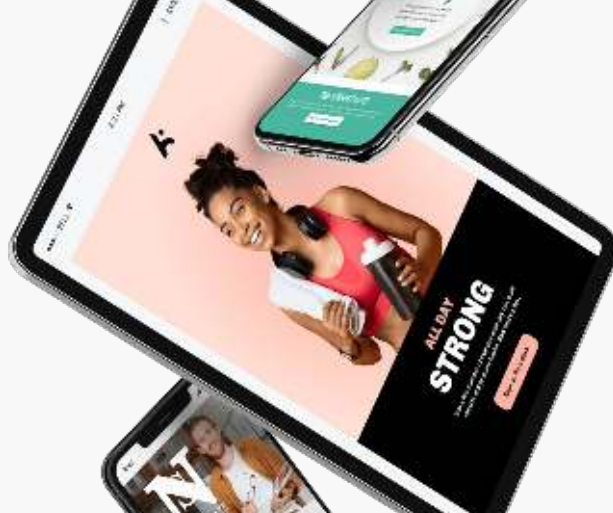


Your Guide to Getting Started With Emma

This checklist will guide you through the most important steps and best practices in your first few months with us.



Before your first campaign



Migrate existing email addresses and data.



Add people to your account and set user permissions.

Visit our [Support Hub](#) to find out more.



Exclude previous unsubscribes and bounces by importing them to Emma and setting their Status to "Opt-out" or "Error".



Create contact fields to capture contact data.



Understand how to organize and import your contacts.



Update / replace active signup forms, to push new contacts to your contact list.



Understand how the number of contacts in your account impacts your billing plan.



Before your first campaign



continued

Prepare your sending domain.

Review what counts as permission to send.

Setup a custom domain and improve delivery rates by setting up DKIM authentication.

It is not recommended to send from webmail account email addresses (eg. @gmail.com).

Warm up your domain to improve deliverability with small sends to engaged contacts.

Send your first campaigns to people who recently signed up and/or opened and clicked previous emails.

Send your first campaign.

Create an email using the drag and drop email editor, or code your own HTML custom templates.

HTML coding is only available on Essentials, Teams and Corporate accounts, or via Professional Services.

If you're coding your own mailing, be sure to preview your email to see how it displays on popular devices and platforms before you send.

Use integrations to connect and sync your other apps and CRM platform to power segmentation and personalization.

First month

**Grow and engage your contact list.**

Grow your contact list using signup forms.



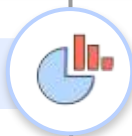
Compare emails to explore email trends and improve your results.

Trends: only available on Teams and Corporate accounts.



Set up an email automation workflow (e.g. welcome email series).

Month 3-6

**Optimize email engagement.**

Personalize your subject lines and email content using contact fields and personalization tags.



Determine the best subject lines and content using A/B testing.



Send targeted campaigns using audience groups and segments.



Improve content relevance using dynamic content.



Update contact information and improve relevance using the Subscriptions Center.



6+ Months

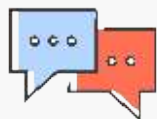
**Maintain high open and click rates.**

Segment inactive contacts and send a re-engagement campaign.



Clean your lists by periodically removing inactive contacts.

For additional support:

Visit our [Support Hub](#)

to find out more on Emma's features or to talk to our friendly Support team members.

Check out our [Emma 101 Resource Center](#)

for in-depth webinars, useful guides and helpful marketing resources.

