

A glass of whisky with a large ice cube and blackberries on a dark surface. The glass is partially filled with a golden liquid, and a large, clear ice cube is melting in it. Several blackberries are scattered on the dark, textured surface in the foreground. The background is dark and out of focus.

refinery · original

BRANDING YOUR NEWSLETTER
FORM // MAILCHIMP + CONVERTKIT

Tutorial

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FROM US

THANK YOU

Bomb diggity! You made the jump and in just a few short minutes, you'll be on your way to a beautifully branded form that belongs with your site. It may seem intimidating, it may be more than you signed up for but we promise — if you follow each step carefully, you'll have exactly what you came here for (and it's really not that hard, it's just something new)!

A thousand thanks to you for purchasing our tutorial! If you need any help along the way, email us and we'll help you through it.

You got this!

James + Erica Clayton

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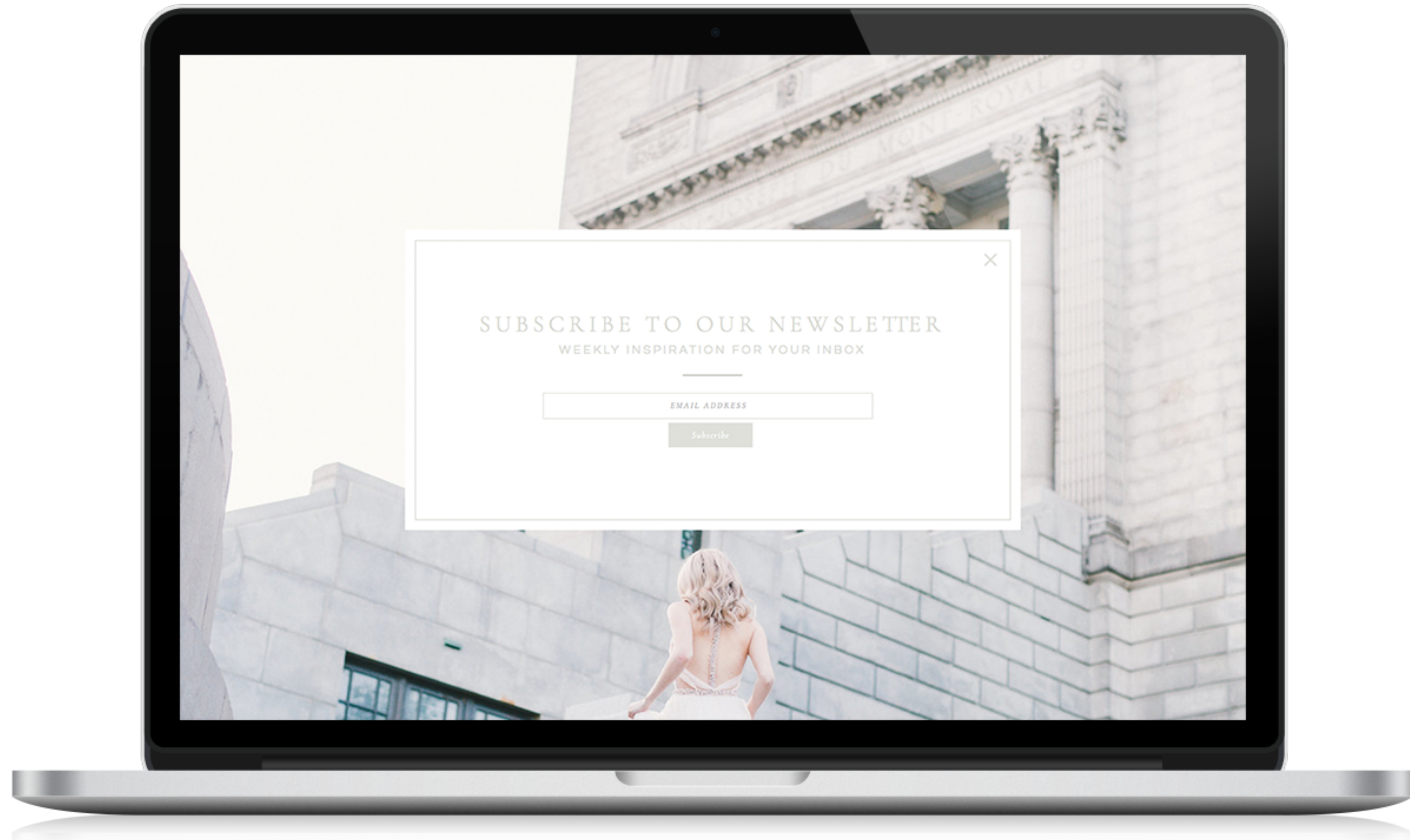
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Creating a Trigger

3 Different Options For Your Branded Form

DESIGN DETAILS

BRANDING YOUR FORM



SHOWIT SHARE KEYS

Mailchimp

6q3reVXq2KDY60572

ConvertKit

xEDapdnPDVrB60572



MAILCHIMP TUTORIAL

First and Last Name Form

FIRST STEPS

SHOWIT + MAILCHIMP

Import the Showit Site Canvas

1. Login to your Showit5 account.
2. Click on your profile on the bottom lefthand corner.
3. Select “Add Design to Library”.
4. Enter the Share Key for the MailChimp design.
5. Open your primary site design.
6. On the left hand panel, select + next to “Site Canvases” to add a new site canvas.
7. Click on “Select New Site Canvas”.
8. From the tabs on the top of the pop up window, select “My Library”.
9. Choose MailChimp by Refinery Original.
10. Select the site canvas that you want to use, “First and Last, Email Only or Horizontal.
11. On the bottom center of the window, you may choose to use the original design or apply your fonts and colors. Choose your preference and click “Add”.
12. Done! On to the next step of creating your form within MailChimp.

