

Hotel Booking & Mailchimp Integration Add-on Documentation

Updated on November 5, 2019

[Installation and Setup](#)

[Obtain Your Mailchimp API Key](#)

[Synchronize Mailchimp with Hotel Booking](#)

[Control the Subscription Process](#)

[E-commerce Settings](#)

[Create and Send Targeted Email Campaigns via Mailchimp](#)

Installation and Setup

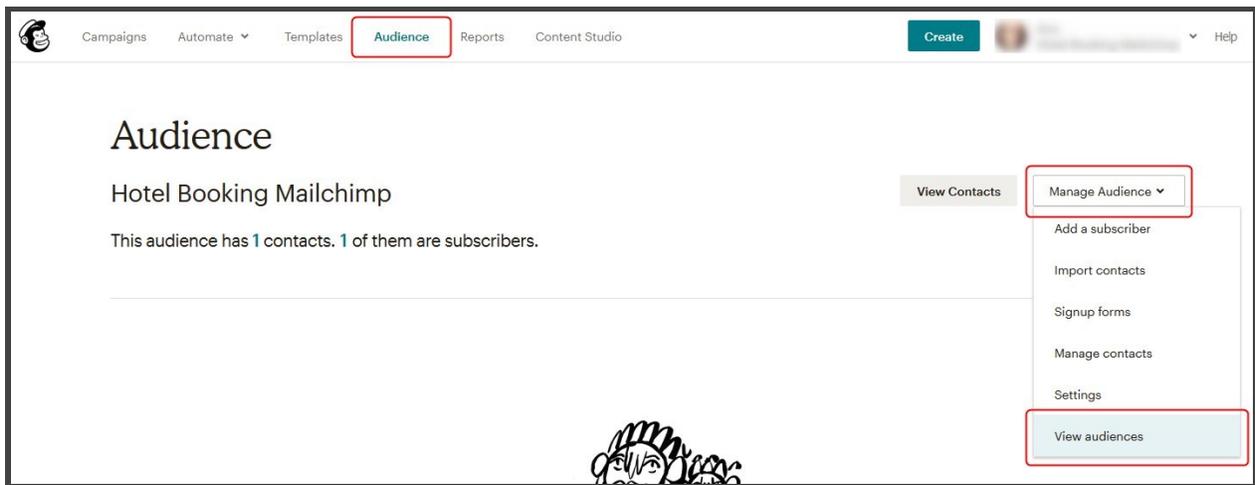
1. Download a .zip archive with the [Hotel Booking & Mailchimp Integration add-on](#) files.
2. Install the plugin from your WordPress Dashboard via Plugins → Add New → Upload Plugin → Browse → Install Now.
3. Activate the plugin (*Note:* this add-on requires [Hotel Booking plugin](#) 3.7.0 or greater).
4. Go to Accommodation → Settings → Extensions tab → Mailchimp → scroll down to License to input your license key and save changes.

Obtain Your Mailchimp API Key

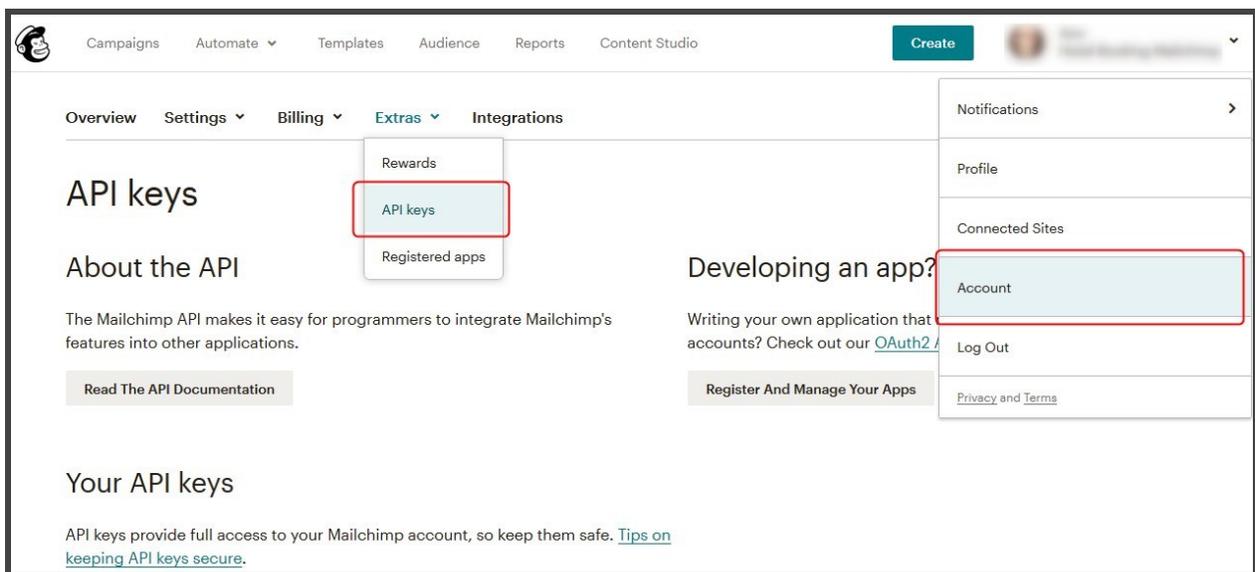
Since Mailchimp is a third-party integration, you need to obtain the API integration key associated with your account to connect it with the Hotel Booking plugin.

