

Adding SIE Leads

AND SUBSCRIBERS TO MAILCHIMP

Email marketing is a classic for a reason—it works.

Continuously adding new people to your email marketing audience is essential for maintaining growth, relevance, and engagement, ultimately contributing to the success of your email marketing campaigns and your business as a whole.

What about leads from the SIE website?

Our SIE website attracts a significant amount of organic traffic, with many visitors and interested individuals filling out forms to inquire about different locations and tutors.

When someone submits a form, their contact details are sent directly to the assigned SIE partner via email for follow-up. When you receive these emails and contact details you will then want to import this information into your MailChimp account.

This allows you to include them in your marketing efforts and newsletters. We've put together a simple guide outlining the steps to add the leads received from the School is Easy website to your MailChimp audience dashboard.

Adding Subscribers to the MailChimp Audience Dashboard:

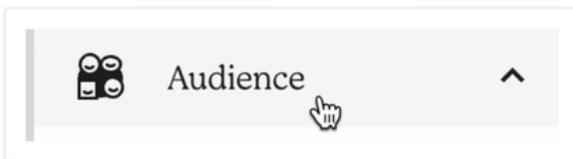
Once you receive individual leads who have opted in or provided consent to receive your communications, you can manually add their information to MailChimp as a single subscriber.

Step 1

Add a subscribed contact

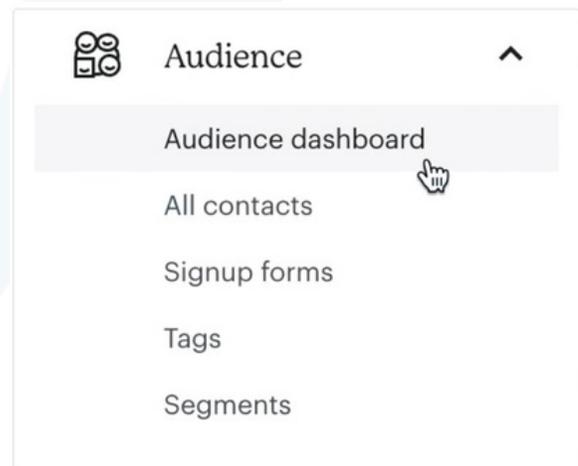
To add a single subscribed contact to an audience, follow these steps.

Select 'Audience'



Step 2

Select 'audience dashboard'



Steps 3 - 7

ADDING TO YOUR AUDIENCE

Step 3:

If you have more than one audience, click the 'Current Audience' drop-down and choose the one you want to work with.

Step 4:

Click the 'Manage Audience' drop-down and choose 'Add a Subscriber'.

Step 5:

Type in the subscriber's information and check the 'This person permitted me to email them box'.

This person gave me permission to email them
This person will not receive a confirmation email from Mailchimp. Since you're adding this recipient manually, they won't have an opt-in IP address or date in your records, so be extra sure you have permission first. [Learn more](#)

Step 6:

Apply any necessary tags. If you have groups set up in your audience, those options will appear here.

Step 7:

This is the final step! Select subscribe after completing the previous 6 steps and you're done - Hooray!

Subscribe

If the email address is already on your audience and you want to update the information you have on file, check the If this person is already in my audience, update their profile box.

After the person has been successfully added, MailChimp will display a success message at the top of the page to confirm that your new subscriber is in your audience. You're all set!

