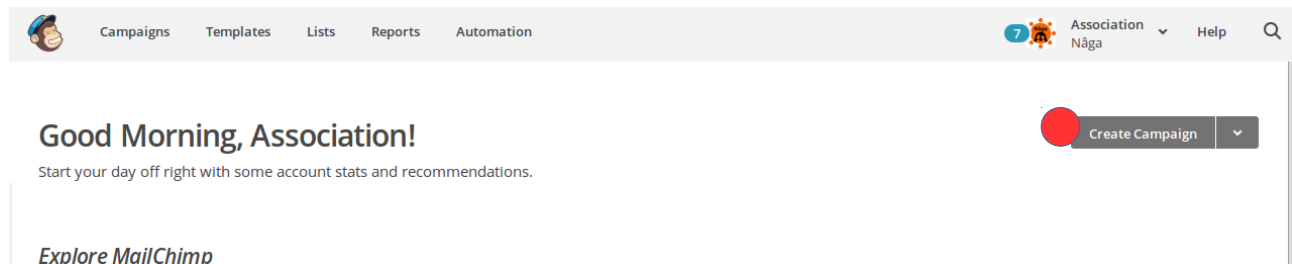


# Lancer une prospection (Important remarque à la fin)

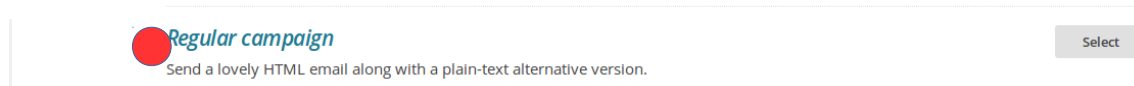
## 1-Créer une campagne



The screenshot shows the MailChimp dashboard. At the top, there is a navigation bar with links for Campaigns, Templates, Lists, Reports, and Automation. On the right, the user's account name 'Association Nâga' and a 'Help' link are visible. A notification banner at the top left says 'Good Morning, Association!' with the text 'Start your day off right with some account stats and recommendations.' Below this, there is a link to 'Explore MailChimp'. On the right side of the dashboard, there is a red circular icon and a 'Create Campaign' button with a dropdown arrow.

## 2-Sélectionner la campagne régulière

### Select A Type Of Campaign To Send:



The screenshot shows the 'Select A Type Of Campaign To Send' screen. There is a single option, 'Regular campaign', which is highlighted with a red circle. The description for this option is 'Send a lovely HTML email along with a plain-text alternative version.' To the right of the option is a 'Select' button.

## 3-Sélectionner la liste de personne (puis Next)

### Who are you sending to?



The screenshot shows the 'Who are you sending to?' screen. On the left, there is a dropdown menu labeled 'Choose a list' with a red circle next to it. The dropdown menu is open, showing a list of subscriber lists:

- Prospection entreprises 2015  
121 subscribers
- etablissements scolaires relance  
642 subscribers
- etablissements scolaires nouveaux  
0 subscribers
- B-linux  
6 subscribers

In the center of the screen, there is the MailChimp logo and the text '©2001-2016 MailChimp® All rights reserved. [Privacy](#) and [Terms](#)'. At the bottom of the screen, there is a dark navigation bar with the following steps: 'Recipients > Setup > Template > Design > Confirm'. On the right side of this bar, there is a red circular icon and a 'Next >' button.

## 4-Sélectionner la liste complète (puis Next)

### Who are you sending to?

Prospection entreprises 2015 ▾

Entire list  Saved or pre-built segment  Group or new segment

121 recipients. Everyone in your list will receive this email.

Recipients > Setup > Template > Design > Confirm

Next >

## 5-Entrer le nom (juste pour nous) et le sujet de l'e-mail (visible of course) (puis Next)

### Campaign info

Campaign name

Internal use only. Ex: "Newsletter Test#4"

Email subject

150 characters remaining

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

Use Conversations to manage replies Paid accounts only

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|\* \*|I|NAME|\* will

## 6-Sélectionner un modèle créé au préalable (puis Next)

### Select a template

Basic Themes **Saved templates** Campaigns Code your own

## 7-Prendre le bon ;) (puis Next)

### Change template

Currently selected: Prospection\_ecoles\_secondaires (copy 01)

