



MAIL CHIMP WORKSHOP

[Web-based application]

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Session Objectives

- By the end of this workshop, participants will know or be able to do the following:
 1. Identify purposes for which you can use MailChimp
 2. Create, edit and manage **LISTS**, **CAMPAIGNS** and **TEMPLATES**.
- **If Time Allows:** Haiku Deck demonstration

• **LISTS**

- Create, edit, import, export and manage lists of recipients for email campaigns

• **CAMPAIGNS**

- Create, edit and distribute email campaigns
- Edit content using formatting tools and HTML code

• **TEMPLATES**

- Create and edit templates

• **REPORTS**

- Track list and campaign performance
- Access, generate and interpret MailChimp reports

1. Create an ACCOUNT

- Create a FREE account with MailChimp

2. Create a LIST

- Create LISTS using entry form online
- IMPORT emails
 - Create list using Microsoft Office Excel (.csv) file
 - Upload the .csv file to MailChimp
- Create Subscriber forms

3. Create a **TEMPLATE**

- Create **NEW** templates
- **SAVE** a *campaign* as a template
 - Remove content that won't be repeated
 - Create **BLOCKS** for repetitive content
 - Ex. RSVP buttons
 - Ex. Contact Information
 - Ex. Regularly scheduled workshops, teaching days, meetings

4. Create a **CAMPAIGN**

- Create a campaign using MailChimp template
- Modify the template to suit your desired look & feel
- Draft content you want to include that you could send to clients or colleagues

5. **Test Campaign Distribution**

- **PREVIEW** mode → desktop & mobile device views
- **EMAIL** a test to yourself

What can you do with MailChimp?

- Produce attractive, professional-looking newsletters
- Create “subscriber” lists and track responses to email “campaigns”
- Distribute to list “segments”
- Be more efficient by using templates and replicating campaigns
- Be more effective – Embed links and videos

Support for Staff who Support UA COM Faculty! [View in your browser](#)



S
O
S

Support for
Office Staff
Workshop
Series

[Share](#) [Tweet](#) [Forward](#)

Qualtrics Part 2!



Friday – 5 FEBRUARY 2016
Time: 10:30 am – 12:00 pm
Room: AHSL-2102 (Library)
Bring a friend!
RSVP below

[RSVP to SOS Workshop](#)

Description

Qualtrics may be used to create and distribute surveys, view and analyze results, and generate reports. SOS workshops on Qualtrics and the SOS guide for Qualtrics introduces staff to the Qualtrics survey tool, including the functions described below.

Learning Objectives

Participants will know or be able to do the following:

Specific Examples

- Provide **updates on training** opportunities, conferences
 - Provide attractive links to resources
 - Notify faculty of CME opportunities
- **Invite people to a meeting with**
 - Detailed presenter information
 - Easy to use RSVP buttons
- **LINK the AHSC Memo** to a more slick looking MailChimp campaign where you control how to present content



Why Mail Chimp?



- Generate professional-looking email campaigns
- Create your own look with MailChimp templates
- Avoid recreating the wheel - REPLICATE campaigns
- Upload existing email lists
- Export mail chimp lists & performance statistics
- Embed a subscriber sign-up form to your website

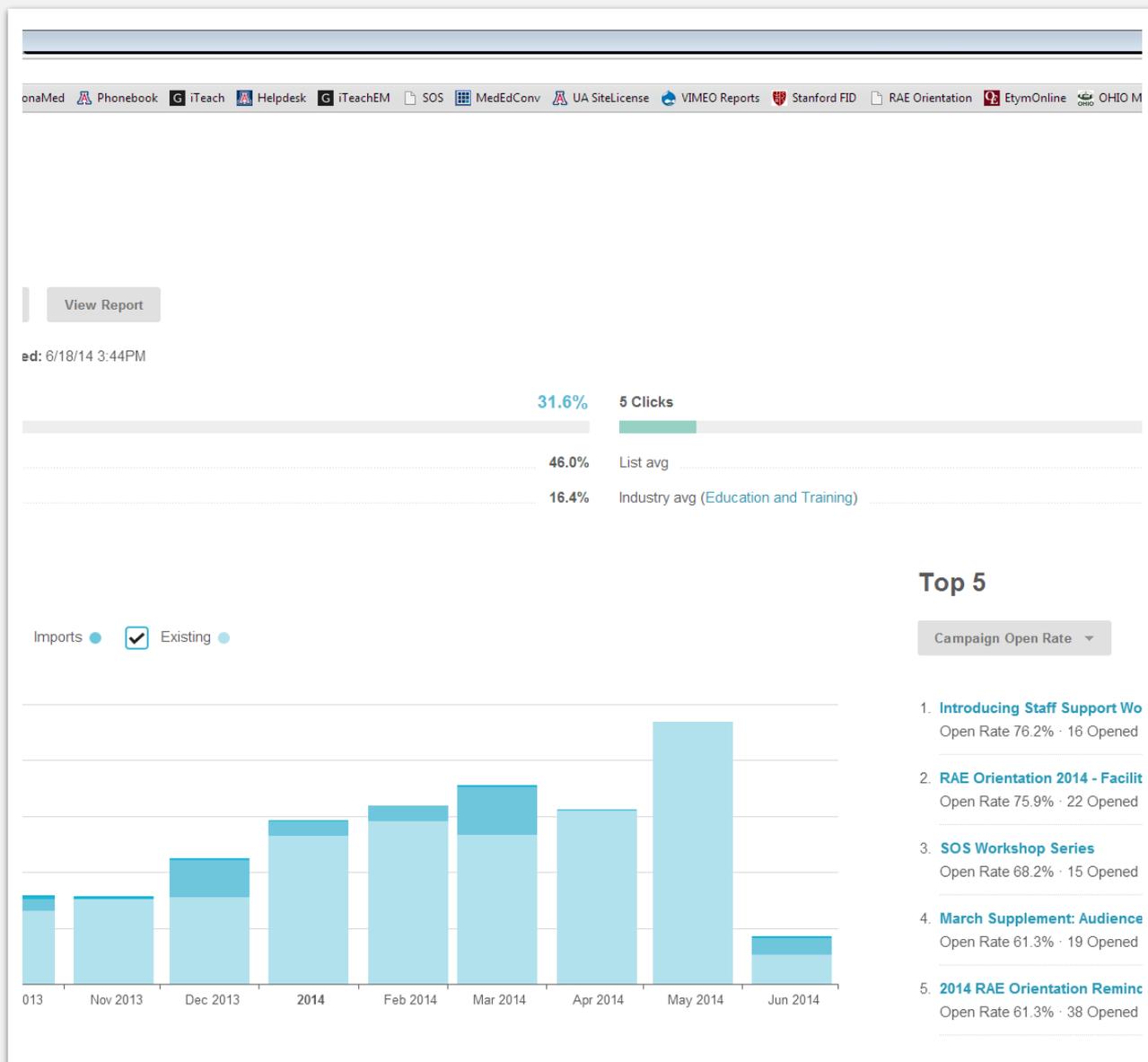


• Track List Performance

- Monitor whether you're reaching your audience.
- Who and how many subscribe or unsubscribe from your list?
 - # and % Opens
 - # and % Clicks
 - List performance as compared with industry average

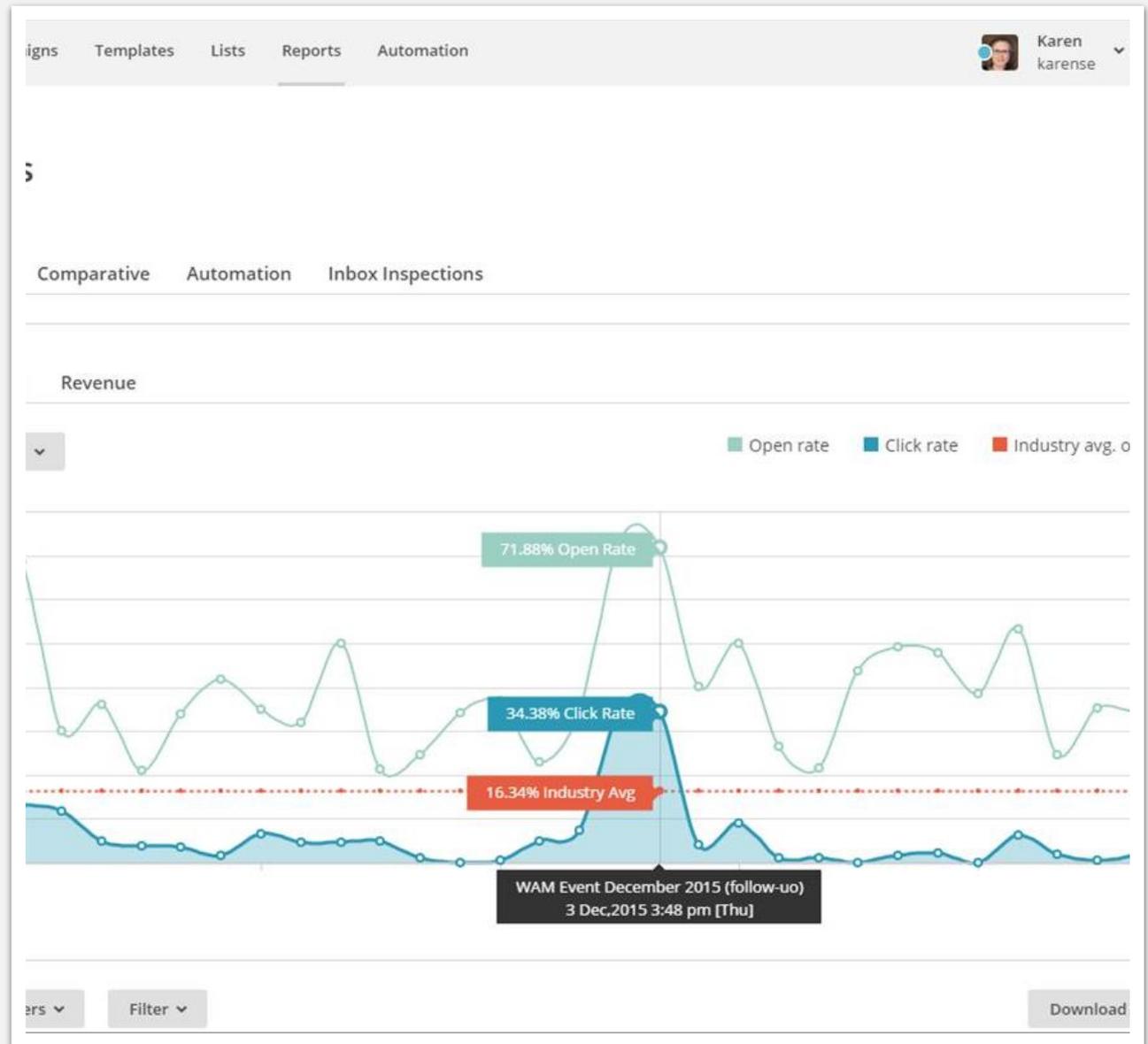
Statistics Track List Performance

- Open Rate
- Click Rate
- Industry Standards (averages)
- List Growth
- Subscriptions & Un-subscriptions



Track Campaign Performance

- MailChimp tracks how each campaign performs
- **Compare** how your list performs with the *Industry Average*
- **Discover** what percentage of recipients
 - **OPENED** the email campaign
 - **CLICKED** on hyperlinks to your site or resources



HOW TO GET STARTED



Create a MailChimp Account

Sign-up!

- It's free
- Since the intention is to use this for work, please use your work email.



Get Started with a Free Account

Sign up in 30 seconds. No credit card required. If you already have a MailChimp account, [log in](#).

Email

What's your email address?

