

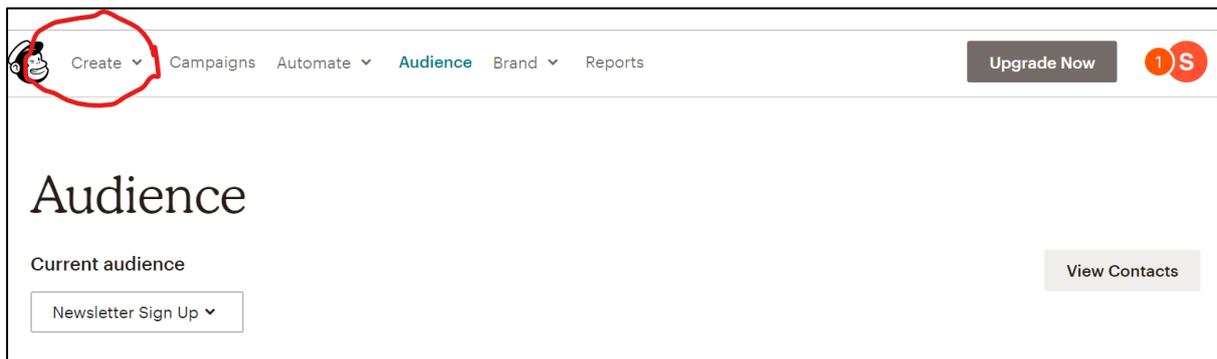
## How to.... Set up a landing page on Mailchimp

The availability of designing a landing page on mailchimp gives you the means of signing people up to your mailing list by setting up a number of different campaigns aimed at enticing people to sign up.

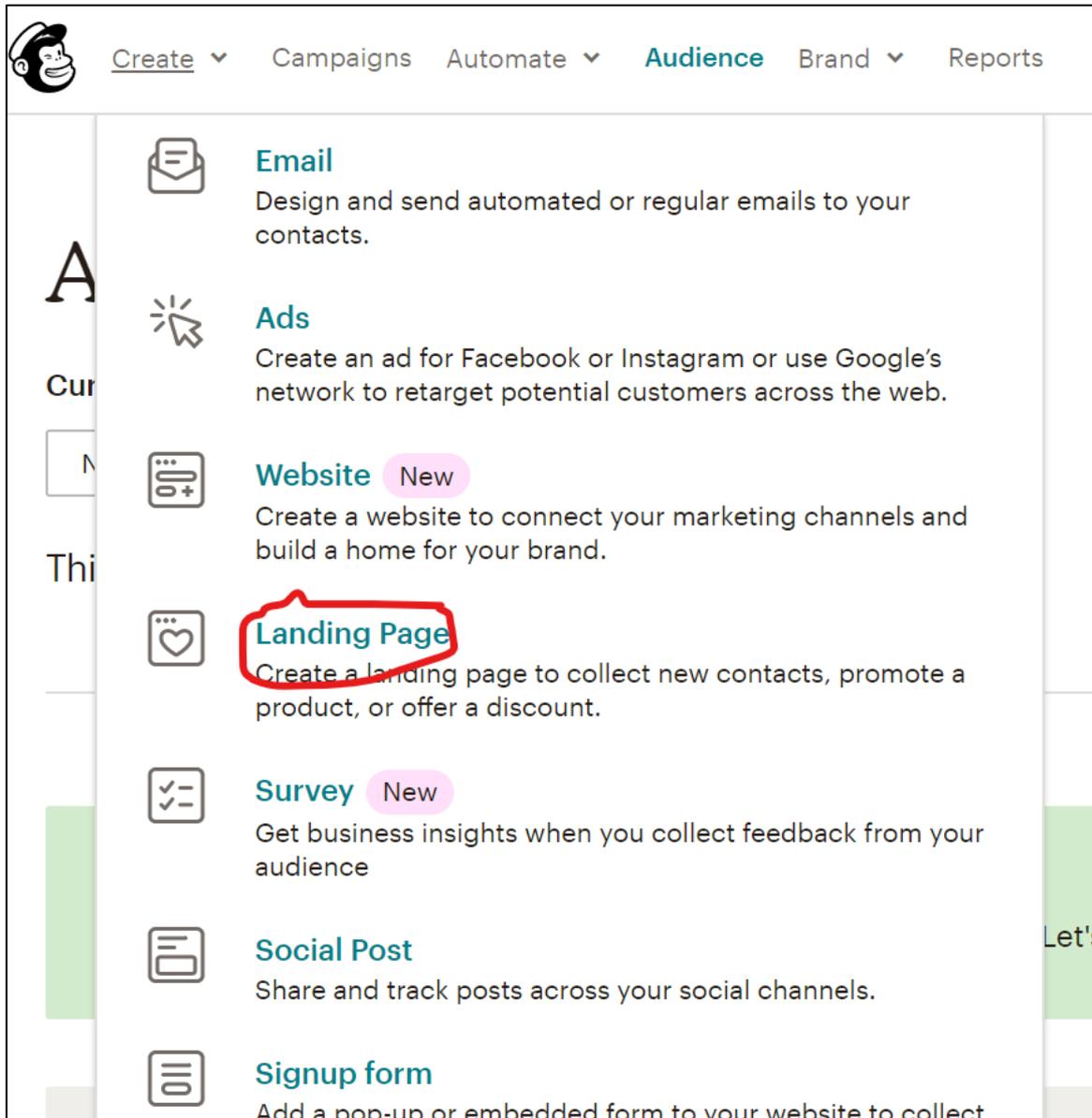
For example you might have a special offer each month - people need to sign up on your landing page to receive the discount code or the giveaway. You might want to promote an event, or numerous events in different locations. By asking people to sign up through a landing page for something specific, it means that you can target them more specifically on the mailing list in the future.

