How to Create Simple MailChimp Campaigns Step-by-Step Checklist

As a beginner using MailChimp for your bulk email provider, it's important to remember to keep things simple. Focus your time and effort on your message instead of worrying about all the design features available in your MailChimp account.

Follow these step-by-step checklist instructions in creating your simple MailChimp email campaigns. [Click here](#) for video instructions.
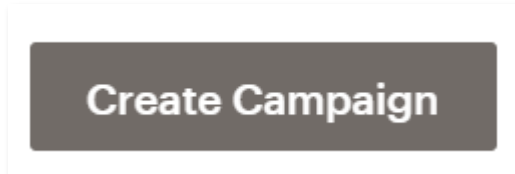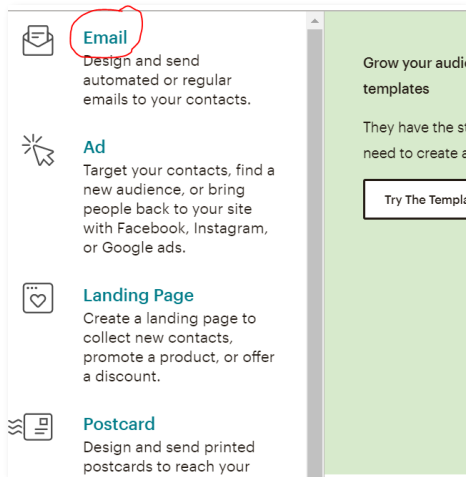
Create Your Campaign

- ✓ Log into your MailChimp Account
- ✓ At the main dashboard, click **Campaigns** from the top menu bar
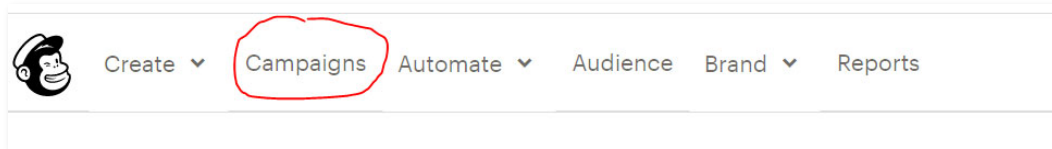
- ✓ Click **Create Campaign** button in the upper right of your screen

- ✓ Select **Email** from the pop-up box options

✓ Type your **Campaign Name** in the box provided and then click the Begin button

Now you're ready to fill out and design the details of your campaign

✓ **To** Block: Click the **Add Recipients** button

➢ Choose your **Audience** (aka List) in the dropdown menu
➢ Skip Segment or Tag section for now
➢ Checkmark the **Personalize the "To" field**
➢ In the dropdown, select ***|FNAME|* *|LNAME|***
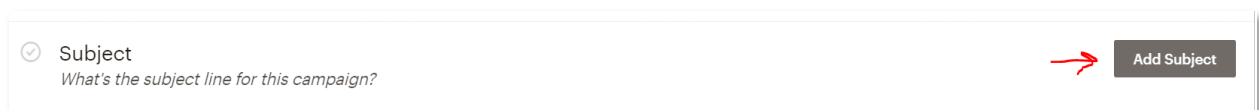➢ Click **Save** button

