

FREE LIVE WEBINAR

THE FUTURE OF EMAIL CREATION

How AI, relevance and Mailchimp
Sections are changing the way we
build emails

Thursday 17 September 2026



WHY Us?

- Robin Adams
Founder, Chimp Answers
Mailchimp expert / Pro Partner / years of hands-on experience
helping organisations get more from Mailchimp
- Liz Seymour
Client & Marketing Manager
Works directly on creating and improving the practical systems and
content clients use every day

We spend our time helping organisations make Mailchimp easier to use, easier to manage and more effective.

WHAT YOU'LL GET FROM TODAY

- By the end of this webinar, you'll know how to:
 - Break down an email you already use
See the useful components hiding inside it.
 - Turn those components into reusable Sections
Create a practical library you can use again.
 - Build future emails more easily
Use those Sections to create different emails and relevant variations more flexibly.

And we'll show you where this fits into the wider changes happening around AI, relevance and audience data.

WHAT WE'RE GOING TO COVER

01

RELEVANCE

Why it's becoming
easier to deliver

02

SECTIONS

A more manageable way
to construct emails

03

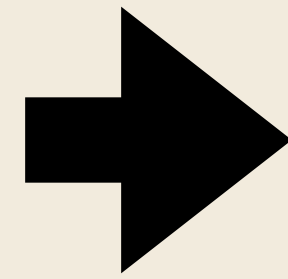
THE BIGGER PICTURE

How content, construction
and data fit together

RELEVANCE GETS RESULTS

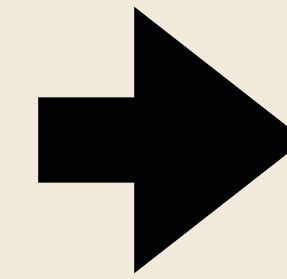
DATA

Do we know **who**
should receive what?



CONTENT

Can we create the
different messages they
need?



CONSTRUCTION

Can we efficiently build
and deliver those
variations?

**THE CHALLENGE ISN'T WANTING TO BE RELEVANT
IT'S MAKING RELEVANCE MANAGEABLE**

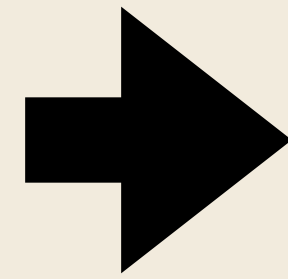
WHAT'S CHANGED?

ONE OF THESE JUST GOT A LOT EASIER

DATA

Do we know **who**
should receive what?

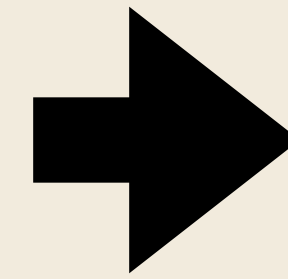
SAME CHALLENGE



CONTENT

Can we create the
different messages they
need?

 **AI**



CONSTRUCTION

Can we efficiently build
and deliver those
variations?

SAME CHALLENGE

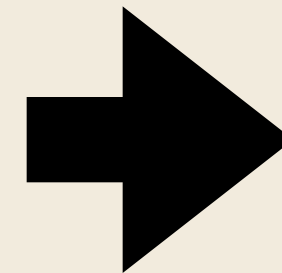
**AI IS MAKING CONTENT CREATION FASTER AND EASIER.
AND THAT CHANGES WHAT'S PRACTICAL**

AI GIVES US THE CAPACITY TO CREATE MORE RELEVANT CONTENT

BEFORE

1 HOUR

1 VERSION



NOW

15 MINS → VERSION A

15 MINS → VERSION B

15 MINS → VERSION C

15 MINS → VERSION D

**SAME TIME
MORE RELEVANT CONTENT**

WE CAN CREATE THE CONTENT... BUT WE STILL HAVE TO BUILD THE EMAILS

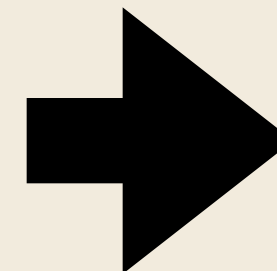
NOW

Version A → Customer Content

Version B → Prospect Content

Version C → Member Content

Version D → Event Content



HOW?

4 separate emails?

1 email with 4 Dynamic Blocks?

2 emails with 2 Dynamic Blocks?

HOW DO WE CONSTRUCT AND MANAGE ALL OF THAT EFFICIENTLY?

HOW HAVE WE BUILT EMAILS UNTIL NOW?

DUPLICATE

Find an old campaign
that's roughly right

TEMPLATE

Start with a predefined
email layout

Neither is wrong.

..but both start with the **whole email**.

ANATOMY OF AN EMAIL

The Whole Email

Small steps make a big difference

See how your support is helping create a cleaner, greener future...



Green Tomorrow <hello@greentomorrow.org>
to me ▾

Tue 15 Sep, 10:14



A cleaner, greener future is possible

| [View this email in your browser](#)



**Green
Tomorrow**

People. Places. A Brighter Future.

[Our Work](#)

[Get Involved](#)

[Support Us](#)

[Latest News](#)

Small steps make a big difference

Together we can create
a cleaner, greener tomorrow.

[See the impact](#)

Hi Alex,

From community tree planting to supporting renewable energy projects,
your support is helping to create real change.

In this update, we're sharing some of the amazing progress we've made
together — and how you can be part of what happens next.

