

LPC websites guidance: How to use Mailchimp

Mailchimp is an online tool that enables you to send email newsletters out to many recipients. PSNC uses Mailchimp to send its email newsletters out to LPCs and pharmacy teams. Other email clients are available but PSNC uses Mailchimp and there are also plugins on the LPC websites for Mailchimp. This guide will show you how to setup and send emails using Mailchimp.

To send your first email you will need to:

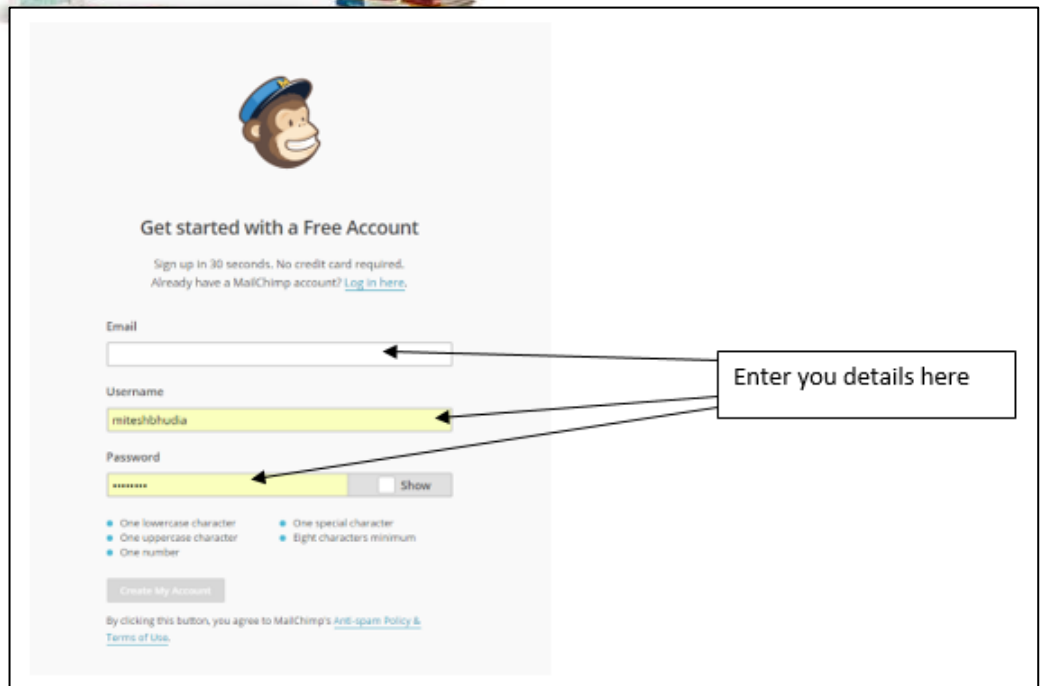
1. Sign up to Mailchimp;
2. Create a mailing list;
3. Create your newsletter;
4. Send a test email; and
5. Send your newsletter.

1. Signing up to Mailchimp

You can sign up to a free account by going to www.mailchimp.com



Click here to
create a new
account



The image shows the Mailchimp sign-up form. It features the Mailchimp monkey logo and the heading 'Get started with a Free Account'. Below this, there are three input fields: 'Email', 'Username', and 'Password'. A callout box on the right labeled 'Enter you details here' has three arrows pointing to these three input fields. Below the password field, there are four requirements listed: 'One lowercase character', 'One uppercase character', 'One number', and 'One special character'. At the bottom, there is a 'Create My Account' button and a link to the 'Anti-spam Policy & Terms of Use'.