✓ **From** Block: Should fill out automatically when Audience is selected (within the settings in the Audience)
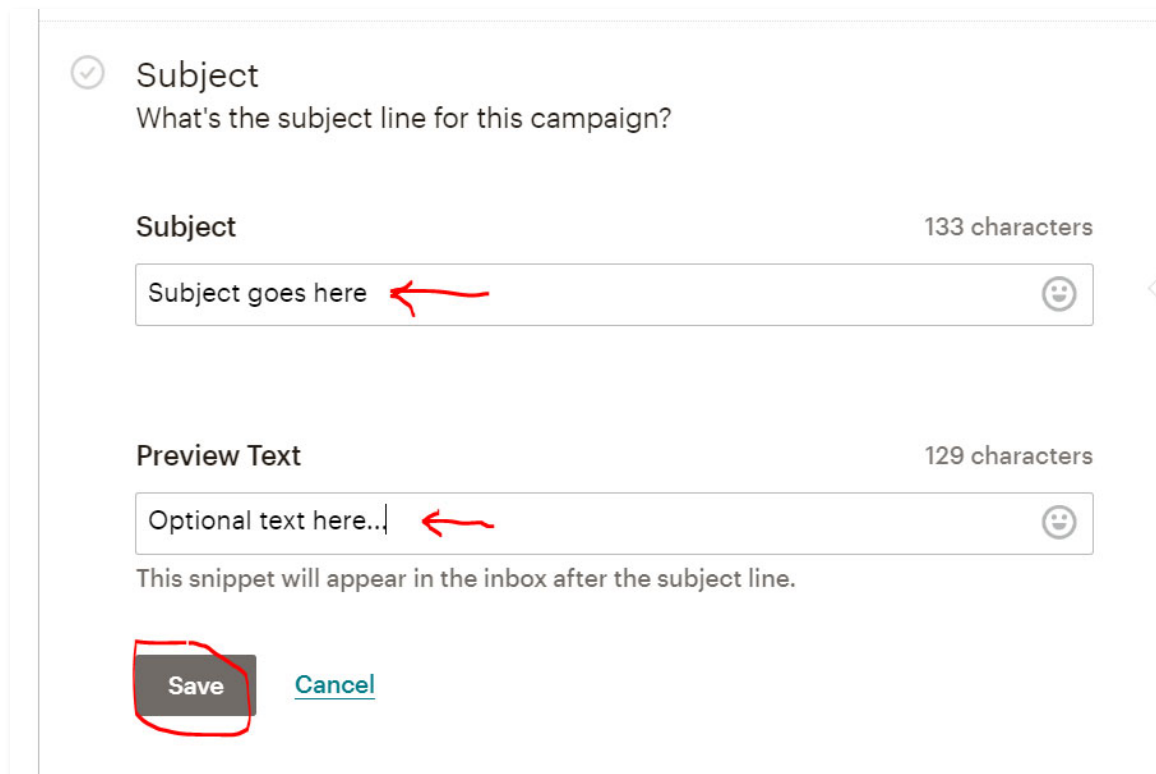
✓ **Subject** Block: Click the **Add Subject** button

➢ Type your **subject** in the box provided
➢ Optional: you may type in the Preview text box
   o Consider this a subtitle
   o Not necessary or used all the time
➢ Click **Save** button

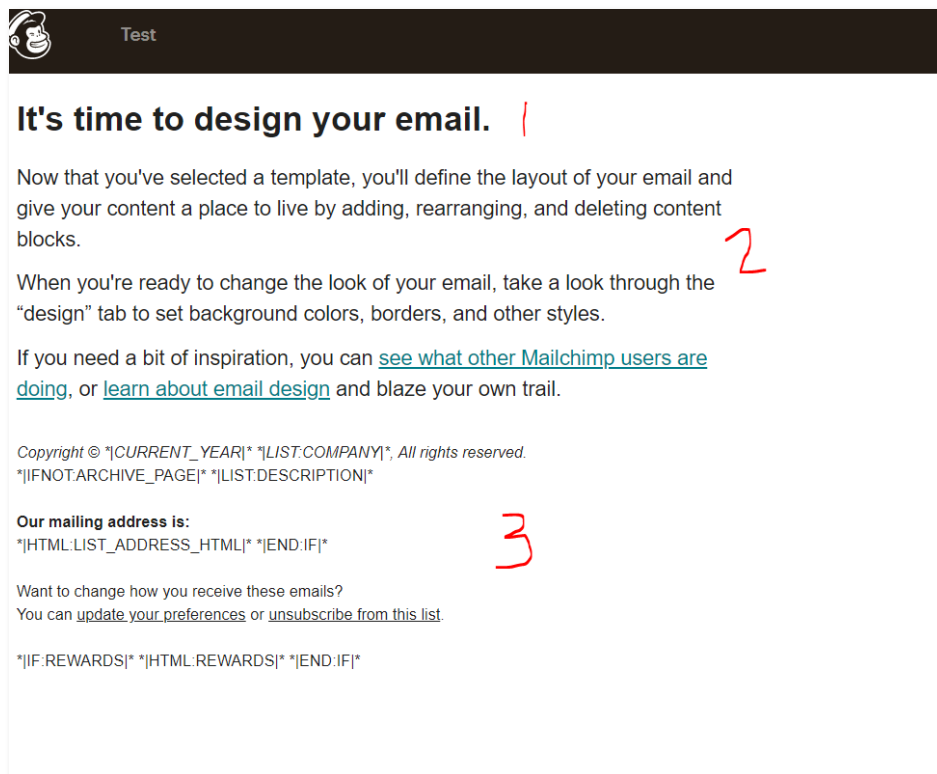✓ **Content** Block: Click **Design Email** button

➢ Scroll down and select the **Simple Text** template

| 1 Column | 1 Column - Full Width | 1:2 Column | 1:2 Column - Full Width | 1:2:1 Column |
| 1:2:1 Column - Full Width | 1:3 Column | 1:3 Column - Full Width | Simple Text | |

Note: Don't concern yourself with fancy design options in the beginning. Focus on your message. Remember…keep it simple.