Username

Password

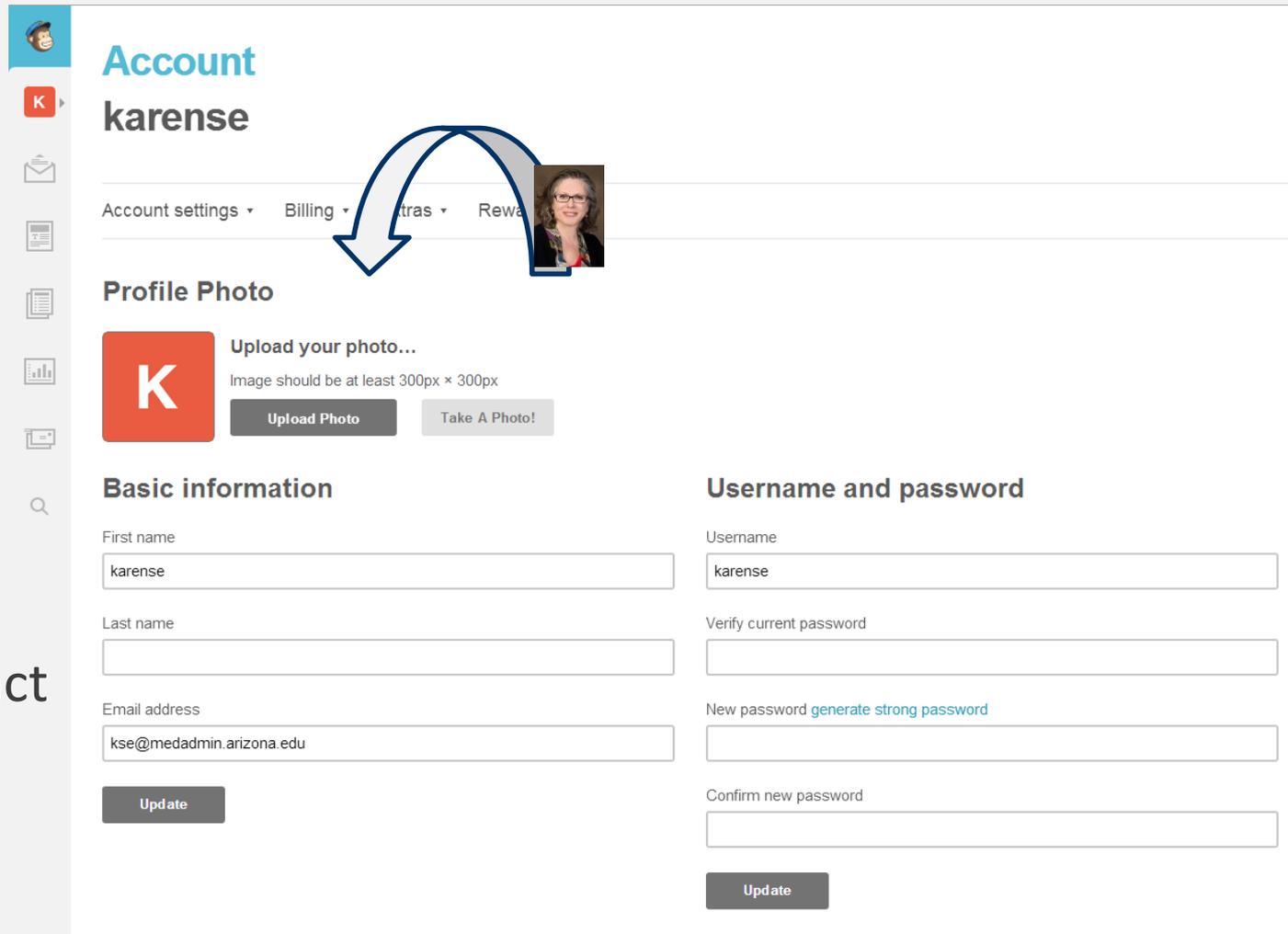
 Show

[Create My Account](#)

By clicking this button, you agree to MailChimp's [Anti-spam Policy & Terms of Use](#).

Create Profile

- Add photo (optional)
- Add/Edit contact information



The screenshot shows a user profile page for 'karense'. The page is divided into several sections:

- Account:** 'karense' with a navigation menu including 'Account settings', 'Billing', 'Extras', and 'Rewards'.
- Profile Photo:** A red square with a white 'K' and the text 'Upload your photo...'. Below it, it says 'Image should be at least 300px x 300px'. There are two buttons: 'Upload Photo' and 'Take A Photo!'. A blue arrow points from the 'Take A Photo!' button to the profile photo area.
- Basic information:** Fields for 'First name' (karense), 'Last name' (empty), and 'Email address' (kse@medadmin.arizona.edu). An 'Update' button is at the bottom.
- Username and password:** Fields for 'Username' (karense), 'Verify current password' (empty), 'New password' (with a 'generate strong password' link), and 'Confirm new password' (empty). An 'Update' button is at the bottom.

- “Organization information” = UA CoM and department information.
- Appears in the FOOTER of every email campaign

CDC English

CDC en español

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You are receiving this email because Amy Waer, MD, Associate Dean for Medical Student Education, has asked me to invite you to participate in workshops to enhance office skills and make your jobs easier!

Our mailing address is:
University of Arizona, Office of Medical Student Education
Office of Medical Student Education Faculty Instructional Development
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Tucson, AZ 85724

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Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)

MailChimp

zika-brasil.jpg



mosquitos.jpg



zika.jpg



BABY-PARENTS.jpg

Copyright © 2016 University of Arizona, Office of Medical Student Education, All rights reserved.
You are receiving this email because Amy Waer, MD, Associate Dean for Medical Student Education, has asked me to invite you to participate in workshops to enhance office skills and make your jobs easier!

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You can [update your preferences](#) or [unsubscribe from this list](#)

MailChimp

Live Merge Info

zika-cdc.jpg

zika-brasil.jpg

mosquitos.jpg

zika.jpg

BABY-PARENTS.jpg

BABY.jpg

DR-PREG.jpg

PREG1.jpg

Show all downloads...



Create Profile

- Add photo (optional)
- Add/Edit contact information
- Organization information is what will appear in the FOOTER of every email campaign

Contact information

Profile

This is the information we have associated with your MailChimp profile, which you can use to access multiple MailChimp accounts. If you need to reset your username or password, or verify account changes, we'll send the link to your profile email address.

All contact information is kept strictly confidential. [View our privacy policy](#)

Username

uacomfid

First name

Karen

Last name

Spear Ellinwood

Email address

kse@medadmin.arizona.edu

Edit Profile Information

CREATE & DISTRIBUTE

Campaigns, Lists & Templates



MailChimp Vocabulary

- Recipients = Choose List
- Setup = Name campaign, Set Tracking & Twitter Feed
- Template = Choose template
- Design = Create/Edit Content, and access “additional features” (e.g., Preview, Test)
- Confirm = Get ready to send, review before sending
- Schedule or SEND NOW!
- NEXT always takes you to the next step in this process

LISTS

Create a list of recipients

Import...

Export...



Create & Organize Your Mailing Lists

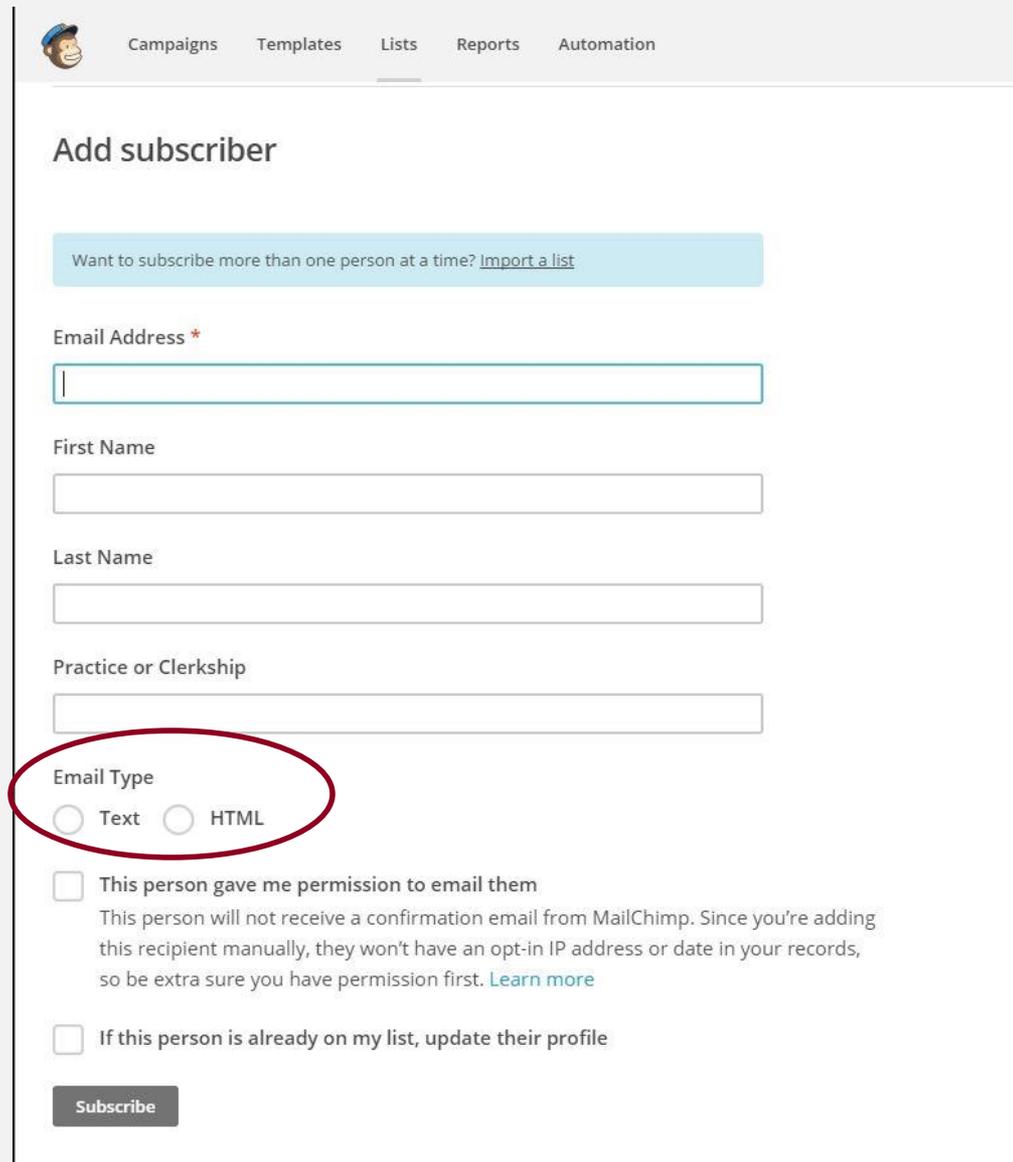
Lists

Sort By **Custom order** ▼

☐	RAE Orientation Facilitators 2014 Created Jun 06, 2014 11:13 am No rating yet	30 Subscribers	63.3% Opens	27.6% Clicks
☐	Residents as Educators Network Created Mar 31, 2014 11:30 am No rating yet	0 Subscribers	0.0% Opens	0.0% Clicks
☐	Residents as Educators Newsletter for Directors & Coordinators Created Mar 06, 2014 09:20 pm No rating yet	61 Subscribers	35.1% Opens	6.3% Clicks
☐	SOS Network Created Jan 28, 2014 01:49 pm No rating yet	57 Subscribers	46.0% Opens	18.5% Clicks

