Your Email Campaigns

Mass Broadcaster

In this video, Neil Napier is going to give you a walkthrough of MassBroadcast tool inside of Mailvio Suite. So this is one of our apps and it's a really, really cool app. But first, let me explain to you why you should be using it.

Not everyone has access to MassBroadcast. We have specifically reserved it for agencies that are typically managing Mailvio accounts of other people or maybe your own accounts as well. So let's say you have five different accounts in the same niche, all in the affiliate marketing industry, and you want to send out the same campaign from those five accounts to multiple lists at the same time. Well, with MassBroadcast, you can do that! No need to send them one by one from each separate account.

Here's how it works. The first thing you will do is request account approval from the account owner. Let's say you're managing email marketing for 10 clients, simply add all their email addresses here. As long as they have Mailvio, they will receive an email where they can accept and approve you to mail on their behalf. You'll manage all the email writing and sending, but you'll do it from one centralized place.

As you can see, one of the accounts, neil(at)mailvio.com, has already been approved. The other one is still pending. If you want to send out another email to an account that is pending, you can do that right here. You also have the ability to disconnect accounts if needed, and clients can do the same.

Now, when you want to send out a mass broadcast campaign on their behalf, simply click on the provided link. You can start by picking a campaign that has already been created in your account. Let's say you choose □Retargeting of CGI 2.0 frontend buyers only□. Once you've selected the campaign, you can choose which accounts you want to mail on behalf of. In this case, we have one account, so we select that. You can also select the specific groups you want the email to go out to. It's all customizable to fit your needs.

If you want to make any changes to the email template, you can do so by clicking on □Edit Email Template□. You have the freedom to edit the email, change the links, and personalize it to your liking. You can even set up hyperlinks that are customized for each account you're using, making the content more personalized and engaging.

Once you've made all the necessary selections, you can schedule the campaign by choosing a date and time. Let's say you pick 8:29 AM Eastern. Click on □Schedule and Send□ and voila! Your campaign is successfully scheduled.

Now, let me show you what that campaign looks like in a different account. As you can see, the previously scheduled campaign is now in place. The □Retargeting of CGI 2.0 frontend buyers only□ campaign is set to be sent to 275 people on the designated date and time.

And that's it! Scheduling campaigns like this will save you a ton of time, especially if you're working with multiple clients who are also using Mailvio. So go ahead and give MassBroadcast a try and experience the convenience and efficiency it brings to your email marketing efforts.

Unique solution ID: #1058
Author: Mailvio Support
Last update: 2026-10-13 01:47

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URL: https://support.mailvio.com/content/8/59/en/mass-broadcaster.html