



Dataaccount Computer Pty Ltd
Suite 3, 6 Pryor Street,
Eltham, Vic 3095
613 9431 2100

www.bizflex.com.au

Mailchimp Setup

If you don't already have a Mailchimp account go to their signup website page and create a new account.

<https://login.mailchimp.com/signup/>

After you add your brief details this will ask if you are ready:



✦ Let's find your marketing path

🕒 Typically takes less than 60 seconds

Whether you're brand new or an experienced marketer, we have the tools to get you going. Tell us a little about your business, and we'll recommend where to start.

Ok, Let's Do It

Not right now

If you click OK the process takes you through a number of screens like this one:



Do you sell things online?

Examples: T-shirts, furniture, downloads, subscriptions



Yes

No

Eventually you will see:



You're ready to go

Now that we know more about your business, we'll be able to recommend the best marketing moves for you in the future.

Want to kickstart your Mailchimp skills?

Subscribe to What's in Store (Optional)

A bi-weekly newsletter of e-commerce stories, tips, and experimentation.

Let's Go!


You can choose 'Start designing' from a number of options and then just follow the instructions.



Start designing your first email

+

Start from scratch



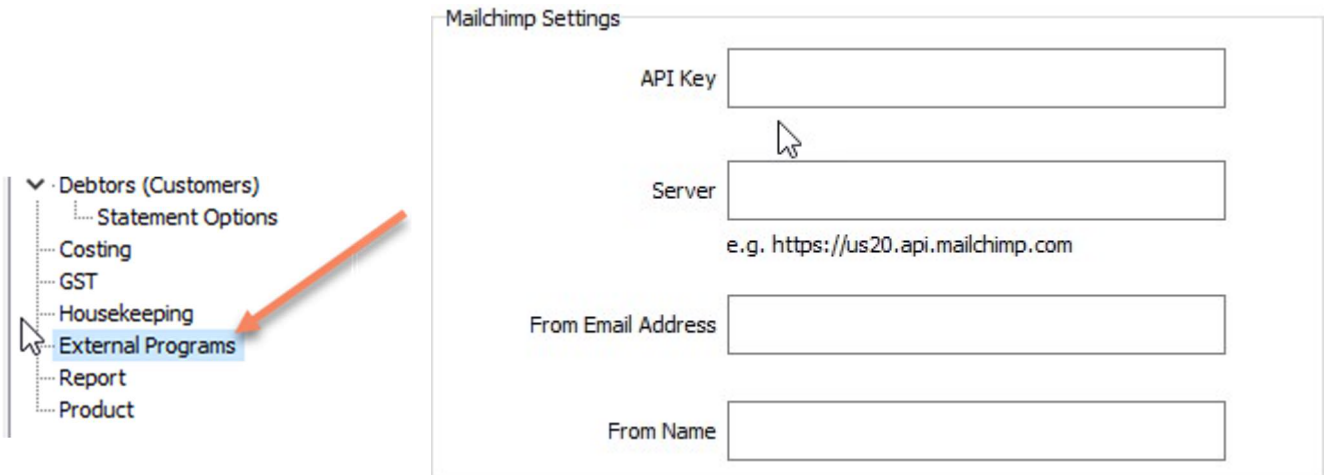
Simple layout

The image shows a preview of a simple email layout. It features a header area, a main content area with a large image placeholder, three horizontal lines representing text, and a footer area. A mouse cursor is positioned over the top of the preview.

[I'll do this later](#)