Basic Themes **Saved templates** Campaigns Code your own

Folders ▾

Sort by

Edited Date ▾



Search saved templates



**Prospection\_ecoles\_secondaires (copy 01)**  
Last edited:  
Mar 04, 2016 7:55 am

Selected

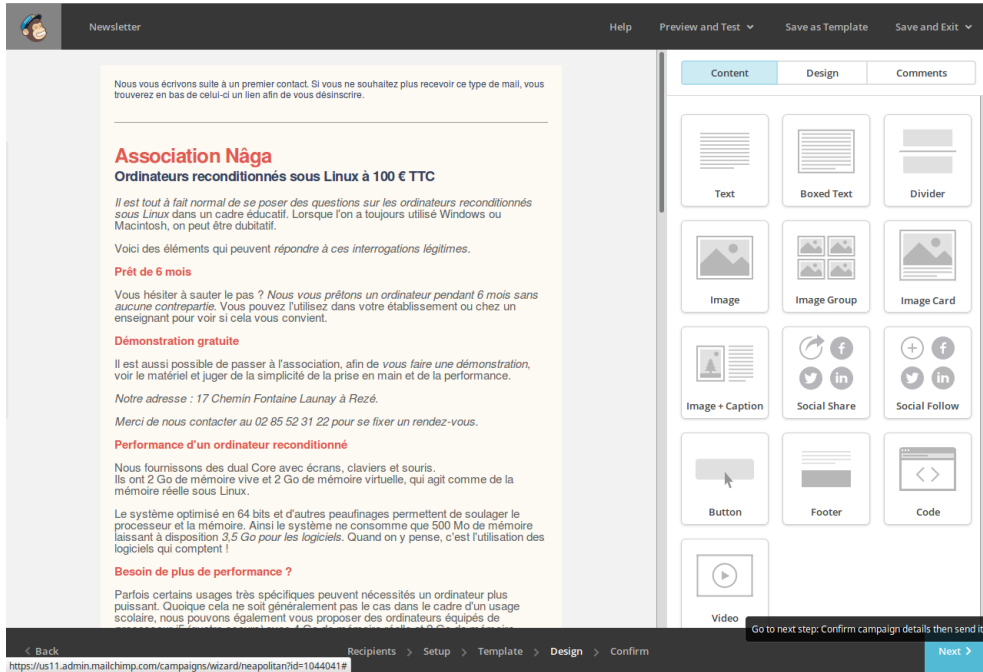
**Prospection\_ecoles\_secondaires**  
Last edited:  
Oct 02, 2015 10:45 am

Select

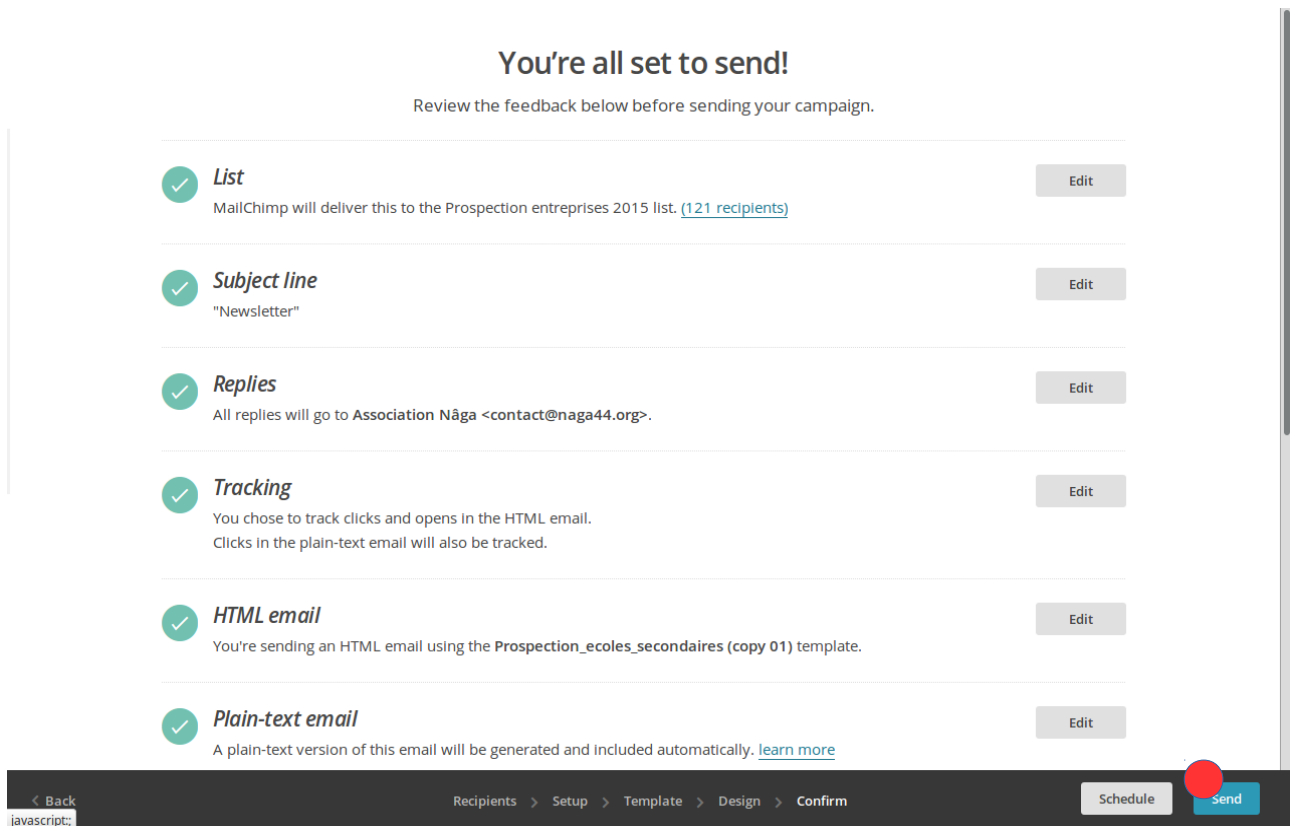
**Prospection**  
Last edited:  
Sep 23, 2015 11:45 am