Enter you details here

2. Creating a mailing list

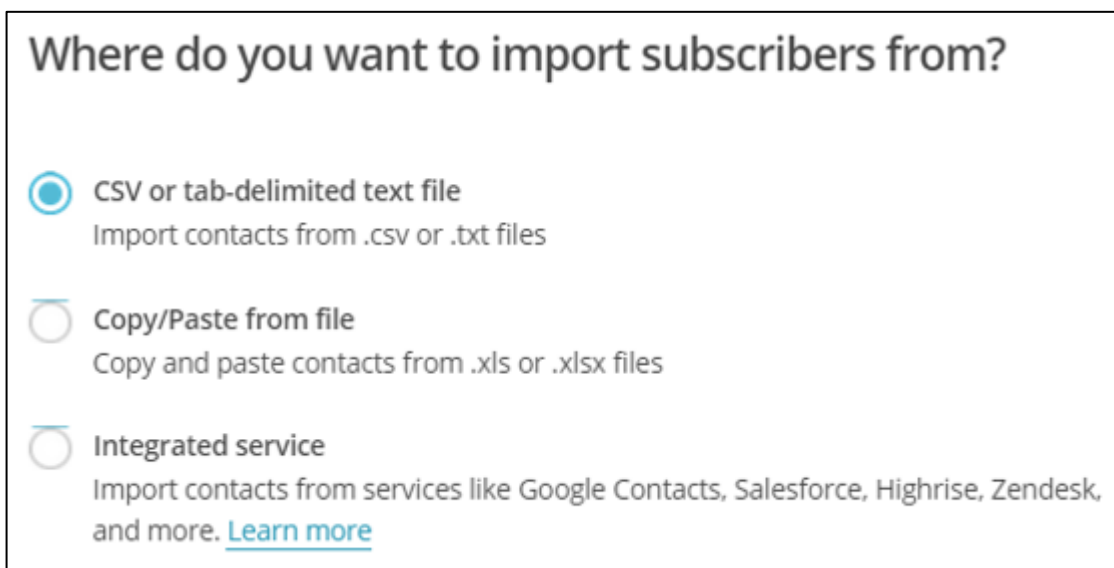
You will need to create a list of all subscribers – these are the people who will receive your emails.



Once you have clicked on the tab, you will need to click on 'Create List' in the left-hand corner. You will then need to fill in the relevant fields and then create the list. To add subscribers to the list, click on the dropdown button next to stats as shown below:



To import subscribers into the list, click on import. The following three options will then be given:



The format your subscriber list is currently in will determine which option you choose to import your subscribers.

3. Creating a newsletter

Now you are ready to create an email. **Note:** Mailchimp calls each email or newsletter a 'campaign'.

Dashboard



Click "Create Campaign" in top right-hand corner

Choose A Type Of Campaign To Send:

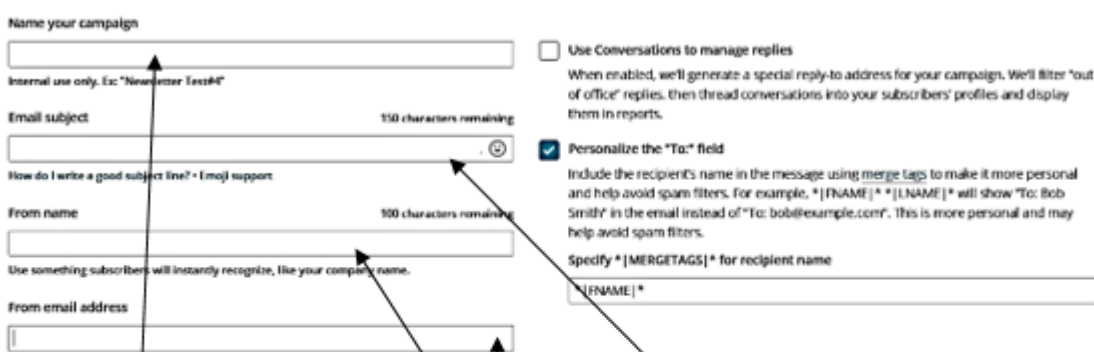


- Regular Campaign**
Send a lovely HTML email along with a plain-text alternative version.
- Plain-Text Campaign**
Send a simple plain-text email with no pictures or formatting.
- A/B Testing Campaign**
Send up to three variations of a campaign to test the best subject line, from name, email content, or time/day to send campaigns.
- RSS-Driven Campaign**
Send content from an RSS feed to a list.

Select "Regular Campaign"

The next screen will come up with the subscriber lists you have added. Select the subscriber list you wish to send the email newsletter to.

Campaign Info



Name your campaign

Internal use only. Ex: "Newsletter Text#"

Email subject 150 characters remaining

How do I write a good subject line? • Emoji support

From name 100 characters remaining

Use something subscribers will instantly recognize, like your company name.

From email address

Use Conversations to manage replies
When enabled, we'll generate a special reply-to address for your campaign. We'll filter "out of office" replies, then thread conversations into your subscribers' profiles and display them in reports.