Add Contacts

- Use the easy online form to add subscribers, one at a time
- Choose whether to send specific recipients email that arrive as plain text or HTML (web-page appearance)
- Lists should respect recipients – MailChimp wants an assurance that you have permission to add someone and that including them will not be considered unwelcome



 Campaigns Templates Lists Reports Automation

Add subscriber

Want to subscribe more than one person at a time? [Import a list](#)

Email Address *

First Name

Last Name

Practice or Clerkship

Email Type

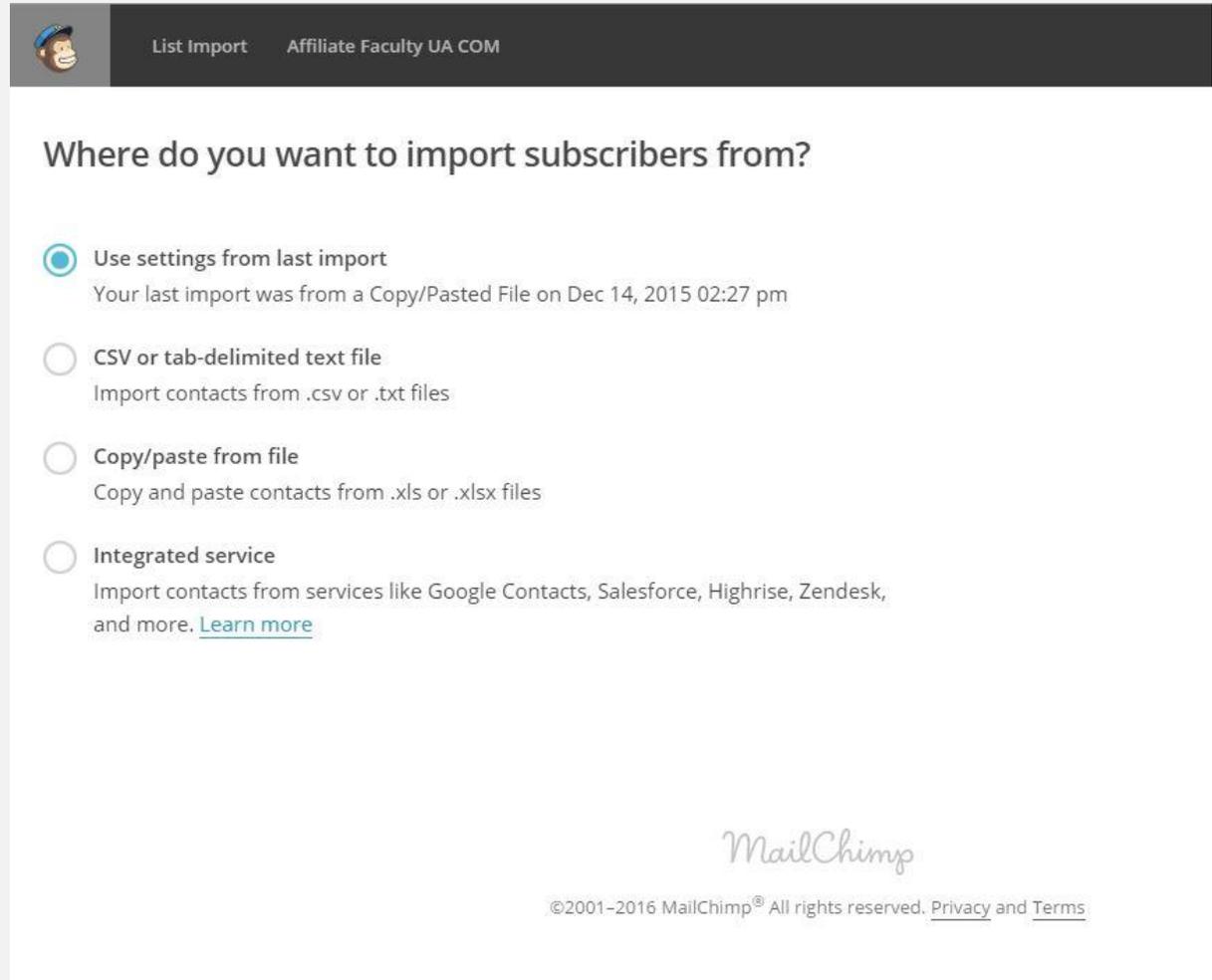
Text HTML

This person gave me permission to email them
This person will not receive a confirmation email from MailChimp. Since you're adding this recipient manually, they won't have an opt-in IP address or date in your records, so be extra sure you have permission first. [Learn more](#)

If this person is already on my list, update their profile

Import (Upload) Lists

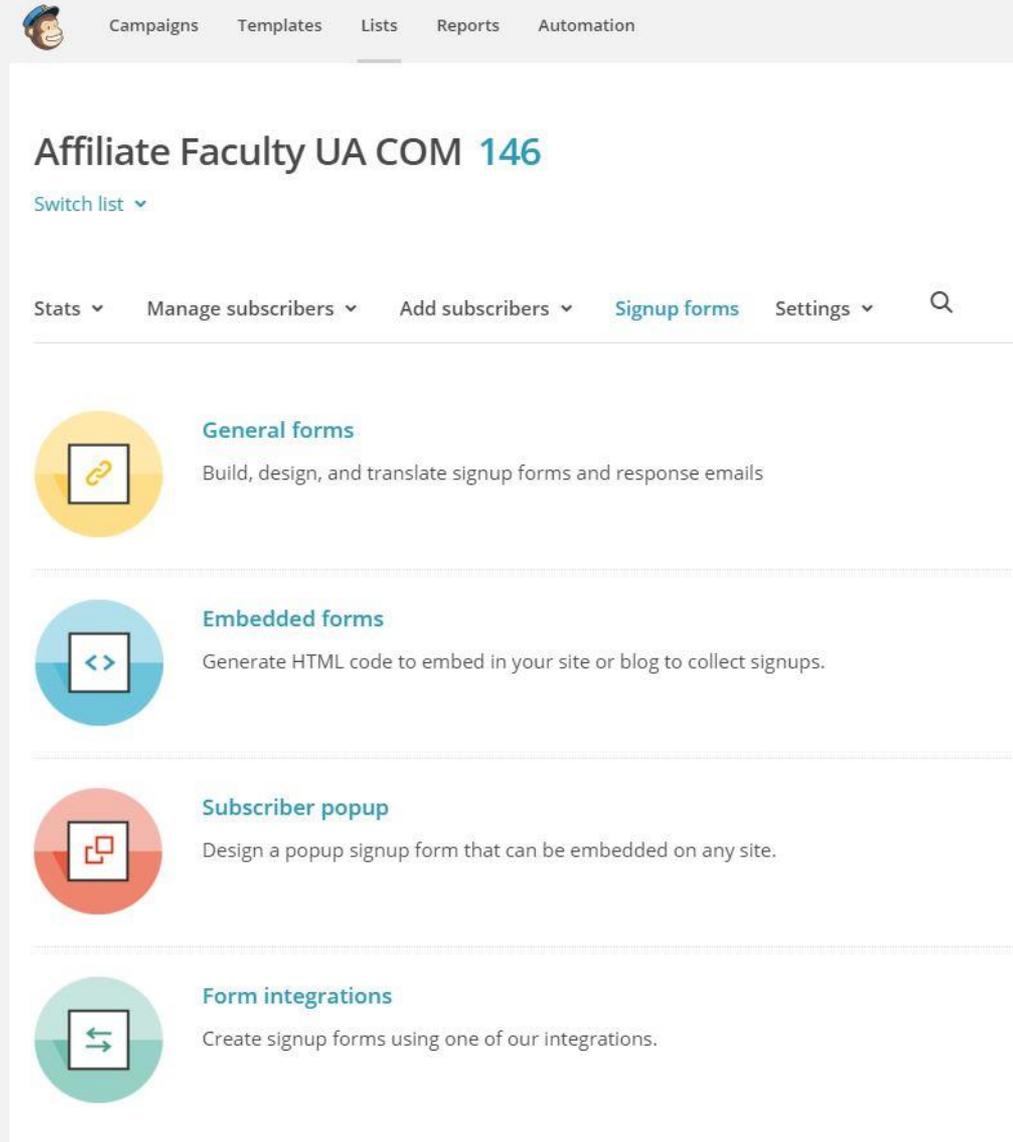
- Save settings and follow them with each import
- Upload Excel file (csv or tab-delimited format) to add several (or lots!) of subscribers at once



The screenshot shows the MailChimp 'List Import' interface. At the top, there is a dark header bar with the MailChimp logo on the left, 'List Import' in the center, and 'Affiliate Faculty UA COM' on the right. Below the header, the main content area is white and features the heading 'Where do you want to import subscribers from?'. There are four radio button options: 1. 'Use settings from last import' (selected), with a subtext 'Your last import was from a Copy/Pasted File on Dec 14, 2015 02:27 pm'. 2. 'CSV or tab-delimited text file' with subtext 'Import contacts from .csv or .txt files'. 3. 'Copy/paste from file' with subtext 'Copy and paste contacts from .xls or .xlsx files'. 4. 'Integrated service' with subtext 'Import contacts from services like Google Contacts, Salesforce, Highrise, Zendesk, and more. [Learn more](#)'. At the bottom right of the interface, the MailChimp logo is displayed in a script font, and below it is the copyright notice '©2001-2016 MailChimp® All rights reserved. [Privacy](#) and [Terms](#)'.

Create Sign-up Forms

- Embed them on your website
- Subscribers can sign up by themselves
- No question about their desire to be included in the list!

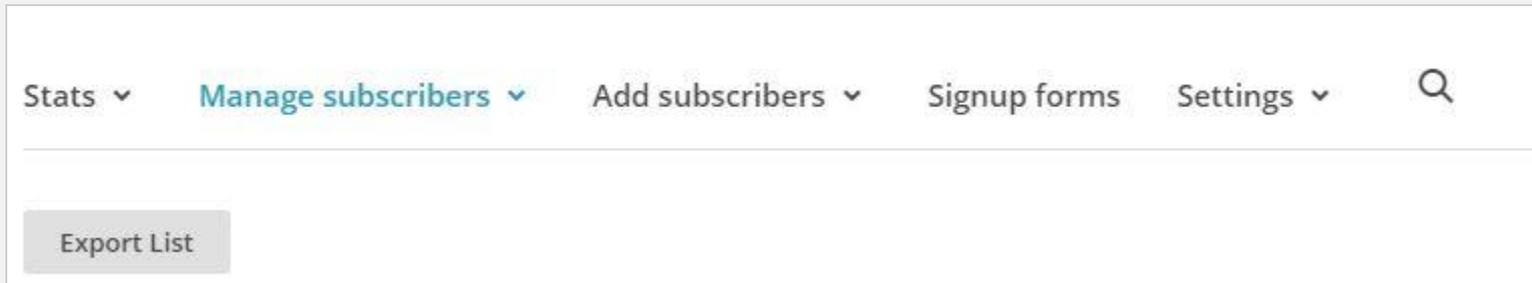


The screenshot shows a dashboard for an email list named "Affiliate Faculty UA COM" with 146 subscribers. The navigation bar includes "Campaigns", "Templates", "Lists", "Reports", and "Automation". The "Lists" section is active, and the "Signup forms" option is highlighted in the top navigation. Below the navigation, there are four categories of sign-up forms:

- General forms**: Build, design, and translate signup forms and response emails. (Icon: link chain)
- Embedded forms**: Generate HTML code to embed in your site or blog to collect signups. (Icon: code symbols <>)
- Subscriber popup**: Design a popup signup form that can be embedded on any site. (Icon: popup window)
- Form integrations**: Create signup forms using one of our integrations. (Icon: double-headed arrow)

Export Lists

- To review
- To share with others (when appropriate, i.e., with list permission)



CAMPAIGNS

Create

Distribute

Track



Use MailChimp Templates

 Campaign Builder

Select A Type Of Campaign To Send:

Regular campaign Select

Send a lovely HTML email along with a plain-text alternative version.

