

Modul 5: MailChimp einrichten



Thema: MailChimp
Anmeldeformular erstellen

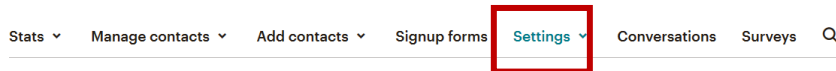
Schritt 1: Datenschutzzfelder einblenden
Gehe auf *Audience* → *Settings* → *Audience name and defaults*



Audience

Buchvermarktung

Your audience has 1 contacts. 1 of these are subscribers.



Settings

Audience name and defaults

Change the name of your audience, and where to send subscribe and unsubscribe notifications.

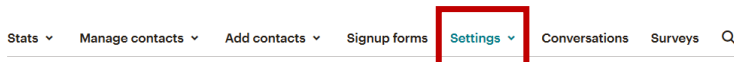
Publicity settings

Tell Mailchimp how "discoverable" you'd like campaigns to be.

Schritt 2: Aktiviere die entsprechenden Felder

Enable = auswählen

Enable double-opt-in
Enable GDPR field



Audience name and campaign defaults

Audience name

Buchvermarktung

Want to change your signup form title?
The signup forms and confirmation emails for your audience use the original audience name as a title. You can update this text (or replace it with an image) in the [signup form editor](#).

Form settings

Enable double opt-in
Send contacts an opt-in confirmation email when they subscribe to your audience.

Enable GDPR fields
Customize your forms to include GDPR fields.

Audience ID

Some plugins and integrations may request your Audience ID.

Typically, this is what they want: 88f304f51c.

Enable reCAPTCHA
This helps prevent spambots from adding emails to your audience.

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Schritt 3: Öffne die Anmeldeöglichkeiten für deine Abonnentenliste.

The screenshot shows the MailChimp interface for an audience named 'Buchvermarktung'. The 'Audience' menu item in the top navigation bar is highlighted with a red box. A dropdown menu is open under 'Manage Audience', with a red arrow pointing to the 'Import contacts' option. Below the navigation, the text states 'This audience has 1 contacts. 1 of them are subscribers.' A cartoon illustration of several people's faces is centered on the page.

Schritt 2: Wähle das allgemeine Anmeldeformular.

Hinweis: Viele Einstellungen werden für alle anderen Eintragungsformen übernommen.

The screenshot shows the MailChimp interface for the same audience. The 'Signup forms' menu item in the top navigation bar is highlighted with a red box. A red arrow points to the 'Select' button next to the 'Form builder' option. The 'Form builder' option is described as 'Build, design, and translate signup forms and response emails. Manage GDPR fields in the form builder.' The 'Embedded forms' option is described as 'Generate HTML code to embed in your site or blog to collect signups.'

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Schritt 3: Bearbeite das Anmeldeformular nach deinen Vorstellungen.

Build it: Felder und Texte einfügen

Design it: Farben anpassen

Translate it: Übersetzung anpassen

Form builder

Forms and response emails

Signup form

Let subscribers pick email format (Plain-text or HTML) [Info](#)

Signup form URL

<http://eepurl.com/gSbAwj>



Build it Design it Translate it



Bestseller-Tipps direkt in dein Postfach

In meinem Newsletter erfährst du wie du es auf die Spiegelbestsellerlisten schaffst.

