GoDaddy Email Marketing Help Guide

GoDaddy Email Marketing is a legacy product and is no longer sold. This guide contains archived
Help content for GoDaddy Email Marketing to help answer questions. However, it's no longer being updated as of July 2022.

To find answers in this guide:

- Select any title in the Contents to go directly to a specific Help article.
- Use the **Find** function (**Ctrl + F** for Windows OR **Command + F** for Mac) in your browser to search the PDF for specific keywords.

Contents

Save your post or page, and when you preview, you'll see the form where you placed it.

Banner images are always the full width of your email, which is 590 pixels. You can't resize those. All other images can range from 79 to 554 pixels in width. There are no

Publish a signup form on your website

You can add your signup form to your website, in just a few easy steps.
1. If you haven't already, log in to your GoDaddy Email Marketing account. Click **Signup Forms** at the top of your page.
2. Click **Edit** under the form you want to add to your site.
3. **Note**: If you haven't created one yet, you will need to create a new form.
4. Click the **Embed** button at the top of the form editing page.
5. Here you have 3 options for how to embed your form.

Embed option	Description
Styled Embed	This option uses an iframe to show your form exactly as you have styled it, and how it shows on the form editing page. If you have uploaded a header image for your form, or want to use the header color you selected, this option is for you. **Note**: If you change the number under **Adjust the width of your form**, make sure to click the check mark button, after you make the change. Then copy the code, after you've clicked the check mark button.
Plain Embed	This option is best if you want only the basic HTML and JavaScript, but nothing else. If you want your form to take on the style settings of your website, or you want to make any custom changes to the code, this is your option.
Side Tab Embed	This option is similar to the Styled Embed, but puts a button on the left side of your website. When the button is clicked, the signup form pops up in the middle of the page. You can also decide if you want the form to pop up automatically, after a certain amount of time. To see a live example with your settings, click **Try it out!**

6. Once you select an embed version, click in the code window, and copy all the code.
7. Paste the code into your site editor, wherever you want your sign-up form to be published.
8. Save your changes to your site, and re-publish if necessary.

If you are using the **Styled Embed** code, and the form is getting cut off, you can try removing some fields to make it fit into the iframe. Or use the **Plain Embed** option.

Different bounce types

A Bounce means an email was not successfully delivered to the contact. The specific reasons behind the undeliverable address depend on the bounce type: Hard, Soft, General, or Still Trying. We'll explain each type here:

Hard Bounce:
These are email addresses that are totally unknown, obsolete, or incorrect. These will never be delivered to the recipient. These contacts are immediately suppressed, when they encounter a hard bounce. Most often these are old and expired addresses (If you spot obvious typos like example@example.con (instead of .com), you can unsuppress the contact and update the email.)

Soft Bounce:
These are email accounts that often have full mailboxes, their domain is temporarily down, or they're currently not able to receive email. GoDaddy Email Marketing will send up to 5 future mailings to these mailboxes. If a mailbox has 5 bounces in a 30-day period, the contacts are suppressed from your active subscribers.

General Bounce:
The most common form of General Bounce happens when a firewall exists on the server of the recipient and prevents them from receiving email from outside their network. This is common in the case of corporations that do not receive email from unknown sources. GoDaddy Email Marketing retries all General Bounces until it's certain they won't get through; at which time the contact is suppressed from your active subscribers.

Still Trying:
These indicate that a particular message could not yet be delivered, but that the server is still trying. This bounce type is usually resolved when retrying.

Edit my company name and address

Display your company name and physical address in your email footer. This makes your marketing emails CAN-SPAM compliant. You can easily edit and add to these details from your Dashboard.

1. Go to your GoDaddy product page.
2. Scroll to **Websites + Marketing** and select **Manage** next to your site.
3. In your Dashboard, select **Settings** and then **Email Marketing**.
4. Edit the **Company/Group** details in the field.
   - You can add any additional business description into this field, if desired. Include whatever you would like to appear alongside your business name in your email footer.
5. Add your company's **Physical address** in that field.
6. Save your changes by selecting **Save Account Info**.

What is an SPF record?

An SPF (Sender Policy Framework) record is a type of TXT record in your DNS zone file. SPF records help identify which mail servers are permitted to send email on behalf of your domain. Adding an SPF record can help detect and prevent spammers from sending email messages with forged *From* addresses on your domain.

Spammers can falsify email headers to edit the *From* address so it looks like they're sending from an email address at your domain. This is referred to as spoofing, and allows them to phish your users for private account information, or otherwise abuse your reputation. This can result in the account owner receiving replies and bouncebacks for mail they never sent.

Adding an SPF record can decrease spoofing attempts to your domain, however, they're not a full-proof guarantee against all spam. SPF records help specify which mail servers are permitted to send email on behalf of your domain. Then, when incoming mail servers receive email messages from your domain name, they compare the SPF record to the outgoing mail server information. If the information doesn't match, they identify the email message as unauthorized, and will generally filter it as spam or reject it.

Note: In some cases, GoDaddy will create SPF records to work with our products, such as Microsoft 365. If you need help configuring SPF records for third party email or hosting, you'll need to contact your provider for those services.

What's new in Websites + Marketing?

We're excited to keep getting better all the time. Check in here or in the Community once a month or so to learn all of the newest features in the last few months.
 Note: Some features are only available in certain countries. Compare plans and pricing to see what's available for you in which plan.

Website Editor
Add TikTok, Twitch, and Discord to your social connections (October 2021) So many businesses are taking advantage of TikTok, Twitch, and Discord to connect with their users. Are you one of them? Now you can add them to your display of social media buttons. In your website editor, go to **Settings** then **Social Media Links**. Alternatively, add a Social section. Add a

section, look for the **Social** section in the Social category and select **Add**.

Request Done-For-You services from the editor (October 2021) We admire how hard you work. We know that sometimes you might feel it's a better use of your time and money to hire an expert to design your site, so you can use your time doing other things. We've added a **Hire an Expert** link from within the website editor where you can make a reservation or call us about your online goals.
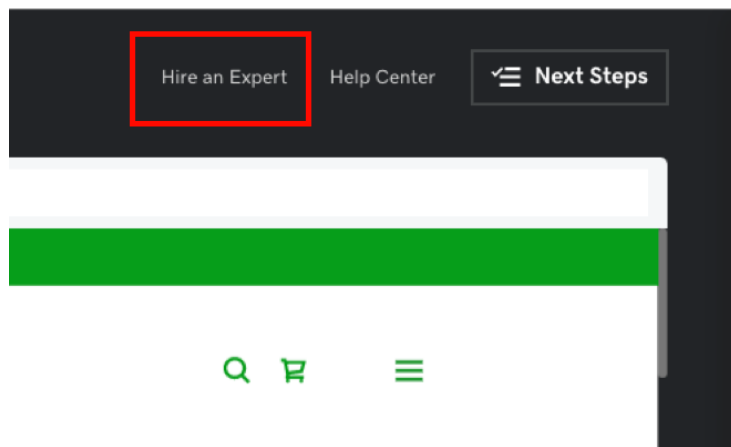
Add a beautiful quote to your site (September 2021) Quotes are a great addition, whether for testimonial reasons or just to inspire your site's visitors. We've made it easier than ever to add a quote using the Quote section. Add a Quote section under **General**. Choose your layout, then customize the background color, alignment, decoration, words, and image.
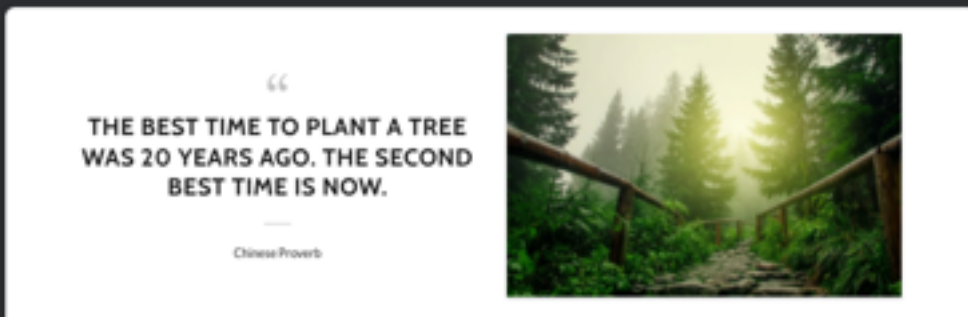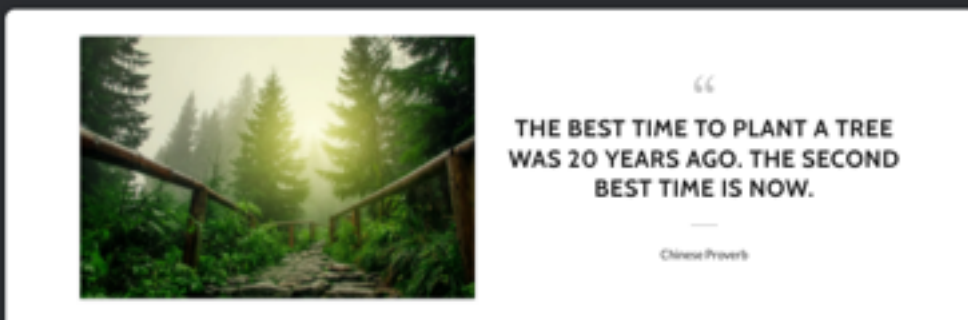
Add your podcast episodes to your site (September 2021) Are you a podcaster? Podcasts are a great way for people to get to know you. With an engaging podcast, listeners can spend a long time listening and learning more about you compared to the brief time spent reading a website or seeing a social media post. Add a Podcast section under **Audio & Video**. Add your Feed URL and choose between seeing the latest episode or multiple episodes.
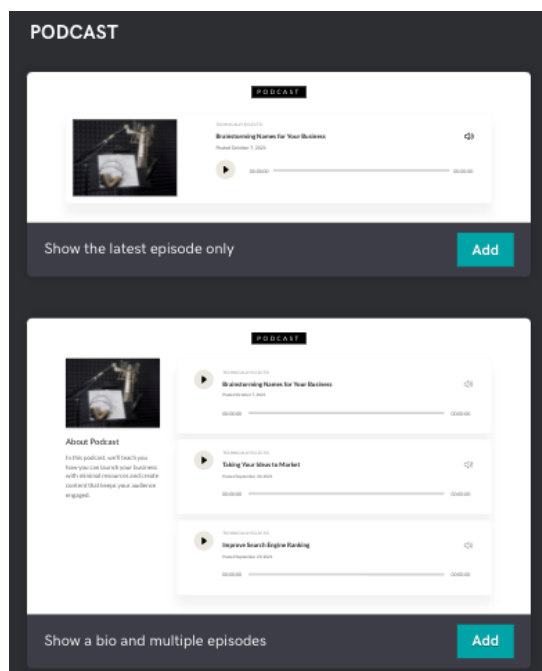
Get more from your metrics on your Dashboard Insights (August 2021) We've improved the metrics you see on your Dashboard and made them clickable for greater insight. When you log into your Websites + Marketing account and see your Dashboard, scroll down. You'll see your new insights below your action plan steps.
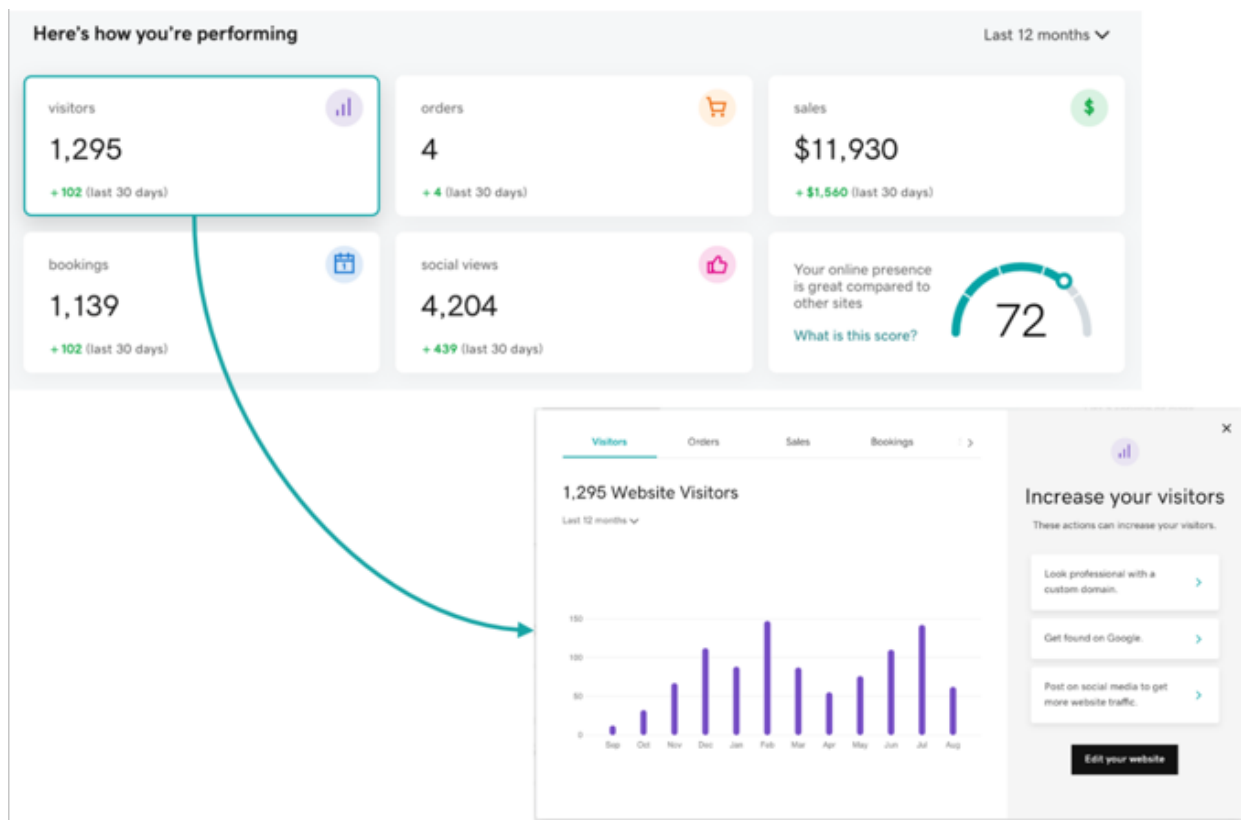
Add a Job Posting section (June 2021) Whether you're looking for long-term, temporary, or seasonal help, we've got you covered. The new Job Posting section allows you to receive resumes from potential employees. When you're in your website builder, add a section and look for Job Posting under General.
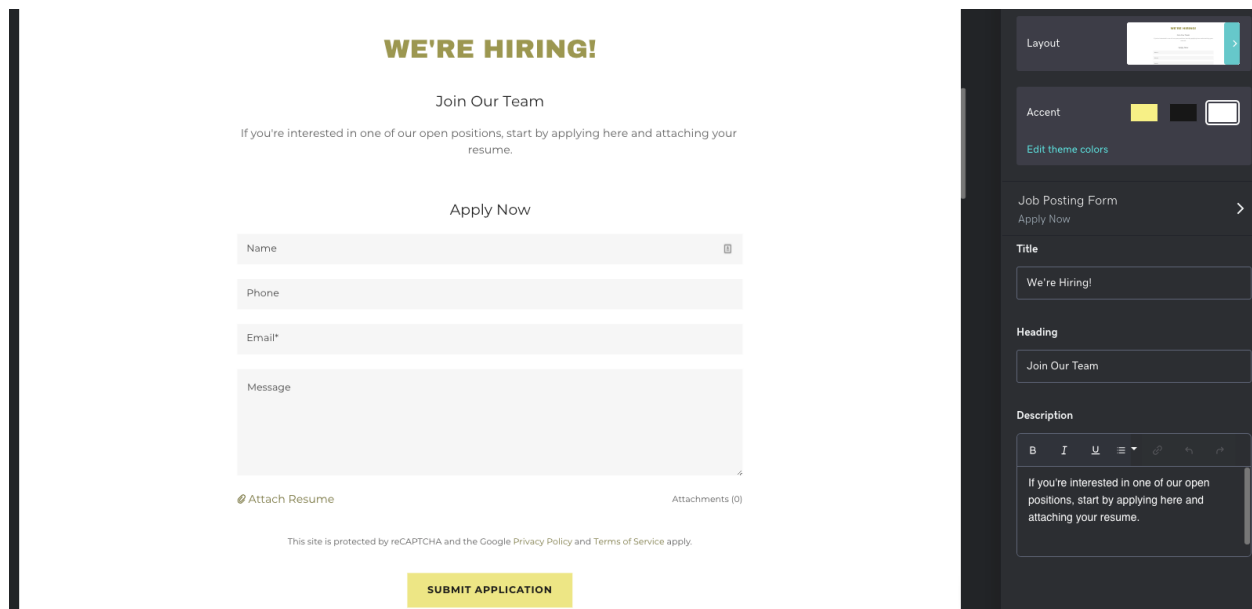
Add a Frequently Asked Questions (FAQ) section (June 2021) People are curious. They have questions…and you have answers. In your website builder, add a section and look for Frequently Asked Questions under General. As you add questions, they'll be expanded. Select **Preview** to see what the result will look like to your website visitors. Don't forget to publish your changes when you're done!
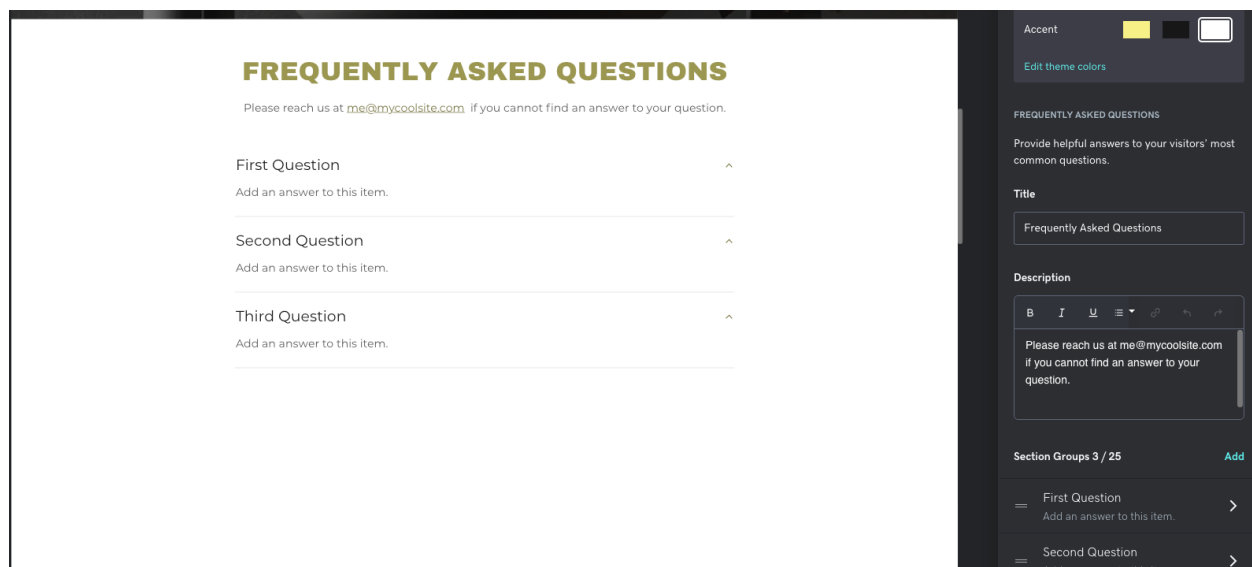
Link photo gallery images (May 2021) Photo galleries add so much life and interest to your site. Adding links to your images makes them that much more useful. Add or change a photo gallery section. Make sure you choose one of the non-slideshow layouts. Select a gallery image, then scroll to the bottom of the editing section turn the

Add Link toggle on. Like all other links, you can link to a page and section on your site, a website URL, a phone number, or an email.
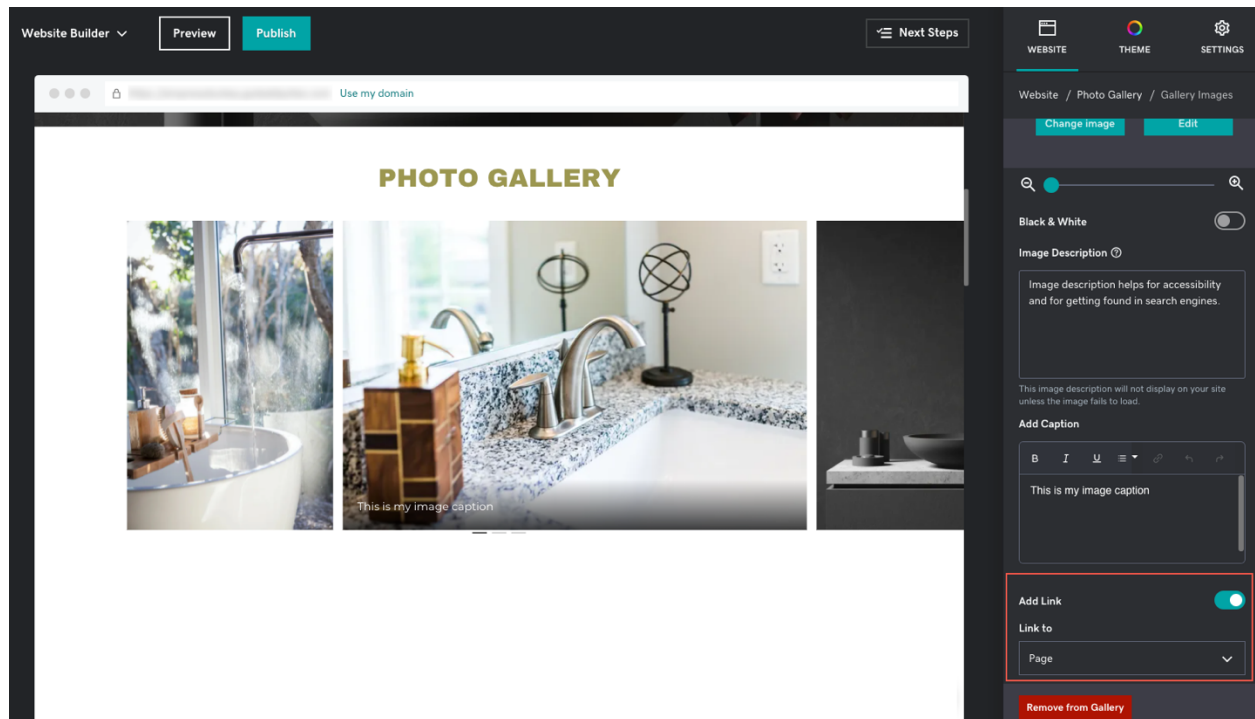
Change color themes in a GoDaddy Studio project (October 2021) Before, each color layer had to be changed individually, which often was tedious and time-consuming. Now you can choose from preset groups of colors together or make your own groups of colors. Once you open a project and start editing in the canvas, select Theme. Once you choose a theme, you can edit each individual layer or set up your own palette. Currently in iOS and Android, web editing coming soon.
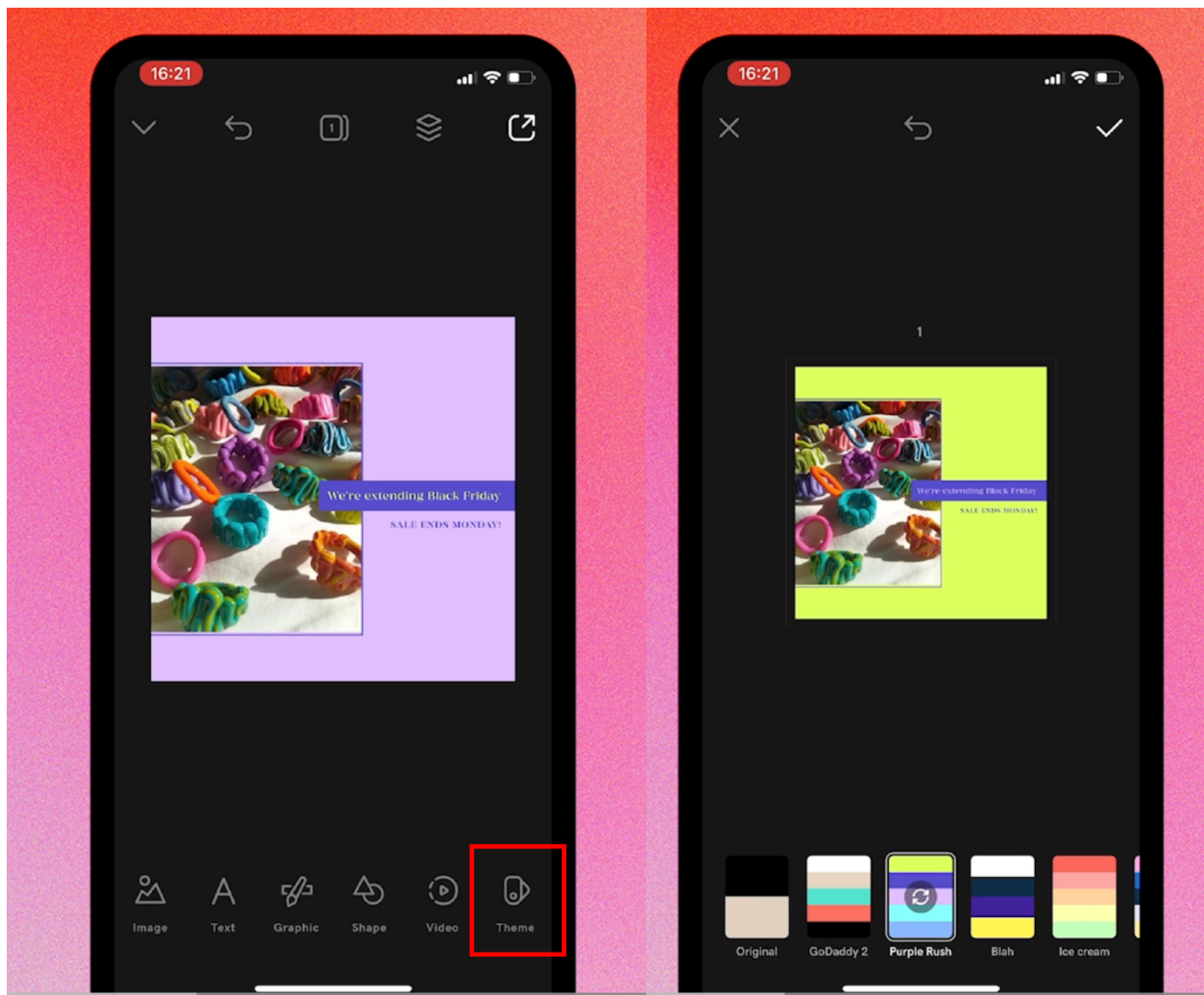
Create a logo (August 2021) Next time you go to add a logo to your website header, try out the option to **Create a logo.** You can also start designing a logo from your Media Library. Pick a Free or Premium template, customize it, then select **Download**. Your new logo is both added directly to your Media Library and sent to your email.
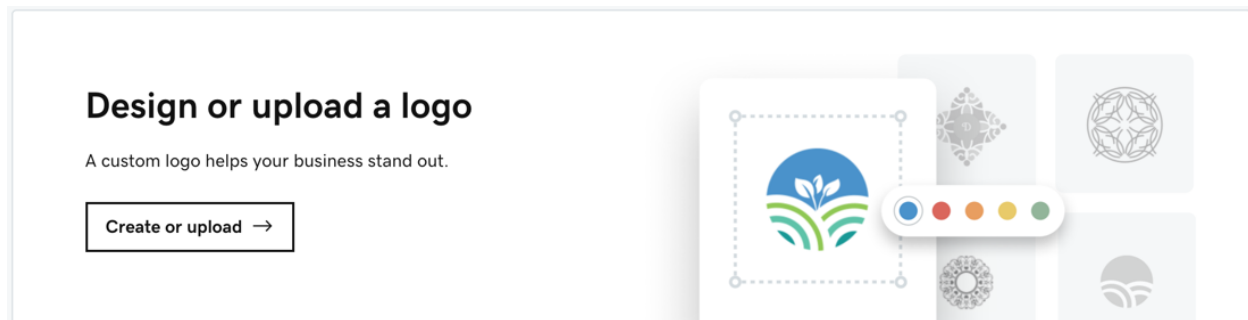
Remove background on images (August 2021) Do you have an image where you or your product look great, but the background isn't what you want? Create a social media or website image. When you open an image layer in a GoDaddy Studio or Content Creator project, select **Remove > Remove Background** option.

Filters

Remove

Remove Background >

Adjust

Crop

Shadow
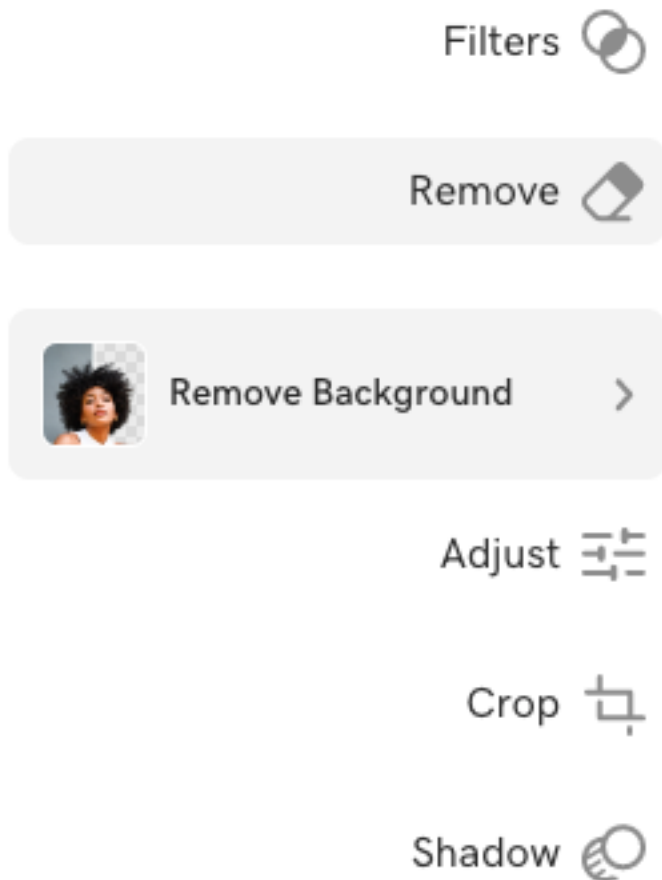
Over is now GoDaddy Studio (July 2021) It's official! Over is now GoDaddy Studio. You still get the same ability to easily create professional-looking content with no design skills needed. There's no change if you use the Content Creator in Digital Marketing Suite or Websites + Marketing to create social media or website images. If you use the GoDaddy Studio app, look in your mobile app store for GoDaddy Studio.
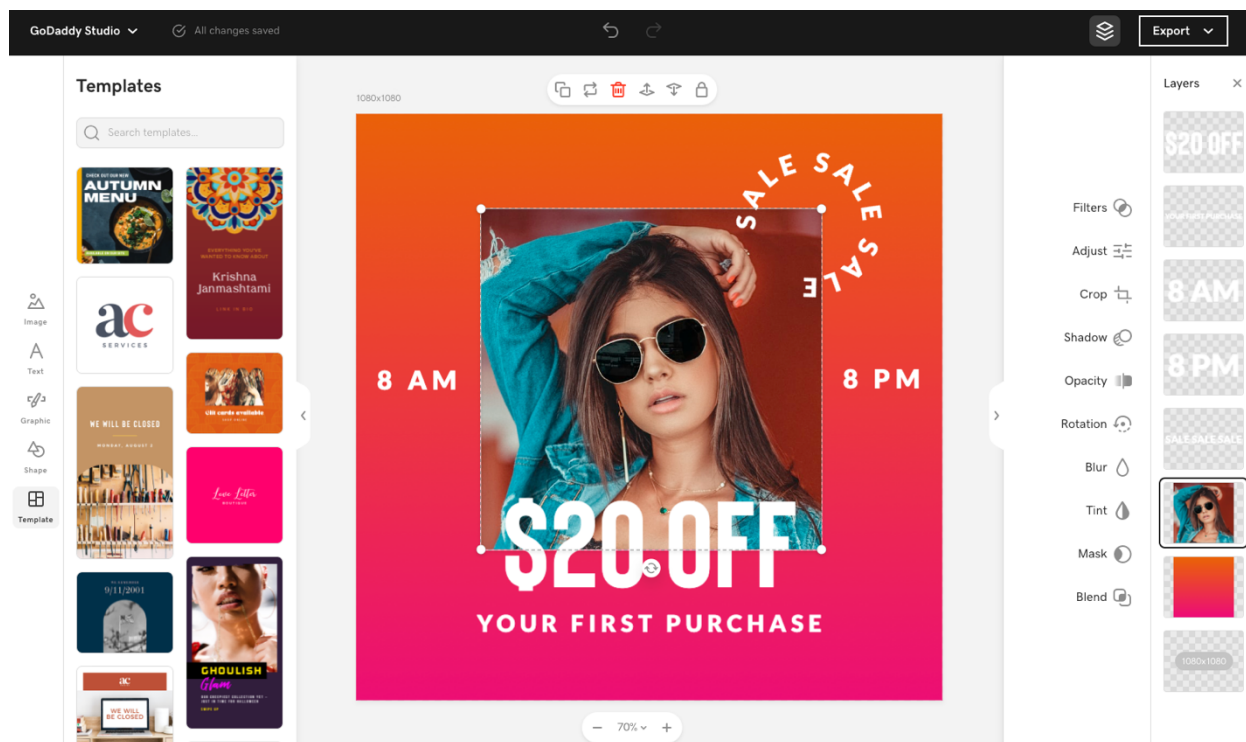
Edit your images while working on your site (June 2021) When you're working on your site, you're in your groove. It's inconvenient to have to switch from the editor to your Dashboard each time you edit an image. So, we brought the ability to edit to you. Now when you're working with images, select Edit to open Content Creator and make your image look amazing.
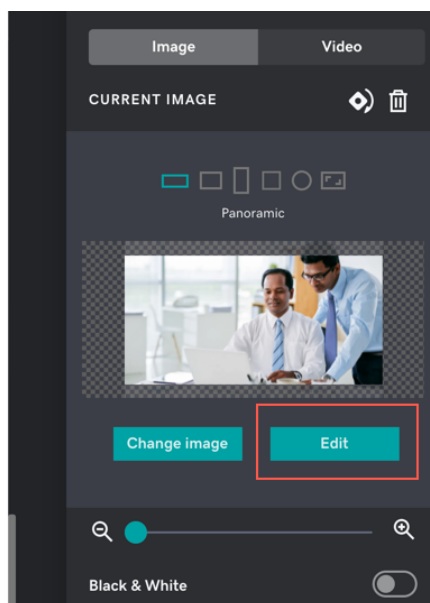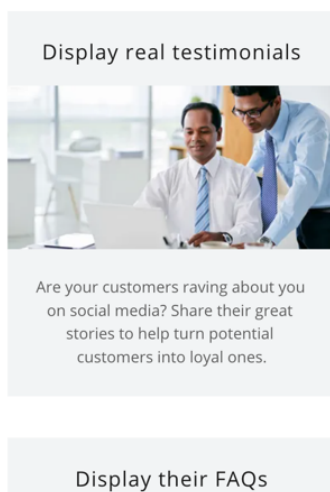
Create your own customized videos (June 2021) Create a video starting from scratch or with a template. Open your website editor and add or select a section that uses video, such as Content, Introduction, About or even your Header section. You may have to select **Upload, select, or create a video** first. Select **Change video** to get to the Select a video screen. Create your own video from images, add words to an existing video and more.
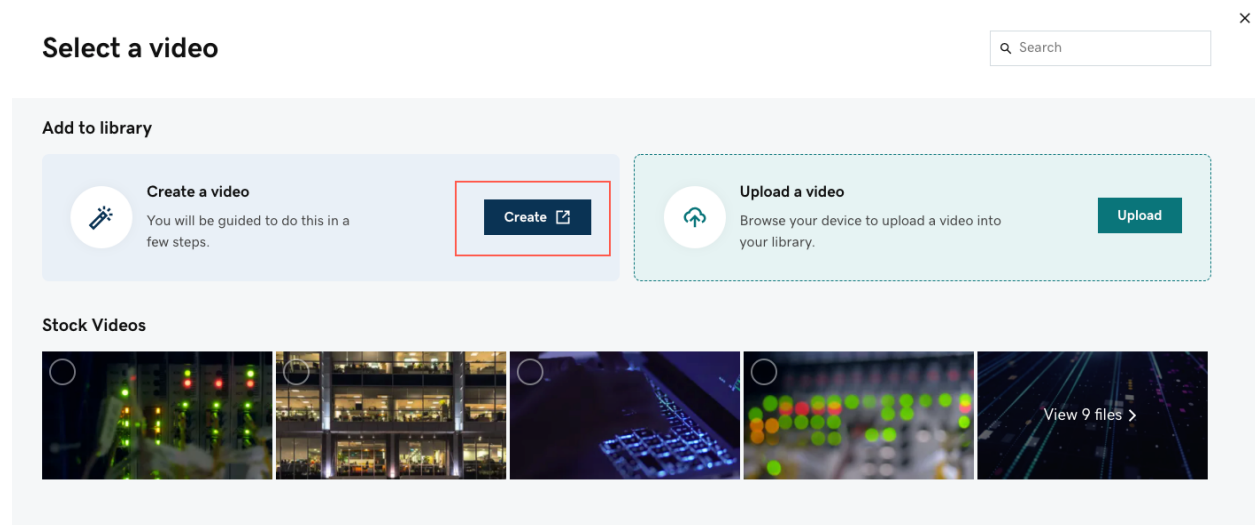
Social Marketing
Add TikTok, Twitch, and Discord to your social connections (October 2021) So many businesses are taking advantage of TikTok, Twitch, and Discord to connect with their users. Are you one of them? Now you can add them to your display of social media buttons. In your website editor, go to **Settings** then **Social Media Links.** Alternatively, add a Social section. Add a section, look for the **Social** section in the Social category and select **Add**.
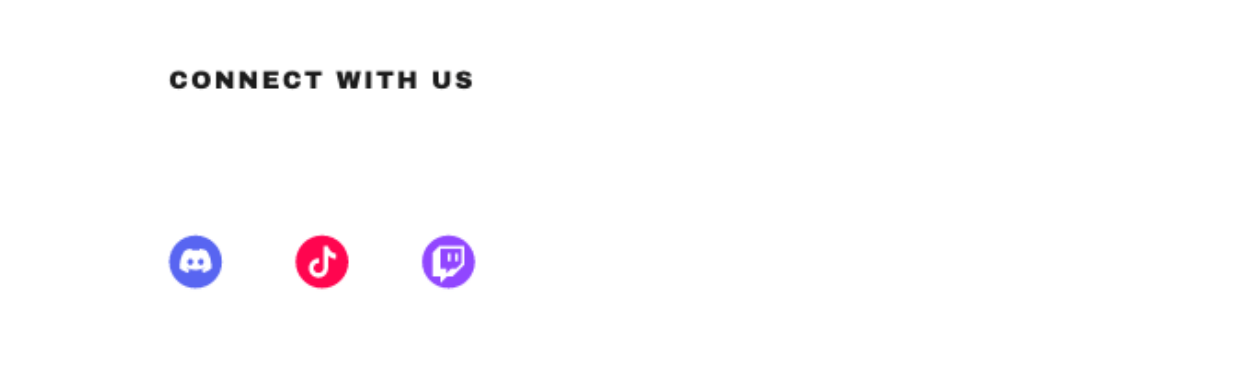
See the impact of your advertising (October 2021) If you go to your Digital Ads home (**Dashboard** > **Marketing** > **Digital Ads**), you'll see something added to the graph showing visits to your website: markers when you launched a digital ad. Now it's easier to see when you placed your ad and what the outcome was.