Plain-text campaign Select

Send a simple plain-text email with no pictures or formatting.

A/B testing campaign Select

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 campaign Select

Send content from an RSS feed to a list.

Email beamer

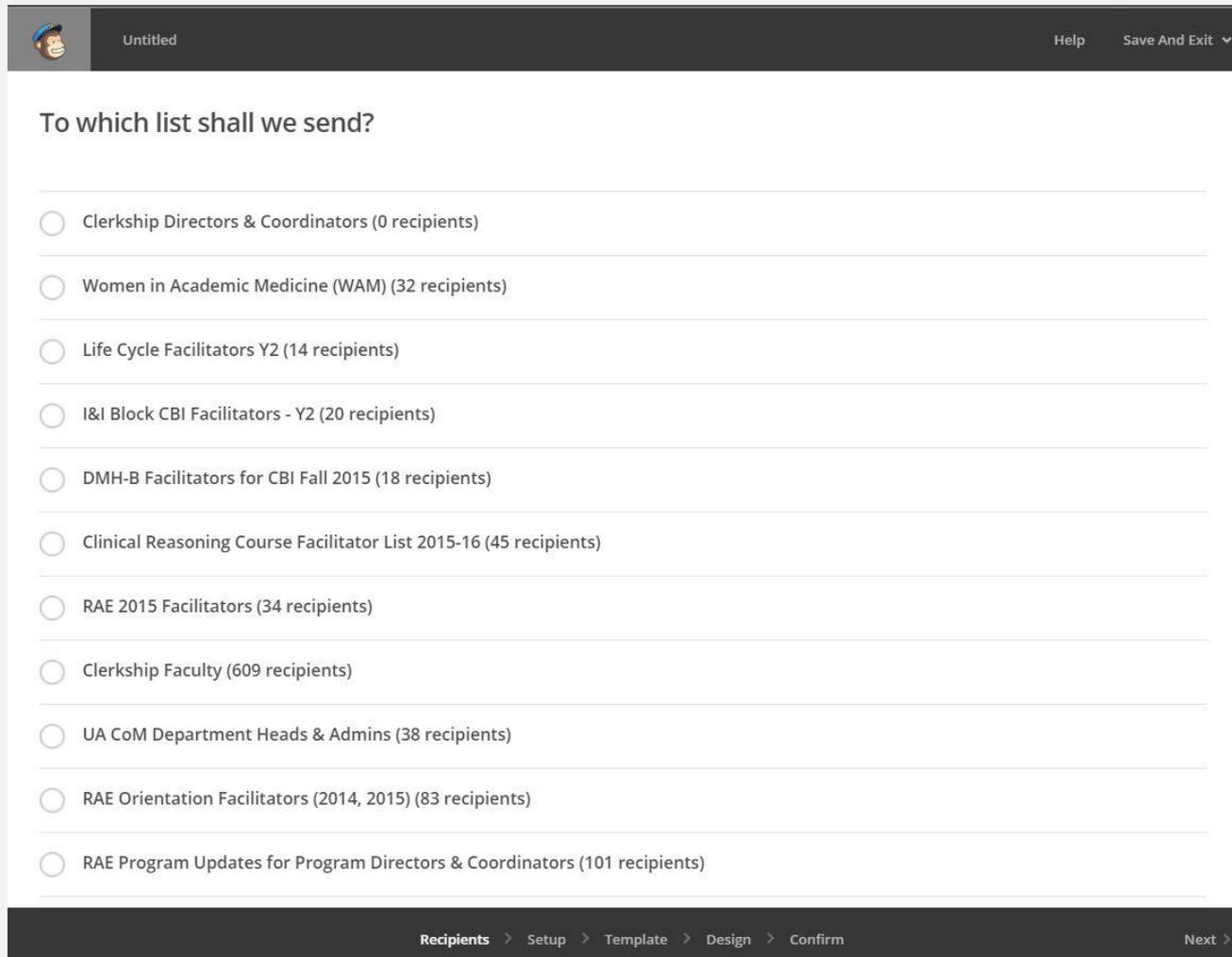
Did you know you can send campaigns directly from your favorite email client?

[Learn more](#)

MailChimp

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First, Select The List



The screenshot shows a web application interface with a dark header bar. On the left of the header is a small profile icon of a person with a monkey face. In the center of the header is the text "Untitled". On the right of the header are the words "Help" and "Save And Exit" with a small downward-pointing arrow.

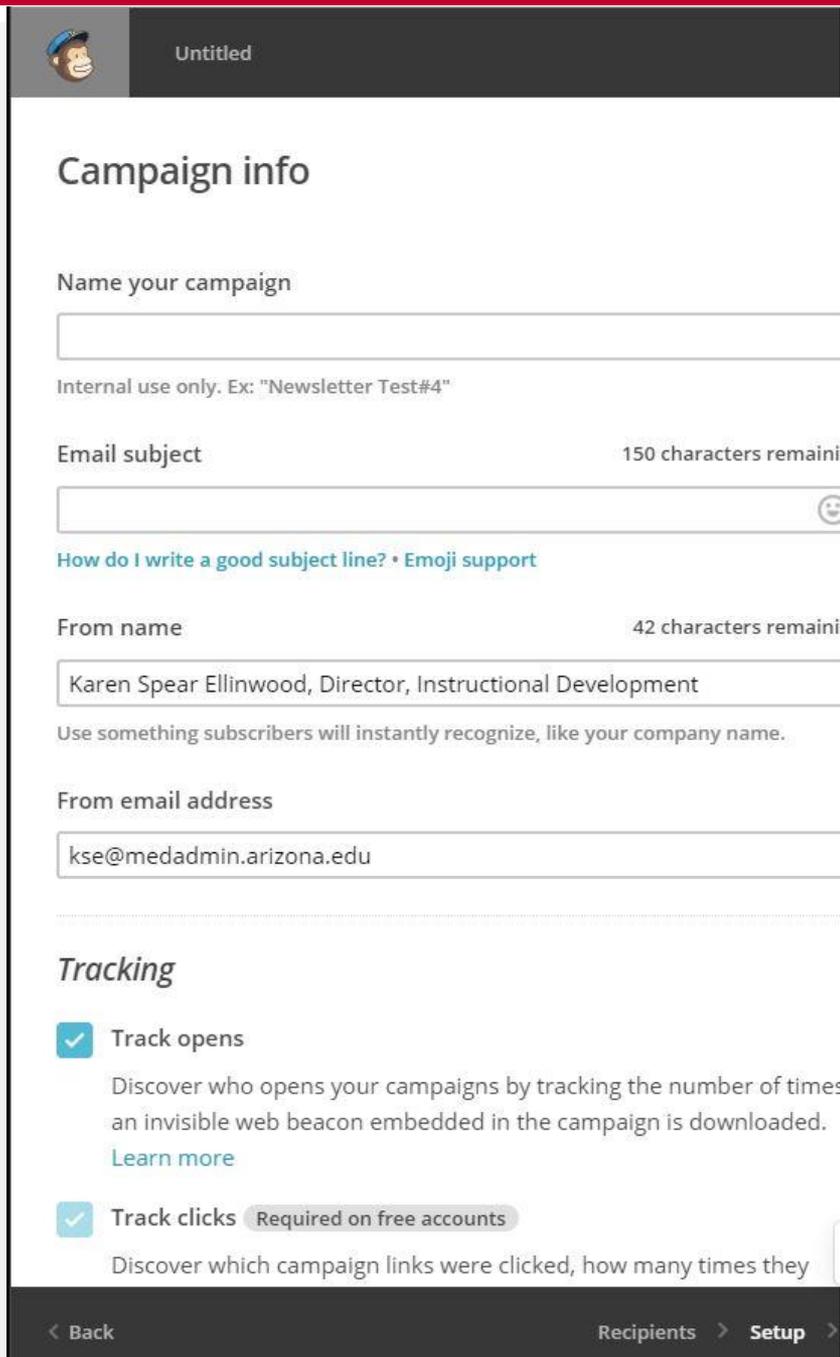
Below the header, the main content area is white and contains the question "To which list shall we send?". Below this question is a vertical list of ten radio button options, each followed by a list name and the number of recipients in parentheses. The options are:

- Clerkship Directors & Coordinators (0 recipients)
- Women in Academic Medicine (WAM) (32 recipients)
- Life Cycle Facilitators Y2 (14 recipients)
- I&I Block CBI Facilitators - Y2 (20 recipients)
- DMH-B Facilitators for CBI Fall 2015 (18 recipients)
- Clinical Reasoning Course Facilitator List 2015-16 (45 recipients)
- RAE 2015 Facilitators (34 recipients)
- Clerkship Faculty (609 recipients)
- UA CoM Department Heads & Admins (38 recipients)
- RAE Orientation Facilitators (2014, 2015) (83 recipients)
- RAE Program Updates for Program Directors & Coordinators (101 recipients)

At the bottom of the interface is a dark footer bar. On the left side of the footer is a breadcrumb trail: "Recipients > Setup > Template > Design > Confirm". On the right side of the footer is the text "Next >" with a small right-pointing arrow.

Complete Campaign Info

- Name your **campaign**
- Create **Email Subject**
- Make sure your name is how you want it to appear on the email
- Verify email address (SENDER)
- Select Tracking options

A screenshot of a mobile application interface for setting up a campaign. The top bar is dark grey with a cartoon monkey icon on the left and the text "Untitled" on the right. The main content area is white and titled "Campaign info". It contains several form fields: "Name your campaign" (empty), "Email subject" (empty, with "150 characters remaining" on the right and a smiley emoji icon on the far right), "From name" (filled with "Karen Spear Ellinwood, Director, Instructional Development", with "42 characters remaining" on the right), and "From email address" (filled with "kse@medadmin.arizona.edu"). Below these fields is a section titled "Tracking" with two options: "Track opens" (checked) and "Track clicks" (checked, with a grey badge that says "Required on free accounts"). The bottom navigation bar is dark grey with "Back" on the left, "Recipients" in the center, and "Setup" on the right with a chevron icon.

Untitled

Campaign info

Name your campaign

Internal use only. Ex: "Newsletter Test#4"

Email subject

150 characters remaining

[How do I write a good subject line?](#) • [Emoji support](#)

From name

42 characters remaining

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

From email address

Tracking

Track opens

Discover who opens your campaigns by tracking the number of times an invisible web beacon embedded in the campaign is downloaded.

[Learn more](#)

Track clicks Required on free accounts

Discover which campaign links were clicked, how many times they

< Back

Recipients > Setup >

Tracking & Twitter

- Affirm or Delete your AUTO Twitter Feed for this campaign

Untitled

[Learn more](#)

- Track clicks** Required on free accounts
Discover which campaign links were clicked, how many times they were clicked, and who did the clicking.
- Track plain-text clicks** Required on free accounts
Track clicks in the plain-text version of your email by replacing all links with tracking URLs. [Learn more](#)
- Google Analytics link tracking**
Track clicks from your campaigns all the way to purchases on your website.
Requires [Google Analytics](#) on your website.

Social media

- Auto-tweet campaign as UAOMSERFID**
Customize your tweet. Include the `*|URL|*` placeholder and keep it under 140 characters (including the URL).

