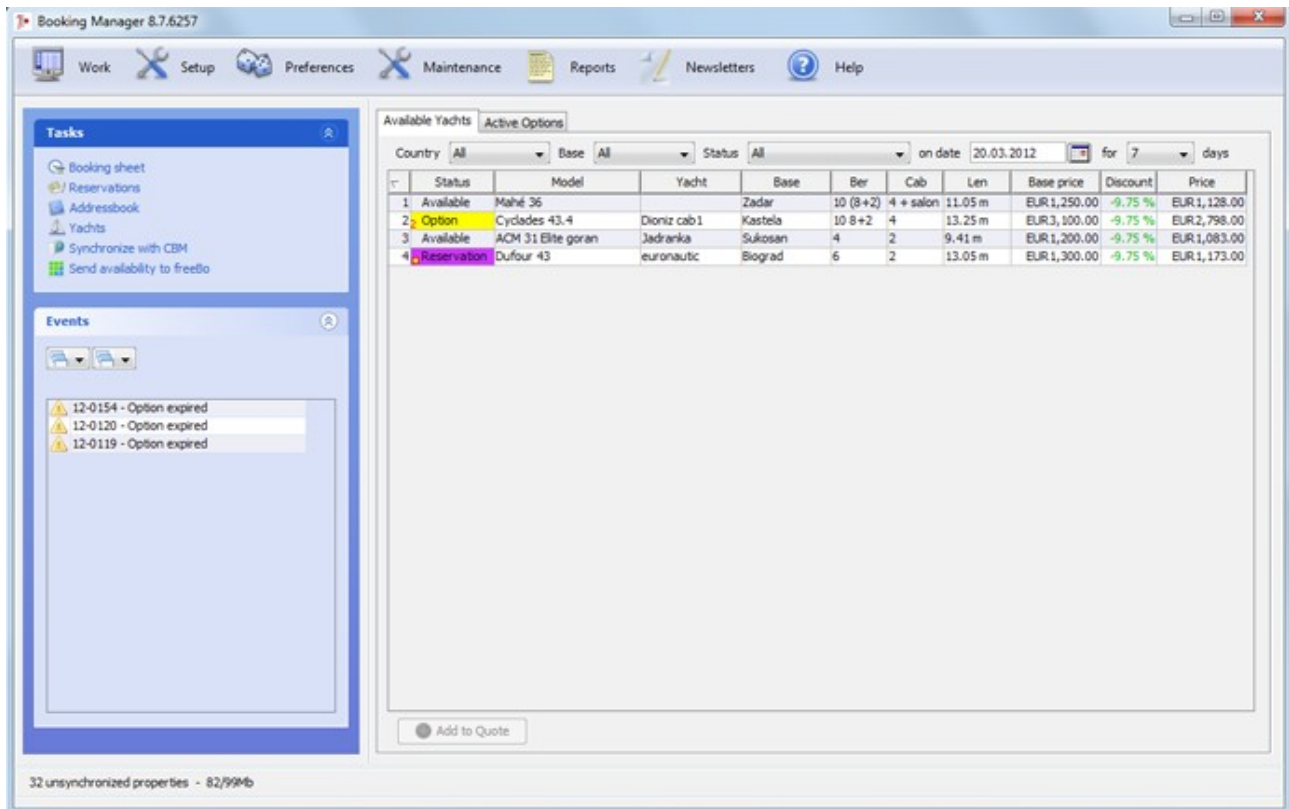


## Integrating Mailchimp with Booking Manager

Latest Booking Manager enables you to send Newsletters directly from Booking Manager by integrating it with Mailchimp.

MailChimp helps you design email newsletters and track your results. It's like your own personal publishing platform.



The screenshot shows the Booking Manager 8.7.6257 interface. The main window displays a table of available yachts with the following data:

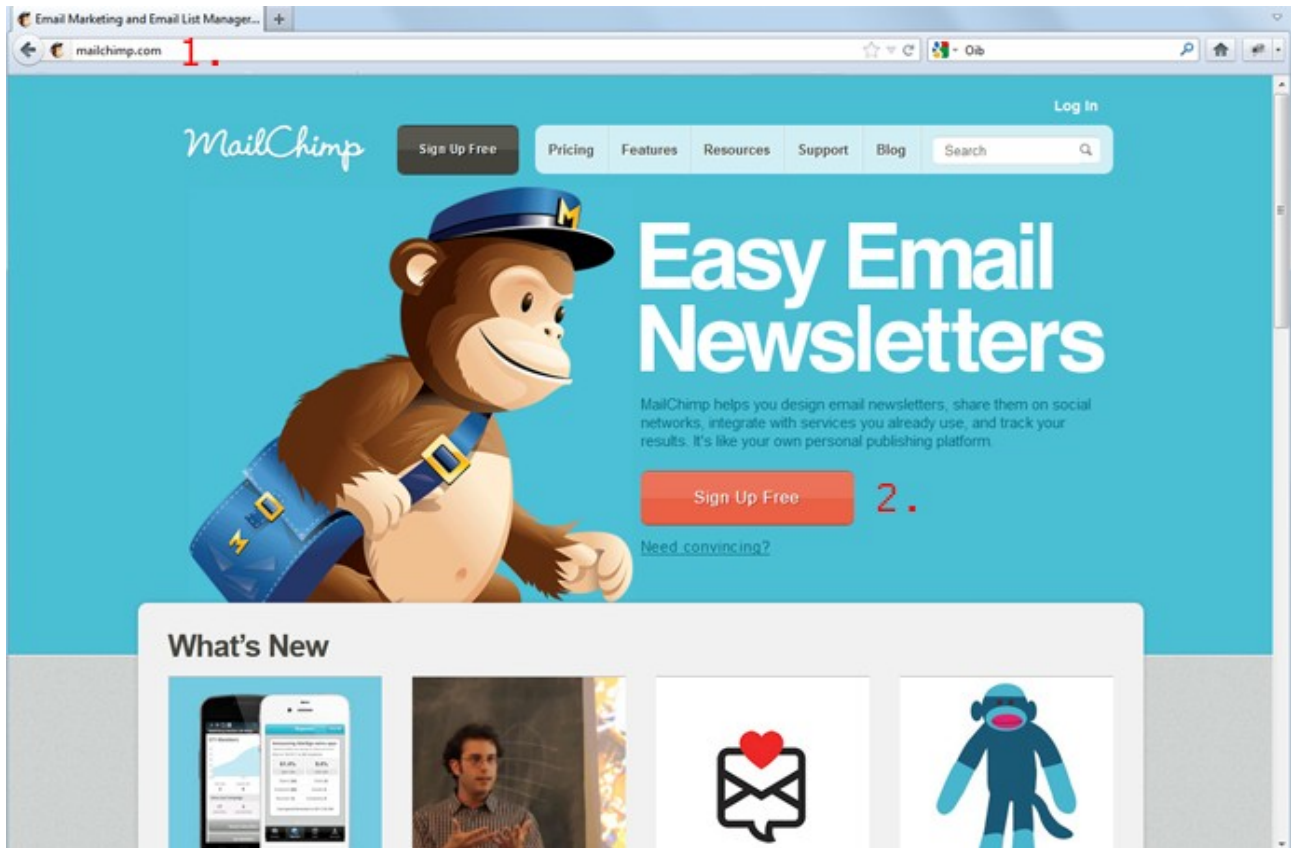
1	Status	Model	Yacht	Base	Ber	Cab	Len	Base price	Discount	Price
1	Available	Mahé 36	Zadar	Zadar	10 (8+2)	4 + salon	11.05 m	EUR 1,250.00	-9.75 %	EUR 1,128.00
2	Option	Cyclades 43-4	Dioniz cab 1	Kastela	10 8+2	4	13.25 m	EUR 3,100.00	-9.75 %	EUR 2,798.00
3	Available	ACM 31 Elite goran	Jadranka	Sukosan	4	2	9.41 m	EUR 1,200.00	-9.75 %	EUR 1,083.00
4	Reservation	Dufour 43	euronautic	Biograd	6	2	13.05 m	EUR 1,300.00	-9.75 %	EUR 1,173.00

