GetResponse

How to move from Mailchimp to GetResponse

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Table of Contents

Overview 2

GetResponse account terminology 3

Migrating your contact list 4

Moving messages 6

Moving forms 9

Establishing integrations 12

List of equivalent tools 13

- Lists 13
- Newsletters 14
- Account collaborator access 14
- Autoresponders 15
- RSS-to-Email 16
- Marketing Automation 17
- Forms 17
- Email analytics & Reports 18
- Perfect Timing 19

Powerful tools now at your disposal 20

About GetResponse 24

Overview

We created this guide to make your transition from Mailchimp to GetResponse as smooth and painless as possible. Once you've gone through these simple steps, you'll be equipped with everything you need to do just that.

On that note, we're thrilled to welcome you aboard! We are sure you'll love it here – just like the **350,000 businesses already using GetResponse** for their online marketing.

Let's start this journey together, and move your belongings into your brand new GetResponse account. You'll be set up in a flash!

In this guide you'll learn:

- GetResponse account terminology
- How to migrate your contact list
- How to transfer your messages
- How to transition or create new signup forms
- How to reset your integrations
- Generally equivalent account tools you'll recognize
- Other powerful tools now at your disposal

Along with eye-opening online marketing statistics, links to helpful resources, and contact information for our award-winning, 24/7 customer support.

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GetResponse account terminology

To get you started, let's take a look at the terminology you'll be seeing throughout your GetResponse account. Some feature names or tools might feel different at first, others won't. We're sure you'll get yourself familiarized in just a few moments.

MailChimp	GetResponse
Subscribers	Contacts
Audience	Lists
Campaign	Email Marketing/Newsletters
Automate	Marketing Automation
Automate	Autoresponders
Signup Forms	Forms
Survey	Survey
Reports	Reports
Landing Page	Landing Page

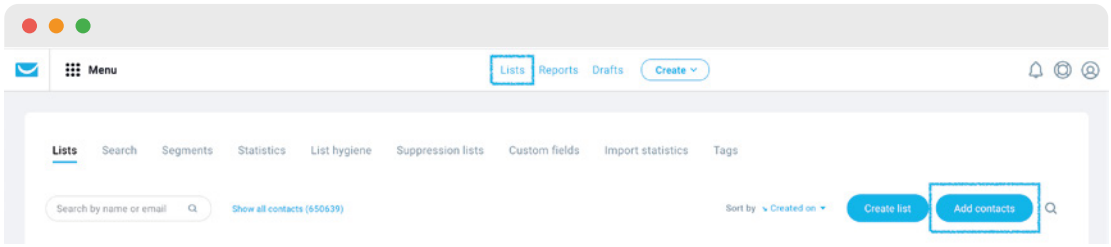
Migrating your list

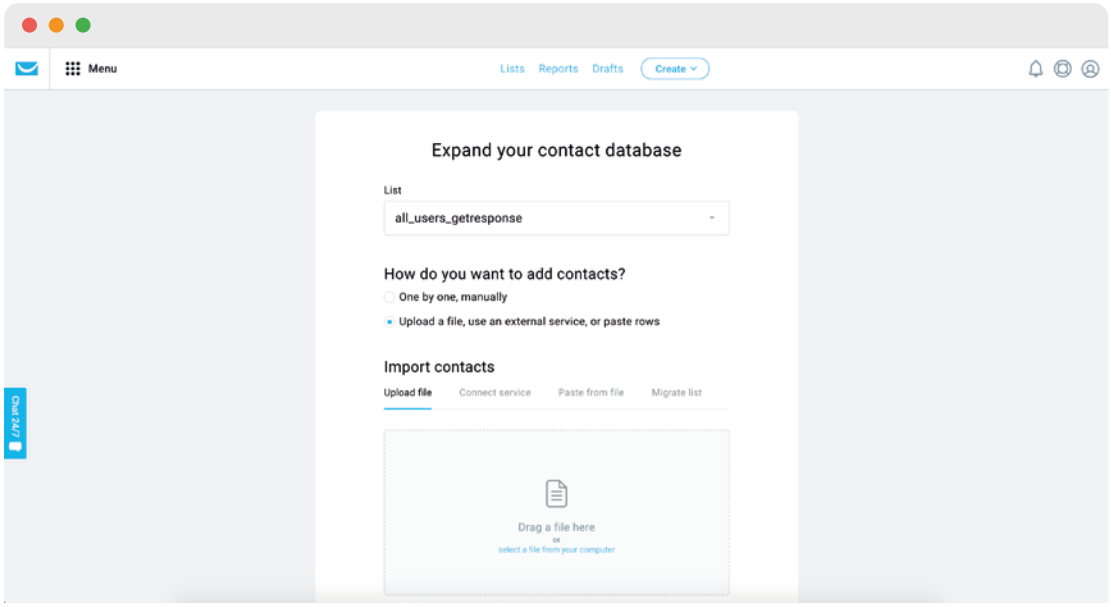
Migrating your list is simple. You can expect a 100% single opt-in process for all your imported lists. First, you'll need to export your subscribers from your Mailchimp account.

1. To do that, log in to your Mailchimp account, go to Audience » View Contacts. When you're here just select 'Export audience' to select all your contacts. (You could also filter by specific segments or tags in Mailchimp, to specific which contacts you'll be importing to GetResponse). You can then expect an email with your CSV file.

2. Alternatively, you could create a backup of your entire Mailchimp account in one go using the "My Data Backup" option. You may access this via your account menu in the top right corner of the account » Account » Settings » Manage my data. From there you can choose what you'd like to export.

3. With your CSV file of subscribers, you can now easily import yout list to GetResponse via single opt-in. Navigate to Lists » Add Contacts. No re-confirmation required! Simply confirm for us that you have permission to email this list, our Compliance team will run it through our cutting-edge Hydra spam-protection system, and you'll be on your way in a flash.





Check out this helpful resource to see the process from start to finish.

Here's an idea! Now that you're migrating your lists to GetResponse, perhaps it's the right time to clean them up a little? Think back if there are any subscribers that you haven't been in touch with for a while or who haven't engaged with your emails. Maybe it's time to re-engage them or let some of them go? Check out our marketing automation template that'll help you keep on top of un-engaged subscribers

Moving messages

Whether you routinely sent out text-based emails or complex HTML emails (learn more about the difference here), you can now easily move your content over to GetResponse. First, you'll need to make sure you copy all necessary emails from your Mailchimp account.

1. For text-based emails, or messages where you'd simply like the text to move over, you can send yourself a copy from the Preview » Sent a test email menu within the editor (or copy the text itself from within the Mailchimp editor), and save the text somewhere handy so you can easily copy and paste it into your GetResponse emails.