➢ Here, you have sections:
  o Title (1)
  o Body (2)
  o Footer (3) *(we will not change anything here in the default footer section)*

Test

It's time to design your email.

Now that you've selected a template, you'll define the layout of your email and give your content a place to live by adding, rearranging, and deleting content blocks.

When you're ready to change the look of your email, take a look through the "design" tab to set background colors, borders, and other styles.

If you need a bit of inspiration, you can see what other Mailchimp users are doing, or learn about email design and blaze your own trail.

*Copyright © *|CURRENT_YEAR|* *|LIST:COMPANY|*, All rights reserved.*
|IFNOT:ARCHIVE_PAGE| *|LIST:DESCRIPTION|*

Our mailing address is:
|HTML:LIST_ADDRESS_HTML| *|END:IF|*

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.
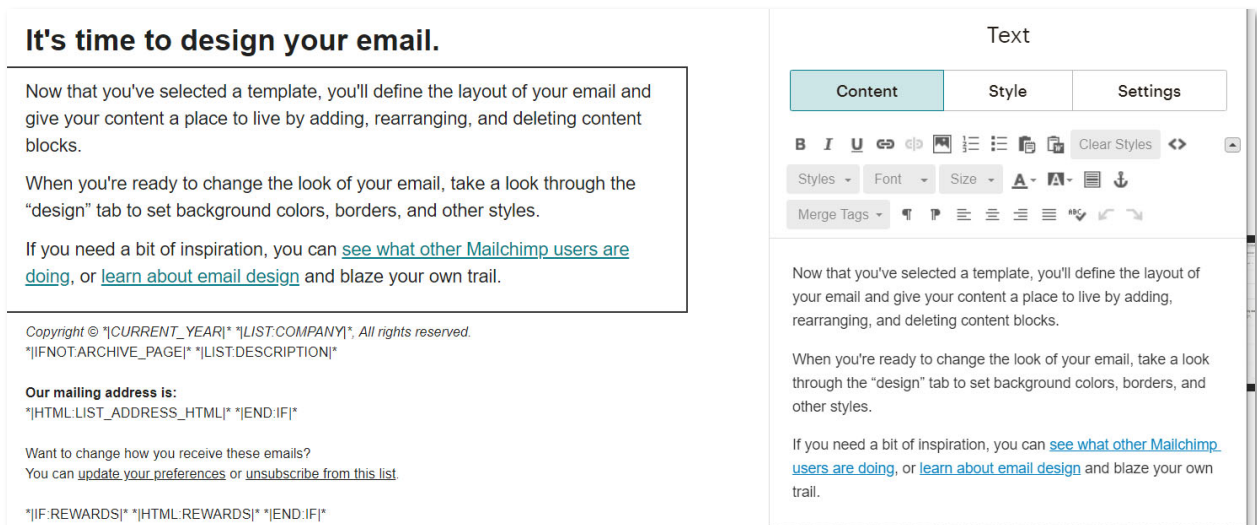
|IF:REWARDS| *|HTML:REWARDS|* *|END:IF|*

➢ Click on the **Trash Can** icon in the upper right corner of the "It's time to design your email." Block
  o As beginners, we won't worry about this section
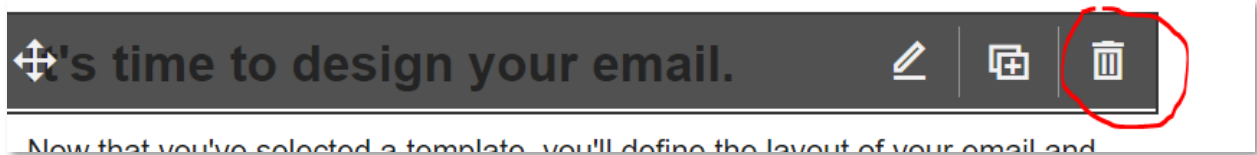
➢ In the second (body) section, click on the **Pencil** icon
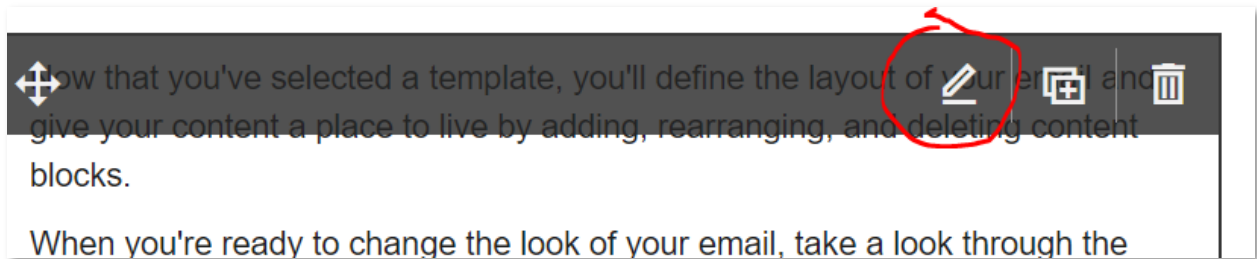
  o On the left of your screen is a preview