STEP 1

FIRST AND LAST NAME

How to Create Your Base Form

1. Login to your MailChimp account.
2. Select “Lists” from the top menu.
3. Choose the list you want to create a subscription form for.
4. Click on “Signup Forms” on the following page.
5. Select “Embedded Forms”
6. Select the “Classic” option.
7. Deselect all fields and select the radio button “Show all fields”.

Hint: since First and Last name aren't automatically required, you can edit this by clicking on “Edit required fields in the form builder.” Select a field, mark the box next to “Required field” on the right and click “Save Field”. You will have to do this for each field you want to be required. Click the back arrow to go back to the previous page. You'll now notice a red asterisk next to each required field. Repeat step 7 minus the required fields setup.

8. Copy generated form.

Next Step! →

STEP 1 CONTINUED

FIRST AND LAST NAME

Embed Code

Your generated code will look like the code below. The colored section below is where the designing begins and with a few tweaks, you'll have a new, beautifully branded form. It may seem daunting but we believe in you.

```
<!-- Begin MailChimp Signup Form -->
<link href="//cdn-images.mailchimp.com/embedcode/classic-10_7.css" rel="stylesheet" type="text/
css">
<style type="text/css">
    #mc_embed_signup{background:#fff; clear:left; font:14px Helvetica,Arial,sans-serif; }
    /* Add your own MailChimp form style overrides in your site stylesheet or in this style block.
    We recommend moving this block and the preceding CSS link to the HEAD of your HTML file.
*/
</style>
<div id="mc_embed_signup">
<form action="https://refineryoriginal.us11.list-manage.com/subscribe/post?
u=22865ca316d0e99529f1caa76&id=21de764465" method="post" id="mc-embedded-subscribe-
form" name="mc-embedded-subscribe-form" class="validate" target="_blank" novalidate>
    <div id="mc_embed_signup_scroll">

<div class="mc-field-group">
    <label for="mce-EMAIL">Email Address </label>
    <input type="email" value="" name="EMAIL" class="required email" id="mce-EMAIL">
</div>
<div class="mc-field-group">
    <label for="mce-FNAME">First Name </label>
    <input type="text" value="" name="FNAME" class="required" id="mce-FNAME">
</div>
<div class="mc-field-group">
    <label for="mce-LNAME">Last Name </label>
    <input type="text" value="" name="LNAME" class="required" id="mce-LNAME">
</div>
    <div id="mce-responses" class="clear">
        <div class="response" id="mce-error-response" style="display:none"></div>
        <div class="response" id="mce-success-response" style="display:none"></div>
    </div> <!-- real people should not fill this in and expect good things - do not remove this or
risk form bot signups-->
    <div style="position: absolute; left: -5000px;" aria-hidden="true"><input type="text"
name="b_22865ca316d0e99529f1caa76_21de764465" tabindex="-1" value=""></div>
    <div class="clear"><input type="submit" value="Subscribe" name="subscribe" id="mc-embedded-
subscribe" class="button"></div>
    </div>
</form>
</div>

<!--End mc_embed_signup-->
```

Next Step! →

STEP 2

FIRST AND LAST NAME

Add in CSS

1. Open a text editing program (Word, Pages, TextEdit, etc.)
2. Copy and paste each section (minus the title) of code below into your document.

Field Labels CSS

```
#mc_embed_signup .mc-field-group label {
  display: block;
  margin-bottom: 3px;
  font-family: /add font name/ cormorant garamond;
  font-size: /add font size/ 16px;
  letter-spacing: /customize letter spacing/ 1px;
  text-transform: /if you want your fields to be all caps,
keep this field, if not, delete it/ uppercase;
  text-align: /if you want your fields to be centered,
keep this field, if not, delete it/ center;
  color: /add color for font/ #d7d9d2;
}
```

Field Input CSS

```
#mc_embed_signup .mc-field-group input {
  font-family: /add font name/ cormorant garamond;
  font-size: /add font size/ 16px;
  color: /add color for font/ #d7d9d2;
  font-style: /if you want your text italicized, keep this
field, if not, delete it/ italic;
  text-align: /if you want your fields to be centered,
keep this field, if not, delete it/ center;
  border-color: /add color for border/ #d7d9d2;
  border-radius: 0px;
  display: block;
  width: 100%;
  padding: 8px 0;
  text-indent: 0;
  min-height: 24px;
  max-height: 24px;
}
```

Button CSS

```
#mc_embed_signup .button {
  background-color: /add button color/ #939688;
  border-radius: 0px;
  color: /add color for font /#ffffff;
  font-family: /add font name/ cormorant garamond;
  font-size: /add font size/ 16px;
  letter-spacing: /customize letter spacing/ 1px;
  text-transform: /if you want your fields to be all caps,
keep this field, if not, delete it/ uppercase;
  min-height: 40px;
  max-height: 40px;
  min-width: 50%;
  display: block;
  margin: auto;
}
```

Button Hover CSS

```
#mc_embed_signup .button:hover {
  background-color: /add button color/ #d7d9d2;
}
```

Additional CSS

```
#mc_embed_signup .mc-field-group {
  width: 100%;
}
#mc_embed_signup form {
  background: none;
}
```

Next Step! →

STEP 3

FIRST AND LAST NAME

Branding Your Form

Here is where the heavy lifting comes in! Using stylings from your website will allow you to bring your brand full circle with your MailChimp form. Choose coordinating colors and fonts from your design and edit the following highlighted text. Find this information in your Showit app by clicking on the Design Settings in the left side panel.

