



ProVol Digital

Step by step guide

Mailchimp



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Professional volunteer management
and training through digitalisation



Mailchimp

- Mailchimp is an all-in-one marketing platform that lets you manage and talk to your customers and other prospects. Their marketing approach focuses on healthy contact management practices, well-designed campaigns and powerful data analysis.
- It gives the ability to create a database of your contacts, and divide them into specific target audiences, which makes it easier to send personalized emails in bulks.

Step by step

Step 1: Set up account

Step 2: Create your audience

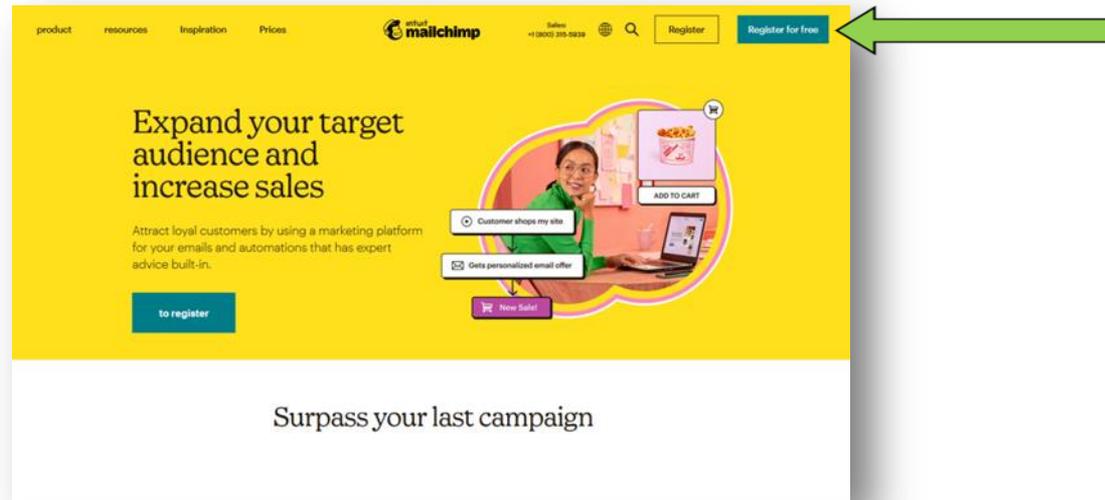
Step 3: Customize your registration form

Step 4: Create a campaign

Step 5: View your campaign reports

Registration

- When you sign up for a Mailchimp account, you enter your name and email address. They will then send you an activation email. Click on the link in this email to activate your account.



Registration

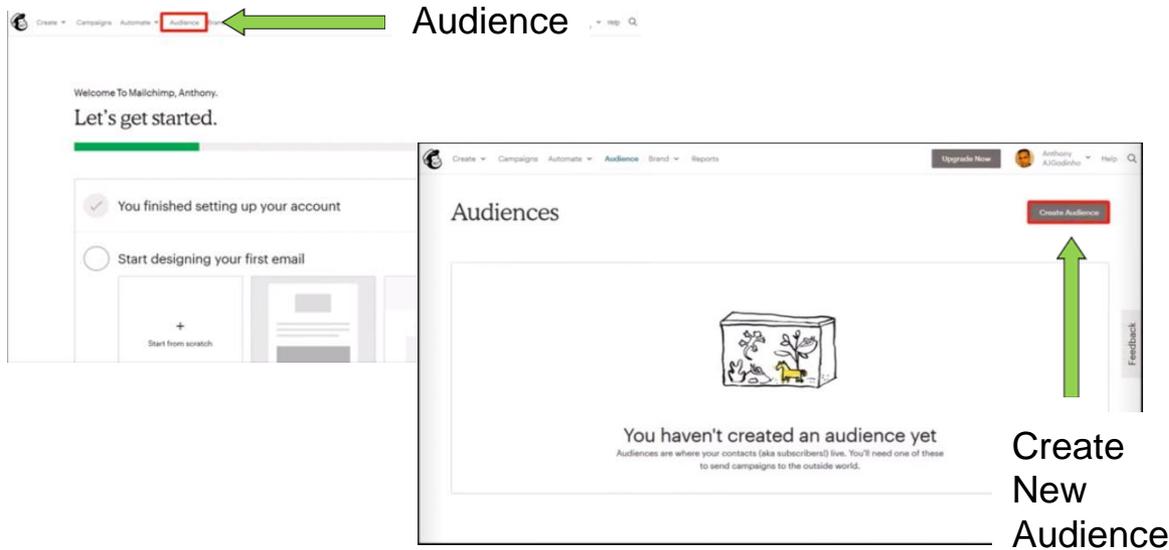
- The next time you log into our website, They'll walk you through the rest of the setup steps.
- You provide profile details like your website and mailing address and connect your social media accounts.

