FAST, EASY AND PROFITABLE

ONLINE CHALLENGES

Step-by-Step Guide to Set Up Your Challenge

Opt-In Page with MailChimp and LeadPages

(last updated August 6, 2017)

MailChimp is a beginner-level marketing automation platform and an email marketing service. It allows you to grow and manage your list, send emails, newsletters and automated responses, and create targeted campaigns.

Leadpages is a top-level online platform that lets you collect leads and customer contacts from landing pages and opt-in forms. Leadpages allows you to create professional looking opt-in pages, squeeze pages, sales page, thank you pages, webinar pages and much more in just minutes.

Here is the overview of the steps:

STEP 1: Create accounts on MailChimp and Leadpages

STEP 2: Create a List in MailChimp

STEP 3: Create a Signup Form in MailChimp

STEP 4: Set up an automated Welcome Email in MailChimp

STEP 5: Integrate MailChimp with Leadpages

STEP 6: Create a Thank You Page in Leadpages

STEP 7: Create an Opt-In Page in Leadpages

NOTE: *Don't get intimidated by the number of pages in this guide. ☺*
Once you have the images and copy for your challenge, this whole entire set up can be done in 30-60 minutes. And much faster the second time around.

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STEP 1: Create accounts on MailChimp and Leadpages

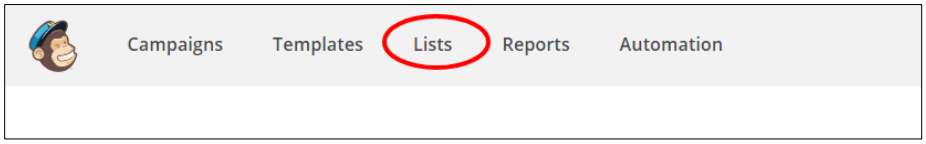
MailChimp (Monthly plan - $10/month)

Leadpages (Standard plan –$17/month with a 2-year subscription)

STEP 2: Create a List in MailChimp

1. Log in to **MailChimp** account.

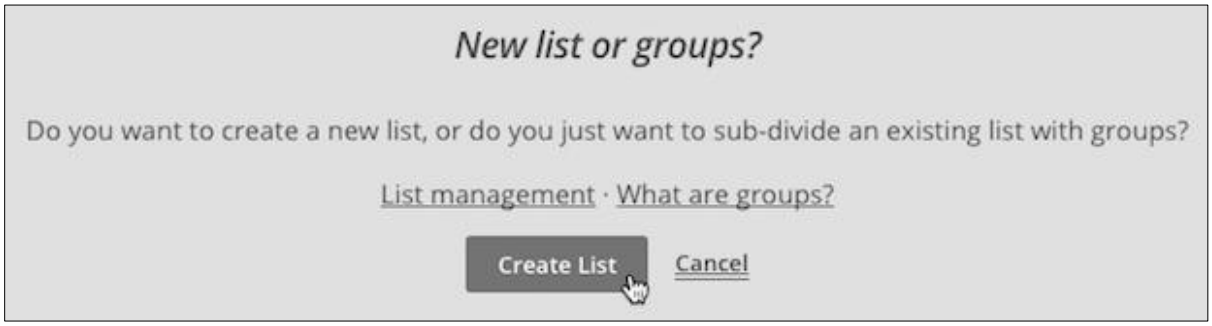
2. Click on the **List** tab on the top of the page.



3. Click on the **Create List** button.

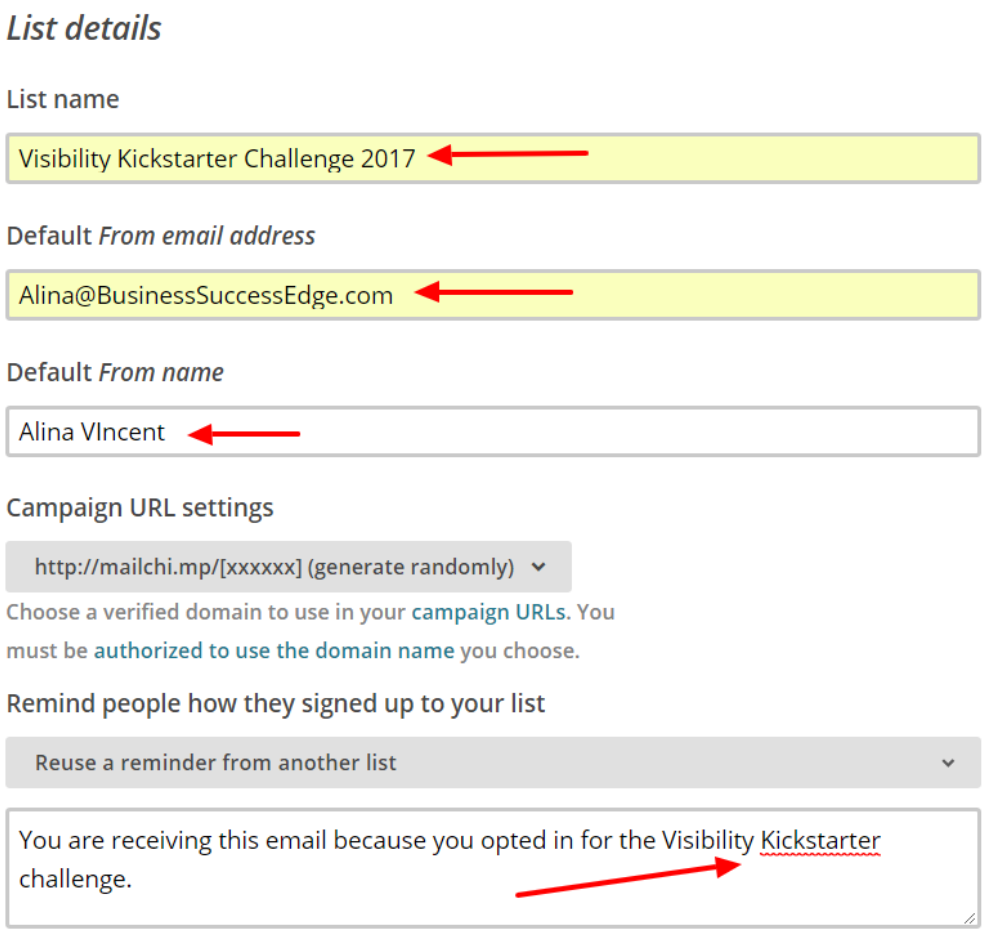


4. In the "**New list or groups?"** box select **Create List,** again.



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Fill in the **List Details** form. Put the name of your challenge as the list name. You can have multiple lists in MailChimp and send different emails to each list.



5. Review the **Contact information for this list** and edit if necessary.

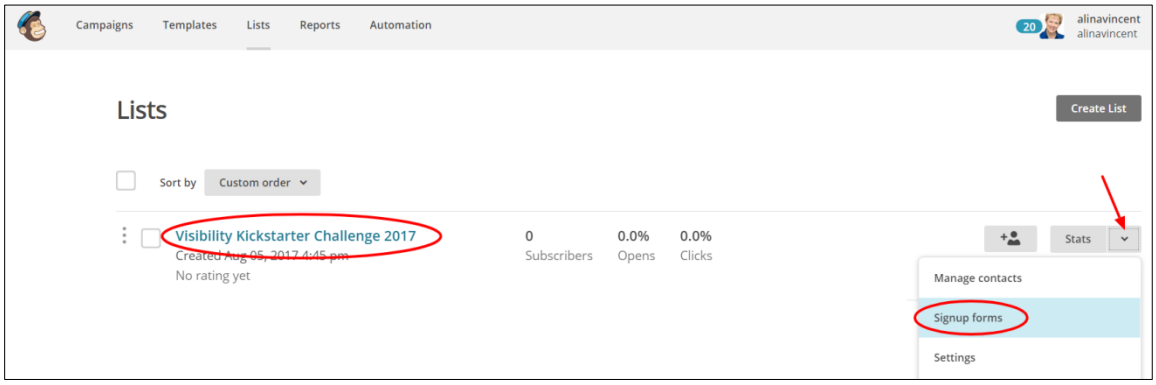
6. Choose how you want to be **notified** about new opt-ins.

