

A GUIDE FOR
ETSY SELLERS



PRESENTED BY MAILCHIMP®



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INTRODUCTION

Why Should I Care About Email?

By Tina Seamonster of Hello! Craft

I've had an online business for the last five years and only recently began to send email marketing. It's not that I didn't know how. Sending email newsletters is a big part of my day job. I think a lot of small businesses mistakenly dismiss email marketing as a tool because they don't want to "bother people." I know that was how I felt. This past year, I finally got over that feeling and have learned to love email marketing. Need to be talked into using email as a marketing tool? Here's my take on it.

1. If you already have a customer or fanbase, your emails will be welcomed! Have you seen multiple customers come back year after year to purchase holiday gifts from you? Those people like you! They want to hear from you and know about new products or sales. People who like you want to hear from you if you can present your information in a genuine and meaningful way.

2. If you don't currently have a customer or fanbase, you DO have family and friends. And likely you are the most creative person they know and the people around you want to hear about it! They are inspired by you, so go forth and inspire! Seriously. You likely don't know how much people around you believe in what you are doing and want to know more about it. The people who already love you are the best word of mouth you've got!

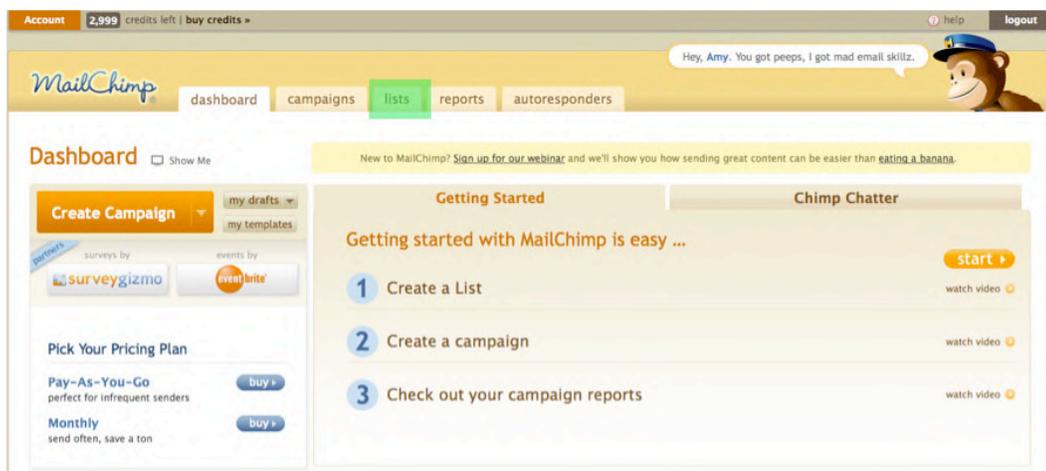
3. MailChimp has so many amazing features just for people like us that there is no reason not to try them out! I am currently enjoying the Paypal integration that allows all of my customers to sign up for my newsletter upon check out when they make a purchase with me. The RSS to email feature allows you to automatically send a newsletter to your list when you update your Etsy shop. And pushing your newsletter out to social media has never been easier. So don't be afraid to bother people. You are awesome. Let MailChimp help you tell everyone about it.

Tina Seamonster is a podcaster, blogger and mom to twins. She's the Communications Director for [Hello Craft](#), a non-profit dedicated to the advancement of independent crafters and the handmade movement, where she hosts a podcast that collects stories of making and buying handmade. Her [Etsy shop](#) is full of zombies.

BUILD YOUR MAILING LIST

First thing's first: You need to start collecting email addresses. Don't forget that everyone who signs up must understand that they're agreeing to receive email communication from you. It's the law. Read more about CAN SPAM ACT [here](#).

MailChimp makes creating your signup form easy. Get started by creating your first list in MailChimp. This list is where all your new signups will go. When you log in to your MailChimp account you'll see this **Dashboard**. From here, click the **Lists** tab.



Then click **Create New List**.

Next, enter all the information about this list and your company.

A screenshot of the 'set up your new list' form. The form is titled 'set up your new list' and includes a tip: 'Use groups for smarter list management. Rather than creating lots of lists, it might be smarter to create sub-groups in an existing list. tell me more'. The form fields are: 'list name *', 'default from name *', 'default reply-to email *', 'default subject', 'remind people how they got on your list *' (with a dropdown menu for 'copy permission reminder from other list' set to 'choose a list'), a text area for 'Write a short reminder about how the recipient joined your list.', 'company' (with 'MailChimp' pre-filled), 'address *', 'city *', 'state/province/region *', 'zip/postal code *', and 'country' (with 'USA' pre-filled).

MailChimp requires you to include a permission reminder in your emails. Reminding your subscribers why they're receiving emails from you helps prevent them from clicking the "This is spam" button and falsely reporting you as a spammer. (Trust us, people do it. All the time.) Your reminder is just a short sentence or two about how a recipient joined your list. Something along the lines of *"You are receiving this email because you signed up on my website or at one of my craft booths."*



remind people how they got on your list *

copy permission reminder from other list

Write a short reminder about how the recipient joined your list.

You can also allow your subscribers to indicate which format they'd like to receive emails in: HTML or plain-text. Once you fill out this information about your list, click **Save**.

Once you've created your list, you can create the signup form for that list. Click **Forms** to start designing your form.



drag/drop to reorder lists update list order

Amy's Etsy List 10/08/2009 1

0 no rating yet

view list list rating

[import](#) [add people](#) [remove people](#) [send to list](#)

[settings](#) [replicate](#) [delete](#) [forms](#) [list database](#) [groups](#)

Use the **Build It** tab to determine what information you want to collect from your subscribers. Of course you'll grab the email address, but you may also want to collect first names, last names, addresses, birthdays, etc.



Lists

forms & response emails save & exit

language English

build it **design it**

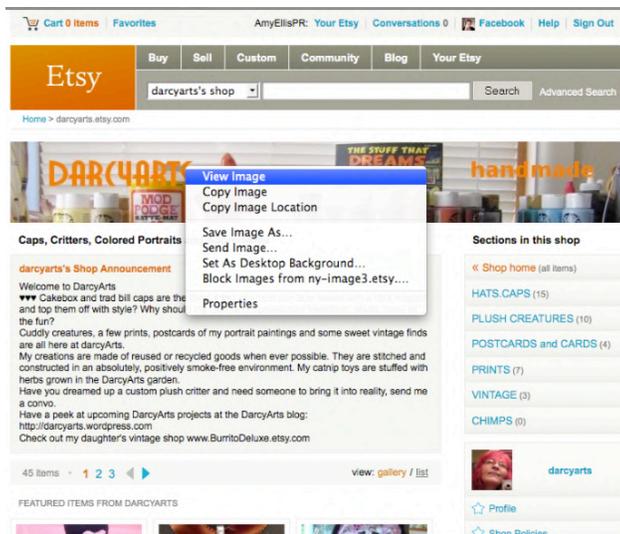
Link to subscribe form <http://eepurl.com/d6CY> or [create embed code for small form](#)

Use the **Design It** tab to change your form's colors, header design and more. You may want to import your Etsy header into your signup form as your header image or design your form with colors that reflect your Etsy shop. This stuff helps keep your branding consistent.



MailChimp has two easy ways to import the header image from your Etsy shop. Here's the first way:

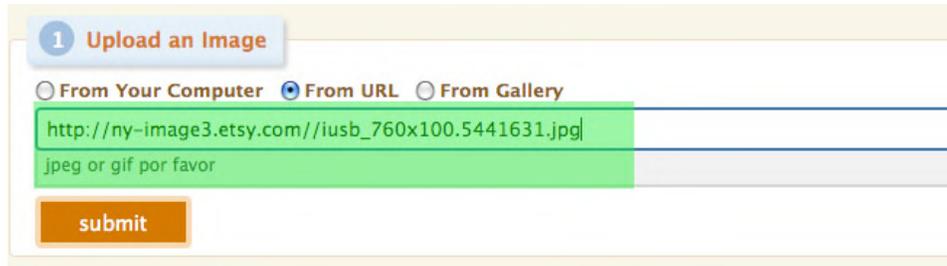
Go to your Etsy shop. Right-click on your header image and select **View Image**.



You'll be taken to a separate page that only shows your Etsy header. Now just copy the URL of this page and go back to your MailChimp account, where you're working on your signup form. In the signup form header, click **Add**.