Here is a quick guide on how to do it (if you already have an active Mailchimp account, start with the step #4.)

1. [Register](#) a free Mailchimp account (you can have up to 2,000 subscribers within one audience/list for free).
2. Create an audience/list you want to add your guests to via Audience → Manage Audience → View Audience.



3. Optionally segment the audience by groups and interests (via Manage Contacts).
4. Generate your Mailchimp API key in the account Account → Extras → API keys → Create a key.

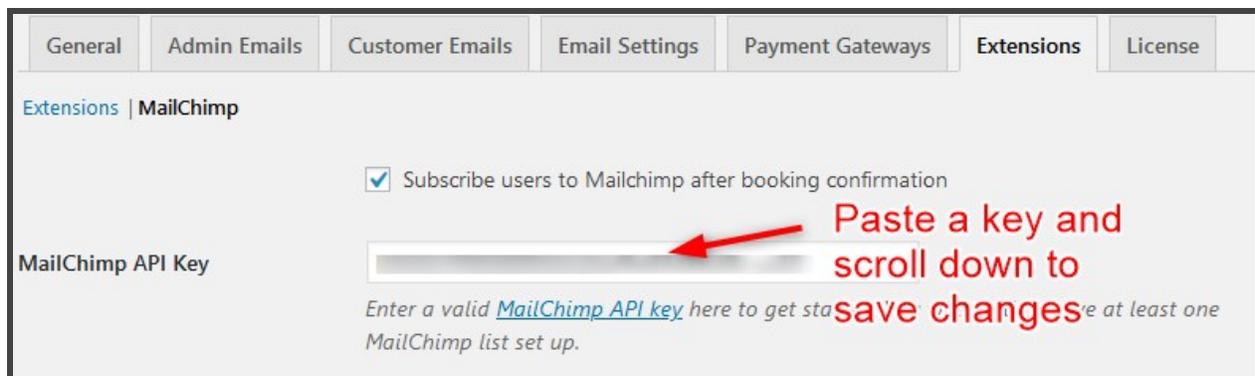


Synchronize Mailchimp with Hotel Booking

Go to the Hotel Booking & Mailchimp Integration add-on and check “Subscribe users to Mailchimp after booking confirmation” if you want to add email addresses associated with *confirmed bookings* to your Mailchimp lists.

When this box is unchecked, new users are *not* added to Mailchimp so you can uncheck it to temporarily stop subscriptions. Then follow the next steps:

1. Copy and paste the API key via the Hotel Booking & Mailchimp Integration add-on’s interface into the respective field. Scroll down to save the changes.



General Admin Emails Customer Emails Email Settings Payment Gateways Extensions License

Extensions | MailChimp

Subscribe users to Mailchimp after booking confirmation

MailChimp API Key

Enter a valid [MailChimp API key](#) here to get started. At least one MailChimp list set up.

Paste a key and scroll down to save changes

2. Hit the “Refresh” button and wait for the Mailchimp lists to be synced with the add-on. Select the needed audience and groups by interests (the lists must be added in advance via Mailchimp).

Update Lists **2. Hit Refresh**
Get your current MailChimp lists and interests.

Subscribe New Customers To Select the lists and interests you wish a new customer to be subscribed by default.

Property Booking Newsletter

Interests

Events

Discounts

3. Select your audience

When you add or change the audiences lists in Mailchimp, you just need to press “Refresh” to see all new available lists and groups.

Control the Subscription Process

Go to the “Double Opt-in” menu to select the preferable subscription method:

Double Opt-In

Subscription Policy Subscribe automatically
 Enable double opt-in
 Ask the customer on the checkout page

Checkbox Label on Checkout Page

Checkbox Default

- **Subscribe automatically:** this method enables automatic subscriptions for *confirmed bookings*, i.e. a new subscriber is added to Mailchimp automatically (without customer's consent) only in case their booking has the status "Confirmed" (no matter whether it was confirmed by payment or manually).
- **Ask the customer on the checkout page:** this method allows you to output the opt-in consent checkboxes at checkout and optionally add your custom text to state the policy. You may also choose whether the box must be checked or unchecked by default.

