Your Email Campaigns

Send your first campaign

Step 1: Go through the steps in Creating your campaign and Designing your campaign.

Step 2: Decide on your From Name, From Address, and Reply Address. Ideally, they should work with the sending domain on your account so you'll have a domain match.

Step 3: Write your subject line. Try to avoid using spammy words and phrases.

Step 4: There's a checklist on the side that you can use to make sure you did not miss a step. Pick the right Tracking and CDN domains.

Step 5: Schedule your campaign. Turn on Auto Resend if that helps your strategy but keep in mind not to spam your list.

Step 6: Set a limit to your sending time so your emails go through during the time slot you want.

Step 7: Run an email test to make sure that your campaign is set exactly how you want it to be. We recommend using a testing tool like https://mailtester.com/en/. If you are good with the score, click Send Campaign.

Congratulations! You've sent your first campaign.

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