

Lancer une prospection (**Important remarque à la fin**)

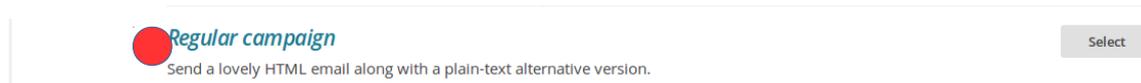
1-Créer une campagne



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 is identified as 'Association Nâga' with a 'Help' link and a search icon. A notification banner reads 'Good Morning, Association!' with the text 'Start your day off right with some account stats and recommendations.' and a 'Create Campaign' button.

2-Sélectionner la campagne régulière

Select A Type Of Campaign To Send:



The screenshot shows the 'Regular campaign' selection screen. It features a red circular icon next to the text 'Regular campaign' and a description: 'Send a lovely HTML email along with a plain-text alternative version.' A 'Select' button is located to the right of the description.

3-Sélectionner la liste de personne (puis Next)

Who are you sending to?



The screenshot shows the 'Who are you sending to?' selection screen. It features a 'Choose a list' dropdown menu with a red circular icon. The dropdown menu is open, showing four options: 'Prospection entreprises 2015' (121 subscribers), 'etablissements scolaires relance' (642 subscribers), 'etablissements scolaires nouveaux' (0 subscribers), and 'B-linux' (6 subscribers). Below the dropdown menu, the MailChimp logo and copyright information are visible. At the bottom of the screen, a navigation bar shows the steps: 'Recipients > Setup > Template > Design > Confirm' and a 'Next >' button with a red circular icon.

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: *|FNAMF|* *|LNAMF|* 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

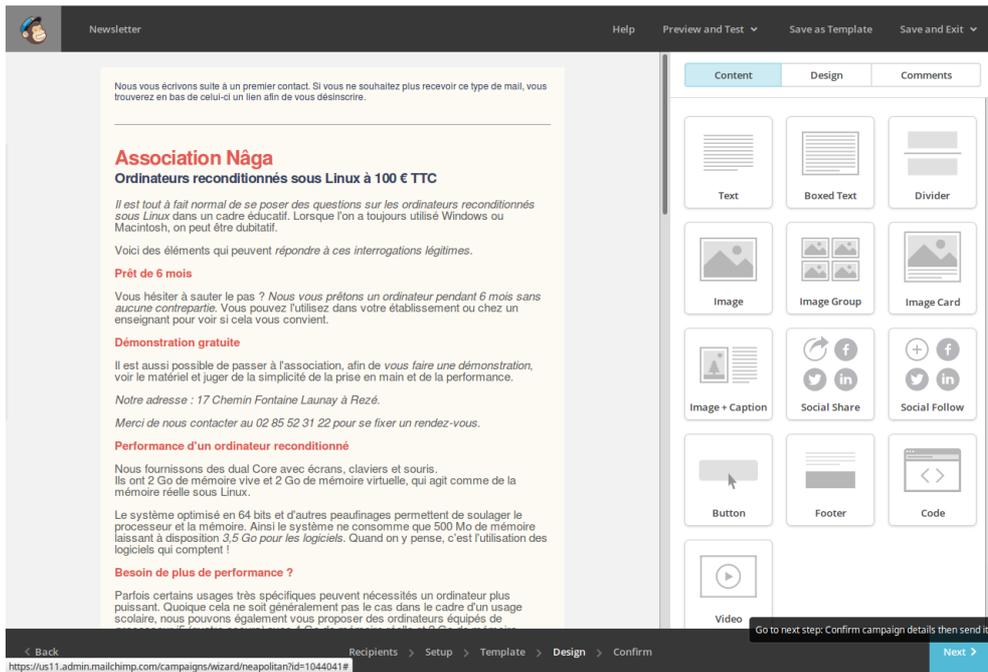
Prospection_ecoles_secondaires
Last edited: Oct 02, 2015 10:45 am