Personalize the "To:" field
Include the recipient's name in the message using merge tags to make it more personal and help avoid spam filters. For example, *[FNAME] * [LNAME] * will show "To: Bob Smith" in the email instead of "To: bob@example.com". This is more personal and may help avoid spam filters.
Specify *[MERGETAGS] * for recipient name

[FNAME] *

The campaign name is just the name you will see in your account. Choose something simple and easy to use for reference (e.g. November contractor newsletter)

The email subject should be what you want the recipients to see in the subject line when they receive the email

You can choose what name the recipient sees and what email address it has been sent from. **Note:** This is also used for replies so use the general LPC office email address

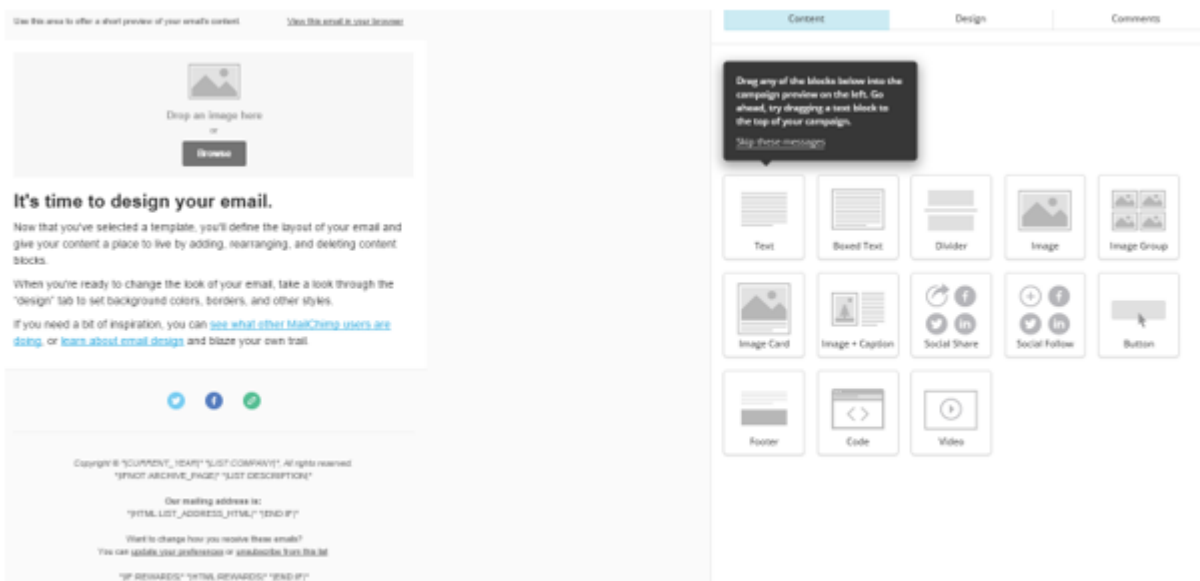
Next you will need to select a template to use for your email. You can create and save templates for future use, please see the appendix to this guide for details on how to do so.

Select a Template

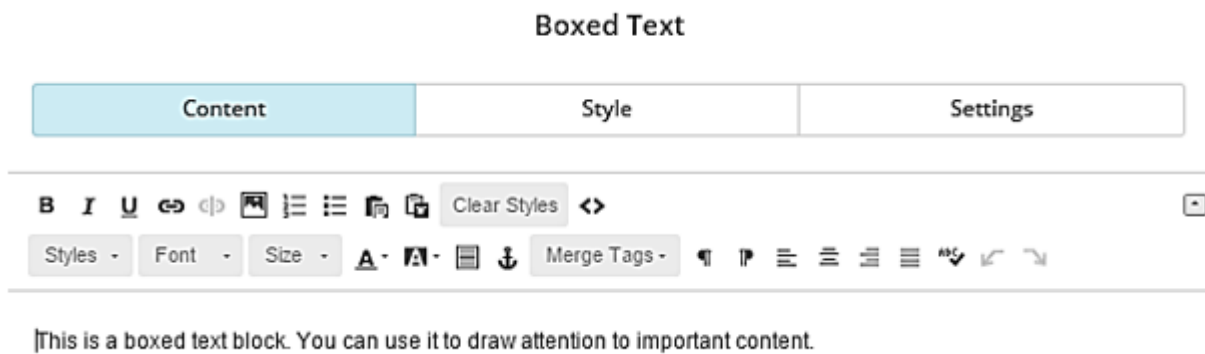


Once you have selected which template you would like to choose, you will then be taken to the editing section.

