

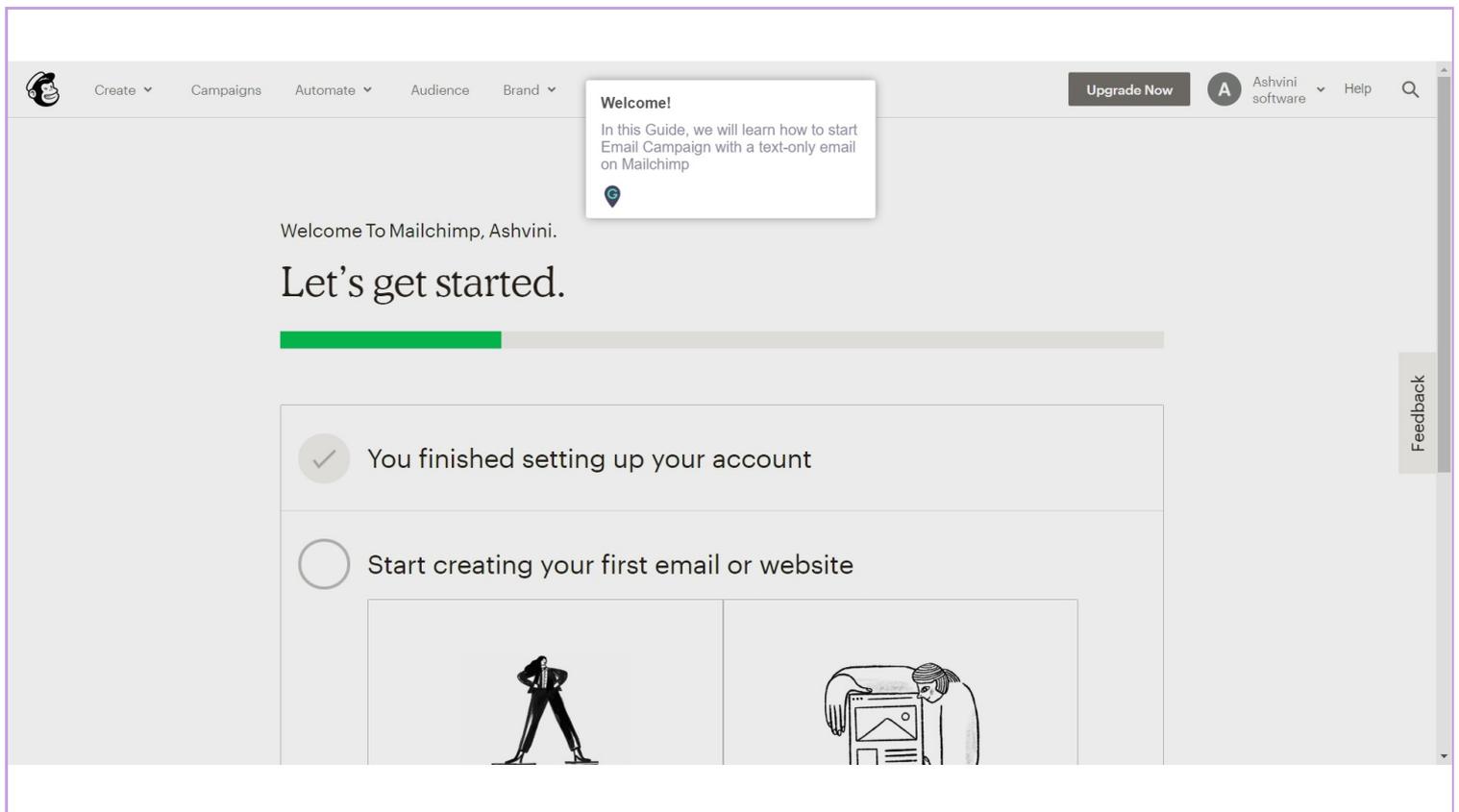


How to start Email Campaign with a text-only email on Mailchimp

Step: 01

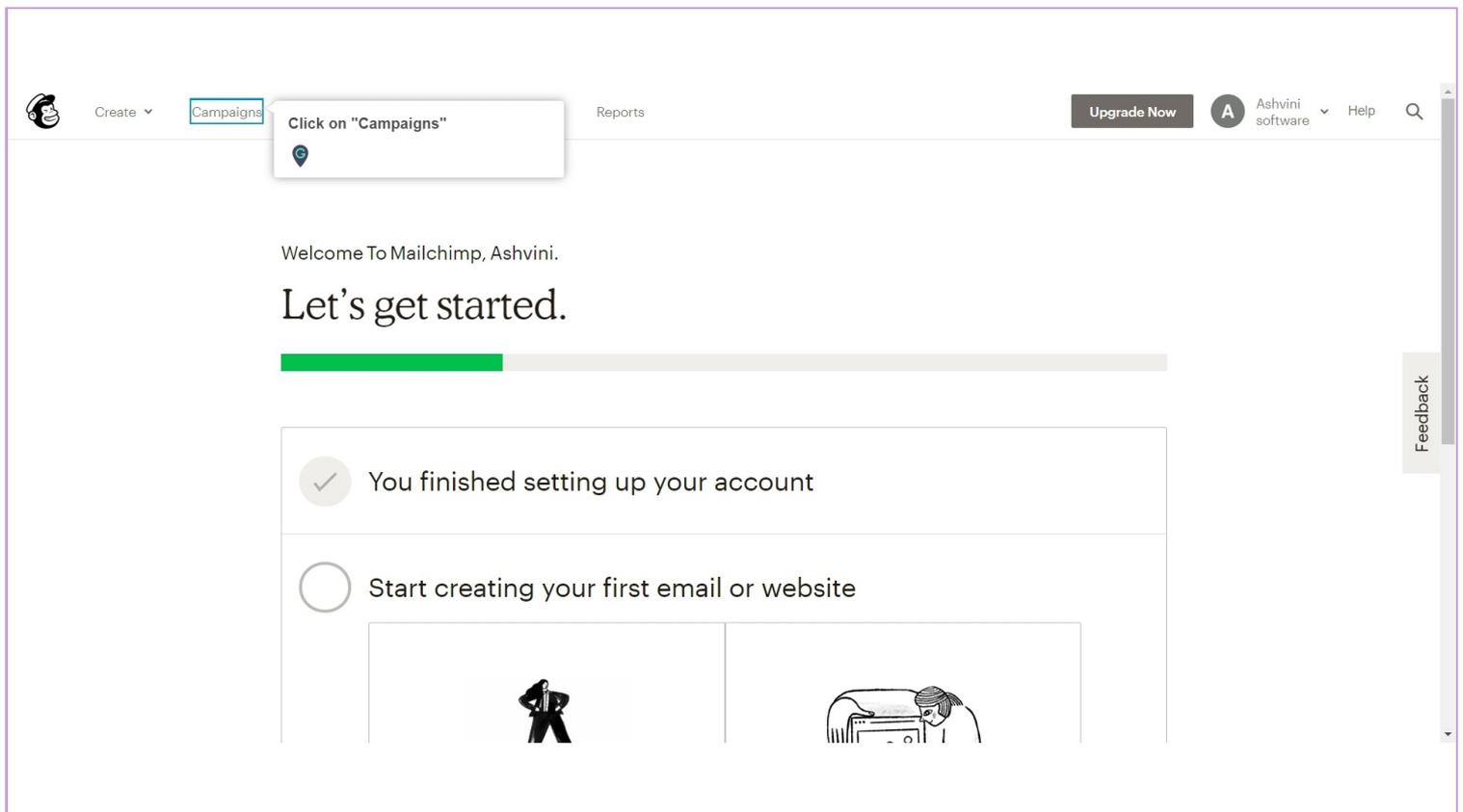
Welcome!

