Mailchimp Basics Transcript

00:06

What is Mailchimp?
Okay, let's talk about Mailchimp. Mailchimp allows you to collect emails and then send an email to your subscribers. People who subscribe have the opportunity to unsubscribe as well, which is good for everyone, because you don't want anyone having a concern about whether or not they're getting spammed and can't get off a list or something. So the main reason why you have a program like this, like Mailchimp, is to create really great looking emails, and then be able to send them to people, and then have the recipients be able to unsubscribe if they want to unsubscribe. So before we get into Mailchimp, which is really about setting up your emails and sending them, the first question we have is, how do we get emails into Mailchimp?

01:07

Collecting Email Subscribers - MailMunch Forms
So let me show you the primary way that you get an email from one of your followers into Mailchimp. So we're going to go here into Google Chrome. I'm going to open up my main website. Now I want you to count with me. 1001, 1002, 1003 and there have it. That is an email popup and that is connected to Mailchimp through a program called MailMunch. This popup, because you se it darkens the entire screen, the visitor absolutely has to take action. They either have to click out or they're going to read this and join the email. Then they just type in their email. And they hit subscribe and boom. All done. Then we click out. Now, that's the front end of a popup. Now let me scroll down. Keep scrolling, keep scrolling. Alright so here is another MailMunch form that is actually on every single post and every single page on my website and it also collects emails. Again, they can subscribe using this from right here. I don't know if I still have the left opt-in form, let me just take a quick look here, I think I may have removed it.

02:53

WordPress Website Opt-In Forms - MailMunch
I used to have a place in this left column where people can opt-in, but it wasn't performing very well. So what performs well? What performs well is when we have something that forces someone to pay attention to it and then make a decision. There is one other way you can collect the email and that is on your Facebook page. You are able to add a, you might call it a plugin and you connect your Facebook page to your Mailchimp and then followers here can click email signup and they can sign up right here. Problem is it's not a forced delivery and so I get virtually no signups from people coming over here, hovering and clicking, like they just don't do it. So your best bet is to set up your MailMunch on your website, so let's go there.

03:47

The MailMunch WordPress Plugin
So if you've already gone through my WordPress tutorial and even if you haven't, I talk about MailMunch, which is the program, the plugin, let's go to plugins. Mailchimp forms by MailMunch. So this is the plugin that you want. This is the plugin that creates that popup. Then here it is. Click it. You'll see that I

currently have 49 000 subscribers that have come in through the popup form, I know it's a popup from what I have here. 6000 from that email signup at the bottom of my posts and pages, and the sidebar only had 420. And you'll noticed I activated that a long time ago and it just really wasn't performing. So in these forms, you can create a new form, let's go over to MailMunch and look at this real quickly. I can type in this, like right here, see here.

04:54   **Setting Up The Popup Form**
So I can type in my headline, what I want to say right here, I can give it a color, I can say "Thanks for subscribing" with a success. And MailMunch simply walks you through the entire process. See there's the background color, it just walks you through everything. And you get it all set up, integration part is, you already have to have your email account over at Mailchimp and you have to have a list set up as well. So you get all of this taken care of and then it's published and it's off and going. Let's click out of this. Okay.

05:40   So that's MailMunch plugin for WordPress, that's what you need to install, go through the set up process, create your own popup, you have all kinds of options, say something that's going to get people to sign up and then install it. And get that up and going. So that's how you collect emails.

06:01   **Mailchimp Subscribers & Unsubscribers**
Now let's go over to Mailchimp, so we're going to sign in and let's go over this. I'm on the homepage right now and it tells me how many people have signed up over the last seven days and also how many people have unsubscribed. You can't worry too much about unsubscribers. What you need to do, and what you want to do is continually get more subscribers. And one way to do that, one very cool way to do that is, let's go back to my page right here. Facebook page, Stop Mandatory Vaccination. And then let's get also my Stop Mandatory Vaccination website. Let's go to stories and here's a story I just set up a couple of days ago. It actually had huge traction in social media earlier, it's not going to get it now, but it did and let's give it an interesting thing. "Can you believe this?"

07:11   **Social Media Strategies For Email Subscriber Signups**
By the way I'm asking a question. So asking a question on social media perhaps will get people to respond with an answer and because of that, now they're making comments and if they're making comments, Facebook will show it to more people. And so as Facebook is showing this to more people, some of those people are going to click over and read the story. And what's going to happen when they click over and read the story? That popup is going to happen. Now I have it set to pop up every seven days, so it's not going to pop up on this one for me. That's why I had the other screen up. So it pops up, they signs up and now I have an email. So I actually am very engaged and very active in posting stories from my own website and I do that very specifically. Not only to push put this information, which is very important, the information. I try to create really great stories, but also so that people sign up on the email list.