In this manual I will take you through the steps to set up a landing page yourself. It assumes that you have already set up your audience and that you will have some familiarity with campaigns.

1. Once you have logged on to your Mailchimp landing page, you need to click create



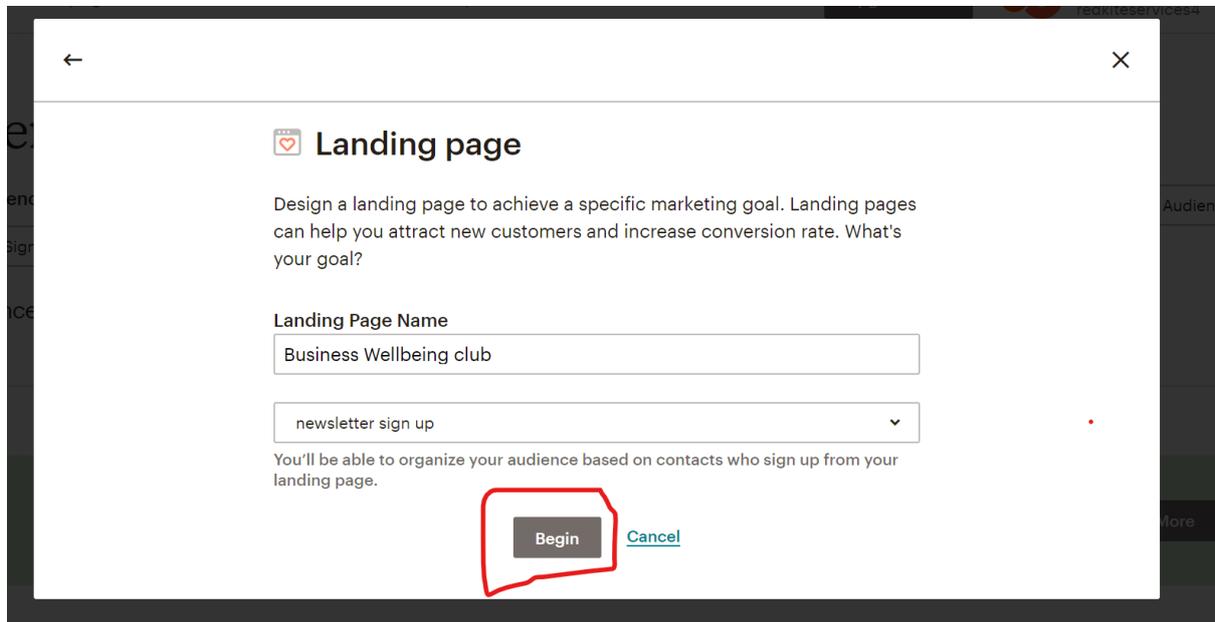
2. This will give you another set of options to select – for this purpose please click on landing page.



