

## MAILCHIMP

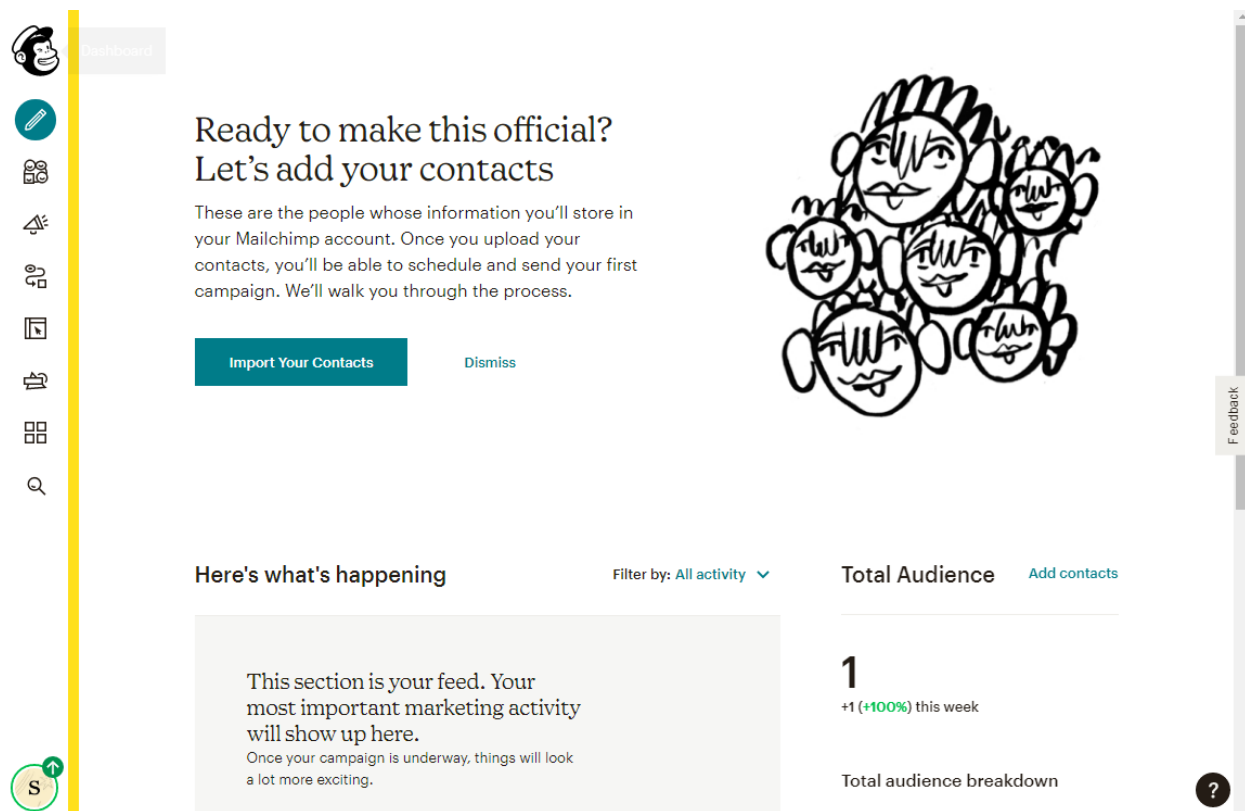
Website Url: <https://mailchimp.com/>

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**

The screenshot shows the 'Audience' dashboard. A yellow sidebar on the left contains navigation links: Dashboard, Audience dashboard, All contacts, Signup forms, Tags, Segments, Surveys (marked 'New'), Preferences center (marked 'New'), and Inbox (marked 'New'). At the bottom of the sidebar is a user profile for 'Sam BAMSA'. A red arrow labeled 'Step 1' points to the 'All contacts' link. Another red arrow labeled 'Step 2' points to the 'Signup forms' link. A black callout box with white text says 'Add a pop-up or embedded form to your website to collect subscribers.' The main content area has a title 'Audience' and a subtitle 'BAMSA'. Below this, it states 'Your audience has 1 contacts. 1 of these are subscribers.' A navigation bar at the top of the main area includes 'Overview', 'Manage contacts', 'Add contacts', 'Signup forms' (highlighted in blue), 'Preferences center', and 'Settings'. Below this is a search bar with 'Inbox' and 'Surveys' filters. The main content area lists three options: 'Form builder' (with a 'Select' button), 'Embedded forms' (with a 'Select' button), and 'Subscriber pop-up' (with a 'Select' button and a question mark icon). A vertical 'Feedback' button is on the far right.

The screenshot shows the Saint IT Audience dashboard. On the left is a yellow sidebar with navigation options: Audience dashboard, All contacts, Signup forms, Tags, Segments, Surveys (marked 'New'), Preferences center (marked 'New'), and Inbox (marked 'New'). At the bottom of the sidebar is a user profile for 'Sam BAMS' with an 'S' icon. The main content area has a top navigation bar with 'Overview', 'Manage contacts', 'Add contacts', 'Signup forms' (highlighted), 'Preferences center', and 'Settings'. Below this is a sub-navigation bar with 'Inbox' and 'Surveys'. The main content area lists several options, each with a 'Select' button: 'Form builder' (with a red arrow pointing to its 'Select' button), 'Embedded forms', 'Subscriber pop-up', 'Contact Form' (marked 'New!'), and 'Form integrations'. A 'Feedback' button is visible on the right side of the main content area.

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

