

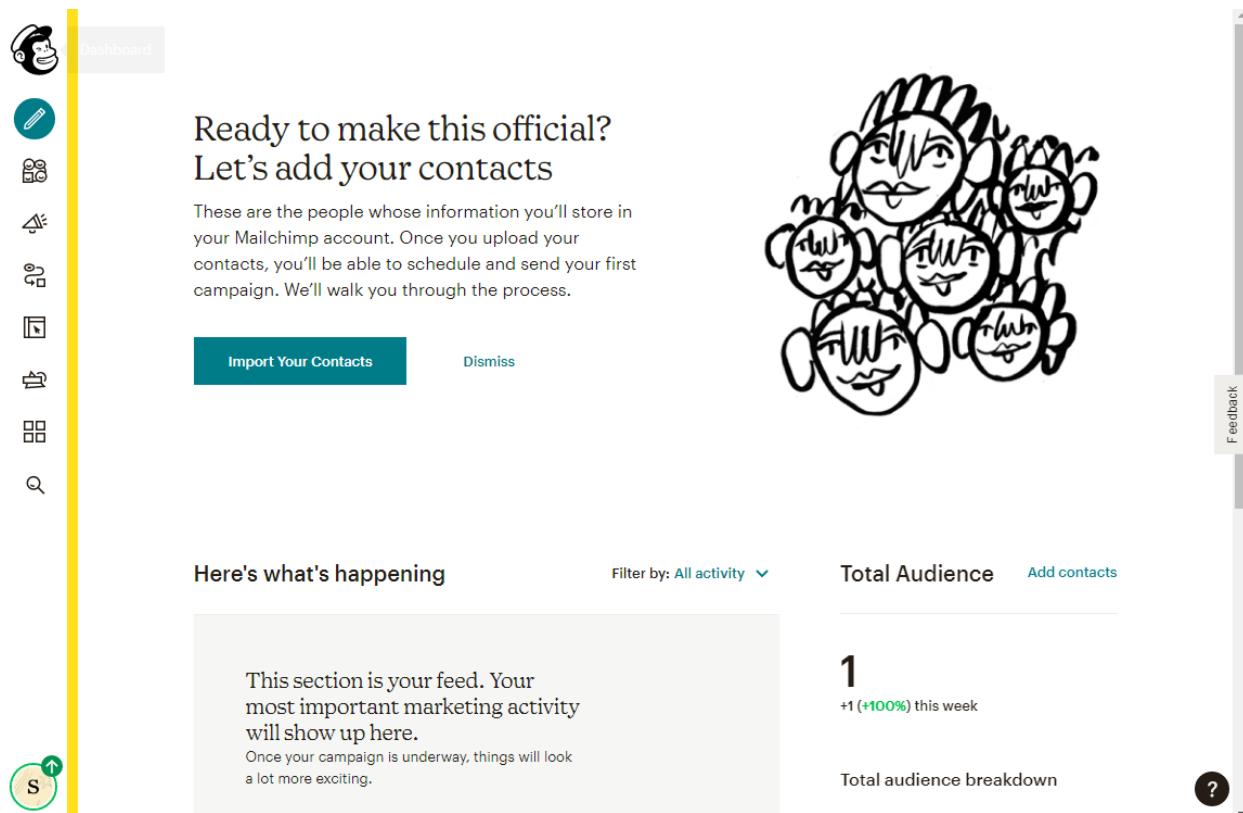
Website Url: <https://mailchimp.com/>

Login Page: <https://login.mailchimp.com/>

Pricing Page: <https://mailchimp.com/pricing/>

Documentation Page: <https://mailchimp.com/help/mailchimp-support-options/>

After Logging into your mailchimp account you will see dashboard something like this.



Now first thing you have to do is setup a subscription form so for that you have to go to the

Path: Audience > Signup Forms

Audience

Step 1: Click on the "Signup forms" icon in the sidebar.

Step 2: Click on the "Form builder" button.

Add a pop-up or embedded form to your website to collect subscribers.

Your audience has 1 contacts. 1 of these are subscribers.

Overview Manage contacts Add contacts Signup forms Preferences center Settings

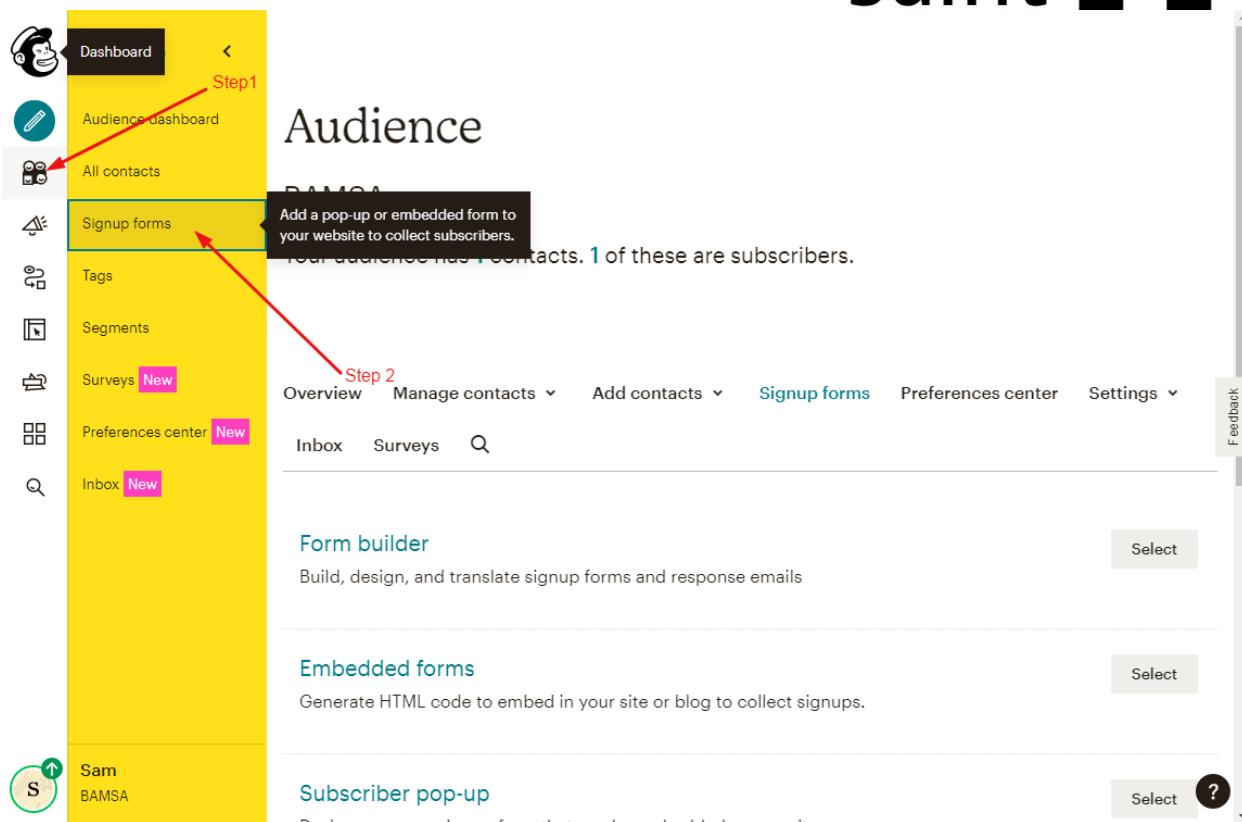
Inbox Surveys Q

Feedback

Form builder
Build, design, and translate signup forms and response emails **Select**

Embedded forms
Generate HTML code to embed in your site or blog to collect signups. **Select**