Country of residence *

Notes

Total Price: **\$580**

I've read and accept the [terms & conditions](#) *

Subscribe me to the best discounts (a monthly newsletter)

Book Now

- **Enable double opt-in:** this method involves sending an extra confirmation email to the user even after they checked the consent box on your website at checkout.

E-commerce Settings

In this menu, you can set guest's automatic subscription to specific Mailchimp lists *not only for confirmed bookings* but for *all email addresses* related to ecommerce actions that take place through the Hotel Booking plugin. In simple words, if somebody left their email address but haven't finished a booking or didn't confirm it (applicable for the Pending Admin, Pending User, Pending Payment statuses), for example, they will still be automatically added to your Mailchimp contacts and will be sent marketing emails.

If you already have confirmed bookings in the Hotel Booking plugin, all those client email addresses are automatically added to the list of contacts in Mailchimp when you synchronize e-commerce actions to Mailchimp.

To enable this functionality, check the following box: "Subscribe ecommerce customers" and sync it with the Mailchimp lists (it should be synced automatically when you connect the list).

E-Commerce Settings

Connect To List Tied to list/audience **Property Booking Newsletter**

Tie a Store to a specific Mailchimp list/audience. After a Store is tied to a list/audience, it cannot be connected to a different list/audience.

Subscribe e-commerce customers
Auto subscribe new customers during e-commerce actions.

Disconnect from current list/audience

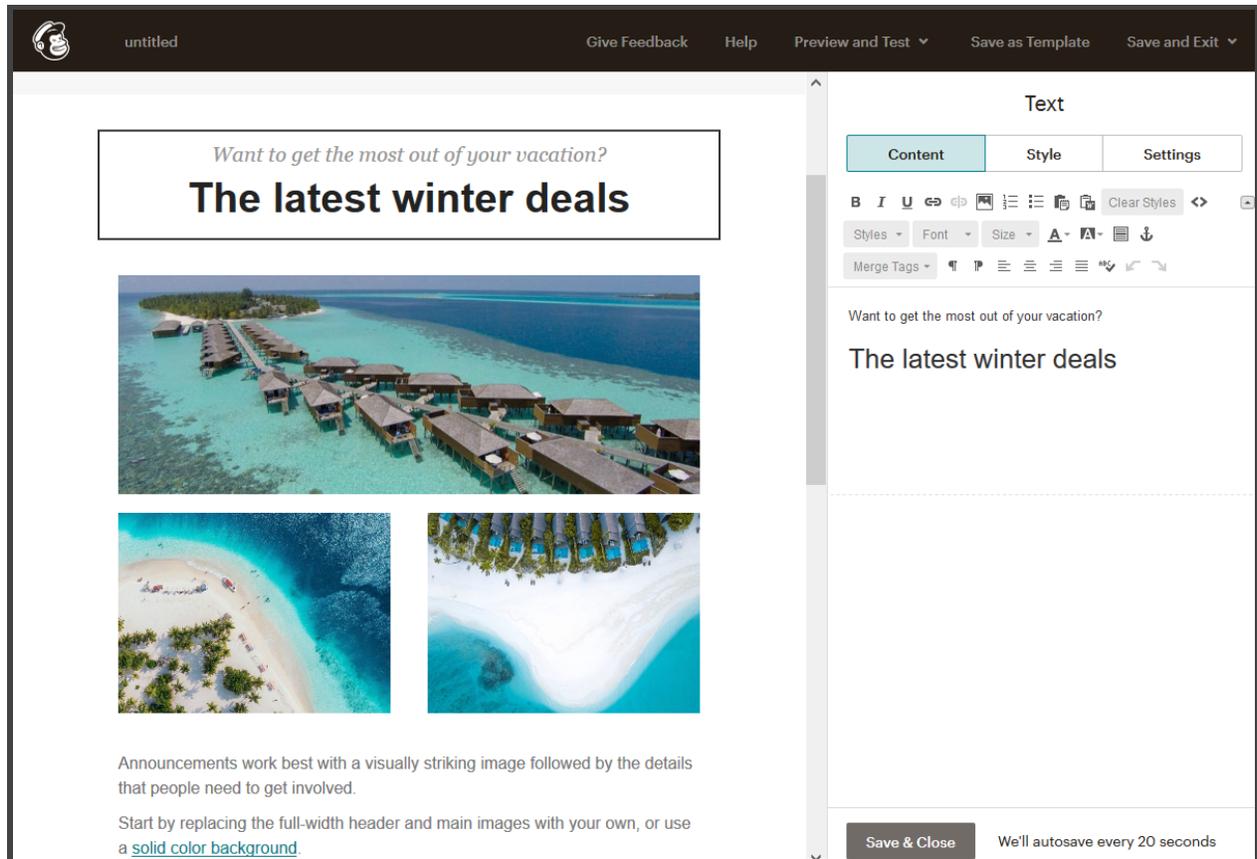
Untie a Store from the current list/audience. Will not remove any data from MailChimp - Products, Orders or Customers. You'll need to remove it manually to completely disconnect your site.