**Audience**

**BAMSA**

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

Overview Manage contacts Add contacts Signup forms Preferences center Settings

Inbox Surveys

**Form builder**

Forms and response emails

Signup form

☐ Let subscribers pick email format (Plain-text or HTML) Info

Signup form URL

http://eepurl.com/hqs6A1

Facebook Twitter QR

Scroll down a bit and you will see that you 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 displays the Saint IT Mailchimp interface. On the left is a yellow sidebar with navigation options: Audience, Audience dashboard, All contacts, Signup forms, Tags, Segments, Surveys (marked 'New'), Preferences center (marked 'New'), and Inbox (marked 'New'). At the bottom of the sidebar is a user profile for 'Sam BAMSA'. The main content area shows a form with fields for Last Name, Address (Street Address, Address Line 2, City, State/Prov/Region, Postal/Zip), Phone Number, and Birthday. A red arrow points to the (+) and (-) buttons next to the Phone Number field. To the right of the form are options for Help text, Default merge tag country (set to USA), and a Save Field button. Below the form is a 'Subscribe' button. At the bottom of the page is a banner that says 'Grow your business with mailchimp'. The Saint IT logo is in the top right corner.

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

Sam
   
 BAMSA

Build it
 Design it
 Translate it

from here you can add new field to your form

You can customize selected fields from here

Add a field
 Field settings

Field type address
 Field label
 Address
 Field tag
 ADDRESS
 ☐ Required field
 Field visibility
 ☐ Visible ☒ Hidden
 Help text
 Default merge tag country
 USA
 Save Field
 Replicate Delete

**BAMSA**
  
 click to add a message
   
**Email Address**
  
**First Name**
  
**Last Name**
  
**Address**
  
 Street Address
   
 Address Line 2
   
 City State/Prov/Region Postal/Zip
   
 USA

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

Build it

Design it

Translate it

## BAMSA

click to add a message

Email Address

First Name

Last Name

Address

Street Address

Address Line 2

City

State/Prov/Region

Postal/Zip

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

Phone Number


Birthday

MM / DD

Category

☐ Blog
 ☐ Bulletin
 ☐ Events
 ☐ News

Subscribe

Grow your business with  mailchimp

Delete

Feedback

?



