



a guide for bloggers

# BUILD YOUR AUDIENCE

*MailChimp*





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# INTRODUCTION

MailChimp makes it fun and easy to send email newsletters, manage subscriber lists and track campaign performance, but 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 want to come to your site and browse your latest posts; some are interested in the comments; and some just want to skim your content via RSS and never visit your site. 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 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 saying, "I'm interested in what you have to say." 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. 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 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 lots of integrations.

Enjoy this guide to everything MailChimp offers for bloggers. If you have questions or comments that aren't addressed here, feel free to contact our support staff at [mailchimp.com/support](https://mailchimp.com/support). 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.

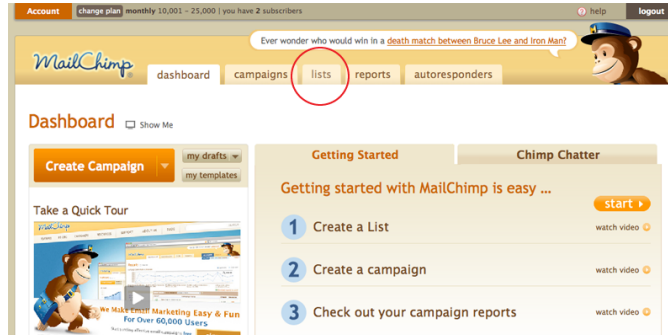
## Signup plugins

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.

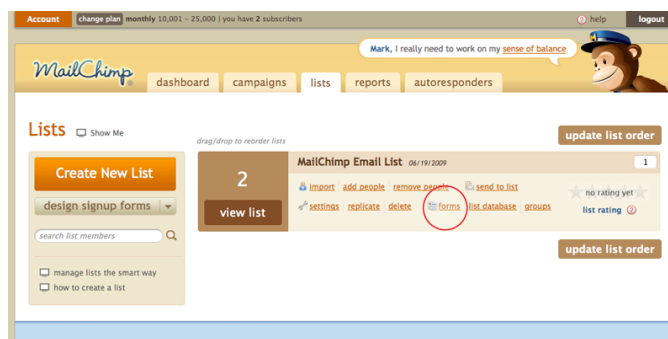
## Signup forms

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

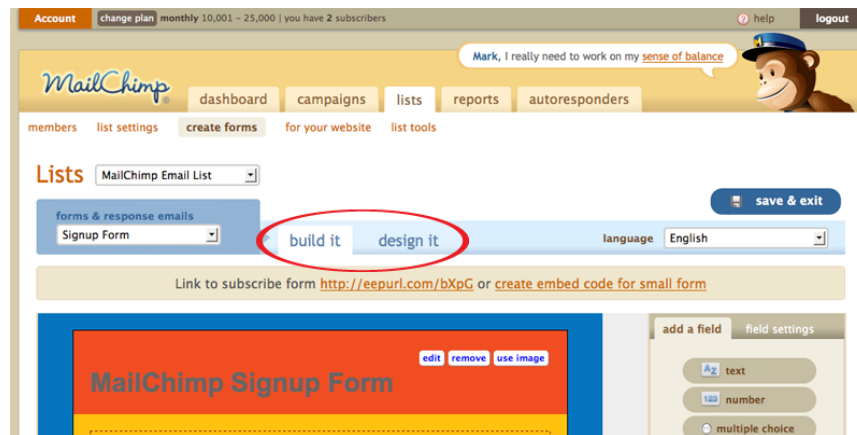
1. From the MailChimp dashboard, click the **Lists** tab.



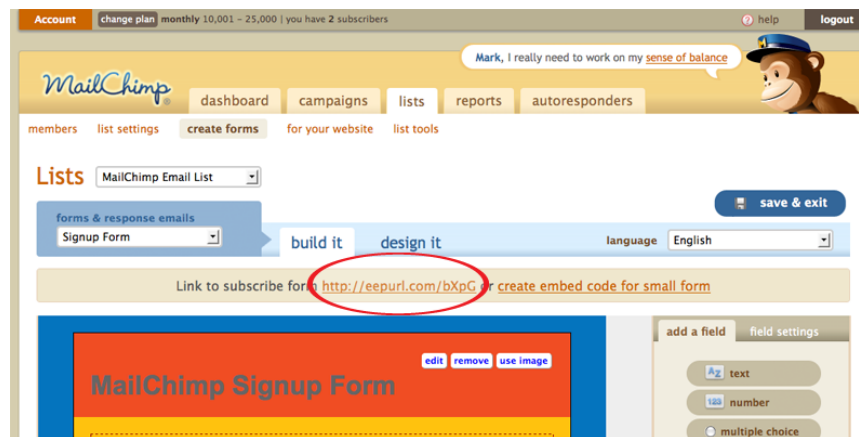
2. Choose which list you want connected with the signup form, and click **Forms** in the list options.



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.



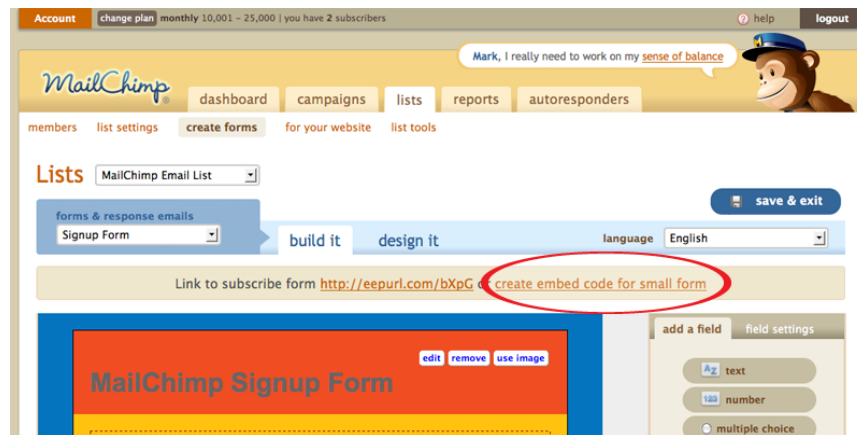
4. When the form is finalized, just copy the **Link to subscribe form** located in the middle of the page, and link to it from your blog.



