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## Creating and Managing Email Marketing Lists

Jennifer S - 2018-08-17 - in Email Marketing

### Creating and Managing Email Marketing Lists

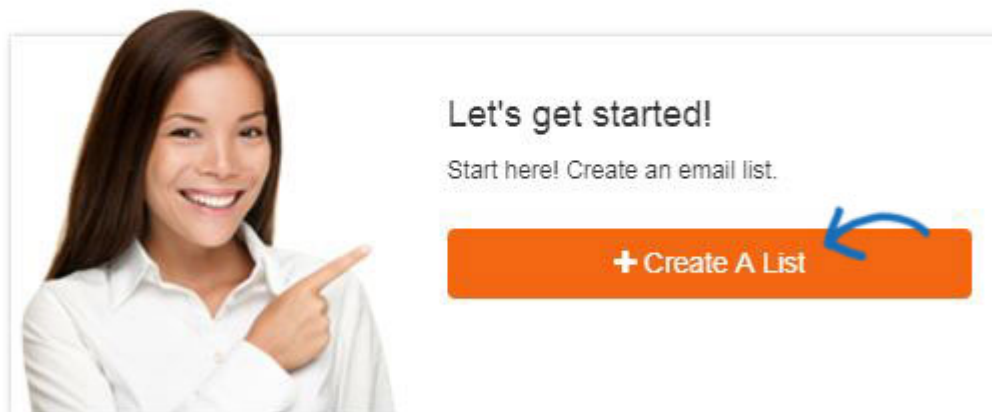
ESP Email Marketing enables you to create recipient lists using contacts from your CRM or by uploading a file with contact information. In the Lists area, you can also [manage your lists](#) using the available options. When creating an email marketing list, if two contacts have the same email address, only the first contact will be added to the list. This automatic functionality ensures that duplicate email addresses are not added to the same list.

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### Create a List

To create a list, click on the Create A List button from the Dashboard or go to Lists option from main toolbar and then click on the Create List button.

## Dashboard



You will need to enter a name for the list and then click on the create button.

### Name Your New List ✕

What would you like to name your list?

Note: All list names must be unique and cannot contain special characters.

There are three ways to add contacts to an email marketing list:


- [Add from CRM](#)
- [Import a List](#)
- [Add an Individual Contact](#)

#### Add from CRM

Next, click on the Add from CRM button.

## Add from CRM

Number of Contacts: 7

 John Doe  
jdoe@abc.com ●

All available contacts will be displayed. You can use the search, sort, and filter features to locate the contacts you would like to add to your list. Hover on a contact and click on the checkbox to select it. Then, click on the Add button.

## Add from CRM

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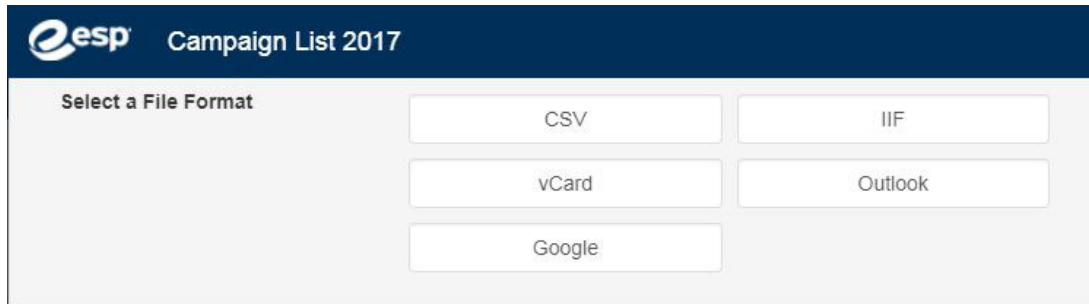
    **Filters**

You can repeat this process as many times as you like to create your list.

## Import a List

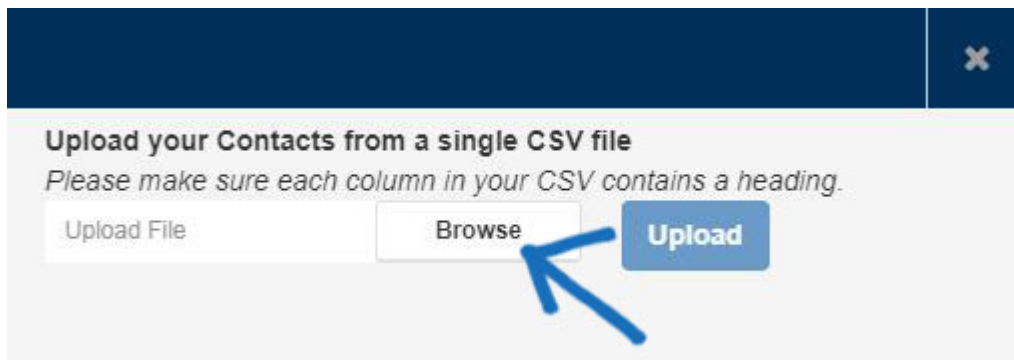
To import a contact list, click on the Import File button. Select the format of the file you want to import. The file must contain a contact first name, contact last name, and email address.

