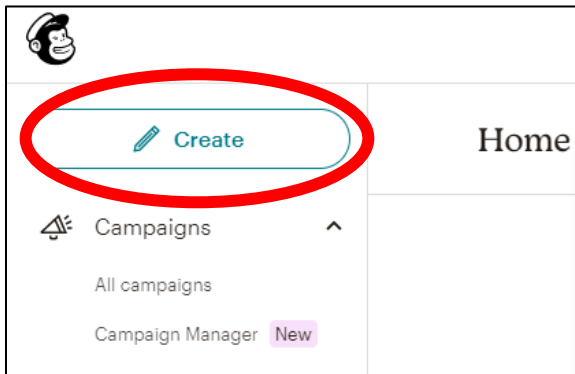
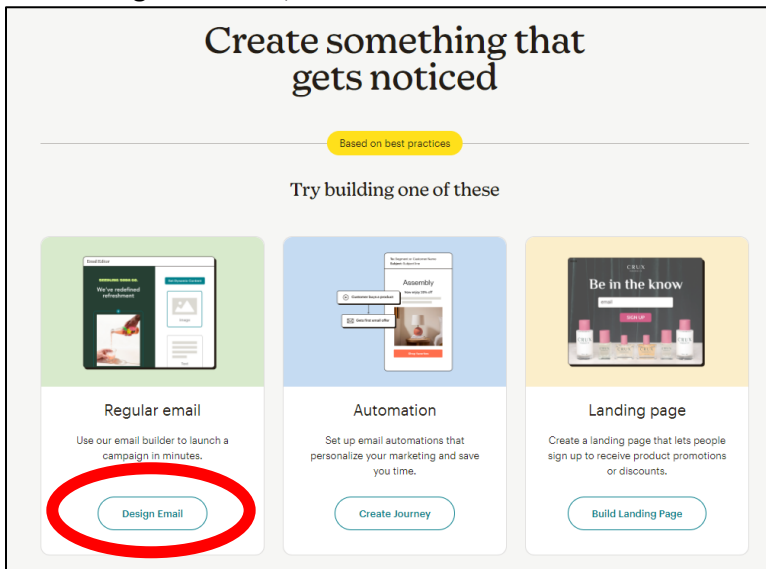


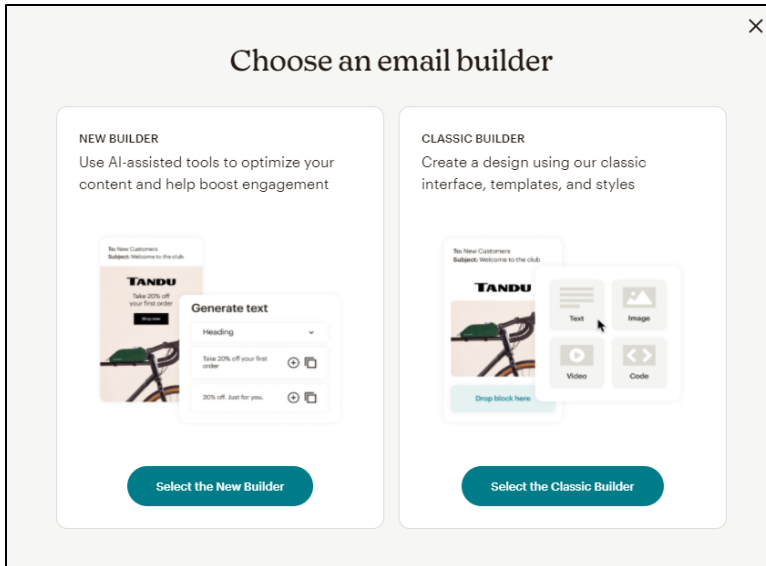
How to Send an eBlast in MailChimp

1. Download asset from BrandBox (The following files are provided for your convenience)
 - a. HTML
 - b. TXT
 - c. PDF
 - d. Subject Lines
2. Go to your web browser and open up MailChimp (<https://mailchimp.com/>)
3. Log in to your account
4. Click “Create” on the left side of the homepage