The interface also includes a sidebar with 'Tasks' (Booking sheet, Reservations, Addressbook, Yachts, Synchronize with CBM, Send availability to freeBo) and 'Events' (12-0154 - Option expired, 12-0120 - Option expired, 12-0119 - Option expired). The status bar at the bottom indicates '32 unsynchronized properties - 82/99Mb'.

## 1. Registering to Mailchimp and connecting to Booking Manager

First step in integrating Mailchimp with Booking manager is to sign up to Mailchimp.

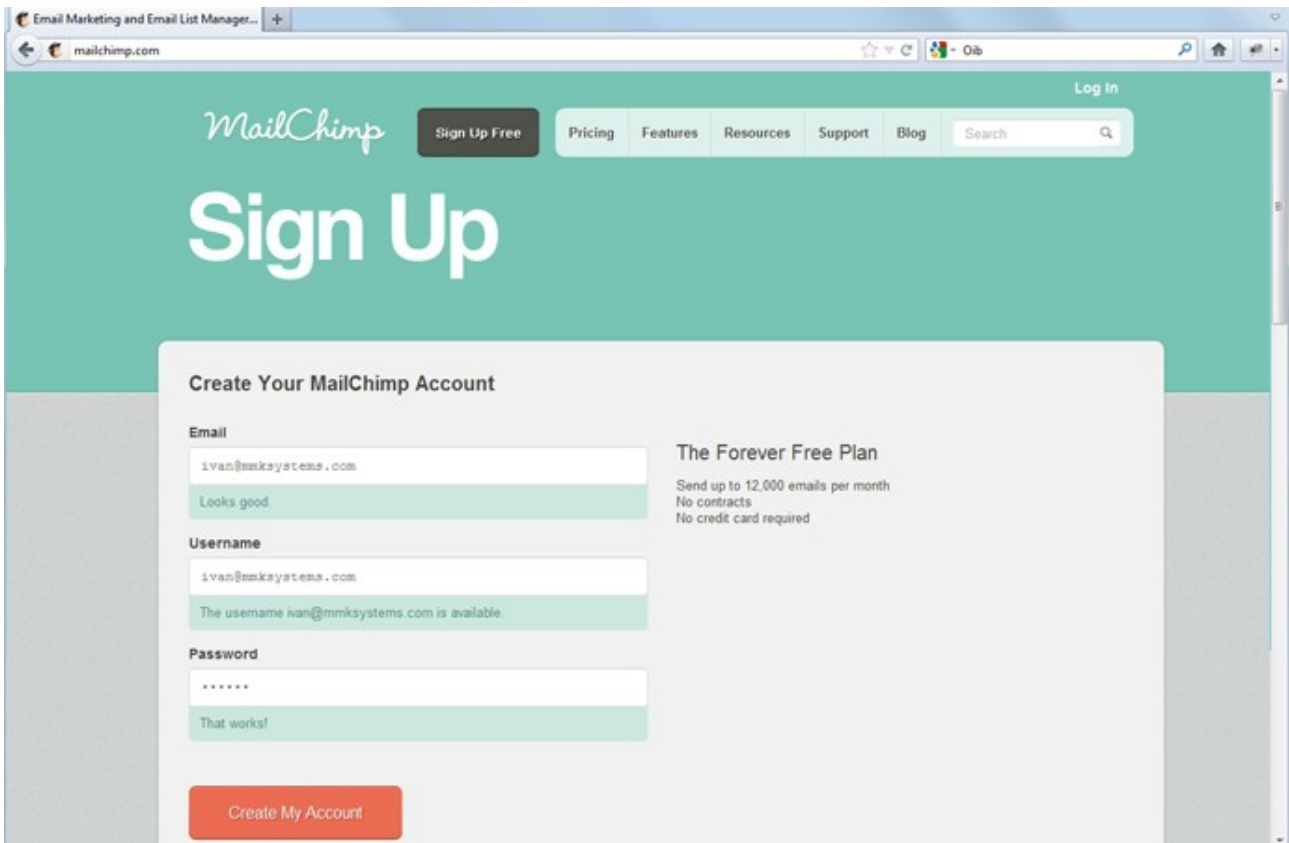
Go to [www.mailchimp.com](http://www.mailchimp.com) (1.) and click on Sign Up Free (2.)



Then fill the login data and press Create My Account.

You can use the same username and password that you are using to login into the Booking Manager.

You can also take an e-mail address from your Booking Manager Company settings, but you are of course free to use any e-mail, username and password as you like.

