





NEED TO KNOW

What you need to know before you get started

What is Mailchimp?

- **MailChimp** is a web-based email marketing service. It helps you design email newsletters, share them on social networks, integrate with services you already use, and track your results.

What does it cost?

- Mailchimp is free when you have under 2000 subscribers/emails on your list.
- Pricing Structure: <https://mailchimp.com/pricing/all/index.php>

Can I send a Mailchimp email to NAU Listserve group?

- You can, but not the traditional way you would send one in Mailchimp. You have to create the email like you normally would and send it to your own email address. Then you will need to forward that email to a list serve group, taking out all references to it being a forward. It will give you ability to send to Listserve AND retain the e-blast design of Mailchimp. The only problem with this is you will not have access to the analytic data to see who opened the email, etc.

How do I sign up?

- It's super easy. Go to mailchimp.com. Click the SIGN UP FREE button.



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Will I get support from NAU Marketing?

- Marketing has created templates to help make creating your email blasts easy as pie. We can share those with you when you have your account up and running.
- We've also created a one-sheet that explains best brand practices.
- If you would like Marketing to create a banner header for you, you can request one by going to <https://www.nau.edu/Marketing/Services/UM-Project-Intake/>. (Learn more about sharing templates here: <https://us14.admin.mailchimp.com/templates/>)
- Easily learn the ins and outs of Mailchimp through online tutorials like: <https://www.lynda.com/MailChimp-tutorials/Learning-Mailchimp/592505-2.html>

Best practices for creating your subscriber lists

- Make sure to break fields into FIRST NAME and LAST NAME. That way, you can add personalization if you see fit. Ex. "Dear FIRST NAME" instead of the impersonal, "Dear First Name Last Name."
- You can create your lists in Mailchimp but most likely, you will have a list somewhere already. Excel is the best program to use for creating a list. You can import your list into Mailchimp easily using an Excel spreadsheet.



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Template Example

NEWSLETTER

NORTHERN
ARIZONA
UNIVERSITY

College/Campus
/Division
/Department

Headline text is Arial/NAU True Blue/24 pt/bold

Body text goes here. This text is Arial, black and 14 pt. The line height should be set as "slight." This is found under the "Style" tab in the editing panel.

Double spaces should be used between paragraphs. Make sure the font type and style are consistent. Sometimes MailChimp has little quirks that you have to work around. One way to make sure the font type/size is consistent is to highlight all the text and change it to a different font/size, then change it back to Arial/14 pt.

You can add links to your e-mails

You can add links to your e-mail text. For example: "Visit our [website](#) to learn more about the program." Before you send the e-mail, go into "Preview and Test," double-check the links, and make sure they're working.



Using alt text for images

When you add an image to your newsletter, make sure to add "alt text." This is usually a short description of the photo and any text that might be part of the photo. You can do this when you upload or edit the photo. You can also link the photo to a website.



Input caption text here. Use the "Settings" tab to change the caption position and set other styles. If it is only one sentence to a short paragraph, the text size can be 16 pt.



NICE TO KNOW

The latest on email marketing

[12 predictions for Email Marketing from Mailchimp Experts](#)

- **Testing will be more critical than ever.** “It still holds true that the best way to know what will resonate with your audience is to test. If you want to know what type or length of message will get the best response, [run an A/B test](#); try sending one email that’s long with lots of images, and a second one that’s short with fewer images. The more you test, the better you’ll understand your audience.” –AK
- **Non-responsive emails will cost marketers.** “People are using their phones more than ever; the fact that Verizon, AT&T, and T-Mobile are all offering unlimited data plans makes that glaringly obvious. Last year, less than 70 percent of marketing emails sent were responsive, and while that’s an improvement from the year before, there’s still work to be done. If you’re not building emails with mobile in mind in 2018, you’ll be leaving a lot of opportunities and money on the table.” –AK
- **The most successful emails will have one clear goal.** “Automation has made it so we don’t have to say everything in a single email anymore. Ideally, an email is part of a larger series of emails, and each will have one clear goal and call to action. You only have a few seconds in an email to engage the reader, so you don’t want to waste their time by making them sort through a bunch of competing messages.” –JH

<https://mailchimp.com/resources/resources-for-partners/12-email-predictions-2018-mailchimp-experts/>



NICE TO KNOW

Great, free tools that will help you

Free graphic design program

If you don't have access to Adobe design programs but you'd love to take a stab at creating your own graphic elements using our brand guidelines, try [Canva—a free, online design tool](#) that will help you create graphic banners.



Take the background out of a photo or logo easily

If you need to remove the background from a photo or logo, you can do this easily by using a program called [Clipping Magic](#).





HOW TO FIND



Great resources for email marketing tips

[Great Call To Action Copy You Should Copy](#)

[Landing Page Tips/Copy](#)

[Mailchimp Email Design Guide](#)