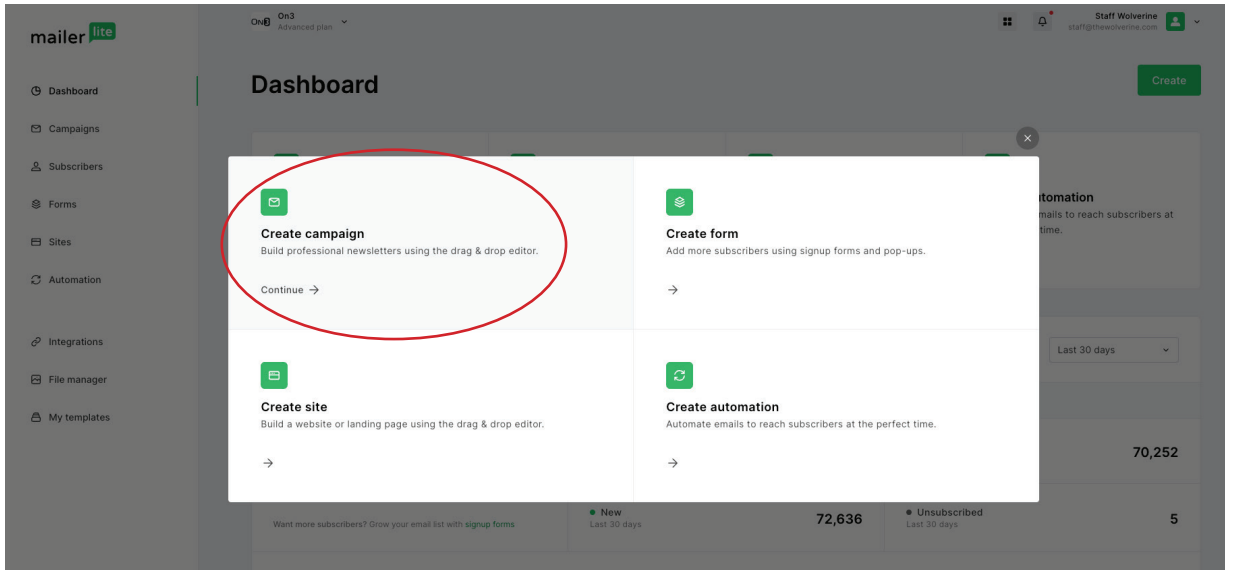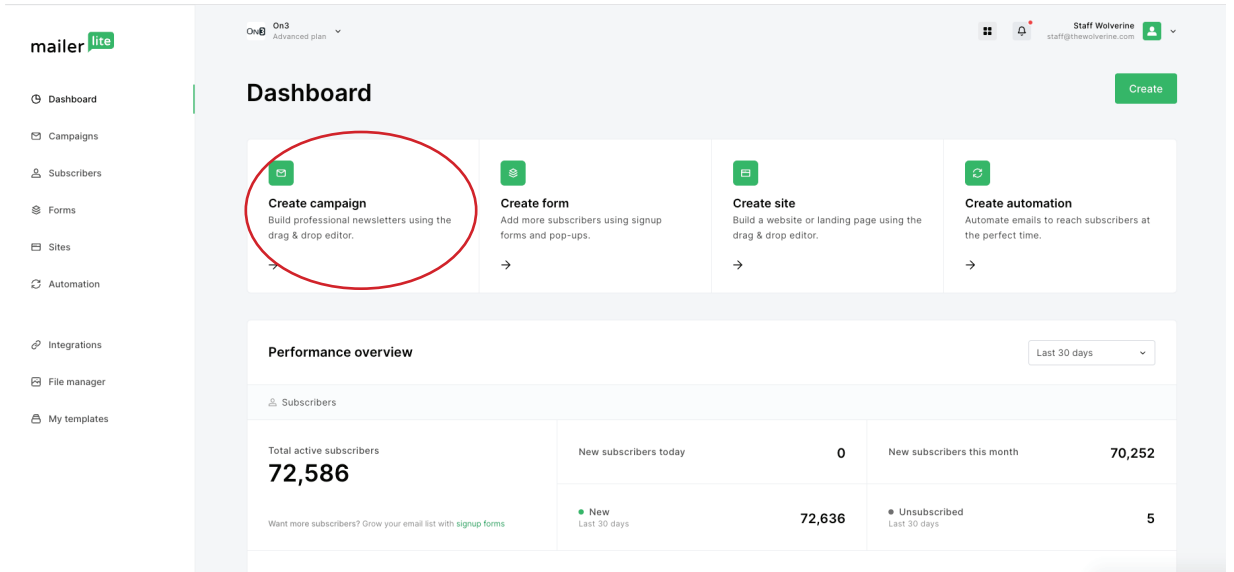# Create your first campaign

