



a guide for bloggers

# BUILD YOUR AUDIENCE

*MailChimp*





a guide for bloggers

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# INTRODUCTION

MailChimp makes it fun and easy to send email newsletters, manage subscriber lists and track campaign performance, but what does that have to do with you? Why should bloggers be concerned about email? Turns out, there are great opportunities for increased audience engagement when bloggers introduce email as an option for content delivery.

For one thing, people have different preferences about how they consume information. Some people want to come to your site and browse your latest posts; some are interested in what others are saying in the comments; and some just want to skim your content via RSS and never visit your site at all. There's another group of people that prefer reading your blog in their email clients. It's true! They may not have many sites they care enough about to warrant managing a feed reader, or they just like getting email instead of visiting your blog. Whatever the reason, it's a nice option to offer your readers so they can engage with you in the way that suits them best.

Also, aside from promoting your regular blog content, there may be other ways you can use email to engage your audience and track the effectiveness of your communications. You could send exclusive content to your mailing list, like special articles or sales. You could inform them about updates and news that may be outside the scope of your typical blog postings. The bottom line is this: When people sign up to receive updates from you, they're telling you they want to hear from you. They're saying, "I'm interested in what you have to say. Please keep me informed." You may not know how engaged your average reader is. You don't know who's reading your RSS feed, or how devoutly they're reading it. But you *know* that people who give you their email addresses are indicating a certain level of commitment in asking to receive updates from you. And with a service like MailChimp, you know who those people are, and you can actually track their engagement by how often they open your emails, what they click on and what they share with their friends.

And did we mention that MailChimp is completely free for lists with up to 500 subscribers? That's right, **FREE**. No credit card, no expiring trial, and no hidden fees or commitments. You get access to our amazing features, including powerful reports, list management, awesome templates and more integrations than you can shake a stick at. Sounds pretty good, doesn't it? We think so.

Please note that this document is intended to serve as a guide to everything MailChimp offers for bloggers. If you have questions or comments that aren't addressed here, please feel free to contact our support staff at [mailchimp.com/support](https://mailchimp.com/support), and we'll be happy to assist you.

# BUILDING YOUR MAILING LIST

MailChimp offers several ways to build mailing lists by allowing you to present your readers with opportunities to sign up and receive email updates.

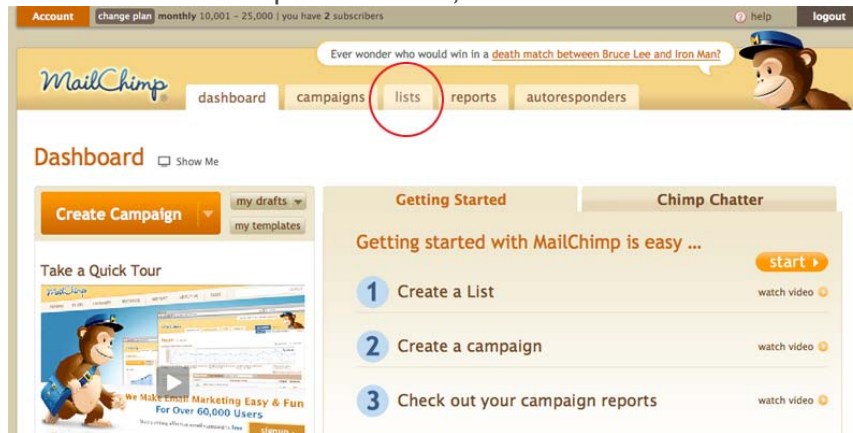
## ***Sign-Up Plugins***

Easily add a sign-up form to your blog with plugins for WordPress, TypePad, Moveable Type, Expression Engine and Drupal. Go to [mailchimp.com/plugins](http://mailchimp.com/plugins) for downloads, descriptions and installation instructions.

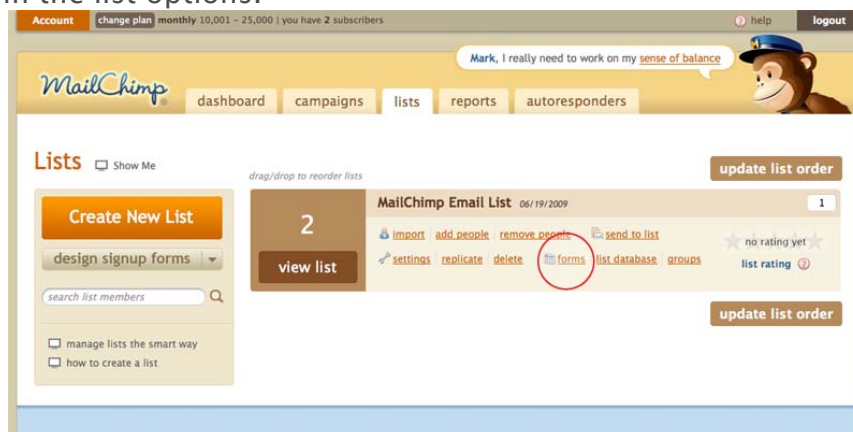
## ***Sign-Up Forms***

If you don't use one of the blogging services above, or you'd like to customize your sign-up form, you can create a form in the MailChimp application. Here's how:

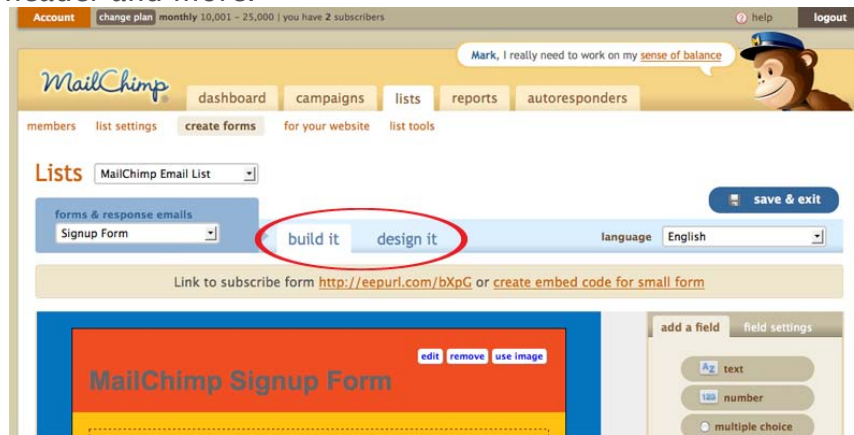
1. From the MailChimp dashboard, click the ***Lists*** tab.



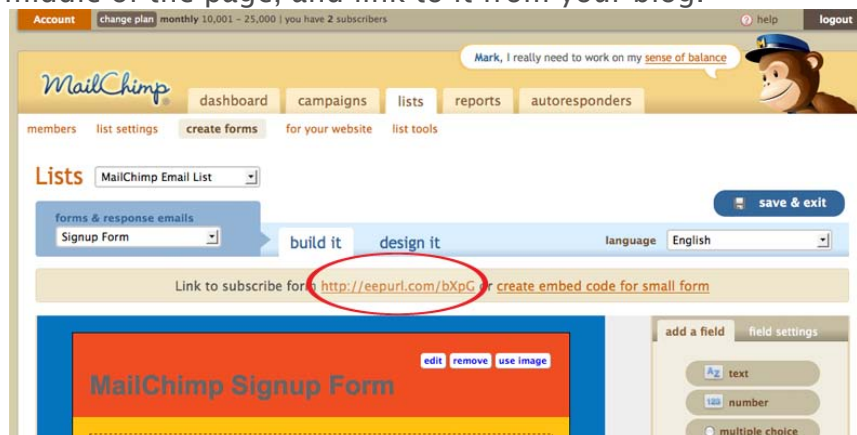
2. Choose which list you want connected with the sign-up form, and click ***Forms*** in the list options.



3. Customize the details of your form. Use the **Build It** tab to determine what information you collect in the form and the **Design It** tab to change colors, header and more.



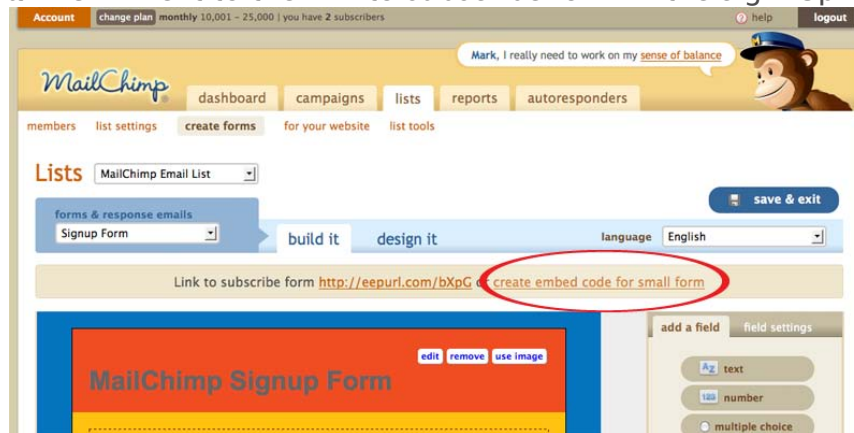
4. When the form is finalized, just copy the **Link to Subscribe Form** located in the middle of the page, and link to it from your blog.



