

Raising the Bar for Business in New Mexico

ABQ LEAP Enterprise Mastery

IDSP Business Academy

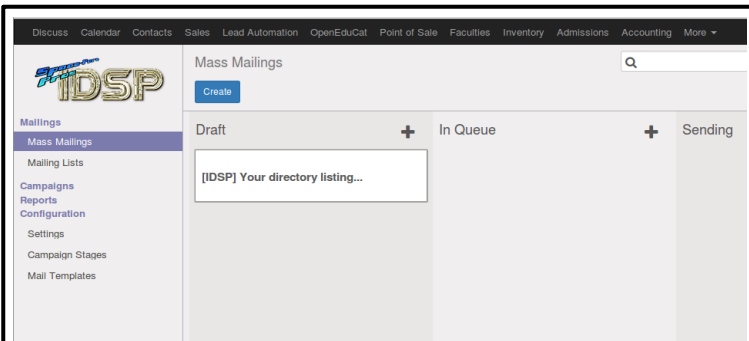
League of Enterprise Accredited Professionals

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) Select 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.

3 emails could not be sent.

207 Emails Sent	97% Received	33% Opened
0% Replied	8% Clicks	0% Bounced
Not Archived		

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as 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 Universal 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 build relationships with your audience.