7. Click **Save.** Yay! You just created a new list.

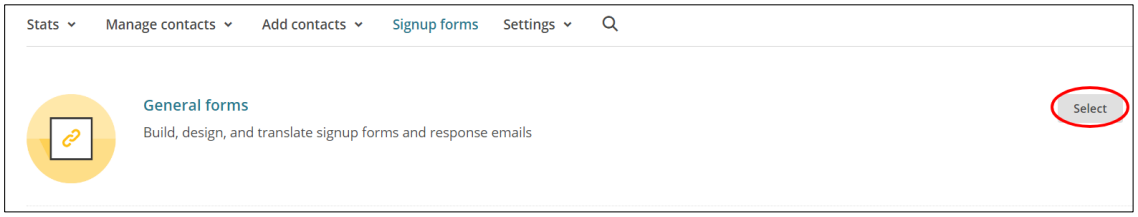
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STEP 3: Create a Signup Form in MailChimp

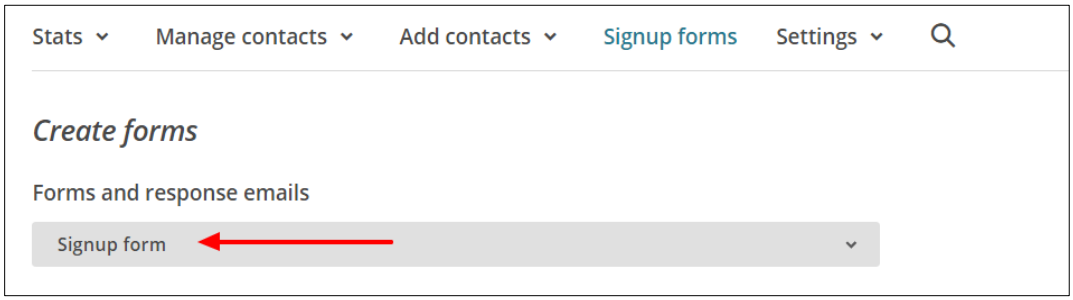
1. On the list tab, click on **options** drop down menu next to your new list, and select **Signup Forms.**



2. Select **General forms** option.



3. Make sure that **Signup form** is selected on the "**Forms and response emails**" menu.

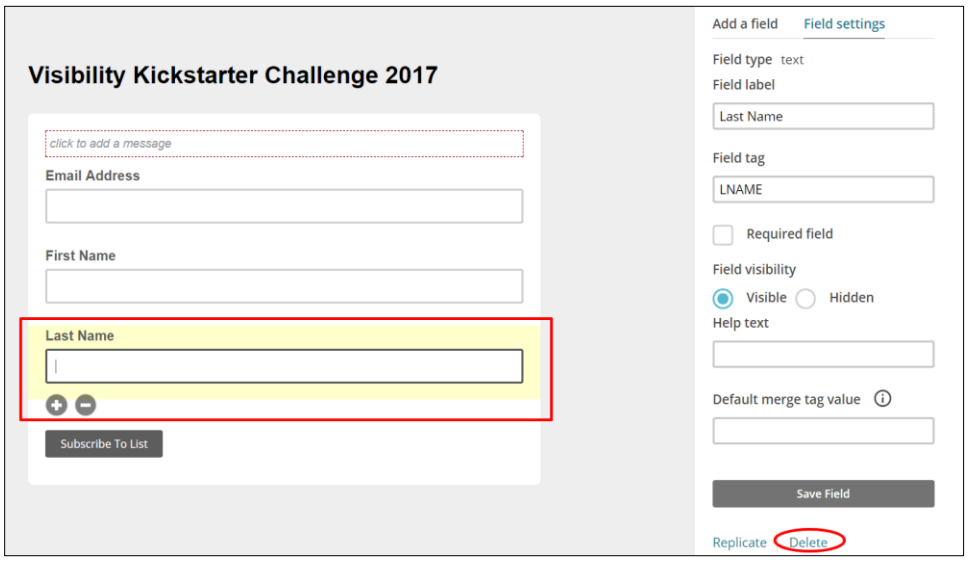


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4. On the **Build it** tab, you can select what information you will request from people. Don't worry about looking at the other tabs… You CAN create and design your opt-in form entirely in MailChimp, but it won't look all that great. We will be using Leadpages for the form design.

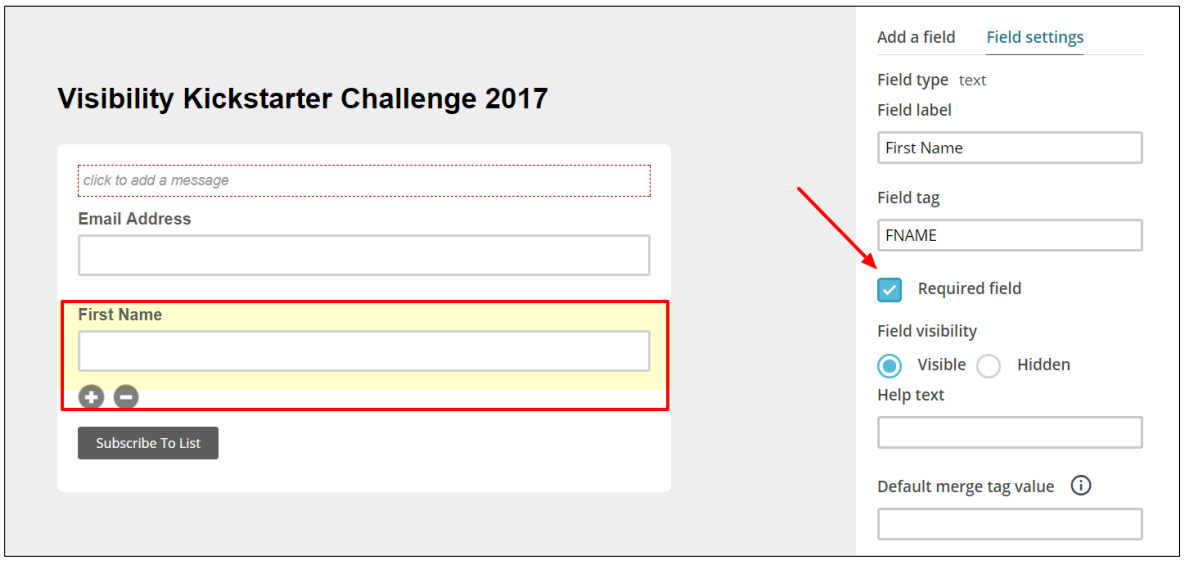


5. Click on the **"Last Name" field** on the form to highlight it and then **DELETE** it (you will be asked to confirm it). The less information you ask for, the more likely your prospects will complete the process. Ask for the minimal amount of information you will need – First Name and Email.



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6. Make the **"First Name" field** a required field. Click on the field to highlight it, and check the **Required field** option on the tab that will show up on the right side of the form.