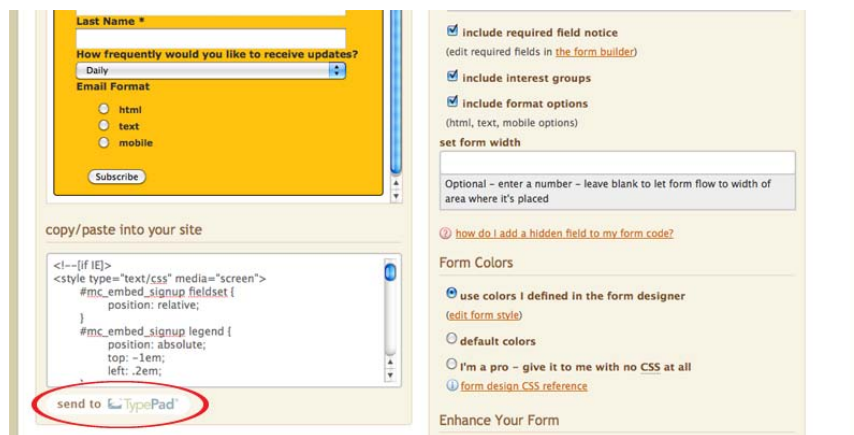
## Embed Code

If you'd rather keep your readers on your site than direct them to an external landing page to sign up, you can use our embed code to create a customized sign-up form on your blog. The embed code provides more customization options than the sign-up form, too. Creating the embed code is a simple process, and it will make signing up for your newsletter easier for your readers.

Just follow the steps for building the subscribe form. Then click **Create Embed Code for Small Form** next to the link to subscribe form in the Sign-Up form builder.



Just copy and paste the code into the appropriate place on your site. If you're a TypePad user, you can send the code directly to your blog with the **Send to TypePad** button.



## Evil Popup Form: Use with Caution!

For users who want to actively recruit their readers to sign up, MailChimp offers a way to make your sign-up form popup on the page so that readers will be forced to make a decision about signing up. Just check **Enable Evil Popup Form** on the embed-code page, then paste the embed code (described above) into your blog. When the box is checked, you can then decide how soon you want the form to pop up after someone navigates to the page (it loads after 2 seconds by default). When readers navigate to the page where the code is embedded, they'll be presented with the popup form at the interval you've determined.

copy/paste into your site

```

<!--[if IE]>
<style type="text/css" media="screen">
#mc_embed_signup fieldset {
position: relative;
}
#mc_embed_signup legend {
position: absolute;
top: -1em;
left: .2em;
}

```

send to [TypePad](#)

area where it's placed

[how do I add a hidden field to my form code?](#)

Form Colors

☒ use colors I defined in the form designer  
[\(edit form style\)](#)

☐ default colors

☐ I'm a pro - give it to me with no CSS at all

[form design CSS reference](#)

Enhance Your Form

☐ enable evil popup mode

☐ include archive link

☐ include Monkey Rewards link

☐ include subscriber count chicklet

create embed code

## Frequently Asked Questions

### Can my subscribers choose to receive emails in formats besides HTML?

Yes. By default, we include a preference in your subscribe form that allows your subscribers to choose how they want to receive email. HTML includes all your images, links and formatting; text strips out everything but the text in your email; and mobile reduces image sizes and stacks your content into a single column for easy reading on a mobile device.

MailChimp is the *only* email service provider that offers a mobile format, and we think it's a great option for subscribers who are on-the-go and prefer to read email on their phones. It preserves the images and links from your HTML campaign, but presents them in a way that's more suitable for mobile reading than full HTML. For example, here's a regular HTML email campaign and it's mobile counterpart, shown side by side:

### Standard HTML



### Mobile



If you want to remove this option from your subscribe form, go to **Lists → Settings → List Name & Defaults** and uncheck the “Let your subscribers pick an email format?” box.

### ***Form Integrations***

MailChimp integrates with WuFoo and FormSpring, two online services that make creating forms fun and easy. You can use these services to create all kinds of forms, from registrations to surveys, but they’re pretty handy for sign-up forms, too. For more information about how these integrations work, you can visit our blog.

#### ***WuFoo Integration***

<http://www.mailchimp.com/blog/wufoo-form-integration-with-mailchimp/>

#### ***FormSpring Integration***

<http://www.mailchimp.com/blog/formspring-integration-with-mailchimp/>

### **How do I add a sign-up form to a hosted WordPress.com blog?**

WordPress.com strips out form code, tags and JavaScript for security, so it’s difficult to make signup forms available for these blogs. The easiest solution is to just add a link to your hosted sign-up form from your blog. MailChimp has a solution that creates the illusion of a sign-up form right in your blog, but it’s a hack. You can find out how it works here:

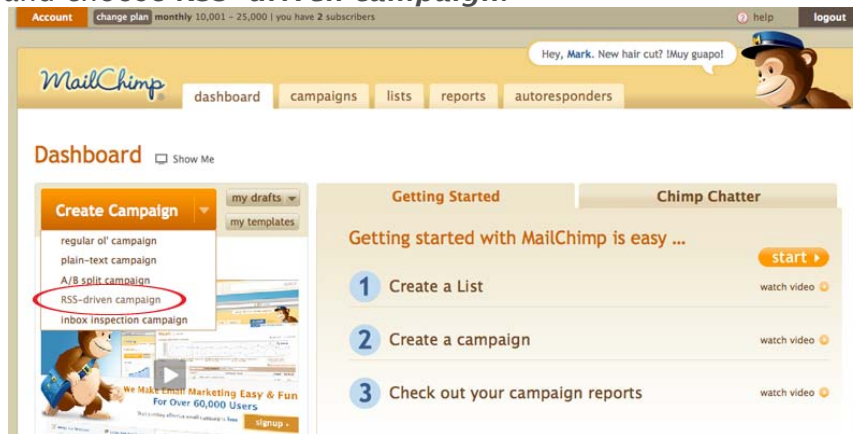
<http://en.forums.wordpress.com/topic/mail-chimp-signup-form-embed-code-doesnt-work>



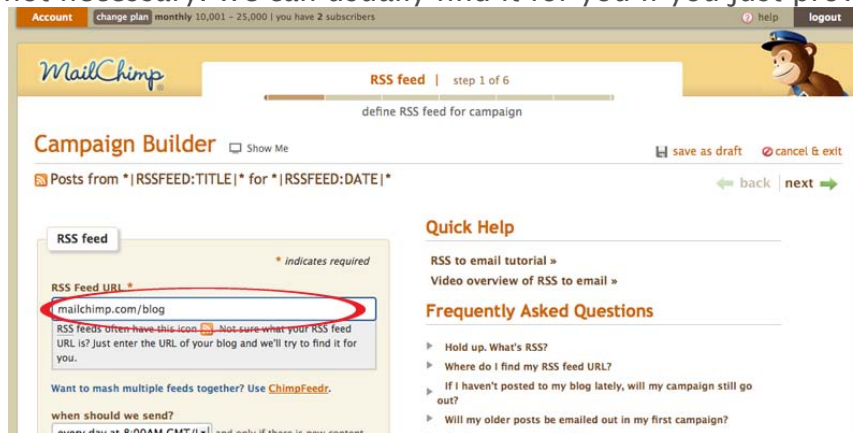
# SETTING UP AN RSS-TO-EMAIL CAMPAIGN

RSS stands for “really simple syndication” and it’s an easy way for people to follow updates to your blog without having to check in routinely to see if you’ve posted anything new. It’s a great tool, but many people prefer to receive updates in their inboxes instead. We think email and RSS work beautifully together, and we recommend that bloggers allow their readers to choose how they consume new content. MailChimp’s RSS-to-Email campaigns provide an easy solution for automatically sending your new content via email, and here's how you create one:

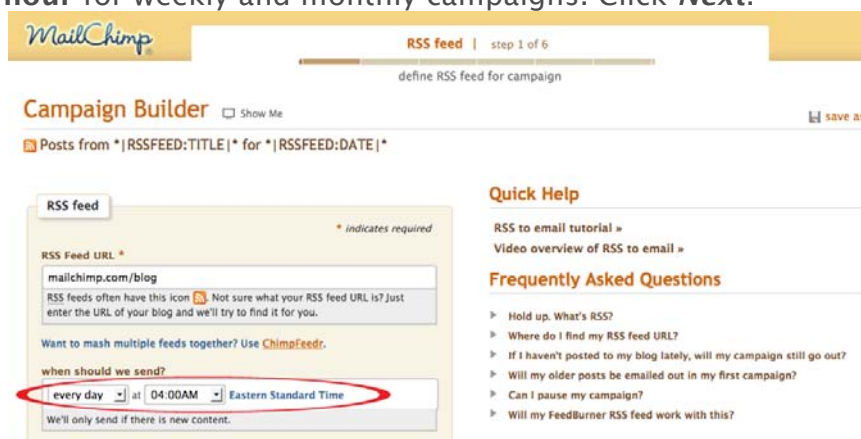
1. From the MailChimp dashboard, click the big orange **Create Campaign** button and choose **RSS-driven campaign**.