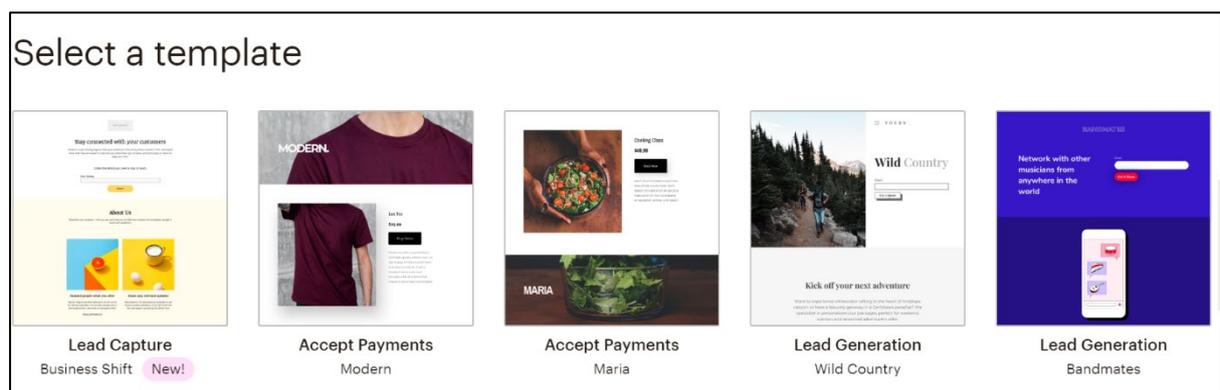
The screenshot shows a marketing dashboard with a navigation bar at the top containing a monkey logo, 'Create', 'Campaigns', 'Automate', 'Audience', 'Brand', and 'Reports'. The main content area lists several options:

- Email**: Design and send automated or regular emails to your contacts.
- Ads**: Create an ad for Facebook or Instagram or use Google's network to retarget potential customers across the web.
- Website** (New): Create a website to connect your marketing channels and build a home for your brand.
- Landing Page**: Create a landing page to collect new contacts, promote a product, or offer a discount. (This option is circled in red in the original image.)
- Survey** (New): Get business insights when you collect feedback from your audience.
- Social Post**: Share and track posts across your social channels.
- Signup form**: Add a pop-up or embedded form to your website to collect

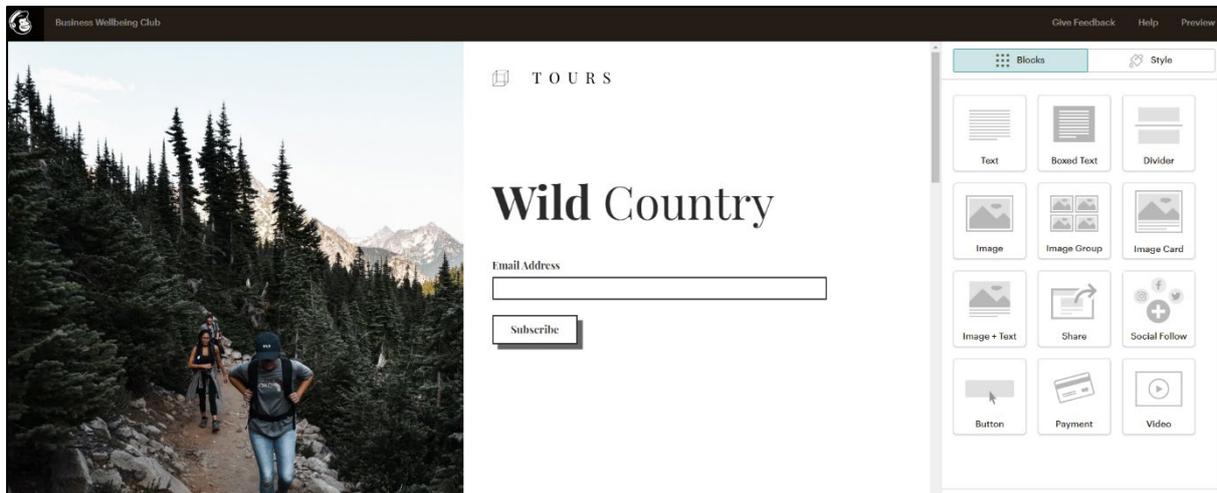
- You need to give your landing page a name – this one is for sign-ups to the Business WellbeingClub. You also need to select your audience – if you have the free version of mailchimp you will only have one audience, but you will be able to sort the people who sign up via the landing page within this audience. Then click BEGIN.