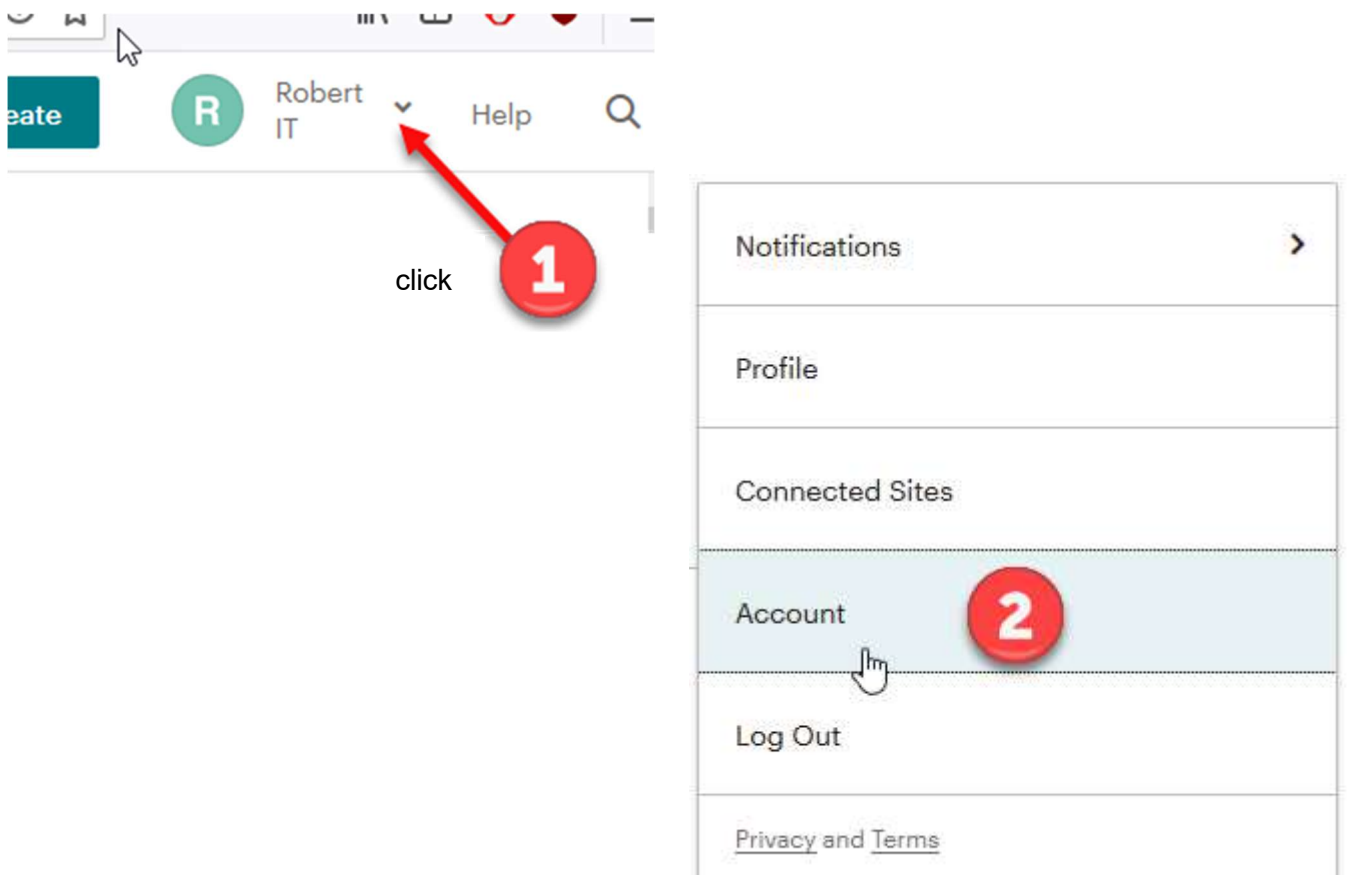
BizFlex Setup

You need to save your Mailchimp API Key in BizFlex. Go to the Back Office Admin Menu > System Control 2 > External Programs and enter your API Key, Server Name, From Email Address and From Name.



API Key

You can retrieve your API Key from inside your Mailchimp account with the following steps:



Overview Settings ▾ Billing ▾ Extras ▾ Integrations Transactional

Account security

Two-factor authentication

Rewards

API keys **4**

Registered apps

Data Processing Agreement

Two-factor authentication is a security protocol that requires a second form of user ID to

API key	QR Code	Status
580b50f4d2020fd1732392a04 5	QR	<input checked="" type="checkbox"/>

Just copy and paste this API Key into BizFlex.

Server

Note that when logging in to your Mailchimp account, the URL will look something like this:

<https://us21.admin.mailchimp.com/> (note: 'us21' could be different for you)

Your Server name will be the same as this except for the word 'admin'. Substitute '**api**' for '**admin**'.

You will also need to add your 'From Email Address' and 'From Name' in BizFlex.

Creating a Customer List in BizFlex

Customer Listing

(navigate to the Customers Menu in Back Office)

Generate a customer list in BizFlex to send to your Email Marketing Service Provider.

File Edit Extras bMail Developers Menu Help

Input **Output**

Store Created At Customer Selection
 Current Customers Former Customers All Customers

Customer Type
Suburb
Postcode Purchasing History
Purchased After Purchased Before
Club Code Purchased From
Credit Rating
Created After
Name Contains
Preferred Store
State Product Criteria
Product Department
Group Category
Style Supplier

Customers Missing These Email Address
 Mobile Nbr

Customers Including These Email Address
 Mobile Nbr

Previously Generated Campaign
You can select a previously generated campaign to get the same customer list as before but with updated details. Using this option will override the other options
Campaign Code

Club Members Only
 Only Include in Mail Out
 List Only Customers Who need to be Create

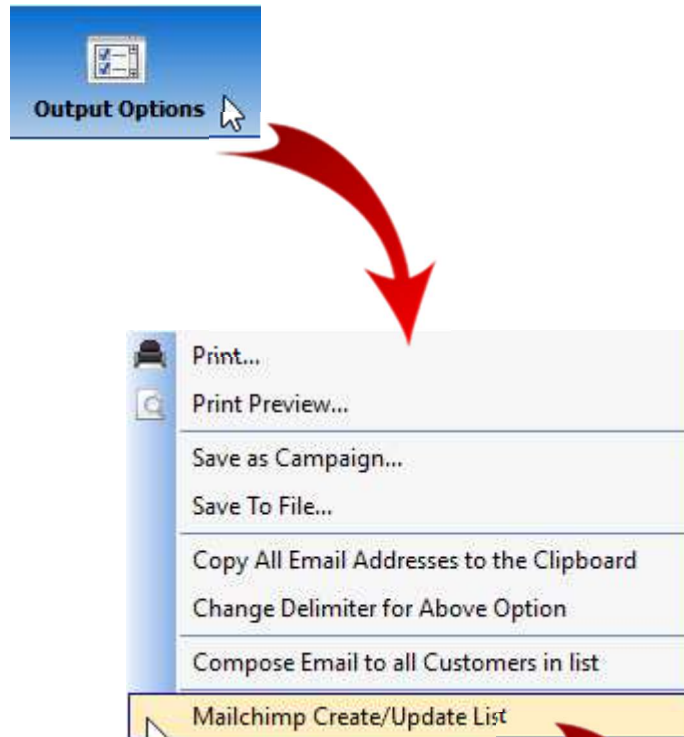
Product Tag Code
AUTUMN BLUES
CHRISTMAS 2018
EASTER SPECIAL
PYJAMAS
SPRING 2018
TESTONE
▶ VALENTINES DAY
WINTER SPECIAL

