WHOLIVES CORPORATE SOCIAL IMPACT PROGRAM

Mailchimp

Set Up Your Ambassador Account with WHOlives

1. Check for an email from Melissa@WHOlives.org. She'll send you one or more Microsoft Excel files to upload to Mailchimp. These will be business contacts in your area. Download files to your computer.

2. Go to: https://login.mailchimp.com/signup/ and sign up for a free account. Remember that your account is free if you have less than 100 contacts. We'll explain how to maintain your free account later. Use the password: **water4life2019**

3. Check your WHOlives email and activate your account.

4. Complete the registration process. Click less than 500 subscribers and "no thanks" to the invitation to learn more. The WHOlives address is: 10102 S. Copper King Lane, South Jordan, UT 84095. You do have a list of subscribers. Don't sync Instagram posts.

5. After you have a Mailchimp Account, open a new tab on your computer and send Sonja an email at: Sonja@WHOlives.org. and ask for the Mailchimp Templates. She'll send 1-2 email templates to use. Check for her email and click "Add to Your Account". This will send the template to your Mailchimp account.

6. Go back to Mailchimp and click "Templates" and then the "Edit" button on the right. Place your mouse over the blue "LEARN MORE" button. You will see a popup with icons on the right. Select the first image, which is meant to look like a pencil.

7. You'll see the button in an editable format come up on the right. Change the email address to your own and click "Save & Close". Do this again with the blue button on the bottom of the email that begins, "CLICK HERE TO…"

8. If there's another blue button to schedule an appointment, just delete it.

9. Now you've customized the email. Click "Save and Exit" at the bottom right.

10. Now you're ready to input your contact list. Click "Lists" in the upper left-hand corner.

11. Select: Import from a file (You will be inputting the contact list you downloaded from Melissa. It's a .csv file)

12. Click NEXT in the bottom right corner.

13. There will be several columns listed. You will decide here what information you will import from your Excel list. Click on "Make a Selection" or "Edit" to name your columns. You will need: First Name, Last Name, Title, Company Name, Email and Website. Click "Skip" on the fields you don't want to input. Do this in order and add or skip till you've matched every column.

14. Click "Next" and then "Import" in the bottom right corner.

15. Click "Campaigns" in the upper left corner.

16. Name your campaign to coordinate with the list you have been provided so you'll be able to keep track of your contacts and click "Create Campaign" in the upper right corner.

17. Select "Email" when the next window pops up.

18. Type in the Campaign Name again and click "Begin".

19. TO: Add Recipients, your most recently added list.

20. Select "Personalize the TO field" and then "First Name".

21. Save

22. FROM: your WHOlives email

23. SUBJECT: For the first email write:
    Sorry. We decided to go with another company…

24. DESIGN EMAIL: Click button to right, "Design Email".

25. Select "Saved templates" at the top left.

26. Select the "Secret" template and click "Next" at bottom right, then "Save & Close".

27. You'll see a small image of your email template and below it the words, "Send a Test Email". Click here and send yourself a test email.

28. If everything looks good, go back to your campaign and click “Schedule” in the upper right corner. It’s best to schedule your email to be sent Tuesday-Thursday, from 10am-4pm in your time zone. You can send your email at other times as well.

29. After a few hours, click on “Reports” in the upper left. You’ll be able to see how many people opened your email, where they clicked, etc.

30. Contact people quickly if they open the email. Continue to check your report for progress over the next 24 hours.

31. Begin contacting businesses within 24 hours. Keep careful records of those you contact, who you spoke to, etc. A few people will take the time to view the video, but most may not take the time in their busy day. This doesn’t mean they are not interested, just that they need more information!

32. When you need to remove someone from the list, select “Lists” and mark the box next to their name. Select the green “Delete” tab at the top of the list.

33. In about 5 business days, you can send the second email. In the subject line, write: “Here’s why you are losing potential key employees.”

34. Check reports again over the next few days.

35. After about 7 days, go to “Campaigns” and go to “View Reports” to the right of your campaign. Click on the number who opened. Select “Export As CSV” at top left so you can keep track of those that expressed interest.

36. Make sure you have all the info you want from this campaign. When you’re ready to input another list, go to lists and select the box to the left of the list you want to delete. Select “Delete”.

37. Repeat!

38. Please reach out to Melissa@WHOlives.org with any questions.