

# Quick Start Guide

MailChimp offers simple tools that make it easy to send beautiful email campaigns. In this Quick Start Guide, we take you through the three basic steps of MailChimp—create a subscriber list, design a campaign, and view the results. When you're ready to dig deeper into our features, the last page of this document provides links to online resources that will help you become an email master.

## 1. Create and Import Your List

### Create Your List

It takes just a few minutes to set up a list in your MailChimp account. Provide us with a few details, add your subscribers, and we'll get everything organized for you.

Follow the steps below, and you'll send a campaign to your subscribers in no time.

1. Navigate to the **Lists** page.
2. Click **Create List**.



3. Click the **Create List** button from the options that appear.

***New List or Groups?***

Do you want to create a new list, or do you just want to sub-divide an existing list with groups?

[List management](#) · [What are groups?](#)

**Create List**  [Cancel](#)

4. Type the list details with your information or your client's information and preferences in the provided fields.

### ***List details***

List name

Goliath Metrics Newsletter

Default "from" email

feargus@goliathmetrics.com

Default "from" name

Feargus Sawyer

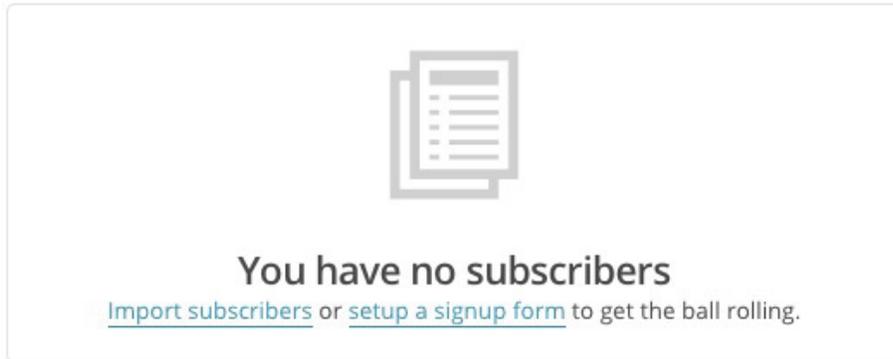
Remind people how they got on your list

Reuse a reminder from another list

You signed up on our site to receive monthly updates about what Goliath Metrics is up to and where we're headed.

5. Click the **Save** button.

6. You'll see a notification that your list was created and a set of links to your next steps.



MailChimp's signup forms help you quickly connect with people who may want to hear from you. When you create a list, we automatically generate a signup form for that list. Share the form on your website, Facebook, or anywhere else you have an online presence, so subscribers can easily sign up for your newsletter.

If you already have subscribers to add to your list, the following section walks through importing those in just a few steps.

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### **Online Resources at [kb.mailchimp.com](https://kb.mailchimp.com)**

[Create a New List](#)

[Create Signup Forms and Response Emails](#)

## Import Your List

When it comes to importing to a list, MailChimp does the heavy lifting for you. Provide us with the subscriber details you want in your list, and we'll make it easy to manage and organize.

You can add subscribers in three ways:

- Paste or type in subscriber contact information
- Upload from a spreadsheet
- Import from your CRM (customer relationship management) database

If you're working with an Excel file, use the **Copy/Paste from file** option on the import screen. If you have a CSV file with all your contacts, upload the file directly into the MailChimp list.

Follow the steps below to upload your contacts from your computer.

1. Navigate to the **Lists** page.
2. Click the drop-down menu for the list you want to work with and choose **Import**.
3. Click the radio button for **Copy/Paste from file** if you have an Excel file or **CSV or tab-delimited file** if you have a CSV file.

### Where do you want to import subscribers from?

- CSV or tab-delimited text file**  
Import contacts from .csv or .txt files
- Copy/Paste from file**  
Copy and paste contacts from .xls or .xlsx files
- Integrated service**  
Import contacts from services like Google Contacts, Salesforce, Highrise, Zendesk, and more. [Learn more](#)

- Depending on the method you chose, copy and paste your contacts from an Excel file or click the **Browse** button to select the CSV file you want to upload.
- Click **Next** in the lower-right corner.
- On the **Import Subscribers** page, you'll set a name for each list column and choose a type, such as first name or address. This easy process makes sure that we read the data correctly and organize your list just the way you want.

Choose a column name already on your list, or select **New Column Name** to create a new column and select the type.

### Import Subscribers

Now let's match the columns in your uploaded list to your MailChimp list.

2 unmatched columns · [Skip all](#)

Show skipped columns

<p>Email Address email field <a href="#">Edit</a> · <a href="#">Skip</a></p> <p>freddie@mailchimp.com</p>	<p><b>New Column Name</b></p> <p>First Name</p> <p>Field Type</p> <p>text</p> <p><a href="#">Cancel</a> · <a href="#">Skip</a></p> <p><b>Save</b> &gt;</p> <p>freddie</p>	<p>Unnamed (unmatched column) <a href="#">Edit</a> · <a href="#">Skip</a></p> <p>chimp</p>
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Please match or skip all columns before proceeding.