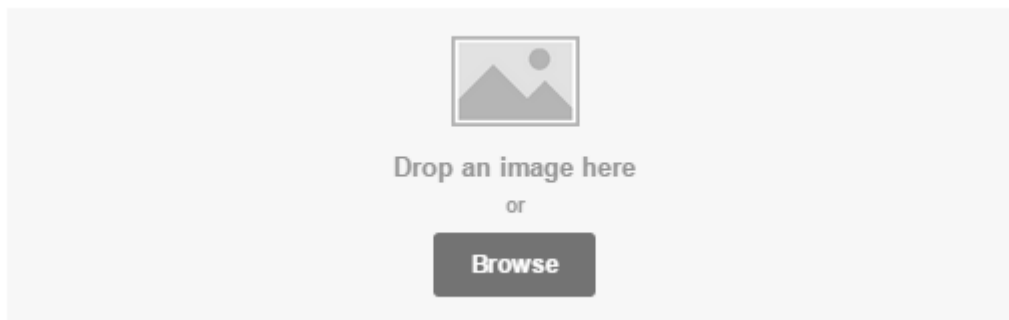
If you have chosen to use a one-off template (rather than one of your saved ones), you will see the screen below:



To design your email, simply just drag and drop the different elements on the right-hand side to the left hand side. If you select boxed text, the following screen will be available on the right-hand screen:



You are able to edit and type text here. You can also incorporate different styles and formats to ensure the newsletter looks professional.



You can add an image to your newsletter by dragging an image onto the boxed area or by pressing the browse button and selecting an image from your gallery, or uploading a new one.

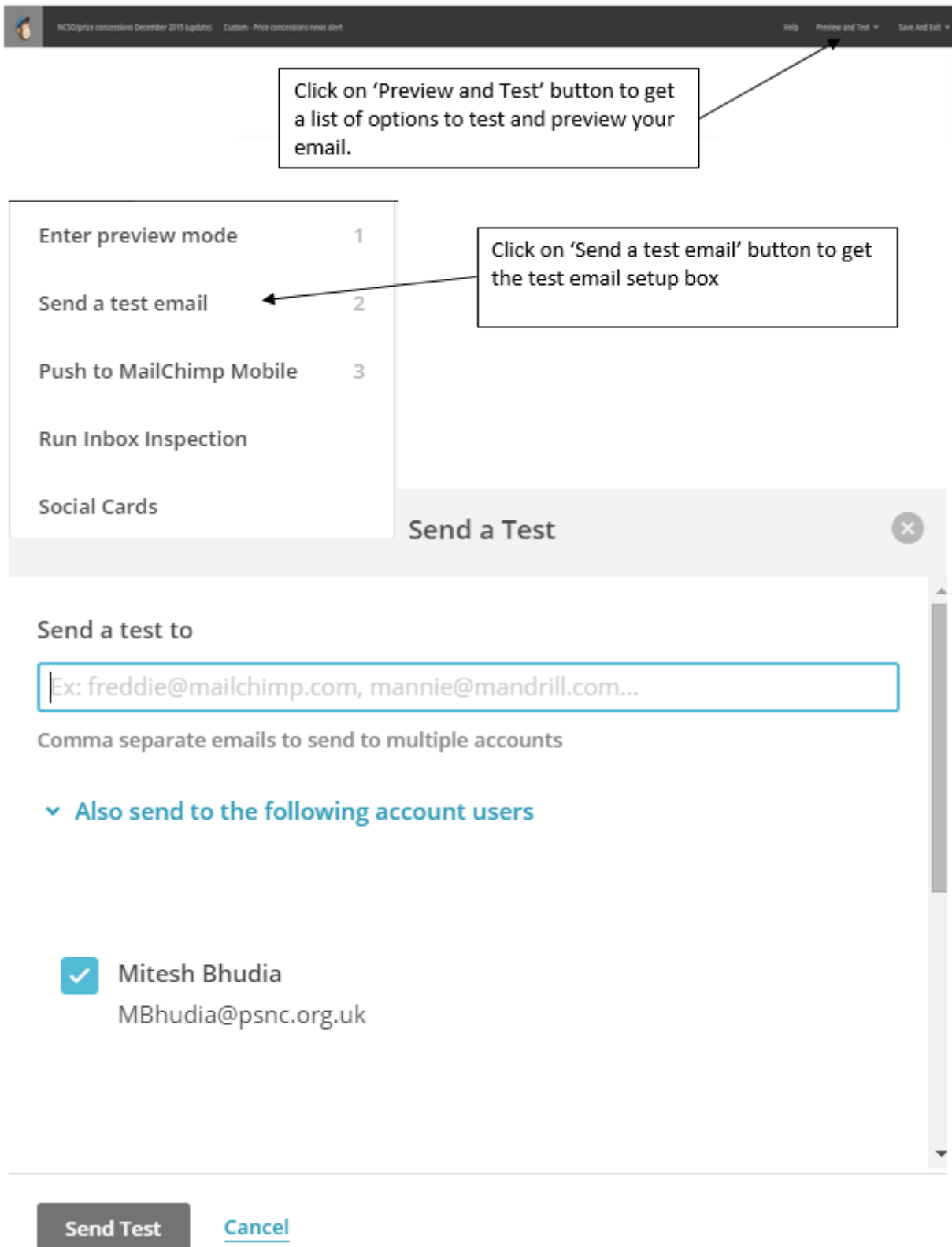
Guidance on writing and sending email newsletters is available in our [LPC Communications Guide](#).