After you've created your account for Mailer Light, you need to start building your campaign library.

You'll open the site to a page that looks like this.

Click Create campaign.

Name the campaign

The name should be specific such as BGI headlines 3-16-23. (for this Notre Dame example) and you will have a new name every day. This is visible only to you.

Select: Regular Campaign

Click: Save and continue

New campaign

Campaign details
Start a new campaign by entering the name and choosing the campaign type.

Campaign name

BGI Headlines 3-16-23

Type

◉ **Regular campaign**
Send to your selected subscribers

○ **A/B split campaign**
Send two email variations to a sample group and see which email performs better

○ **RSS campaign**
Automatically send new content from your website or blog

○ **Auto resend campaign**
Give subscribers a second chance to open your newsletters

Cancel | Save and continue

Details › Content › Recipients › Review › Schedule

Campaign details

Campaign name
This text will be used to identify the campaign in MailerLite.

Campaign name

BGI Headlines 3-16-23

Subject
This text will be displayed in the 'Subject' field in your recipient's email client.

Subject name   Insert personalization ⌄

Subject based on articles   😊

Who is it from?
This will be displayed in the 'From' field of your recipient's email client. We recommend using your own email and name.

Sender name   Sender email

BlueandGold.com   info@on3.com

Tracking options
Choose which metrics you would like to track for this campaign. Learn more about tracking options.

☑ **Track opens**
Track opens with an invisible beacon embedded in your emails.

☑ **Enable UTM tags**
Add parameters to your URLs to track newsletter traffic on web analytics platforms.

Language
The language you choose will be used in your unsubscribe page.

Language

English   ⌄

Add a Subject name

The reader will see this in their mailbox, so choose something intriguing and descriptive of what will be in this newsletter.

Suggestion: look at your website first and choose your lead item. Copy that headline into the subject line.
Note: You'll change the subject name every day.

IMPORTANT: The *first time* you make your campaign, change the sender's name from On3 (the default) to your site name. When you replicate this tomorrow, it will keep that setting.

Leave the rest of the options as shown.

Click : "Next: Content"

Next: Content

For the first campaign you create, you will start with a template.

Scroll through the list to find your site.

If it is not shown on the first page, click the Next button to see more.

When you find your team, <u>hover over the image</u> and click "Choose".

This template will open the Content Editor.
The first image is pulled in by your site's RSS feed.
RSS stands for "really simple syndication". It's a technology that brings in a chronological list in reverse order directly from our site.

Hover over the image to reveal a tool menu.