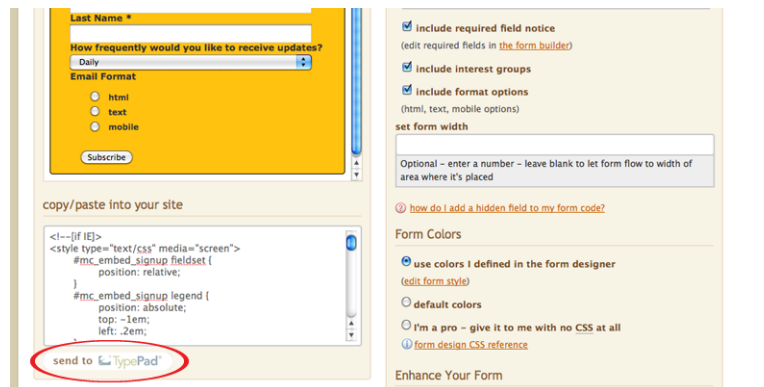
## Embed Code

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 signup form on your blog. The embed code provides more customization options than the signup 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 signup form builder.

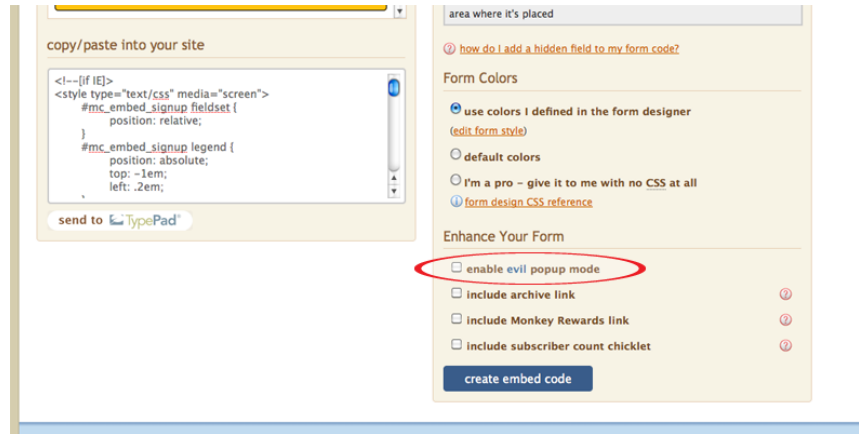


Just copy and paste the code into the appropriate place on your site. If you're a TypePad user, you can send the code directly to your blog with the **Send to TypePad** button.



## 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 pop up 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 and paste the embed code 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 two 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.

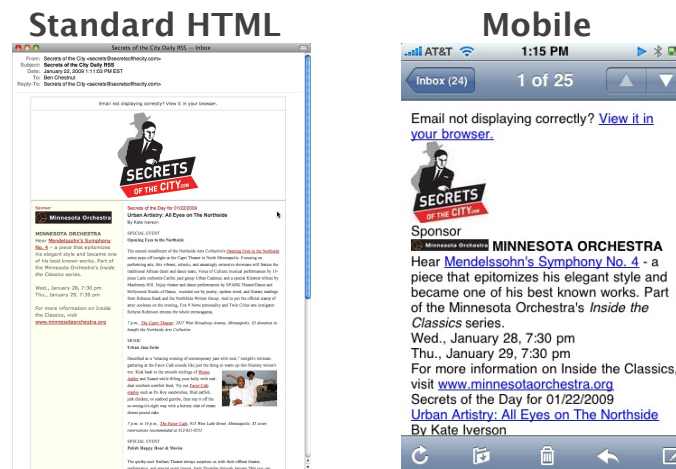


## Frequently Asked Questions

### 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:



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 handy for signup forms, too. For more information about how these integrations work, visit our blog.

### **WuFoo integration:**

[mailchimp.com/blog/wufoo-form-integration-with-mailchimp](http://mailchimp.com/blog/wufoo-form-integration-with-mailchimp)

### **FormSpring integration:**

[mailchimp.com/blog/formspring-integration-with-mailchimp](http://mailchimp.com/blog/formspring-integration-with-mailchimp)

## **How do I add a signup form to a hosted blog on WordPress.com?**

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:

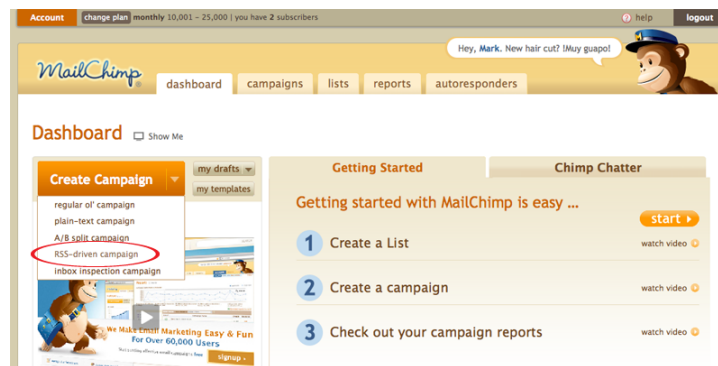
<http://en.forums.wordpress.com/topic/mail-chimp-signup-form-embed-code-doesnt-work>



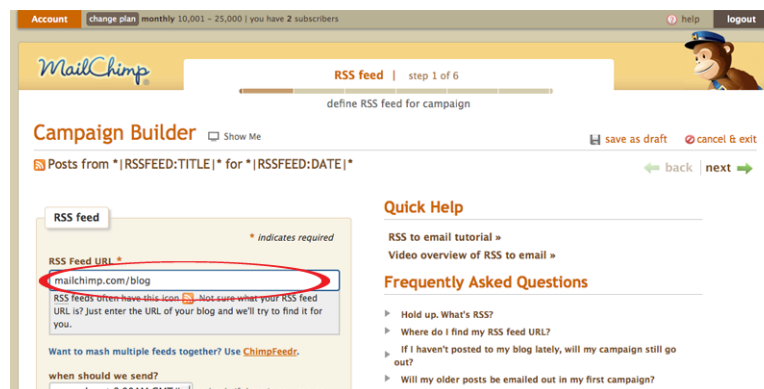
# SETTING UP AN RSS-TO-EMAIL CAMPAIGN

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. 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. Here's how you create one:

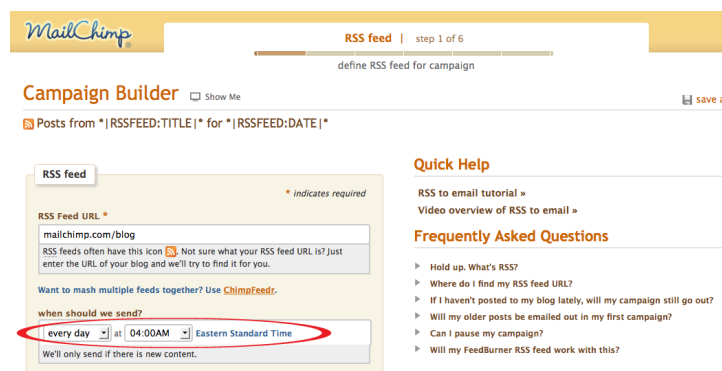
1. From the MailChimp dashboard, click the big orange **Create campaign** button and choose **RSS-driven campaign**.



