



## SOP for Designing and Publishing Signup Forms in Mailchimp

### Procedure:

#### Creating a Signup Form

- Step 1: Log into your Mailchimp account and navigate to the "Audience" tab. Select the audience you wish to create a signup form for.
- Step 2: Click on "Manage Audience" and select "Signup forms." Choose the form type you want to create; "Form builder" is a good starting point for customizing various form types.
- Step 3: Within the Form Builder, select the "Signup form" tab to customize the fields that appear on your form. You can add or remove fields based on the information you want to collect.

#### Customizing Your Signup Form

- Step 1: Use the design tools in the Form Builder to customize the appearance of your signup form. This includes adding your logo, adjusting colors to match your brand, and customizing the layout.
- Step 2: Craft a compelling call-to-action (CTA) and ensure the form is clear and concise to encourage signups.
- Step 3: Set up a welcome email or a double opt-in confirmation from the "Form settings" section to engage new subscribers immediately.

#### Integrating the Form with Your Website

- Step 1: Once your form is designed, click the "Share it" tab in the Form Builder to access the embed code.
- Step 2: Copy the embed code and paste it into the HTML of your website where you want the form to appear, such as in a sidebar, footer, or dedicated signup page.
- Step 3: Test the form on your website to ensure it displays correctly across different devices and browsers.

#### Publishing the Form on Social Media Platforms

- Step 1: For social media integration, use the direct link to your signup form found under the "Share it" tab.
- Step 2: Share this link in your social media posts, bio sections, or as a call-to-action in your profiles.
- Step 3: Consider creating dedicated landing pages within Mailchimp for social media campaigns to track the effectiveness of your social media efforts in driving signups.

Safety/Compliance Considerations: Ensure your signup form complies with data protection laws, such as GDPR, by including consent checkboxes and privacy policy links. Regularly update your form and privacy policy to reflect any changes in data handling practices.