Select

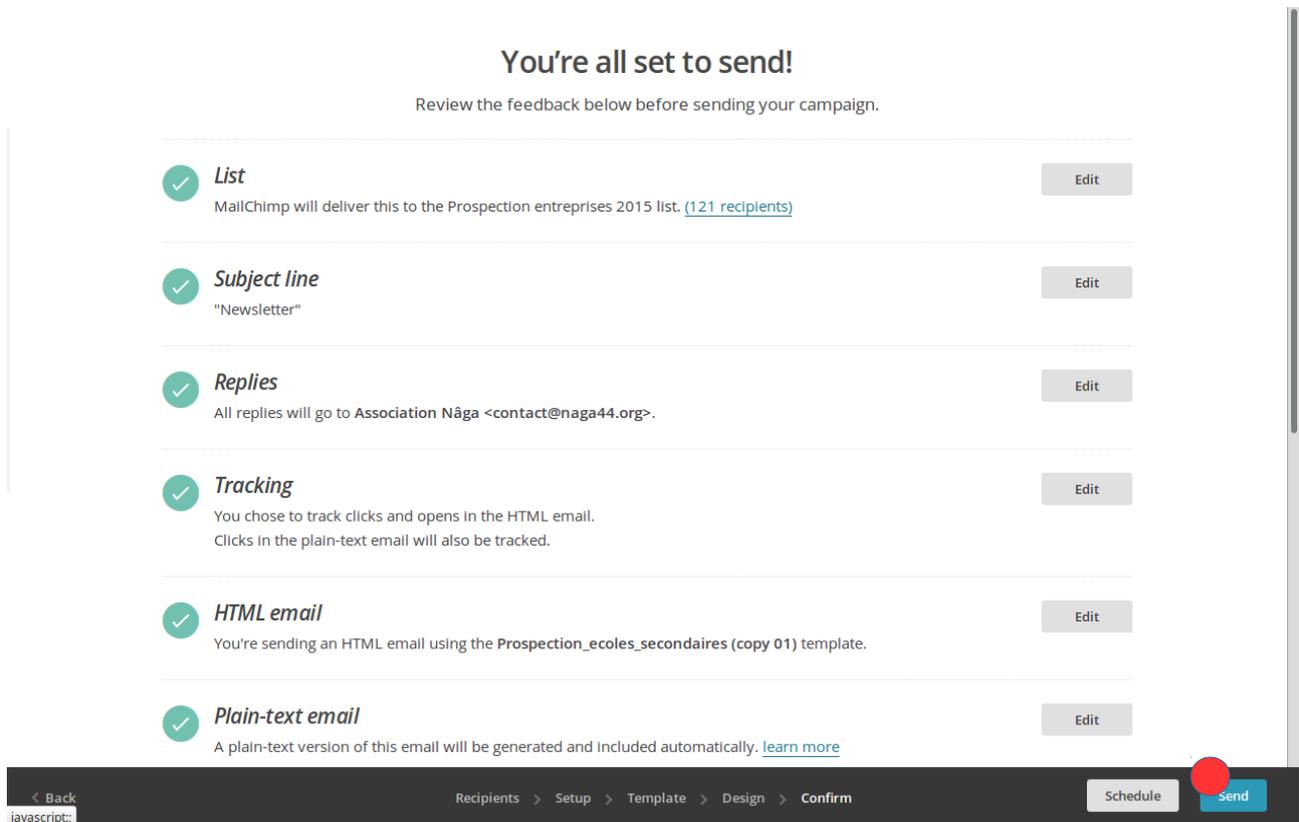
Prospection
Last edited: Sep 23, 2015 11:45 am

Select

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

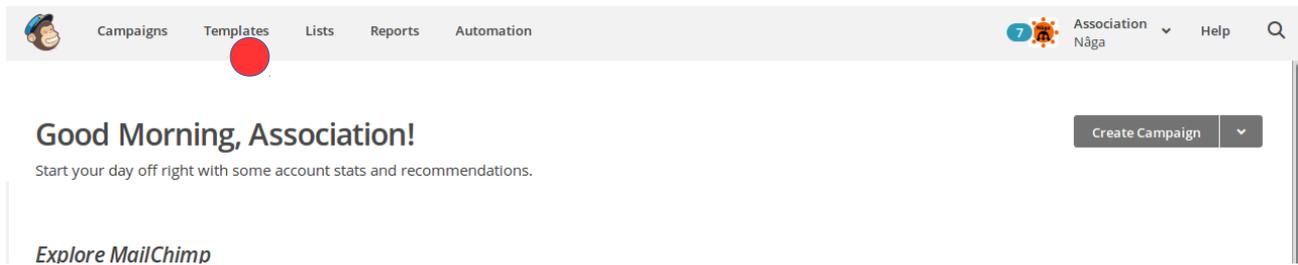


9-Récapitulatif (puis Send)

