

## 5 Steps to Create a Custom MailChimp Automated Email

Automated email campaigns are a feature that is available regardless of what plan you have. This is an amazing tool that can help you with a variety of marketing and administration tasks.

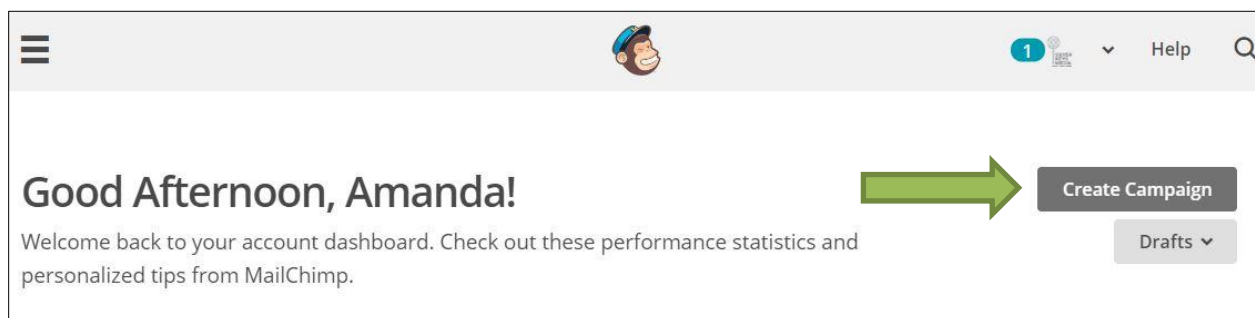
You can check out the preset “Automation Emails” or you can create your own.

The steps below are for custom automated emails...great for a series of emails that you can send out to a specific list or will trigger as you add names.

For example if you have a 5 day training series, you can create a custom email series to drip out to clients.

