

How to Create and Send Electronic Newsletters

Using a program such as Mailchimp.com you can create and send electronic newsletters or Electronic Direct Mail (EDM) to share your news and information with members, prospective members, racegoers and industry personnel.

Sign up to Mailchimp to get a free account: <https://login.mailchimp.com/signup/>

Mailchimp is an all-in-one marketing platform that helps you manage and talk to your clients, customers, and other interested parties.

- Set Up Your Account

When you sign up for a Mailchimp account, you'll enter your name and email address, and they will send you an activation email. When you receive the activation email, click the link to activate your account.

- Set Up Your Audience

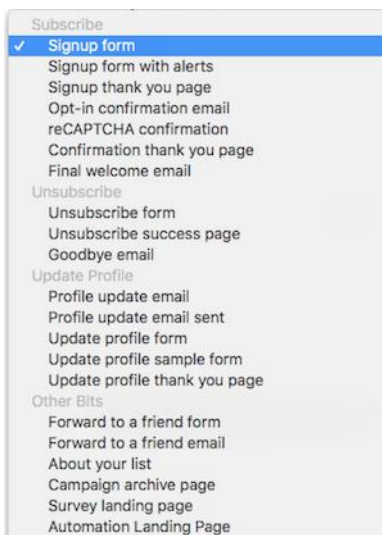
The foundation of great marketing is a clean, up-to-date record of your contacts, also known as your audience. When you create a Mailchimp account, they'll use your setup details to automatically generate your audience for you. You can edit the default information for your audience if you need to, or immediately start adding contacts. Find out all about importing contacts from existing excel spreadsheets to Mailchimp [HERE](#)

- Customize Your Signup Form

If you don't have any contacts yet, don't worry! Mailchimp will automatically generate a signup form for your audience, which you can post on your website or Facebook page, so you can start collecting contacts right away. Plus, they give you lots of options to customize the design of your signup form, so it'll fit your brand.

To access customize your signup form, follow these steps.

1. Navigate to the [Audience](#) tab.
2. If you have more than one audience, click the **Current audience** drop-down and choose the one you want to work with.
3. Click the **Manage Audience** drop-down and choose **Signup forms**.
4. Select **Form builder**.
5. Click the Forms and response emails drop-down menu, and choose which form you want to edit.



6. Click the Design it tab.



7. Click through the Page, Body, Forms, or MonkeyRewards tabs to review the customization options. Use the fields and drop-down menus to make any changes you want to the styles, colors, and fields. We'll save your changes automatically.

8. When you're done, click Save & Close.

For in-depth instructions, read the article [How the Form Builder Works](#)

- Create a Campaign

Next, you'll craft your first campaign. A campaign is a message/newsletter that you share through email. In Mailchimp, most users start with a regular email campaign.

To create a regular email campaign, follow these steps.

1. Launch the [Campaign Builder](#).
2. Enter a campaign name and click **Begin**.



3. On the Recipients step of the Campaign Builder, choose an audience from the drop-down menu and click Next.
4. On the Setup step, input your Email subject, Preview Text, From name, and From email address. Select tracking tools, connect social media, and configure advanced settings from the available options.
5. When you're finished, click Next.
6. On the Template step, choose one of Mailchimp's template types.

7. In the Design step, input and customize your campaign content.
8. When you're done designing your campaign, click Next to navigate to the Confirm page.

On the Confirm page, Mailchimp will make sure that all of the steps have been completed and alert you to anything that might need your attention before sending. Schedule your campaign to send at a later date or time, or send it right away.

Designing a campaign in Mailchimp can be fun, but also complex, because they offer a lot of customization options. Take some time to get used to the controls and always plan your campaigns before you start designing them. You'll be an expert email campaign designer before you know it. Read more about designing an email campaign in Mailchimp [HERE](#)

- **View Your Campaign Reports**

You've clicked Send, but it's not over yet! A key component of successful marketing is tracking audience engagement, so you can provide more of what your contacts want and less of what they don't.

The next time you login to Mailchimp after sending an email campaign, you'll see how many contacts opened, clicked, or unsubscribed from your recent campaigns, right on your Dashboard. Click Reports for more detailed information, and to download, share, or print your campaign reports. Mailchimp's open- and click-tracking data tells you how many people looked at your campaign, which links they clicked, and other information, like their geolocation. Integrate your Google Analytics account with Mailchimp for more in-depth reporting. More [About Campaign Reports](#)

- **HELP!**

Mailchimp has a very helpful (!) HELP section that you can refer to if you are having any problems with setting up your email campaign.

Here's an example of a simple email campaign that was created and sent in Mailchimp. It is made up of text, jpg images and links to websites.

[View this email in your browser](#)

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View 109 lots in the [catalogue](#)

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Catalogues are available online at www.capricorniayearlingsale.com.au or contact Jeff Leaver on 0427 229 033.

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