Request edits to done-for-you Facebook Ads (October 2021) If you're busy and have hired GoDaddy Social to help with your social campaigns, it's possible to request an edit to your ad. In your Dashboard, go to **Marketing** > **Digital Ads**. Select your ad then select **Request an edit**. We'll walk you through which ad you want to change and what you want to change about it.

Know what to post with the Marketing Planner (August 2021) You know you need to post consistently to create traffic to your website, but sometimes it's hard to know what to say. The Marketing Planner, available from your Dashboard, not only suggests what to post for the week but also shows you upcoming dates of interest. Create all your content for the month in one sitting, freeing up your time the rest of the month for other things!

More digital ad improved reports (August 2021) In your Dashboard, go to Digital Ads. (It's under Marketing for people with a Websites + Marketing site.) In addition to your Facebook ad report, there's a graph that lets you compare traffic to your site before and after placing ads. That way you can easily see how much your ads are affecting your traffic; in case you want to adjust your ad. (Remember to let your ad run for at least a couple of days to see any result.)
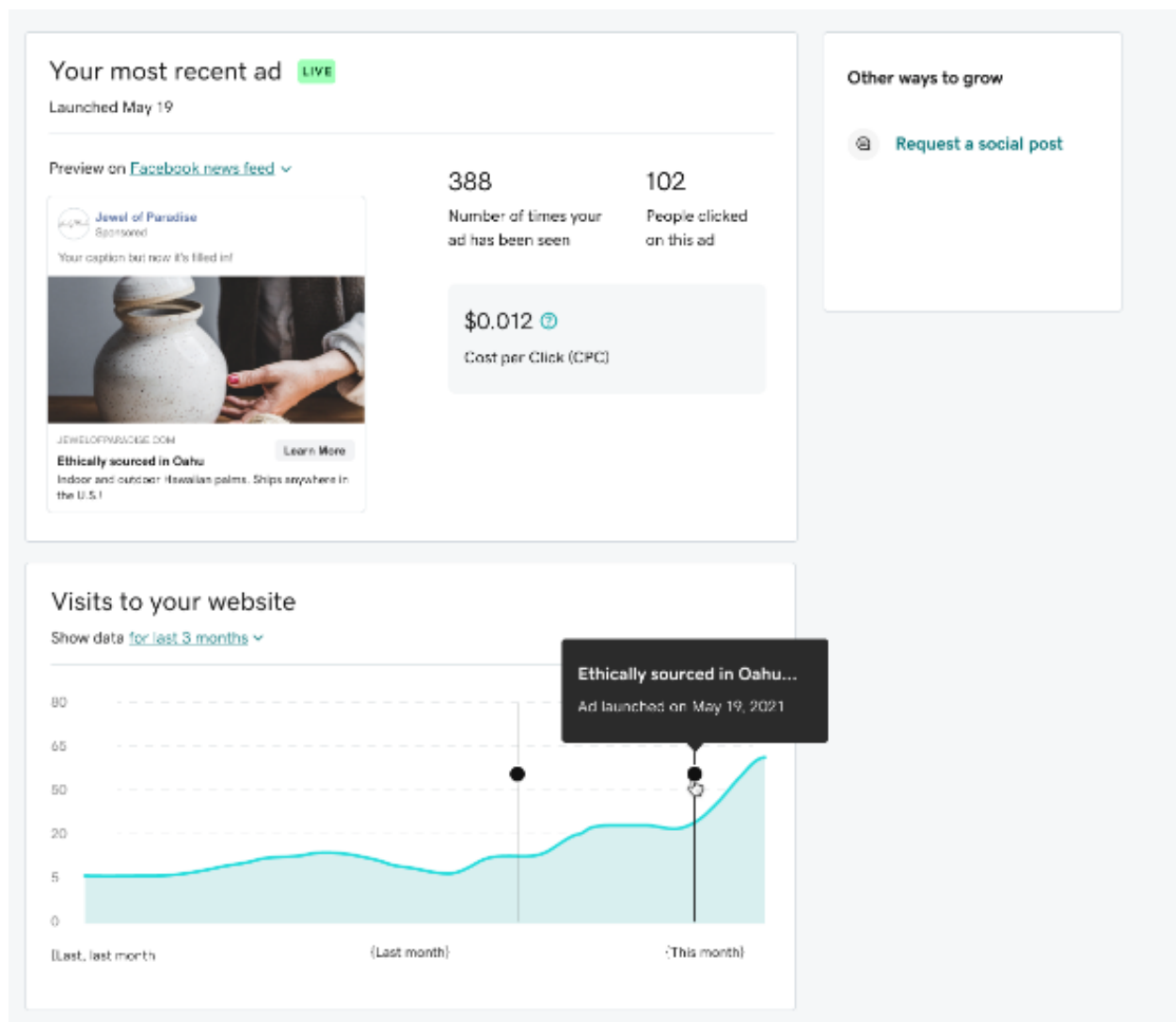
See improved reports for Facebook digital ads (July 2021) You could previously only see basic information about your Facebook ads. We're constantly working on making things better and have added more analytics about each ad you place. Try creating a Facebook ad, then go to **Marketing** > **Social** in your Dashboard.

Customers can buy your products directly in Facebook or Instagram (July 2021) Earlier this year, you gained the ability to connect your online store directly to Facebook and Instagram. When you created shoppable Facebook or shoppable Instagram posts, people who clicked on your posts had to come to your website to complete the transaction. Now people who click on your shoppable posts can buy your products without ever leaving Facebook or Instagram. So easy! Want to know more? Check out our blog post on selling through Facebook and Instagram.

Create an ad on Facebook or Instagram (June 2021) Facebook ads allow you to tell people about your business or products targeted by age, gender, and location. Set up your own Facebook ad from the Dashboard under **Marketing** > **Digital Ads** for Websites + Marketing, or just **Digital Ads** if you have Digital Marketing Suite.
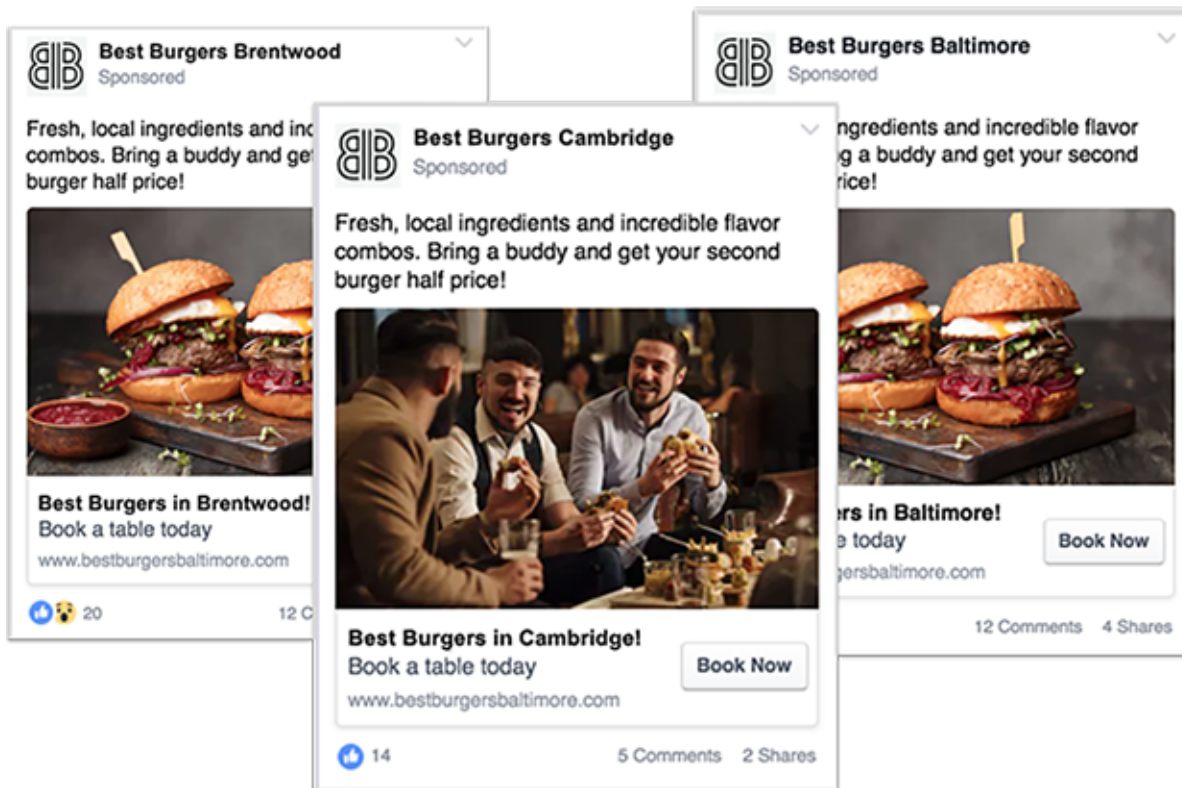
Hire us to create your next Facebook or Instagram ad or boosted post (June 2021)
Managing your online presence is a full-time job. Not only can you have social without the stress, hiring GoDaddy experts to manage your social media helps you turn interactions into lifelong customers. And we have a new, improved layout to see how your ad or boosted post is performing. Visit us today to request a call or to make a call for a free consultation.
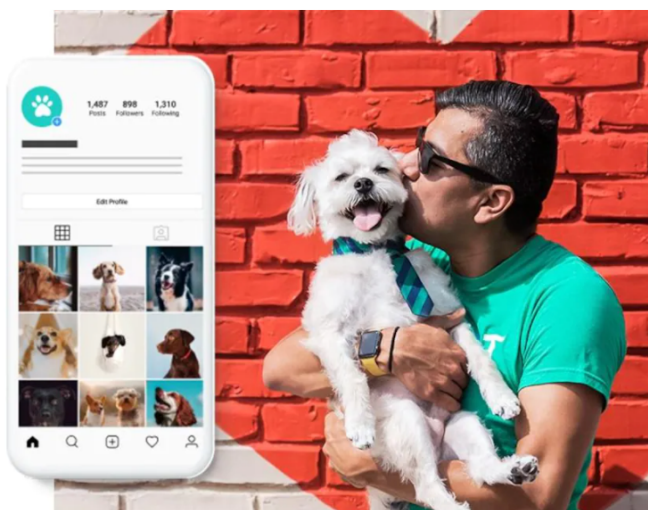
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Share your products, events, and appointments directly to social media (June and February 2021) You've got a new way to create a social media post highlighting your products and services—straight from your store! From your Dashboard, go to **Store** > **Products** or **Appointments** > **Services**. Find a product or service you want to share, then use the menu to **Share on Social**: Facebook, Instagram, Twitter, and Google My Business. Continue creating your post with text and images, then publish or schedule for later.
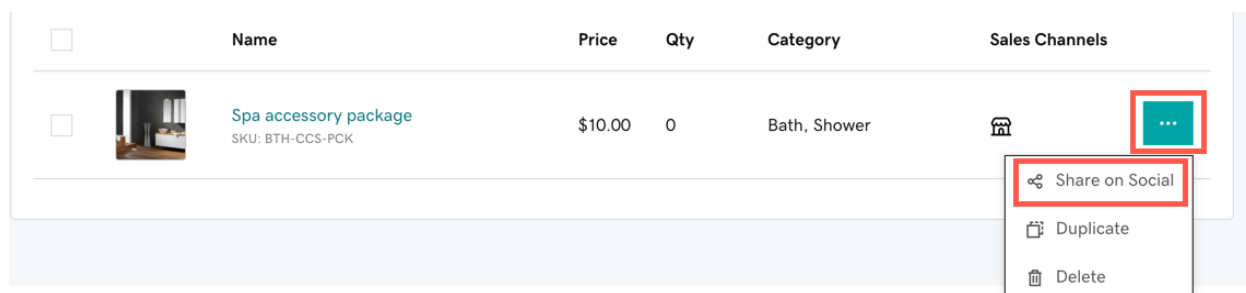
Email marketing
Design your next email marketing newsletter (July 2021) Your marketing email has a fresh new look. From your Dashboard, go to **Marketing** > **Email Marketing** and select **Create a New Email**. It also works if you select people on your **Subscribers** list, and then select **Send Campaign**. Create and send marketing emails to let your subscribers know what's going on in your business.

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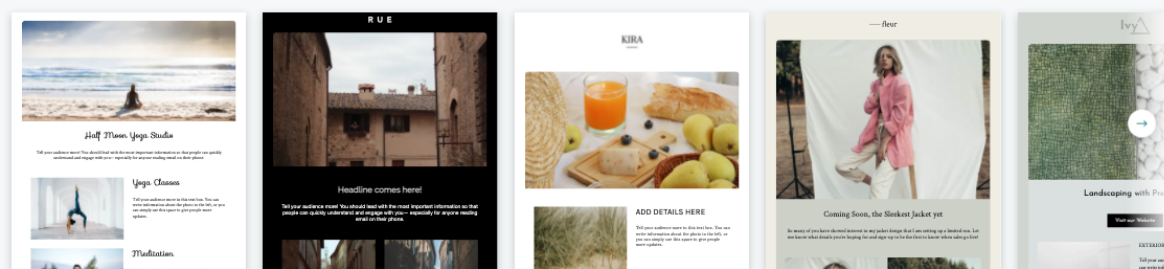
Appointments

GoDaddy Payments available for online appointments (September 2021) (United States) Accept card payments for online bookings as well as your store products through GoDaddy Payments. GoDaddy Payments also includes a Virtual Terminal to accept payments over the phone, as well as having low rates and fast payout. It's also the only payment option that allows for Apple Pay and Google Pay. Learn how to set up or change your payment for online appointments.

Reconnect with Facebook Booking (June 2021) Websites + Marketing Commerce has received upgrades to its connection with Facebook Booking. If your customers can book online appointments from Facebook and Instagram, make sure you go to **Settings** > **Facebook booking** to reconnect it.
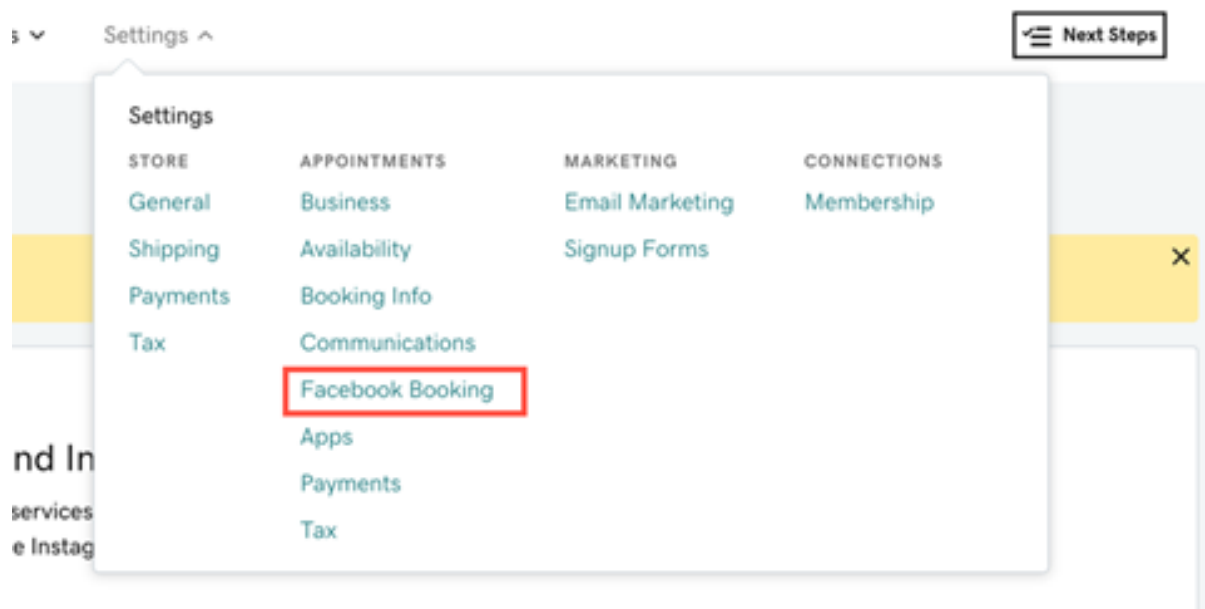
Add multiple appointments to the cart (May 2021) Your customers can now book multiple services in a single purchase. Previously, customers were only able to book one appointment at a time. With recent cart upgrades, however, your customer can book multiple types of appointments or multiple appointments in the same series.
If you aren't seeing the option to add multiple appointments on your live site, then you'll need to republish your site to make this feature live. Make sure you have an online appointments section on your site.
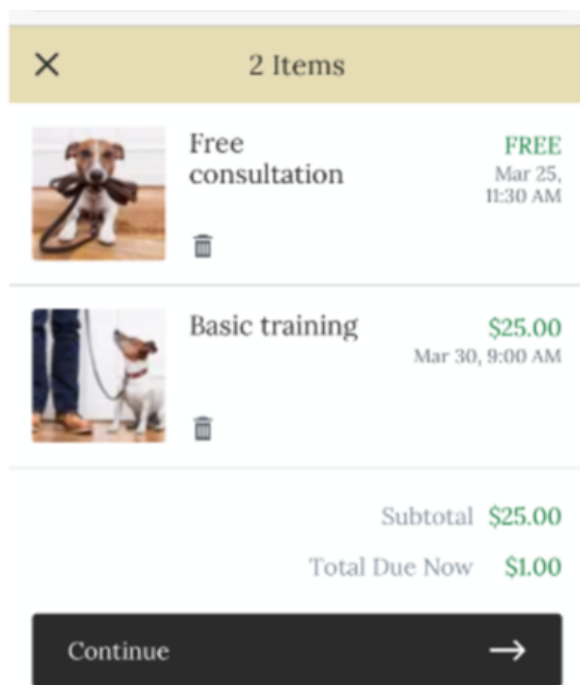
Share your products, events, and appointments directly to social media (June and February 2021) You've got a new way to create a social media post highlighting your products and services—straight from your store! From your Dashboard, go to **Store** > **Products** or **Appointments** > **Services**. Find a product or service you want to share, then use the menu to **Share on Social**: Facebook, Instagram, Twitter, and Google My Business. Continue creating your post with text and images, then publish or schedule for later.
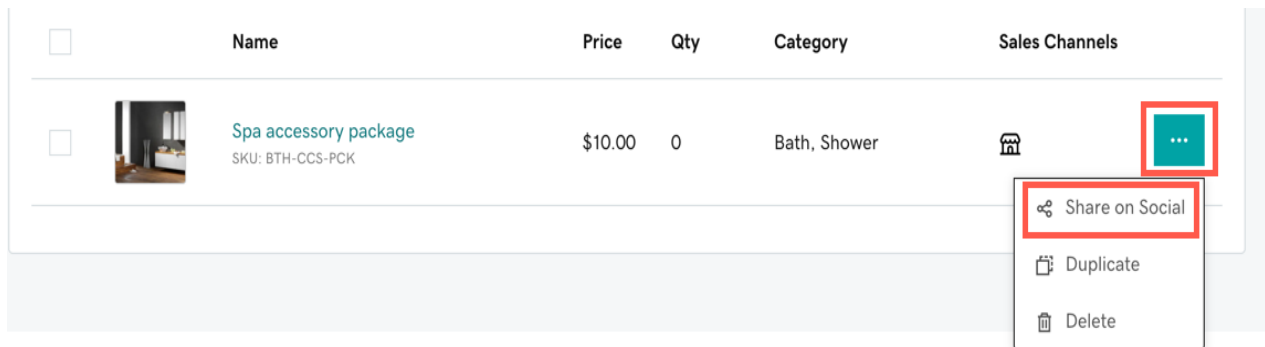
Online store and Marketplaces
Accept mobile in-person payment (September 2021) (United States) We're serious about being able to help you sell anywhere your customers shop: online, in-person or a mix of both. With the GoDaddy Mobile App (iOS and Android) and GoDaddy Payments, you can manage your site and accept payments all from the app.

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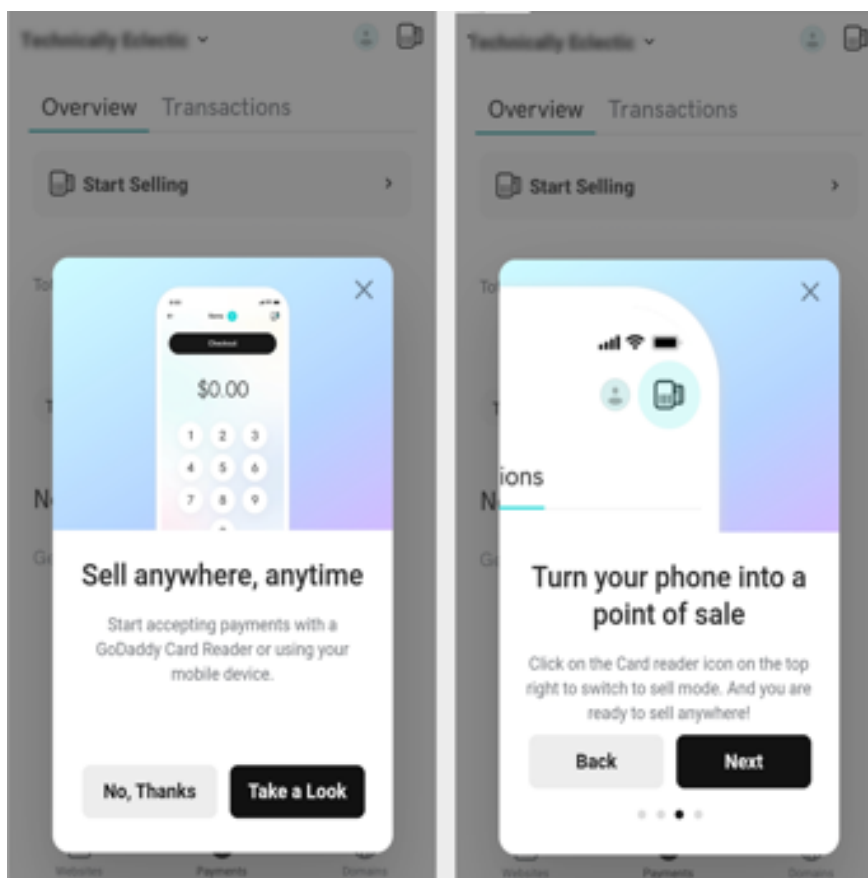
Sell in-person with GoDaddy's two new point-of-sale devices (September 2021) (United States) GoDaddy is now offering the ability to sell products in-person with hardware devices, allowing you to capture sales in your retail location or anywhere you sell in person. Accept payment with a card reader or use the mobile app for on-the-go payments: Smart Terminal for in-store payments and Virtual Terminal for phone orders. Learn more about using GoDaddy Payments for your site.

Sell products on Google (September 2021) (United States) Connect your store to Google's Shopping channel. If someone is searching for a product using Google, your products can appear on the Google shopping page. You can also create a campaign and grow your sales by advertising your products on high traffic Google properties like Google Search, Shopping, YouTube and more. If you're new to advertising with Google, take advantage promotional credits like matching the amount you spend in advertising up to $150. Review the full terms and conditions for online advertising promotional credits.

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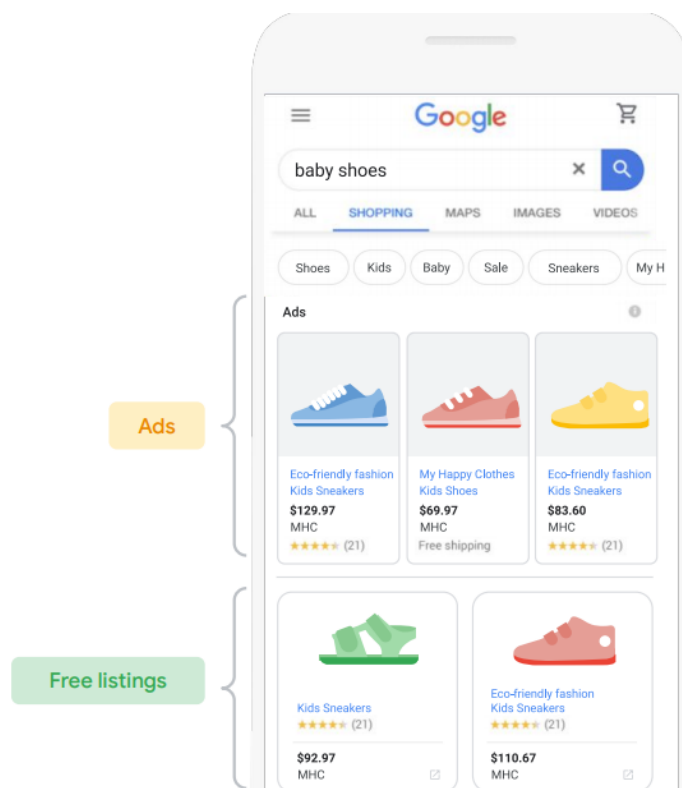
Add labels (smart ribbons) to products to help them stand out (September 2021) Let your store highlight sale, new, and best-selling items with a label, called a smart ribbon, for product images. In your website editor, select your Online Store section, then select **Smart Ribbons**. Pick which labels to highlight, then pick the label format from the list. Only one ribbon will show at a time.
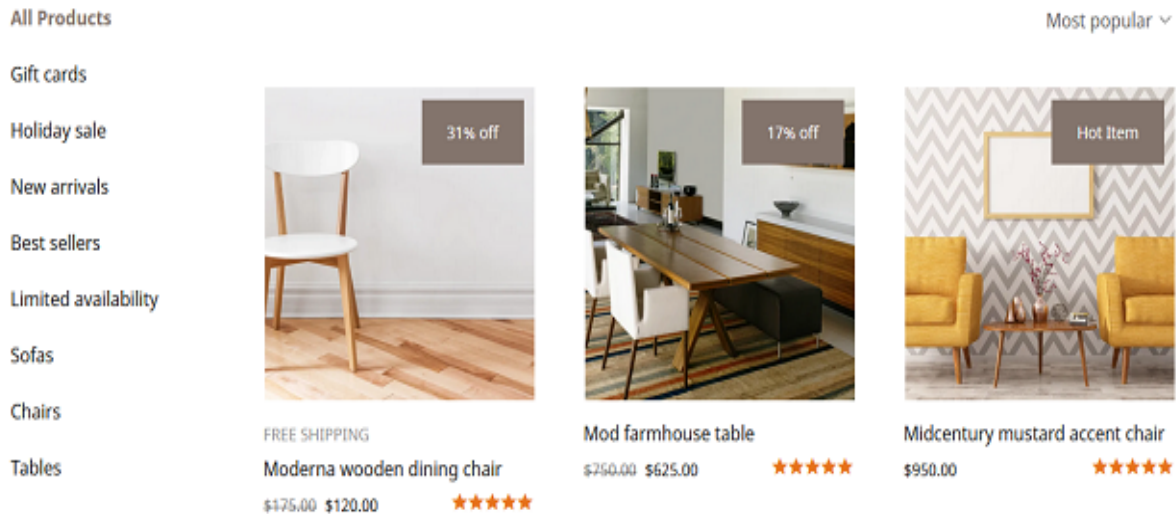
Let customers pay with Virtual Terminal (August 2021) (United States) We're excited to add Virtual Terminal to your GoDaddy Payments account. Virtual Terminal is a payment form that allows you to take credit card payments from your customers anywhere, even if you don't have a point-of-sale (POS) device available. You can find it in your GoDaddy Payments Hub.

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Connect your store to Google Shopping Actions (July 2021) Another amazing way to get your store in front of potentially millions of people is to connect it to Google Shopping. From your Dashboard, go to **Store** > **Marketplaces** and choose **Google Channel**. Learn more about Google Channel and Google Smart Campaigns.

Customers can buy your products directly in Facebook or Instagram (July 2021) Earlier this year, you gained the ability to connect your online store directly to Facebook and Instagram. When you created shoppable Facebook or shoppable Instagram posts, people who clicked on your posts had to come to your website to complete the transaction. Now people who click on your shoppable posts can buy your products without ever leaving Facebook or Instagram. So easy! Want to know more? Check out our blog post on selling through Facebook and Instagram.

Set up Marketplaces in Australia and the United Kingdom (June 2021) Marketplaces is the place for store owners to list products once and sell everywhere. Store owners in Australia and the United Kingdom now have access to eBay. Give connecting your store to Marketplaces a try.

Share your products, events, and appointments directly to social media (June and February 2021) You've got a new way to create a social media post highlighting your products and services—straight from your store! From your Dashboard, go to **Store** >

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Products or **Appointments** > **Services**. Find a product or service you want to share, then use the menu to **Share on Social**: Facebook, Instagram, Twitter, and Google My Business. Continue creating your post with text and images, then publish or schedule for later.

Accept money through GoDaddy Payments (June 2021) We've got a new way for you to collect payments from your customers. Like PayPal, Square and Stripe, GoDaddy Payments has competitive percentages. Best of all, it's completely integrated with the rest of your online store. Card readers and terminals are coming later this year. Find out more to get started.
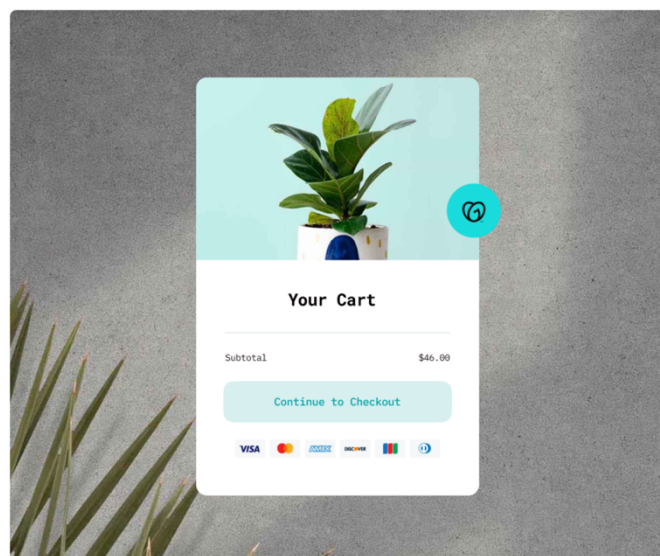
Try the new Carousel layout in Featured Products section (May 2021) Once you add products to your Featured Products category in your store, then you can add a Featured Products section. Or maybe you want to edit an existing Featured Products section. In addition to the Classic and Spotlight layouts, try out the Carousel layout.
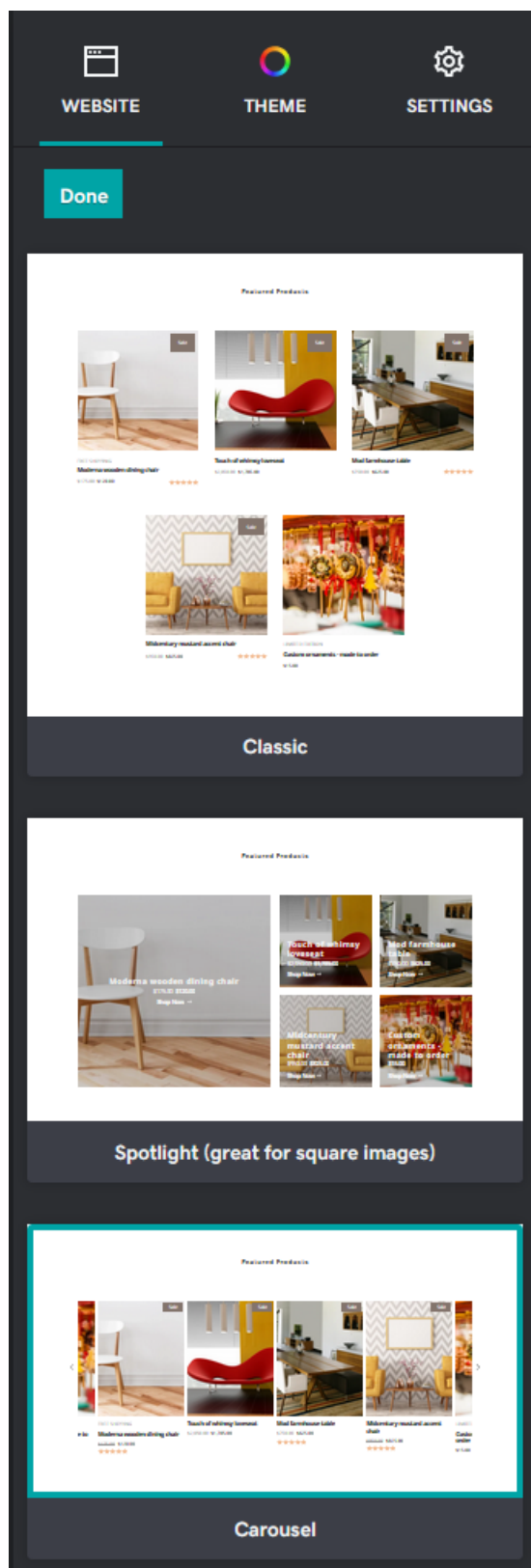
Best ways to build your subscribers

The way you build your subscribers list is crucial to how successful your email campaigns will be. While it may look good to have a large subscribers list, it won't do you any good if your beautifully designed campaigns are being deleted, or worse, marked as spam! However, if you build your subscribers list the right way to begin with, you'll find that the time and creativity you pour into your campaigns will pay off.

This video is lesson 3 of the How-To series for Getting Started with Email Marketing.

1. **Make sure everyone on your list wants to be there**
This may seem like a weird or obvious place to start, but think about it for a bit. If you receive an email about a service or product you're not interested in, haven't heard of, or haven't purchased in years, then you're likely to just delete it or flag it as spam!

2. **Have them sign up to be on your list**
The sure-fire way to be certain someone wants to receive email campaigns from you is if they asked to be there. Make sure they are clearly agreeing to receive marketing emails from you.

If you have a booth at an event, you might want to put out a signup sheet for people who are interested, or put out contact request cards in your store for people to fill out and return to you.

On your website, add ways for people to sign up as email subscribers using a Subscribe section and a Contact Us section. Or add them manually one at a time or import a spreadsheet.

 Note: You can't send marketing emails to a list of email addresses you get from yourself (such as a list of clients), a friend, a Facebook group, or any other source unless they've checked a box agreeing to receive marketing emails from you.

Also ask people to sign up to your email list from customer referrals, social media, or videos, by having people come visit your site.

3. **Check in with recent customers**
You can send marketing emails to all customers who have agreed to be on your email list. Otherwise, you'll need to check in with them individually.

If someone has purchased a product from you recently, like in the last 30 days, then it might be a good idea to follow up with them. After all, they know who you are, they've clearly shown interest in your product or service, and a little reminder or incentive like a coupon might make a repeat customer.

However, if it's been longer than a few months, then people might not remember where they purchased their product or service or wonder why they are suddenly receiving emails from you after all this time.

Using these methods, your list will grow naturally and you'll have better results from your mailings. Also, you'll have built a great reputation for treating people's information with respect.

Before Buying an Email List, Read This!

Perhaps you're a new company and don't have a customer base. Maybe you have a service you're sure that people will love... if only they heard about you. Whatever the reason, buying an email list seems like an easy, low-cost way to grow your business. But there are some serious consequences to purchasing. And there are real benefits to using an opt-in list!

What Is An Opt-In List?
You'll often see terms like **opt-in**, **permission based**, **signups** and **subscribed**. When used properly, they all mean that the email list is comprised of people who:

- Are recent customers of yours, or
- Agreed to receive email updates directly from you, or
- Subscribed or signed up through an online sign-up form on your business' website, landing page, or social profile.

What Is A Purchased Email List?
There are many vendors out there who sell lists or rent them (though renting means that the list seller maintains ownership and control of the email list). These are collections of email addresses that the vendors sell to any business or individual who can pay the fees. Your email list is considered to be a purchased or shared list if it's provided to you by a third party, like an email list vendor or affiliate. There's a few ways that vendors build these **non-opt-in** email lists.

One common method is something you've likely come across. Think about those **flashing banner ads** you see across the web. They say things like "Congratulations, you've won a free iPad". Or "You're our 1 millionth visitor, click to claim your prize!"

If you were to click on that banner, you'd wade through survey questions where they ask about age, income and collect other info relevant to placing you into categories that they can then offer as "targeted" options for marketers. They also collect your email address.

Another collection method happens when list vendors buy emails lists from **industry trade shows** (or other events) where people give their info during the registration process. This is not the same thing as folks who signed up with you, directly, at your trade show booth! This is where list vendors purchase the entire registration list, from the trade show, itself.

Online consumer surveys can often be a source of email addresses. The web surfer may be asked to fill out a survey and enter their email address to receive deals that they'll find interesting.