- You will then be able to select a template to use – you can also set up your own template, but re-designing an existing one is super easy. For this manual I have used the Lead Generation Wild Country template, but you can choose one that is closest to the layout and function that you need.



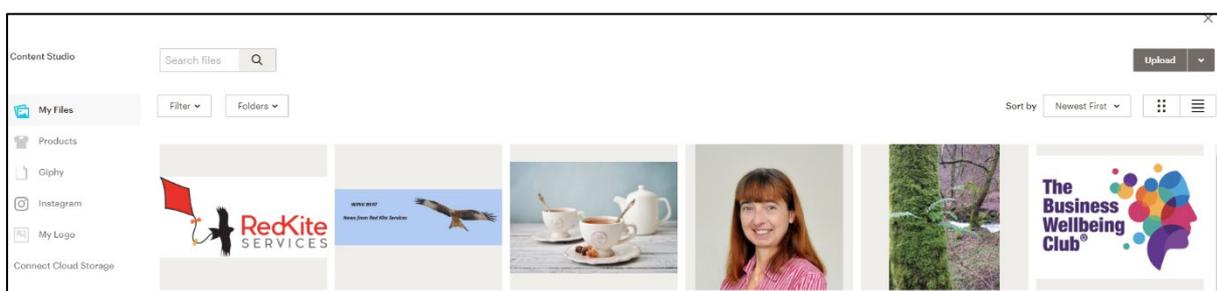
- Once you have clicked on the template you can get editing. The column on the right of the page gives you the building blocks for the page. You can drag and drop them where you like, or you can just edit what is already there, which is what we are going to look at next. Once you have put your building blocks in place you can style them as you want.



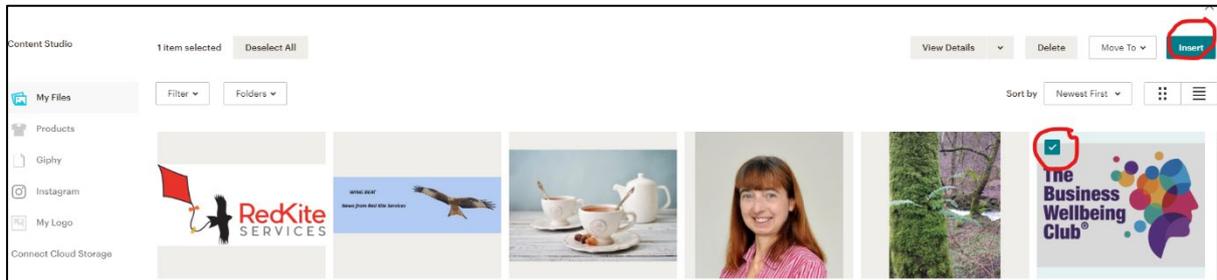
- Add your logo. On this template the logo is the top line that says Tours. This is an image block and you would edit other images using the same method. Click on the logo, which will bring up a grey bar as shown. You can edit it using the pencil. The other icons are for duplicating the block or deleting the block. To change the logo you click on replace as highlighted.



- Clicking replace will bring up your content studio – all the images you have uploaded into Mailchimp. If the image you want to use is not in the content studio, you need to click the upload button and select the file from wherever you file them.



