SEOSHOP - MAILCHIMP APP

V1.0 (BETA)

INSTALLATION & USER MANUAL

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DEVELOPED BY

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1. INDEX

2. INTRODUCTION

SEOshop is a hosted ecommerce solution that allows you to set up and run your own online store. It is one of the fastest growing SaaS e-Commerce platforms of Europe.
Read more about SEOshop at: http://www.getseoshop.com

Mailchimp on the other hand is used by more than 3 million people to create, send, and track email newsletters. Whether you're self-employed, you manage projects for clients, or you work for a Fortune 500 company, MailChimp has features and integrations that will suit your email-marketing needs.

SEOshop wanted an integration between their platform and Mailchimp. They approached Tauros Media with an offer to develop and operate such an integration.

Tauros Media's SEOshop-Mailchimp app is result of that endeavour.
This app is developed for webshop owners who have a SEOshop webshop and want to manage their email campaigns via Mailchimp.

It was developed in co-operation with SEOshop and adheres to highest standards of development practises. It is also tested, approved and supported by SEOshop. The app itself is very easy to install, configure and use.

Tauros Media's SEOshop-Mailchimp app has following features:

- Its syncs your SEOshop newsletter subscription data with your Mailchimp list.

- You can export your SEOshop order data to your Mailchimp account. Exported order data will contain usefull information like email id, order date & time, order total amount, shipping cost, tax, SEOshop store id, product id, product sku, product name, category id, category name etc.

- It will export customer data like first name, last name, email address, location etc.

- You can use order and customer data to create segmentation crietria in a list and design your email campaigns in more focussed and concentrated ways.

3. PACKAGE

3.1. SEOshop-Mailchimp app. You can subscribe to the app from SEOshop App store.

3.2. App installation & user manual. You can download this or request it via mail.

4. REQUIREMENTS

4.1. Valid subscription of SEOshop webshop and working knowledge of its backoffice.

4.2. Valid Mailchimp account and working knowledge of its backend. You can create an account from here: https://login.mailchimp.com/signup?

From this point onwards we will assume that you have already subscribed to SEOshop and Mailchimp services.

5. MAILCHIMP CONFIGURATION

Before you start using SEOshop-Mailchimp app you need to take following 2 actions in your Mailchimp account:

5.1. Create a 'list' that will hold your SEOshop data.
You can know more about creating lists in Mailchimp from here:
http://kb.mailchimp.com/article/how-do-i-create-a-new-list
You can also use any of your existing Mailchimp lists if you want.

5.2. Create an API key for the app.
The app will need an API key to connect your SEOshop and Mailchimp account.
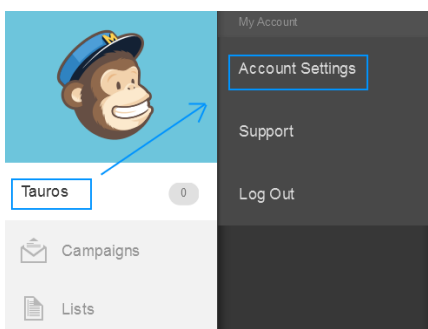Read more about API keys here: http://kb.mailchimp.com/article/where-can-i-find-my-api-key

