



Enterprise Dashboard Training

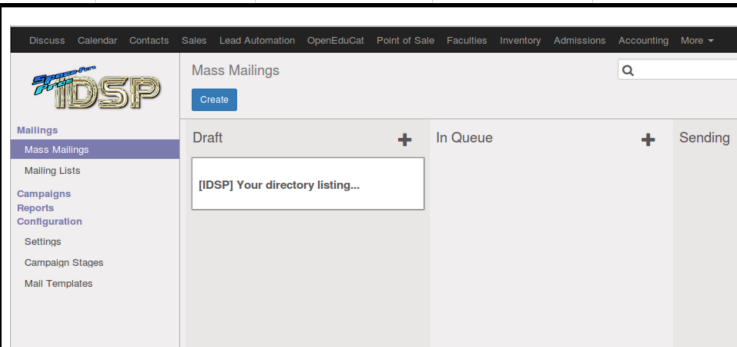
16-Week Program

ENTERPRISE ACADEMY

*So Your Business Can...
Boldly Go Where
No Business Has
Gone Before!*

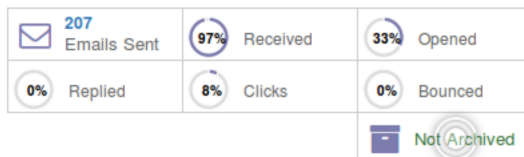
• Intro to Mass Mailing

Exercise 14A of 16



- 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) Duplicate with "Action" button
- 9) Send test: Use Blue "Test Mail" Button
- 10) Select/Create test list for quality control
- 11) Send to test group: Use Blue "Send to All" Button
- 12) Select original mail and pick the list you want to send to from mailing list drop-down
- 13) Send original message: Blue "Send to All"
- 14) Observe analytics

3 emails could not be sent.



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is at the ABQ IDSP!

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