If you sign up for something and the terms include words like "Sign up to receive updates from us and our partners that we think you'll like," your email address is likely being collected for a shared or sold list. A subset of this method is called **co-registration**. This is where you sign up at a website, but that website also automatically, or nearly automatically, signs you up for other sites. They try to legitimize this by informing you of the additional subscriptions, or providing boxes to uncheck. This is a situation where it's not the subscriber's intention to sign up for the material they will be receiving.

The least salubrious method of creating these lists is **email harvesting**. This is when the vendors use bots to crawl the web and collect email addresses from websites, forums, and comment sections. Sometimes, low wage and long-suffering people are paid to manually grab email addresses off websites. Not very nice!

Can I Buy An Opt-In List?

The claim:
Opt-in email lists for sale are lists of contacts that have agreed to receive emails from third party senders.

The truth:
No. There's no such thing as an opt-in list for sale!

The fact is, email clients like Gmail, Yahoo and Hotmail don't consider purchased lists or lists given to you by a third party to be opt-in, at all. They call it **unsolicited bulk/commercial email**. If the people you're emailing did not directly sign up with you (and only you!) then it's considered unsolicited.

What's The Worst Than Can Happen?
Well, that's easy enough to answer. There's a big downside to purchasing an email list rather than growing it yourself. Here are 5 reasons it's not a good idea to buy an email list:

1. **Purchased lists harm your delivery to inboxes**

    Using a purchased list means you're not adhering to the ISP and email client guidelines. Furthermore, purchased lists often generate really high bounces, get flagged as spam by recipients and have low read rates.

    All this means that you'll soon be noticed by ISP filters and instead of reaching potential customers, you'll be hanging out in the readers' spam folder.

    But wait, there's more!

    There are organizations called blocklists like Spamhaus as well as other filtering

organizations like Cloudmark and Brightmail. Email clients like Yahoo and Gmail and Hotmail rely on them to help block spam (yay!). These blocklists leave spam **traps** or **honeypots** for shady list sellers to collect. Then, if one of those email addresses ends up in your purchased list, you're in big trouble! It's like having bad credit - it can take a long time and a lot of hard work to rebuild trust with blocklists and until you do, you'll have poor delivery results even if you've stopped using the purchased email list.

2. **Reputable email marketing services won't let you use purchased lists**

   GoDaddy Email Marketing and other reputable email newsletter apps don't allow purchased email lists. This means that in order to send to those lists you bought, you'll need to use a "disreputable" service which is likely already on ISP and blocklist block lists.

   You're known by the company you keep and sharing IP's with senders known for unsolicited mailings will get you bad results and a bad reputation.

3. **Low response rates because your recipients don't know you**

   When a company you've never heard of sends you a marketing email you probably flag them as spam or simply delete the email. Sending to a purchased email list won't engender trust nor will it create a relationship with the potential customer.

   When you buy an email list you're not taking steps to create positive engagement with customers. Instead, you're hoping that the few results you may get will somehow outweigh the overall negative responses that unsolicited emails usually receive.

4. **Low response rates because the email addresses are poor quality**

   Many people use throwaway email addresses when pressured into giving their info. This is especially true for the methods that list sellers use to collect email addresses. When you buy an email list, you're really buying a large amount of defunct and unused email addresses.

   List fatigue is also a concern. If you're buying a list from a trade show, keep in mind that the other vendors at the trade show, and even businesses elsewhere who bought the list, are also emailing these recipients. By the time you reach the recipients' inboxes, those readers are going to be exhausted by the barrage of unsolicited commercial email they've been receiving.

5. **Lousy ROI (return on investment)**

   As a business you should maximize any investments you make, including the investment in email marketing. Purchasing a list is a waste of money, damages

your sender reputation and lowers the value of any legitimate email sending you may do. Seriously, it's not worth it!

So How to Build a Healthy, Effective Email List?

There's a few things you can do to grow your email list in a positive way without resorting to buying a list.

One of the most effective ways of growing your list is to use the signup forms on your website. Adding the Facebook signup form to your business page and also sharing the signup form link on other social networks like Twitter yield great results.

Tap into your existing customer base to grow your email list and offer special deals exclusively in your email newsletters. Ask customers to sign up each time they purchase something and offer incentives if they spread the word.

Stay active on social channels and make sure to share your newsletters wherever you can. This expands the reach of your newsletters and encourages sign-ups.

Don't give up! Growing a healthy email list takes time but the rewards are worth it!

Create my first email campaign

Get started by creating your very first email marketing campaign.

Note: This article is creating an email marketing campaign in GoDaddy Email Marketing. If you have Websites + Marketing, you'll want to create and send marketing emails instead.

1. Log in to your GoDaddy Email Marketing account. (Need help logging in?)

2. Click the **Compose!** button in the right panel.
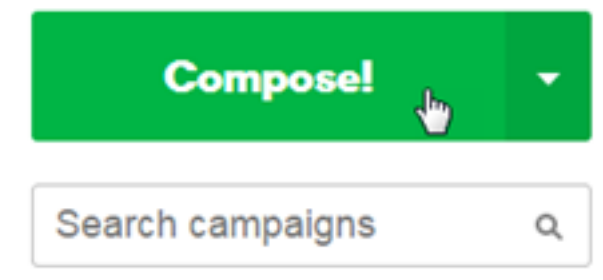
A blank campaign opens that looks something like this:
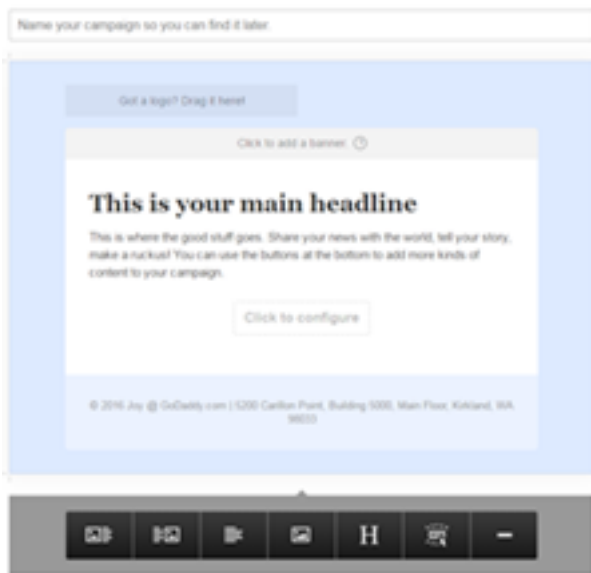
3. Enter a name for your campaign.

4. To upload a banner image, click the plus sign on the **Images** tab.

   A banner image is the graphic (590 pixels wide) that appears at the top of your email campaign, giving your readers a first impression. For more information see, Add a banner image
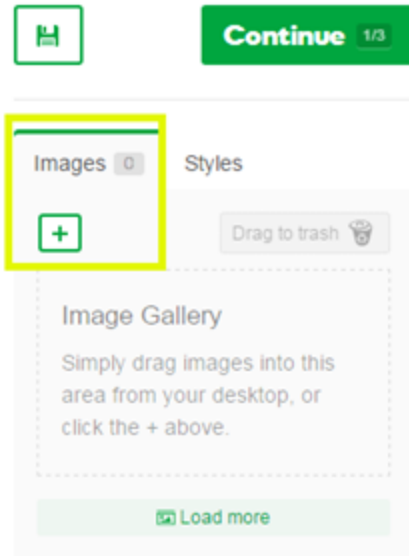
5. Browse to the image you want to upload to the **Images** tab, and click **Open**.

6. Click and drag the image from the **Images** tab to the banner placeholder.

7. In the **Banner link** dialog box that automatically appears, enter the URL you want people to go to when they click the banner image, and then click **Save**.

Banner link   ×

Link address:

http://backtoschool/mbwschooldistrict/

ℹ People are going to click that banner. Make sure it takes them somewhere nice.

◄ Cancel   **Save**

8. Click **This is your main headline**, enter a headline, and click **OK**.

✓ OK   H Section Title ▼

                            𝒜 · **B** *I* · ⊘ · ▤

Welcome back!
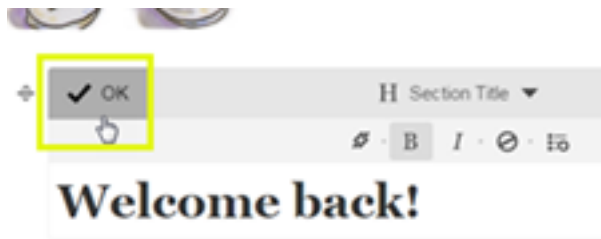
9. To structure your email campaign layout, use the module buttons located at the bottom of the campaign.

Module button	Name	Description
	Image & Text	A mixed module with an image holder on the left, and a text block on the right.
	Text & Image	A mixed module with a text block on the left, and an image holder on the right.
	Text	A full width text block. You can format text, and change the text style.

	Image	A full width image holder. You can add more images in a row, and you can resize it.
	Section Title	A special text block that contains only top-line H1 styled text. You can change the style of the section title text independent of the other text types in the style editor.
	Button	A call-to-action button that allows you to define the display text and link to any URL. You can change the button styling in the style editor. Learn more about the button module.
	Divider	A horizontal line to visually separate different chunks of your campaign.

10. In the text placeholder, enter your text.

11. Upload an image to the **Image** tab, click and drag the image onto the image placeholder (just as you did with the banner image), and click **OK**.
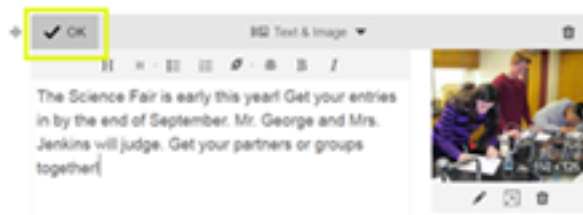
12. To change the color and formatting of your campaign, click the **Styles** tab that is located in the right pane next to the **Images** tab, and choose a style.
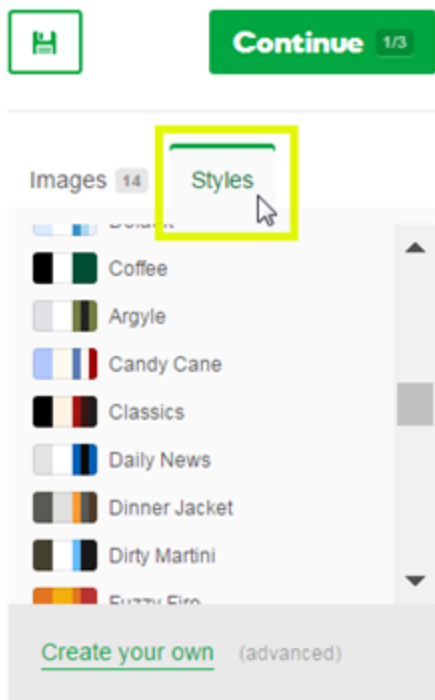
13. To preview your campaign, click the **Preview** button.

At this point, your campaign may look something like this:

Welcome back!

Welcome back students! Orientation schedules are listed below:

Freshmen: 8/21 @8:00 AM - 9:00 AM
Sophomores: 8/21 @ 9:00 AM - 10:00 AM
Juniors: 8/21 @ 10:00 AM - 11:00 AM
Seniors: 8/21 @ 11:00 AM - 12:00 PM

The Science Fair is early this year! Get your entries in
by the end of September. Mr. George and Mrs.
Jenkins will judge. Get your partners or groups
together!

You can add more modules that contain section title, image, text, and button placeholders. Simply repeat steps 9, 10, and 11.

14. In the upper right pane of your campaign (next to **Continue**), click the **Save** button.

About Apple Mail Privacy Protection

We've got answers for you about how Apple's new Mail Privacy Protection features might affect marketing emails you send to your customers.

What is Apple's new Mail Privacy Protection setting?
Mail Privacy Protection is a setting that gives people the ability to hide actions they take inside their Apple Mail app. This feature was part of a press release announced June 7, 2021, and released October 25, 2021.

In the press release, Apple explains: "In the Mail app, Mail Privacy Protection stops senders from using invisible pixels to collect information about the user. The new feature helps users prevent senders from knowing when they open an email and masks their IP address so it can't be linked to other online activity or used to determine their location."

Apple Mail users had this ability before, but it was more difficult to find. Now it's easier for them to find and use. Other email clients like Gmail and Outlook also give their customers ways to block the invisible pixel.

What's an invisible pixel?
Like other email marketing providers, we use an invisible pixel to know when your emails are opened.

The pixel is usually 0x0 or 1x1 pixels in size. It's not visible to the recipient but can be used to send information back about if the email is opened, where the recipient is located, what kind of device the recipient is using, and other data.

How does a pixel blocker work?
Apple Mail Privacy Protection and other pixel "blockers" activate the invisible pixel whether or not the individual recipients are actually opening and viewing your emails.

By opening every pixel regardless of if the email was actually opened or not, they "block" any meaningful data from being returned to the sender.

Is this just people who have Apple emails?
No, it's any customer who opens their email through Apple Mail.

This may include anyone with an Apple domain address. However, it can also include anyone who uses the Apple Mail app to open their Gmail, Hotmail, AOL, Yahoo,

Outlook, or other domain address emails.

Are my customers still receiving my marketing emails?
Yes. Your customers still receive and open your marketing emails as usual.

The only difference is in your email open rate data. Because more people will be activating Apple Mail Privacy Protection (or other pixel blocking service), it'll look like all your emails to those people are opened, whether they actually open the email or not.

If an email to a customer is blocked, bounced or otherwise undelivered, it's for other reasons like spelling the email address wrong or the recipient having a full mailbox.

How does this affect my marketing email statistics?
Because all pixels are opened automatically, even if the recipient doesn't open or read your email, your Opened rate might look higher than it actually is.

However, automatically opening the invisible pixel does not affect any other statistics:
- **Clicked**: Tells you if anyone clicks a link inside your email.
- **Forwards**: Tells you how many people sent your email to someone else.
- **Delivered**: Tells you if the email made it into the recipient's mailbox.
- **Bounced**: Tells you if the email was undeliverable for any reason. For instance, the email address is wrong, or maybe the email address is correct but the recipient's mailbox is full.
- **Unsubscribed**: Tells you how many people removed themselves from your email list.

You can still tell if a marketing email is successful or not, even without an accurate open rate. For example:

- Focus on all your stats together, not just one statistic alone.
- In every email, provide one call to action to a product or service using links and buttons. Look at the link click rate.
- Look at site traffic or traffic to a product mentioned in an email and see if there are any changes.
- Ask people to reply to a question or start a conversation with you.

Upload an image to my Email Marketing campaign

Before you can add an image to your email marketing campaign, you need to upload an image to the gallery.

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)
2. On the **Campaigns** page, at the bottom of the campaign you want to use, click **Edit**.

3. In the right pane, click the **Images** tab.
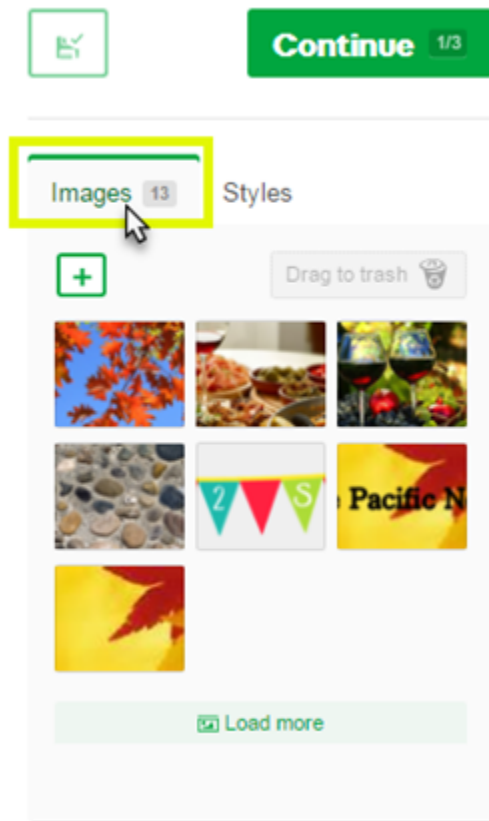
4. Under the **Images** tab, click the plus sign to browse for images.
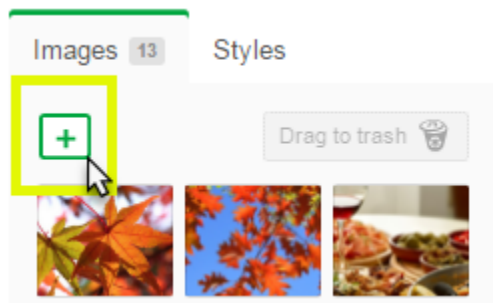
5. Click the image you want to upload, and click **Open**.
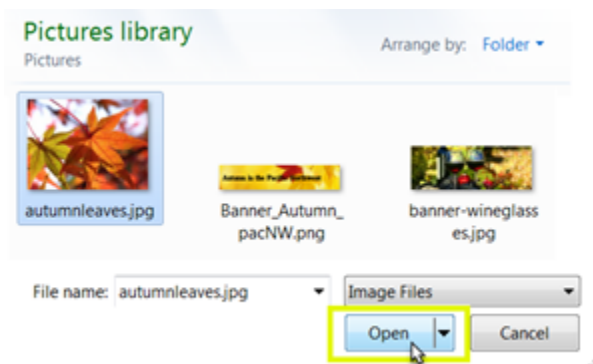
Your image will now appear in the right pane, on the **Images** tab.

Tips for uploading images
- You can upload any .jpg, .png, or .gif file format.
- Your image should be in RGB colorspace, and not CMYK.
- Images should not be wider than 590 pixels.
- Keep the image file size under 200KB. Anything larger will bog down email when it is being sent and opened.

Add an image to my Email Marketing campaign

Before you can add an image, you'll need to upload an image to the image gallery. Next, you'll add a module that has an image placeholder.

1. If you haven't already, log in to your GoDaddy account and open Email Marketing. (Need help logging in?)

2. On the **Campaigns** page, at the bottom of the campaign you want to use, click **Edit**.

3. In the Image Gallery, find the image you want to add.

4. Click **Load more** to view more images.

5. Click and drag the image to the image placeholder in the module you added previously.
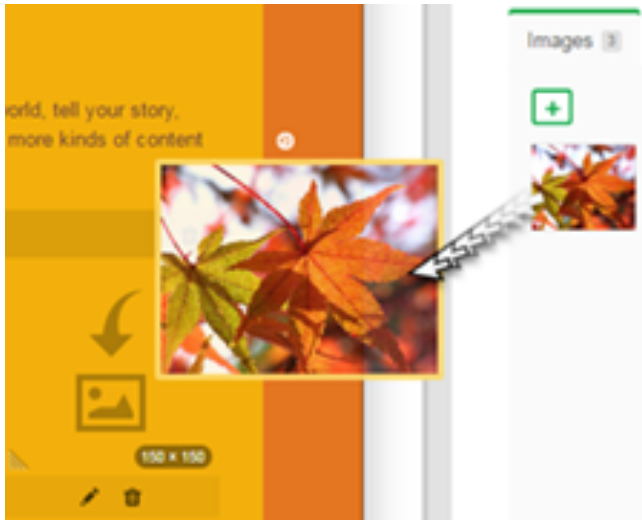
6. You can resize or change the image.

Add multiple images side-by-side

1. To add more than one image side-by-side, click inside the **Image** module.

2. Under the 1st image you've added, click the plus (+) sign to add the 2nd image placeholder.

3. Click the plus sign (+) under the 2nd image placeholder to add a 3rd image placeholder, and so on.

4. You can add up to 4 images side-by-side.

5. In the Images Gallery, find the image you want to add.

6. Click **Load more** to view more images.

7. Click and drag each image from the Images Gallery to the image placeholders in the module.
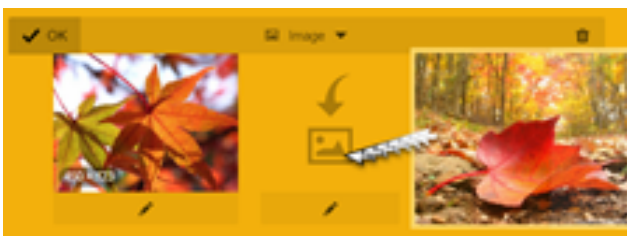
8. After you drag an image to a placeholder, you'll either need to click inside the image or click the pencil button ✏ to open **Edit** mode and add more images.

Add a banner image to my Email Marketing campaign

 Note: This article applies to GoDaddy Email Marketing. If you're creating a marketing email in Websites + Marketing, here's how to add a banner image.

The banner image is the graphic that goes right at the top of your email campaign. It's your reader's first impression, so you want your banner image to fit your company brand, or your newsletter's vibe. You can often grab something from your own archives, but if you don't have anything readily available there are plenty of free resources out there. If you're starting with a raw image, consider spending some time in your favorite image editor cropping, and adding text. You want your banner image to capture the right tone.

 Note: Save your image to 590 pixels wide for the most efficient rendering and loading. The height of the banner is up to you.

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)

2. In your GoDaddy Email Marketing account, click **Campaigns**.

3. Click **Edit** under the campaign you want to work on, or **Compose** to create a new campaign.

4. In the sidebar, under the **Images**, click **Add an image** to find your banner image file.
   Note: Create a professional-looking image using the Content Creator. The best dimensions are 590 x 175 pixels. When you're done designing, save your image as a   PNG file.

5. Locate and open the image file you want as your banner. Click **Upload Image**.

6. Once the image is uploaded, you'll see a thumbnail of the image in the **Images** sidebar. Drag the image from the sidebar and drop it onto the banner area.

7. You'll be prompted to add a link to your banner image. It's highly recommended that you make your banner clickable. Enter your URL, and click **Save**.

8. Click **Save** at the top or bottom of the composer page, to save your progress.

9. Click **Preview** in the top right corner, to see your campaign as your readers will see it.

We always recommend using a banner image, but if you have a campaign that calls for something a little different, you can skip the banner image by leaving the banner space blank. Your campaign will start at the first module in your layout, and won't display anything for a banner.

HTML tricks and tips within GoDaddy Email Marketing

Sometimes you reach a point where you need to do a little bit of customization and adding a small snippet of HTML is a neat way to spice up a campaign. We do stress the importance of not over-using these html tricks and tips. If you have many style changes to make, a custom style is the way to go.

Also, accuracy counts! Always make sure you're using the html snippets correctly. Proofread, look for typos and test before sending out your email to your subscribers.

Now, onto the tricks and tips:

How to center text:

The code:

`<center>This Will Center My Section Title</center>`

What to look out for: Make sure you "close" the tag at the end with a / like this: < /
center>

Before (in edit mode):
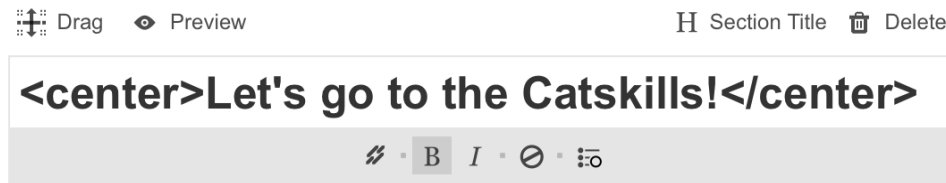
After (in preview mode):

How to change the font color:

The code using a color name:

`<span style="color: red">This text must stand out!</span>`

Using a hex code: You can select an even more specific color by using the color's **hex
code**. That's a 6-character code that looks like this: #FF0000

You can find a list of codes here, or grab the exact code for a color on your website by
using a color picker program.

`<span style="color:#FF0000">This text must stand out!</span>`

What to look out for: Make sure you "close" the tag at the end with a / like this: < /
span>

Before (in edit mode):
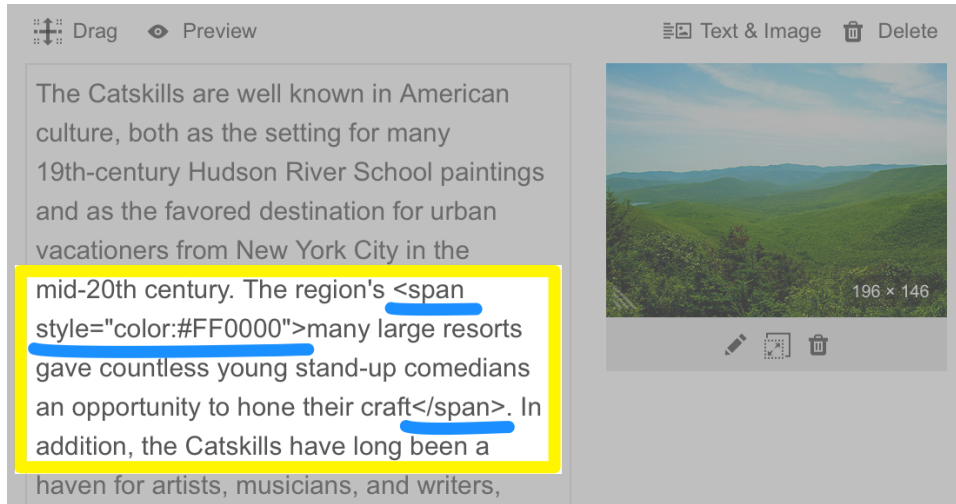
After (in preview mode):
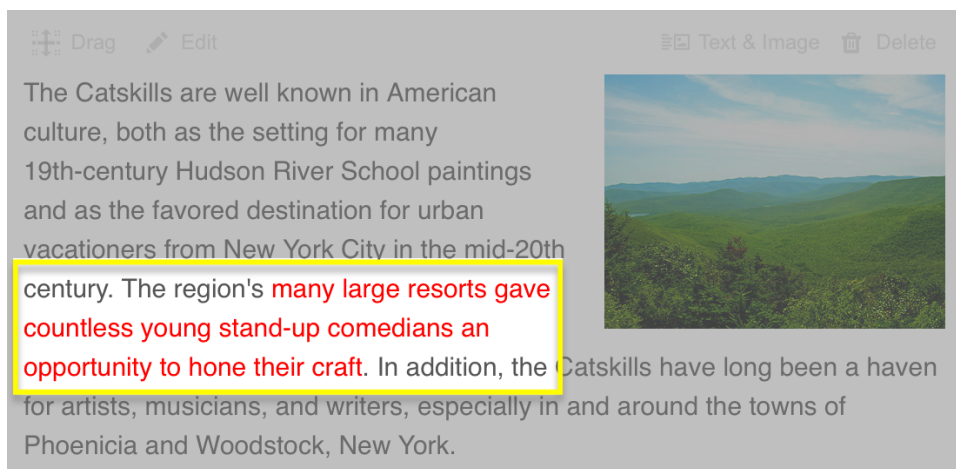
How to change the font size:
The code:
`<span style="font-size:30px">Big Text!</span>`

Adjust the pixel number to change the size of the text. A smaller number makes the font size smaller and a larger number makes the font size bigger.

What to look out for: Make sure you "close" the tag at the end with a / like this: < / span>
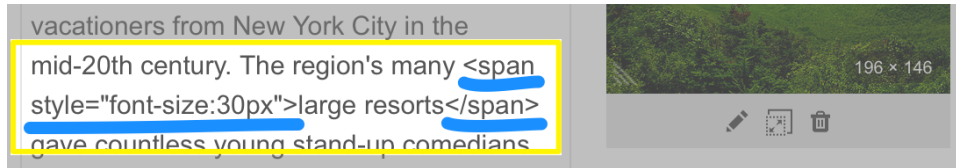
Before (in edit mode):

After (in preview mode):

How to change the font type:
The code:
```
<span style="font-family:verdana">Verdana text</span>
```

What to look out for: Make sure you "close" the tag at the end with a / like this: < /
span>
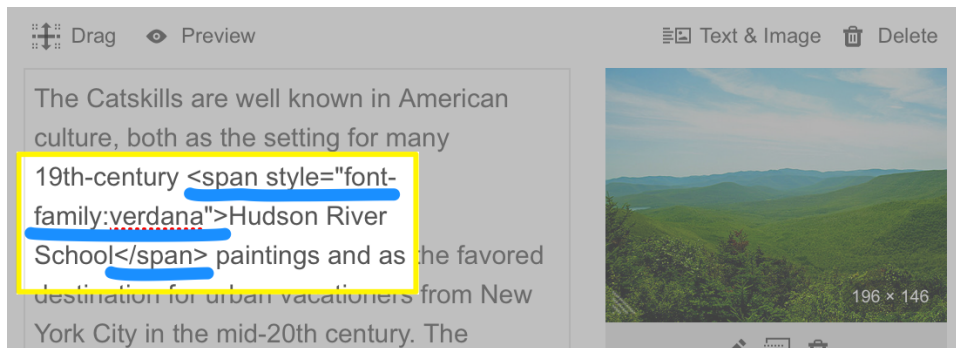
Before (in edit mode):

After (in preview mode):
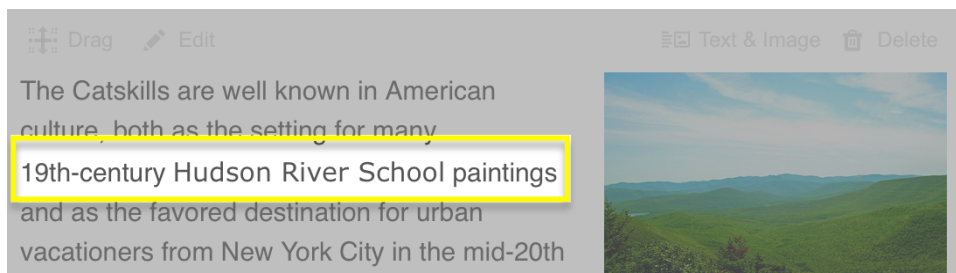
How to combine multiple style changes
The code:

```
<span style="font-family:verdana; color:blue; font-
size:30px">Some blue text that really stands out!</span>
```

Before (in edit mode):

After (in preview mode):
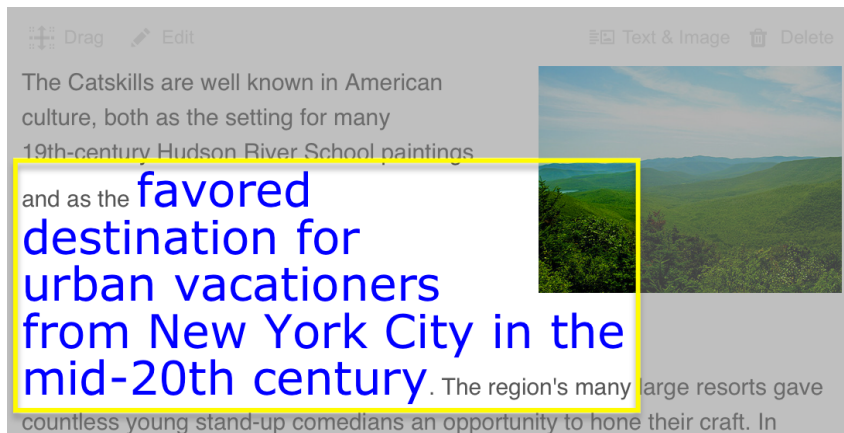
How to change the text format within text:
Although the Bold and Italic options are found within our composer, you can utilize the following simple HTML for more advanced options to make a specific piece of text Bold or Italic as well as Underline or Strikethrough.

The code:
```
<b>Bold</b>
<i>Italic</i>
<u>Underline</u>
<strike>Strikethrough</strike>
```

These can be used at any time but for a specific example, if GoDaddy was one word and you only wanted "Go" formatted to one of these four options, you will need to apply the specific code to create the effect.

Before (in edit mode):

```
✔ OK                                    ≡ Text ▼

      H        H  ▪  ≔      ⅓≡    ╱╱  ▪  ≣

<b>Go</b>Daddy

<i>Go</i>Daddy

<u>Go</u>Daddy

<strike>Go</strike>Daddy
```

After (in preview mode):

GoDaddy

*Go*Daddy

<u>Go</u>Daddy

~~Go~~Daddy
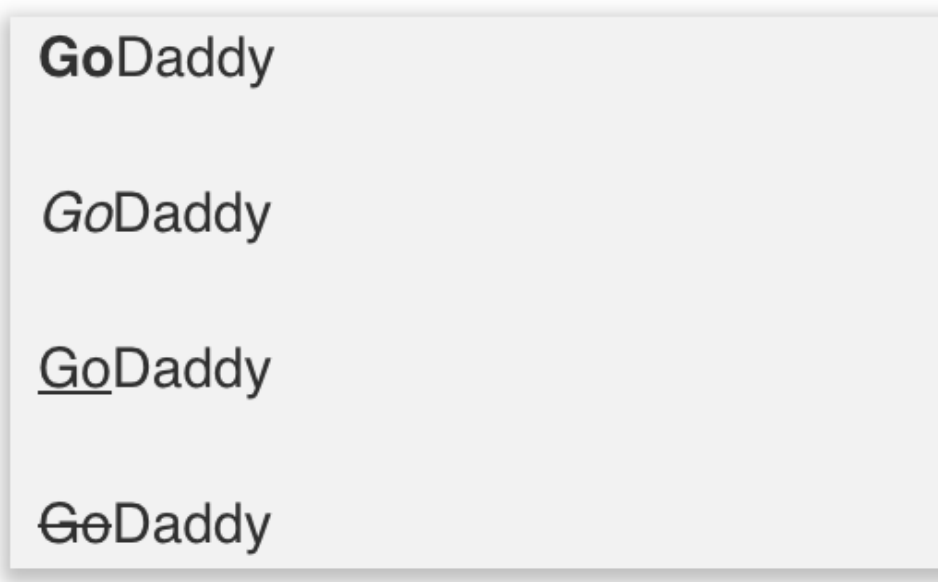
How to justify text:
The code:
`<p style="text-align:justify">Enter the paragraph here</p>`

What to look out for: Make sure you "close" the tag at the end with a / like this: < / p>

Before (in edit mode):
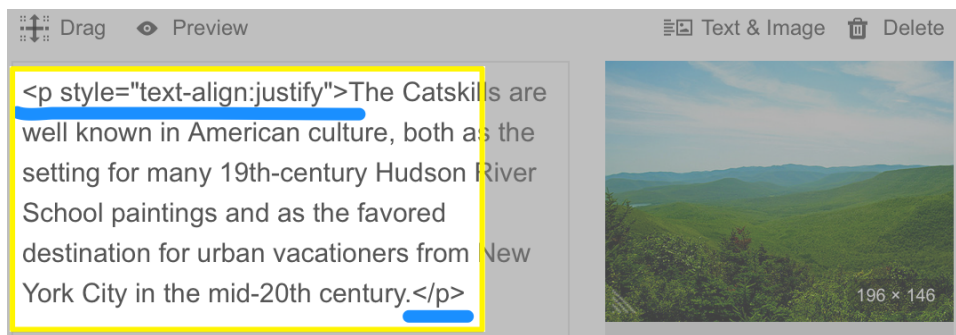
After (in preview mode):
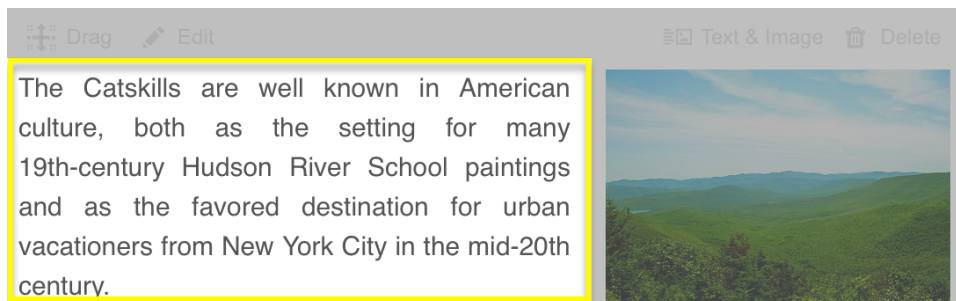
Send an email campaign

You can send any campaign you create in your account as an email. You can send it as many times as you want, and to any contacts in your Subscribers. You will also be able to send an existing campaign from your mobile device.

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)
2. Find your campaign on the Campaigns page, and click the **Send** button underneath the thumbnail.

   Note: If you're sending directly from the Composer, just click the **Continue** button in the bottom right corner of the composer page.

There are two steps to the sending process, but don't worry! Your campaign will not send until you confirm everything after the final step.

Recipients Tab

1. You have two methods of selecting people to send to:

   o **Send to individuals field**: If you want to send a test to just yourself, or a few folks who aren't collected in a list, just type them here. This field is optional.

      Note: Anyone added to the **Send to individuals** field who is NOT already a member of your Subscribers will be added to your **All subscribers** list, when you send.

   o **Subscriber lists**: Click **Include** next to any list you want to send your email to. Click **Exclude** next to any list you want to make sure the email does not send to.

   Note: You can confirm your list selections on the right side of the page.

2. Click **Continue**.

Details Tab

1. Edit the following options, to your liking.

Option	Details
From Name	This will default to your account name, the first time you send any email. For all subsequent sends, it will default to the last name you used. You can edit this each time you send.
From Email	This will default to your account email, the first time you send any email. For all subsequent sends, it will default to the last email you used. You can edit this each time you send.
Subject	This will default to the Campaign Title the first time you send a mailing for any campaign. Any subsequent sends will default to the subject line previously sent.
Second Send…	This is optional. If you select this option, your email will automatically send again, in 72 hours, to anyone who did not open the first email, using the secondary subject line you enter.

Don't send this to people who already received it	This is optional. If you select this option, people who have received this campaign before, will not be sent this email. Read more about this option.
Enable link tracking	Make sure this is selected. This allows GoDaddy Email Marketing to report back to you the details of what happened with your emails. Usually you don't want to turn this off, since you won't receive any statistics reporting if link tracking is disabled. Read more about mailing statistics, here.
Make my email look awesome on all devices	This is optional. Your email will be responsive with this option selected.
Social sharing	Select the social platforms you want to include in the sharing buttons, at the top of your email. These buttons allow your readers to like, tweet, pin, and +1 your campaign.

2. Click the **Send** button when everything looks good. But don't worry! Your campaign will not send, yet -- you have another chance to confirm all the details.
3. Here's your final chance to look everything over. All your recipient and mailing details are displayed for you, together, in one place. Click **Looks good. Send it!** to get your mailing on its way.

> **Note**: If you need to make any changes to these details, click the **Cancel** link in the bottom left corner.

If this is your first-ever time sending, you may need to go through our quick verification step. Otherwise, your email is on its way!

Send from a mobile device
You can resend an existing campaign from your mobile device.