116 characters left

Select a Template - Basic

campaign demo Help Save And Exit

Select a template

[Basic](#) Themes Saved Templates Campaigns Code Your Own



1 Column
Drag and drop

Select



1 Column - Banded
Drag and drop

Select



1:2 Column
Drag and drop

Select



1:2 Column - Banded
Drag and drop

Select



1:2:1 Column
Drag and drop

Select



1:2:1 Column - Banded
Drag and drop

Select

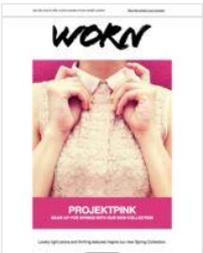
Select a Template – By Theme

 campaign demo Help Save And Exit ▾

Select a template

Basic **Themes** Saved Templates Campaigns Code Your Own

eCommerce (24) ▾ 🔍



Boutique
Drag and drop

Select



Color Box
Drag and drop

Select



Contrast
Drag and drop

Select



Flyer
Drag and drop

Select



Hero Card
Drag and drop

Select



Hero Image
Drag and drop

Select

Saved Templates You've Designed



Campaigns

Templates

Lists

Reports

Automation



Karen
karense



Help



Templates

File Manager

Create Template



Folders ▾

Sort By

Newest First ▾

Search saved templates



RAE Teaching Strategies 2015

Last edited on Jan 14, 2016 09:01 pm by Karen Spear Ellinwood
Drag and drop

Edit



ACE Teaching Strategies

Last edited on Sep 24, 2015 10:59 am by Karen Spear Ellinwood
Drag and drop

Edit



Event Template

Last edited on Oct 29, 2015 05:07 pm by Karen Spear Ellinwood
Currently used in 1 draft or scheduled campaign
Drag and drop

Edit



Begin Writing Your Content!

The screenshot displays an email campaign editor interface. At the top, there is a header bar with a user profile icon, the text "campaign demo", and three action buttons: "Preview and Test", "Save as Template", and "Save And Exit". Below the header, the main workspace is divided into two sections. The left section is a preview area with the text "Use this area to offer a short preview of your email's content." and a link "View this email in your browser". The preview shows an email design for "Generitech Summer Sale" with a colorful logo, a main heading, a paragraph of text, a call-to-action button, and two product images labeled "Synergy" and "Bandwidth". The right section is a sidebar containing a grid of content blocks for selection, including Text, Boxed Text, Divider, Image, Image Group, Image Card, Image + Caption, Social Share, Social Follow, Button, Footer, Code, and Video. At the bottom of the interface, there is a navigation bar with a "Back" button, a breadcrumb trail "Recipients > Setup > Template > Design > Confirm", and a "Next" button.

campaign demo Preview and Test Save as Template Save And Exit

Use this area to offer a short preview of your email's content. [View this email in your browser](#)

GENERITECH

Generitech Summer Sale

Introducing the Generitech Business Class Bundle. This summer, Generitech is bundling together each of the four Business Class software solution packages into one bulk pack. Now is the time to snatch up the full suite of Business Class applications for a discounted price.

Purchase Business Class Bundle

Synergy

Bandwidth

Content Design Comments

Text Boxed Text Divider

Image Image Group Image Card

Image + Caption Social Share Social Follow

Button Footer Code

Video

< Back Recipients > Setup > Template > **Design** > Confirm Next >

Set up Content with Images, Text, Social Media Displays

Content Design Comments

Text

Boxed Text

Divider

Image

Image Group

Image Card

Image + Caption

Social Share

Social Follow

Button

Footer

Code

Video

Need a refresher? [Take a quick tour.](#)

campaign demo

Use this area to offer a short preview of your email's content. [View this email in your browser](#)

 GENERITECH

Generitech Summer Sale



Introducing the Generitech Business Class Bundle. This summer, Generitech is bundling together each of the four Business Class software solution packages into one bulk pack. Now is the time to snatch up the full suite of Business Class applications for a discounted price.

[Purchase Business Class Bundle](#)

 Synergy

 Bandwidth

< Back Recipients > Setup > Template > Design >

Click & Edit!

The image shows a screenshot of an email editor interface. The top bar includes a user profile icon, the text "campaign demo", and navigation options: "Preview and Test", "Save as Template", and "Save And Exit".

The main editor area is split into two panes. The left pane shows a preview of the email content:

- A dark header with the Generitech logo (a colorful starburst) and the word "GENERITECH".
- A white section with the heading "Generitech Summer Sale" in orange.
- A content block featuring an image of software bundles on the left and a text block on the right: "Introducing the Generitech Business Class Bundle. This summer, Generitech is bundling together each of the four Business Class software solution packages into one bulk pack. Now is the time to snatch up the full suite of Business Class applications for a discounted price."
- An orange button labeled "Purchase Business Class Bundle".
- A footer section with two product images: a green box labeled "Synergy" and a blue box labeled "Bandwidth".

The right pane shows the editing tools for an "Image With Caption" block:

- Three tabs: "Content", "Style", and "Settings".
- A caption label "Caption 1".
- An image placeholder for "gtechbundle.jpg" with dimensions "250 x 200" and options "Replace", "Edit", "Link", and "Alt".
- A rich text editor toolbar with options for Bold (B), Italic (I), Underline (U), Link (e), Unlink (e), Image, List, Bulleted List, Table, Clear Styles, and a double arrow icon.
- Additional options: "Styles", "Font", "Size", text color (A), background color (A), Merge Tags, and alignment options (left, center, right, justified).
- The text area contains the same introductory text as the preview pane, with "Generitech" words highlighted in red, indicating they are links.

A large blue arrow points from the bottom right towards the text area in the right pane, with the text "Type Here" written inside it.

Edits Appear Simultaneously in the Viewer

You can see instantly how your campaign will look!

Generitech Summer Sale



Introducing the Generitech Business Class Bundle.

This summer...

- **Generitech** will bundle each of the four Business Class software solution package into one bulk pack.
- Make the bundle available for 40% off the regular price!

Now is the time to snatch up the full suite of Business Class applications for a discounted price.

Replace · Edit · Link · Alt

B I U ↻ ↵ ↶ ↷ Clear Styles <>

Styles ▾ Font ▾ Size ▾ A- A+ Merge Tags ▾

abc ↶ ↷

Introducing the Generitech Business Class Bundle.

This summer...

- Generitech will bundle each of the four Business Class software solution packages into one bulk pack.
- Make the bundle available for 40% off the regular price!

Now is the time to snatch up the full suite of Business Class applications for a discounted price.

If you dare, do a little HTML code!

Image With Caption

Content Style Settings

Caption 1

 gtechbundle.jpg
250 × 200
Replace · Edit · Link · Alt

B *I* U        Clear Styles 

Styles - Font - Size -    Merge Tags -     

Introducing the Generitech Business Class Bundle.

This summer...

Generitech will bundle each of the four Business Class software solution packages into the bulk pack.

- Make the bundle available for 40% off the regular price!

Now is the time to snatch up the full suite of Business Class applications for a discounted price.

Bold Font

Image With Caption

Content Style Settings

Caption 1

 gtechbundle.jpg
250 × 200
Replace · Edit · Link · Alt

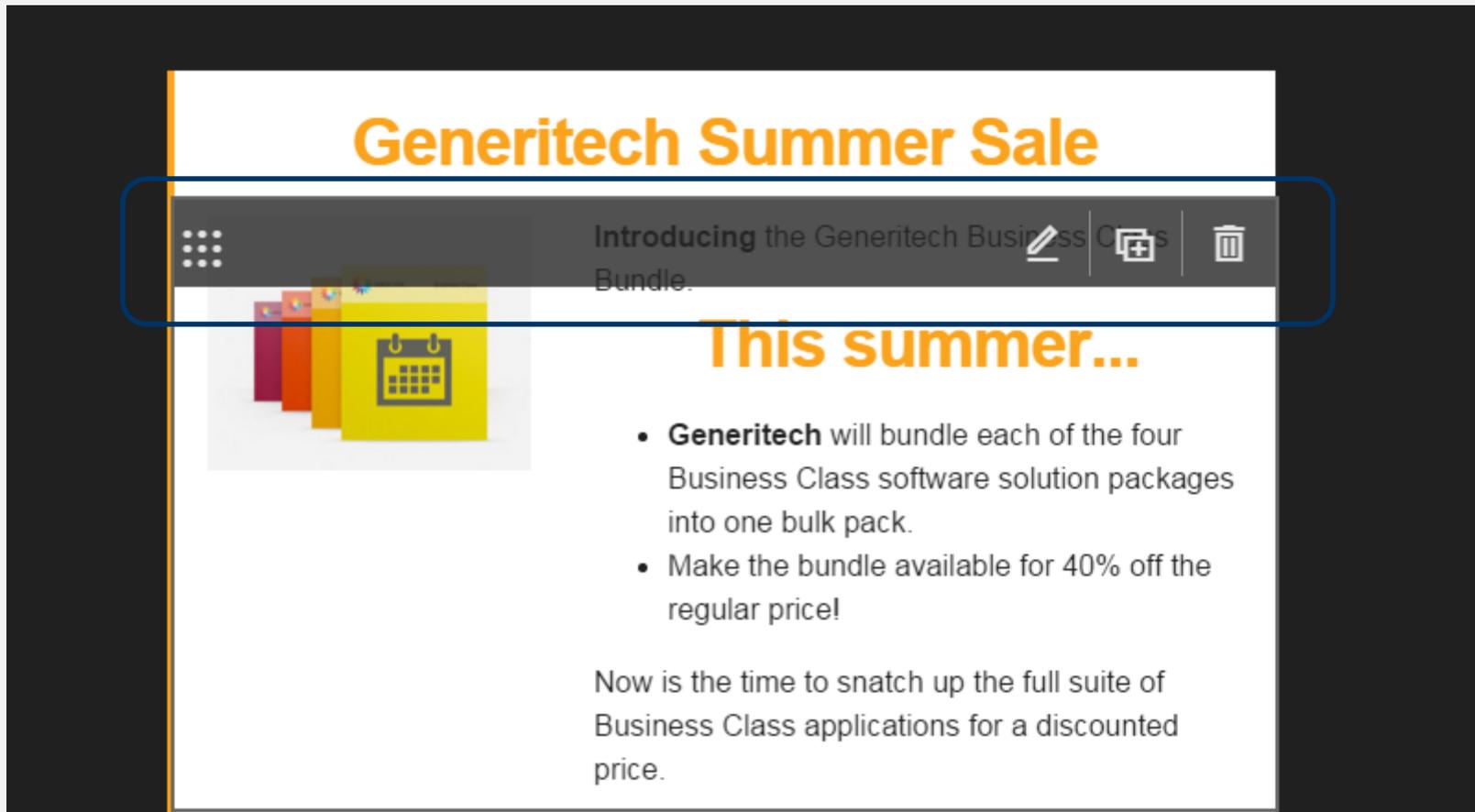
B *I* U       Clear Styles 

Styles - Font - Size -   Merge Tags -     

```
1 |<strong>Introducing</strong> the Generitech Business Class Bundle.  
2  
3 <h1 class="null">This summer...</h1>  
4  
5 <ul>  
6   <li><strong>Generitech</strong> will bundle each of the four Busin  
   ess Class software solution packages into one bulk pack.</li>  
7   <li>Make the bundle available for 40% off the regular price!</li>  
8 </ul>  
9 Now is the time to snatch up the full suite of Business Class applicat  
   ions for a discounted price.
```

HTML Code for Bold Font

Delete, Duplicate & Edit Blocks



Generitech Summer Sale

Introducing the Generitech Business Class Bundle.

This summer...

- **Generitech** will bundle each of the four Business Class software solution packages into one bulk pack.
- Make the bundle available for 40% off the regular price!

Now is the time to snatch up the full suite of Business Class applications for a discounted price.