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.

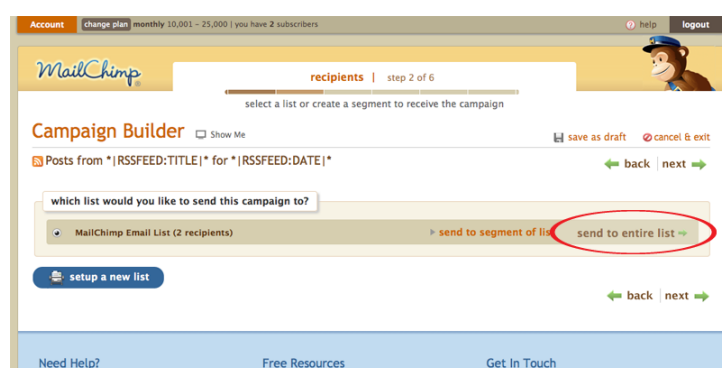


3. Decide how often you want the campaign to be delivered. You can choose when you want to send campaigns by hour for daily campaigns, and by day and hour for weekly and monthly campaigns. Click **Next**.



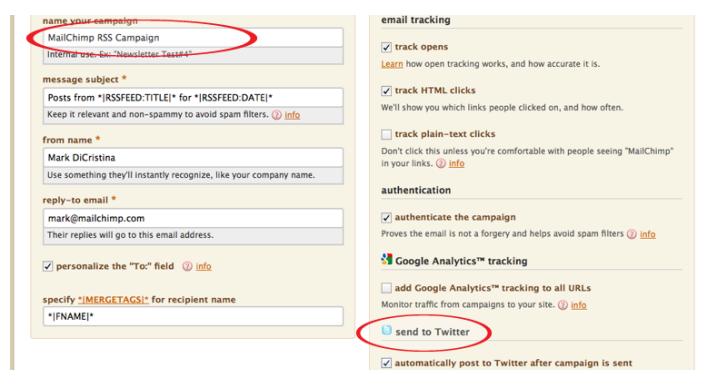
The screenshot shows the 'RSS feed' step in the MailChimp Campaign Builder. The progress bar indicates 'step 1 of 6'. The main heading is 'define RSS feed for campaign'. Below this, the campaign name is 'Posts from \*|RSSFEED:TITLE|\* for \*|RSSFEED:DATE|\*'. The 'RSS feed' section contains a text input for 'RSS Feed URL' with 'mailchimp.com/blog' entered. A note explains that RSS feeds often have an icon and that the user should enter the URL of their blog. Below this, there's a section 'when should we send?' with a dropdown set to 'every day', a time input set to '04:00AM', and a dropdown set to 'Eastern Standard Time'. A red circle highlights the 'every day' dropdown and the '04:00AM' time input. To the right, there's 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.

4. Choose the list and/or group that will receive the campaign. Click **Next**.



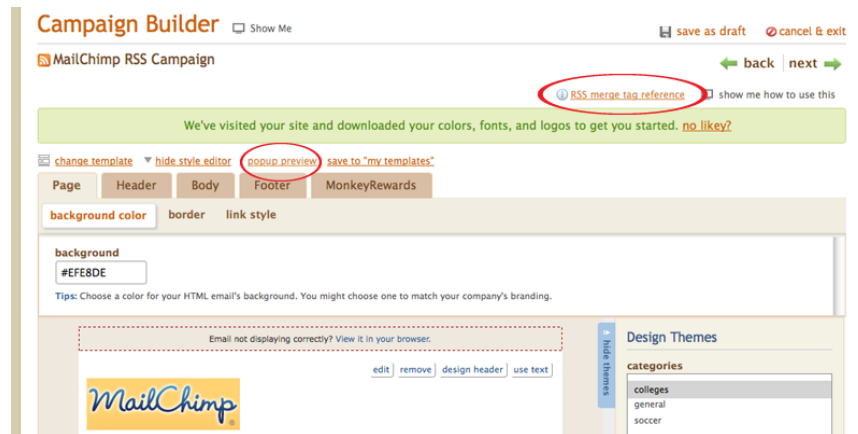
The screenshot shows the 'recipients' step in the MailChimp Campaign Builder. The progress bar indicates 'step 2 of 6'. The main heading is 'select a list or create a segment to receive the campaign'. Below this, the campaign name is 'Posts from \*|RSSFEED:TITLE|\* for \*|RSSFEED:DATE|\*'. The 'which list would you like to send this campaign to?' section shows a dropdown menu with 'MailChimp Email List (2 recipients)' selected. To the right of the dropdown, there are two buttons: 'send to segment of list' and 'send to entire list', with a red circle highlighting the 'send to entire list' button. Below this, there's a 'setup a new list' button. At the bottom, there are links for 'Need Help?', 'Free Resources', and 'Get In Touch'.

5. 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**.