08:11   **Using Website Stories To Get Email Subscribers**
Alright, so now let's get over to our email. So that is how we are driving new subscribers, is by posting new stories as often as possible and the old ones as well so that people sign up as a subscriber. That is the primary way of acquiring new subscribers. Now, this is the front end of how many subscribers we have. Let's get over to campaigns. This is where the action happens. Each one of these is an email. Each one of these has been sent. And when you hover, you can see what's happened. So it gives percentages then numbers. So on this particular email, which has a name, so we name them. It had 6.1% opens, which is 2400 and a 175 clicks. And lets go to another one. Let's see, this one had a lot. This was actually the story about Argentina having mandatory vaccines for all adults. So it had 4600 opens and 711 clicks.

09:30   **Understanding Mailchimp Open & Click Reports**
Let's click over and look at the view report. Later, in a little bit, I'll show you how to set up an email, but let's look at view report first. You could click this number and you could look at every single email that opened. I never look at that. That's just way too much information for me. But I do look at clicked. I want to see who clicked what. So let's look at that so you can see what that looks like. Alright, so this is the back end of the clicks. So this is the story that Argentina created the vaccine mandates. 572 people clicked. Technically 510, some people clicked it over again, because unique is the unique IP address and so 62 people clicked it twice. This is an EMF summit. It's a summit, so 81 people clicked that. Here's a donate for children's health defense and here's a bunch of other stuff and these are all links I had inside this particular email.

10:30   So you can go through your emails and you can actually see how things are performing, how your messaging is performing, whether or not people are taking action the way you want them to take action. I will tell you that I had asked people to donate to me and people did and I could, if I, and I actually didn't do this, but I can look and see here's the donate that might donate. So 36 people clicked over and out of that 36, like 6 donated. Not too bad.

11:03   **Mailchimp Unsubscriber Reports**
Okay so we just looked at the clicks. You can see here that 12 of the emails were no good, they bounced and 33 people unsubscribed. So let's click that. Unsubscribed. Here you can actually find out why they subscribed if they took the time to explain. No longer interested, unspecified, here they actually left a note. "I received through another email address", "I get too many emails." Too many emails and so on and so forth. All I can say is, you know I've been doing this for a couple of a few years now and yeah, you know it's not any fun to have people unsubscribe, but it's more important that you get your message as you think you should get your message out and it's also important that you have revenue coming in and sending out emails is definitely one way of creating revenue.

11:53   **Setting Up A Replicated Email For "Unopens"**
So let's go back to campaigns. I want to talk with you about one other

component of this and that is, you'll notice here I have a campaign and then this campaign here, it says "Unopens." So there is a way, and I will show it to you, that you can take a campaign, you can replicate that campaign, so we make it identical and then you can set it up so it goes out to people who never opened that email. I don't always do this, but many times I do send to unopens to try to get more people to open and click. Whether I'm wanting them to know something or I want them to purchase something or go to a summit or whatever. So it's something to know about and it's actually something that's pretty important to know about is how to set up unopens, and we will go through that.

12:53   **Setting Up A New Email Campaign**
So we are currently looking at campaigns that have already been sent. Okay? And the results of those campaigns. Now let's create a campaign. I prefer to simply replicate a previous email and start from there. That way everything is already in there for me. They don't really have templates, I mean they do, but they don't. They don't have templates the way I like them, so I find replication to be the easiest. So let's replicate and let's go through setting up an email. So we're replicating now. This is the name that we saw. So we're going to edit the name, and usually in the name for me and also my assistant who works with me, we put the topic or the content that's inside of the email and we also often put the date. So I will put December 18th and I will also put, "Training." Save. So I know this is the training email for this list. Now let's get to right here. Who are we sending this email to? Now I have several lists and let's go there first and then we'll come back.

14:27   **Selecting Your List**
Click lists. I have a parenting form, a vaccine for parenting form. So you can create a list right here, you can give it a name and then you can, let's say you had multiple websites for some reasons, you could. And then you want to have some people to subscribe to a certain list for that website and you want other people to subscribe to a different list for that website. That's actually what's going on here specifically. This is its own website. This is what you might call my main list, my main website and then this is for my email for my list from my Larry D. Cook website, which I barely ever use. But there it is. This is actually my very first email set up and then I started Stop Mandatory Vaccination.