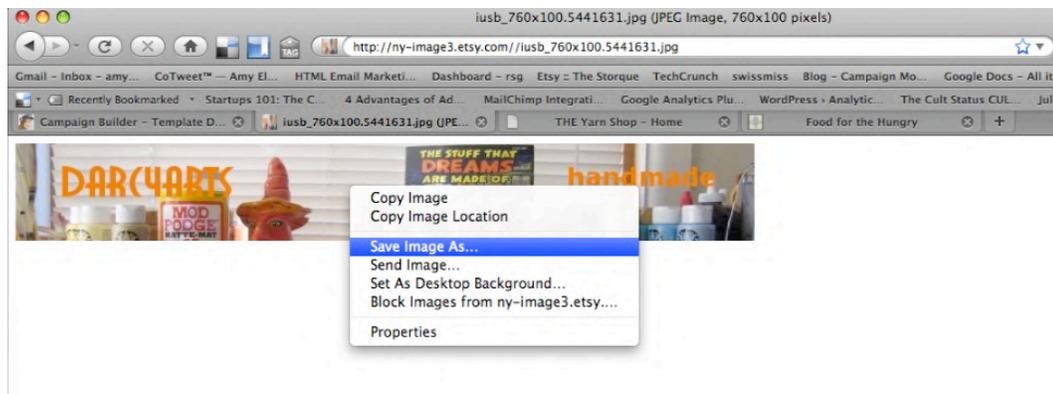


Then, where it says **Upload an Image**, click the middle option for **From URL**. Just paste the URL you copied from your Etsy page.

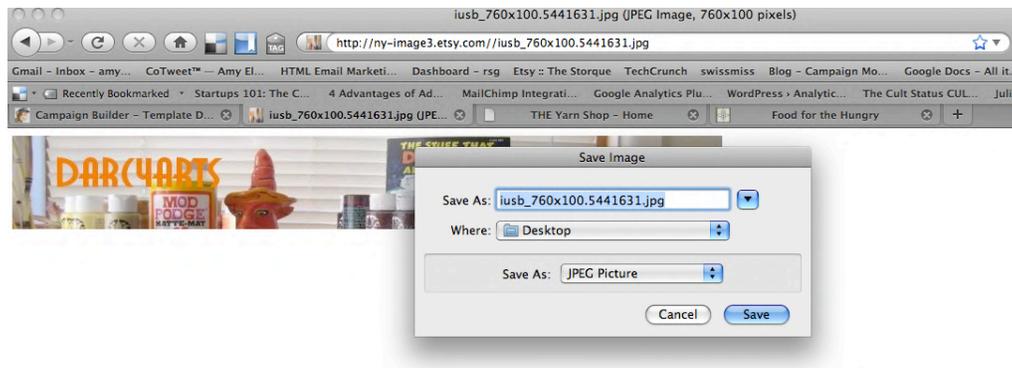


That's it for option #1. Here's the second way to add your Etsy Store banner to your sign-up form as a header image:

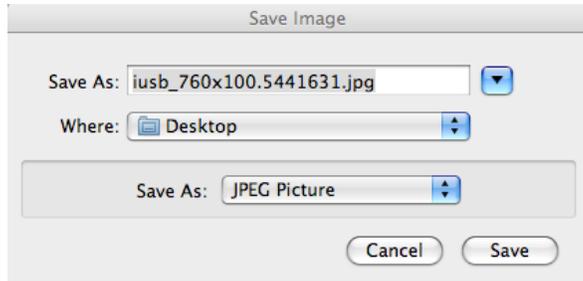
Go to your Etsy Shop, right click on your header image, and select **Save Image As**.



A box like the one below will appear. You can name your image something like "Etsy Header."

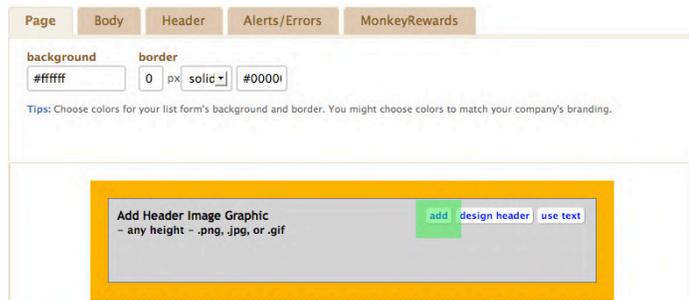


Notice the location listed next to **Where**. You might want to save your Etsy header image to your computer's desktop. Make sure to save the image as a JPEG.

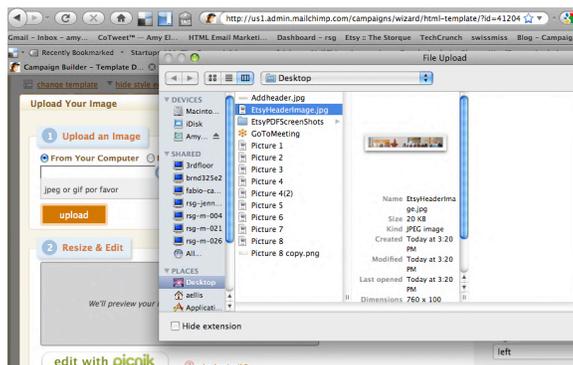


Click **Save** and then go back to MailChimp, where you're working on your signup form.

In the signup form header click **Add**.



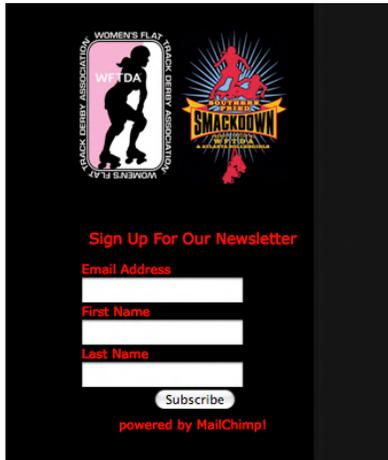
Select the first option under **Upload an Image (From Your Computer)**. Find your Etsy Header image file and select it.



Click **Upload** and save to see your Etsy header image placed as the header of your signup form. Once your form is finalized, embed it anywhere you can so that people have lots of opportunities to join your list.

Embed code

Embedding your signup form means that people will be able to sign up for your mailing list without going to a separate web page—your form simply shows up within the web page where you embed it. An embedded form looks something like this (this form is in the sidebar of the Atlanta Rollergirls’ website):



If you want to embed your signup form on your website or blog, click **Create Embed Code for Small Form** next to the **Link to Subscriber Form** text in the signup form builder.



Here you'll be able to design a smaller version of your signup form, and MailChimp will give you an html code that you can copy and paste into your site or blog's existing html.

Link to sign-up form

If you don't want to embed your signup form, you can use a link that'll take people to a separate web page with your signup form on it. This link is listed on the page where you were designing your signup form next to the **Link to subscribe form** text. You might choose to use this link in your Etsy profile, because Etsy doesn't allow users to insert their own html code in their profiles.



To grab this link, highlight the URL, copy it and paste it into your Etsy Shop info or Profile info. But don't stop there. Add this URL anywhere you can—like your email signature, invoices, or maybe even the back of your MOO cards (did you know you get a 10% discount on MOO cards as a MailChimp user? Check it out in your account under **MailChimp Partner Discounts**).

Another way to help drive people to sign up for your list is to add an incentive or prize for subscribing. Art, buttons, stickers and t-shirts are great motivators to get people to sign up.

And don't forget to spread the word on Facebook and Twitter. Enlist your friends and family to help you by tweeting and sharing your link to sign up. While you're at it, add a signup form to your Facebook fan page if you have one.

TIP: ADD SIGNUP FORM TO FACEBOOK FAN PAGE

Want to add a signup form to your Facebook fan page? Here's a step-by-step guide:

mailchimp.com/blog/subscribe-form-facebook

You can also use a physical signup form to get people on your mailing list when you set up a booth at craft fairs, trade shows and conventions.

On your physical form, explain what subscribers can expect to receive from you if they join your mailing list. For example: *Be the first to know about sales, new products and special mailing list discounts*. Then make sure you add them to your MailChimp list as soon as possible. Later we'll go over setting up an automatic welcome email that MailChimp can send to people who sign up for or are added to your email list.