2. Enter the URL of your blog. You can give us the URL of your RSS feed, but it's not necessary. We can usually find it for you if you just provide your blog's URL.



- Decide how often you want the campaign to be delivered. You can choose when you want to send campaigns by **hour** for daily campaigns, and by **day and hour** for weekly and monthly campaigns. Click **Next**.



MailChimp RSS feed | step 1 of 6  
define RSS feed for campaign

Campaign Builder ☐ Show Me save as...

Posts from \*|RSSFEED:TITLE|\* for \*|RSSFEED:DATE|\*

**RSS feed** \* indicates required

RSS Feed URL \*  
mailchimp.com/blog  
RSS feeds often have this icon . Not sure what your RSS feed URL is? Just enter the URL of your blog and we'll try to find it for you.

Want to mash multiple feeds together? Use [Chimafeedr](#).

when should we send?  
 at    
We'll only send if there is new content.

**Quick Help**  
 RSS to email tutorial »  
 Video overview of RSS to email »

**Frequently Asked Questions**

- Hold up. What's RSS?
- Where do I find my RSS feed URL?
- If I haven't posted to my blog lately, will my campaign still go out?
- Will my older posts be emailed out in my first campaign?
- Can I pause my campaign?
- Will my FeedBurner RSS feed work with this?

- Choose the list and/or segment that will receive the campaign. Click **Next**.



Account change plan monthly 10,001 - 25,000 | you have 2 subscribers help logout

MailChimp recipients | step 2 of 6  
select a list or create a segment to receive the campaign

Campaign Builder ☐ Show Me save as draft cancel & exit

Posts from \*|RSSFEED:TITLE|\* for \*|RSSFEED:DATE|\* back next

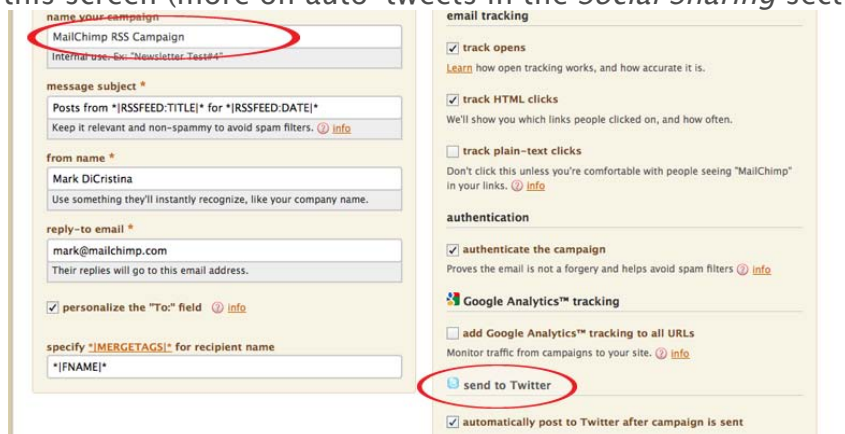
which list would you like to send this campaign to?

☒ MailChimp Email List (2 recipients) send to segment of list send to entire list

back next

Need Help? Free Resources Get In Touch

- Name your campaign, give it a subject and review additional options on the preferences screen. There's also an option to auto-tweet your campaign from this screen (more on auto-tweets in the *Social Sharing* section). Click **Next**.



name your campaign  
  
Internal use only: "Newsletter Test4"

message subject \*  
  
Keep it relevant and non-spammy to avoid spam filters. [info](#)

from name \*  
  
Use something they'll instantly recognize, like your company name.

reply-to email \*  
  
Their replies will go to this email address.

☒ personalize the "To:" field [info](#)

specify \*|MERGETAGS|\* for recipient name

**email tracking**

☒ track opens  
[Learn](#) how open tracking works, and how accurate it is.

☒ track HTML clicks  
We'll show you which links people clicked on, and how often.

☐ track plain-text clicks  
Don't click this unless you're comfortable with people seeing "MailChimp" in your links. [info](#)

**authentication**

☒ authenticate the campaign  
Proves the email is not a forgery and helps avoid spam filters. [info](#)

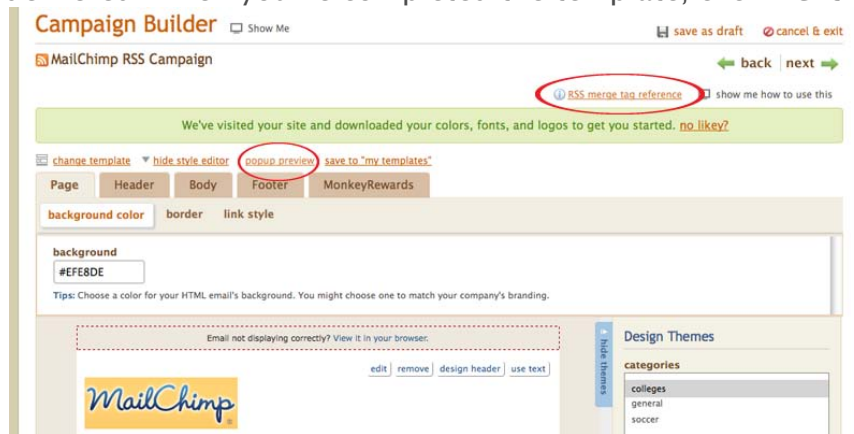
**Google Analytics™ tracking**

☐ add Google Analytics™ tracking to all URLs  
Monitor traffic from campaigns to your site. [info](#)

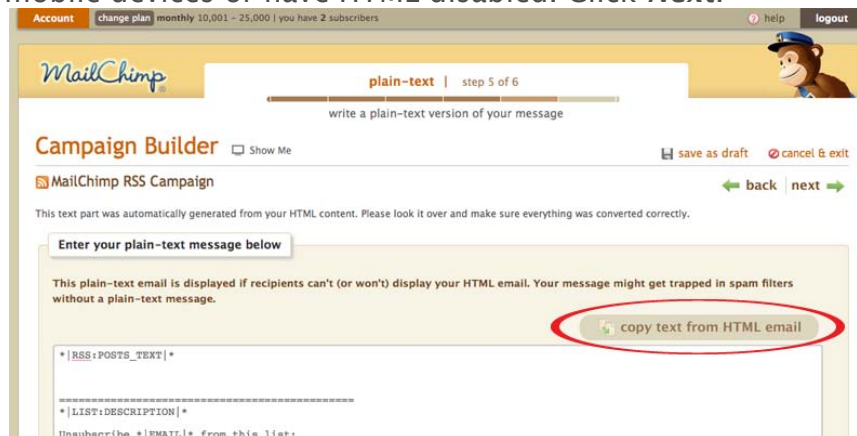
☒ send to Twitter

☒ automatically post to Twitter after campaign is sent

6. Choose a template for your campaign. You can design the template yourself, or let MailChimp help you. If you have custom HTML, you can upload that as well. Use our handy merge tag cheat sheet (below) if you want to customize how your RSS feed is displayed in your campaign. You can use the “pop-up preview” tool to pull in live content and see exactly your campaign will look like when its delivered. When you’ve completed the template, click **Next**.

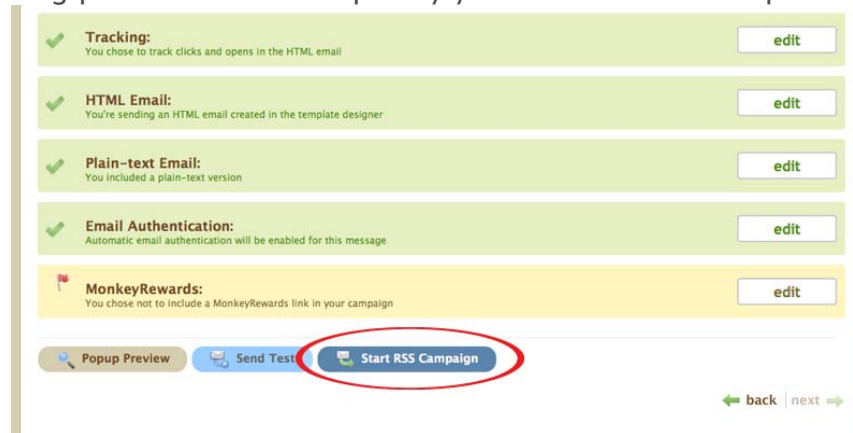


7. Automatically create a text version of your campaign for readers who use mobile devices or have HTML disabled. Click **Next**.





