HOW TO CREATE AN EMAIL MARKETING CAMPAIGN

How to Ensure Your Email is Delivered to the Right Place at the Right Time

Visit the Email Marketing Homepage at www.infousa.com/email-campaigns.

STEP ONE

Click “Learn More” to begin creating your custom campaign.
**STEP TWO**
Select whether you want to send a Business Campaign or Consumer Campaign.

**STEP THREE**
Build and create your customized list.
STEP FOUR
When you have finished building your list, click “Continue.”
If you have any trouble, contact an InfoUSA email expert 888.297.0899.

STEP FIVE
Now that you have identified your prospects, name your campaign and click “Continue” to build your email campaign. If you prefer to have fewer leads select “I want fewer leads” from the top right hand column and follow the steps accordingly.
**STEP SIX**

To design your own email campaign using our self service tool, click “Get Started” under the “I want to Design My Email” category. Or if you prefer to have one of our email experts help you please call 888.297.0899, or click “Get Started” under “I want an Expert to Design My Email”.

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**STEP SEVEN**

Complete the Email Campaign form to set up your email campaign. First, give your campaign a name so you can refer back to it as needed. Next, enter the copy that will appear in the subject line of your email. Finally, enter the email and mailing addresses of the company sending the email, and click “Next.”
STEP EIGHT

Now it is time to design your template. Select one of our professionally designed templates, or import your own design into a generic template. Once you have selected your option click “Next.”.

STEP NINE

Now you are ready to customize your email campaign to fit your marketing needs. Double clicking on an area will bring you to an editing screen where you can insert images and add custom copy. When you have made all desired changes, click “Next.”
**STEP TEN**

Confirm that the plain text content of your email is displayed correctly for your email campaign. If you need to edit the copy select the “Back” button to update. Otherwise click “Next.”

**STEP ELEVEN**

To test your email campaign, enter your test email addresses in the left hand column and select “Send Test Emails.”
STEP TWELVE

Review the email sent and select “I approve the email test” box, enter your initials as indicated and select “Approve Email.”

STEP THIRTEEN

Now that you have completed the design of your email campaign, schedule when you would like it to be released. If you agree to the Terms & Conditions hit “Next.”

Congratulations! You have successfully created and scheduled an Email Campaign. You can proceed to checkout to complete your transaction. If you have any questions about InfoUSA’s Email Campaigns please contact us at 888.297.0899.