*NOTE: Delete the text highlighted in red. Replace the text highlighted in blue. *Important: Each line must close with a semicolon.*

Field Labels CSS

```
#mc_embed_signup .mc-field-group label {
  display: block;
  margin-bottom: 3px;
  font-family: /add font name/ cormorant garamond;
  font-size: /add font size/ 16px;
  letter-spacing: /customize letter spacing/ 1px;
  text-transform: /if you want your fields to be all caps,
keep this field, if not, delete it/ uppercase;
  text-align: /if you want your fields to be centered,
keep this field, if not, delete it/ center;
  color: /add color for font/ #d7d9d2;
}
```

Field Input CSS

```
#mc_embed_signup .mc-field-group input {
  font-family: /add font name/ cormorant garamond;
  font-size: /add font size/ 16px;
  color: /add color for font/ #d7d9d2;
  font-style: /if you want your text italicized, keep this
field, if not, delete it/ italic;
  text-align: /if you want your fields to be centered,
keep this field, if not, delete it/ center;
  border-color: /add color for border/ #d7d9d2;
  border-radius: 0px;
  display: block;
  width: 100%;
  padding: 8px 0;
  text-indent: 0;
  min-height: 24px;
  max-height: 24px;
}
```

Button CSS

```
#mc_embed_signup .button {
  background-color: /add button color/ #939688;
  border-radius: 0px;
  color: /add color for font /#ffffff;
  font-family: /add font name/ cormorant garamond;
  font-size: /add font size/ 16px;
  letter-spacing: /customize letter spacing/ 1px;
  text-transform: /if you want your fields to be all caps,
keep this field, if not, delete it/ uppercase;
  min-height: 40px;
  max-height: 40px;
  min-width: 50%;
  display: block;
  margin: auto;
}
```

Button Hover CSS

```
#mc_embed_signup .button:hover {
  background-color: /add button color/ #d7d9d2;
}
```

Additional CSS

```
#mc_embed_signup .mc-field-group {
  width: 100%;
}
#mc_embed_signup form {
  background: none;
}
```

Next Step! →

STEP 4

FIRST AND LAST NAME

Final Code

Well done! Your code is done and should look like the code below. Before the final steps, read through your code and be sure there is a semicolon after each line of code.

```
#mc_embed_signup .mc-field-group label {
  display: block;
  margin-bottom: 3px;
  font-family: cormorant garamond;
  font-size: 16px;
  letter-spacing: 1px;
  text-transform: uppercase;
  text-align: center;
  color: #d7d9d2;
}
#mc_embed_signup .mc-field-group input {
  font-family: cormorant garamond;
  font-size: 16px;
  color: #d7d9d2;
  font-style: italic;
  text-align: center;
  border-color: #d7d9d2;
  border-radius: 0px;
  display: block;
  width: 100%;
  padding: 8px 0;
  text-indent: 0;
  min-height: 24px;
  max-height: 24px;
}
#mc_embed_signup .button {
  background-color: #939688;
  border-radius: 0px;
  color: #ffffff;
  font-family: cormorant garamond;
  font-size: 16px;
  letter-spacing: 1px;
  text-transform: uppercase;
  min-height: 40px;
  max-height: 40px;
  min-width: 50%;
  display: block;
  margin: auto;
}
#mc_embed_signup .button:hover {
  background-color: #d7d9d2;
  color: #ffffff;
}
#mc_embed_signup .mc-field-group {
  width: 100%;
}
#mc_embed_signup form {
  background: none;
}
```

Next Step! →

STEP 5

FIRST AND LAST NAME

Add your Code into Showit

1. In your Showit app, select the canvas containing your MailChimp form.
2. Select the embedded form.
3. On the right side panel, click on “Embed Info”, a pop-up will appear.
4. Paste your original code from MailChimp into the pop-up.
5. Find the following code, `<style type=“text/css”>`, (4th line of code).
6. Select all the code between that line and the closing line `</style>` and delete.
7. Paste your code between `<style type=“text/css”>` and `</style>`. Your form will be generated and looking pretty bomb.
8. Create a trigger for your new form.

Next Step! —>

MAILCHIMP TUTORIAL
Email Only Form



FIRST STEPS

SHOWIT + MAILCHIMP

Import the Showit Site Canvas

1. Login to your Showit5 account.
2. Click on your profile on the bottom lefthand corner.
3. Select “Add Design to Library”.
4. Enter the Share Key for the MailChimp design.
5. Open your primary site design.
6. On the left hand panel, select + next to “Site Canvases” to add a new site canvas.
7. Click on “Select New Site Canvas”.
8. From the tabs on the top of the pop up window, select “My Library”.
9. Choose MailChimp by Refinery Original.
10. Select the site canvas that you want to use, “First and Last, Email Only or Horizontal.
11. On the bottom center of the window, you may choose to use the original design or apply your fonts and colors. Choose your preference and click “Add”.
12. Done! On to the next step of creating your form within MailChimp.