**Audience**

**BAMSA**

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

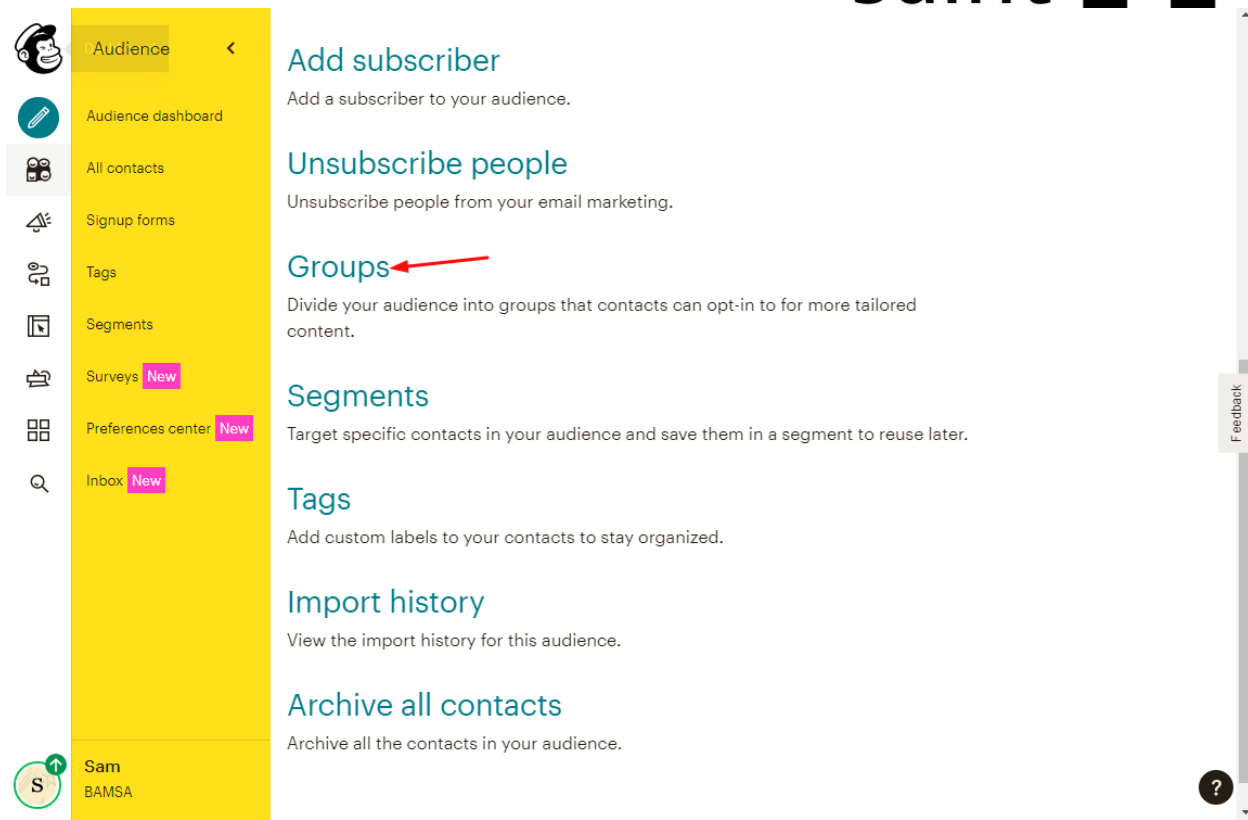
**Upload your audience data, get insights**

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

**Steps:**

- Step 1: Audience dashboard
- 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.



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 1<sup>st</sup> 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**

The screenshot shows the Mailchimp Audience dashboard for an audience named 'BAMSA'. The interface includes a left-hand navigation menu, a main content area, and a top right menu. Red arrows and text labels indicate a four-step process:

- Step 1:** Points to the 'All contacts' link in the left-hand navigation menu.
- Step 2:** Points to the 'Audience dashboard' link in the left-hand navigation menu.
- Step 3:** Points to the 'Manage Audience' dropdown menu in the top right.
- Step 4:** Points to the 'Add a subscriber' option within the 'Manage Audience' dropdown menu.

