



## SOP for Audience Creation and Management in Mailchimp

### Procedure:

#### Creating a New Audience

- Step 1: Log into your Mailchimp account and navigate to the "Audience" tab on the dashboard.
- Step 2: If you have no existing audience, Mailchimp will prompt you to create one. Otherwise, click the "Manage Audience" dropdown and select "Create Audience."
- Step 3: Fill in the required fields with your audience details, including audience name, default from email address, from name, and a reminder for subscribers about how they joined your list. These details are crucial for personalizing your emails and ensuring compliance with email regulations.
- Step 4: Review the contact information for your business and adjust the form settings, such as enabling double opt-in, which is recommended to improve list quality and compliance.
  - Step 5: Click "Save" to create your audience.

#### Importing Subscribers into an Audience

- Step 1: With your audience created, select it from the "Audience" tab and choose "Add Contacts" > "Import Contacts."
- Step 2: Choose your import method: You can upload a CSV file, copy and paste from a file, or import from an integrated service.
- Step 3: Follow the prompts to upload your file or input your contacts. Map the columns in your import file to the corresponding fields in your Mailchimp audience, such as email address, first name, and last name.
- Step 4: Review the import for any errors or warnings. Make sure you have permission to email these contacts and select the option that confirms your compliance.
- Step 5: Complete the import process. Mailchimp will notify you once the import is successful and any contacts that couldn't be added.

#### Managing and Segmenting Your Audience

- Step 1: To manage your audience, navigate to the "Audience" tab and select your audience. Use the options under "Manage Audience" to view and edit audience settings, sign-up forms, and manage contacts.
- Step 2: For segmentation, click "View Contacts" in your audience, then "New Segment." Choose segmentation criteria, such as engagement level, sign-up source, purchase history, etc., to create targeted groups within your audience.
- Step 3: Save your segments for easy access for future campaigns. Segments update dynamically as your audience changes, ensuring relevant and targeted communications.

Safety/Compliance Considerations: Always ensure you have explicit consent to email the contacts you import. Regularly review your audiences for accuracy and compliance with GDPR and other relevant data protection regulations.