Keyboard Shortcuts:

[Complete Import](#) [Cancel](#)

↓ Select name ← Back → Next × Skip

Click **Complete Import** to upload and complete your import.

Click **Save** to move to the next column or **Skip** if you don't want to add the column to your list.

7. On the Import Checklist, review your import. Click **Edit** to make any changes. When you're ready to import subscribers to your list, click **Import** in the lower-right corner.

Are your subscribers stored in a CRM? There's a good chance that you can import them directly from there into your MailChimp list.

Visit the link below for more info.

<http://connect.mailchimp.com/>

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### **Online Resources at [kb.mailchimp.com](http://kb.mailchimp.com)**

[Import Subscribers to a List](#)

[Troubleshooting List Imports](#)

[Format List Fields](#)

[Import Contacts from Other Services](#)

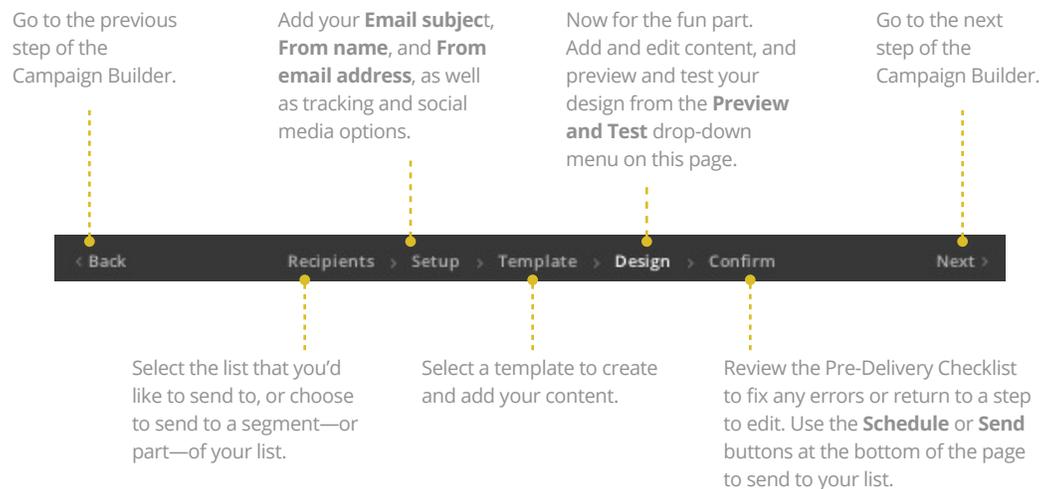
## 2. Create and Design Your Campaign

### Create Your Campaign

MailChimp's Campaign Builder takes all the guesswork out of creating and sending an email campaign. Select a campaign type, add recipients, choose a template, add content, and send your creation out into the world.

To create a campaign, navigate to the **Campaigns** page, and then select **Create Campaign** in the upper-right corner of the page. To start, we recommend that you choose a **Regular Campaign**.

Below is the Progress Bar, which allows you to navigate through the steps of the Campaign Builder.



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### Online Resources at [kb.mailchimp.com](https://kb.mailchimp.com)

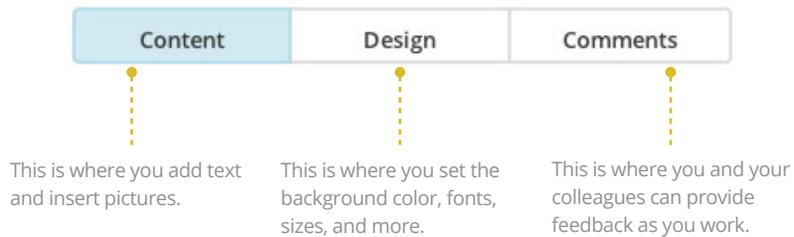
[All the Segmenting Options](#)

[Schedule or Pause a Campaign](#)

## Design Your Campaign

To start, we recommend choosing a **drag and drop** option from our **Themes** templates. We teamed up with some of the most talented designers on the web to bring you beautiful templates that are simple to use. You don't have to know anything about design or programming to get started. Pick one of our predesigned **Themes**, plug in your content, and you've got a campaign.

After you've picked out your template, you can add in your content, stylize the design, and more.



When your campaign is ready to send, head over to the **Confirm** step, click **Send**, and wait for the reporting data to roll in.