In this Guide, we will learn how to start Email Campaign with a text-only email on Mailchimp



Step: 02

Click on "Campaigns"



The screenshot shows the Mailchimp dashboard interface. At the top, there is a navigation bar with a 'Create' dropdown menu, a 'Campaigns' button (highlighted with a red box), and a 'Reports' link. A tooltip box is positioned over the 'Campaigns' button, containing the text 'Click on "Campaigns"' and a location pin icon. To the right of the navigation bar are links for 'Upgrade Now', 'Ashvini software' (with a dropdown arrow), and 'Help', along with a search icon. Below the navigation bar, the main content area displays a welcome message: 'Welcome To Mailchimp, Ashvini. Let's get started.' followed by a progress bar. The progress bar is partially filled with green. Below the progress bar, there are two checklist items: 'You finished setting up your account' (with a checked radio button) and 'Start creating your first email or website' (with an unchecked radio button). Under the second item, there are two icons: one of a person standing and another of a person sitting at a desk with a laptop. On the right side of the dashboard, there is a vertical 'Feedback' button.

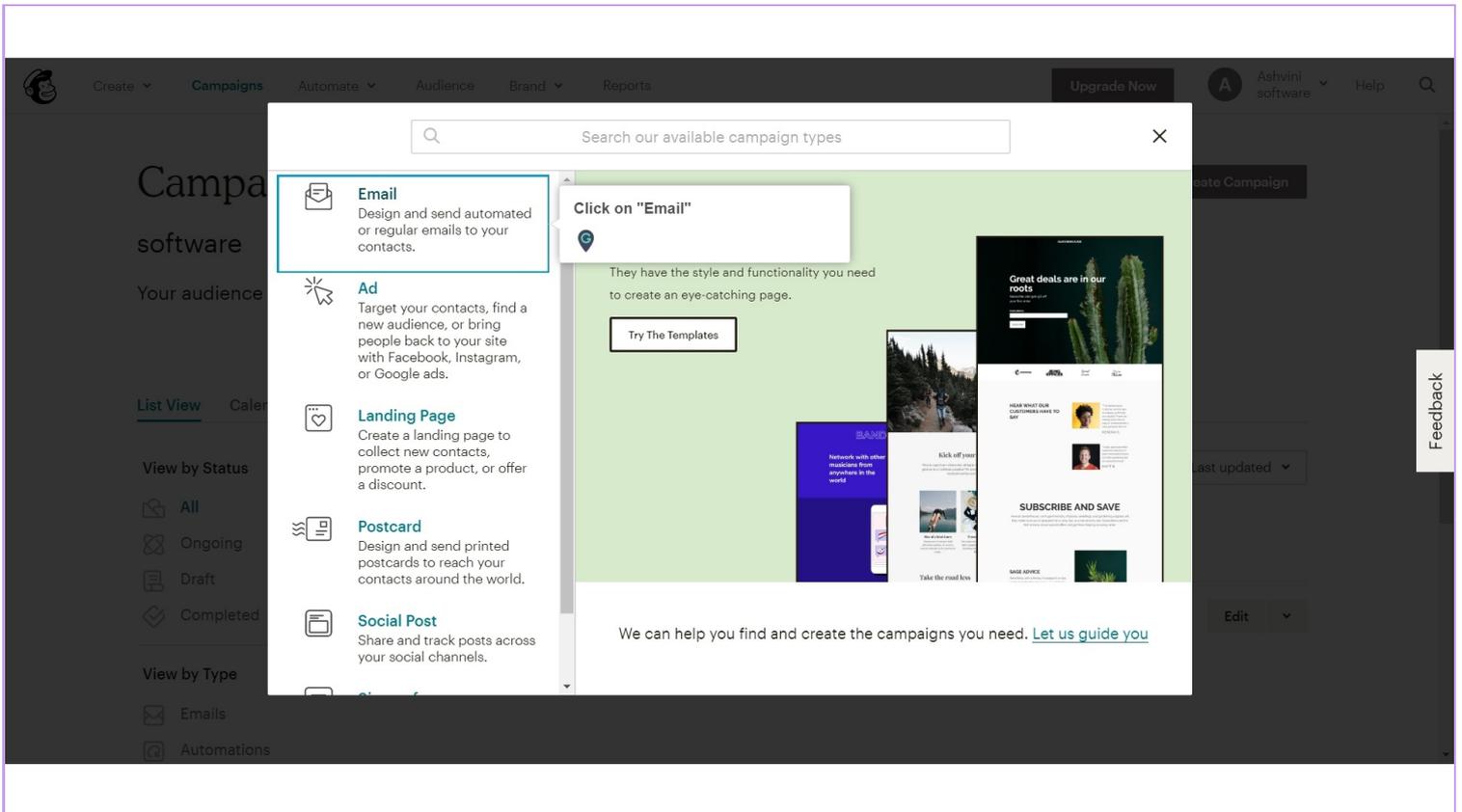
Step: 03

Click on "Create Campaign"

The screenshot shows the 'Campaigns' software interface. At the top, there is a navigation bar with 'Create', 'Campaigns', 'Automate', 'Audience', 'Brand', and 'Reports'. On the right, there is an 'Upgrade Now' button, a user profile for 'Ashvini software', and a 'Help' link. The main heading is 'Campaigns software'. Below this, it states 'Your audience has 1 contacts. 1 of these are subscribers.' There are two view options: 'List View' (selected) and 'Calendar View'. On the left, there are filters for 'View by Status' (All, Ongoing, Draft, Completed) and 'View by Type' (Emails, Automations). A search bar is present with the text 'Find a campaign by name or type'. Below the search bar, it says 'You can also search by [all audiences](#).' Under the heading 'This Week (1)', there is one campaign entry: 'DEMO Facebook ad' with a 'Draft' status and an 'Edit' button. A callout box with a blue location pin icon points to the 'Create Campaign' button in the top right corner, with the text 'Click on "Create Campaign"'. A vertical 'Feedback' button is on the right side of the interface.

