

[LMS] Integrating MailChimp extension to send Newsletters

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[MailChimp](#) is an email marketing tool whose features and integrations allow you to send marketing emails, newsletters, automated messages, and targeted campaigns. With MailChimp integration, you can send email campaigns to targeted list of students and proactively communicate and follow up with your students.

MailChimp is FREE for up to 2,000 subscribers every month.

MailChimp also provides thorough analytics that allow you to see how many subscribers have opened your email, which links were clicked the most frequently, how many people unsubscribed after receiving your email, and even how your response compares to the industry average.

With BrainCert's MailChimp extension for your LMS, you can automatically subscribe new user accounts with your MailChimp list. You can also manually sync all the users from your LMS to MailChimp list with a click of a button.

Integrating MailChimp with your LMS

1) Create an account, and login to MailChimp <https://mailchimp.com/>

2) Click on your account name and select option "Profile"



3) Under *Extras*, select *API keys* option.



4) Create a New API key or use existing one.



5) Enable the API key, and copy the key



6) Go to *Account & Settings* --> *Extensions* and enable MailChimp extension. Now, paste the API key you copied from MailChimp in the above step.



7) Now, navigate back to MailChimp and go to *Lists* to create a new list or find the List ID of already created one.



8) Create a new list or use existing list already created.



9) Select *Settings* from the dropdown to find the list ID.



10) In the Settings page, now click on the link *List name & defaults*.



11) Now, copy the List ID (without the period at the end).



12) Return to your extensions page in your LMS, and paste the list ID. Click *Save* to confirm the settings.



13) Click on the button '*Sync all users*' to add existing LMS users to your list at MailChimp. After this sync is done, any new users created or registered in your LMS will get automatically synced with your MailChimp list.