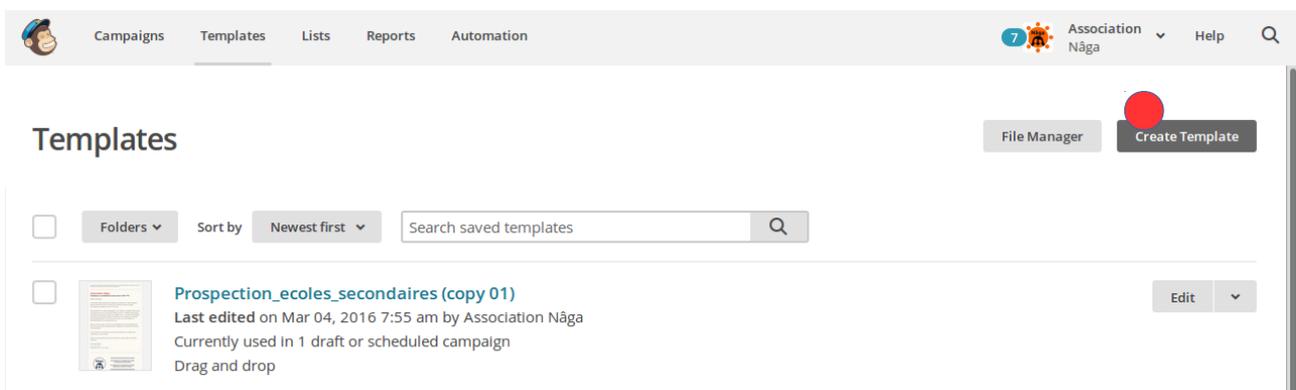


Ajouter un nouveau modèle

1-Aller dans les modèles

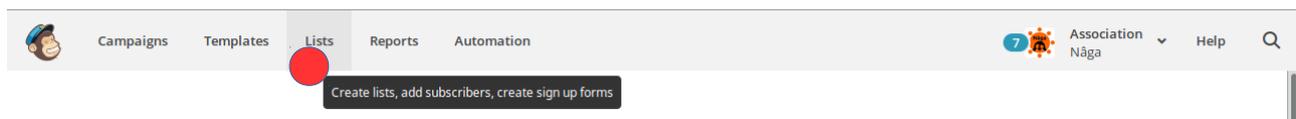


2-Créer un modèle

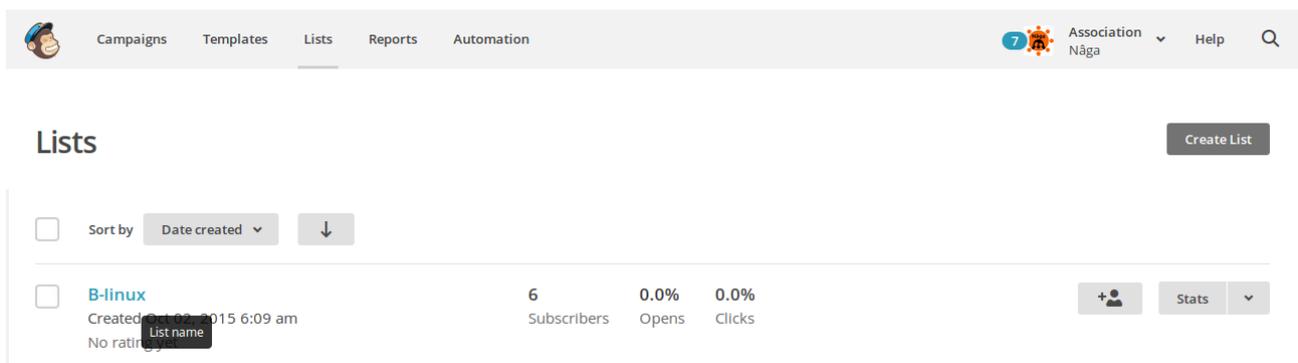


Ajouter des adresses à une liste

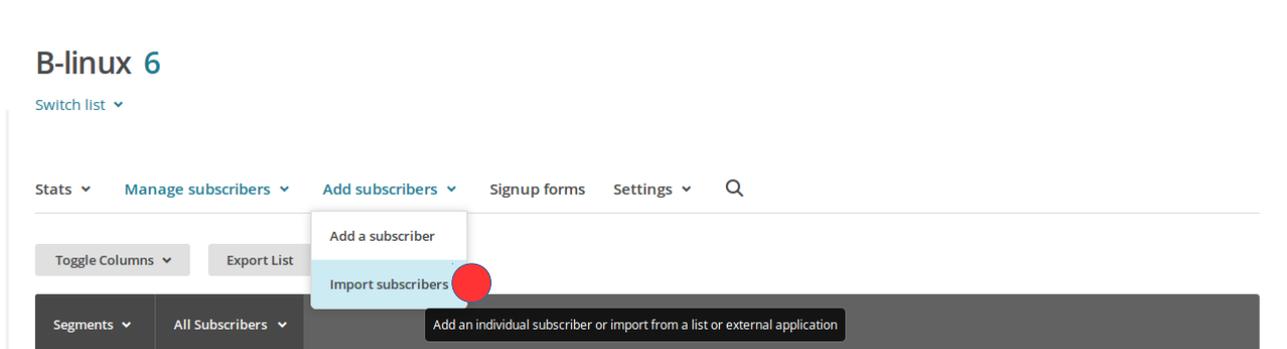
