

Content Plan: Contact Tagging

User needs driving this work effort:

- As a MailChimp user, I need to know what a **tag** is, how it helps me organize and target my contacts, and where I can expect to see tags I create surfaced in my account.

Segmentation Notice

Note

Tags are taking the place of static segments in MailChimp. If you previously created static segments, we'll automatically convert them to tags for you, and you'll find them on the **Tags** page in your list. Don't worry, you'll still be able to send to your newly-minted tags just like you always have.

We still have regular list segments that automatically update as contacts meet the criteria you choose. And guess what? Now you can segment based on tag data!

New Content

Title	Content Type	Content (will cover)	Links + Article URLs
Getting Started with Tags	Feature overview	- Define tags - Overview of benefits - Static segments > tags - Where tags live - Overview of how to create + apply	https://mailchimp.com/help/getting-started-tags/ Draft
Create, Add, or Remove Tags	Tutorial	- Ways to create and apply tags - Remove tags	https://mailchimp.com/help/create-add-remove-tags/ Draft
Manage Tags	Tutorial	- View tags/contacts with tags - Delete tags	https://mailchimp.com/help/manage-tags/ Draft

Portfolio Note: This is a copy of the original content plan for this feature intended to demonstrate planning for a release. Links may be outdated or blocked.

Send to Tags	Tutorial/pathfinder	• Ways to send to tags	https://mailchimp.com/help/send-tags/ Draft
List Management Tools	Reference	• Overview of Segments, Groups, Tags • Examples of when to use each	Descoped (post-release project)

Updated Content

There are a handful of articles that mention static segments. You can find the planned updates for those articles on the first tab of [this spreadsheet](#). The second tab includes miscellaneous updates to existing content where it might make sense to mention + cross-link to tag content, and where we'll remove mentions of auto-updating segments. There's a third tab that includes potential updates for V2 (ignore for V1).