



Our integration with MailChimp's powerful email suite makes contacting your fans and ticket buyers easier than ever before!

## STEP-BY-STEP INTEGRATION

1

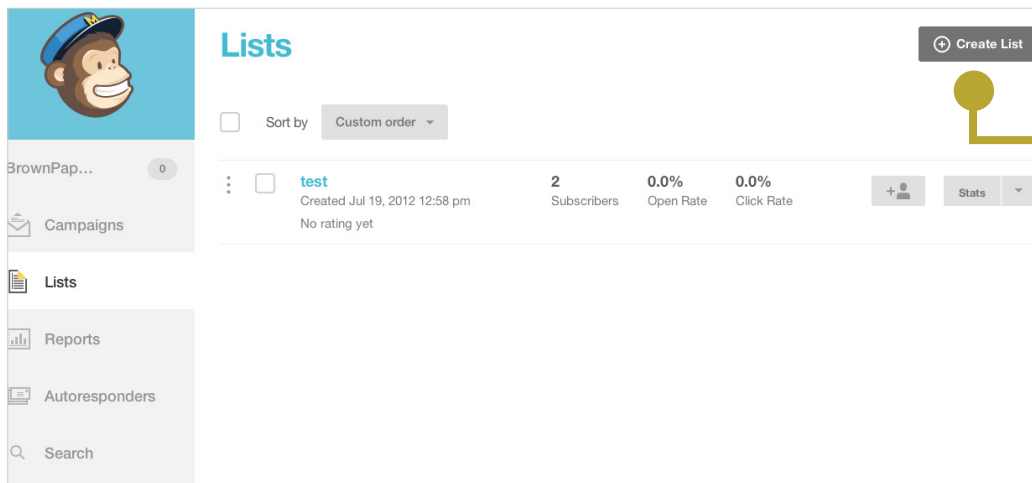
If you're not already using MailChimp, you'll have to create a free account. Point your browser to <http://mailchimp.com/signup>, fill out the information they request, and confirm your email address.

Hooray! Now you can use your new MailChimp account to contact your previous ticket buyers about new events. Follow the simple steps below to get your first email campaign going.

2

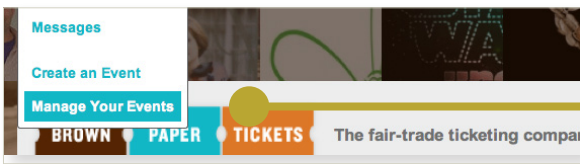
To take full advantage of our integration, you will need to make a list. Don't worry, nobody has to be on it yet - we just need somewhere to put all your contacts! Log into your MailChimp account, and click **"Lists"** on the menu list to the left.

3



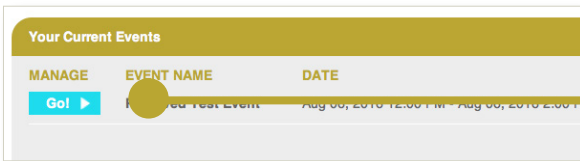
Click the rectangular, grey **"Create List"** button, and fill out the information that MailChimp asks for in your list creation process. We recommend allowing subscribers to be able to pick their email format.

4



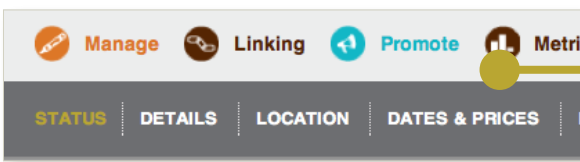
Next, login to your Brown Paper Tickets account, and go to **"Account > Manage My Events."**

5



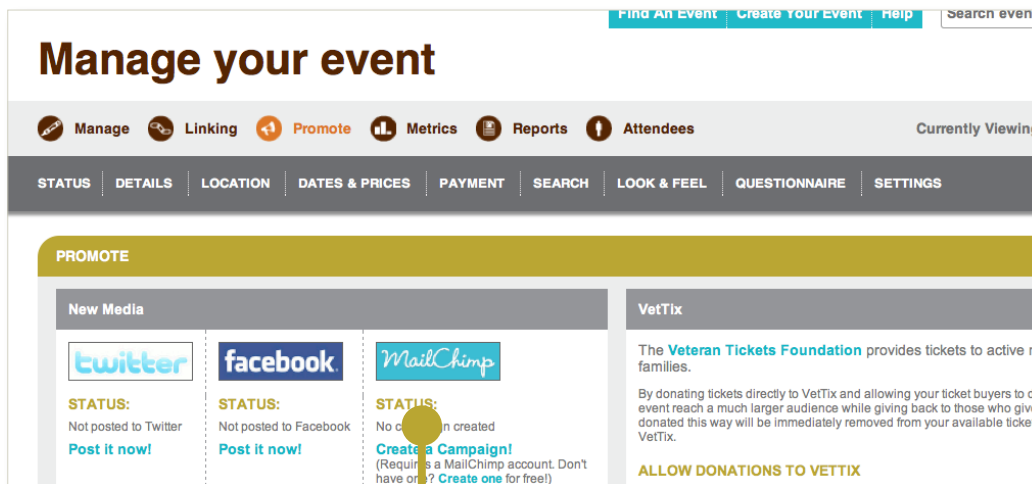
In your current events, under **"Manage"** Hit **"Go"** next to the first event you want to send an email about

6



Then, click on the **"Promote"** icon on the menu bar at the top of the page.

7



In the upper-left of this page, next to the Twitter and Facebook button, you will see a MailChimp button!

8

Connect *Brown Paper Tickets' Campaign Creator* to your account.



