Etail Systems Tip Sheet

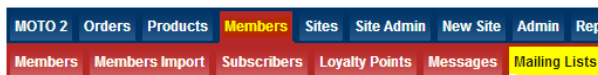*Objective: To set up & manage your MailChimp newsletter subscribers in COMS.*

The following tells you how to achieve this;-

MailChimp is a popular tool for sending out newsletters, but adding the email addresses can be time consuming. With our integration, anyone who signs up to your newsletter is automatically added on to your mailing list in MailChimp!
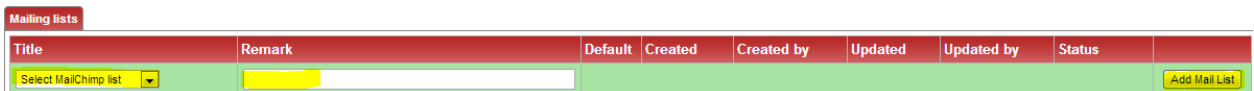
Getting your API Key

Firstly, we'll need you to log into MailChimp to get your API Key. See this post on MailChimp which explains how you can get that. You'll now need to send us the API Key so we can put this into COMS.
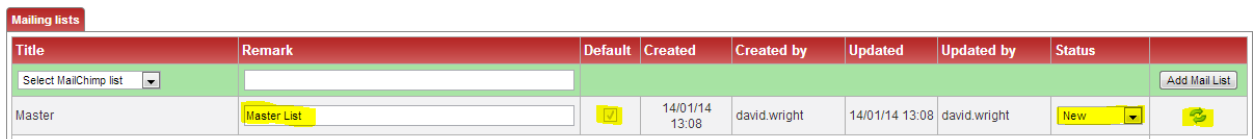
Adding your Mailing Lists

Once we've added the API Key, you'll need to set up the Mailing Lists you use in MailChimp. To do this, you'll need to go to Members > Mailing Lists.

From the dropdown, select which MailChimp list(s) you use & add a Remark (just for use in COMS).

If you have more than one, you can choose a default by using the tick box. As with most things in COMS, you can have different Statuses for your lists – New (not yet working), Live (working), Suspended (temporarily unavailable), & Dead (won't be used again). You can update your remarks, defaults & status by using the green "update" button.

Setting up & managing MailChimp (in COMS)

Adding subscribers in COMS

Although anyone who signs up via your newsletter box on your site will automatically be added to MailChimp, there may be instances where you need to manually add these e.g. if you've got a handwritten mailing list in your shop or from a trade show.

To do this, you'll need to into Members > Subscribers.

You'll need to type in an email address (& a name, if you have it) & click "Add Subscriber" (you can also add subscribers via CSV – please ask for more information).

Once they're in the system, you can add them to MailChimp by searching for them (either one email address at a time via the "Email" box, using the date ranges & more), selecting which list you need from the "Select MailChimp list" dropdown & clicking "Add".

You can also do this if you need to remove anyone from the mailing list manually, by clicking the "Remove" button.

NB: Please note once a person has unsubscribed from the mailing list, you will have to go via MailChimp directly if they want to be added back on.

If you need any help with MailChimp in COMS, please email support@etailsystems.com or call 0844 4820908.