

HOW TO SET UP AN RSS EMAIL

USING MAILCHIMP

LITTLEGREENSHEDBLOG.CO.UK





WHAT IS RSS?:

Grab yourself a cuppa, I'm gonna share all about setting up an RSS feed in Mailchimp. Not that exciting, I know, but as it's something I've only just worked out how to do, it might be useful information to you too. Here goes...

If you've been blogging for any length of time then you've probably heard the term "RSS Feed" tossed around. It's how Bloglovin and feedly grab all of your blogs content. Every blog has an RSS feed, the easiest way to find yours is just add /feed to your blogs url.

BUT WHAT CAN WE DO WITH THIS INFO?

In Mailchimp you take your average RSS feed up a notch. By using a newsletter service like Mailchimp you can take your standard feed and turn it into an email campaign. An automated newsletter that can be sent to your entire list, which will share all of your latest blog posts.

Simples!

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Through Mailchimp you can customise your email so it has your brand colours, logo and all sorts of information that your mailing list subscribers will love to receive. And once you've added your RSS feed to it, Mailchimp does all the hard work for you.

Here's a step-by-step tutorial that explains how to set up a FREE RSS to email campaign in MailChimp.

First of all, you are collecting subscribers to your newsletter, right? If not, it's time to start. Just add a sign up form on your blog. I use the Genesis e news plugin on my blog. It's neat looking, not glaring or distracting. But it's up to you how you wish to collect subscribers. Once you have set up your list and you have a few contacts... you need to start to create your newsletter.

SOMETHING TO REMEMBER:

**The RSS email isn't
there to replace your
more personal
newsletter. It's just
information.**

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1. Log in to Mail Chimp and click “create campaign” on the top right side.
2. You’ll see these options:
create an email
create an ad
create a landing page
create a postcard
you will need to click on create an email.
3. next page, click automated. As you want your Mailchimp to run it for you.
4. then click, share blog updates.
5. it will then show you a share blog updates page... you can rename it here if you like... I haven’t bothered.
6. Use the pull down tab here to select your mailing list (if you have more than one).



8. Timing. I've set mine up to go out every Friday at 5pm. So it will grab the people on their commute home, plus it's something for people to read over the weekend if they like. But you can do it whenever you feel is best for you.

9. Next you are asked if you'd like to send it to a segment or the entire list. I've sent mine to my entire list.. again that is up to you.

10. Now you can start to customise your email. The email header.. I put blog updates from Littlegreenshed so my followers know it's from me. I leave the rest and click next.

11. Templates. This where you can get creative. I use the 'tell a story' template, but again you go wild and use whatever you wish.

12. Design. Here is your creative bit. From here you can add your blog logo, change the colours so it is in keeping with your brand and so on. So that Mailchimp know you want to use your RSS feed, you will need to add the RSS Items box. Just drag it into your template where you'd like it to go.



13. Once you've dragged that into place, you will see a pull down menu on the right show up. Excerpts, Titles Only, Full Content, Custom. I use Excerpts, as it shares just enough of the content, and an option to click through to the blog to read more. And in doing so, your blog gets more TRAFFIC!

14. Once you are happy with your design. (you might want to add a call to action at the bottom - like follow me on Instagram or check out my shop) etc. You can test it to see if it's all working. Click on the preview and test at the top right. Send yourself an email - to make sure it looks ok.

15. Once you are happy... click next and confirm. And you are done!

WELL DONE - YOU HAVE NOW SET UP YOUR RSS EMAIL

FOR MORE GOODIES + LEARNING RESOURCES, HOP ON
OVER TO LITTLEGREENSHED.

FOR MORE FREEBIES + TIPS, SIGN UP FOR MY INSIDER EMAIL!

LOVE

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