STEP 1

EMAIL ONLY

How to Create Your Base Form

1. Login to your MailChimp account.
2. Select “Lists” from the top menu.
3. Choose the list you want to create a subscription form for.
4. Click on “Signup Forms” on the following page.
5. Select “Embedded Forms”
6. Select the “Classic” option.
7. Deselect all fields and select the radio button “Show only required fields” and the checkbox, “Disable all Javascript”.
8. Copy generated form.

Next Step! —>

STEP 1 CONTINUED

EMAIL ONLY

Embed Code

Your generated code will look like the code below. The colored section below is where the designing begins and with a few tweaks, you'll have a new, beautifully branded form. It may seem daunting but we believe in you.

```
<!-- Begin MailChimp Signup Form -->
<link href="//cdn-images.mailchimp.com/embedcode/classic-10_7.css" rel="stylesheet" type="text/
css">
<style type="text/css">
    #mc_embed_signup{background:#fff; clear:left; font:14px Helvetica,Arial,sans-serif; }
    /* Add your own MailChimp form style overrides in your site stylesheet or in this style block.
    We recommend moving this block and the preceding CSS link to the HEAD of your HTML file.
*/
</style>
<div id="mc_embed_signup">
<form action="https://refineryoriginal.us11.list-manage.com/subscribe/post?
u=22865ca316d0e99529f1caa76&id=21de764465" method="post" id="mc-embedded-subscribe-
form" name="mc-embedded-subscribe-form" class="validate" target="_blank" novalidate>
    <div id="mc_embed_signup_scroll">

<div class="mc-field-group">
    <label for="mce-EMAIL">Email Address </label>
    <input type="email" value="" name="EMAIL" class="required email" id="mce-EMAIL">
</div>
    <div id="mce-responses" class="clear">
        <div class="response" id="mce-error-response" style="display:none"></div>
        <div class="response" id="mce-success-response" style="display:none"></div>
    </div>    <!-- real people should not fill this in and expect good things - do not remove this or
risk form bot signups-->
    <div style="position: absolute; left: -5000px;" aria-hidden="true"><input type="text"
name="b_22865ca316d0e99529f1caa76_21de764465" tabindex="-1" value=""></div>
    <div class="clear"><input type="submit" value="Subscribe" name="subscribe" id="mc-embedded-
subscribe" class="button"></div>
    </div>
</form>
</div>

<!--End mc_embed_signup-->
```

Next Step! →

STEP 2

EMAIL ONLY

Add in CSS

1. Open a text editing program (Word, Pages, TextEdit, etc.)
2. Copy and paste each section (minus the title) of code below into your document.

Field Labels CSS

```
#mc_embed_signup .mc-field-group label {
  font-family: /add font name/ cormorant garamond;
  font-size: /add font size/ 16px;
  color: /add color for font/ #d7d9d2;
  letter-spacing: /customize letter spacing/ 1px;
  text-transform: /if you want your fields to be all caps,
keep this field, if not, delete it/ uppercase;
  text-align: /if you want your fields to be centered,
keep this field, if not, delete it/ center;
  display: block;
  margin-bottom: 3px;
}
```

Field Input CSS

```
#mc_embed_signup .mc-field-group input {
  font-family: /add font name/ cormorant garamond;
  font-size: /add font size/ 16px;
  font-style: /if you want your text italicized, keep this
field, if not, delete it/ italic;
  color: /add color for font/ #d7d9d2;
  text-align: /if you want your fields to be centered,
keep this field, if not, delete it/ center;
  border-color: /add color for border/ #d7d9d2;
  border-radius: 0px;
  min-height: 24px;
  max-height: 24px;
  display: block;
  width: 100%;
  padding: 8px 0;
  text-indent: 0;
}
```

Button CSS

```
#mc_embed_signup .button {
  background-color: /add button color/ #939688;
  font-family: /add font name/ cormorant garamond;
  font-size: /add font size/ 15px;
  color: /add color for font/ #ffffff;
  letter-spacing: /customize letter spacing/ 1px;
  text-transform: /if you want your fields to be all caps,
keep this field, if not, delete it/ uppercase;
  border-radius: 0px;
  margin: auto;
  width: 50%;
  display: block;
  min-height: 40px;
  max-height: 40px;
}
```

Button Hover CSS

```
#mc_embed_signup .button:hover {
  background-color: /add button color/ #d7d9d2;
  color: /add color for font/ #ffffff;
}
```

Additional CSS

```
#mc_embed_signup .mc-field-group {
  width: 100%;
}
#mc_embed_signup form {
  background: none;
}
```

Next Step! →

STEP 3

EMAIL ONLY

Branding Your Form

Here is where the heavy lifting comes in! Using stylings from your website will allow you to bring your brand full circle with your MailChimp form. Choose coordinating colors and fonts from your design and edit the following highlighted text. Find this information in your Showit app by clicking on the Design Settings in the left side panel.

