



Account Set Up

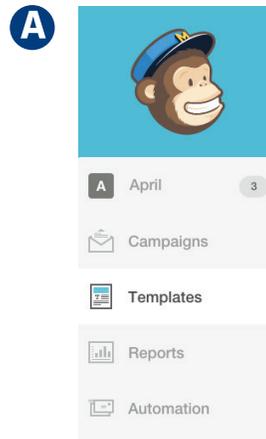
- you need to receive an invitation for account
- click on link within invite email
- enter username and password

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 **A**



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

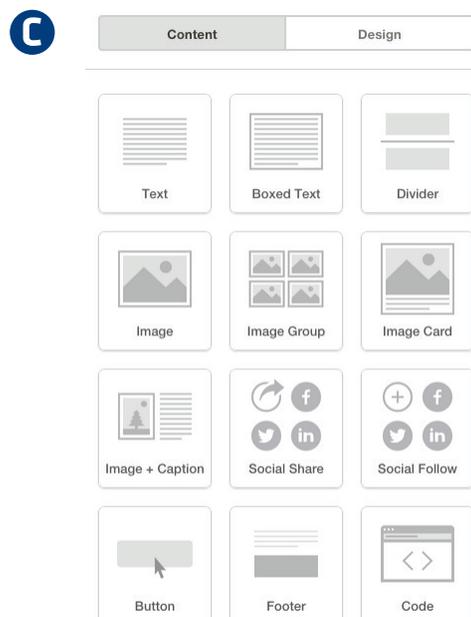
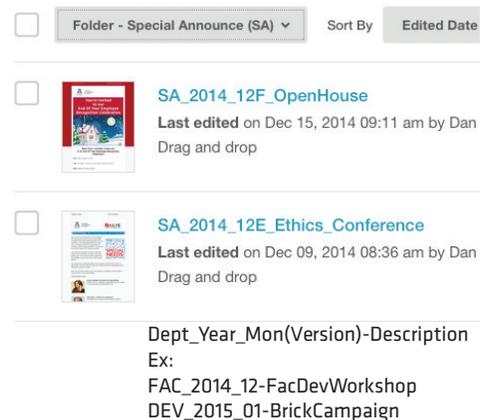
- let's take a tour **C**
- how to work
- how things are set up

THINGS TO NOTE

- template is already set up (design, fonts, colors)
- consistent branding makes us all look good
- template can be overridden
- 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

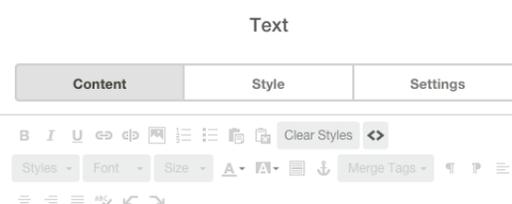
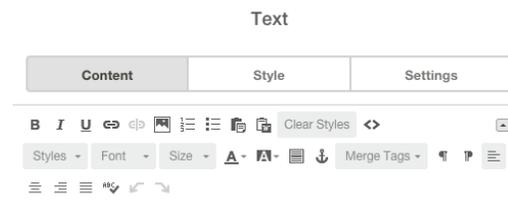
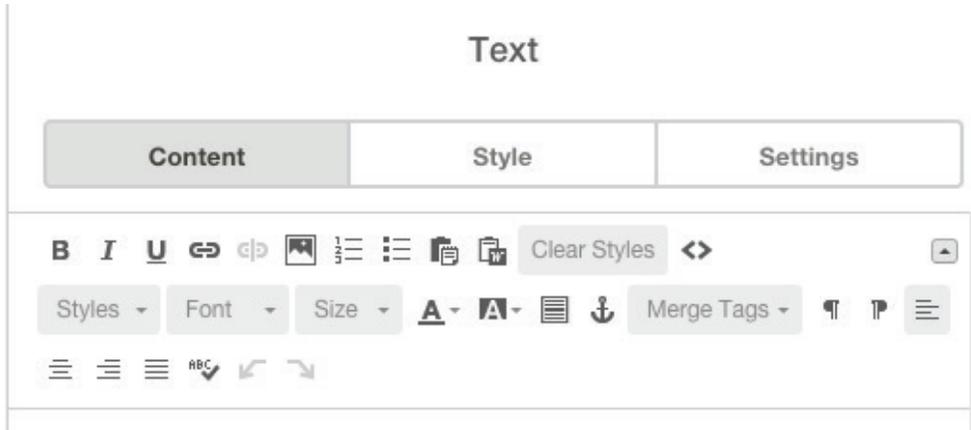
B Templates



Text

GETTING STARTED

- let's take a tour of the text tools



H1 Headline

H2 SubHeadline

H3 SubHeadline

H4 SubHeadline

H5 SubHeadline

H6 SubHeadline

This is just body text Arial at 14 pt with 1.5 leading or spacing between the lines. Here's some more text just make a paragraph. This is just body text Arial at 14 pt with 1.5 leading or spacing between the lines. Here's some more text just make a paragraph.

