

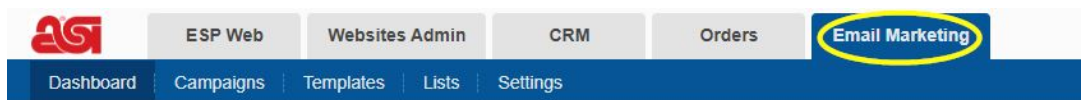


Email Marketing Overview

Jennifer M - 2023-08-15 - Getting Started

Email Marketing within ESP enables you to send customized emails to targeted prospect lists and start increasing your sales. You can create a campaign, which is an email containing products and information for an event. Campaigns utilize templates which can be personalized or can be completely customized! Additionally, subscribers to ESP will receive 50 emails each month!

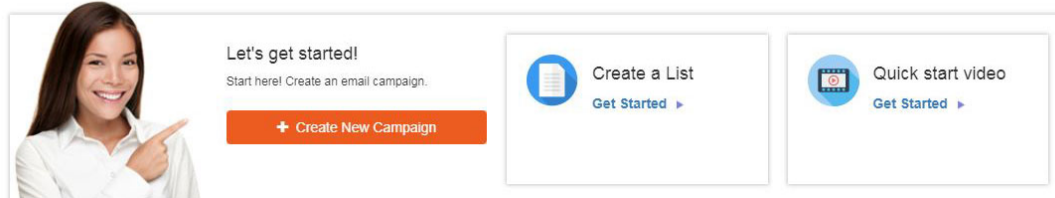
To access the email marketing tool, log into ESP Web and click on the Email Marketing tab.



This will open the [Dashboard](#) of the Email Marketing section where you can:

- [Create a Campaign](#)
- [Create a Recipient List](#)
- [View the Quick Start Video](#)

Dashboard



Before sending email marketing campaigns, check out the [best practices](#), as well as some frequently asked questions regarding [CAN SPAM](#) and [CASL \(Canadian users\)](#).