1-Aller dans les listes



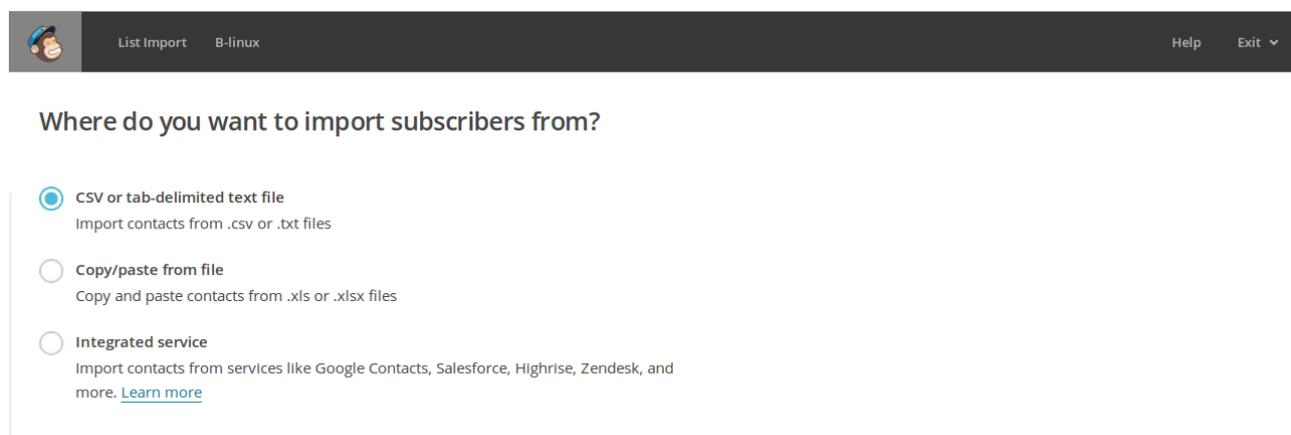
2- Sélectionner la liste à compléter



3- Importer des adresses



4- Sélectionner le format d'import



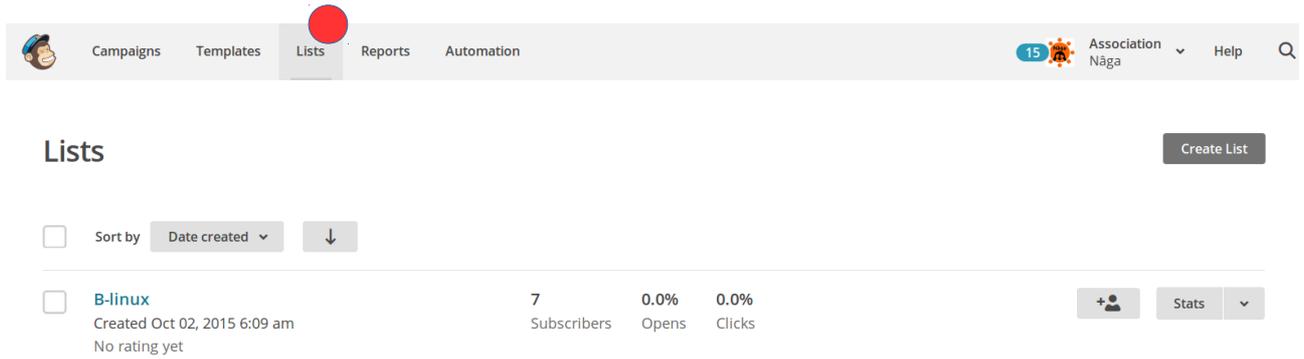
Important remarque prospection

Lorsque l'on lance une nouvelle prospection :