1. Once you're logged into your Email Marketing account, locate the campaign you want to resend.
2. Tap **Send Again** to access the campaign.
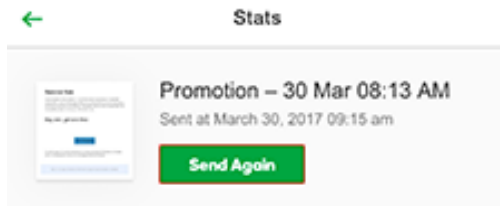
3. Enter the email address to where you would like to resend the campaign to.

4. Tap **Send** to resend your campaign.
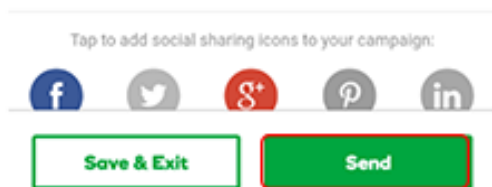
Overview of the Campaigns page

After you've opened to your GoDaddy Email Marketing account, you can see the **Campaigns** page by clicking **Campaigns** in the top menu. This is where you'll create your email campaigns and newsletters. Let's take a tour:

GoDaddy Email Marketing now uses responsive email templates. With the responsive email templates, your emails will automatically scale to fit any screen. Whether it's viewed on a laptop or a smartphone, your campaigns will look great. There's no additional action needed to take advantage of the feature.

View your campaigns

Recent email campaigns or newsletters you've created appear in the center of the **Campaigns** page. All others appear under the **Compose!** button in the sidebar.

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When you select a campaign, it opens in the center of the **Campaigns** page.
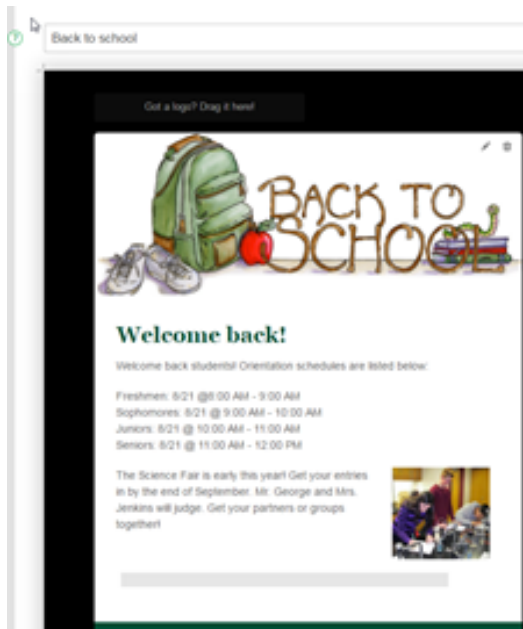
Campaign statistics

Statistics appear in the summary section for each campaign. These numbers show the total overall stats for the campaign. Click **more stats** to see a detailed overview of the campaign. Learn more about email marketing statistics.

Campaign tools

These tools are available for each campaign on the **Campaigns** page.

Below are the descriptions of the buttons on the toolbar for each campaign:

Button	Description
Edit	Click to open and edit the campaign.
Clone	Click to "clone" a campaign, making an exact copy of the campaign in the **Campaigns** page. GoDaddy Email Marketing adds an incremented number to the campaign title so you know which copy is the clone.
Share	Click **Share** to see a list of social media platforms where you can share the campaign. If you've set up the social sharing buttons in the email, you can click any of these to directly share the newsletter on a social network.
Send	Click to send the campaign to subscribers.
more stats	Click to show the overall or combined stats for all mailings of a campaign.

What is a template?

A GoDaddy Email Marketing template is a pre-designed *starter* page that you can use to efficiently promote your product, invite people to an event, compose a newsletter, or send out a quick update.

If these templates don't offer a layout you like, you can customize a template to meet your needs, or you can create a new campaign based on an existing one.

To open the template gallery, on the **Campaigns** page, click **Compose!** To get a better idea of how each pre-designed template might look with text and images, hover over the **Examples** below each template design type.

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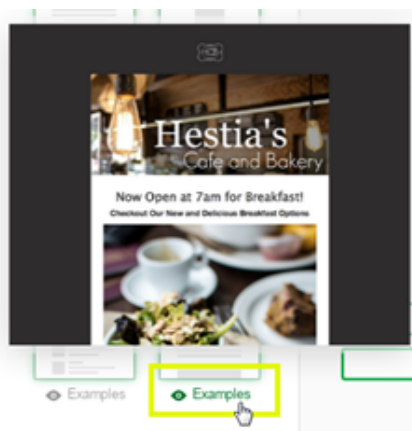
There are two **Examples** for each template design type.

Pick a template layout, and then add your text and images to the placeholders.

Use a template to create an email campaign

Use a pre-designed template to create and send your next GoDaddy Email Marketing campaign.

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)
2. On the **Campaigns** page, click **Compose!**
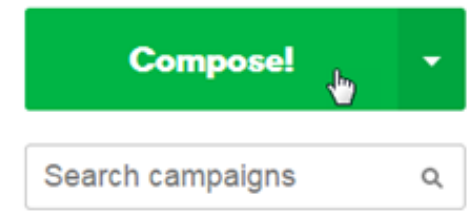
In the template gallery, hover over **Examples** below each template design type.
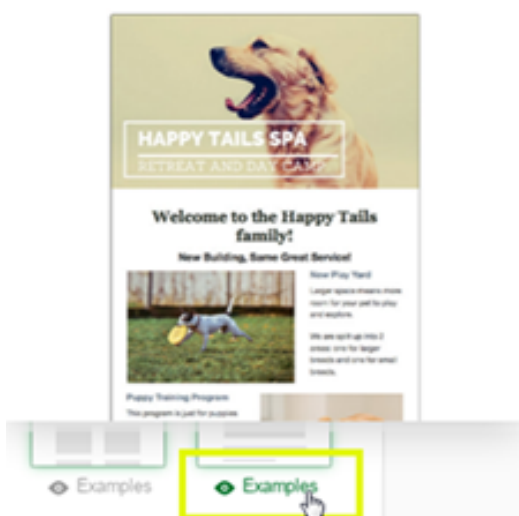
This will give you an idea of how each pre-designed template looks with text and images. There are two examples for each template design type.

3. Click the template you want to use.

The template opens in the **Composer**, and you can begin adding your text and images.

WordPress: Place email signup form on my site

Once you've set up the GoDaddy Email Marketing Signup Forms plugin, and edited your signup form to your liking, you're ready to put the signup form on your WordPress site. You can do this by adding the GoDaddy Email Marketing block in the editor, a Widget or with short code.
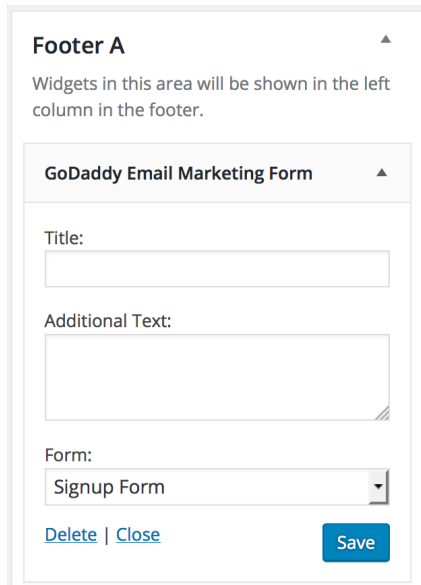
 Note: If you used the **setup wizard** to create your WordPress site, your default signup form is already added to your site.

Block

1. From your WordPress Dashboard, select **Pages** or **Posts**.
2. Select the page or post you're going to edit.
3. Select **Add block**.
4. From the **Widgets** section, select **GoDaddy Email Marketing**.
5. Select the form you want to use from the pull-down menu.
6. Save your post or page, and when you preview, you'll see the form where you placed it.

Widget

1. From your WordPress Dashboard, hover over **Appearance**, and select **Widgets**.
2. Under **Available Widgets**, find **GoDaddy Email Marketing**. Drag it over to the right, into whatever area of your site you want the form. The form panel should expand to show options.

3. If you want to give your form a title, enter it in the **Title** field.
4. You can enter **Additional Text**, as well, to display underneath the title, and above the form.
5. Under **Form**, select the signup form you want to use.
6. Select **Save**.

Short code

1. From your WordPress Dashboard, hover over **Settings**, and select **GoDaddy Email Marketing**.
2. Select the **Forms** tab.
3. Next to the form you want to use, all the way to the right, select 📋 (the clipboard) to copy the short code.
4. Go to whatever post or page you want to put the email signup form in, and paste the short code directly into the WordPress composer.

Save your post or page, and when you preview, you'll see the form where you placed it.

Resize an image

After you add an image to a placeholder in a module, you can size it to meet your needs.

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)

2. On the **Campaigns** page, at the bottom of any campaign, click **Edit**.
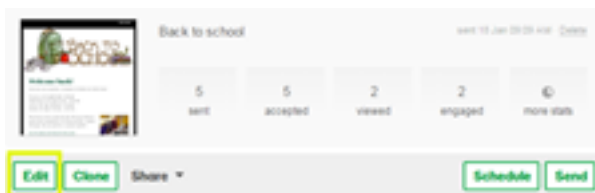
3. On the marked corner of the image (located in one of the *bottom* corners of the image), hover until you see the double-headed arrow, then click and drag in or out to resize the image.
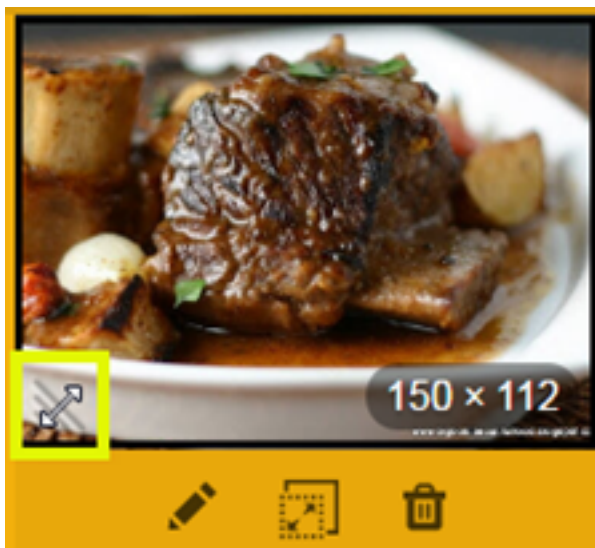
4. Click **Save**.

Tips for resizing your images

- For the mixed text and image modules, the text automatically wraps around the image.

- Pixel dimensions display in the bottom corner of the image in the module. As you resize an image, pixel dimensions dynamically change.

Banner images are always the full width of your email, which is 590 pixels. You can't resize those. All other images can range from 79 to 554 pixels in width. There are no height limitations.

Create a plain text email campaign

You can create a plain text campaign without any HTML styling.

- If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)
- On the **Campaigns** page, click the down arrow to the right of the **Compose** button, and then click **Just text**.
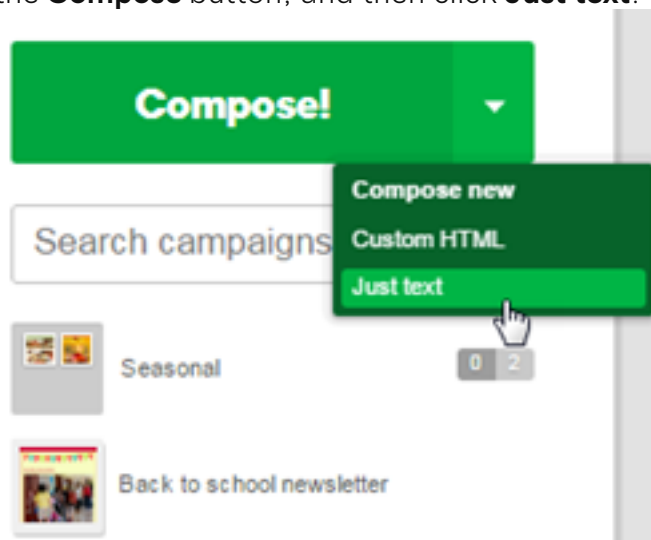
This opens the plain text editor so you can create a new campaign without HTML.

 Note: Since there isn't any HTML in your email, you can't include images, styling, or clickable links in your email. Additionally, you won't get statistics reporting on your mailing.

Change your campaign colors

All the colors of your campaign (background, foreground, borders, footer, and buttons) are a part of a style. You can easily change these colors in your account.

Warning: These changes will be applied to any campaign that is using this style. You can create a new, custom style if you don't want other campaigns to have the style changes you're making.

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)
2. On the **Campaigns** page, click **Compose** to create a new campaign, or click **Edit** under an existing campaign.
3. Click the **Styles** tab.
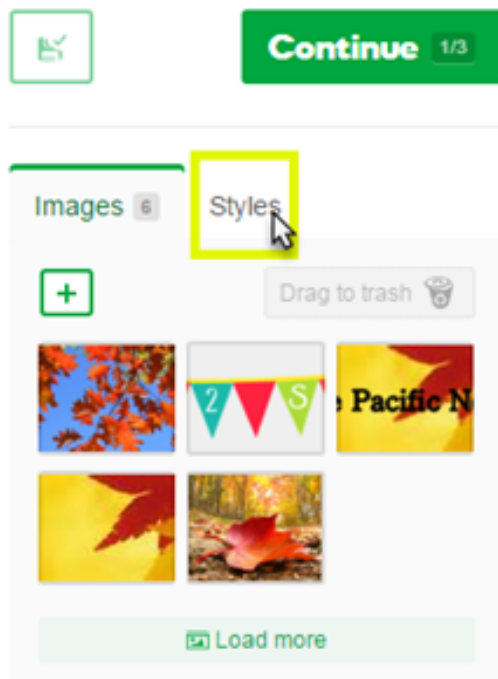
The style that you're currently using is highlighted in gray.
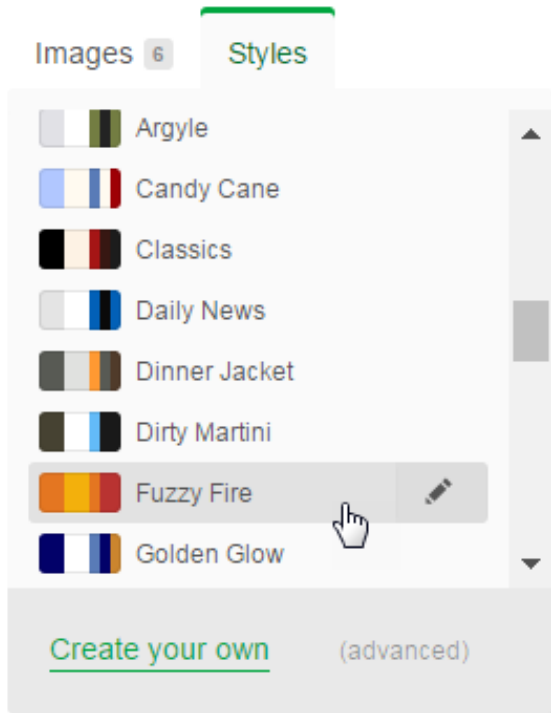
4. Click the pencil ✏ button beside the current style to edit it.
5. On the **Main** tab, click the color boxes beside each item in the style box and choose new colors, then give it a new **Name**.
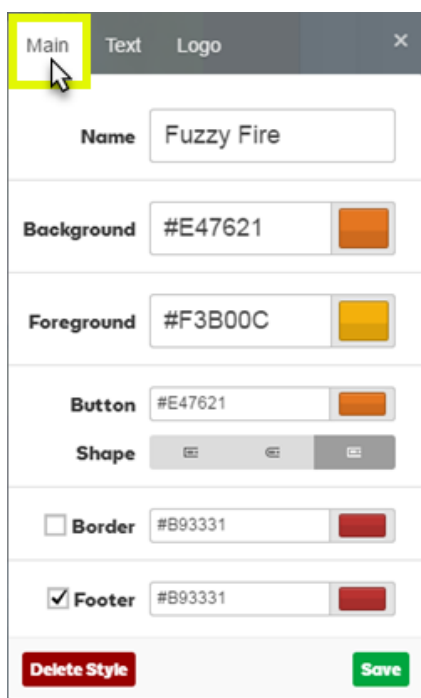
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6. Click **Save**.

Use stock images in your campaigns

If you don't have any photos to upload into the image gallery, you can select one from the built-in collection of royalty free stock photos. With thousands of photos to choose from, you should be able to find a picture to fit your needs.

1. Log in to your GoDaddy account and open your product. (Need help opening your product?)
2. From the **Overview** page, click on the **Campaigns** tab.

3. On the **Campaigns** page, click **Compose** to start a new campaign.
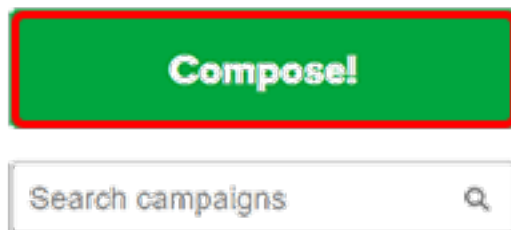
4. In the sidebar, click the Globe button to open the **Stock Images** gallery.
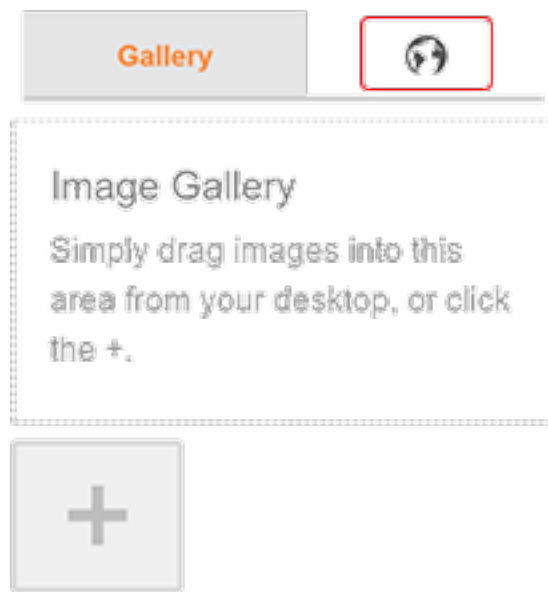
5. Enter a keyword into the search box to see the images.
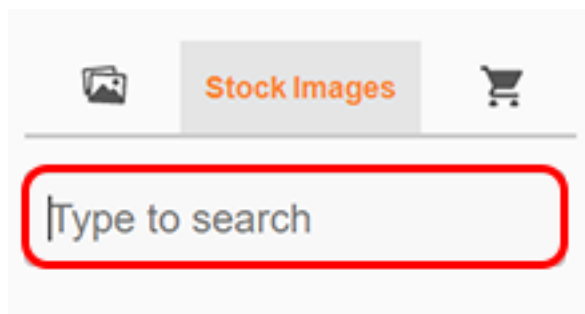
6. Select and drag an image from the search results into one of the placeholder icons ![image icon] in the template.

Note: Any images you select will be added to your personal gallery. Click on the picture button to view all the photos you've selected.
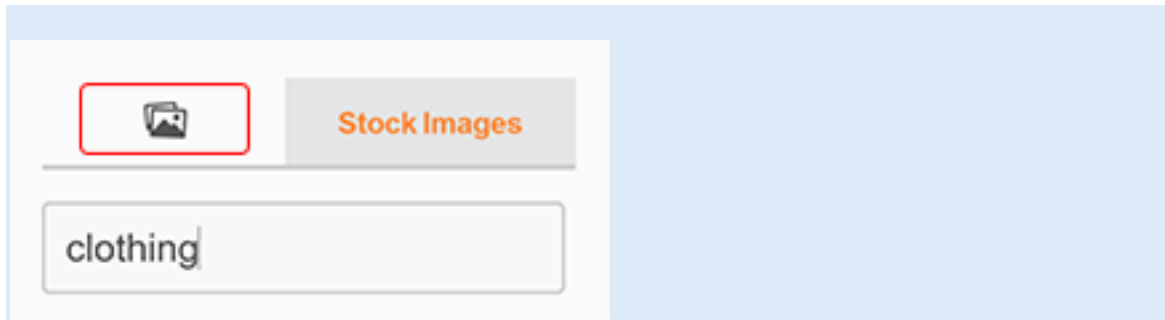
7. If you're ready to send your marketing campaign, click **Continue** to proceed.

Note: If you plan to work on your campaign later, click **Save**.

Create a new email campaign based on a previous one

You can use an existing email marketing campaign as the foundation for a new campaign.

1. Log in to your GoDaddy Email Marketing account. (Need help logging in?)
2. On the **Campaigns** page, click **Compose!**
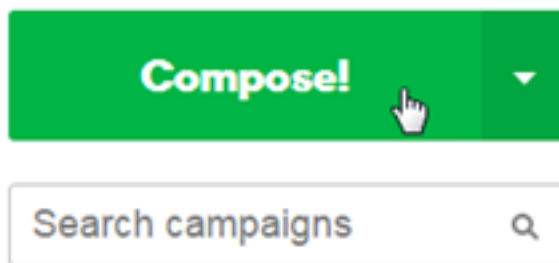
3. In the right pane, under **Start from previous campaign**, click one of the existing campaigns listed in the pane.

Start from previous campaign

Edit a new campaign based on a previous one

Harvest Festival — 11-13 -
06:00 PM 1
Dec 15th 2016

Doggie Day Care Promotion
– 15 Dec 02:38 PM
Dec 15th 2016

Getting Started campaign
Nov 15th 2016

Harvest Festival — 11-13 -
06:00 PM
Oct 31st 2016

Newer   Older
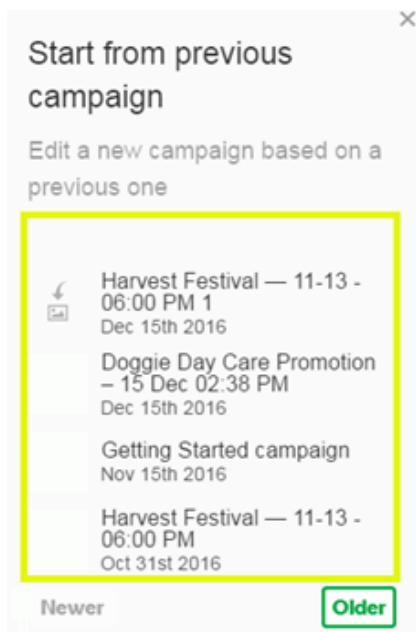
Rename the copied version when the Composer opens. This helps to avoid confusion between the original and the copy. If you don't rename the copy, Email Marketing will add a number to the end of the copy's title.

Change an image

You can change the images in your campaign anytime.

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)

2. On the **Campaigns** page, at the bottom of the campaign you want to use, click **Edit**.
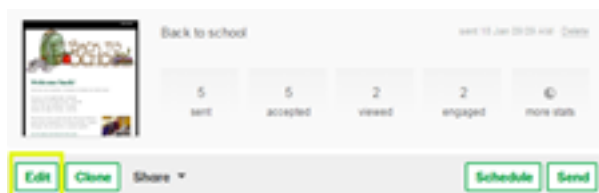
3. In the Images Gallery, click and drag the image over the top of the existing image in the module.
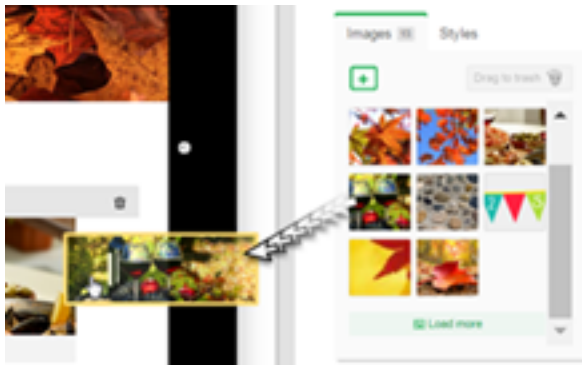
Overview of campaign modules
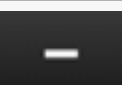
Modules are the building blocks of your email campaigns. They contain placeholders where you can add the text, images, buttons, styles, and layouts that make up your campaigns.

You can add as many modules as you like, change the type (different layouts of text and images), and rearrange them to suit your design needs.

Module buttons are located at the bottom of a campaign that's open in **Edit** mode.
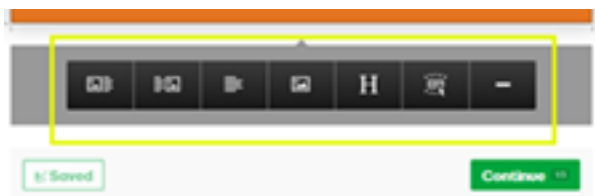
Module button types and descriptions		
Icon	**Module type**	**Description**
	Image & Text	Mixed module with an image placeholder on the left, and a text placeholder on the right.
	Text & Image	A mixed module with a text placeholder on the left, and image placeholder on the right.
	Text	A full-width text placeholder. You can format text within the text block, and change the text styling in the style editor.

	Image	A full width image placeholder. You can add more images in a row, and it can be resized.
	Section Title	A special text block that contains only top-line H1 styled text. You can change the styling of the section title text independent of the other text types in the style editor.
	Button	A call-to-action button that allows you to define the display text and link to any URL. You can change the button styling in the style editor. Learn more about the button module.
	Divider	A horizontal line to visually separate different chunks of your campaign.

The following is an example of how the **Text & Image** module appears in a campaign with **the Fuzzy Fire** style applied.
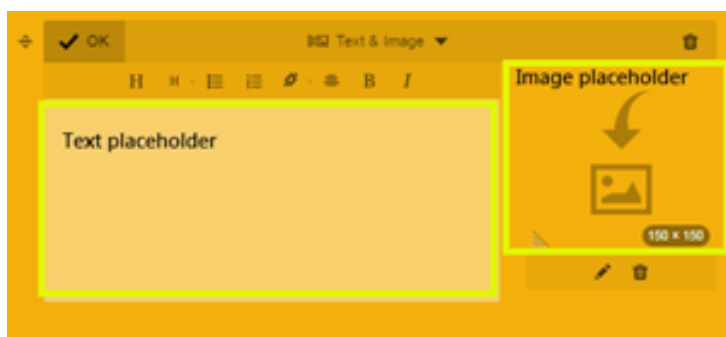
Send a test email to myself

You've created your campaign and you want to see how it looks. Send a test mailing to yourself.

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)
2. On the **Campaigns** page, do one of the following:
    o While in **Edit** mode in the composer screen, click the **Preview** button.

    o When you're not in **Edit** mode, click the thumbnail on the campaign you want to use.

3. At the bottom of the page, click **Send a test**.
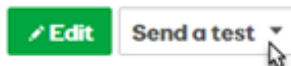
4. Verify your email address, and click **Send test.**

You can't send a test mailing to and from the same email address. You might need to change the email address for this test. For more information, see Troubleshoot sending a test and not receiving it.

5. Check your email inbox to view the test mailing.

Preview your email campaign

When you create an email marketing campaign, it's common to want to preview it before you send it.

1. Log in to your GoDaddy Email Marketing account. (Need help logging in?)
2. If you don't already have an email campaign open in **Edit** mode, at the bottom of any campaign, click **Edit**.

3. In the upper right corner of the campaign, click **Preview**.

   You must be in **Edit** mode to preview your campaign.

   You can now review your email campaign as it will appear to your audience.

4. In the lower left corner of the **Preview** window, do one of the following:

   o To return to editing your campaign, click **Edit**.
   o To send yourself a *test* email, click **Send a test**, enter your email address, and click **Send test**.
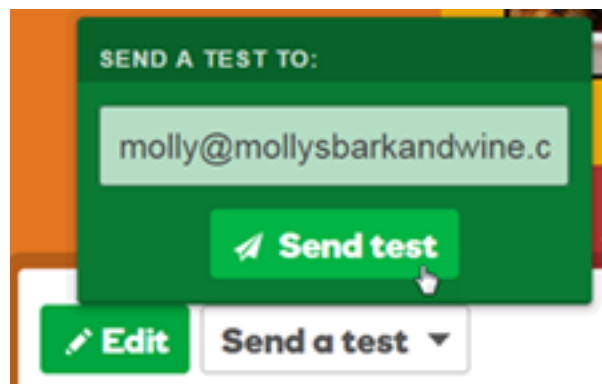
   Go to your email inbox to review your test email campaign.

Making your emails social

What's better than an GoDaddy Email Marketing campaign? An GoDaddy Email Marketing campaign connected to all your social profiles, and sharable by your subscribers!

In GoDaddy Email Marketing, there are two different types of "Social Links" that you can add to your campaigns. The first are **Social Icons**, that link your users to your various profiles on all your different social platforms. The other are **Social Sharing Links** that let your readers share the email, themselves.

Adding Social Icons to your GoDaddy Email Marketing campaigns
You can connect any of your social profiles to your GoDaddy Email Marketing account, and have each of them show up as an icon at the bottom of your GoDaddy Email Marketing emails. (You can also change the position of them, using our Campaign

Tweaks add-on, or insert them manually with our macro shortcuts, too.) Just click on **Addons** at the top of any GoDaddy Email Marketing screen, and then on the **Social** option. Then you can set it up, from there.

You won't be able to see this row of icons, while you're editing your campaign. But they will show up on the Preview page, and when you send your email, for sure!

Now, these icons are not used for sharing your campaigns, but have no fear! Read on, to include ways for your readers to share…

Adding Social Sharing Links to your GoDaddy Email Marketing emails
The Social Sharing Links are a way for you to encourage your subscribers to get involved in the conversation, and share your emails themselves.

When you hit **Send** on any campaign, and get to the Mailing Details page, you'll see a column of checkboxes at the bottom. You can tick these options, to add your sharing buttons to the very top of your email. You can choose to add buttons that will let people do the following:

- like on Facebook
- tweet on Twitter
- pin to Pinterest
- +1 on Google+
- like on LinkedIn
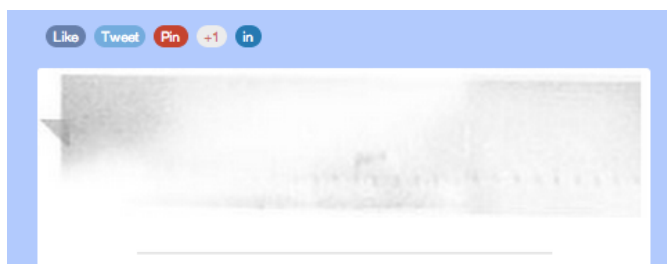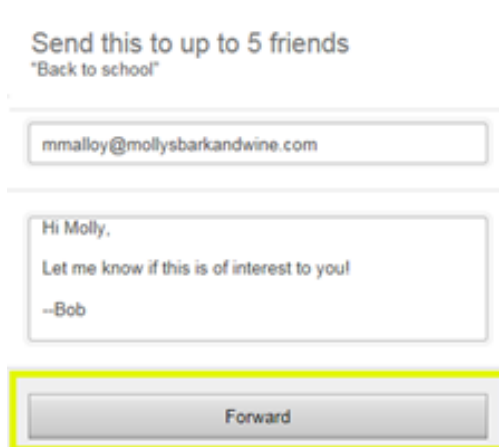
How subscribers can forward your campaign to others

Subscribers can forward your email campaigns to friends and colleagues any time. Here's how:

1. In the email footer of your campaign, the subscriber clicks the **Forward** button.

2. They can enter up to 5 friends' email addresses, include a short personal message, and then click the **Forward** button.

The campaign is delivered to the subscriber's friends in the form of a forwarded email message. Since the campaign was merely forwarded, the people receiving the campaign aren't subscribers yet. It's a good idea to include a call to action to subscribe.

On your stats page, you can see how many times the original campaign was forwarded, and by whom. You can't see the email addresses of the people they were forwarded to until they subscribe.

Change text style

The text styling for your campaign includes fonts, text size, and text color. You can change these settings for each text type (section title, heading, subheading, body text, link text, button text, and footer text) in the style editor. Your changes are displayed in your composer, as you make them, so you can preview your style in context.

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)

2. In your GoDaddy Email Marketing account, click **Campaigns**.
3. Click **Compose** to create a new campaign, or **Edit** under any existing campaign.
4. Click the **Styles** tab, on the right. The style that you're currently using is highlighted in gray.
5. Click the pencil ✎ button.

> **Note**: The changes you make to this style will be applied to any existing campaign that uses this style. You also have the option to create a new, custom style.

6. In the pop-over that appears, click the **Text** tab. The types of text are displayed in their current font, size, and color. Click on the one you want to edit.
7. You can then change the font, color, size, and alignment for most text types:

Option	How to change
Font	Click the displayed font name to see a list of available fonts. Select the one you want to use.
Color	Click the color box to select a color from a palette, or type/paste your desired hex code in the text field.
Size	Click the small **A** button to decrease the font size. Click the large **A** button to increase the font size. The current font size in pixels is displayed to the right.
Alignment	Click the alignment choice you want for that text type. Your options are left, center, right, and justified.

8. **Note**: For **Link** text, you can only change the color. The rest of the settings are inherited from the regular body text type.
9. **Note**: For **Button** text, you don't change the alignment here. Alignment of the button text is controlled by the button module, in the composer.
10. **Note**: For **Footer Text**, you can only change font, color, and size. Alignment is controlled by the Campaign Tweaks Add-on.
11. When you are finished with your settings for any text type, click **<** in the top left of the editor, to go back.
12. When you are finished making changes, click **Update**, to save your style.

Overview of the email footer

The footer is the very bottom bit of your email showing your copyright and company information. It sits right below any Social Links you've added to your account. The footer is required, so your emails will comply with CAN-SPAM, and other laws.

The default details in the footer are the company name and address that you entered when you registered your account. You can edit this info by clicking **Settings**, at the top of the screen. The **Company/Group**, and **Physical address** fields show in the footer. Feel free to add a phone number, or any other details you'd like to display in the email footer, to those fields.

Activate the Campaign Tweaks Add-on to make more display changes to your email footer. You can add extra content below, adjust the copyright date display, and center the footer text.

Add links to your campaign

Add a link in your text

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)
2. Highlight the text you want to turn into a clickable link and click the **chain link icon** in the bottom of the text module.
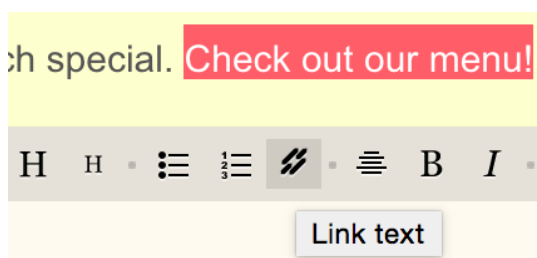
3. In the pop-up window, add your site URL to the **Link to:** field, and hit save.

The link will display in full markdown code, while you're in edit mode.

> We have a great lunch special. [Check out our menu!](http://chowbooth.com)

Just click the **Preview** button at the top left of the module to see the link display as it will send.

> We have a great lunch special. Check out our menu!

Add a link, starting with the URL

> **Note**: This will only work if the URL you've added to your text has the **http://** prefix.

1. Highlight the link text and click the **chain link icon**.
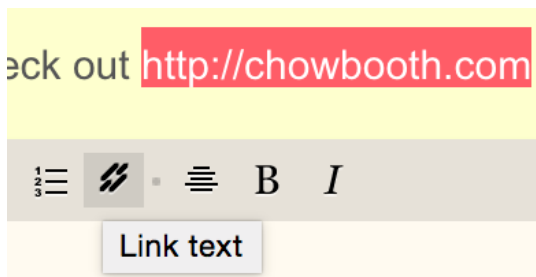
2. The pop-up window is the same as above, but your URL is entered into the **Link to**: field. You'll need to add your display text into the **Text to display**: field.
3. Hit save and you're done!

Add a link to your image

1. After adding an image to your campaign, click the pencil icon below the image.
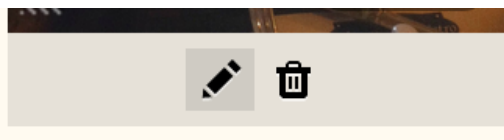
2. In the popup window, enter your URL in the **Link Image to**: field, and hit save.

The link won't display on your final campaign, but readers will click through to that URL when they click anywhere on that image.

Create your own custom style

You have several pre-set style options to choose from, in your **Styles** menu. You can also edit any of the existing color or text settings in each one of those. You also have the option of creating your very own, custom style.

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)
2. In your GoDaddy Email Marketing account, click **Campaigns**.
3. Click **Compose** for a new campaign, or **Edit** on any existing campaign.
4. Click the **Styles** tab, on the right.
5. Click the **Create your own**.
6. Enter a unique name for your custom style.
7. Click the button for how you want to start your own custom style:

   o **Create new** will start you from scratch. This is best for totally fresh looks.
   o **Clone current** will copy the currently selected style. This is the best option for small changes.

8. Next to **Name**, you can change the name of the style.
9. Next to any of the elements listed, you can enter a hex code, or click the colored box to choose from a color picker.

> **Note**: As you select different options your campaign will change, so you can preview the new looks, in context.

Element	Details
Background	This is the color surrounding your campaign, on the outer margins.
Foreground	This is the color inside your campaign, behind the text and image content.
Button	In addition to choosing the color of your buttons, you can also choose the button style: o Flat o Pill o Chunky
Border	This can be turned on and off with the check box. This is a colored line around your campaign content, between the Foreground and the Background colors.

Footer	This can be turned on and off with the check box. If it is turned off, the footer details will display on the Background color.

10. Click the **Text** tab.
11. Click on any text type to customize the style.
12. Click on any option to set your style.

Option	Details
Font	Select your desired font from the menu.
Color	Enter a hex code, or click the colored box to select from a color picker.
Size	Click the larger A to increase the font size, and the smaller A to decrease it. The actual size in pixels displays to the right.
Alignment	Choose which alignment you want this text type to use. Your options are left, center, right, and justified.

13. **Note**: For **Link** text, you only choose color. All other settings are inherited from regular body **Text**.
14. **Note**: For **Button** text, you can't change alignment, here. Alignment is changed in the button module, in the composer.
15. **Note**: For **Footer Text**, you can't change alignment, here. Footer alignment is controlled through the Campaign Tweaks Add-on.
16. When you're finished with a specific text type, click **<**, to go back to the main list of text types.
17. When your style is finished, click **Update**.

Your new custom style will always appear in your style list, so you can use it for any campaign.