CREATE AN ATTRACTIVE NEWSLETTER

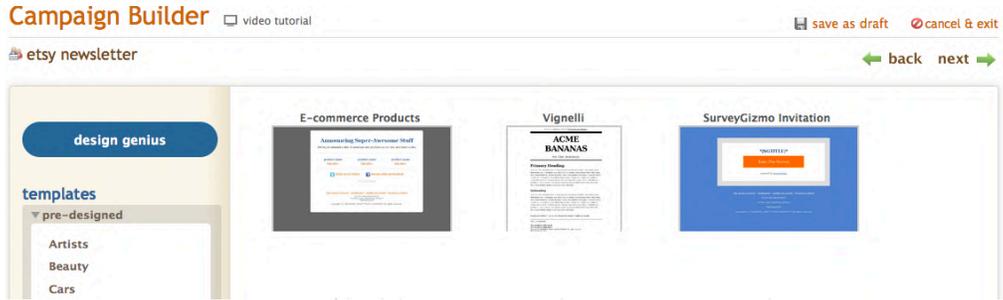
Now that you know how to get people signed up for your email-marketing list, its time to learn how to send them an eye-catching newsletter.

Just as you create an attractive Etsy storefront and take beautiful photos of your crafts, it's important to create an attractive newsletter that reflects the look and feel of your Etsy shop.

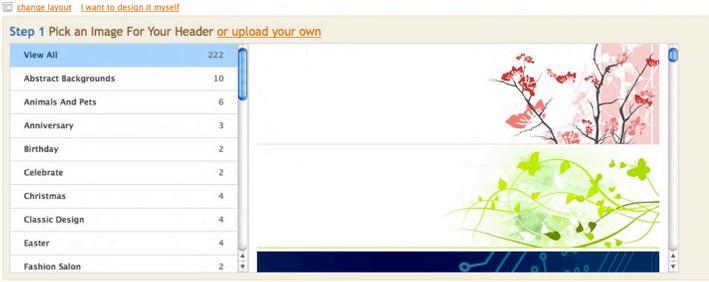
There are lots of easy ways to design a newsletter in MailChimp. We offer a wide array of templates and color variations to help you with the process.



Once you choose a basic template you like, you can decide if you want to start from scratch or if you want some help from MailChimp's Design Genius.



If you choose **Design Genius**, we'll give you lots of header options to choose from, and we'll help you choose an awesome color palette.

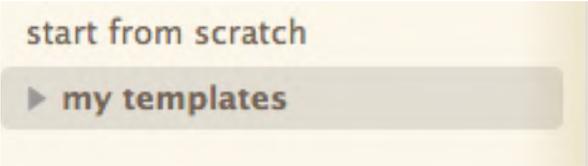


Just like in your Etsy shop, your header sets the tone of your entire email campaign. Once you pick out a header, we'll design the rest of the colors in your email to match. You'll end up with something like this picture below.

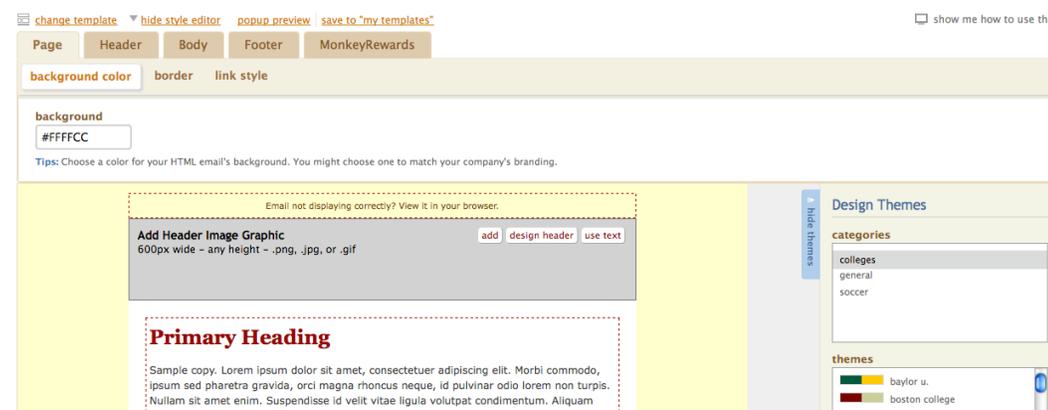


As you can see at the top of this image, you're still able to customize this template if you don't like something about it. You can change the header text, the background color, the text font, color and size. You can make it look exactly the way you want—we've just helped you with the header design.

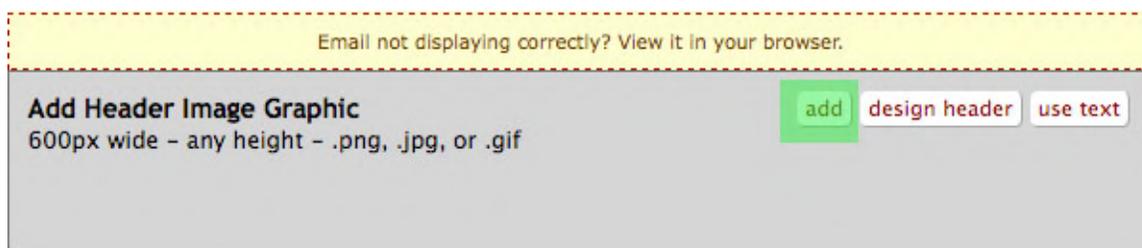
If you don't like any of our headers, you can click **Start from scratch** when you choose your template.



When you choose to design your email template yourself, you begin with something like this:



From here you can insert your Etsy banner header again, the same way you did when you created your signup form. Just click **Add**, and import the header however you'd like.



ADD YOUR CONTENT

Now that you've got a good-looking email template, it's time to add content. Do you have a vision for your email newsletters from the beginning? We hope so. Use that vision to guide the content of each edition. Remember that your content should always be useful to your subscribers. We love it when crafters include coupons, special offers, crafting tips and new product announcements in their newsletters.

First, determine your content and add it to the template. Send it to at least one other person to proof before you email it out to your whole list. You do this by clicking the **Send Test** button next to **Pop Up Preview**.



Since so much of your Etsy store is visual, you should include images in your newsletter. Beautiful images make your content more pleasant to read. Don't forget the importance of using professional looking product photos. Etsy has a lot of guides and helpful tips to figure out the best way to photograph your items.



Inserting an image into your email campaign is easy. MailChimp allows all users to upload and store images in their MailChimp account for free. Plus, MailChimp [integrates with Flickr](#), so you can easily import images from your Flickr account into your email campaigns.

Inserting an image

To insert an image click this **Insert Image** icon when you're editing your content:

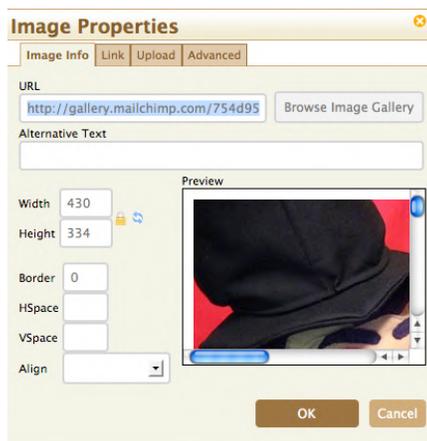


If you're uploading a new image to your MailChimp account, click the **Upload** tab then the **Browse** button.



Select the image file from your computer and click **Send it to the server**. When the image is finished uploading, a window will pop up, confirming that the upload was successful. Click **Okay**.

You'll be taken to the **Image properties** box, where you'll see your image. Resize the image by changing the number of pixels listed in the width and height boxes. MailChimp will lock in the image ratio so that if you adjust the width, the height will change automatically in proportion.



TIP: PIXELS

If you're not used to pixel numbers, here's some helpful information: Your campaign shouldn't be more than 600 pixels wide (or across). MailChimp templates are set to be about 560 pixels wide, plus some padding on either side. So think about how large you want your image to be in relation to the width of the template, and estimate the number of pixels based on that. Usually you want to set your image width to be under 200 pixels.

You may want to insert an image and have text that runs beside the image. This makes the image look like it's inside a paragraph of text. You can do this by choosing an alignment of left or right. The alignment is where the image sits on the page. So, choosing align left will place the image on the left of the page and allow you to type above, below, and to the right of the image.