Select

## 8-Il est prévisualisé pour être sûr (puis Next)

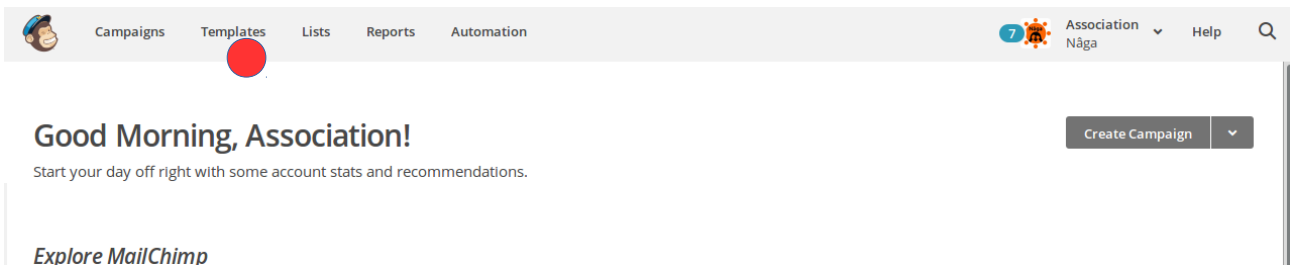


## 9-Récapitulatif (puis Send)



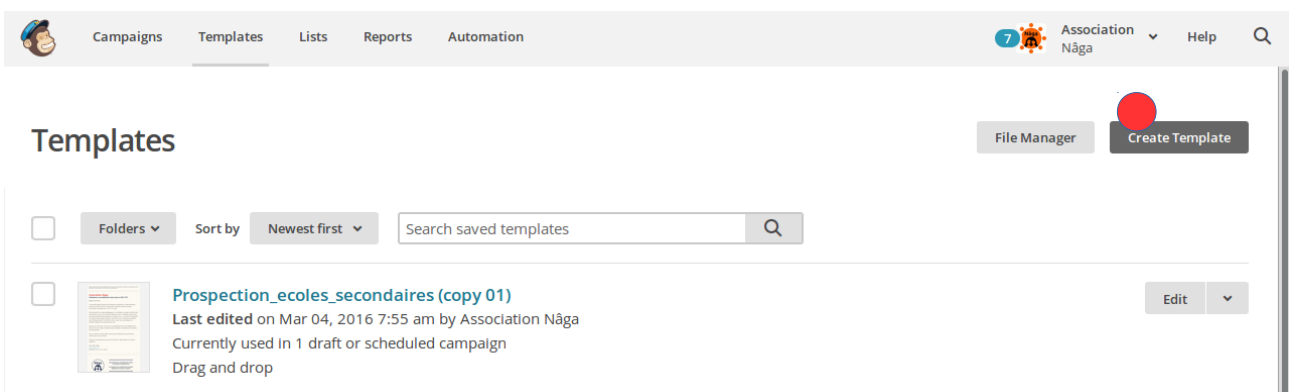
# Ajouter un nouveau modèle

## 1-Aller dans les modèles



The screenshot shows the MailChimp dashboard with the 'Templates' tab highlighted in the navigation bar. The main content area displays a greeting 'Good Morning, Association!' and a 'Create Campaign' button. A red circle highlights the 'Templates' tab in the navigation bar.

