

HOW TO UPLOAD YOUR MADIMACK CO-BRANDED EDM TO ANY EMAIL MARKETING TOOL

STEP 1: LOG IN TO YOUR MARKETING TOOL

- Open your web browser and go to your marketing tool's website (e.g., Mailchimp, HubSpot, Constant Contact).
- Enter your username and password to log in to your account.

STEP 2: NAVIGATE TO THE CAMPAIGNS/ EMAILS SECTION

- In the main dashboard, find the section labeled "Campaigns," "Emails," or something similar.
- Click on it to enter the email campaign management area.

STEP 3: CREATE A NEW CAMPAIGN/EMAIL

- Look for a button that says "Create Campaign," "Create Email," "New Campaign," or similar.
- Click on this button to start a new email campaign.

STEP 4: CHOOSE A TEMPLATE OR IMPORT YOUR DESIGN

- **Template Selection:**
If your platform offers templates, select one that closely matches the layout of your email design.
- **Import Design:**
If your graphics team has provided a custom HTML email design, look for an option to import or upload HTML. Click "Import HTML" or similar and upload the HTML file provided by your graphics team.

STEP 5: EDIT AND CUSTOMISE THE EMAIL

- **Add Content:**
If you chose a template, customise it by adding your email content (text, images, links) as per your design.
- **Edit HTML:**
If you imported HTML, preview the design to ensure everything looks correct. Make any necessary adjustments using the HTML editor if available.

STEP 6: ADD RECIPIENTS

- Go to the "Recipients," "Audience," or "Contacts" section.
- Select the list of contacts you want to send the email to.
- If you haven't created a list yet, upload your contact list in the required format (CSV, Excel, etc.).

STEP 7: SET UP EMAIL DETAILS

- **Subject Line:**
Enter a compelling subject line for your email.
- **Sender Information:**
Ensure the sender name and email address are correctly set up.
- **Preheader:**
Add a preheader text if your platform supports it (optional but recommended).

STEP 8: TEST YOUR EMAIL

- Look for a "Preview" or "Test Email" option.
- Send a test email to yourself and any other relevant team members to ensure everything looks correct and links are working.

STEP 9: SCHEDULE OR SEND THE EMAIL

- Once you're satisfied with the test email, look for the "Send" or "Schedule" button.
- If you want to send the email immediately, click "Send."
- If you want to schedule it for later, choose the "Schedule" option and set the desired date and time.

STEP 10: MONITOR AND ANALYSE RESULTS

- After sending, go to the "Reports," "Analytics," or "Campaigns" section of your platform.
- Monitor the performance of your email campaign by checking metrics such as open rates, click-through rates, and conversions.
- Use this data to optimise future email campaigns.