If you decide you do want to have text running alongside your image, be sure to add 5 to 10 pixels of Hspace (horizontal) and Vspace (vertical) so that there is room between the edge of your image and the words.

SEND YOUR CAMPAIGN

Once you've added all your content and images, you're ready to go to the next step.

Review the plain-text version of your email

When you click **Next** from the **Design your campaign** tab, you'll see the plain-text version of your email. It's important to include this version for several reasons: First of all, having a plain-text version will help keep your email from getting stopped by spam filters. Secondly, some people only like to receive plain-text emails. When creating your signup form, you give your subscribers the option of receiving HTML email or plain-text.

Review the plain-text version of your email so it's easy to read and still makes sense without the images and HTML formatting.

Then, click **Next** again to go to the final stage in creating your email campaign. Here, you'll review the summary of your campaign to make sure all the details are correct. If they are, you can click **Send**, or you can schedule your campaign to send at a future date and time. It's that simple.

The screenshot shows the 'Make Your Campaign Bulletproof With Inbox Inspection' tool interface. At the top, there is a header with a 'show me' link and a 'buy 3 inbox inspections for \$14' button. Below this, it states 'You currently have 4 inbox inspections.' and provides a 'run inbox inspection' button and a link to 'previous inspections'. The main content area consists of eight green rows, each representing a different inspection category with a green checkmark, a description, and an 'edit' button:

- List:** MailChimp will deliver this to the The Yarn Shop list (1 recipient)
- Subject Line:** "New Chimps Added to DarcyArts Etsy Shop"
- Replies:** All replies will go to DarcyArts <amy@mailchimp.com>
- Tracking:** You chose to track clicks and opens in the HTML email
- HTML Email:** You're sending an HTML email created in the template designer
- Plain-text Email:** You included a plain-text version
- Email Authentication:** Automatic email authentication will be enabled for this message
- MonkeyRewards:** A MailChimp affiliate link is included in your template footer

SHARE YOUR NEWSLETTER

Social networking sites like Facebook and Twitter are excellent ways to promote your Etsy store and connect with your audience on a more personal level. Social networking helps you to create conversations with your customers and fans.

MailChimp is integrated with Facebook and Twitter, making it even easier for you to engage your audience. Here are some ways for Etsy sellers to take advantage of our integrations:

Auto-tweet

If you know you want to tweet each email campaign, you can set MailChimp to do it for you. Just check the **Automatically post to Twitter** box on the **Campaign preferences** tab when you're setting up the campaign. If you haven't set up a Twitter account in MailChimp, you'll have an option to do that instead. Once the account is set up, you won't have to re-authorize it every time.

The image shows a screenshot of the MailChimp Campaign Preferences interface, divided into two main sections: 'name your campaign' and 'email tracking'.

name your campaign

- Text input: MailChimp RSS Campaign
- Text input: Internal use. Ex: "Newsletter Test#4"
- Section: **message subject ***
- Text input: Posts from *[RSSFEED:TITLE]* for *[RSSFEED:DATE]*
- Text input: Keep it relevant and non-spammy to avoid spam filters. [info](#)
- Section: **from name ***
- Text input: Mark DiCristina
- Text input: Use something they'll instantly recognize, like your company name.
- Section: **reply-to email ***
- Text input: mark@mailchimp.com
- Text input: Their replies will go to this email address.
- Checkbox: personalize the "To:" field [info](#)
- Section: **specify *[MERGETAGS]* for recipient name**
- Text input: *[FNAME]*

email tracking

- Checkbox: track opens
- Text: [Learn](#) how open tracking works, and how accurate it is.
- Checkbox: track HTML clicks
- Text: We'll show you which links people clicked on, and how often.
- Checkbox: track plain-text clicks
- Text: Don't click this unless you're comfortable with people seeing "MailChimp" in your links. [info](#)
- Section: **authentication**
- Checkbox: authenticate the campaign
- Text: Proves the email is not a forgery and helps avoid spam filters [info](#)
- Section: **Google Analytics™ tracking**
- Checkbox: add Google Analytics™ tracking to all URLs
- Text: Monitor traffic from campaigns to your site. [info](#)
- Section: **send to Twitter** (highlighted in green)
- Checkbox: automatically post to Twitter after campaign is sent

Once you enable Auto-Tweet, MailChimp will automatically send a tweet with your email's subject line and a shortened link to the online version of your email. We shorten the URL using our EepURL tool so you don't have to worry about having your tweet cut short.

If you want to change the Twitter account you use to tweet your campaign, click **Account** in the top-right corner of your screen, then click **Integrations**. Choose **Twitter** and then **Authorize Connection** to authorize a different account. You can only authorize one Twitter account at a time.



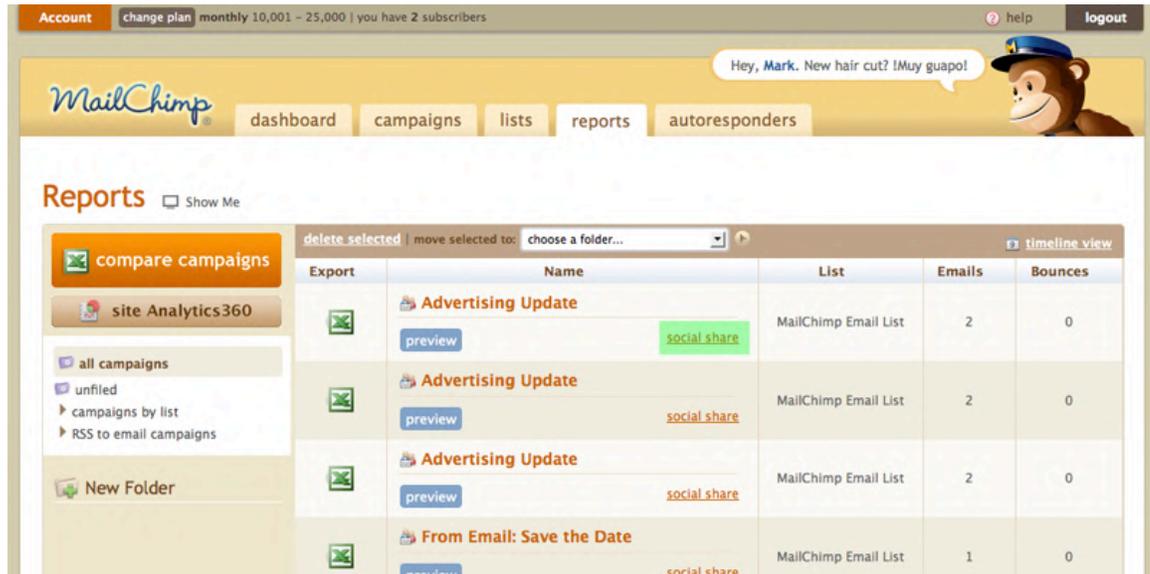
Twitter stats

MailChimp doesn't just let you tweet your email campaigns; we also make it easy to track how many *other* people are tweeting them. If you click the **Reports** tab in your MailChimp dashboard, you'll be taken to a screen that lists all your email campaigns. Click on the name of one of your campaigns to view its overview report. From there, click **EepURL Stats** to see how many times your campaign has been tweeted and retweeted, who did the tweeting and a timeline of all tweets. Note that only tweets that include the automatically generated EepURL for your campaign are included in this report.



Social Share Button

If you decide to tweet your campaign after it's been sent, or you want to promote your campaign on a social network other than Twitter, use the **Social share** button that appears beside your sent campaign in the **Campaigns** dashboard.



When you click **Social Share**, you'll be directed to a screen where you can share your campaign on Twitter, Facebook, MySpace, StumbleUpon, Digg and Delicious. Go crazy!

Social Share Merge Tag

In addition to sharing your own campaign, MailChimp allows you to offer your readers a way to share your campaigns. When you place the `*|MC:SHARE|*` merge tag in your template, MailChimp will add links to more than 20 social networks. If you want to limit the networks in the social share merge tag, you can use `*|SHARE:SITE_NAME1, SITE_NAME2|*` to specify which sites are included. For example, `*|SHARE:Facebook, Twitter, Digg|*`.