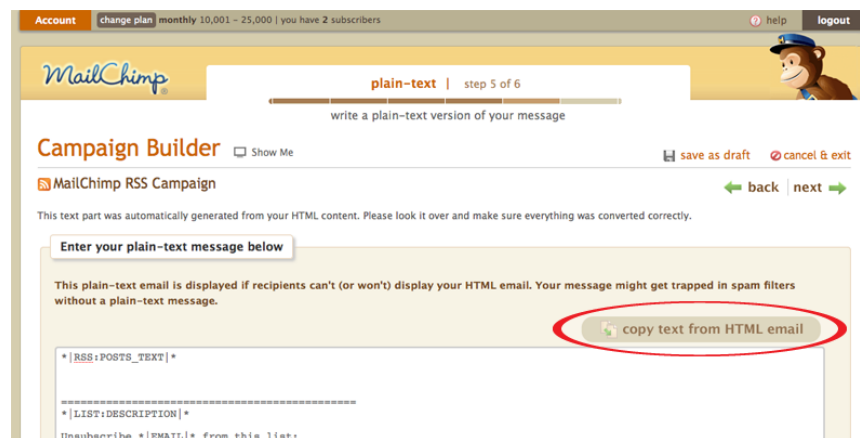


The screenshot shows the 'preferences' screen in the MailChimp Campaign Builder. The 'name your campaign' section has a text input with 'MailChimp RSS Campaign' entered, and a red circle highlights this input. Below this, there's a 'message subject' section with a text input containing 'Posts from \*|RSSFEED:TITLE|\* for \*|RSSFEED:DATE|\*'. The 'from name' section has a text input with 'Mark DiCristina' entered. The 'reply-to email' section has a text input with 'mark@mailchimp.com' entered. The 'personalize the "To" field' checkbox is checked. The 'specify "MERGETAGS:" for recipient name' section has a text input with '\*|FNAME|\*' entered. The 'email tracking' section has several checkboxes: 'track opens' (checked), 'track HTML clicks' (checked), 'track plain-text clicks' (unchecked), and 'authenticate the campaign' (checked). The 'Google Analytics™ tracking' section has a checkbox for 'add Google Analytics™ tracking to all URLs' which is unchecked. At the bottom, there's a 'send to Twitter' button with a red circle highlighting it, and a checkbox for 'automatically post to Twitter after campaign is sent' which is checked.

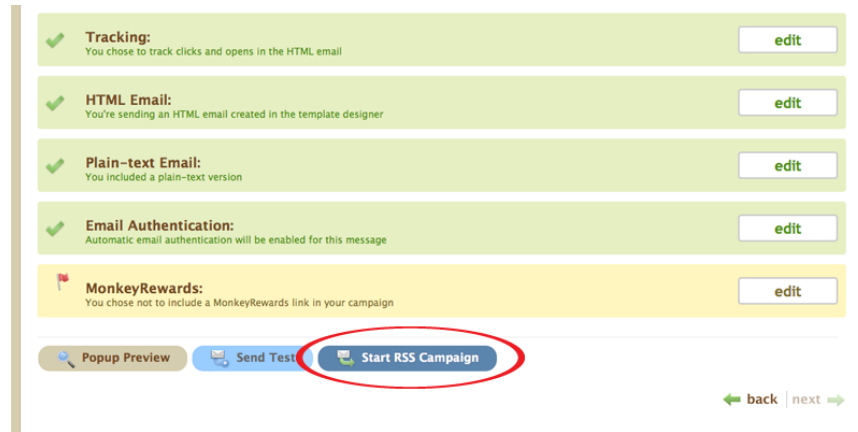
6. Choose a template for your campaign. You can design the template yourself or let MailChimp help you. If you have custom HTML, you can upload that as well. Use our handy [merge tag cheatsheet](#) if you want to customize how your RSS feed is displayed in your campaign. You can use the **Pop-up preview** 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?

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 and 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 ([mailchimp.com/blog/feedburner-rss-to-email-hack](http://mailchimp.com/blog/feedburner-rss-to-email-hack)).



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 well with RSS feeds, but every once in a while, 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 won't start sending email until 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 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, 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.

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|*`

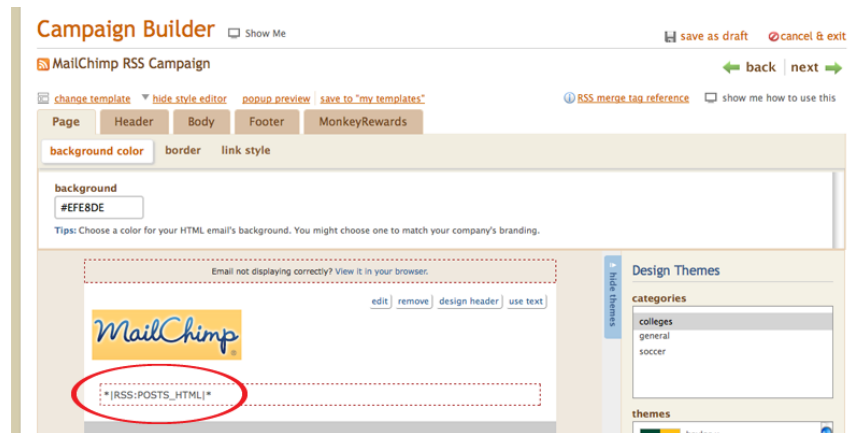
Adds a dynamically generated table of contents. **Note:** This tag adds items to the TOC that use the "Title" style. For RSS-to-Email campaigns, this tag does not work with the default

`*|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.

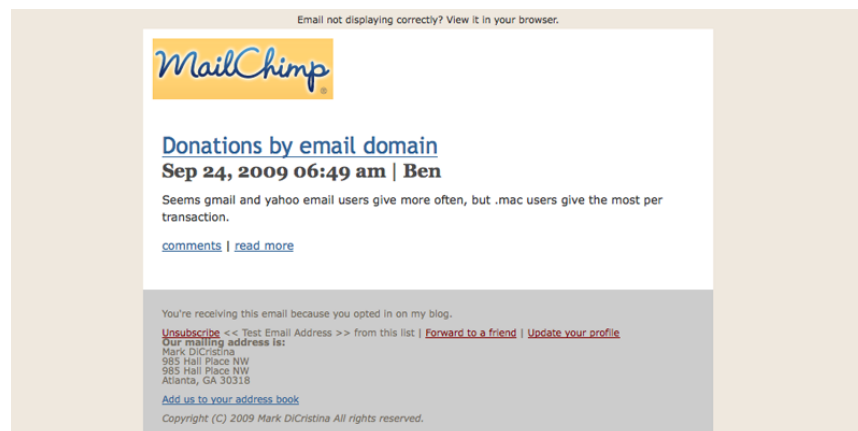
MailChimp is the only service besides Feedburner that offers this feature. It's very helpful for long emails that include several articles.