7. Click **Save Field** to save the changes.

8. You are now done with setting up your Signup form in MailChimp

STEP 4: Set up an automated Welcome Email in MailChimp

1. Click on the **Automation tab** on the top of the page.

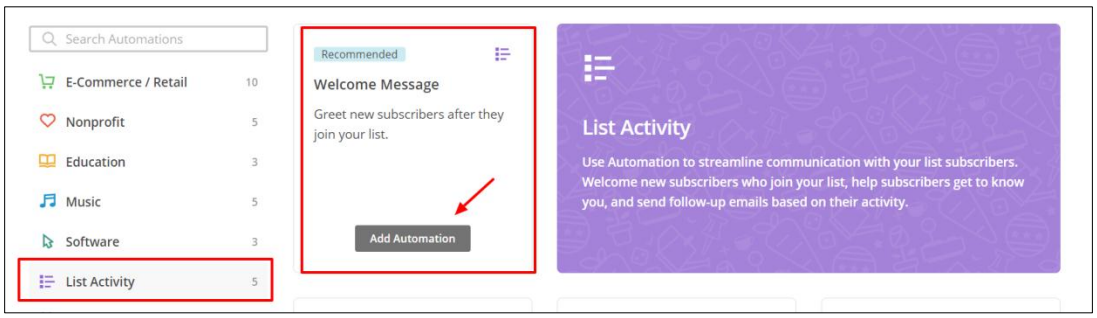


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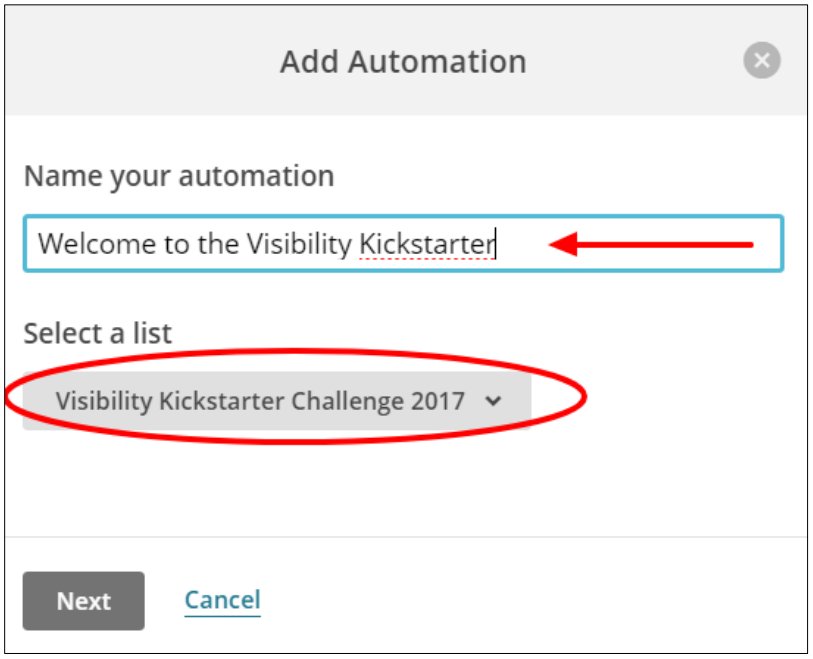
2. Click **Add Automation.**



3. On the **Explore Automation** page, select "**Welcome Message**" type under the "List Activity" header and click **Add Automation**.

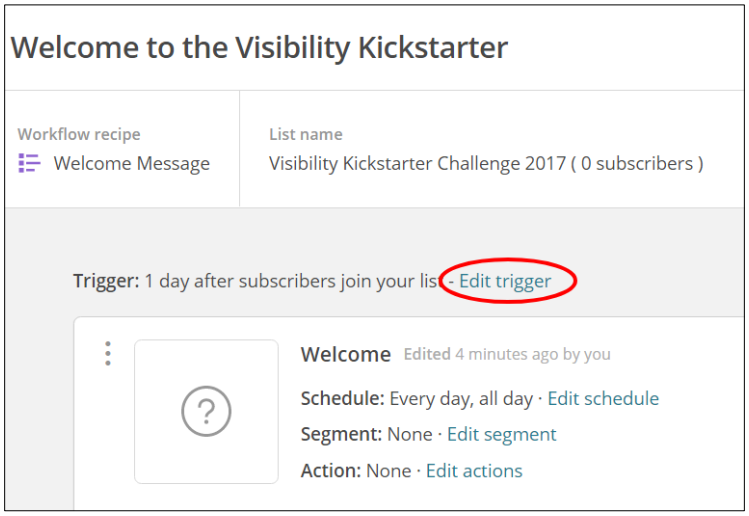


4. On the form that pops up, **name** your automation (Welcome to the challenge) and make sure that the right list is selected. Click **Next** when done.

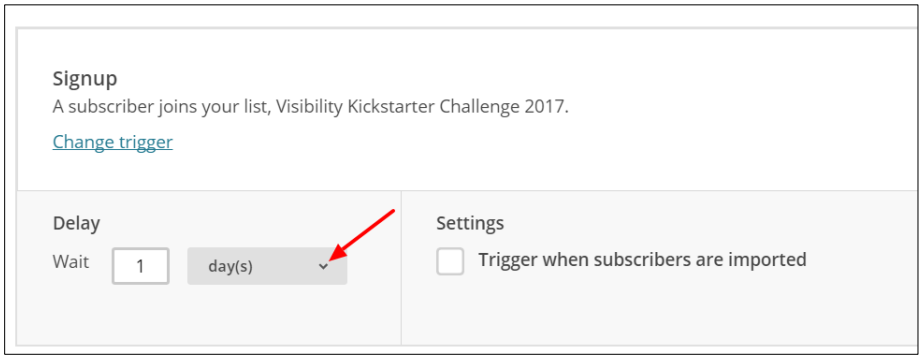


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5. Since we want the Welcome email to be sent out as soon as someone signs up for the challenge, we need to change the Trigger from the default "1 day after" to "immediate". Click on **Edit trigger**.

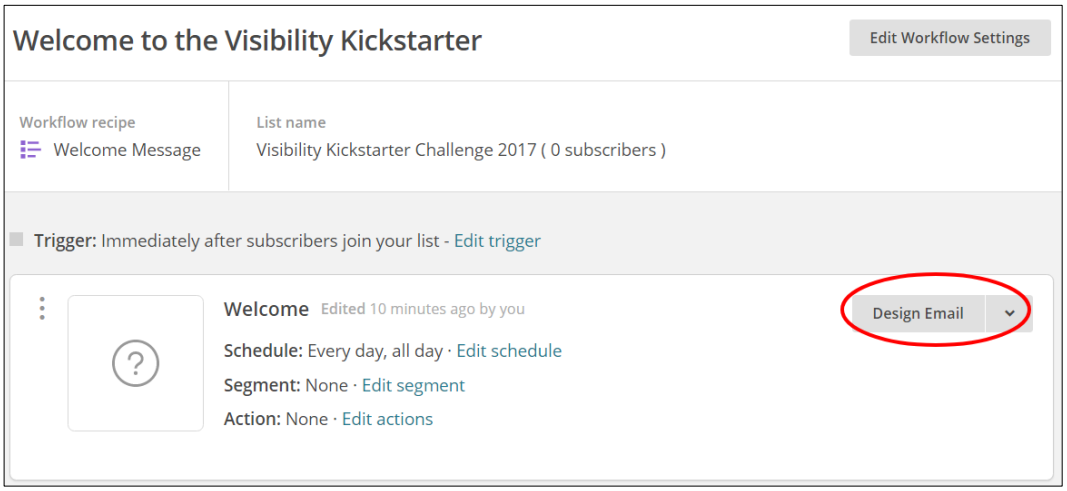


6. Click on the delay **menu** options and select **Immediately.** Click **Update trigger** when done.

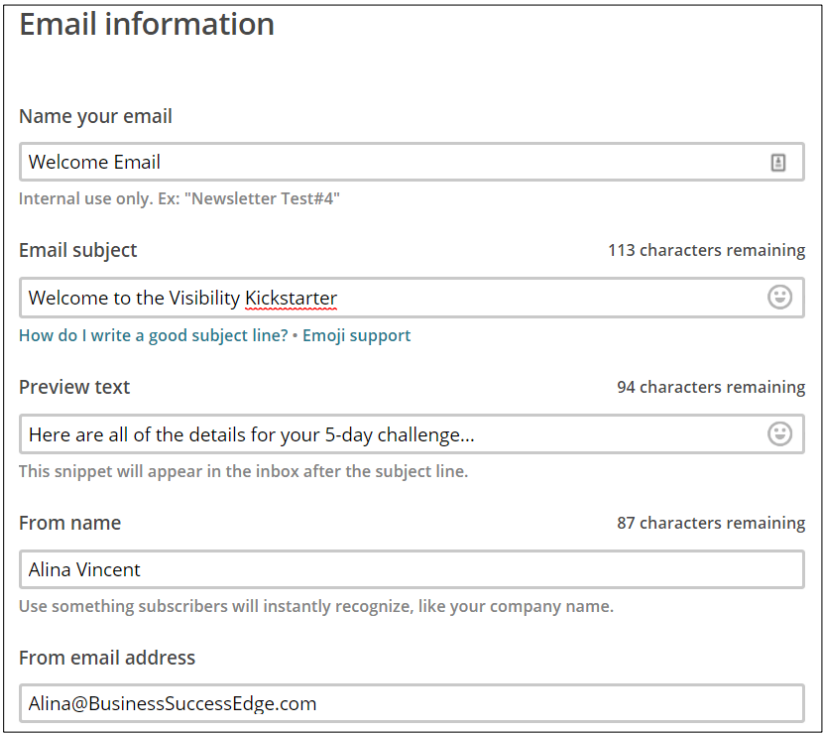


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7. Next step is to design the actual welcome email. Click on the **Design Email** button.

