

## Getting Started with Email Marketing using MailChimp

First things first.

I'll show you how to add your first subscribers to an email marketing software.

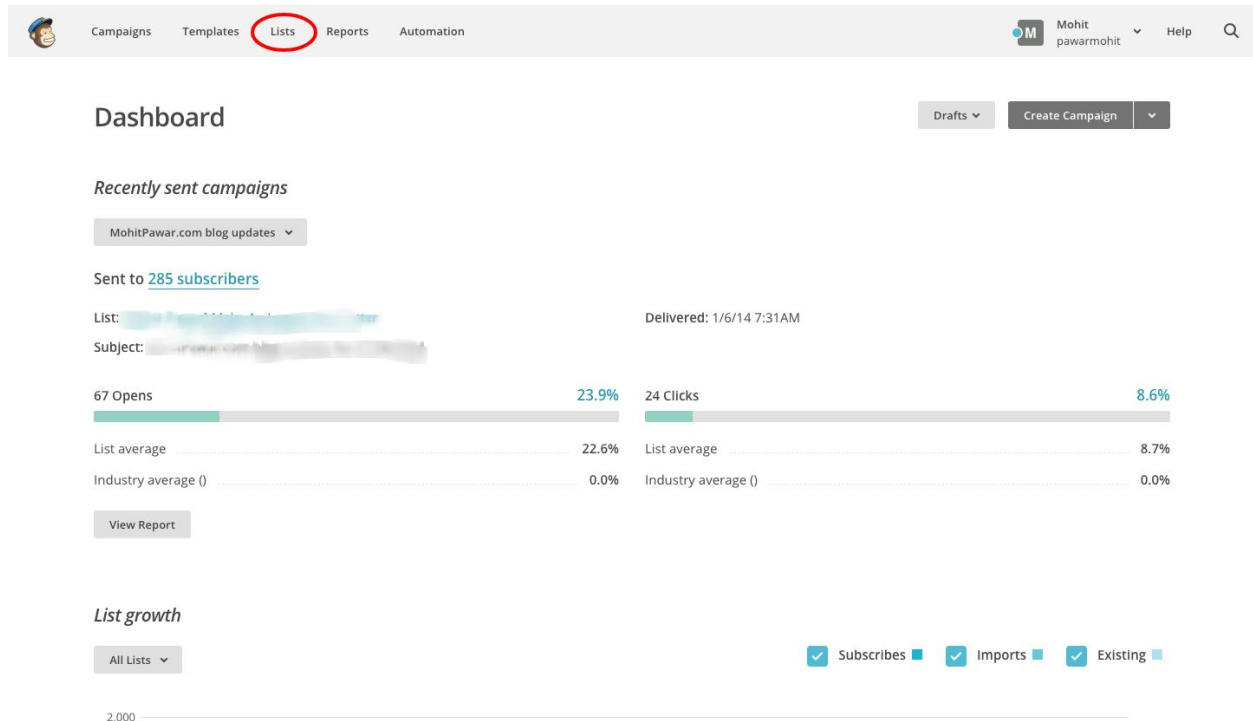
I have created this step-by-step guide that you can use.

Add the email subscribers that you collected during list building phase (last week) to an app called MailChimp.

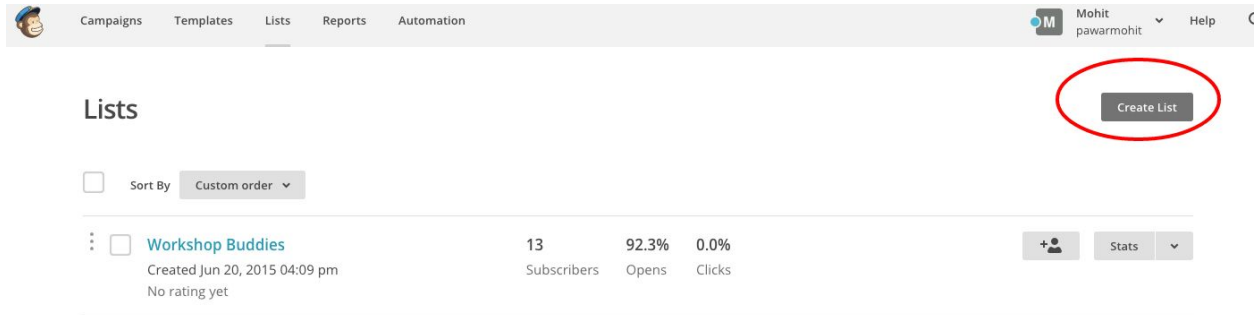
How to do that?