[Read the full story](#)

Warm regards,

Sam Taylor
Head of Community
Green Tomorrow

PS. Want to do even more? There are [lots of ways to get involved](#),
from volunteering to sharing our work with your network.



Green Tomorrow

123 Green Lane, Bristol BS1 6AA

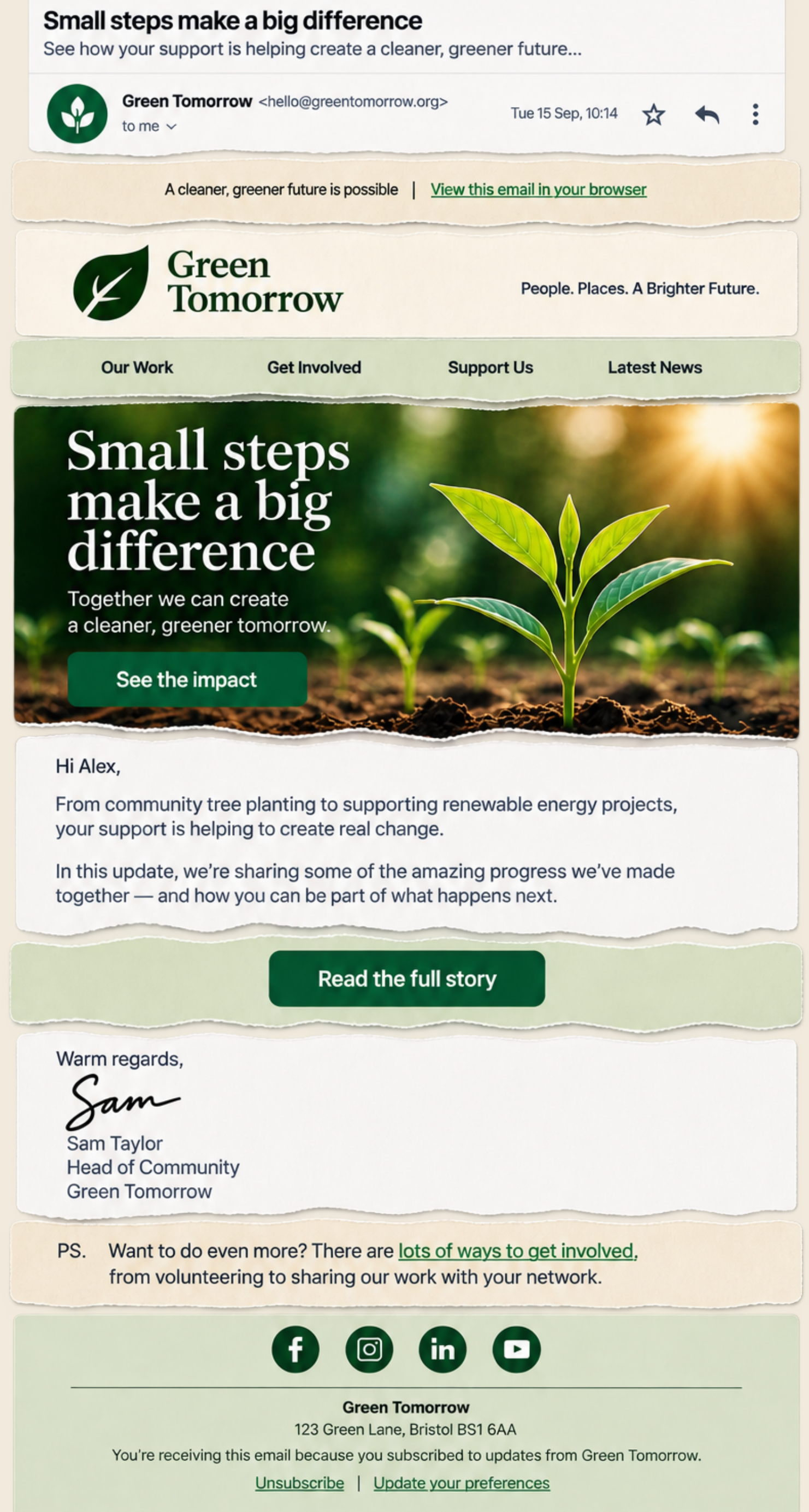
You're receiving this email because you subscribed to updates from Green Tomorrow.

[Unsubscribe](#)

| [Update your preferences](#)

ANATOMY OF AN EMAIL

The Whole Email... is not a thing



ANATOMY OF AN EMAIL

Before its even sent

Small steps make a big difference

See how your support is helping create a cleaner, greener future...



Green Tomorrow <hello@greentomorrow.org>
to me ▾

Tue 15 Sep, 10:14



Small steps make a big difference

See how your support is helping create a cleaner, greener future...



Green Tomorrow <hello@greentomorrow.org>
to me ▾

Tue 15 Sep, 10:14



A cleaner, greener future is possible | [View this email in your browser](#)



**Green
Tomorrow**

People. Places. A Brighter Future.

[Our Work](#)

[Get Involved](#)

[Support Us](#)

[Latest News](#)

Small steps make a big difference

Together we can create
a cleaner, greener tomorrow.

[See the impact](#)

Hi Alex,

From community tree planting to supporting renewable energy projects,
your support is helping to create real change.

In this update, we're sharing some of the amazing progress we've made
together — and how you can be part of what happens next.