Click the pencil icon to begin editing.
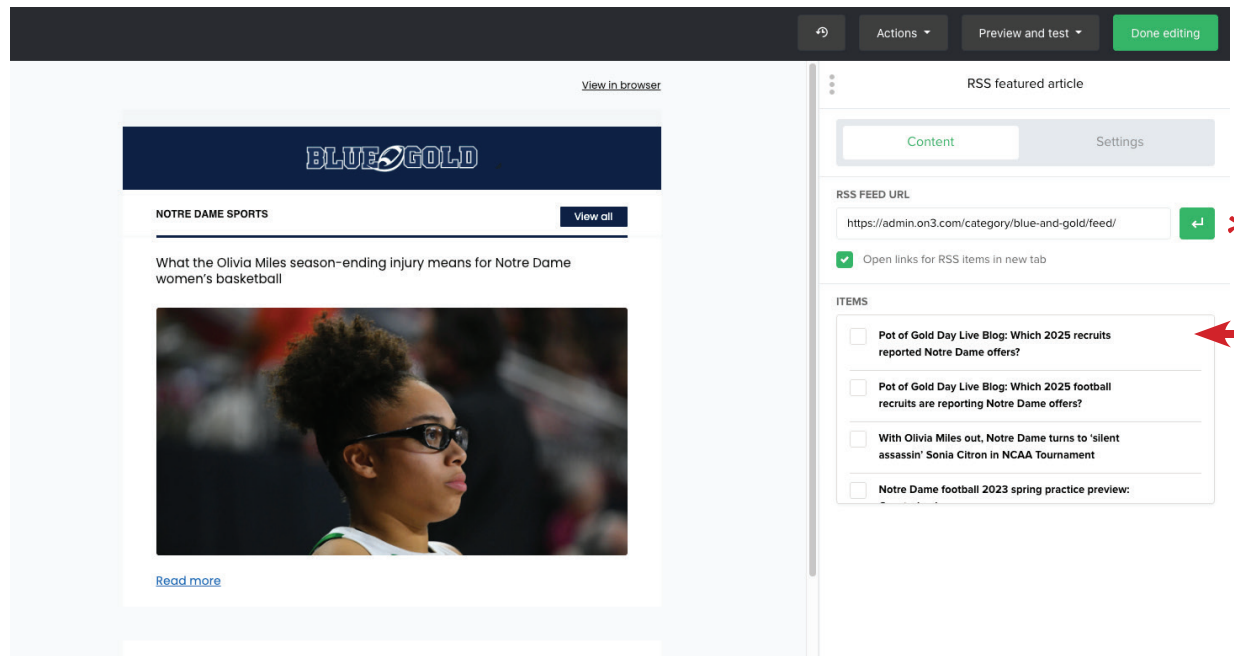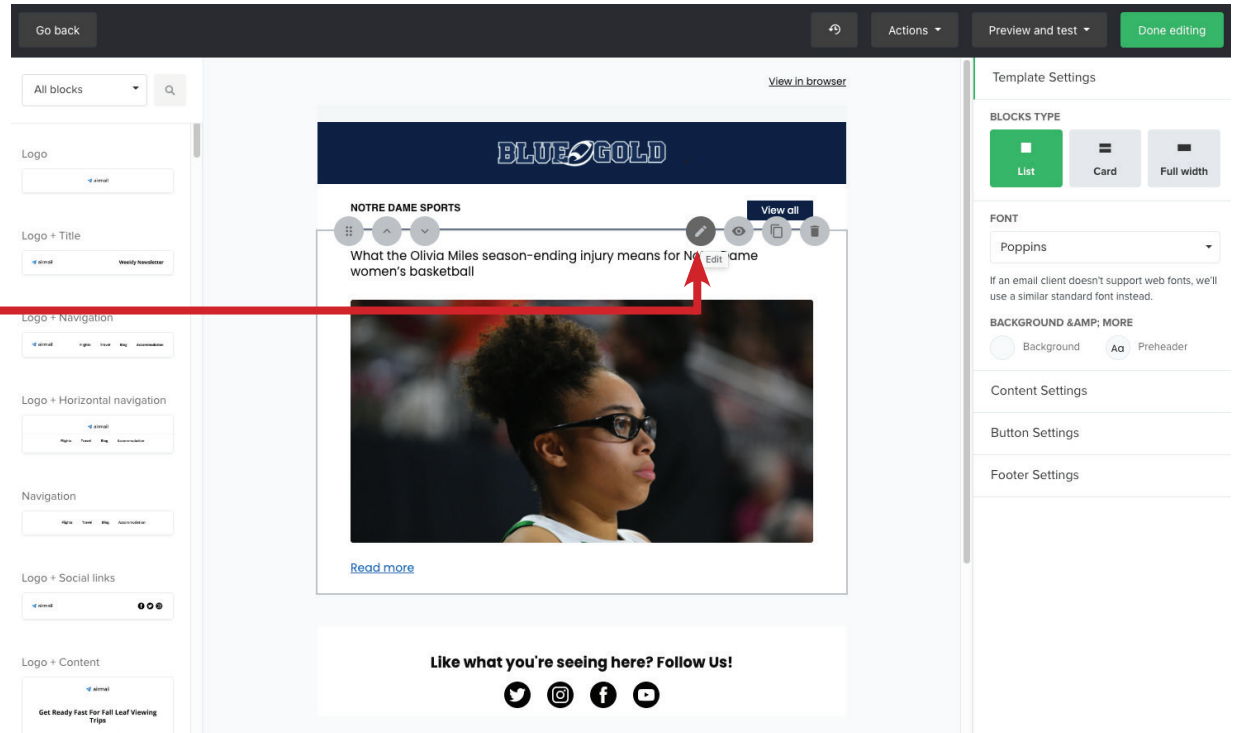
On the right, a list of the latest stories will load.