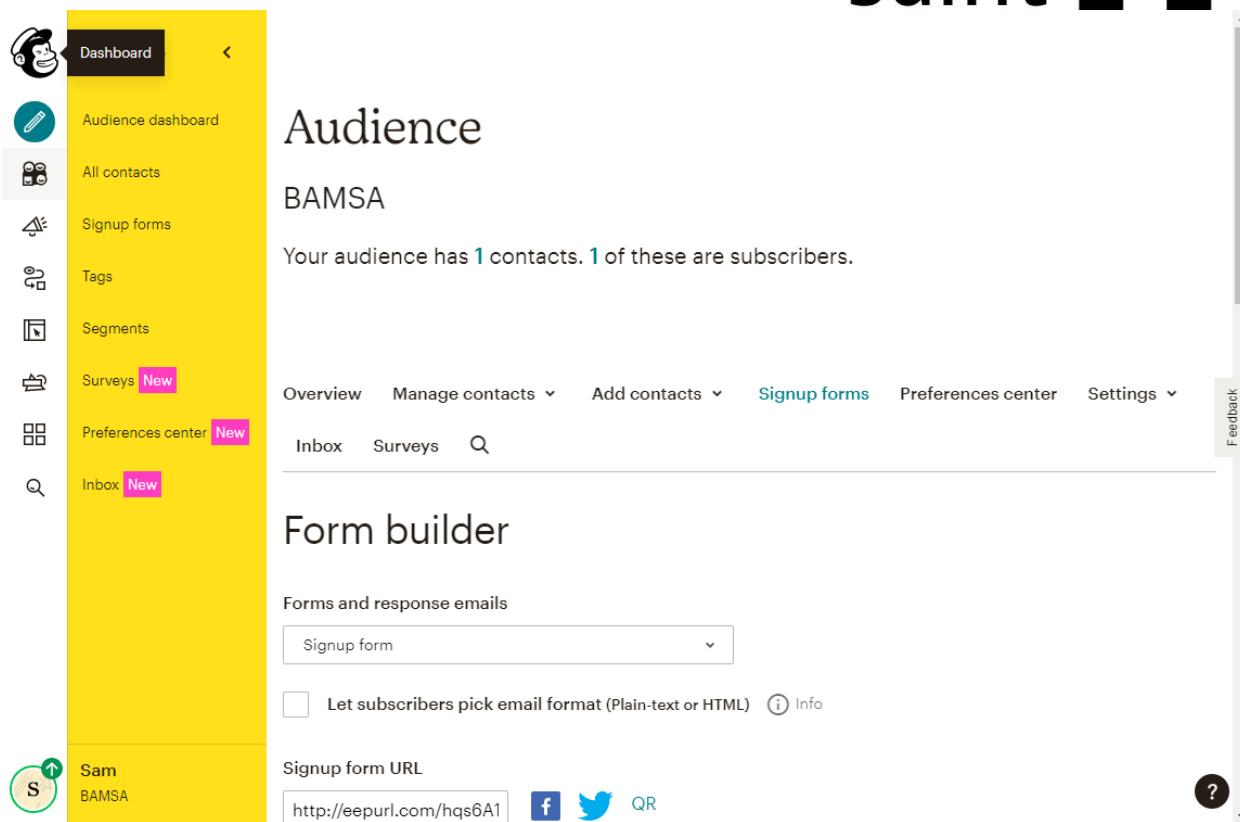
Subscriber pop-up
Create a pop-up or embedded form to collect email addresses from visitors. **Select** ?





The screenshot shows the Saint software interface. On the left is a vertical sidebar with icons and labels: Audience (selected), Audience dashboard, All contacts, Signup forms, Tags, Segments, Surveys (New), Preferences center (New), and Inbox (New). At the bottom of the sidebar is a user profile icon with the name "Sam BAMSA". The main content area has a header with links: Overview, Manage contacts, Add contacts, Signup forms (highlighted in blue), Preferences center, and Settings. Below the header are sections for "Form builder", "Embedded forms", "Subscriber pop-up", "Contact Form (New!)", and "Form integrations", each with a "Select" button. A red arrow points to the "Select" button under "Form builder". A vertical sidebar on the right has "Feedback" and a question mark icon.

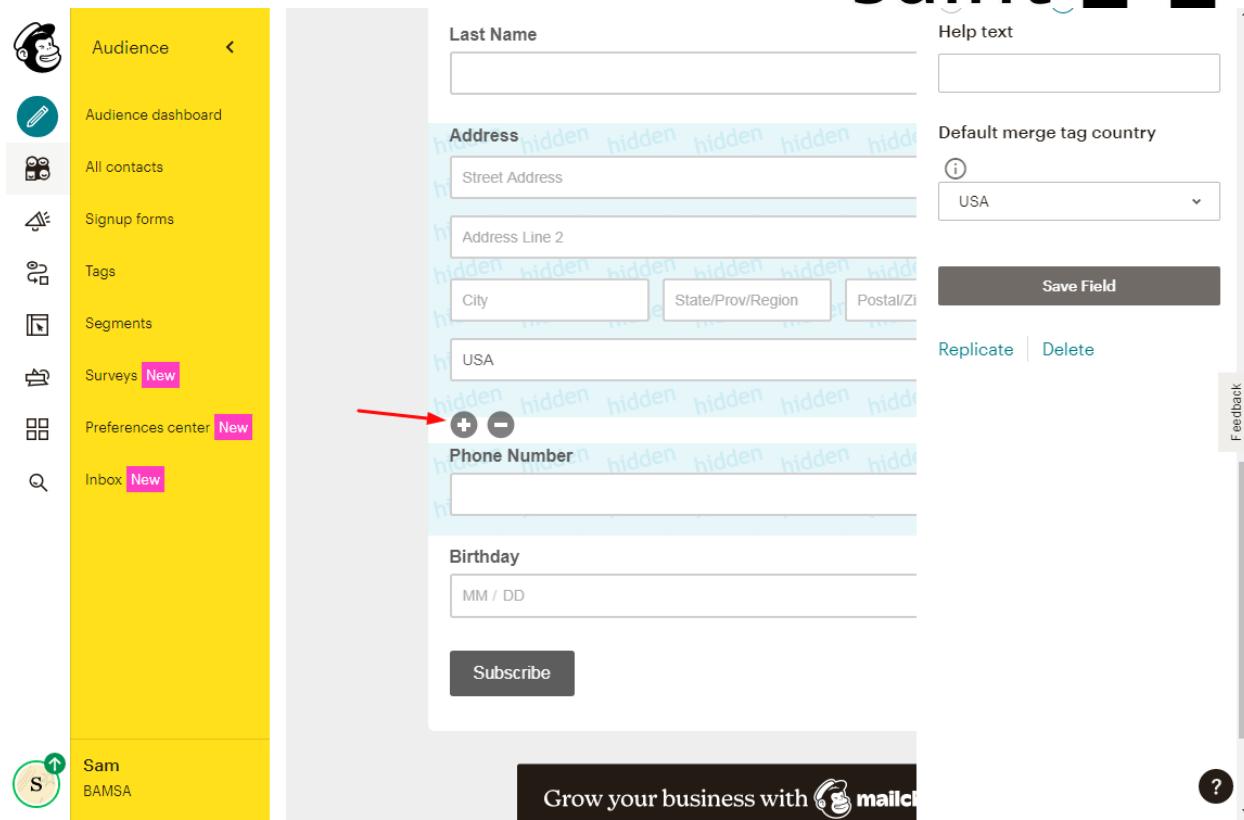
After choosing the form builder option you will go to new page where you can customize your form as you like.



The screenshot shows the Audience section of the Saint iT platform. On the left, there's a sidebar with icons for Dashboard, Audience dashboard, All contacts, Signup forms, Tags, Segments, Surveys (New), Preferences center (New), and Inbox (New). The main area is titled "Audience" and "BAMSA". It displays a message: "Your audience has 1 contacts. 1 of these are subscribers." Below this, there are navigation links for Overview, Manage contacts, Add contacts, Signup forms (which is highlighted in blue), Preferences center, and Settings. A search bar and filter buttons for Inbox, Surveys, and a magnifying glass icon are also present. The "Form builder" section is currently active, showing a dropdown menu set to "Signup form", a checkbox for letting subscribers pick email format (unchecked), and a "Signup form URL" field containing "http://eepurl.com/hqs6A1" with sharing options for Facebook, Twitter, and QR code.

Scroll down a bit and you will see that your form have some by default fields and some of them are hidden you can remove them or you can let them stay hidden as they will not appear to the form anyway.

To remove fields from the form you can press on field and it will show you option (+, -) below the field.



The screenshot shows the Saint.it Audience builder interface. On the left, a sidebar lists various audience management options: Audience, Audience dashboard, All contacts, Signup forms, Tags, Segments, Surveys (New), Preferences center (New), and Inbox (New). A user profile icon for 'Sam BAMSA' is at the bottom of the sidebar.

The main area displays a form configuration screen. At the top, there are fields for 'Last Name' and 'Help text'. Below that is a section for 'Address' with fields for 'Street Address', 'Address Line 2', 'City', 'State/Prov/Region', and 'Postal/ZI'. A dropdown for 'Default merge tag country' is set to 'USA'. To the right of these fields is a 'Save Field' button. Below the address section is a field for 'Phone Number' and a 'Birthday' field. At the bottom of the form is a 'Subscribe' button. A red arrow points to the '+' and '-' buttons located between the address and phone number fields, which are used for adding or removing form fields.

You can add or remove field just by clicking on (+) and (-) button. To add groups just tap on any field and you will see a box in your right side.