Create marketing emails

Build connections with your customers by letting them subscribe to marketing email, including sales alerts, promotional events, or newsletters. Email marketing campaigns can then increase your site's traffic.

This video is Lesson 17 of the How-To series for Getting Started with Email Marketing.

1. Go to your GoDaddy product page.
2. Open your site.
   - o For Websites + Marketing: Scroll down to **Websites + Marketing** and select **Manage** next to the website you want to change.

- o   For Digital Marketing: Scroll down to **Online Marketing** and select **Manage** next to the site you want to change.
3. Open your email marketing area.
    - o   For Websites + Marketing: From your dashboard, select Marketing > **Email**.
    - o   For Digital Marketing: From your dashboard, select Email Marketing > **Campaigns**.
4. Select **Compose** or **Compose Campaign**.

5. Select a template to get started.
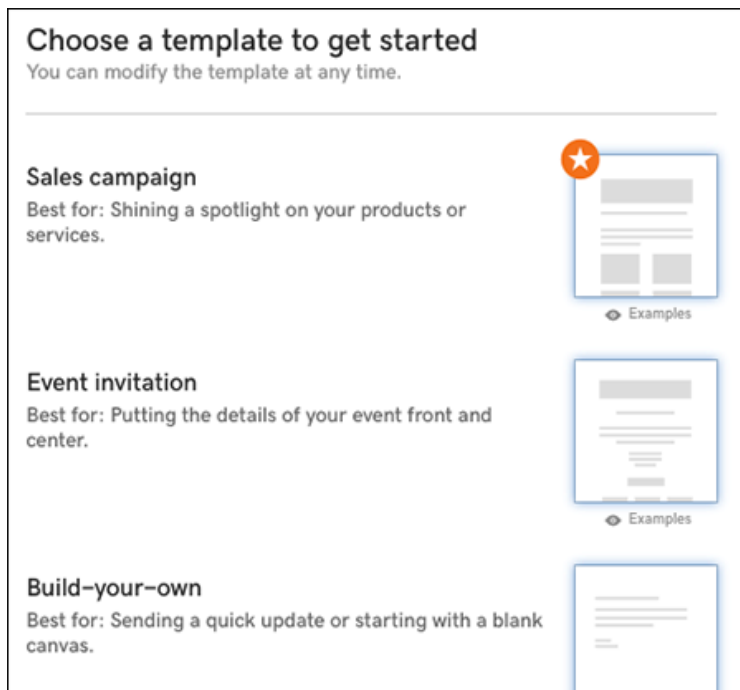
6. Name your email so you can find it later. This is not the subject line, but more like a file name.
7. Use the various toolbars to add elements such text, pictures, titles, and buttons. (For more details, see Create my first email campaign.
8. The right panel displays images used on your site, which you can drag to the banner or body of your marketing email. Or you can upload new images.
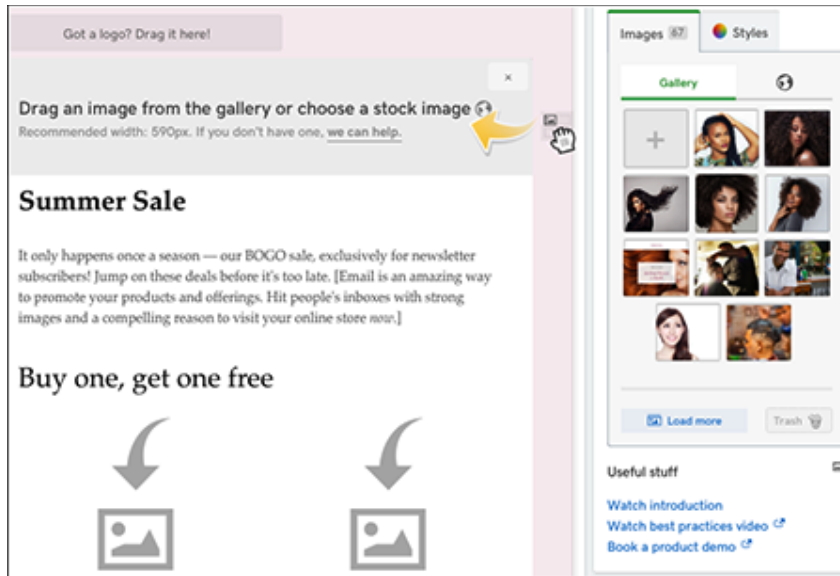
9. When you're done creating your marketing email, select **Continue**.
10. Use the *Recipients* tab to enter email addresses or choose a contact list. Select **Continue**.
11. Use the **Details** tab to customize the From name, From email and subject line. Choose to enable or disable link tracking, view tracking and social sharing. When everything looks good, select **Send**. If you want to schedule the mailing for another time, select **Send later** and follow the prompts.
12. You'll see one more confirmation. Save, cancel, or select **Looks good. Send it!**

Button module

The button module is a great way to create a flashy call-to-action for your readers. Instead of just a link to your site, you can have a visually enticing button to encourage those clicks.

1. In your GoDaddy Email Marketing account, click **Campaigns**.
2. Click **Compose** to create a new campaign, or **Edit** under any existing campaign.
3. At the bottom of the screen, click (**Button**). This adds a button module to your campaign.
4. Click where it says **Click to configure**.
5. Fill in the following fields, to set up your button.

Field	What to enter
The button should say	The text you want to display on the button

When clicked, the button should lead to	The link URL for where you want the person to go when they click on the button
Alignment	Choose the alignment of the whole button, relative to the rest of the campaign. ≡ Left ≡ Center ≡ Right

6. If you want to put people who click on this button into a specific list, select **If the recipient clicks on this link, add them to a subscriber list**. Read more about linking to a list.
7. Click **Save**, to save your button settings.
8. Click **Save** at the top or bottom of the composer, to save your changes to the campaign.
9. Click **Preview** to see the button as it will display to your readers.

Note: If you want to make any changes to your button set up, just click on the button, while you're in your composer.

Outlook: Add contacts

To get your Outlook contacts into your subscribers, you'll first need to export them from Outlook and then import them into your GoDaddy Email Marketing account.

Note: You cannot export any data, if you are using Outlook 2016 for Mac or Outlook Web App (OWA). These are known issues with Microsoft.

Export contacts from Outlook

1. In Outlook, choose the **File** tab in the very top left corner of the application window.

   FILE   HOME

2. Click the **Open & Export** option. Then select **Import/Export**.
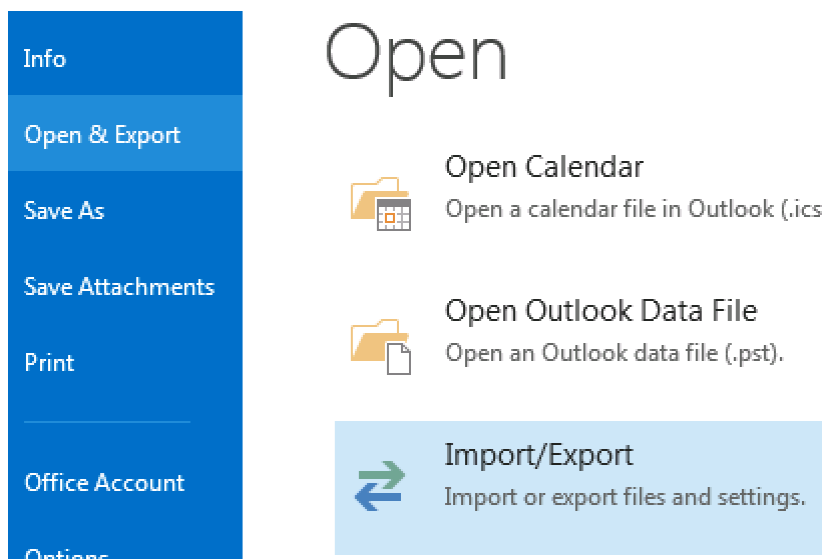
3. Within the wizard window, select **Export to a file**. Then click **Next**.
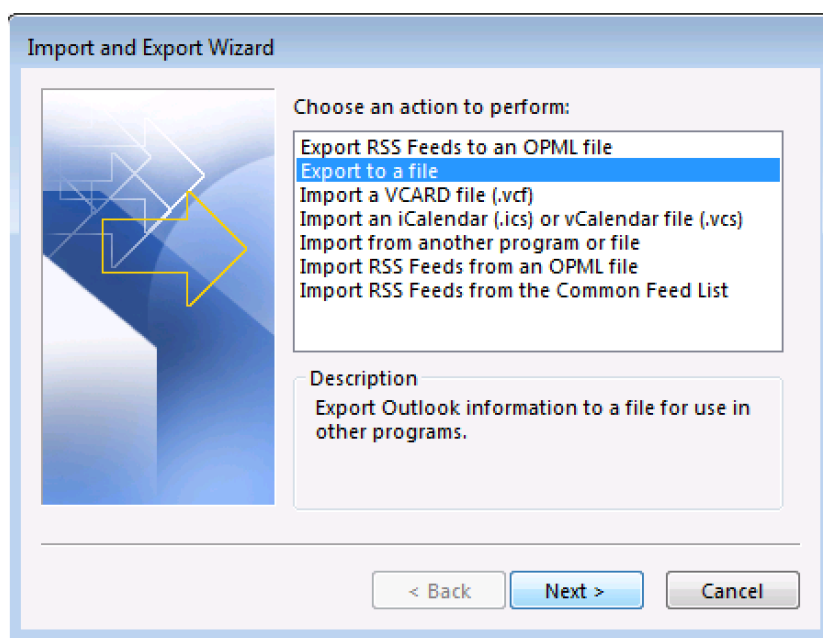
4. Select **Comma Separated Values** as the file type, and click **Next**.
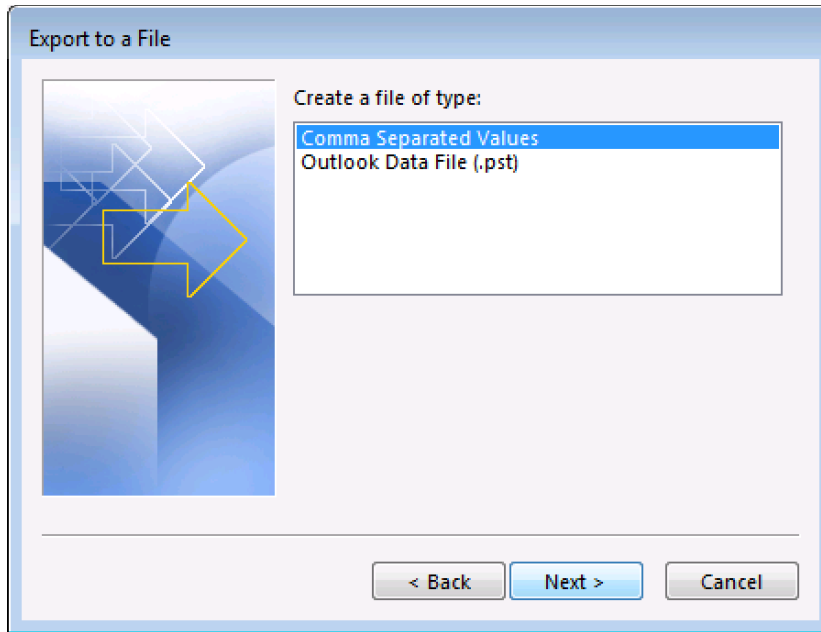
5. Select the **Contacts** folder as the folder from which to export. If you have organized your contacts into folders, you can expand the Contacts folder and choose a specific set of contacts to export. Click **Next**.
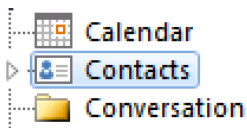
6. Type in what you want to name your exported file, and then click **Browse** to choose the location for the file. Click **Next**.
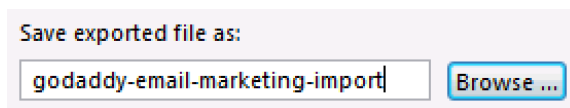
7. Be sure the correct action is checked, then click **Finish**.

Import contacts into GoDaddy Email Marketing subscribers

1. While logged in, select the **Subscribers** tab at the top of your account.
2. Click on **Add Contacts** to reveal the import options.
3. From the **Many at a time** tab, click the **Browse** button. Find the CSV file you just created, and select it.
4. Choose the list to import your contacts into:
   - Leave the list drop down menu on **All** to add the contacts only to your master list
   - Create a new list for your contacts
   - Choose an existing list
5. Click **Add Contacts**.

Overview of campaign groups

Groups are a way to organize your campaigns. If you have multiple campaigns with similar content, or want to combine your campaigns by when they were sent, just group them together! A group reduces the number of pages you might need to scroll through to find an old campaign and allows you to select and work with similar campaigns, quickly.

These groups look different in your sidebar than a regular campaign. A group always has multiple thumbnails on the left, and a set of numbers, on the right. Notice that a regular campaign has only a single thumbnail, and no number to the right.

Unsubscribing from emails

Are you are receiving emails from a GoDaddy Email Marketing user, and you don't want to get them anymore? If you ever wish to remove yourself from a list, just click on the **Unsubscribe** button at the bottom of any email that you have received. It doesn't matter if it's the latest email you've received, or if it's an email from months ago -- clicking on that button will automatically remove you from their list, immediately.
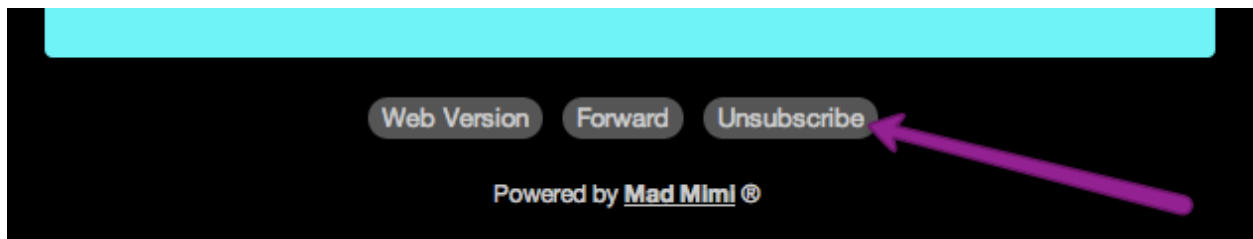
Sometimes, you can find that button at the top of the email, instead of the bottom, but it'll look just the same!

And, if you're using Gmail to receive your emails, you can use a special link, right in the header of the email, that looks like this:
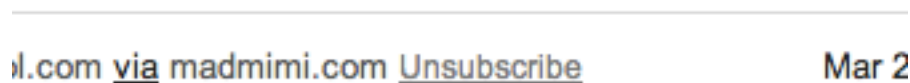
If you're having trouble finding that unsubscribe button, or if you are continuing to receive emails after you've unsubscribed, our GoDaddy Guides are here to help.

Setting up an Autoresponder

An Autoresponder is great for sending a campaign automatically to subscribers added to a specific list. Autoresponders can be managed at any time.

Enabling Autoresponders
To enable the Autoresponders section, please use these instructions:

1. Go to your GoDaddy product page.
2. Scroll down to **Email Marketing** and select **Manage** next to your plan.
3. Click the **Add-ons** menu, at the top of your page, and select **Add More**.
4. In the **Autoresponders** section, click on the toggle button to turn it on.

 Note: After it's turned on, you can access the Autoresponder area by choosing **Autoresponders** under your **Add-ons** menu.

Creating an Autoresponder
To create an Autoresponder, please use the following instructions:

1. When using **Email Marketing**, click **Add-ons** and then **Autoresponders**.
2. Click on the **New autoresponder** button.
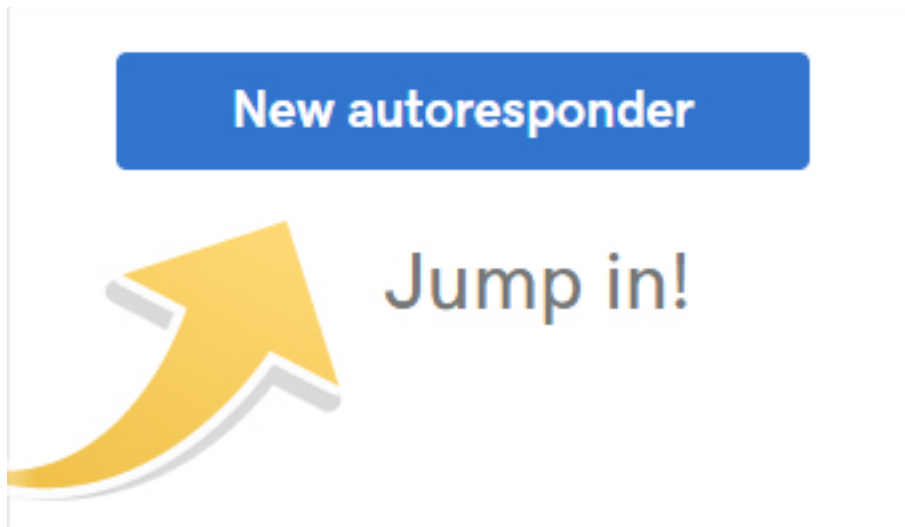
3. In the **Create a new autoresponder** prompt, fill out the requested information.

Create a new autoresponder   ✕

Name your Autoresponder

[   ]

Choose a subscriber list that this Autoresponder will send to

[Send the autoresponder to ...   ▼]

ⓘ All subscribers on this list will receive your autoresponder when it starts.

Choose the gap of time between messages

Send a campaign every [1 ▼] [Days ▼] at [8am ▼]

☐ Send the first campaign immediately after a user signs up.

☐ Do not send on weekends

↩ Cancel   **Create my Autoresponder!**

4. Click the **Create my Autoresponder!** button to complete.

Suppress a contact

GoDaddy Email Marketing will automatically add folks to your suppressed list, when they bounce, unsubscribe, mark your email as spam, or are unconfirmed. But you can also add contacts to the suppressed list, yourself.

1. Go to your GoDaddy product page.
2. Scroll to **Email Marketing** and select **Manage** next to your Email Marketing account.
3. In your Dashboard, select **Subscribers**.
4. Hover over the subscriber you want to suppress, and select the Suppress

   icon .
5. Select **OK** to confirm or **Cancel** to exit.
6. Select **Suppressed** in the Automatic Lists on the left to verify your contact is now on the Suppressed list.

Troubleshooting Contact Imports

First of all, if you're having trouble importing contacts into your subscribers area, don't panic! We promise, everything will be ok. There are a few common reasons that your upload isn't going as planned, and we'll walk through them, here.

1. Your file really needs to be in one of the following file formats for best outcomes:

   o   .csv
   o   .txt
   o   .axles or .xlsx
   o   .vcf (vCard)

   If your file is anything else, please re-save the file as one of those, and try it again. Saving your spreadsheet as a CSV is the best way to troubleshoot file format issues.

2. Make sure you have **headers** in your file. The first row of your spreadsheet, or the first line of your text *MUST* be a header row. For example, your very first row or line should look something like this:

	A	B	C	D
1	**Email**	**Name**	**Company**	
2	molly@barkandwine.com	Molly Malloy	Molly's Bark and Wine	
3				

   or this:

   Email, Name, Company
   molly@barkandwine.com, Molly Malloy, Molly's Bark and Wine

or like this:

Email, First Name, Last Name, Company
molly@barkandwine.com, Molly, Malloy, Molly's Bark and Wine

3. When using CSV or TXT files, the **spacing of the headers** must match the spacing of the data. If you used a single tab space between your data, there should be a single tab space between your headers. Likewise, if you have no space between your header items, then there should be no space between your data items.
4. Make sure your headers are **appropriately named**. You have a lot of flexibility in the actual title you put in the header row, since GoDaddy Email Marketing is good at interpreting your intentions. But if you're having trouble with an import, change your column headers to match any of the following exactly, and try it again:

   o email
   o name
   o firstname
   o lastname

5. Your headers should all be a **single word**, if you're having any trouble importing your contacts. Use an underscore between words, if you have to, but avoid spaces in your headers.
6. **Don't use odd characters** in your headers. No slashes, or dashes, or hashes, etc.
7. Look for odd characters in the emails, or any email addresses that are not formatted correctly, like this**: ---@---.---**
   Any email not formatted with and **@** and **a period** will not import into your subscribers.
8. Scan your file for any hard returns, or **blank rows**. Those can create problems and partial imports, if present.
9. Lastly, make sure your file is fully uploaded! You can check the progress of your imports, using the **Import history** button in your subscriber's area. Scroll down the page to the bottom of your lists, on the left. You'll see the Import History button there, underneath all your subscriber lists. When the file has finished uploading successfully, it will show a green dot and **Succeeded**. If the dot is grey, and it says **Processing**, just give it a little bit of time to finish.
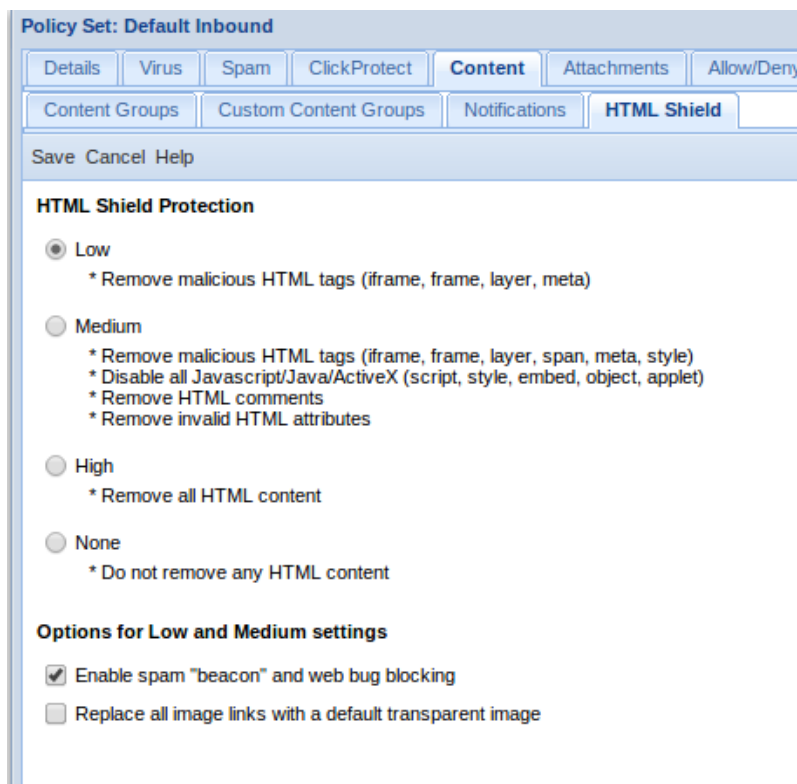
Troubleshooting images being blocked in inboxes

Images are one of the things that make GoDaddy Email Marketing emails so special! So, we can understand the frustration of those images being blocked, or not showing up in your final email.

If your reader us unable to see images in their email, it could be that they simply need to allow, or show, or download the images within their specific email program. When you're sure that your reader is allowing images in their email program, and the images still are not showing, it could be their virus protection or spam blocking software. Check with your reader to see if they (or their company's IT department, network, etc.) are using any kind of email protection software or service. A very common solution that will cause trouble with your email images is McAfee MXLogic Email Protection.

MXLogic uses something called an **HTML Shield**, which will change certain HTML tags in incoming emails. The whole email is likely to get through, but images are often replaced by a 1x1 pixel transparent gif image. This is most likely why only certain recipients are experiencing missing images. But nothing is actually wrong -- the Email Protection software is doing exactly what the settings are telling it to do.

You can see the various protection level settings for MXLogic, right here:

What Can I Do About McAfee Blocking These Images
While folks probably won't want to change their Email Protection settings, it is possible for them to add sender IP addresses to their domain level **Sender Allow** list. Any email sent from those listed IP addresses would override the default blocks, and display the entire content of the email.

Unfortunately, there isn't anything we can do about images being replaced by the recipient's Email Protection software. This is due to a setting on their side, alone. But if

you would like to provide an IP address for your readers to add to their **Sender Allow** list, check out these allow listing instructions, here.

If you or your email system administrator require any assistance on how to change these settings, please visit the MXLogic site, here.

Set your time zone

GoDaddy Email Marketing typically matches your computer's internal clock settings, but selecting a time zone ensures accuracy. So, it's best to select a time zone prior to scheduling your campaign mailings.

1. At the top of the page, click the **Settings** tab.
2. Click the down arrow in the **Time zone** field to view the list of time zones, and pick one.
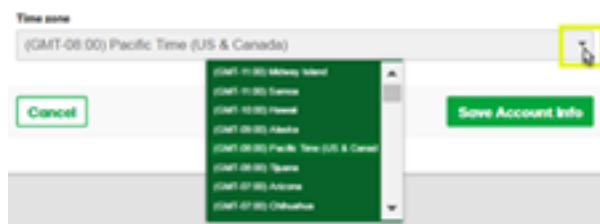
3. Click **Save Account Info**.

Add a Facebook signup form

Add a GoDaddy Email Marketing signup form to your business Facebook page. The Facebook integration only supports signup forms if **you have admin access** to the Facebook page and **have 2000 or more followers**. The Facebook for developer's page tabs article has detailed information for customizing your tab.

1. Go to your GoDaddy product page.
2. Scroll down to **Email Marketing** and select **Manage**.
3. From the **Add-ons** menu, select **Add More**.

4. Click the **3rd Party Integrations** tab.
5. Scroll down to the **Facebook Signup** addon, click **On** and then click the **Settings** icon.

Facebook Signup

Installed

Got a Facebook page for your business? This addon is an easy way to add your signup form right to your business Facebook page. Just select the page you want to add an Email Signup tab to, select which signup form you want to have shown, and we'll take care of the rest. Note: For this feature to work, it must use cookies originating from Facebook.

6. Click the **Authorize** on the right. When Facebook login page opens, click **Okay**
7. Click **Add Facebook Tab** on the right.
8. Select the form you want to use and then select the Facebook page where you want that form to display.
9. Click **Save Changes** and now your **Email Signup** tab displays on your Facebook page.

Add a Facebook signup form

Add a GoDaddy Email Marketing signup form to your business Facebook page. The Facebook integration only supports signup forms if **you have admin access** to the Facebook page and **have 2000 or more followers**. The Facebook for developer's page tabs article has detailed information for customizing your tab.

1. Go to your GoDaddy product page.
2. Scroll down to **Email Marketing** and select **Manage**.
3. From the **Add-ons** menu, select **Add More**.

Campaigns	Subscribers	Signup forms	Settings	Add-ons ▲

Add More

Social

4. Click the **3rd Party Integrations** tab.
5. Scroll down to the **Facebook Signup** addon, click **On** and then click the **Settings i**con.

Facebook Signup   ⚙ 🔵

Installed

Got a Facebook page for your business? This addon is an easy way to add your signup form right to your business Facebook page. Just select the page you want to add an Email Signup tab to, select which signup form you want to have shown, and we'll take care of the rest. Note: For this feature to work, it must use cookies originating from Facebook.

6. Click the **Authorize** on the right. When Facebook login page opens, click **Okay**
7. Click **Add Facebook Tab** on the right.
8. Select the form you want to use and then select the Facebook page where you want that form to display.
9. Click **Save Changes** and now your **Email Signup** tab displays on your Facebook page.

Using personalization tags or mail merge tags

Personalization tags are like Mail Merge tags. They're codes you insert into your emails to personalize your newsletter for each contact in your subscribers list.

So, if you want to greet each contact in your subscribers by first name, for example, you would use a personalization tag such as **Dear (firstname)**.

To Add Personalization Tags or Mail Merge Tags to your Emails

To get this:	Type this:
First Name	(firstname)
Last Name	(lastname)
Company/Organization	(company)
Email Address	(email)
City	(city)
State	(state)

Custom fields are always welcome! The personalization tags work for any custom field included your subscriber details. If you're not certain what custom fields are available to personalize, export your All list. Any header in the export file will personalize if placed within parenthesis, such as:

(custom_field_here).

Using A Fallback Parameter:
If you don't have the first name or other information for everyone, you might want to display something instead of leaving it blank. So, use the "fallback" parameter as shown in the example below:
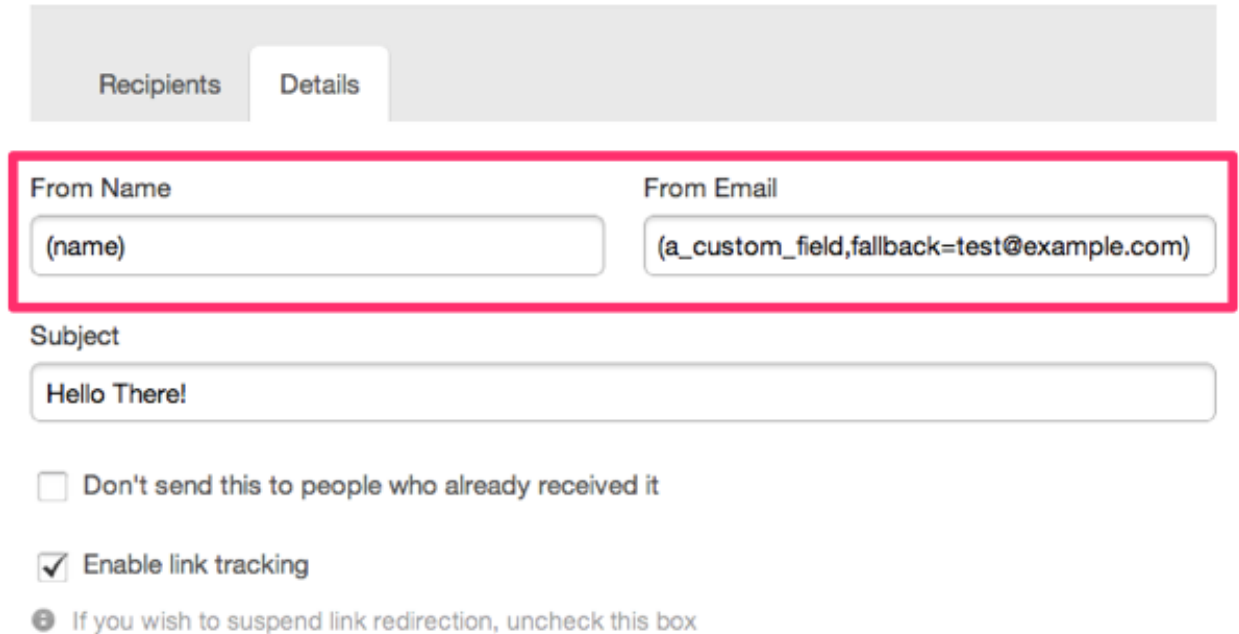
Dear (firstname,fallback=Customer),

From Email Address Personalization Tags:
It is also possible to add a personalization tag to the From Address field when sending a mailing. Just make sure to include a valid fallback email, like:

(some_custom_field,fallback=test@example.com)

Keep in mind, without a valid fallback email, will not send the mailing!

Use the email marketing Campaign Tweaks add-on

The **Campaign Tweaks** add-on can offer you more flexibility in the design of your email marketing campaign, resulting in a more professional experience. For example, you can add an unsubscribe link, add more content to the footer, change the location of things like your "view on the web" link, and more.

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)
2. At the top of the **Campaigns** page, click **Add-ons**, and then click **Add more**.
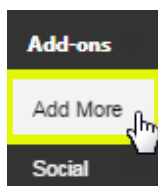
3. In the **Search add-ons** box, enter **Campaign Tweaks**.
4. In the search results, select **Campaign Tweaks**, and click **On**.

5. Click the gear button .
6. Start tweaking your campaign.

7. Click **Save changes**.

 Note: You can return to the **Campaign Tweaks** add-on at any time by selecting the **Tweaks** option under the **Add-ons** menu.

How to view different email lists

Your **Email Lists** are always displayed on the left-hand side of your GoDaddy Email Marketing Subscriber area. Most of your email lists are totally customizable, but a few lists are automatically included in every account.

Standard GoDaddy Email Marketing Lists:

- **All**

   The all list shows every contact that is currently active in your account. If you upload contacts to your active subscribers and don't select a list, the contacts are added here. Any contact that belongs to a separate list in your active subscribers will also *always* belong to your all list. Think of it as the master, active email list. There are never any duplicate contacts in your subscribers, at all. So there aren't any duplicates in your all list, even if you have the same contact in multiple other lists, as well -- think of those other lists more as filters.

- **Signups**

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With the signups list, you can see every contact that's signed up through one of your official signup forms. These contacts will also be part of your master all list, and any specific list you connect to your signup form.

Some signups may be unconfirmed; that's normal! This just means that they've signed up through a form set to double opt-in, and they haven't confirmed their subscription yet. You can manually confirm them, but be careful! Make sure that you know who they are (or that their email address looks legitimate) before you manually confirm. Keeping the unconfirmed signups out of your active subscribers is for your safety.

You can always export your signups list to view subscribe timestamps, too. And if you'd like another layer of signup details, try adding the Signup IPs add-on.

- **Suppressed**

  This list is where inactive contacts, contacts that have bounced, unsubscribed, or marked you as spam are stored. These contacts aren't in your all list and are never counted towards your account plan level total. Any contacts who are "Unconfirmed" in your signups list are also in your suppressed list. They don't count towards your subscribers total, either.

- **Other Automatic Lists**

  Some add-ons provide list sync tools. These synchronized lists are found in the automatic list area, under the signups and suppressed lists. The best way to make changes to these lists -- for example Batchbook, Highrise, or EventBrite -- is through the add-ons menu. From each integration's add-on page, you're able to test list credentials, sync new contacts, or remove lists entirely.
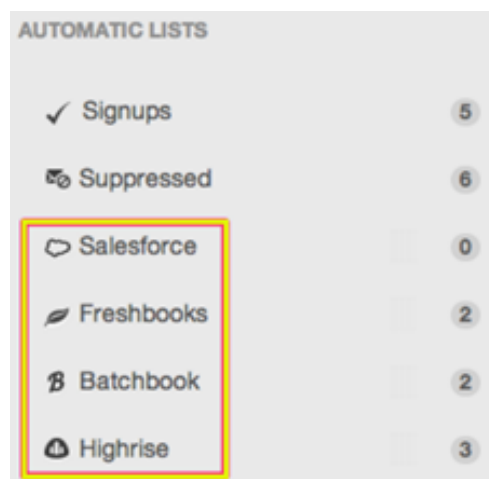
Advanced import techniques

You can manage your subscriber lists and memberships using a single, properly formatted file upload! We'll go over the formatting, here.

> **Note:** These instructions are for advanced management of your lists, using a single file upload. For something more straightforward, get instructions on how to add subscribers.

There are 4 different functions that you can use. These are column headers for the first row of your spreadsheet or CSV file:

Function	What it does...
suppress_list	Suppresses a contact from ONLY the list mentioned.
unsuppress_list	Unsuppresses a contact for ONLY the list mentioned.
remove_list	Removes the contact from the list mentioned, but does not delete or suppress the contact.
add_list	Adds the contact to the list mentioned.

Set up your file

- Email addresses go in the left-most column, with the header **email**.
- These functions go along the top as headers, in whatever combination or order you want to use them.
- Only one function per column.
- You may repeat the same function, in another column.
- The name of the list you want to manage goes in the cell beneath the function, in the row pertaining to the email address you want to affect.

For example:

email	suppress_list	unsuppress_list	remove_list	add_list
derby@racing.com	ForeignAffairs			Policy
feline@inclinations.com	ForeignAffairs			Policy
family@ties.com		Policy		
billy@holiday.com		Policy		
unwelcome@cinema.com	Policy			
party@pooper.com	Policy			
evil@spammer.com	InternalDebate			
billgates@microsoft.com	InternalDebate			
jobs@apple.com	*these are all list names*	InternalDebate	Press	
sally@whiskers.co.uk		InternalDebate	Press	

Guide

If, for the same contact, you want to **perform multiple functions**, simply add another column, with the proper function header, and the list name in the same row as the email. So, your header row might read:

email, add_list, add_list, add_list, remove_list
All those actions will be performed, all in one step, when you upload your file to your subscribers.

Increase your open rate with subject lines

The goal of subject lines is to encourage readers to open your email and take action. Don't let the pressure of writing the perfect subject line get to you. Finding the right words doesn't have to be difficult -- find some help, here.

Open rates depend on multiple factors like collection practices, list age and the industry in which you're sending. The average rate ranges from 10% to 25% (at the high end of the spectrum). We analyzed thousands of subject lines to find those with the highest open rates and the most impact. Here's what we learned.

Be Specific
The subject line should tell readers what they're going to find inside.

Here's an example that garnered an open rate of 37%:

Only Three Days Left for this Great Offer for [Company Name] Readers!

It's totally clear what the email is about, and the reader knows, when they open the email, they will read the details about the special offer. Also, note the "call to action" and a sense of urgency. However, it's worth avoiding overwrought proclamations -- you don't want to come on too strong.

It's definitely not ok to say "This News Will Save Your Life!!!" They may be fun to write but if it's not true to the email, you'll turn off your readers.

Be True To The Purpose Of A Subject Line
The purpose is a preview of the email; a handful of words that capture the essence of the subject matter.

Here's a winner:

Boeing expanding footprint of S.C. facilities

That subject line got a 30% view rate! It taps directly into what that company's readers are interested in.

Words With Friends
Feedback is extremely constructive and with subject lines, getting some outside perspective is vital.

Ask your friends and colleagues what they think the subject line should be or have them edit your subject lines. Better yet, come up with a few options and ask them to come up with some themselves. Then see which ones are best. You'll be surprised at how often this results in the perfect subject line.

Split Second Impressions
The first words matter! When the email is being previewed, your first few words are the one's that will be seen so make 'em count.

Here's a subject line that grabs attention:

This Deal's a Crime! The Murder Mystery Repeat Offender Deal!

For a business that deals with murder mysteries, that's a super strong opening that netted them a 32% open rate.

Content Is King
Subject lines are a major factor in generating healthy open rates. It's the first step to engagement and as such, it's worth looking at how your content drives your subject line rather than viewing the subject line as an afterthought.

A compelling subject line can only be built on a strong foundation of content so make sure that your newsletter itself offers value. Thinking holistically, if you want to drive higher open rates, write content that generates great subject lines.

Who Are You?
While analyzing our top performing subject lines, a trend did emerge. Of emails that had the highest open rates, 76% of them had either their business name or the product name mentioned in their subject lines.

That's more than a coincidence, that's a pro tip: the top subject line writers use either their company name, the product name or both.