Select one of the newer items and **deselect** the template placeholder article.

Add a few more check boxes.
Daily Headlines look best with 3-4 total
and Breaking News with 2-3.

* TIP: If you are looking for a recent article that does not show on the list, delete the slash (in the url) after the word feed and then click on the green arrow to refresh it.

To change the order of the articles, hover over one of the images to activate the menu.

Click the up and down arrows within the image to move them by one spot.

Another option is the drag tool.
It is the icon on the left with six dots.
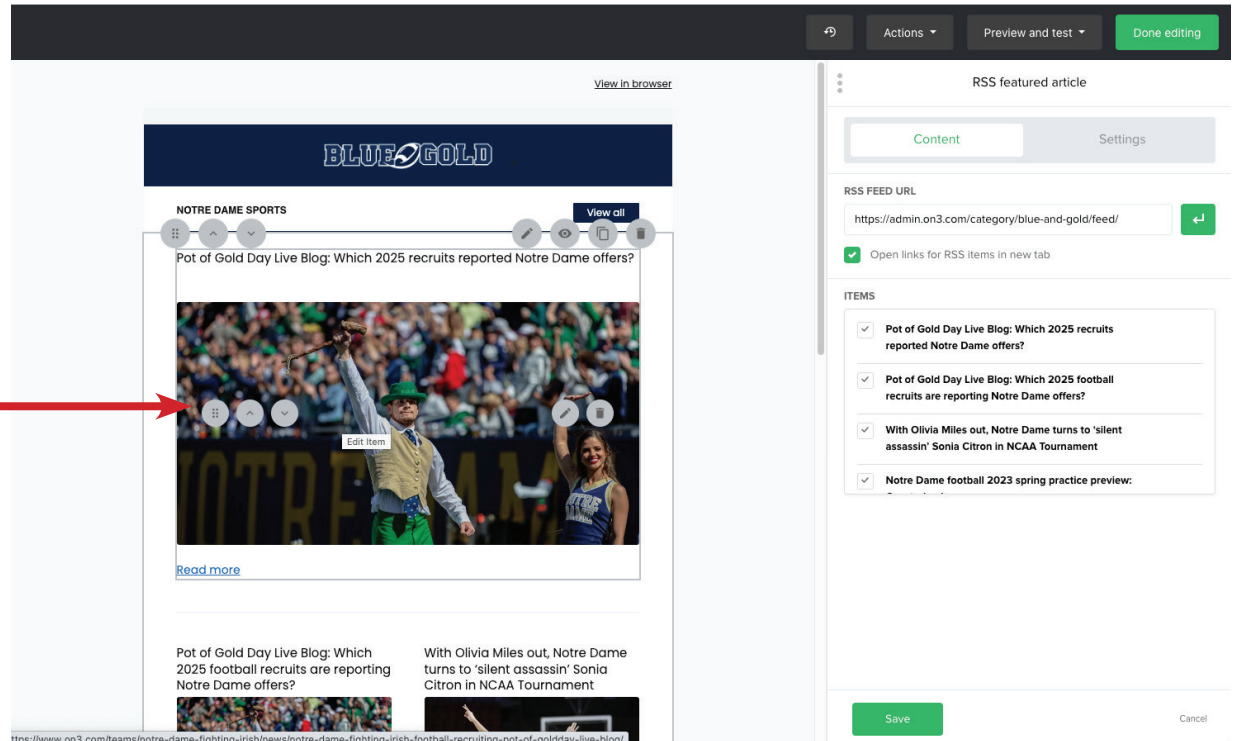
PREVIEW THE FINAL PRODUCT

