

Raising the Bar for Business in New Mexico

ABQ LEAP

League of Enterprise Accredited Professionals

IDSP Business Academy

Enterprise Mastery

18-Week Program

• Lists Management

For the XpanZion
Enterprise Platform

Worksheet 12 of 18

The screenshot shows the 'Mailing Lists' management page in the XpanZion Enterprise Platform. The left sidebar contains a navigation menu with options like 'Mass Mailings', 'Mailing Lists', 'Campaigns', 'Reports', 'Configuration', 'Settings', 'Campaign Stages', and 'Mail Templates'. The main content area displays a table of mailing lists with columns for 'Mailing List', 'Creation Date', and 'Number of Contacts'. The table lists several mailing lists, including '2017 - Sink, Swim or Soar' (139 contacts), '2017 - Sink, Swim or Soar - NO SHOW' (0 contacts), 'Above & Beyond' (28 contacts), 'Admin Testing' (5 contacts), 'Event' (0 contacts), 'Magnitize Your Audience' (13 contacts), 'Member' (2 contacts), 'Newsletter' (209 contacts), 'Referral Club' (71 contacts), and 'Vibrance' (76 contacts).

Mailing List	Creation Date	Number of Contacts
<input type="checkbox"/> Mailing List		
<input type="checkbox"/> 2017 - Sink, Swim or Soar	11/30/2016 16:32:01	139
<input type="checkbox"/> 2017 - Sink, Swim or Soar - NO SHOW	12/12/2016 22:30:23	0
<input type="checkbox"/> Above & Beyond	11/25/2016 12:21:59	28
<input type="checkbox"/> Admin Testing	10/08/2016 23:55:55	5
<input type="checkbox"/> Event	12/31/2016 17:42:01	0
<input type="checkbox"/> Magnitize Your Audience	10/29/2016 11:52:22	13
<input type="checkbox"/> Member	12/04/2016 15:54:21	2
<input type="checkbox"/> Newsletter	06/30/2016 01:13:46	209
<input type="checkbox"/> Referral Club	10/03/2016 10:46:50	71
<input type="checkbox"/> Vibrance	12/07/2016 11:37:44	76

- 1) Select "Mass Mail" from the menu
- 2) Select "mailing listis"
- 3) Create a list with a name.
- 4) Enter Opt-In copy and save.
- 5) Select "website" from the menu.
- 6) Choose page for opt-in.
- 7) Select "edit" button.
- 8) Drag "newsletter popup" from the palette
- 9) Select the newsletter you created.
- 10) Save page.
- 11) Share Page.

Whether it be customers, suppliers, or partners, your list is the substance of your business.

Create a subscription list and an opt-in page with the list management feature of your control panel.

The best list comes from an attractive opt-in offering.

Your return page should have valuable content on it, for example a download and a video to watch.

Once you have a list and an opt-in page, you can begin building your subsequent funnel pages, your website and your blog pages.

The screenshot shows a dialog box titled 'Add a Newsletter Subscribe Popup'. It features a dropdown menu labeled 'Newsletter:' with the selected option '2017 - Sink, Swim or Soar'. At the bottom of the dialog are two buttons: 'Continue' and 'Cancel'.