

Connect Mailchimp to your store

Link your own Mailchimp account to your store so customers and orders sync, then start an email campaign from the store.

Add-on [Online store](#)

Mailchimp is an email service you sign up for yourself. Once it is connected, your store shares its customers with a Mailchimp audience, and you can start a newsletter from the store. You write and send the emails, to people who agreed to hear from you. We don't send marketing for you.

Online stores are an add-on. If your site doesn't have one yet, ask us about adding it; we quote it in writing first.

Before you start

- These steps are for stores that show **Manage Store** under **Store** in the side panel. If yours doesn't, email us and we'll check what your store offers.
- The account is yours, so you sign in to it yourself. We never ask for your Mailchimp password.
- To collect permission at checkout first, see [Ask customers to join your email list at checkout](#).

Connect Mailchimp

1. Log in to your site editor.
2. In the side panel, click **Store**, then **Manage Store**.
3. Click **Marketing**, then **Newsletters**.
4. Click **Connect Mailchimp**. No Mailchimp account yet? Click **Sign up Free**, just below that button.
5. Follow the steps on screen:
 - **Choose Mailchimp audience.** Customers from your store go into the audience you pick. Customers who didn't agree to emails arrive as unsubscribed members, which limits you to ads, postcards and order emails for them. No newsletters.
 - (Optional) Send your existing store data to Mailchimp, so their purchase history is there when you write.
 - (Optional) Link your site itself to Mailchimp, so you can show a Mailchimp sign-up pop-up on it.

Your store then shares customers, products, orders, coupons and abandoned carts with Mailchimp.

Start an email campaign

1. Go to **Marketing**, then **Newsletters**.
2. Click **Create Newsletter**. Mailchimp's site opens.
3. Choose the type of campaign: regular, automated or plain-text.
4. Type a **Campaign Name** and click **Begin**.
5. Work through Mailchimp's steps. It gives hints along the way.
6. Preview and test the email.
7. Click **Schedule** to pick a time, or **Send** to send it right away.

Tips

- Send a test to yourself first and read it on your phone.
- Keep your Mailchimp audience to people who said yes. Check Mailchimp's own rules for what you can send.
- For a sign-up form on a page instead, see [Send form sign-ups to Mailchimp](#).

Need a hand?

If your site doesn't have this yet, ask us about adding it. We quote it in writing first, and nothing is billed unless you approve. Email hello@zossoz.com.

Already have a store and a Mailchimp account? Email us and we'll walk you through the connection. We reply within one business day. See [Request a change](#).

Related guides: [Ask customers to join your email list at checkout](#) · [Send form sign-ups to Mailchimp](#) · [Send automatic marketing emails](#) · [See your customers](#) · [Create a coupon code](#)

More guides: the [Zossoz Help Center](#) · Questions? Email hello@zossoz.com