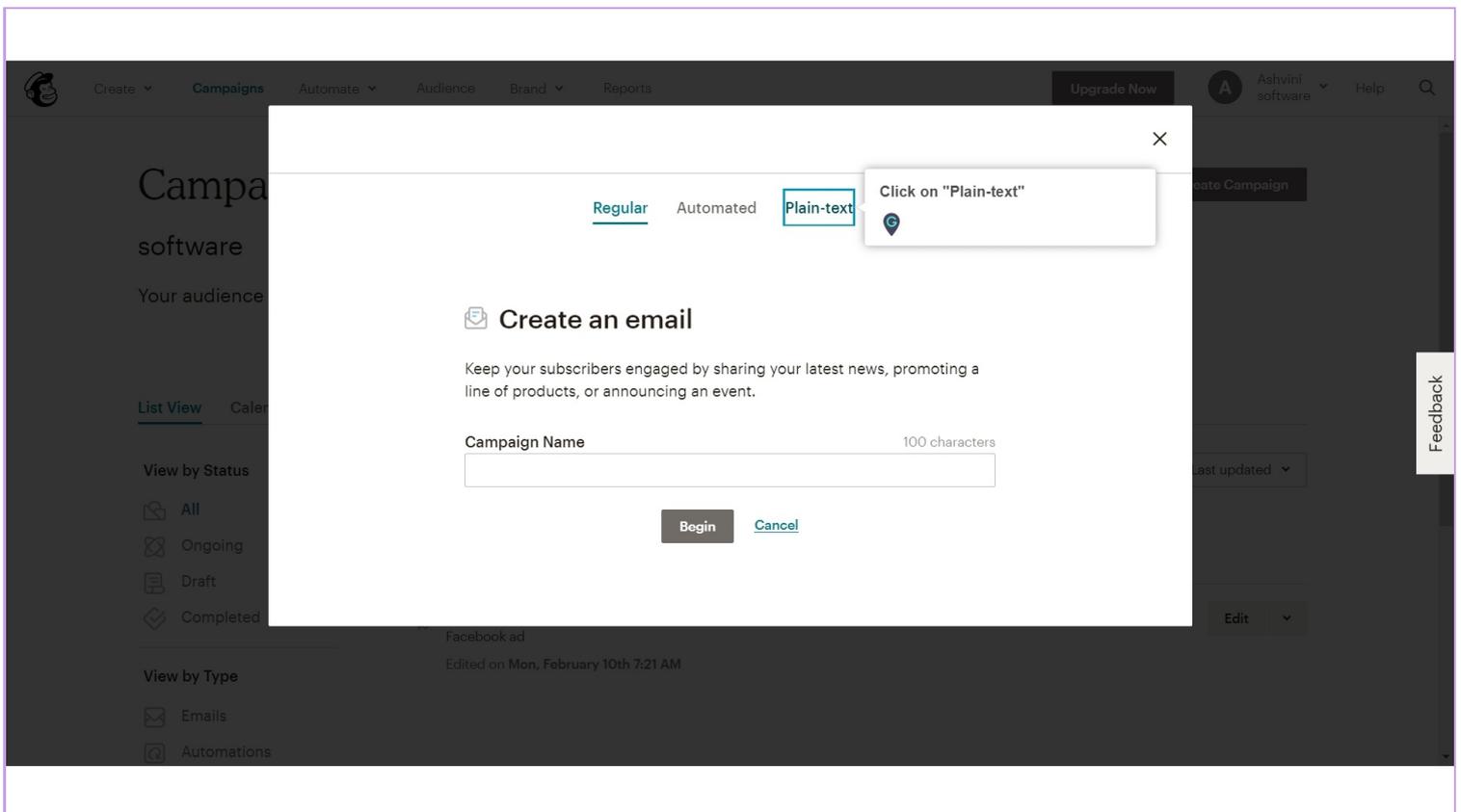
Step: 04

Click on "Email"