This one had a view rate of 44%:

Nursery Flannel from Cloud 9 Organics is Now Available at [Company Name]

Utilize Google Insights For Search
If you're unsure of which words are best suited to your subject line, try comparing them with Google's Insights For Search. While it's technically a tool to help improve search

engine optimization (aka SEO) and help you understand what people are searching for on Google, the tool offers great 'insight' into online interests in general.

It's most useful for subject lines when you want to compare which words will be more powerful or whether to lead with a certain timely topic over another.

What is this verification step?

You may have heard someone at GoDaddy Email Marketing describe our **Verification** step, or you may be just about ready to send your very first email. We have a super quick verification process in place, just so we can be absolutely sure that you'll see smooth sailing, and safe sending!

When you go to send that first mailing, you'll most likely see a message like this:

SWEET! YOU CREATED YOUR FIRST CAMPAIGN.
BUT, IT'S NOT SENT QUITE YET...

We received your request to send a campaign. Since you're a new sender, we're going to give it a courtesy once-over to make sure you're good to go.

There's no need to re-send the campaign; it will send automatically once we're done.

We'll send an email to ▓▓▓▓▓▓▓▓▓▓▓ in the next few minutes (could take as long as an hour). But, keep an eye out for it, since you might need to respond before we send your campaign.

If it's been longer than an hour and you have not heard from us, or the email address you signed up with is unavailable, please contact support.

OK

This just means that your account is in pre-verification status. The folks on support need to take a quick look over your campaign, before we can send it out. So, no -- your email has not been sent, yet. But don't worry! Your verification process is started, and you're on your way.

Why do you have a Verification Process, anyway?!
There are a few reasons that it's important for us to give your mailing a quick once-over, before you send for the first time. And all of them are for your benefit!

Because GoDaddy Email Marketing is a permission-based sender, we do need to make sure that all your subscribers have opted-in to receive your emails. We also need to be sure that your list is current, so you can avoid damaging bounces and potential spam traps!

Additionally, we want to make sure that you haven't inadvertently included anything in your mailing that might get it blocked or sent to junk by inbox spam filters. These are things like link shorteners, or URL link displays, or anything else that might be labeled as 'potentially malicious' by inbox filters.

And finally, we're checking to make sure everything looks good! We know you want to make a great impression on your subscribers, and we want to help you do that! We'll check to see if your links are actually clickable, and if you've included a banner image. We'll check that all your images look crisp, too. And if anything seems out of sorts, we'll let you know -- before the email goes!

We want to make sure you see all the success you deserve from your epic emailing effort!

What do I need to do when I see the Verification Notification?
Head over to your inbox, for your account email address. This means whatever email address you created your account under. (If you're unsure of your account email address, just click on **Settings** at the top of any screen. You'll see it right there on that page!)

Now, you may have sent your email using a different *from* address, and that's okay! But all account communications, including this Verification email, are sent to your account email address, always.

In a short time you should see an email from one of our lovely support folks. This email will ask you for some details about how you collected your subscribers. We need to understand your process, in order to make sure we're doing absolutely everything possible to get you sending safely and smoothly.

We'll also take a look at your links, your images, your layout, your subject line, etc. -- to make sure that it all looks ready to go! We're making sure that you don't have anything that could cause your email to get trapped in a spam filter, or blocked from even delivering. We might mention any of these things, if we see them in your campaign.

Guide

Then just reply to us! We need to hear back from you with those details, or answers to any other questions we've asked, so we can be sure to get you sending absolutely as quickly and successfully, as possible.

What if I sent my email more than once during the Verification Process?
While you're in the Verification Process, your emails won't send out. As soon as we verify your account, the latest mailing you've hit **Send** on will go out automatically (or at the time it's scheduled to go out). If you've hit Send on the same mailing a couple times, don't worry -- only one mailing will be sent.

Our best advice is just to hold up a tick, once you see that Verification Notification. If you've sent a couple different mailings, then only the last one will go out automatically, when you're verified. You'd end up having to hit **Send** on those other ones again, anyway. So just wait a few moments until you hear from us, and then we'll let you know when you have the all clear to send, as you wish!

What if I scheduled my email to send out later? Will it go as soon as I'm verified?
The short answer here is that scheduled mailings will send when they are scheduled. But because nothing will send while you're still in the verification process, that makes scheduled mailings sort of a special case.

It's important to recognize that if the scheduled time for the mailing passes, and your account has not been verified, then the email won't send. Even when your account is then later verified. Because the scheduled time has already passed, that mailing won't be sent.

However, as long as the scheduled time for the mailing is still in the future when your account is verified, your email will send, as scheduled.

If you have any questions about your particular status, just ask! If you've scheduled your mailing, and you've gone through the Verification Process, but are still unsure what's going to happen, just let us know. We're happy to take a look and help make sure that your emails go out exactly when you need them to.

What if I don't see any Verification email within an hour?
Let us know, right away! It could be anything from our email not getting into your inbox, to heavy support traffic. But let us know immediately, so we can get you sending. We never want you to be waiting any undue time to get those campaigns to work! Please call our award-winning support team 24/7 at (480) 463-8836.

And of course, as always, reach out to us at any time, with any questions or concerns you might have. We're here for you, and want to see you get the most out of your email marketing.

Compare email marketing plans for promotional emails

Email marketing and promotional emails are one of the most economical ways for any business to connect with customers. Compare the different plans and pricing offered by GoDaddy email marketing.

Don't see the right plan for you? Contact customer support, we'll work with you to meet your needs.

For customers on a Websites + Marketing Premium or Commerce plan that require more than 5,000 subscribers, please reach out to the GoDaddy Email Marketing (GEM) team via chat x.co/l2chat.

Express Email Marketing has been replaced

All Express Email Marketing customers (including all private label customers) have been upgraded to GoDaddy Email Marketing.

Please check the customer's shopper notes, for history details, including when they upgraded.

Express Email Marketing has gone away. Your account has been upgraded to our new GoDaddy Email Marketing product.

Your active contacts, demographics, interest groups, images, and social media profiles were all moved over to your new account.

Only your contacts with the status of *Active* will show in your new GoDaddy Email Marketing active subscribers area. Your contacts with any other status are still moved, but they can be found in your Suppressed list. This is because it's only the active contacts that are safe to send campaigns to. Trying to send mailings to contacts with any other status can result in high bounce rates, and damage to your sender reputation.

Your old Express Email Marketing account is no longer available.

There is absolutely no charge for the upgrade. And your renewal date will stay the same as it was, before. When it's time for your account to renew, you will be charged either the current GoDaddy Email Marketing price, or your previous Express Email Marketing price; whichever is lower. On the next renewal, you will be charged the then-current GoDaddy Email Marketing price.

Using your new GoDaddy Email Marketing account

There are a few terminology differences between the two products. It's pretty much all the same stuff, just under a different name. And there are also a few features that do work differently.

Old Express Email Marketing	New GoDaddy Email Marketing
Contacts	Subscribers
Interest Groups	Lists
Demographics	Personalization Fields

The composer works differently in GoDaddy Email Marketing. Arrange different module types in any order to create your layout. You can format text within the modules, and adding images is drag-and-drop from your gallery, on the right. There are not stock images available in GoDaddy Email Marketing, but you can upload any images you have.

- Watch a quick overview video of how to use the composer.
- Get started with your new GoDaddy Email Marketing composer!

You can **add subscribers** to your account by uploading a file, pasting a list, or individually. You will need to add new subscribers before you send a campaign.

Sending a campaign is a separate step from composing. When you're ready to send, you can set all the mailing details, like subscriber lists, subject line, social share options, etc.

When you send your first campaign through GoDaddy Email Marketing, you will see a pop-up window, asking you to tell us how you've gathered your subscribers. Please enter as much detail as possible, and click **Submit**. Keep an eye on your account email address inbox for a response. We'll either need more information, or let you know that your mailing is on its way! This verification process is quick, and helps to keep our GoDaddy Email Marketing servers sending smoothly.

You can send any campaign to any of your subscribers as many times as you want. You don't have to copy the campaign to send it a second time. Just click **Send** from the Campaigns page. You can also schedule a mailing to send at any point in the future.

Your subscriber status is now represented in your lists. You can see bounced, and unsubscribed subscribers in your Suppressed list.

Make your emails social. You can include links to your social profiles within your campaigns, and encourage your readers to interact socially with your campaigns. You can also share your campaigns anywhere on the web.

Signup forms are different, too. You can connect a signup form to a subscriber list, so everyone who signs up is put in that list. Your advanced options (like single or double opt-in, landing page URL, and confirmation email settings) are all in the panel on the right.

You **can't add attachments** to campaigns. This is because it's not only bad practice to attach files, it's an industry-wide standard for bulk emailing. Your emails will get caught in spam filters, if they have attached files.

Find API key

Finding your API key in GoDaddy Email Marketing is simple.

1. In your GoDaddy Email Marketing account, click **Settings** at the top of the page.
2. On the right, in the **Settings and Billing** section, click the **API** tab.
3. Copy and paste the string of numbers and letters under **Secret API key**. You can use this to integrate with plugins.

If you've accidentally shared your API key or wish to generate a new one for any reason, click **Regenerate API Key**. You will then need to re-sync with any previous integrations you've installed.

Overview of text module formats

Each text module has its own set of editing tools. Click the titles to learn more about each one:

another, to become the destination of choice. The Catskills provide the perfect environment in which to find yourself, or lose yourself. Rediscover history in the stone houses of Hurley.
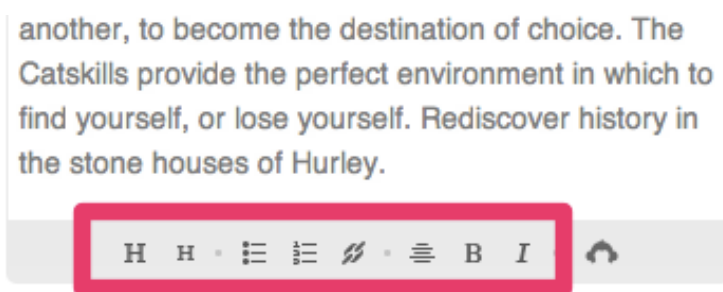
Heading: Highlighting text, and the clicking on the big H button, will turn the highlighted text into a heading text type.

Subheading: Highlighting text, and the clicking on the small H button, will turn the highlighted text into a subheading text type.

Unordered list: Highlighting a list of text, and then clicking on the bulleted list button, will create an unordered list. An unordered list is a list with bullets.

Ordered list: Highlighting a list of text, and then clicking on the numbered list button, will create an ordered list. An ordered list is a list with consecutive numbers.

Link: Adds a clickable link to your text. If you highlight text, GoDaddy Email Marketing will put the highlighted text in the appropriate field on the link overlay. You need to specify both the display text, and the destination URL, when using the link tool.

Center: Centers any highlighted text. It's best to center individual paragraphs, by themselves, instead of trying to center an entire span of text, over multiple breaks.

Italic tool: Italicizes highlighted text.

Additional Integration Functions: If the integration you've added to your account is related to text editing, then you'll see it appear here on the right. Some examples include EventBrite, and Personalization Tags.

Avoiding email inbox spam filters

GoDaddy Email Marketing takes all possible actions to ensure your email gets through to your readers' inboxes. The one aspect that is up to you, however, is your content!

We don't have a comprehensive list of all the words and phrases you should avoid, because spam filters are very sophisticated nowadays! For example, many filters are customized towards habits of each particular user, instead of following blanket rules about what is and what is not spam. The context of your words and phrases is taken into account, more and more -- so avoiding *seeming* spammy is actually your best bet.

To avoid filters, you want to think about how your content is presented as a whole, rather than avoiding specific keywords. The best tips are not black and white. We know this is less satisfying in the short term, but our advice below is more effective in getting you to inbox -- now, and in the long run.

To Avoid Spam Filters, Look at your Email Content and Ask these Questions:

1. **Will email filters and subscribers immediately recognize me?**

    If the answer is anything but a solid **Yes!,** you need to address this, immediately. Domain names, from addresses, and templates, or styles should stay very clear from email to email. And they should match your site, and other communications -- including wherever these folks signed up for your list. This helps both filters and humans establish who you are. Your branding creates a track record of trust. If people were receptive to your emails in the past, consistent branding will get you better filtering results.

2. **Have I made a great first impression?**

    If you haven't sent emails to your list yet, or the emails you sent weren't well-received, send only to your most recent and engaged subscribers. Take extra care to ensure the content is something your subscribers will be excited about reading or interacting with.

3. **Is my email focused on charming my subscribers, rather than "blasting" 'em?**

    Remind readers of your existing relationship, and then build on that rapport. Write emails in a conversational style, similar to how you'd address a friend or colleague. Hard-sell tactics are annoying to people, and they invite complaints and suspicion with both filters and humans. That said, don't go out of your way to hide that you're sending a bulk email. Spam filters can tell if you're sending the same piece of mail to many people, anyway. And people don't mind receiving a bulk email, if they've signed up for it -- it's the tone and content inside that they care about.

Here are a few content tips, to keep in mind:

Note: The subject title is particularly sensitive to these suggestions.

- o In general, it's a good idea to avoid any phrases like: Free, Instant, Double your money, Sex, XXX, Win, Cash, Bonus, Membership, Free Offer, Call Now, Rates, $$$'s, Success, etc.
- o Excessive use of CAPS LOCK can cause issues, as well. NO ONE LIKES TO BE YELLED AT!
- o Minimize your use of punctuation. !!!'s and ???'s can be troublesome. Keep your campaign conversational, rather than the hard-sell EXTRA!!!! BUY NOW!!! style.
- o Pricing and $$$ signs are especially important. Including the pricing in your campaign can trigger a spam filter. An effective way to get around this and increase web traffic is to describe the special offer and link to your website. An image with the pricing is also effective.
- o Subject Lines are really important. Really putting thought into your subject titles will not only help you avoid spam filters, but your view rates are likely to improve, as well!

4. **Am I sending to contacts that not only signed up for my emails, but *want* this particular content?**

It can take as little as *one* determined and unhappy person to cause filtering problems. So if you're not sure if a certain list will want an email, it's probably better to leave them out entirely.

5. **Does it look like I'm hiding something?**

Image-only emails are often filtered to spam. Sending an email that is only comprised of images makes spam filters think you're trying to hide something from them. They aren't able to scan the content of images, so they have no clue what your email is about. Make sure that you are clear about the intent of the message with text content, too! With text content in addition to image content, filters can more easily understand your identity and your intention.

Link shorteners are abused heavily in emails to hide malware and other not-so-great stuff, so don't use those, either.

What if I'm having problems, and I'm already doing all of the above?
Try a different subject line or take out the links to websites (that you don't have full control over) in the email and send a test. We recommend you create a test list and send to a few different email accounts before sending to your entire list.

Google Analytics Link Tracking Generation

How do you generate the proper Google Analytics UTM parameters (also called UTM codes) in your emails? GoDaddy Email Marketing Google Analytics Addon does this automatically, for you!

After you type in your domains, GoDaddy Email Marketing thoughtfully writes the appropriate parameters into all URLs in your campaign. Those variables hook into your Google Analytics account.

Getting a CSV File from Excel for GoDaddy Email Marketing

Getting a CSV file from an Excel spreadsheet is easy! Just start with your document open in Excel, or whatever spreadsheet program you're using. Go to your File menu on the top left of the page, choose **Save As...** and then choose the option that amends a **.csv extension** to the file. It will likely also mention something along the lines of **Comma Separated Values**. That will give you a CSV file that will easily import into your GoDaddy Email Marketing Subscribers area.
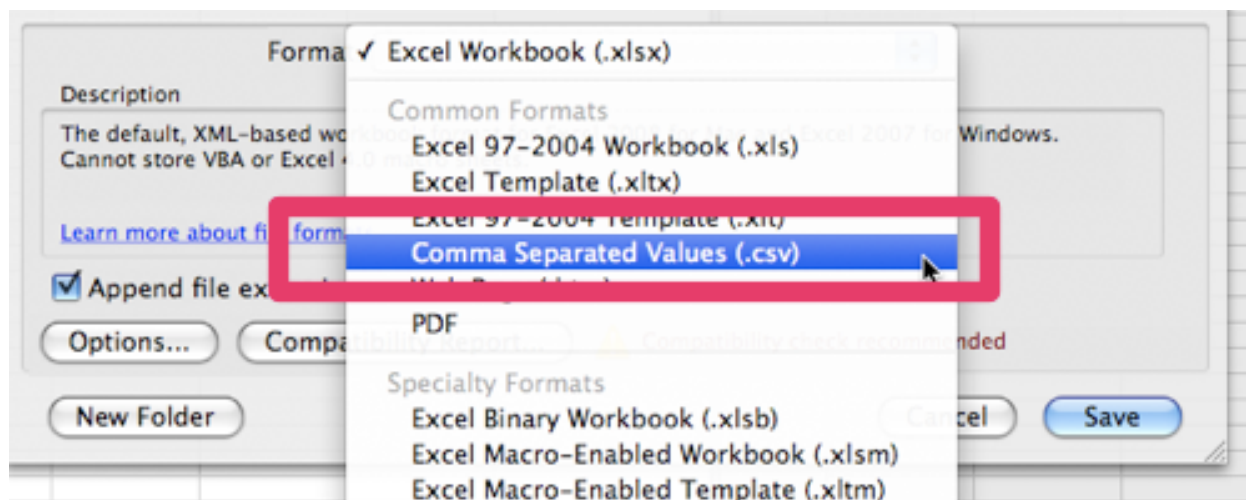
Adding custom fields to a signup form

Choosing and customizing the fields that are included in your signup form is important! The info that you gather from your subscribers can help you encourage higher engagement and site traffic by personalizing your messages: win-win-win! And with GoDaddy Email Marketing signup forms, you have the ability to put in some pretty awesome, fancy fields.

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)

2. Click the **Signup Forms** tab, and click either, **Add a signup form** or **Edit** under the form you want to work on.

Adding Fields to Signup Forms
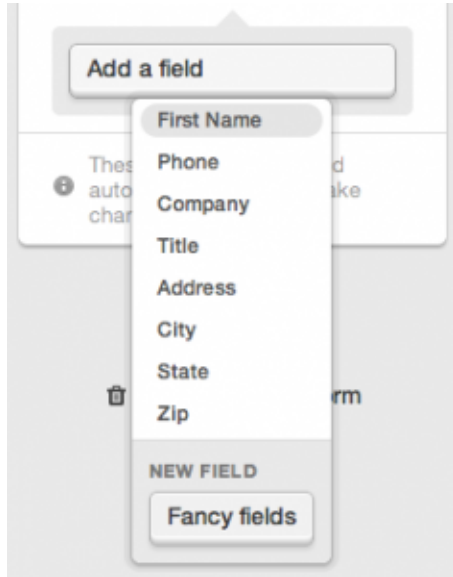
When you want to add any field to your signup form, simply click on the "Add a field" button, on the right side of your form editing screen. You can always add a normal text data field, from that list. Or you can create a custom field, using the **Fancy fields** button.

What is a fancy field, you might ask? This can simply be any data type that you want to gather, but don't see already in that list. Or you can create a special kind of input field, all by yourself, right on your own signup form.

When you click that **Fancy fields** button, you'll first see the choice for what type of field you want this custom one to be. Your options are:

- Text Field
- Dropdown
- Radio Buttons
- Checkboxes
- Date
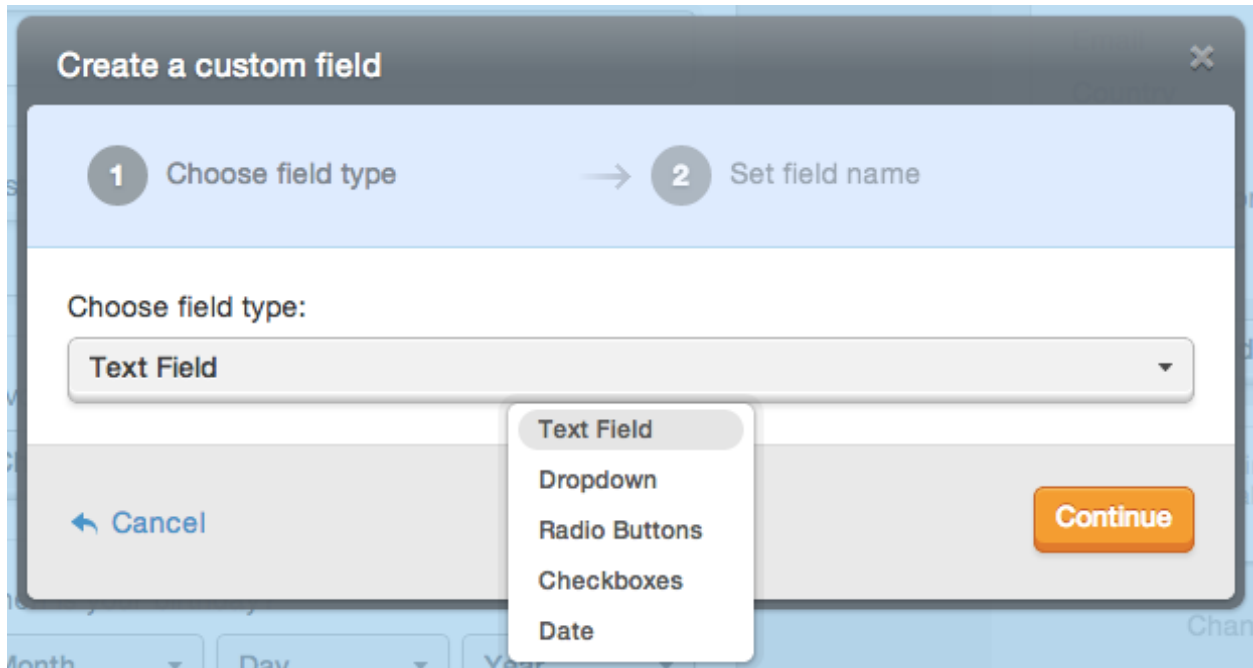
Specifying the Label and Reference for the Custom Field

No matter which field type you choose, the next step is to specify the **Field label** and the **Field reference**. The label is what will show to your subscribers on your signup form, when you publish it. The reference, however, is what GoDaddy Email Marketing uses to refer to this field in your Subscribers area. This field reference is very useful if you are customizing your message with personalization tags. This field reference is what you will use to tell GoDaddy Email Marketing to substitute this field data, when you send your personalized message. You can read more about using personalization tags in your campaigns, here.
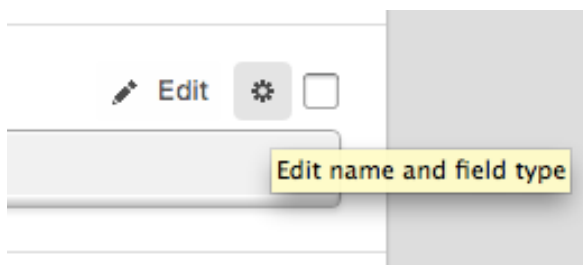
You can always change the field type and the field reference at any time! Just click on the settings cog, at the top of the field itself, on your webform.
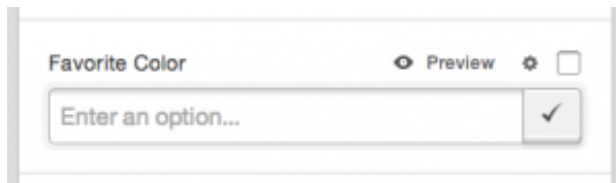
Customizing the Custom Field

Adding a Custom Text Field
Now, if you selected a **Text Field** at the beginning, that's all you have to do! Your new fancy field is right there, already, on your signup form. But the fun doesn't stop there! Let's check out the other options...
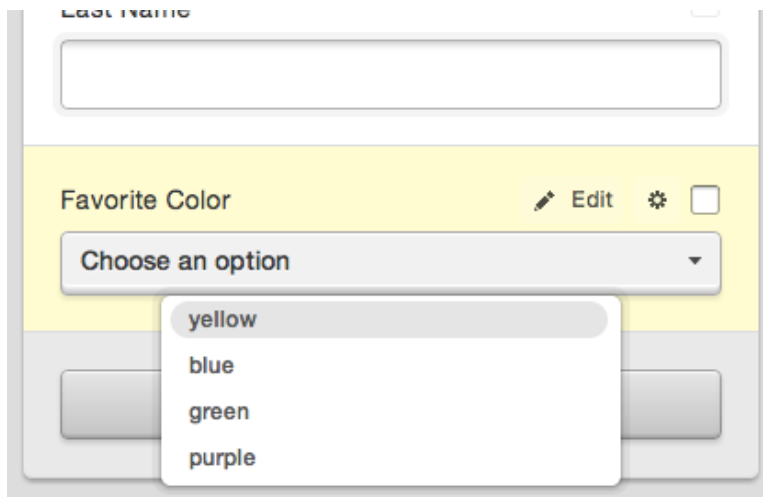
Adding List Items to Your Custom Field
If you've selected the **Dropdown**, **Radio buttons** or **Checkboxes** options, you now have to tell us which items you'd like to populate that list with. When you save your fancy field to your signup form, you'll see that GoDaddy Email Marketing is ready and waiting for you to fill in those list items. In this case, we've added the field "Favorite Color" to the form.

Just type in each of the list items, and click the check button to save it. You can have as many items as you'd like, but be sure to consider the usability of your form, too. Let's say you have 20 options in your list -- a dropdown might be a cleaner way to go, for example, rather than a giant list of radio buttons.

Now, we've entered all the colors here, for our "Favorite Color" field -- let's see what it'll look like! Just click on the **Preview** button at the top of the field, and you'll see your fancy field, in all its glory:

Dropdown: good for a lot of items, subscriber can only select a single item

Favorite Color   ✏ Edit   ✿ ☐

○ yellow
○ blue
○ green
○ purple

Radio buttons: subscriber can only select a single item

Favorite Color   ✏ Edit   ✿ ☐

☐ yellow
☐ blue
☐ green
☐ purple

Checkboxes: subscriber can select any number of items

And if you need to edit any of those items in your list, it's super easy! Simply click on the **Edit** button at the top of the field, and then on the pencil icon next to the item you wish to edit. You can click on the trashcan icon, if you want to delete that item, entirely.

Favorite Color   👁 Preview   ✿ ☐

yellow

blue

green   ✏ 🗑
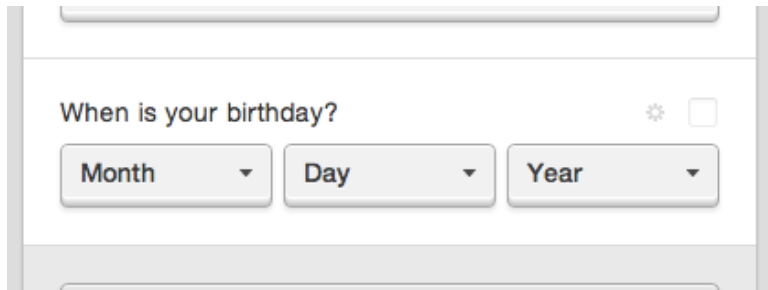
purple| ✓

Adding a Custom Date Field
Let's say you want to capture subscribers' birthday, or wedding date, etc. You can do that easily using the **Date** option -- just select it from the field type list, and save your changes. There it is, ready to collect dates from your signups!

Now get out there and have some fun with your fancy signup form fields!

Analytics Explained: Growth

What Does "Growth" Mean In My Email Analytics?
In GoDaddy Email Marketing email analytics, the growth statistic is your signups and your unsubscribes. The total on the growth tab is calculated by taking your total subscribers from that newsletter, minus your total unsubscribes from that newsletter. This means that you may sometimes have a negative total in your growth tab.
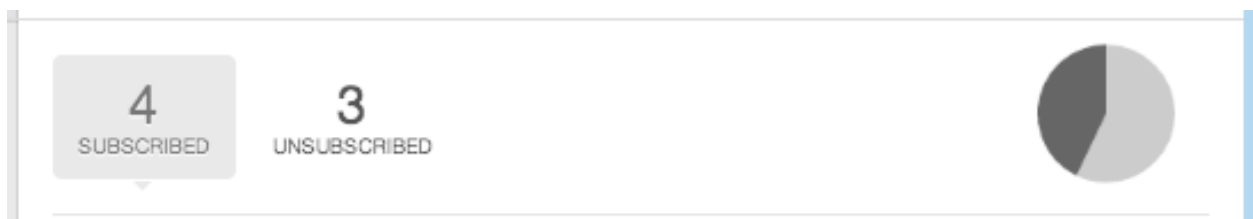
The subscribers that are counted are only the folks who have signed up using the default signup form link -- in this email, only. Most often, and by default, this link is included in the campaign footer. However, you can use our Campaign Tweaks add-on feature to move that button to the top of your email, too.

How Do I Set Up My Subscribe Link?

There are actually two different ways to add a link for people to sign up to your email. You must have a signup form already created, to do either -- and it must be set as your default signup form. For those first two steps, read on… Or jump to the second option of adding signup forms using a macro.

Adding the Default Subscribe Link button in the email footer

1. Click on Signup Form option at the top of your page.
2. Locate the form that you want to set as the default and hover to the right of the Share button. A Set as Default button will appear. Click to Set as default:
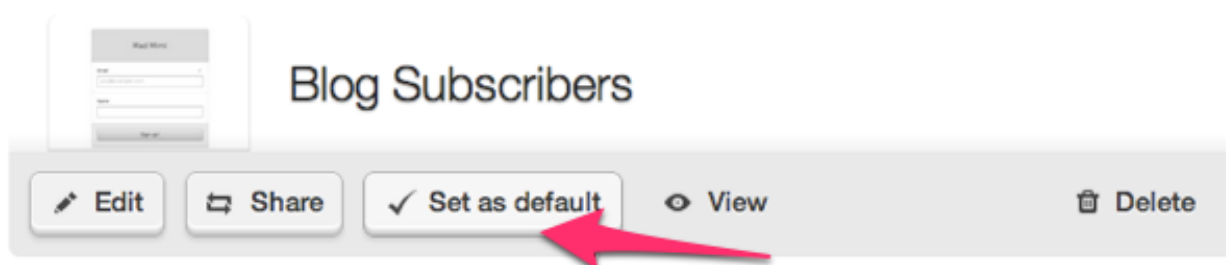
3. Confirm your selection and you're done :)

Adding Subscribe Links to your Email with a Macro
Additional subscribe links can be placed anywhere else in the campaign using this macro: [[subscribe]]

If you placed this in a text box with clickable text, it might look like: [Click here to subscribe]([[subscribe]])

Here's an example in the composer:
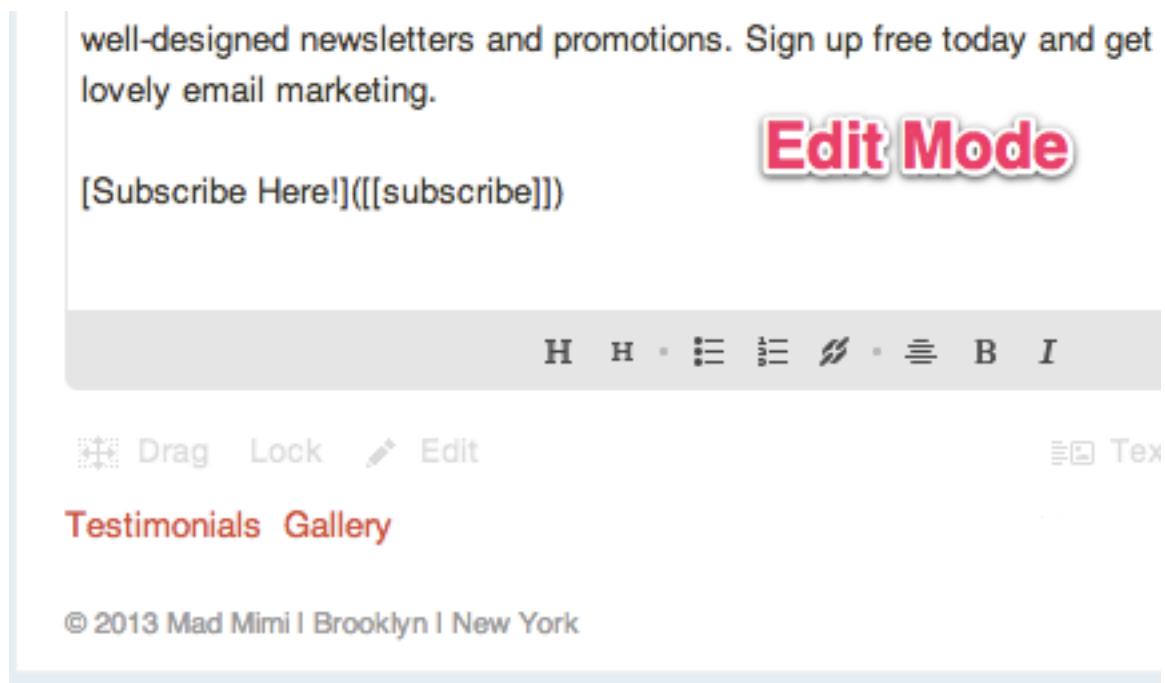
The final result will look like this:

How Do I Encourage New Readers To Subscribe?

- Encouraging your current readers to share your campaigns via the forward to a friend link, or on social sites is one of the best ways to build your subscribers and create growth. Your readers already value your content and are likely to want to help!
- Link placement is another key factor in subscriber growth. As long as you set up your default signup form, we include a subscribe link in your campaign footer. But why not place a subscribe link at the top of your campaign, too? You can use the [[subscribe]] link macro, or try our campaign tweaks options.
- You can also try offering special deals, or perks, to new subscribers. Loyal readers will enjoy sharing the special bonus with their friends. Offering a free e-book or other content lets your new subscribers preview the type of material they might find in your regular newsletters. This helps your subscribers grow with well-matched readers

Analytics Explained: Engaged

What Does "Engaged" Mean In My Email Analytics?
The Engaged statistic includes all contacts that clicked a link in your email, or shared your email. If a reader viewed your email (with images!), but took no other action, you'll find the contact in your Viewed stats and not your Engaged stats.

How Do You Track Engagement?
All links in your GoDaddy Email Marketing campaigns are momentarily redirected via servers to capture clicks. So when a contact clicks on a link in your email, this redirect helps us track which contact clicked what link.

Social shares are tracked in a similar way. Unique social share links are generated for each recipient in your contact list. So when the share link is clicked, you'll see exactly which contact did the sharing.

If a reader received your email successfully, but took no action, this contact is tracked in your **Accepted** stat.

Unsubscribe requests are handled automatically

GoDaddy Email Marketing takes care of unsubscribes for you, automatically! But sometimes people write to you instead of clicking the **Unsubscribe** button in your email. In that case, you are responsible for suppressing those contacts, out of your Subscribers list. But don't worry, GoDaddy Email Marketing makes that a snap!

Adding standard links using macros

If you've been around the internet for a while, you probably have heard terms such as "short code" or "macro" get thrown around, a lot. Essentially, these are all just ways to tell a program to do something standard, using a short, simple code or command. And you can do this to add links to your GoDaddy Email Marketing emails, too!

GoDaddy Email Marketing automatically includes some standard links in your footer, and you can change these settings with our Campaign Tweaks add-on. But you can also add extra links, anywhere in your campaign, using the macros below. Just copy and paste the ones you need into any text module. When you preview the email or hit "Send", those macros will be turned into a clickable link!

Macros and Link Syntax in Emails
The composer uses a language known as Markdown, so the syntax of the link text is important. Even if you add a link using the composer buttons, the raw text of any link in your campaign looks like this:

[Display Text That the Reader Sees](http://yourURLgoeshere.com)

The square brackets contain the text that a reader will see as clickable. In this case, your email would display only a clickable link that says "Display Text That the Reader Sees". All the rest of that, in the parentheses, is hidden. The parentheses contain the actual URL that you're connecting that link to.

Since these here are all macros, they aren't full URLs when you type them in -- they're just a short-cut to know which URL to put in when she sends the email. So you can edit

the text that's in the first set of square brackets, but don't change anything in the parentheses.

And be sure to always test your emails, before you send them out to your subscribers!

Short code Macros
Forward to a Friend:

[Click here to Forward to a friend]([[forward_link]])

or

[Click here to Forward to a friend]([[forward]])

Unsubscribe:

[Click here to unsubscribe]([[unsubscribe]])

or
[Click here to unsubscribe]([[opt_out]])

Subscribe:

[Click here to subscribe]([[subscribe]])

This will add a link to your default signup form.

Web View:

[Click here to view this on the web]([[web_link]])

or
[Click here to view this on the web]([[web_view]])

Preferences:

[Click here to manage your subscription preferences]([[manage_subscription]])

Social Macros
Social Icon Links:

[[social_links]]
By itself, without any display text, this will add the row of buttons for your active social profiles.
Social Sharing Links:

[Click here to Like this on Facebook]([[facebook_like]])

[Click here to share this on Twitter]([[twitter_share]])

[Click here to +1 this on Google+]([[plusone_share]])

[Click here to Pin this to Pinterest]([[pinterest_share]])

[Click here to share this on LinkedIn]([[linked_in_share]])

Advanced Macros
There are also macros for just custom HTML users, too! These need to be used in special contexts, when creating HTML emails, from scratch. If you're just using the regular composer, don't worry about any of these.

Add "Views" tracking:

[[tracking_beacon]] or [[peek_image]]

Add "Forward" tracking:

[[native_forward]]

This will insert CSS that tries to track native forwards int heir email client (i.e. views when the subscriber forwards the campaign without using the forward to a friend feature).

Reconfirmation Link:

[Click here to confirm your subscription]([[confirmation_link]])

Sending an email with this link in it will suppress the recipient, marking them as 'Unconfirmed'. When they click on the confirmation link they will be automatically unsuppressed, confirmed and re-added to the active subscribers.

Display Preview Text:

[[subject_text]]

This will add a short string of text, extracted from the content of the email. It can be shown in the inbox view for supporting clients (Gmail, for example), after the subject line.

Do I need SPF or DKIM validation to send campaigns?

With GoDaddy Email Marketing, in most cases you will get an SPF Pass without needing to change anything on your end. If you don't have an SPF record set up, your

campaigns will still deliver really well through GoDaddy Email Marketing. Also, each campaign is signed using our own DKIM signature, and includes Sender ID validation. This allows for full email validation without you needing to ever be involved!