  o On the right of your screen is the editing area
    • Type or paste your text for your email here
      o Tip: If you paste from a Word document, right click and select the "paste in plain text" option. This will remove any formatting that would carry over from your Word document. Sometimes formatting doesn't transfer well and makes your email look strange.

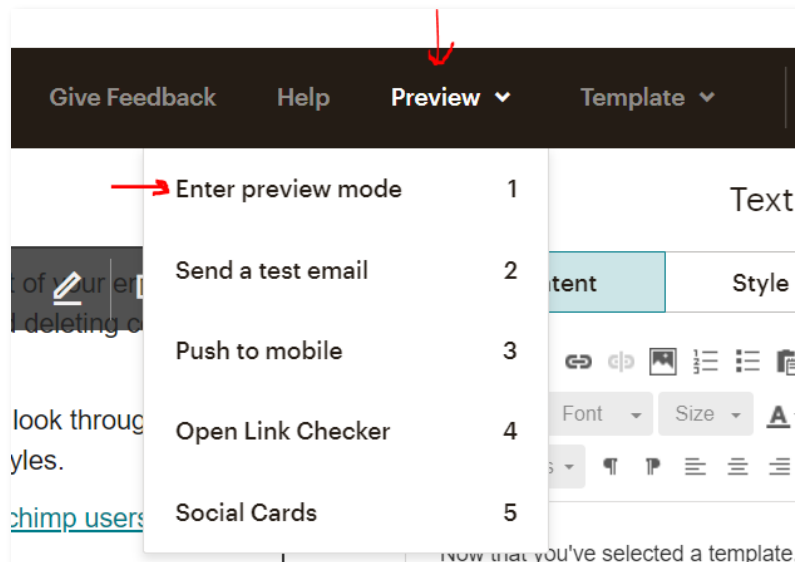For more Accomplish More Tips, visit ScrivenerSolutions.com

- Use the icons above the edit text area to format your text
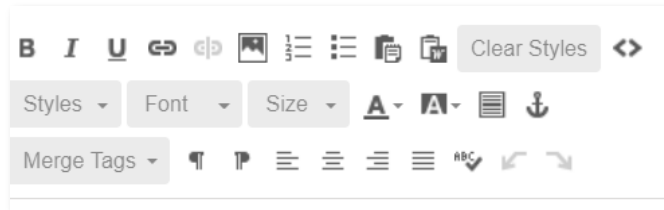
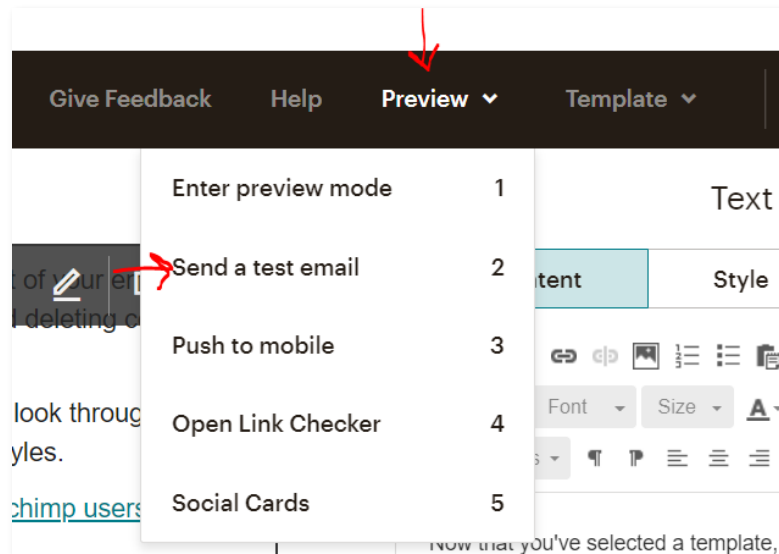- Once you have your email formatted how you like, you're now ready to test and preview