Audience <

BUILD IT DESIGN IT TRANSLATE IT

from here you can add new field to your form

BAMSA You can customize selected fields from here

click to add a message

Email Address

First Name

Last Name

Address

Street Address

Address Line 2

City State/Prov/Region Postal/ZI

Default merge tag country

USA

Add a field Field settings

Field type address

Field label Address

Field tag ADDRESS

Required field

Field visibility

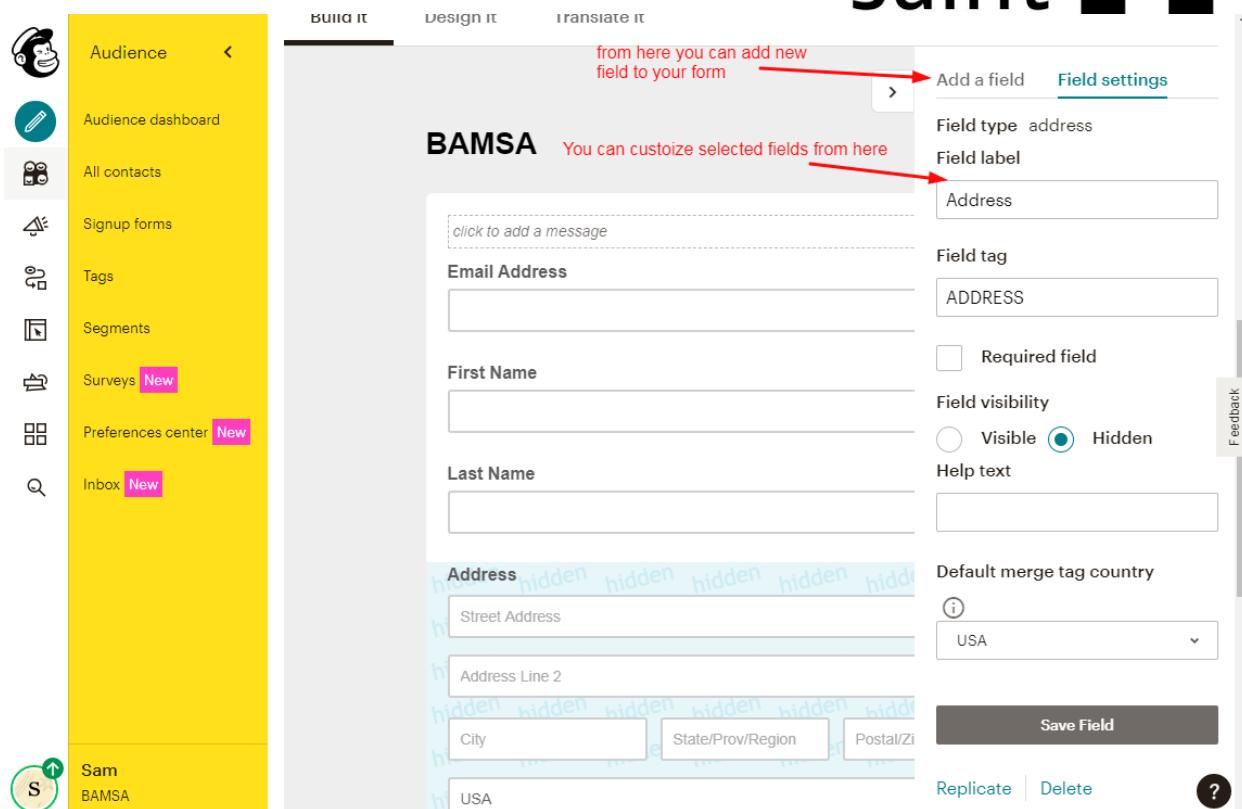
Visible Hidden

Help text

Save Field

Replicate Delete ?

Feedback



Now to go to add new field.

Audience <

Audience dashboard

All contacts

Signup forms

Tags

Segments

Surveys New

Preferences center New

Inbox New

Sam
BAMSA

BAMSA

click to add a message

Email Address

First Name

Last Name

Address

Street Address

Address Line 2

City

State/Prov/Region

Postal/Zi

USA

Add a field Field settings

Field type checkboxes

Field label Category

Field visibility Visible Hidden

Options

Blog

Bulletin

Events

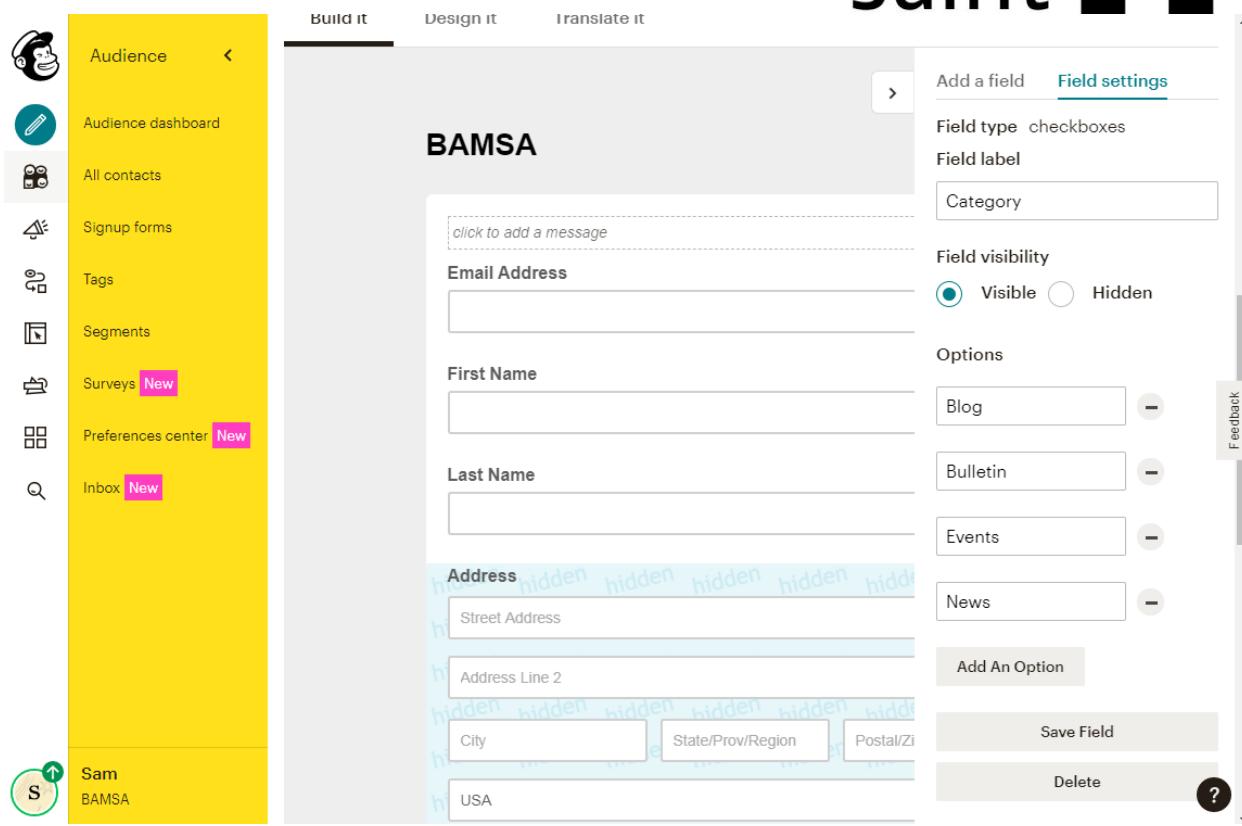
News

Add An Option

Save Field

Delete

?



This is a shortcut to add groups. As you can see I have added few options. You can see live result below how it will look.



Audience

- Audience dashboard
- All contacts
- Signup forms
- Tags
- Segments
- Surveys New
- Preferences center New
- Inbox New

Sam
BAMSA

USA

hidden hidden hidden hidden hidden hidden hidden

Phone Number

hidden hidden hidden hidden hidden hidden hidden

Birthday

MM / DD

Category

- Blog
- Bulletin
- Events
- News

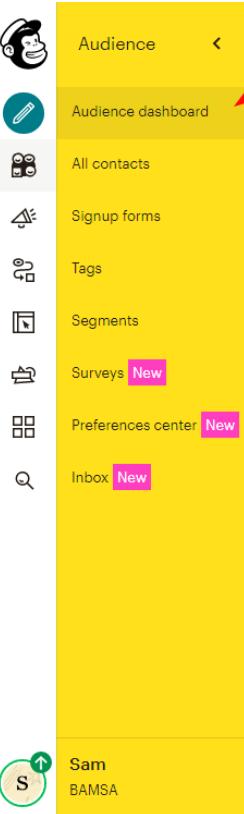
Subscribe

Grow your business with mailchimp

Feedback

?

A screenshot of the Mailchimp interface. On the left is a sidebar with a yellow header 'Audience' and a list of features: Audience dashboard, All contacts, Signup forms, Tags, Segments, Surveys (New), Preferences center (New), and Inbox (New). Below the sidebar is a contact form for 'Sam BAMSA'. The form includes fields for USA, Phone Number, Birthday (MM / DD), and Category (with options for Blog, Bulletin, Events, and News). A 'Subscribe' button is at the bottom of the form. At the bottom of the page is a banner that says 'Grow your business with mailchimp'. A vertical scroll bar is visible on the right side of the page.



Audience

BAMSA

This audience has 1 contacts. 1 of them are subscribers.