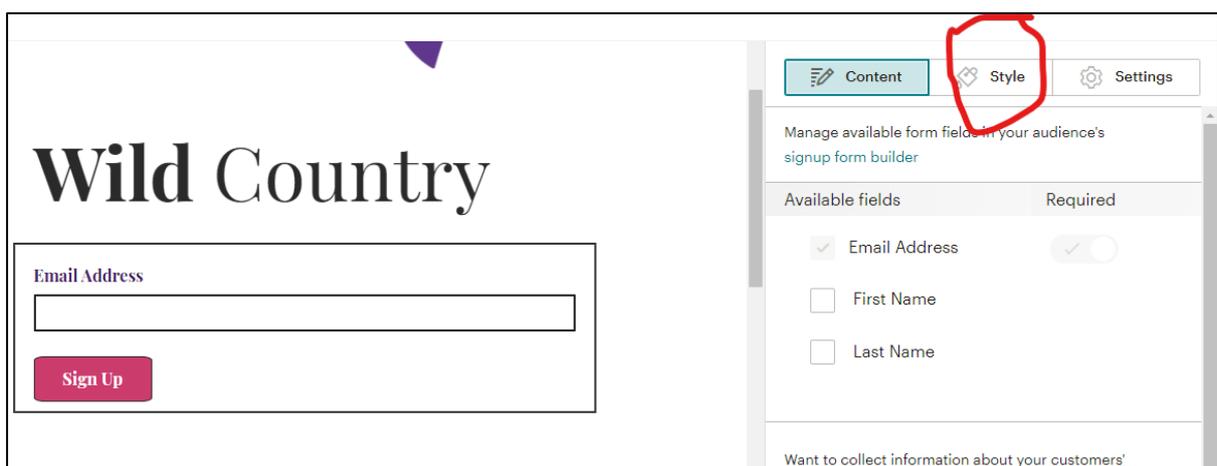
8. Once you have uploaded your image, select it using the tick box and then click insert as highlighted.



9. The logo is inserted into the page. You can resize it on the page by moving the circle on the blue line until it is the size you want.



10. Now we are going to edit the email address box. First of all hover over the block to get the grey bar and click the pencil icon to edit. In the content window you can add the fields that you would like to collect. Then you can go into the style tab, circled, and change fonts, colours, borders etc.



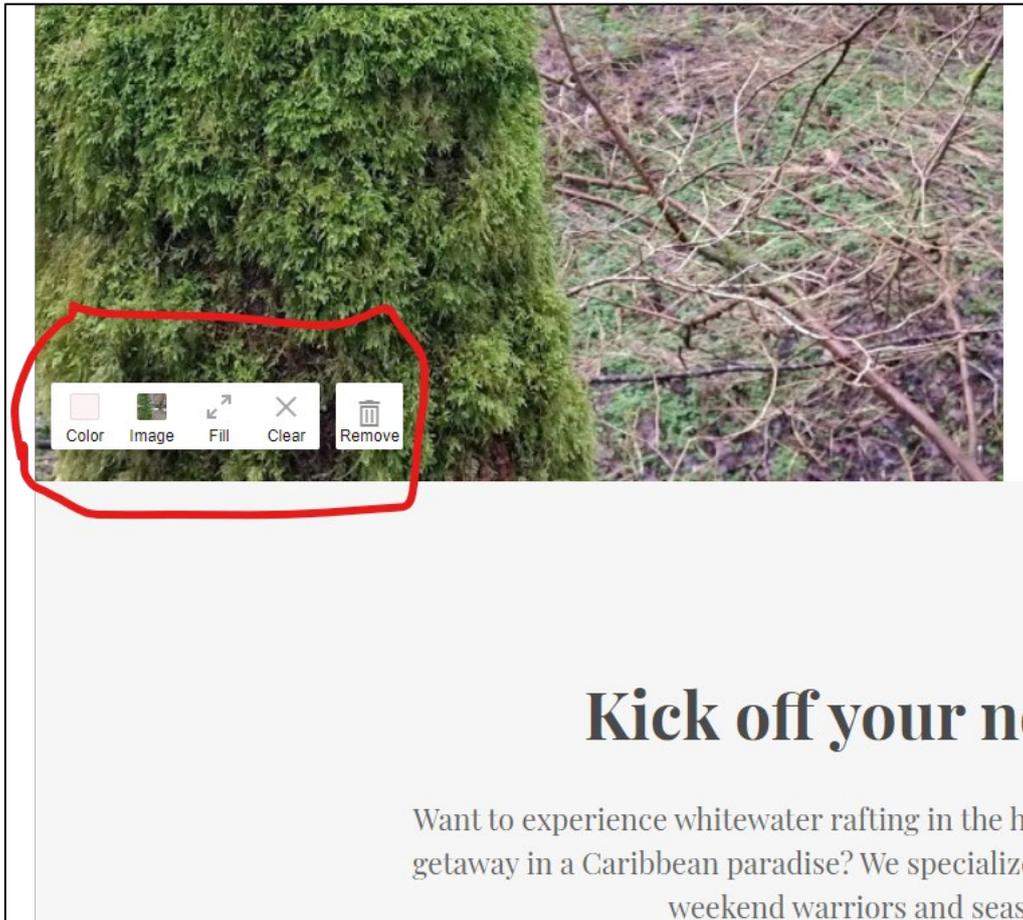
If you want to add other fields, this is how it will look.