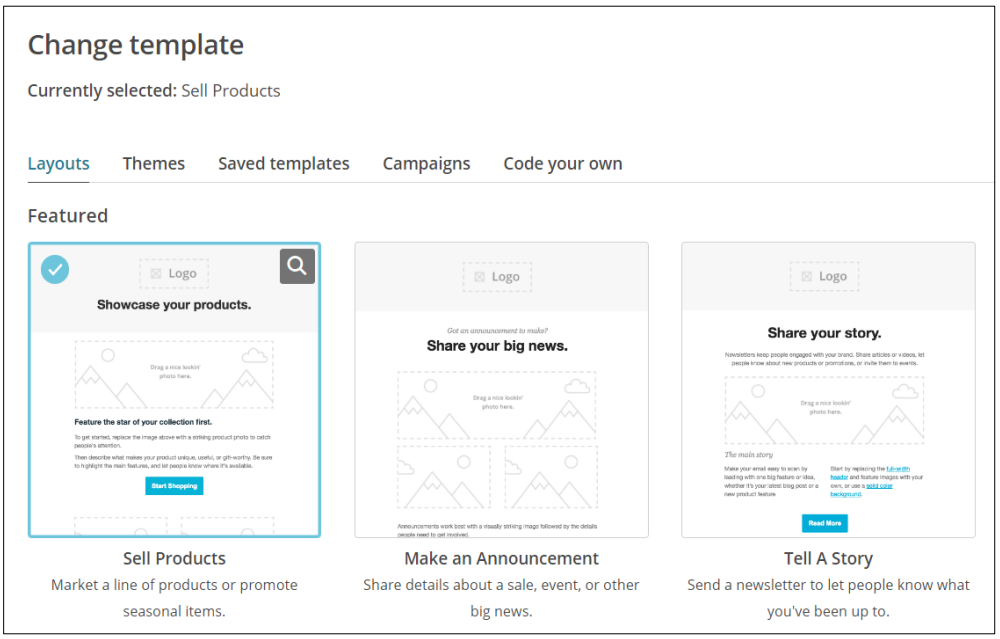


8. On the **Setup page**, fill out the **Name of your email**, **Email subject**, **Preview text**, **From name** and **From email address**. Click **Next** when done.

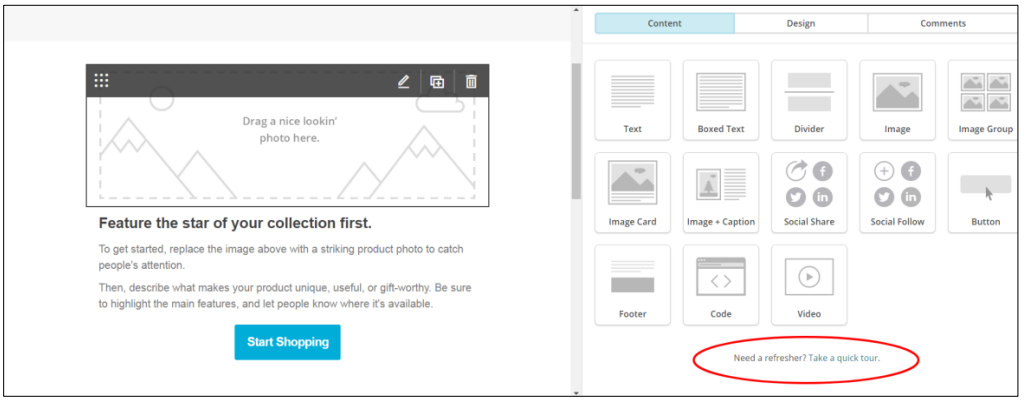


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9. On the **Template** step of the Email Designer, select any template you want to customize the look of your email. All layouts are fully customizable and elements can be added or removed. Once you select a layout, click **Next**.

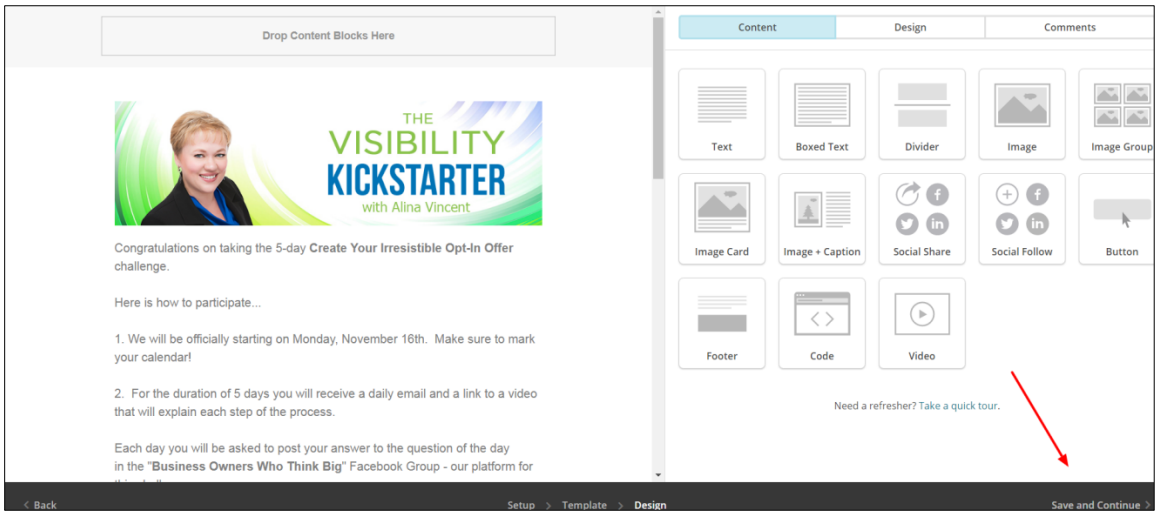


10. Customize your email using click and drag options, and add your copy for the Welcome to the challenge email. If you need help with this step – watch the tour of all of the features.



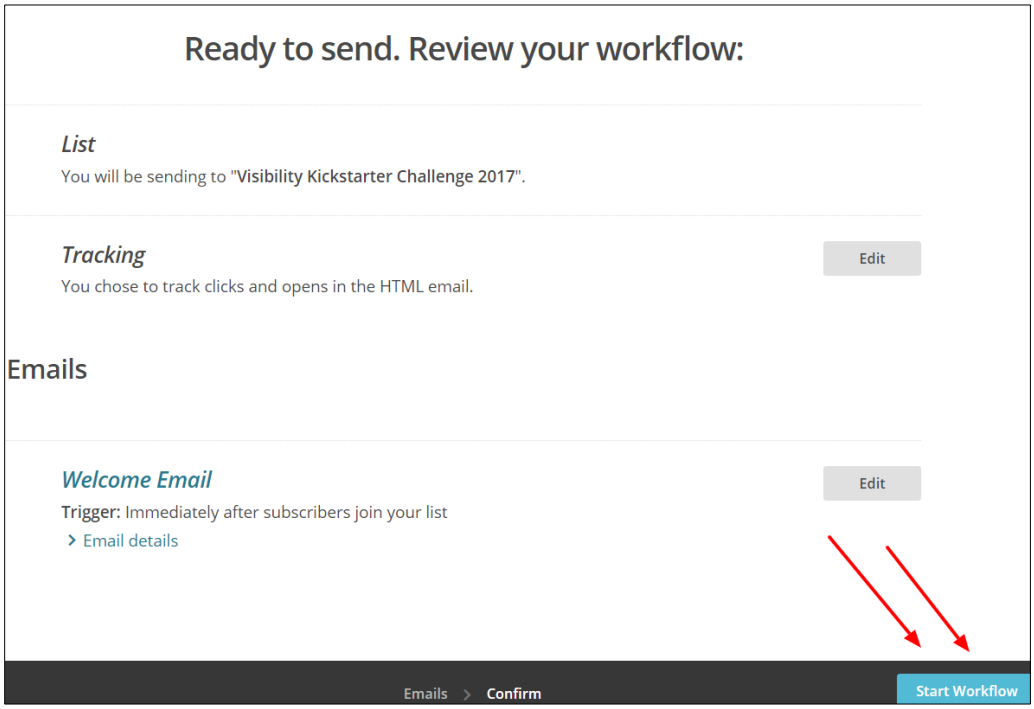
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11. Once you are done, click **Save and Continue**.



12. On the next screen click **Next**.

13.Click **Start the Workflow** to make the automation active.