Step: 05

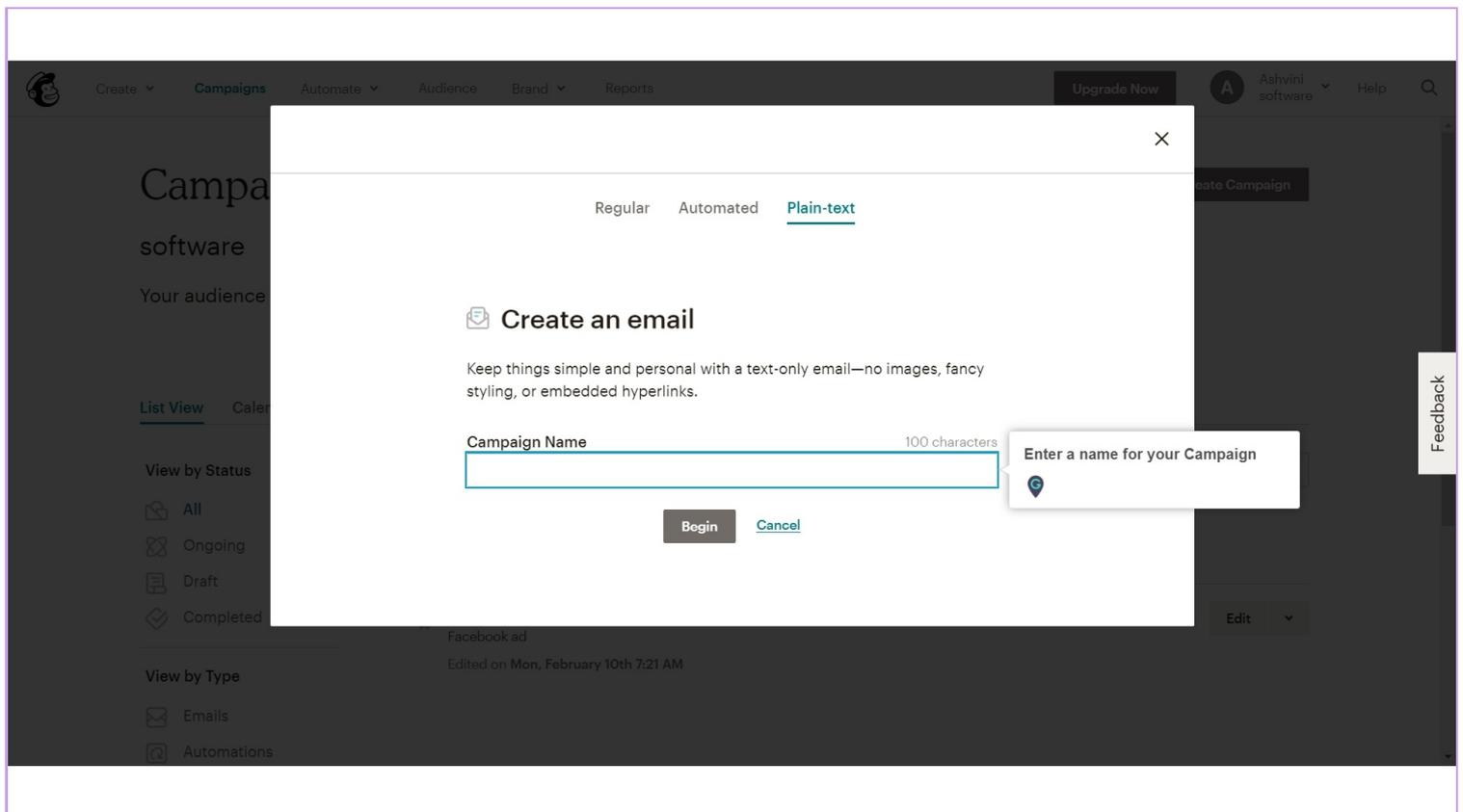
Click on "Plain-text"



The screenshot shows a software interface for creating an email campaign. A modal dialog titled "Create an email" is open, featuring three tabs: "Regular", "Automated", and "Plain-text". The "Plain-text" tab is selected and highlighted with a red box. A tooltip with a location pin icon and the text "Click on 'Plain-text'" points to this tab. Below the tabs, there is a text input field for "Campaign Name" with a "100 characters" limit. At the bottom of the dialog are "Begin" and "Cancel" buttons. The background interface includes a navigation menu with options like "Campaigns", "Automate", "Audience", "Brand", and "Reports", and a sidebar with "View by Status" and "View by Type" filters.

Step: 06

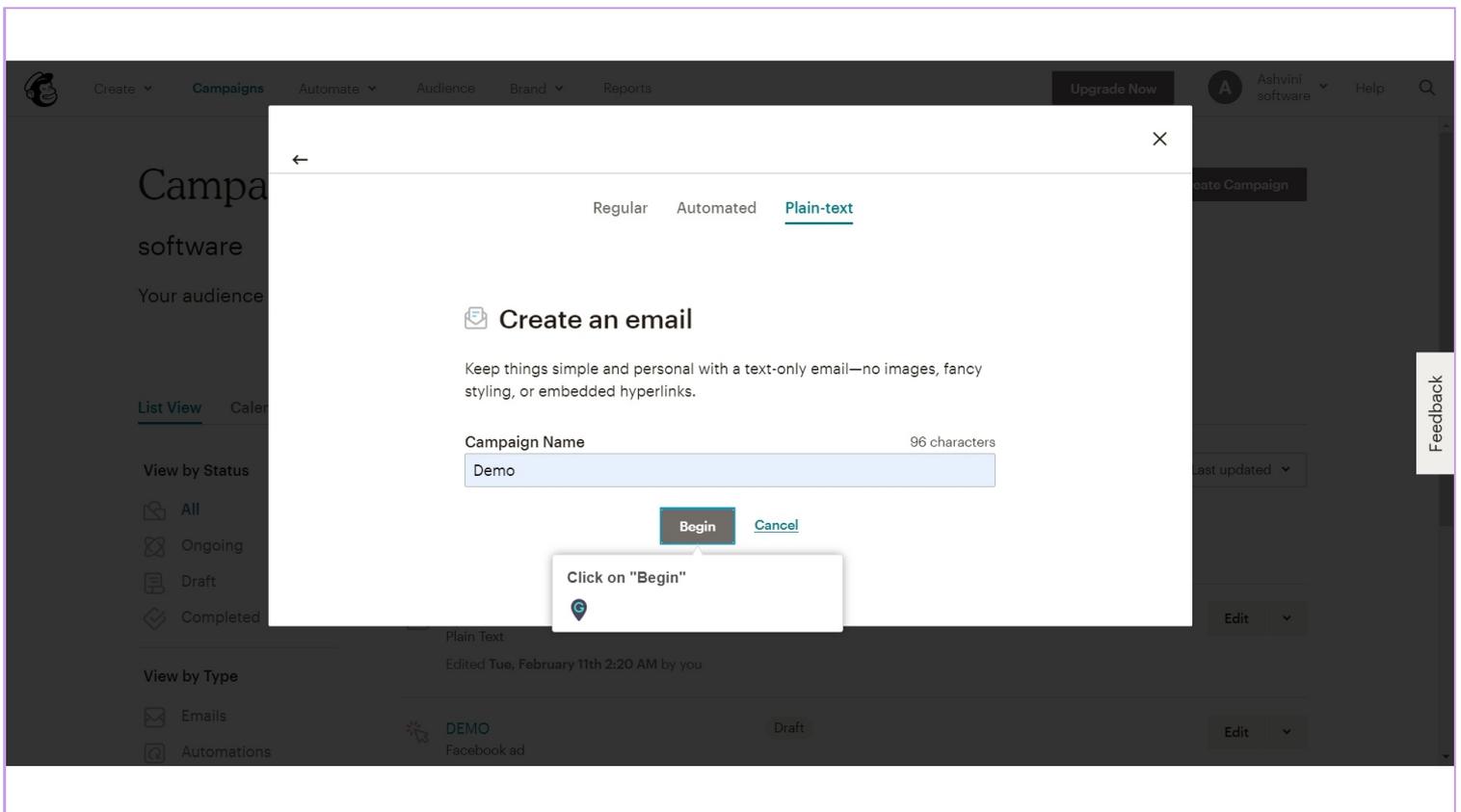
Enter a name for your Campaign



The screenshot shows a software interface for creating a campaign. A modal dialog box titled "Create an email" is open, with tabs for "Regular", "Automated", and "Plain-text" (which is selected). The dialog contains the following text: "Keep things simple and personal with a text-only email—no images, fancy styling, or embedded hyperlinks." Below this is a text input field labeled "Campaign Name" with a "100 characters" limit. At the bottom of the dialog are "Begin" and "Cancel" buttons. A tooltip with a location pin icon and the text "Enter a name for your Campaign" is positioned over the input field. The background interface includes a top navigation bar with "Create", "Campaigns", "Automate", "Audience", "Brand", and "Reports" menus, and a user profile for "Ashvini software". A sidebar on the left shows "View by Status" (All, Ongoing, Draft, Completed) and "View by Type" (Emails, Automations). A "Feedback" button is visible on the right edge of the interface.

