

Account Set Up

- you need to receive an invitation for account
- click on link within invite email
- enter username and password

Log In:

- go to www.mailchimp.com
- enter user name and password
- click on UA College of Medicine Phoenix

Access:

- based on permission levels
- enter user name and password
- click on UA College of Medicine Phoenix
- your MailChimp homepage [🗛

Creating an Email **B**

Template + Naming Conventions

NAVIGATION

- working with file folders
- how to find, how to put away
- naming conventions

COPY TEMPLATE OR EXISTING FILE

- rename
- make sure you're working with copy

CREATE YOUR EMAIL

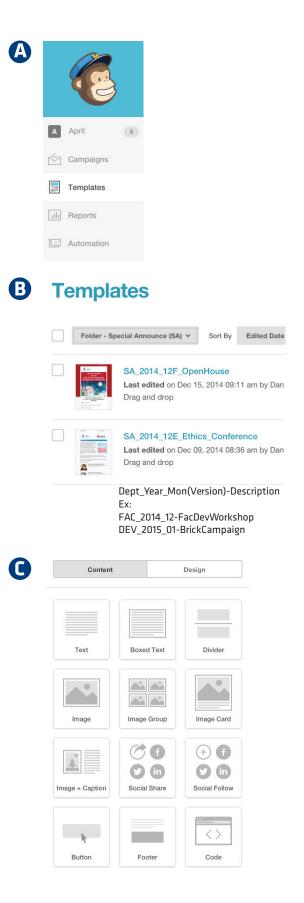
- let's take a tour
- how to work
- how things are set up

THINGS TO NOTE

- template is already set up (design, fonts, colors)
- consistent branding makes us all look good
- template can be overriden
- line spacing
 or
 is your best friend a
 is automatically made into a
 it's ok
- this is html (for advanced use check out <>)

BIG TIP: USE GOOGLE CHROME

MailChimp Training Workshop



Text

GETTING STARTED

• let's take a tour of the text tools

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Images

GETTING STARTED

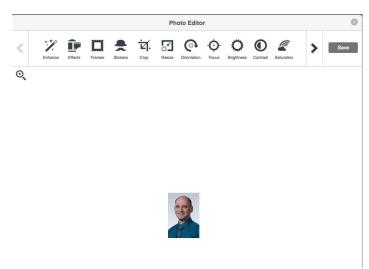
- where to put your cursor
- click on "the picture icon"
- brings up file manager
- make sure your image is small (72 dpi or <250kb)
- name your file example: FAC_2014_12-DrJonny
- put into your department's file folder

UPLOAD

ohnny.jpeg Edit Image			
Width	Height		
94	136	Keep proportions	a rah
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EDIT

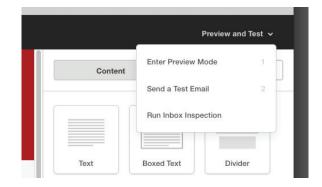
Save & Insert Image



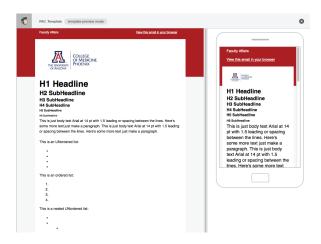
Testing

GETTING STARTED

- run test
- send for review



ENTER PREVIEW MODE



SEND TEST EMAIL

Send a	a Test
Send a test to	
Ex: freddie@mailchimp.com, mannie@ma	ndrill.com
Comma separate emails to send to multiple a	ccounts
 Also send to the following account use 	rs
April Fischer aprilfischer@email.arizona.edu	Sheila Maddox smaddox@email.arizona.edu
Veronica Ortiz vrortiz@email.arizona.edu	Dan Blumenthal danblumenthal@email.arizon
Al Bravo bravoal@email.arizona.edu	Julie Leuthard jleuthard@email.arizona.edu
Send Test Cancel	

Sending Emails

From the Template window, select Create Campaign

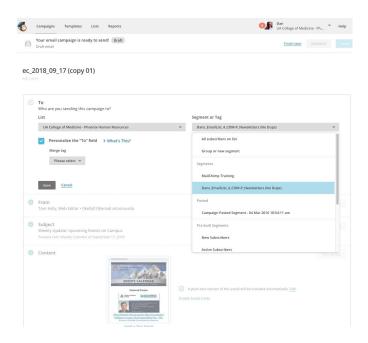
This connects the template with an email list.

The campaign name = template name.

Students => Segment: Current Students & Pathway

Campaigns Templates Lists Reports Keep it up! Draft	UA College of Medicine - Ph Kelp	Campaigns Templates Lists Reports	Image: Contract of Medicine - Ph
Keep it up! Draft Draft email	Finish later Schedule Sen	Vour email campaign is ready to send! Draft Draft email	Finish later Schedule
2018_09_17		ec_2018_09_17 (copy 02)	
To Who are you sending this campaign to? List	Segment or Tag	C To Who are you sending this campaign to? List	Segment or Tag
UA College of Medicine - Phoenix Students	Current Students + Pathway	LIST UA College of Medicine - Phoenix Faculty	
Personalize the "To" field > What's This?	All subscribers on list	Personalize the "To" field > What's This?	All subscribers on list
Merge tag	Group or new segment	Merge tag	Group or new segment
* FNAME ** LNAME * ~	Segments	Please select 👻	Segments
	Current Students + Pathway		PBC Faculty Segment
Save Cancel	Alumni	Save Cancel	Off Campus Faculty
From	Pre-built Segments	From	BannerHealth.com
Who is sending this campaign?	New Subscribers	Tom Kelly, Web Editor • tlkelly07@email.arizona.edu	WIMS
Subject	Active Subscribers	Subject	BUMG
What's the subject line for this compaign?	Inactive Subscribers	Weekly Update: Upcoming Events on Campus Preview Text: Weekly Calendar of September 17, 2018	Anesthesiology
Content	Potential Customers		Child Health
	A plain text version of this email will be included automatically. [do: 55000 Cards	The second	A plan next version of this email will be included automatically. <u>Ene</u> able Social Cares

Human Resources (Staff) => Segment: Dans_Email_4_COMP-P_Newsletter (No Dups)



Hit send.

Select a manager to send.

Faculty => Segment: PBC Faculty (On campus)