

PlayHQ & Mailchimp



Webinar Deliverers



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PlayHQ Mailchimp Webinar – Overview

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What is mailchimp?

- An **email marketing platform** to manage communications
- Easily **communicate with participants** who have **registered to your organisation**
- Use **mailchimp** to send emails about **registrations, events, programs, comps or fixtures**



Benefits of mailchimp

- Free **e-mail marketing platform** for up to 2000 contacts.
- Send **sleek looking emails** & marketing comms
- **Automatic contact sync** between PlayHQ & Mailchimp account.
- Tags created based on competition and program registration = **automatic mailing list creation**.



Get started with mailchimp

- Head to **mailchimp.com** to create your account
- If you have an **existing mailchimp** account, you can **skip this step**
- Enter **contact details** and **follow the prompts**
- **Free** plan available

Welcome to Mailchimp

Create an account or [log in](#)

Email

Username

Password

[Show](#)

☐ I don't want to receive [promotional emails](#) from Mailchimp.

By clicking the "Sign Up" button, you are creating a Mailchimp account, and you agree to Mailchimp's [Terms of Use](#) and [Privacy Policy](#).

Sign Up



Demonstration

Connect mailchimp with PlayHQ



PlayHQ syncing

- PlayHQ will **sync** all your **organisation's contacts**
- **Syncronisation** of new registrations will occur **every night**
- **Contact details** include First Name, Last Name, Email, Mobile, Address and Date First Registered
- Only the **primary account holder** details will be **synced**
- Every participant will be **automatically subscribed** to your mailing list



Mailchimp Tags

- PlayHQ creates **Mailchimp Tags** for every **participant**
- **Tags** work like **labels** to help **segment** your contacts
- Participants **registered** to the same **competition or program** will have a **common tag**
- Allows you to **filter and communicate** with participants based on their **tags**



Mailchimp Tags - Club



Season - 2022
League - Yarra Junior FL
Competition - Yarra Junior FL
Role - Player



Tags

2022 - Yarra Junior FL - Yarra Junior FL

2022 - Yarra Junior FL - Yarra Junior FL - Player



Season - 2022
League - Yarra Junior FL
Competition - Yarra Junior FL
Role - Team Manager



Tags

2022 - Yarra Junior FL - Yarra Junior FL

2022 - Yarra Junior FL - Yarra Junior FL - Team Manager

Mailchimp Tags - League



Season - 2022

Competition - Yarra Junior FL

Role - Player

Club - Bulleen Templestowe



Tags

2022 - Yarra Junior FL

2022 - Yarra Junior FL - Player

2022 - Yarra Junior FL - Bulleen Templestowe

Mailchimp Tags - Programs



Season - 2022
Program - PlayHQ Auskick
Role - Player
Group - Saturday morning



Tags

2022 - PlayHQ Auskick

2022 - PlayHQ Auskick - Player

2022 - PlayHQ Auskick - Player - Saturday morning



Season - 2022
Program - PlayHQ Auskick
Role - Volunteer
Group - Friday Night



Tags

2022 - PlayHQ Auskick

2022 - PlayHQ Auskick - Volunteer

2022 - PlayHQ Auskick - Volunteer - Friday Night

Import Contacts

- Anyone who does not register in PlayHQ can be **imported** into **mailchimp manually**
- Keep **all your contacts** in the **one place**
- **Manage communications** across your **whole organisation**
- May include **sponsors** or **past players**



Demonstration

Mailchimp



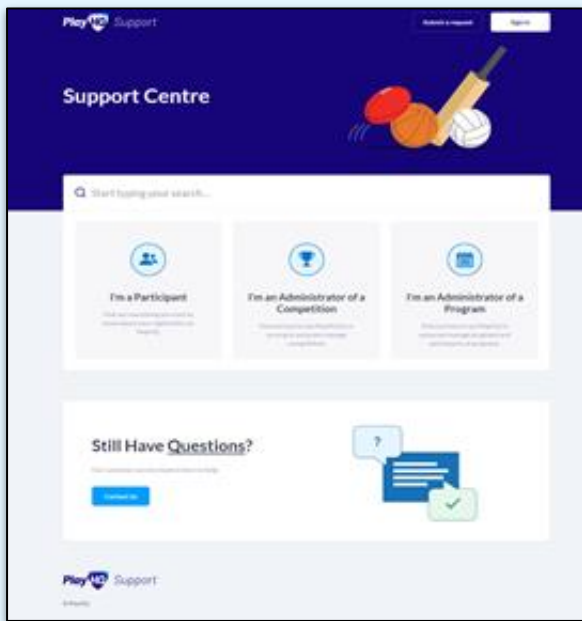
Mailchimp Case Study



Need Help?

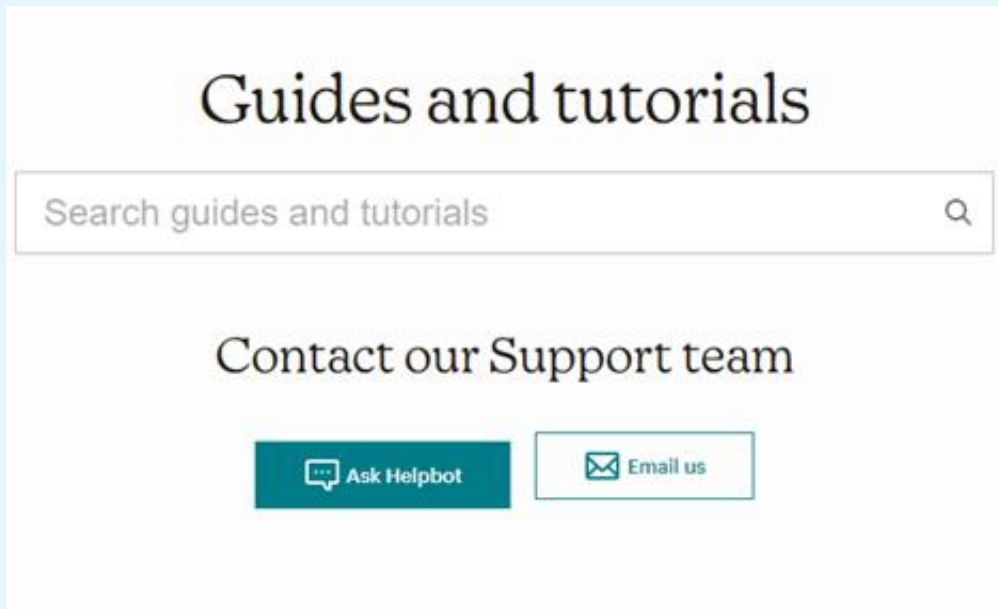
PLAYHQ SUPPORT

[https:// Support.playhq.com](https://Support.playhq.com)



MAILCHIMP

<https://us20.admin.mailchimp.com/>



Thank you!