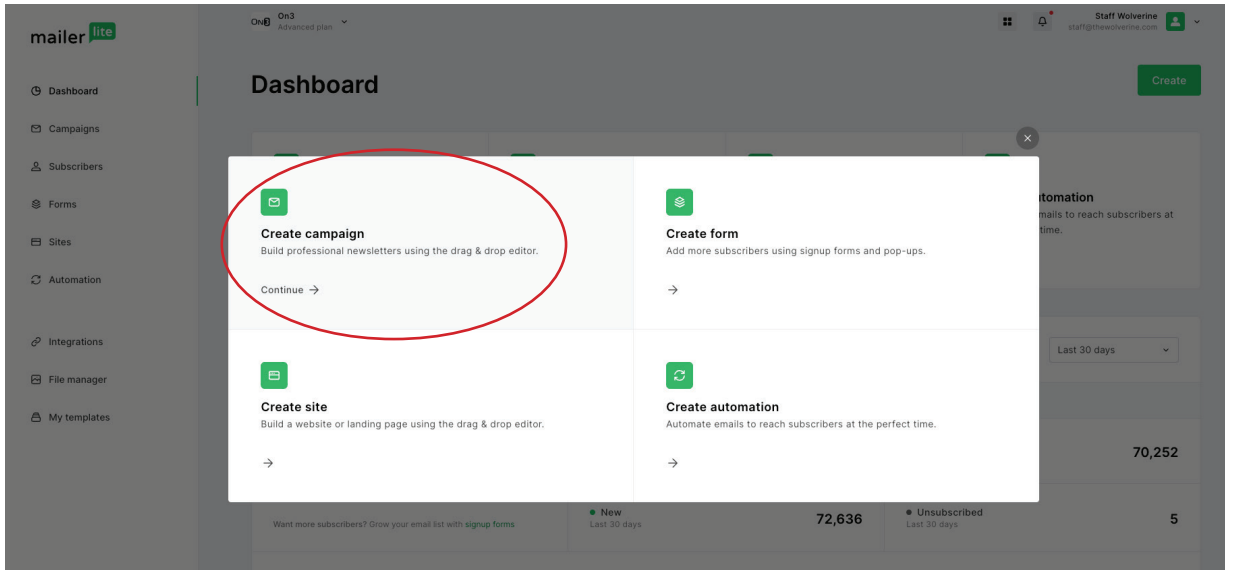
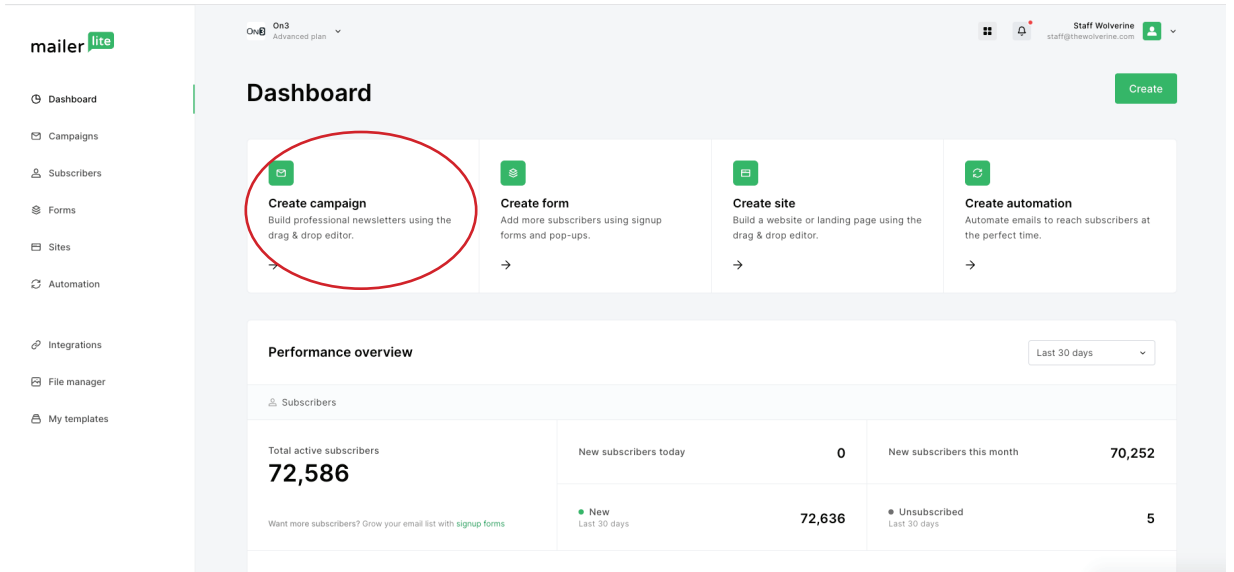


