

Raising the Bar for Business in New Mexico

ABQ LEAP Enterprise Mastery

IDSP Business Academy

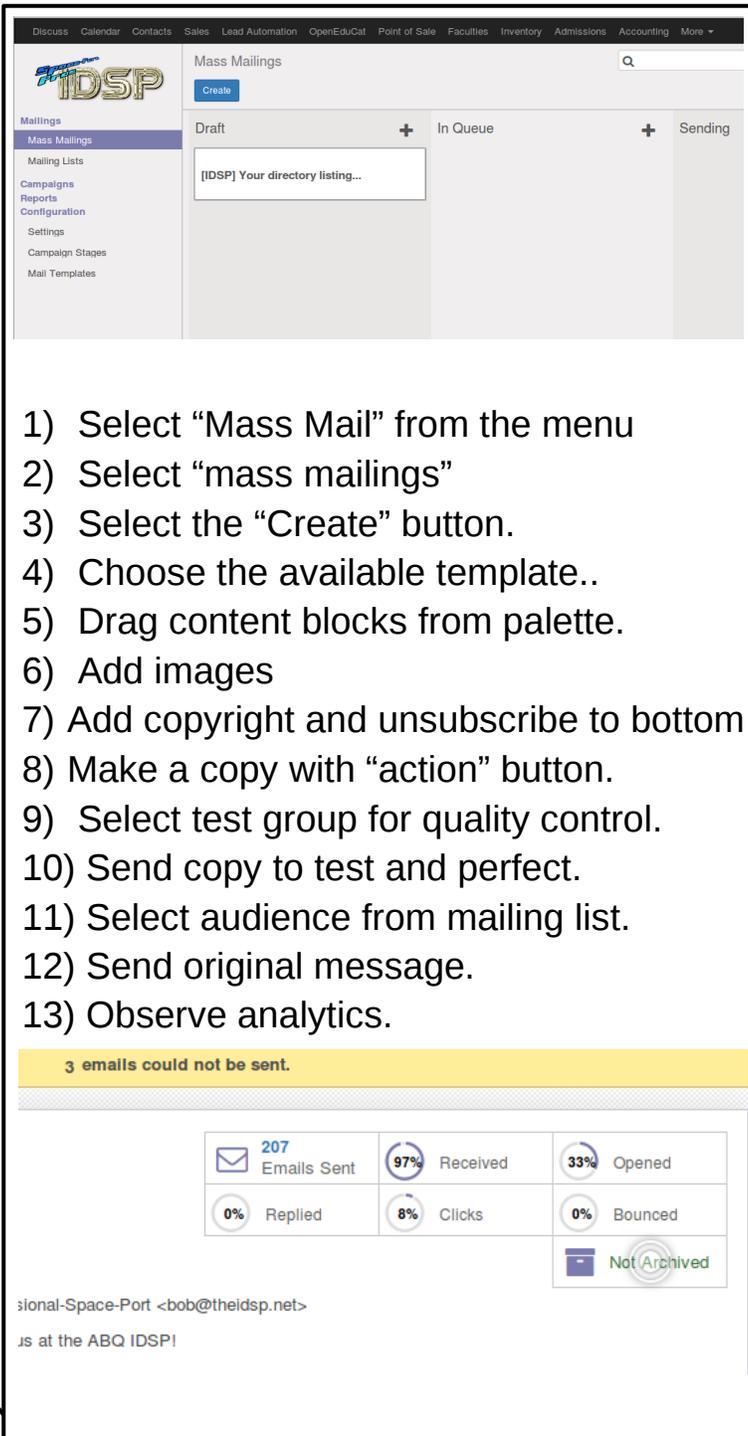
League of Enterprise Accredited Professionals

For the XpanZion
Enterprise Platform

18-Week Program

• Newsletter Management

Worksheet 14 of 18



The screenshot shows the IDSP Mass Mailings interface. The top navigation bar includes links for Discuss, Calendar, Contacts, Sales, Lead Automation, OpenEduCal, Point of Sale, Facilities, Inventory, Admissions, Accounting, and More. The main content area is titled "Mass Mailings" and features a "Create" button. Below this, there are three columns: "Draft", "In Queue", and "Sending". The "Draft" column contains a single email template with the text "[IDSP] Your directory listing...".

- 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		

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