2. Additionally, you could export your 'Campaigns' & 'Templates' via the option in your Mailchimp settings. This is found by navigating to your account menu in the top right corner and then selecting Account » Settings » Manage my data. Once you've exported and collected your HTML code from the email Mailchimp will forward to you, you may then easily import your HTML code into your GetResponse account. (Please note that due to the nature of HTML coding behavior, you will need to prepare for formatting differences between the Mailchimp and GetResponse message editors.)

Make sure that by copying your emails or other content, you do not infringe Mailchimp or any other third party's copyrights or other intellectual property rights.

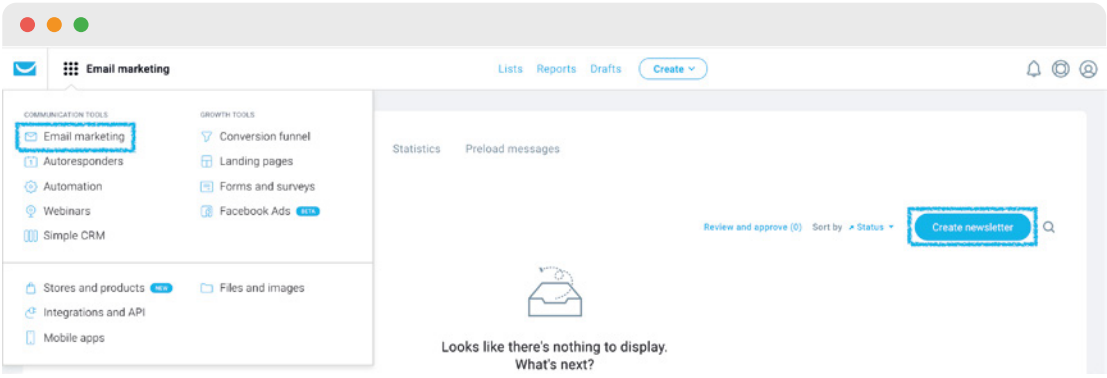
3

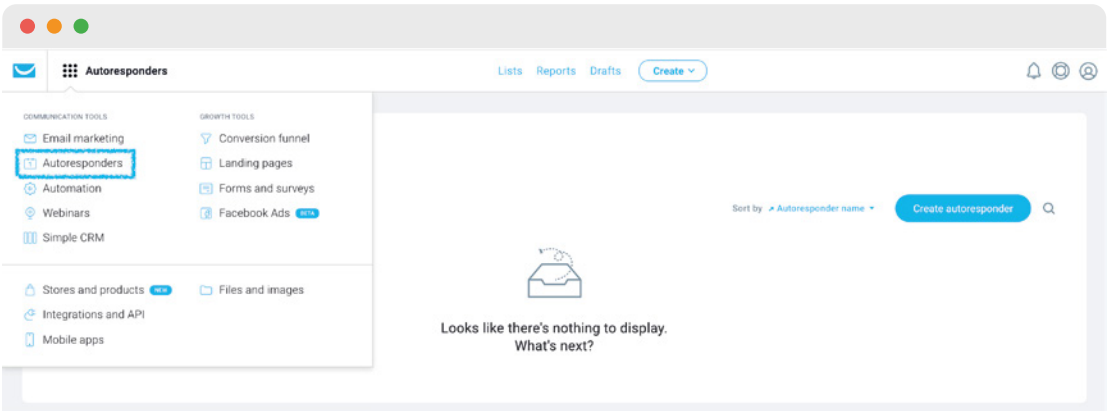
With the necessary content at your disposal, in your GetResponse account you'll follow the simple message setup process for your newsletters, autoresponders and marketing automation messages.

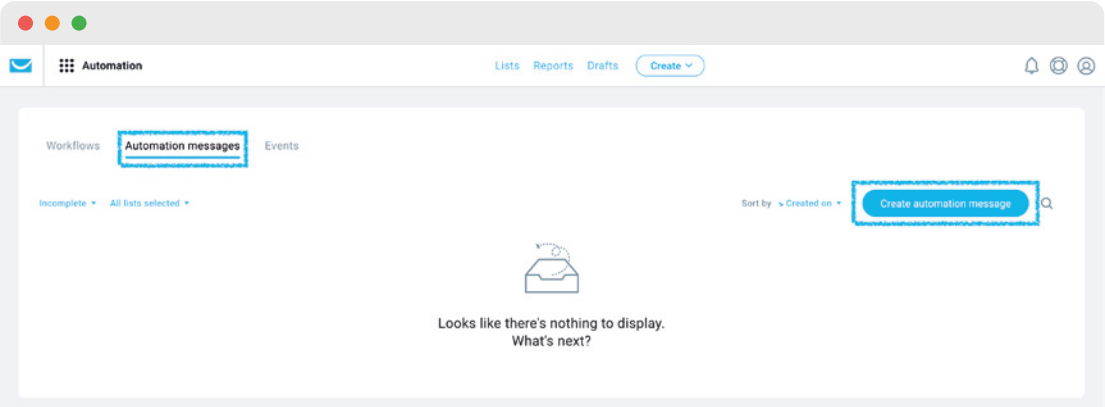
• To create a new newsletter, simply go to your menu in the top left hand corner and select Email Marketing » Create Newsletter

• To create a new Autoresponder, simply go to your menu in the top left hand corner and select Autoresponder » Create Autoresponder

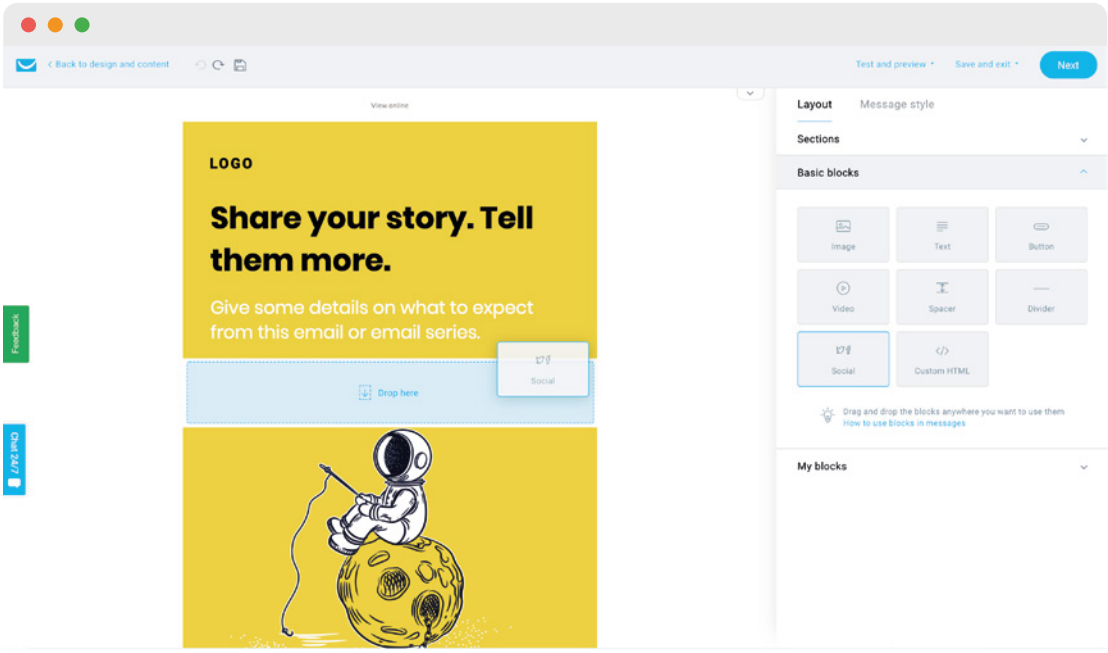
• To create a new Marketing Automation Message, simply go to your menu in the top left hand corner and select Automation » Automation Messages » Create automation message