Once the email newsletter is complete, select the Next button in the bottom right-hand corner.



4. Send a test email

You are able to send the email to any account users linked to your account and also any other external stakeholders who may wish to see a preview of the newsletter before it goes out. This gives you the chance to see how your email looks and correct any mistakes.



The screenshot shows the Mailchimp interface. At the top, there is a navigation bar with 'Help', 'Preview and Test', and 'Save And Exit' buttons. A callout box points to the 'Preview and Test' button with the text: "Click on 'Preview and Test' button to get a list of options to test and preview your email."

A dropdown menu is open, showing the following options:

- Enter preview mode 1
- Send a test email 2
- Push to MailChimp Mobile 3
- Run Inbox Inspection
- Social Cards

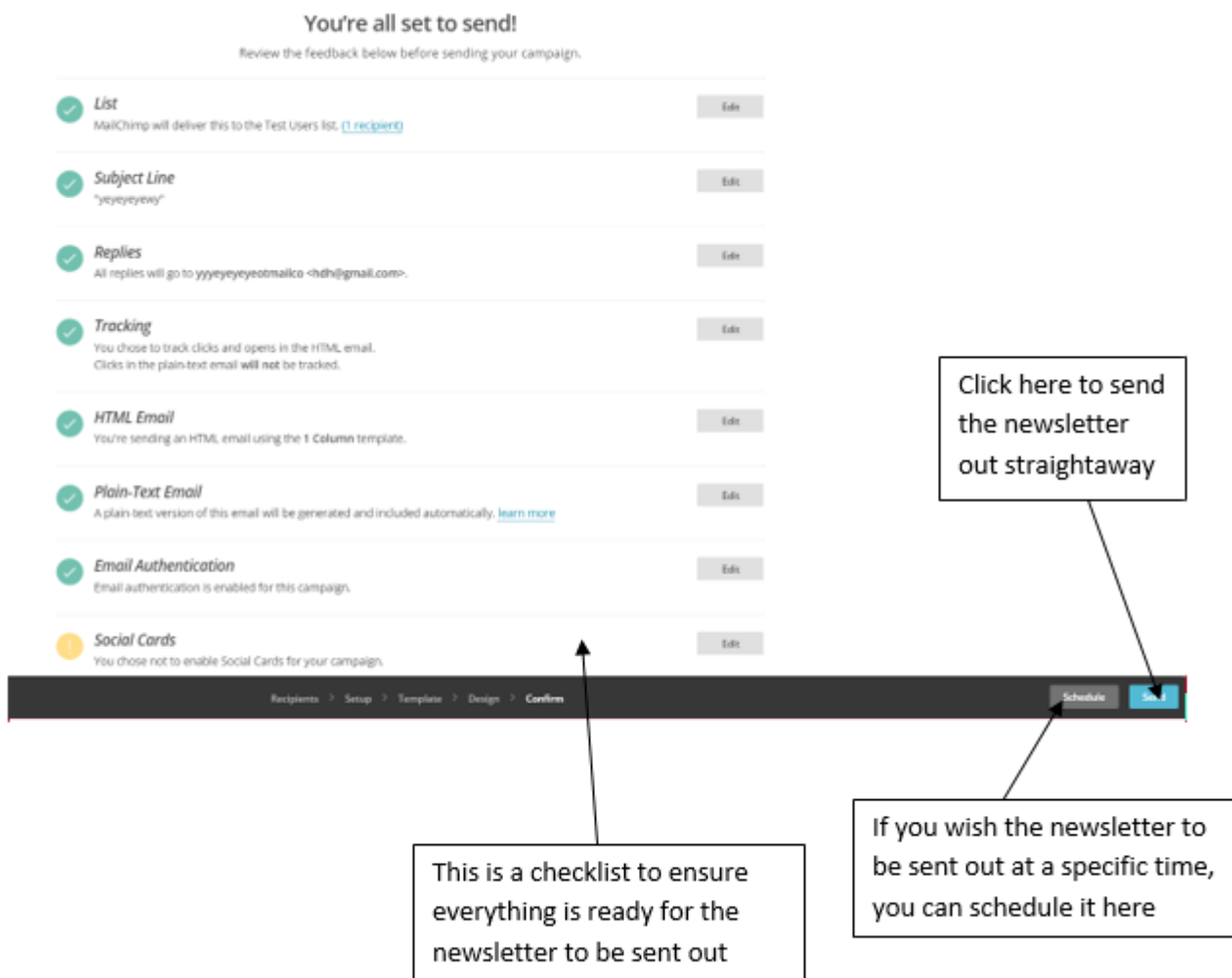
 A callout box points to the 'Send a test email' option with the text: "Click on 'Send a test email' button to get the test email setup box".