Create MailChimp campaigns directly from the Brown Paper Tickets website, automatically collect click and purchase details from your list members, and add new list members when people buy tickets!

Username

BrownPaperTickets

Password

••••••••

Click on it, then login with your MailChimp credentials. If this logs you out of Brown Paper Tickets, just log back in and try again.

9

## Events Menu

Manage My Events

Create an Event!

Event: Reserved Test Event

Status

Edit

Linking Options

Extras

Promote

Sales Reports (Reports)

Attendee List (Reports)

## Create your MailChimp Campaign

1. Select the mailing list that is to receive the Reserved Test Event campaign.

test

2. Select your email layout.

2-Column Layout

1-Column Layout

You're In!

You're Invited!

Event Title

Feb 12, 2012 8:00pm-Feb 20, 2012 8:00pm

Some Venue Name

Los Angeles, CA

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Select the list you want to receive an email – or just dump your previous contacts into. This is why we created that list earlier!

Then, either add contact information from previous sales or decide to skip that for now. To prevent spam, your previous ticket buyers will receive an e-mail confirming their subscription to your list, so you might not see them on your list right away.

Finally, select either a 2- or 1- column layout. You can customize this later! Review your information, then hit "continue."

10

You're invited to Reserved Test Event | custom - Brown Paper Tickets - Account 85979 - 2-Column | Help | Save & E

### Campaign Info

Name your campaign  
You're invited to Reserved Test Event

From name  
BPT 97 characters remaining

Email subject  
You're invited to Reserved Test Event 113 characters remaining

Reply-to email address  
test@brownpapertickets.com

Keep it relevant and non-spammy to avoid spam filters.  
[Subject line advice](#) - [Research subject lines](#)

Personalize the "To:" field [Info](#)

Specify **\*|MERGETAGS|\*** for recipient name  
BPT Supporter

Congratulations! Your event info has been imported to MailChimp's powerful email campaign builder! Make sure that all your campaign info is correct and start designing your campaign.



**Tracking**

Track opens about

Track clicks  
Required on free accounts

Track plain-text clicks  
Required on free accounts

Google Analytics™ link tracking

Ecommerce360 link tracking

ClickTale link tracking

Gooool link tracking

Track stats in Salesforce or Highrise  
[Connect](#)

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**Social Media**

Auto-tweet after sending  
[Connect To Twitter](#)

Allow Facebook Comments  
Auto-post to Facebook after sending, or enable Facebook Comments  
[Connect To Facebook](#)

[Info](#)

In the **“Setup”** process of the email campaign, you’ll have the ability to enable online and social tracking. You can place your analytics tracker under **“Tracking”** or connect the email to your Facebook or Twitter accounts.


**TIP: To best assure that your campaign doesn’t get filtered to spam, select “More Options” and “Authenticate Campaign.”**

## DESIGNING YOUR CAMPAIGN



You're invited to Reserved Test Event Help | Save & Exit


### Pick a template to start with



**My Templates**

Templates you've designed and saved for use later


[Select](#)



**Basic**

Simple layouts ready for your design and content

[Select](#)




**Predesigned**

Templates ready for your content


[Select](#)

**Code your own**

 Paste in your code, or develop a reusable template

[Coding options](#)

**Import**

 Import and save templates coded elsewhere

[Import options](#)

After you’ve set up your campaign information, you can choose a template to start designing. MailChimp will automatically apply the color theme to your email after you’ve chosen your layout.



You're invited to Reserved Test Event | custom - Brown Paper Tickets - Account 85979 - 1-Column Help | Preview & Test | Save & Exit

[Change Template](#) [Save To "My Templates"](#)

Page Header Body Tickets Share Footer and Stub MonkeyRewards

background color heading 1 heading 2 heading 3 heading 4

Background

Is this email not displaying correctly? [View it in your browser.](#)

**You're Invited!**

**Reserved Test Event**

Aug 06, 2016 12:00 PM

Meydenbauer Theatre

Bellevue, WA

Come hang out

Once inside, you can modify colors, fonts, images, etc. On this page, you will see a link at the top right hand corner that allows you to **“Preview & Test”** your campaign. It’s a good idea to send yourself a test and see how the email will look in an inbox.

3

Subject Line  
"You're invited to Reserved Test Event" - [Test your subject line](#) Edit

Replies  
All replies will go to BPT <test@brownpapertickets.com>. Edit

Tracking  
You chose to track clicks and opens in the HTML email and clicks in the plain-text email. Edit

HTML Email  
You're sending an HTML email using the **Brown Paper Tickets - Account 85979 - 2-Column** template. Edit

Back Recipients Setup Design Plain-Text **Confirm** Schedule Send Now

This is your moment of glory.

**TIP:** If you just added contacts to your list, schedule the email a couple of days out so your ticket buyers have time to confirm their subscription. Scheduling options are in the **"Confirm"** tab, at the very bottom of the page.

When you've finalized your design, review your email and schedule a time to send!

**BONUS:** Once you've got a good feel for MailChimp and what styles you like, you can start creating custom templates for the different types of emails you will be sending out. Creating multiple templates can be a great time saver - especially if you have different audiences and a variety of different lists and campaigns scheduled out throughout the year.

To create a new template, log in to your account, select the "Campaign" tab on the left. Click on the "My Templates" button on the top right and the dark grey "Create a Template" button at the top of the page.



## Get additional support

If you're looking for more support on how to set up your email campaigns or want to bounce ideas off someone from our Event Promotions team shoot us an email or give us a call - we can help!

Promo@BrownPaperTickets.com | (800) 838-3006 (Option 5)