**Note:** If you are using a CSV format, make sure the first row contains a header for each column.



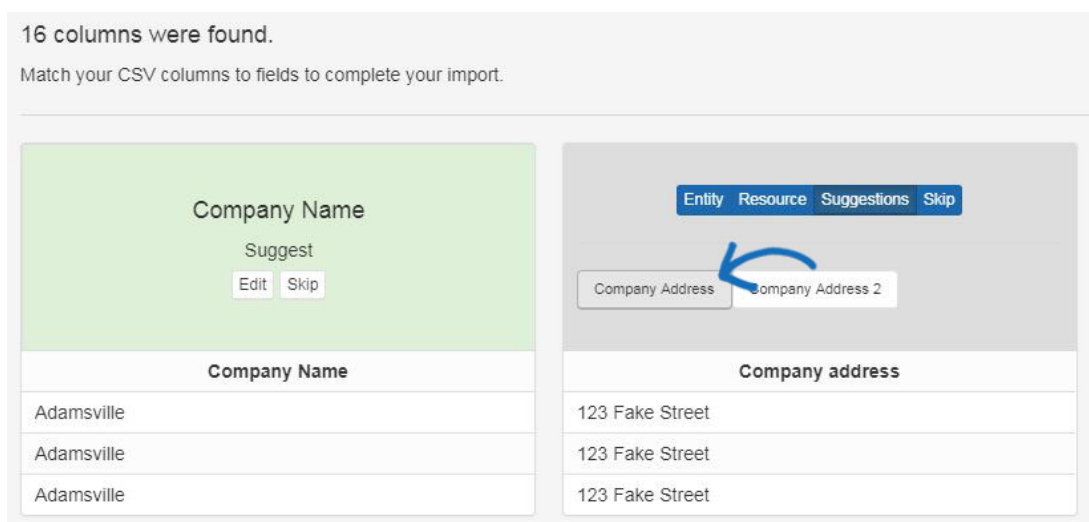
The screenshot shows the 'Campaign List 2017' interface. Under the heading 'Select a File Format', there are five buttons: CSV, IIF, vCard, Outlook, and Google.

After you click on a file format, click on the Browse button to navigate to the file on your computer. Select the file, click on open, and then click on the Upload button.



The screenshot shows a dialog box titled 'Upload your Contacts from a single CSV file'. Below the title is the instruction: 'Please make sure each column in your CSV contains a heading.' There are three buttons: 'Upload File', 'Browse', and 'Upload'. Two blue arrows point to the 'Browse' and 'Upload' buttons.

Map the fields from the file using the available options for company and contact information. The system will sometimes assign an option for a field, but you may also have to map some fields.



The screenshot shows the field mapping interface. At the top, it says '16 columns were found.' and 'Match your CSV columns to fields to complete your import.' There are two main sections: 'Company Name' and 'Company address'. The 'Company Name' section has a 'Suggest' button and 'Edit' and 'Skip' buttons. The 'Company address' section has buttons for 'Entity', 'Resource', 'Suggestions', and 'Skip', and a blue arrow pointing to the 'Company Address' field. Below each section is a table with data rows.

Company Name	Company address
Adamsville	123 Fake Street
Adamsville	123 Fake Street
Adamsville	123 Fake Street

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## Add an Individual Contact

You are also able to enter an individual from the CRM by typing the contact's name in this box.


### Campaign List 2017

**Add Contacts to List\***

Add contacts to your list by entering Individual Contacts, adding from your CRM or Importing a File.

[Add from CRM](#) | [Import File](#) |

**John Doe(jdoe@abc.com)**

 Create New Contact

**Contact List**

Emails will be sent to all email addresses on your selected list.

You can also use the Create New Contact option at the bottom of the dropdown to enter a new contact. Contacts added through this section will also be added into the CRM.

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## Managing Lists

After a list is created, it will be available in the Lists section.






The navigation menu includes the ESP logo and tabs for ESP Web, Websites Admin, and CRM. Below these are tabs for Dashboard, Campaigns, Templates, Lists, and Settings. The 'Lists' tab is highlighted with a blue background and a blue arrow pointing to it.

To delete a list, click on the garbage can icon within the list row or select the list(s) using the checkbox and then click on the Delete button.

## Lists

[Delete](#) Sort By

<input type="checkbox"/>	List Name 	Recipients 	Unsubscribes 
<input type="checkbox"/>	List Ali 123	2 Recipients	0 Unsubscribes
<input type="checkbox"/>	Monicas List	2 Recipients	0 Unsubscribes
<input type="checkbox"/>	Monica List 20172	6 Recipients	0 Unsubscribes