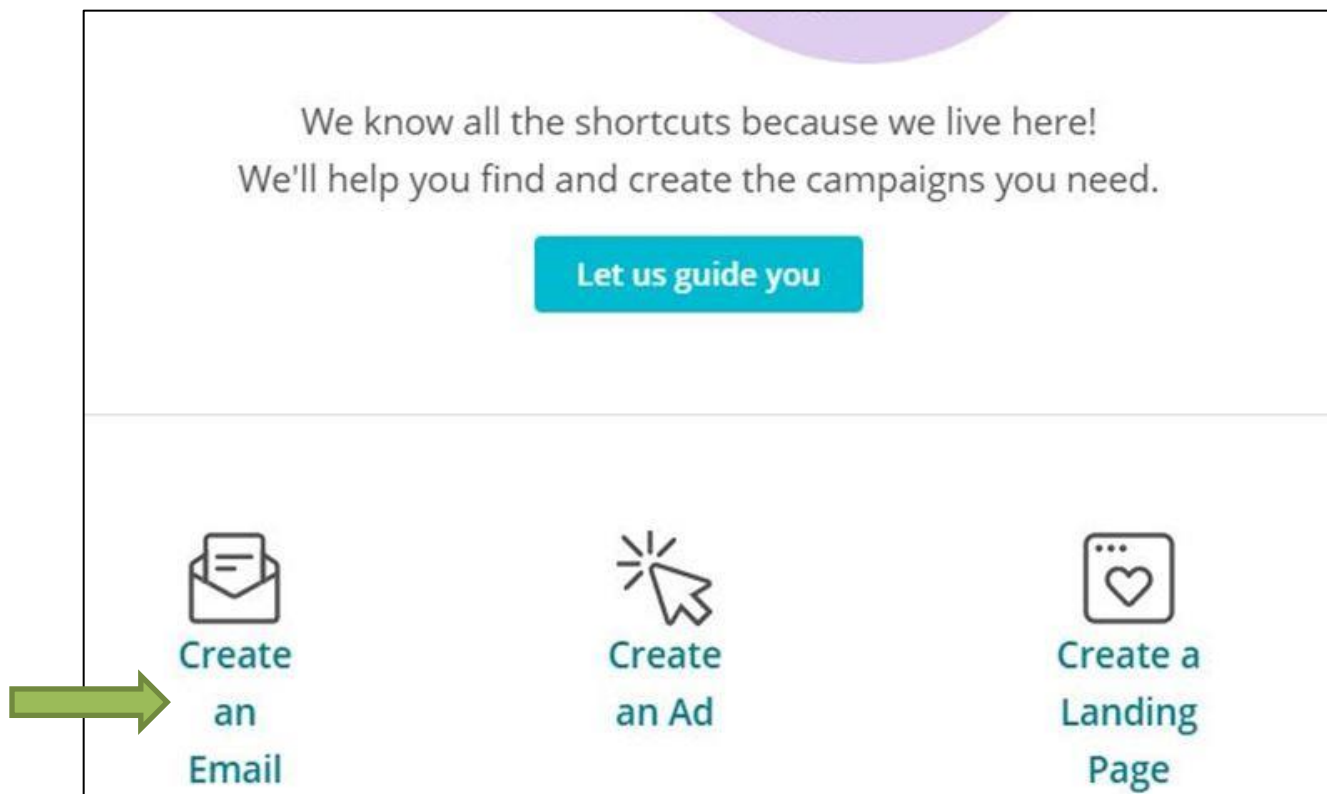
### Step One

Sign in and select “Create Campaign”



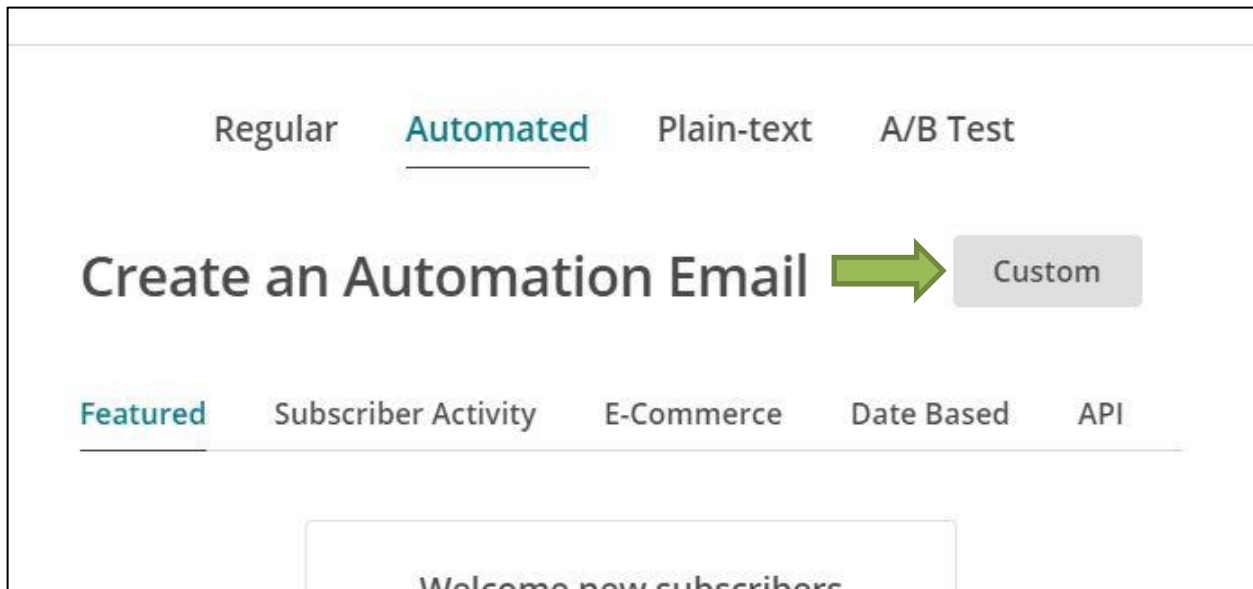
### Step Two

Select “Create an Email”