Of course, you may choose to create your own messages from scratch in GetResponse or use one of the many predesigned templates available in your account. Our intuitive drop-and-drag email creator enables both beginner and advanced email marketers the opportunity to create jaw-dropping campaigns. Check out this simple walkthrough video that will show you how to build emails that always look great!

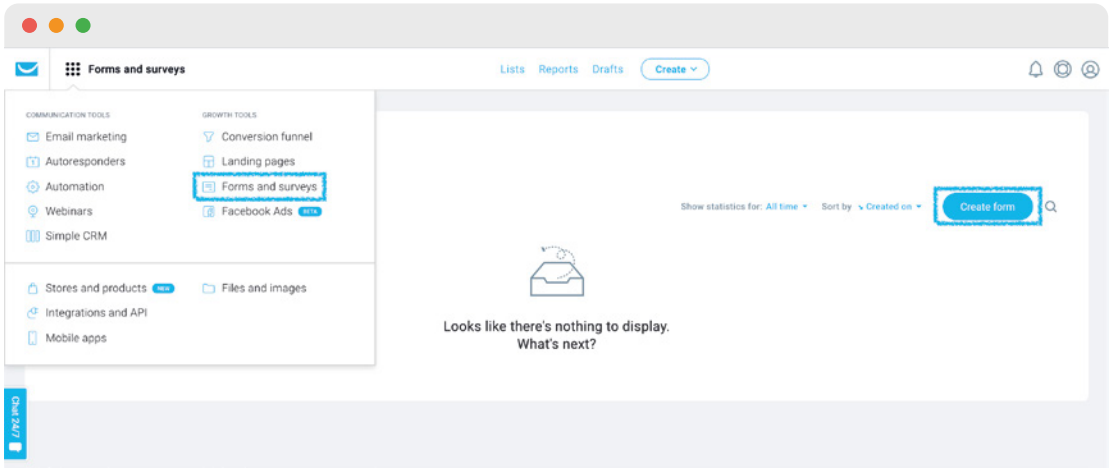


Moving forms

Ensuring your signup forms are properly set up with your new GetResponse account information may be as simple as replacing a form's code on your website, or resetting the details for any integrations you use.