Additional Features

Preview and Test ▼

Save as Template

Save And Exit ▼

- Preview to view in desktop and mobile app modes
- Test – Send to someone or yourself as a preview
- Save what you've created as a template to use in other campaigns or with other lists
- Save and come back to this another time
- Exit

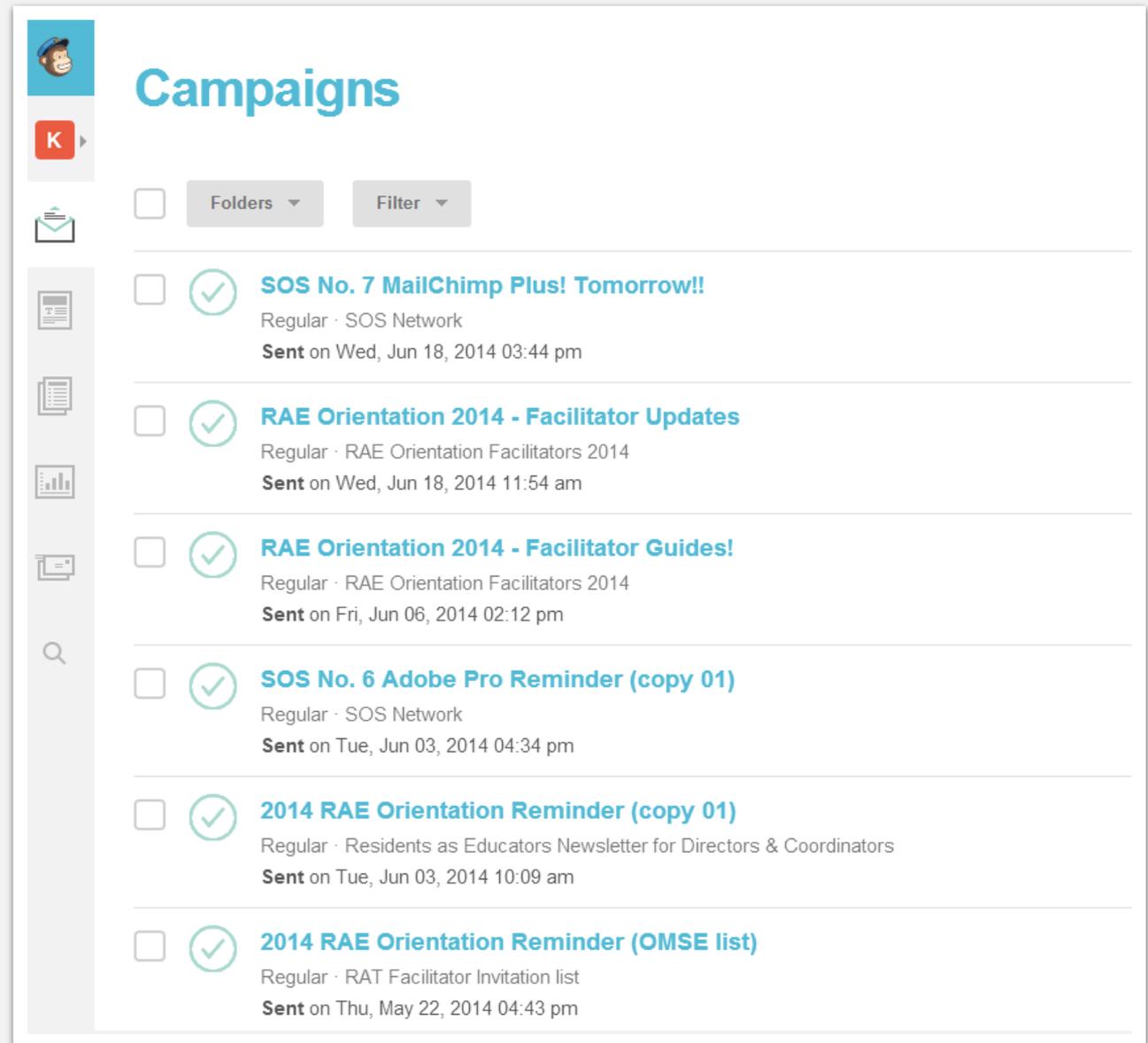
TEMPLATES

Comment



Create & Organize Campaigns

- Organize campaigns by list
- Filter by date, list



The screenshot displays the MailChimp 'Campaigns' management interface. On the left is a vertical sidebar with icons for profile, a red 'K' button, an envelope, a document, a list, a bar chart, a calendar, and a search icon. The main area is titled 'Campaigns' and includes 'Folders' and 'Filter' dropdown menus. Below are six campaign entries, each with a checkbox, a status icon (a green checkmark in a circle), a title, a list name, and a 'Sent' date and time.

Checkbox	Status	Campaign Title	List	Sent Date/Time
<input type="checkbox"/>	✓	SOS No. 7 MailChimp Plus! Tomorrow!!	Regular · SOS Network	Sent on Wed, Jun 18, 2014 03:44 pm
<input type="checkbox"/>	✓	RAE Orientation 2014 - Facilitator Updates	Regular · RAE Orientation Facilitators 2014	Sent on Wed, Jun 18, 2014 11:54 am
<input type="checkbox"/>	✓	RAE Orientation 2014 - Facilitator Guides!	Regular · RAE Orientation Facilitators 2014	Sent on Fri, Jun 06, 2014 02:12 pm
<input type="checkbox"/>	✓	SOS No. 6 Adobe Pro Reminder (copy 01)	Regular · SOS Network	Sent on Tue, Jun 03, 2014 04:34 pm
<input type="checkbox"/>	✓	2014 RAE Orientation Reminder (copy 01)	Regular · Residents as Educators Newsletter for Directors & Coordinators	Sent on Tue, Jun 03, 2014 10:09 am
<input type="checkbox"/>	✓	2014 RAE Orientation Reminder (OMSE list)	Regular · RAT Facilitator Invitation list	Sent on Thu, May 22, 2014 04:43 pm

Create Specialized Templates

Templates

Folders ▾ Sort By Edited Date ▾ ↑ Search saved templates

-  **SOS**
Last edited on May 06, 2014 11:09 am by karensa
Drag and drop
-  **SOS Updates 3 column**
Last edited on Mar 20, 2014 09:40 pm by karensa
Drag and drop
-  **SOS Workshop Series**
Code your own
-  **FID Series**
Classic
-  **RAT_2013Invitation**
Code your own
-  **RAT2INVITATION**
Code your own

PREVIEWS

What will your campaign look like?

View your campaign BEFORE sending it!

The screenshot displays the Mailchimp Campaign Builder interface in preview mode. The browser address bar shows the URL: <https://us4.admin.mailchimp.com/campaigns/wizard/neapolitan?id=1060881#>. The page title is "SAMPLE USE OF MAILCHIMP" and it is in "Preview mode".

At the top, there are navigation tabs for "Desktop", "Mobile", and "Inbox". The main preview area shows a campaign layout with the following elements:

- A black header bar with the text "More RAE Resources & Opportunities!" and a link "View this email in your browser".
- A large blue graphic with the text "VIRUS ZIKA?" overlaid on a world map.
- A section titled "When you're expecting, you want to..." featuring a photo of a pregnant woman and a bulleted list:
 - eat well
 - get adequate rest
 - feel and be healthy
 - get up to date and accurate information about how to do all of these things.
- A section titled "Because you're expecting a" with a photo of a family.

On the right side, the "Header Info" panel displays the following details:

- To:** <recipient email address>
- From:** Karen Spear Ellinwood, PhD, Faculty & Resident Instructional Development
- Reply-to:** kse@medadmin.arizona.edu
- Subject:** SOS - SAMPLE - NOT A REAL ANNOUNCEMENT

At the bottom right of the preview area, there is a "Live Merge Info" button. The bottom of the browser window shows a download bar with several files: zika-cdc.jpg, zika-brasil.jpg, mosquitos.jpg, zika.jpg, BABY-PARENTS.jpg, and BABY.jpg, along with a "Show all downloads..." link.

So you can EDIT your campaign BEFORE sending it!

Campaign Builder - Temp | UA College of Medicine | Search | College of Medic... | Home | The University of | Karen

https://us4.admin.mailchimp.com/campaigns/wizard/neapolitan?id=1060881#

Apps | New FID | Google Scholar | ADMIN | GRANTS | JOURNALS | Med Ed | PLAYLISTS | PROF ORGS | TECH | UA | DVM | LANGUAGE | Qualtrics | Reflective MedEd | AAMC_2015 | CDC-espanol | PBS | 2016 WGEA | AOTS | ScholarOne | Other bookmarks

SAMPLE USE OF MAILCHIMP Preview mode

Desktop | Mobile | Inbox

Visit the OBGYN homepage! | View this email in your browser



VIRUS
ZIKA?

Share | Tweet | Forward



**When you're expecting,
you want to...**

- eat well
- get adequate rest
- feel and be healthy
- get up to date and accurate information about how to do all of these things.



**Because you're
expecting a
healthy, happy**

Header Info

To: <recipient email address>

From: Karen Spear Ellinwood, PhD, Faculty & Resident Instructional Development

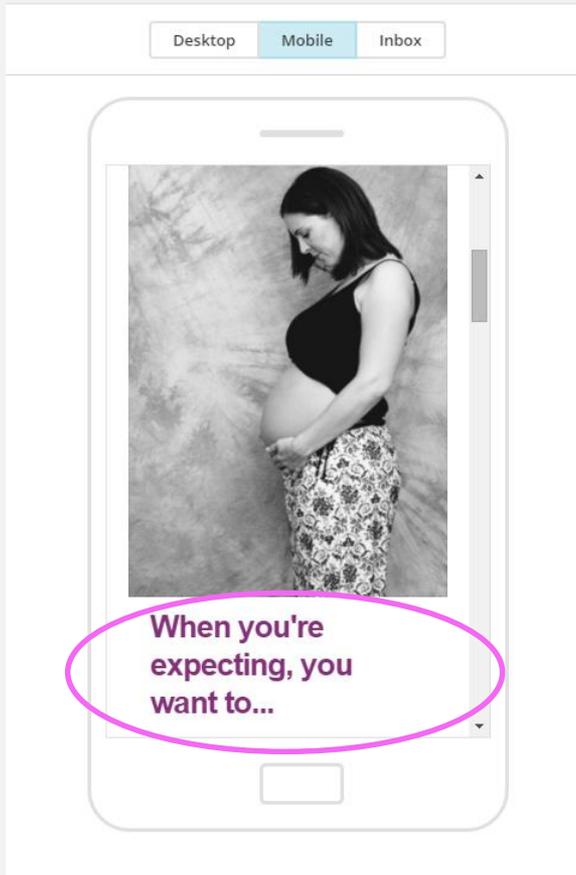
Reply-to: kse@medadmin.arizona.edu

Subject: SOS - SAMPLE - NOT A REAL ANNOUNCEMENT

Live Merge Info

zika-cdc.jpg | zika-brasil.jpg | mosquitos.jpg | zika.jpg | BABY-PARENTS.jpg | BABY.jpg | DR-PREC.jpg | PREG1.jpg | Show all downloads...

View your campaign in MOBILE mode BEFORE sending it!



- Is the font **too large** for display on a mobile device?
- Do content blocks take up 2 lines when they should be displayed on 1 line?
- If yes, change it!

Edit Design Settings for Mobile Styles BEFORE sending your campaign!

The screenshot shows the Mailchimp Campaign Builder interface. The browser address bar displays <https://us4.admin.mailchimp.com/campaigns/wizard/neapolitan?id=1060881#>. The interface is divided into three main sections: Content, Design, and Comments. The Design section is active, and the Mobile Styles menu is highlighted with a red box. The main content area shows a preview of an email campaign with a blue header, a world map, and text about Zika virus. Below the header is a section titled "When you're expecting, you want to..." with a list of bullet points: "eat well", "get adequate rest", "feel and be healthy", and "get up to date and accurate information about how to do all of these things." Below this is another section titled "Because you're expecting a healthy, happy baby." with a photo of a family.

