MOVING FROM MAILCHIMP TO AWEBER

Table of Contents

AWeber

Overview

We understand how tough moving can be, so we'd like to help make the transition process as smooth as possible.

If you have messages and a list of subscribers in your MailChimp account that you would like to bring over to AWeber, this guide will walk you through the entire process, step by step.

You'll see:

- How to move your existing messages from MailChimp to your AWeber account

- How to set up your AWeber confirmation message

- How to inform subscribers that you're making the switch to AWeber

- How to export your contacts from MailChimp and import them into AWeber

Plus, you'll get links to resources that'll answer your marketing questions moving forward and contact information for our 7-days-a-week support team.

NO WORRIES. MANY THINGS WILL STAY THE SAME.

The Workflow

You'll follow the same process you used in MailChimp. First, you need to set up subscriber lists, then design a form people can use to to subscribe (if you'll be collecting subscriptions online). You'll also need to create some emails to send out.

Segmenting

You can still send to groups within your list - in fact, you can split up your list even more than before, segmenting by many different criteria for powerfully precise subscriber targeting.

Integrations

We also have integrations with various sites and services. You can have a developer build one to sync with your system, or use one already available in the AWeber library.

Affiliate Program

We also have partnerships with a monthly newsletter of resources, new selling points and helpful ad material you can use.

BUT A FEW THINGS ARE, SHALL WE SAY, BETTER?

Custom Click Tracking

Rather than totally alter any URLs you want tracked, AWeber just adds a tracking code at the end. Your links still point to your domain so subscribers can click the links without hesitation.

A Library of Web Form Templates

Choose from hundreds of designs in a variety of color combinations to match your site.

Customer Support

AWeber offers email and online chat support like MailChimp, but we also offer phone support. And our solutions team is available 7 days a week.

We also have free online training sessions like MailChimp, but more of them and a lot more often. Here's our schedule.

We also have a Knowledge Base to answer all of your questions, a blog full of strategy tips and video tutorials.

Data Tracking

Not only can you see who opens and clicks on your message, but you can follow those statistics over time and even segment out groups by opens and clicks to send targeted messages to. You'll also see the traffic and sales that each email generates.

Deliverability

If there's one thing AWeber is known for, it's our deliverability. You want your emails to reach the inbox. We take a lot of measures to make sure that happens for you without you having to do a lot of extra legwork.

AND A FEW THINGS ARE JUST DIFFERENT

You may notice a few bits of terminology you don't recognize. For the most part, terms should be fairly self-explanatory, but here are a few pointers:

- The mergetags you used to personalize your messages exist in AWeber as **custom fields**.
- MailChimp's "campaigns" are **broadcasts** in AWeber (because you broadcast the email to your entire list, like you'd broadcast a show on the radio)
- In AWeber, a **campaign** is your entire set of messages, whatever combination of follow up, broadcast and blog broadcast you are using, that you send to a specific list.
- The email beamer, the address generated for your list so that people can ping it to get added, is handled by your **from address**.
- The groups of subscribers you can create within lists are called **segments** here.

How to Make the Move

If you haven't already done so, now is the time to [order your AWeber account](#).

Once you've logged in and taken a quick look around, you should be ready to create your first list.

CREATING YOUR LISTS

The very first step in the move is to create your new list in AWeber.

Each list in an account has its own messages, subscribers and sign up forms, and you may set up as many in your account as you'd like. For instance, if you have several contact lists in MailChimp, you can separate them easily in AWeber by creating different lists.

By default, there is one list in your account when you start.

Go to your List Settings page (under the List Options tab), then rename your list so that it relates to whatever you are offering.

Your list name can contain letters, numbers, hyphens (-) and underscores (_), but if the list name has already been used by another user, you will have to enter another.

Follow the steps to finish personalizing this list now, or save settings to come back to later.

To create additional lists, click "Create and Manage Lists" at the top of the page.

