Create an RSS Campaign

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Here are the step-by-step instructions on how to create an automated RSS campaign using Mailchimp and the data you have in your CRM that I talked about on Episode 3 of the Think Bigger Podcast.

Here are a few things that you need to get started:

- A [MailChimp](#) Account
- The RSS Feed for your Blog (ex. https://www.hendersonchevy.com/blog/feed/)
- [MailChimp Gravity Forms Plugin](#) for WordPress

To start things off I would recommend that you run a list in your CRM for export first. I can only show you how I do this in Dealersocket since that is the CRM we use, but the steps should be similar for what CRM you use at your dealership.

1. Navigate to Marketing Tools and click List Builder
2. Next you will choose the information you want to make up this list.
   a. Customers
      i. Email Address
         1. Is Not Blank
   b. Communication Preferences
      i. Opt in
         1. Is Like
            a. 1
3. Next you will run the list, select all and then export.
4. The fields you will mainly want to have to start with is
   a. First Name
   b. Last Name
   c. Email Address
5. Once you have those selected. Go ahead and click Create Spreadsheet.

Now that we have our starting list. Go log into your mailchimp account and click on
   1. LISTS
   2. Create List

Here you will name your list as well as include other information like Default from name and so on. You can also edit the contact information for this list. Since I run 1 account with 4 lists one for each one of my dealerships. I am able to have different contact information for each one.

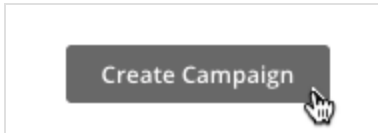In the next screen you will upload the spreadsheet you created from your CRM.
   1. Click on Import Subscribers
   2. Follow the steps as it asks you.
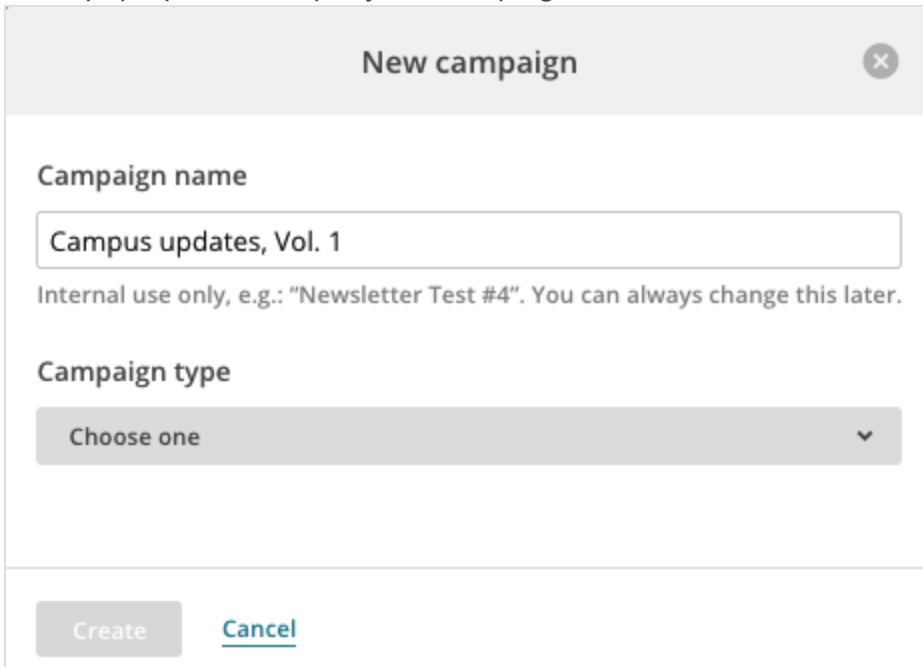
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RSS Campaigns are built in a series of steps. If you haven't started building your RSS Campaign yet, start at the beginning of these instructions. If you already started and saved your progress, skip to the step you want to work on.

To create a new RSS Campaign, follow these steps.

1. Navigate to the Campaigns page.
2. Click Create a Campaign.
3.

4. In the pop-up modal, input your Campaign name.
5.

6. Click the Campaign type drop-down menu, and choose RSS.
7. Click Create.

RSS Feed Step

You'll choose the RSS feed you want to use and other settings on the RSS Feed step.

