

# Integrate MailChimp with WordPress

@DustinHartzler

<http://YourWebsiteEngineer.com/chat>



# The Money's in the List



# Today's Outline

- ✓ Benefits of email lists
- ✓ Why MailChimp?
- ✓ Create First List
- ✓ Add Sign Up Form to Website
- ✓ Send First Campaign



# Benefits of Email Lists

- ✓ You have 100% access to it. If Twitter or Facebook goes down, you still can communicate with your fans.
- ✓ It's a permission based asset.
- ✓ Not everyone is on Twitter or Facebook, but most everyone has an email account.



# Benefits of Email Lists

- ✓ If you have a blog, some people won't be savvy enough to subscribe via RSS, so sending them newsletters will keep them engaged.
- ✓ Most people will check their email daily, while it can go a few days (or even months) before they check their social media accounts.
- ✓ You can personalize messages.

# Why MailChimp?



# Tons of Great Services





# Here's Why I prefer MailChimp

- ✓ Free to get started
  - ✓ 2,000 people on a list, up to 12,000 emails per month
- ✓ Affordable Monthly Plans

Monthly price	\$	\$10	\$15	\$30	\$50	\$75	\$150	\$240
Subscribers	👤	0-500	501-1,000	1,001-2,500	2,501-5,000	5,001-10,000	10,001-25,000	25,001-50,000
Send limit	✉	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited



# Here's Why I prefer MailChimp

- ✓ Chimpadeedoo iPad App
- ✓ Automatically create a template based on your website color scheme
- ✓ Track your results



# Here's Why I prefer MailChimp

## ✓ Other MailChimp Features

- Built in Templates
- Email Beamer
- Inbox Inspector
- Merge Tags
- RSS-to-Email
- Reports
- A/B Testing
- Segmentation



Your

WEBSITE  
Engineer.com



# Live Demo