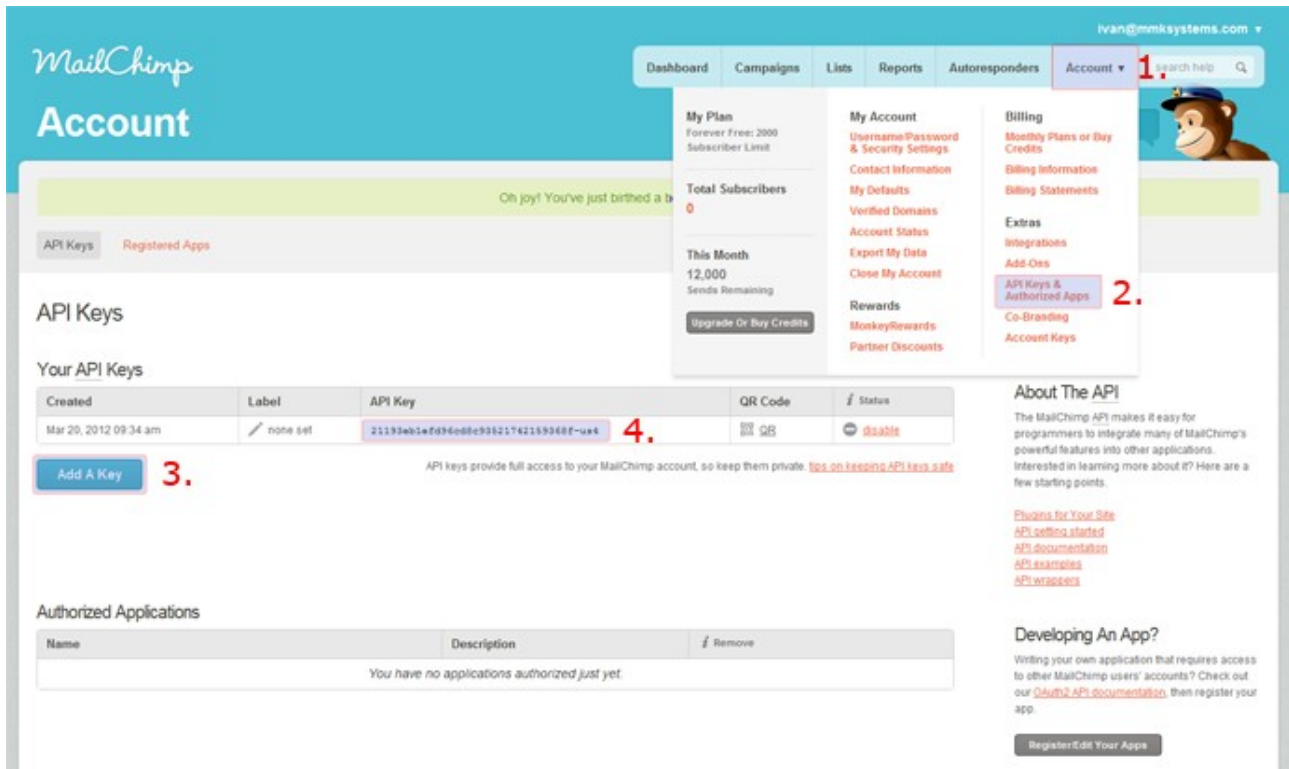


You will then receive an e-mail with which you will need to activate your Mailchimp account and in the next step you will be asked to confirm the signup by entering the captcha code.

After the successful completion of the registration to Mailchimp you will require the API key.

The API key is generated by clicking on Account (1.) > API Keys & Authorized Apps (2.)

Then you will need to click on Add a Key (3.) button and your API key will be generated in the table (4.).

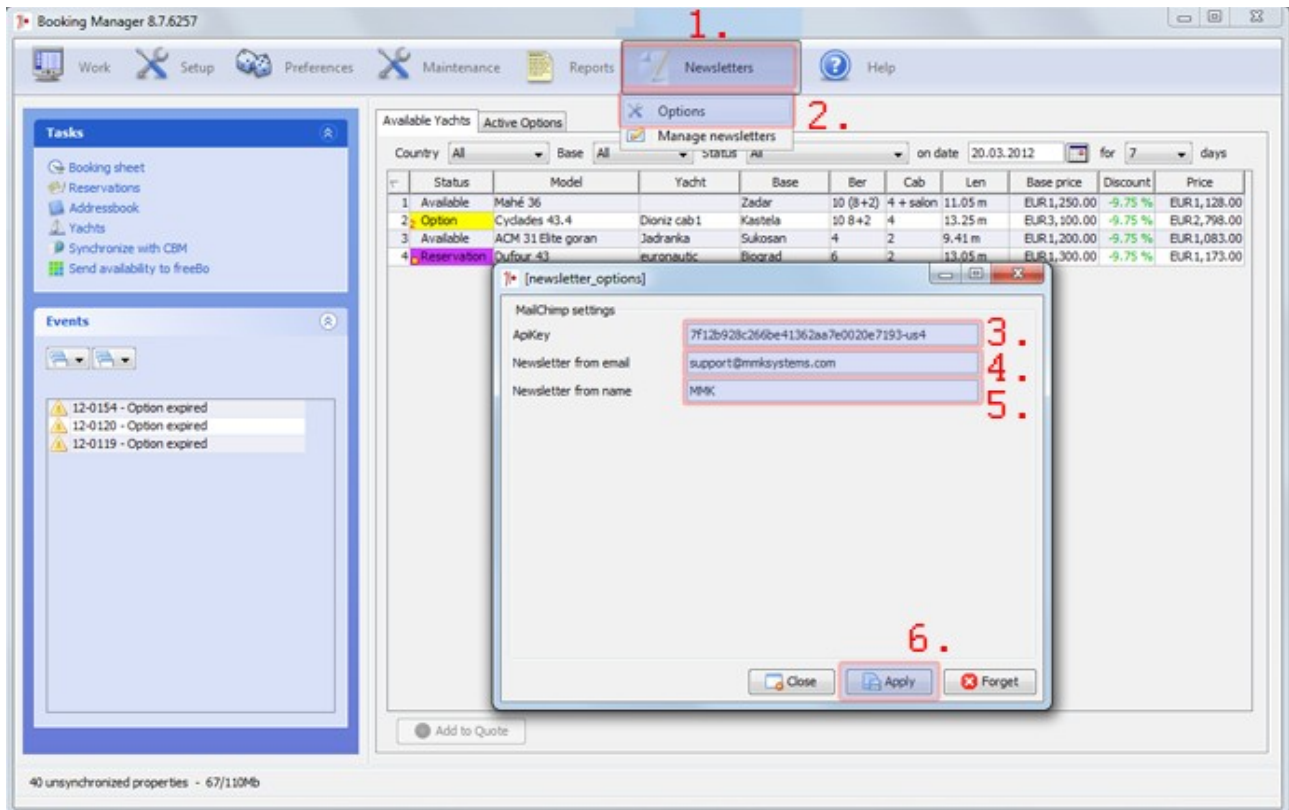


The screenshot shows the Mailchimp Account page. The navigation menu at the top includes Dashboard, Campaigns, Lists, Reports, Autoresponders, and Account (1.). The Account dropdown menu is open, showing options like My Plan, My Account, Billing, Extras, and API Keys & Authorized Apps (2.). The API Keys & Authorized Apps link is highlighted. Below the navigation, the API Keys section is visible. It includes a table with columns for Created, Label, API Key, QR Code, and Status. The API Key column contains the value 21192eb1e7d96e8e93121742159368E-usk (4.). Below the table is an 'Add A Key' button (3.). The 'Authorized Applications' section below the table shows 'You have no applications authorized just yet.'

