

# Raising the Bar for Business in New Mexico

# ABQ LEAP

League of Enterprise Accredited Professionals

IDSP Business Academy

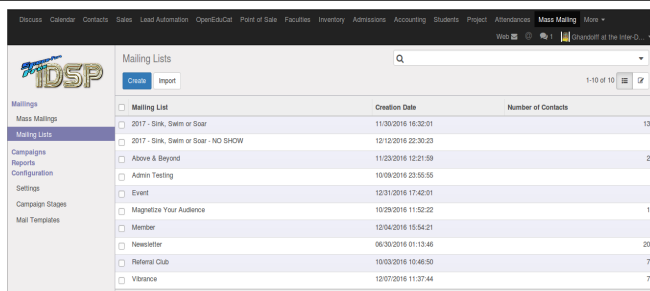
# Enterprise Mastery

16-Week Program

• Lists Management

For the XpanZion  
Enterprise Platform

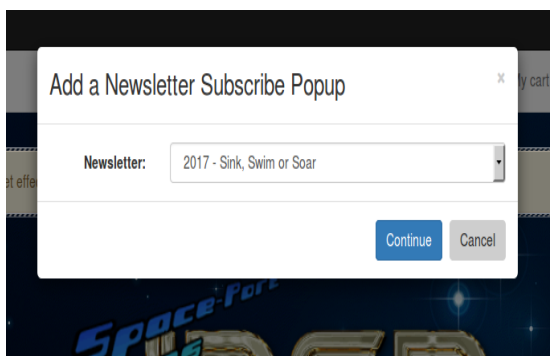
Worksheet 11 of 16



The screenshot shows the 'Mailing Lists' section of the IDSP platform. On the left is a sidebar menu with options: Mailing Lists, Mass Mailings, Campaigns, Reports, Configuration, Settings, Campaign Shapes, and Mail Templates. The 'Mailing Lists' menu item is selected. The main area displays a table of mailing lists with columns for 'Mailing List', 'Creation Date', and 'Number of Contacts'. The table lists several mailing lists, including '2017 - Sink, Swim or Soar' (139 contacts), 'Admin Testing' (5 contacts), 'Event' (0 contacts), 'Magazine Your Audience' (13 contacts), 'Member' (2 contacts), 'Newsletter' (209 contacts), 'Referral Club' (71 contacts), and 'Vibrance' (76 contacts).

Mailing List	Creation Date	Number of Contacts
2017 - Sink, Swim or Soar	11/30/2016 16:30:01	139
2017 - Sink, Swim or Soar - NO SHOW	12/12/2016 22:30:23	0
Absent & Beyond	11/23/2016 12:21:59	28
Admin Testing	10/09/2016 23:55:55	5
Event	12/31/2016 17:42:01	0
Magazine Your Audience	10/29/2016 11:52:22	13
Member	12/04/2016 15:54:21	2
Newsletter	06/30/2016 01:13:46	209
Referral Club	10/03/2016 10:46:50	71
Vibrance	12/07/2016 11:37:44	76

- 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.