Step: 07

Click on "Begin"



The screenshot shows a software interface with a dark theme. A modal dialog box titled "Create an email" is open in the center. The dialog has a back arrow on the top left and a close 'X' on the top right. Below the title, there are three tabs: "Regular", "Automated", and "Plain-text" (which is selected and underlined). The main text in the dialog reads: "Keep things simple and personal with a text-only email—no images, fancy styling, or embedded hyperlinks." Below this is a text input field labeled "Campaign Name" with a character count of "96 characters". The field contains the text "Demo". At the bottom of the dialog are two buttons: "Begin" (highlighted with a blue border) and "Cancel". A small tooltip with a location pin icon and the text "Click on 'Begin'" is positioned over the "Begin" button. The background interface shows a navigation menu on the left with options like "Campaigns", "Automate", "Audience", "Brand", and "Reports". A "Feedback" button is visible on the right side of the interface.

Step: 08

Here, you can choose your audience either from your segments or from pre-built groups

software (1 subscribers)

Here, you can choose your audience either from your segments or from pre-built groups

Entire audience Segment or tag Group or new segment

1 recipients. Everyone in your audience will receive this email.

Tip: Segmented campaigns see an average [14.99% increase in click rate](#) over non-segmented campaigns. To send this campaign to a specific target audience, try our **pre-built segments** or create one of your own.

Recipients > Setup > Plain-Text > Confirm Next >

Step: 09

Click on "Next" button to move forward

The screenshot shows a campaign setup interface. At the top left, there is a logo and the word "Demo". At the top right, there are links for "Help" and "Save and Exit". The main heading is "software (1 subscribers)". Below this, there are three radio button options: "Entire audience" (selected), "Segment or tag", and "Group or new segment". A message states "1 recipients. Everyone in your audience will receive this email." A tip box contains the text: "Tip: Segmented campaigns see an average 14.99% increase in click rate over non-segmented campaigns. To send this campaign to a specific target audience, try our pre-built segments or create one of your own." At the bottom, there is a breadcrumb trail: "Recipients > Setup > Plain-Text > Confirm". A "Next >" button is located at the bottom right. A callout box with a location pin icon points to the "Next" button and contains the text: "Click on 'Next' button to move forward".

Step: 10

Add details to your Campaign

 Demo Help Save and Exit ▾

Campaign info

Add details to your Campaign

Campaign name
Demo
Internal use only. Ex: "Newsletter Test#4"

Email subject 150 characters remaining
 
[How do I write a good subject line? • Emoji support](#)

Preview text 150 characters remaining
 
This snippet will appear in the inbox after the subject line.

From name 93 characters remaining
Ashvini
Use something subscribers will instantly recognize, like your company name.

From email address

Use Conversations to manage replies
When enabled, we'll generate a special reply-to address for your campaign. We'll filter "out of office" replies, then thread conversations into your subscribers' profiles and display them in reports.

Personalize the "To" field
Include the recipient's name in the message using [merge tags](#) to make it more personal and help avoid spam filters. For example, *|FNAME|* *|LNAME|* will show "To: Bob Smith" in the email instead of "To: bob@example.com". This is more personal and may help avoid spam filters.

< Back Recipients > Setup > Plain-Text > Confirm Next >

Step: 11

Manage how you want to track the audience

Tracking

Track opens Not available for plain-text campaigns
Discover who opens your campaigns by tracking the number of times an invisible web beacon embedded in the campaign is downloaded. [Learn more](#)

Track HTML clicks Not available in plain-text
This campaign is plain-text, so HTML links don't exist.
Discover which campaign links were clicked, how many times they were clicked, and who did the clicking.

Track plain-text clicks
Track clicks in your email by replacing all links with tracking URLs. [Learn more](#)

Google Analytics link tracking Google Integration or Shopify must be enabled
Track clicks from your campaigns all the way to purchases on your website. Requires [Google Analytics](#) on your website or [Shopify Integration](#).

E-commerce link tracking
Track visitors to your website from your Mailchimp campaigns, capture order information, and pass that information back to Mailchimp. Then you can view purchase details, conversions, and total sales on the reports page. You can also set up segments based on your subscribers' purchase activity. [Learn more](#)

ClickTale link tracking
Gain insight to how subscribers interact with your email content. Requires [ClickTale](#) on your website.

Track stats in Salesforce
First, [enable Salesforce](#) in Account > Integrations.