Visit the OBGYN homepage! [View this email in your browser](#)

VIRUS
ZKA?

Share Tweet Forward

When you're expecting, you want to...

- eat well
- get adequate rest
- feel and be healthy
- get up to date and accurate information about how to do all of these things.

Because you're expecting a healthy, happy baby.

Content Design Comments

Page >

Preheader >

Header >

Body >

Columns >

Footer >

Mobile Styles >

MonkeyRewards >

< Back Recipients > Setup > Template > **Design** > Confirm Next >

Mobile Styles

The screenshot shows the Mailchimp Campaign Builder interface. The main preview area displays a mobile-optimized email design for a Zika virus awareness campaign. The design features a blue header with a world map and the text 'VIRUS ZIKA?', followed by social sharing icons. Below is a section with a photo of a pregnant woman and the text 'When you're expecting, you want to...' with a bulleted list of advice. At the bottom, there's a photo of a family and the text 'Because you're expecting a healthy, happy baby.' The right-hand side of the interface shows the 'Mobile Styles Design' panel, which allows users to adjust the styling for mobile devices. The panel is currently set to 'Heading 1' with a font size of 16px and a line height of 'Slight'. Other heading styles (Heading 2, 3, 4) are also visible with their respective settings. The bottom navigation bar shows the current step is 'Design'.

- Use the SAME color and font as the styles (e.g., headings) of your template.
- Allow you to change the Font Size and Line Height to adapt to a mobile display, WITHOUT changing how it will look on a desktop!

Change Body Text, Left/Right Column Text, Footer Text styles!

The screenshot displays the Mailchimp Campaign Builder interface. The main area shows a preview of an email design with a pink background. The email content includes a blue header with the text "VIRUS ZIKA?", a list of social media sharing options (Share, Tweet, Forward), a section titled "When you're expecting, you want to..." with a list of bullet points, and a section titled "Because you're expecting a healthy, happy baby." with an image of a family.

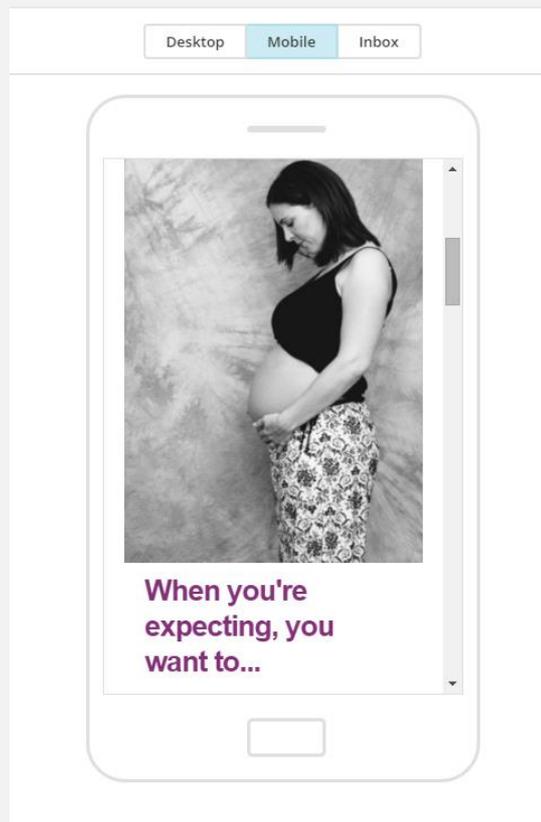
On the right side, a "Mobile Styles Design" panel is open, showing settings for various text elements:

- Body Text:** Font size: 14px, Line height: Slight
- Left Column Text:** Font size: 18px, Line height: Slight
- Right Column Text:** Font size: 18px, Line height: Slight
- Footer Text:** (Settings are visible but not fully detailed)

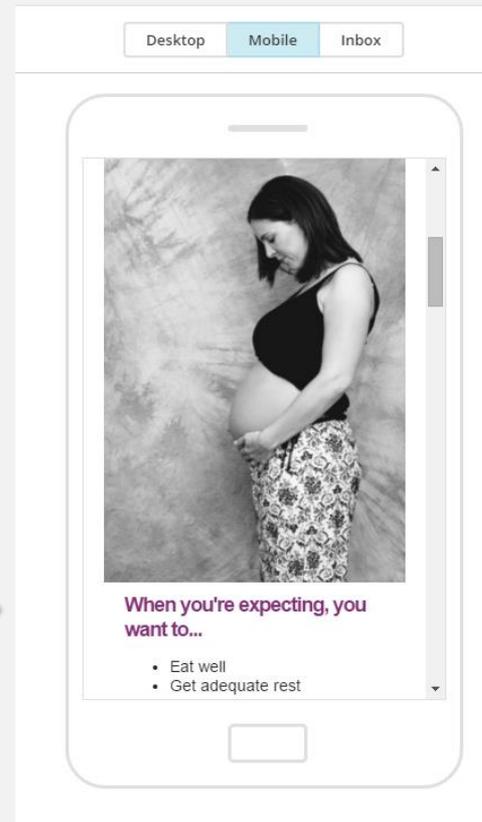
At the bottom of the panel, there are "Save" and "Cancel" buttons. The bottom navigation bar shows the progress: "Recipients > Setup > Template > Design > Confirm".

Edit Mobile Styles

BEFORE



AFTER



Without Changing Desktop Styles

BEFORE Mobile Edits

Desktop Mobile Inbox



When you're expecting, you want to...

- Eat well
- Get adequate rest
- Feel and be healthy
- Get up to date and accurate information about how to do all of these things.



Because you're expecting a healthy, happy baby.

Up to date & Accurate Information about Zika



There are many suspected cases of Zika Virus in Brazil.

Your text caption goes here. You can change the position of the caption and set styles in the block's settings tab.

AFTER Mobile Edits

Desktop Mobile Inbox



When you're expecting, you want to...

- Eat well
- Get adequate rest
- Feel and be healthy
- Get up to date and accurate information about how to do all of these things.



Because you're expecting a healthy, happy baby.

Up to date & Accurate Information about Zika



There are many suspected cases of Zika Virus in Brazil.

Your text caption goes here. You can change the position of the caption and set styles in the block's settings tab.

TEST your campaign BEFORE sending it!

The screenshot displays the MailChimp Campaign Builder interface. The left pane shows a video campaign preview with the title "How can you protect you and your baby?" and the video content "What is Zika?". The right pane shows the "Preview and Test" menu, where the "Send a test email" option is circled in red. The interface includes a navigation bar at the top with "Preview and Test", "Save as Template", and "Save And Exit" options. A sidebar on the right contains navigation links for Dashboard, Campaigns, Templates, Lists, Reports, Automation, Account, and Log Out. The bottom navigation bar shows the current step as "Design" in a sequence of Recipients, Setup, Template, Design, and Confirm.

Campaign Builder - Temp | Zika Virus 101 - YouTube

https://us4.admin.mailchimp.com/campaigns/wizard/neapolitan?id=1060881#

SAMPLE USE OF MAILCHIMP

Preview and Test | Save as Template | Save And Exit

How can you protect you and your baby?

What is Zika?

Zika Virus 101
Centers for Disease Control and Prevention (CDC) | 13,719

CDC Video about the Zika Virus (English)

¿Qué es el zika?

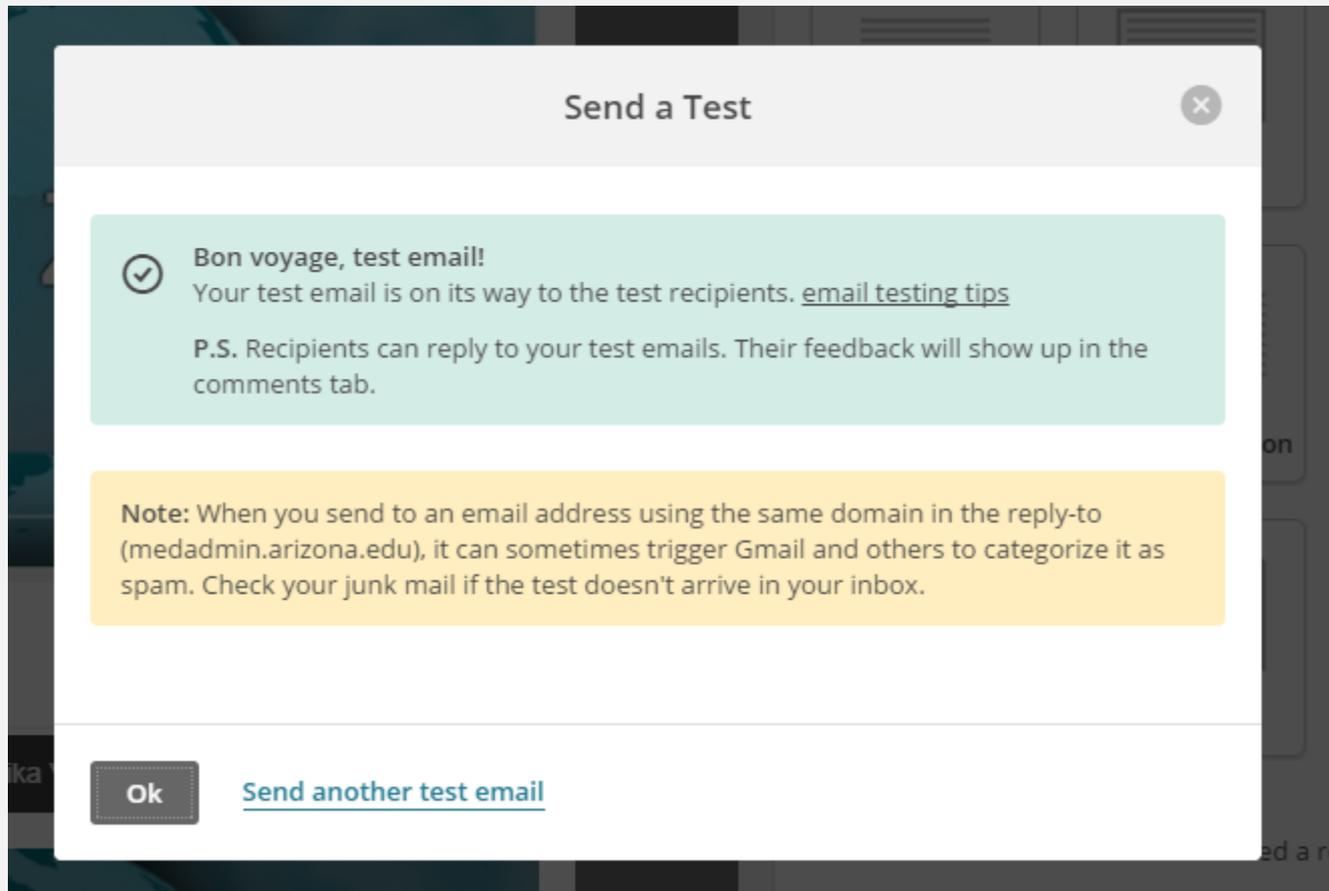
Enter preview mode
Send a test email
Push to MailChimp Mobile
Open Link Checker
Social Cards

Text
Image
Image Card
Image + Caption
Social Share
Social Follow
Footer
Code
Video

Need a refresher? Take a quick tour.

Back | Recipients > Setup > Template > Design > Confirm | Next >

TEST your campaign BEFORE sending it!