The 'Send a Test' dialog box is open, showing:

- Title: Send a Test
- Section: Send a test to
- Input field: Ex: freddie@mailchimp.com, mannie@mandrill.com...
- Text: Comma separate emails to send to multiple accounts
- Section: Also send to the following account users
- Checklist:
 - Mitesh Bhudia
 - MBhudia@psnc.org.uk
- Buttons: Send Test, Cancel

5. Sending the newsletter

Once the Next button is pressed, the following screen should show:



You're all set to send!
Review the feedback below before sending your campaign.

- List** MailChimp will deliver this to the Test Users list. [\(1 recipient\)](#) Edit
- Subject Line** "yeyeyewo" Edit
- Replies** All replies will go to yyyeyeyeyetmalico <tdh@gmail.com>. Edit
- Tracking** You chose to track clicks and opens in the HTML email. Clicks in the plain-text email will not be tracked. Edit
- HTML Email** You're sending an HTML email using the 1 Column template. Edit
- Plain-Text Email** A plain text version of this email will be generated and included automatically. [learn more](#) Edit
- Email Authentication** Email authentication is enabled for this campaign. Edit
- Social Cards** You chose not to enable Social Cards for your campaign. Edit

Recipients > Setup > Template > Design > **Confirm** Schedule Send

Click here to send the newsletter out straightaway

If you wish the newsletter to be sent out at a specific time, you can schedule it here

This is a checklist to ensure everything is ready for the newsletter to be sent out

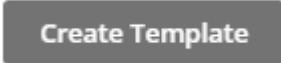
Once you press Send, an additional 'Send now' button will appear to make sure you don't send an email before you've had the chance to check everything has been set up correctly. Once the 'Send now' button has been clicked, the email will be sent out to your recipients and you cannot amend it.

If you have queries on this PSNC Briefing or you require more information please contact [Melinda Mabbutt, Communications Officer](#).

