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Create an Email Marketing Campaign

Jennifer S - 2018-03-17 - in Email Marketing

To create a new email marketing campaign, click on Get Started from the Email Marketing Dashboard or go to the Campaigns section and click on Create Campaign. For some helpful tips on creating email campaigns, check out some [best practices for email marketing](#).

Dashboard

A screenshot of a dashboard interface. On the left, there is a photo of a smiling woman with long dark hair, wearing a white shirt, pointing towards the right. To her right, there are three main sections. The first section is titled 'Let's get started!' with the subtext 'Start here! Create an email list.' and an orange button labeled '+ Create A List'. The second section is titled 'Create Campaign' with the subtext 'Once you've created a recipient list, start a new campaign.' and a blue button labeled 'Get Started' which is circled in blue. The third section is titled 'Quick start video' with the subtext 'Get Started' and a blue arrow pointing right.

Enter a name for the campaign. The name of the campaign will not be seen by the recipients, so it is suggested that it be something easy to remember.

The owner name will be automatically filled in based on the ESP User account and cannot be edited. The owner will receive all notifications and replies related to this campaign.

Next, enter the subject line for the email and the email address that should be displayed in the from field.

When you are finished entering information, click on the Next button.

Name your campaign

Give your campaign a name that it is easy for you to remember.

Owner

The owner will receive all of the notifications and replies.

Write a subject line

This text will display in the Subject field in your recipient's email client.

Who is it from?

This will display in the From field.

Select a template from the available options. Hover on a template to view a thumbnail preview and then click on the one you would like to use.

1 NAME CAMPAIGN 2 CHOOSE A TEMPLATE 3 EDITOR 4 RECIPIENTS 5 SEND

Cancel Next

All Templates (47)

Ready to Send (28)

- Supplier Flyers (12)
- Featured (16)

Supplier Flyers (12)

Categories (33)

My Templates (2)

+ Blank Template

<> Code Your Own

All Templates

Search Templates

Sort By A-Z

7 Days Delivered Lanyards w/ FREE S...

Awareness Items

Best Selling Bags for Business or P...

Big Saving on Power Bank Imports!

BLACK FRIDAY

BLACK

SPECIAL OFFER

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After selecting a template, you will be automatically brought into the [template editor](#), where you can fully customize the template for your campaign.