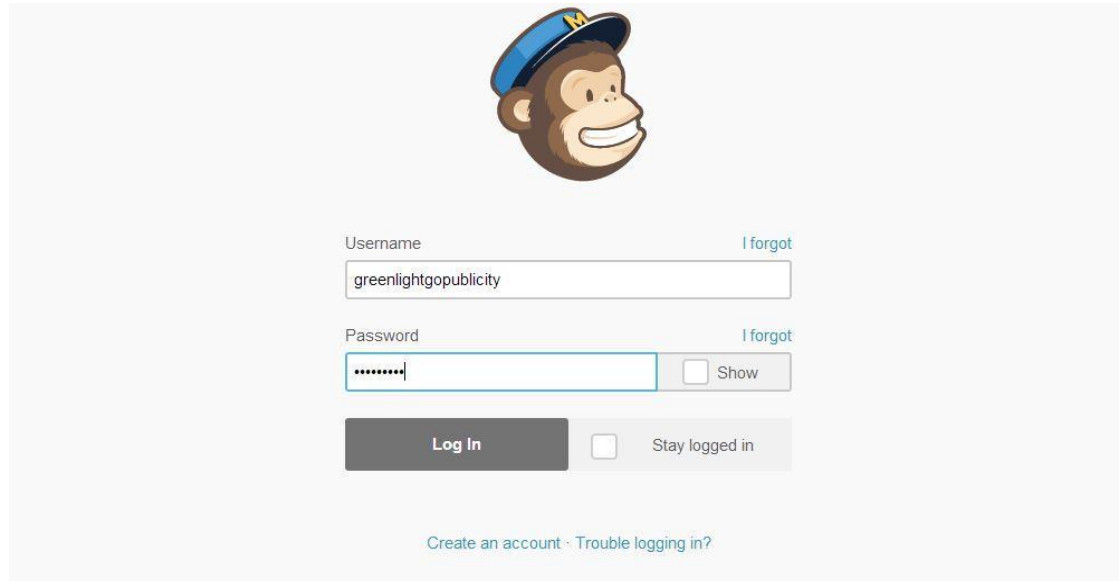


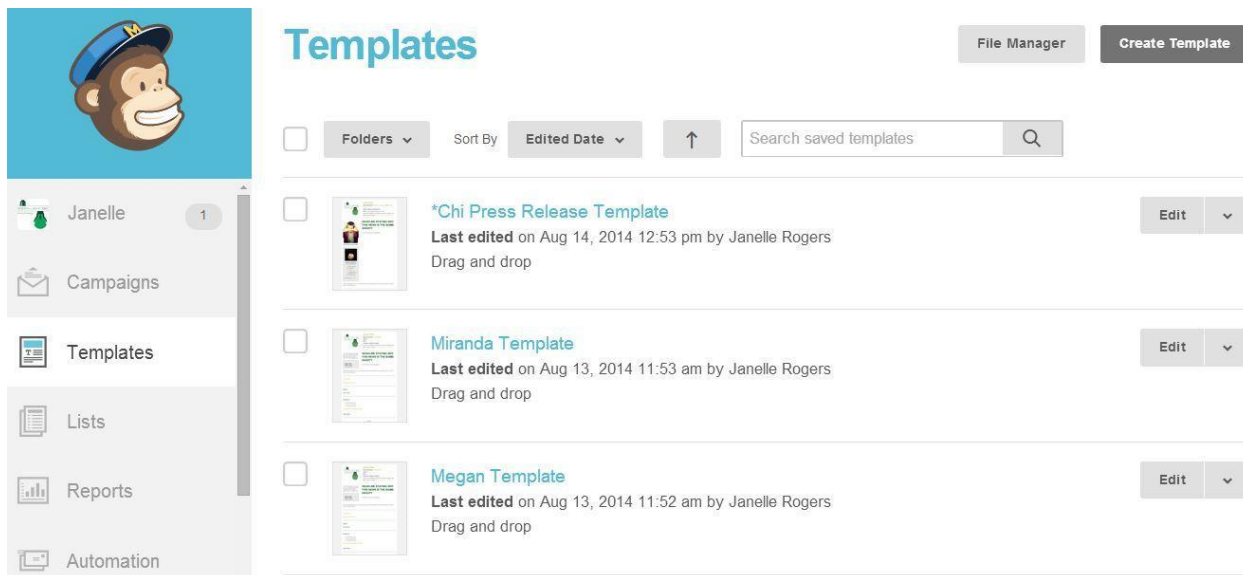
Mailchimp Press Release Instructions

1. Open MailChimp
2. Enter the login and password provided to you.



The image shows the Mailchimp login interface. At the top center is the Mailchimp monkey logo wearing a blue cap with a yellow 'M'. Below the logo are two input fields: 'Username' and 'Password'. The 'Username' field contains the text 'greenlightgopublicity'. To the right of the 'Username' field is a link that says 'I forgot'. The 'Password' field contains several dots. To the right of the 'Password' field is a link that says 'I forgot' and a checkbox labeled 'Show'. Below the password field is a 'Log In' button and a checkbox labeled 'Stay logged in'. At the bottom, there are two links: 'Create an account' and 'Trouble logging in?'.

3. Once logged in and you've created/edited your press release on the "Templates" page, you are ready to send a Press Release.
4. Under the "Edit" drop down arrow next the the desired template, select "Send Campaign"



The image shows the Mailchimp 'Templates' page. On the left is a sidebar with the Mailchimp logo and navigation links: 'Janelle' (with a '1' badge), 'Campaigns', 'Templates' (selected), 'Lists', 'Reports', and 'Automation'. The main area is titled 'Templates' in large blue text. In the top right corner of the main area are two buttons: 'File Manager' and 'Create Template'. Below the title, there is a search bar labeled 'Search saved templates' and a 'Sort By' dropdown menu set to 'Edited Date'. Below this is a list of three templates, each with a checkbox, a thumbnail, a title, a description, and an 'Edit' button with a dropdown arrow. The first template is '*Chi Press Release Template', last edited on Aug 14, 2014 12:53 pm by Janelle Rogers. The second is 'Miranda Template', last edited on Aug 13, 2014 11:53 am by Janelle Rogers. The third is 'Megan Template', last edited on Aug 13, 2014 11:52 am by Janelle Rogers.