AUTO-FEED TWITTER

Account Settings, Template Design, Set-up



Twitter

The screenshot shows the MailChimp account integrations page for user 'karence'. The page lists several integrations: Mandrill, Facebook, Goal, Twitter, and SurveyMonkey. The Twitter integration is highlighted with a red box and is marked as 'Connected'. A modal window is open over the Twitter integration, showing the Twitter logo and the text 'Auto-tweet your campaigns when they are sent'. Below the modal, there are two 'Learn More' links.

Integrations Panel | MailChimp - Google Chrome

https://us4.admin.mailchimp.com/account/integrations/

Account
karence

Account settings ▾ Billing ▾ Extras ▾ Re...

Integrations

Connect MailChimp to the web s...
content, and see how your...

Learn More

Learn More

- Mandrill
Transactional email by MailChimp via SMTP or an API
- Facebook beta
Add a subscribe form to a Facebook Page and auto-post Campaigns
- Goal
Trigger autoresponders or segment lists based on subscribers' activity on your site.
- Twitter
Auto-tweet your campaigns when they are sent ✓ Connected
- SurveyMonkey
Integrate survey invitations and send follow-ups by completion status

Set Your Account on Auto-Tweet

Home Moments Notifications Messages Search Twitter

Faculty Instructional Development
Office of Medical Student Education, University of Arizona College of Medicine - Tucson

TWEETS 674 FOLLOWING 537 FOLLOWERS 97 LIKES 18 Edit profile

Med Ed Development
@UAOMSERFID

Please Tweet responsibly
uanow.org/participate Twitter feed by
Karen Spear Ellinwood, PhD, Director,
Instructional Development on teaching,
ed tech & research

Tucson, AZ
fid.medicine.arizona.edu
Joined October 2013

Who to follow · Refresh · View all

Tweets Tweets & replies Photos & videos

Med Ed Development @UAOMSERFID · Jan 15
eepurl.com/bM13Xb

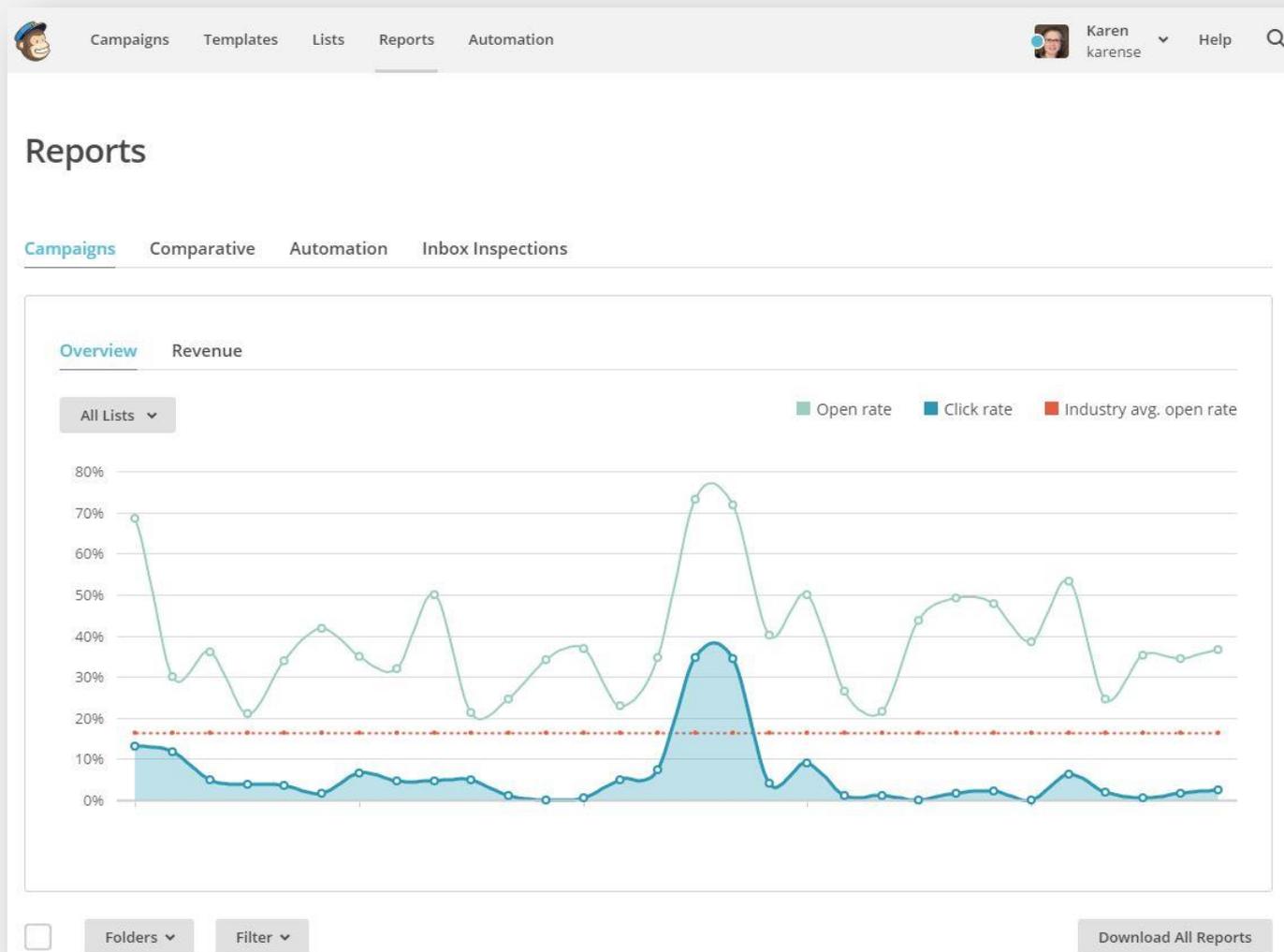
Med Ed Development @UAOMSERFID · Jan 4
Session Details ihi.org/education/WebT...

Med Ed Development Retweeted
Judy Chicurel @JudyChicurel · 27 Dec 2015
Happy the NYT ran this yesterday nytimes.com/2015/12/26/opi...

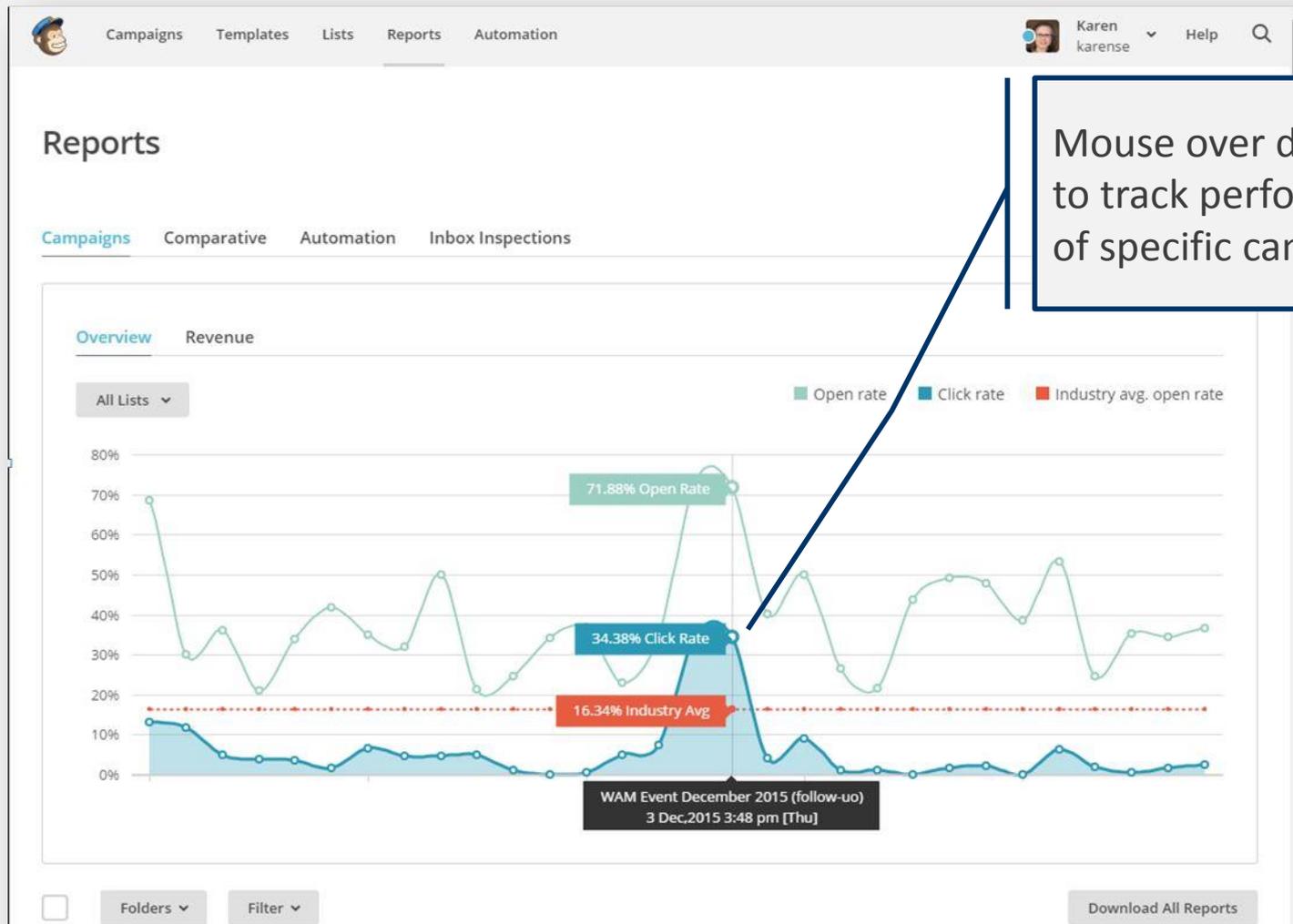
MONITOR PERFORMANCE

Statistics by Campaign & List

Automatically Generates Reports

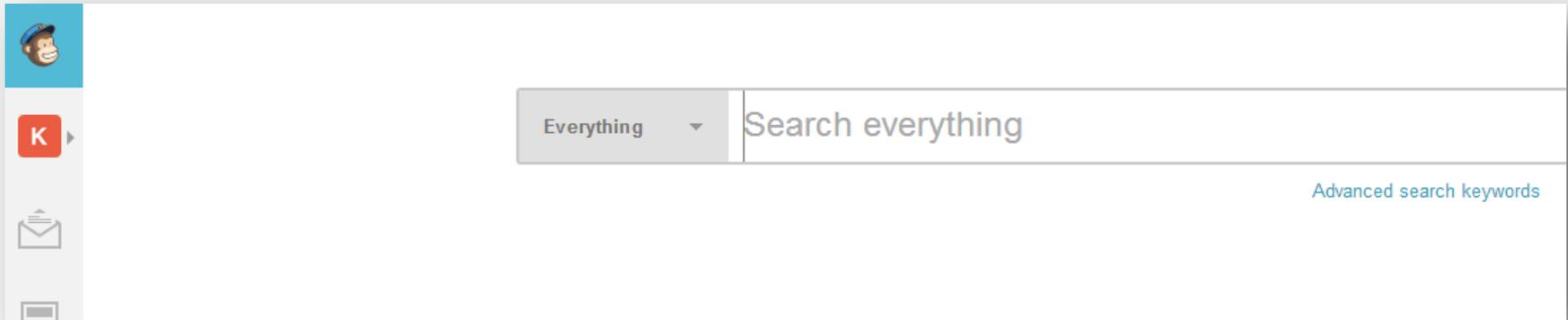


Offers Details!



Mouse over data point to track performance of specific campaign

There's a search function!



EVALUATION

Please take a minute to offer feedback on this workshop and to the facilitator.

<http://bit.ly/sos-mc>

<http://bit.ly/sos-fac>

THANK YOU!

Karen