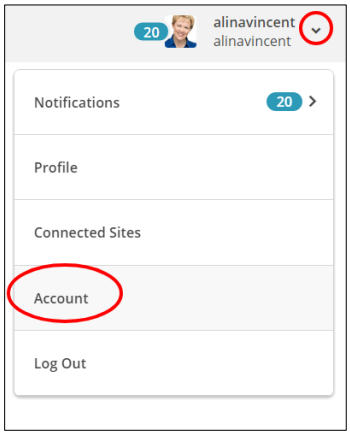


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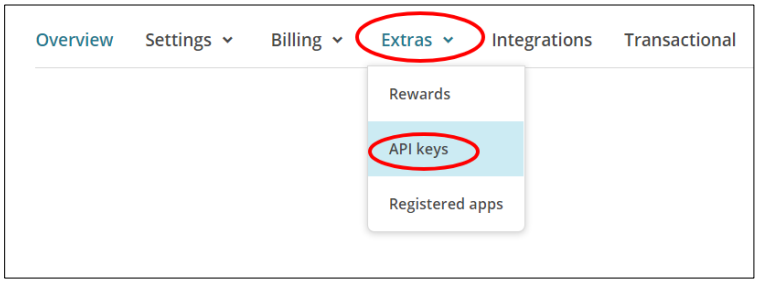
STEP 5: Integrate MailChimp with Leadpages

1. Get your MailChimp **API Key**.

    a. In your MailChimp account click on your Username in the top right hand corner of the page, and select **Account** from the menu.



    b. On the Account Page click on the **Extras** and choose **API Keys**.

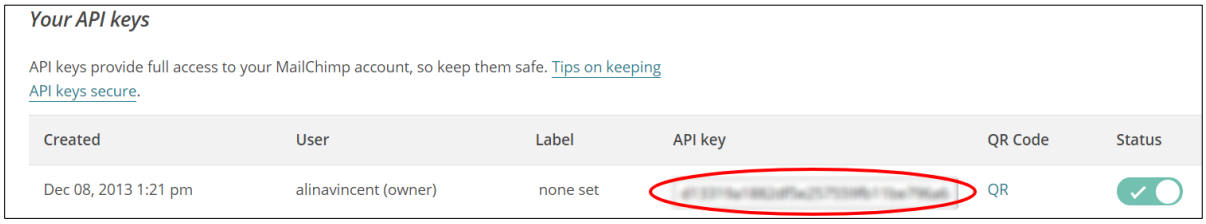


    c. Click on **Create A Key** (if one already exists, you can skip this step**)**



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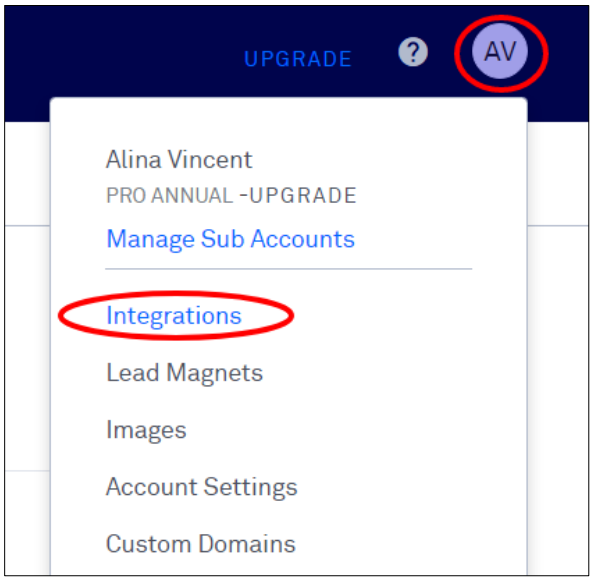
d. Copy the **API Key** (the long string of letters and numbers)



2. Add Mailchimp API Key to Leadpages.

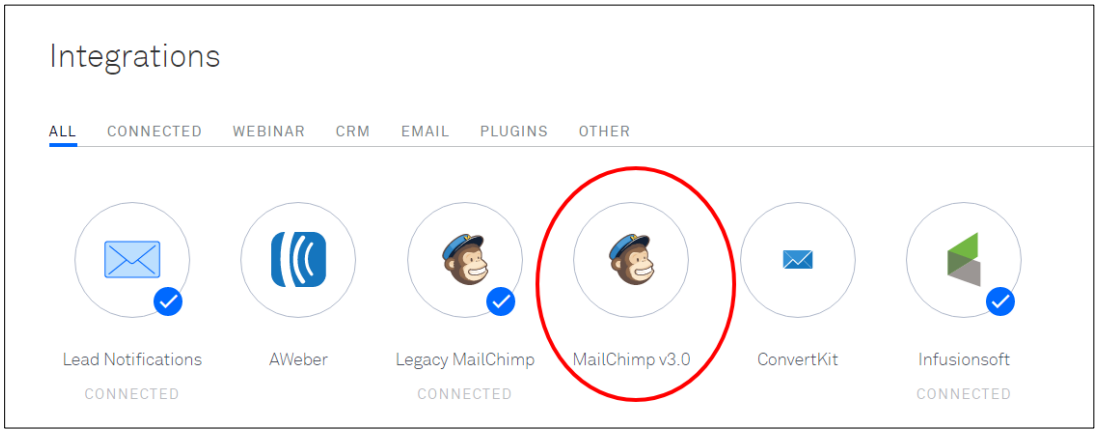
   a. Login to your Leadpages account.

   b. Click on **your name** in the top right hand corner of the page and select **Integrations.**

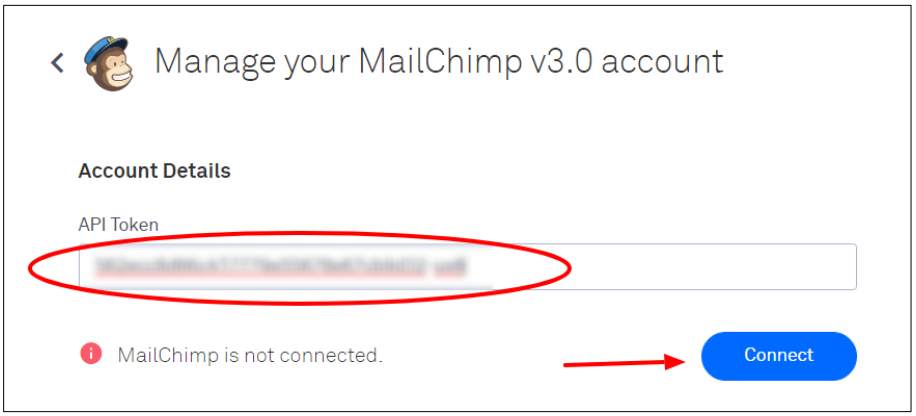


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c. Choose **MailChimp 3.0** from the list of available integrations.



d. Paste API Key you copied from MailChimp into the **API Token** field. Click **Connect** when done.



This step allows MailChimp and Leadpages "talk" to each other. Your MailChimp account is now integrated with your Leadpages account.

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STEP 6: Create a Thank You Page in Leadpages

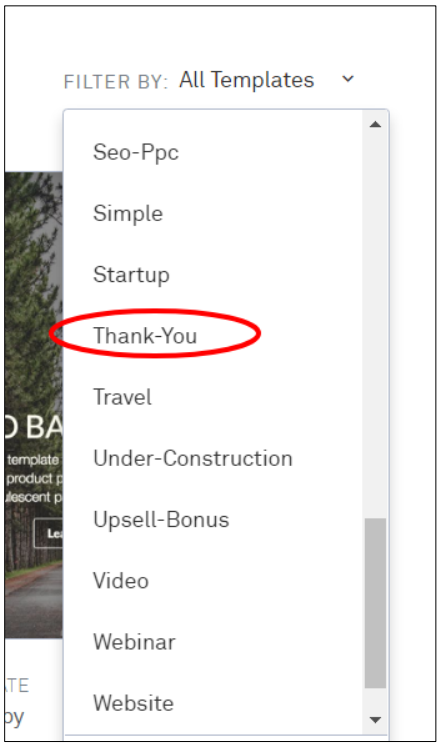
1. Click on the **Templates tab on the top of the page**