View Contacts Manage Audience ▾

Add a subscriber
Import contacts
Signup forms
Surveys
Inbox
Settings
View audiences

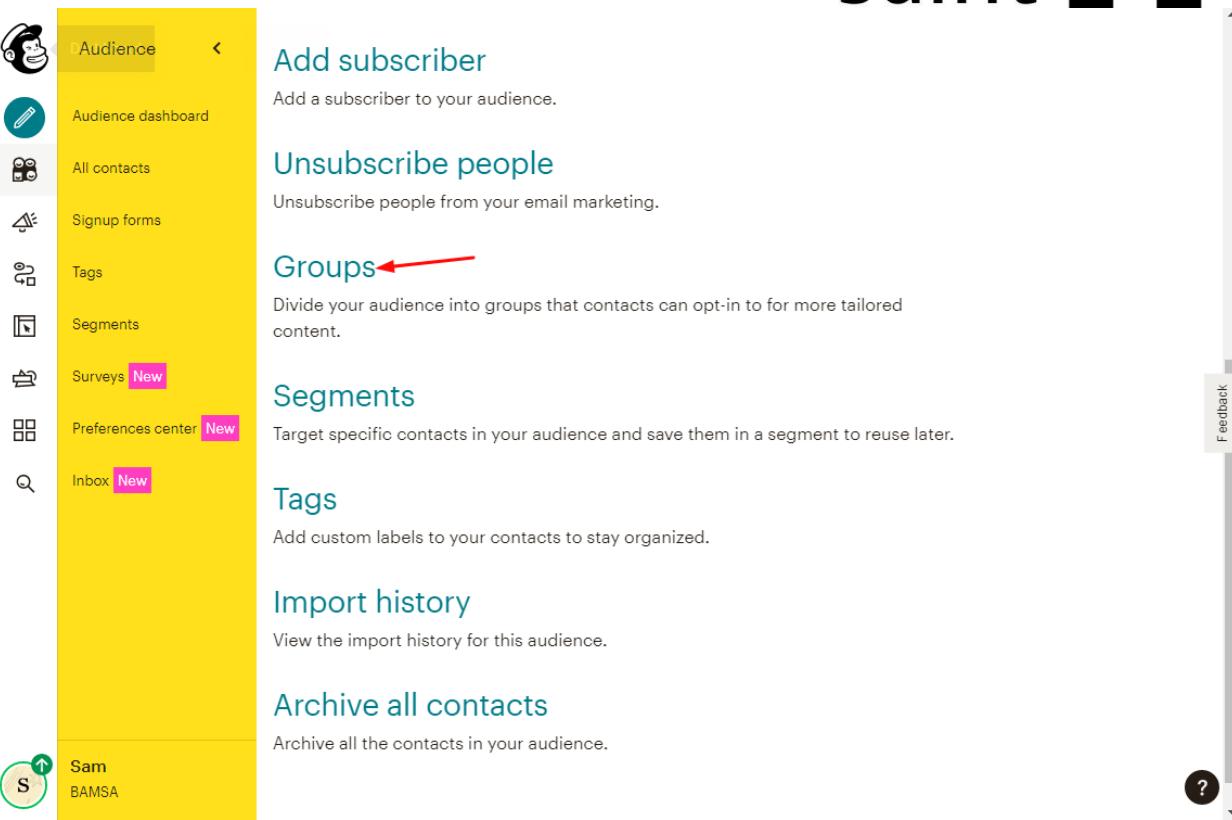
Feedback

Step 1 Audience

Step 2 Manage contacts

Step 3 Manage Audience ▾

Now save field. Now lets go to the groups to confirm if groups are created or not.



Add subscriber
Add a subscriber to your audience.

Unsubscribe people
Unsubscribe people from your email marketing.

Groups ←
Divide your audience into groups that contacts can opt-in to for more tailored content.

Segments
Target specific contacts in your audience and save them in a segment to reuse later.

Tags
Add custom labels to your contacts to stay organized.

Import history
View the import history for this audience.

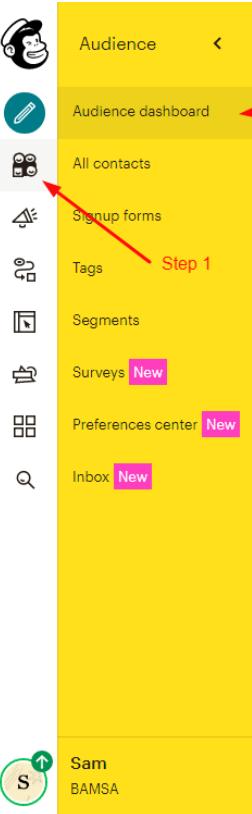
Archive all contacts
Archive all the contacts in your audience.

Sam
BAMSA

As we have created the category now we need to add one subscriber who will subscribe all these categories because it is a requirement in mailchimp to have atleast one subscriber to enable email updates.

To create new subscriber you have to go to the Audience then on your right side you will see button Manage Audience press that and on 1st option you will see add a subscriber option click on that you will see a subscription form. Now email and check all the checkbox to subscribe to all categories.

Path: Audience > Manage Audience > Add a subscriber



Audience

- [Audience dashboard](#) Step 2
- [All contacts](#) Step 1
- [Signup forms](#)
- [Tags](#)
- [Segments](#)
- [Surveys](#) New
- [Preferences center](#) New
- [Inbox](#) New

Sam
BAMSA

Audience

BAMSA

This audience has 1 contacts. 1 of them are subscribers. Step 4

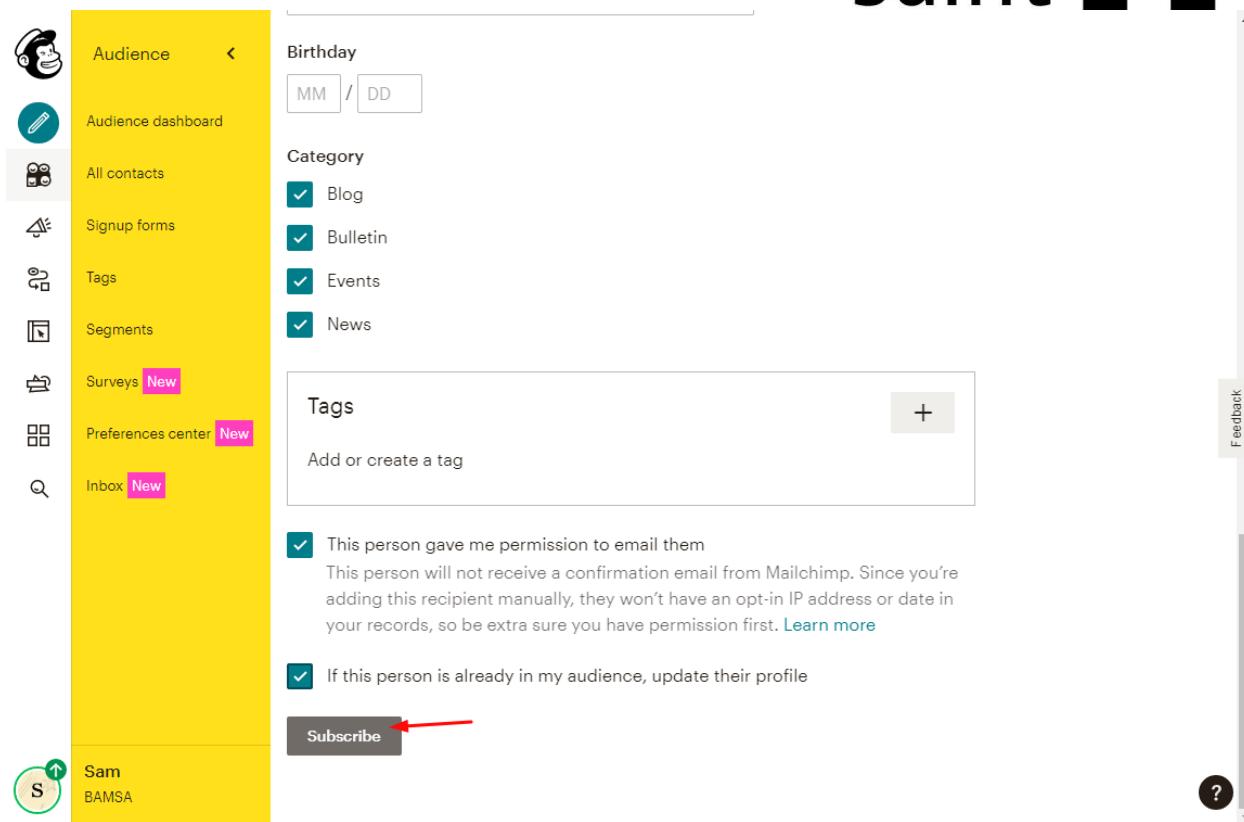
View Contacts
Manage Audience ▾

Add a subscriber
Import contacts
Signup forms
Surveys
Inbox
Manage contacts
Settings
View audiences



Upload your audience data, get insights

When you bring all your contacts into Mailchimp, we'll show you insights from your



The screenshot shows the Mailchimp interface for creating a new audience. On the left, a sidebar lists various audience management tools: Audience (selected), Audience dashboard, All contacts, Signup forms, Tags, Segments, Surveys (New), Preferences center (New), and Inbox (New). A user profile icon for 'Sam BAMSA' is at the bottom of the sidebar.

