



# Marketing Automation with Mailchimp : Expert Tips, Techniques, and Best Practices for Scaling Marketing Strategies and ROI for Your Business /

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Monografía

Set up your first channel and effectively expand your outreach and customer base with Mailchimp to deliver scalable business outcomes Purchase of the print or Kindle book includes a free PDF eBook Key Features Learn audience management strategies to make informed decisions for your marketing channels Employ practical use cases for your custom business needs to implement basic and pro Mailchimp features Customize Mailchimp using powerful integrations to deliver top-notch user experience Book Description Are you looking for an all-in-one comprehensive guide to implementing Mailchimp channels and automation for your business? Then Marketing Automation with Mailchimp can be your go-to guide. You'll start by learning common terms used in the Mailchimp environment, as well as about account setup and audience management for businesses. After that, you'll find out how to set up channels, where you'll actively interact with your contacts and begin to add new ones. Additionally, you'll gain an understanding of how to set up a consistent marketing presence in the form of emails and websites and the benefits of determining a brand identity. You'll also explore advanced Mailchimp features to optimize platform utilization using analytics, reporting, A/B and multivariate testing, the customer journey builder, and the Mailchimp e-commerce store. Toward the end, you'll discover some important shopping, payment, and CRM integrations that can be connected to your Mailchimp platform for custom business needs. With this book, you'll gain insights into real-world use cases to implement a marketing strategy to extend your existing work. By the end of this book, you'll be well-equipped to implement Mailchimp marketing automation seamlessly into your business to grow your customer base and revenue. What you will learn Understand specific account-level settings, their purpose, and account management Explore strategies and tools for managing inactive contacts for target marketing Integrate Mailchimp for easy customization with a low-code options for customization Establish a strong marketing presence with email and websites and leverage it for e-commerce and services Discover advanced reporting and analytics by turning audience information into relevant growth metrics Automate your marketing workflows using the Mailchimp customer journey builder Who this book is for This book is for marketing professionals or small-to-midsize business entrepreneurs looking to start a marketing journey through powerful marketing automation. To get the

best from this book, you must be familiar with using web apps and have an understanding of content design. This book will help anyone who is looking to start a marketing career and wants to take hands-on ownership of building marketing and outreach strategies for the business

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