Once your list is created, you can head back over to your MailChimp account to begin the move.

The first step is to move any existing autoresponder messages that you would like to continue to use in AWeber. This way they'll be ready to go once your list is imported.

Before you begin, email yourself a test copy of each autoresponder message so that you'll have a back up of your messages once you close your MailChimp account.

Transferring Your Emails' Content

Once you've sent a copy of every autoresponder that you'd like to transfer, you can go ahead and log back into your AWeber account.

1. Make sure you are working in the correct list (check the upper left corner of the page next to "Current List"), then click "Follow Up Series" on the Messages tab.
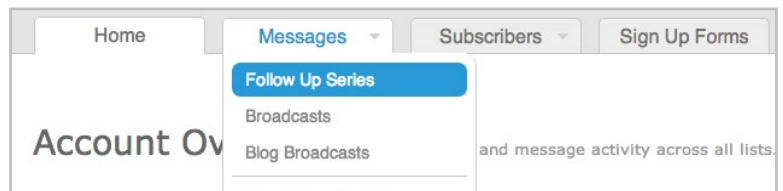
2. Click on the green "Create Your First Follow Up" button to start working on a new message.

3. Copy the text of your "test" message and paste the content you've copied into a template. Save any images to your computer, then upload them into your new autoresponder. You can also drag them directly into your message and we'll automatically store them in your personal image gallery. When you're finished, save the message.

   Repeat these steps for each autoresponder you are bringing over.

Are you using a special custom template that you'd like to keep using in AWeber?

With a little bit of HTML know-how and AWeber's Email Template Manager, you may be able to move it over. However, this is an advanced process and you may have to make some design tweaks that can take more time than it would to just create a new message from scratch. Therefore, we recommend customizing one of our over 600 existing templates to match your design.

However, if you would like to bring over your custom template from MailChimp, check out our Knowledge Base article with instructions here. If you need assistance, don't hesitate to contact us for help.

Customizing Templates

You can customize AWeber's pre-designed templates to look more like your own - no HTML coding required.

1. Use the drag-and-drop message editor to create a new message and select the template you want to use.

2. Customize it to your liking by adding rows and columns, paragraphs and product blocks, putting in dividers or a sidebar and more. When you're done, click the "Templates" button and "My Templates" to save it.

3. Give your template a name and click the "Save As Template" button in the box on the left. Now you can use your template for any email you create!
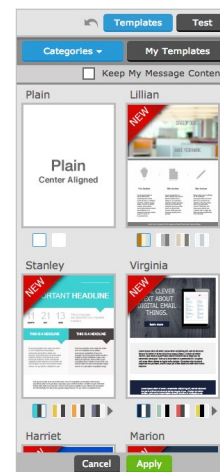
SWITCHING OVER YOUR BLOG BROADCASTS

If you currently send out an RSS-to-email campaign through MailChimp, you can bring that over to AWeber as a blog broadcast.

To do that, hover over your Messages tab and select "Blog Broadcasts," then opt to create a new one.
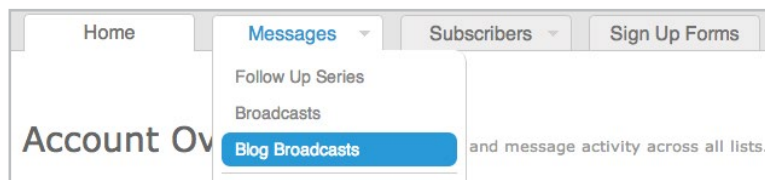
If you want to use a new design for your blog broadcast (especially if you're designing a new template for your broadcasts), you can go ahead and choose one from our library.

Want to use your custom template? Refer to the bottom of the previous page for instructions.

Note: You'll set up the your blog-to-email feed here, but when each individual broadcast pulls, it will appear on your regular broadcasts page. You can edit and schedule it from there.

Then you'll want to set your blog broadcast's schedule. You can specify for your broadcast to be sent on a specific day of the week or month, once a specific number of articles has been posted or a combination of some of these options.