[Read the full story](#)

Warm regards,

Sam

Sam Taylor
Head of Community
Green Tomorrow

PS. Want to do even more? There are [lots of ways to get involved](#),
from volunteering to sharing our work with your network.



Green Tomorrow

123 Green Lane, Bristol BS1 6AA

You're receiving this email because you subscribed to updates from Green Tomorrow.

[Unsubscribe](#)

| [Update your preferences](#)

ANATOMY OF AN EMAIL

Pre-header

A cleaner, greener future is possible | [View this email in your browser](#)

Small steps make a big difference

See how your support is helping create a cleaner, greener future...



Green Tomorrow <hello@greentomorrow.org>
to me ▾

Tue 15 Sep, 10:14



A cleaner, greener future is possible | [View this email in your browser](#)



**Green
Tomorrow**

People. Places. A Brighter Future.

[Our Work](#)

[Get Involved](#)

[Support Us](#)

[Latest News](#)

Small steps make a big difference

Together we can create
a cleaner, greener tomorrow.

[See the impact](#)

Hi Alex,

From community tree planting to supporting renewable energy projects,
your support is helping to create real change.

In this update, we're sharing some of the amazing progress we've made
together — and how you can be part of what happens next.

[Read the full story](#)

Warm regards,

Sam

Sam Taylor
Head of Community
Green Tomorrow

PS. Want to do even more? There are [lots of ways to get involved](#),
from volunteering to sharing our work with your network.



Green Tomorrow

123 Green Lane, Bristol BS1 6AA

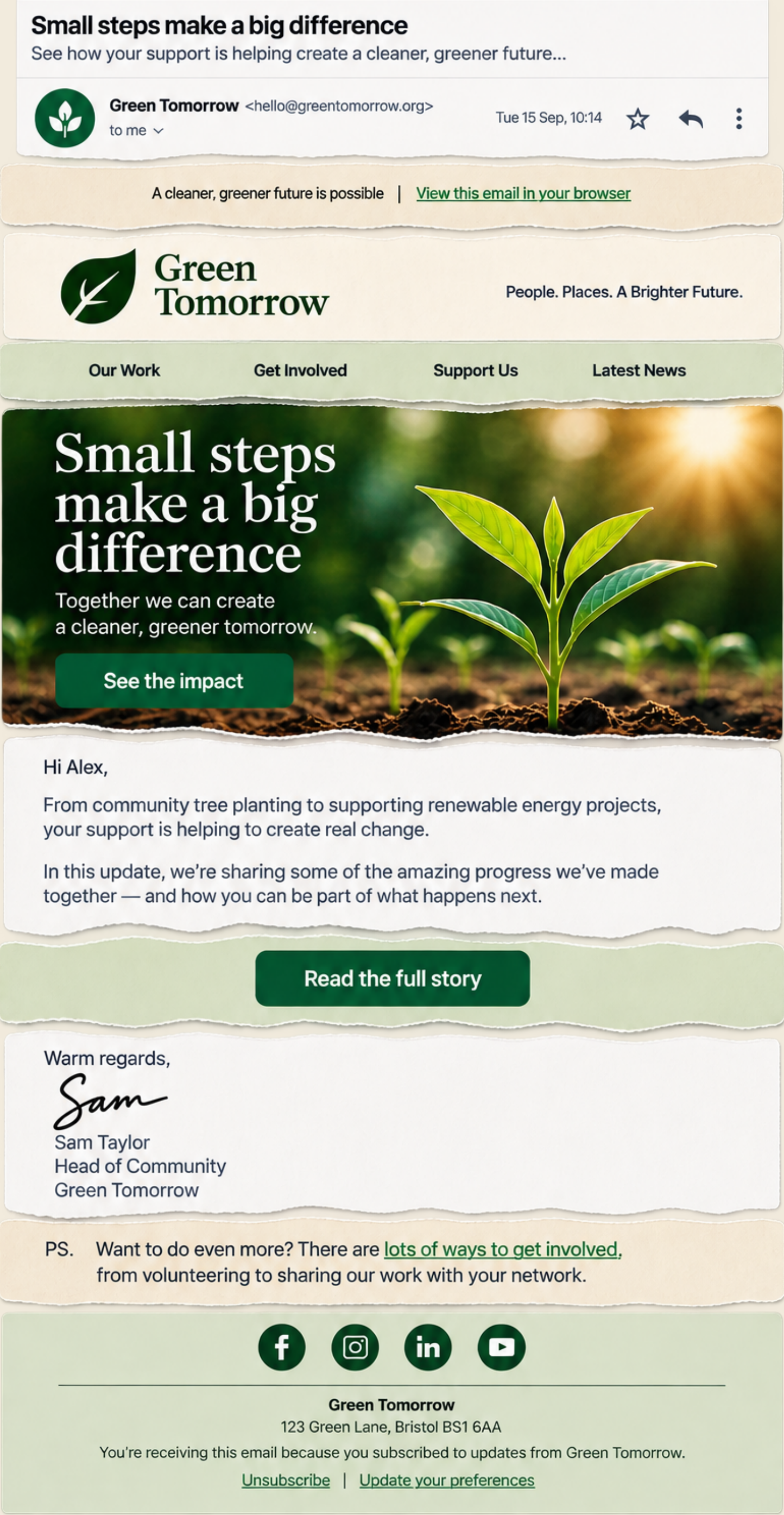
You're receiving this email because you subscribed to updates from Green Tomorrow.