Audience

- The starting point for great marketing is clean, up-to-date entries about your contacts
- When you create a Mailchimp account, they use your setup details to automatically generate an audience for you.
- You can edit the default information for your audience if needed, or start adding contacts right away.

Audience

- If you want to create another audience, please keep in mind that data isn't shared across audiences.

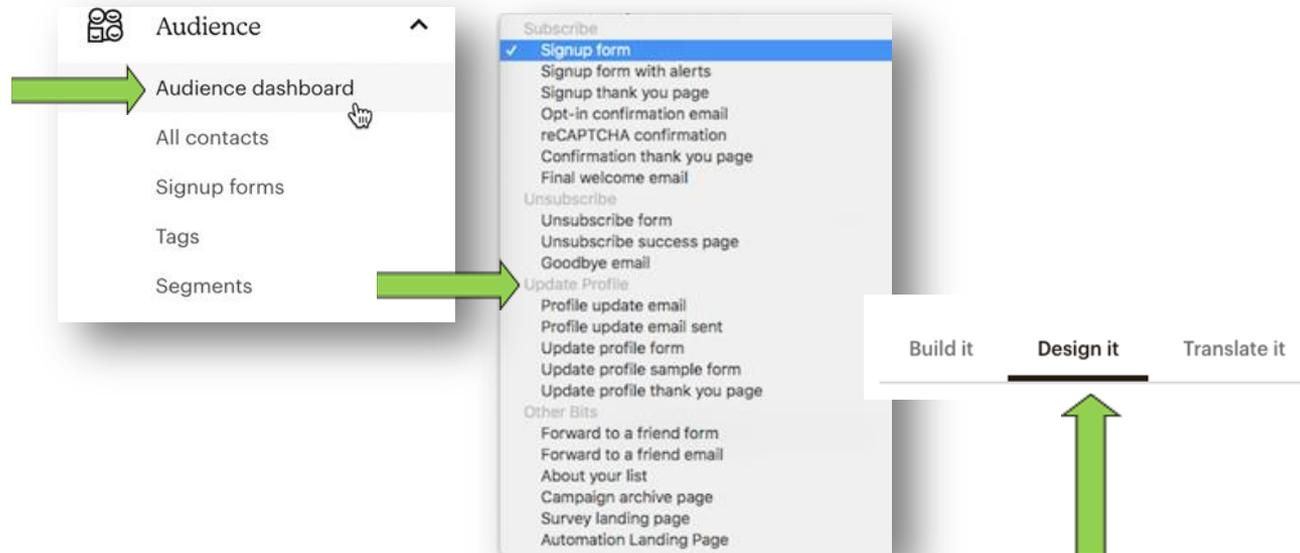


Registration form

1. Click **Audience**
2. Click **Audience Dashboar**
3. If you have multiple audiences, you will need to click **Current Audience**
4. Click the **Manage Audience** and select **Signup forms**
5. Choose **Form Builder**
6. Menu **Forms and response emails dropdown** and select the form you want to edit
7. tab **Design it**

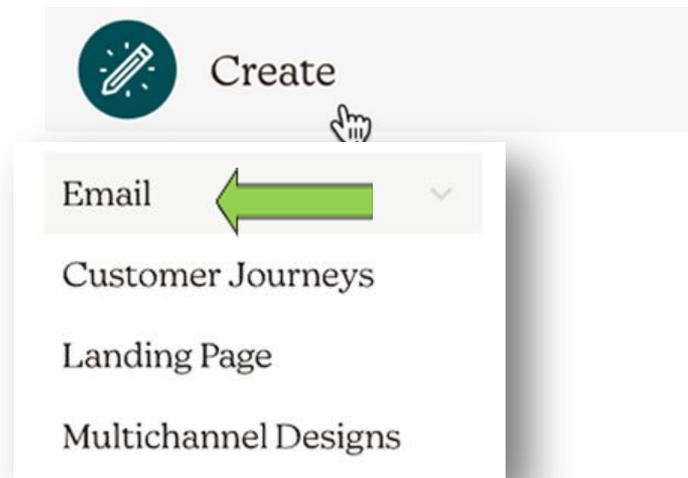
Registration form

6. Click through the **Page** , **Body** , **Forms** or **Referral** to see the customization options. Use the fields and drop-down menus to make desired style, color, and field changes.
7. When you're done, click **Save & Close**



Campaign

- Icon Create
- Click Email
- Click Regular (default)
- Enter a name for the campaign and click begin



Campaign reports

- A key part of successful marketing is tracking your audience's engagement so you can offer your contacts more of what they want and less of what they don't like.
- The next time you log into Mailchimp after sending an email campaign, your dashboard will show you directly how many contacts have opened, clicked, or unsubscribed from your recent campaigns.

Campaign reports

- Click Reports to get more detailed information and to download, share, or print your campaign reports.

