

Etail Systems Tip Sheet

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

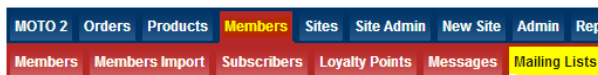
The following tells you how to achieve this;-

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

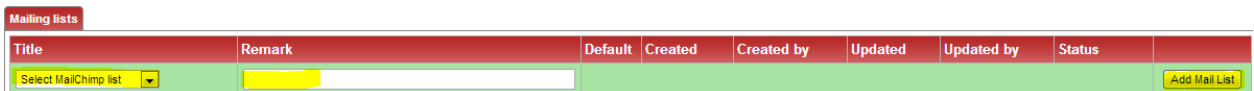
Firstly, we'll need you to log into MailChimp to get your API Key. See [this post on MailChimp](#) which explains how you can get that. You'll now need to send us the API Key so we can put this into COMS.

Adding your Mailing Lists

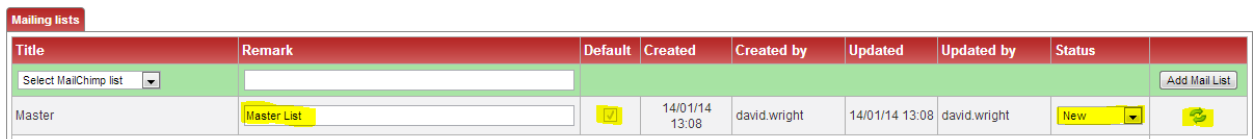


Once we've added the API Key, you'll need to set up the Mailing Lists you use in MailChimp. To do this, you'll need to go to Members > Mailing Lists.

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

A screenshot of the 'Mailing lists' form in COMS. The form has a red header bar with the title 'Mailing lists'. Below the header, there are several columns: 'Title', 'Remark', 'Default', 'Created', 'Created by', 'Updated', 'Updated by', 'Status', and an empty column for actions. The 'Title' column has a dropdown menu with 'Select MailChimp list' selected. The 'Remark' column has a text input field. The 'Default' column has a checkbox. The 'Created' column has a date and time field. The 'Created by' column has a text field. The 'Updated' column has a date and time field. The 'Updated by' column has a text field. The 'Status' column has a dropdown menu. The 'Add Mail List' button is in the bottom right corner.

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.

A screenshot of the 'Mailing lists' table in COMS. The table has a red header bar with the title 'Mailing lists'. Below the header, there are several columns: 'Title', 'Remark', 'Default', 'Created', 'Created by', 'Updated', 'Updated by', 'Status', and an empty column for actions. The 'Title' column has a dropdown menu with 'Select MailChimp list' selected. The 'Remark' column has a text input field. The 'Default' column has a checkbox. The 'Created' column has a date and time field. The 'Created by' column has a text field. The 'Updated' column has a date and time field. The 'Updated by' column has a text field. The 'Status' column has a dropdown menu. The 'Add Mail List' button is in the bottom right corner. The table shows one entry: 'Master List' with a checked 'Default' checkbox, a date of '14/01/14 13:08', a 'Created by' of 'david.wright', an 'Updated' date of '14/01/14 13:08', an 'Updated by' of 'david.wright', and a 'Status' of 'New'.

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 go 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).

A screenshot of the 'Email subscribers' interface. At the top, there are search filters: 'Email', 'Name', 'Date from', 'Date to', 'Mail list' (a dropdown), 'Results order' (a dropdown), 'Subscribed' (a dropdown), and 'Email type' (a dropdown). Below these are 'No of results' and 'Results per page' (a dropdown). A table with 6 columns (Email, Name, Email Type, Subscribed, Unsubscribed, and an action column) contains one row with the email 'support@etailsystems.com' and name 'Etail Systems'. An 'Add Subscriber' button is in the action column. Below the table, it says 'No subscribers found'. At the bottom, there are buttons for 'Download as CSV', 'Add / remove selected Subscribers to this list' (with a dropdown), 'Add', 'Remove', and 'Get Unsubscribes'.

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".

A screenshot of the 'Email subscribers' interface, similar to the previous one but with a different email address. The search filters are the same. The table now shows one result with email 'kim@mailtme.com' and name 'kim ross'. The 'Subscribed' column shows a date and time '14/01/14 12:00'. The action column has a green plus icon and a red minus icon. Below the table, it says 'No of results: 1'. At the bottom, the 'Add / remove selected Subscribers to this list' dropdown is set to 'Select MailChimp list', and the 'Add' button is highlighted in yellow.

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.