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

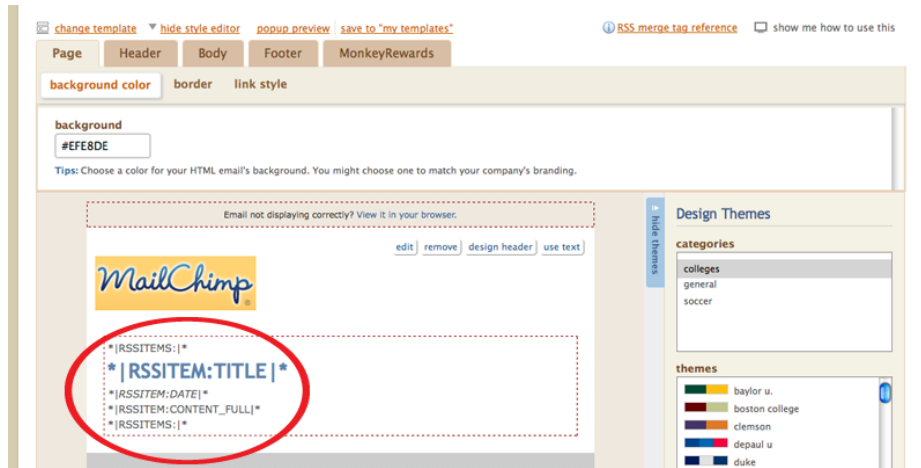
When you create an RSS-to-Email campaign, your template is automatically populated with the `*|RSS:POSTS_HTML|*`.



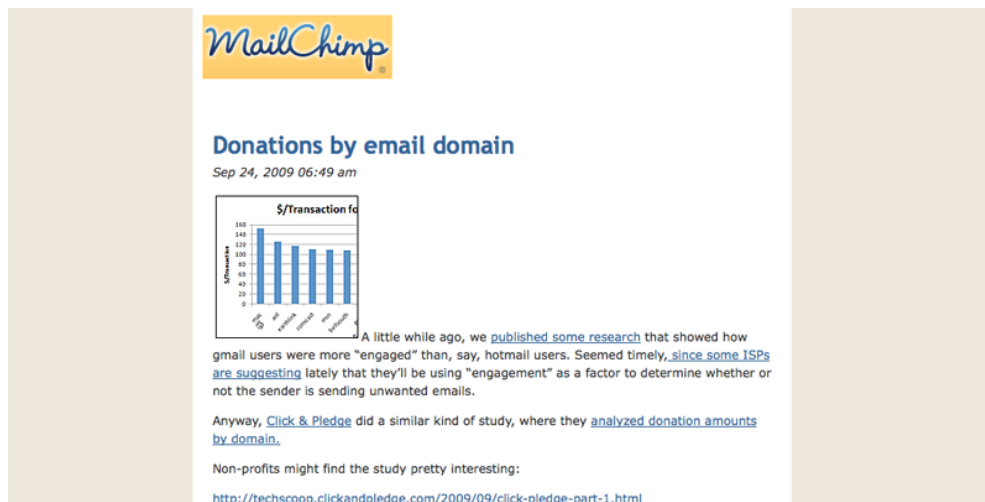
When you preview or send the campaign, this is how the content looks when the merge tag brings it in:



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

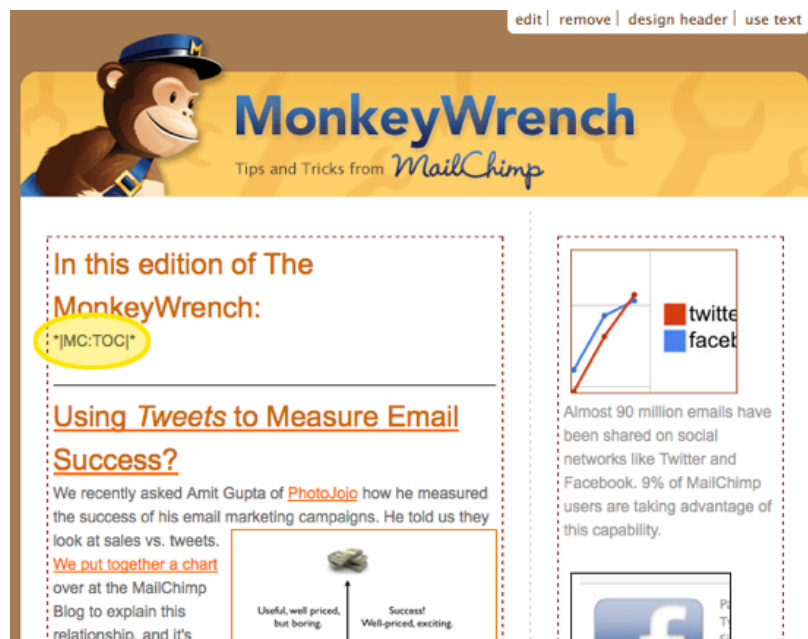


Here's how the content is displayed with those tags:





Curious about 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:

[mailchimp.com/resources/email-template-language](http://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:I *</div> <div><b>* RSSITEM:TITLE *</b></div> <div>* RSSITEM:CONTENT *</div> <div><small><a href="#">comment</a>   posted * RSSITEM:DATE * by * RSSITEM:AUTOR *</small></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.

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

 ELSEWHERE

[VISIT MY BLOG](#)

[SHARE THIS WITH A FRIEND](#)

[FOLLOW ME ON TWITTER](#)

[RSS FEED](#)

## 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.

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

[View Email In A Browser](#) | [Unsubscribe](#) [@Gmail.com](#) | [Update Your Subscription Profile](#)

You're receiving this email because you opted in on my blog.