*NOTE: Delete the text highlighted in red. Replace the text highlighted in blue. *Important: Each line must close with a semicolon.*

Field Labels CSS

```
#mc_embed_signup .mc-field-group label {  
  font-family: /add font name/ cormorant garamond;  
  font-size: /add font size/ 16px;  
  color: /add color for font/ #d7d9d2;  
  letter-spacing: /customize letter spacing/ 1px;  
  text-transform: /if you want your fields to be all caps,  
keep this field, if not, delete it/ uppercase;  
  text-align: /if you want your fields to be centered,  
keep this field, if not, delete it/ center;  
  display: block;  
  margin-bottom: 3px;  
}
```

Field Input CSS

```
#mc_embed_signup .mc-field-group input {  
  font-family: /add font name/ cormorant garamond;  
  font-size: /add font size/ 16px;  
  font-style: /if you want your text italicized, keep this  
field, if not, delete it/ italic;  
  color: /add color for font/ #d7d9d2;  
  text-align: /if you want your fields to be centered,  
keep this field, if not, delete it/ center;  
  border-color: /add color for border/ #d7d9d2;  
  border-radius: 0px;  
  min-height: 24px;  
  max-height: 24px;  
  display: block;  
  width: 100%;  
  padding: 8px 0;  
  text-indent: 0;  
}
```

Button CSS

```
#mc_embed_signup .button {  
  background-color: /add button color/ #939688;  
  font-family: /add font name/ cormorant garamond;  
  font-size: /add font size/ 15px;  
  color: /add color for font/ #ffffff;  
  letter-spacing: /customize letter spacing/ 1px;  
  text-transform: /if you want your fields to be all caps,  
keep this field, if not, delete it/ uppercase;  
  border-radius: 0px;  
  margin: auto;  
  width: 50%;  
  display: block;  
  min-height: 40px;  
  max-height: 40px;  
}
```

Button Hover CSS

```
#mc_embed_signup .button:hover {  
  background-color: /add button color/ #d7d9d2;  
  color: /add color for font/ #ffffff;  
}
```

Additional CSS

```
#mc_embed_signup .mc-field-group {  
  width: 100%;  
}  
#mc_embed_signup form {  
  background: none;  
}
```

Next Step! →

STEP 4

EMAIL ONLY

Final Code

Well done! Your code is done and should look like the code below. Before the final steps, read through your code and be sure there is a semicolon after each line of code.

```
#mc_embed_signup .mc-field-group label {
  font-family: cormorant garamond;
  font-size: 16px;
  color: #d7d9d2;
  letter-spacing: 1px;
  text-transform: uppercase;
  text-align: center;
  display: block;
  margin-bottom: 3px;
}
#mc_embed_signup .mc-field-group input {
  font-family: cormorant garamond;
  font-size: 16px;
  font-style: italic;
  color: #d7d9d2;
  text-align: center;
  border-color: #d7d9d2;
  border-radius: 0px;
  min-height: 24px;
  max-height: 24px;
  display: block;
  width: 100%;
  padding: 8px 0;
  text-indent: 0;
}
#mc_embed_signup .button {
  background-color: #939688;
  font-family: questrial;
  font-size: 15px;
  color: #ffffff;
  letter-spacing: 1px;
  text-transform: uppercase;
  border-radius: 0px;
  margin: auto;
  width: 50%;
  display: block;
  min-height: 40px;
  max-height: 40px;
}
#mc_embed_signup .button:hover {
  background-color: #d7d9d2;
  color: #ffffff;
}
#mc_embed_signup .mc-field-group {
  width: 100%;
}
```

Next Step! →

STEP 5

EMAIL ONLY

Add your Code into Showit

1. In your Showit app, select the canvas containing your MailChimp form.
2. Select the embedded form.
3. On the right side panel, click on “Embed Info”, a pop-up will appear.
4. Paste your original code from MailChimp into the pop-up.
5. Find the following code, `<style type=“text/css”>`, (4th line of code).
6. Select all the code between that line and the closing line `</style>` and delete.
7. Paste your code between `<style type=“text/css”>` and `</style>`. Your form will be generated and looking pretty bomb.
8. Create a trigger for your new form.

Next Step! —>

MAILCHIMP TUTORIAL

Horizontal Form



FIRST STEPS

SHOWIT + MAILCHIMP

Import the Showit Site Canvas

1. Login to your Showit5 account.
2. Click on your profile on the bottom lefthand corner.
3. Select “Add Design to Library”.
4. Enter the Share Key for the MailChimp design.
5. Open your primary site design.
6. On the left hand panel, select + next to “Site Canvases” to add a new site canvas.
7. Click on “Select New Site Canvas”.
8. From the tabs on the top of the pop up window, select “My Library”.
9. Choose MailChimp by Refinery Original.
10. Select the site canvas that you want to use, “First and Last, Email Only or Horizontal.
11. On the bottom center of the window, you may choose to use the original design or apply your fonts and colors. Choose your preference and click “Add”.
12. Done! On to the next step of creating your form within MailChimp.

STEP 1

HORIZONTAL

How to Create Your Base Form

1. Login to your MailChimp account.
2. Select “Lists” from the top menu.
3. Choose the list you want to create a subscription form for.
4. Click on “Signup Forms” on the following page.
5. Select “Embedded Forms”
6. Select the “Horizontal” option.
7. Copy generated form.