Social media

Auto-tweet after sending

Auto-post to Facebook after sending

< Back Recipients > Setup > Plain-Text > Confirm Next >

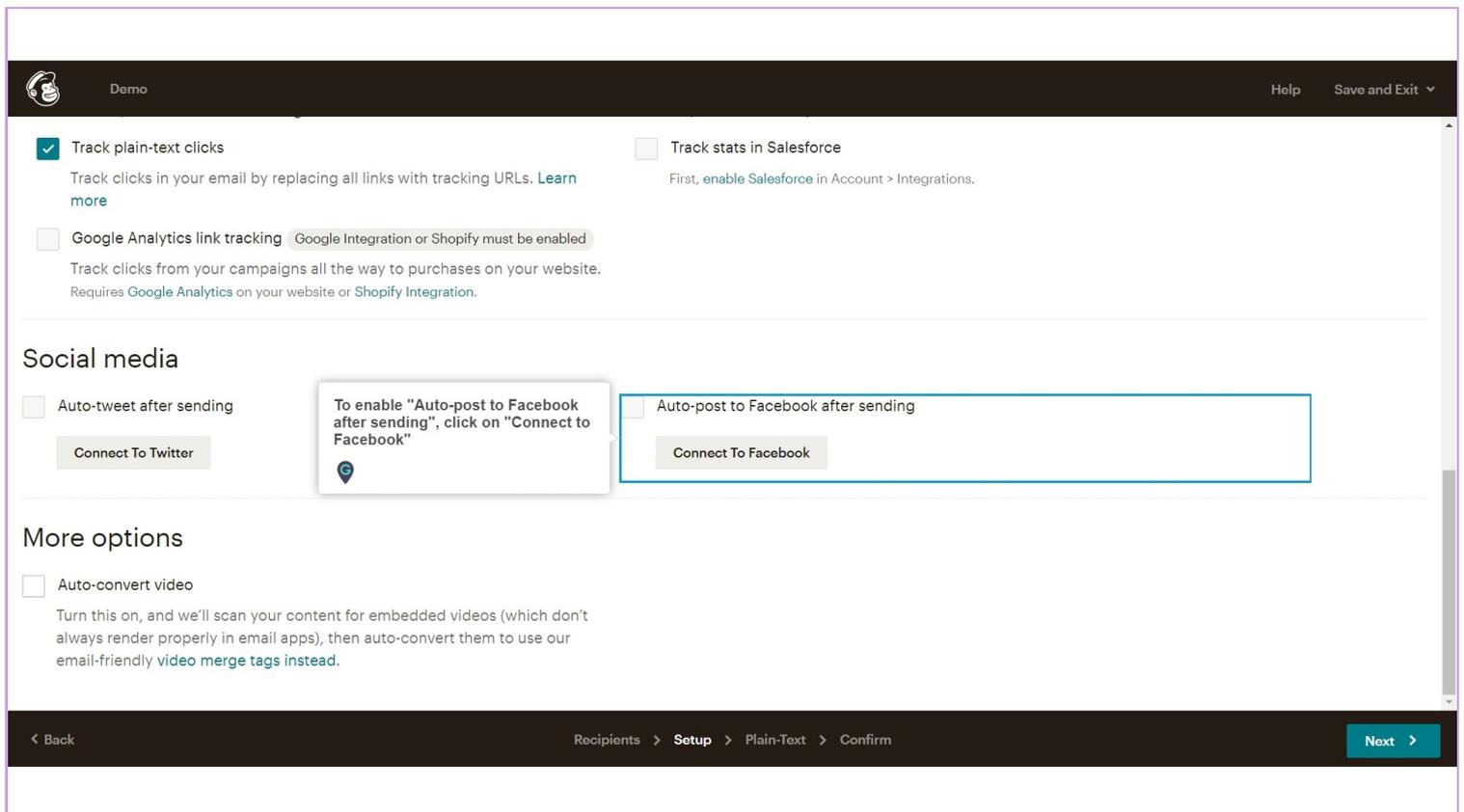
Step: 12

To enable "Auto-tweet after sending", click on "Connect to Twitter"

The screenshot shows a web interface for email setup. At the top, there is a dark header with a logo, the word "Demo", and links for "Help" and "Save and Exit". Below the header, there are several settings sections. The first section includes "Track plain-text clicks" (checked), "Track stats in Salesforce" (unchecked), and "Google Analytics link tracking" (unchecked). The "Social media" section is highlighted with a blue border and contains two options: "Auto-tweet after sending" (unchecked) and "Auto-post to Facebook after sending" (unchecked). The "Auto-tweet after sending" option has a "Connect To Twitter" button next to it, which is highlighted with a red box. A callout box points to this button with the text: "To enable 'Auto-tweet after sending', click on 'Connect to Twitter'". Below the social media options, there is a section for "Turn this on, and we'll scan your content for embedded videos...". At the bottom, there is a dark footer with navigation links: "< Back", "Recipients > Setup > Plain-Text > Confirm", and a "Next >" button.

Step: 13

To enable "Auto-post to Facebook after sending", click on "Connect to Facebook"



The screenshot displays the 'Setup' page for 'Plain-Text' email campaigns. The 'Social media' section is active, showing options for 'Auto-tweet after sending' and 'Auto-post to Facebook after sending'. A callout box with a location pin icon points to the 'Connect To Facebook' button, with the text: 'To enable "Auto-post to Facebook after sending", click on "Connect to Facebook"'. The 'Connect To Facebook' button is highlighted with a red rectangle. The 'Auto-tweet after sending' button is labeled 'Connect To Twitter'. The 'More options' section includes 'Auto-convert video'. The bottom navigation bar shows the current step is 'Setup' in the sequence: Recipients > Setup > Plain-Text > Confirm. A 'Next >' button is visible in the bottom right corner.

Track plain-text clicks Track stats in Salesforce

Track clicks in your email by replacing all links with tracking URLs. [Learn more](#) First, [enable Salesforce](#) in Account > Integrations.

Google Analytics link tracking Google Integration or Shopify must be enabled

Track clicks from your campaigns all the way to purchases on your website. Requires [Google Analytics](#) on your website or [Shopify Integration](#).

Social media

Auto-tweet after sending [Connect To Twitter](#)

To enable "Auto-post to Facebook after sending", click on "Connect to Facebook"

Auto-post to Facebook after sending [Connect To Facebook](#)

More options

Auto-convert video

Turn this on, and we'll scan your content for embedded videos (which don't always render properly in email apps), then auto-convert them to use our email-friendly [video merge tags](#) instead.

< Back Recipients > **Setup** > Plain-Text > Confirm [Next >](#)

Step: 14

You can turn on this "Auto-convert video" option if you want your content for embedded videos, to be auto-converted and to be used for Mailchimp's email-friendly video merge tags

Track plain-text clicks
Track clicks in your email by replacing all links with tracking URLs. [Learn more](#)

Track stats in Salesforce
First, [enable Salesforce](#) in Account > Integrations.

Google Analytics link tracking Google Integration or Shopify must be enabled
Track clicks from your campaigns all the way to purchases on your website. Requires [Google Analytics](#) on your website or [Shopify Integration](#).

Social media

Auto-tweet after sending [Connect To Twitter](#)

Auto-post to Facebook after sending [Connect To Facebook](#)

More options

Auto-convert video
Turn this on, and we'll scan your content for embedded videos (which don't always render properly in email apps), then auto-convert them to use our email-friendly [video merge tags](#) instead.

