

As part of MQG's marketing support, we provide a complimentary client newsletter template, to help you easily share timely finance updates with your clients, that you can brand yourself. This template is paired with ongoing content resources, ensuring your clients stay informed and engaged with minimal effort on your part.

The RBA Client Newsletter is aligned with the Reserve Bank of Australia's announcement schedule, which includes 8 monetary policy updates a year. Following each announcement, the Marketing Team prepares a summary update, along with an optional blog on relevant finance info. You'll receive both via email from the MQG Marketing Team within hours of the RBA's release, ready to use or adapt as you see fit.

Each package includes the RBA summary and the additional blog. You're welcome to share our content as-is, modify it, or use it as a foundation for your own message – the choice is yours!

To help you get started, we offer a user-friendly, pre-branded Buyers Choice newsletter template that's easy to adapt to your own brand. Step-by-step guidance on personalising and using the template is outlined below.

If you're new to MailChimp, be sure to check out our introductory webinar, available via E-Academy under our webinars section, to help you get comfortable with the platform.

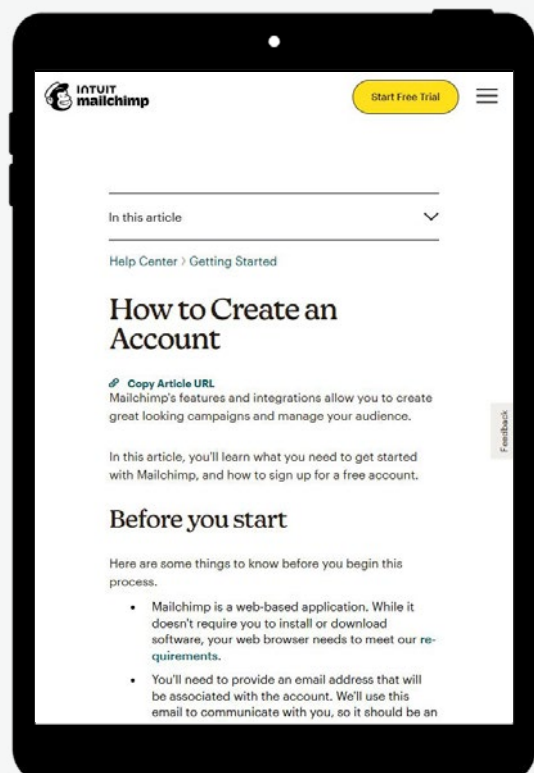
## What you'll need:

### 1. MailChimp Account

To get started, you'll need to create a MailChimp account specifically for your business. This will allow you to design, send, and manage your newsletters directly within the platform. You can set up a free account, which includes up to 500 contacts and a monthly email send limit of 1,000 emails. If you have more than 500 contacts or want to send additional campaigns, you may need to consider a paid plan.

[Create an account](#)

**Note:** If you prefer not to use MailChimp, you can still utilise our RBA and blog content to post on your website, blog, social media channels, or other comparable platforms to MailChimp.

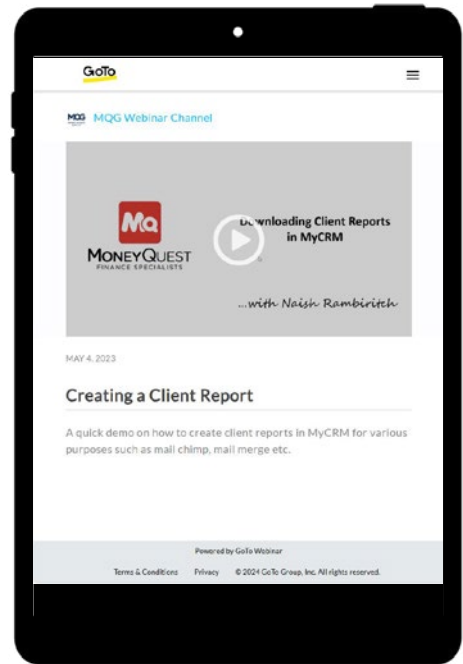


## 2. Exporting Your Audience from MyCRM

You'll need to export your client list from MyCRM to import it into MailChimp. This process is straightforward and typically only takes a few minutes. Ensure that you only include clients who have given marketing consent, as it's essential to comply with legal requirements.

- **Audience Syncing:** MailChimp and MyCRM don't sync automatically, so you'll need to manually export your client list periodically to keep it updated. You can either do this in bulk, or add new contacts one at a time.
- **Opt-outs:** If a client requests to unsubscribe from marketing communications, it's essential to update your MailChimp list to honour their request. They can unsubscribe automatically by clicking the button that is embedded into your newsletter, however if they do this, you'll need to manually uncheck the marketing consent box in MyCRM too. It's essential you keep this up to date.