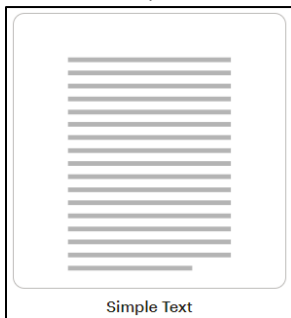


5. Select “Regular Email”, and then select “Classic Builder” on the pop-up screen

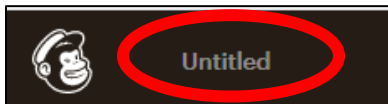




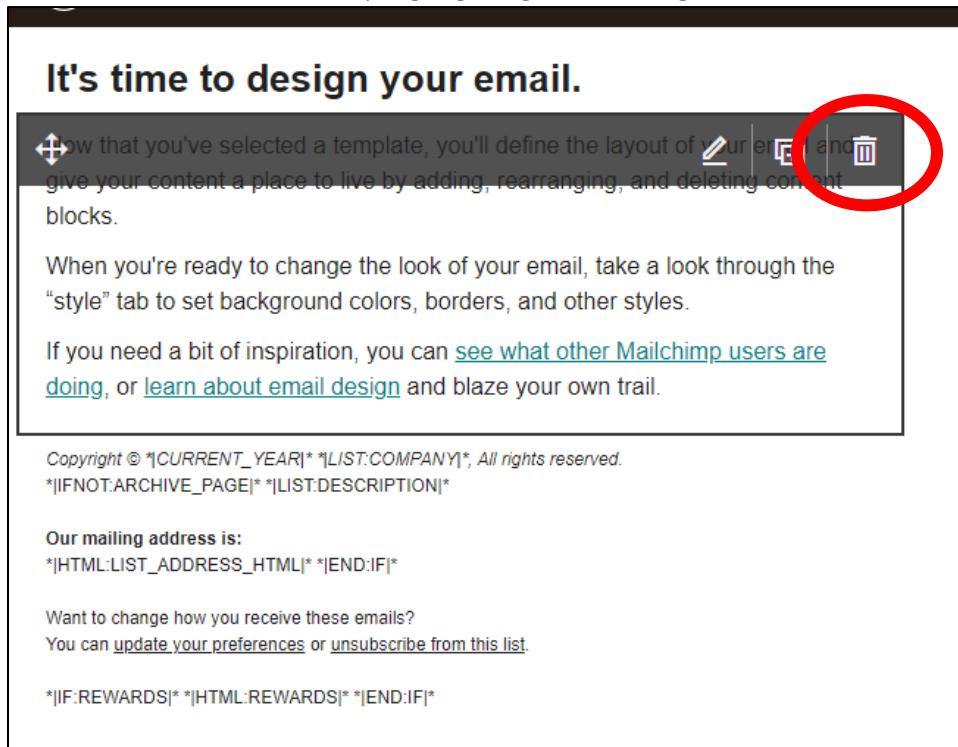
6. Select "Simple Text" template



7. Update the "Campaign Name" in the header bar



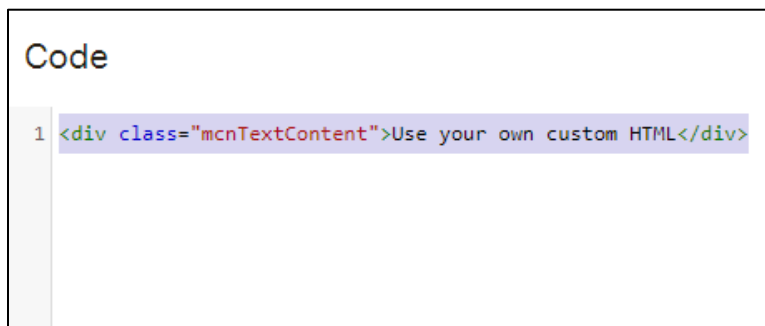
8. Remove all content blocks by highlighting and clicking the trash can icon