You can turn on this "Auto-convert video" option if you want your content for embedded videos, to be auto-converted and to be used for Mailchimp's email-friendly video merge tags

< Back Recipients > Setup > Plain-Text > Confirm Next >

Step: 15

Click on "Next"

The screenshot shows a web-based setup interface for an email campaign. At the top, there is a dark header with a logo on the left, the word "Demo" in the center, and "Help" and "Save and Exit" on the right. Below the header, there are several sections of settings:

- Track plain-text clicks:** A checked checkbox. Description: "Track clicks in your email by replacing all links with tracking URLs. [Learn more](#)".
- Track stats in Salesforce:** An unchecked checkbox. Description: "First, [enable Salesforce](#) in Account > Integrations."
- Google Analytics link tracking:** An unchecked checkbox. Description: "Track clicks from your campaigns all the way to purchases on your website. Requires [Google Analytics](#) on your website or [Shopify Integration](#)". A grey tooltip above it says "Google Integration or Shopify must be enabled".

Below these is a section titled "Social media":

- Auto-tweet after sending:** An unchecked checkbox. Below it is a grey button labeled "Connect To Twitter".
- Auto-post to Facebook after sending:** An unchecked checkbox. Below it is a grey button labeled "Connect To Facebook".

Next is a section titled "More options":

- Auto-convert video:** A checked checkbox. Description: "Turn this on, and we'll scan your content for embedded videos (which don't always render properly in email apps), then auto-convert them to use our email-friendly [video merge tags](#) instead."

At the bottom, there is a dark navigation bar with a breadcrumb trail: "< Back" on the left, and "Recipients > Setup > Plain-Text > Confirm" in the center. On the right side of this bar, there is a blue button labeled "Next >". A white callout box with a blue location pin icon points to the "Next" button and contains the text "Click on 'Next'".

Step: 16

Enter your content on the left panel

--- ENTER YOUR CONTENT HERE ---
=====

|LIST:DESCRIPTION|

Unsubscribe *|EMAIL|* from this list:
|UNSUB|

Our mailing address is:
|LIST:ADDRESS|

Our telephone:
|LIST:PHONE|

Forward this email to a friend:
|FORWARD|

Update your profile:
|UPDATE_PROFILE|

Enter your content on the left panel

Plain-text message

Enter the content of your email on the left.

[> Merge tag cheat sheet for audience software](#)

Content Studio

< Back Recipients > Setup > Plain-Text > Confirm Next >

Step: 17

From here you can merge tag cheat sheet for audience

--- ENTER YOUR CONTENT HERE ---
=====

|LIST:DESCRIPTION|

Unsubscribe *|EMAIL|* from this list:
|UNSUB|

Our mailing address is:
|LIST:ADDRESS|

Our telephone:
|LIST:PHONE|

Forward this email to a friend:
|FORWARD|

Update your profile:
|UPDATE_PROFILE|

From here you can merge tag cheat sheet for audience

Plain-text message

Enter the content of your email on the left.

> Merge tag cheat sheet for audience software

Content Studio

< Back Recipients > Setup > Plain-Text > Confirm Next >

Step: 18

Click on "Content Studio" to upload media files

--- ENTER YOUR CONTENT HERE ---
=====

|LIST:DESCRIPTION|

Unsubscribe *|EMAIL|* from this list:
|UNSUB|

Our mailing address is:
|LIST:ADDRESS|

Our telephone:
|LIST:PHONE|

Forward this email to a friend:
|FORWARD|

Update your profile:
|UPDATE_PROFILE|

Plain-text message

Enter the content of your email on the left.

[> Merge tag cheat sheet for audience software](#)

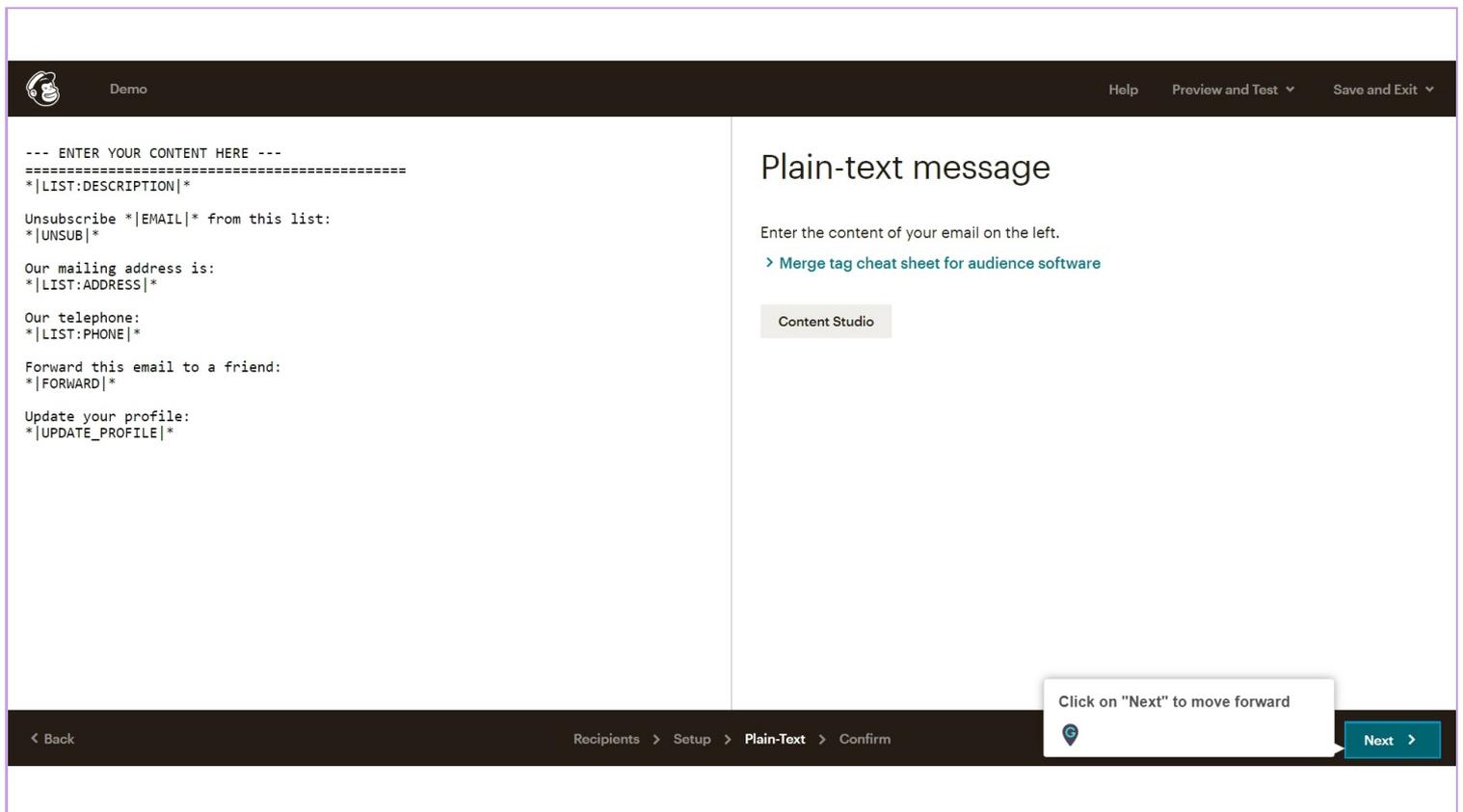
Content Studio

Click on "Content Studio" to upload media files

< Back Recipients > Setup > **Plain-Text** > Confirm Next >

Step: 19

Click on "Next" to move forward



The screenshot shows a web interface for editing a plain-text message. The top navigation bar includes a logo, the word "Demo", and links for "Help", "Preview and Test", and "Save and Exit". The main content area is split into two columns. The left column contains a code editor with the following text:
--- ENTER YOUR CONTENT HERE ---
=====
|LIST:DESCRIPTION|

