

Raising the Bar for Business in New Mexico

ABQ LEAP Enterprise Mastery

IDSP Business Academy

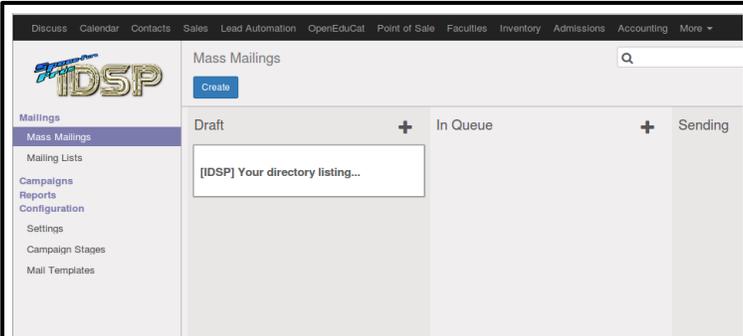
League of Enterprise Accredited Professionals

16-Week Program

For the XpanZion
Enterprise Platform

• Newsletter Management

Worksheet 13 of 16



The screenshot shows the 'Mass Mailings' interface in the XpanZion platform. It includes a 'Create' button, a list of mailings (Draft, In Queue, Sending), and a preview of a draft email with the subject '[IDSP] Your directory listing...'. Below the interface is a list of 13 steps for creating and sending a newsletter, followed by a yellow error banner and an analytics dashboard.

- 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

3 emails could not be sent.

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

sional-Space-Port <bob@theidsp.net>
us 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