8. Confirm the details of your campaign, send a test and if everything looks good, click **Start RSS Campaign**. Your first campaign will be delivered after your next blog post and at the frequency you determined in step 3.



## Frequently Asked Questions

### Why should I use MailChimp instead of FeedBurner for RSS-to-Email newsletters?

MailChimp thinks Feedburner is a great product, but there are some great things we can do that Feedburner can't. We provide powerful tools like fully customizable templates, open and click tracking, bounce management, list cleaning, spam filter check and more. You can auto-tweet your campaigns from MailChimp; you can tie your Google Analytics account to MailChimp and see how your site traffic is affected by your email campaigns; you can even send email in a mobile-friendly format for people who read on their phones. Need more convincing? Feedburner doesn't allow you to choose when you send your RSS updates, but you can choose when you send *by hour* with MailChimp. You can personalize your newsletters with MailChimp's merge tags; you can segment your campaigns by frequency and interests; and it's *completely free* for lists under 500 subscribers. Plus, if you just *love* the look of Feedburner emails, you can use MailChimp's Feedburner template or customize it to your liking.

You may actually want to use Feedburner *with* MailChimp, not just as an alternative. For example, you can use the two services together to add advertisements to your newsletter. We've got a step-by-step tutorial about how to do that [on our blog](#).

You can also use Feedburner to fix a feed that doesn't play nice with MailChimp (see the next question). We'll even add your MailChimp subscribers to your Feedburner count so you can monitor your overall subscriber count.

### **My RSS feed isn't working. Am I doing something wrong?**

Our application generally cooperates really well with RSS feeds, but every once in awhile, our customers have issues with their feeds not working correctly. Check to make sure you've added the correct URL for your feed (especially if you're having problems when you just add your blog's URL). If it still doesn't work, we recommend running your feed through Feedburner and giving us the Feedburner feed instead.

To do that, just go to [feedburner.google.com](http://feedburner.google.com) and create a feed for your blog. Once you've completed the simple steps there, copy and paste your new Feedburner feed into the Feed URL field in the MailChimp campaign builder.

### **Will my old posts be emailed out in my first campaign?**

No, we'll start sending email when new content is added to your feed.

### **Will my campaign go out if I haven't posted anything?**

No, we only send campaigns when there's new content in your feed. So if you've got your campaign set to go daily, but you didn't post anything today, a campaign will not go out tomorrow.

### **How can I update, edit and pause my RSS-to-Email campaigns?**

To update your campaign, go to **Campaigns** from the dashboard. In the left column beneath **Create Campaign**, you'll see folders containing all your campaigns. Navigate to the RSS-to-Email folder, and you'll see a list of all your campaigns. Click on the one you want to update, and the "parent"—the template for your all your emails—will be the top item in the folder. Click **Edit Email** to make changes.

# MERGE TAGS

Merge tags are pieces of code you can place in your email to add content dynamically. Instead of using copy-and-paste or manually entering information, drop a merge tag into your email and the information will be added for you. For example, add `*|MC:SHARE|*` to your email, and MailChimp will add links to social networking sites so your readers can share your campaign.

Merge tags are especially helpful for RSS-to-Email campaigns because after you add them to your template and format it, you never have to worry about your campaign again. MailChimp will do all the work of collecting the new content, formatting with the merge tags, and then sending at the times you specify. That means you can spend more time focused on your blog and less time worrying about email.

Here's a sample of merge tags MailChimp offers for RSS-to-Email campaigns. For more, see the **Appendix** or visit [mailchimp.com/merge](http://mailchimp.com/merge).

## *RSS-to-Email: Basic Merge Tags*

`*|RSS:POSTS_HTML|*` or `*|RSS:POSTS|*`

Creates a progressively generated set of all of your posts in HTML format

`*|RSS:POSTS_TEXT|*`

Creates a progressively generated set of all of your posts in text format

`*|RSS:POSTS_FULL|*`

Displays the full content of your posts in HTML format, if available

`*|RSS:RECENT|*`

Show links for the 5 most recently published entries before the posts in the email

`*|MC:TOC|*`

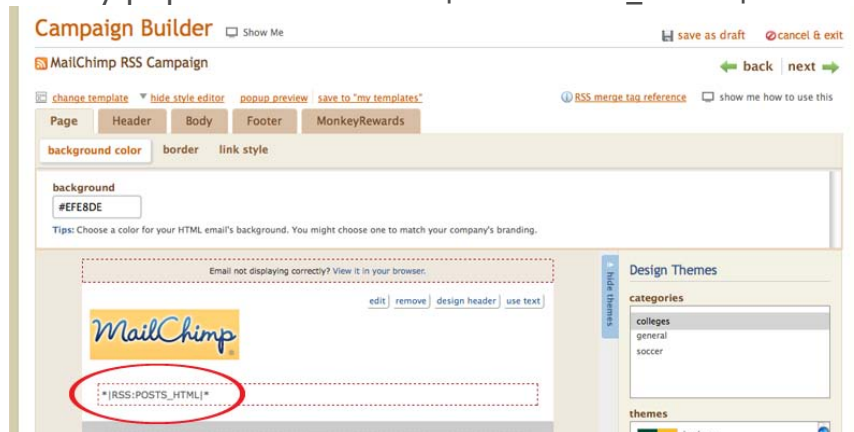
Adds a dynamically generated table of contents. **Note:** This tag adds items to the TOC that use the "Title" style. For RSS-to-Email campaigns, this tag does not work with the default `*|RSS:POSTS_HTML|*` tag. Instead, use the individual items tags, and give `*|RSSITEM:TITLE|*` the "Title" style. That way, the title of each post in your email will be included in the table of contents.

MailChimp is the only service besides Feedburner that offers this feature. It's very helpful for long emails that include several articles.

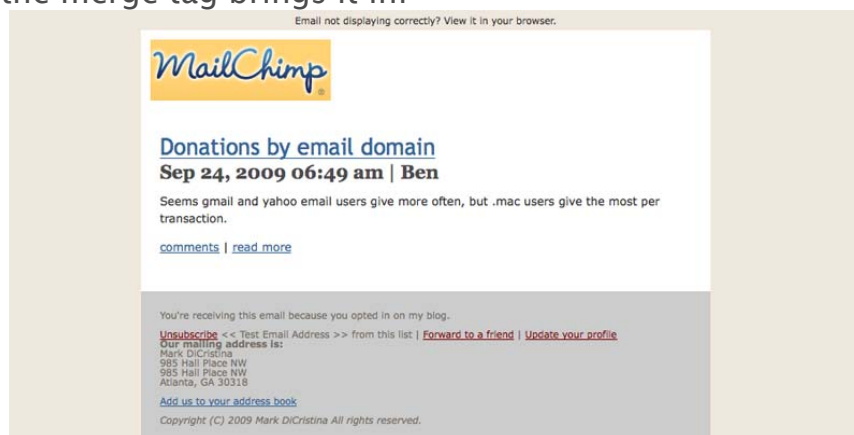


Here are a couple examples of how you can add merge tags to MailChimp's templates to create custom RSS-to-Email newsletters.

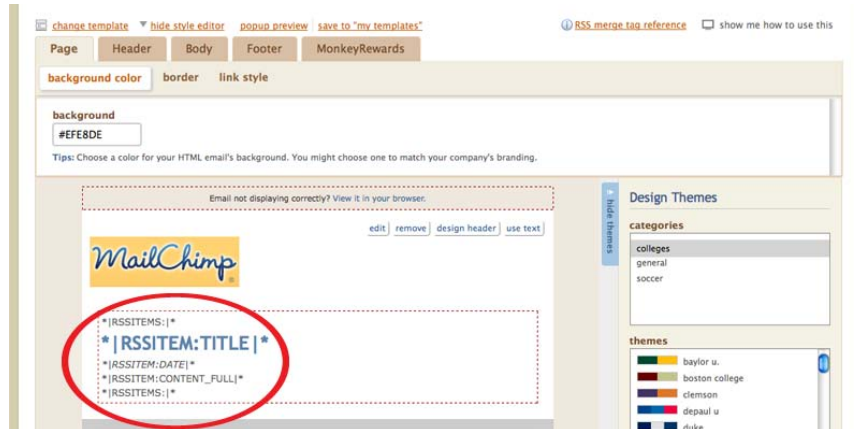
When you create an RSS-to-Email campaign, your template is automatically populated with the `*|RSS:POSTS_HTML|*`.