Now, while our SPF covers you for most cases, sometimes delivery can be improved with a little something on your end. If you are experiencing delivery issues (not caused by content), changing your own DNS records for the domain you are using as your sender address may help. You can add the following SPF record to your domain zone files:

v=spf1 include:spf.em.secureserver.net ~all

Signup form landing pages

You can set customized landing pages for your signup form subscribers, in the Advanced tab on your signup form customization page. You have two landing page options: Confirmation and Activation.

Both of these landing pages are optional. If you don't put anything in these fields, then GoDaddy Email Marketing will simply direct your subscribers to a simple "Thank You" page. (And don't worry! Your account language settings will apply to those default pages, so your subscribers will see the message in the language you have set.) But, if you'd like to have more control over the screens that your subscribers will see, then let's check it out…

Confirmation Landing Page
This is the page your subscribers will be directed to, **right after they sign up through your form**. It's best to have this page confirm with your subscriber that their details have been successfully submitted - and you can thank them, too, while you're at it! If you simply redirect them back to the same page they were on, they won't get any feedback that they signed up successfully, and it won't be a really great experience for your subscriber.

Once you have a confirmation page created on your site, just paste that URL right into this field, here.

 Note: If you have your signup form set to double opt-in, you should also include instructions on this page for your subscribers to check their email for your confirmation email.

Activation Landing Page
This option is **only relevant for forms that are set to double opt-in** - that's the only time you need to consider this option. This is the page that your subscribers will see **after they click on the confirmation link that they receive in their emails**.

 Note: If your signup form is set to single opt-in, this landing page will never be seen by anyone.

Once you have the activation page created on your site, paste the URL, here. Maybe you want to specifically thank your subscribers, in your own words. Or maybe offer them a free gift for signing up.

Statement of Support – Email Marketing

Please review the full Statement of Support to learn more about available support for additional products and services.

Supported:

- Purchasing or renewing Email Marketing
- Explaining Email Marketing features and benefits
- Setting up your Email Marketing account
- Explaining how to use Email Marketing
- Understanding Email Marketing statistics
- Connecting your Email Marketing account to social media
- Connecting your Email Marketing account to compatible GoDaddy products
- Building you a custom banner or theme for free*

Not Supported:

- Editing and troubleshooting subscriber list files (CSV files)
- Cleaning, filtering, or modifying subscriber lists
- Building email templates on a customer's behalf
- Creating email content (copywriting, adding images, etc.)
- Creating, editing, and troubleshooting custom HTML
- Publishing signup form code to website
- Creating custom statistic reports

* General GoDaddy C3 representatives are not able to build custom banners, but our GEM representatives are happy to help. Please email our GEM representatives with your request after purchasing your GEM plan.

GoDaddy Email Marketing Help
Guide

Setting up a Welcome Email

Follow along here to use your Autoresponder feature to create a completely automated Welcome Email, that will send to anyone who signs up through your signup form. Exciting!

To get started, Log in to your GoDaddy Email Marketing account. (Need help logging in?), and then do the following:

Step 1. Create your Welcome Email list.
This is in your Subscribers area. Just click on the **Subscribers** tab, and then on the **Add a list** button.

Call the list whatever you like, but make sure it's something you'll recognize, later. We'll call it "Welcome Email list" for this demo. Click the checkmark button, to save your list.
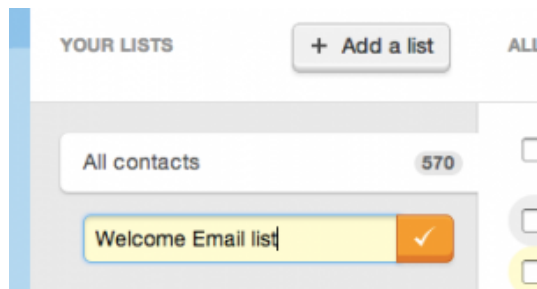
Step 2. Create your Signup Form.
Ok, now we have to set up the signup form that you're going to use. If you already have one, great! Just click on **Signup Forms** at the top of the page, and then on **Edit** under the specific signup form you want to play with.
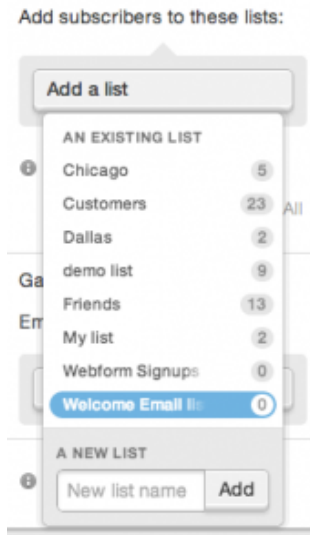
Click on the **Add a list** dropdown on the right, and choose your new **Welcome Email list**. GoDaddy Email Marketing will automatically save this change, and you can see that the list has been added right there on the page.

Pro tip: You can create a new list for your Subscribers, right here, using the **A New List** field, at the bottom of that dropdown.

You will want to make sure to get this signup form out to the world, so people can use it to sign up for your mailings! You can publish the form on your website, or just share the form URL, or connect it with your Facebook business page.

Step 3. Create your Welcome Email Campaign.
Alright, now we have to create the actual Welcome Email Autoresponder that will get sent out to your new subscriber.

If you haven't already, activate the Autoresponder add-on feature, and click on "Go set it up". If you have already activated it, just click on **Autoresponders** at the top of the page, or under the Addons menu.
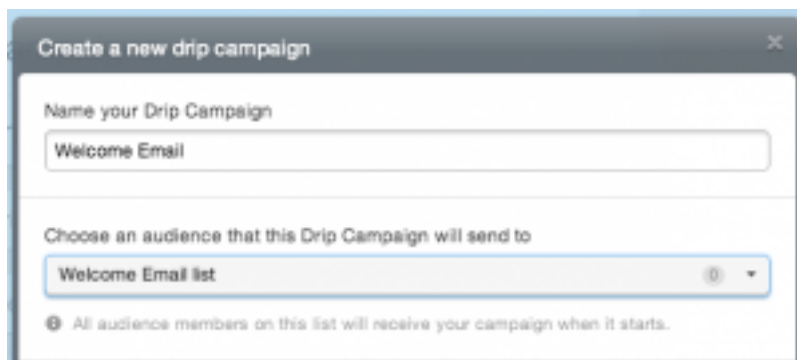
Click on the **New Autoresponder** button and specify the details asked on that page. In this case, I've called it "Welcome Email".

GoDaddy Email Marketing Help
Guide

Make sure to select the new list that you connected to your signup form, in the previous step.

And you also want to tick the checkbox that's called "Send the first mailing immediately after a user signs up." This way GoDaddy Email Marketing will always send the Welcome Email just as soon as the person signs up through your signup form.

Now, create the campaign and then design that welcome email! (Hint: It's exactly the same as composing a regular GoDaddy Email Marketing campaign.) When it's all perfect, we're ready for the next step...

Step 4. Start your Autoresponder
This is the most exciting step! Now that you have your signup form set up, connected to your new list, and your Autoresponder is connected, designed and ready... all you have left to do is push the start button! You'll see a **Start Campaign** button in the top right of the screen, or a **Run campaign button underneath the campaign preview on the Autoresponder landing page**.

You'll need to start your Autoresponder, in order for GoDaddy Email Marketing to send the Welcome Email, automatically. Which brings us to the last step:

Step 5. Watch the automated magic!
Sit back, relax, and watch those new signups roll in. As soon as anyone signs up through your form, that Welcome Email Campaign will send to them, automatically. You don't have to do a thing!

Enjoy :)

Sending from these addresses will cause bounces

If you try sending from a Yahoo, AOL, Mail.ru or Verizon email address in GoDaddy Email Marketing, you're going to see a lot of bounces. If you try to use one of these addresses as your **From address** you may see a warning:

Sending from this email address will cause bounces at most major ISPs and is not recommended.

 Note: ISP stands for Internet Service Provider, and means pretty much anyone who provides internet and email inboxes for people.

Even if you don't see that warning, you can't use a Yahoo, AOL, Mail.ru or Verizon email address as your *From address* for any regular campaign, RSS email, autoresponder,

or signup form activation message. **You need to use a different email address as the *From address* on any outgoing mailing.**

If you don't have another email address handy, you have options. Having your own domain-based email address is one of the best ways to look professional to your customers. And you'll never be at the whim of the free email providers' policy decisions. You can also set up email forwarding right to your old address, to ease the transition to your new one.

The reason you can't use a Yahoo, AOL, Mail.ru or Verizon email address is something called a **DMARC Validation Policy**; something that every email provider has. If that provider changes their policy to **p=reject**, then you can't use that email address as the *From address*, except when sending through them. Which means you can't use it as the *From address* at any email marketing service, like GoDaddy Email Marketing. Unfortunately, there is nothing we can do about this -- it's a decision made by those email providers to reduce abusive behavior, and protect their users.

> **Note:** The *From address* on your mailing is different than your account log in email address. Read more about the From address, under **Details tab**.

If you want, you can keep your Yahoo, AOL, Mail.ru or Verizon email address as your account log in. This is the email address that we will contact you through, for anything related to your GoDaddy Email Marketing account.

Adding subscribe links to a campaign

Once you've created your Signup Form you can add it to your GoDaddy Email Marketing campaign using a subscribe link. There are two main ways to add the subscribe link to your GoDaddy Email Marketing campaign.

Two ways to add your Signup Form to your email campaign

1. Macro Link

   Anywhere you add [[subscribe]] or [[subscribe_link]], GoDaddy Email Marketing will replace it with a link to your current Default Signup Form. This works for both custom HTML campaigns and the regular composer.

2. Share URL

   Each signup form has a unique share URL. You can add this URL to any text module in your campaign. The share URL always links directly to the online version of your form.

   Go to your Signup Forms area, and click on the **Share** button underneath any of your forms, to grab the share URL for that form.

All about signup forms

Email signup forms (also known as "web forms"), are subscription boxes you can add to your site, blog, or social page to collect new email subscribers. All signups collected through your email signup form get added directly into your GoDaddy Email Marketing Subscribers.

Why use email Signup Forms?
Signup Forms build high value email lists. When you create a registration option that's specific, you know signups are definitely interested in receiving your content, via email! The best place to add an email signup form is somewhere prominent on your website, like your sidebar.

If you want to include purchasing customers in your email list, it's best practice to include a separate email signup option during your purchase process. That way you can be sure that your signups are actively opting in.

What information to collect with a Signup Form?
Often, just an email address works. Keep it simple. If you don't need additional details for your email marketing, don't include it in the form. The most common fields to include in a form are name and email.

Signup Form How-To Guides:

Creating Your Form: A step-by-step walkthrough of the basics

Advanced Form Options: Advanced tab menu choices explained, landing pages included!

Theme Options: Learn how to customize your signup form style with the theme tools.

Publishing Options: How to embed your signup form on your website.

WordPress: Add your signup form to your WordPress website.

Facebook: Add a signup form tab to your Facebook business or fan page.

Sharing Options: Learn how to get the URL for your signup form to share anywhere.

Customizing the Signup Form Design

If you host your signup form on your site using the plain embed option, feel free to customize the HTML code provided. Just keep the form functions intact, to be sure that it will work correctly!

However, if you plan on keeping the form hosted on GoDaddy Email Marketing, or using the styled embed option, or the side tab embed option -- use the theme options to customize the style to your liking!

To Edit Your Form Theme:

1. Click edit under the form you want to customize:
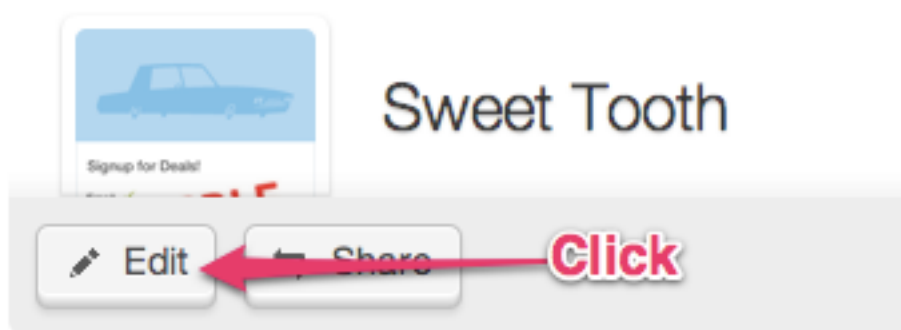
2. Select the Theme tab:

3. Click on the color blocks, or enter a hex code to change the logo background, and main background colors. Your selections will appear in your form on the left, automatically.

Important! When using the Styled Embed option, the form header will *only* display if you've included a logo image. Titles and background colors are *not* included in the styled embed version of the form. They will only display on the GoDaddy Email Marketing hosted version of the form, when you access the form directly using the permanent URL.

4. You can import a logo, or background image, as well. Click on browse to select the file from your computer. Find tips and suggested resources for screen grabbing and creating your own images, at the bottom of this page, here.
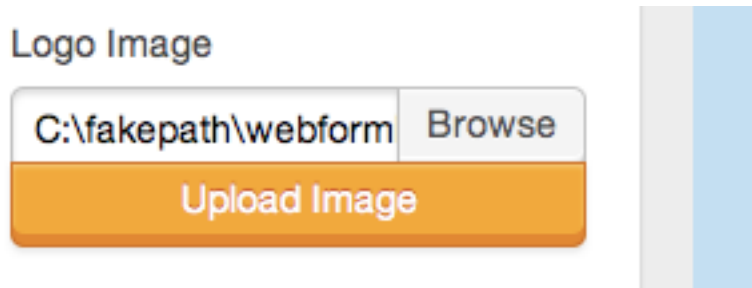
5. Make sure to click **Save changes**.
6. Click on the **Share** button at the top, and copy and paste that URL into another tab in your browser. This way you can preview the form, just as people signing up will see it.

Read here for more instructions on how to customize the fields in your form.

To add custom landing pages for your form, follow these steps.

WordPress: Edit my email signup form

After you've installed and set up the GoDaddy Email Marketing Signup Forms plugin, you can choose the signup form that you want to use, edit an existing form, or create a brand-new form.

1. In your WordPress admin dashboard, hover over **Settings**, and select **GoDaddy Email Marketing**.
2. Click the **Forms** tab.

Note: If you don't have any signup forms in your account, the GoDaddy Email Marketing Signup Forms plugin creates a signup form for you.

3. Hover your mouse over the signup form that you want to edit, and **click Edit form in GoDaddy Email Marketing**. This will open the Signup Forms area of your GoDaddy Email Marketing account. Refer to the following guides for help with editing your signup form:

    o Name and title of your signup form
    o Connect lists to your signup form
    o Add fields to your signup form
    o Adding custom fields to a signup form
    o Signup form landing pages

    Note: Your signup form will take on the style of your WordPress theme, so don't make any changes to the signup form theme, colors, or header, unless you're also displaying this same form somewhere else.

4. If you want to create a brand-new form, look underneath the list of forms, and click **Create a New Signup Form**.

Add subscribers by uploading a file

You can add subscribers to your GoDaddy Email Marketing account in bulk, just by uploading a file.

1. While logged in, select the **Subscribers** tab at the top of your account.
2. Click on **Add subscribers**.
3. Select the **Many at a time** tab.
4. Click **Browse** and select the file you want to upload.

    Note: If your file includes more details than just the email address, remember to have a header row describing each column of data. That way, your details can be sorted appropriately.

5. Choose the list to import your subscribers into:
    o Leave the list drop down menu on **All** to add the contacts only to your master list.
    o Create a new list for your subscribers
    o Choose an existing list
6. Click **Add subscribers**.

Adding a subscribe button to the footer

To add a subscribe link to your email marketing footer, you must specify a signup form as **default**. If you do not have a form set to default, there will be no subscribe link in your footer.

GoDaddy Email Marketing will also link to the default signup form wherever you use the [[subscribe_link]] macro anywhere in your campaign.

To set a form as default:

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)
2. Click on **Signup Forms** at the top of your account page.
3. Locate the form that you want to set as the default, and hover to the right of the **Share** button. A **Set as Default** button will appear. Click that button to set that signup form as your default.
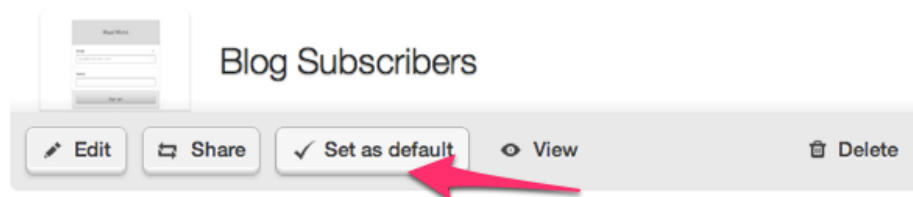
4. Click **OK** in the confirmation window.

You will now see the **Subscribe** button in the footer of your campaign!

You can always return to your Signup Forms page to check the default form settings. The active default form will display with a **Set as default** tag.
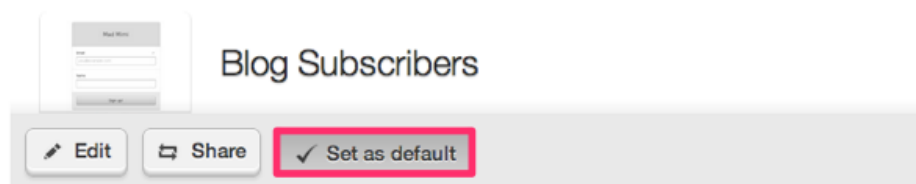
To change the default signup form:
Simply select the **Set as default** option next to any other form in your account. Keep in mind that you are only able to select *one* form as your default.

To remove the default setting:

1. Navigate to your **Signup Forms** page.
2. Click the visible **Set as default** button to toggle the setting off.
3. Click **OK** in the confirmation window.

Understanding the different suppression reasons

Your suppressed list contains all of the contacts that are no longer in your active subscribers: Suppressed and Bounced.

Toggle any of the yellow suppression types, to look at just those contacts. Click on any yellow type and it will turn green, to show you that the filter for that type is active. Combine filters to look at combinations of types, at once. Click the type again to turn off that filter.

It's a good idea to keep these lists of suppressed and bounced subscribers. Since you aren't sending marketing emails to them, they don't count against your email marketing sends per month. And just as important as knowing who wants to receive your emails is knowing who has purposefully opted out so you can be careful not to email them again.

Suppressed

- **Unsubscribed**: These contacts clicked the unsubscribe link in one of your mailings.
- **By me**: These contacts were manually suppressed by you, in your account.
- **Unconfirmed**: These contacts have subscribed through a double opt-in signup form and haven't yet clicked the confirmation link in the email that was sent to them. Once they click the confirmation link, the contact will automatically move to the right list in your active subscribers.
- **Marked as spam**: These contacts have clicked the spam button in their inbox for one of your mailings.

Bounced

- **Hard bounce**: These are contacts that are completely undeliverable. This is most likely because the address doesn't exist.
- **Soft bounce**: These are contacts that are undeliverable at the time of sending, but the issue may clear itself up, or change. This is often due to full mailboxes, or domains temporarily down. All soft bounces are retried, automatically, so they may only be suppressed for a short time.
- **General bounce**: This is the miscellaneous category of undeliverable addresses. Common reasons are firewalls on the contact's server that stops incoming email

from outside the network. This is common in the case of corporations that do not receive email from unknown sources. All general bounces are retried, automatically, so they may only be suppressed for a short time.

- **Still trying**: This means that a particular mailing could not yet be delivered, but that the server is still trying, and hasn't gotten a definitive response. This bounce type is temporary.

Signup forms

Signup Forms are GoDaddy Email Marketing's email collection forms. Use these forms to create a sign-up box or link on your website, blog, or social page. All contacts that sign up through your forms are automatically added to your subscribers lists, in your account.

1. To create a new signup form, click **Signup forms**, at the top of your GoDaddy Email Marketing page.
2. Click **Add a signup form**, on the right.
3. Click **Save changes**, at the bottom of the right sidebar.

Voilà! You've created a new signup form! There's much more that you can customize, but that covers the basics.

WordPress: Set up email signup form plugin

The first step to adding a GoDaddy Email Marketing signup form to your WordPress site is getting and setting up the plugin. Even if you don't already have a GoDaddy Email Marketing account, the plugin will set one up for you.

 Note: If you used the **setup wizard** to create your WordPress site, the plugin is automatically added for you. To confirm this, click **Plugins**, and look for **GoDaddy Email Marketing Signup Forms**. If it is there, you can skip to creating or editing your signup form.

1. In your WordPress admin dashboard, hover over **Plugins**, and select **Add New**.
2. Using the search field, search for **GoDaddy Email Marketing**.
3. In the **GoDaddy Email Marketing** plugin, click **Install Now**.
4. Click **Activate Plugin**.
5. In the list of plugins, under **GoDaddy Email Marketing Signup Forms**, click **Settings**.

6. Your next couple steps depend on if you already have a GoDaddy Email Marketing or GoDaddy account, or not.

If you have…	Then do this…
A GoDaddy Email Marketing account	1. Under **Account Details**, click **Sign in here**. 2. Enter your overall GoDaddy account email address and password, and click **Sign In**. 3. Click the GoDaddy Email Marketing account you want to connect to your WordPress plugin. You'll be shown **Your API credentials**.
A GoDaddy account, but no GoDaddy Email Marketing account	4. Under **Account Details**, click **Sign in here**. 5. Enter your GoDaddy account email address and password, and click **Sign In**. You'll be shown a page where you can create a new GoDaddy Email Marketing account. 6. Enter your **First name**, **Last name**, and **Company**. Agree to the terms of service, and click **Create account**. You'll be shown **Your API credentials**.
No account	7. In the banner at the top of the plugin settings page, click **Sign Up Now**. 8. Create an account by entering an **Email address**, **Username**, **Password**, and **Support PIN**. Click **I Agree**. You'll be shown a page where you can create a new GoDaddy Email Marketing account. 9. Enter your **First name**, **Last name**, and **Company**. Agree to the terms of service, and click **Create account**. You'll be shown **Your API credentials**.

7. Enter your **email address** in the **Username** field, on the GoDaddy Email Marketing plugin settings page, and then enter **Your key** in the **API key** field.
8. Click **Save Settings**. You should see a confirmation message that **You're all set!**

Set up the RSS to Email Add-on

So you've connected your RSS feed to GoDaddy Email Marketing. And she's made an awesome RSS email for you, by automatically pulling in articles from your blog... but, wait! The images aren't there!

First of all, don't panic. This is probably very easy to fix.

If only one image is showing in your feed email, check out the 'clean' formatting settings of your RSS email. If your blog is hosted by Blogger or is a Blogspot subdomain, and there aren't any images, at all -- read on!

Go to your feed, and find one of the sneaky images that is refusing to show up in your email. Get the **Error! Filename not specified.** tag of the image, and check it out.

Chances are, the URL for that image is *relative*, instead of *absolute*. A relative link doesn't mention the main, root URL, and just references the unique part of the image URL. And an absolute link, on the other hand, is the full URL of the image which could be used independently anywhere on the web, by itself.

For example
The img src in your article might look something like this:

```
<img src="/wp-content/uploads/article-image.jpeg" alt="0041_1.jpeg"
title="0041_1.jpeg" align="center" width="400" height="602" />
```

The link in that img src tag is relative. This is the URL being referenced, in that tag:

```
/wp-content/uploads/article-image.jpeg
```

You can see that the beginning of that link doesn't really look like a normal website. In order for that URL to be absolute, it needs to include the main URL of your page. Here is an example of the same URL, as an absolute link:

```
http://myblog.com/wp-content/uploads/article-image.jpeg
```

Once you republish your content using absolute links, just reload your feed. You should start to see those images showing up in your RSS feed. Just give Mimi a little time to reload your content from your feed, and your RSS email should pick up those images, too!

Still have trouble with your RSS email?
If those images still aren't showing, please call our award-winning support team 24/7 at (480) 463-8836.

Emails received by my subscribers

You can see which emails your individual subscribers have seen, and the actions they've taken with those emails. This is in addition to all the general statistics you can see about the campaign, and mailings, in aggregate.

1. In your Subscribers area, click on the email address you want to explore.
2. Click on the **Emails Received** tab to see which emails have been sent to that specific subscriber, and when the mailing was received.
3. Click on the large link (**Subject Line**), to view the specific stats, for just that single mailing.
4. Click on the smaller link (**Campaign Title**), to look at the overall stats display for all mailings of that campaign.
5. The most recent status of the individual email is indicated by one of the mailing status symbols on the right. Click there to expand the details of all the actions that have happened on that individual email, for this specific subscriber. You'll be able to see the action the subscriber took, and the timestamp for when that action happened.

Add fields to your signup form

The only required field in your signup form is the email field. You can add as many as you would like, and decide whether or not they are required. If you're not sure what data you need to collect, Name and Email is usually a great place to start. You can always expand your form later.

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)
2. While editing your signup form, click **Add a field**.
3. Select the field name from the list of standard fields, or click **Fancy fields** to add a custom field.

   Note: Custom fields include text boxes, radio buttons, checkbox lists, and date entries.

4. The field will appear in your form, on the left.
5. To remove a field from your form, click the grey **x** next to the field name, in the right sidebar.
6. Click the box in the top right corner *of the field*, to make it a required field.
7. Click the red required asterisk, to make it not required.

   Note: The Email field is always required.

Your field changes are saved automatically, as you make them.

Connect lists to your signup form

You can connect specific lists to your signup forms, so that your new subscribers get placed exactly where you want them. This can also help to categorize and organize your subscribers by where they have signed up.

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)
2. While editing your signup form, click the **Add a list** menu.
3. Select the subscriber list where you want your new subscribers to go.

Add subscribers to these lists:

Add a list

AN EXISTING LIST

Customers   2

Drip List   0
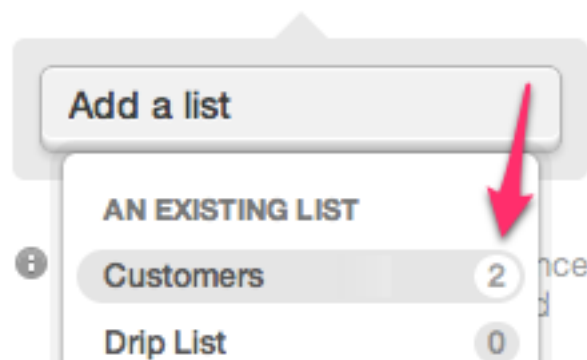
4. You can add more than one list, if you'd like. Just click on **Add a list** again, and select another list.

Your list changes are saved, automatically, as you make them.

If you don't connect any list, all new subscribers who sign up through this form will be added to the **All** list, only. If you connect more than one list, those lists will appear as checkbox options on your final form.

Name and title of your signup form

You can keep your forms organized with different internal names, that only you can see. You can also assign a title to your form, that will display in the header of the form, when it's published.

Form Name
At the top of the right sidebar, enter your **Form Name**. This will default to *Signup Form*. This name is for your reference only, it won't display on the actual form that your subscribers see. Generally a name like *Blog Subscribers*, or *Facebook Form*, or anything to help you remember the details of the form works best.

Form Title

Your form **Title** will display at the top of your form, in the header. This will default to your company name, from the Settings area. You can edit the form title:

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)
2. Click on the pencil icon, in the top right of the form header.
3. Enter your new Form Title, in the text box.
4. Click **OK**.
5. Click **Save changes**, at the bottom of the right sidebar.

 Note: If you add a custom image to your form header, the Form Title won't display.

WordPress: Email signup forms

You can add an email marketing signup form to your WordPress site, with the **GoDaddy Email Marketing Signup Forms** plugin. Your form will match your site theme, and be connected to your GoDaddy Email Marketing account. You can choose from an existing form in your GoDaddy Email Marketing account, or customize a new one. And if you don't already have a GoDaddy Email Marketing account, the plugin helps you create one.

 Note: If you used the **setup wizard** to create your WordPress site, your plugin is set up for you, automatically. You can confirm this by clicking **Plugins**, and looking for **GoDaddy Email Marketing Signup Forms**. If it's already there, you can skip to creating or editing a signup form.

Image captions

1. Once you've added an image to your campaign, click the pencil icon underneath the image.
2. In the pop-up window you see, enter your caption text in the **Image Caption:** field, and hit save.

The caption will display on top of the image, while you're in edit mode.

Just click the **Preview** button at the top left of the module to see the caption display underneath the image, as it will when it sends.

Analytics Explained: Click-Throughs

Contacts that clicked links in your email newsletter are included in the Analytics Explained: Engaged Engaged statistic in your email analytics. To find The Engaged tab, click on **Stats** under your campaign thumbnail, on the **Campaigns** page.
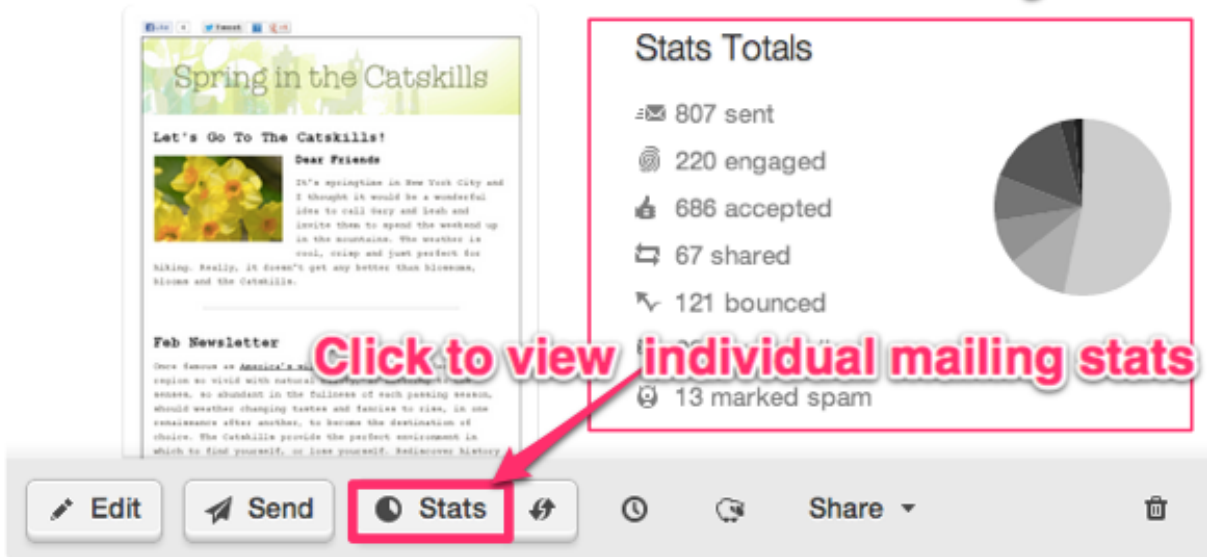
This will take you to a detailed view of the campaign's most recent mailing statistics. From here you can click on any of the main stat types (bounced, accepted, unsubscribed, etc.) to view more details.

To View Contacts That Clicked Links:
Click the Engaged tab, then select total or unique clicks.

- **Total Clicks:** displays the total number of clicks, including multiple clicks by the same contact. Note the number next to each contact email in the list. This number represents the number of times that individual contact clicked.
- **Unique Clicks:** displays the list of contacts that clicked. Multiple clicks are not represented in this view.
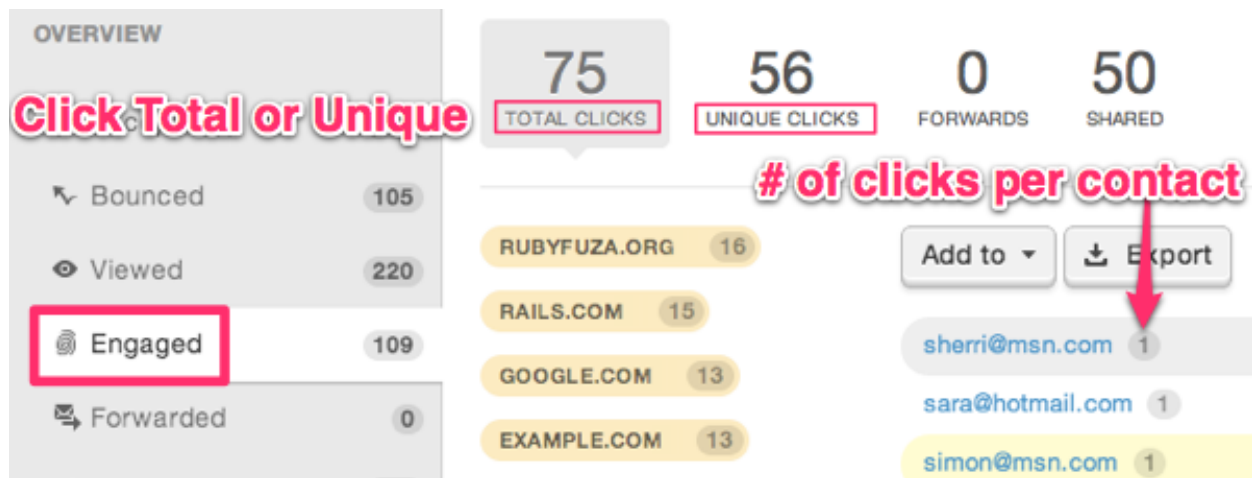
Now that you know how to view *all* clicks, let's isolate contacts that clicked per a specific URL:

- Hover over any URL listed to view the full link name.
- Click any URL to highlight that one in blue, and display clicks for that URL in the statistics.

Note: Only the contacts that clicked links highlighted in blue are displayed in the email analytics list below.
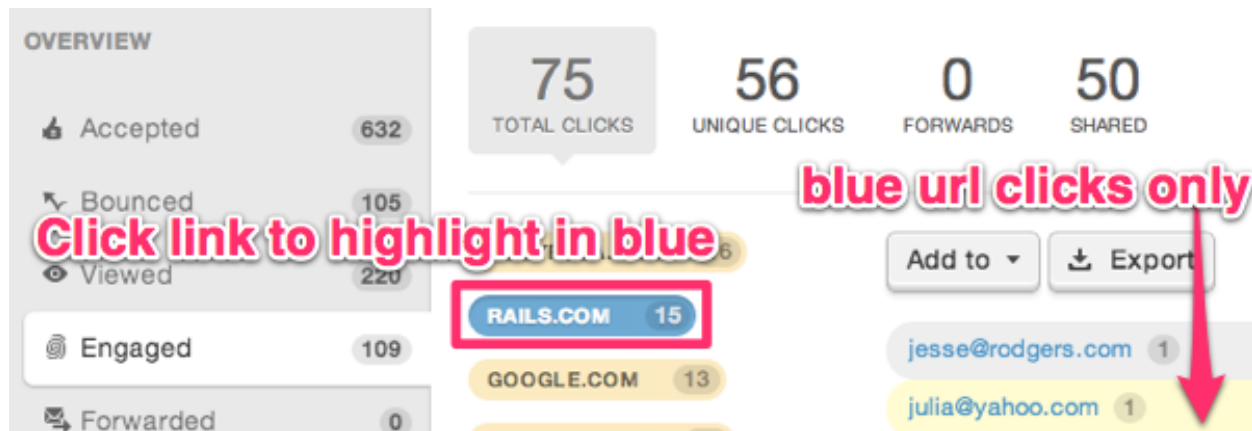
You can combine click lists for multiple URLs, by clicking and highlighting additional links in blue. Click any blue URL a second time to deselect the link and remove the clicks from the list below.

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Any blue url adds clicks to the list on the right

Keep in mind! If no URLs are highlighted in blue, the full clicks list is displayed.

Now that you know how to find your contacts that clicked, use the options on the right to create a list of clicks, or export the clicks list, as you wish.

The forward to a friend link

All GoDaddy Email Marketing email newsletters include a **Forward** button, or link, in the footer of every email you send. This link is how your readers share your campaign with others.

Word of mouth is one of the *best* ways to grow your email marketing list. Add some encouragement in the actual text of your email, rallying people to share the email.

And be sure to encourage those new folks to subscribe! Add a short call to action to sign up, for any readers that received the campaign via forward.

With the forward to a friend and subscribe links, your list will grow naturally. Word of mouth list growth equals solid, ever improving view and click rates on future mailings.

Delivering emails to Gmail Primary tab

If you're using Gmail Tabs in your inbox, GoDaddy Email Marketing emails will typically arrive in the **Promotions tab** by default. The reason for this has to do with how Gmail segments emails sent via bulk senders, like GoDaddy. While there isn't anything we can do to change this, on our side, you can adjust your Gmail settings to deliver an email newsletter to the Primary tab in 2 easy steps.

Emailers! Feel free to share this page with your subscribers, or even just download these images and include them in your email newsletters directly, to help your subscribers with these settings.

2 Steps to Get Email Newsletters in Your Gmail Primary Tab:

1. Click on the email newsletter, in your inbox, and drag it to the **Primary** Tab. Drop it there to make your switch.
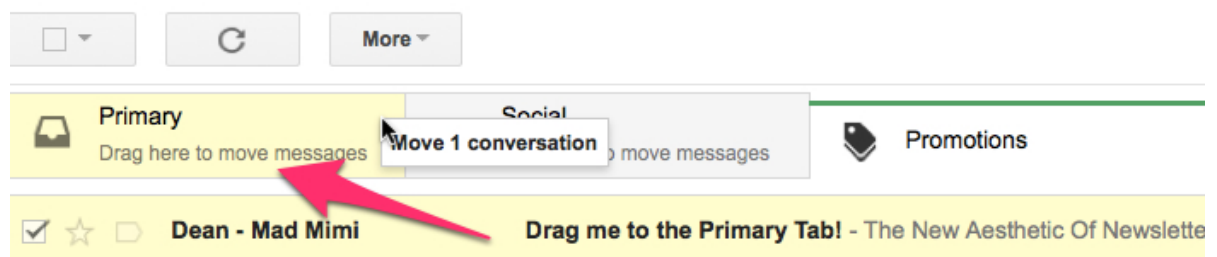
2. You will see a confirmation of your move to the Primary tab. You will also be asked if you want to always **do this for future messages from**

sender@domain.com? Click **Yes** to make sure that all emails from this sender will arrive in your Primary tab.
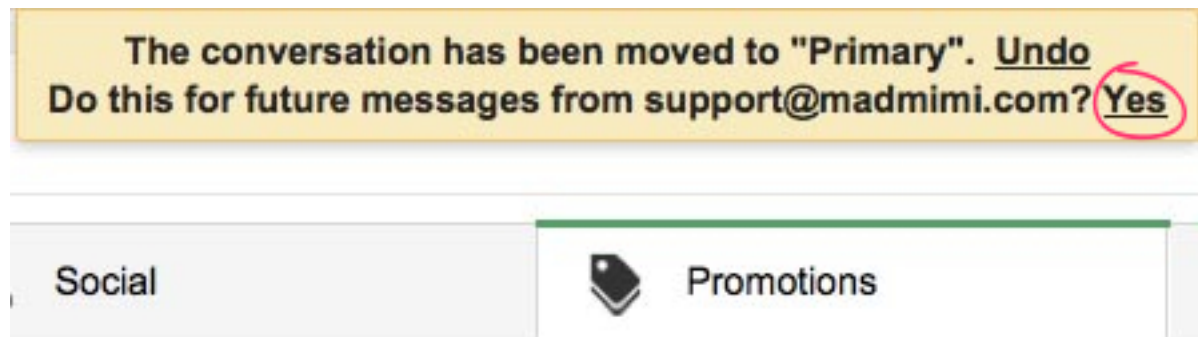
That's it! Repeat as needed for other email newsletters that deliver to the Gmail Promotions tab, by default.

