

Raising the Bar for Business in New Mexico

ABQ LEAP

IDSP Business Academy

Enterprise Mastery

League of Enterprise Accredited Professionals

16-Week Program

• Newsletter Management

For the XpanZion
Enterprise Platform

Worksheet 13 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) 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