Unsubscribe *|EMAIL|* from this list:
|UNSUB|

Our mailing address is:
|LIST:ADDRESS|

Our telephone:
|LIST:PHONE|

Forward this email to a friend:
|FORWARD|

Update your profile:
|UPDATE_PROFILE|

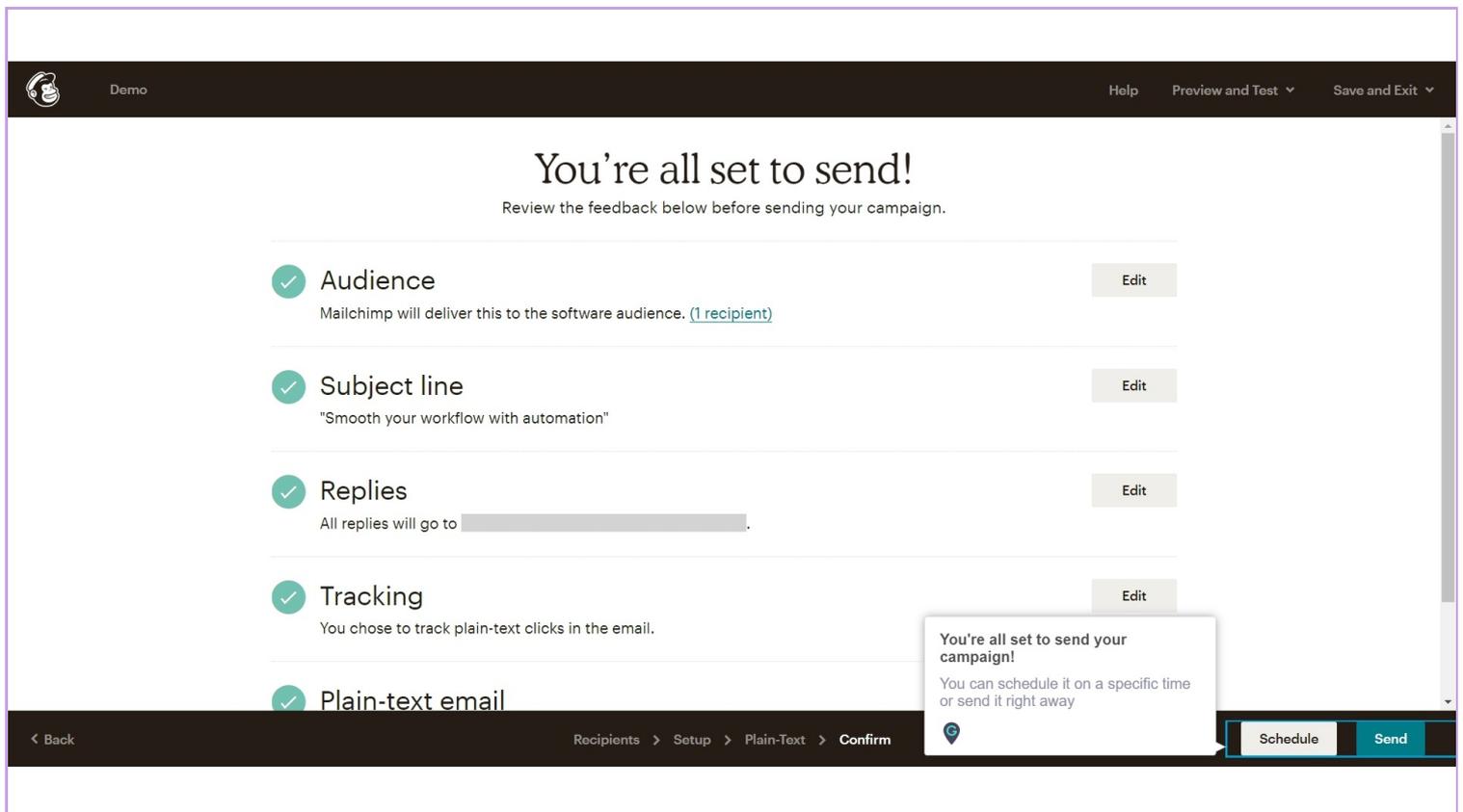
The right column is titled "Plain-text message" and contains the instruction "Enter the content of your email on the left." followed by a link: [Merge tag cheat sheet for audience software](#). Below this is a "Content Studio" button.

At the bottom, a dark navigation bar contains a breadcrumb trail: < Back Recipients > Setup > Plain-Text > Confirm. A "Next >" button is located on the right side of this bar. A tooltip above the button says "Click on 'Next' to move forward".

Step: 20

You're all set to send your campaign!

You can schedule it on a specific time or send it right away



The screenshot shows the Mailchimp campaign setup confirmation interface. At the top, there is a navigation bar with a logo, 'Demo', 'Help', 'Preview and Test', and 'Save and Exit'. The main heading reads 'You're all set to send!' with a sub-heading 'Review the feedback below before sending your campaign.' Below this, there are five checklist items, each with a green checkmark and an 'Edit' button:

- Audience:** Mailchimp will deliver this to the software audience. (1 recipient)
- Subject line:** "Smooth your workflow with automation"
- Replies:** All replies will go to [redacted].
- Tracking:** You chose to track plain-text clicks in the email.
- Plain-text email:**

A callout box on the right side of the checklist items contains the text: 'You're all set to send your campaign! You can schedule it on a specific time or send it right away'. At the bottom of the screen, there is a breadcrumb trail: '< Back Recipients > Setup > Plain-Text > Confirm', and two buttons: 'Schedule' and 'Send'.

Thank You!

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