Maintaining your public image & keeping in touch

Link to digital tool	**Mailchimp**
Level of knowledge	Basic general knowledge
Learning objectives	Learn how to maintain your online presence and keep your customers informed.
Linked to module	5
Description of the tool	This tool is free to use. You can start simply by creating your account. **Mailchimp** can help you **send newsletters and updates** to all your customers, by automating the whole process. Using Mailchimp you can develop different templates for your mailings and newsletters and save them for future use. In addition, you can keep track of your new subscribers.

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How to use the tool as part of the course	Keeping in touch with your clients is a crucial part of any business, especially in the Cultural and Creative Industries, in which having a real bond with your customers is essential in order to maintain financial sustainability. This tool can help you maintain your main goals and objectives while promoting those to your clients as well. MailChimp allows you to engage with your audience regularly, and it's one of the best-known newsletter services for entrepreneurs today.

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	There is a guide and tutorials on how to use Mailchimp on their website, as well as a collection of best practices and case studies to help you identify how Mailchimp can help you with your start-up developments.