To complete the connection with the Booking Manager copy the API key and go to Newsletters (1.) > Options (2.) menu in your Booking Manager.

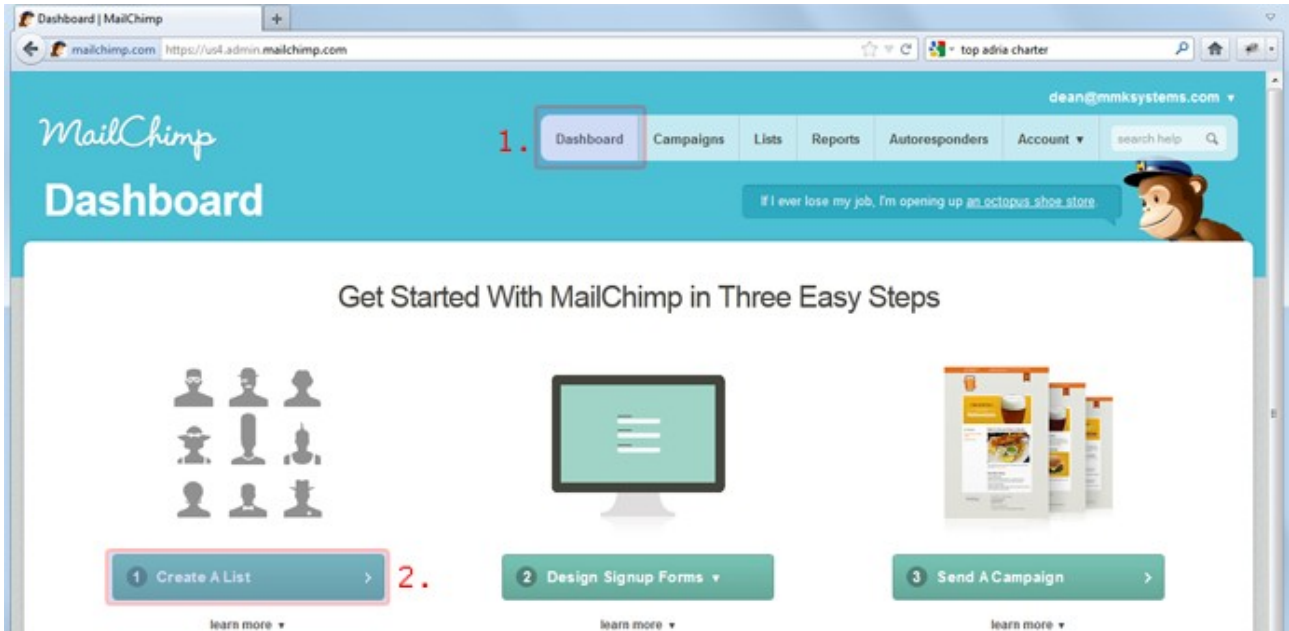
Next paste the API key in the appropriate field (3.) and enter e-mail address (4.) and name (5.) and press Apply (6.) when done.

E-mail and Name will be visible to the Newsletter recipients.

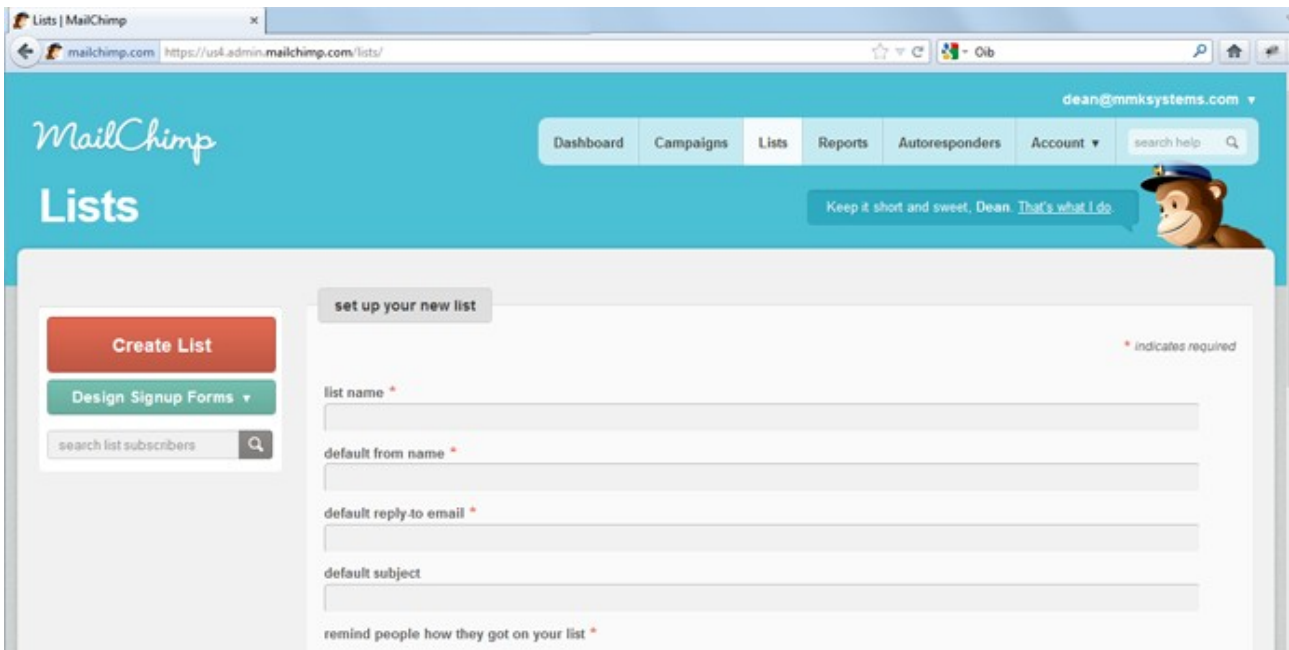


## 2. Setting up the mailing lists in Mailchimp and connecting to the Booking Manager Address book

Next step is to setup mailing list in your Mailchimp account. Easiest way is to go to Dashboard (1.) and click on Create A List (2.)



Once in setup, fill in the required fields to complete setting up the mailing list.