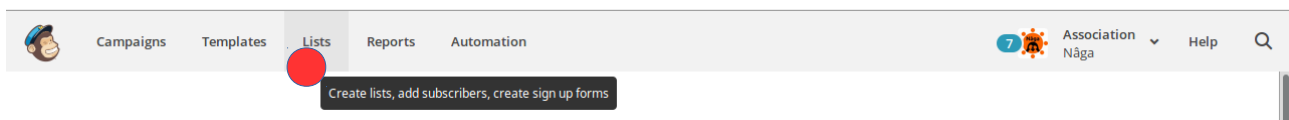
## 2-Créer un modèle



The screenshot shows the 'Templates' page in MailChimp. The 'Create Template' button is highlighted with a red circle. Below the navigation bar, there are filters for 'Folders', 'Sort by' (set to 'Newest first'), and a search bar for 'Search saved templates'. A template titled 'Prospection\_ecoles\_secondaires (copy 01)' is listed with an 'Edit' button.

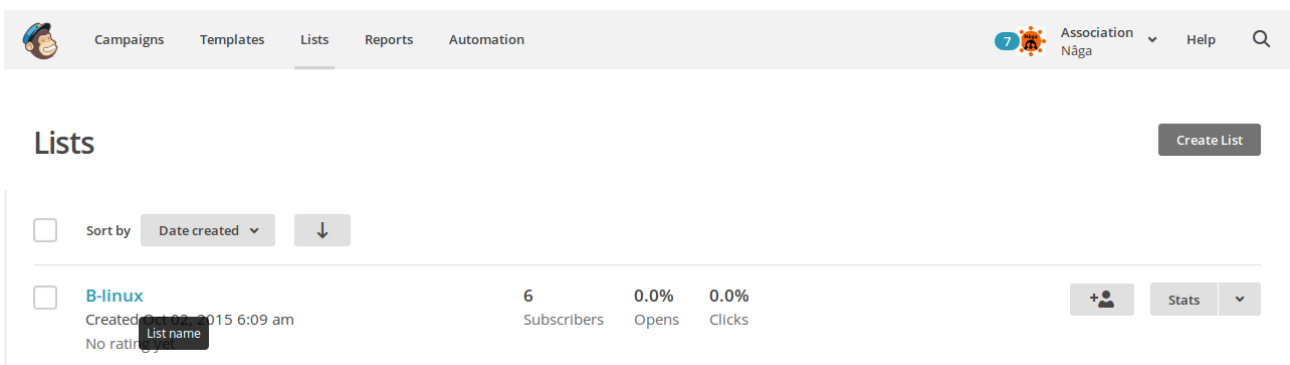
# Ajouter des adresses à une liste

## 1-Aller dans les listes



The screenshot shows the MailChimp dashboard with the 'Lists' tab highlighted in the navigation bar. A tooltip is visible over the 'Lists' tab with the text 'Create lists, add subscribers, create sign up forms'. A red circle highlights the 'Lists' tab.