BLOG: SOCIAL SITE MERGE TAGS

Looking for more info on MailChimp's social sharing options? Check out this blog:

mailchimp.com/blog/new-social-site-merge-tags

GROW YOUR CUSTOMER BASE

You can and should use MailChimp to market your Etsy store and grow your list of loyal, handmade loving customers. Here are some ways to do that:

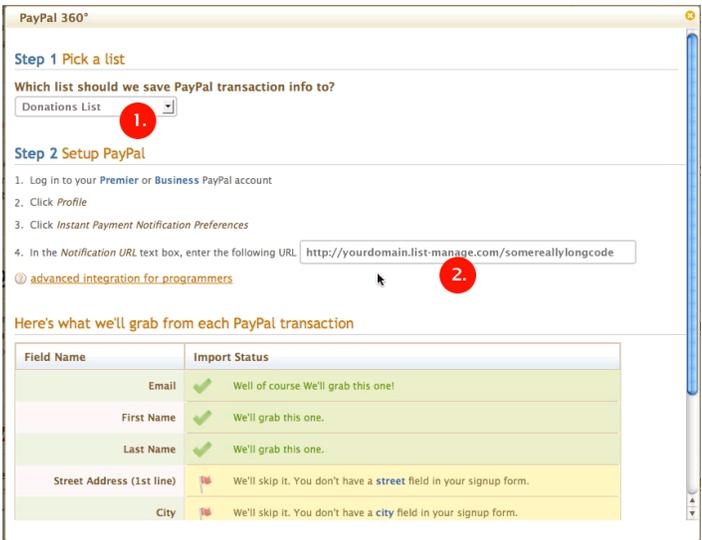
PayPal Integration

If you accept payments via PayPal in your Etsy store, use our integration to have customers added to your MailChimp list instantly and seamlessly whenever they buy something from you. Here's how to set it up:

You'll need to have either a Premier or Business PayPal account. Just log in to MailChimp, go to the **Account** tab, click **Add-ons**, and activate the **PayPal360** plugin.



Click **Configure**, and a new window will appear.

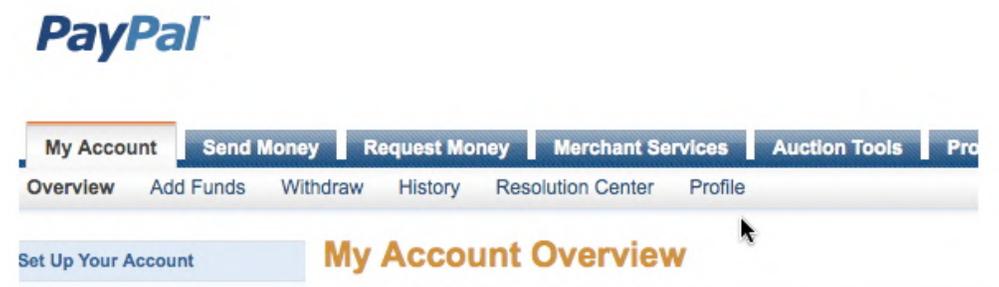


1. Select the list where you want your PayPal purchasers' emails to go. Unless you tell them on your purchase form that they'll be

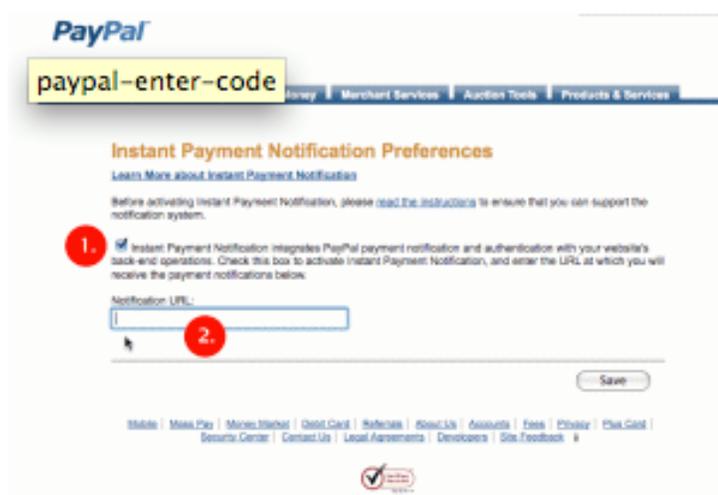
receiving newsletters from you, you don't want to just dump them into your general newsletter list. You can create a totally separate list for customers who have purchased items from you.

In the settings for that list, your permission reminder can say, "You're receiving this because you purchased something from my store and..."

2. Once you select a list for your customers, MailChimp will generate a code. Select this code and copy it. Then, log in to your PayPal account, and click on the **Profile** link.



On the next screen, look for the link to **Instant Payment Notifications**. The next screen will look like this:



1. Check the box.

2. Paste the code you copied from MailChimp into the rectangle.

Remember, this only works for Business or Premier PayPal accounts.

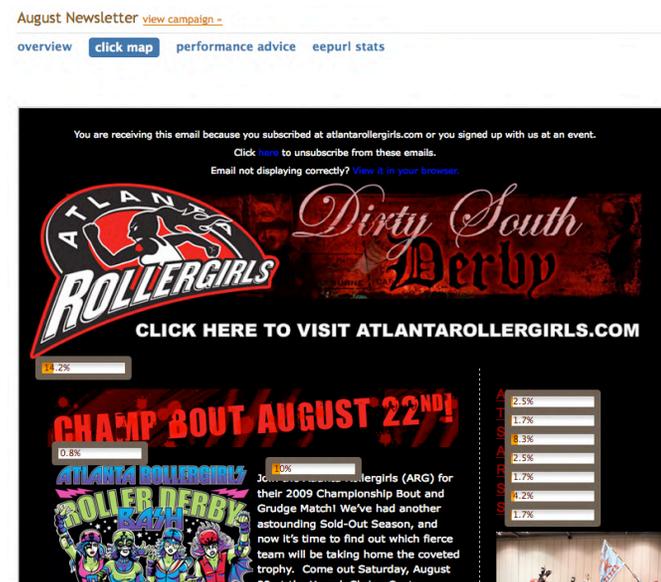
Tracking and Reporting

Once you've sent your campaign, sit back, relax, and wait for your stats to come in. MailChimp offers powerful and insightful tracking and reporting. Make a point to review this information for every campaign you send, because it's full of feedback that will help make your newsletters better every time.

MailChimp's standard reports use neat, easy-to-read graphs, tables and maps to show you things like opens, click-throughs, bounces and unsubscribes.

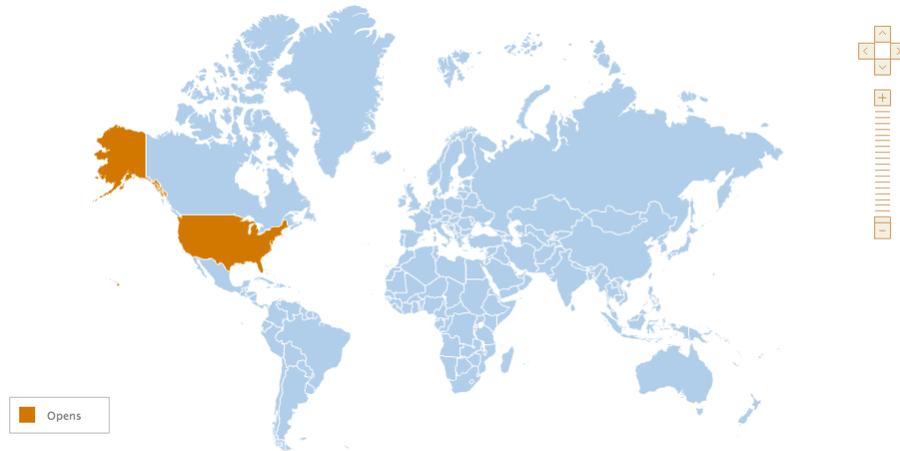


You can view a click map of your email to see what and where your readers click (here's another Atlanta Rollergirls example).



We even offer geographical information that makes it easy to see where in the world your subscribers are located.