[MyCRM Audience Export Tutorial](#)



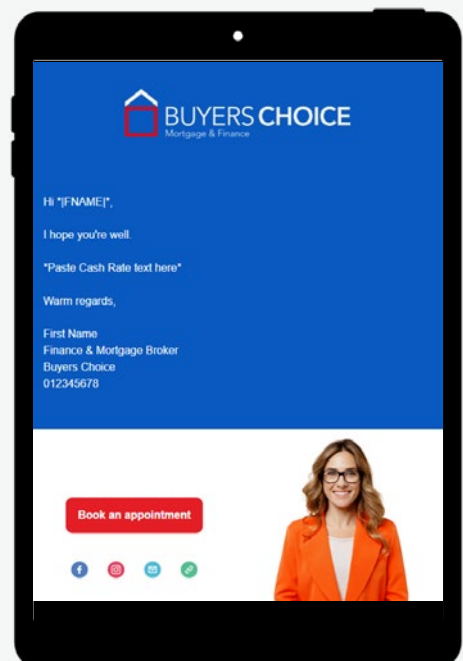
## 3. Your Branded Newsletter Template

After setting up your MailChimp account, you'll want to import and customise the provided MQG newsletter template. This template is pre-set with the Buyers Choice branding but can be easily be modified to reflect your own business identity.

### How to customise the template:

- Use the template link below to add it directly to your MailChimp account.
- Navigate to the *Email Templates* section in MailChimp and edit the branding elements, replacing any Buyers Choice elements with your own logos, colours, and business name. We have a webinar that covers this process.

[Customise Template Here](#)



## Getting Familiar with MailChimp

If you're new to MailChimp, we recommend watching our introductory webinar, which covers MailChimp basics, how to set up a campaign, and tips for personalising your newsletter.



[Watch now](#)

## How to Create & Send a Campaign

With your MailChimp account set up, your newsletter template ready, and your audience imported, you're all set to send your first campaign!

On the day of an RBA cash rate update, our marketing team will send you an email from [marketing@mqga.com.au](mailto:marketing@mqga.com.au) containing the newsletter content for that month's update. This will include an overview of the RBA's decision as well as an additional blog post, should you wish to include it.



**Log in to MailChimp** and navigate to the *Campaigns* section.



**Create a New Campaign:** Choose *Email* to start a new campaign and select your newsletter template.



**Copy and Paste the Content:** Copy the content provided in our email and paste it into the appropriate sections of your campaign, using your template as a guide.



**Preview and Customise:** Review the email layout and add any additional messages or personalisation you'd like to include.



**Send a test** of your newsletter to yourself, check all links and double-check for spelling mistakes.



**Send:** Once you're happy with the newsletter, schedule it out or send the campaign right away.

For a detailed, step-by-step guide to creating and sending campaigns in MailChimp, refer to the link below.

[Learn more](#)

## Learn more

We've included links below to webinars, blogs, and additional resources to support you in setting up and managing your client newsletter with MailChimp. These materials offer further guidance on each step, from customising your template to creating effective campaigns.

### Webinars:



#### Intro to MailChimp & Client Contact Fundamentals

This introductory webinar covers the essentials of the platform for those who haven't used it before.

Watch now

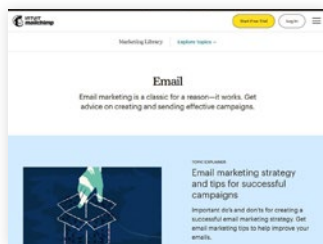


#### Creating Your Own MailChimp Newsletter

This webinar covers the process to rebrand our Buyers Choice template to reflect your own branding.

Watch now

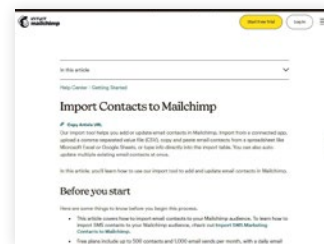
### Further reading:



#### MailChimp's Email Marketing Hub

Learn more about MailChimp, including how to create and send campaigns.

Learn more



#### Import Contacts to MailChimp

Learn how the audience import tool works, including the various ways you can import contacts.

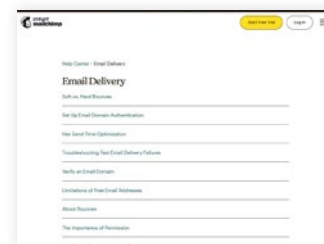
Learn more



#### Getting Started with MailChimp

Learn the basics of the platform including how to set up your account, your audience and how to create an email campaign.

Learn more



#### Email Delivery

Troubleshoot issues with your campaigns here, this page covers various common issues and how to troubleshoot them.

Learn more

If you'd like more information, please contact our team:

p. 1300 886 100 | e. cases@mqga.com.au