[Unsubscribe](#)

| [Update your preferences](#)

ANATOMY OF AN EMAIL

Header/Brand



Menu

Our Work

Get Involved

Support Us

Latest News

See how your support is helping create a cleaner, greener future...



Green Tomorrow <hello@greentomorrow.org>
to me ▾

Tue 15 Sep, 10:14



A cleaner, greener future is possible | [View this email in your browser](#)



**Green
Tomorrow**

People. Places. A Brighter Future.

Our Work

Get Involved

Support Us

Latest News

Small steps make a big difference

Together we can create
a cleaner, greener tomorrow.

See the impact

Hi Alex,

From community tree planting to supporting renewable energy projects,
your support is helping to create real change.

In this update, we're sharing some of the amazing progress we've made together — and how you can be part of what happens next.

[Read the full story](#)

Warm regards,

Sam

Sam Taylor
Head of Community
Green Tomorrow

PS. Want to do even more? There are lots of ways to get involved, from volunteering to sharing our work with your network.



Green Tomorrow

123 Green Lane, Bristol BS1 6AA

You're receiving this email because you subscribed to updates from Green Tomorrow.

[Unsubscribe](#) | [Update your preferences](#)

ANATOMY OF AN EMAIL

Hero



Small steps make a big difference
See how your support is helping create a cleaner, greener future...

**Green Tomorrow** <hello@greentomorrow.org>
to me ▾

Tue 15 Sep, 10:14 ☆ ↶ ⋮

A cleaner, greener future is possible | [View this email in your browser](#)

**Green Tomorrow**

People. Places. A Brighter Future.

[Our Work](#) [Get Involved](#) [Support Us](#) [Latest News](#)

Small steps make a big difference

Together we can create a cleaner, greener tomorrow.

[See the impact](#)

Hi Alex,

From community tree planting to supporting renewable energy projects, your support is helping to create real change.

In this update, we're sharing some of the amazing progress we've made together — and how you can be part of what happens next.

[Read the full story](#)

Warm regards,

Sam

Sam Taylor
Head of Community
Green Tomorrow

PS. Want to do even more? There are [lots of ways to get involved](#), from volunteering to sharing our work with your network.



Green Tomorrow
123 Green Lane, Bristol BS1 6AA

You're receiving this email because you subscribed to updates from Green Tomorrow.

[Unsubscribe](#) | [Update your preferences](#)