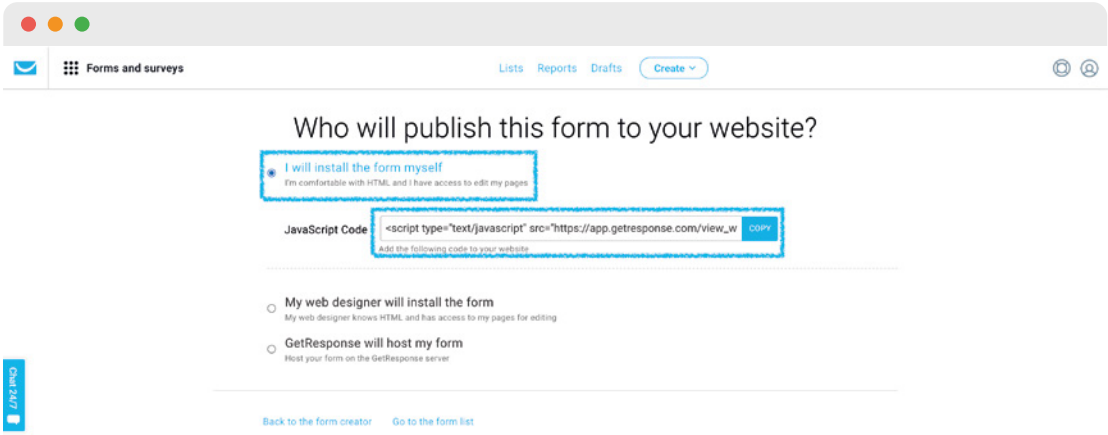
1

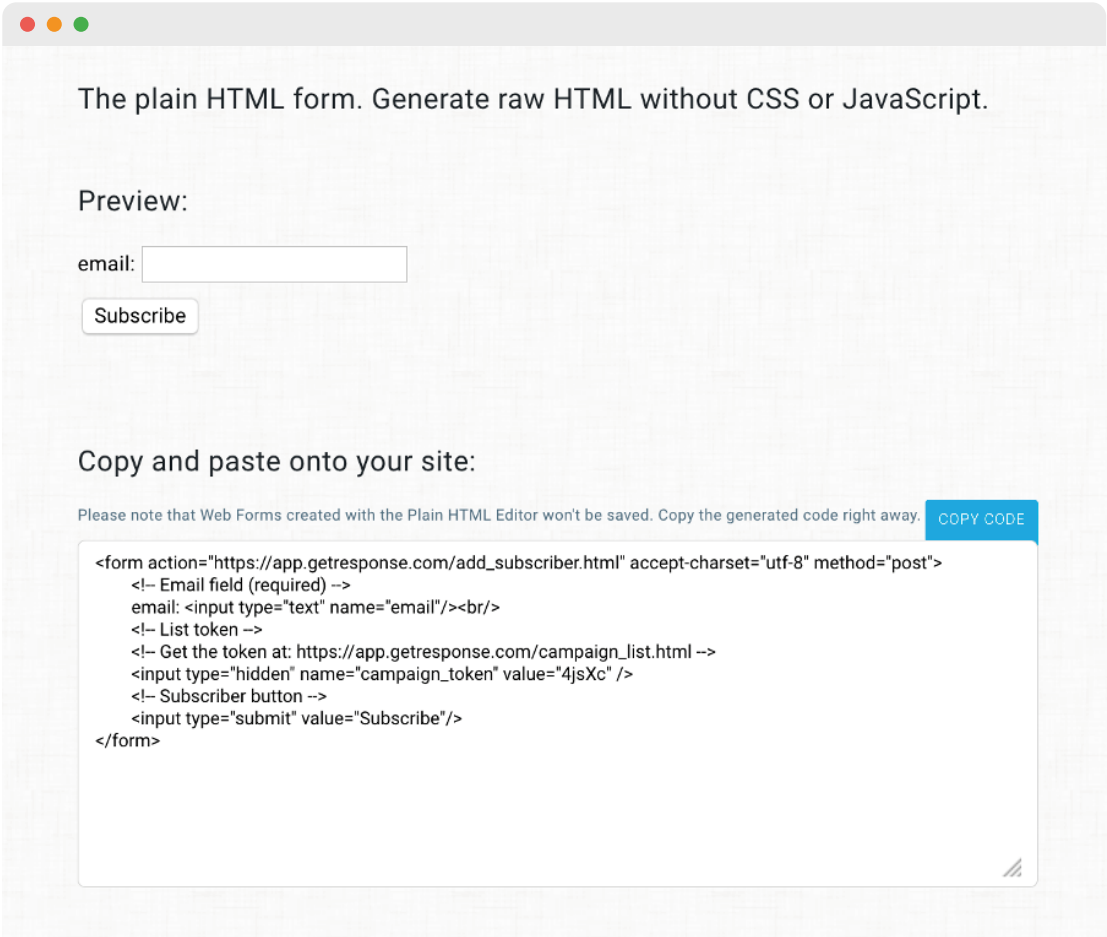
To replace the form's code on your website, navigate to your GetResponse menu and select Forms & surveys » Create Form to create your own form template, or basic HTML code to work into a custom design you already have on your site and would like to maintain.



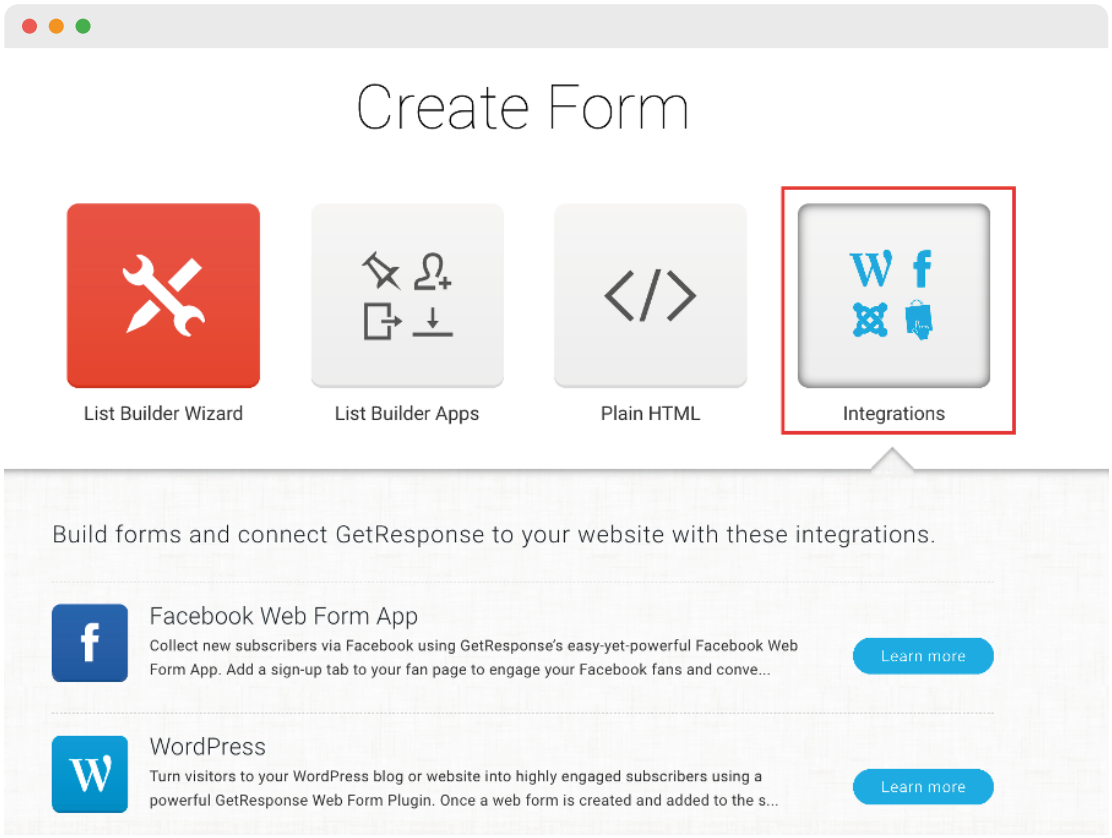
2

Once you've completed creating your form you should select 'Publish'. You'll then either copy and paste the new JavaScript code into your site, or the raw HTML that you'll integrate into your existing form's code. You can have a look at this helpful guide or video tutorial that will lead you through the step-by-step process.





3 Alternatively, you may have integrations enabled for the pages you display signup forms on. In this case, you could simply set up the sign-up form integration in GetResponse to ensure the form is properly displayed and configured to your proper GetResponse campaign and settings. To do this, go to Forms & surveys » Create Form » Integrations, and you'll see the list of form integration sites available, along with the opportunity to learn more about configuration.



4 Don't forget to remove any Mailchimp form code from your website or disconnect any integrations you've established in external, third-party form hosting services.

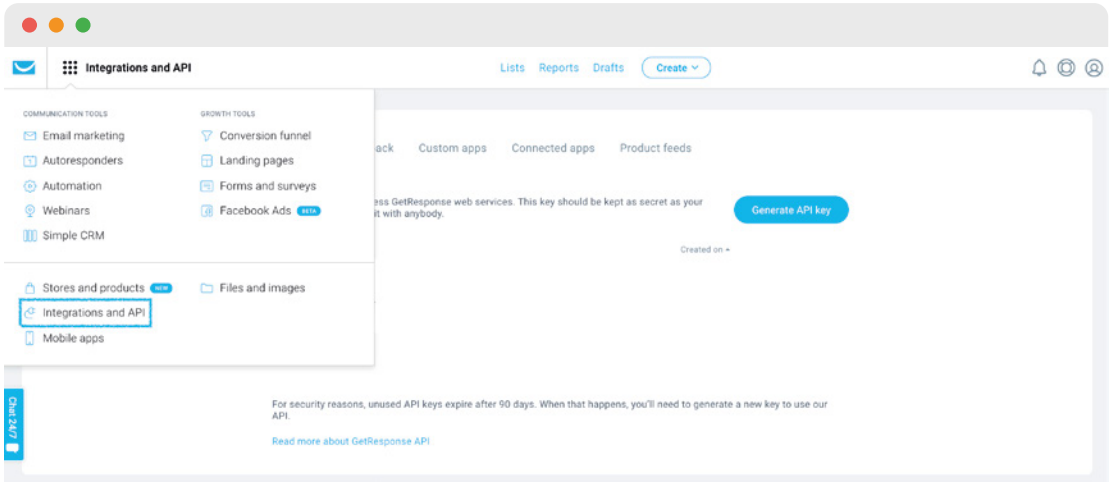
For even more ways to build you email list, check out this useful guide.