You can also choose whether your broadcasts are sent automatically without you needing to log in to AWeber or if they're held until you make the tweaks you want.

Once you save your new blog broadcast, every time you post, AWeber will convert your feed into a new email to be sent out on the schedule you have chosen.

PUTTING UP YOUR NEW SIGN UP FORM

If you have a sign up form on your web site, now is a good time to switch it out since the form provided by MailChimp will no longer work when you close your account.

1 Click the "Sign Up Forms" tab in the navigation bar.

2 Click on the green "Create Your First Sign Up Form" button.

3 Browse through the different categories to find a template that matches your website design and theme, then complete the steps in the wizard to create your form.

4 Once created, replace the HTML for the existing form on your website with the new AWeber HTML. You can choose to have AWeber host your form on its own page instead, and you'll get a link to share with potential subscribers.
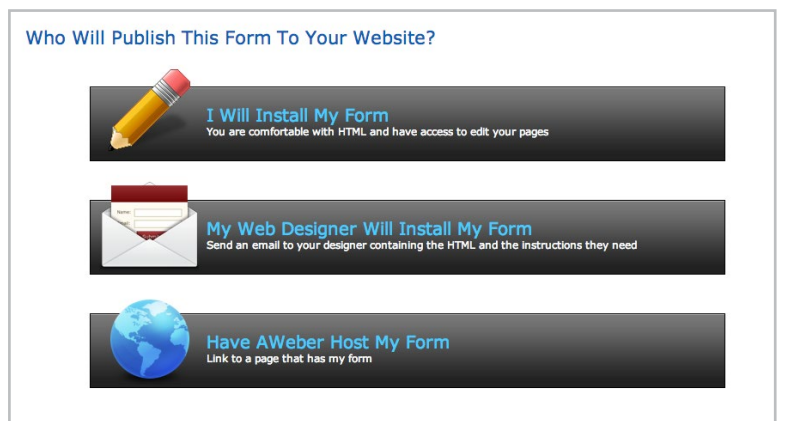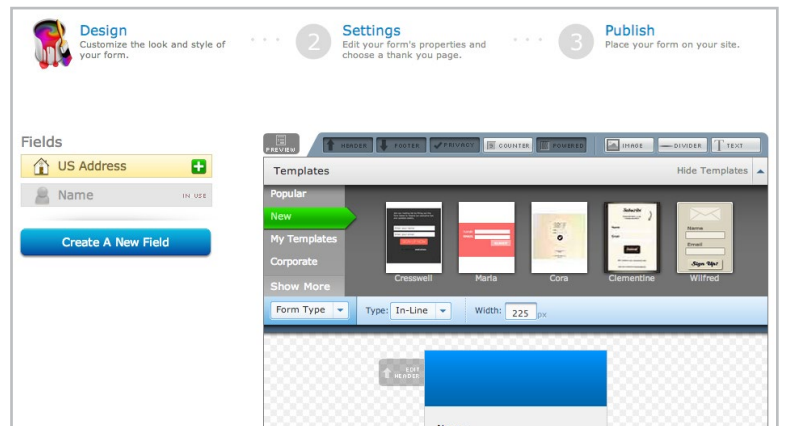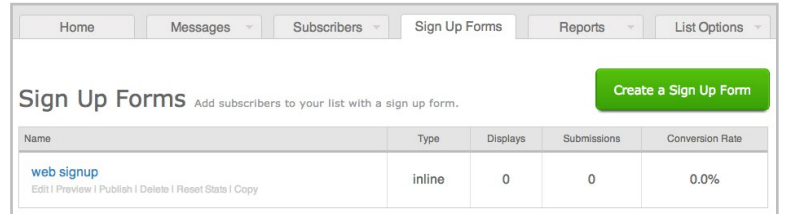
If you are having trouble creating a form or publishing it to your site, watch this step-by-step video.