The main area is titled 'Birthday' and includes fields for 'MM / DD'. Below this is a 'Category' section with checkboxes for 'Blog', 'Bulletin', 'Events', and 'News', all of which are checked. A 'Tags' section allows adding or creating a tag, with a plus sign button. Underneath are two checkboxes: 'This person gave me permission to email them' (unchecked) and 'If this person is already in my audience, update their profile' (checked). A red arrow points to the 'Subscribe' button at the bottom.

As you can see group is created. Now we have to assign rss to each category so every person get email updates realated to his subscription.

You have to follow the same procedure to assign rss to each category.

Lets get rss for category blog, news, bulletin. To get rss link you have to login to your wordpress dashboard and then you have to go to the posts section then category.

Path: Dashboard > Posts > Categories

Hi, Sandhya Singh

Bridge A MindSport for all 1 0 + New View Posts Performance Edit Live

I can tell, Dolly

Posts Add New ▾

All (10) | Published (10) | Bin (11)

Bulk actions ▾ Apply All dates ▾ All Categories ▾ All formats ▾ Filter 10 items

	Title	Author	Categories	Tags	Date
<input type="checkbox"/>	 Bridge at the Top	BAMSA	Testimonial 2	—	Published 2021/01/17 at 7:59 pm
<input type="checkbox"/>	 BAMSA Spring Webinar 2021	BAMSA	Events	—	Published 2021/01/07 at 2:00 pm
<input type="checkbox"/>	 Conference 2021	BAMSA	Events	—	Published 2021/01/07 at 1:00 pm
<input type="checkbox"/>	 The story of a project	BAMSA	Blog-special	—	Published 2020/12/17 at 1:56 pm
<input type="checkbox"/>	 Bob Hamman	BAMSA	Testimonials	—	Published 2020/12/03 at 5:27 pm
<input type="checkbox"/>	 What's in a name?	BAMSA	Blogs	elite bridge players, History of Bamsa, Justin Lall, Professor Samantha Punch	Published 2020/12/01 at 7:28 pm
<input type="checkbox"/>	 MindSport Officer appointed	BAMSA	News	Christina Ballinger, Mind Sport Officer, Professor Samantha	Published 2020/11/30 at 3:31 am

Step 1: Hover over the 'Categories' link in the sidebar.

Step 2: Hover over the category name in the table row.

Now hover the category name and you will see view option press that and open category page.

Once you open the page go to the url and type rss after category name like this.

 <https://bridgemindsport.org/category/blogs/rss>

 <https://bridgemindsport.org/category/blogs/rss>

 <https://bridgemindsport.org/category/blogs/rss - Google Search>

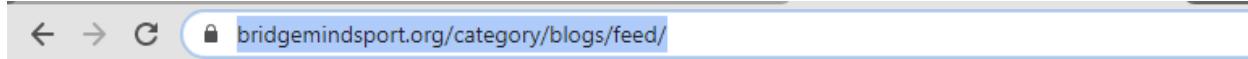
Now press enter and you will see new page like this.

← → C <https://bridgemindsport.org/category/blogs/feed/>

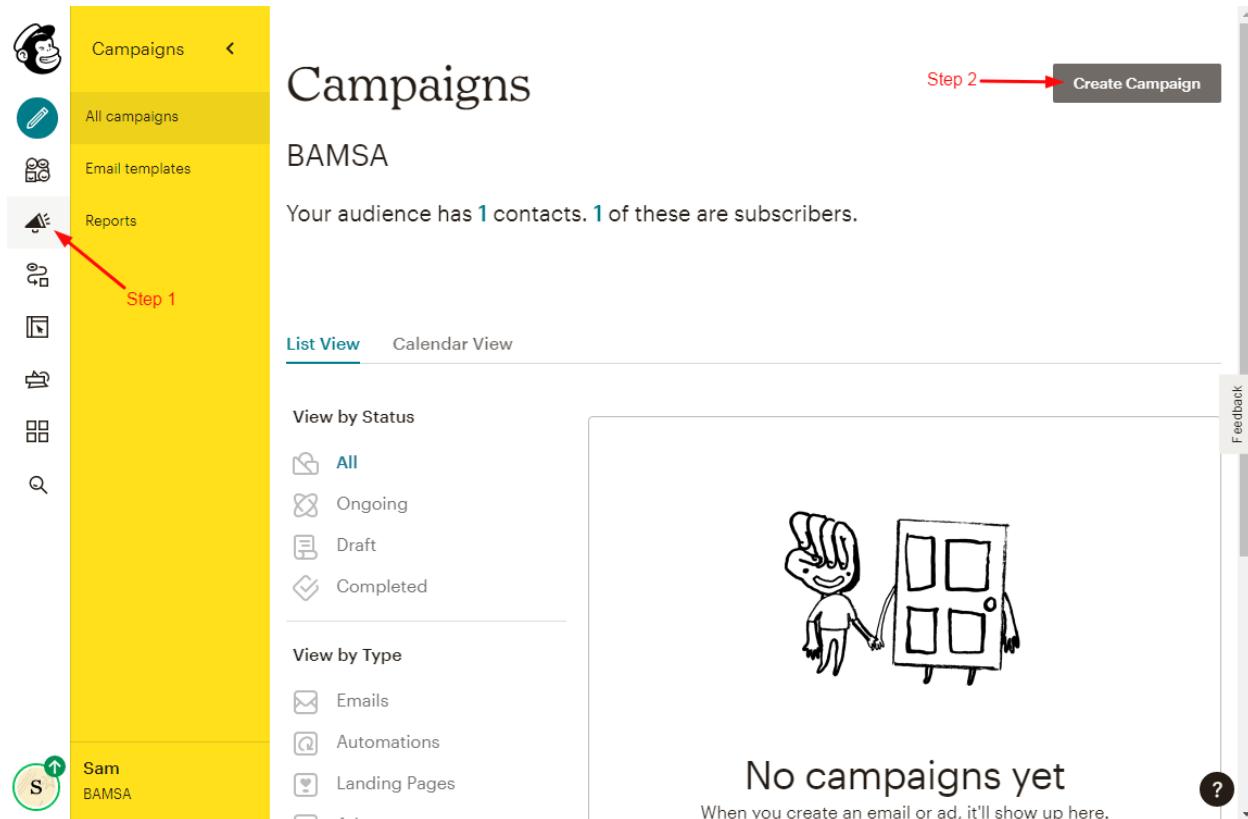
```
<?xml version="1.0" encoding="UTF-8"?><rss version="2.0"
  xmlns:content="http://purl.org/rss/1.0/modules/content/"
  xmlns:wfw="http://wellformedweb.org/CommentAPI/"
  xmlns:dc="http://purl.org/dc/elements/1.1/"
  xmlns:atom="http://www.w3.org/2005/Atom"
  xmlns:sy="http://purl.org/rss/1.0/modules/syndication/"
  xmlns:slash="http://purl.org/rss/1.0/modules/slash/">
<
```

```
<channel>
```

This url is your rss url. Now copy this and keep it somewhere.