Establishing integrations

Speaking of integrations, with GetResponse you'll find tons of integrations with the services you use most. With over 100 available, it should prove no problem to locate the existing integrations you've used with Mailchimp, and re-establish the connection in your new GetResponse account.

1

You may view all integrations currently available here, and additionally may enable the highly-specified and advanced integrations available within your GetResponse account the menu in the top left hand corner of your dashboard » Integrations and API



We're always keen on developing new integrations. If you want to add your services to GetResponse feel free to get in touch here.

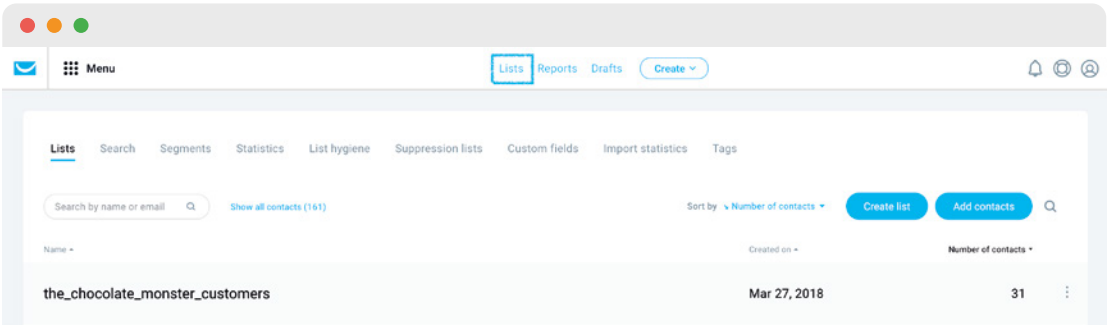
List of equivalent tools

As briefly covered in the GetResponse terminology section at the beginning of our guide, there are some tools that you used in Mailchimp that you may find fairly similar in GetResponse.

1

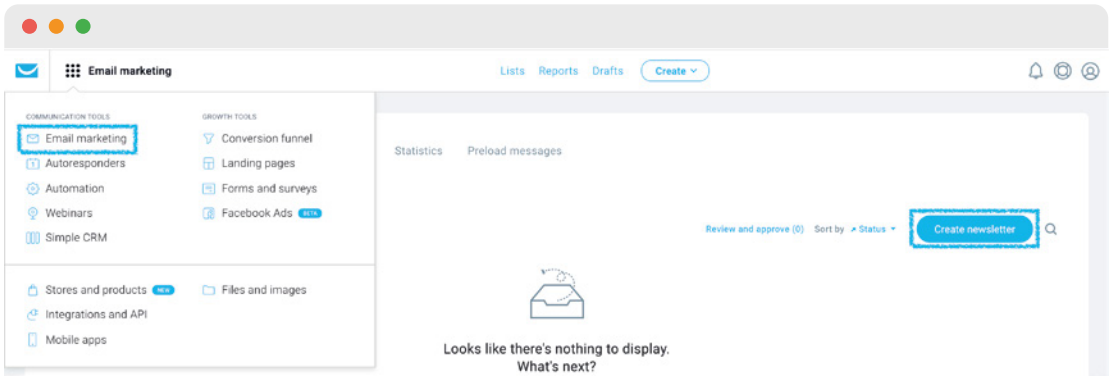
LISTS

In GetResponse we refer to your email subscribers as Contacts within the account, whereas in your Mailchimp account you saw them described as subscribers. You'll manage your GetResponse Contacts via the Lists menu in your account.



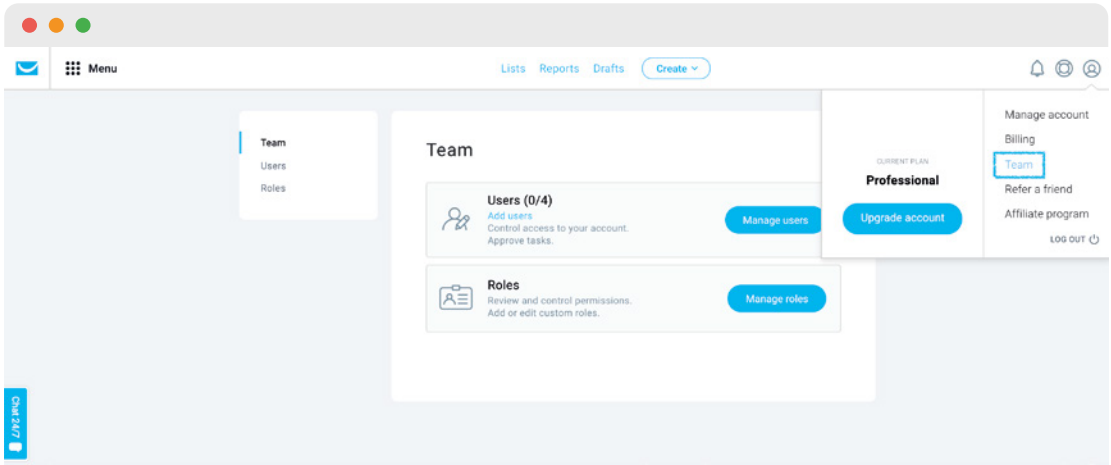
2 NEWSLETTERS

In Mailchimp you used “Campaigns” to send one-time email blasts to your subscribers. At GetResponse, this type of message is referred to as a Newsletter.