E-Mail Adresse

Add a field Field settings

Text

Number

Radio Buttons

Check Boxes

Drop Down

Date

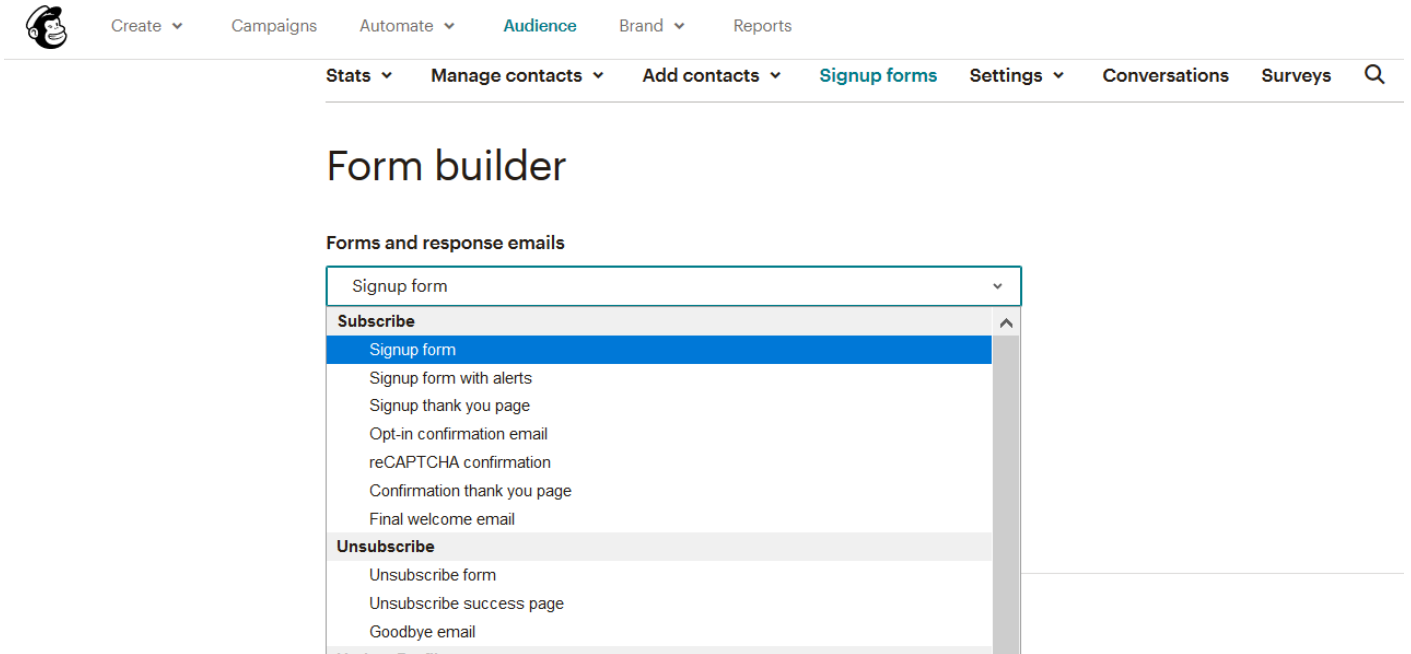
Birthday

Address

Zip Code (US Only)

Schritt 1: Passe alle E-Mail-Vorlagen an die versendet werden.

Hinweis: Wenn du ein Freebie versendest, kannst du dieses in der final welcome Mail verlinken.



