



Ape for Email MailChimp Questionnaire

Name

Company Name

Email Address

List Set Up

Check all that apply.

* Required

I do NOT require list set-up services for my project.

List Name*

Good example: "Acme Company Newsletter" – Bad example: "Cust_11_11_2007"

Default From Name*

Default Reply-To Email*

Default Subject

Remind people how they got on your list*

Write a short reminder about how the recipient joined your list.

Would you like to receive emails people subscribe/unsubscribe/both from your list?

- Subscribe
- Unsubscribe

If so, please supply the email address you would like notifications sent to.

Would you like to allow subscribers to pick an email format (HTML, plain text, or mobile)?

Check one.

- yes
- no

List Forms

Setup and basic design of your MailChimp hosted pages/communications is included in your package selection. Additionally certain pages can be further customized and hosted on your company's web server. There is an additional fee for this service. Please contact your designer for additional details.

List forms include the following MailChimp hosted pages/communications.

- Signup form
- Signup form with alerts
- Signup "thank you" page
- Opt in confirmation email
- Confirmation "thank you" page
- Final "welcome" email
- Unsubscribe form
- Unsubscribe success page
- "Goodbye" email
- Update profile form
- Forward to a friend form
- Campaign archive page

I do NOT require list form services for my project.

Please list any special circumstances surrounding the set up of your MailChimp forms. Your forms will be hosted on the MailChimp web site unless otherwise specified.

Signup Form

Check one.

- I wish to host our company's signup form on our own web site; we do NOT need to utilize the MailChimp hosted signup form.
- I wish to utilize the MailChimp hosted signup form. I will be provided with a custom header graphic to be used on the MailChimp hosted signup page.

Describe the overall look, feel and design you are looking for as it pertains to the hosted signup page. Please include your branding colors if applicable.

Sign Up Form Details

Check the fields you'd like to include in your list signup form.

- Email Address
- First Name
- Last Name
- Company
- Mailing Address
- Web Site

List any custom fields you'd like to incorporate into your sign up form.

For example Birthday (Please indicate Month & Day only or Month, Day & Year), Sex.

The following signup form fields should be required therefore displaying an error when left blank by the person completing the form.

Signup “Thank You” Page

Check one.

- I wish to host our company’s signup “thank you” page on our own web site; we do NOT need to utilize the MailChimp hosted signup “thank you” page.
- I wish to utilize the MailChimp hosted signup “thank you” page. The same custom graphic utilized on the signup form page will be provided to be used on the MailChimp hosted signup “thank you” page.

Please provide the custom text you’d like to display when subscribers reach this page. If nothing is supplied the standard “Almost Finished ... We need to confirm your email address. To complete the subscription process, please click the link in the email we just sent you.” will be displayed.

Opt In Confirmation Email

The same custom graphic utilized on the signup form page will be provided to be used in the MailChimp hosted opt in confirmation email.

Please provide the custom text you’d like to display when subscribers receive this email. If no text is supplied the standard “Click here to confirm your subscription to our list. If you received this email by mistake, simply delete it. You won’t be subscribed if you don’t click the confirmation link above. For questions about this list, please contact: *|LIST:ABUSE_EMAIL|*” will be displayed.

Confirmation “Thank You” Page

Check one.

- I wish to host our company’s confirmation “thank you” page on our own web site, we do NOT need to utilize the MailChimp hosted confirmation “thank you” page.
- I wish to utilize the MailChimp hosted confirmation “thank you” page. The same custom graphic utilized on the signup form page will be provided to be used on the MailChimp hosted confirmation “thank you” page.

Please provide the custom text you'd like to display when subscribers reach this page. If no text is supplied the standard "Subscription Confirmed. Your subscription to our list has been confirmed. Thank you for subscribing!" will be displayed.

Final "Welcome" Email

The same custom graphic utilized on the signup form page will be provided to be used in the MailChimp hosted final "welcome" email.