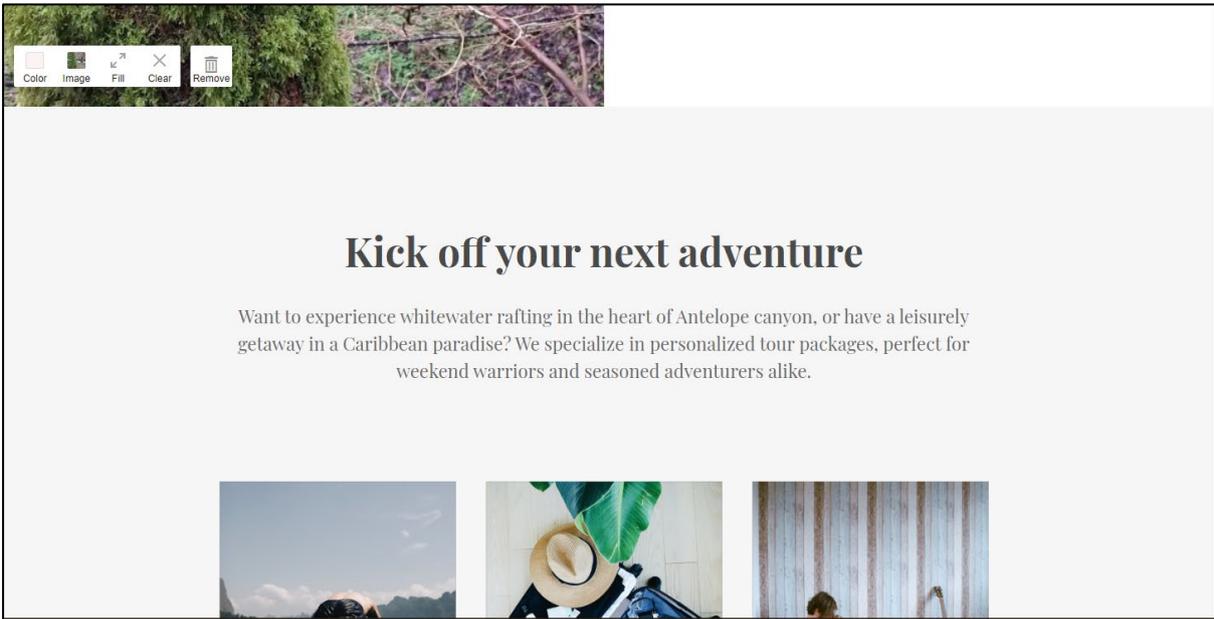
11. Now you can edit the button. In the content area you can change the text and where visitors go to after they have signed up – you may want to set a confirmation message for example or you may want to send them to a web address. This is particularly useful if you are doing a give-away in return for them signing up to your list – you can send them to a page to redeem the giveaway or order. To change colours, go into the style area as described above, have a bit of fun with changing the colours and background until you find what you like.