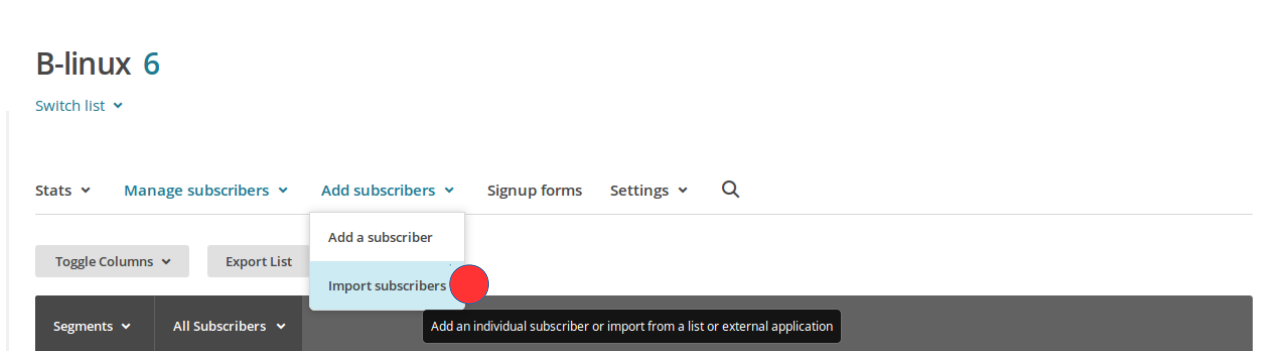
## 2- Sélectionner la liste à compléter



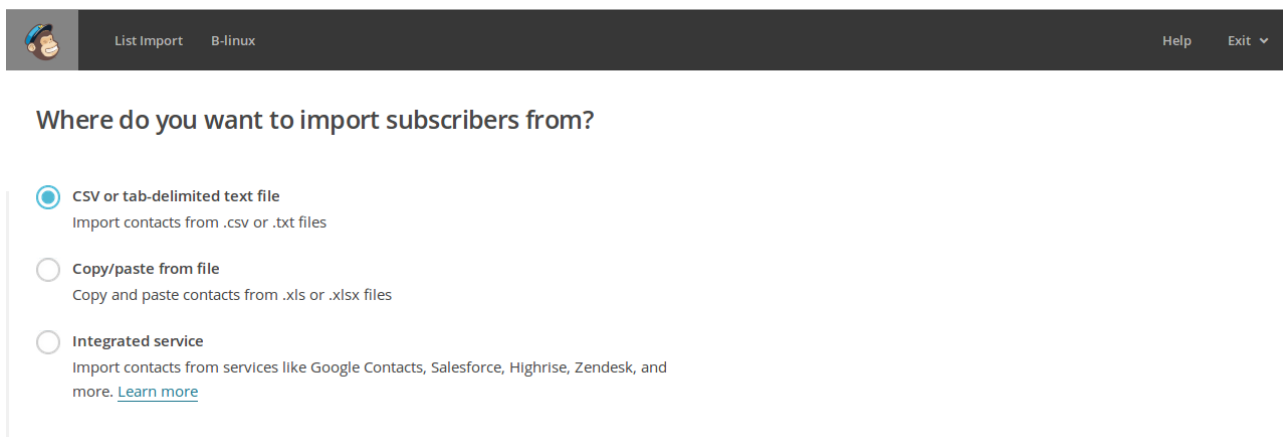
The screenshot shows the 'Lists' page in MailChimp. The 'Create List' button is highlighted. Below the navigation bar, there are filters for 'Sort by' (set to 'Date created') and a dropdown arrow. A list named 'B-linux' is shown with the following details:

List name	Subscribers	Opens	Clicks	Actions
B-linux Created on Mar 02, 2015 6:09 am No ratings	6	0.0%	0.0%	+ Stats

### 3- Importer des adresses



### 4- Sélectionner le format d'import



## Important remarque prospection

Lorsque l'on lance une nouvelle prospection :

-Mettre les nouvelles adresses dans une liste « prospection nouvelle ».

Au bout d'un certain temps (Je ne sais plus combien, c'est selon le temps du rapport généré par mailchimp), on peut migrer la liste vers « prospection effectuée» pour ne pas renvoyer plusieurs fois aux même personnes..

## 1- Aller dans les listes

Campaigns Templates **Lists** Reports Automation

15 Association Nāga Help

### Lists

Create List

Sort by Date created ↓

<input type="checkbox"/>	<b>B-linux</b>	7	0.0%	0.0%	+ Stats
	Created Oct 02, 2015 6:09 am	Subscribers	Opens	Clicks	
	No rating yet				

## 2- Sélectionner « prospection nouvelle ». dans la liste choisie

Stats Manage subscribers Add subscribers Signup forms Settings

Toggle Columns Export List

Segments All Subscribers

	Email Address / Adresse E-mail	Name / Nom	Member Rating	Last Changed
<input type="checkbox"/>	ree.fr	Edwige Becea	★★★☆☆	10/8/15 4:40AM
<input type="checkbox"/>			★★★☆☆	10/12/15 5:33AM
<input type="checkbox"/>	alain.iolv76@gmail.com	Alain	★★★☆☆	10/15/15 12:42PM

## 3- Déplacer vers « prospection effectuée»

Toggle Columns Export List Actions Delete

Segments All Subscribers

	Email Address / Adresse E-mail	Name / Nom	Member Rating	Last Changed
<input checked="" type="checkbox"/>	eb.gb@free.fr	Edwige Becea	★★★☆☆	10/12/15 5:33AM
<input checked="" type="checkbox"/>	fabrice.e@gmx.fr	Fabrice	★★★☆☆	10/12/15 5:33AM
<input checked="" type="checkbox"/>	alain.joly76@gmail.com	Alain	★★★☆☆	10/15/15 12:42PM

Unsubscribe

Move to list >

Copy to list >

VIP >

Nouvelle prospection entreprises

Nouvelle prospection asso-ESS

**Prospection asso-ESS**

Prospection entreprises

Établissements scolaires