

## How to Use the TIMA LINK Newsletter in MailChimp

Step 1: Log In to Your MailChimp Account

Step 2: Open the following links to automatically add the TIMA templates to your account

[Download Our Text-Based Email Template](#)

[Download Our Long-Form Email Template](#)

[Download Our Medium-Form Email Template](#)

[Download Our Promotional Email Template](#)

Step 3: Click the template name (or the edit button to the right) to open the editor

Step 4. Move your mouse over the template to see and highlight the blocks that you can customize

Step 5. Replace the logo, text, images, and even change colors by clicking the pencil icon on any block

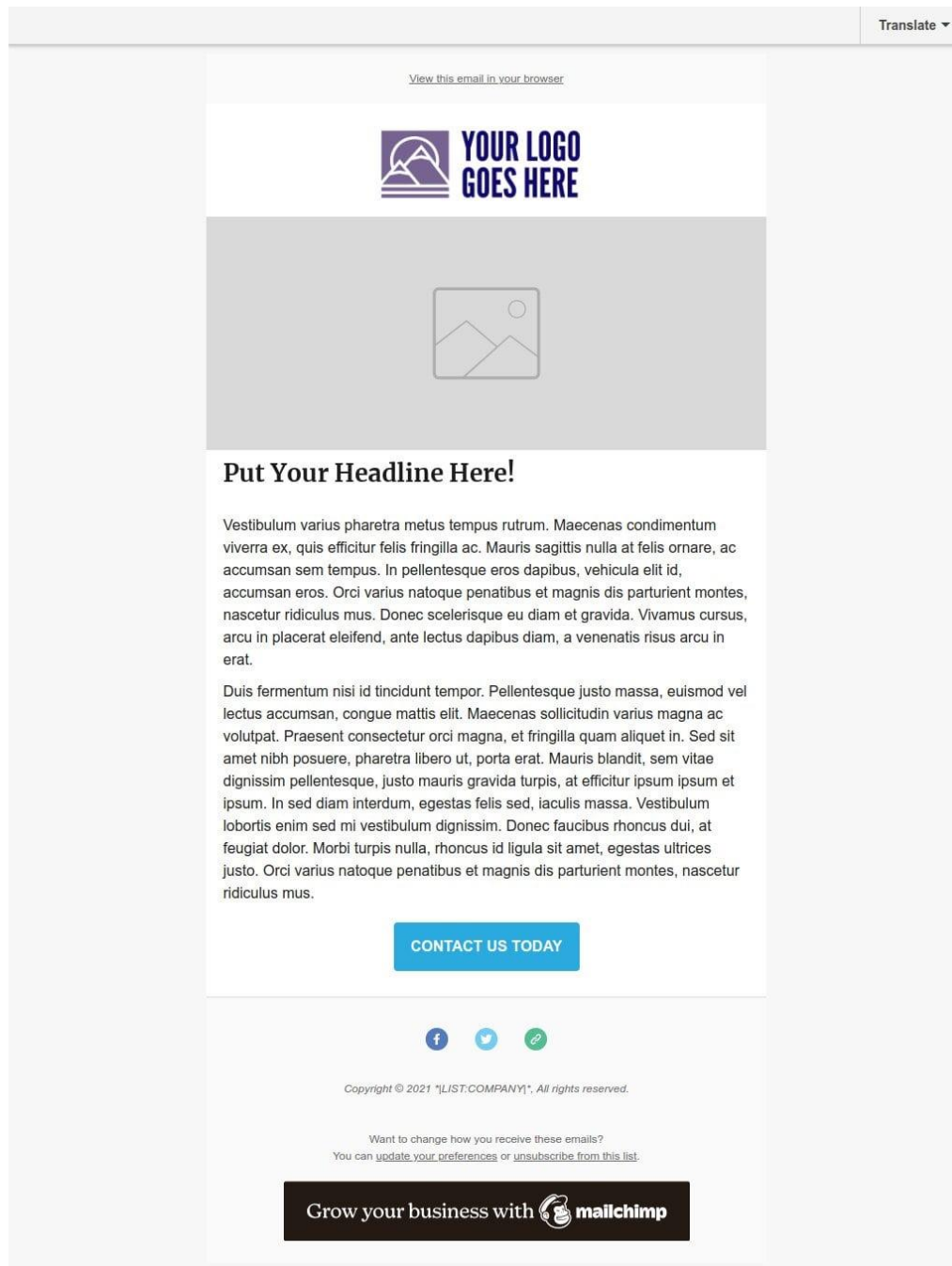
\*If you're not finding the right setting, chances are it's in the Style tab (next to the Blocks tab on top of the editor). That's where you can change the background color of the pre-header and footer