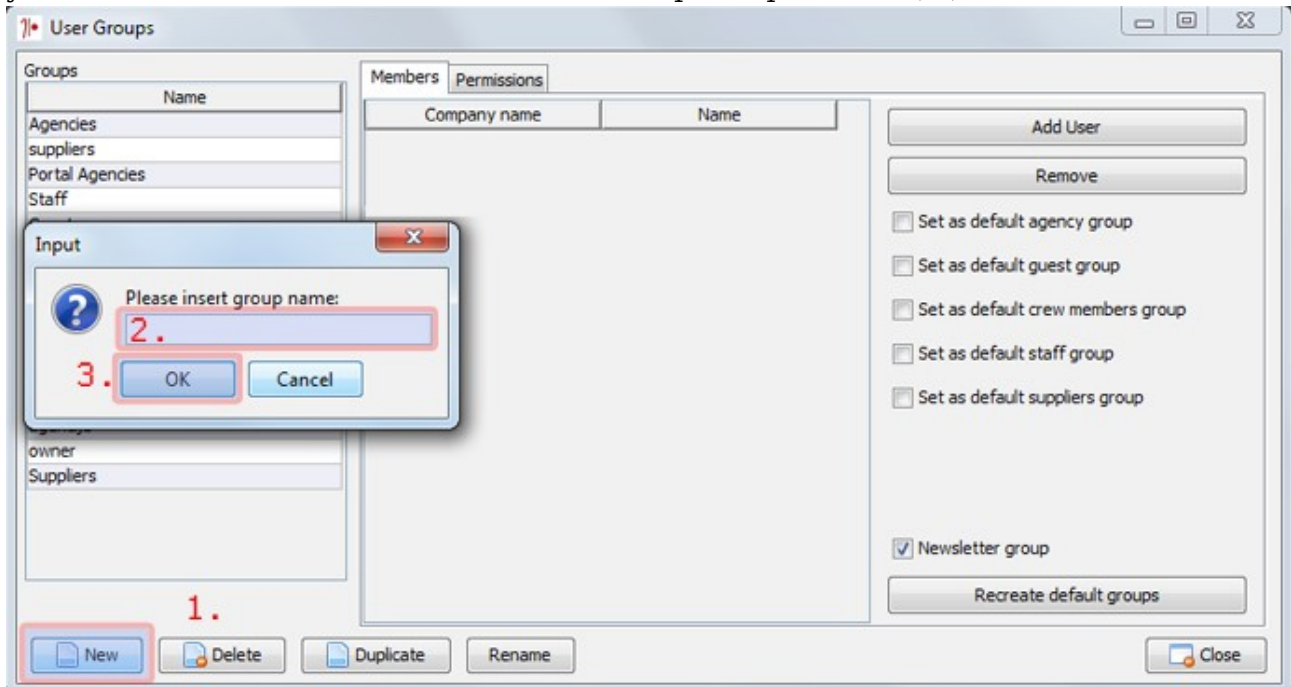




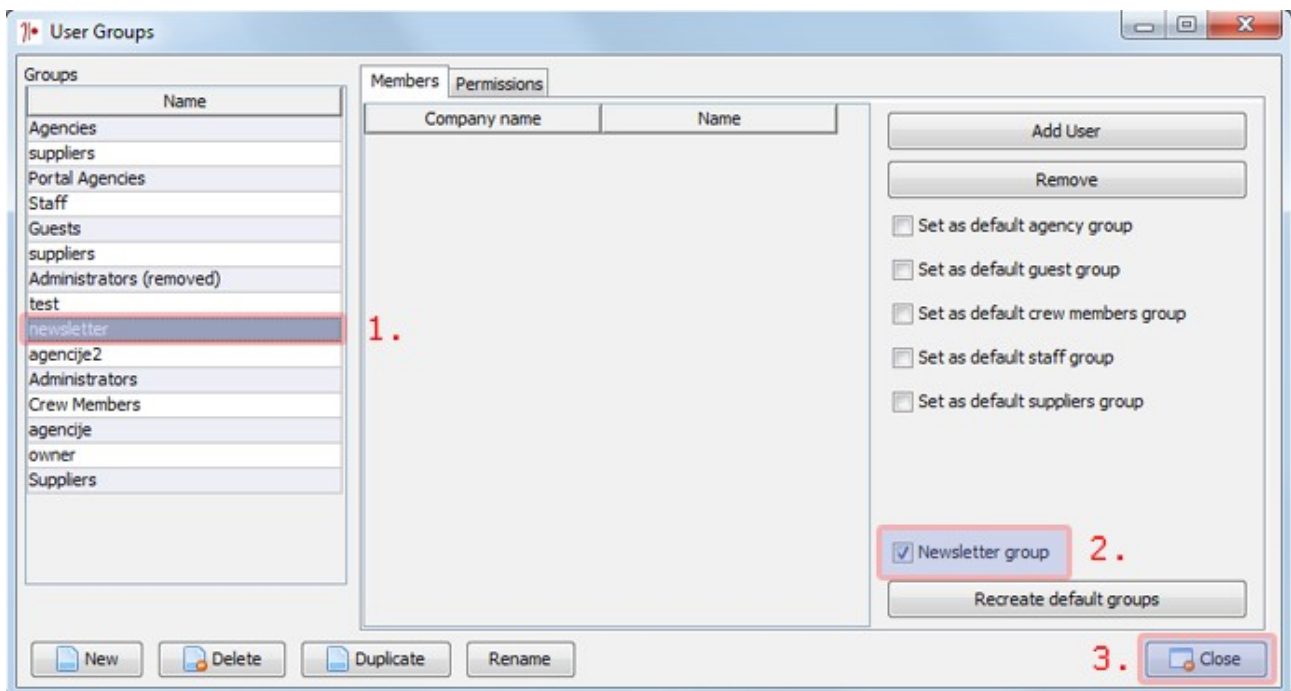
When the list is complete there is no need to further do anything on Mailchimp.

Now go to Booking manager and open Preferences > User groups.