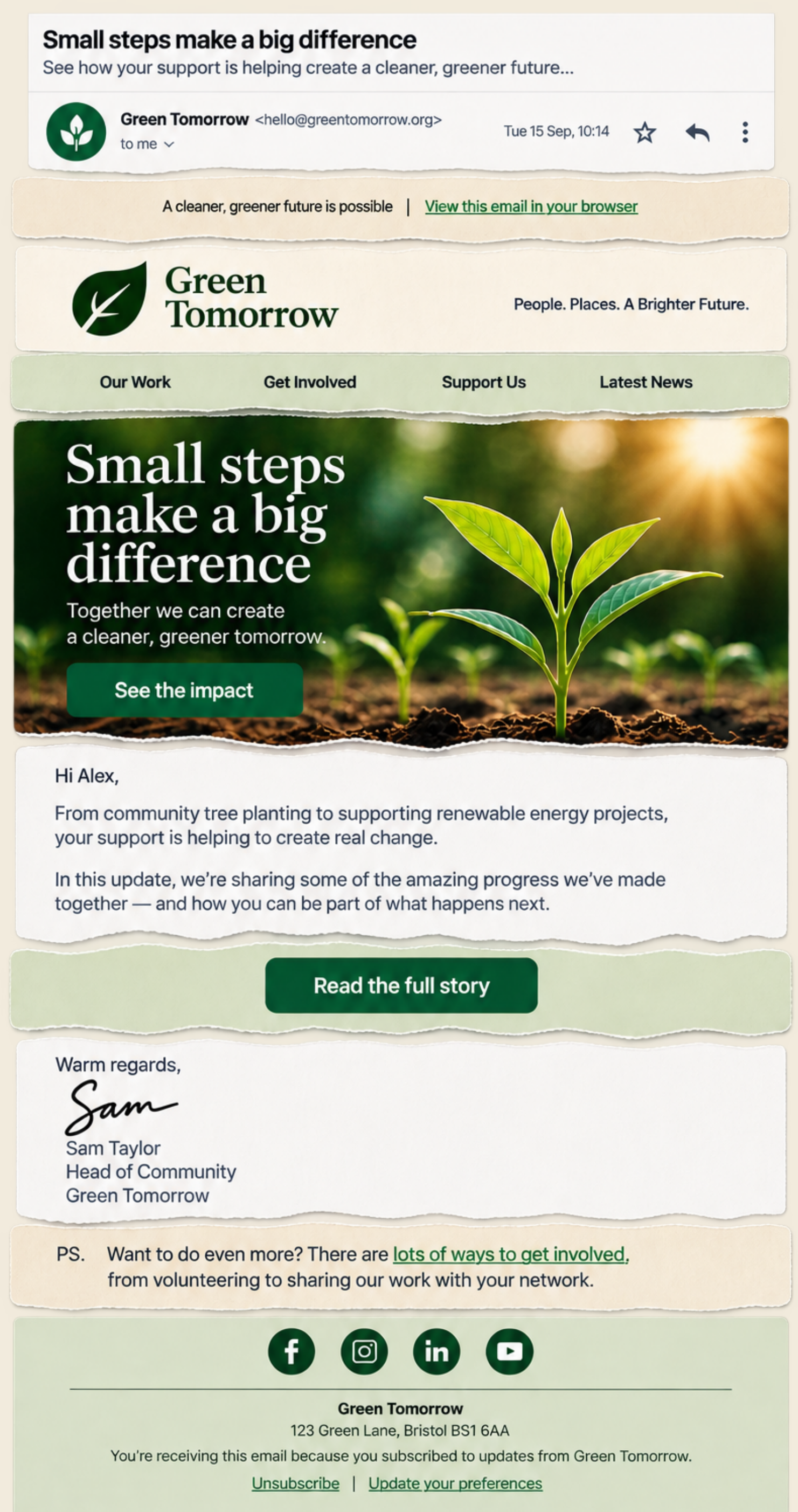
Salutation

Hi Alex,

[Unsubscribe](#) | [Update your preferences](#)

Body

In this update, we're sharing some of the amazing progress we've made together — and how you can be part of what happens next.



ANATOMY OF AN EMAIL

Call To Action

Read the full story

Small steps make a big difference

See how your support is helping create a cleaner, greener future...



Green Tomorrow <hello@greentomorrow.org>
to me ▾

Tue 15 Sep, 10:14



A cleaner, greener future is possible | [View this email in your browser](#)



Green Tomorrow

People. Places. A Brighter Future.

Our Work

Get Involved

Support Us

Latest News

Small steps make a big difference

Together we can create
a cleaner, greener tomorrow.

See the impact

Hi Alex,

From community tree planting to supporting renewable energy projects,
your support is helping to create real change.

In this update, we're sharing some of the amazing progress we've made
together — and how you can be part of what happens next.

Read the full story

Warm regards,

Sam

Sam Taylor
Head of Community
Green Tomorrow

PS. Want to do even more? There are [lots of ways to get involved](#),
from volunteering to sharing our work with your network.



Green Tomorrow

123 Green Lane, Bristol BS1 6AA

You're receiving this email because you subscribed to updates from Green Tomorrow.

[Unsubscribe](#) | [Update your preferences](#)

Signature

Sam



Green Tomorrow

Small steps make a big difference

Sam

[Update your preferences](#)

ANATOMY OF AN EMAIL

Post Script

PS. Want to do even more? There are [lots of ways to get involved](#), from volunteering to sharing our work with your network.

Small steps make a big difference

See how your support is helping create a cleaner, greener future...



Green Tomorrow <hello@greentomorrow.org>
to me ▾

Tue 15 Sep, 10:14



A cleaner, greener future is possible | [View this email in your browser](#)



**Green
Tomorrow**

People. Places. A Brighter Future.

[Our Work](#)

[Get Involved](#)

[Support Us](#)

[Latest News](#)

Small steps make a big difference

Together we can create
a cleaner, greener tomorrow.

[See the impact](#)

Hi Alex,

From community tree planting to supporting renewable energy projects, your support is helping to create real change.

In this update, we're sharing some of the amazing progress we've made together — and how you can be part of what happens next.

[Read the full story](#)

Warm regards,

Sam

Sam Taylor
Head of Community
Green Tomorrow

PS. Want to do even more? There are [lots of ways to get involved](#), from volunteering to sharing our work with your network.



Green Tomorrow

123 Green Lane, Bristol BS1 6AA

You're receiving this email because you subscribed to updates from Green Tomorrow.

[Unsubscribe](#)

| [Update your preferences](#)

ANATOMY OF AN EMAIL

Footer









Green Tomorrow

123 Green Lane, Bristol BS1 6AA

You're receiving this email because you subscribed to updates from Green Tomorrow.

[Unsubscribe](#)

[Update your preferences](#)

Small steps make a big difference

See how your support is helping create a cleaner, greener future...



Green Tomorrow

<hello@greentomorrow.org>

to me ▾

Tue 15 Sep, 10:14

☆

↶

⋮

A cleaner, greener future is possible

[View this email in your browser](#)



Green Tomorrow

People. Places. A Brighter Future.

Our Work

Get Involved

Support Us

Latest News

Small steps make a big difference

Together we can create a cleaner, greener tomorrow.

See the impact



Hi Alex,

From community tree planting to supporting renewable energy projects, your support is helping to create real change.

In this update, we're sharing some of the amazing progress we've made together — and how you can be part of what happens next.

Read the full story

Warm regards,



Sam Taylor
Head of Community
Green Tomorrow

PS.

Want to do even more? There are [lots of ways to get involved](#), from volunteering to sharing our work with your network.









Green Tomorrow

123 Green Lane, Bristol BS1 6AA

You're receiving this email because you subscribed to updates from Green Tomorrow.