A Little Bit About Confirmed Opt-In

Confirmed opt-in is a process used to ensure that only people who want to receive your information are subscribed to your list.

When someone is added to your email list, either by filling out an online form, through an app or from a manual import, we send a confirmation message to them.

This message contains a link that the subscriber must click on in order to confirm they want to receive your information at the address they provided you.

By default, AWeber includes a basic template for every confirmation message. For best results, you should customize this message so that your existing subscribers realize they have to take action to stay on your list when you make the move to AWeber.

Is everyone going to confirm? Honestly, probably not, but that's really not such a bad thing.

There are a number of reasons that a subscriber might not confirm. It could simply be that the person doesn't want to be on your list any more. The address you imported could no longer be in use, or the address is no longer valid or deliverable.

No matter what, the people who take initiative to confirm are the people you really want on your email list. They are the subscribers who are the most active and who will likely purchase from you in the future.

Creating Your Message

1 Go to the List Settings page under the List Options tab.

2 Click "Confirmed Opt-In" (step 3).

3 Next, edit the subject line of your message. Click the "Edit Subject Line" tab on the left to open it up.
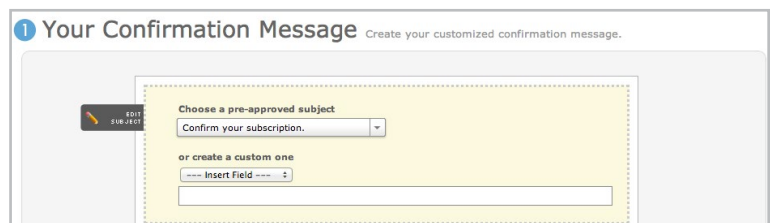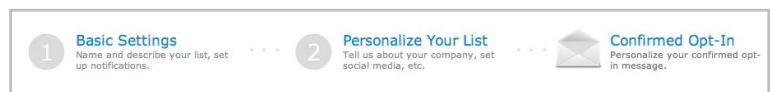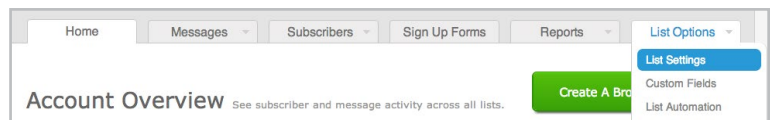
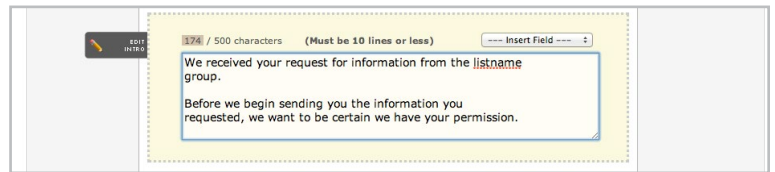**All custom subject lines are reviewed by AWeber's support team.**

They need to convey two pieces of information:

1. What the message is about (your emails)
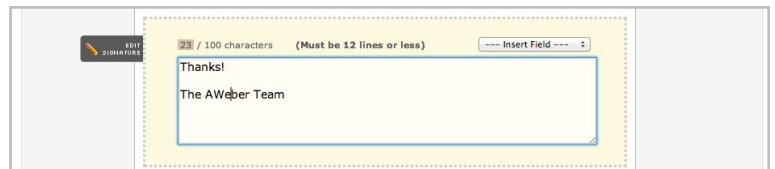2. That the subscriber needs to take action (confirm)

If the subject line does not communicate to the recipient why they are getting the message and what they need to do with it, it will be declined and you'll need to submit a different one.

④ Moving down the page, you'll come to the intro of the confirmation message. Click "Edit" to customize it.

Replace the text in the introduction with your own text, mentioning your company or newsletter name here. Keep in mind that there is a limit to the size of the length - it can have no more than 500 characters or 10 lines.