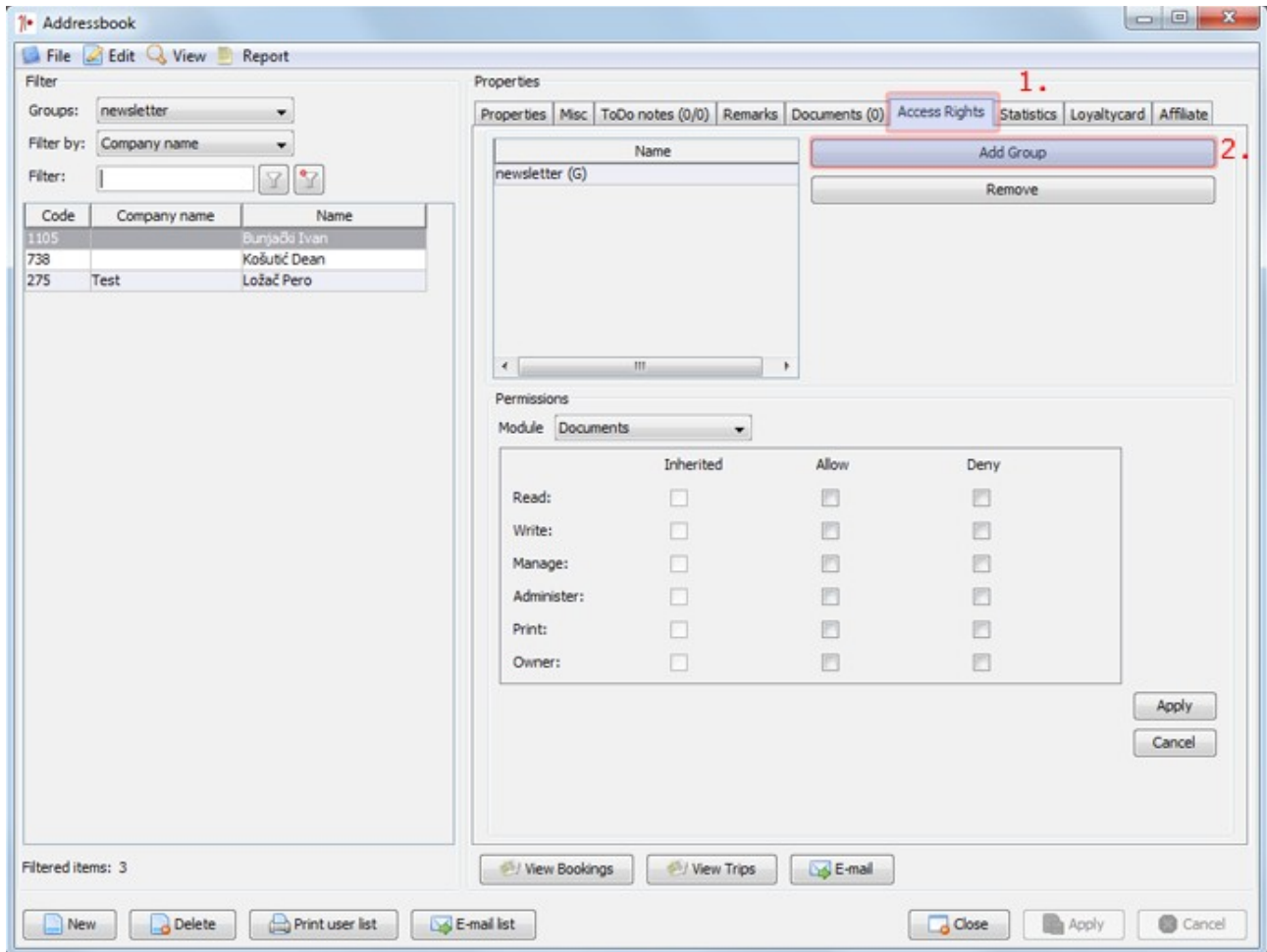
Press New (1.) to open the new user group and write the exact group name (2.) as you used for the name of the list in Mailchimp and press OK (3.)



Now select the group (1.) and check it as Newsletter group (2.) and Close (3.) the window.



The last thing that remains is to go to Work > Addressbook > Access rights (1.) and add the contacts to the newsletter group by clicking on Add Group (2.)

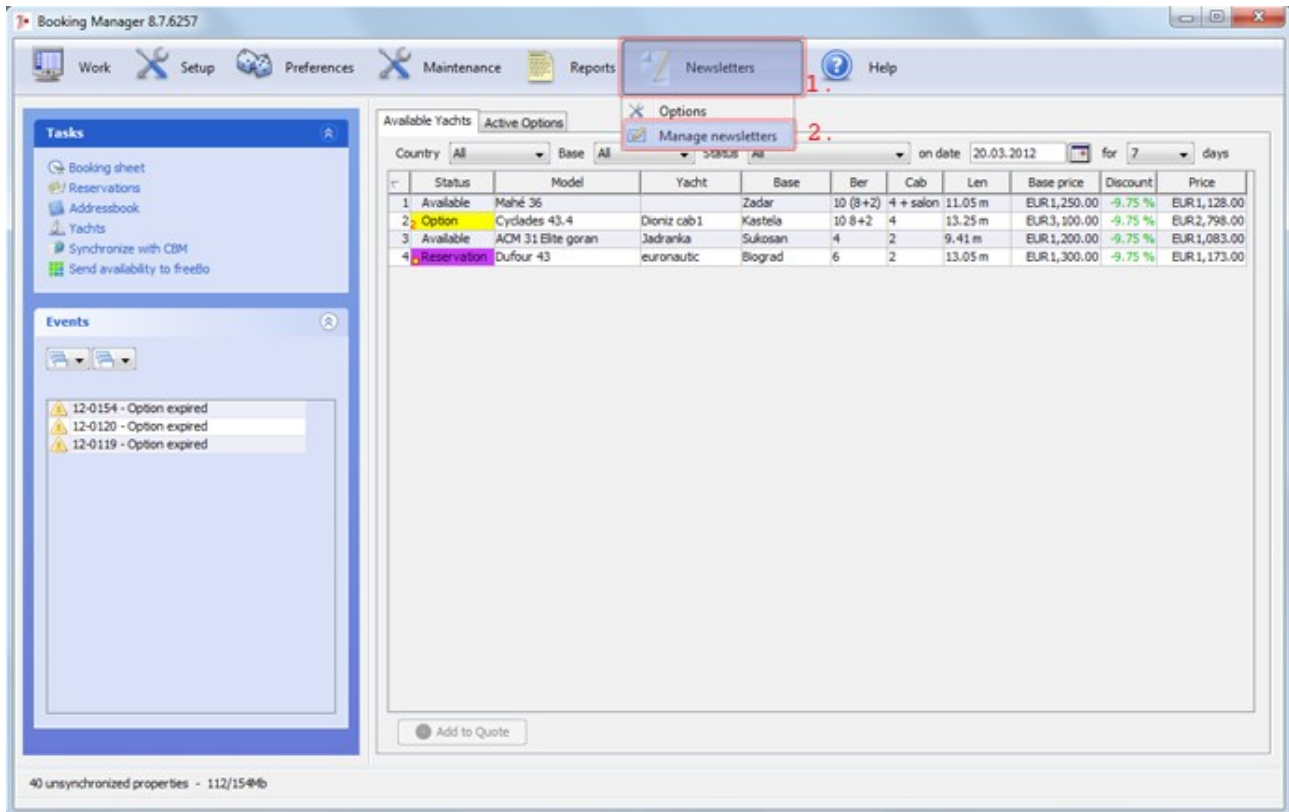




### 3. Opening, setting up and sending the Newsletter

Once you have set everything up you are ready to start sending newsletters.

Enter Newsletters (1.) > Manage newsletter (2.) to begin.



Once you entered Newsletter management press New (1.) to open the new newsletter.