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### Online Resources at [kb.mailchimp.com](https://kb.mailchimp.com)

[Create a Campaign with Campaign Builder](#)

[Design a Campaign in MailChimp](#)

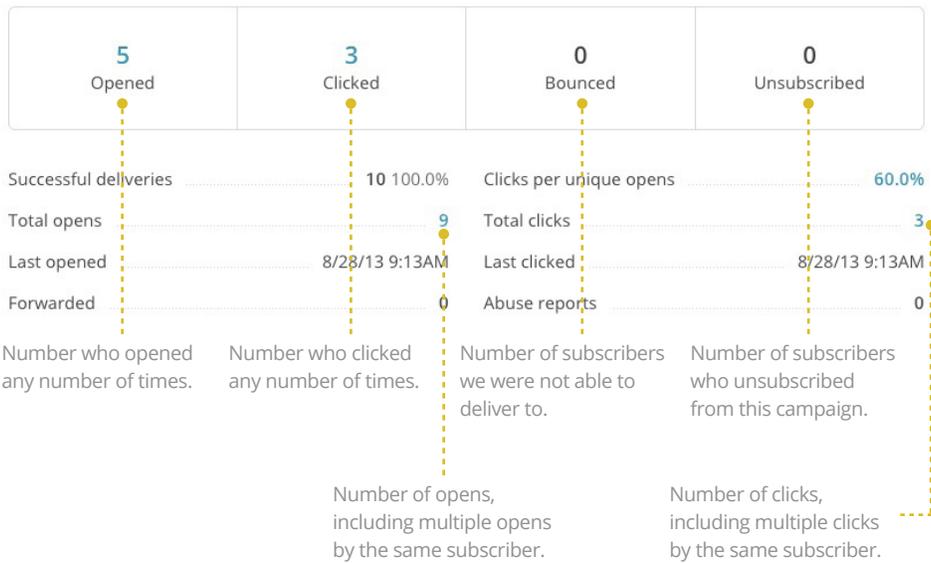
[Clear Styles in Your Campaign](#)

[Email Campaign Testing Tips](#)

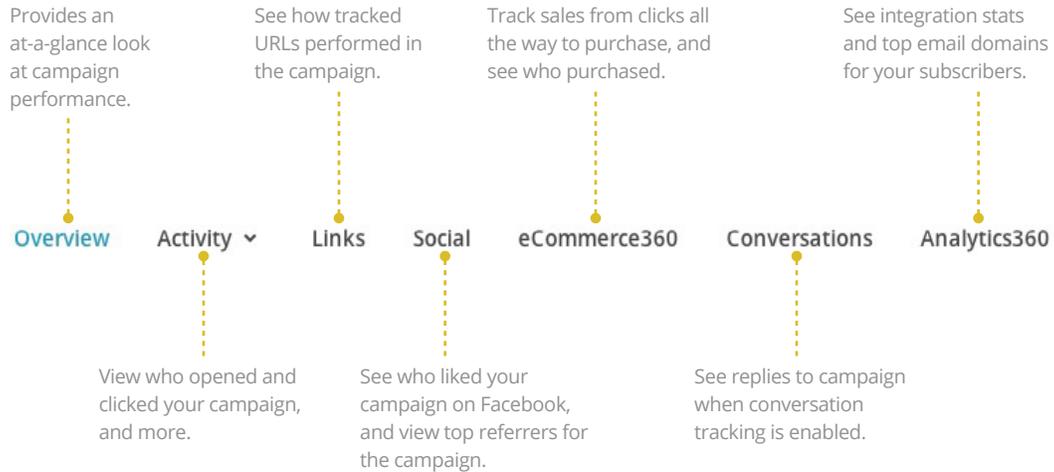
### 3. Reports

MailChimp's reports analyze clicks, opens, and more. We provide an easy-to-read overview of the reporting data you care about most.

To view a campaign report, navigate to the **Reports** page and select the campaign you want to view. Below is an overview of the reporting information.



In addition to the **Overview**, we give options to drill down into more detailed reporting data so you can get an idea of how subscribers engaged with your email campaign.



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## Online Resources at [kb.mailchimp.com](http://kb.mailchimp.com)

[About Campaign Reports](#)

[Integrate Facebook with MailChimp](#)

[About eCommerce360](#)

## 4. More Resources

You'll find a number of resources available to you on the MailChimp site as you learn more about email marketing, including our video resources, a glossary of terms, and our searchable Knowledge Base of how-to and troubleshooting articles.

### **Video Resources**

<http://kb.mailchimp.com/video-index>

### **Glossary of Terms**

<http://kb.mailchimp.com/article/mailchimp-glossary>

### **Knowledge Base**

<http://kb.mailchimp.com>

## 5. More Advanced Features

After you're comfortable with the basics, MailChimp offers a number of advanced tools to take your email marketing plan to the next level. Here are a few of those options.

### **Automation**

Send automatic emails based on event triggers

[Getting Started With Automation](#)

### **RSS-Driven Campaigns**

Automatically send campaigns of your blog posts as your RSS feed is updated with new posts

[Create an RSS-Driven Campaign](#)

### **A/B Testing Campaigns**

Test different variations of your campaign to see which performs best

[Getting Started with A/B Testing Campaigns](#)

### **Advanced Tracking**

Additional in-depth tracking options to add to your campaigns

[Additional Tracking Options for Campaigns](#)

### **Custom Templates**

Create your own HTML templates from scratch, and include our template language to allow the template to be edited within MailChimp

[Create a Custom Template](#)

### **Custom Forms**

Customize your list forms and response emails from scratch

[Advanced Form Customization](#)