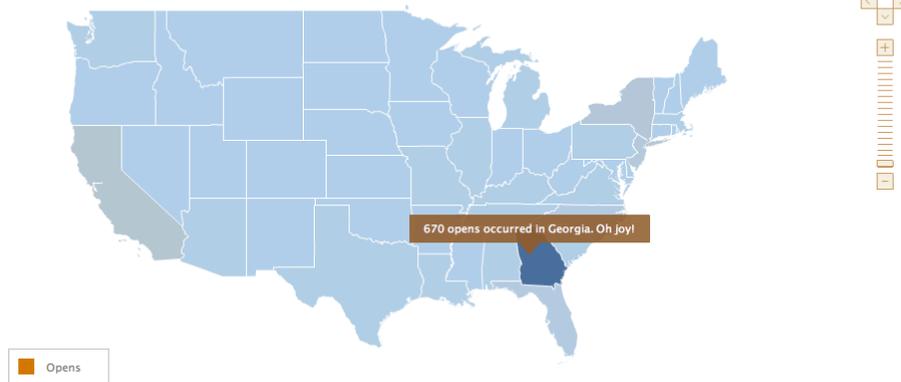
Opens by Location



Opens by Location

« Back to world map

UNITED STATES OF AMERICA



A.I.M. Reports

You can also opt to add advanced reporting to your MailChimp account for a \$49 one-time fee. Our [AIM reports](#) give you the ability to see exactly what each of your subscribers do when they receive your email campaign. You'll see who opens your email, how many times and what they click.

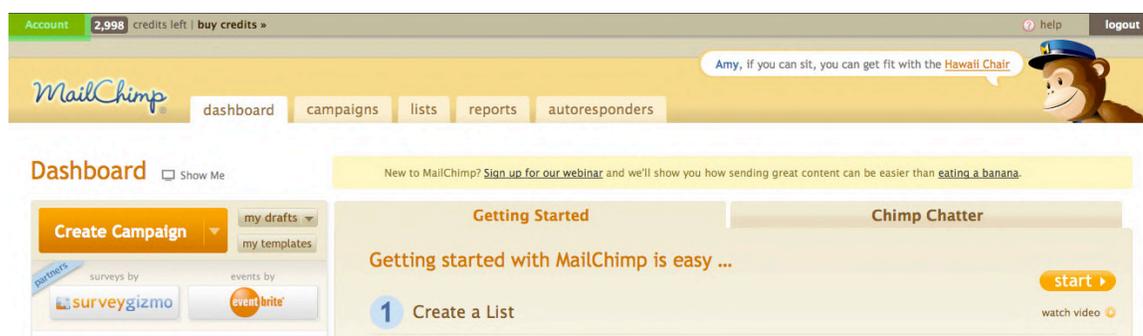


You can use this information to segment your audience based on their previous activity with your campaigns. For example, enabling advanced reporting allows you to segment your list so you only send to those who opened your last email or those who have opened your last three emails, etc.

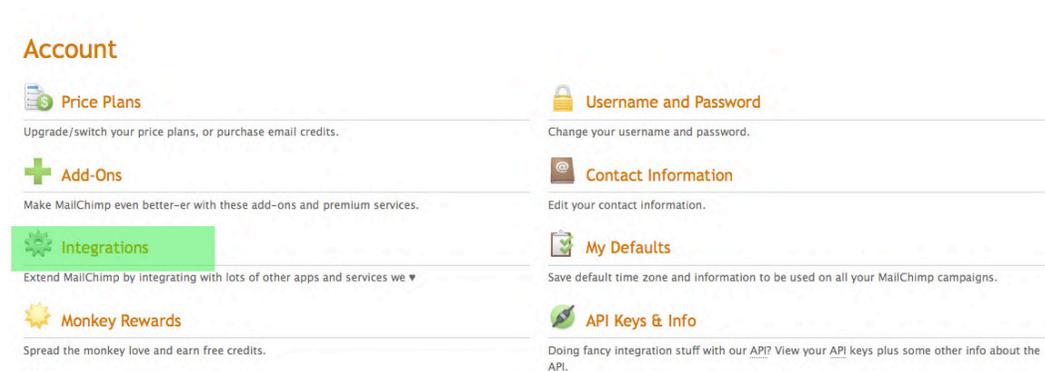
Google Analytics

Another advanced-reporting feature MailChimp offers is integration with Google Analytics. Etsy has enabled Google Analytics for tracking visits to your Etsy store. You can use MailChimp to integrate your Etsy Google Analytics data directly into your MailChimp account. This will allow you to see how your Etsy shop traffic changes in relation to when you send out your email campaigns.

To enable this integration with Google Analytics, go to the **Account** page in your MailChimp Account.



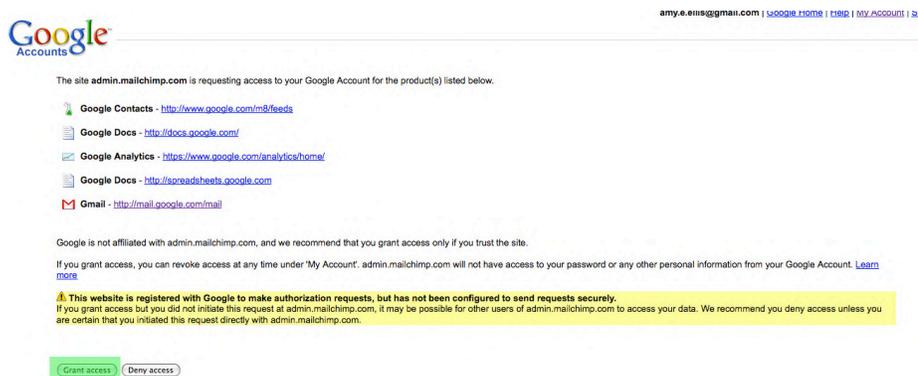
Click Integrations.



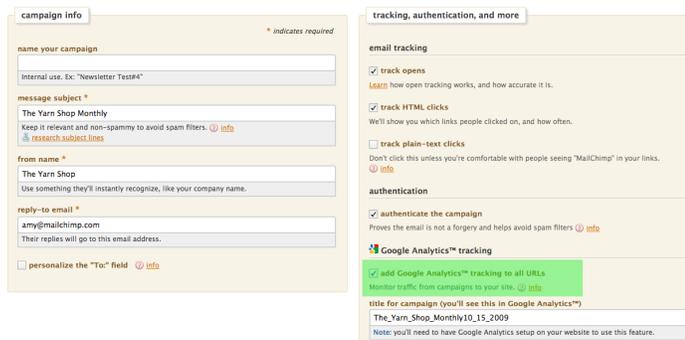
Open the integration labeled **Google: Analytics, Contacts, Docs**. Then click the **Authorize connection** button.



Choose the Google Account with which you set up your Etsy shop's Google Analytics. You'll be asked to grant or deny access to your Google Account. Choose **Grant Access**.



The final step comes when you're setting up your individual campaigns. After you select **Create Campaign** and select the list to which you want to send your campaign, you're taken to Step 2, where you enter campaign info and select your tracking and authentication preferences. Check the box next to **add Google Analytics tracking to all URLs**.

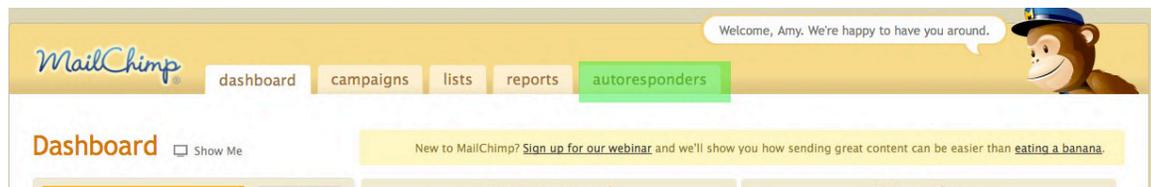


That's it! Now you'll see your Google Analytics data in your MailChimp reports.

Autoresponders

Autoresponders are emails that you create once and schedule MailChimp to send automatically under certain circumstances. For example, a welcome email would be sent as soon as a customer subscribes to your list.

To set up a welcome email autoresponder, click the **Autoresponders** tab.



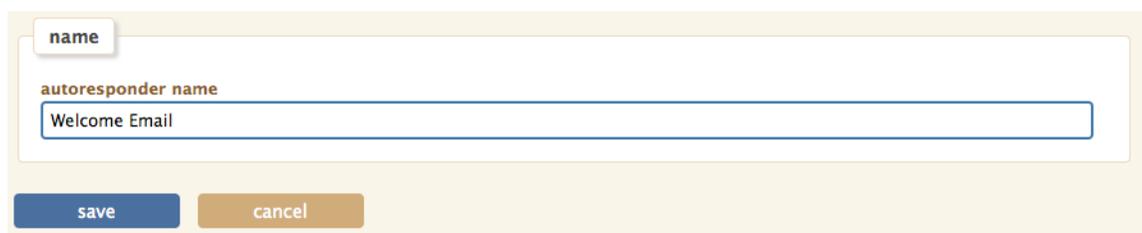
Next, click **Create Autoresponder**. Now you have some preferences to set. First, select which mailing list you'd like to be used with this autoresponder. The autoresponder will only be sent to someone who subscribes to this list.



