name

Begin

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4

choose who gets it.

- divide your audience into categories, e.g. international or local

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5

send your campaign
and reach out to your audience!

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create
your content

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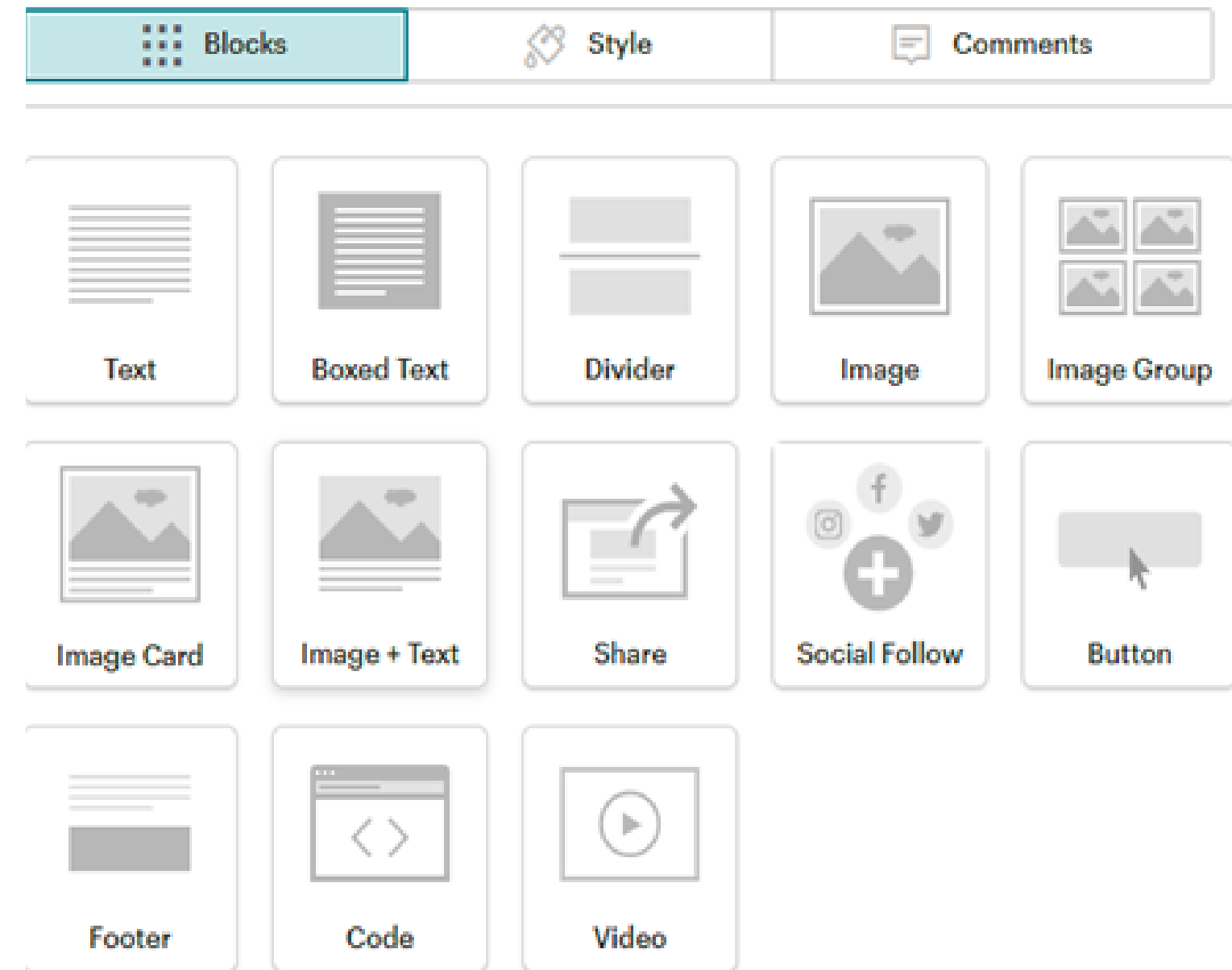once you have completed the first steps, choose **campaigns** from the menu on the left and start!

tip: choose a catchy subject name – 1st thing to notice

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from the right side, choose which type of block suits you and add:

- text
- images
- social media links
- footer etc.

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