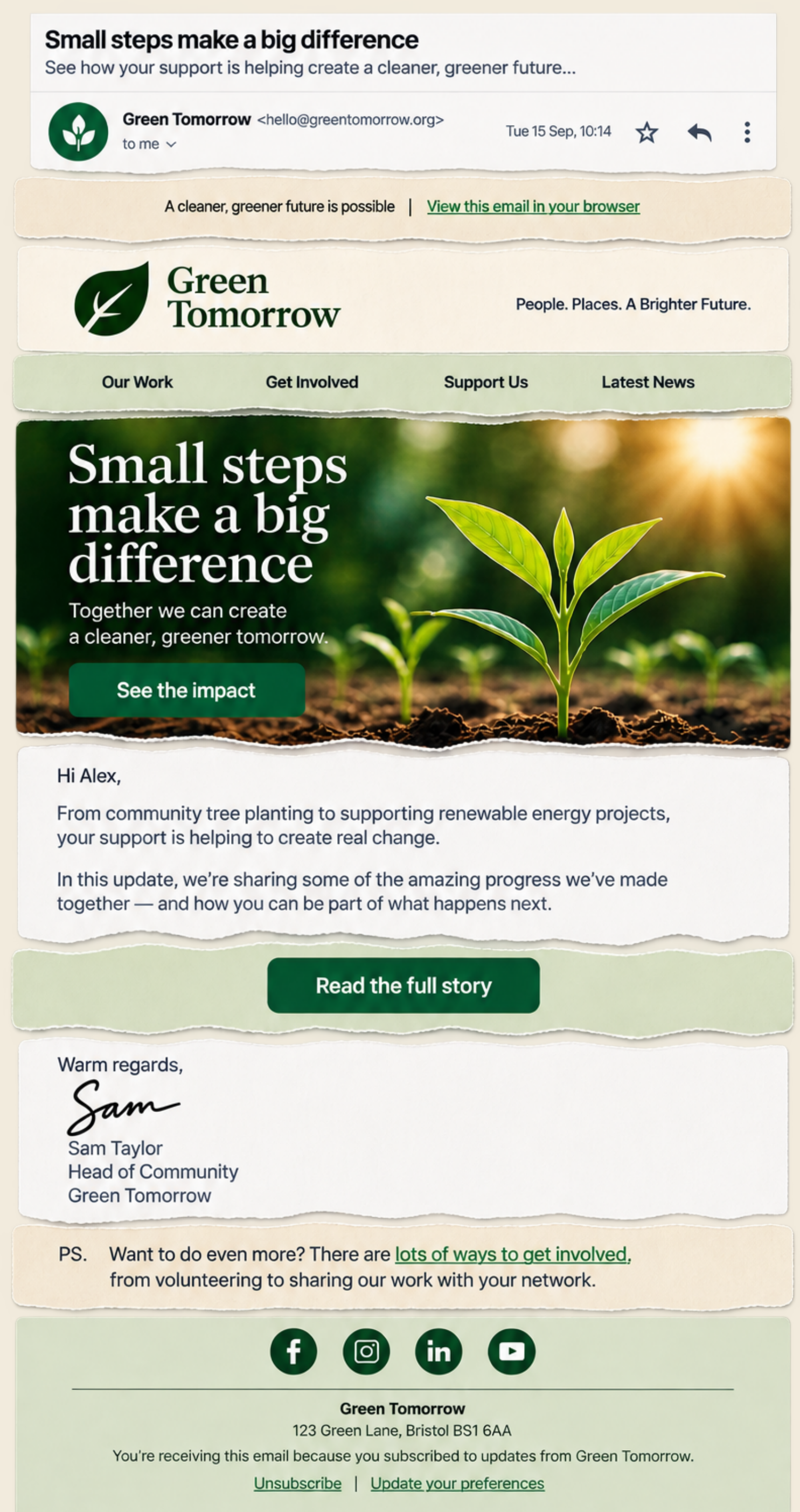
[Unsubscribe](#)

[Update your preferences](#)

ANATOMY OF AN EMAIL

The Whole Email... has never been a thing

...if only you could build parts of the email as
opposed to editing the whole thing...