Next, decide when the email should be sent. Below we've set the welcome email to go out one day after a person signs up.

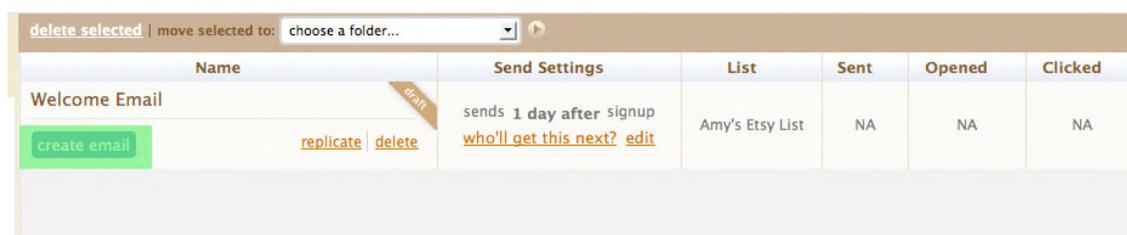


Finally, name this autoresponder and click **Save**. We've named this one welcome email.



The screenshot shows a form for naming an autoresponder. At the top, there is a tab labeled "name". Below it, the text "autoresponder name" is followed by a text input field containing "Welcome Email". At the bottom of the form are two buttons: "save" (in blue) and "cancel" (in brown).

After you save these preferences, you'll be taken back to your Autoresponder dashboard where you can click on **Create email** to design the look of your welcome email.



The screenshot shows a table in the MailChimp Autoresponder dashboard. The table has columns for Name, Send Settings, List, Sent, Opened, and Clicked. A row is visible for "Welcome Email" with a "draft" tag. Below the row are buttons for "create email", "replicate", and "delete". The "Send Settings" column contains "sends 1 day after signup" and a link "who'll get this next? edit". The "List" column contains "Amy's Etsy List". The "Sent", "Opened", and "Clicked" columns contain "NA".

| Name | Send Settings | List | Sent | Opened | Clicked |
|---------------|--|-----------------|------|--------|---------|
| Welcome Email | sends 1 day after signup who'll get this next? edit | Amy's Etsy List | NA | NA | NA |

Designing your welcome email will be a breeze, since you've already designed a campaign and a signup form.

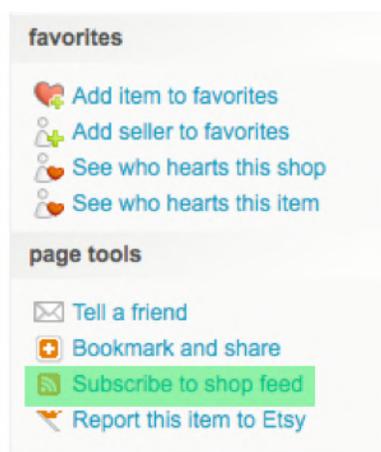
Once you finish designing your welcome email, you'll move ahead to review and edit the plain-text version of your autoresponder. Then you can go to the final step to start your autoresponder campaign. Once you start the autoresponder, MailChimp will automatically email your welcome email to each person who signs up for your selected mailing list.

RSS-Driven Campaign

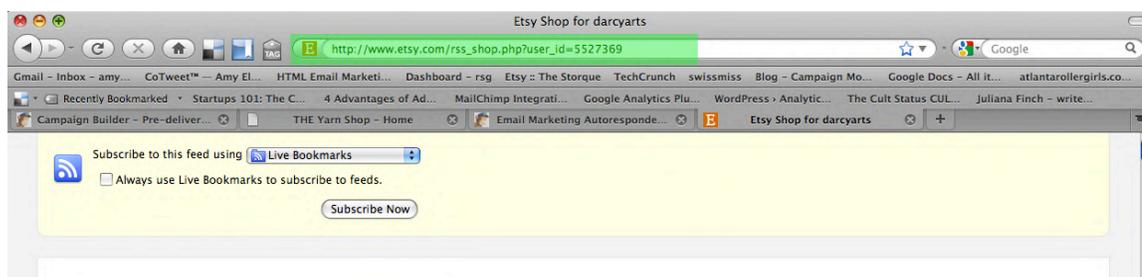
Creating an RSS-driven Campaign is like putting your email marketing on cruise control. You've probably noticed that every Etsy shop has an RSS feed of its shop items. That means every time you post a new item or repost an item in your Etsy shop, your shop's RSS feed broadcasts that information to anyone who subscribes to the feed.

With MailChimp, you can set up an **RSS-to-Email campaign**. This type of campaign automatically emails your list subscribers every time you update your Etsy shop with new items.

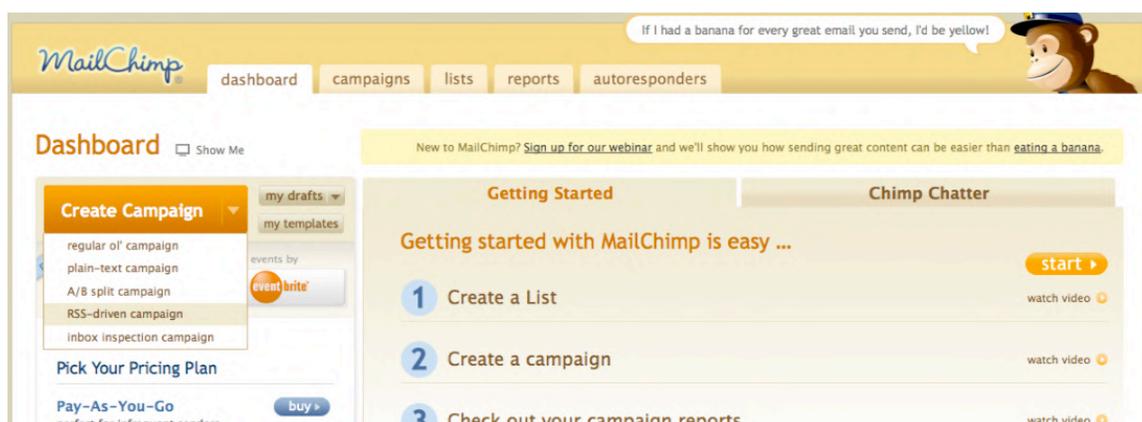
To set up an RSS-to-Email campaign, go to your Etsy store and click the link in the right-hand column that says **Subscribe to shop feed**.



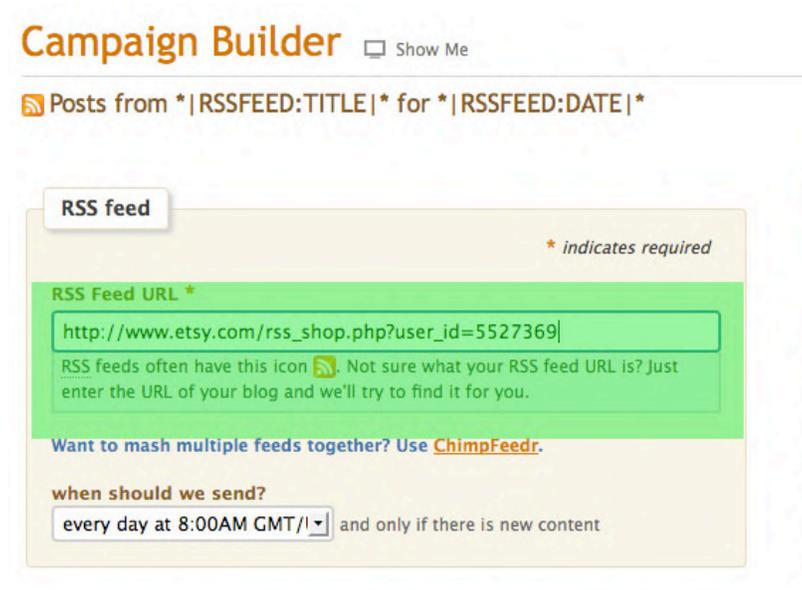
Then, grab your store's RSS feed (click the link then copy the url).



