



## Enterprise Dashboard Training

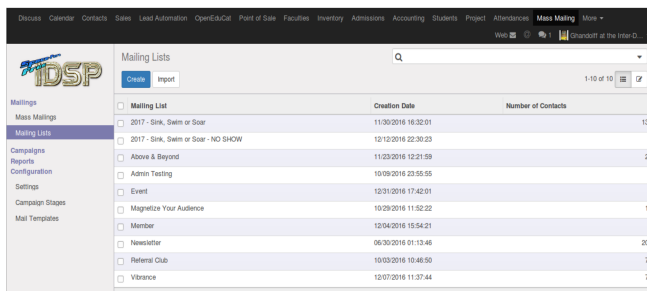
16-Week Program

# ENTERPRISE ACADEMY

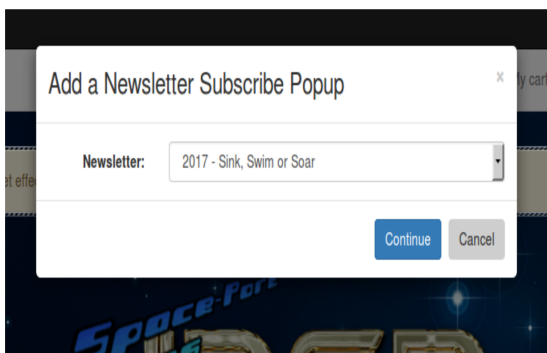
*So Your Business Can...  
Boldly Go Where  
No Business Has  
Gone Before!*

### • Intro to Mailing Lists

Exercise 12A of 16



- 1) Select "Mass Mailing" from the menu
- 2) Select "Mailing Lists"
- 3) Click "Create" and name your list
- 4) Enter Popup Opt-In Content and click "Save"  
Note: The "Website Popup Redirect URL" field is where you enter your confirmation page
- 5) Select "Website" from the menu
- 6) Choose page for opt-in subscription box
- 7) Click the "Edit" button
- 8) Drag "Newsletter" or "Newsletter Popup" block from the palette on to your page
- 9) Select the mailing list you created  
Note: You can click the link: "Click here to Edit Dialog Content" to edit your popup subscription box
- 10) Click "Save" to save your changes
- 11) Share your page on social media!



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

Include a privacy statement on your page like: "We respect your privacy." "We will not share your information." or "Your information is safe with us."

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

Your confirmation/redirect 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.