

Mailchimp Upgrade

- Current Master List audience in total is 1681 contacts
- Want to begin using tags for specific audiences and need at least 5
- Acquisition of new emails from CAC at least 3500 new subscribers
- Recommendation to upgrade from Essentials to Premium
- Short term option is Standard until CAC emails are included

Selection > Payment > Confirmation

Mailchimp Recommends			
Premium <input type="radio"/>	Standard <input checked="" type="radio"/>	Essentials <input type="radio"/>	Free <input type="radio"/>
Advanced features for pros who need more customization.	Better insights for growing businesses that want more customers.	Must-have features for email senders who want added support.	All the basics for businesses that are just getting started.
You'll pay \$299 a month with 10,000 contacts	You pay \$51⁹⁹ a month with 2,500 contacts	You'll pay \$30⁹⁹ a month with 2,500 contacts	You'll pay \$0 a month 2,000 contact maximum
Includes unlimited audiences	Includes 5 audiences	Includes 3 audiences	Includes 1 audience