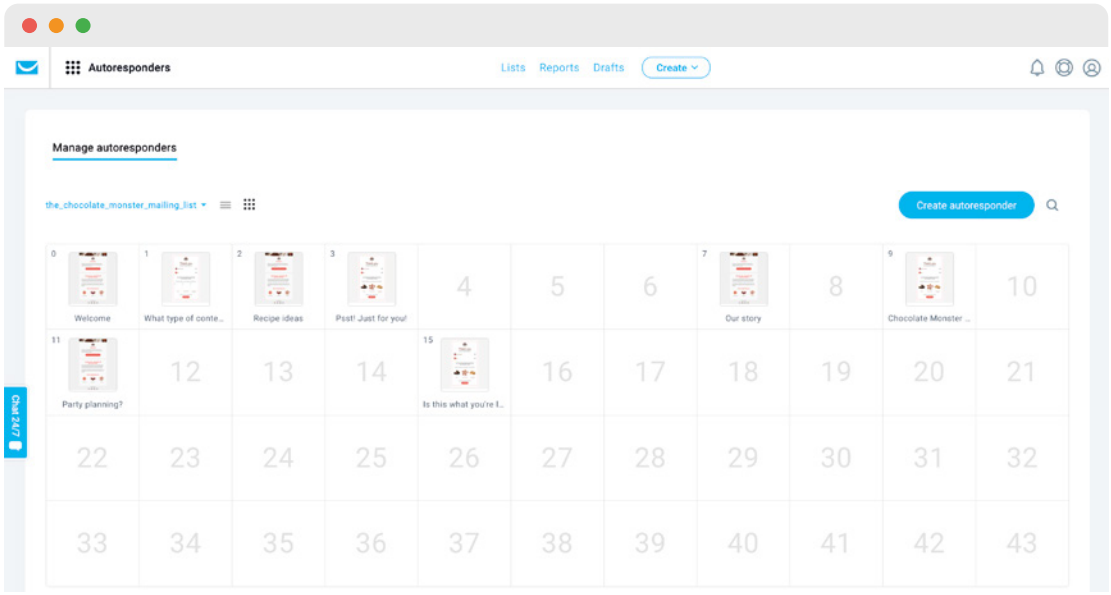
3 ACCOUNT COLLABORATOR ACCESS

Similar to Mailchimp, you can add several of your Team members to your account. You can find your Team settings under your account drop-down menu » Team. Here you can manage different account collaborator accesses.



4 AUTORESPONDERS

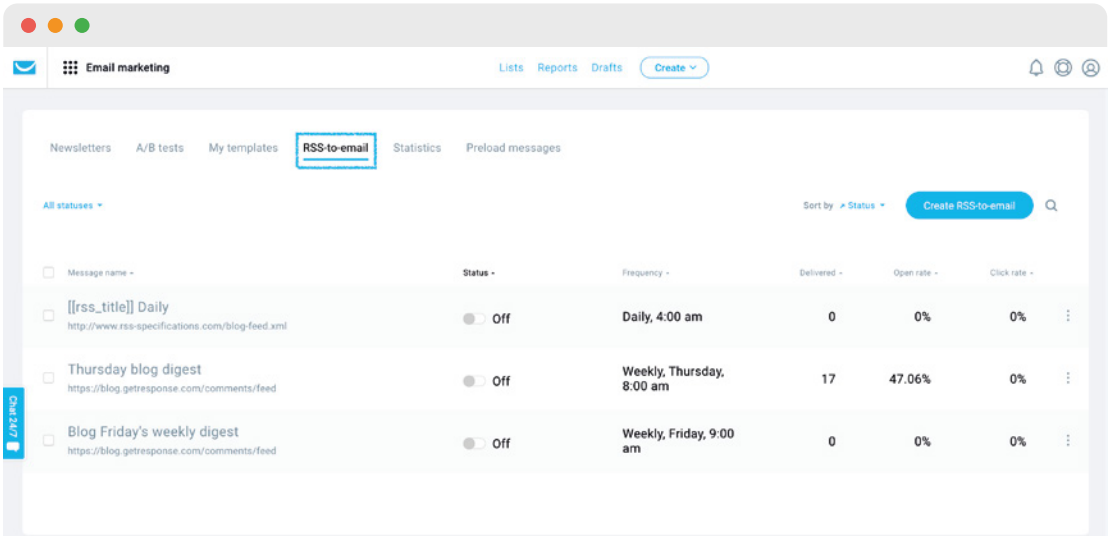
Your Automations in Mailchimp, or their legacy follow-ups feature, could in some aspects be called autoresponders in GetResponse. While GetResponse also has a robust marketing automation tool, as we'll detail more below, you'll also have access to time-based autoresponders to easily set up message cycles. You'll find the easy setup and drag-and-drop, calendar-style management tool a breeze to work through.