Go to MailChimp.com

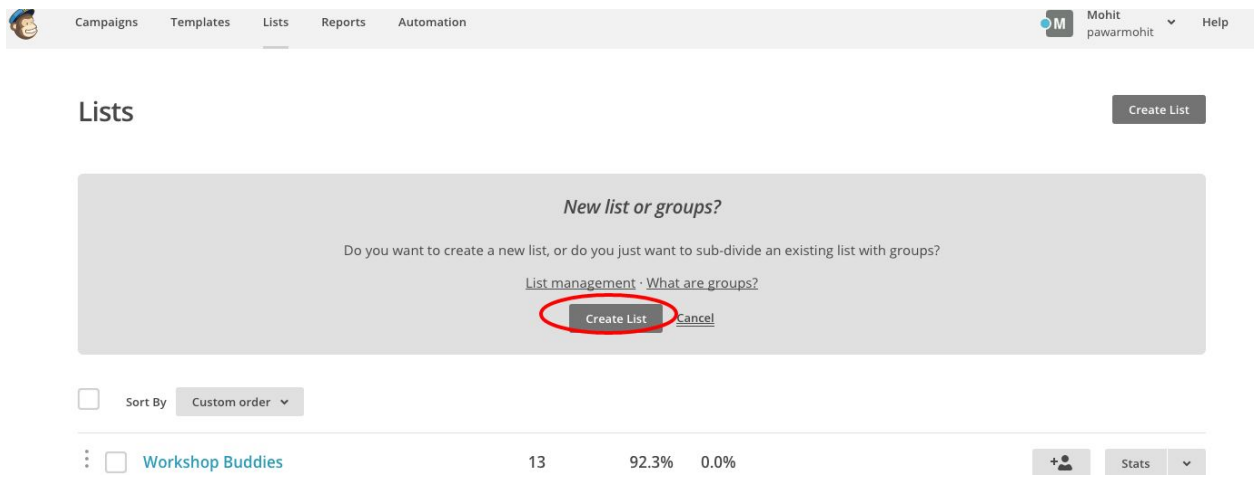
Create an account - once you login you'll see a dashboard similar to this.



In the screen above - once you click on Menu items called "List" encircled in RED colour - you will reach a screen that will look like this. On this screen click on "Create List".



As soon as click on “Create List” you will see a drop down like the one below.



Once you click on encircled “Create List” button. You see the page where you enter the info. Choose daily summary option for notifications.

Company / organization

Metadoor Knowledge Ventures

Address

124 C, Qutub Enclave

City

New Delhi

Zip / Postal code

110019

Country

India

Phone

Optional

9990001675

**Notifications** Sent to pawarmohit@gmail.com · [Edit](#)

- Daily summary  
Summary of subscribe/unsubscribe activity

Once you click "Save" on above screen you are taken to the next screen that looks like this.

Excellent! You have a brand new list.

## Mohit Pawar

Switch list ▾

Stats ▾ Manage subscribers ▾ Add subscribers ▾ Signup forms Settings ▾ 🔍

### View subscribers

Add a subscriber

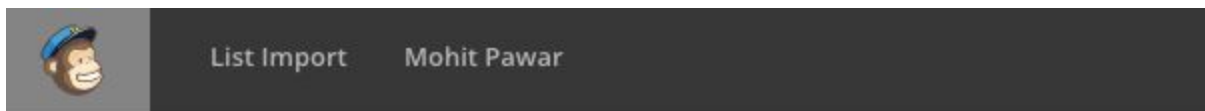
Import subscribers



You have no subscribers

[Import subscribers](#) or [Create a signup form](#) to get started.

Here click on import subscribers and choose the first option on next screen.



## Where do you want to import subscribers from?



CSV or tab-delimited text file

Import contacts from .csv or .txt files



Copy/paste from file

On this screen click on "Next" button that you will see in right hand side on the bottom of the screen. Once you press next button you are taken to this screen.



## Import from CSV file

### Upload file

Acceptable file types: CSV or [tab-delimited text files](#).



**I understand that my billing plan may be automatically upgraded.**

If your import causes your list to exceed your Forever Free Plan subscriber limit, you'll need to [upgrade your billing plan](#) to accommodate the new subscribers before you can send. [Undo your list import before you send](#) to revert to the Forever Free Plan.

*Duplicate addresses will be removed. We do not send confirmation emails to imported addresses and trust that you've gathered [proper permission](#) to send to every address on your list.*

Again browse and choose the file and press "Next" button in the footer.

You come to this screen:

List Import Mohit Pawar Help Exit

## You're all set to import!

Please review your selections below before importing your data.

✔ **Import method**  
File

! **Importing single column** Edit  
There's only one column that will be imported, and we assume it's an email field.