Next Step! →

STEP 1 CONTINUED

HORIZONTAL

Embed Code

Your generated code will look like the code below. The colored section below is where the designing begins and with a few tweaks, you'll have a new, beautifully branded form. It may seem daunting but we believe in you.

```
<!-- Begin MailChimp Signup Form -->
<link href="//cdn-images.mailchimp.com/embedcode/horizontal-slim-10_7.css" rel="stylesheet"
type="text/css">
<style type="text/css">
    #mc_embed_signup{background:#fff; clear:left; font:14px Helvetica,Arial,sans-serif; width:
100%;}
    /* Add your own MailChimp form style overrides in your site stylesheet or in this style block.
    We recommend moving this block and the preceding CSS link to the HEAD of your HTML file.
*/
</style>
<div id="mc_embed_signup">
<form action="https://refineryoriginal.us11.list-manage.com/subscribe/post?
u=22865ca316d0e99529f1caa76&id=21de764465" method="post" id="mc-embedded-subscribe-
form" name="mc-embedded-subscribe-form" class="validate" target="_blank" novalidate>
    <div id="mc_embed_signup_scroll">

        <input type="email" value="" name="EMAIL" class="email" id="mce-EMAIL" placeholder="email
address" required>
        <!-- real people should not fill this in and expect good things - do not remove this or risk form bot
signups-->
        <div style="position: absolute; left: -5000px;" aria-hidden="true"><input type="text"
name="b_22865ca316d0e99529f1caa76_21de764465" tabindex="-1" value=""></div>
        <div class="clear"><input type="submit" value="Subscribe" name="subscribe" id="mc-embedded-
subscribe" class="button"></div>
    </div>
</form>
</div>

<!--End mc_embed_signup-->
```

Next Step! →

STEP 2

HORIZONTAL

Add in CSS

1. Open a text editing program (Word, Pages, TextEdit, etc.)
2. Copy and paste each section (minus the title) of code below into your document.

Field Labels CSS

```
#mc_embed_signup input.email {
  font-family: /add font name/ cormorant garamond;
  font-size: /add font size/ 15px;
  font-style: /if you want your text italicized, keep this
field, if not, delete it/ italic;
  color: /add color for font/ #939688;
  border: 1px solid /add color for border/ #d7d9d2;
  border-radius: 0px;
  width: 300px;
  padding: 0px 12px;
  min-height: 40px;
  max-height: 40px;
}
```

Button CSS

```
#mc_embed_signup .button {
  font-size: /add font size/ 13px;
  background-color: /add button color/ #939688;
  color: /add color for font/ #ffffff;
  font-family: /add font name/ questrial;
  letter-spacing: /customize letter spacing/ 1px;
  text-transform: /if you want your fields to be all caps,
keep this field, if not, delete it/ uppercase;
  letter-spacing: 2px;
  border-radius: 0px;
  min-height: 40px;
  max-height: 40px;
}
```

Button Hover CSS

```
#mc_embed_signup .button:hover {
  background-color: /add button color/ #d7d9d2;
  color: /add color for font/ #ffffff;
}
```

Additional CSS

```
#mc_embed_signup form {
  background: none;
}
```

Next Step! →

STEP 3

HORIZONTAL

Branding Your Form

Here is where the heavy lifting comes in! Using stylings from your website will allow you to bring your brand full circle with your MailChimp form. Choose coordinating colors and fonts from your design and edit the following highlighted text. Find this information in your Showit app by clicking on the Design Settings in the left side panel.

*NOTE: Delete the text highlighted in red. Replace the text highlighted in blue. *Important: Each line must close with a semicolon.*

Field Labels CSS

```
#mc_embed_signup input.email {  
  font-family: /add font name/ cormorant garamond;  
  font-size: /add font size/ 15px;  
  font-style: /if you want your text italicized, keep this  
field, if not, delete it/ italic;  
  color: /add color for font/ #939688;  
  border: 1px solid /add color for border/ #d7d9d2;  
  border-radius: 0px;  
  width: 300px;  
  padding: 0px 12px;  
  min-height: 40px;  
  max-height: 40px;  
}
```

Button CSS

```
#mc_embed_signup .button {  
  font-size: /add font size/ 13px;  
  background-color: /add button color/ #939688;  
  color: /add color for font/ #ffffff;  
  font-family: /add font name/ questrial;  
  letter-spacing: /customize letter spacing/ 1px;  
  text-transform: /if you want your fields to be all caps,  
keep this field, if not, delete it/ uppercase;  
  letter-spacing: 2px;  
  border-radius: 0px;  
  min-height: 40px;  
  max-height: 40px;  
}
```

Button Hover CSS

```
#mc_embed_signup .button:hover {  
  background-color: /add button color/ #d7d9d2;  
  color: /add color for font/ #ffffff;  
}
```

Additional CSS

```
#mc_embed_signup form {  
  background: none;  
}
```

Next Step! →

STEP 4

HORIZONTAL

Final Code

Well done! Your code is done and should look like the code below. Before the final steps, read through your code and be sure there is a semicolon after each line of code.

```
#mc_embed_signup input.email {
  font-family: cormorant garamond;
  font-size: 15px;
  font-style: italic;
  color: #939688;
  border: 1px solid #d7d9d2;
  border-radius: 0px;
  width: 300px;
  padding: 0px 12px;
  min-height: 40px;
  max-height: 40px;
}
#mc_embed_signup .button {
  font-size: 13px;
  background-color: #939688;
  color: #ffffff;
  font-family: questrial;
  letter-spacing: 1px;
  text-transform: uppercase;
  letter-spacing: 2px;
  border-radius: 0px;
  min-height: 40px;
  max-height: 40px;
}
#mc_embed_signup .button:hover {
  background-color: #d7d9d2;
  color: #ffffff;
}
#mc_embed_signup form {
  background: none;
}
```

Next Step! →

STEP 5

HORIZONTAL

Add your Code into Showit

1. In your Showit app, select the canvas containing your MailChimp form.
2. Select the embedded form.
3. On the right side panel, click on “Embed Info”, a pop-up will appear.
4. Paste your original code from MailChimp into the pop-up.
5. Find the following code, `<style type=“text/css”>`, (4th line of code).
6. Select all the code between that line and the closing line `</style>` and delete.
7. Paste your code between `<style type=“text/css”>` and `</style>`. Your form will be generated and looking pretty bomb.
8. Create a trigger for your new form.