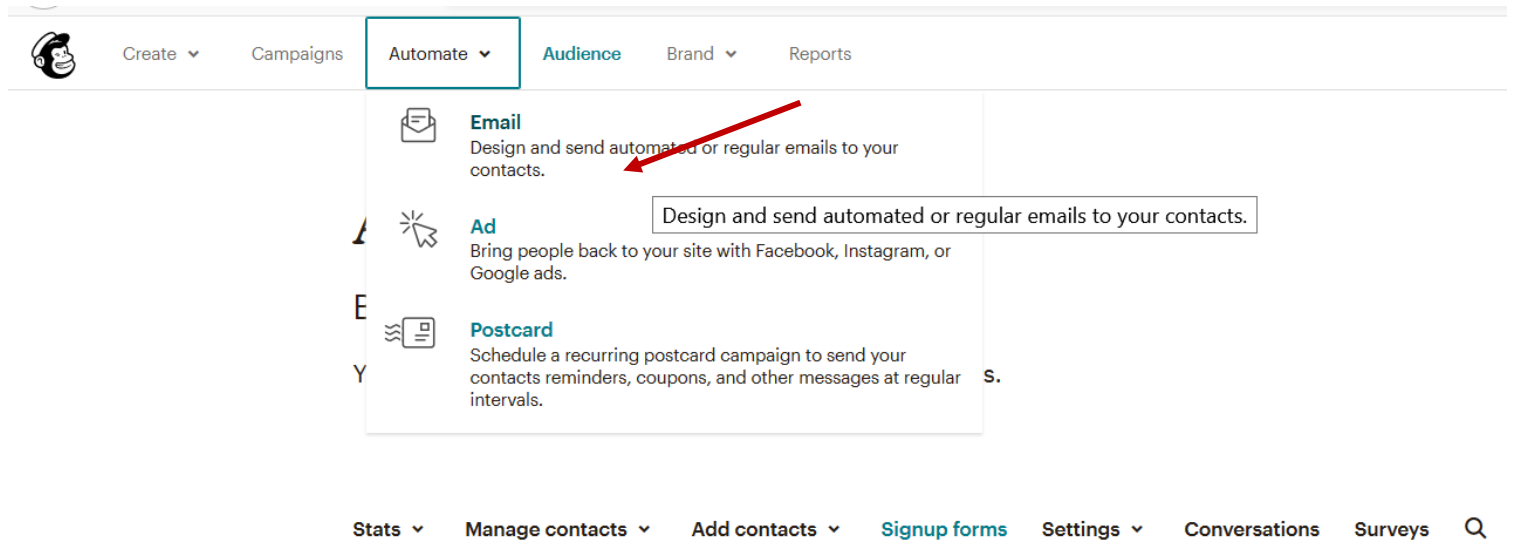
The screenshot shows the MailChimp web interface. At the top, there is a navigation bar with the following items: 'Create', 'Campaigns', 'Automate', 'Audience' (highlighted in blue), 'Brand', and 'Reports'. Below this is a secondary navigation bar with 'Stats', 'Manage contacts', 'Add contacts', 'Signup forms' (highlighted in blue), 'Settings', 'Conversations', and 'Surveys'. The main content area is titled 'Form builder' and contains a section 'Forms and response emails'. This section is a dropdown menu with the following items:

- Signup form (selected)
- Subscribe**
- Signup form
- Signup form with alerts
- Signup thank you page
- Opt-in confirmation email
- reCAPTCHA confirmation
- Confirmation thank you page
- Final welcome email
- Unsubscribe**
- Unsubscribe form
- Unsubscribe success page
- Goodbye email

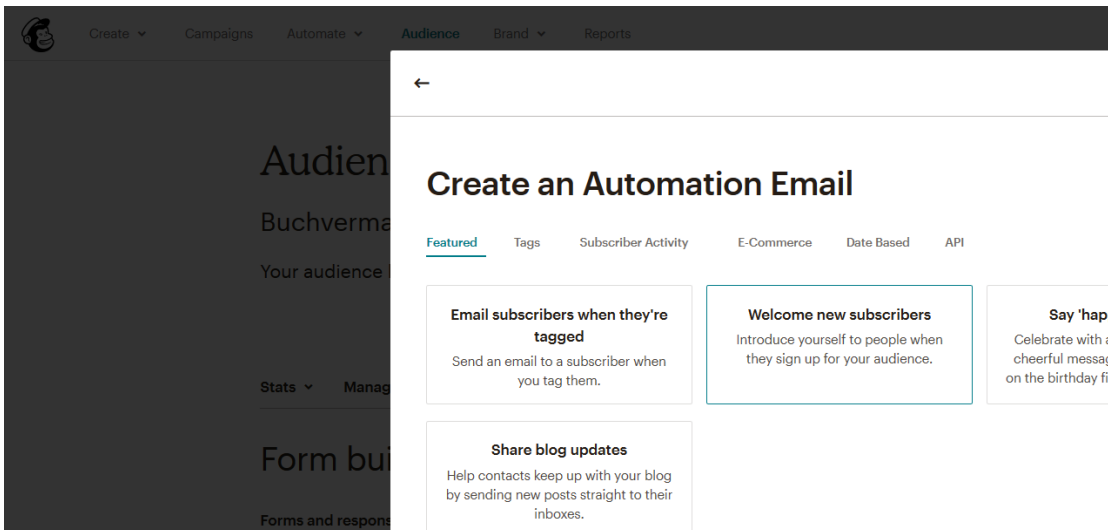
Thema: MailChimp

Richte eine Willkommensmail ein,
die dem Leser am nächsten Tag zugestellt wird.

Schritt 1: Gehe auf Automate → E-Mail



Schritt 2: Wähle: Welcome new suscriber



Schritt 3: Vergebe einen Namen und wähle *begin*