# Create your first campaign

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

## 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"

**Campaign details**

**Campaign name**  
This text will be used to identify the campaign in MailerLite.  
BGI Headlines 3-16-23

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

**Sender email**  
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.  
English

Next: Content

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

Scroll through the list to find your site.

Details > Content > Recipients > Review > Schedule

### Email design

My templates Start from scratch Template gallery Recent emails

ALABAMA DAILY AUBURN DAILY CLEMSON DAILY FLORIDA DAILY

FLORIDA STATE DAILY GEORGIA DAILY IOWA DAILY KANSAS STATE DAILY

KENTUCKY DAILY LSU DAILY MIAMI DAILY MICHIGAN DAILY

Showing 1 to 12 of 12 total results

Previous Next

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

When you find your team, hover over the image and click “Choose”.

Details > Content > Recipients > Review > Schedule

### Email design

My templates Start from scratch Template gallery Recent emails

MICHIGAN STATE DAILY NC STATE DAILY NEBRASKA DAILY NOTRE DAME DAILY

OHIO STATE DAILY OLE MISS DAILY OREGON DAILY PENN STATE

PURDUE DAILY SMU DAILY SOUTH CAROLINA DAILY TENNESSEE DAILY

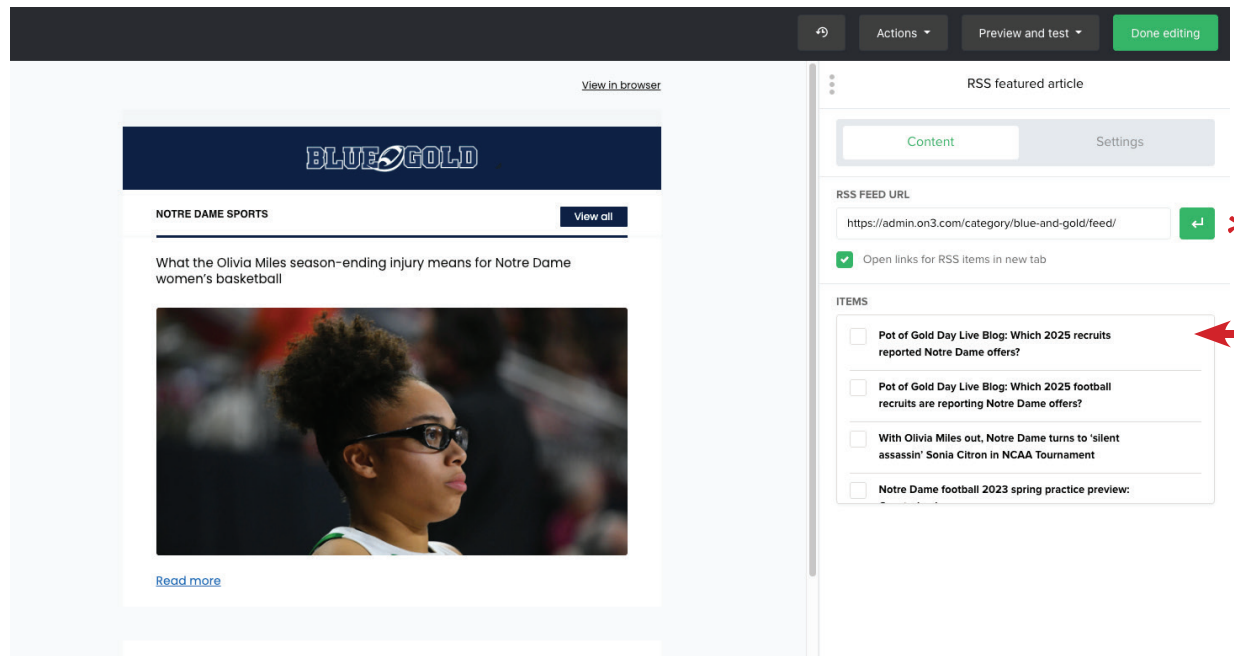
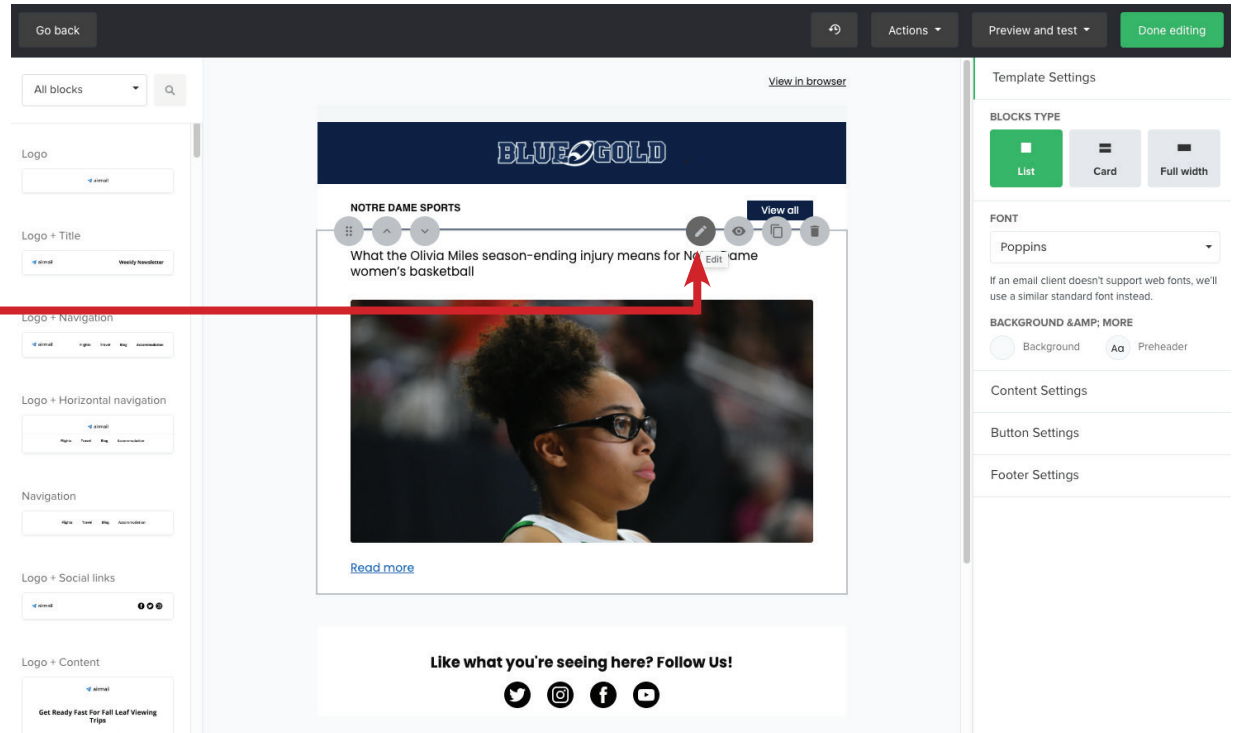
Showing 13 to 24 of 24 total results

Previous Next

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.