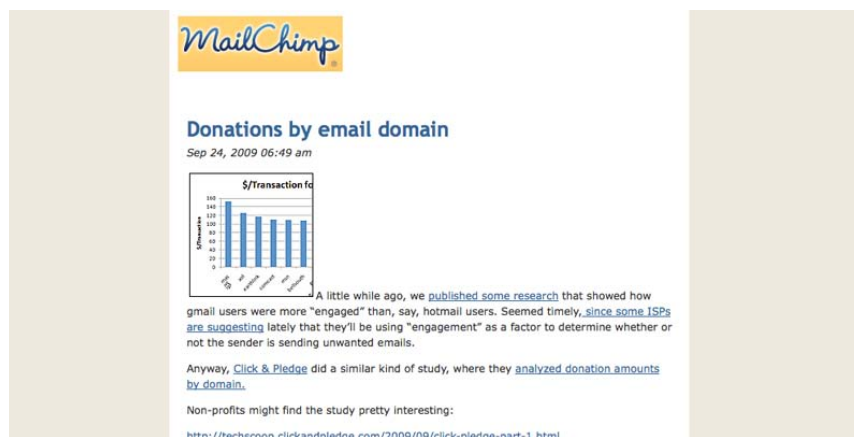
When you preview or send the campaign, this is how the content looks when the merge tag brings it in:



If you want to customize the content, you can use the `*|RSSITEM:|*` tags:



Here's how the content is displayed with those tags:



Curious how the Table of Contents tag works? Here's how it looks in the template:



Just make sure the article titles you want in the TOC use the "Title" style. That's how the tag knows what content to include. Here's how it looks in the live email:





# TEMPLATES

MailChimp offers a wide variety of templates for free, and some of them are specifically designed for RSS-to-Email campaigns. However, if you have the chops to design your own, we've exposed our template language, which you can read about here:

<http://www.mailchimp.com/resources/email-template-language/>


Here's an example of a template that's available in MailChimp's campaign builder. Note all the different RSS merge tags that are used, including feed title, post title, content, date and author.

BLOG UPDATES FROM	
<b>* RSSFEED:TITLE *</b>	
	
PUBLISHED * RSSFEED:DATE *	
<div>* RSSITEMS: *</div> <div><b>* RSSITEM:TITLE *</b></div> <div>* RSSITEM:CONTENT *</div> <div><a href="#">comment</a>   posted * RSSITEM:DATE * by * RSSITEM:AUTHOR *</div> <div>* END:RSSITEMS *</div>	<div> <b>ELSEWHERE</b></div> <div><a href="#">VISIT MY BLOG</a></div> <div><a href="#">SHARE THIS WITH A FRIEND</a></div> <div><a href="#">FOLLOW ME ON TWITTER</a></div> <div><a href="#">RSS FEED</a></div>
<a href="#">View Email In A Browser</a>   <a href="#">Unsubscribe</a> * EMAIL *   <a href="#">Update Your Subscription Profile</a>	
<div>* LIST:DESCRIPTION *</div> <div>* HTML:LIST_ADDRESS_HTML *</div> <div>Copyright (C) 2009 * LIST:COMPANY * All rights reserved.</div>	

When you preview and send the email, you'll see your template populated with all the content from your feed. You can move the merge tags around, add more or delete some of them, or you can create your own template from scratch!

BLOG UPDATES FROM

# The MailChimp Blog



PUBLISHED 10/09/2009

## Major Email Provider Trends: Yahoo and Hotmail Tops, Gmail Catching

We recently analyzed all outgoing email traffic from the MailChimp servers to see who the major email providers are, and identify trends.

[comment](#) | posted Oct 08, 2009 06:27 am by Ben

## LotusLive iNotes – IBM to compete with Google Apps

We just learned from the ZDnet blog that IBM plans to put Lotus Notes in the cloud with LotusLive iNotes.

[comment](#) | posted Oct 08, 2009 06:06 am by Ben


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[SHARE THIS WITH A FRIEND](#)

[FOLLOW ME ON TWITTER](#)

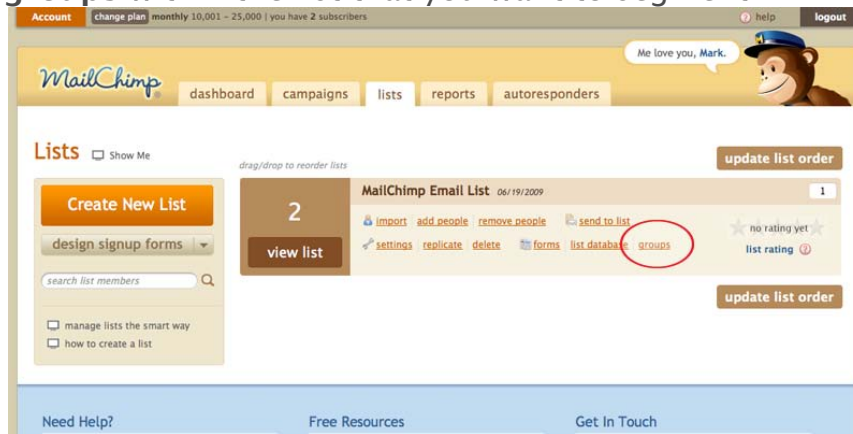
[RSS FEED](#)

# FREQUENCY (INTEREST GROUPS)

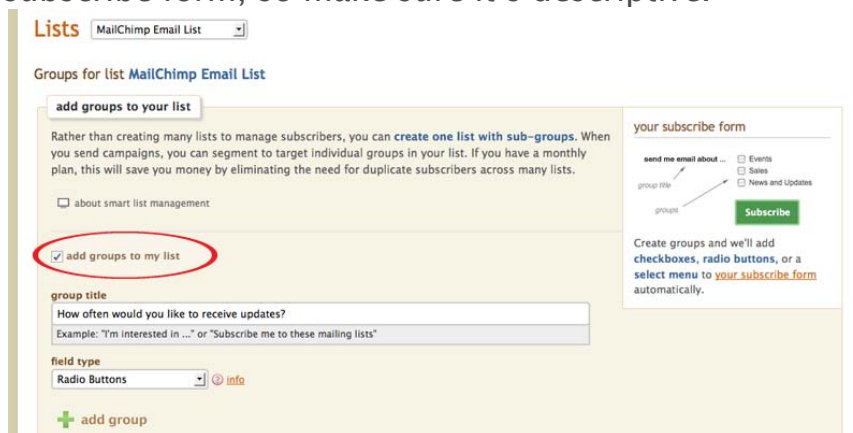
Interest groups allow you to target email campaigns to segments of your list. For example, say you want to send a campaign to people who have subscribed in the last 7 days, or you want to send an update to people who are only interested in a certain topic on your blog. Segmentation makes these kinds of campaigns easy.

One common application for bloggers is segmentation by frequency. Some readers may like to get emails from you every day, but others would prefer to hear from you once a week. It's easy to make these options available using MailChimp's interest groups. Here's how you do it:

1. From the MailChimp dashboard, click on the **Lists** tab and then click **groups** within the list that you want to segment.



2. Check **Add Groups to My List**, give your group a title, like “How often would you like to receive updates?” This is what readers will see in your subscribe form, so make sure it's descriptive.





3. Choose a **Field Type**. Checkboxes allow more than one group to be selected; radio buttons and drop-down allow *only* one group to be selected. Drop-down is better than radio buttons for situations where there are many options.

The screenshot shows the MailChimp interface for creating groups for a list named 'MailChimp Email List'. The 'add groups to your list' section explains that creating one list with sub-groups is more efficient than many lists. Below this, there's a checkbox for 'add groups to my list' which is checked. The 'group title' field is empty. The 'How often would you like to receive updates?' field has a placeholder example: 'Example: "I'm interested in..." or "Subscribe me to these mailing lists"'. The 'field type' dropdown is set to 'Radio Buttons' and is circled in red. To the right, there's a 'your subscribe form' section with checkboxes for 'Events', 'Sales', and 'News and Updates', and a 'Subscribe' button.

4. Click **Add Group** and title your new groups. If you're segmenting your list by frequency of updates, you can create groups called *Daily*, *Weekly* and *Monthly*.

This screenshot shows the same MailChimp interface as the previous one, but with the 'Add Group' button clicked. The 'field type' dropdown is still set to 'Radio Buttons' and is circled in red. Below it, a list of three options is shown: 'Daily', 'Weekly', and 'Monthly', each with a radio button icon. These three options are also circled in red. The 'add group' button is visible at the bottom left, and 'save' and 'cancel' buttons are at the bottom center. The 'your subscribe form' section on the right remains the same.