Test and Preview Your Email

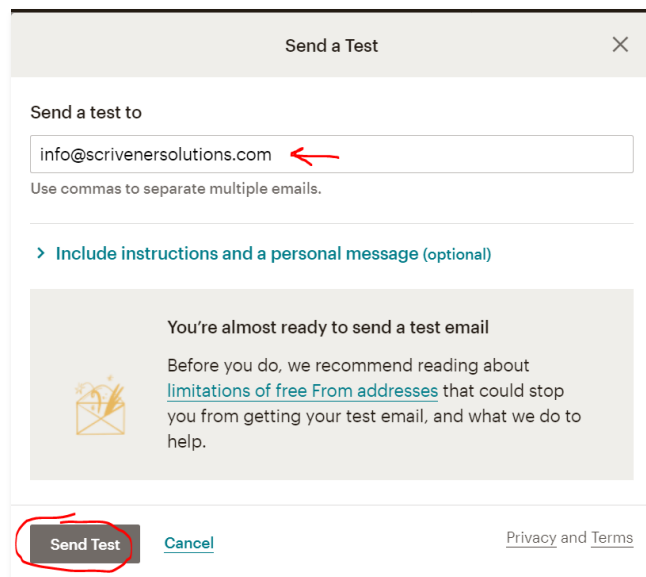✓ From your top menu, select **Preview**
   o Click **Enter preview mode**

   o This is how your email should look when sent

- ✓ You can send yourself a test email
  - o From your top menu, select **Preview**
    - ▪ Click **Send a test email**

  - ▪ In the Send a test to box, **type the email address** you want the test email to go to for review
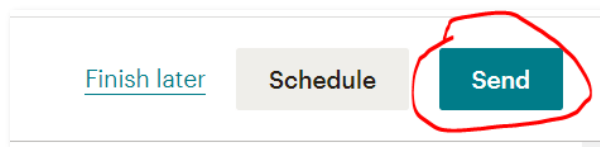 - ▪ Click the **Send Test** button

  - ▪ Check the email in your inbox
- ✓ Once you're satisfied with how your email looks, it's ready to send
  - o Click the **Continue** button in the upper right of your screen
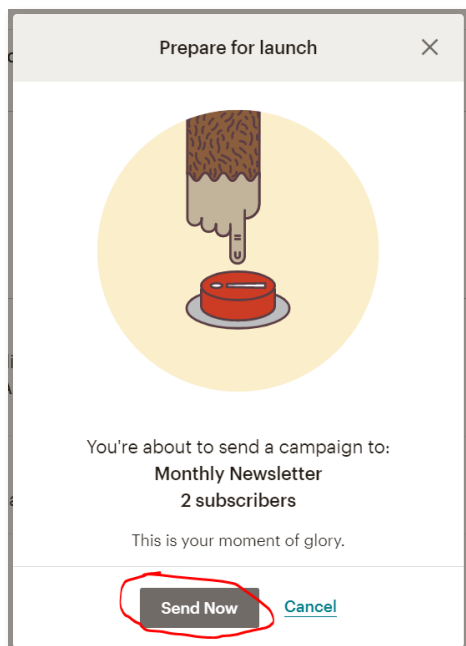

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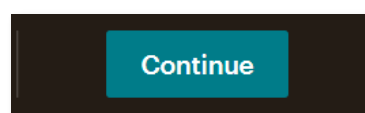
Sending your email

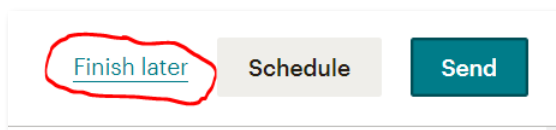✓ Click the **Send** button in the upper right of your screen

✓ Prepare for launch pop-up box appears
✓ Click **Send Now** button

Congratulations!!!
You've done it!

Notes:

o Schedule button (option) isn't available for free accounts.
o Use the Finish Later link when you want to get out of your campaign and not send. You can come back to it later.

o Remember…keep it simple. Focus on your message, your content. It's more important to become consistent and developing your quality content, then it is for fancy formatting.
o You may **watch the video** instructions with more little tips by clicking this link.

For more Accomplish More Tips, visit ScrivenerSolutions.com