



STEP-BY-STEP MAILCHIMP DRAG & DROP INSTRUCTIONS TO CREATE YOUR EMAIL CAMPAIGN (NEWSLETTER)

To create your custom Mailchimp.com (free) campaign you will need to decide first which of the SnapStats® products you will share with your database and how often you will email your list. If you already have this all figured out already jump to page two of these instructions. If not we recommend one of the two following options;

OPTION ONE

Newsletter Strategy: Once a month

Send your database ONE email newsletter a month. This can include all or any of the following SnapStats products we create and provide you each month:

1. Market Speedo™ market update **Infographic**
2. Market Speedo™ market update **Video**
3. Market Maps™
4. Our recommended **Video of the Month** (third party video)
5. Your current monthly **SnapStats** report

We recommend for this option you send the Infographic (1) and our recommended third party Video of the Month (4) in your once a month newsletter. BONUS ITEMS: Include in this option a new listing announcement, past sale, testimonial, your bio and/or general real estate information. [CLICK HERE FOR SAMPLE.](#)

OPTION TWO: RECOMMENDED

Newsletter Strategy: Twice a month

Send your database TWO email newsletters a month by splitting the above product choices into two separate email newsletters. Doing so will easily **DOUBLE your yearly touch count** with your clients and prospects each year and keep reminding them that you are open for business.

We recommend for this option you send the following:

Newsletter #1: Infographic (1) and optional BONUS ITEMS listed below

Newsletter #2: Recommended Video of the Month (4) and optional BONUS ITEMS listed below

BONUS ITEMS: Include within one of the two above a new listing announcement, past sale, testimonial, your bio and/or general real estate information. [CLICK HERE FOR SAMPLE.](#)

IMPORTANT: Pick dates for your newsletters and be consistent with delivery building trust with your clients and leads generated. For example every month on the 7th, or the 7th and 21st if doing two newsletters. We do not recommend any date earlier than the 6th of each month.

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STEP-BY-STEP: CREATING YOUR MAILCHIMP CAMPAIGN (NEWSLETTER)

INSTRUCTIONS TO RECREATE OUR SAMPLE NEWSLETTER TEMPLATE

If you wish NOT to send out your monthly SnapStats Report as per the [sample](#) newsletter in our Starter Toolkit, and instead create a campaign as we recommend using your Market Speedo™ Infographic and our recommended third party Video of the Month go to page 2 and 3 of these instructions.

RANDOM MAILCHIMP HOW TO NOTES:

- After each Drag & Drop you must SAVE & CLOSE before adding the next block.
- IMAGE (For Banner): Image block displays automatically so leave as is for now.
- Leave the "Designing Your Email" block for now but be sure that any blocks listed below are dropped above this block.
- If you wish to add text into the text box: Click anywhere on the text box and it will open the editor on the right for that text box and you can add text and style it.

Drag & Drop the following BLOCKS in order to recreate our sample newsletter template;

1. Under the Banner add a DIVIDER*
2. TEXT Block (for Permission Reminder and Unsubscribe)
3. TEXT Block (for Headline and Sub-headline)
4. TEXT Block (for Bullets Copy)
5. RIGHT CAPTION Block (for SnapStats Logo)
6. TEXT Block (To understand the Sales Ratio % Column and Market Type table)
7. DIVIDER Block
8. TEXT Block (for Headline Never Too Busy For Your Referrals)
9. RIGHT CAPTION Block (for your photo)
10. TEXT Block (I love working by referral and...)
11. DIVIDER Block
12. LEFT CAPTION Block (for your office logo and contact info)
13. DIVIDER Block
14. OPTIONAL TEXT Block (for video or whatever else you like)
15. DELETE "Design Your Email" Block To complete your custom template you will need to upload the following to your MailChimp Gallery. See instructions provided in our SnapStats Marketing Toolkit email to you.

1. Current SnapStats Report
2. Your Banner image
3. Your Photo
4. Your Office Logo
5. SnapStats Logo (optional but recommended). Find in our Members Resource Centre Library at www.snap-stats.com

Now copy and paste the sample content from our sample newsletter to your new MailChimp template and upload your images. Change the sample content to your own words. PREVIEW, Save and Exit.