This is an UNordered list:

-
-
-
-

This is an ordered list:

- 1.
- 2.
- 3.
- 4.

This is a nested UNordered list:

-
- -
 -
-
-

```
1 |<h1 style="text-align: left;">H1 Headline</h1>
2
3 |<h2 style="text-align: left;">H2 SubHeadline</h2>
4
5 |<h3 style="text-align: left;">H3 SubHeadline</h3>
6
7 |<h4 style="text-align: left;">H4 SubHeadline</h4>
8
9 |<h5 style="text-align: left;">H5 SubHeadline</h5>
10
11 |<h6 style="text-align: left;">H6 SubHeadline</h6>
12 |This is just body text Arial at 14 pt with 1.5 leading or s
   |pacing between the lines. Here's#39;s some more text just ma
   |ke a paragraph. This is just body text Arial at 14 pt with
   |1.5 leading or spacing between the lines. Here's#39;s some m
   |ore text just make a paragraph.<br />
13 |<br />
14 |This is an UNordered list:
15 |<ul>
16 |   <li>&nbsp;</li>
17 |   <li>&nbsp;</li>
18 |   <li>&nbsp;</li>
19 |   <li>&nbsp;</li>
20 |</ul>
21 |This is an ordered list:
22 |
23 |<ol>
24 |   <li>&nbsp;</li>
25 |   <li>&nbsp;</li>
26 |   <li>&nbsp;</li>
27 |   <li>&nbsp;</li>
28 |</ol>
29 |This is a nested UNordered list:
30 |
31 |<ul>
32 |   <li>&nbsp;</li>
33 |   <li>&nbsp;<ul>
34 |     <li>&nbsp;</li>
35 |     <li>&nbsp;</li>
36 |   </ul>
37 |   <li>&nbsp;</li>
38 |</ul>
39 |<li>&nbsp;</li>
```

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

[< Back to files](#)
Johnny.jpeg

Edit Image

Width: Height: Keep proportions

Link to URL: [Use image URL](#)

Open in a new window

[hide image style options](#)

Image border: px

(border width, style & color)

Align: Alt text:

Alt text shows when images are disabled.

Margin: top: right: bottom: left:

Values should be numbers. Type 15 in the 'right' box to add 15 pixels on the right.



EDIT

Photo Editor

Enhance Effects Frames Stickers Crop Resize Orientation Focus Brightness Contrast Saturation



Testing

GETTING STARTED

- run test
- send for review

Preview and Test

Content

Enter Preview Mode 1

Send a Test Email 2

Run Inbox Inspection

Text

Boxed Text

Divider

ENTER PREVIEW MODE

FAC_Template - template preview mode

Faculty Affairs

View this email in your browser

H1 Headline

H2 SubHeadline

H3 SubHeadline

H4 SubHeadline

H5 SubHeadline

This is just body text Arial at 14 pt with 1.5 leading or spacing between the lines. Here's some more text just make a paragraph. This is just body text Arial at 14 pt with 1.5 leading or spacing between the lines. Here's some more text just make a paragraph.

This is an unordered list:

-
-
-

This is an ordered list:

- 1.
- 2.
- 3.
- 4.

This is a nested Unordered list:

-
-
-

View this email in your browser

H1 Headline

H2 SubHeadline

H3 SubHeadline

H4 SubHeadline

H5 SubHeadline

This is just body text Arial at 14 pt with 1.5 leading or spacing between the lines. Here's some more text just make a paragraph. This is just body text Arial at 14 pt with 1.5 leading or spacing between the lines. Here's some more text just make a paragraph.

SEND TEST EMAIL

Send a Test

Send a test to

Ex: freddie@mailchimp.com, mannie@mandrill.com...