E-Commerce Sync Status In sync with MailChimp.

Force Sync Now

Create and Send Targeted Email Campaigns via Mailchimp

If you are new to Mailchimp, you should know that it allows you to build and send many types of automated emails. The platform comes with an intuitive email builder, where you can select a needed template and customize it according to your needs.



The screenshot displays the Mailchimp email editor. The main canvas shows a preview of an email with the following content:

- Header: *Want to get the most out of your vacation?*
- Section 1: **The latest winter deals**
- Image 1: Aerial view of a tropical resort with overwater bungalows.
- Image 2: Aerial view of a tropical beach with palm trees.
- Image 3: Aerial view of a tropical beach with palm trees.
- Text: Announcements work best with a visually striking image followed by the details that people need to get involved.
- Text: Start by replacing the full-width header and main images with your own, or use a [solid color background](#).

The right-hand sidebar shows the 'Text' editing panel with tabs for 'Content', 'Style', and 'Settings'. The 'Content' tab is active, showing the text being edited: 'Want to get the most out of your vacation?' and 'The latest winter deals'. The 'Style' tab shows various text formatting options like bold, italic, underline, and font color. The 'Settings' tab is also visible. At the bottom of the sidebar, there is a 'Save & Close' button and a notification: 'We'll autosave every 20 seconds'.

To create a new campaign, follow the next steps:

1. Navigate to the Campaigns page.
2. Click Create Campaign.
3. Click Email.

Learn more at [Mailchimp](#).

For example, for Hotel Booking, you can create regular emails campaigns, such as:

The screenshot shows a user interface for creating an automation email. At the top, there are navigation options: 'Regular', 'Automated' (which is selected and underlined), and 'Plain-text'. A 'Custom' button is located in the top right corner. Below this, the main heading is 'Create an Automation Email'. Underneath the heading, there are several filter categories: 'Featured', 'Tags', 'Subscriber Activity', 'E-Commerce' (which is selected and underlined), 'Date Based', and 'API'. The main content area displays seven email automation templates, each with a title and a brief description:

- Thank first-time customers**: Say thanks with some kind, heartfelt words (or kind, heartfelt GIFs) when someone makes their first purchase.
- Reward your best customers**: Share super-secret offers with customers once they've bought a couple things.
- Retarget site visitors**: Email a reminder to people about the cool stuff they saw on your website.
- Turn on an abandoned cart email**: Send a friendly reminder to people who leave your store without checking out.
- Enable order notifications**: Beautify your receipts and shipping updates, and add in some product recommendations while you're at it.
- Follow up on purchases**: Ask customers to review a product they bought recently, or recommend other stuff they might like.
- Win back lapsed customers**: Reach out to customers who haven't bought anything in the past few months.

- Abandoned cart emails.
- Enable order notifications (you may use them instead of the Hotel Booking booking notifications or in addition to them).

Desktop
Mobile

Header Info

Thank you for your order.

Your order 1097 from Booklium has been received. Here are the details of your purchase.

Order details

Order number: 1097

Purchase date: 10/23/2019



Villa Bastilicata Grande × 1

Villa Bastilicata Grande 1

\$780.00

Order subtotal	\$780.00
Discount	-\$0.00
Shipping total	\$0.00
Tax total	\$0.00
Order total	\$780.00

View Order

Feedback

Enable live merge tag info

To:
Recipient's email address

From:
Booklium

Subject:

Preview Text:

- Send “Thank you” booking notification emails (you may use them instead of the Hotel Booking booking notifications or in addition to them).
- Follow up on purchases.

If you want to use Mailchimp email notifications instead of the ones provided by Hotel Booking (or turn off just some of them selectively), don't forget to turn off the needed types of emails via the Hotel Booking > Accommodation > Settings > Customer emails and set them up in Mailchimp.

New Booking Email (Confirmation by Admin)

Email that will be sent to customer after booking is placed. This email is sent when "Booking Confirmation Mode" is set to Admin confirmation.

Disable this email notification

Subject

%site_title% - Booking #%booking_id% is placed

Header

Your booking is placed

Email Template

 Add Media

Visual

Text

B *I* ABC          

Dear %customer_first_name% %customer_last_name%, your reservation is pending