Fredrick Von Chimpenheimer, IV  
123 Banana Blvd.  
Atlanta, GA 30318

[Add us to your address book](#)

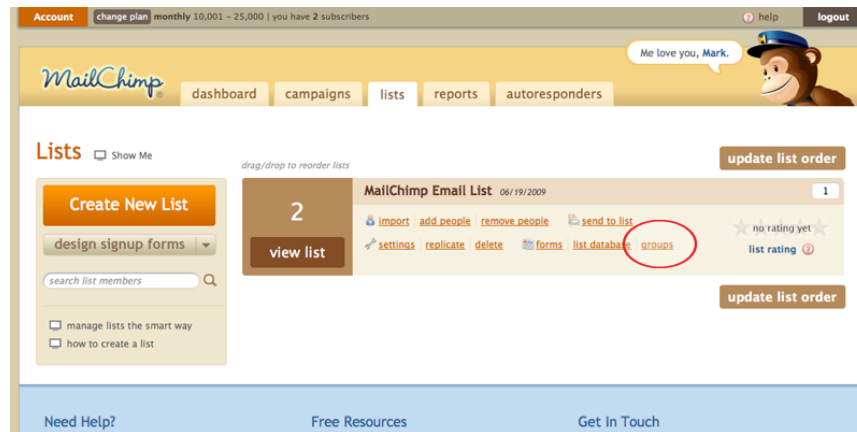
Copyright (C) 2009 Fredrick Von Chimpenheimer, IV All rights reserved.

# USING GROUPS

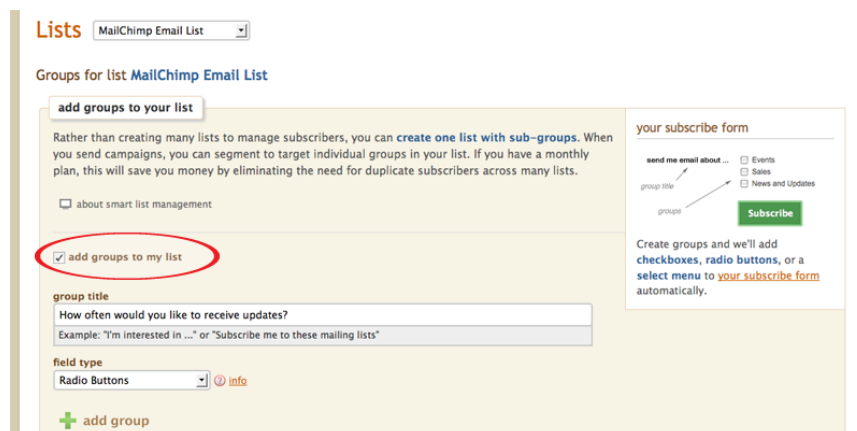
Groups allow you to target email campaigns to segments of your list. For example, say you want to send a campaign to people who have subscribed in the last seven days, or you want to send an update to people who are only interested in a certain topic on your blog—groups and segmentation make these kinds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

Bloggers often like to segment 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 groups. Here's how to do it:

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



2. Select **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 if you've got lots of group options and people might want to sign up for more than one of them.

**Lists** MailChimp Email List

Groups for list MailChimp Email List

**add groups to your list**

Rather than creating many lists to manage subscribers, you can **create one list with sub-groups**. When you send campaigns, you can segment to target individual groups in your list. If you have a monthly plan, this will save you money by eliminating the need for duplicate subscribers across many lists.

☐ about smart list management

☒ **add groups to my list**

**group title**

How often would you like to receive updates?  
Example: "I'm interested in ..." or "Subscribe me to these mailing lists"

**field type**

Radio Buttons [info](#)

**your subscribe form**

send me email about ... ☐ Events ☐ Sales ☐ News and Updates

group title

groups

**Subscribe**

Create groups and we'll add **checkboxes, radio buttons, or a select menu** to [your subscribe form](#) automatically.

**+ add group**

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.

Rather than creating many lists to manage subscribers, you can **create one list with sub-groups**. When you send campaigns, you can segment to target individual groups in your list. If you have a monthly plan, this will save you money by eliminating the need for duplicate subscribers across many lists.

☐ about smart list management

☒ **add groups to my list**

**group title**

How often would you like to receive updates?  
Example: "I'm interested in ..." or "Subscribe me to these mailing lists"

**field type**

Radio Buttons [info](#)

☒ Daily ☒ Weekly ☒ Monthly

**your subscribe form**

send me email about ... ☐ Events ☐ Sales ☐ News and Updates

group title

groups

**Subscribe**

Create groups and we'll add **checkboxes, radio buttons, or a select menu** to [your subscribe form](#) automatically.

**+ add group**

**save** **cancel**

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

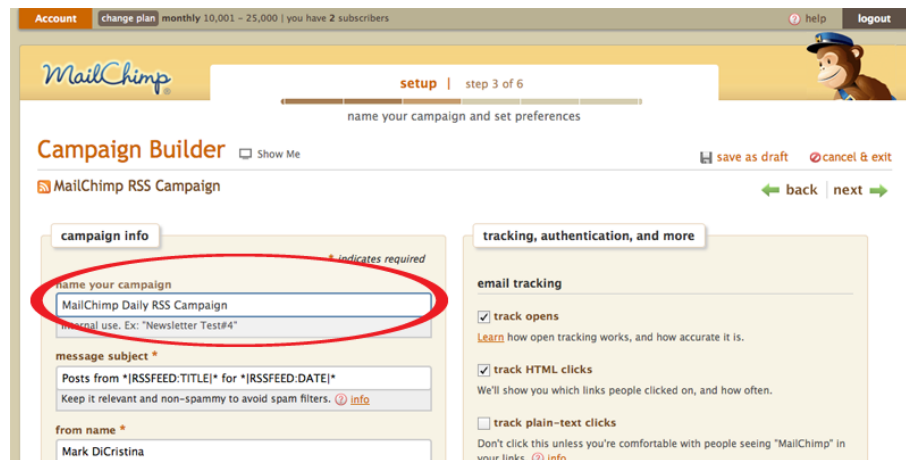
1. On the first screen of the campaign builder, where you enter your blog's RSS feed, check the relevant frequency (daily, weekly or monthly).

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 note states: 'RSS feeds often have this icon [RSS 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.' A link 'Want to mash multiple feeds together? Use ChimpFeedr.' is present. The 'when should we send?' section is circled in red and shows 'every day at 8:00AM GMT/1' and 'and only if there is new content'. On 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" and 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)' selected. Below this, the 'Match ANY of the following:' section is circled in red and shows 'Is Interested In' selected, followed by 'one of' and a dropdown menu with 'Daily', 'Weekly', and 'Monthly' options. On the right, a box titled 'Campaign will go to' 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 image shows the MailChimp Campaign Builder interface during the setup phase, specifically step 3 of 6. The main heading is 'Campaign Builder' with a 'Show Me' link. Below it, the campaign name 'MailChimp RSS Campaign' is displayed with 'back' and 'next' navigation buttons. The 'campaign info' section on the left contains three fields: 'name your campaign' (highlighted with a red circle and containing 'MailChimp Daily RSS Campaign'), 'message subject' (containing a placeholder for RSS feed titles and dates), and 'from name' (containing 'Mark DiCristina'). The right sidebar, titled 'tracking, authentication, and more', includes an 'email tracking' section with checkboxes for 'track opens', 'track HTML clicks', and 'track plain-text clicks'. The 'track opens' and 'track HTML clicks' options are selected.

