Raising the Bar for Business in New Mexico

ABQ LEAP Enterprise Mastery

IDSP Business Academy

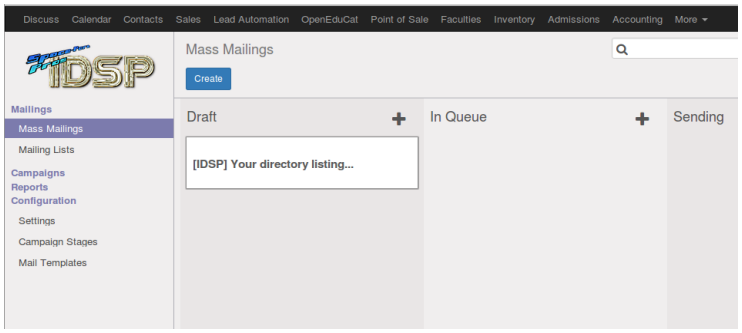
League of Enterprise Accredited Professionals

18-Week Program

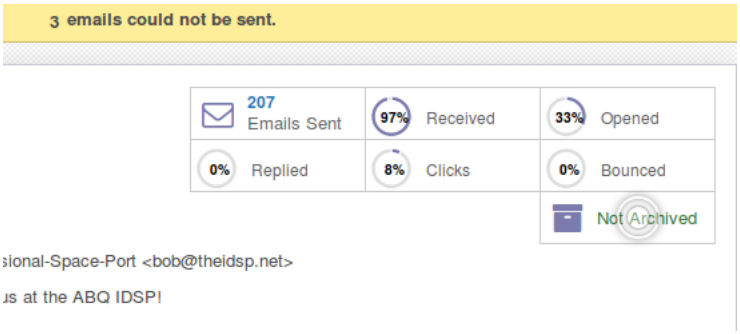
- Newsletter Management

For the XpanZion Enterprise Platform

Worksheet 14 of 18



1) Select “Mass Mail” from the menu
2) Select “mass mailings”
3) Click the “Create” button
4) Choose the available template
5) Drag content blocks from palette
6) Add images
7) Add copyright and unsubscribe to bottom
8) Make a copy with “action” button
9) Select test group for quality control
10) Send copy to test and perfect
11) Select audience from mailing list
12) Send original message
13) Observe analytics



Hands down, direct email marketing is the most powerful means you have for building relationships and growing your business

A compelling newsletter with regular content is a proven method of building a following of qualified customers

Build your newsletter with the Mass Mailing tool on the XpanZion Control Panel

Once you have completed your newsletter, you will want to send a test message to a few emails

Send your newsletter and use the analytics tools to follow up with your list and continue to build your relationships