

Create and Grow an Email List

Introduction

Lists and Campaigns go hand-in-hand together. Having a list is a pre-requisite to sending your campaigns. A list is any set of your customers which have been grouped together by you for the purposes of receiving an email newsletter. When you create a list you are effectively putting a label on a group of customers to whom you wish to send one or more email newsletter campaigns to.

Growing Your List

There are 3 ways you can grow your list:

- Add a subscription form to your website so customers subscribe themselves to it. When a new customer subscribes to a list via your website they will be asked to verify their subscription by receiving an auto-responder email which contains a verification link.
- You can easily import an existing customer file. Your file can either be in CSV (comma delimited) or TAB delimited format. A list of fields that can be imported are included in the Import tab.
- You can manually add customers to any list either by using the Quick Subscribe option in Lists or when you view a customer's record by clicking on the Subscriptions tab.

Lists: August Campaign List

Import [Download Import Template File](#)

File to Import

File Type
 Comma Delimited (CSV) Tab Delimited

First Row
 First row of data contains column headers

Cleaning your list before import

The system can not accept badly formatted email addresses. There are number of tools out there that can help you clean up your lists of bad email, such as <http://www.apexpacific.com/emailvalidator.html> and <http://www.deskshare.com/sev.aspx> and http://www.freedownloadmanager.org/downloads/email_validation_software/.

During the import, the system will skip any email address in the incorrect format.

For more general information see **Support Central** within your Admin Console.