Next, go into your MailChimp account dashboard and under **Create Campaign**, choose **RSS-driven campaign**.



Paste your shop's RSS-feed into the box that pops up.



The screenshot shows the 'Campaign Builder' interface. At the top, it says 'Campaign Builder' with a 'Show Me' button. Below that is a filter: 'Posts from *|RSSFEED:TITLE|* for *|RSSFEED:DATE|*'. The main form is titled 'RSS feed' and includes a note '* indicates required'. The 'RSS Feed URL *' field contains the text 'http://www.etsy.com/rss_shop.php?user_id=5527369'. Below this is a green box with text: 'RSS feeds often have this icon [RSS icon]. Not sure what your RSS feed URL is? Just enter the URL of your blog and we'll try to find it for you.' There is also a link: 'Want to mash multiple feeds together? Use [ChimpFeedr](#).' At the bottom, the 'when should we send?' dropdown is set to 'every day at 8:00AM GMT/!>' with the text 'and only if there is new content' to its right.

Next choose how often you want our RSS tool to check your Etsy shop for new items. You can choose once a day, once a week or once a month. If you choose once a week, we'll check to see if you've published new items in your store every Monday. If you have, we'll email your subscribers with all the items that have been published since the last email went out. If you haven't, no email will go out.

Not sure how often to send out RSS feed updates? If you're posting multiple new items each day, then once daily might be a good fit for your audience. If you usually only post a few new items each week, the once-a-week frequency is probably better. If you post new items just a few times a month, go with the once-a-month frequency. It's best not to bombard your list with too many emails in a short period of time.

Once you've selected how often you want to send an RSS-to-email campaign, continue creating and designing your email as usual in MailChimp. Once you've got the look you desire, just start your campaign and you're done. You can sit back and relax while MailChimp does the hard work.

List Segmentation

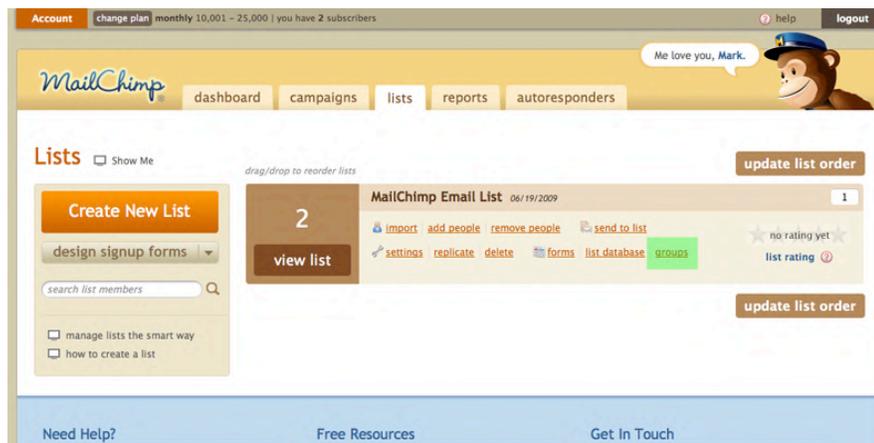
When you design your signup form, you can allow your subscribers to indicate a specific interest that they want to be

informed about. For example, you may want to allow subscribers to indicate whether they are interested in your Velcro bananas, your banana scarves, your banana postcards, or all of the above. You do this by designating groups for each mailing list.

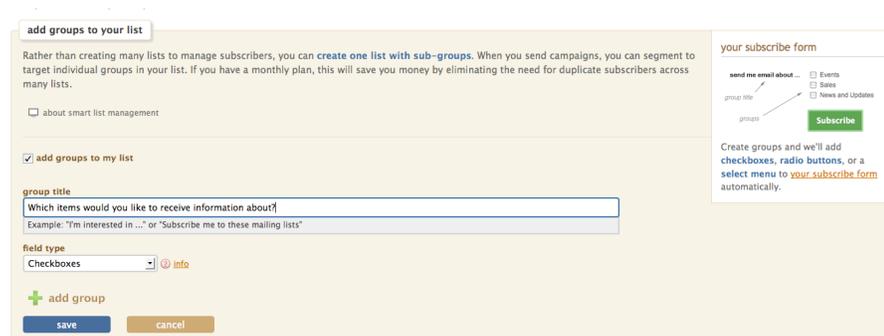
Groups allow you to send targeted email campaigns to people in your list with specific interests. This way you can make sure all of your subscribers get only the information they want, making it less likely that they will unsubscribe from your mailing list and more likely that they will open, read and purchase from your email campaigns.

Here's how you create groups for your list:

1. From the MailChimp dashboard, click the **Lists** tab, find the list you wish to segment and then click **Groups**.



2. Check **Add groups to my list**, and give your group a title, like “Which of my products would you like to get information about?” This is what readers will see in your subscribe form.



3. Choose a Field Type. Checkboxes allow more than one group to be selected; radio buttons and drop-down allow only one group to be selected. Drop-down is better than radio buttons when you have lots of options.

group title

Which items would you like to receive information about?
Example: "I'm interested in ..." or "Subscribe me to these mailing lists"

field type

Checkboxes [info](#)

- ✖ Velcro Bananas
- ✖ Banana Scarves
- ✖ Banana Postcards
- ✖ I want to be updated on everything!

+ add group

save cancel

4. Click **Add group** and title your new group. If you're segmenting your list by specific products you offer, you could create groups called Velcro bananas, Banana Scarves, Banana Postcards, and Everything!

After you've set up your groups, you can create separate campaigns that target each group. Lets say you want to send this email only to people who are interested in Velcro Bananas.

1. First, select **Create Regular Ol' Campaign**.
2. On the next screen, choose the appropriate segment or segments by clicking **Send to segment of this list** and choose "is interested in one of" whichever group is appropriate. For this segmentation, you'd want to sent to people who are interested in any of the following: "Velcro Bananas" or "Everything!" You can select multiple options at one time by holding down the command key as you click each option (if you're on a Mac) or holding down the CTRL key as you click each option (if you're on a PC).

which list would you like to send this campaign to?

Amy's Etsy List (0 recipients) [cancel segment](#) [send to entire list](#)

match any of the following:

Is Interested In one of

- Velcro Bananas
- Banana Scarves
- Banana Postcards
- I want to be updated

+ add condition

show me how to segment lists

[cancel segment](#) [use this segment](#)

Campaign will go to 0 in this segment [view segment](#) [refresh count](#)

3. On the campaign preferences screen, give your campaign a descriptive title like “Velcro Banana Interests” so you can differentiate it from your other campaigns
4. MailChimp allows you to segment by lots of things besides just interests. For example, if you collect zip codes on your signup form, you can segment your list & send campaigns only to certain zip codes. So, when you’re going to a craft fair in Baltimore, you can send an email campaign out just to your subscribers in that area.

That’s it—you segmented your list! From here you continue creating your campaign just like any other campaign, and your subscribers will get only the information they want.

If you’ve added groups to your list and you’re using a MailChimp signup form, the interest groups will be automatically added to the form for people to indicate their interest as they sign up. To double-check, go to **Create Forms** under the **Lists** tab, and you can see what your form looks like.

Now you know how to use the features and tools MailChimp provides, and your email marketing is off to a good start. Check out the next section for some useful resources for Etsy sellers. Happy crafting!

RESOURCES

MailChimp has lots of resources available to you if you have additional questions after reading this guide.

Getting Started Videos

Check out our comprehensive series of entertaining video demos from the MailChimp Training Academy. They'll take you through everything from building campaigns to using merge tags.

MailChimp Blog

We've got a great blog on our site that covers all kinds of helpful tips and tricks for getting the most out of our product.

Online Training

MailChimp offers help creating your first email campaign with a 45-minute "Getting Started" webinar every Tuesday and Thursday at 11am and 4pm ET. The webinars are designed for first-time MailChimp subscribers with helpful advice on how to get started. We also offer webinars on more specific topics like MailChimp for Bloggers or how to Get Social with MailChimp. Check out the [webinar schedule](#) for specific dates and times.

If you have any questions that weren't addressed here, feel free to contact our support team at mailchimp.com/support. We'll be happy to help you.