Clear List Generate List Untick

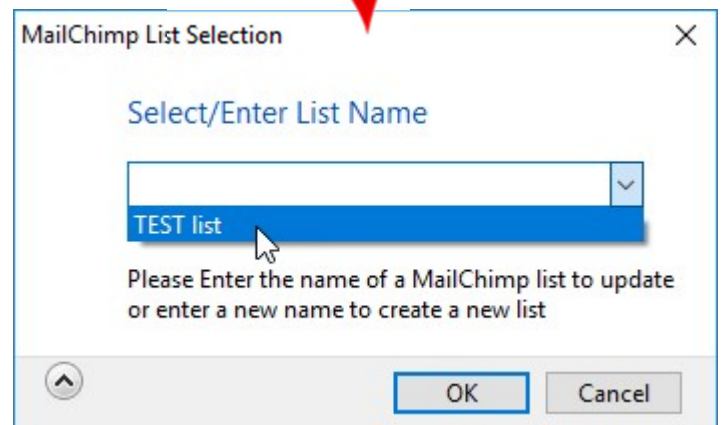
There are tick boxes (not shown here) next to the Product Tag Descriptions where you can select one or more Tags, together with any of the other parameters shown to fine tune the output of your customer list.

You can also add to your list, that is, generate multiple times with different parameters.

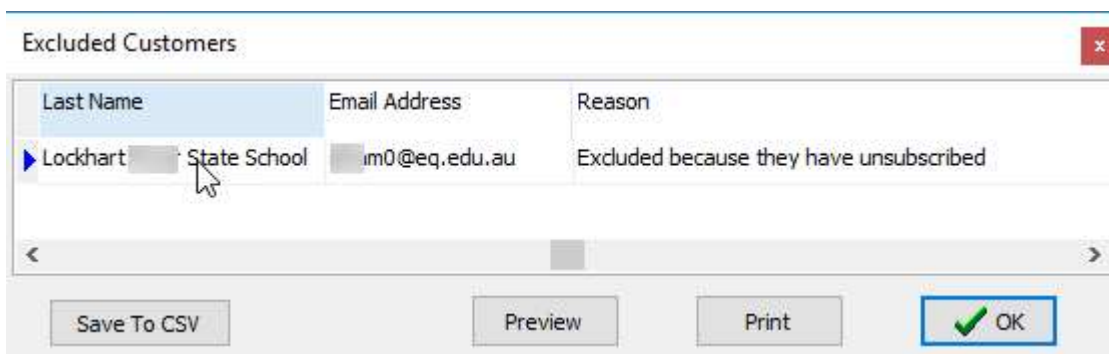
When you are satisfied with your Customer List that you have created, click on the 'Output Options' button:



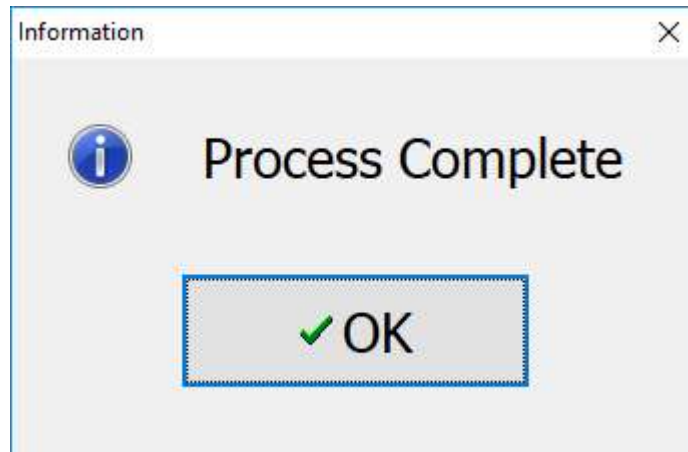
Then select your list:



When you click Ok you may see a notice of exclusions:



Otherwise the process will complete.



If you login to your Mailchimp account and navigage to your list, you will see that it has been updated with any changes from generating your list in BizFlex.

Tags	Email Marketing	Source	Contact Rating
	Subscribed	API	★★★★☆
	Unsubscribed	Unknown	★★★☆☆

Now it is up to you to design a Template and send it out with a list from BizFlex!