After you've set up your interest groups, you can create RSS-to-Email campaigns for each group:

1. On the first screen of the campaign builder, where you enter your blog's RSS feed, check the relevant frequency (daily, weekly or monthly).

This screenshot shows the 'RSS feed' step (step 1 of 6) in the MailChimp Campaign Builder. The page title is 'define RSS feed for campaign'. The 'RSS Feed URL' field contains 'http://www.mailchimp.com/blog/feed/'. Below this, a red circle highlights the 'when should we send?' section, which is set to 'every day at 8:00AM GMT/1-'. To the right, there is a 'Quick Help' section with links to 'RSS to email tutorial' and 'Video overview of RSS to email', and a 'Frequently Asked Questions' section with several questions related to RSS feeds.

2. On the next screen, choose the appropriate segment by clicking **Send to Segment of List** and choose "is interested in one of" whichever interest group is appropriate. For this segmentation, it doesn't matter if you match "any" or "all" since there is only one condition for the segmentation.

This screenshot shows the 'recipients' step (step 2 of 6) in the MailChimp Campaign Builder. The page title is 'select a list or create a segment to receive the campaign'. The 'which list would you like to send this campaign to?' section shows 'MailChimp Email List (2 recipients)'. Below this, a red circle highlights the 'Match ANY of the following:' section, which is set to 'Is Interested In one of' with a dropdown menu showing 'Daily', 'Weekly', and 'Monthly'. To the right, a 'Campaign will go to' box shows '0 in this segment' and a 'refresh count' button.

3. On the campaign preferences screen, give your campaign a descriptive title like “Daily RSS Campaign” so you can differentiate it from your other campaigns.

The screenshot shows the MailChimp Campaign Builder interface. At the top, there's a navigation bar with 'Account', 'change plan', and 'monthly 10,001 - 25,000 | you have 2 subscribers'. The main header says 'MailChimp' and 'setup | step 3 of 6'. Below this, it says 'name your campaign and set preferences'. The 'Campaign Builder' section has a 'Show Me' link and 'save as draft', 'cancel & exit' buttons. The campaign name is 'MailChimp RSS Campaign'. The 'campaign info' section has a 'name your campaign' field (highlighted with a red circle) containing 'MailChimp Daily RSS Campaign', a 'message subject' field containing 'Posts from \*[RSSFEED:TITLE]\* for \*[RSSFEED:DATE]\*', and a 'from name' field containing 'Mark DiCristina'. The 'tracking, authentication, and more' section has 'email tracking' options: 'track opens' (checked), 'track HTML clicks' (checked), and 'track plain-text clicks' (unchecked). There are also links for 'Learn how open tracking works, and how accurate it is.' and 'Don't click this unless you're comfortable with people seeing "MailChimp" in your links.'.

That's it! You can complete the rest of the campaign details like any other campaign, and your subscribers will get your email exactly how they like it.

## Frequently Asked Questions

### How do I add interest groups to the sign-up form on my blog?

If you've added interest groups to your list and you're using a MailChimp sign-up form, the interest groups will be automatically added to the form. To double-check, go to **Create Forms** under the **Lists** tab, and you can see what your form looks like.

### How many interest groups can I add?

You can add up to 30 interest groups.

### Are there other ways to segment my list besides frequency?

Sure, you can segment by category, too. Instead of changing the frequency of each campaign, change the RSS feeds to match the feeds for particular categories on your blog. Then, create an interest group for each category, update your subscribe form, and you're all set.

To learn more about all the ways you can segment your list, visit [http://www.mailchimp.com/features/power\\_features/segmentation](http://www.mailchimp.com/features/power_features/segmentation).

# SOCIAL SHARING

Social networking sites are an excellent way to promote your blog and connect with your audience, but we don't think they'll replace email marketing any time soon. In fact, our data suggests that social media and email complement each other very nicely. MailChimp recently analyzed more than 1 billion emails sent since January 2009 to track the inclusion of links to Twitter and Facebook. The data shows an 84% increase in email campaigns that include links to Twitter and a 66% increase in campaigns that feature Facebook. In 2008, neither site was linked in many email-marketing campaigns – a mere 0.49% of users included any social media links in their emails.

The reason social media and email work so well together is that they have different strengths. Social media is great for networking, quick updates and linking to articles; while email campaigns are great for delivering content and providing more in-depth updates. As a blogger, you want your audience to be engaged, and a blend of social media and email marketing will give your audience several ways of following your activity.

And since we know how useful social media has become, MailChimp offers several ways to integrate social media with email marketing.

## ***Auto-Tweet***

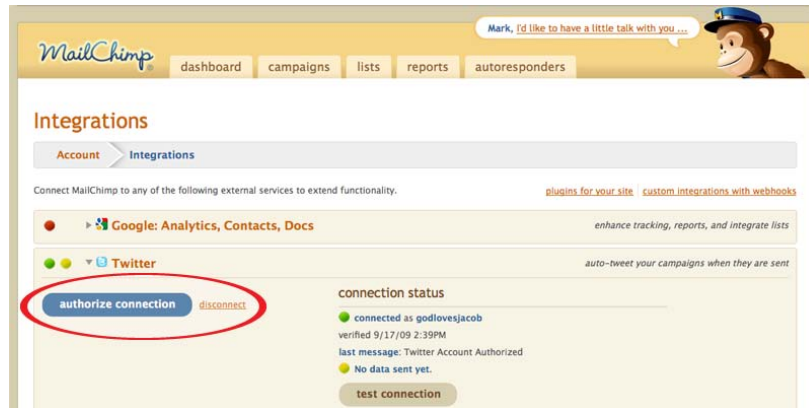
If you know you want to tweet an email campaign before you send it, MailChimp will do it for you as soon as you send the campaign. Just check the “Automatically post to Twitter” box on the campaign preferences tab when you're setting up the campaign. If haven't set up a Twitter account in MailChimp, you'll have an option to do that instead. Once the account is set up, you won't have to re-authorize it every time.

The image shows a screenshot of the MailChimp campaign preferences interface. On the left, the 'name your campaign' section includes fields for 'MailChimp RSS Campaign', 'message subject' (with a placeholder 'Posts from \*[RSSFEED:TITLE]\* for \*[RSSFEED:DATE]\*'), 'from name' (set to 'Mark DiCristina'), 'reply-to email' (set to 'mark@mailchimp.com'), and a 'specify \*MERGETAGS\* for recipient name' field. On the right, the 'email tracking' section has several checkboxes: 'track opens' (checked), 'track HTML clicks' (checked), and 'track plain-text clicks' (unchecked). Below these is the 'authentication' section with 'authenticate the campaign' checked. At the bottom of the 'email tracking' section, the 'send to Twitter' option is circled in red, and the 'automatically post to Twitter after campaign is sent' checkbox is also checked.

MailChimp will automatically send a tweet with your subject line and a link to the online version of your email. We also shorten the URL using our EepURL tool so you don't have to worry about having your tweet cut short.



If you want to change which Twitter account you use to tweet your campaign, click on **Account** in the top-right corner of your screen, then click on **Integrations**. Choose “Twitter” and then **Authorize Connection** to authorize a different account. You can only authorize one Twitter account at a time.



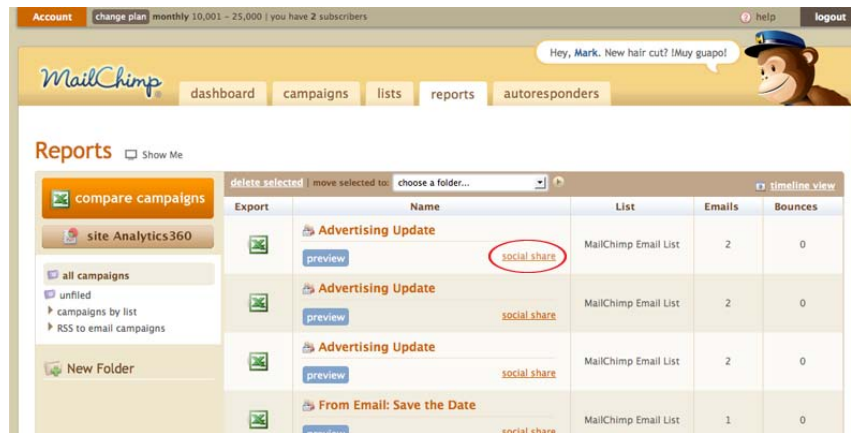
## Twitter Stats

MailChimp doesn't just let you tweet your email campaigns; we also make it easy to track how many *other* people are tweeting them, too. If you click on the **Reports** tab in your MailChimp dashboard, you'll be taken to a screen that lists all your email campaigns. Click on the name of one of your campaigns to view its overview report. From there, click **EepURL Stats** to see how many times your campaign has been tweeted and retweeted, who did the tweeting and a timeline of all tweets. Note that only tweets that include the automatically generated EepURL for your campaign are included in this report.



