

A Quick Start Guide to Email Marketing



Email Marketing Quick Start Guide

If you're looking to grow your business by marketing to your customers but you're short on time and resources, VerticalResponse is the perfect solution. At VerticalResponse we aim to make small businesses look like giants!

Small businesses today increasingly rely on the ease and affordability of tools like those VerticalResponse provides. In just a few minutes you can easily create professional looking e-newsletters, direct mail postcards, and online surveys to engage your customers, learn more about them, and increase sales. Simply put, we are an online (Software-as-a-Service) provider that allows anyone, regardless of technical experience, to create & send emails, surveys, and postcards from any web browser. As a company, we pride ourselves on being experts in marketing and the products we build, sell and support.

For those of you who need to get your first email campaign out quickly, this guide was designed specifically for you. It's short and to the point. No marketing fluff – just 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 direction about email marketing.

It is expected that for every dollar marketers spend on email in 2010 they'll receive \$43.02.

- DMA 2010

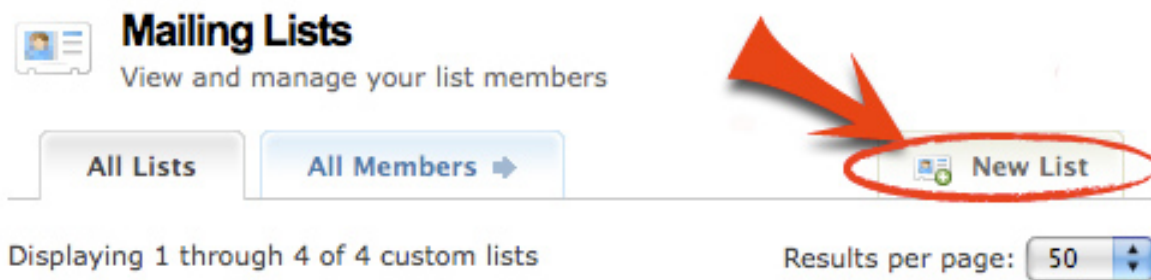
8 Easy Steps to Send Out Your First Email Campaign

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 that link and the system will walk you through the rest of the process. When you're done, you should have at least one list in your account alongside your Master List.


40 percent of email subscribers will go “out of their way” to patronize a company whose email programs they like.

- Quris



Just note that 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 the two 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 – The *Library* section of your account is where you upload the images you want to use in your emails. Don't have any images? Just search through the 75,000 pictures in our free Stock Photo Gallery to find the pictures or images you need. Any uploaded images need to be in JPEG (.jpg) or GIF (.gif) format. Using one of these two formats ensures your pictures will look right to all your recipients.

4. Edit Your Images – Use the Library's editor to resize, crop, flip or rotate your pictures. You can edit any image in your Library by mousing over it and clicking the pencil icon.  You can also access the editor when you're adding pictures to your email.

5. Choose Your Email Builder – There are four different email editors in VerticalResponse: the *Wizard*, the *Canvas*, *Freeform*, and *Plain Text*:



The *Wizard* is a template-driven editor that is great for new users.



The *Canvas* is a graphical HTML editor with enhanced design options and flexibility



Freeform allows users to copy and paste their own pre-designed HTML code into our system



Plain Text can be used to create simple text emails without pictures or logos

6. Build Your Email – Several sections of our [Step-by-Step Guide to Email Marketing Success](#) provide detailed instructions on how to use the various email creation options. If you need specific help, check those sections.

7. Send Your Email – After you've designed your email, it's time to send it out.

Sending an email through VerticalResponse is a quick and painless three-step process:

- ✓ **Preview:** Preview of your email message in both HTML and Text version.
Send a Test Email: Send the email to yourself or a colleague. Type up to 10 email addresses, separated by a comma
- ✓ **Recipients:** You can 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.
- ✓ **Send:** You can choose for the email to be sent as soon as possible or schedule it for a date/time in the future. Just choose your scheduling option and proceed to the next tab. VerticalResponse will ensure you've completed all the previous steps before allowing you to launch. If you missed a step, you'll need to go back and finish it before continuing. But if everything is ready, click the *Send Email* button.

51: Average number of seconds allocated to a newsletter after opening.

- Jakob Nielsen

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



That's it for the Quick Start Guide. We hope this information has helped you get your first email campaign 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](#) pages.

Login Today!