Step 6. Preview & send a test email to yourself. Check to make sure all links work, images are sized properly and check your spelling and grammar! Then hit save & exit on the bottom right corner when you are done designing your template

Step 7. Back in "Templates" go to the right down arrow and click "Create Campaign", edit the name of your campaign up top, add recipients, add from, add a subject line, enable social card (learn more about Social Cards [here](#)), scroll down to Share your Campaign where you have the option to customize the URL, and add and link your social media. Can change settings & tracking below as needed

Step 8. Scroll back to the top, and if you are ready, hit SEND or you can schedule it for a later date

# IMAGE SAMPLES



# TEXT-BASED EMAIL TEMPLATE

View this email in your browser



### Put Your First Headline Here!



Nullam vehicula venenatis augue, nec bibendum quam consequat nec. Curabitur eu diam ultricies, vulputate libero et, vehicula arcu. Sed quis tellus eu metus blandit lobortis id in nunc.

[CONTACT US TODAY](#)

### Put Your Heading Here

Nullam vehicula venenatis augue, nec bibendum quam consequat nec. Curabitur eu diam ultricies, vulputate libero et, vehicula arcu. Sed quis tellus eu metus blandit lobortis id in nunc.

### Put Your Heading Here



#### Your Heading Goes Here

Aenean imperdiet et eros eget cursus. Ut eget consequat lorem. Suspendisse potenti. Sed rutrum enim eu ante consequat ornare.

image to be supplied

image to be supplied

#### Your Heading Goes Here

Aenean imperdiet et eros eget cursus. Ut eget consequat lorem. Suspendisse potenti. Sed rutrum enim eu ante consequat ornare.

### Your Heading Goes Here



**Here's Your First Topic**  
Maecenas bibendum volutpat fella, id dapibus metus condimentum at. Suspendisse feugiat ex nec congue maximus. Praesent tincidunt massa quis feugiat dapibus.



**Here's Your Second Topic**  
Maecenas bibendum volutpat fella, id dapibus metus condimentum at. Suspendisse feugiat ex nec congue maximus. Praesent tincidunt massa quis feugiat dapibus.

#### Want to learn more about this?

[Email Us to Request a Travel Quote!](#)

### This Month's Featured Destination: DESTINATION



Donec et libero non nibh porttitor ultricies ut nec fella. Sed porttitor, lacus ac blandit tincidunt, mauris augue tempus augue, et varius velit fella non nisi. A quam sed pellentesque. Vestibulum mattis, massa ut auctor dictum, ex turpis varius arcu, id lacinia nunc arcu.

### Put the Headline Here



Donec et libero non nibh porttitor ultricies ut nec fella. Sed porttitor, lacus ac blandit tincidunt, mauris augue tempus augue, et varius velit fella non nisi. A quam sed pellentesque. Vestibulum mattis, massa ut auctor dictum, ex turpis varius arcu, id lacinia nunc arcu.

[Contact Us for a Quote!](#)

### This Month's Featured Promotions and Offers

Interested in this offer?  
[BOOK NOW](#)

Or maybe this one?  
[BOOK NOW](#)

For more information, email us at [YOUREMAIL@ADDRESS.COM](mailto:YOUREMAIL@ADDRESS.COM) or visit [YOURWEBSITE.COM](http://YOURWEBSITE.COM)

#### Don't Forget to Follow Us on Social Media!



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Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

Grow your business with mailchimp

View this email in your browser



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### Travel Blogs We're Reading This Week:



**Blog Article Title**  
*Where the Blog Came From*  
Aenean imperdiet et eros eget cursus. Ut eget consequat lorem. Suspendisse potenti. Sed rutrum enim eu ante consequat ornare.



**Blog Article Title**  
*Where the Blog Came From*  
Aenean imperdiet et eros eget cursus. Ut eget consequat lorem. Suspendisse potenti. Sed rutrum enim eu ante consequat ornare.

### Top 5 Tip List to Provide Value:



**1. List Item #1**  
Maecenas bibendum volutpat felis, id dapibus metus condimentum at. Suspendisse feugiat ex nec congue maximus. Praesent tincidunt massa quis feugiat dapibus.



