# A QUICK START GUIDE TO EMAIL MARKETING

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# A QUICK START GUIDE TO EMAIL MARKETING

For those of you who need to get your first email out quickly, this guide includes the basics on how to create and send your campaign. When you are ready for more information, check out our **Step-by-Step Guide to Email Marketing Success** for more detailed how-to's.

## 8 Easy Steps to Send Out Your First Email

### 1 Open Your Free VerticalResponse Account

If you don't already have an account, you'll need one before you can do anything else. Sign-up from our homepage at **www.verticalresponse.com** and your account will be ready to go in a few minutes.
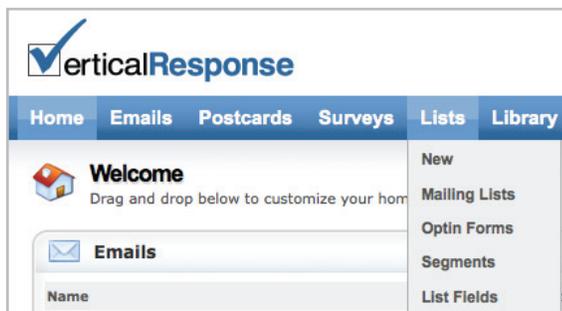


### 2 Upload Your List(s)

You'll find a **New List** link on both the **Home** and **Lists** sections of your account. Click the link and the system will walk you through the rest of the process.

**Note:** Your list will need to be in either Comma Separated Values (.csv) or Text Tab Delimited (.txt) format before you can upload it. These are standard spreadsheet formats, so just about any spreadsheet or contact management program (like Excel) will have the option to Save As or Export To one of these formats.

### 3 Upload (or Find) Your Images

In the Library section of your account you can upload the images you want to use in your emails. Any uploaded images need to be in JPEG (.jpg) or GIF (.gif) format. Don't have images? Just click "Search Gallery Images" in the "Folders" box. There you can search through 75,000 images in our **free** Stock Photo Gallery to find the images you need. You can also resize and crop any images in Picnik.



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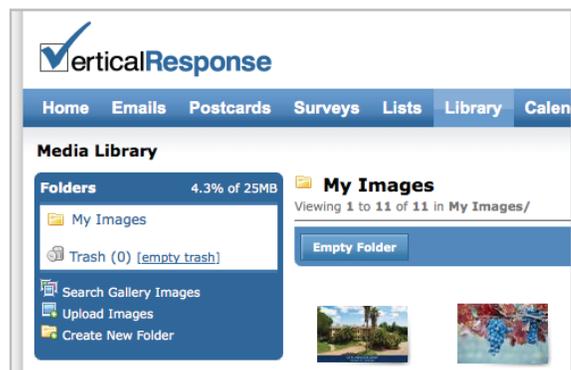
# 4 Choose Your Email Builder

There are four different email editors in VerticalResponse: the **Wizard**, the **Canvas**, **Freeform**, and **Plain Text**:

Our **Wizard** is a great tool for everyone and requires zero technical experience. Simply drag-and-drop your content and see your email take shape as you go.

Our **Canvas** is a true **WYSIWYG** tool for those who like an HTML or MS Word type editor. We like to call it our 'intermediate' tool. The canvas's streamlined navigation and clean interface make creating your emails fast, flexible and flawless.

**Text Only Email:** Need to create a simple message with no images, formatting or colors? Super easy! Just enter in your plain text and create your email.

**Email Wizard (Recommended)**
Email made easy for everyone

**Email Canvas**
Our WYSIWYG editor:
build from scratch or use a template.

**Freeform HTML**
Got HTML?
Just copy & paste your pre-built code.

**Text Only**
Create a basic email without pictures or logos.

Our **Freeform** tool is great for the advanced user; upload your HTML, copy, paste and (boom!) you're ready to go.

# 5 Create Your Email

Creating an email in the Wizard and Canvas editors is similar to formatting a document in Word. Once you choose the template that best fits your needs, you can add your content and images. You can format the copy, paragraphs and headlines however you want, as well as add bulleted and numbered lists.
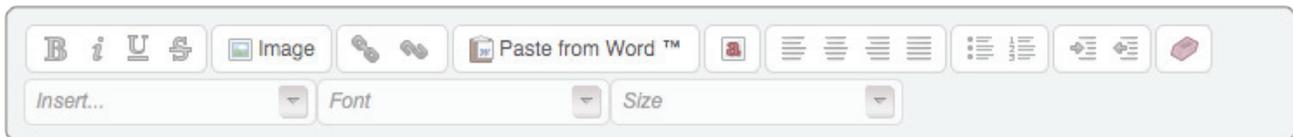
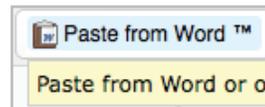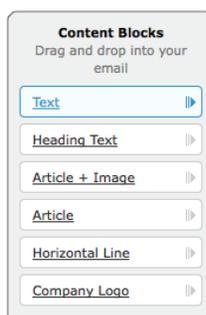**Some useful features that you may not recognize immediately are:**
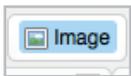
**Image:** Click here to add and format an image properly in your email.
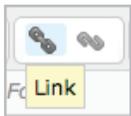
**Link:** Click here to link text and images back to your website or wherever you want to point your recipient to. Make sure to link your images and logos. Most people assume that if they click on an image, it will direct them somewhere that should provide them with more information.