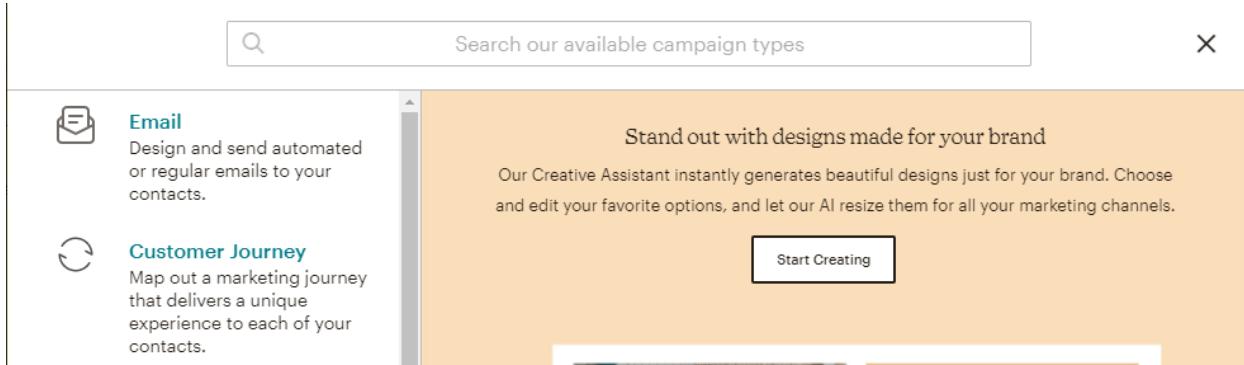


Now to assign rss to your category you have to go the

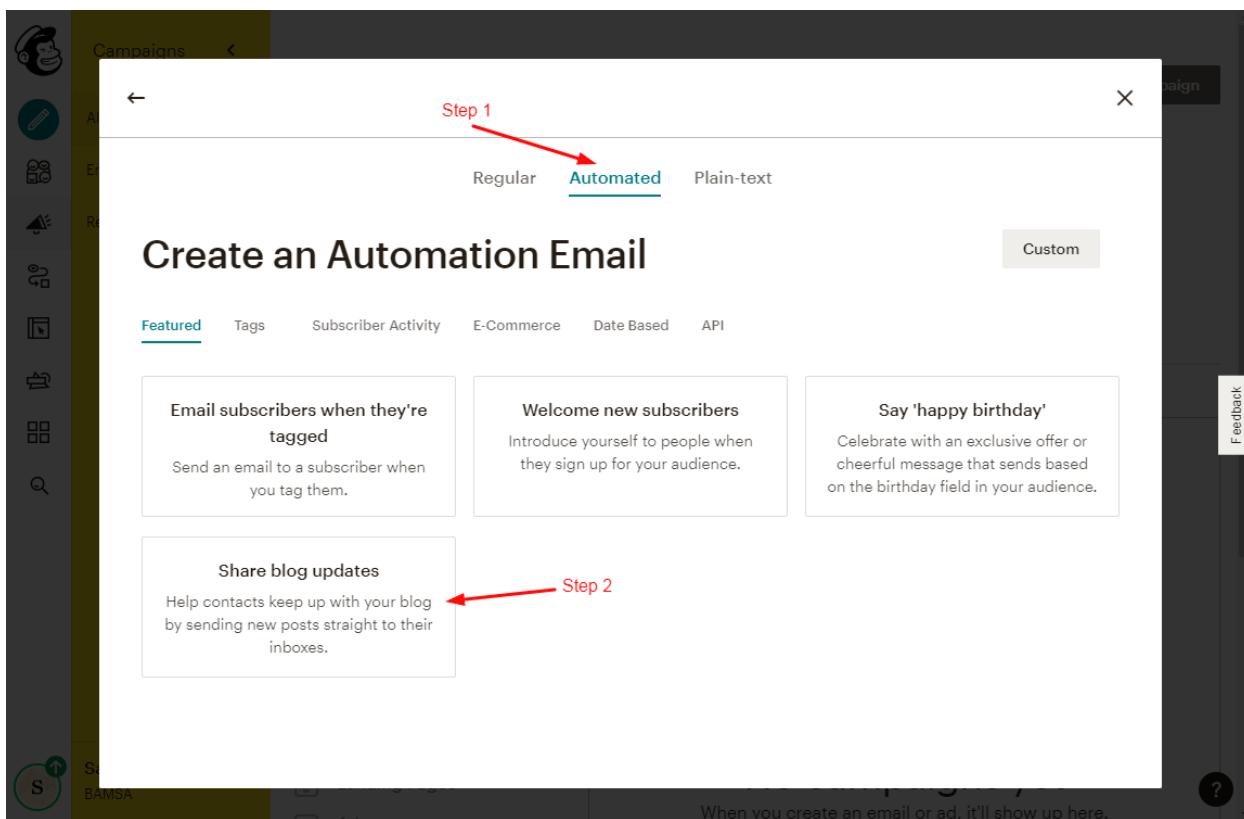


The screenshot shows the 'Campaigns' section of the Mailchimp interface. On the left, a sidebar menu is highlighted in yellow. It includes icons for 'Campaigns', 'All campaigns', 'Email templates', and 'Reports'. A red arrow labeled 'Step 1' points to the 'Reports' icon. At the top right of the main content area, there is a 'Create Campaign' button with a red arrow labeled 'Step 2' pointing to it. The main content area displays the text 'BAMSA' and 'Your audience has 1 contacts. 1 of these are subscribers.' Below this, there are sections for 'List View' and 'Calendar View', and filters for 'View by Status' (All, Ongoing, Draft, Completed) and 'View by Type' (Emails, Automations, Landing Pages, Ads). A cartoon illustration of a person holding a door is present. The text 'No campaigns yet' is displayed with the subtext 'When you create an email or ad, it'll show up here.'

After clicking on create campaign there will be popup you have to select first option email for emailing service.



After Choosing the email option you will see another popup. You have to choose **Automated** option then **share blog updates** option.



You will another pop up here you can decide you campaign name. you can give whatever name you like. I will just give the same category name for now to avoid confusion.

[←](#)

Share blog updates

Don't let subscribers miss out on any of your posts. Instead, bring your blog to their inboxes. The RSS email campaign automatically pulls in content from your feed and delivers it to your contacts on a daily, weekly, or monthly basis.

Campaign Name

BAMSA

[Begin](#) [Cancel](#)

Now you will go to new page where you can setup rss for your category and enable emailing service for that particular category.

 Blog Help Save and Exit ▾

RSS feed and send timing

RSS feed URL
 ← now paste copied rss url here.

When should we send?
 We'll only send if there's new content.

Every day 01:00AM New York ← Choose time when mailchimp is going to send email updates for this category (blog category)

Send only on these days
 Sun Mon Tues Wed Thurs Fri Sat

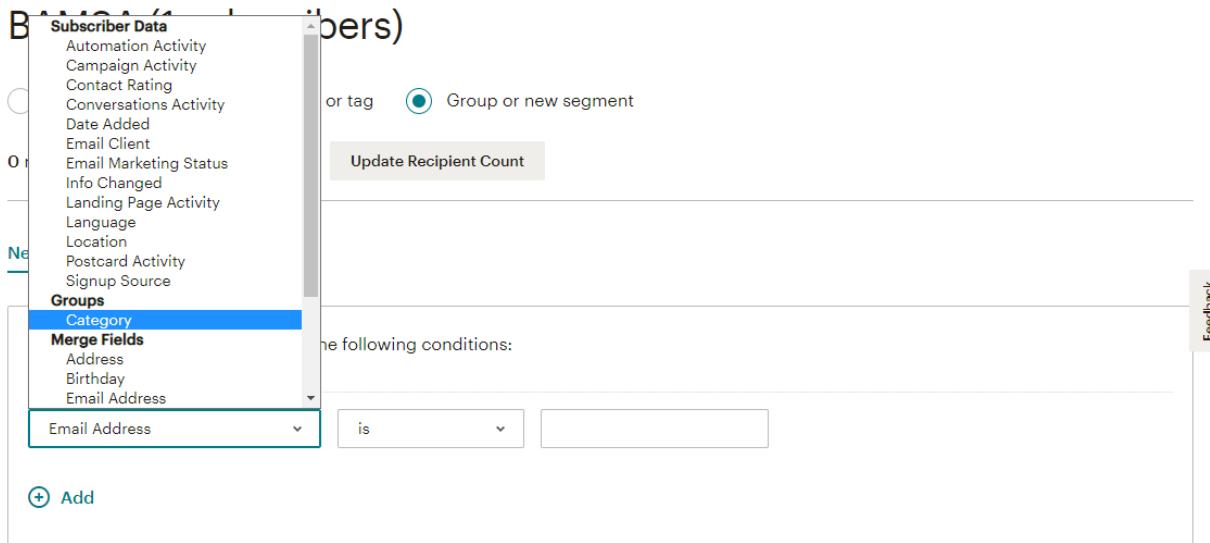
Check this option to make email template responsive even for mobile
 Resize RSS feed images to fit template ←

We'll automatically resize the images in your RSS feed to fit the width of your template.

Frequently Asked Questions

RSS Feed > Recipients > Setup > Template > Design > Confirm [Next >](#)

Now press Next



BAMSA (1 subscribers)

