



Getting Started: Email Marketing

In order for Promo Social Post to send out emails on your behalf, we will create an ActiveCampaign account for your company. If you already have an ActiveCampaign account, please call us at (650) 966-7810 x2. Otherwise, email the following information to support@promosocialpost.com and follow the instructions below.

- Email address where the emails will be "sent from" and where recipients replies will go to
 - The email address must be a company address. ESPs will not send emails from free/unverified email addresses such as @gmail.com, @yahoo.com, @aol.com and @xfinity.com. If you do not have a company email address, call us and we will help you set one up. The emails can be forwarded to your current email address so you will only have to check one in box.
- Phone number that will be displayed with your contact info
- Street address that will be displayed with your contact info (this is legally required... PO Boxes may be used)
- Your websites URL address
- Your logo in a JPG, PDF or PNG file
- The PMS or Hex color number of the primary color in your logo (if you do not know it, we will match it as best as possible)
- Type of website you have: Distributor Central, ESP, Logomall, PromoPlace, Sage or other

Prepare a CSV/Spreadsheet file of your contacts ideally with first name, last name, and email address. Only email address is required if you do not have the associated name. **DO NOT** email your contacts to us, just have it ready to be imported into your ActiveCampaign account.

Once your account is setup, we will send you the login instructions. Once you can log into your account, you need to import in your contacts. Follow the instructions from the [resources page](#) in the email marketing section called "ActiveCampaign – How to import your contacts". It should only take 5 minutes to start the import of your contacts. If you have any questions or would prefer to have us walk you through the import process, please call us at (650) 966-7810 Monday through Friday from 9 AM – 5 PM PST.

The last step that we highly recommend, but is not required is to increase your email deliverability to your contacts. While the vast, vast majority of emails sent will be delivered to your contacts inbox, some emails will end up in the junk/SPAM folder. By authenticating your domain (i.e. [abcpromos.com](#)) with ActiveCampaign, even a higher percentage of emails will be delivered to the recipients inbox. Follow the instructions from the [resources page](#) in the email marketing section called "ActiveCampaign – How to authenticate your domain".