1. Type your feed's URL in the RSS Feed URL field.
    a. Example: www.hendersonchevy.com/blog/feed
2. Choose your send time and other options.

RSS feed and send timing

RSS feed URL

http://blog.hathaway.edu/

When should we send?

We'll only send if there's new content.

| Every day ⌄ | 04:00AM ⌄ | Eastern Time |

Send only on these days

☐ Sun ☑ Mon ☑ Tues ☑ Wed ☑ Thurs ☑ Fri ☐ Sat

☑ **Resize RSS feed images to fit template**

We'll automatically resize the images in your RSS feed to fit the width of your template.

- When should we send?
- Choose from Every day, Every week, or Every month. Use the drop-down menus and checkboxes to choose the day(s) and time you want your RSS Campaign to send.
- Resize RSS feed images to fit template
- Check this box if you want MailChimp to resize the images in your feed to fit your template. This will help prevent your campaign from stretching. Currently, this option won't work when the campaign is viewed in Outlook, and videos can't be resized.

Recipients Step

Choose the list or segment you want to send your campaign to. To send to a segment, configure a new segment on this screen, or choose a saved segment.

Setup Step

The Setup step is where you'll type in campaign details, like your Email subject and From name, that your subscribers will see when each email in the RSS Campaign is sent.

1. Type in your campaign details in the fields provided.
2. Check the boxes next to any additional settings or tracking options that you want to include.

Template Step

The Template step is where you'll choose the layout you want to use. You can create an RSS Campaign from any of the available templates, and use our RSS content blocks to pull content from your feed into your campaign layout. If needed, you can switch templates later.

Design Step

The Design step is where you'll design your campaign. Use RSS content blocks pre-loaded with our RSS merge tags to customize the content that's pulled into your campaign.
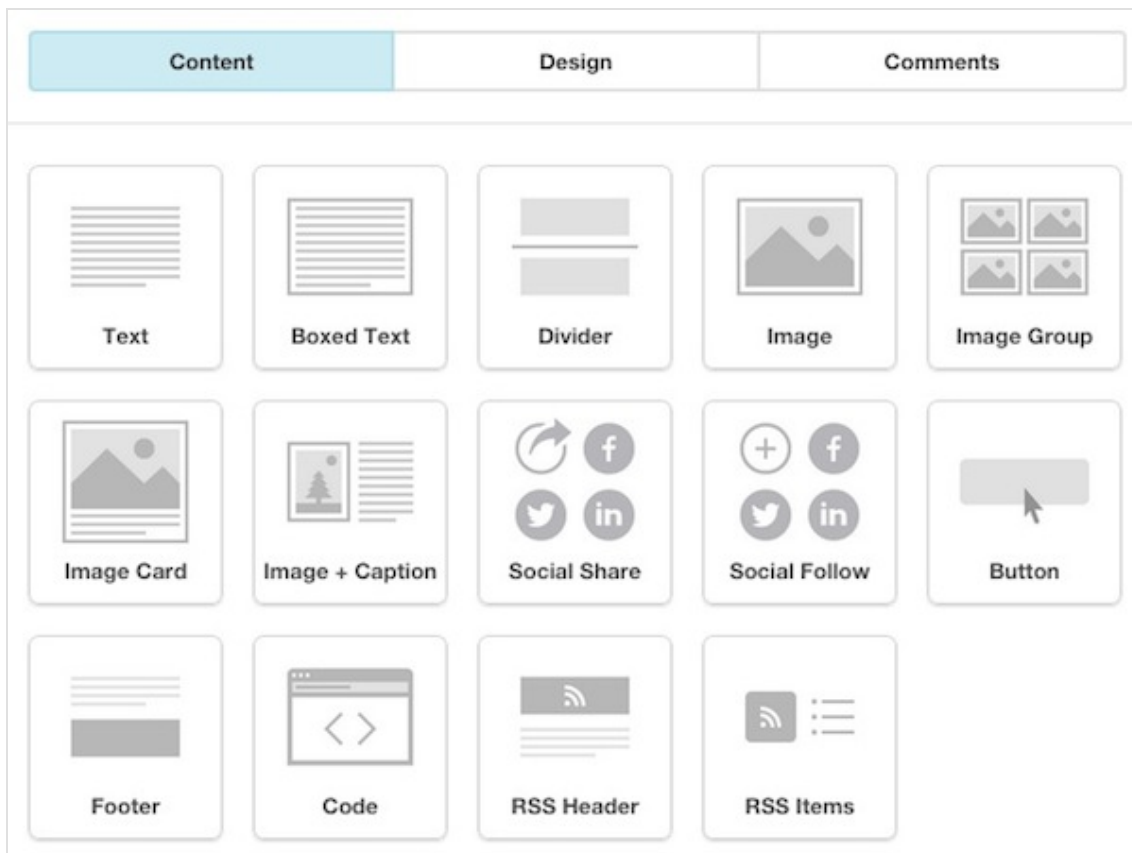