Next Step! —>

CONVERTKIT
Tutorial



FIRST STEPS

SHOWIT + CONVERTKIT

Import the Showit Site Canvas

1. Login to your Showit5 account.
2. Click on your profile on the bottom lefthand corner.
3. Select “Add Design to Library”.
4. Enter the following Share Key:
5. Open your primary site design.
2. On the left hand panel, select + next to “Site Canvases” to add a new site canvas.
3. Click on “Select New Site Canvas”.
4. From the tabs on the top of the pop up window, select “My Library”.
5. Choose ConvertKit by Refinery Original.
6. Select the site canvas “Site Canvas Subscribe”.
7. On the bottom center of the window, you may choose to use the original design or apply your fonts and colors. Choose your preference and click “Add”.

Create a ConvertKit form

1. Login to your ConvertKit account.
2. Select “Forms” from the top menu.
3. Choose the form you want to create a subscription form for.
4. Click on “Settings” on the following page.
5. Select “Style” and select the “Naked” option. Save Form.
6. Select “Embed” on the left side menu and select “Raw HTML”.
7. Copy generated HTML and Save Form.

STEP 1

CONVERTKIT

Embed Code

Your generated code will have two primary sections. The first will look like the code below and is identified by the code beginning with `<div` and the code will end with `</div>`. The outlined section below is where the designing begins. You'll first see `</div>` then `<style`. Within the `<style` and `</style>` code is where you'll be making the changes and with a few tweaks you'll have a new, beautifully branded form. It may seem daunting but we believe in you.

```
<script src="https://assets.convertkit.com/assets/CKJS4.js?v=21"></script>
<div class="ck_form_container ck_inline" data-ck-version="6">
  <div class="ck_form ck_naked">
    <div class="ck_form_fields">
      <div id="ck_success_msg" style="display:none;">
        <p>Booyah! You are going to love this -- </p>
      </div>

      <!-- Form starts here -->
      <form id="ck_subscribe_form" class="ck_subscribe_form" action="https://app.convertkit.com/landing_pages/265452/subscribe" data-remote="true">
        <input type="hidden"
value="{&quot;form_style&quot;:&quot;naked&quot;,&quot;embed_style&quot;:&quot;inline&quot;,&quot;embed_
trigger&quot;:&quot;scroll_percentage&quot;,&quot;scroll_percentage&quot;:&quot;
70&quot;,&quot;delay_seconds&quot;:&quot;
10&quot;,&quot;display_position&quot;:&quot;br&quot;,&quot;display_devices&quot;:&quot;all&quot;,&quot;days
_no_show&quot;:&quot;15&quot;,&quot;converted_behavior&quot;:&quot;show&quot;}" id="ck_form_options">
        <input type="hidden" name="id" value="265452" id="landing_page_id">
        <input type="hidden" name="ck_form_recaptcha" value="" id="ck_form_recaptcha">
        <div class="ck_errorArea">
          <div id="ck_error_msg" style="display:none">
            <p>There was an error submitting your subscription. Please try again.</p>
          </div>
        </div>
        <div class="ck_control_group ck_email_field_group">
          <label class="ck_label" for="ck_emailField" style="display: none">Email Address</label>
          <input type="text" name="first_name" class="ck_first_name" id="ck_firstNameField" placeholder="First
Name">
          <input type="email" name="email" class="ck_email_address" id="ck_emailField" placeholder="Email
Address" required>
        </div>
        <div class="ck_control_group ck_captcha2_h_field_group ck-captcha2-h" style="position: absolute !
important;left: -999em !important;">
          <input type="text" name="captcha2_h" class="ck-captcha2-h" id="ck_captcha2_h" placeholder="We use
this field to detect spam bots. If you fill this in, you will be marked as a spammer.">
        </div>
        <button class="subscribe_button ck_subscribe_button btn fields" id="ck_subscribe_button">
          Subscribe
        </button>
      </form>
    </div>
  </div>
</div>
<style type="text/css"> /* Layout */
.ck_form.ck_naked {
  /* divider image */
  background: transparent;
  line-height: 1.5em;
  overflow: hidden;
```