Categorize the imported subscribers as:

- Subscribed**  
Regular subscriber addresses
- Unsubscribed**  
Suppressed or blacklisted emails that will be unsubscribed from your list
- Cleaned**  
Addresses that have bounced too many times and have been removed from your list

< Back
Import

Where you press the "Import" button.

You come to a success page like this.

Campaigns Templates Lists Reports Automation Mohit pawarmohit Help

46 subscribers were added to your list.  
1 email was already in your list and couldn't be imported.  
4 emails have syntax errors.

**Mohit Pawar 46**

Switch list

Stats
Manage subscribers
Add subscribers
Signup forms
Settings
Q

Export List

Segments All Subscribers

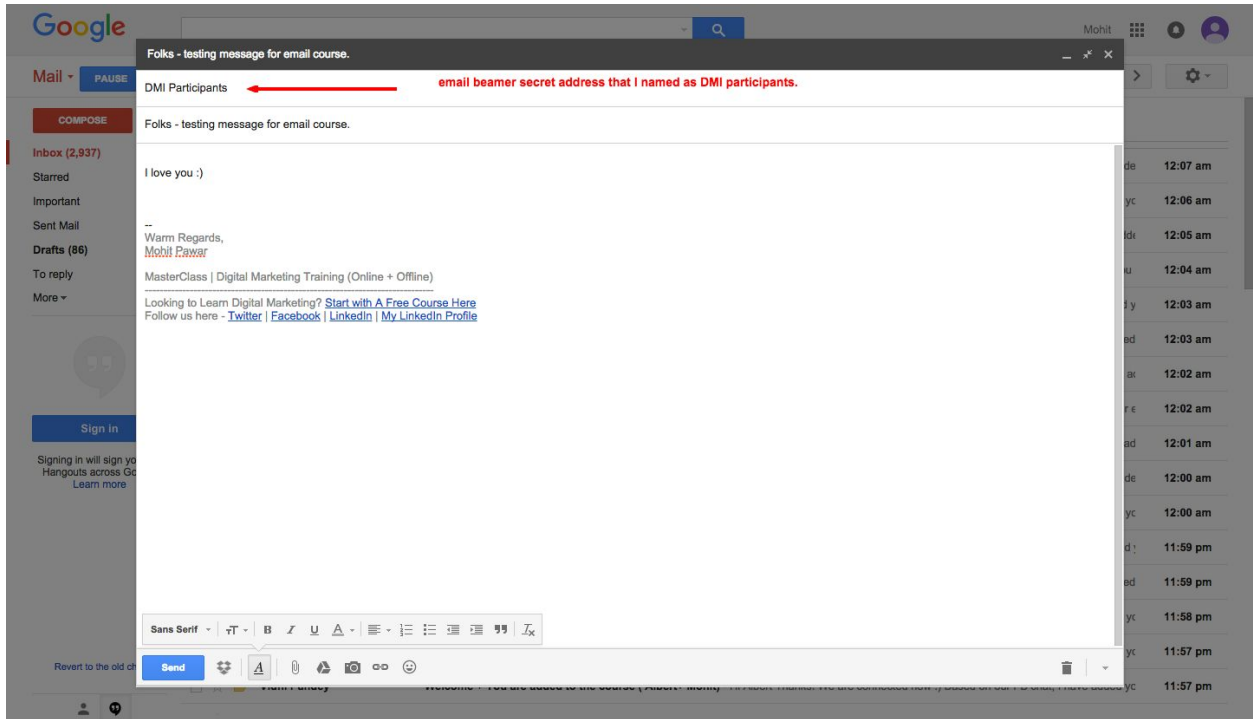
	Email Address	First Name
<input type="checkbox"/>	[redacted]	
<input type="checkbox"/>	[redacted]	
<input type="checkbox"/>	[redacted]	
<input type="checkbox"/>	[redacted]	
<input type="checkbox"/>	[redacted]	

- List name and defaults
- Publicity settings
- List fields and \*|MERGE|\* tags
- Required email footer content
- Email Beamer**
- Google Analytics on archive/list pages
- Webhooks

Toggle Columns 1 - 46 of 46

Changed	Date Added
5/15 11:49PM	12/25/15 11:49PM
5/15 11:49PM	12/25/15 11:49PM
5/15 11:49PM	12/25/15 11:49PM
12/25/15 11:49PM	12/25/15 11:49PM
12/25/15 11:49PM	12/25/15 11:49PM





Once you write your message - press send.

Don't worry it will not be sent now - there is one more step.

As soon as you send a message you will receive an email from MailChimp for review. Once you are ready to send - reply to that email by writing "SEND" in the body and MailChimp will send your email to everyone on the list (whether there are 5 or 5 million subscribers).

Later you can login inside MailChimp - and see the performance of your emails - who opened and who clicked etc.

So get started - and now get back to the [email marketing lesson](#).