

Switching From Constant Contact

Constant  
~~Contact~~

MailChimp

A MailChimp Resource Guide



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# Welcome to MailChimp

Getting started with MailChimp is easy, and this guide will help you make the transition in a few simple steps. We'll cover the basics of building your list, creating beautiful campaigns, and viewing your reports in MailChimp, then discuss a few of the key variations in terminology and workflow that you'll encounter in your new MailChimp account.

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# Quick Start

This guide, along with MailChimp's other educational [guides](#) and [articles](#), will help you get acclimated to MailChimp. If you're short on time and just need a quick overview, this section highlights 4 of MailChimp's key elements: creating a list, growing a list, building a campaign, and tracking your results.

## 1. Creating a list

To import your existing General Interest list into MailChimp, navigate to the **Lists** tab within your account and click the **Create List** button. After setting up your list details, you can begin the import process. When prompted, select the Integrate service import option, click the Constant Contact icon, and upload your file. For a full walkthrough, visit our [Knowledge Base](#).

## 2. Growing a list

When you create a list, MailChimp will [automatically generate a series of forms, emails, and confirmation pages](#) to help guide your contacts through subscribing, unsubscribing, updating their profiles, and other similar processes. Each of these elements can be modified and customized by navigating to the Lists tab and selecting Signup forms from the drop-down menu next to each list.

## 3. Building a campaign

When you're ready to [build your first email campaign](#), click the **Create Campaign** button and choose your campaign type. MailChimp's Campaign Builder will walk you through the entire process, from determining the recipients of the email and selecting a template to designing your campaign. You can import your own template or use one of our easily customizable, drag-and-drop email layouts or predesigned template themes as a starting point for your campaign.

## 4. Tracking your results

After sending your first campaign, click over to the **Reports** tab to track all of its clicks, opens, social activity, analytics data, and e-commerce data. To learn more, [visit our Knowledge Base](#).

These 4 elements are at the core of MailChimp, but there's a lot more to discover. The rest of this guide will help you get your bearings as you continue to get to know the app.

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# Managing Your Account

MailChimp, like Constant Contact, has a single location where you'll manage all of your account, billing, and user information. Here, you can edit things like default time zone, date and currency format, contact addresses, username and password data, and your account security options. The charts below outline several common account-related terms and processes used within the Constant Contact application and identify their MailChimp equivalent.

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## Common terms

Constant Contact	MailChimp
Home	Dashboard
Account Owner	Owner or Admin
Account Manager	Manager
Campaign Creator	Author

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## Account navigation

Constant Contact	MailChimp
<p>In Constant Contact, account settings are managed in the <b>My Account</b> and <b>My Settings</b> sections of the account.</p>	<p>In MailChimp, all of your account settings—including username, password, and contact information—can be managed by clicking your username near the upper right corner of your account and selecting <b>Profile</b> or <b>Account</b> from the drop-down menu.</p>
<p>In Constant Contact, additional users are added to an account from the <b>My Account &gt; My Account &gt; Account Users</b> page.</p>	<p>In MailChimp, additional users are added to an account by clicking your username and navigating to the <b>Account &gt; Settings &gt; Users</b> page.</p>

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# List Management

The foundation of great email marketing is a clean, updated, engaged list of contacts who have opted-in to receiving your campaigns. MailChimp lists are powerful, flexible tools that help you manage those contacts, who we call **subscribers**. If you've been managing a contact list in Constant Contact, there are a few notable differences you'll encounter as you make the switch to MailChimp.

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## Importing your list from Constant Contact

We'll begin with a quick summary of the list import process. This section will provide a quick overview of the 3 basic steps you'll need to follow if you plan to import a Constant Contact list into MailChimp. For an in-depth walkthrough, [visit our Knowledge Base](#).

1. **Filter out your undeliverable addresses .**

When you send a campaign in MailChimp, unsubscribed or bounced email addresses are [automatically removed from your list](#). Constant Contact also removes unsubscribed addresses from your list, but it [manages bounces in a slightly different manner](#). As a result, you will need to be sure to filter out the bounced addresses before importing your Constant Contact list into MailChimp. For more information and a step-by-step walkthrough, please refer to our [Knowledge Base](#).

2. **Export your Active Contacts .**

Your list of Active Contacts can be exported by navigating to the **Contacts > Active Contacts** page in your Constant Contact account, clicking the **Export** button, and selecting which fields you'd like to include in the CSV file from the Export pop-up modal.

3. **Import your Contacts into MailChimp .**

In your MailChimp account, navigate to the **Lists** page, click the drop-down menu next to the desired list and select **Import**. Next, select **Integrated service**, click on the Constant Contact icon, and follow the prompts to begin importing your list. We'll help you set up Groups based on your pre-existing Sub-Lists.