⑤ Further down on the Confirmed Opt In page, add a closing to your message by clicking "Edit Signature."

⑥ Finally, below the message itself, enter the webpage you'd like to send the subscriber to after they confirm in the Confirmation Success Page URL field. Make sure to include the full URL, http:// and all.

One you're finished with your changes, click the green "Save Settings" button.

Informing Existing Subscribers

Since your contacts don't know that you are planning on moving to a new email service, it's always nice to give them a heads up that they'll be getting a confirmation message from you.

At this point, you'll want to go back over to your MailChimp account so that you can send this last message to your list, letting them know about the move and asking them to confirm that they still want to hear from you.

Portray the transition as a benefit to your subscribers.

For Example:

>*Dear (First Name),*
>
>*We're so glad you enjoy receiving our _____ newsletter each week. We really appreciate your continued support!*
>
>*Because you are a valued reader, we wanted to take a moment to let you know that we're moving to a new email provider.*
>
>*If you'd like to continue receiving our emails, we have a favor to ask of you.*
>
>*In the next day or two, you'll receive an email asking you to confirm that you still want to get our newsletter.*
>
>*If you still love us (and we hope you do!), just click on the link in the email and you'll continue to receive our emails as usual.*
>
>*If you no longer wish to receive our newsletter, simply ignore the message and you won't hear from us again. Thanks for your cooperation!*
>
>*Sincerely,*
>*The XYZ Team*

This email doesn't have to be fancy. In fact, a quick message that is short and to the point is best. Just remember to add the subject line of your confirmation email or your business name so that it's easily identifiable in the inbox.

Exporting Contacts From MailChimp

Now that you've set up your confirmation email, you're ready to get your contacts from your MailChimp account and bring them over to AWeber.

From your MailChimp account, export your contacts into a CSV file and save. Make sure that you have the "subscribed" option chosen from the "view" dropdown menu. (Addresses on your unsubscribed, abuse complaint and bounce lists can't be imported into AWeber.)

Follow these steps for every list you wish to bring over to your AWeber account.

Import Contacts to AWeber

Once you have exported your contacts from MailChimp, sign back into your AWeber account to import them.

① Choose "Add Subscribers" under the Subscribers tab.

② Select "Import Subscribers" under the Import More Than 10 Subscribers section.

③ If you have more than one list, you will be asked which list you would like to add your subscribers to.

④ Next, you can choose to drag the saved CSV file with your exported contacts into the blue box, or choose "click to browse" to upload the file. You can also open the CSV file and copy and paste your entire list into the box on the right.

⑤ Then, you will be presented with some sample data from your import and asked to match the information with the best description. From the drop-down menu, you can select from predetermined fields or create your own custom field with this information.