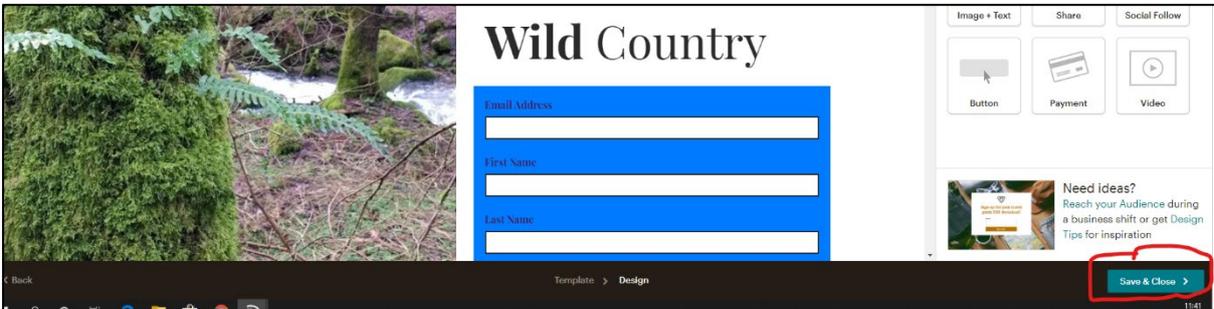
12. Now you need to change the picture on the left to something appropriate for your business. I have to say I found this one a little bit confusing as this section is not an image and is not edited by using the blocks in the same way. It is, instead a background and to change it you need to hover over the bottom left of the image. From here you can choose a background image by clicking on the image and choosing a new one from your creative studio. You will notice there is a grey section on this template below the sign up block. This is also a background and if you want to change it you will need to go down to the bottom of the page and hover over the left hand side to find the options again.



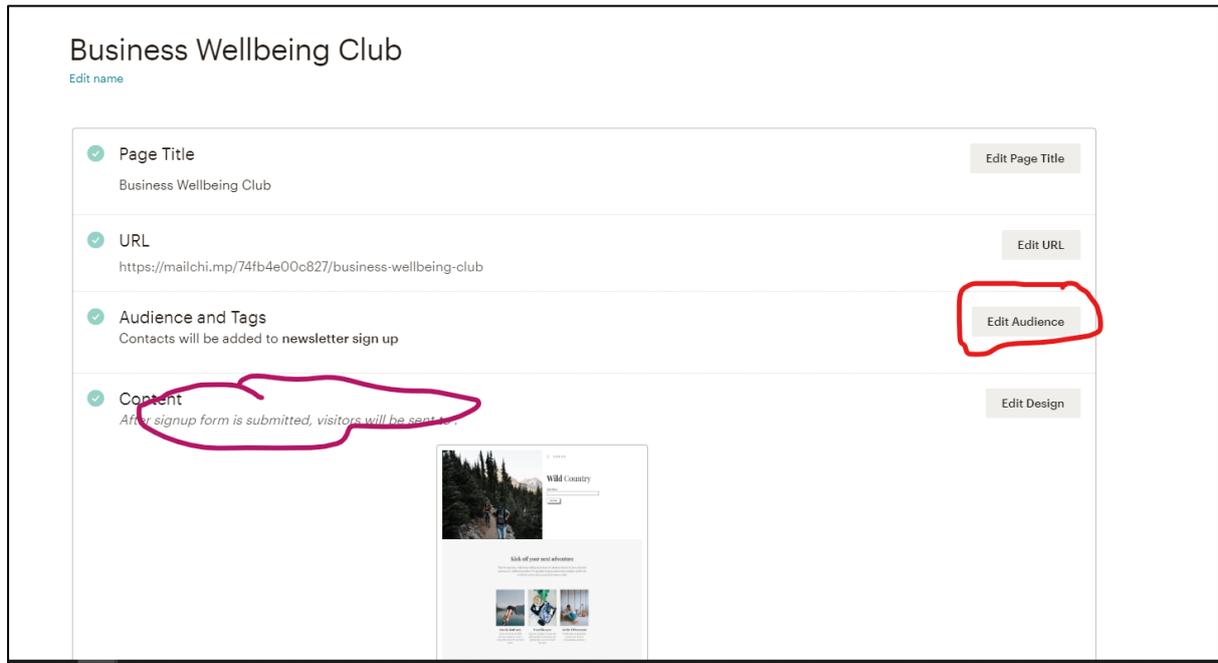
Once you are happy with your logo, sign up box and background, this template gives you places to add extra information about your business and the offer. These are all done by editing the blocks as you have already done. If you think there is too much, you can just delete the boxes.



