drupalize me

Use Drupal and MailChimp Together

Use Drupal and MailChimp Together

‣ What is MailChimp?

‣ Why use MailChimp?

‣ The MailChimp module for Drupal

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What is MailChimp?
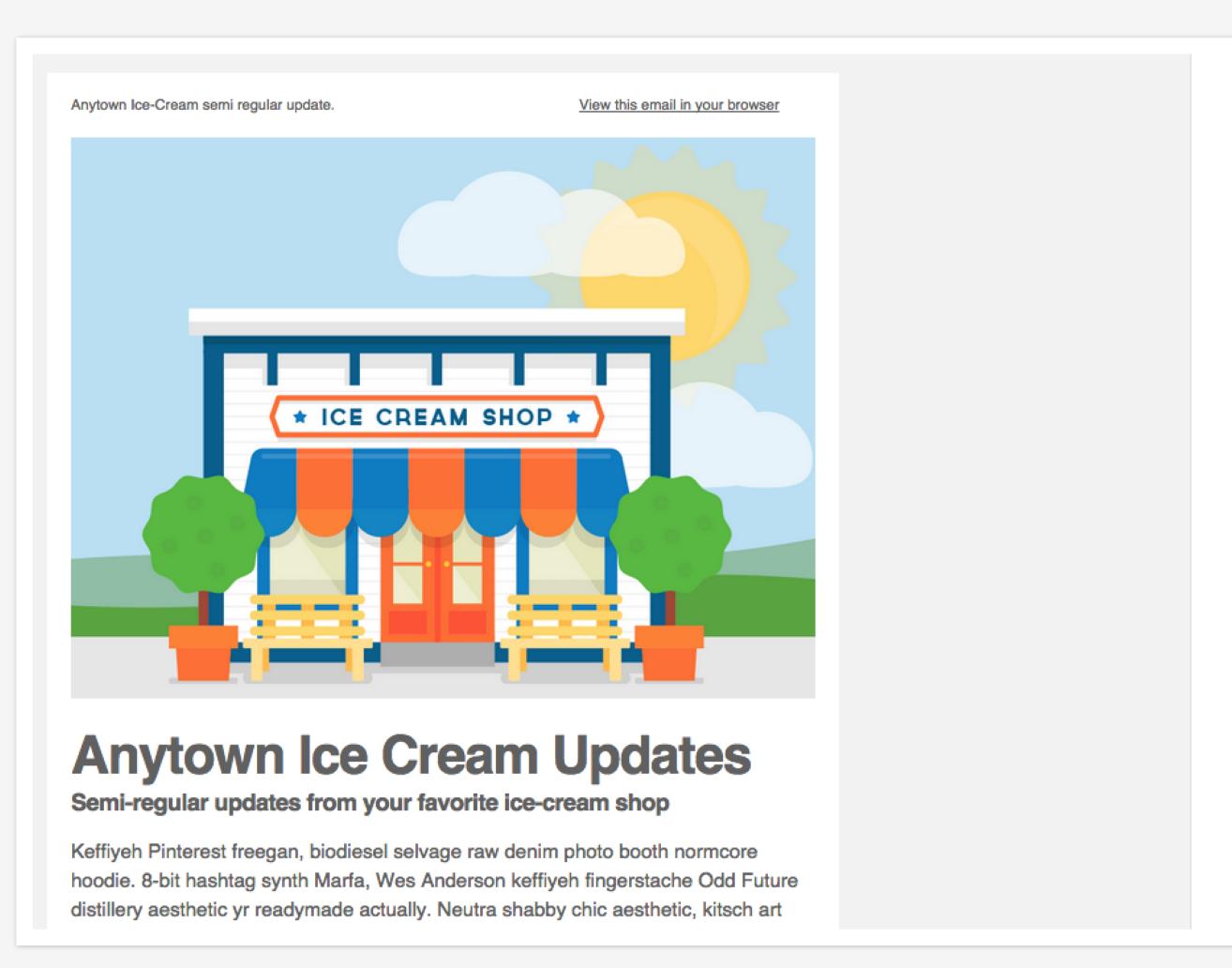
‣ Email marketing service

‣ Create lists of contacts

‣ Send them newsletters, invitations reminders, and more

‣ Free for less than 2,000 contacts

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MailChimp for Content Creators