The main content area displays the audience name 'BAMSA' and a message: 'This audience has 1 contacts. 1 of them are subscribers.' Below this is a cartoon illustration of a group of people. At the bottom, there is a section titled 'Upload your audience data, get insights' with a subtext: 'When you bring all your contacts into Mailchimp, we'll show you insights from your'.

The screenshot shows the Mailchimp Audience dashboard for a contact named 'Sam BAMS'. The left sidebar contains navigation links: Audience, Audience dashboard, All contacts, Signup forms, Tags, Segments, Surveys (marked 'New'), Preferences center (marked 'New'), and Inbox (marked 'New'). The main content area is divided into sections: 'Birthday' with MM/DD input fields, 'Category' with checkboxes for Blog, Bulletin, Events, and News (all checked), a 'Tags' section with a '+ Add or create a tag' button, and two checkboxes for permissions: 'This person gave me permission to email them' and 'If this person is already in my audience, update their profile' (both checked). At the bottom is a 'Subscribe' button, which is highlighted with a red arrow. A 'Feedback' link is visible on the right side of the dashboard.

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: Dashoard > Posts > Categories**

Bridge A MindSport for all

Hi, Sandhya Singh

I can tell, Dolly

Dashboard

Saint IT Ltd

Saint IT Ltd Branding

Posts

All Posts

Add New

Categories

Tags

Media

Pages

Comments

3D FlipBook

Portfolio

FAQs

Flamingo

Contact

MailPoet

Appearance

Plugins 1

Users

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	BAMSА	Testimonial 2	—	—	Published 2021/01/17 at 7:59 pm
<input type="checkbox"/>	BAMSА Spring Webinar 2021	BAMSА	Events	—	—	Published 2021/01/07 at 2:00 pm
<input type="checkbox"/>	Conference 2021	BAMSА	Events	—	—	Published 2021/01/07 at 1:00 pm
<input type="checkbox"/>	The story of a project	BAMSА	Blog-special	—	—	Published 2020/12/17 at 1:56 pm
<input type="checkbox"/>	Bob Hamman	BAMSА	Testimonials	—	—	Published 2020/12/03 at 5:27 pm
<input type="checkbox"/>	What's in a name?	BAMSА	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	BAMSА	News	Christina Ballinger, Mind Sport Officer, Professor Samantha	—	Published 2020/11/30 at 3:31 am

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](https://bridgemindsport.org/category/blogs/rss)

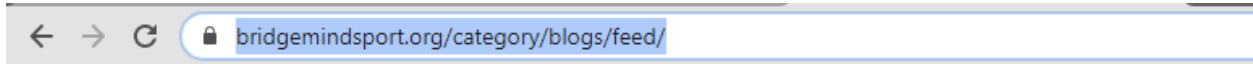
Now press enter and you will see new page like this.