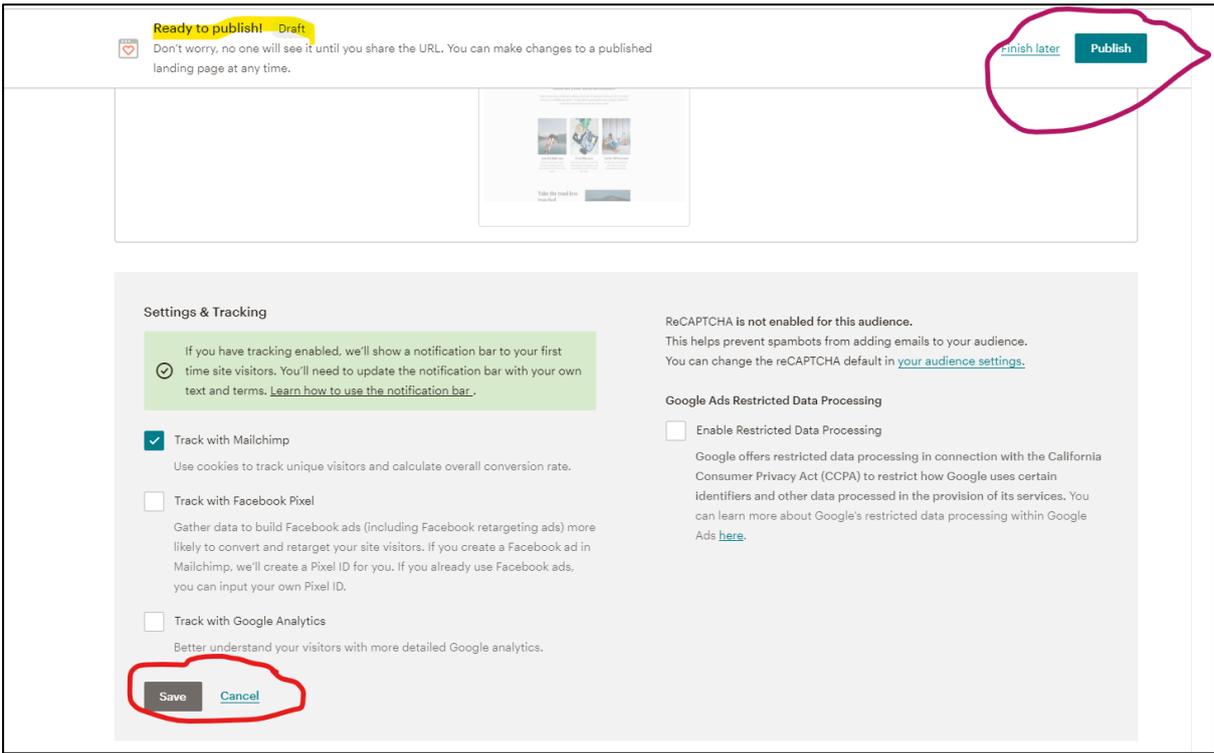
13. It is well worth spending time at this stage to get your design right, after all these landing pages are designed to entice people to like your business and sign up to future offers. Once you are happy with your design click save and close at the bottom right.



14. You will then get a summary of your landing page. The url is what you will use to get people to link with your landing page. You can check it is going to the correct audience and add tags by clicking on edit audience. The tag might be “special offer July” for example, so you can see who has signed up through this landing page. You will see that on this example the visitors will not be directed anywhere. This is because I didn’t select any where at stage 11 – at the very least you should select a confirmation email.



15. Once you have done these final checks, click save. Now you are ready to press publish. One of the great things about these landing pages is that no-one can see it without clicking the URL, so you can send the URL off to someone to test and comment on it, before you broadcast it to the rest of the world. You can also edit the design whenever you like.



Once you click the publish button, this is what you will see. If you are happy all is good to go, you can publish it to Facebook and twitter. You can also add the url to your website or to the bottom of your email signature.