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 [mailchimp.com/features/power\\_features/segmentation](https://mailchimp.com/features/power_features/segmentation).

# SOCIAL SHARING

Social networking sites are excellent ways 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 a 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

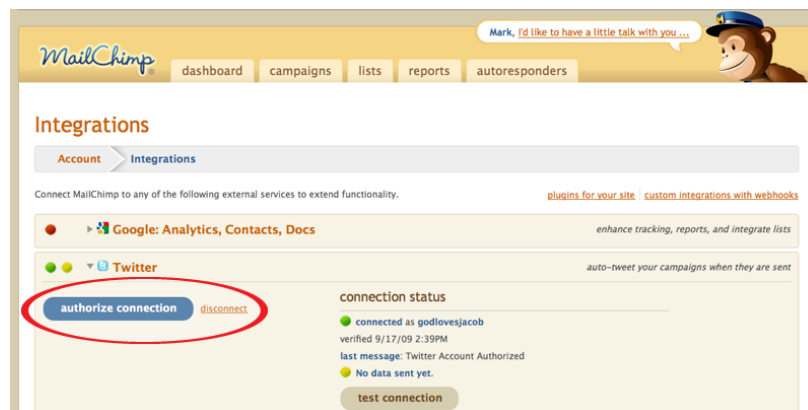
If you know you want to tweet an email campaign before you send it, MailChimp will do it for you as soon as you send the campaign. Just check the **Automatically post to Twitter** box on the campaign preferences tab when you're setting up the campaign. If haven't set up a Twitter account in MailChimp, 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 setup interface. It is divided into two main columns. The left column is titled 'name your campaign' and contains fields for 'MailChimp RSS Campaign', 'message subject' (with a placeholder 'Posts from \*|RSSFEED:TITLE|\* for \*|RSSFEED:DATE|\*'), 'from name' (with 'Mark DiCristina'), 'reply-to email' (with 'mark@mailchimp.com'), and a field to 'specify \*|MERGETAGS|\* for recipient name' (with '\*|FNAME|\*'). The right column is titled 'email tracking' and contains several checkboxes: 'track opens' (checked), 'track HTML clicks' (checked), 'track plain-text clicks' (unchecked), 'authenticate the campaign' (checked), and 'Google Analytics™ tracking' (unchecked). At the bottom of the 'email tracking' section, there is a checkbox labeled 'send to Twitter' which is circled in red, and another checkbox below it labeled 'automatically post to Twitter after campaign is sent' which 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 the Twitter account you use to tweet your campaign, click **Account** in the top-right corner of your screen, then click **Integrations**. Choose Twitter and then **Authorize connection** to authorize a different account. You can only authorize one Twitter account at a time.



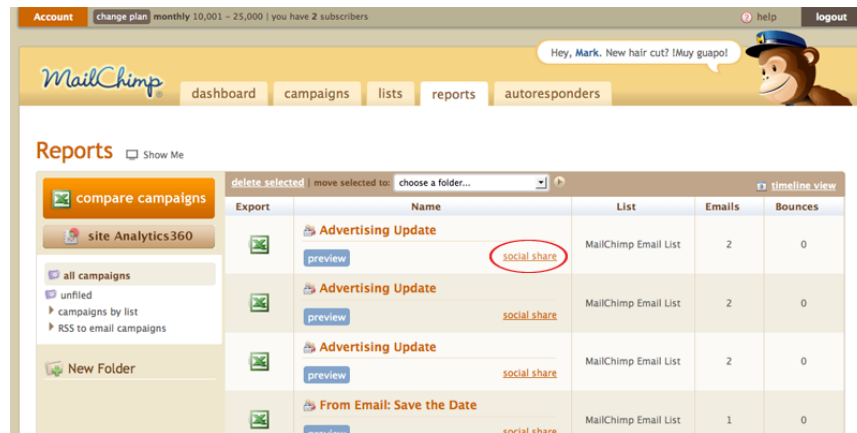
## Twitter stats

MailChimp doesn't just let you tweet your email campaigns; we also make it easy to track how many *other* people are tweeting them. If you click 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

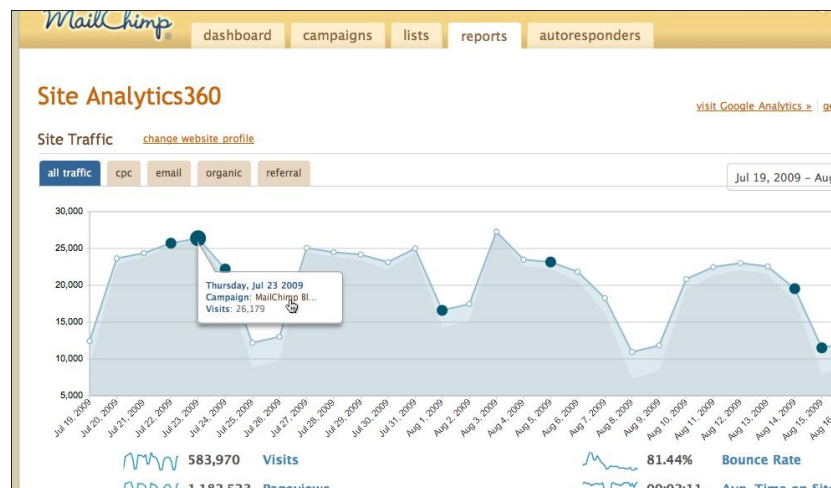
In addition to sharing your own campaign, MailChimp allows you to offer your readers a way to share your campaigns. When you place the `*|MC:SHARE|*` merge tag in your template, MailChimp will add links to more than 20 social networks. If you want to limit the networks in the social share merge tag, 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 in MailChimp.