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## Common terms

Constant Contact	MailChimp
General Interest or Active Contacts List	List
Email Lists (also referred to as Sub-Lists and Segments)	Groups
Contacts	Subscribers

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## List basics

Constant Contact	MailChimp
In Constant Contact, contacts and lists are managed from the <b>Contacts</b> page.	In MailChimp, subscribers and lists are managed from the <b>Lists</b> page.
In Constant Contact, all of an account's contacts—both <b>Active</b> and <b>Unsubscribed</b> —are found within a global <b>Contacts</b> (or <b>General</b>	In MailChimp, there is not a global list that houses all of your account's subscribers. Each list that you create is independent of any others that may exist within your MailChimp account.



Interest) List. Constant Contact	MailChimp
<p>In Constant Contact, any new <b>Email Lists</b> (also known as Segments or Sub-Lists) that are created are subsets of the main Contact List.</p> <p>It's possible that some contacts might only be on the main Contact List and not a part of any Sub-Lists, while others might be a member of multiple Sub-Lists.</p>	<p>Within each MailChimp list, <a href="#">Groups</a> are used to categorize your subscribers by their interests and preferences.</p> <p>Up to <b>60</b> Groups can exist within a list, and each subscriber can be a part of as many (or as few) Groups as needed.</p> <p>When you use the <b>Import From Constant Contact</b> option, we'll help you set up Groups based on your pre-existing Email Lists. For more details, <a href="#">visit our Knowledge Base</a>.</p>
<p>To send to a specific collection of contacts in Constant Contact, you choose a specific <b>Email List</b> or <b>Tag</b> that was used to group those people together.</p>	<p>In MailChimp, you'll use our <a href="#">segmentation tools</a> to filter your list and send your subscribers targeted content</p>
<p>In Constant Contact, when deleting an Email List, you'll have the option of deleting only the list itself (and keeping all contacts in place) or deleting the list and all of its contacts who aren't also duplicated on another list.</p>	<p>Since each list in MailChimp is independent, when you <a href="#">delete one of your lists</a> you'll lose all of the email addresses and data associated with that list.</p> <p><a href="#">Deleting a Group</a>, however, works in a similar manner to deleting a Constant Contact list. When a Group is deleted, we'll remove all of the affected subscribers from the Group and remove the Group from your list, but the subscribers will remain a part of the overall list.</p>

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## Managing bounces and unsubscribes

Constant Contact	MailChimp
In Constant Contact, unsubscribed and bounced addresses are managed on the account level.	In MailChimp, unsubscribed and bounced email addresses are <a href="#">managed on a per-list basis</a> ; there is not an account-wide suppression list.
In Constant Contact, the <b>Update Profile Form</b> can be modified to allow contacts to choose if they want to unsubscribe from a single Sub-List or from your Contact List as a whole.	In MailChimp, clicking <b>unsubscribe</b> immediately removes the email address from the sending list, but does not affect its status on other lists within an account. Subscribers can remove themselves from groups by using the <a href="#">Update Profile</a> form to change their subscription preferences.
Constant Contact reports bounced email addresses, but allows users to manage their own bounces and remove them from their own lists.	MailChimp automatically removes bounced email addresses from your list. To learn more about the differences in bounce handling, refer to <a href="#">this article</a> .

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# Signup Forms and Response Emails

When you create a list in MailChimp, we'll automatically generate a series of customizable signup forms and response emails. The charts below highlights several of the key differences in the form creation processes between MailChimp and Constant Contact. For a full walkthrough of MailChimp's available form options, [visit our Knowledge Base](#).

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## Form basics

Constant Contact	MailChimp
In Constant Contact, the <b>Sign-Up Form</b> , <b>Update Profile Form</b> , and other form options are accessed and modified from the <b>Sign-Up Tools</b> section on the <b>Contacts</b> page.	<p>In MailChimp, the forms and response emails are accessed, created, and customized by navigating to the <b>Lists</b> page and selecting <b>Signup forms</b> from the drop-down menu next to the appropriate list.</p> <p>Select <b>General forms</b> to edit your hosted signup form, and customize any additional forms or response emails by selecting the desired option from the <b>Forms and response emails</b> drop-down menu.</p>
In Constant Contact, the <b>Contact Emails (Welcome, Update Profile, etc)</b> are accessed and modified from the <b>Sign-Up Tools</b> section on the <b>Contacts</b> Page.	In MailChimp, all the response emails (opt-in confirmation email, final welcome email, etc.) and "thank you" pages that are generated for a list can be accessed and modified from the <b>Forms and response emails drop-down</b> menu

Constant Contact	within the <b>Signup forms &gt; General Forms</b> area of your MailChimp account.
In Constant Contact, the HTML code for the embeddable version of your form can be found by navigating to the <b>Contacts &gt; Sign-Up Tools &gt; Sign-Up Form</b> area and selecting <b>Embed Code</b> from the <b>Actions</b> drop-down menu.	<p>In MailChimp, the embed form HTML code can be found by navigating to the <b>Lists &gt; Signup form &gt; Embedded forms</b> area of your account.</p> <p>If you prefer to create a popup form on your website, navigate to <b>Lists &gt; Signup form &gt; Subscriber popup</b>.</p>

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## Form fields

Constant Contact	MailChimp
In Constant Contact, new fields can be added to a standard signup form from the <b>Contacts &gt; Sign-Up Tools &gt; Contact Fields</b> section.	In MailChimp, new fields can be added to a standard signup form from the <b>Lists &gt; Signup forms &gt; General forms &gt; Add a field</b> section.