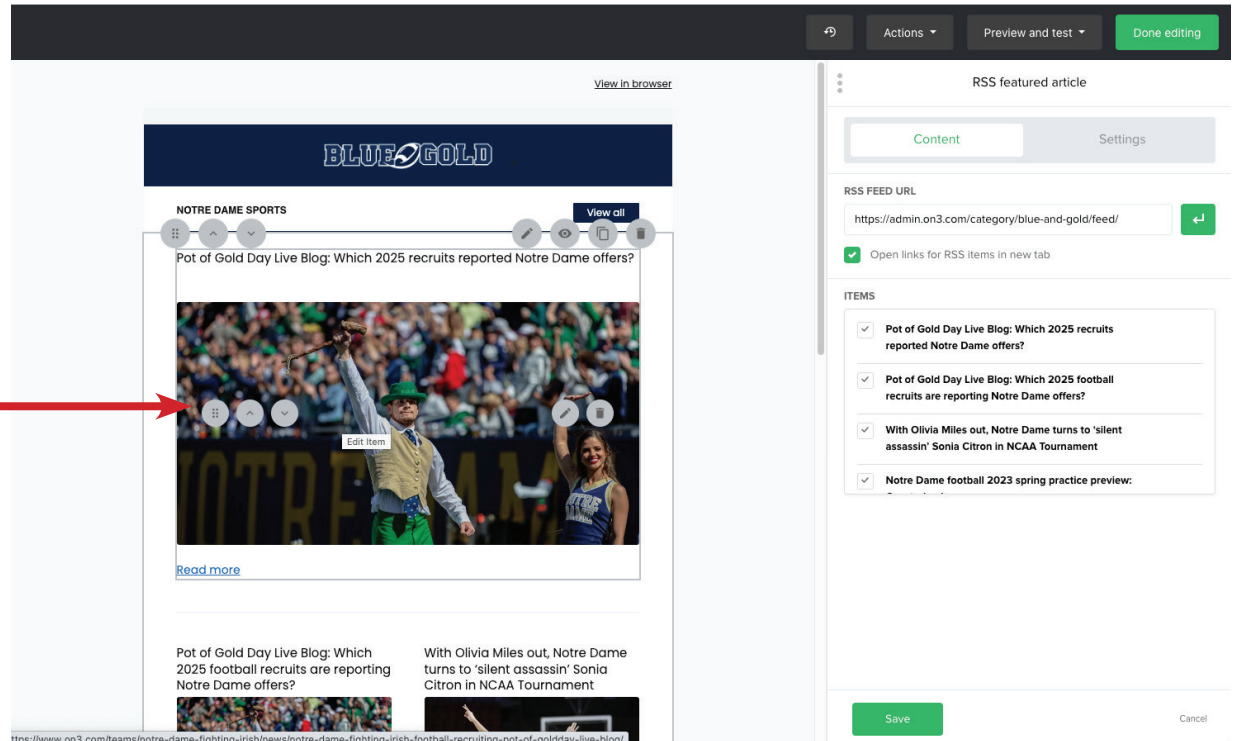
Add a few more check boxes.  
Daily Headlines look best with 3-4 total  
and Breaking News with 2-3.

\* *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.

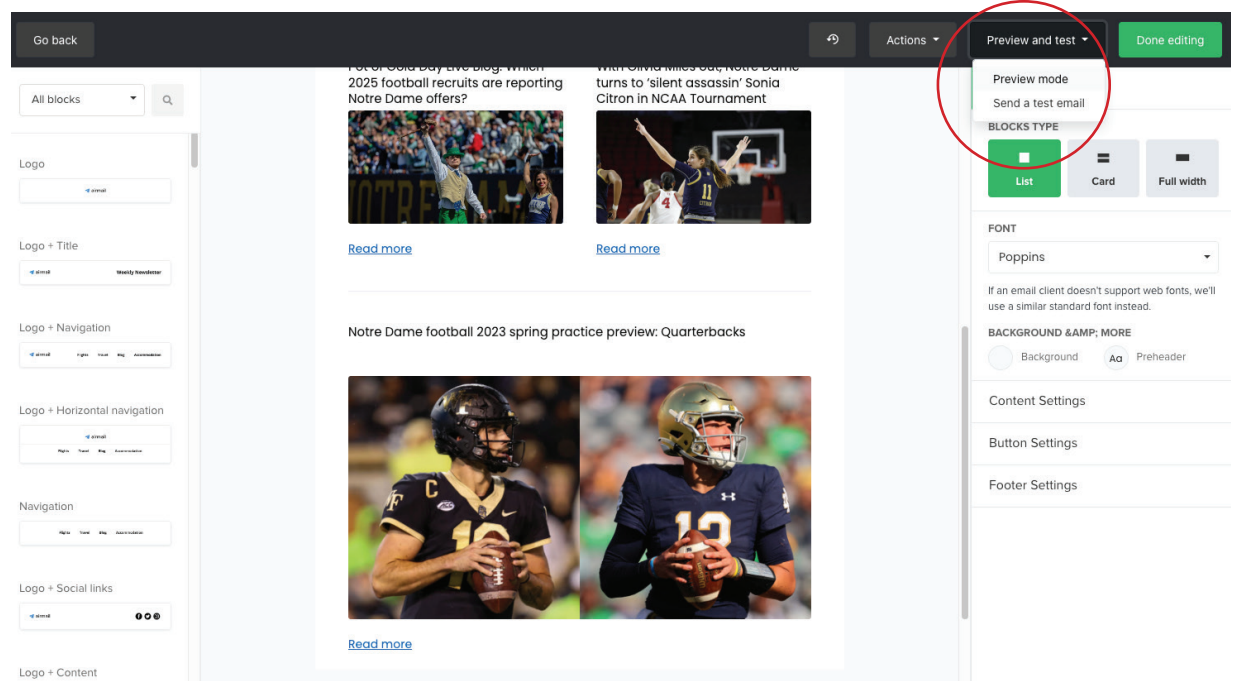
Another option is the drag tool.  
*It is the icon on the left with six dots.*