5. Select the list "Green Light Go PR Artist Updates"

Untitled | Custom - "Chi Press Release Template, saved from Left Sidebar" Help Save and Exit

To which list shall we send?

- ☐ Earmilk Twitter Fo F&TR (23 recipients)
- ☐ Eptionic Twitter People for Neil (26 recipients)
- ☐ The Belle Sounds (105 recipients)
- ☐ Abbie Barrett List (104 recipients)
- ☒ Green Light Go PR Artist Updates (1,077 recipients)
 - ☒ Send to entire list
 - ☐ Send to a saved segment

Recipients > Setup > Template > Design > Confirm Next

☒ Green Light Go PR Artist Updates (1,077 recipients)

- ☐ Send to entire list
- ☐ Send to a saved segment
- ☒ Send to a new segment

Subscribers match any of the following:

Date Added	is after	the last campaign was sent - 08/14/2014
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[+ Add Condition](#)

0 recipients in this segment. [Refresh count](#)

Recipients > Setup > Template > Design > Confirm Next

6. Send to a New Segment

7. Under "Subscribers match" select "All"

8. Under the Date Added drop down arrow select, "Groups: Bands"

9. In the last column select the Specific Artist

☐ Send to a saved segment
☒ Send to a new segment

Subscribers match **all** of the following:

Group: Bands

one of

Joe Marson
 Fire & the Romance
 Armand Margjeka
 Split Screens
 Mike Wojniak

[+ Add Condition](#)

10. If sending to the “client news” group as well, you would add condition and repeat the same process and select “client news.”

☒ Send to a new segment

Subscribers match **all** of the following:

Group: Bands

one of

Joe Marson
 Fire & the Romance
 Armand Margjeka
 Split Screens
 Mike Wojniak

Date Added

is after

the last campaign was sent - 08/14/2014

[+ Add Condition](#)

0 recipients in this segment. [Refresh count](#)

Recipients > Setup > Template > Design > Confirm

Next >

11. Double check to make sure the # of contacts is correct.

12. Click “Next” and continue filling out the Campaign information.