If you choose to create your own custom field, you can check the "subscriber update" box to give your subscribers the ability to update their own information later on.
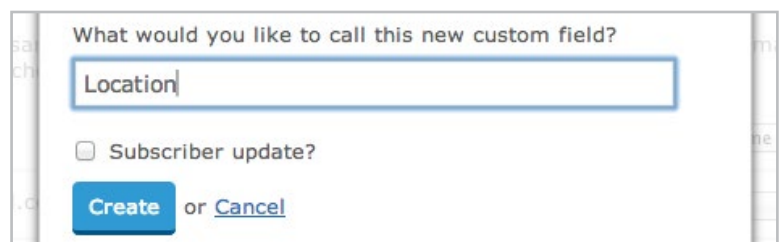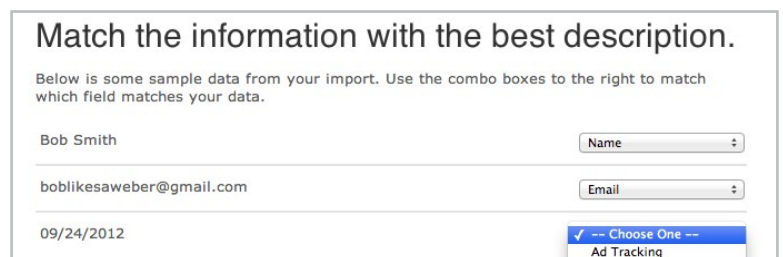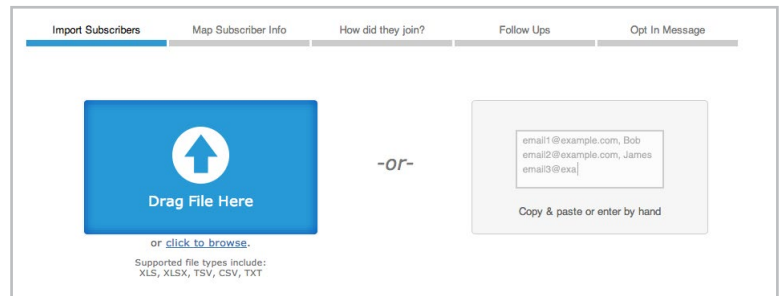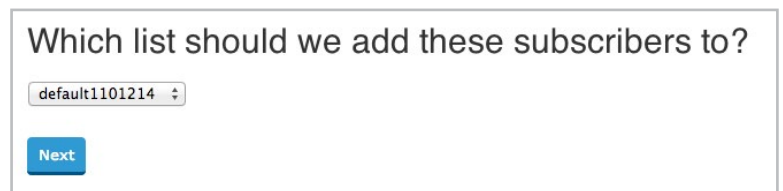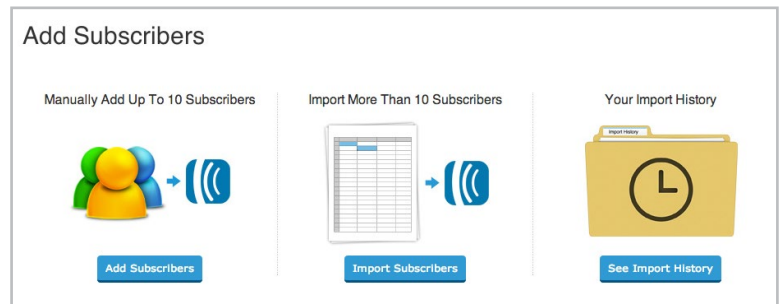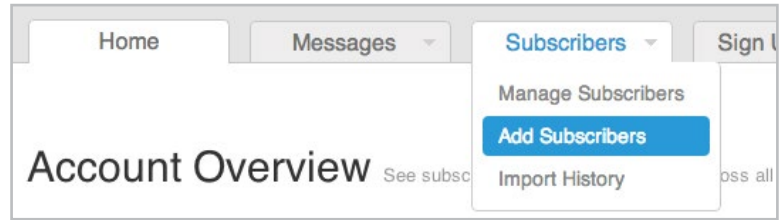
⑥ Indicate how the subscribers originally joined your list. If not all of the subscribers joined using the same method, select "Other" and provide as much information as possible. Check "Yes" that you are bringing subscriber information from another provider. Select MailChimp from the drop-down.

How did these subscribers join your list?
We need to know where your subscribers came from. Why?

- ○ They signed up on my website.
- ○ They provided their info to me in person.
  They gave you their business card, filled in a sign up sheet, etc.
- ○ They purchased my product or service and I now want to add them to my list.
- ○ I purchased this list from a vendor.
- ○ Other

Are you bringing this subscriber info over from another email provider?

- ⦿ Yes ○ No

  Select the email provider below:

  [MailChimp ⇕]

⑦ You will see the option to send your follow up messages (autoresponders) to the list you are importing.

If you have created at least one follow up message, the first message in your follow up series would be sent to your subscribers:
- After the import is processed, and
- After they opt in to receive messages from you.

If you have more than one autoresponder message set up, you could choose to start your subscribers on a different message number.