*Optional DIVIDER Design Parameters if you wish for them to match our Newsletter dividers: Padding Top = 7 px, Padding Bottom = 4 px Border Top = 2 px, Solid, Colour of Your Choice (ours is dark gray)

INSTRUCTIONS TO CREATE AN INFOGRAPHIC CAMPAIGN (TEMPLATE)

Have the files **ready for uploading** into your MailChimp gallery of the SnapStats® products you wish to share with your database each month (see page 1 for list of options.) If following our recommendations they would be:

1. Current Market Speedo™ Infographic
2. This month's recommended third party **Video of the Month**
3. Any BONUS ITEMS you wish to include (see page 1 for list of suggested bonus items and how to drag and drop blocks for content, dividers, images etc.)
4. Your Banner image (optional)

Open Mailchimp

IF YOU HAVE ALREADY CREATED A MAILCHIMP CAMPAIGN & LIST SKIP TO START HERE BELOW.

Create/Import your "List". Follow Mailchimp instructions as they appear on screen.

Create Campaign, Select 'Regular campaign'

Select your list

Click NEXT (bottom right corner)

SETUP: Fill in the blanks as needed and desired.

Click NEXT

TEMPLATE: Select 1 column NOT banded (it's the first one listed)

Click NEXT and the DESIGN page will display

START HERE TO 'DESIGN' YOUR CAMPAIGN

IMPORTANT NOTE: If you do not see the various drag and drop icon options on the right half of your screen (ie TEXT block, IMAGE block, VIDEO block) click on SAVE & CLOSE and they will appear.

DEFAULT 'DESIGN' will display a BANNER (image block "drop your image here") at top and a TEXT block under titled 'Designing Your Email'

Delete the TEXT block by clicking on garbage can icon top right (displays when you hover over block)

Click BROWSE on the banner image and it will open your computer files to find/select the image you wish to upload which will be **either your banner or your Market Speedo™ Infographic image**. If you upload a banner image then you must click, drag and drop another IMAGE block under the default 'banner' image displayed for the Infographic

BROWSE for the Infographic image file you saved from your SnapStats® Marketing Toolkit, upload and insert

View in PREVIEW mode

Exit PREVIEW mode

SAVE and EXIT if all OK

SEND

INSTRUCTIONS FOR VIDEO OF THE MONTH CAMPAIGN (TEMPLATE)

IF YOU HAVE ALREADY CREATED A MAILCHIMP CAMPAIGN SKIP TO 'START HERE' BELOW.

Create/Import your "List". Follow Mailchimp instructions as they appear on screen.

Create Campaign, Select 'Regular campaign'

Select your list

Click NEXT (bottom right corner)

SETUP: Fill in the blanks as needed and desired

Click NEXT

TEMPLATE: Select 1 column NOT banded (it's the first one listed)

Click NEXT and the DESIGN page will display.

START HERE TO 'DESIGN' YOUR CAMPAIGN

IMPORTANT NOTE: If you do not see the various drag and drop icon options on the right half of your screen (ie TEXT block, IMAGE block, VIDEO block) click on SAVE & CLOSE and they will appear.

DEFAULT 'DESIGN' will display a BANNER (image block "drop your image here") at top and a TEXT block under titled 'Designing Your Email'

Delete the TEXT block by clicking on garbage can icon top right (displays when you hover over block)

Click BROWSE on the banner image to locate and upload your Banner image. If you do not have a banner image DELETE this block (click on garbage can top right of box when you hover over box)

DRAG & DROP the VIDEO CONTENT block

Add the video URL provided in the Toolkit (copy and paste our provided URL)

DELETE the text copy "Your text caption goes here..." that automatically is included with this VIDEO CONTENT block

SAVE & CLOSE

DRAG & DROP a TEXT block below the VIDEO CONTENT block

COPY and PASTE the Video of the Month headline and copy we provide into the TEXT block editor (replacing the "This is a text block...")

Click on PREVIEW to check.

IMPORTANT NOTE: Video will not play in PREVIEW mode. Send a TEST email to yourself if you wish to make sure all is OK

Exit PREVIEW

SAVE and EXIT if all OK

SEND