<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>
```

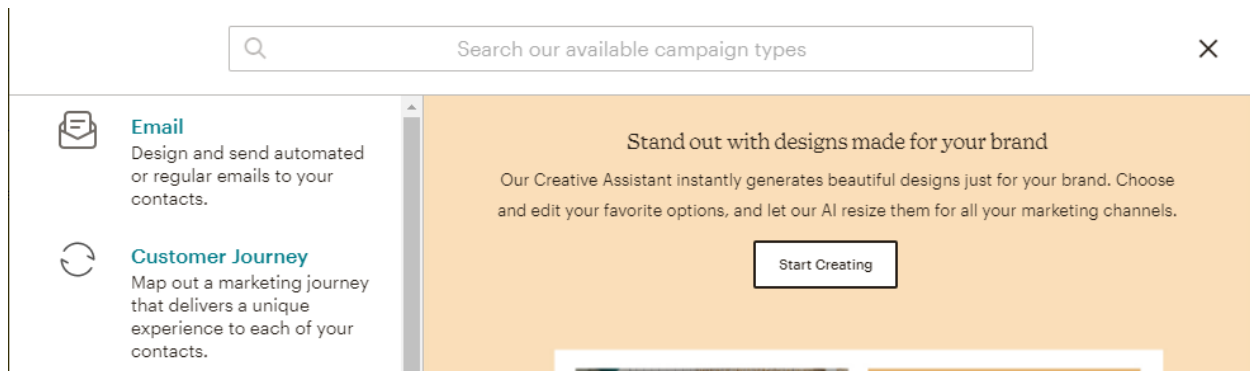
This url is your rss url. Now copy this and keep it somewhere.



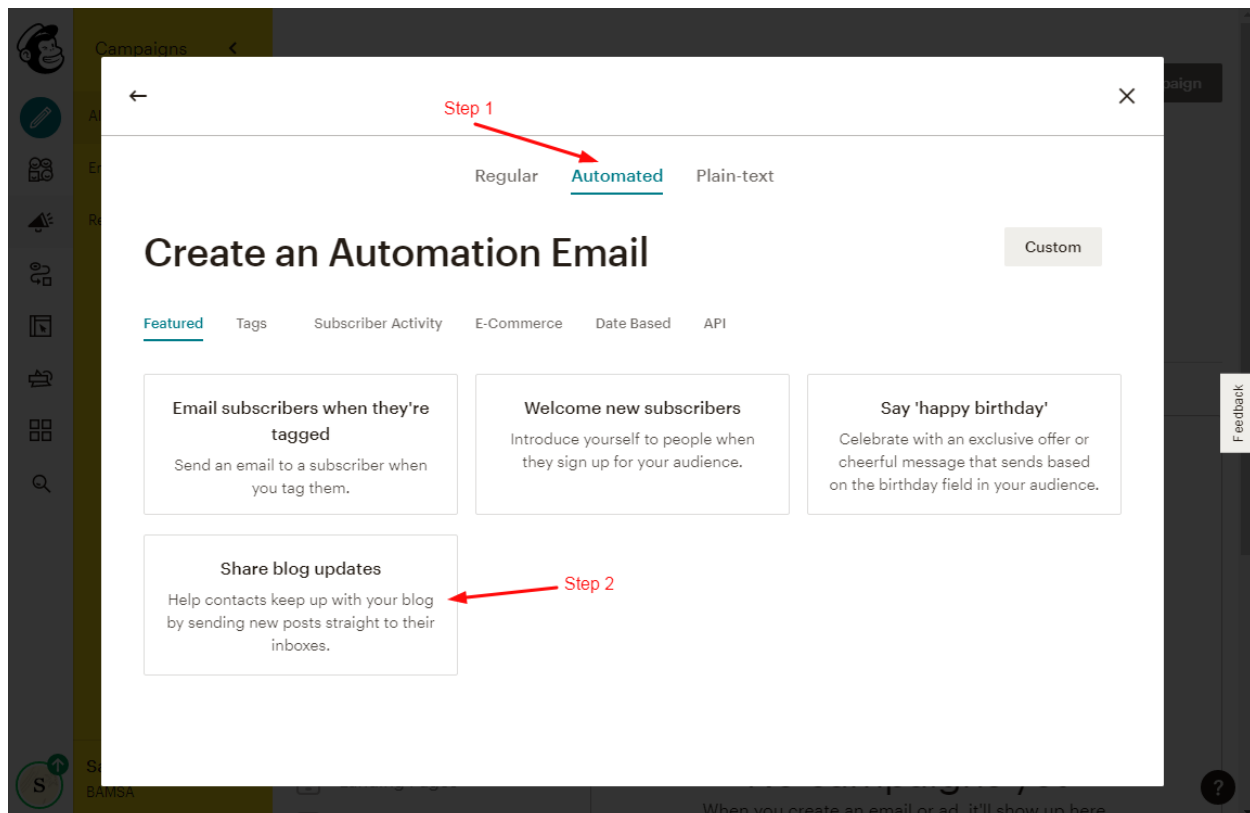
Now to assign rss to your category you have to go the

A screenshot of the 'Campaigns' section in the BridgeMind software. On the left is a yellow sidebar with icons for 'Campaigns', 'All campaigns', 'Email templates', 'Reports', and a search icon. A red arrow labeled 'Step 1' points to the 'Reports' icon. The main area is titled 'Campaigns' and shows 'BAMSA' with '1 contacts' and '1 subscribers'. A 'Create Campaign' button is in the top right, with a red arrow labeled 'Step 2' pointing to it. Below the title are tabs for 'List View' (selected) and 'Calendar View'. There are filters for 'View by Status' (All, Ongoing, Draft, Completed) and 'View by Type' (Emails, Automations, Landing Pages). The main content area shows a cartoon character holding a door and the text 'No campaigns yet' with a subtext 'When you create an email or ad, it'll show up here.' A 'Feedback' button is on the right side of the main area.

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

Share blog updates

BAMSA

▼

Begin

Cancel

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

Blog

Help

Save and Exit

## RSS feed and send timing

RSS feed URL

https://bridgemindsport.org/category/blogs/feed/

← 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

PREPARED BY MAARTEN WESTERA

16

Classification: Confidential



Now press Next

BAMSA (1 subscribers)

Subscriber Data

- Automation Activity
- Campaign Activity
- Contact Rating
- Conversations Activity
- Date Added
- Email Client
- Email Marketing Status
- Info Changed
- Landing Page Activity
- Language
- Location
- Postcard Activity
- Signup Source

Groups

- Category

Merge Fields

- Address
- Birthday
- Email Address

Email Address

is

Update Recipient Count

the following conditions:

+ Add

Feedback

Blog Help Save and Exit

BAMSA (1 subscribers)

Entire audience Segment or tag **Group or new segment** Step 1

0 recipients match these conditions. Update Recipient Count Step 5

New segment Paste emails

Contacts match any of the following conditions:

Category one of

Blog Bulletin Events News

Step 2 Step 3

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

+ Add

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

Feedback

Now press next again.

Blog

Help
Save and Exit

**Campaign name**  
  
Internal use only. Ex: "Newsletter Test#4"

**Email subject** 101 characters remaining  
  
How do I write a good subject line? • Emoji support

**Preview text** 150 characters remaining  
  
This snippet will appear in the inbox after the subject line.

**From name** 97 characters remaining  
  
Use something subscribers will instantly recognize, like your company name.

**From email address**

☐ Use Inbox to manage replies  
When enabled, replies to this campaign will be sent to your [Audience Inbox](#).

☐ Personalize the "To" field  
Include the recipient's name in the message using [merge tags](#) to make it more personal and help avoid spam filters. For example, \*[FNAME]\* \*[LNAME]\* will show "To: Bob Smith" in the email instead of "To: bob@example.com". This is more personal and may help avoid spam filters.

Feedback

Tracking

< Back
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](#)

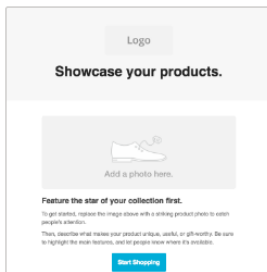


### More ways to tell your story

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

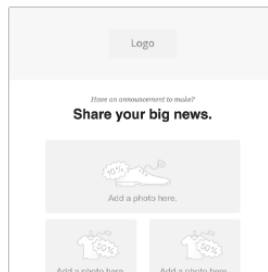
[Upgrade Now](#)

### Featured



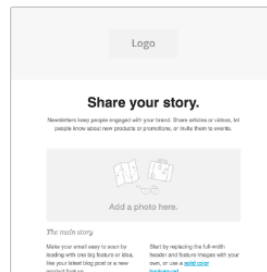
#### Sell Products

Market a line of products or promote seasonal items.



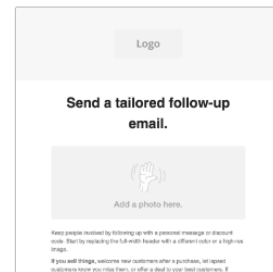
#### Make an Announcement

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.

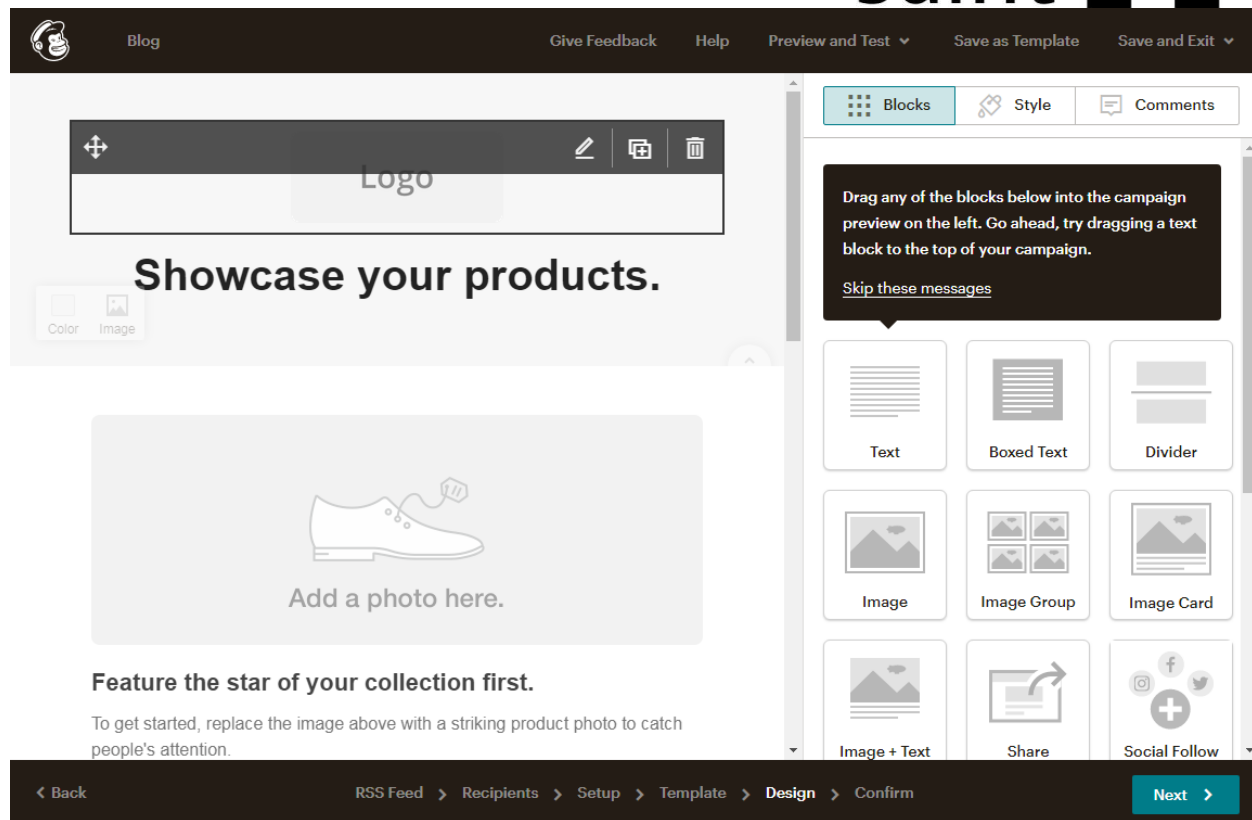
[← Back](#)

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


[Next >](#)

Feedback

I am going to choose first template.




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.


[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

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 >](#)

The screenshot displays the Saint IT template editor. The main workspace shows a template for "BASMA Updates" with the following structure:

- Header: `*|RSSFEED:TITLE|*` (Annotated with "rss header" and a red arrow)
- Sub-header: `*|RSSFEED:DESCRIPTION|*`