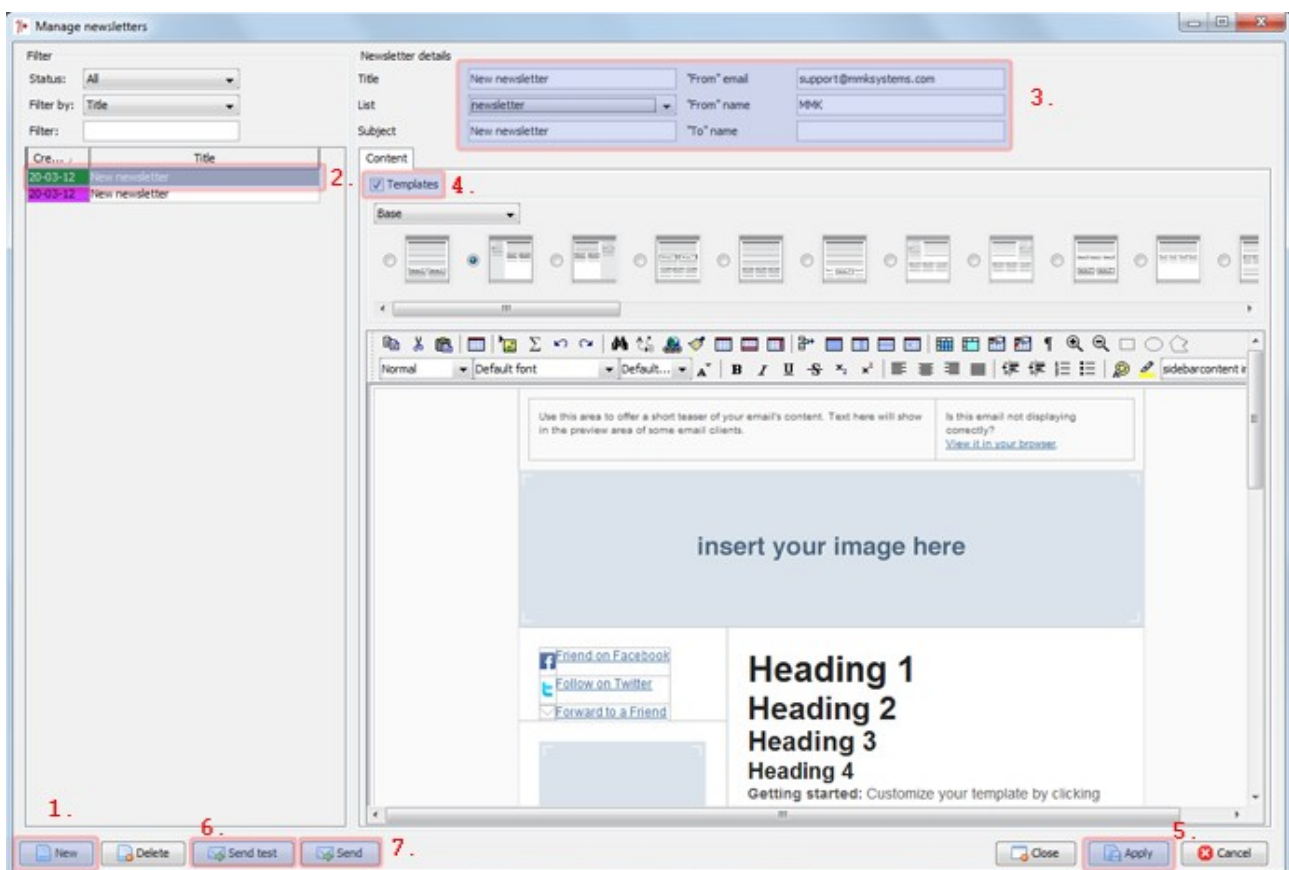
Next select the new newsletter (2.) and fill the Newsletter details (3.)

If you like you can check Templates (4.) to make a selection from predefined templates.

Now you can edit your newsletter and press Apply (5.) when you are done.

You can now preview how your newsletter will look by Sending test (6.) to the desired test e-mail address.

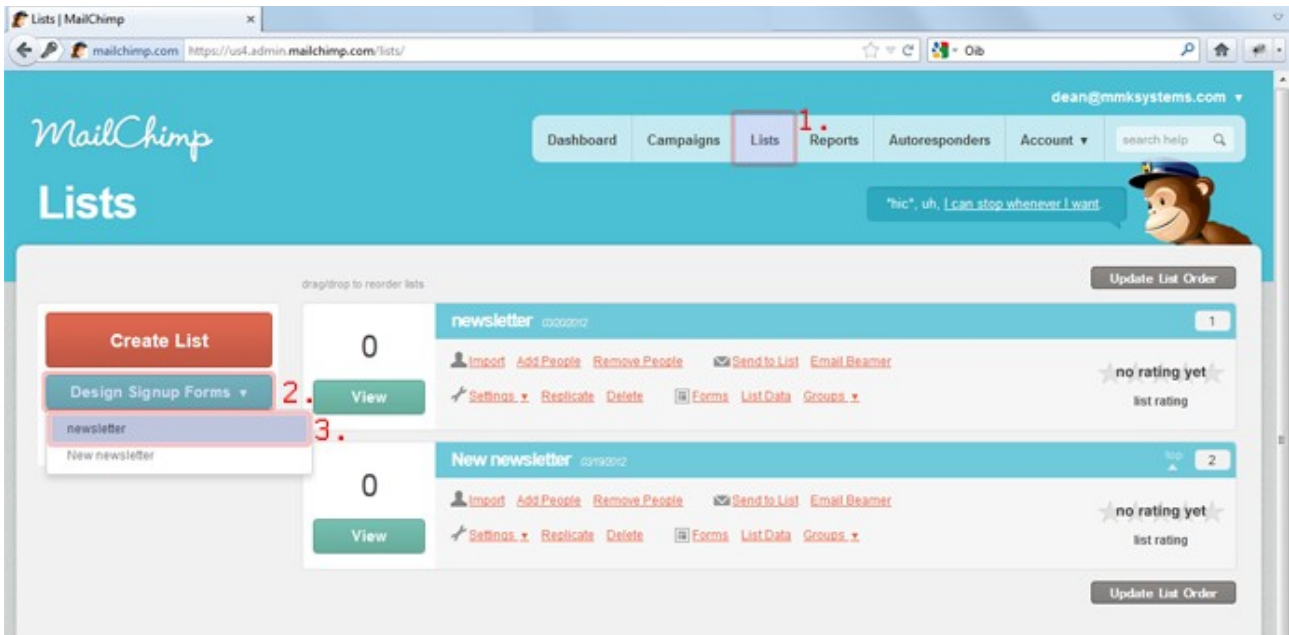
To send the actual newsletter to the selected list of users press Send (7.)