**Content Blocks:** In the Wizard editor you can drag-and-drop pre-formatted blocks of content into your email and then customize them as you want.

**Content Blocks**
Drag and drop into your email
Text
Heading Text
Article + Image
Article
Horizontal Line
Company Logo

**Paste From Word:** When transferring copy from a Word doc, website or anywhere else – it's always a good idea to use this feature. The Paste From Word button will avoid transferring any strange code to your email, which could distort or add unneeded characters to your email.

**Insert Drop Down Box:** Instantly personalize your emails by merging in the first name of your recipients using this feature.
**Note:** You need to have the first name of your recipients in your mailing list to take advantage of this feature.

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# 6 Send Your Email

After you've designed your email, it's time to send it. Sending an email through VerticalResponse is a quick, three-step process:

**STEP 1 Preview: Click the Preview tab** to view your email message in both the HTML and Text version. Also send a test email to yourself and others to test the links and ensure everything is correct in the email. To send a test email scroll to the bottom of the preview page and enter in the email addresses of the people you want to send a test email to. You will receive 2 tests of your email – the HTML version and the Text version.

The Text version is what recipients who are viewing your email on mobile devices that can't read HTML will see. The Canvas and Wizard editors will automatically generate the text version for you and you're able to make changes or edits as you like.

**STEP 2 Recipients: Click the Recipient tab** to select one or more lists as the audience for your message. If you select more than one list, we'll automatically de-duplicate email addresses that may exist between those lists so every recipient receives only one copy of your email.

**STEP 3 Send: Click the Send tab.** You can choose for the email to be sent as soon as possible or schedule it for a date/time in the future. Once you have decided when to send it, click the send button at the bottom of the page. Now your email will either be sent to your recipients as soon as possible or whenever you scheduled it for.
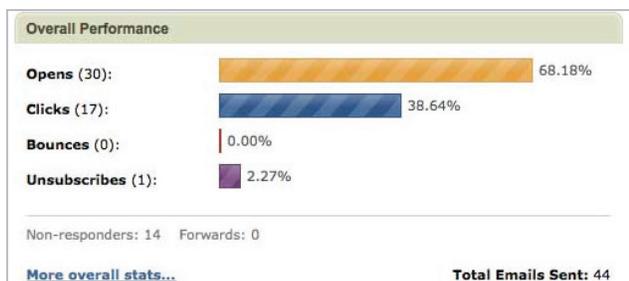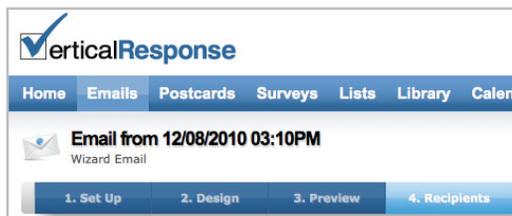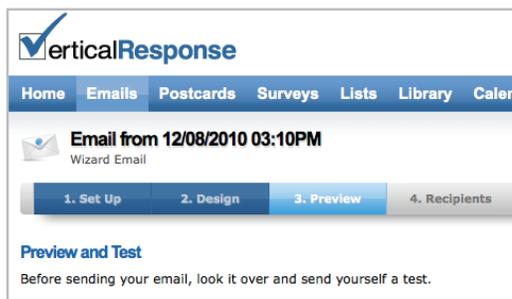
# 7 Look Over Your Reports

Once your email is sent, you'll immediately begin seeing reporting that tells you who opened your email, clicked on links (and which links they clicked), bounced and unsubscribed. To do so, view your sent emails and click on the email you want to see reporting details about.

You can also turn on more advanced – and free – reporting tools like the Google Analytics Integration and Click-to-Conversion Tracking by going to the Analytics Settings found within your Account section.

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# 8 Social Share Your Email

Expand the reach of your email by sharing it on Facebook and Twitter.  Not only will your fans and followers who are not on your email list be able to see your email, but if they share it with their networks – it increases the reach of your email even further.

Sharing your email is easy to do. Once your email has been sent, click on it under sent emails. This will take you to the reporting dashboard. On the left hand side you will see a box titled, "Email Actions" – click on the link that says Share Email and follow the directions.
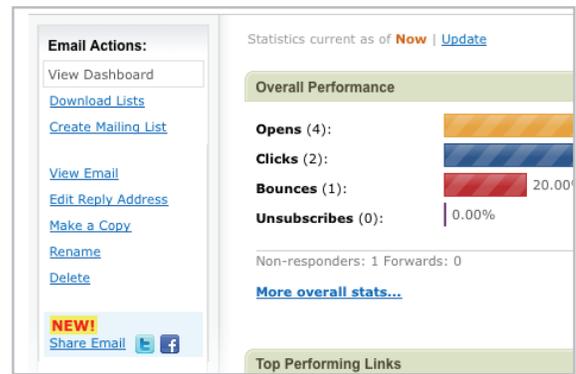


**That's it for the Quick Start Guide.** We hope this information has helped you get your first email out the door with ease. To learn more, download our **Step-by-Step Guide to Email Marketing Success** and visit our **How To Do Everything site**.

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