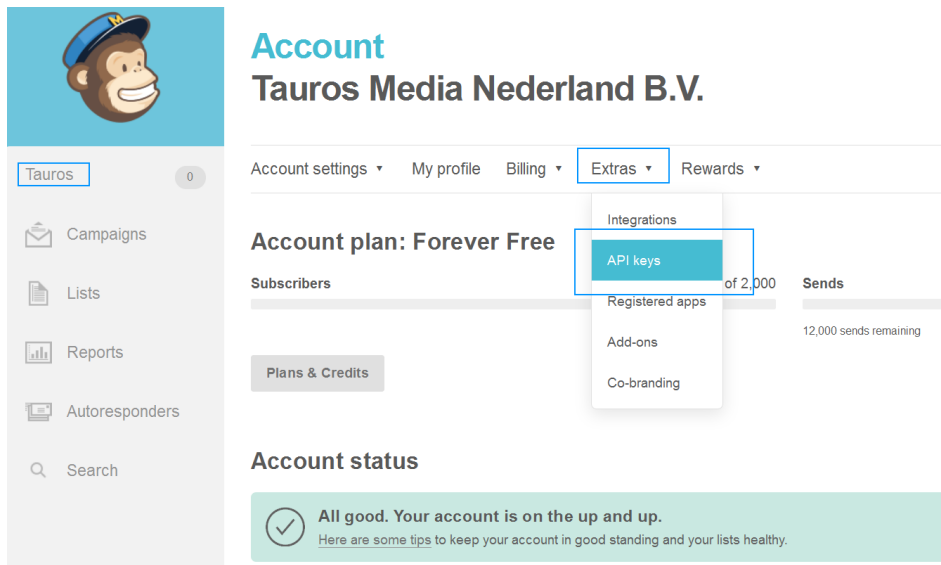5.2.1 To create a new API key login to your Mailchimp account: https://login.mailchimp.com
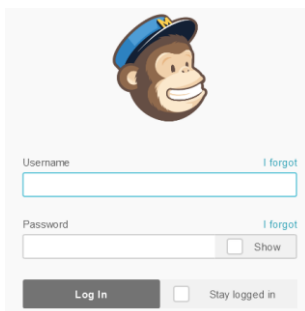
5.2.2 It will show your Mailchimp dashboard once you successfully login.
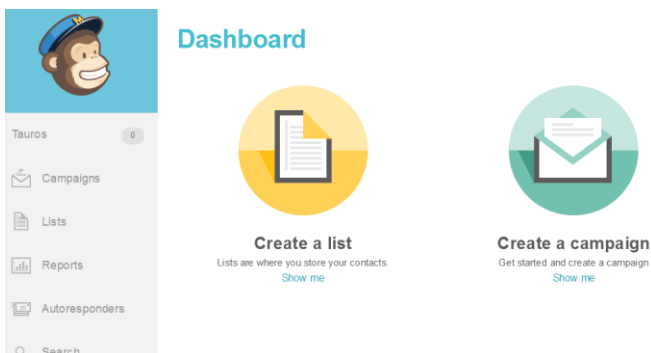
5.2.3 Go to My Account > Account settings

**5.2.4** Once on Account page go to Extras > API keys

5.2.5 On this page you need to create a new API key which will then be used in App configuration Click on 'Create a Key' button and it will create a new key automatically.

**5.2.6** Keep this new key you created handy. You will need it during app configuration step.

6. APP INSTALLATION IN SEOSHOP

**6.1** To install the app you need to login to your SEOPshop backoffice.
https://seoshop.webshopapp.com/backoffice/
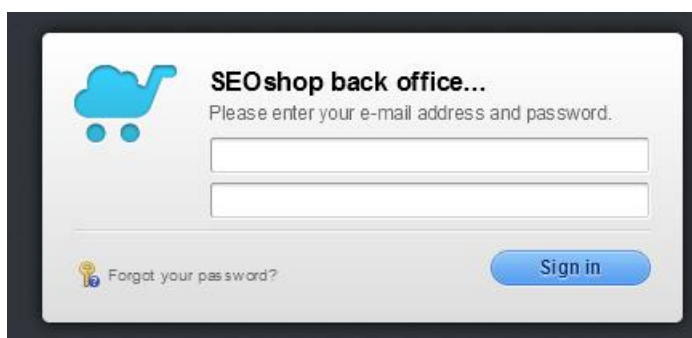
6.2 Once logged in, go to the 'App store' and look for Mailchimp app block as shown in the image. Click on 'View app' button to go to the app description page.
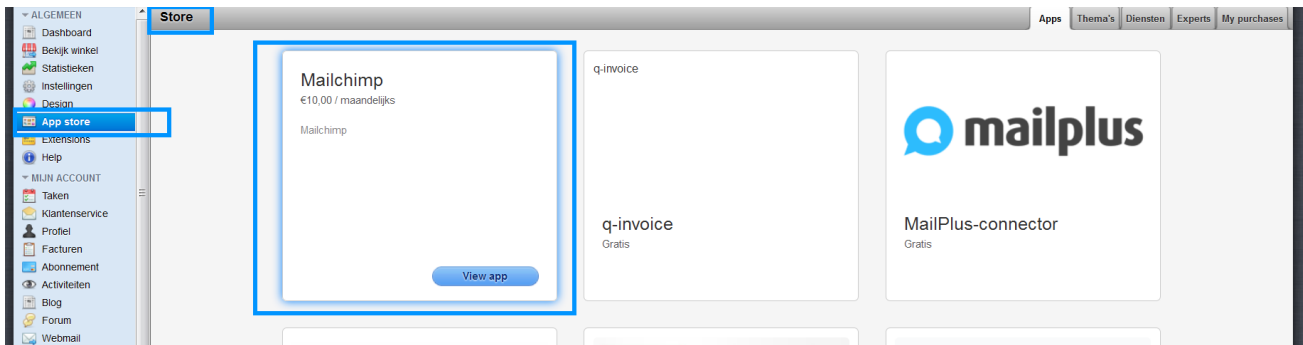
6.3 Once on app description page you can read about the app, provide your ratings and most importantly buy this app. You can do so by clicking on the 'Buy app' button.
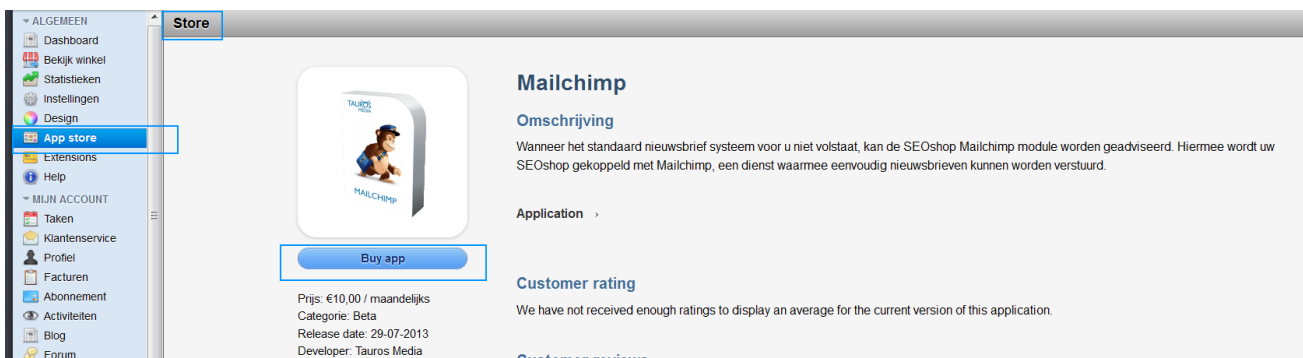
6.4 Once you click on 'Buy app' button it will ask you to fill in your SEOshop admin username and password. Note that you have to use SEOshop account details which have enough access to install an app. Fill in the access details and click on 'Volgende' button to continue.