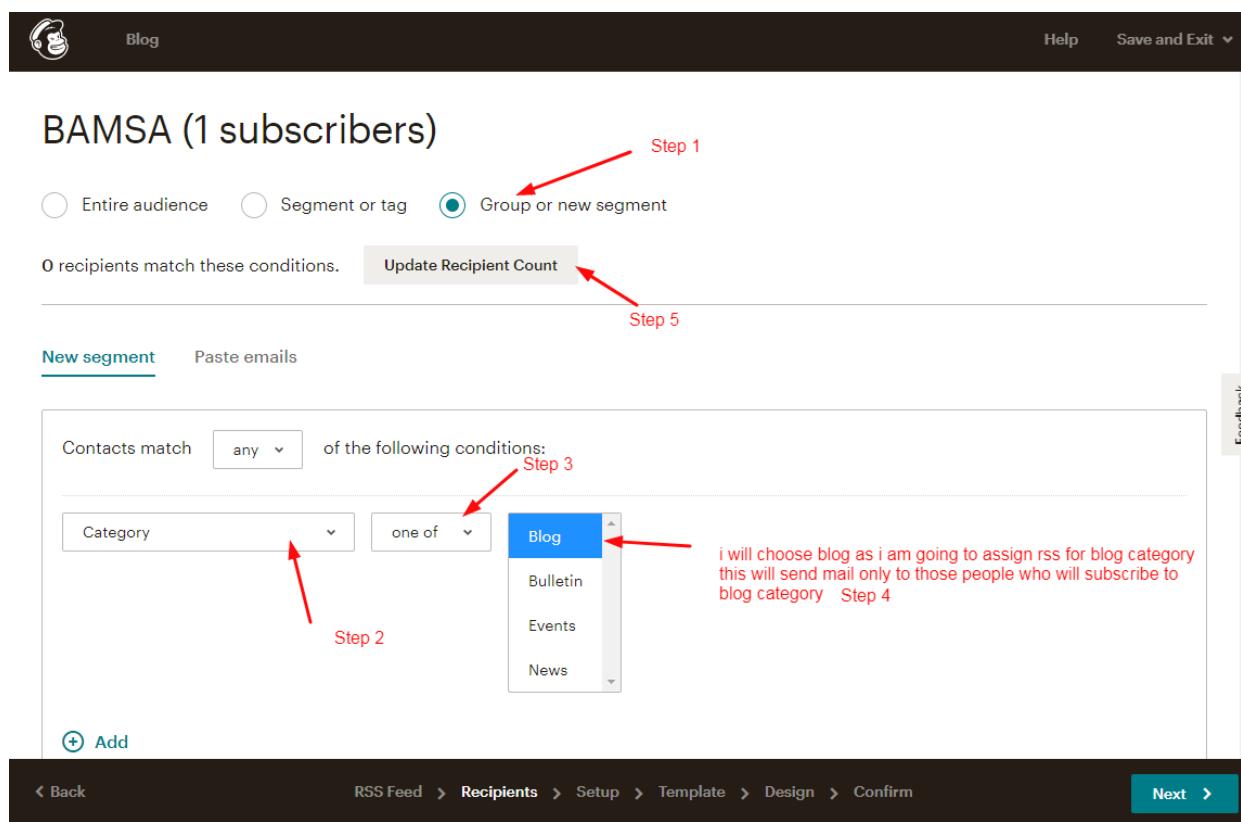
or tag Group or new segment

Update Recipient Count

The following conditions:

Email Address is

+ Add



BAMSA (1 subscribers)

Entire audience Segment or tag Group or new segment

0 recipients match these conditions. Update Recipient Count

New segment Paste emails

Contacts match any of the following conditions:

Category one of Blog

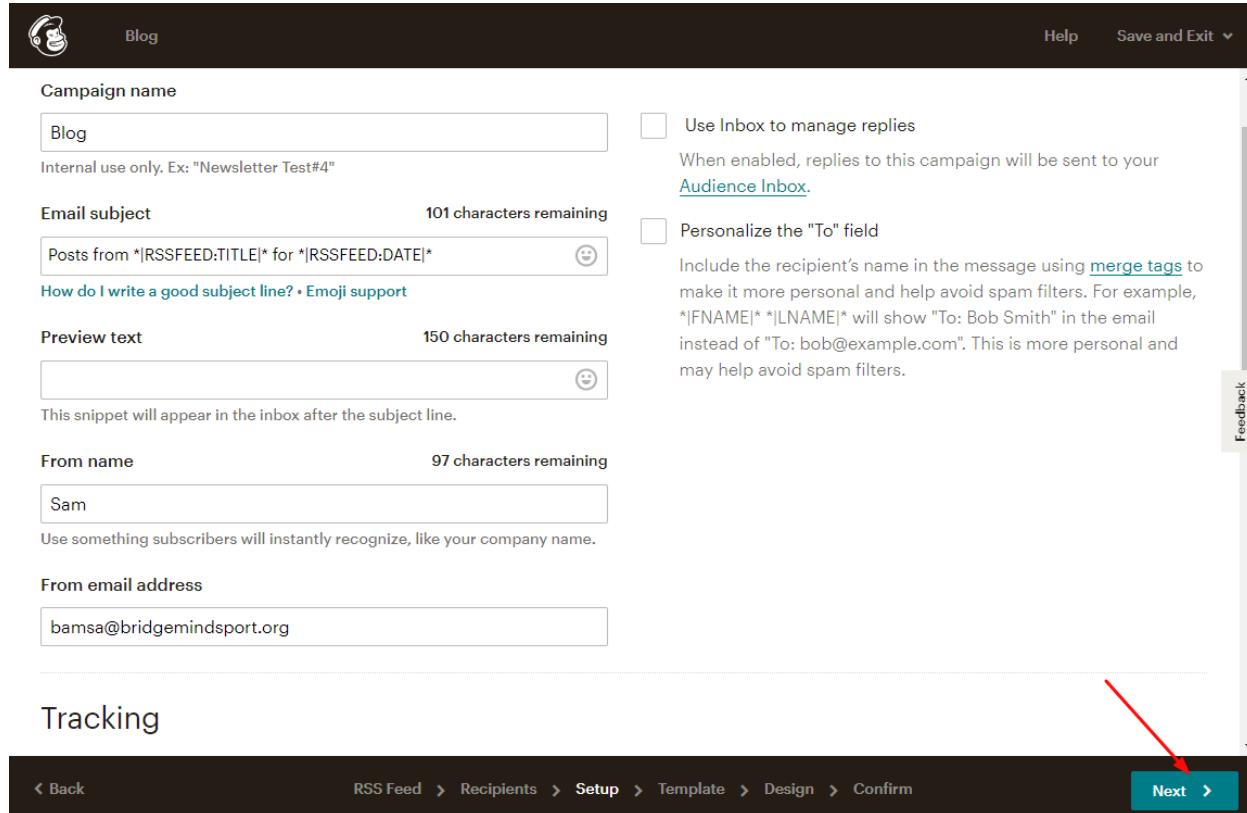
Blog
Bulletin
Events
News

Step 1
Step 2
Step 3
Step 4
Step 5

i will choose blog as i am going to assign rss for blog category this will send mail only to those people who will subscribe to blog category Step 4

< Back RSS Feed > Recipients > Setup > Template > Design > Confirm Next >

Now press next again.



Campaign name

Blog

Internal use only. Ex: "Newsletter Test#4"

Email subject

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

How do I write a good subject line? • Emoji support

Preview text

This snippet will appear in the inbox after the subject line.

From name

Sam

Use something subscribers will instantly recognize, like your company name.

From email address

bamsa@bridgemindsport.org

Tracking

RSS Feed > Recipients > **Setup** > Template > Design > Confirm

Next >

Now you can choose any option and design your template as you like .



Select a template

[Layouts](#) [Themes](#) [Saved templates](#) [Campaigns](#) [Code your own](#)



More ways to tell your story
Get access to a variety of layouts that can keep your emails looking professional and fresh.

[Upgrade Now](#)

Featured

Logo

Showcase your products.



Add a photo here.

Feature the star of your collection first.
To get started, replace the image above with a striking product shot to entice people's attention.
Then, describe what makes your product unique, useful, or gift-worthy. Be sure to highlight the main benefits and let people know where it's available.

[Start Shopping](#)

Logo

Share your big news.



Add a photo here.

Have an announcement to make?
Share your big news.

Newsletters keep people engaged with your brand. Share updates or stories, let people know about new products or promotions, or invite them to events.

Logo

Share your story.



Add a photo here.

The main story
Make your email easier to scan by including one key header or title, like your latest blog post or a new product feature.

That by replacing the full-width header and footer with your own, or use a [HTML code background](#).

Logo

Send a tailored follow-up email.



Add a photo here.

A great way to follow up by letting us, with a personal message or discount code. Then by replacing the full-width header and footer with your own, or use a [HTML code background](#).

If you sell things, welcome new customers after a purchase, set up a discount for people who have been with you for a while, or offer a deal to your best customers. If

Sell Products
Market a line of products or promote seasonal items.

Make an Announcement
Share details about a sale, event, or other big news.

Tell A Story
Send a newsletter to let people know what you've been up to.

Follow Up
Send a tailored email to people who have engaged with you.

[◀ Back](#)

RSS Feed > Recipients > Setup > **Template** > Design > Confirm

[Next >](#)

I am going to choose first template.

PREPARED BY MAARTEN WESTERA

19

Classification: Confidential

Blog Give Feedback Help Preview and Test Save as Template Save and Exit

Logo

Showcase your products.

Add a photo here.

Feature the star of your collection first.

To get started, replace the image above with a striking product photo to catch people's attention.

Blocks Style Comments

Drag any of the blocks below into the campaign preview on the left. Go ahead, try dragging a text block to the top of your campaign.

Skip these messages

Text	Boxed Text	Divider
Image	Image Group	Image Card
Image + Text	Share	Social Follow

< Back RSS Feed > Recipients > Setup > Template > Design > Confirm Next >

You can design your template just by dragging and dropping. There are only two important things which are **rss header** and **rss item**. You can explore all features by yourself. I'll just do the quick setup for now you can also edit email template later as well.

Saint IT

Give Feedback Help Preview and Test Save as Template Save and Exit

Logo

Showcase your products.