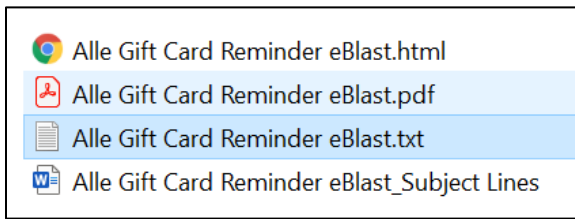
9. Drag "Code" content block to the blank template



10. Highlight current html copy and click delete



11. Open up the assets downloaded from BrandBox and locate the “txt” file



12. Open the txt file and copy all text

```
Alle Gift Card Reminder eBlast.txt - Notepad
File Edit Format View Help
<!DOCTYPE html>
<html lang="en">

<head>
    <meta http-equiv="Content-Type" content="text/html; charset=UTF-8">
    <meta name="viewport" content="width=device-width, initial-scale=1">
    <meta http-equiv="X-UA-Compatible" content="IE=edge">
    <meta name="format-detection" content="telephone=no">
    <title></title>

    <style type="text/css">
        u + #body a {
            color: inherit !important;
            text-decoration: underline !important;
            font-size: inherit !important;
            font-family: inherit !important;
            font-weight: inherit !important;
            line-height: inherit !important;
        }
        #MessageViewBody a {
            color: inherit !important;

            font-size: inherit !important;
            font-family: inherit !important;
            font-weight: inherit !important;

```

13. Go back to MailChimp Contact and paste the text into the html editor

Code

Set Dynamic Content

```
1 <!DOCTYPE html>
2 <html lang="en">
3
4 <head>
5   <meta http-equiv="Content-Type" content="text/html; charset=UTF-8">
6   <meta name="viewport" content="width=device-width, initial-scale=1">
7   <meta http-equiv="X-UA-Compatible" content="IE=edge">
8   <meta name="format-detection" content="telephone=no">
9   <title></title>
10
```

14. Update your contact information in the text

```
font-family:Helvetica, Arial, sans-serif; color:#000000; font-size:16px; line-
height:30px;" class="hero_copy mobile_padding15"><b>
201
202
203
204 &lt;Provider name&gt;<br>
205 &lt;Provider phone number&gt;<br>
206 &lt;Provider hours&gt;
207
```

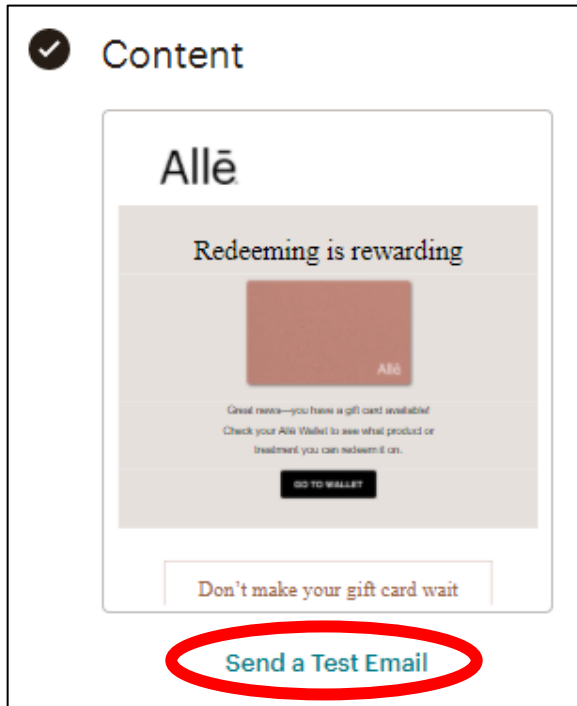
15. Click “Continue”



16. Enter To, From, Subject Line, and Preview Text

- Subject Lines and Preview Text are available in the download folder from BrandBox

17. Send yourself a test email to ensure everything looks good
 - a. If your test email looks good, proceed to the next step
 - b. If your test email does not look good, click the back button to make necessary edits



18. Once all information is complete, click “Send” in the top right corner