2. Select **Standard** for the type of templates

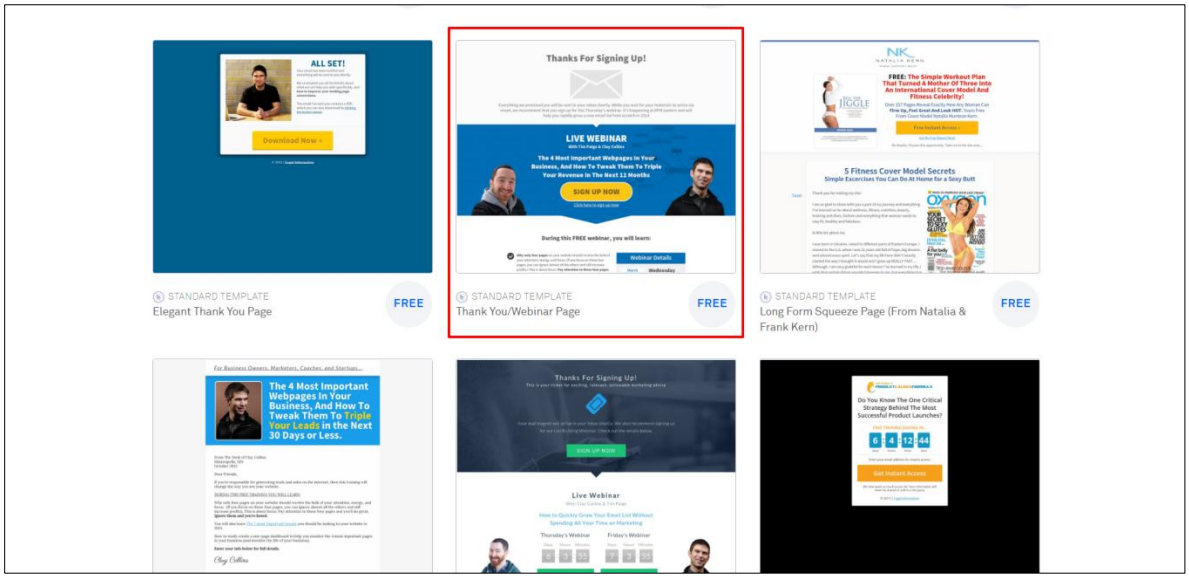


3. Use **the filter** to narrow the results to **Thank-You pages.**



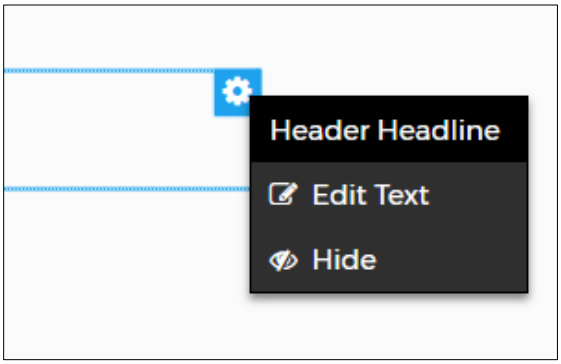
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4. Scroll through the options, preview them and select a template that you like. Click on **Use Template** to make your selection.



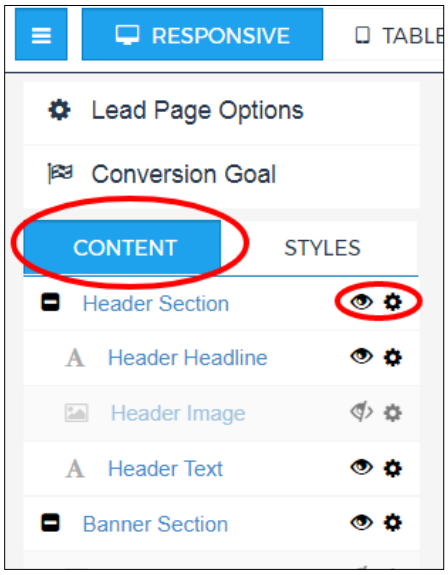
5. Customize your Challenge **Thank You** page. Additional tutorials available here: https://www.leadpages.net/tutorial

    a. Every element on the page can be hidden or edited. Hover over the element you want to change and look for the gear icon that will give you options.

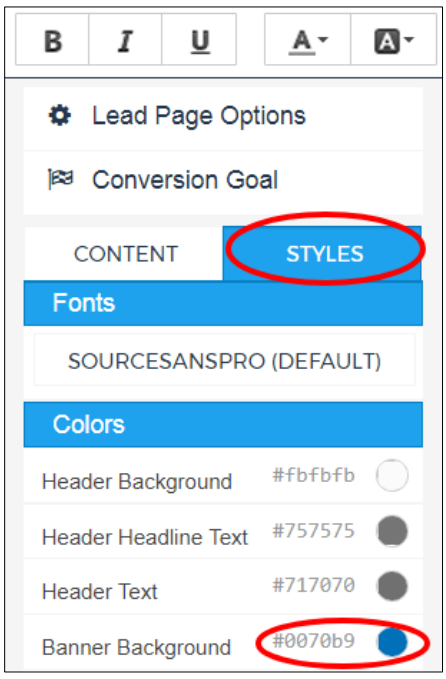


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b. Use **Content tab** to turn on and off different sections of the page.



c. Use **Styles** tab to customize colors.



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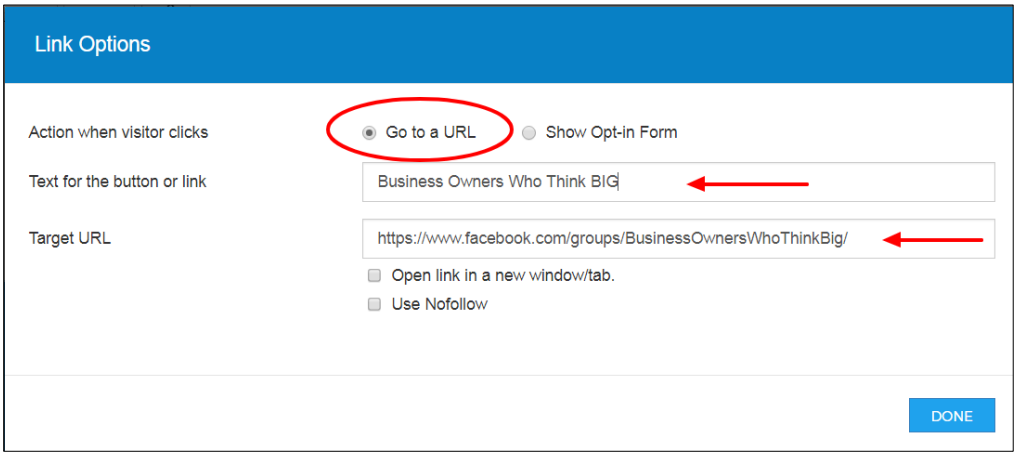
d. When editing text, look for the color, size and font options bar that appears on the top of the page.



e. When editing buttons, you will see options to send a person to a URL, or to an opt-in form. For the challenge Thank You page you will be using **URL option** to either:

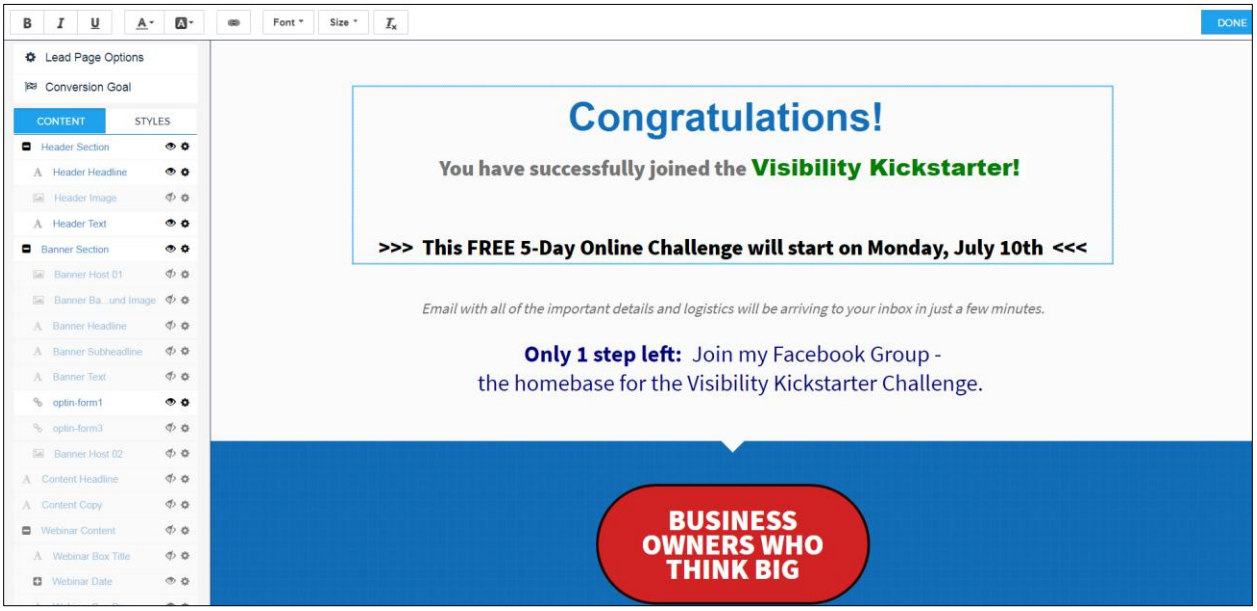
1) Invite people to join your FB group.