- Excerpts: `*|RSSITEMS:|*`
- Item Title: `*|RSSITEM:TITLE|*` (Annotated with "rss items" and a red arrow)
- Item Content: `*|RSSITEM:CONTENT|*`
- Link: `Read on >`
- Footer: `*|END:RSSITEMS|*`

A right-hand sidebar contains a "Blocks" menu with various components like Image, Image Group, Image Card, Image + Text, Share, Social Follow, Button, Footer, Code, RSS Header, RSS Items, Video, Product Rec, Product, and Promo Code. A red arrow points from the "Save as Template" button in the top navigation bar to the "Blocks" menu.

At the bottom, a dark navigation bar includes a "Back" button, a breadcrumb trail (RSS Feed > Recipients > Setup > Template > Design > Confirm), and a "Next >" button.

Press Next and you will be at confirmation page.

Bulletin    Basic - Sell Products
Help    Preview and Test ▾    Save and Exit ▾

**Replies**
Edit

All replies will go to Sam <bamsa@bridgemindsport.org>.

**Tracking**
Edit

You chose to track clicks and opens in the HTML email.  
Clicks in the plain-text email **will not** be tracked.

**HTML email**
Edit

You're sending an HTML email using the **Sell Products** template.

**Plain-text email**
Edit

A plain-text version of this email will be generated and included automatically. [Learn more](#)

**Referral Program**
Edit

A Mailchimp affiliate link is included in your template footer.

< Back
RSS Feed >   Recipients >   Setup >   Template >   Design >   Confirm
Start RSS ▾

Now press start rss to activate emailing.

**Bulletin**
Pause And Edit ▾

RSS - BAMSA

Unsaved segment

This campaign has not sent yet.

Sends **daily at 1AM** when new posts are added

Sending

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

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

The screenshot shows the Saint IT Audience dashboard for a contact named BAMSA. The interface includes a left sidebar with navigation options: Audience, Audience dashboard (marked as step 1), All contacts, Signup forms (marked as step 2), Tags, Segments, Surveys, Preferences center, and Inbox. The main content area displays the Audience overview for BAMSA, stating there are 2 contacts, 2 of which are subscribers. It features a top navigation bar with links to Overview, Manage contacts, Add contacts, Signup forms (highlighted), Preferences center, and Settings. Below this, there are sections for Form builder, Embedded forms (marked as step 3), Subscriber pop-up, and Contact Form. Each section has a 'Select' button. A feedback button is visible on the right side of the dashboard.