Please provide the custom text you'd like to display when subscribers receive this email. If no text is supplied the standard "Enter your email address to unsubscribe from *|LIST:NAME|*." will be displayed.

Unsubscribe Form

Check one.

- I wish to host our company's unsubscribe form page on our own web site, we do NOT need to utilize the MailChimp hosted unsubscribe form page.
- I wish to utilize the MailChimp hosted unsubscribe form page. The same custom graphic utilized on the signup form page will be provided to be used on the MailChimp hosted unsubscribe form page.

Please provide the custom text you'd like to display when people who unsubscribe reach this page. If no text is supplied the standard "Subscription Confirmed. Your subscription to our list has been confirmed. Thank you for subscribing!" will be displayed.

Unsubscribe Success Page

Check one.

- I wish to host our company's unsubscribe success page on our own web site, we do NOT need to utilize the MailChimp hosted unsubscribe success page.
- I wish to utilize the MailChimp hosted unsubscribe success page. The same custom graphic utilized on the signup form page will be provided to be used on the MailChimp hosted unsubscribe success page.

Please provide the custom text you'd like to display when people who unsubscribe reach this page. If no text is supplied the standard "Unsubscribe Successful. You have been removed from *|LIST:NAME|*. You will receive one final email to confirm that we unsubscribed you." will be displayed.

Goodbye Email

The same custom graphic utilized on the signup form page will be provided to be used in the MailChimp hosted goodbye email.

Please provide the custom text you'd like to display when subscribers receive this email. If no text is supplied the standard "We have removed your email address from our list. We're sorry to see you go. Was this a mistake? Did you forward this email to a friend, and they accidentally clicked the unsubscribe link? If this was a mistake, you can re-subscribe at: Subscribe. For questions or comments, please contact us at: *EMAIL*." will be displayed.

Overall Look, Feel and Design

Describe the overall look, feel, function and design you are looking for.

Describe your company's color scheme. Would you like to incorporate this color scheme into your design? (Recommended)

Describe the purpose and general use of each template (a total of seven). Please include preferred layout, text areas, graphical elements, etc. for each template as outlined in your package.

Template No. 1 _____

Template No. 2 _____

Template No. 3 _____

Template No. 4 _____

Template No. 5 _____

Template No. 6 _____

Template No. 7 _____

What branding, photography or imagery will you be providing us with for use in your campaign creation? Please upload your artwork, photographs or other documents to our client drop box as outlined in your project planner.

Typical supplied imagery may include logo artwork, branding graphics and industry related stock photography.

Will you be providing copy for your campaign?

Check (or X) one.

- yes
- no, please use generic copy for design purposes

Merge Tag Integration

Check all that apply.

- List Name
- List Company
- List Address
- List Address HTML
- List Phone
- List URL
- List Description
- List Subscribers
- List Subscribers Badge
- List Subscribe
- List Recent
- MC Subject
- Date Format
- MC Date
- RSS Posts HTML
- RSS Posts Text
- RSS Recent

Please list any additional custom merge tags you'd like to incorporate not included above.

Please list the mailing address that should be included in the footer of your campaigns in order to comply with CAN-SPAM laws.

Are there any additional details you feel we should know before beginning your project?
Please elaborate.

Log In Details for Hosting FTP Account

For clients hosting MailChimp forms on their own site AND receiving custom page creation services ONLY.

FTP Path _____

Typically your web sites URL i.e. yoursiteonline.com. Sometimes this may be another URL or I.P. address. Please check with your host if unsure.

Username _____

Password _____

Granting access to our agency using MailChimp Account Keys

If you have an agency or developer managing your MailChimp account (like us), you can pass the keys to them so they can more easily access your account.

To grant access to our agency using your MailChimp Account Keychain first log in to your MailChimp account. Using the navigation at the top navigate to Account -> Account Keys.

Once there you'll be prompted to enter the email address of the MailChimp account holder your wish to grant access to.

To grant access to Blueprint Media Studios LLC please enter the email address below when prompted.

tanya@bpmediastudios.com