MailChimp Creates Email Marketing Experts List

Email marketers can now find expert email designers and marketing campaign consultants to help increase conversion rates.

Atlanta, GA (PRWEB) December 18, 2007 – MailChimp announces its new Experts List (http://www.mailchimp.com/experts/) as a resource to help email marketers find and hire professional email designers and email marketing campaign programmers. The list showcases experts who have experience with MailChimp's more powerful features including A/B split testing, list segmentation, Inbox Inspector, and the new intelligent API.

"Larger companies have been asking us for help getting their internal systems (CRMs, CMS, E-commerce carts, databases) integrated with MailChimp," said Ben Chestnut, Co-Founder of MailChimp. "Since we are a do-it-yourself email marketing solution, we created a list of experts who are intimately familiar with MailChimp."

With MailChimp's Experts List growing daily, email marketers can take full advantage of experienced designers, coders, and developers. Professionals on the Experts List provide services such as custom HTML email design, API integration, email marketing best practices consultation, MailChimp training, and other professional services to help companies launch a successful email marketing campaign.

"These are developers who know MailChimp, who use MailChimp, and who can help companies fully integrate their systems with MailChimp," said Chestnut. "Our list contains experts from countries around the world including Australia, Austria, the UK, and the USA. Email marketing professionals are encouraged to apply to be included on the Experts List."

The most popular service on the Experts List includes full integration with MailChimp's new and improved API. Email marketers have more flexibility with the ability to pull and use data with their own internal customer databases. Full documentation is available for the MailChimp API at http://www.mailchimp.com/api.

About MailChimp

MailChimp, a leading do-it-yourself email marketing service, provides tools to over 10,000 small businesses, design agencies, non-profits, restaurants, and e-Commerce organizations worldwide. Customers can create professional, eye-catching HTML emails in minutes with easy-to-use web based tools. MailChimp offers a 30-day free trial with two affordable pricing programs: monthly and pay-as-you-go. The Atlanta, GA based company provides top-notch tools for email marketers to easily send, track, and improve their email marketing efforts.

To learn more about MailChimp, visit http://www.mailchimp.com.

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