15:19   **Sending To A Segmented List - Unopens**
So let's go back, we're sending everyone to my Stop Mandatory Vaccination newsletter, so let's edit recipients. So we're sending the email to this list, I could select the other list and I can either send it to everyone or I can segment. Now I'm only going to show you one kind of segment. I'm not going to show you all the other stuff because, sure it's important to know, but for what I'm trying to help you understand, this is the most important thing to understand for your emails.

15:56   So you click here, if you have more than one, you need to have all, instead of any. If you're only doing one, it doesn't matter. So here you go to campaign

activity. Did not open. Generally speaking it's going to be the last campaign and this is actually going to be an unopened. This is going to be for your unopens. So what I'm showing you right now is how to set up an unopens. And I could click update recipient count and it's actually going to show me how many people didn't open this particular email. Just one second as it calculates. So 40 000 did not open that email. So a couple thousand did. That's one way of going about it. If I want to send another email specifically about this topic, like 24 hours later, this is how I would do it.

16:58   You could also select that you want the email to go to anyone who didn't open all of the last five campaigns, all of the last ten campaigns and you have all kinds of variables. Generally speaking, it's campaign activity, did not open, the last campaign because you're setting up another campaign to send to unopens. So that's how you do unopens.

17:24   **Perfecting Your Email Subject Line**
Let's go back to all subscribers. We're just simply going to cancel because we never did anything. Alright, now look here. This right here is extremely important. This is your subject line. I cannot stress enough to you, how important your subject line is. You want to be provocative. You want to be absolutely provocative. This is more important than anything else because this is what gets an email to open or not open. The preview text is what people see when it pops into their email box, but they have not yet opened it. I'll show you. See right here? "Hey, Larry, thanks for registering for global health." That is a preview text. Right here, this is preview text. Right here, this is preview text. All of these are preview texts. So the subject line is what people see when it pops into their email box, the preview text is what they see also before they open it. So you're goal is to create something interesting here and something interesting here that is going to get people to open up their email and take a look at what you have to say.

18:35   **The Subject Line For Unopens**
When you do an unopens email, in other words, you're setting up the same email, but you're going to send it out to people that never opened it and looked at it, change your subject line around a little bit and change your preview text a little bit, so it looks like it's a little bit of a different email. Like for example, if I had a summit, I might have something like this, but then I might say, "Last day" on my unopens. So if you wanna really bring attention to something, you can do something like that. On very rare occasions, I wouldn't do it more than once a month, otherwise it loses its effect. You can do something like this, that often gets open. So if it's a really important thing, you really want people to open it, write in "Breaking." In fact, you'll see here, that's what I did on this one. So that is your subject line, you need to write your subject line.

19:31   **Creating The Email - Blocks**
Now, here's the design part. So let's click edit design. Okay here we are in the back end of the email where we are actually creating the email that people are going to see. So this is a called a Block System. So this a block, this divider line is

a block, this is a block, this a block, this is a block, this is a block, this is a block and so on and so forth.

19:59   **How To Use Blocks In The Editor**
And over here are the blocks that can be literally dragged on over and dropped anywhere into the system, okay? So if you want to edit a block, you click the edit. And then you'll see here, you got collum one, which is here. So when you do something here, you see it over here too. Column two is over here. So let's save and close. The line block is right here a divider, you can move this in. It's 18 pixels above and 18 pixels below the line of white space. You could control the color of the background, you can control what the line looks like. You can control the color of the line. For example, you can go dark black, you can go red, you have two pixels wide, you could go one pixel wide. The sky is the limit. You can apply it to all existing divider blocks, let's click save and close.

21:13   **Adjusting Separator Lines**
Alright so now we've got a gray line, which is what I usually use, but now we've got a red line. Another way of doing this, is, let's say you like it, you can just clicked duplicate block. Now it's duplicated and it pulls up over here the new block. Click save and close. Then you can also delete blocks. Get rid of that one, get rid of this one. You'll see here, I have my header. This is simply from my website and I just made it smaller deliberately, specifically for this entire system and then this block is the social follow block. So you can just set everything up, just like I did here. However you want and drop in everything. You can add another service. You can have two lines instead of just one, like I have. Click save and close.

22:07   **Image Width Settings**
I want you to notice that this image right here, this entire width from this left side all the way to the right, that's 600 pixels wide. So in my Photoshop tutorial, I talked about exporting Mailchimp photos at 600 pixels wide. So if you didn't watch it, what you need to know is that photos that are larger than 600 pixels wide may or may not work so well in terms of load time on a computer. Especially on a mobile. So let's say someone is on their mobile phone, and that's about 80% of the people out there, you want this stuff to load quickly. You don't want people waiting. So smaller sized images, smaller meaning, 600 pixels, not like 300, and correctly output so they are set up for web viewing is the way you wanna go.