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## Form integrations

Constant Contact	MailChimp
In Constant Contact, the form integrations are located in the <b>App MarketPlace</b> .	In MailChimp, several of the most common form integrations can be accessed on the <b>Lists &gt; Signup forms &gt; Form integrations</b> page within your account.

**Constant Contact**

For a full list of all available form integrations,  
visit our [MailChimp Directory](#).



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# Campaigns

Once you've set up your list and forms, you'll be ready to start building an email to send to your subscribers. At MailChimp, we refer to each of these emails as a "campaign;" a term you're probably already familiar with if you're making the switch over from Constant Contact.

The charts below outline several of the common campaign-related terms and processes used within Constant Contact application and identify their MailChimp equivalent. For more information about creating campaigns in MailChimp, [refer to our Knowledge Base](#).

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## Common terms

Constant Contact	MailChimp
Campaign	Campaign
Template	Template
Autoresponder	Automation
Library	File Manager
Copy	Replicate

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## Campaign basics

Constant Contact	MailChimp
To start building a campaign in Constant Contact, you click the <b>Create</b> button—located on the <b>Home</b> or <b>Campaigns</b> tabs—and select the campaign type.	In MailChimp, you'll click the <b>Create Campaign</b> button—located on the <b>Dashboard</b> or <b>Campaigns</b> tabs—and select the campaign type.
In Constant Contact, you create a campaign before selecting the email's recipients, from and reply-to email addresses, and determining a subject line.	<p>In MailChimp, you'll begin the campaign creation process on the <b>Recipients</b> step, where you'll select which subscribers receive the campaign.</p> <p>On the <b>Setup</b> step, you'll name the campaign and determine the subject line, "from" name and "from" email address. Over the subsequent steps, you'll select a <b>Template</b>, <b>Design</b> your campaign, and <b>Confirm</b> all the details before sending.</p>

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## Footer information

Constant Contact	MailChimp
In Constant Contact, footer information is edited from the <b>My Account &gt; My Settings &gt; Footer Options</b> area of the account.	In MailChimp, footer information can be edited from within <a href="#">the Footer content block</a> while building the campaign.
In Constant Contact, a <b>Forward to a Friend</b> link is present in the footer by default, but a link can be added	In MailChimp, a Forward to a Friend link can be added to the footer—or anywhere within the campaign that you'd like— <a href="#">by using the FORWARD</a>

elsewhere in the campaign. <b>Constant Contact</b>	<a href="#">merge tag</a> . <b>MailChimp</b>
The Constant Contact logo is required on all campaigns sent from free trial accounts. Paying customers must contact a support representative to request removal of the logo.	The MailChimp MonkeyRewards badge is required on all campaigns sent from Forever Free accounts. Paying customers can disable the badge from the <b>Account &gt; Extras &gt; Rewards</b> section of their accounts.

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## Campaign archives

<b>Constant Contact</b>	<b>MailChimp</b>
In Constant Contact, a link to the <b>Webpage Version</b> of a campaign can be added to give contacts an alternative method of viewing the email.	<p>In MailChimp, the <a href="#">ARCHIVE merge tag</a> is used to generate a link to the web “view in browser” version of a campaign. This is the version of the campaign that people will see when you or your subscribers share the campaign.</p> <p>If you’d like to create an Archive page of your past campaigns on your website, you can <a href="#">generate a snippet of HTML in MailChimp</a> and paste it into your own website’s code.</p>

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# Reports

MailChimp's reporting features will help you monitor your subscribers' engagement, analyze your campaigns' performance, and provide insights to help your future email marketing efforts. While the location of report data differs in Constant Contact and MailChimp, many of the reporting-related terms and data points are similar across both services.

To learn more about MailChimp's reporting features, [check out our Knowledge Base](#).

Constant Contact	MailChimp
In Constant Contact, list-related reports are found in the <b>Contacts &gt; Reports</b> section of the account.	In MailChimp, you'll find list-related reports by navigating to the <b>Lists</b> page and clicking the <b>Stats</b> button next to the desired list.
In Constant Contact, campaign report data (opens, clicks, bounces, etc) is located within the <b>Reporting</b> tab.	On MailChimp's <b>Reports</b> tab, you'll find all of your campaign reporting data. This includes opens, clicks, forwards, unsubs, bounces, complaints, an overview of your performance compared to your industry averages, and more.

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# Additional Resources and Support

- Our [Getting Started With MailChimp Guide](#) covers all the basic information that you'll need as you get acclimated with MailChimp.
- Our other [Guides](#) cover everything from [how to get the most from our Automation features](#) to [how to build a successful email marketing team](#).
- Our searchable [Knowledge Base](#) is full of how-to and troubleshooting articles, including [several articles](#) dedicated to users making the switch from Constant Contact.
- Our [support team](#) is available 24/7 to all paid account users, and can be reached directly via live chat and email during the week, and via email on weekends.