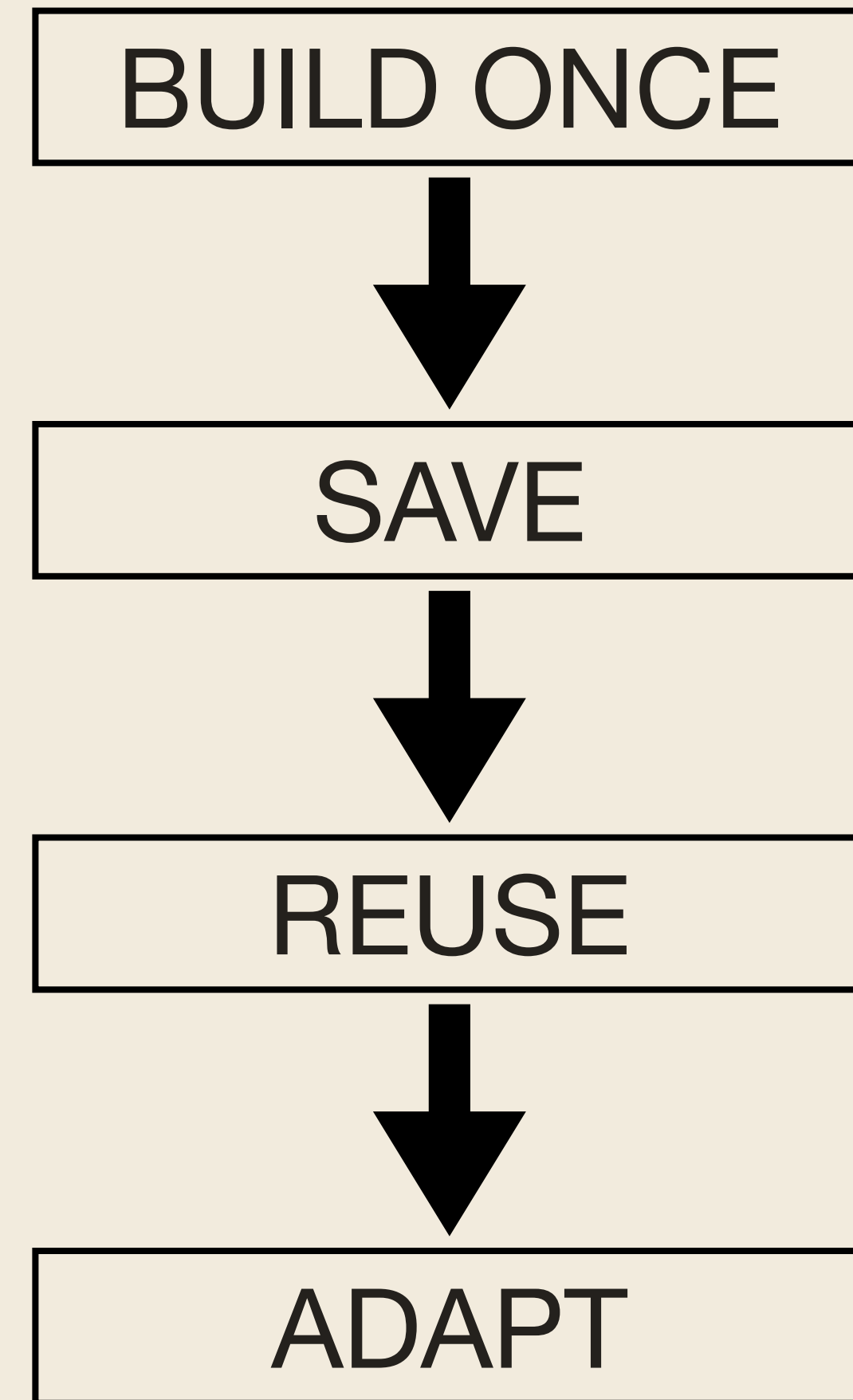
THE REALITY

MAILCHIMP SECTIONS

A new way to build emails, store content and make your life easier

STOP SAVING EMAILS...

START SAVING THE BUILDING BLOCKS: SECTIONS



THE PRACTICAL BIT

ENOUGH TALKING LET'S GO LIVE

Existing Email → Reusable Sections

SO WHAT'S ACTUALLY CHANGED?

BEFORE

More relevance meant:

- more writing
- more building
- more duplication
- more managing

NOW

AI can reduce the content work

Sections reduce the construction work

RELEVANCE IS BECOMING PRACTICAL AT SCALE

THE FUTURE ISN'T MORE EMAIL... IT'S MORE RELEVANT EMAIL WITHOUT MORE WORK

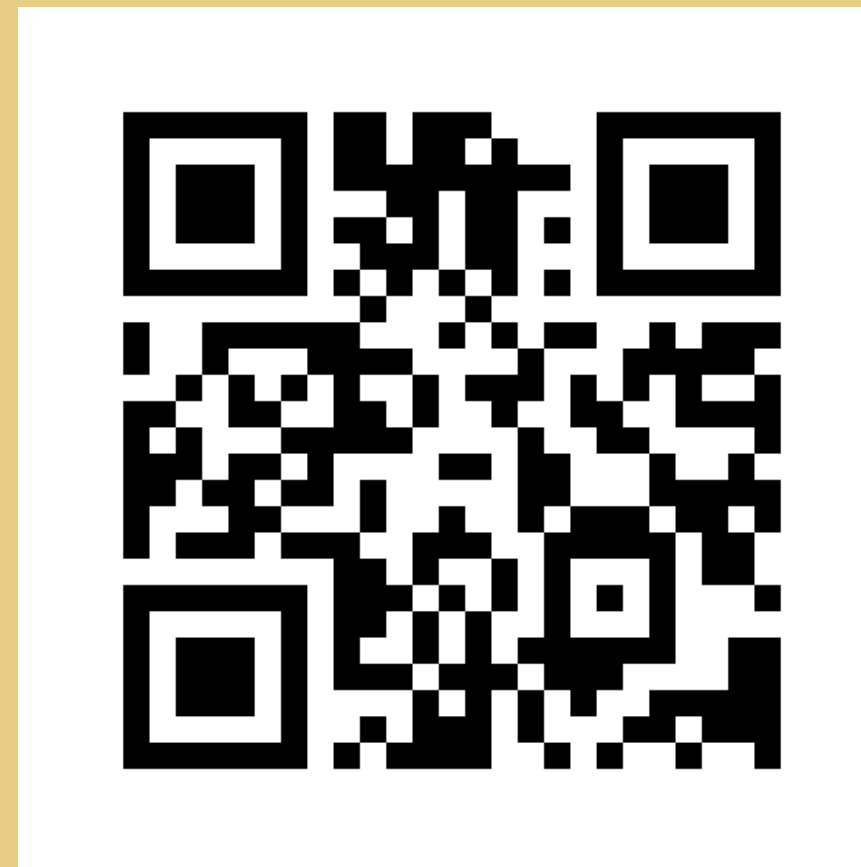
AI creates the content capacity

Sections creates the construction capacity

Data tells us where to use it

THIS LOOKS GREAT, ROBIN... BUT I'D RATHER YOU DID IT!

We'll take your existing emails, identify the reusable components and build your sections library for you.



