

[LMS] Integrating MailChimp extension to send Newsletters

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[MailChimp](#) is an email marketing tool whose features and integrations allow you to send marketing emails, newsletters, automated messages, and targeted campaigns. With MailChimp integration, you can send email campaigns to targeted list of students and proactively communicate and follow up with your students.

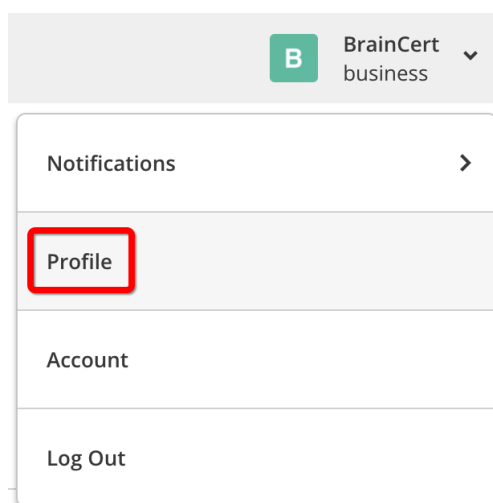
MailChimp is FREE for up to 2,000 subscribers every month.

MailChimp also provides thorough analytics that allow you to see how many subscribers have opened your email, which links were clicked the most frequently, how many people unsubscribed after receiving your email, and even how your response compares to the industry average.

With BrainCert's MailChimp extension for your LMS, you can automatically subscribe new user accounts with your MailChimp list. You can also manually sync all the users from your LMS to MailChimp list with a click of a button.

Integrating MailChimp with your LMS

- 1) Create an account, and login to MailChimp <https://mailchimp.com/>
- 2) Click on your account name and select option "Profile"



- 3) Under *Extras*, select *API keys* option.

Profile photo



Upload your photo ...

Photo should be at least 300x300 pixels

Upload Photo

Take A Photo!

- Rewards
- API keys**
- Registered apps

4) Create a New API key or use existing one.

Create A Key Create A Mandrill API Key

5) Enable the API key, and copy the key

API key	QR Code	Status
ea20727a6359c25bda81f3b75d6	QR	<input checked="" type="checkbox"/>

6) Go to *Account & Settings* --> *Extensions* and enable MailChimp extension. Now, paste the API key you copied from MailChimp in the above step.

MailChimp



MailChimp

Automatically sync your LMS contacts with MailChimp to send newsletters.

On

MailChimp API Key


ea20727a6359c25bda81f3b75d-us24

MailChimp List ID


Save

Sync all users



7) Now, navigate back to MailChimp and go to *Lists* to create a new list or find the List ID of already created one.

 Campaigns Templates **Lists** Reports Automation



8) Create a new list or use existing list already created.

Newsletter  Created Oct 18, 2016 6:44 am
★★★★☆

164 Subscribers 0.0% Opens 0.0% Clicks





+  Stats 

9) Select *Settings* from the dropdown to find the list ID.

+  Stats 

- Manage subscribers
- Signup forms
- Settings**
- Import

10) In the Settings page, now click on the link *List name & defaults*.

Stats  Manage subscribers  Add subscribers  Signup forms **Settings** 

Settings

List name & defaults

Change the name of your list, and where to send subscribe and unsubscribe notifications

11) Now, copy the List ID (without the period at the end).

Stats  Manage subscribers  Add subscribers  Signup forms **Settings**  

List name and campaign defaults

List name

Newsletter

List ID

Some plugins and integrations may request your List ID.

Typically, this is what they want: **0dc5f1e483**

12) Return to your extensions page in your LMS, and paste the list ID. Click *Save* to confirm the settings.



MailChimp

On

Automatically sync your LMS contacts with MailChimp to send newsletters.

MailChimp API Key	<input type="text" value="ea20727a6359c25bda81f3"/>
MailChimp List ID	<input type="text" value="0dc5f1e483"/>
<input type="button" value="Save"/> <input type="button" value="Sync all users"/>	

13) Click on the button 'Sync all users' to add existing LMS users to your list at MailChimp. After this sync is done, any new users created or registered in your LMS will get automatically synced with your MailChimp list.

MailChimp Tags

Organize your contacts with the help of MailChimp tag feature. This feature helps to better segment your mailing lists. When the Tag is added and synchronize the contacts to MailChimp, it will create a Tag in MailChimp and assign it to the user.

Go to *Account & Settings* --> *Extensions* ---> *MailChimp*



MailChimp

On

Automatically sync your LMS contacts with MailChimp to send newsletters.

MailChimp API Key	<input type="text" value="REDACTED"/>
MailChimp List ID	<input type="text" value="REDACTED"/>
Tag	<input type="text" value="Enterprise LMS"/>
<input type="button" value="Save"/> <input type="button" value="Sync all users"/> Documentation	

Now after adding API Key and List ID as mentioned before, you can enter the required tag and click on 'Sync all users'.

Once this is done, you can see the given tag added to your Mailchimp contacts.