## 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

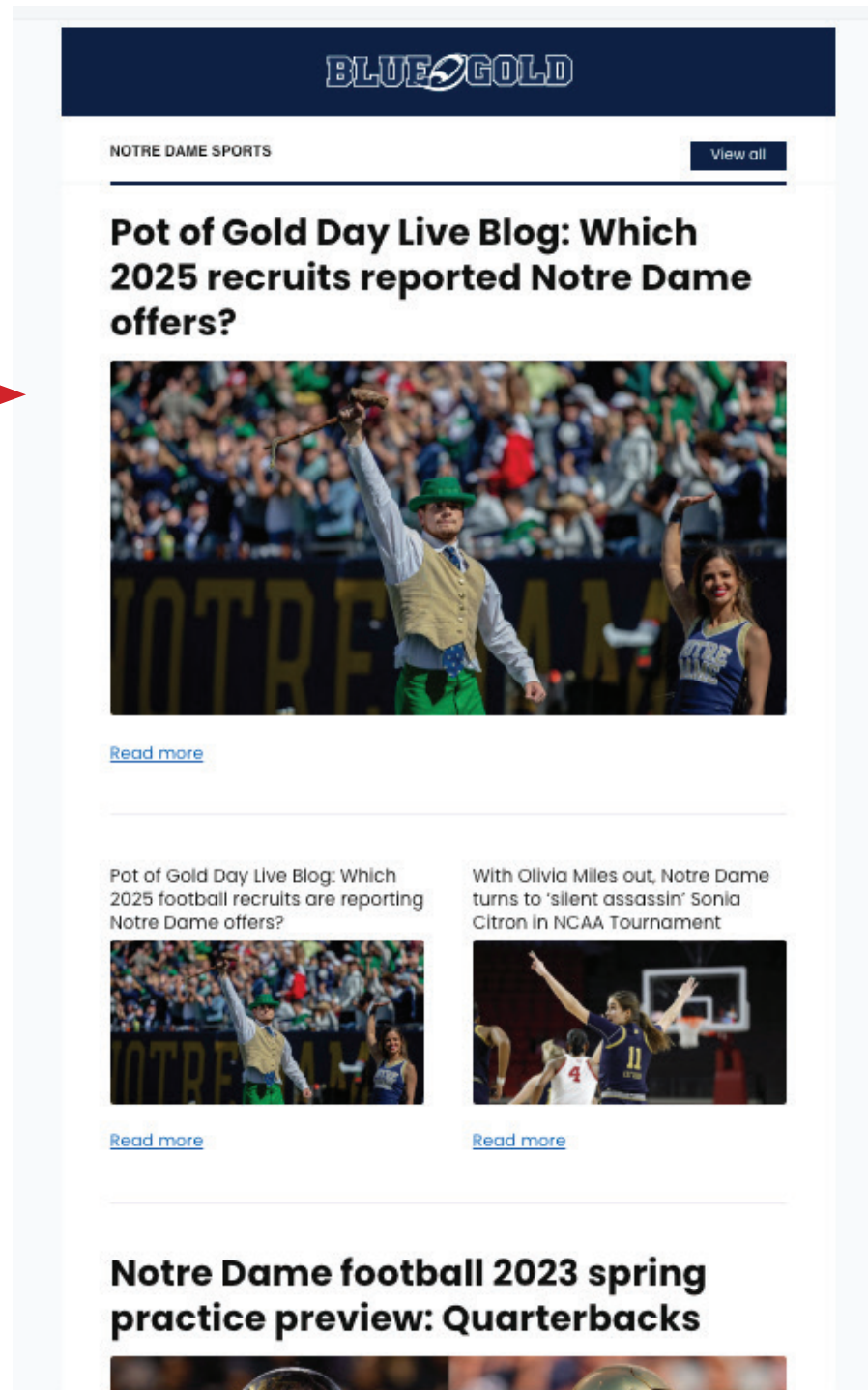
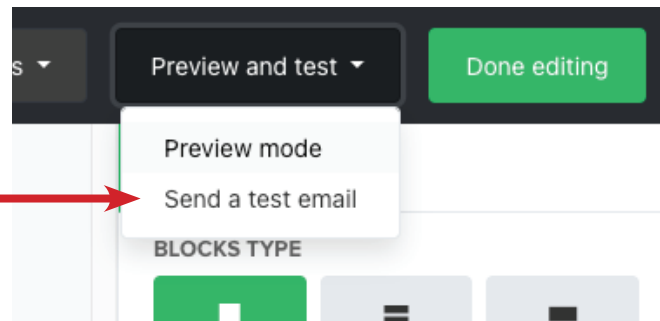
The lead story has a bold headline, followed by two smaller tiles and then another featured article.