23:03   **Adding Images To The Email**
Now let's click this photo block. Let's close it. So the photo block is right here an image. You can drop in an image, then you can click browse. You can find an image, you can drop it in, you can insert that image. This was given to me, it's 1200 pixels wide, 900 high. You can edit the image if you want to. You could make it a different look and feel and you have all kinds of edit controls. You can also put a link in here, so I link almost every single one of my images to whatever it is we're talking about. In this case, it's the EMF summit, I would link to that EMF summit. Let's cancel, you'll notice here that the border is indented.

That border indent lines up with text right here. It is a preference to decide if you wanna have this stay this way, or if you want to have it go edge to edge and have it go all the way out. I tend to like edge to edge. It's just a personal preference.

24:14   **Image Adjustments and Hyperlinking**
Let me click the image here that I created and let's click link. This is the actual link to my website. So that when people click it, they go to the website. Let's delete this one. Deleting the block. Now, text. Text is really interesting stuff, if you just copy and paste text into this block right here, the formatting may not look all that great. Let me grab some text off of my website here. Here's the text block that you needed to drop in. I'm simply going to drop in text I grabbed off mu website. Look at it over here, it looks terrible, right? Looks good here, it looks terrible over here. This is what it would actually look like. Let's hit save and close. That is not going to work at all. Here's what you do. You do several things.

25:19   **Clearing All Styles In The Text Block**
You highlight all of your text, you click clear styles. See what happened over here, and see what happened here? You've cleared all the styles, so text has formatting in it, automatically, even if it comes from WordPress. So you want to clear those styles. And then I've ran a lot of tests and you can run your own tests, but I've ran a lot of tests and I prefer 16 point size. Now it doesn't have 16, so you click 14 and then you go up to 16. You'll notice how it's all squished together here. That is fixed by clicking style, line height, double space. Come back to content. Now this is gray text. If you watched my other videos, I really don't like gray text at all. So you're going to come here to the text color and click black. Not automatic, because that is going to go to the default of whatever it is. And later you can learn how to set up your defaults, but right now, let's just do it simple.

26:38   **Adding A Title**
So now you have black text, you have 16 point, you have doubled spaced. It's going to look alright. So what if you want to make some adjustments? So usually having a title is not a bad idea. So I'm just want to type it in, "Argentina Forces Citizens To Get Vaccinated For Drivers License." By the way, this is a true story. Alright, now you can click bold, you know you can see where it's coming over here, you could go to a larger font, that could work, you could try to go even larger, it will squish right here. It's just something to be aware of. I wouldn't go too large of a font and have this many words because it's going get squished when it gets sent out. The bottom of the letters might wind up hitting the top of the letters on that.

27:56   **Making Hyperlinked Text The Color Blue**
So let's go back to 18 point. Not too bad. Now let's say, here is a subhead. So you can click bold, 20 point. So here you can see how I actually did it. I wrote "Breaking news"... Let's go back here. Let's click save and close, scroll down. "Breaking news" in red so that we grab people's attention because it was

breaking news, it literally happened a day earlier when I sent this out. And then on your text that you hyperlink, so here's your hyperlink, you can click your hyperlink and stick in the hyperlink. Click insert and also get rid of it. You'll notice it's blue. But hyperlinks are not usually blue. I'll show you the color. It's actually whatever the default is that you can change, I just haven't gotten around to it. So it's this color. It's actually just gray that goes out, which I think is terrible. So I actually make everything blue. I do, because everybody knows that blue is a hyperlink text. I like things to be obvious. No beating around the bush, I like to make it obvious.

29:39   **Using Bitly Links**

So then I copied and pasted a little bit of information here about the story and then I wrote my own information, low call to action that people need to stand up because we are heading towards complete medical tyranny with everyone being forced to get vaccinated, adults and kids, worldwide globally. And I asked people to donate to my efforts to the NVIC, to Robert Kennedy Jr. Don't sit idly by, I have evil prevails when good people do nothing and people did donate. I had a call to action, people donated. So there's that part and then we can click save and close and then I added another divider line and then here is a call to action for people to purchase this summit. Let's look at the link. So when I make my bitly links, I try to be as intuitive as possible so I know what they mean.

