



SOP for Email Template Design in Mailchimp

Procedure:

Accessing the Template Builder

- Step 1: Log into your Mailchimp account. Navigate to the "Campaigns" tab and select "Email templates" from the menu.
 - Step 2: Click the "Create Template" button to start designing a new template.

Choosing a Starting Point

- Step 1: Select a template layout from the options provided by Mailchimp, or choose "Code your own" if you prefer to upload or write custom HTML.
 - Step 2: Choose a layout that best fits the type of message you plan to convey. For newsletters, consider a multi-column layout. For announcements, a single-column layout may be more effective.

Designing Your Template

- Step 1: Use the drag-and-drop builder to add, remove, or rearrange content blocks, including text, images, buttons, and social media links.
- Step 2: Customize your template's style by setting fonts, colors, and background images to align with your brand guidelines. Access the "Design" tab for global styling options.
 - Step 3: To add images, use the "Content Studio" to upload and manage your assets. Ensure images are optimized for web use to improve email load times.
- Step 4: Craft compelling content and calls-to-action (CTAs) within your content blocks. Make sure your CTAs are clear and visually distinct.

Previewing and Testing

- Step 1: Use the "Preview and Test" option in the builder to see how your email looks on desktop and mobile devices. Pay close attention to layout shifts and readability.
- Step 2: Send a test email to yourself and your team to review the template in actual email clients. Check for any issues with images, links, or formatting.

Saving and Using Your Template

- Step 1: Once satisfied with the design, click "Save and Exit" to add your template to your library. Give your template a descriptive name for easy identification.
- Step 2: To use your template for a campaign, start a new email campaign and select your template from the "Templates" tab during the setup process.

Safety/Compliance Considerations: Ensure all content, especially images and text, complies with copyright laws and is appropriate for your audience. Include an unsubscribe link in your template to comply with email marketing regulations.