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

### Recipients

Basic Advanced

Select recipients of your campaign Subscribers

All active subscribers 72586

---

#### Segments

<input type="checkbox"/> Test	72587	Exclude segment
<input type="checkbox"/> test 2	72587	Exclude segment

---

#### Groups

<input type="checkbox"/> South Carolina WWYB Members	2366	Exclude group
<input type="checkbox"/> Coman Test Group	0	Exclude group
<input type="checkbox"/> Ohio State	8045	Exclude group
<input type="checkbox"/> Alabama	79	Exclude group
<input type="checkbox"/> Auburn	327	Exclude group
<input type="checkbox"/> Clemson	0	Exclude group
<input type="checkbox"/> Florida	1130	Exclude group
<input type="checkbox"/> Florida State	18730	Exclude group
<input type="checkbox"/> Nebraska	1171	Exclude group
<input checked="" type="checkbox"/> Notre Dame	3862	Exclude group
<input type="checkbox"/> Ole Miss	0	Exclude group
<input type="checkbox"/> Oregon	314	Exclude group
<input type="checkbox"/> Penn State	0	Exclude group
<input type="checkbox"/> Purdue	0	Exclude group
<input type="checkbox"/> SMU	0	Exclude group
<input type="checkbox"/> Tennessee	6419	Exclude group
<input type="checkbox"/> Texas	1240	Exclude group
<input type="checkbox"/> Texas A&M	0	Exclude group
<input type="checkbox"/> USC	699	Exclude group
<input type="checkbox"/> OS Business	0	Exclude group
<input type="checkbox"/> South Carolina	1012	Exclude group
<input type="checkbox"/> On3	7074	Exclude group

Recipients selected 3862 Back 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

The screenshot shows the 'Review and confirm' stage of a campaign setup in MailerLite. The left sidebar contains navigation options like Dashboard, Campaigns, Subscribers, Forms, Sites, Automation, Integrations, File manager, and My templates. The main content area is divided into sections: 'Subject & Sender' (with 'Subject based on articles' and 'BlueandGold.com (info@on3.com)'), 'Content' (with a drag-and-drop editor and a 'Send test email' button), 'Tracking settings' (with 'Track opens' and 'UTM tags' both enabled), and 'Recipients 3862' (with 'Included recipients' listed as 'Notre Dame (3862)'). A red arrow points to the 'Send test email' button, and another red arrow points to the 'Next: Schedule' button at the bottom right.

## 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!

The screenshot shows the 'Schedule' stage of a campaign setup in MailerLite. The left sidebar is the same as in the previous screenshot. The main content area is divided into sections: 'When would you like to send this campaign?' (with options for 'Send now', 'Send later', and 'Deliver based on timezones'), 'Date' (2023-03-17), 'Time' (15:00), 'Time zone' (America/Chicago (-05:00)), and 'Tracking configuration' (with 'Track opens' and 'UTM tags' both enabled). A red arrow points to the 'Send later' option, and another red arrow points to the 'Schedule' button at the bottom right.