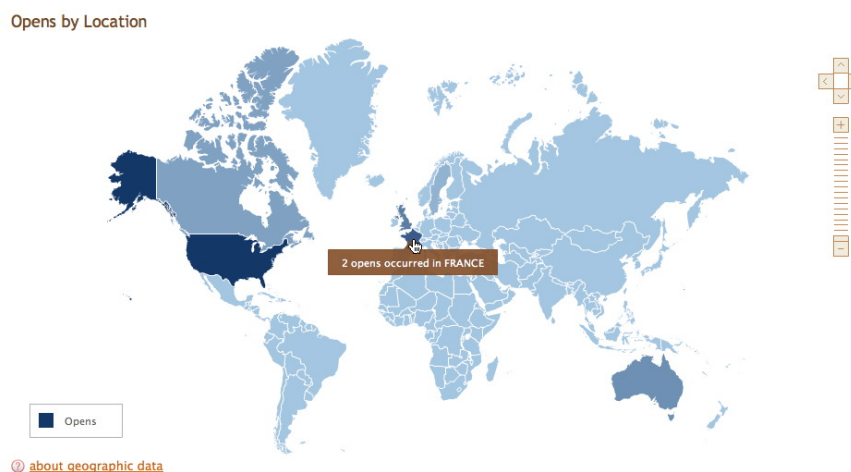
## Analytics360

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.



## Click Map

Curious to know 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 and integrations MailChimp offers that may not be applicable to everyone:

## Merge Tags for Bloggers

### 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

**\*|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.

## 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:DATE|\***

The current date displayed as month/day/year.

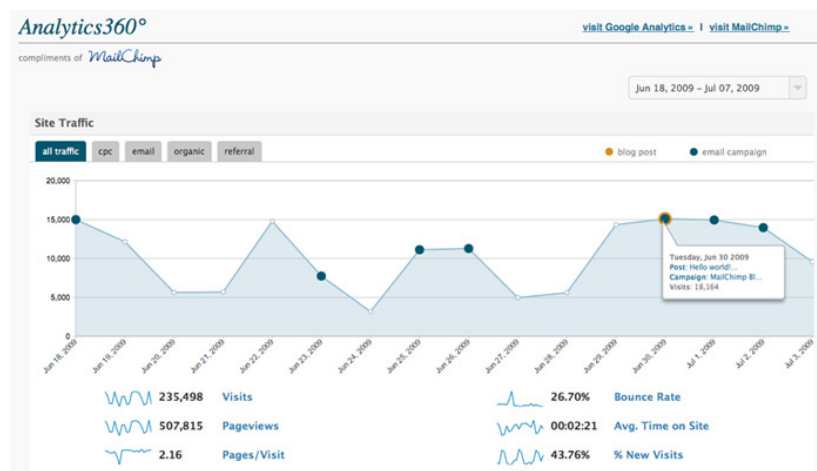
**\*|TRANSLATE:EMAIL\_LANG|**

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](http://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.





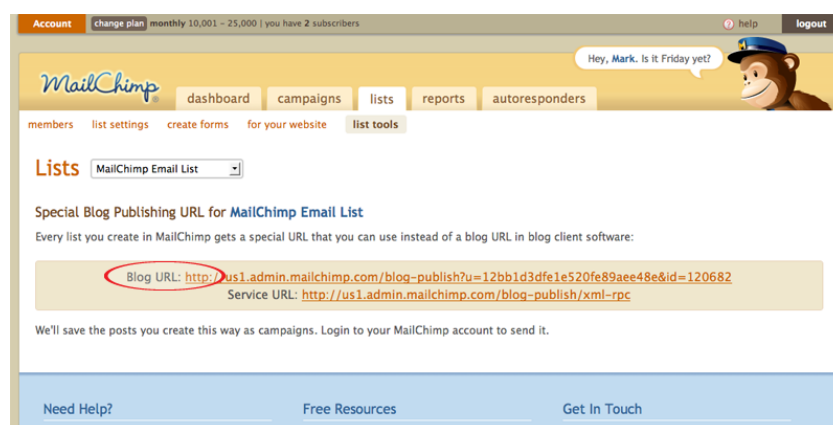
In order for the plugin to work correctly, you need to run a **WordPress.org** blog, not a **WordPress.com** blog. The difference is that the you download and install the .org blog on your own server, whereas the .com blog is a free, hosted blog. Plugins don't generally work for .com blogs, so this is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

You can find Analytics360 plugin at [wordpress.org](http://wordpress.org), 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, Bloglo (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, 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. 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](http://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 at [pipes.yahoo.com](http://pipes.yahoo.com).

# RESOURCES

We hope this guide has helped you use MailChimp to connect with your blog readers. Here are some MailChimp resources for bloggers.

If you have any questions, feel free to contact our support staff at [mailchimp.com/support](https://mailchimp.com/support).

Follow us on Twitter: [twitter.com/mailchimp](https://twitter.com/mailchimp)

Like us on Facebook: [facebook.com/mailchimp](https://facebook.com/mailchimp)

## **Getting Started with Blogs**

[mailchimp.com/blog/getting-started-with-blogs](https://mailchimp.com/blog/getting-started-with-blogs)

## **Create Mobile Email Campaigns Automatically**

[mailchimp.com/blog/create-mobile-email-campaigns-automatically](https://mailchimp.com/blog/create-mobile-email-campaigns-automatically)

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

[mailchimp.com/blog/google-analytics-filters-wordpress](https://mailchimp.com/blog/google-analytics-filters-wordpress)

## **Analytics360 for Wordpress**

[mailchimp.com/blog/google-analytics-plugin-for-wordpress](https://mailchimp.com/blog/google-analytics-plugin-for-wordpress)

## **MailChimp Blogger Plugins**

[mailchimp.com/plugins](https://mailchimp.com/plugins)

## **MailChimp Academy Support Videos**

[mailchimp.com/support/videos](https://mailchimp.com/support/videos)

## **Webinars**

[mailchimp.com/support/webinars](https://mailchimp.com/support/webinars)

## **Benchmark Reports**

[mailchimp.com/charts](https://mailchimp.com/charts)

## **MonkeyWrench Newsletter:**

[mailchimp.com/page/monkeywrench](https://mailchimp.com/page/monkeywrench)