The screenshot shows the Mailchimp Audience dashboard. On the left is a yellow sidebar with navigation links: Audience, 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 for Sam BAMS. The main content area is titled 'Form options' and includes a note: 'The Classic Form includes all visible fields.' Below this are several checkboxes: 'Include form title' (checked), 'Show only required fields' (unchecked), 'Show all fields' (checked), 'Show interest group fields' (checked), 'Show required field indicators' (checked), and 'Show format options' (checked). There is also a section for 'GDPR Fields' which is disabled. A preview of the form is shown on the right, featuring a 'Birthday' field with MM/DD format, a 'Category' dropdown with options like Blog, Bulletin, Events, and News, and a 'Subscribe' button. Below the preview, there is a code block titled 'Copy/paste onto your site' containing HTML and CSS code for embedding the form. A red arrow points from the 'Show required field indicators' checkbox to the code block.

copy this code

```
<!-- 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

[> Home](#)  
[> Research](#)  
[> Resources](#)  
[> Network](#)  
[> Impact](#)

## Subscribe

\* indicates required

Email Address \*

First Name

Last Name

Birthday

MM / DD ( mm / dd )

Category

☐ Blog

☐ Bulletin

☐ Events

☐ News

This website uses cookies and third party services.

OK

**Note:** Email will shoot on newyork timezone so make sure you copared which time is good according to your timezone. And mailchimp will check daily if there are new posts or not for those categories if there are only then email will be sended to all users and depends on their subscription they will get emails. Mailchimp also have unsubscribe and update subscription option so user can update his subscription later if he/ she wants to subscribe to any other category aswell.

Thank You.