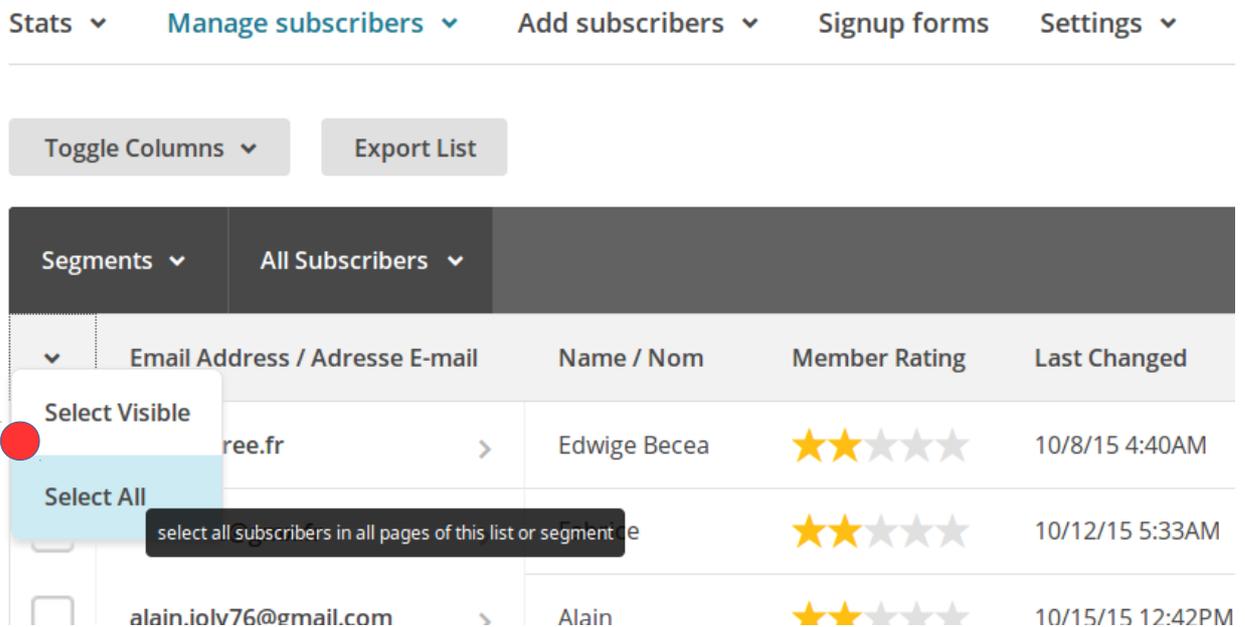
-Mettre les nouvelles adresses dans une liste « prospection nouvelle ».

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



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



3- Déplacer vers « prospection effectuée»