Add a photo here.

Feature the star of your collection first.

To get started, replace the image above with a striking product photo to catch people's attention.

Blocks Style Comments

Image Image Group Image Card

Image + Text Share Social Follow

Button Footer Code

RSS Header RSS Items Video

Product Rec Product Promo Code

Back RSS Feed Recipients Setup Template Design Confirm Next

Blog Give Feedback Help Preview and Test Save as Template Save and Exit

BASMA Updates

|RSSFEED:TITLE| ← *rss header*

|RSSITEM:TITLE| ← *rss items*

Excerpts: *|RSSITEMS|*

|RSSITEM:CONTENT|

[Read on >](#)

|END:RSSITEMS|

Blocks Style Comments

Image Image Group Image Card

Image + Text	Share	Social Follow
Button	Footer	Code
RSS Header	RSS Items	Video
Product Rec	Product	Promo Code

< Back RSS Feed > Recipients > Setup > Template > Design > Confirm Next >

Press Next and you will be at confirmation page.

The screenshot shows the Mailchimp 'Saint' interface for a campaign setup. At the top, there's a navigation bar with icons for Bulletin, Basic - Sell Products, Help, Preview and Test, Save and Exit, and a yellow 'Saint' logo.

The main content area lists several configuration sections:

- Replies**: All replies will go to Sam <bamsa@bridgemindsport.org>. (Edit button)
- Tracking**: You chose to track clicks and opens in the HTML email. Clicks in the plain-text email will not be tracked. (Edit button)
- HTML email**: You're sending an HTML email using the Sell Products template. (Edit button)
- Plain-text email**: A plain-text version of this email will be generated and included automatically. [Learn more](#). (Edit button)
- Referral Program**: A Mailchimp affiliate link is included in your template footer. (Edit button)

At the bottom of the configuration section, there's a breadcrumb trail: RSS Feed > Recipients > Setup > Template > Design > Confirm. To the right of the trail are 'Start RSS' and a dropdown menu.

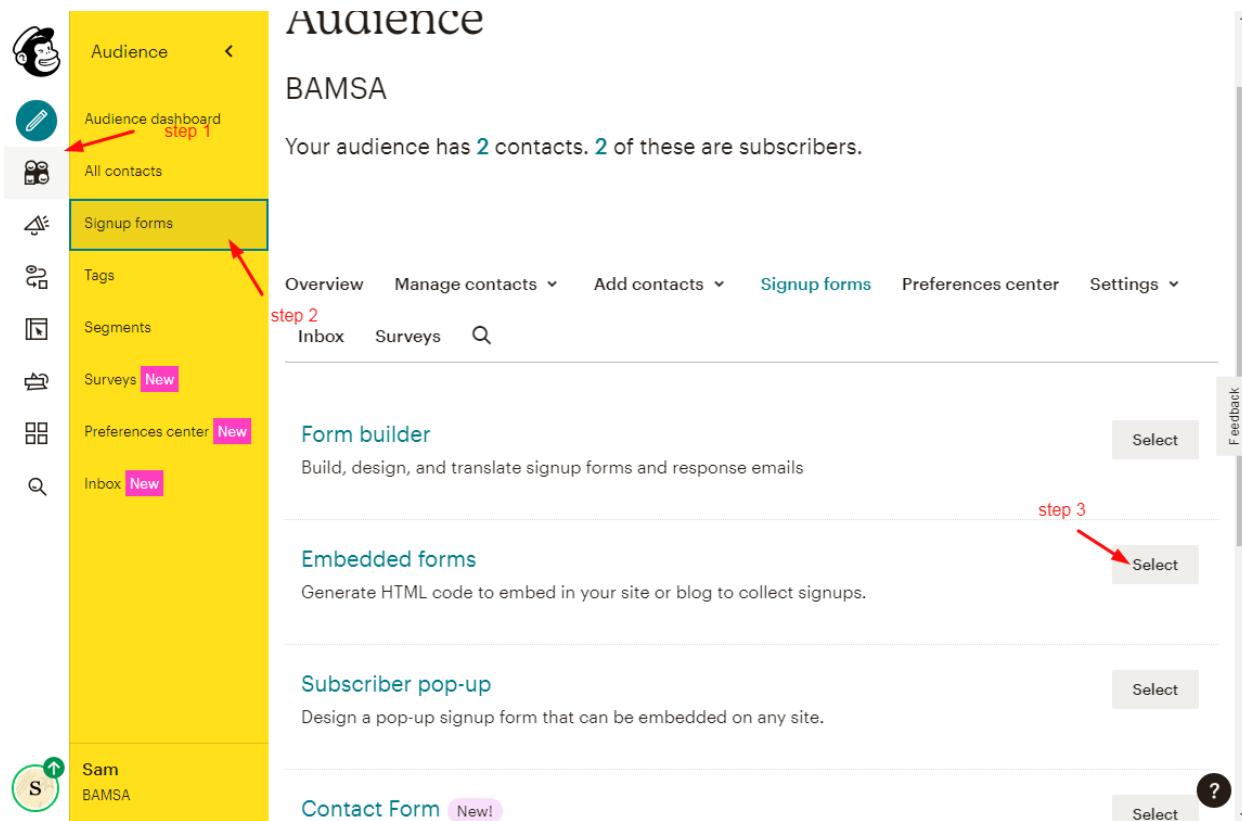
Now press start rss to activate emailing.

The screenshot shows the Mailchimp 'Bulletin' campaign summary page. It includes:

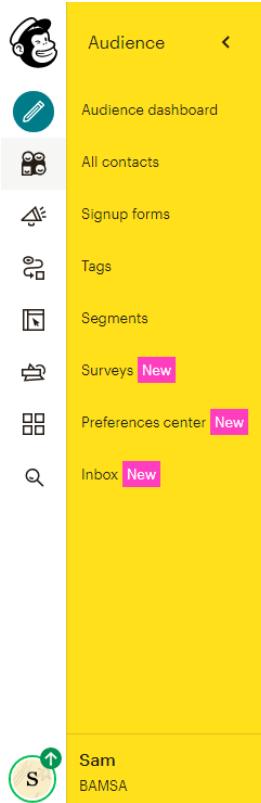
- A sidebar icon for Bulletin.
- A link to RSS - BAMSA.
- A status message: 'Unsaved segment'.
- A note: 'This campaign has not sent yet.'
- A delivery schedule: 'Sends daily at 1AM when new posts are added'.
- A status indicator: 'Sending'.

To change email template you have to first pause the emailing service then you can edit it and reenable the service.

To add form to your website you have to follow these steps.



The screenshot shows the Audience dashboard of the Saint iT platform. A yellow box highlights the left sidebar, which includes options like Audience dashboard (step 1), All contacts, Signup forms (selected), Tags, Segments, Surveys (New), Preferences center (New), and Inbox (New). A red arrow points from the 'Signup forms' option to the main content area. The main content area has a header 'BAMSA' and a message: 'Your audience has 2 contacts. 2 of these are subscribers.' Below this are tabs for Overview, Manage contacts, Add contacts, Signup forms (highlighted in blue), Preferences center, and Settings. A red arrow labeled 'step 2' points to the 'Signup forms' tab. The 'Signup forms' section contains three items: 'Form builder', 'Embedded forms', and 'Subscriber pop-up'. Each item has a 'Select' button. A red arrow labeled 'step 3' points to the 'Select' button under 'Embedded forms'.



Audience <

- Audience dashboard
- All contacts
- Signup forms
- Tags
- Segments
- Surveys New
- Preferences center New
- Inbox New

Sam
BAMSA

The Classic Form includes all visible fields.

Form options

- Include form title
- Show only required fields
Edit required fields in [the form builder](#).
- Show all fields
- Show interest group fields [copy this code](#)
- Show required field indicators
- Show format options
HTML, plain-text, mobile options.

GDPR Fields Disabled
Manage GDPR fields in [Audience Name and Defaults](#).

Optional: Form width

Form width in pixels. Leave blank to let the form take on the width of the area where it's placed.

Preview

Birthday

Category

Blog
 Bulletin
 Events
 News

Copy/paste onto your site

```
<!-- Begin Mailchimp Signup Form -->
<link href="/cdn-images.mailchimp.com/embedcode/classic-10_7.css" rel="stylesheet" type="text/css">
<style type="text/css">
  #mc_embed_signup{background:#fff; clear:left; font:14px Helvetica,Arial,sans-serif; }
  /* Add your own Mailchimp form style overrides in your site stylesheet or in this style block.
     We recommend moving this block and the preceding CSS link to the HEAD of your HTML file. */
</style>
```

Now you have to go back to your wordpress dashboard. Then add new page and with your builder add block code option and paste all code inside of that code block save and run.

Form will look like this.

 Search

Subscribe



> Home

> Research

> Resources

> Network

> Impact



Email Address *

* indicates required

First Name

Last Name

Birthday

MM / DD (mm / dd)

Category

- Blog
- Bulletin
- Events
- News

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