‣ Write and save draft campaigns

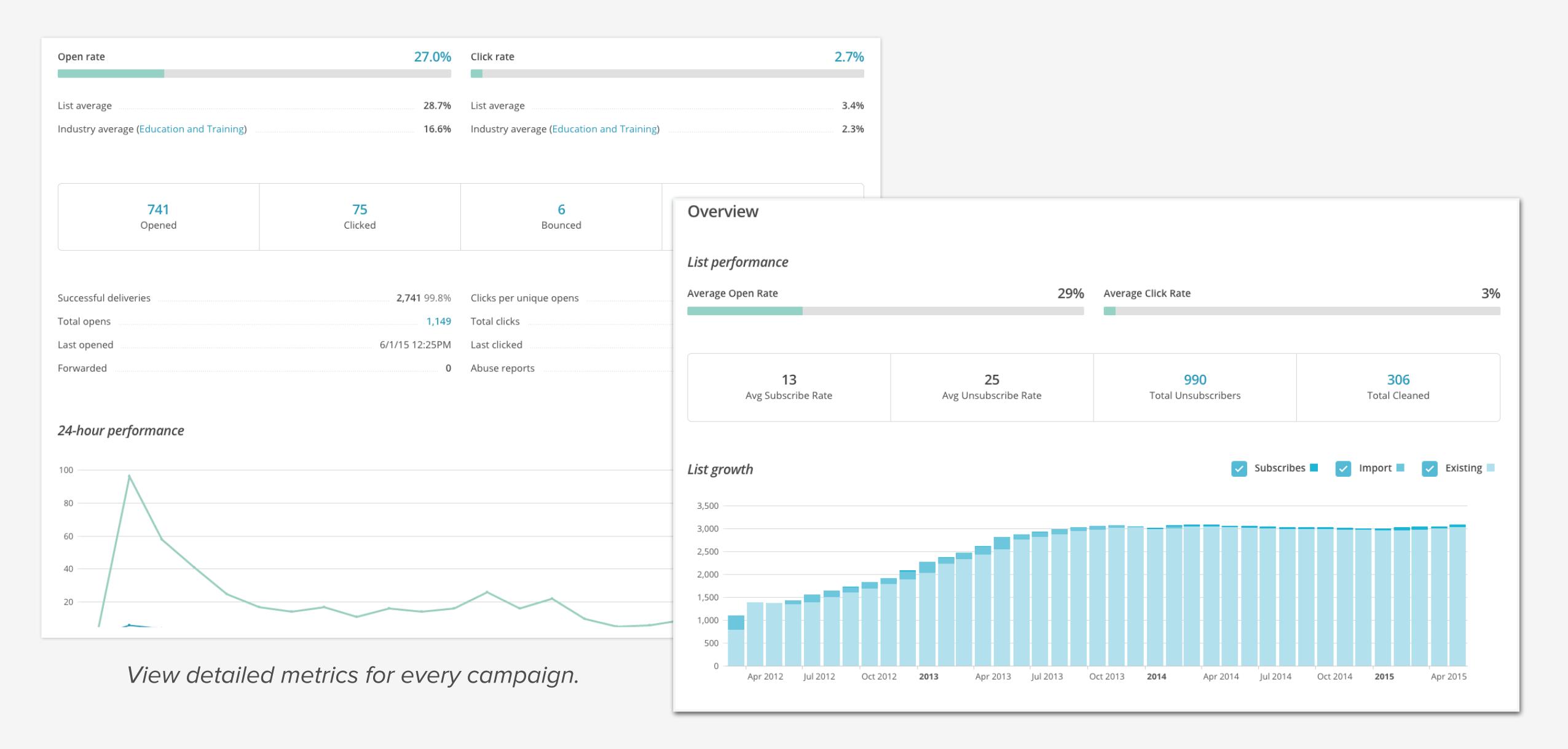‣ Design HTML templates compatible with a wide range of devices and email clients

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Preview your content before sending it.

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Open rate   27.0%   Click rate   2.7%

List average	28.7%
Industry average (Education and Training)	16.6%

List average	3.4%
Industry average (Education and Training)	2.3%

741	75	6
Opened	Clicked	Bounced

Successful deliveries	2,741 99.8%	Clicks per unique opens	
Total opens	1,149	Total clicks	
Last opened	6/1/15 12:25PM	Last clicked	
Forwarded	0	Abuse reports	

24-hour performance

Overview

List performance

Average Open Rate   29%   Average Click Rate   3%

13	25	990	306
Avg Subscribe Rate	Avg Unsubscribe Rate	Total Unsubscribers	Total Cleaned

List growth ☑ Subscribes ☑ Import ☑ Existing

View detailed metrics for every campaign.

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MailChimp for Content Creators

‣ Write and save draft campaigns

‣ Design HTML templates compatible with a wide range of devices and email clients

‣ Preview in the browser or send yourself a test email

‣ View detailed metrics for every campaign

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Why MailChimp?

‣ Approved bulk mailer
‣ Ensure delivery of emails
‣ Abuse monitoring
‣ Avoid accidents like CC vs. BCC

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The MailChimp Drupal Module

‣ drupal.org/project/mailchimp
‣ Integrates the official MailChimp API (mailchimp.module)
‣ Create signup forms (mailchimp_signup.module)
‣ Manage lists (mailchimp_lists.module)
‣ Send campaigns (mailchimp_campaign.module)
‣ Monitor activity (mailchimp_activity.module)

User account

Create new account | Log in | Request new password

Username *

Spaces are allowed; punctuation is not allowed except for periods, hyphens, apostrophes, and underscores.

E-mail address *

A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by e-mail.

Semi-regular newsletter

☐ Subscribe

Daily flavor updates

☐ Subscribe

Subscription fields on user entities displayed during user registration.

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Map Drupal field values to MailChimp merge fields.

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Drupal Integration

‣ Uses fields and entities

‣ Map Drupal field values to MailChimp merge fields

‣ Integrated with popular contributed modules like Views Bulk Operations and Rules

‣ Webhook support

Recap

‣ MailChimp is a popular email marketing service with tons of useful features

‣ The Drupal MailChimp module integrates MailChimp with your Drupal application

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