6.5 On this step SEOshop will inform you that the app will access your customer and order data. Click on 'Goedkeuren' to continue.

Once you approve, you will be redirected to the app login page and informed that the app was successfully installed.

6.6 You will recieve your app access details (username and password) on the email id which was used during installation of the app. Please retrieve these details from your inbox and keep them handy and safe.

7. APP CONFIGURATION

7.1 Before you can start using the app you will have to configure it.
Login to you app interface to configure it.
Use this url to login to your SEOshop-Mailchimp app interface:
http://seoshop-mailchimp.taurosmedia.com/

7.2 Once logged in you will see 2 tabs: Mailchimp & Change password.

To configure the app click on 'Mailchimp' tab.

SEOshop Mailchimp - Tauros Media

Mailchimp   Change Password

Mailchimp

Send Data to Mailchimp

Mailchimp Api Key:	d313b9593c2887b2529	Use the api key which you generated in your Mailchimp account
List Id:	Choose.. ▾	Select your Mailchimp list from the dropdown*
Send subscriptions:	Yes ▾	Select yes to send your SEOshop newsletter subscribers to Mailchimp
Send customers:	Yes ▾	Select yes to send your SEOshop customer data to Mailchimp
Send orders:	Yes ▾	Select yes to send your SEOshop order data to Mailchimp
Double optin for customers:	Yes ▾	Select yes if you want to use the double opt-in during subscription
Update existing:	Yes ▾	Select yes if you want to update existing data in Mailchimp
Send welcome email:	Yes ▾	Select yes if you want to send welcome mail to new subscriber from Mailchimp
Process Automatically:	Yes ▾	Select yes if you want the app to export data to Mailchimp automatically
	Submit	Click on Submit once. At this point the app will be connect to your Mailchimp aaccount.

7.3 Configuration field description:

Mailchimp Api key: You have to fill in your Mailchimp API key here. This has to be a valid key otherwise the app will not work. Refer to section 5.2 of this manual to know more about Mailchimp API keys.

List Id: This dropdown will show you the lists available in your Mailchimp account.
Note that the list options will not show up initially. You have to first fill in a valid API key and click on submit button. This will connect the app to your Mailchimp account and then you can select a 'list' from the dropdown.

Send customers: Select yes if you want to export your SEOshop customer data to Mailchimp.
It will export customer data like first name, last name, email address, location etc.
You can also choose to not send customer data by selecting no.

Send orders: Select yes if you want to export your SEOshop order data to Mailchimp.
It will send order data like email id used, order date & time, order total amount, shipping cost, tax, SEOshop store id, product id, product sku, product name, category id, category name etc.
You can also select to not send order data by selecting no.

Note that sending customer and order data to Mailchimp does not mean that you will be able to see or manage that data in Mailchimp interface. It will be only available to you in the form of segment criteria in the list.