2) Send people to your shopping cart to pay for the recordings.



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Here is an example of what it could look like AFTER you customize this template and hid all of the unnecessary fields:



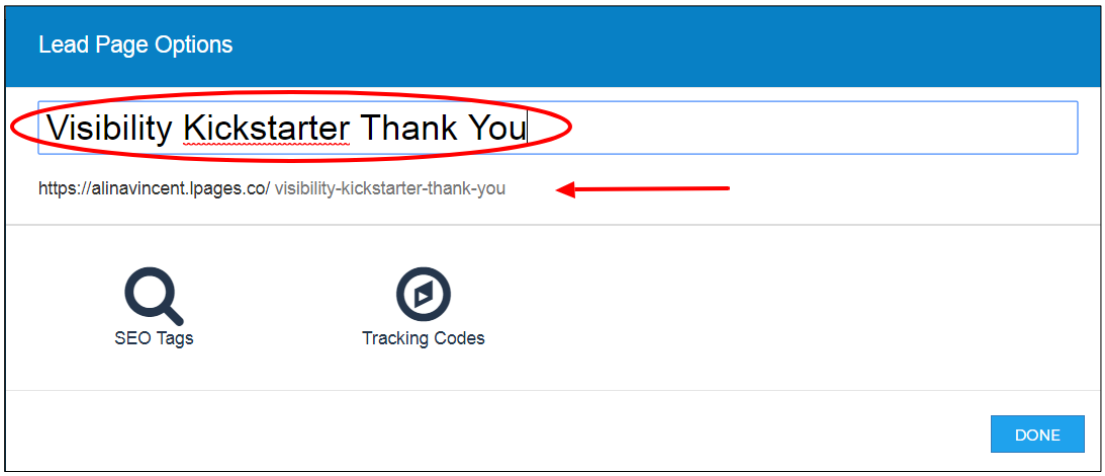
6. Click **Done** (top right-hand corner) when you are finished making changes.

7. Click **Save**.



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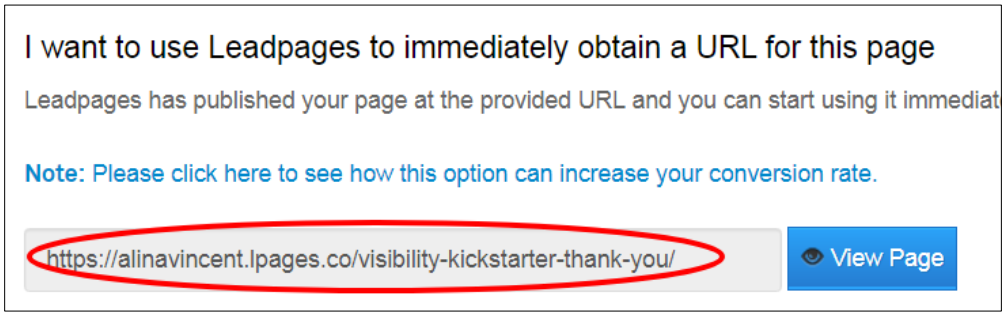
8. You will be asked to enter **Page Name** and **Page URL**. Name it after your challenge. Click **Done** when finished.



9. When the page refreshes, click **Publish.**



10. Copy the **URL** of your thank you page. You will need it in the next step.



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STEP 6: Create an Opt-In Page in Leadpages

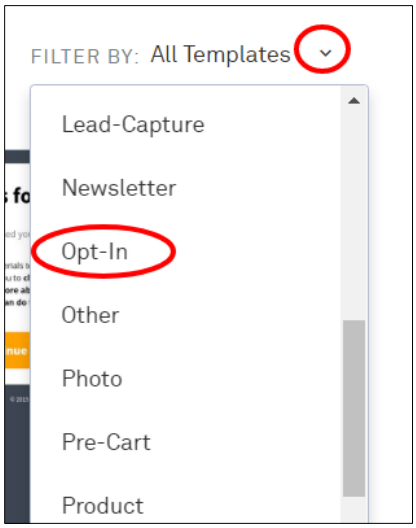
1. Click on the **Templates tab on the top of the page**



2. Select **Standard** for the type of templates. If you want to have more flexibility with the layouts – you can explore the Drag & Drop templates.

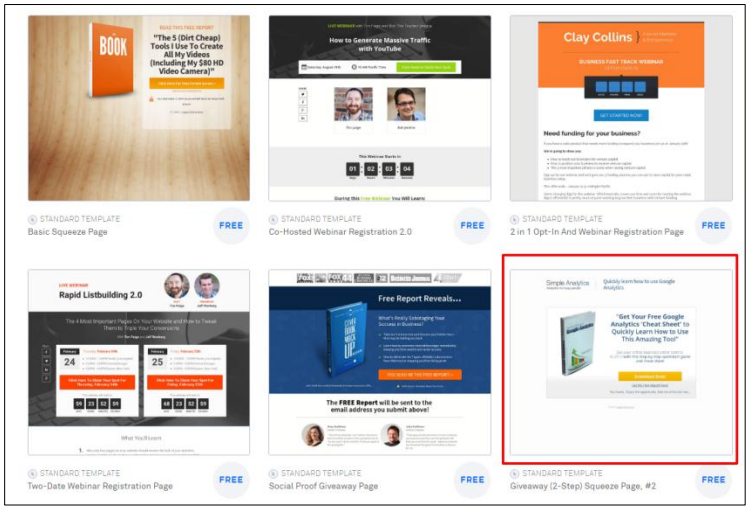


3. Use **the filter** to narrow the results to **Opt-In pages.** You can also look at the templates available under other categories, for example **Sales**. You can also look at the Premium options (additional templates available for $7-$25).



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4. Scroll through the options, preview them and select a template that you like. Click on **Use Template** to make your selection.



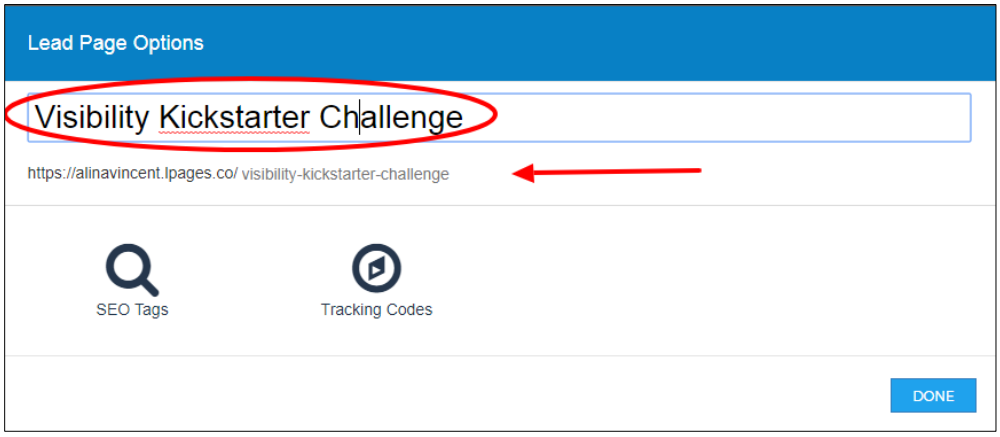
5. Customize your Challenge **Opt-In Page**. Additional tutorials available here: https://www.leadpages.net/tutorial

   Here is a quick example of what a very simple challenge opt-in page could look like:



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6. **Save** your page and give it a name. **Write down the URL – this is the URL that you'll be using for testing and in all of your challenge promotions.** Click **Done** when finished.