STEP 2

CONVERTKIT

Add in CSS

1. Open a text editing program (Word, Pages, TextEdit, etc.)
2. Paste your generated code into the program.
3. Find the section beginning with `<style type="text/css">`. Following the `<style` code you'll find coding like the following:

```
.ck_form.ck_naked input[type="text"], .ck_form.ck_naked input[type="email"] {  
  font-size: 18px;  
  padding: 10px 8px;  
  width: 34%;  
  border: 1px solid #d6d6d6; /* stroke */  
  -moz-border-radius: 0px;  
  -webkit-border-radius: 0px;  
  border-radius: 0px; /* border radius */  
  background-color: #fff; /* layer fill content */  
  margin-bottom: 5px;  
  height: auto;  
  float: left;  
  margin: 0px;  
  margin-right: 1%;  
  height: 42px;  
}
```

```
.ck_form input[type="text"]:focus, .ck_form input[type="email"]:focus {  
  outline: none;  
  border-color: #aaa;  
}
```

```
.ck_form.ck_naked .ck_subscribe_button {  
  width: 100%;  
  color: #fff;  
  margin: 0px;  
  padding: 9px 0px;  
  font-size: 18px;  
  background: #0d6db8;  
  -moz-border-radius: 0px;  
  -webkit-border-radius: 0px;  
  border-radius: 0px; /* border radius */  
  cursor: pointer;  
  border: none;  
  text-shadow: none;  
  width: 30%;  
  float: left;  
  height: 42px;  
}
```


STEP 3

CONVERTKIT

Branding Your Form

Here is where the heavy lifting comes in! Using stylings from your website will allow you to bring your brand full circle with your MailChimp form. Choose coordinating colors and fonts from your design and edit the following highlighted text. Find this information in your Showit5 app by clicking on the Design Settings in the left side panel.

Delete the text highlighted in red. Replace the text highlighted in green.

**Important: Each line must close with a semicolon.*

```
.ck_form.ck_naked input[type="text"], .ck_form.ck_naked input[type="email"] {
  font-size: /Enter in desired font size/ 18px;
  padding: 10px 8px;
  width: 34%;
  border: 1px solid /Enter in border color/ #d6d6d6; /* stroke */
  -moz-border-radius: 0px;
  -webkit-border-radius: 0px;
  border-radius: 0px; /* border radius */
  background-color: #fff; /* layer fill content */
  margin-bottom: 5px;
  height: auto;
  float: left;
  margin: 0px;
  margin-right: 1%;
  height: 42px;
  font-family: /Add font name here/ Cormorant Garamond;
  border-radius: 0px;
  letter-spacing: /Customize letter spacing here/ 2px;
  text-transform: /If you want your font uppercase, keep the following code. If not delete it./ uppercase;
}

.ck_form input[type="text"]:focus, .ck_form input[type="email"]:focus {
  outline: none;
  border-color: /Enter in border color when highlighted/ #aaaaaa;
}

.ck_form.ck_naked .ck_subscribe_button {
  width: 100%;
  color: /Enter text color/ #ffffff;
  margin: 0px;
  padding: 9px 0px;
  font-size: /Enter in desired font size/ 18px;
  background: /Enter desired button color/ #0d6db8;
  font-family: /Add font name here/ Cormorant Garamond;
  letter-spacing: /Customize letter spacing here/ 2px;
  text-transform: /If you want your font uppercase, keep the following code. If not delete it./ uppercase;
  -moz-border-radius: 0px;
  -webkit-border-radius: 0px;
  border-radius: 0px; /* border radius */
  cursor: pointer;
  border: none;
  text-shadow: none;
  width: 30%;
  float: left;
  height: 42px;
}
```


STEP 4

CONVERTKIT

Add your Code into Showit

1. In your Showit app, select the canvas containing your MailChimp form.
2. Select the embedded form.
3. On the right side panel, click on “Embed Info”, a pop-up will appear.
4. Paste your original code from MailChimp into the pop-up.
5. Find the following code, `<style type="text/css"> /* Layout */`
6. Select all the code between that line and the closing line `</style>` and delete.
7. Paste your code between `<style type="text/css"> /* Layout */` and `</style>`. Your form will be generated and looking pretty bomb.
8. Create a trigger for your new form!

Next Step! —>

SHOWIT

CREATING A TRIGGER

Automatic Pop-up

1. Select your newsletter canvas.
2. On the right side panel, click on animation.
3. Set the type of animation (fade, slide, etc.) and set the delay to around 5 seconds (or whatever you prefer).
4. Select the top most canvas (usually the menu) on the page that contains the pop up.
5. Select Scroll Actions on the right side menu.
6. Add an action, set it to the following:
 - Trigger: On Screen
 - Action: Show Canvas
 - Canvas: Newsletter

**Helpful tip: for SEO, Google loves a user friendly website, meaning, if an automatic pop up occurs on the home page upon entering, this is viewed as not being user friendly. Automatic pop ups are beneficial on pages such as a blog or an education page. With the latest update, Google doesn't like an automatic pop up on mobile devices at all.*

Engagement Pop-up

1. Select the correct canvas.
2. On the right side panel, click on animation.
3. Set the type of animation (fade, slide, etc.) and set the delay to 0.
4. Select the button or text.
5. Select Click Actions on the right side menu.
6. Add an action, set it to the following:
 - Type: Show Canvas
 - Canvas: Mailchimp Canvas

No Pop-up // Always Visible

1. The canvas is set to be hidden by default. If you want the canvas to always be visible, you will have to change this option.
2. Select the MailChimp canvas.
3. Under the Canvas section on the right hand panel, deselect "Hidden to start".
4. In the same section, change the Sticky setting to None.

GRAB SOME COFFEE

*Or spoil yourself with an affogato: espresso + vanilla ice cream,
my personal favorite. I mean, can it get any better?*

THIS IS GOING TO BE GOOD.



CONNECT

ERICA@REFINERYORIGINAL.COM
FACEBOOK // REFINERYORIGINAL
INSTAGRAM // @REFINERYORIGINAL