Double optin: Select yes if you want to use the double option feature of Mailchimp. Read more about it at: http://kb.mailchimp.com/article/how-does-confirmed-optin-or-double-optin-work
If double optin is enabled, the subscribed emails won't show in the list until customer clicks the link in the email they get for confirmation.

Update existing: Select yes if you want to update existing data in the Mailchimp list.

Send welcome mail: Select yes to send a welcome mail to the new subscriber. If double optin is enabled, selecting welcome email as yes will have no effect.

Process automatically: Select yes if you want to send SEOshop data automatically to Mailchimp.

Submit: Click on submit button to save the configurations. It will show the following message:
Configuration saved successfully.

Note that you will have to submit the data twice to get options in 'List id' field.
On first submission the app will connect to the Mailchimp api and then only it will be able to fetch the list data from Mailchimp API. So then select your list and submit again.

You can also manually add the data in export queue by clicking on 'Send Data to Mailchimp' button. It will display the following message once it has been added to the queue:
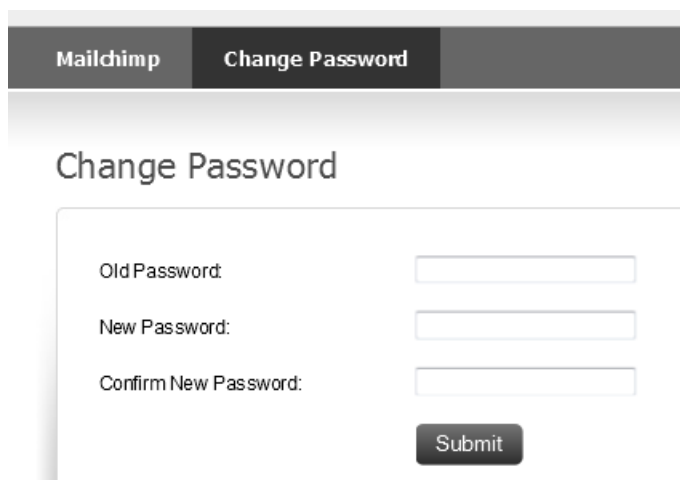Your data have been added to send queue.

Your data will be exported to Mailchimp on the next cron run.

That's it. Your SEOsho-Mailchimp app configuration is done.
If all instructions were followed correctly then your SEOshop and Mailchimp account will be connected to each other successfully.
You are now ready to use Mailchimp features on your SEOshop newsletter subscribers.

If you have configured it to process automatically then it will sync your SEOshop data with Mailchimp list the next time cron runs. Cron is set to run 24 hours at an interval of 30 mins.

Or you can choose to queue it manually as explained above.

Change password: You can change your SEOshop-Mailchimp app password from 'Change password link'

Logout: To logout from the app interface use the logout link present in top right corner.

Explaining how to use the data in Mailchimp segmentation is beyond scope of this manual.
You can learn to use Mailchimp in best possible way from their website. These are some usefull links for starters:
http://mailchimp.com/resources/
http://blog.mailchimp.com/
http://www.mailchimp.com/support/online-training/
http://mailchimp.com/features/segmentation-and-groups/

If you are looking for a professional newsletter design you may want to consider our newsletter design service: http://www.taurosmedia.com/producten/nieuwsbrief-design

We hope this app meets all your email integration requirements and expectations.

Feel free to contact us with feedback or queries related to this app at info@taurosmedia.com.
Write to satya@taurosmedia.com for app support.
We will be more than glad to assist you with your queries.

* App support will be provided in English language only.

8. CHANGE LOG

V 1.0.	* App launched, Manual created.

9. FAQ

WHERE CAN I SEE MY SEOSHOP ORDER DATA IN MAILCHIMP INTERFACE?
You cannot access your SEOshop order data in Mailchimp interface. Order/customer data is only available in Mailchimp for list segmentation purposes. Read more about segments at:
http://mailchimp.com/features/segmentation-and-groups/

HOW CAN I CUSTOMIZE MY MAILCHIMP MAILS?
This article explains exactly how to customize all those confirmation emails http://eepurl.com/gOGY

10. CONTACT

Questions about SEOshop-Mailchimp app should be directed towards Tauros Support
T **|** +31(0) 20 772 13 09
E **|** info@taurosmedia.com

Questions about SEOshop should be directed towards SEOshop Support
T **|** +31(0) 20 820 23 91
E **|** info@getseoshop.com

Questions about Mailchimp should be sent towards Mailchimp Support
W **|** http://kb.mailchimp.com/
E **|** customersupport@mailchimp.com