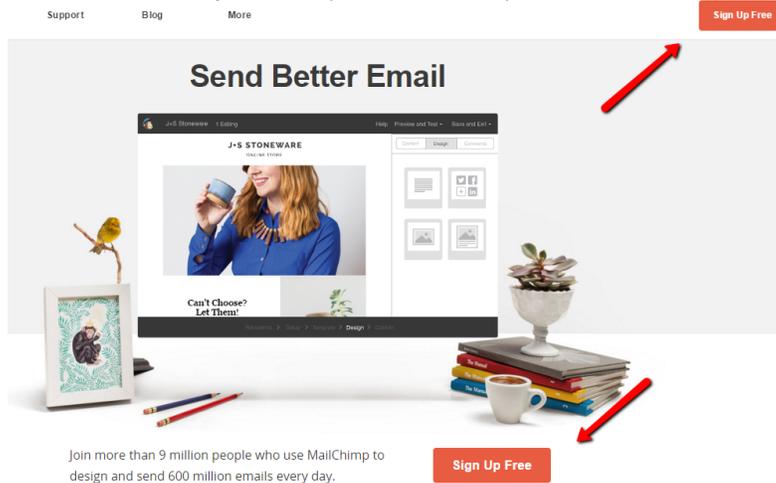


Integrating Mailchimp with Wordpress for Newsletters

A free, Mailchimp account can be used to run automatic newsletter updates to subscribers with recent blog posts. Follow the directions below to get started.

Step-by-step guide

1. Contact [COLI](#) for help.
 - a. We want to know how many Mailchimp users are on campus to make a case for a campus-wide Mailchimp account.
 - b. We can help you in this process if you get stuck.
2. Create a free Mailchimp account on [Mailchimp.com](#).
 - a. It is recommended that you use a department email and password so that the account is not tied to any one person.



3. Creating a subscriber list.
 - a. Navigate to the [Lists](#) page.
 - b. Click Create List.
 - c. Click the Create List button from the options that appear.
 - d. Fill out the List details with your information or your client's information and preferences.

- e. When you're finished, click Save.

- iv. On the Setup step, fill in the details for your campaign and choose your tracking options, and click Next. Note all of these spaces can be personalized, so take good care to do so.

Campaign info

Name your campaign

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

Email subject 107 characters remaining

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

From name 60 characters remaining

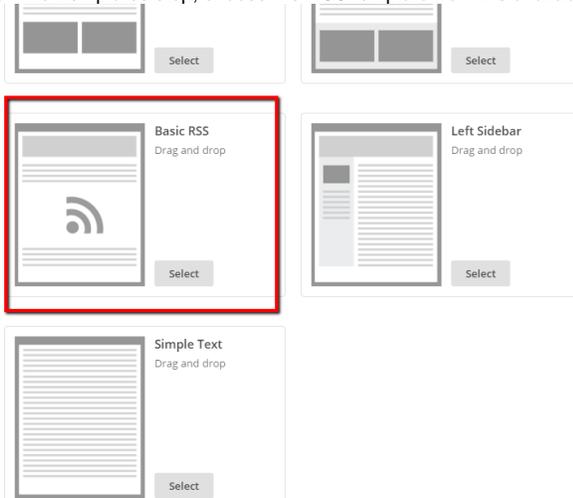
Use something subscribers will instantly recognize, like your company name.

From email address

Use Conversations to manage replies (Paid accounts only)
When enabled, we'll generate a special reply-to address for your campaign. We'll filter "out of office" replies, then thread conversations into your subscribers' profiles and display them in reports.

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.

- v. On the Templates step, choose the RSS template from the available options. Click Next.



- vi. On the Design step, use RSS content blocks pre-loaded with RSS merge tags to customize the look and feel of your campaign. RSS merge tags are special tags that pull information from your feed into your email campaigns and tell the system what to look for when checking the feed. If these tags are missing, the emails deliver without any content.

1. Take time to customize each part of the email. By hovering over each section, you can click on the edit (pencil) icon.
2. Then click Custom under RSS Style to change the font colors on sections with text.

The image shows the email design editor. On the left is a preview of the email with red arrows pointing to various sections. On the right is the 'Style' configuration panel. The 'RSS Items Style' section is expanded to show 'Custom' as the selected style. Below this is a rich text editor with various merge tags. A red box highlights the following tags in the editor:

```

*|RSSITEMS:|*
*|RSSITEM:TITLE|*
By *|RSSITEM.AUTHOR|* on *|RSSITEM.DATE|*
*|RSSITEM.CONTENT_FULL|*
Read in browser >
*|RSSITEM.TWITTER|* *|RSSITEM.LIKE|*
*|END.RSSITEMS:|*
  
```

The 'Recent Articles' section below shows the tag: `*|RSS.RECENT|*`

- vii. Click Next to move on to the Confirm step and review the Pre-Delivery Checklist for your campaign and click Resolve to navigate to any found issues. Click Edit to return to a section and make additional changes.

Use the [Preview and Test](#) drop-down menu to preview your campaign and send test emails.

- viii. Click Start RSS to send your RSS Campaign based on the schedule you chose, or click the drop-down arrow and select Send Now and start RSS campaign to immediately send a campaign and trigger the schedule.

ix. In the Confirm RSS Start modal, click Start Campaign or Send & Start Campaign to confirm and start sending.

- x. For more info, click here: <http://kb.mailchimp.com/campaigns/rss-in-campaigns/create-an-rss-campaign>.



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