**2. List Item #2**  
Maecenas bibendum volutpat felis, id dapibus metus condimentum at. Suspendisse feugiat ex nec congue maximus. Praesent tincidunt massa quis feugiat dapibus.



**3. List Item #3**  
Maecenas bibendum volutpat felis, id dapibus metus condimentum at. Suspendisse feugiat ex nec congue maximus. Praesent tincidunt massa quis feugiat dapibus.



**4. List Item #4**  
Maecenas bibendum volutpat felis, id dapibus metus condimentum at. Suspendisse feugiat ex nec congue maximus. Praesent tincidunt massa quis feugiat dapibus.



**5. List Item #5**  
Maecenas bibendum volutpat felis, id dapibus metus condimentum at. Suspendisse feugiat ex nec congue maximus. Praesent tincidunt massa quis feugiat dapibus.

Want to learn more about this?

[Email Us to Request a Travel Quote!](#)

### This Month's Featured Destination: DESTINATION



Donec et libero non nibh porttitor ultricies ut nec felis. Sed porttitor, lacus ac blandit tincidunt, mauris augue tempus augue, et varius velit felis non nisi. A quam sed pellentesque. Vestibulum mattis, massa ut auctor dictum, ex turpis varius arcu, id lacinia nunc arcu.

### Put the Headline Here



Donec et libero non nibh porttitor ultricies ut nec felis. Sed porttitor, lacus ac blandit tincidunt, mauris augue tempus augue, et varius velit felis non nisi. A quam sed pellentesque. Vestibulum mattis, massa ut auctor dictum, ex turpis varius arcu, id lacinia nunc arcu.

[Contact Us for a Quote!](#)

### This Month's Featured Promotions and Offers



#### Start with an Engaging Title to Draw Them In!

Brag about the great location, activities, and use stunning imagery so they'll start imagining themselves there. Then start talking about the offer:

- You'll get this
- And this!
- But also you'll get this

End with promotion details like book-by date and other specifications.



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Don't Forget to Follow Us on Social Media!



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Want to change how you receive these emails? You can update your preferences or unsubscribe from this list.



[View this email in your browser](#)



### Put Your First Headline Here!

Nullam vehicula venenatis augue, nec bibendum quam consequat nec. Curabitur eu diam ultricies, vulputate libero et, vehicula arcu. Sed quis tellus eu metus blandit lobortis id in nunc.



#### Offer Number 1!

Brag about the great location, activities, and use stunning imagery so they'll start imagining themselves there. Then start talking about the offer:

- You'll get this
- And this!
- But also you'll get this

End with promotion details like book-by date and other specifications.



#### Offer Number 2!

Brag about the great location, activities, and use stunning imagery so they'll start imagining themselves there. Then start talking about the offer:

- You'll get this
- And this!
- But also you'll get this

End with promotion details like book-by date and other specifications.



#### Offer Number 3!

Brag about the great location, activities, and use stunning imagery so they'll start imagining themselves there. Then start talking about the offer:

- You'll get this
- And this!
- But also you'll get this

End with promotion details like book-by date and other specifications.

*Ready to book, or want to learn more?*

[Email Us to Request a Travel Quote!](#)



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Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#).

Grow your business with **mailchimp**

Promotional Email Template

# Bonus: Our Best Tips for a Healthy Email Marketing List

## SUBJECT LINE:

Use your subject line to say exactly what the reader will see when they open it. Keep it short and use power words to create excitement. (Example: 5 Must-Haves for A Weekend Away)

## PRE-HEADER (TEASER TEXT):

Your teaser text appears in the email preview right after the subject line. Use it to offer a little more incentive. (Example: You'll love #4) Curious? Your readers will be to.

## PREVIEW:

Always send yourself a test email to confirm your formatting and your links are working properly. Check on a mobile device as well. More than 80% will be viewing on their phone.

## FREQUENCY:

Chances are, you're not sending enough emails. 1 email per week has become pretty standard for most brands. Highly active retailers can send up to 5 (or more) emails per week.

## PURGE INACTIVE SUBSCRIBERS:

Every quarter remove email addresses that haven't opened an email from you in the last 6 months. It's safe to say they aren't interested. You'll save money and have healthier stats.

We're Here to Help  
If you run into issues, send us an email  
[hello@tima.travel](mailto:hello@tima.travel)



[WWW.TIMA.TRAVEL](http://WWW.TIMA.TRAVEL)