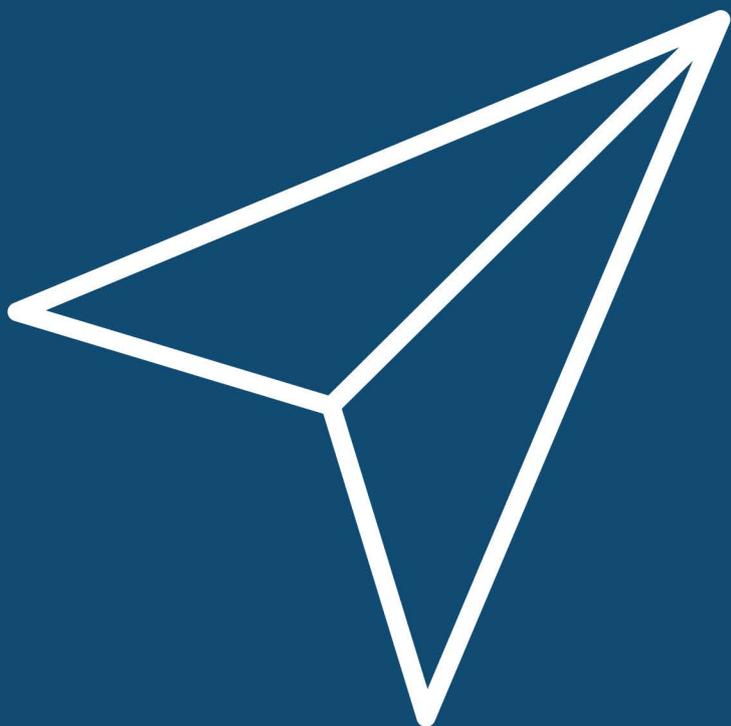**MailMarketing**

SEND UNLIMITED EMAIL AT A FIXED COST

CREATE, VALIDATE AND CUSTOMIZE THE SENDER

After activating the account the first thing you need to do is to validate the sender.

guide

CREATE, VALIDATE AND CUSTOMIZE THE SENDER

After activating the account the first thing you need to do is to validate the sender.

Without completing this first step it will not be possible to send campaigns. Validate and customize the sender is important because it will be visible in the email that you send and this allows your contacts to recognize you easily.
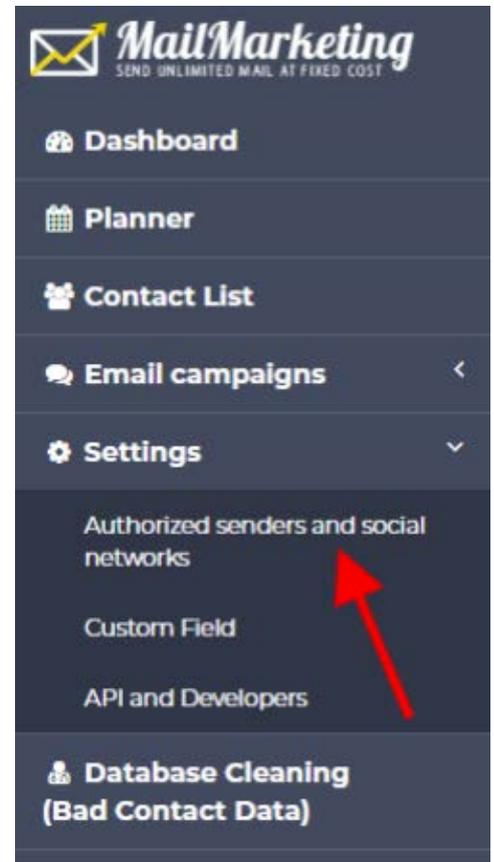
On Mail Marketing you can add endless senders.

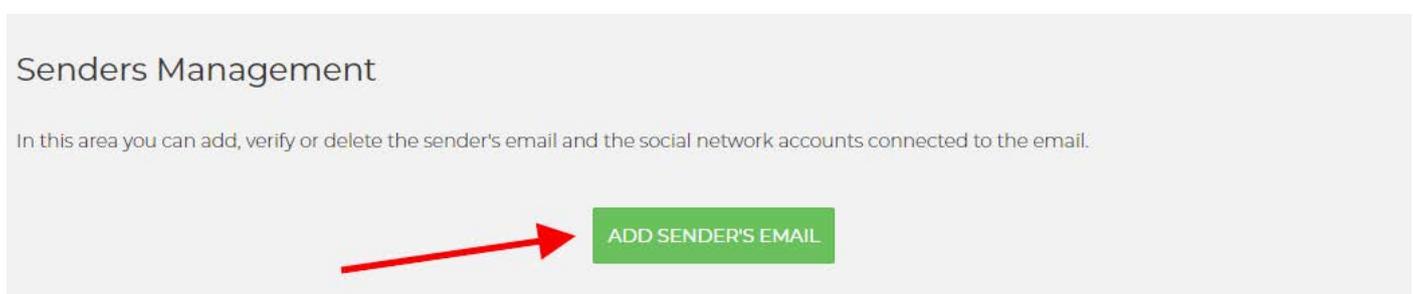*Enjoy your reading!*

1. CREATE AND VERIFY

CREATE, VALIDATE AND CUSTOMIZE THE SENDER

To create and verify the sender's email please follow these steps:

1. Log in to your Mail Marketing account

2. In the side menu select:

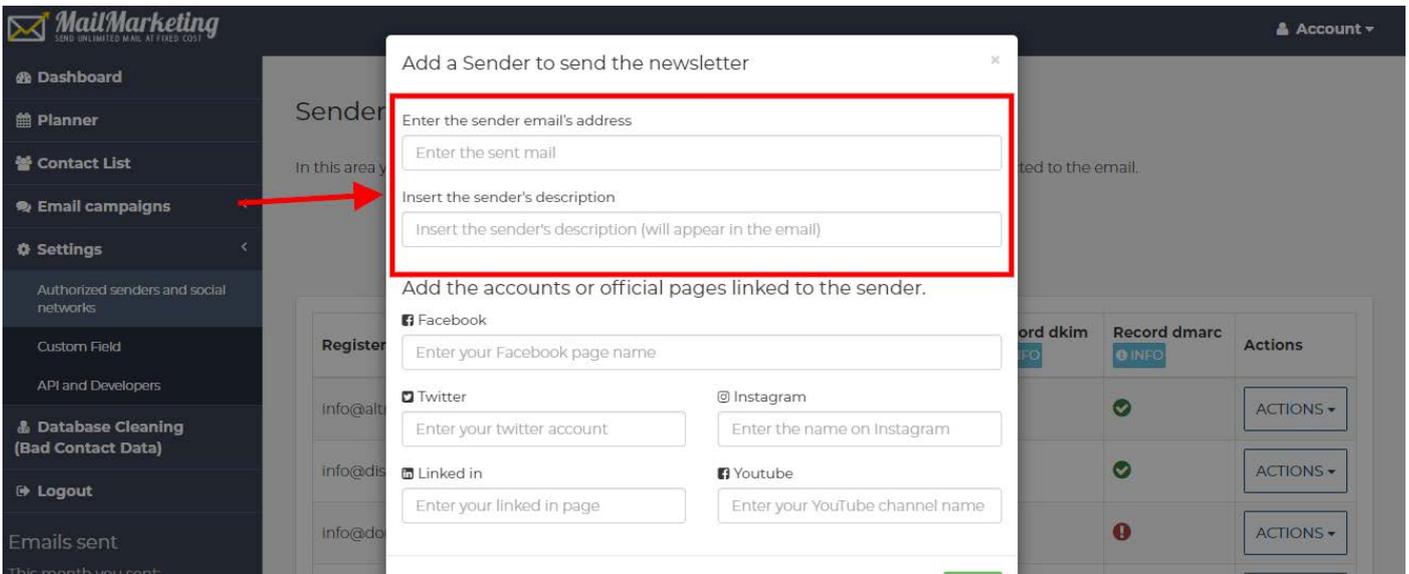   **CONFIGURATIONS** and then **SENDERS ENABLED AND SOCIAL NETWORKS**

3. Click the **ADD EMAIL SENDER** button

4. Enter the sender email associated with your site's domain.

It is important to insert a valid email as, in order to complete the validation, it will be sent an email to the address entered and you will need to click on the activation link.

5. Click on the **ADD** button

6. To complete the validation click on the yellow VERIFY button.
   Automatically an email with activation link will be sent to the address inserted.

7. Check your box and click on the activation link in the email. If it is not possible to click on the link, copy the web address, paste it in the bar of navigation.

YOU HAVE COMPLETED THE ACTIVATION PROCESS!

Update the Senders Management page and the **VERIFY** button previously in yellow will have turned green and with the label "VERIFIED".

You can add multiple senders following the same instructions.

You have completed the validation of your address, but before sending your campaign you must customize the sender name as well.

2. CUSTOMIZE THE SENDER NAME

If you send a campaign without customizing the sender name, your recipients will display the validated email as "sender" in their mail client, for example info@mailmarketing.com.

Customizing the sender would instead allow you to display not an email, but a description, a name, for example Mail Marketing or Matteo from Mail Marketing and make it easier to identify who is sending the email.

To customize the sender, return to the Enabled Senders and Social Networks page in Configurations click on the ACTIONS button and select from the EDIT menu.

Add a Sender to send the newsletter   ✕

Enter the sender email's address

Enter the sent mail

Insert the sender's description

Insert the sender's description (will appear in the email)

In the field "Enter the description of the sender" add the name you want to make visible, for example Mail Marketing.

Remember to click on the **MODIFY** button

DO YOU HAVE ACTIVE SOCIAL NETWORKS?

Don't miss the opportunity to communicate your social network accounts to your recipients.

Always in the same tab, ADD SENDER, you can enter the addresses of your social accounts in the respective fields and make links available automatically in newsletters sent.

Add the accounts or official pages linked to the sender.

Facebook

Enter your Facebook page name

Twitter

Enter your twitter account

Instagram

Enter the name on Instagram

Linked in

Enter your linked in page

Youtube

Enter your YouTube channel name

DID YOU FIND THIS GUIDE HELPFUL?

Discover how to take advantage of the potential of email thanks to a solution tailored to your needs.

www.mailmarketing.com

MailMarketing
SEND UNLIMITED EMAIL AT A FIXED COST