



EMAIL INTEGRATION CHECKLIST

There are several different ways you can connect ManyChat to email so you can collect addresses and automatically add subscribers to your email list. ManyChat has several direct integrations:

- ☐ [ManyChat's](#) email service – send email directly from ManyChat
- ☐ [ActiveCampaign](#)
- ☐ MailChimp
- ☐ HubSpot
- ☐ ConvertKit

If you don't use any of the third-party email services, it's highly likely you can integrate your email platform through Zapier.

Using ManyChat's email service

- ☐ Follow setup instructions here:
<https://support.manychat.com/support/solutions/articles/36000184966-manychat-e-mail-feature>
- ☐ You receive a certain number of free emails each month, depending on your ManyChat subscription. To learn more about the current pricing details, click the '?' icon next to Email in the Billing section of ManyChat.

Connecting to one of the direct integrations

- ☐ [ActiveCampaign](#): Follow instructions here:
<https://support.manychat.com/support/solutions/articles/36000185088-activecampaign-integration>
- ☐ MailChimp: Follow instructions here:
<https://support.manychat.com/support/solutions/articles/36000087194-mailchimp-integration>
- ☐ HubSpot: Follow instructions here:
<https://support.manychat.com/support/solutions/articles/36000050480-hubspot-crm-integration>
- ☐ ConvertKit: Follow instructions here:
<https://support.manychat.com/support/solutions/articles/36000060574-convertkit-integration>

Connecting via Zapier

- ☐ The Zapier connection integrates with email the same way it does with other apps and tools. See Zapier integration checklist for more information

For all email integrations

- ☐ Once you have successfully connected your email, be sure to ask subscribers for their email address when they enter your bot. Simply say, “*We send [insert what you send out] periodically via email. Would you like to be added to our list?*”
- ☐ Use the method described in the setup you used to add their email to the email field
- ☐ Remember, you must always include a mailing address in your emails and an option for people to unsubscribe. Your email provider should provide this functionality for you
- ☐ Make sure the sender’s name is correct so people know who they’re getting emails from
- ☐ Use the same sender URL as the company for optimal email delivery
- ☐ Make sure you have a welcome message set to arrive after someone subscribes to let them know they’ve successfully signed up. Also introduce yourself and let them know what to expect in this email
- ☐ Use email as a way to further engage with your subscribers, give them an additional way to download something, and for longer communication/storytelling. Also, use it as a way to bring subscribers back into your bot after the 24 hour limit has passed

Now you’re ready to start using email with ManyChat