

# Mailchimp Training Course

Mailchimp training course

Why Mailchimp?

Setting up your account

Configuring the audience

Notion of “campaigns” and “lists

Creating a registration form

Create a subscriber list

Creating a campaign

Creating and sending your first newsletter

What content to use for your newsletter?

Recovering a list deleted by mistake?

Customizing a newsletter

Customize a subscription form

View campaign reports

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## Writing newsletters: An art to reach your customers?

Almost anyone can write a newsletter, as long as they have a base with MailChimp or another such software. However, not everyone can write a good newsletter. That is to say, write a newsletter that will bring an excellent return on investment for very few unsubscribes.

At Doussou Formation, we offer two training courses related to this objective which will certainly help your sales: E-Mailing (Newsletter Training) and MailChimp.

## **MailChimp: What is it?**

It is undoubtedly the best known platform for managing your newsletters. Very flexible, intuitive and with a neat interface, MailChimp is an essential ally. One of the major strengths of using this type of software rather than sending your newsletters through Outlook is that it offers several measurement tools. Indeed, you will be able to see if people have received your emails, opened them and how many of them have unsubscribed. After many measures, you will be able to adapt your strategies in order to better achieve your goals in terms of E-Mailing.

## **MailChimp training at Doussou Formation**

At Doussou Formation, we offer several training courses, one of which is aimed exclusively at learning MailChimp. The handling of this tool is not witchy. Nevertheless, MailChimp offers so many possibilities that it remains essential to know them if you want to get out of the game and get the best return on investment.

Together, let's see what MailChimp is and what its strengths are. Next, we'll explore setting up your account, as well as your campaign settings. Finally, we will look at how you can personalize your newsletters with MailChimp to improve your conversion rate.

Our trainers have more than 20 years of experience in marketing and the newsletter remains an accessible tool, but the mechanics of which must be understood. Learn MailChimp this year with Doussou Formation and reach your goals.

## **E-Mailing training at Doussou Formation**

If you want to learn the basics of the newsletter, this is the ideal training to do so. MailChimp is a powerful tool, but if you don't know what a newsletter is or how to use it for your purposes, you better start with the basics.

Fortunately, Doussou Formation offers this course! A newsletter is intended for your mailing list to announce information to them. It goes without saying that by personalizing it, you will get a better return on investment. People have very little time and their attention span is short (think of a goldfish). So you want to stand out and have them read your messages. Here is precisely what you will see with us during the E-Mailing training.

Thus, we will present the content of a good newsletter, but also the container. That is to say the marketing strategy surrounding it. You will have the opportunity to put your knowledge into practice in a practical workshop where you will have to design a newsletter by meeting certain

criteria. The legal question now arises in Canada when sending newsletters, you will also see it so as not to be surprised. Finally, which is possibly the most important, you will learn how to measure the performance of your latest newsletter and understand the data in order to improve it.

MailChimp Getting Started Training:

<https://www.doussou-formation.com/formation/formation-mailchimp/>

E-Mailing Training (Newsletter):

<https://www.doussou-formation.com/formation/formation-e-marketinge-mailing/>

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## Training for Non-Profit Organization

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Nonprofit organizations work tirelessly for causes that support our communities. At Doussou Formation, we operate with the same mindset. We believe in our teams, strive to make a difference for our learners, and constantly seek greater efficiency.

Understanding the mission of nonprofits, and having worked with many of them in the past, we are proud to offer our support.

To help you better serve your communities, we provide an exclusive 15% discount on all our training courses for nonprofit organizations.

Doussou Formation is your first step toward training your staff and making your organization more efficient. Help more, help better—by enrolling in one of our many engaging training programs.

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### **NPO training**

**Human capital and customer service**

Human resources management in times of crisis

Managing a difficult employee / Recognized by Emploi-Québec

Managing conflicts in the workplace / Recognized by Emploi-Québec

How to respond effectively in a post-COVID world

Acting appropriately in situations where there is a risk of aggressiveness or assault

Attracting and retaining the best employees

Managing your time and priorities

Managing a difficult customer

#### **French courses**

Popularization and adaptation of specialized text

Linguistic revision

The art of writing

Correct and enrich your texts with Antidote

Improve your written French

#### **Project management and efficiency**

GIT: Write technical documentation

Confluence: Optimize collaboration in your company

Trello: Project management tool

The precepts of project management

#### **Social media and web marketing**

Google Ads in 7 hours

SEO and website optimization

Initiation training: Managing LinkedIn for professionals

Managing Facebook for business

Facebook Manager and statistical tool

E-Marketing and E-Mailing (Newsletter)

CRM vTiger: Customer relationship management

Advanced training: Managing LinkedIn for professionals

Getting started with MailChimp

Getting started with Instagram

**WordPress and website creation**

Creating a WordPress theme and SEO

WordPress: Optimize your SEO

Customized WordPress training

WordPress: Create your website with the DIVI theme

WordPress: Create a website or a blog

**Acrobat Pro**

PDF Expert: Document creation and digital signature

Form and digital signature

Creation of PDS documents

Accessibility

**Office suite**

Mastering macros and initiation to programming

Excel: Advanced

Excel: The fundamentals

[Excel: The most complete](#)

Microsoft Powerpoint

Microsoft Publisher

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