At the top of the screen, click Preview and test

From the drop-down menu, select Preview mode.
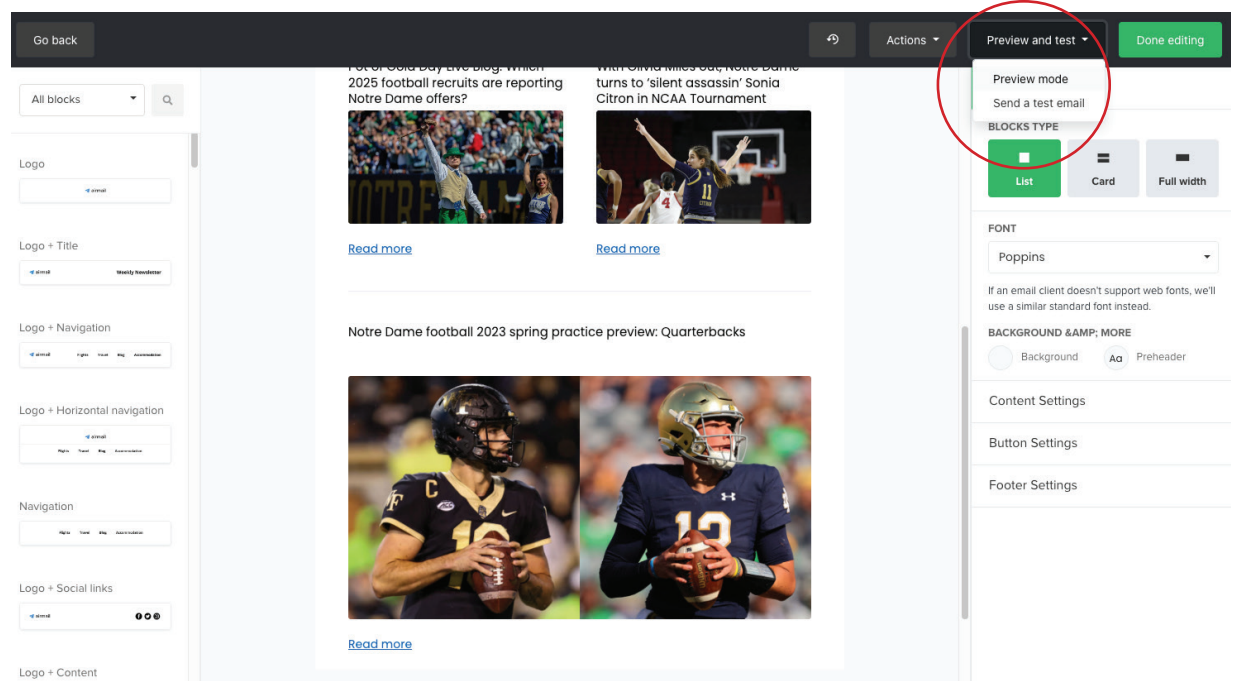
PREVIEW THE FINAL PRODUCT

The lead story has a bold headline, followed by two smaller tiles and then another featured article.

Close this window by clicking the X in the top right.

Go back into the Preview and test menu.

Select: Send a test email to yourself.