RSS merge tags pull information from your feed into your campaigns and tell our system what to look for when checking your feed. If these tags are missing, your emails will deliver without content.

Confirm Step

The Confirm step is where you'll review your campaign.

Review the Pre-Delivery Checklist, and preview and test your campaign if you haven't already. Click Resolve or Edit to make changes to any section of the campaign.

1. Click Start RSS to send your RSS Campaign based on the schedule you chose, or click the drop-down arrow and choose Send Now and start RSS campaign to immediately send a campaign and start the schedule.
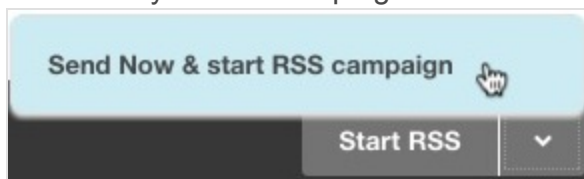
2.

Examples Henderson Chevy Newsletter:
http://us7.campaign-archive1.com/?u=6d3b49c408dcd868adaf02f97&id=df69c9dceb

Configure Gravity Forms

If you have a Dealer Inspire website, contact your performance or account manager to assist you with installing and configuring the Gravity Forms MailChimp Plugin.

Henderson Chevy Report Example:

Henderson Chevy Newsletter

Switch report ⌄

Overview   Activity ⌄   Links   Social   E-commerce   Conversations   Analytics360

44,469 Recipients

List: Henderson Chevy

Subject: It's the Henderson Chevy Newsletter

Delivered: Thu, Feb 16, 2017 11:01 am

View email · Download · Print · Share

0	$0.00	$0.00
Orders	Average order revenue	Total revenue

Open rate	7.0%	Click rate	0.7%
List average	7.6%	List average	0.9%
Industry average (Retail)	15.6%	Industry average (Retail)	2.1%

3,075	325	367	175
Opened	Clicked	Bounced	Unsubscribed

Successful deliveries	44,102	99.2%	Clicks per unique opens	10.6%
Total opens	4,176		Total clicks	475
Last opened	2/20/17 9:58AM		Last clicked	2/20/17 9:37AM
Forwarded	0		Abuse reports	33

ⓘ Explain these metrics

24-hour performance

▪ Opens ▪ Clicks

Top links clicked

https://www.hendersonchevy.com/redline-takes-chevrolet-design-to-the-next-level/	132
http://www.hendersonchevy.com/vehicle-exchange/	85
https://www.hendersonchevy.com/chevrolet-introduces-2018-traverse/	64
http://hendersonchevy.com	43
https://www.hendersonchevy.com	36

View more

Subscribers with most opens

ZZZ2XXX@HOTMAIL.COM	10
JOEY1667@COX.NET	11
DAVRONS2@OPTONLINE.NET	19
performanceparts702@hotmail.com	17
BLACKLOVE@LIVE.COM	11

View more

Social performance

0	2	0
Tweets	EepURL clicks	Likes

Top locations by opens

USA	3,993	97.6%
Canada	61	1.5%
Mexico	6	0.1%
New Zealand	4	0.1%
Australia	3	0.1%

Final Notes

Even if you don't have a Dealer Inspire or WordPress based website, you can still implement the concepts illustrated in this guide. The only thing different you'd have to do manually upload your new contacts from your CRM each month in MailChimp.

Also, if your website's blog doesn't automatically generate a valid RSS feed, you can use a tool like [FeedBurner](#) to compile one for you.