Comma separate emails to send to multiple accounts

Also send to the following account users

<input type="checkbox"/> April Fischer aprilfischer@email.arizona.edu	<input type="checkbox"/> Sheila Maddox smaddox@email.arizona.edu
<input type="checkbox"/> Veronica Ortiz vortiz@email.arizona.edu	<input type="checkbox"/> Dan Blumenthal danblumenthal@email.arizon...
<input type="checkbox"/> Al Bravo bravoal@email.arizona.edu	<input type="checkbox"/> Julie Leuthard jleuthard@email.arizona.edu

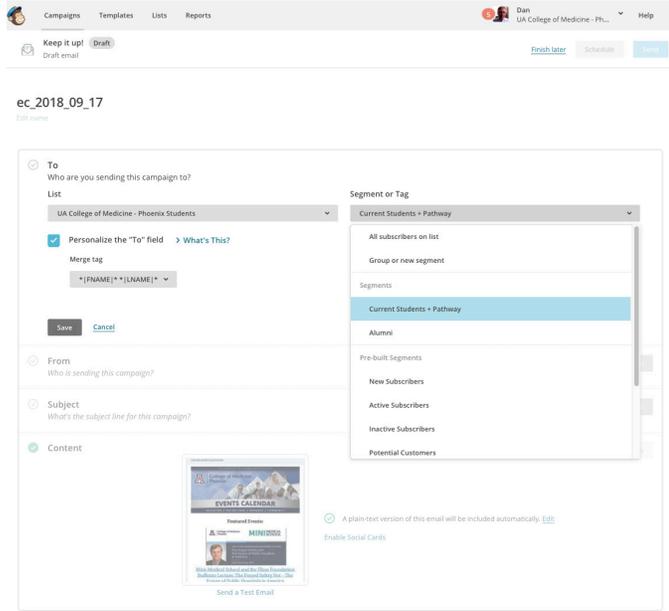
Sending Emails

From the Template window, select Create Campaign

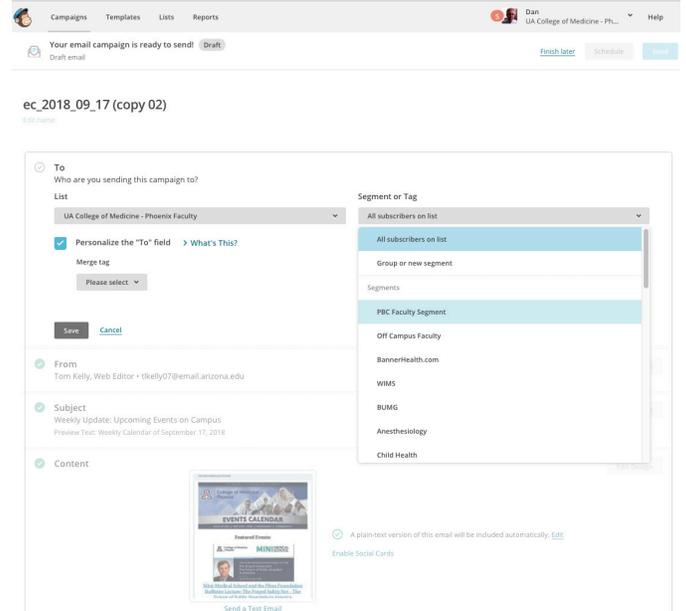
This connects the template with an email list.

The campaign name = template name.

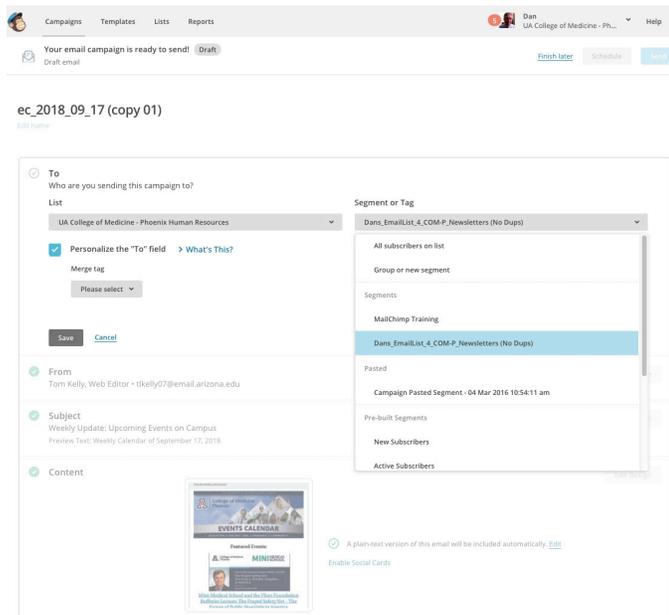
Students => Segment: Current Students & Pathway



Faculty => Segment: PBC Faculty (On campus)



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



Hit send.

Select a manager to send.