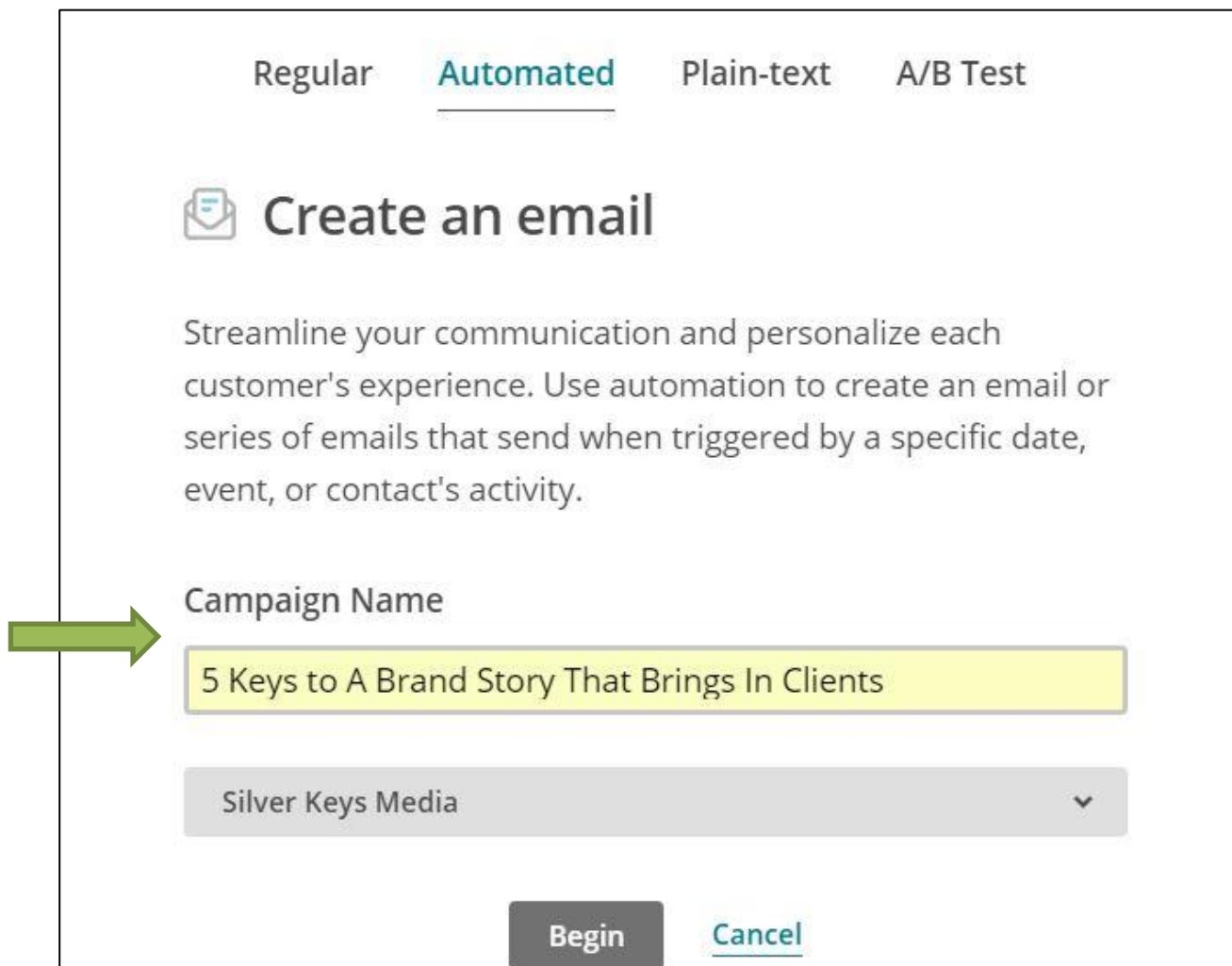
### Step Three

At this step you can select one of the preset emails for a variety of marketing or admin purposes...but to really dial it in, click on "Custom"



### Step Four

Name your campaign and click on "Begin"



## Step Five

Now you can begin to create your custom email series. You can edit your trigger (aka...when it will send the emails and how between time lapses), edit the workflow and design each email that you add as part of the series (I would suggest creating a template for the email series first and then you can easily use that for each added email).

The screenshot shows a workflow editor interface for a campaign titled "5 Keys to A Brand Story That Brings In Clients". The interface includes the following elements:

- Title:** "5 Keys to A Brand Story That Brings In Clients" with an [Edit Workflow Settings](#) button to its right.
- Workflow recipe:** "Custom Event Workflow".
- List name:** "Silver Keys Media ( 1 subscriber )".
- Trigger:** "1 day after subscribers are manually added to workflow" with an [Edit trigger](#) link.
- Workflow Item:** "My Custom Workflow" (Edited 0 second ago by you) with a [Design Email](#) button and a dropdown arrow.
- Schedule:** "Every day, all day" with an [Edit schedule](#) link.
- Segment:** "None" with an [Edit segment](#) link.
- Action:** "None" with an [Edit actions](#) link.
- Bottom:** An [Add Email](#) button.

Green arrows in the image point to the [Edit Workflow Settings](#) button, the [Edit trigger](#) link, the [Design Email](#) button, and the [Add Email](#) button.