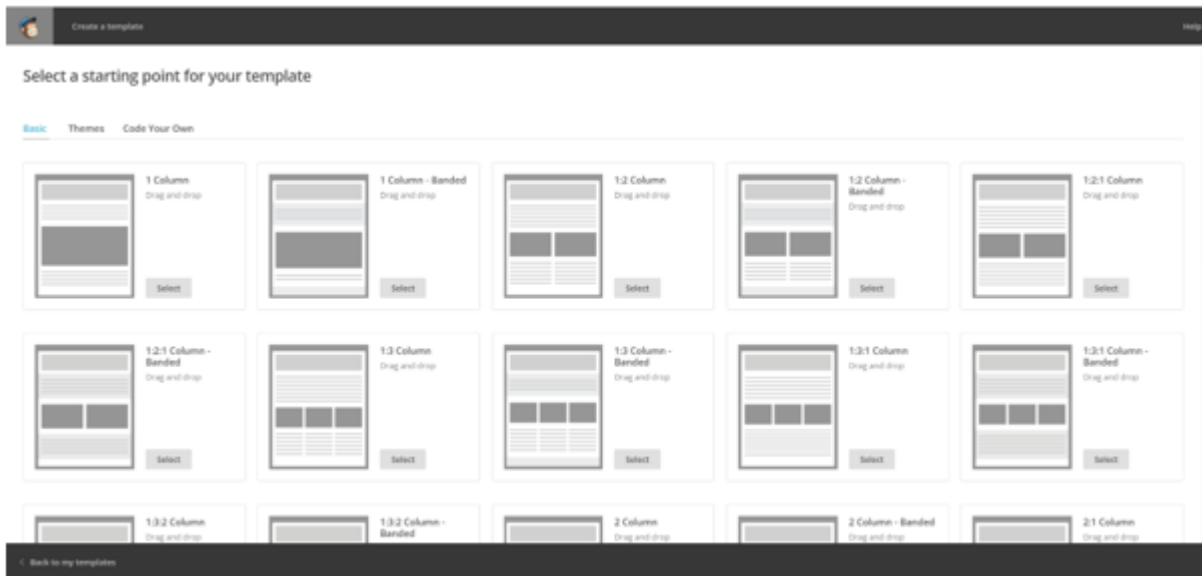
APPENDIX: Creating a custom template

To design a custom template that you can use on a regular basis for your newsletter, you need to click on 'Templates' on the top banner once you have logged in.

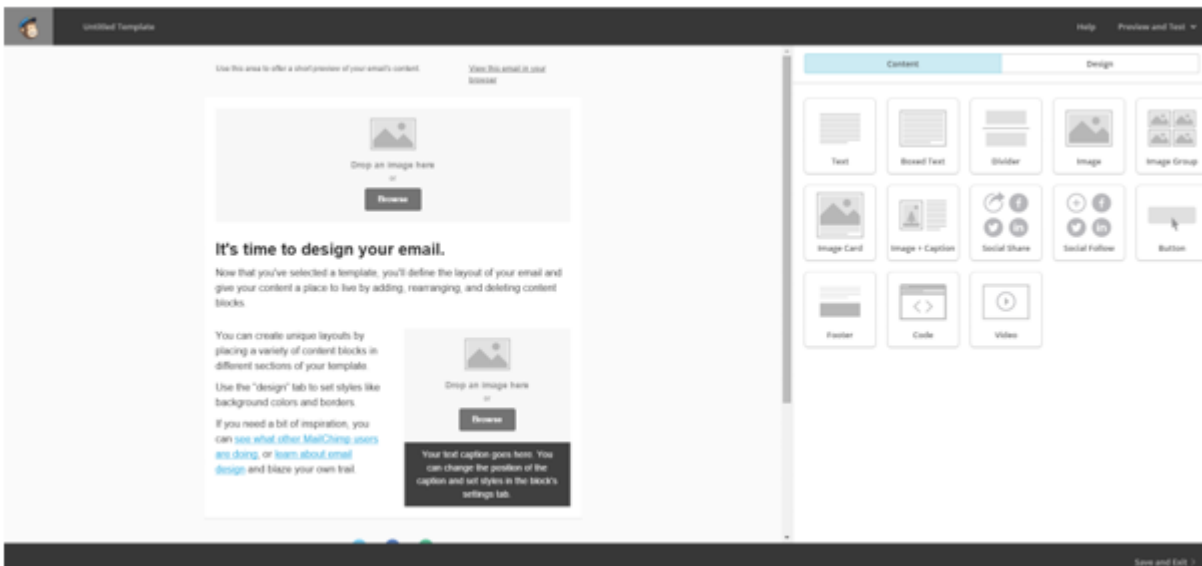
To create a new template, click on 'Create Template':



Once you have clicked on create template, chose what style of starting point for your template:



The following screen will enable you to design your template as you wish:



Once you have finished editing your template, click on 'Save and Exit' in the bottom right-hand corner.

You will now have this as a saved template and can use it every time you wish to send a newsletter out.