<https://chimp.tips/ssss>

Find out about our Sections Setup Service

HOW READY ARE YOU?

CONTENT

AI is changing how we
create it



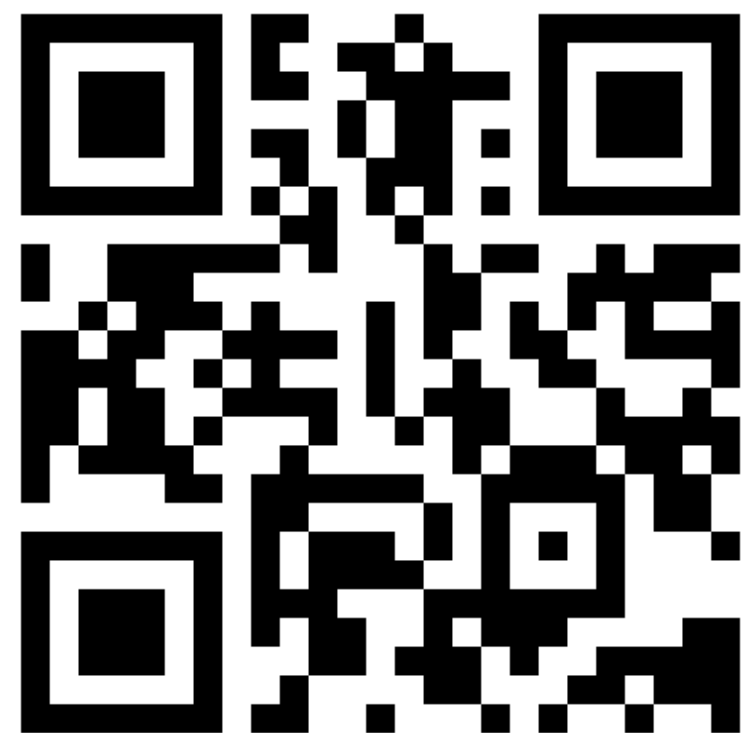
CONSTRUCTION

Sections are changing
how we build it



DATA & SYSTEMS

Are they ready to
support it?

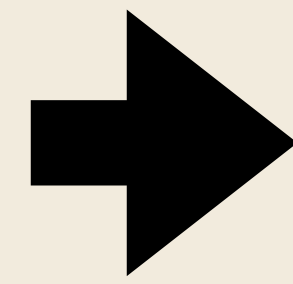


Find out with our AI Readiness Scorecard

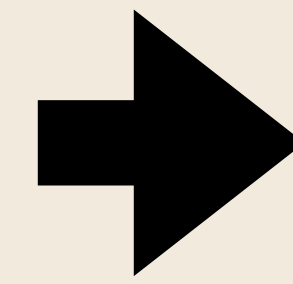
<https://chimp.tips/aiscore>

MAKING RELEVANCE MANAGEABLE

CONTENT



CONSTRUCTION



DATA & SYSTEMS



NEXT UP

The Future of...
Forms & Data Capture

<https://chimp.tips/formswebinar>

Thursday October 22nd 4pm UK | 11am ET



IF YOU COULD LEARN ONE THING ABOUT YOUR
AUDIENCE, WHAT WOULD IT BE?

YOUR FIRST STEP

1. Take the email you use most often
2. Break it into useful parts
3. Save the parts you'll use again

**DON'T BUILD SECTIONS
FOR YOUR OLD EMAILS**

**BUILD THE SECTIONS YOU'LL USE
IN YOUR NEXT 100**

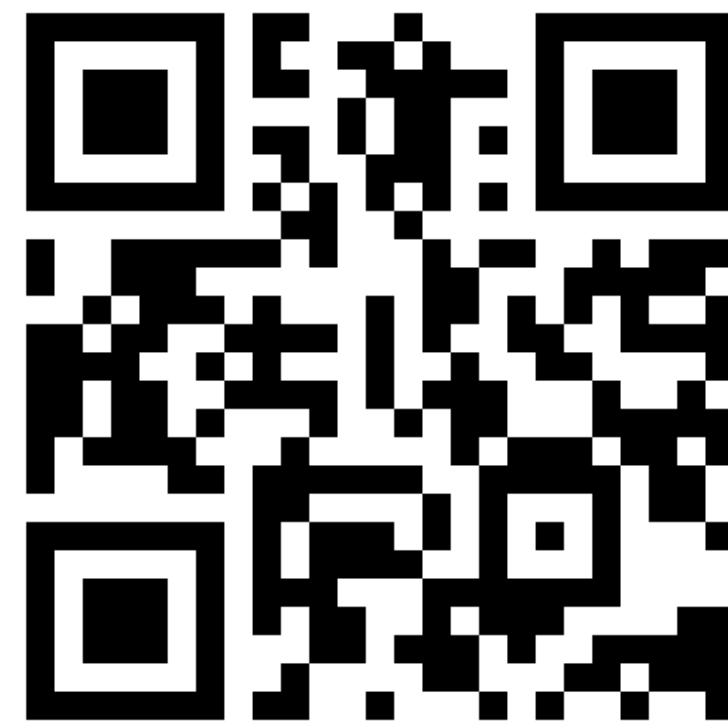
Questions?

QUESTIONS?



<https://chimp.tips/sss>

We do sections for you



<https://chimp.tips/aiscore>

The AI Readiness Scorecard



<https://chimp.tips/formswebinar>

**Our Next Webinar:
The future of forms
22nd October**