Should we send your first follow up to these subscribers?
Explain This

- ○ Yes, send my first follow up message to these subscribers once the import is approved.
- ○ No, start these subscribers on a specific follow up: [-- Choose One -- ⇕]
- ⦿ No, do not send my first follow up message once the import is approved.

If you do not want your subscribers to receive the first follow up message in your series until a later time, choose the option "No, do not send my first follow up message once the import is approved."

Please note, in AWeber, follow ups are arranged sequentially. Since MailChimp doesn't use the same ordering system, you have no way to know which autoresponders each of your exported subscribers has gotten. It would not be ideal for subscribers who have already received them to get them again.

For that reason, we recommend choosing the option, "No, do not send my first follow up message."

⑧ Customize your confirmation message for this imported group, then click "Finish Import." And that's it! Just make sure that you repeat the above steps for all of the lists you wish to import.

Please keep in mind that we need to review all lists that are imported, so it may take up to **one business day** for your import to be processed. You can check on the status of your import at the bottom of the Import page.

Is It Possible To Import Contacts Without Confirmed Opt-In?

AWeber reviews all lists imported to our service to make sure they meet our standards for high deliverability. That includes having the people on your list re-confirm their interest.

It may be an extra step, but confirmed opt-in is good for us and good for you. The people who reconfirm to your list are your biggest fans and supporters. This is your chance to instantly weed out the uninterested subscribers from your list.

You know the ones. You keep emailing them, but they never open your messages, skewing your engagement stats. Getting them off your list gives you a clearer picture of how your campaign is *actually* performing.

In some cases though, we might be able to import your list without using confirmed opt-in. We analyze these requests on a case-by-case basis, so contact us to get the process started.

We'll need to know a few things to start checking out your list and making sure it's healthy enough:

- Your web site URL
- The page where your sign up form is located

- The nature of your business
- How many email subscribers you have

Get in touch with us to see if your list fits our criteria for turning off confirmed opt-in.

Beyond the Basics

Now that you've made the move, you can really start to explore all that your new account has to offer.

If you haven't already done so, create your first follow up (your welcome message to new subscribers):
https://help.aweber.com/entries/21661363-How-Do-I-Create-a-Follow-Up-Message-

Set up your first broadcast message:
https://help.aweber.com/entries/21683406-How-Do-I-Send-a-Broadcast-Message-

Additional Resources

How-to Videos
Quickly and easily learn how to use AWeber with step by step video tutorials.
aweber.com/blog/videos

PDF Guides
Instructions for some advanced processes that'll really fine-tune your campaign.
aweber.com/blog/guides

Live Webinars
Email experts present the ins and outs of email marketing during these free online seminars.
aweber.com/blog/live-webinars

Blog
Email marketing tips, advice, announcements and inspiration.
aweber.com/blog

Set up is easy and there's plenty of online documentation but everyone's business is different, so questions may naturally come up at some point.

When they do, just get in touch with our Customer Solutions team however it's convenient for you:

Hours: Monday - Friday, 4AM - 8PM ET, Saturdays & Sundays, 9AM - 5PM ET

Toll Free Phone (US): 1-888-AWEBER-1

International Phone: +1 215-825-2196

Live text chat at the top of every page on our site.

Submit a ticket and get a prompt response by email.

About AWeber

AWeber is an easy-to-use email marketing tool that allows business owners and entrepreneurs to cultivate relationships with their customers. Since 1998, AWeber has been the email engine powering the growth of organizations around the world, including leading sites like Social Media Examiner and ProBlogger and industry influencers such as Peter Shankman and Ann Handley.

Today, more than 120,000 small- and midsize-businesses, entrepreneurs, agencies and nonprofits are making the most of AWeber's sophisticated segmentation and analytics capabilities, split testing applications, extensive template libraries and industry-leading deliverability and live support.

For digital marketing advice, examples, and inspiration, follow us here:

Facebook   Pinterest   Twitter   YouTube