



ESP Quick Tip #70: Import an Email Marketing List

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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 a dark blue header with the 'esp' logo and the text 'Campaign List 2020'. Below the header, on a light gray background, is the label 'Select a File Format'. To the right of this label are five white buttons with rounded corners: '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 with a dark blue header and a light gray body. The header contains a close button (X). The body has the title 'Upload your Contacts from a single CSV file' and a note: 'Please make sure each column in your CSV contains a heading.' Below this is a checkbox labeled 'Check file for conflicts before importing into CRM' which is checked. At the bottom, there is a text input field labeled 'Upload File', a 'Browse' button, and an 'Upload' button. A blue arrow points from the 'Browse' button to the 'Upload' button.

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.

Entity Resource Suggestions Skip

Contact Home Email

Contact Work Email

Contact Other Email

Email

jdoe1@abc.com

jdoe2@abc.com

jdoe3@abc.com

Entity Resource Skip

Select a field to import to...

Contact Title

Edit Skip

Title

CEO

COO

President

Entity Resource Suggestions Skip

Contact Home Phone

Contact Home Fax Phone

Contact Mobile Phone

Contact Office Phone

Contact Office Fax Phone

Contact Other Phone

Contact Orders Fax Phone

Phone

555-555-5555

555-555-5555

555-555-5557

If there is a field in the uploaded file which you do not want to map, click on the Skip option.

Entity Resource Skip

Select a field to import to...

Contact ID

Edit Skip

User Id

Entity Resource Skip

Select a field to import to...

Contact First Name

Edit Skip

First Name

John

Jane

Jennifer

Entity Resource Skip

Select a field to import to...

Contact Last Name

Edit Skip

Last Name

Doe

Doe

Doe

[Learn more about Creating and Managing Lists in Email Marketing](#)