30:41   **Affiliate Links & Email Copy**

So I know that this is a buy link, a sales page link as an affiliate. And then if we look at this one, this is going to be a watch link. Doesn't have buy EMF summit 2018. This a summit has already ended but when I was promoting it, we were on day seven. I was actually sending out an email every single day. And the sale is ending, so I actually mentioned that the sale is ending and I put in a big red note and I'm encouraging people to purchase this right now. This text, by the way, right here. If you are promoting summits, they will give you the text to use. Generally speaking, like 99% of the time, they will give you email text. And all you do is, you drop it in, do some light editing, maybe bold a couple things that you think should be bolded. Add some hyperlinks to your affiliate link and you send it out. People sing up, they watch the summit and some of them buy and now you're a paid activist.

31:48   **Promoting Summits To Subscribers**

Pretty darn cool. Here's another summit. More text that they gave me. Images that they gave me. I have a call to action for people to join my Facebook group and in my Facebook group, people actually said they saw my email when they requested to join. Here's another summit, medical cannabis and here's another summit. This is actually a summit heavy email, but people are clicking, joining and getting over there. I try not to do just summits, but sometimes that's just the way it happens on my emails. In this case I had a story that I could push out, so it's a great way to help people get into your summits that you're promoting is to get more stories out so that you can tag a summit along. The other way to do it, is of course to simply promote the summit itself with your subject line being about the summit and putting the summit up top. Let's come down here.

32:49   **Call To Action, Donations & Advertisers**
I have a low call to action for people to join, you know, maybe one person a month does it, usually it helps if I add more information. And what I have here is a paid ad and doctor Godbe has actually been a supporter of mine since I started Stop Mandatory Vaccination three years ago, he was literally, and I mean literally the very first donor to my campaign and he's still with me. This is something for you to think about in terms of making money, or having some revenue coming in for what you do. Let's go to my website. Under membership I have advertise with us. And I set up an entire plan where someone can have a display ad, so here is his display ad. And they can also get Facebook post, but I have a stipulation that they actually need to ask me or tell me what they want to post that Facebook post. And then to have Mailchimp ad right here and it literally goes out, in my case, it goes out in every single email. So every time I send an email, he gets exposure and people do click his ad and take a look.

34:07   Depending on your audience and who may want to support you, it can work out as a win win and a really big way. So that is why that is there. It is also another reason why I do replicate, so I don't have to keep adding a whole bunch of stuff. Like this is here, this is here, this is here. A lot of stuff is already here, and then I just do some light editing of whatever content I need to edit.

34:35   **Setting Up Your Header and Social Icons + Test Your Emails**
We went over that you need to set up your header. You're going to want to set up your social share, you can stick it down below, I like it up top. I have a contribute here, this is pretty important, view email in a browser. That lets someone who gets their email and they can't see HTML in their browser for whatever reason, they can click this and see it in their browser. But they can't see it in their email program. And you click save way down here. And then very, very, very importantly, did I say very enough times? You want to click send test email and you want to send it to yourself. Okay, I want you to notice that we have our test email. And it's right here, notice it says test, so that we know it's a test. Notice that breaking kind of grabs some attention and then we have our headline right here as well.

35:41   **Testing & Checking Your Email**
Click here. Now we can see our email on the right hand side here and I can scroll the email. Here's that new one I dropped in. This is the other block that is what I had sent out originally. Then we have our summits. And you literally just go through and you look at everything, you make sure everything looks okay. Do your diligence. Be professional. Look at everything, make sure it looks okay. And that includes testing your hyperlinks. Because sometimes those hyperlinks don't go in the way you think they should have gone in and you have a problem. So always test your hyperlinks.

36:29   **How To Schedule An Email**
Okay so now you've looked at everything, you've tested all of your links, you've fixed any problems that you have, you come back to your email program and everything is great and you say "I love it." You can send it, you can schedule it or

you an finish it later. Obviously if we hit send, it would go right now and that's probably pretty obvious. Let's take a look at schedule. You can schedule on a date and a time and if you had a huge list and you thought that everyone's going to be slamming your website because it was such an amazing email, you could actually send it in multiple batches. So that your server doesn't get overwhelmed. Send with time warp is sending it according to the recipient's timezone. So if you send 4AM, depending on what the IP address, it would go out to everyone's in their own timezone at four AM. I've done this a couple of times, usually I don't care. I just send it at a specific time that I'm interested in it going out based on my own time where I live.

37:43   Then you click schedule campaign and you're all done. Let's click cancel. Let's click finish later. And here it is as a draft. And I have someone who works with me, you can set up other people to be in your Mailchimp with you, she'll set up drafts for me of emails and then I go in and I finish them off and then I schedule them out.

And that's all there is to Mailchimp. I recommend that you send out emails whenever you feel inspired and whenever you have a summit. Whenever you have a way to make money, whenever you have new news. You are keeping your subscribers/audience engaged and you're helping them and you're helping yourself.