### **Social Share Button**

If you decide you want to tweet your campaign after it's been sent or you want to promote your campaign on a social network other than Twitter, use the social share button that appears beside your sent campaign in the Campaigns dashboard. When you click **Social Share**, you'll be directed to a screen where you can share your campaign on Twitter, Facebook, MySpace, StumbleUpon, Digg and Delicious.



### **Social Share Merge Tag**

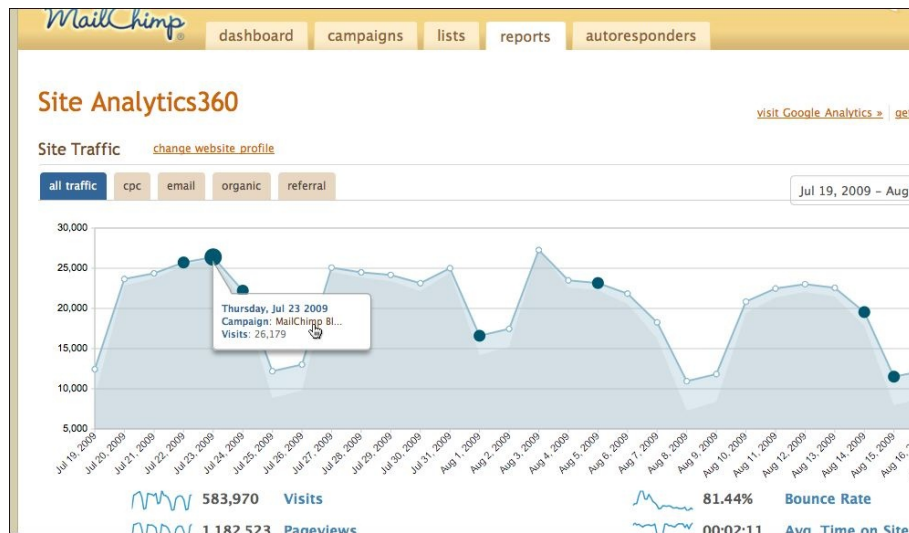
In addition to sharing your own campaign, MailChimp allows you to offer your readers a way to share your campaigns. When you place the `*|MC:SHARE|*` merge tag in your template, MailChimp will add links to more than 20 social networks. If you want to limit the networks in the social share merge tag, you can use `*|SHARE:SITE_NAME1,SITE_NAME2|*` to specify which sites are included. For example, `*|SHARE:Facebook,Twitter,Digg|*`.

# REPORTS

MailChimp provides in-depth reporting for everything you send, whether it's an RSS-to-Email campaign or newsletter, so you can track opens, clicks and more. To view reports, just click **Reports** in the top navigation.

## Analytics360

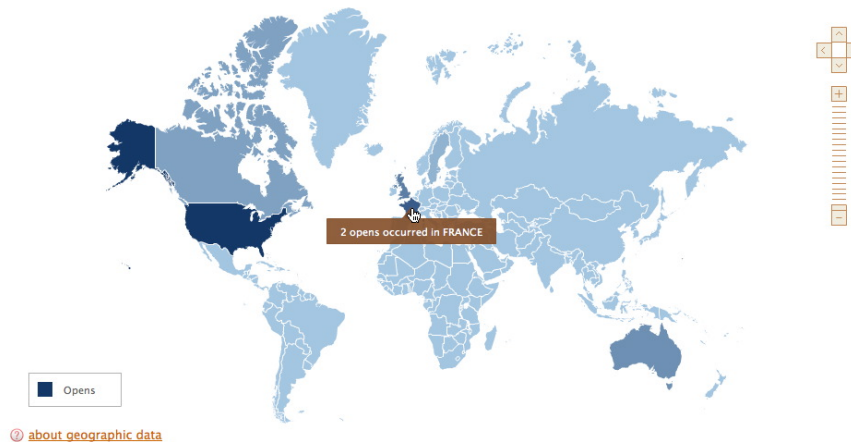
MailChimp makes it easy to tie your Google Analytics account into MailChimp, allowing you to overlay data about traffic to your blog with MailChimp stats.



## Opens by Location

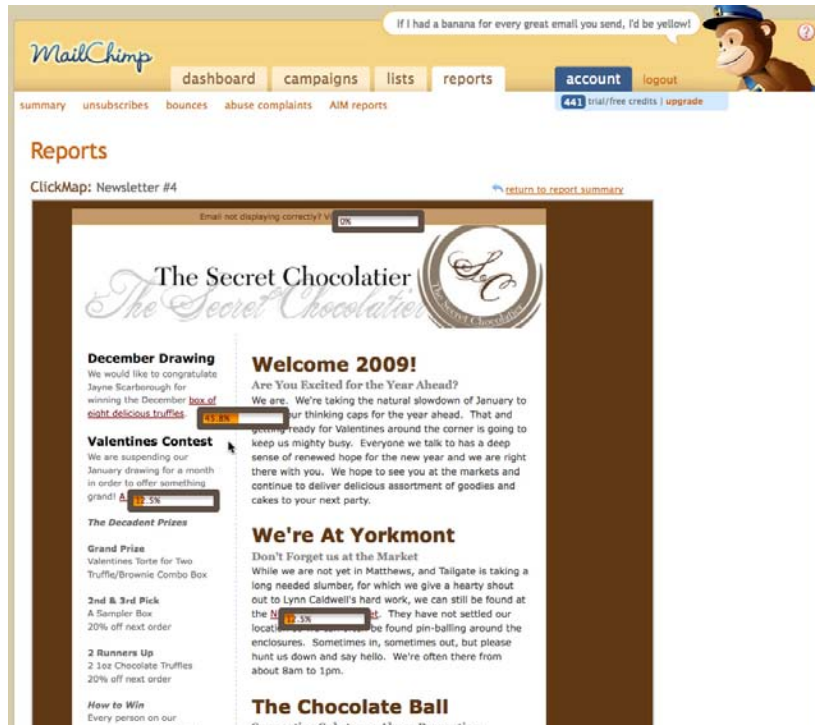
See where in the world people are reading your emails. If you have an international audience, it's fun to see what countries provide the most traffic.

Opens by Location



## Click Map

Curious what posts are generating the most clicks? Our click map will visualize click data on your newsletter, so you can see exactly which posts are the most interesting to your readers.



## Twitter Stats

See the **Social Sharing** section for more about Twitter reporting.



# APPENDIX

Here are some more tools MailChimp offers that may not be applicable to everyone.

## Merge Tags for Bloggers

Here are some more tools MailChimp offers that may not be applicable to everyone.

### About the RSS Feed

**\*|RSSFEED:TITLE|\***

The title of the RSS feed

**\*|RSSFEED:DATE|\***

The publish date of the feed

**\*|RSSFEED:URL|\***

The URL for the feed as a whole

**\*|RSSFEED:DESCRIPTION|\***

The feed description, if provided

### Individual Items in the RSS Feed

**\*|RSSITEMS:|\* and \*|END:RSSITEMS|\***

Creates the beginning and ending flags for each RSS item. The stuff between gets replicated for each RSS item in the feed. For each item, these tags are available:

**\*|RSSITEM:TITLE|\***

The title of the RSS item

**\*|RSSITEM:URL|\***

The URL for the RSS item

**\*|RSSITEM:DATE|\***

The publish date of the RSS item

**\*|RSSITEM:AUTHOR|\***

The name of the author for the RSS item, if provided

**\*|RSSITEM:COMMENTS\_URL|\***

The URL for comments, if provided

**\*|RSSITEM:CATEGORIES|\***

A comma-separated list of the categories for the RSS item

**\*|RSSITEM:CONTENT|\***

A short summary of the RSS item content in HTML format

**\*|RSSITEM:CONTENT\_TEXT|\***

A short summary of the RSS item content in plain-text format

**\*|RSSITEM:CONTENT\_FULL|\***

The full content for the RSS item in HTML format, if provided

**\*|RSSITEM:CONTENT\_TEXT\_FULL|\***

The full content for the RSS item in plain-text format, if provided

**\*|RSSITEM:ENCLOSURE|\***

A link to any attached file (like a podcast) with an icon, file name, and file size

**\*|RSSITEM:ENCLOSURE\_URL|\***

The URL for any attached file (like a podcast)

**\*|RSSITEM:SOURCE|\***

A link to the external "source" of this item, if one is provided

### Social Merge Tags

**\*|TWITTER:FULLPROFILE|\***

Inserts Twitter avatar, follower count and 5 most recent tweets.