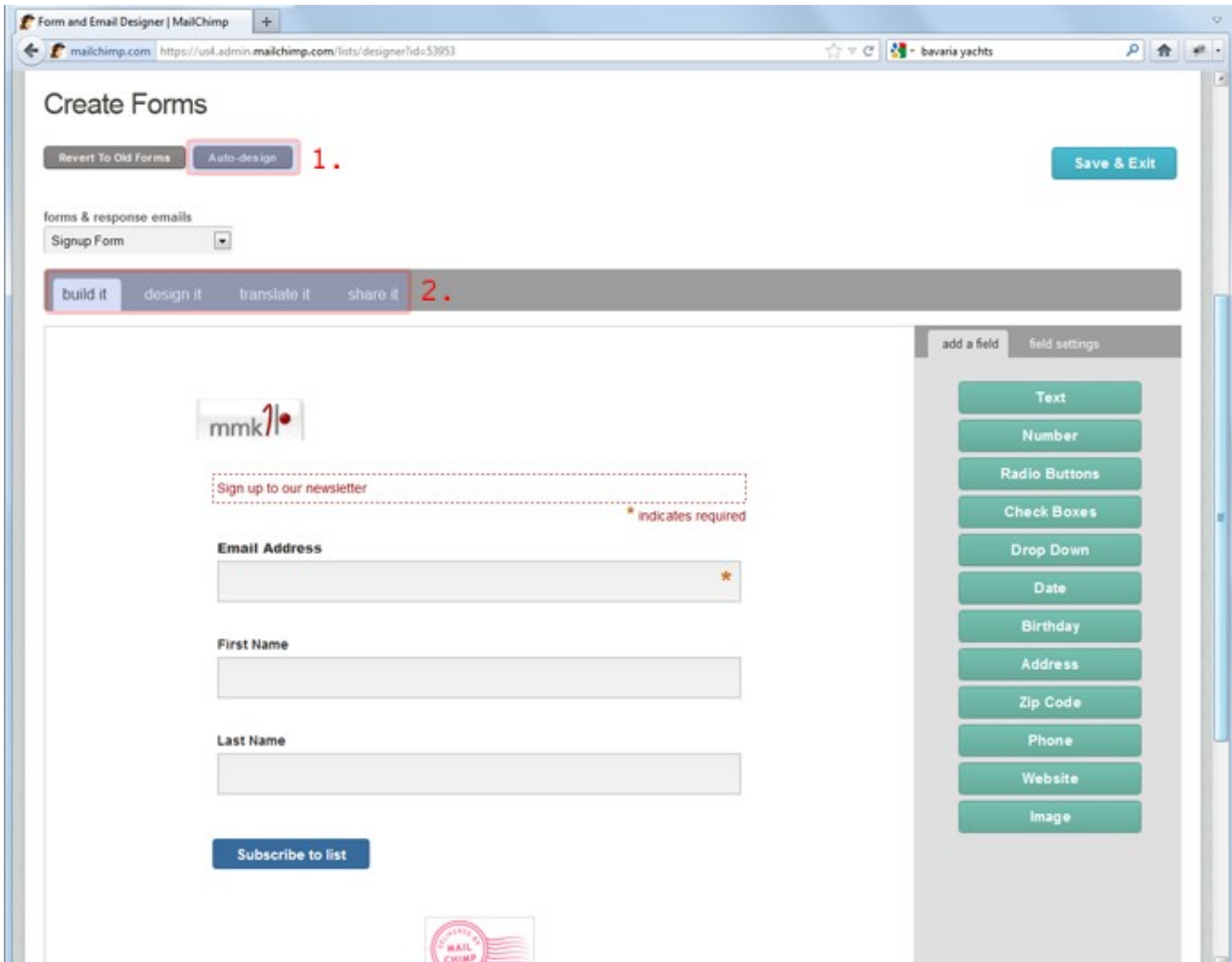
#### 4. Creating newsletter signup forms

Mailchimp gives you the possibility to create signup forms where people can signup for the newsletter.

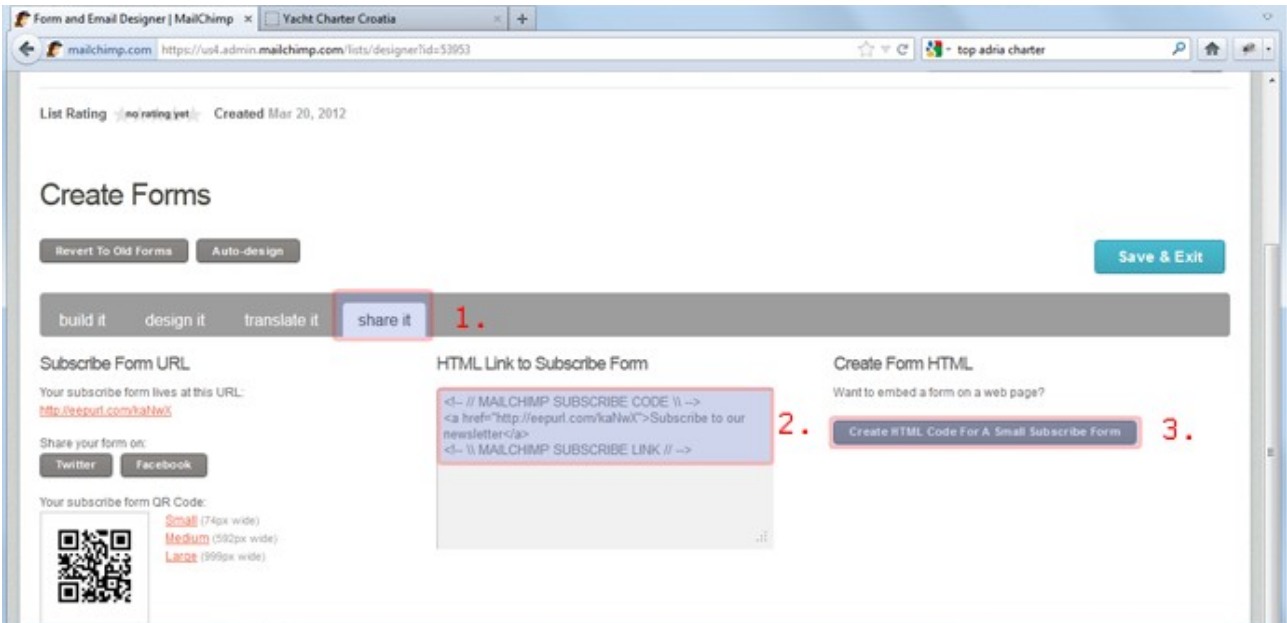
In order to do that you need to login to your Mailchimp account, click on Lists (1.) > Design Signup Forms (2.) and select the correct list (3.)



Once you enter you can either use the Auto design feature (1.) or create your form manually by going through the steps (2.)



By clicking on share it (1.) you can obtain the link to your external Subscribe form (2.) or proceed to create an embed code for your website (3.).



If you want to embed your code you can select the look (1.), preview the form (2.) and copy the code (3.) for pasting into your website.