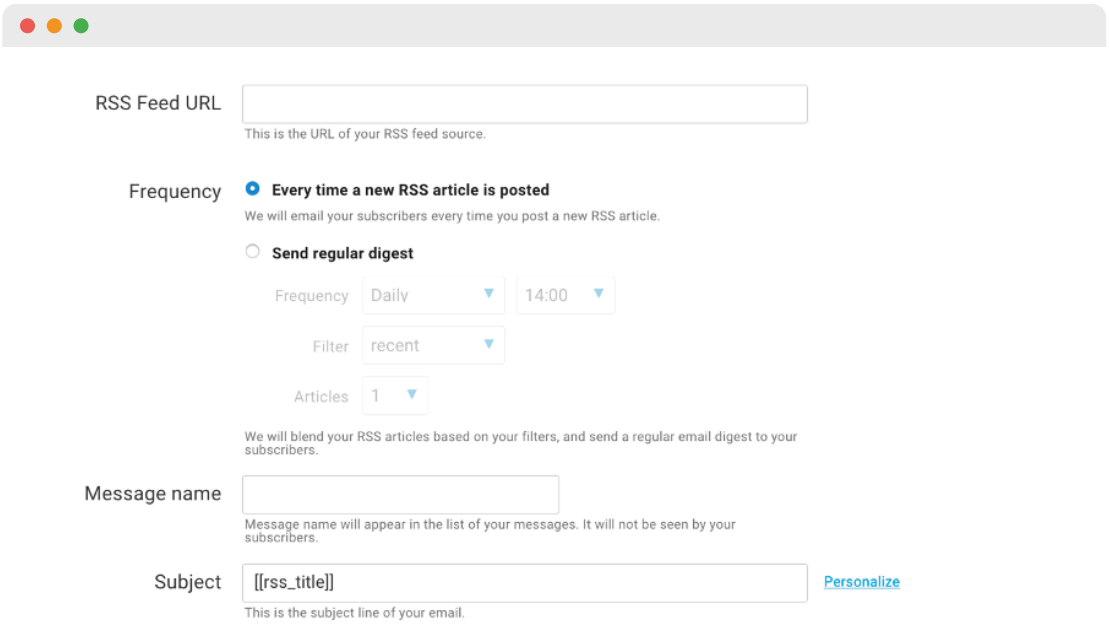


5

RSS-TO-EMAIL

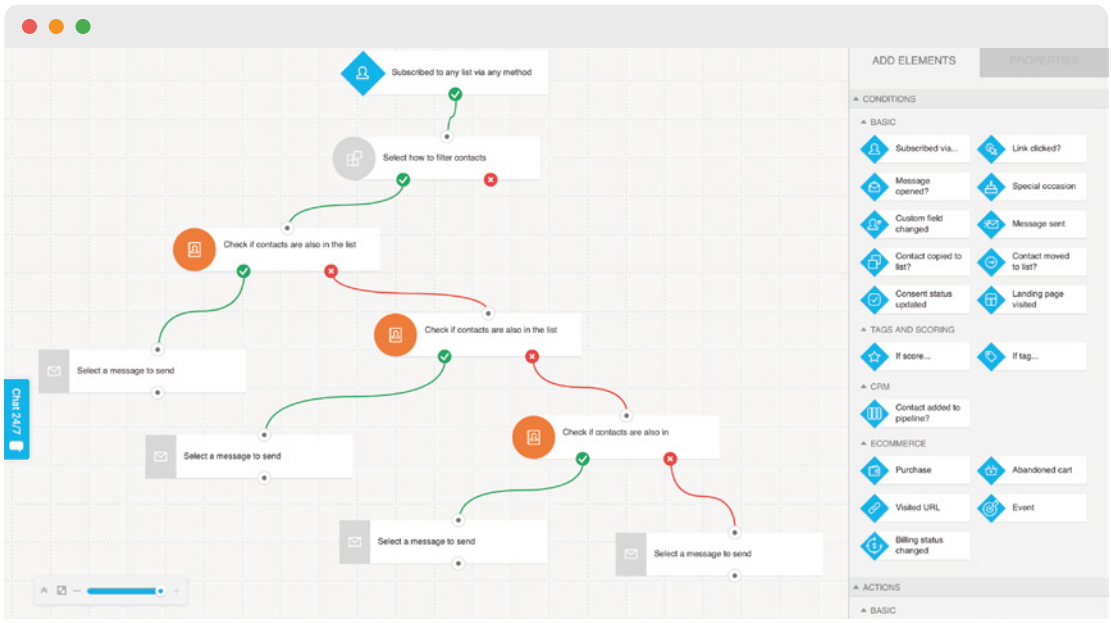
You'll find the Campaigns » RSS campaign equivalent in your GetResponse Email marketing tab under 'RSS-to-Email'.
The set-up process takes just a few clicks, and you'll have your blog subscribers receiving updates in a flash.





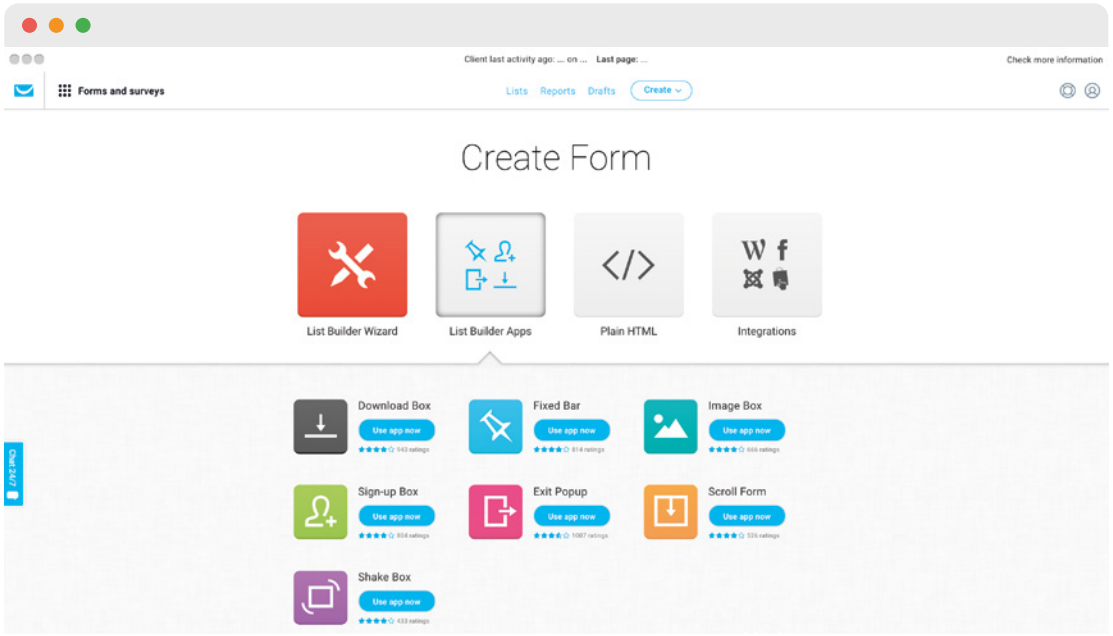
6 MARKETING AUTOMATION

With GetResponse you will find highly-advanced marketing automation tools, aimed at the everyday user, no matter the company size or experience. In your Mailchimp account you had access to various Automation tools, based on your account type and access.
You'll be pleased to see how specific you can now take your campaign results monitoring and reacting in GetResponse, and how easy workflows are to create using the drag-and-drop visual editor.
You'll learn more about GetResponse Marketing Automation and access in the "Powerful tools now at your fingertips" section.