**\*|TWITTER:PROFILE|\***

Shows profile information and follow link without the latest tweets list.

**\*|TWITTER:TWEETSXX|\***

Shows your "XX" latest tweets, so **\*|TWITTER:TWEETS3|\*** will show the latest 3 tweets instead of 5.

**\*|MC:SHARE|\***

Inserts links that allow your readers can share your campaign on social-sharing sites. See the *Social Sharing* section if you want to customize what sites are included in your email.

### More Merge Tags for Bloggers

**\*|MC:DATE|\***

The current date displayed as month/day/year.

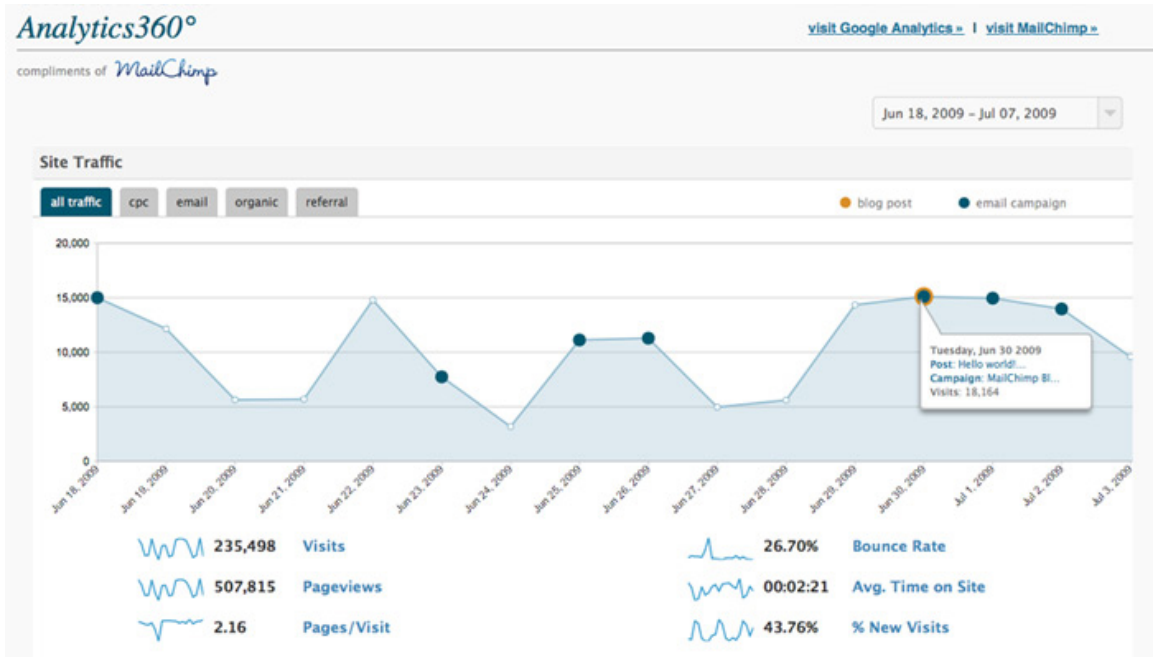
**\*|TRANSLATE:EMAIL\_LANG|\***

Add links in your email to translate the content from "EMAIL\_LANG" to several other languages using Google Translate. EMAIL\_LANG must be the code for one of the languages we support.

For more information and a list of all merge tags, visit [mailchimp.com/merge](https://mailchimp.com/merge).

## Analytics360 for WordPress

MailChimp's Analytics360 plugin allows you to pull Google Analytics and MailChimp data directly into your dashboard, so you can access robust analytics tools without leaving WordPress.



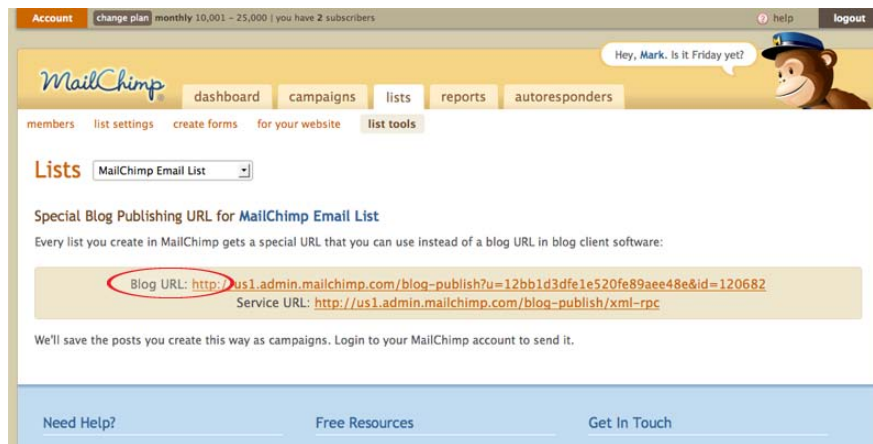
In order for the plugin to work correctly, you need to be running a **WordPress.org** blog, not a **WordPress.com** blog. The difference is that the you download and install the .org blog on your own server, whereas the .com blog is a free, hosted blog. Plugins don't generally work for .com blogs, so this is just for .org users. You should also have Google Analytics installed on your blog for Analytics360 to work. This plugin does not install Analytics for you, but there are other plugins that will do that for you.

You can find Analytics360 plugin [here](#), and you can learn more about the plugin [on our website](#). Once you've downloaded and installed it, you'll see it available on your dashboard. You just need to authorize your MailChimp and Google Analytics accounts the first time you run the plugin, then you can click on **Analytics360** and you'll have access to all your data right in your WordPress dashboard.

## Blog Publishing Tools

If you want to send a regular newsletter (not RSS), you don't have to create your email campaigns in the MailChimp application. You can use Windows Live Writer, Blogo (for Mac) or another blog publishing tool to create campaigns on your desktop using software that you know and love, and then use MailChimp to send them!

Just go to the **Lists** tab from the MailChimp dashboard, choose which list should receive the campaign, click **Settings**, then click **List Tools** in the top navigation. On the List Tools screen, you'll see a link to *Create Campaigns with Blog Client Software*. Click that link and you'll be given a long blog URL. Copy that URL into your blog client software, along with your MailChimp username and password.



After you've created the campaign with your software, click **Publish** or whatever button you use to send a post to your blog, and the email will be sent to MailChimp and saved as a draft. You can log into MailChimp, go to the **Campaigns** dashboard, and your email will be waiting for you, looking just like you designed it. You can review the details of the campaign, and if everything looks good, you'll be ready to send.

## ChimpFeedr

ChimpFeedr is a tool that takes several RSS feeds and mashes them into a master feed. If you have more than one site you want to combine for a single RSS-to-Email campaign, ChimpFeedr is an easy way to do it. Just go to **chimpfeedr.com**, enter the feeds, click ***Chomp Chomp!*** and MailChimp will return a new URL you can drop into the campaign builder. For more advanced RSS-feed manipulation, see the section on **Yahoo Pipes** below.

## Yahoo Pipes

Yahoo Pipes is a tool that allows users to build data mash-ups from different sources on the web. It's a powerful tool that has many applications. We highlight it in this context because there's a practical use for it when creating RSS-to-Email campaigns.

Say you want to create an RSS-to-Email campaign, but you don't want every post from your blog in the campaign. You'd like to leave out posts from a certain author or posts about a certain topic. Maybe you just want to *include* posts from a certain author, or you want to mash up more than one feed and then filter the results. Yahoo Pipes allows you to do that.

You can learn more about Yahoo Pipes on the [documentation page](#).



# RESOURCES

## **Getting Started with Blogs:**

<http://www.mailchimp.com/blog/getting-started-with-blogs/>

## **Create Mobile Email Campaigns Automatically**

<http://www.mailchimp.com/blog/create-mobile-email-campaigns-automatically/>

## **Feedburner RSS-to-Email Hack:**

<http://www.mailchimp.com/blog/feedburner-rss-to-email-hack/>

## **Filter Google Analytics for Your Blog:**

<http://www.mailchimp.com/blog/google-analytics-filters-wordpress/>

## **Analytics360 for Wordpress:**

<http://www.mailchimp.com/blog/google-analytics-plugin-for-wordpress/>

## **MailChimp Blogger Plugins:**

<http://www.mailchimp.com/plugins/>

## **MailChimp Academy Support Videos:**

<http://www.mailchimp.com/support/videos/>

## **Webinars:**

<http://www.mailchimp.com/support/webinars/>

## **Free Email Marketing Guides and Articles:**

<http://www.mailchimp.com/articles/>

## **Benchmark Reports:**

<http://www.mailchimp.com/charts/>

## **MonkeyWrench Newsletter:**

<http://www.mailchimp.com/page/monkeywrench/>