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.
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.

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

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

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

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

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.”

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.
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

1. 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.

2. 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.
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)