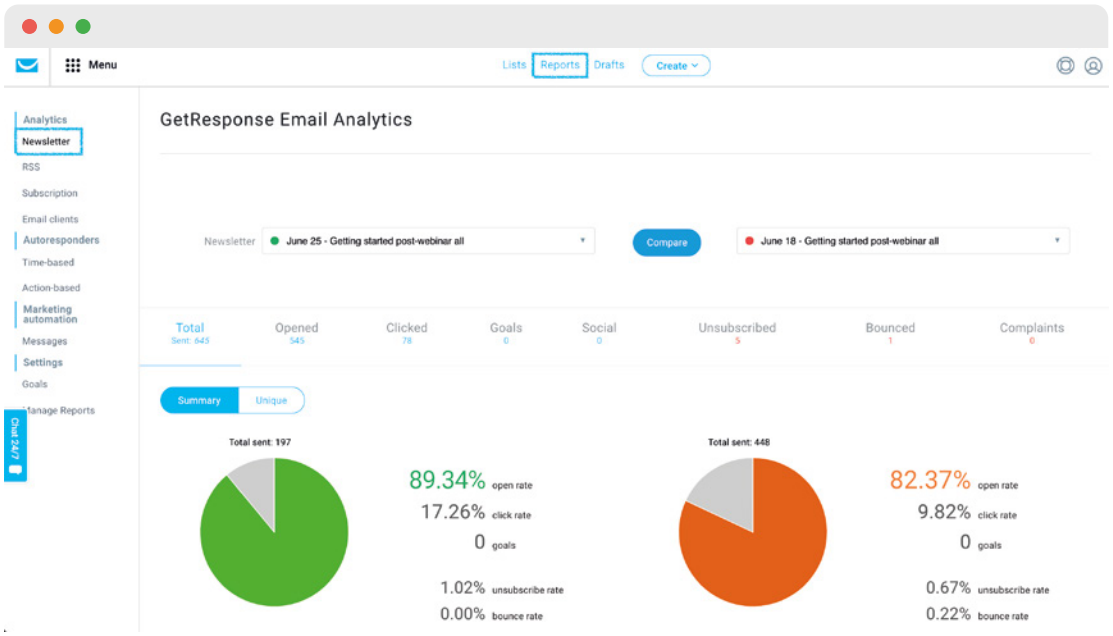
7 FORMS

Similar to how you could create Signup forms in your Mailchimp account, with GetResponse you can now easily create and fully customize and mobile optimized forms to post on your site.
Additionally, you may now use list building apps, like exit pop-ups, to increase your form conversions.



8 EMAIL ANALYTICS & REPORTS

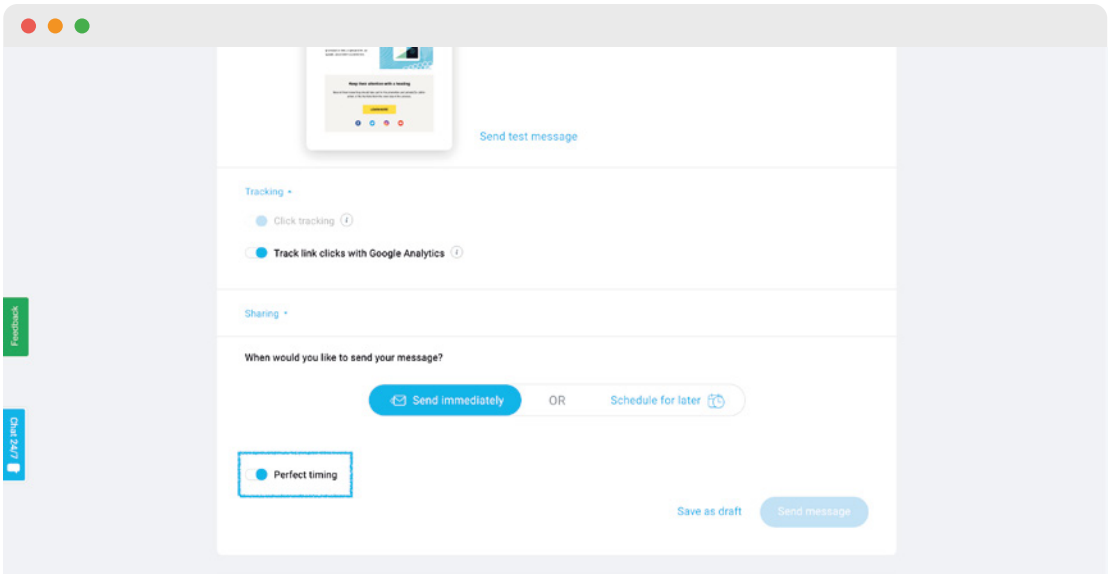
Also known as Reports in Mailchimp, in GetResponse you'll see all of your key statistics for your messages and contacts under Reports



Want to know how your results compare to others? Check out this free email marketing benchmarks report.

9 PERFECT TIMING

Referred to as send-time optimization or TimeWarp in Mailchimp, with GetResponse you can send your messages based on when each individual contact is most likely to open and engage with your message. One size doesn't fit all when it comes to message send times. Your sending times may now be as unique (automatically!) as your contacts with this feature.



Powerful tools now at your disposal

Your access into the world of online marketing has just grown exponentially! You are no longer using just an email marketing account. Your GetResponse account is an all-in-one platform for your online marketing. Here you'll see a list of powerful new tools you now have at your fingertips, that you may not have had before.

1

EXIT POP-UP FORMS AND OTHER LIST BUILDING APPS →

GetResponse Forms go above and beyond. Of course, you can create an inline signup form to feature on your website, but why not really amp up conversions with exit pop-ups, or shake, delay, and slide forms?

2

VISUAL MARKETING AUTOMATION CREATOR →

With GetResponse you have access to powerful marketing automation tools, including ecommerce features like abandoned cart, completed purchase, and webpage visited or event triggered conditions. All GetResponse accounts have access to the visual drag-and-drop workflow editor, as well as the tagging functionality.

• Conditions: Subscribed via…, Link clicked?, Message opened?, Special occasion, Custom field changed, Message sent, Contact copied to list?, Contact moved to list?, Consent status updated, Landing page visited, If score…, If tag….

• eCommerce conditions: Purchase, Abandoned cart, Visited URL, Event, Billing status changed.
• Actions: send message, custom field, copy to list, move to list, wait, tag, copy to workflow, move to workflow, remove contact, score.
• Filters: range, amount, list, consent status, unique contacts, splitter, dynamic segmenting.

Take a look here at the Marketing Automation access levels for the account package that fits your needs.

3 **LANDING PAGES →**

Landing pages and online marketing go hand-in-hand. GetResponse has a complete landing page feature included in the account so you can create professional desktop and mobile optimized pages in minutes.

4 **WEBINARS →**

GetResponse Plus and above plans include access to a intuitive webinar solution, making it easier for you take your marketing online.

5 **24/7 SUPPORT →**

If you're online, so are we! GetResponse Support is available day and night. Bonus! Don't go looking for the chat window. It'll follow you around the account in a handy but unobtrusive chat icon.

6 **SURVEYS →**

Easily create surveys in your GetResponse account and use them to learn more about your subscribers, which will then allow you to adapt your marketing strategy based on their responses.

Don’t just take our word for it

Top 25 Enterprise Software Products

GetResponse has been included in G2Crowd’s list of Top 25 Enterprise Software Products, showcasing services that enterprise users have rated highly, based on customer satisfaction score.

Still want to know more?

WE'RE HERE FOR YOU 24/7 VIA LIVECHAT AND EMAIL SUPPORT.

Send us a message

Check out our FAQ's and tutorial videos

Connect with us anytime via LiveChat

ENDLESS HELPFUL RESOURCES

Hundreds of FAQs

Exclusive resources

Content-rich blog

About GetResponse

More than 350,000 customers in 182 countries trust GetResponse, the world's easiest email marketing platform, now available in 21 different languages.

Operating since 1998, GetResponse continues to deliver excellent-quality online marketing solutions that empower entrepreneurs and make their businesses grow.

Stay in touch! Follow us for exclusive marketing insights and updates.

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