Once you're satisfied that it looks the way you want and you're ready to send it, click "Done editing"
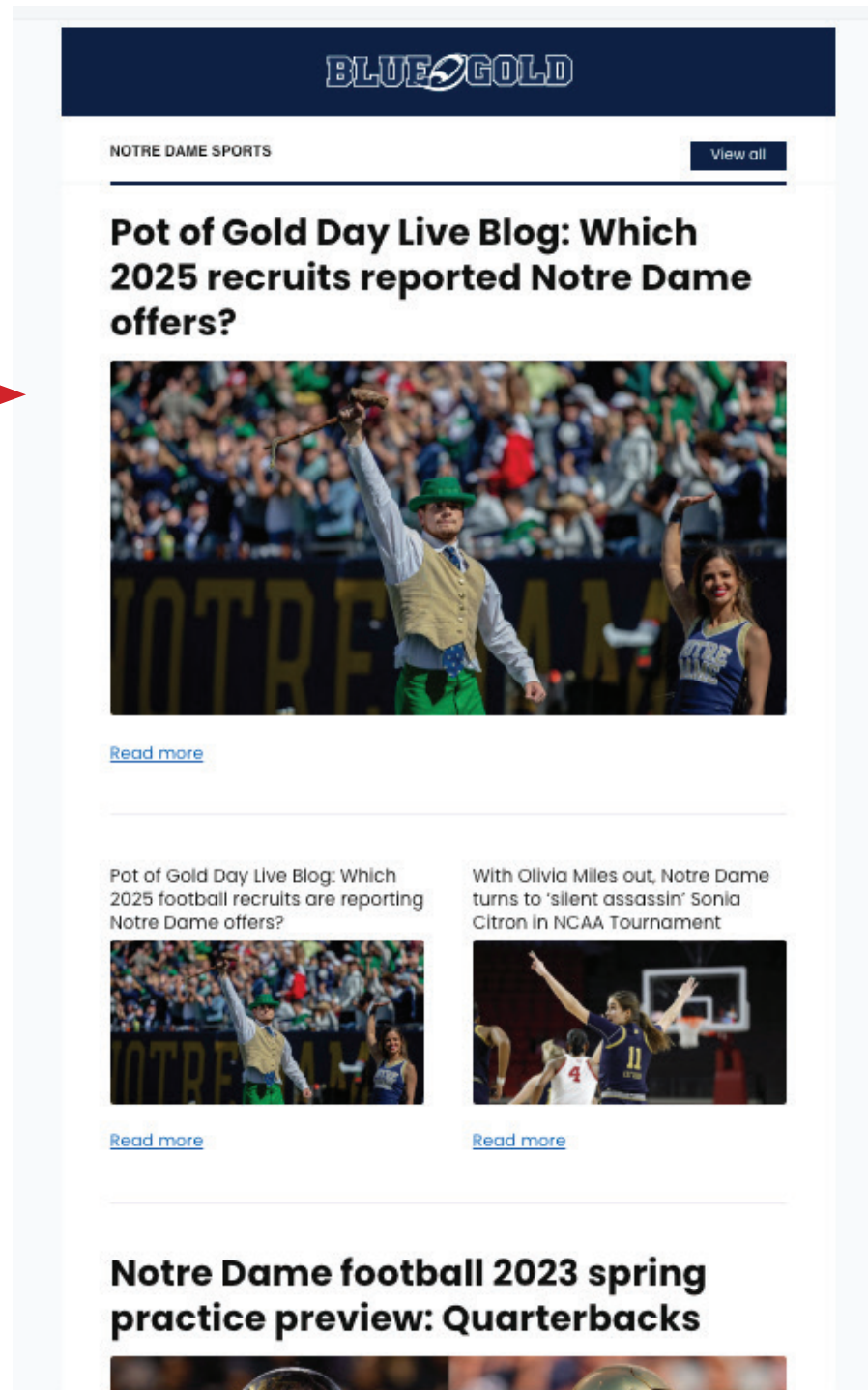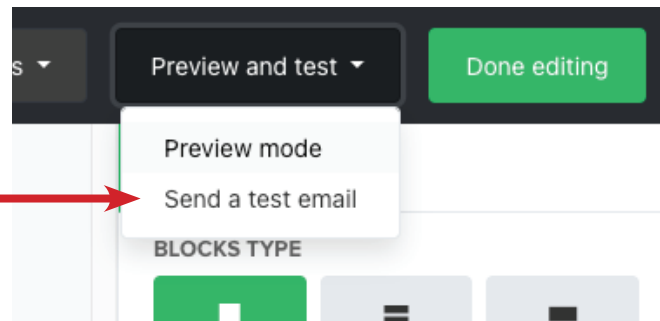
SELECT THE RECIPIENT LIST

The first time you create a campaign, you will need to select the audience.

Be absolutely certain you check the right box!

Click the button: Next: review

REVIEW EVERYTHING BEFORE SENDING

Check your subject line

Double-check the Sender Name

(click "edit info" if you need to change anything)

Confirm the recipient list again!

If you haven't already sent a test email, you can do that from here.

Click the button: Next: schedule

SENDING

Choose if you want to send now or later.

NOTE: the time is shown in Central, so keep that in mind when you choose the time. You can choose in 15-minute intervals.

Click Schedule (even when Sending Now)

All done!