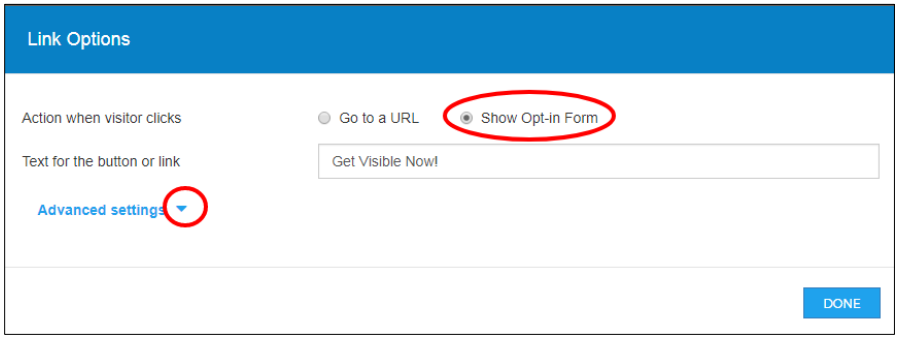


7. **VERY IMPORTANT: Connect the opt-in form with MailChimp list and Thank You Page**

   a. Click on the gear icon on the Opt-In Button and select Link Options.

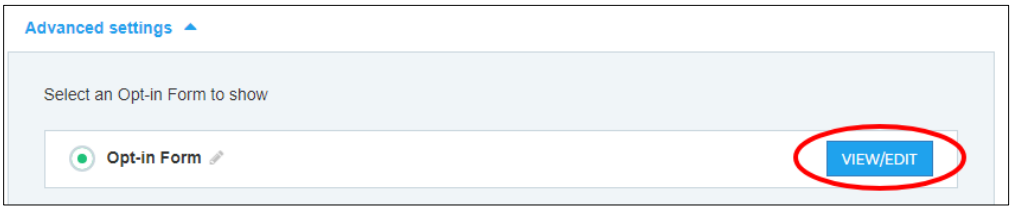


   b. On the **Link Options** pop-up, make sure that **Opt-in Form** is selected, and click on the **Advanced settings**.

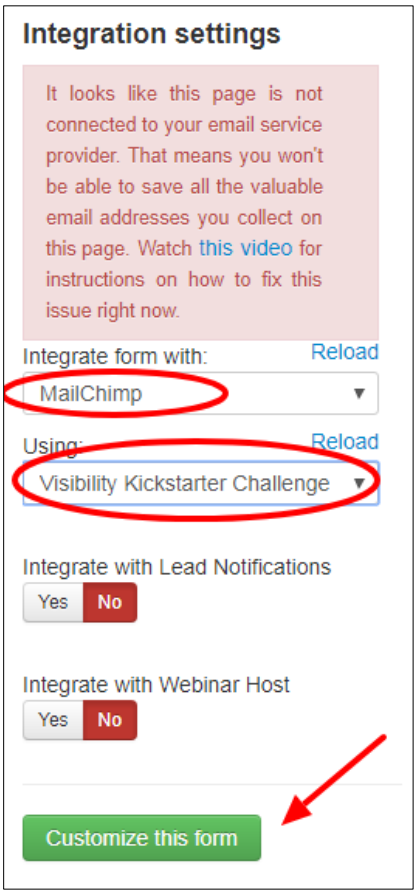


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c. Click on the **View/Edit** button.

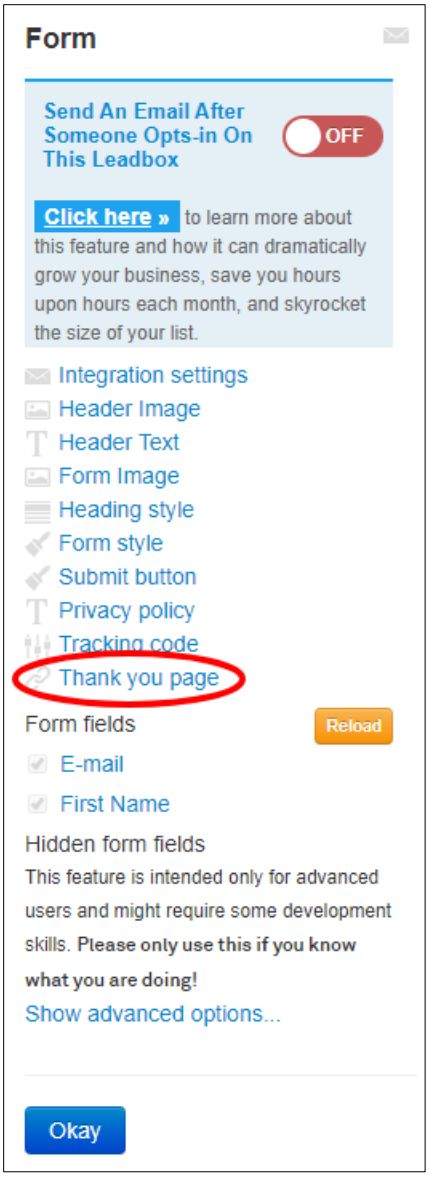


d. On the **Integration settings** pane, select to integrate with the MailChimp, and select the list you created in STEP 2 in MailChimp (if you do not see it, click Reload to refresh the options). When you are done, click **Customize this form**. This will put everyone who opt-in to your form on your MailChimp list.



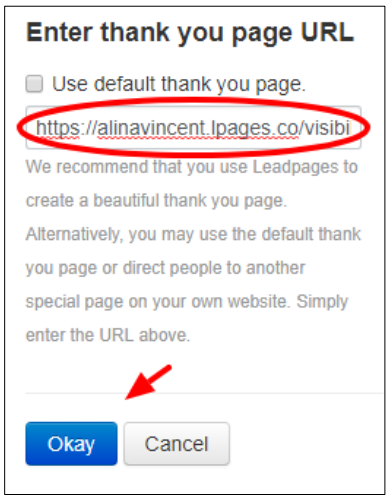
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e. On the **Form** page, click on the **Thank you page** option.

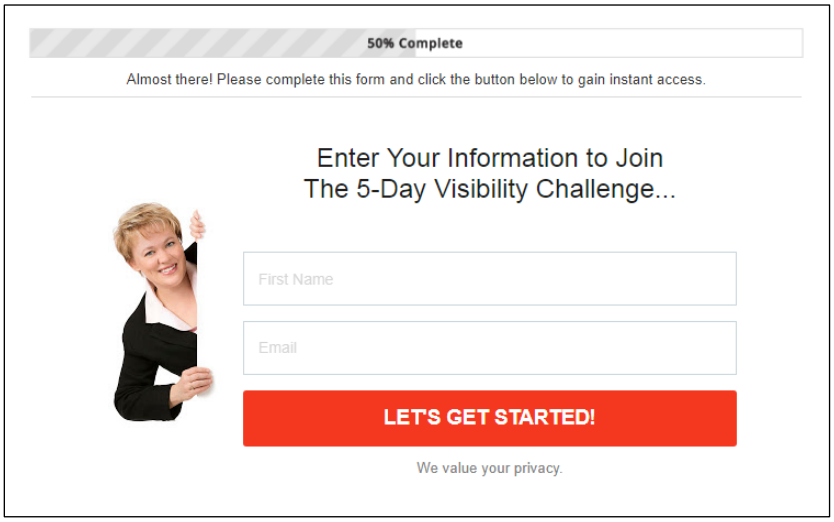


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f. Enter the URL for the Challenge **Thank You** page you created in STEP 6 here. Click **OK** when done. This will connect your opt-in page with the correct Thank You page.



g. Back on the **Form** page, customize your form by uploading a custom image, and changing the text and colors of the header and the button. Click OK when **Done**.



h. **Save** your Challenge Opt-in Page. You are done!

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Testing Your Opt-In Page:

1. Go to your Challenge Opt-In page (you created it in STEP 7). Make sure the page looks good.

2. Opt-in to your Challenge. Make sure the form looks good.

3. Check your email – you should get a Welcome message within 5-10 minutes.

4. Check your MailChimp account – it should show 1 new subscriber to your list.

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