Troubleshooting links not working

If your links in your campaigns aren't working, here are a few things to check.

Issue	Try this
Extra http or Typo in link or Missing link reference	This is the #1 reason most links aren't working. Links use the markdown formatting of [Link display text](http://linkURL.com) • Look at your broken link in the composer, and make sure that everything in the rounded parentheses is a complete and correct link URL, with no extra "http". • Copy everything in the parentheses, and paste it into a web browser, to make sure it's working. More info on adding links to text and images.
Google Analytics problems	If you have Google Analytics integrated, it will add a whole bunch of extra parameters to your links, to look something like this: **http://linkURL.com?utm_source=GoDaddy&utm_content=xxx...** Copy only the first part, up to the ?, and paste that into a browser. If it works that way, there's a problem with your Google Analytics set up.

It's very smart to give all links a quick test before you send the email to others. You can do this in the Preview screen, and by sending yourself a test email.

Change language for subscribers

GoDaddy Email Marketing uses the Subscriber language settings for all default messages that your subscribers see. This includes unsubscribe instructions, sign up confirmation emails and text in your email footer. Make sure to select the language of your target subscribers!

 Note: If you want to change your overall account language for yourself, click the language menu at the very bottom of any GoDaddy Email Marketing page.

1. Click on the **Settings** option from the top of your screen.
2. Select the **Language** tab, on the right of the Settings page.
3. Choose your language from the **Subscriber language** menu.
4. Click the **Save account info** button at the bottom of the page, to commit your selection.

Allowlisting email IPs and domains

While you shouldn't normally have to worry about emails getting through with GoDaddy Email Marketing, some domains only allow email from manually allowlisted senders. So, these recipients may need to allowlist emails from GoDaddy Email Marketing, for improved delivery.

Depending on their requirements, you may need to give your recipients:

- the From Email that you use to send the email
- GoDaddy Email Marketing's IP addresses
- domains that your email is sent from

Servers and IP addresses:
These are all the IP addresses that your email may be sent through:

IP range	Included IPs
198.71.244.0/25	198.71.244.0 through 198.71.244.127
198.71.245.0/25	198.71.245.0 through 198.71.245.127

GoDaddy Email Marketing Help
Guide

198.71.246.0/25	198.71.246.0 through 198.71.246.127
198.71.247.0/25	198.71.247.0 through 198.71.247.127
198.71.253.0/24	198.71.253.0 through 198.71.253.255
198.71.254.0/24	198.71.254.0 through 198.71.254.255
198.71.255.0/24	198.71.255.0 through 198.71.255.255

Domains
All mail will have the sending domain format **m##.em.secureserver.net.**

Double opt-in

Double opt-in refers to when someone has subscribed to a newsletter or other email marketing message by explicitly requesting it -- and then also performs the secondary step of confirming the email address to be her own. This is accomplished by sending an email to the subscriber that contains a confirmation link in it. The subscriber is not added to your active subscribers, until *after* they have clicked on this confirmation link.

This eliminates the chance of abuse where somebody submits somebody else's email address without their knowledge and against their will. And it's a great guard against spam bots.

All signup forms are double opt-in by default, but this is optional. You can change any of your forms to single opt-in, easily.

Advanced signup form options

To Find the Advanced Signup Form Options:

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)
2. Go to your Signup Forms area, and click **Edit** under the form you need to customize.
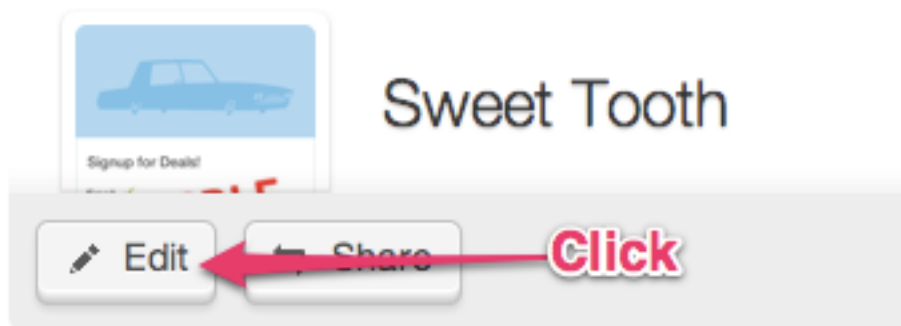
3. Select the **Advanced tab**, on the right of the page.

The Advanced Signup Form Options:
Edit Activation Message
Custom Landing Pages
Signup Form Page
Button Text
Resubscribe Confirmation
Confirmation Policy
Language

Edit Activation Message
When contacts sign up via your double opt-in form, GoDaddy Email Marketing sends them a confirmation email. They must click the confirmation link in this email, in order to be added to your active subscribers. You can add your own custom text to this confirmation email, using the **Edit Activation Message** button. You can also change the from details, and subject line of the confirmation email, here.

Custom landing pages:
When subscribers submit details to your form, GoDaddy Email Marketing uses default landing pages to let signups know everything went smoothly :) You can redirect your subscribers to customized pages of your own -- just add your URL to the landing page you'd like to customize. Hit save, test and you're set!

Learn more about the difference between Confirmation Landing Page, and Activation Landing Page, here.

Signup Form Page:
So, you have a signup form on your website and want to link to it in your footer of your campaign? Add the URL in the Signup form page spot :)

Note: This is only for if your signup form is **NOT** a GoDaddy Email Marketing form. Learn about how to add your default signup form to your email footer, here.

Button Text:
Here you can customize the display text of the subscribe button, on your form.

Resubscribe Confirmation:
Select this option only if your form is double opt-in. If you want to send a confirmation email to all signups, even if they're already in your active subscribers, then tick this option.

Confirmation Policy:
All signup forms default to double opt-in. **Double opt-in** means your signups will receive a confirmation email, with a link in it. They will not be added to your active subscribers until they click this link in their email. It is a more secure method for gathering signups, and will keep your subscribers clear of any spam bots, who might discover your signup form.

This also eliminates the chance of abuse where somebody submits somebody else's email address without their knowledge and against their will. It's a simple way to ensure your new signups are typo free, too!

Single opt-in forms will activate a new subscription immediately upon signup. No confirmation email sends with this selection. It's a great idea to make sure you have a captcha if using this option :)

To activate single opt-in, just tick the box and save. To leave the form as double opt-in, leave the checkbox unticked.

Language:
You can select the specific language for this form, here. This is separate from your account language setting. This applies only to this form, and the default confirmation displays shown to people signing up for this form.

PayPal: Add buttons to a campaign

PayPal buttons are available for any PayPal user. Incorporate ecommerce into your email marketing by adding a buy now, or donate button directly to your email! Similar to embedding video content, it's important to use the email-friendly method instead of embedding the full website button code.

Step 1: Generate Email Friendly PayPal Button Code:

1. Log in to PayPal and click the blue **My PayPal** button in the top right corner, next to the Log out button.
2. Scroll down to the bottom of the page, and click on the **Selling tools** link.

   Don't worry! If those instructions are working for you, just head to Merchant Services area, directly.

3. Click the **Create payment buttons for your website** option.
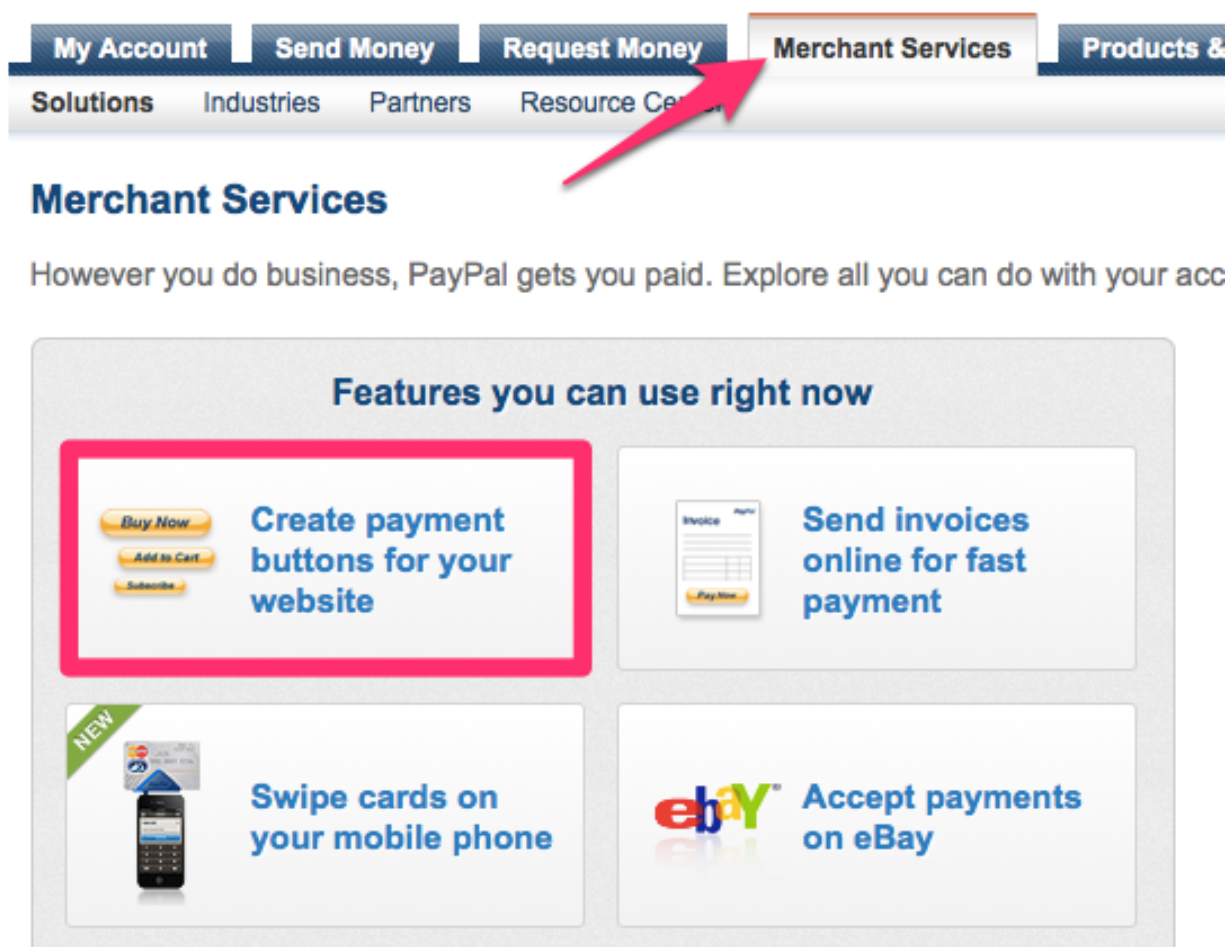
4. Click the big blue **Create a button** button, under the first tab, Option 1.

5. Customize the PayPal button however you'd like. You can choose which type of button you need, whether it is a Buy Now button or Donate button. And you can customize many other options, including tax rate, and whether or not to track inventory!
6. Click the **Create Button** button at the bottom of the page, when everything is customized to your liking.
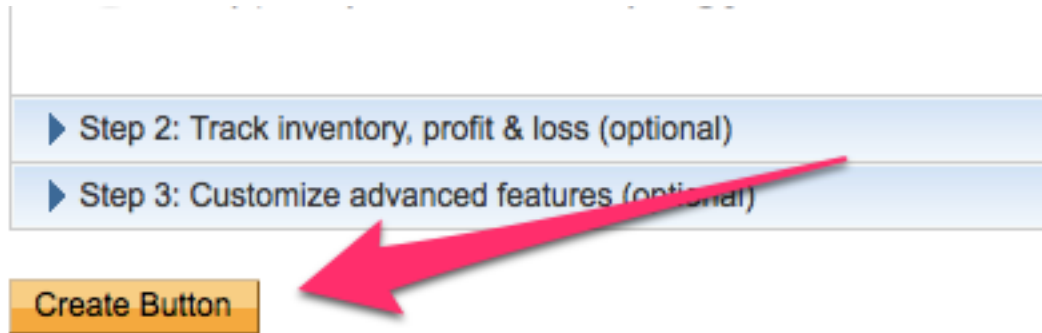
7. On the next page, there will be two sets of code provided. PayPal will show you the Website version, by default. Just click on the **Email** tab to display the correct code for you! Copy this code to use it in your email campaign.
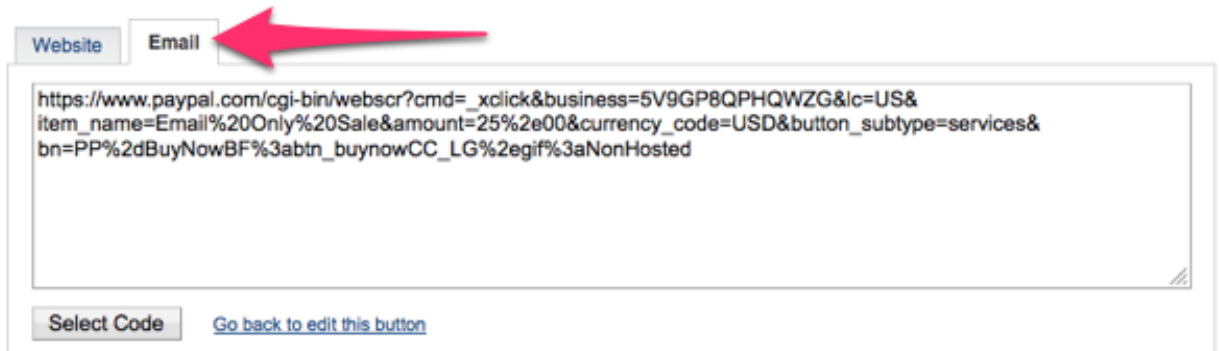
What if I don't see the Email tab?
Not all PayPal buttons fit well with email. If you've created a button with too many custom options (like a drop-down menu) the email option is not available. Why? Well, it's similar to embedding media content. Most inboxes will strip the code from your message or see the code and interpret the email as spam. Just scale back for your email version of the button, you can still host the complex version of the button on your website.

Step 2: Grabbing a PayPal Button Image:
Because this code you just generated is only the link to your shopping cart, you will need to grab a static PayPal image button, to use in your campaign.

The easiest way to do this is to flip back to the **Website** tab on this page. Then right-click (or ctrl-click, if you're on a Mac) on the image displayed to the right of the code, under **Buyer's View**. Then select **Save as...** to save the image file on your computer.

You can also just do a web search of PayPal buttons, and find one you like. This is the URL for the standard PayPal Buy Now button.

Step 3: Putting it all Together:

1. Upload your static PayPal button image to your email newsletter. Resize the button image, if necessary.
2. Click on the **pencil icon** underneath the image, to add a link and an optional caption.

3. Paste the PayPal Email button code into the **Link image to:** field. You can also add a caption to the button image, if you want.
4. Preview your campaign to test the image click-through, and you're done! It's always a good idea to send a test, as well, to make sure everything is working correctly.

Sharing a signup form

While the option to embed your email signup form on your website is always there, other ways to share your email signup form are available!

To Share a Signup Form with a Link:

1. In your Signup Forms area, click the **Share** button

2. Copy and paste the link that displays.

To Share a Signup Form on Social Sites:

1. In your Signup Forms area, click **Edit**.
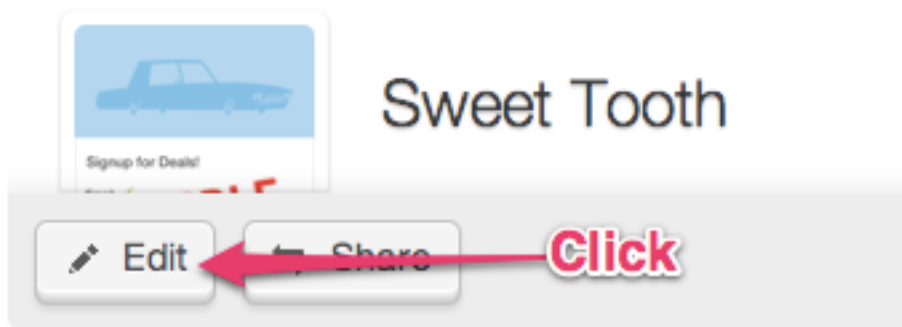
2. Select the social site from the options displayed below the form.
3. Click the action button on the social platform overlay that appears on the screen. For example, if you clicked **Like** for Facebook, then click the new **Like** button that appears on the overlay.

Subscribers opting in and out

How Do Subscribers Opt-In or Subscribe?

- For gathering brand new subscribers, we offer a customizable and easy to generate Signup Form that you can publish on your website, post on your social networks, and link to from anywhere.
- You can add your current list of opted-in subscribers from any other service right into your Subscribers area. You can import an entire file, copy and paste a list, or add your contacts one-by-one. Learn how, here!

And How Do Subscribers Opt-Out or Unsubscribe?

- Subscribers can opt out at any time, by clicking the **Unsubscribe** button which is automatically added to the bottom of each campaign. This is totally automated, and you never have to worry about double-checking your lists to make sure people are removed when they want to be!
- You can manually unsubscribe someone from your Subscribers area. Just find them in your list, and hover over their email address row. Click the Suppress button on the right, that looks like an envelope with a NO sign on it. (If you have several names to suppress at once, read here.)

Making a Banner Image Clickable

A clickable banner image helps drive traffic to your website. The banner is the first thing readers see when they open your campaign and a simple link helps readers quickly find your website, or store, no matter the content that follows! Just as people expect your top logo on your website to take them to your **home page**, so too do folks expect that big, beautiful image at the top of the email to take them out to your website.

To Add a Link to Your Banner Image:

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)
2. Start by adding an image from your gallery to your banner image holder.
3. Hover over the upper right corner of your banner image.
4. You will see a pencil icon, and a trashcan icon, in the top right corner. Click the **pencil button**.
5. Enter your link in the space provided.
6. Click **Save** when you are finished entering your URL.
7. Click the banner image, to test the link destination, and make sure it's correct.

Now your banner image will click through to your site! You can view the campaign in preview mode to test the link, as well.

Add contacts to a new list

While importing contacts to your subscribers, you can create an entirely new list for those contacts. You can create this new list after you've opened the **Add contacts** window, and have input your contact details. For more information on these steps, see: Add contacts to the All-subscribers list

1. Click the drop-down menu at the bottom of the **Add contacts** window. This drop down contains all your existing lists, if you have any.
2. At the bottom of the drop-down list there is a field called **A new list**. Type your new list name into that field, and click the **+ (add)** button to add your new list. The drop-down menu will now display your new list name.
3. Click **Add Contact(s)** and you're done! You'll see your new list, with your contacts, in the subscribers sidebar.

Add contacts to an existing list

While importing contacts to your subscribers, you can choose to put those contacts into a list that you've already created. You can select the list after you've opened the **Add contacts** window, and have input your contact details. For more information on these steps, see: Add contacts to the All-subscribers list

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)
2. Click the drop-down menu at the bottom of the **Add contacts** window. This drop down contains all your existing lists.
3. Select the subscriber list you want to add your contacts to. After you click the list, the drop-down menu will collapse, and display your new list name.
4. Click **Add Contact(s)** and you're done! You'll see your new list, with your contacts, in the subscribers sidebar.

You can use this method when re-segmenting, or doing any kind of maintenance on your lists. And you don't have to worry about creating any duplicate subscribers.

Troubleshooting Extra Space in Outlook Display

When designing emails to send to your subscribers, whether you're using custom HTML or the standard GoDaddy Email Marketing composer, I know you're already considering how that email will look, across all the major email clients. And if you've struggled, at all, with your email showing extra space in Outlook, you've come to the right place.

First of all, it's important to recognize that Outlook uses the proprietary Microsoft Word rendering engine, to display HTML code. This engine uses some different algorithms and styling than most other email clients, in order to visualize that HTML. This can lead to some very frustrating troubleshooting, with seemingly Outlook-only problems arising.

What's the problem?
Now, there's an interesting issue having to do specifically with extra vertical space appearing in your final email, but only in Outlook. This has to do with -- you guessed it -- that Word rendering engine.

The Word engine uses page definitions to force breaks in your code. Microsoft calls these **text boundaries** and they are pretty much the same thing as a page break. In email, this break should be seamless. But in Word, it isn't. So, Outlook will actually render that break, like only Outlook can!

Using the standard composer, you will only ever see this with images. Sometimes the page break appears in Outlook above the image, and sometimes below it. In even weirder cases, Outlook will render the image on the first 'page', and then push any text that should be next to it, on to the 'page' below:
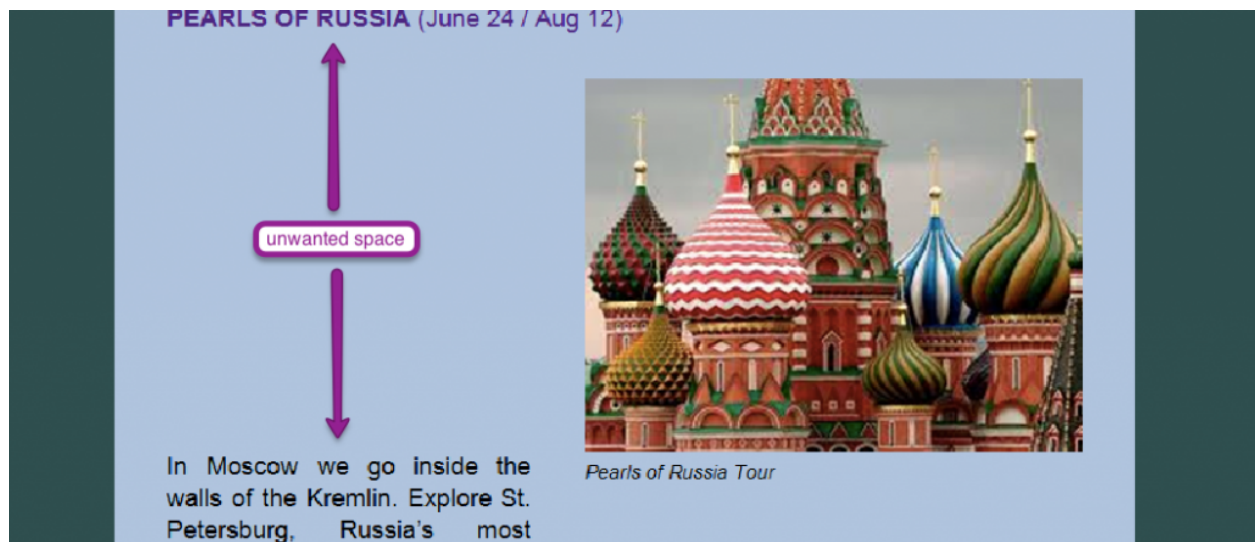
The page size that Outlook will limit you to is 23.7 inches tall, or about 1790 pixels. This means if you have any tables, or images, or other single elements in your code that are

longer than that, Outlook will force that break in your content -- literally showing it as blank space.

Thanks to Michelle, over at Email on Acid, you can read all about the nitty gritty details of this issue, if you want to dive in over there. In our testing, the worst occurrence seems to be in Outlook 2010, over other versions. And there could be light at the end of the tunnel, since we aren't seeing this happen, at all, in Outlook 2013.

Ok, got all that. Now, how do I fix it?
If you're using the standard composer, the absolute simplest suggestion for getting rid of this space is to adjust the content above where that space is happening. This will change the HTML code of the campaign, most likely changing where the break occurs. You can add more text above, add a divider, or even change the size of any image to try and knock that break into place.

If this is happening and you have a very large image, the best solution is to simply reduce the size of that image. The image, itself, is most likely what is causing that unwanted break, in your email.

If this is your own, custom HTML, however, first check your code for any large or nested tables. You want to look for anything that might possibly span more height than 23.7 inches or 1790 pixels. Try breaking these tables apart, or specifying a height attribute for the table that is being broken. This can limit the amount of blank space that Outlook generously provides in that break.

Next up, you can try any of Michelle's suggestions in that Email on Acid article, including inserting a page break right above the element that's being broken weirdly, or specifying a height attribute for the table that's being broken.

Analytics Explained: Bounced

What Is A Bounce?
In email reporting, a bounce is a email address that is not reachable. When sending to a recipient, GoDaddy Email Marketing receives details about the email from the Internet Service Provider (ISP) or Email client (like Gmail or Yahoo). If the campaign could not be delivered, it is filtered into different bounce types based on those details.

GoDaddy Email Marketing's email analytics track multiple types of bounces for you and handle them slightly differently. If you need more information, we have a guide to bounces where you can read more about specific bounce types.

How Can I Avoid Bounces?

It's tempting to keep older subscribers even when it's clear they're no longer reading campaigns, but unresponsive contacts can lower your email marketing impact. It's better to remove the older, unresponsive contacts and keep your list of senders fresh.

Think of your email list as a fluid resource. When you clear out the old, you make room for the new. New sign-ups are often the most engaged portion of your list. Pruning your list regularly leads to increased view rates and greater list growth in the long term. It tells ISPs (internet service providers) you're serious about keeping your list healthy and this keeps your delivery rates high.

Export contacts to back-up subscriber records

We recommend you export contacts regularly to back-up your subscriber records. It's also a good idea to export contacts before you proceed with any major email list changes. All exports are delivered via email as download links for .csv or xls files.

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)
2. Click the **Subscribers** tab
3. Click on the **List Name** you'd like to export. If you wish to export the entire list, click **All Subscribers**.
4. Click **Export**.
5. Choose whether you want to export your file as a CSV or an XLS format.
6. Click **Export** to confirm and process your export.
7. We will email you the link to your file.

Note: See below if you have issues with the export link.

To Export a List or Selected Contacts:

1. Select the list you want to export, or choose specific contacts (using the checkboxes).
2. Click the **Export** button in the top right of the page.
3. Choose whether you want to export your file as a CSV or an XLS format.

4. Click **Export** to confirm and process your export.
5. We will let you know that the export was successfully created, and will email you when it's done. This usually only takes a few minutes, but can take a bit longer with larger lists.

Export Link Issues
In most browsers and inboxes, clicking on the link will automatically download your exported contacts in a versatile CSV-format text or spreadsheet file. If, for any reason, clicking on the link doesn't automatically download that file, **Right Click** (PC) or **Control+Click** (Mac) on the link, and your browser will show an option to **Save Link As** (or something similar):

Once you select that option, you'll be able to choose a name and location to save the file. Naming the file with a .csv extension (like: "Export_Name.csv"), or a .xls extension (like: "Export_Name.xls"), is the best way to ensure that the file will open correctly in the right program on your computer. Depending on which file format you chose when you exported from your subscribers will determine which extension you should use to save your file.
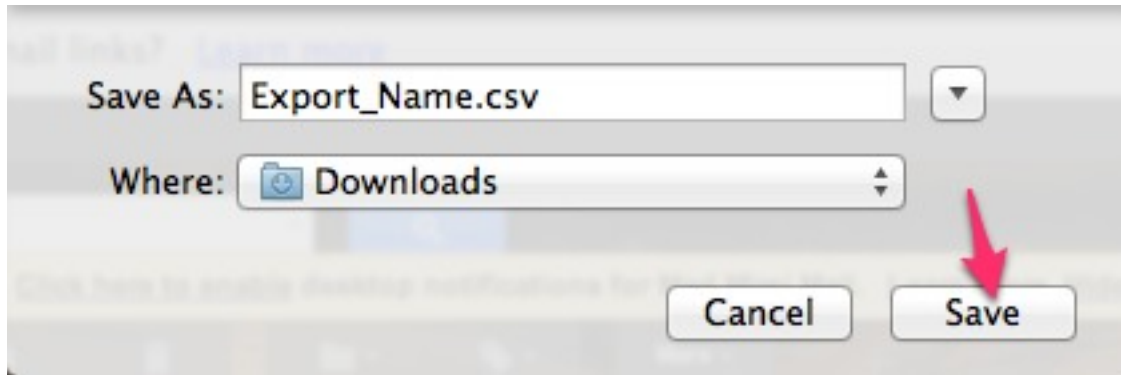
Voila! You have a file with those contacts in it on your computer, and you should be able to open and edit it with any spreadsheet or text software program.

Use custom HTML to create a campaign

GoDaddy Email Marketing does offer a custom HTML composer. This can be used to create completely customized emails, from scratch, using raw HTML code. The custom HTML composer is completely separate from the standard design composer, and they cannot be used interchangeably.

To Launch the Custom HTML Composer:
From the **Campaigns** page, use the little drop-down arrow on the **Compose** button to select **Custom HTML**.

 Note: If you haven't created any campaigns in your account, yet you will not see the **Compose** button. On the **Campaigns** page, click the "Create a campaign" button, and then click **Save**. Now click back to the **Campaigns** page to find the drop-down arrow next to the Compose button.

After selecting Custom HTML, GoDaddy Email Marketing will load up a special Custom HTML composer tool, and you can:

1. Name your campaign whatever you like.
2. Paste your HTML code right into the editing area, or click on "Import HTML From" to choose to import your code directly from a zip file or a URL.
3. Include any specific code you need by placing your cursor where you want that code to appear, and clicking on the arrow next to the code on the right. In order to insure we're following all the rules and can easily give you the tracking results you need, GoDaddy Email Marketing requires you to add at least one Opt-out link, and a Tracking Beacon. But feel free to add as many Forward, Subscribe, and "View on the Web" links as you want, too!

4. Click on "I'm all done" to save your changes to the HTML and work on the text version of your email. (This is the version people will see if they can't receive HTML emails).

Using custom HTML code instead of GoDaddy Email Marketing's design tools is good for some, not so good for everyone. The thing about designing for email is that there are lots of email reading environments out there and many of them render HTML differently. That being said, here are a few basic things to keep in mind when coding that'll help you with looking okay across the board.

Some things to keep in mind when using Custom HTML:

- Always remember to add opening and closing html tags.
- Always put your style tags in the head and use body tags.

- Being that GoDaddy Email Marketing inlines your CSS, you can code normally, so no worries about inlining the CSS while you're working.
- For multi-column tables with images, use a style tag with "vertical-align:top" (Safari likes it)
- Use a style tag with "font-family:helvetica" -- rather than font tags.
- Be gentle, test a bunch, and you'll be ok. :-)

Embedding audio or video into a campaign

You can technically embed HTML code into a GoDaddy Email Marketing campaign -- however! The email programs you are sending to don't allow any embedding media to be viewed. And, in fact, they are likely to **block your email with embedded media, as potentially malicious content**. So you need to steer clear of embedding any media, using any code, for viewability, and deliverability reasons

Many email programs and readers simply don't like embedded media. They'll either display it incorrectly or push it to spam. ISPs in general don't like seeing that sort of code and tend to flag it, as a lot of malware makes it way into email through that sort of thing.

Our Marketing Mavens recommend that you use a high-quality screenshot or image in your campaign. And then, link that picture to the video or audio on your site, or elsewhere on the web. You could also put a text link instead of an image. See image below:
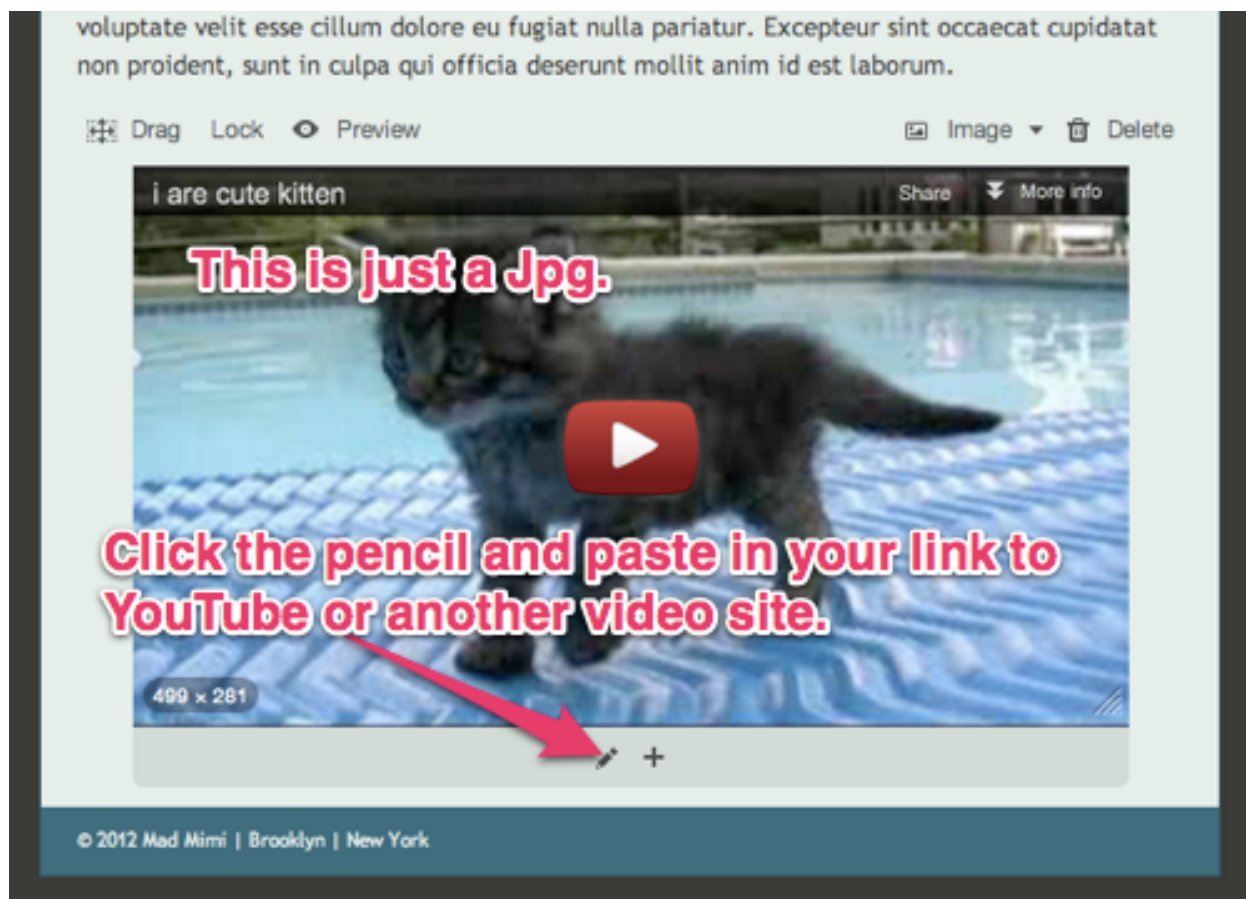
This is a win/win because it keeps your emails 100% compatible AND drives traffic to your site.

Just FYI, if you're using a Mac, we recommend Ember or Skitch

And if you're on any platform, Jing by TechSmith is a great screen capture tool. You can always crop it using Picmonkey or Aviary, for free.

Viewing and editing subscriber details

Only **Name** and **Email** details are displayed on the main page of your Subscribers area, but you can always view and edit subscriber details in a couple of clicks.

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)
2. In your Subscribers area, click on the email address to view or edit their details.

3. Click in any field you see, to edit it.
4. Click **Add to List** to add the subscriber to any of your specific lists. The subscriber's current list memberships are unaffected by this action.
5. Click **Add another field** to add another data field to that subscriber, only.

Connect links to my subscriber lists

The **Link to List** addon tool helps you sync your email newsletter to your subscriber lists. This means that when someone clicks on a link in your email, you're able to assign them automatically to a specific list. The potential for deepening your engagement is huge, allowing you to target your most engaged readers, sync further with an Autoresponder, and more!

How to Turn on Link to List Addon

1. Click on **Addons**, at the top of your screen. Then select **Add more**.
2. Scroll to the **Link to List** feature, and turn it on.
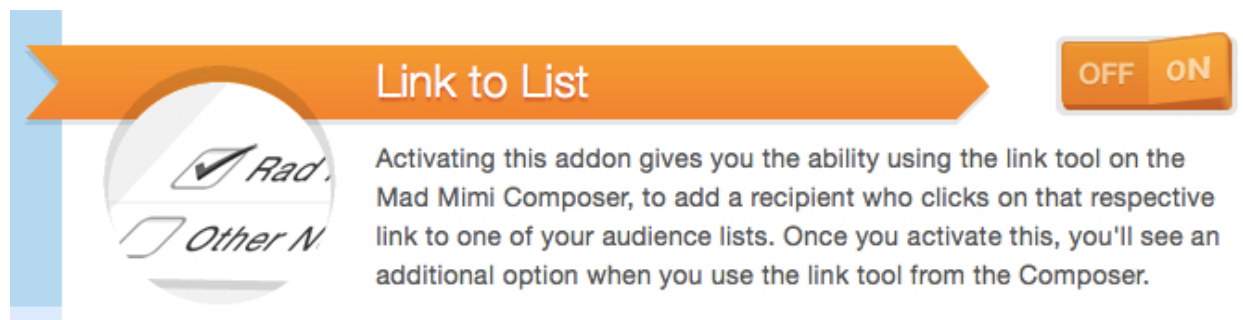
3. You'll see a message that *You're all set!* and that's it!

How to Use Link to List Addon
In the Email Composer, highlight the text you want as your link, and click the link tool. Now you'll see an extra option! Underneath the field for the link URL, you can now assign that link to a specific email list.

Make sure you've added in a place for the link to go (the link URL), and tick that checkbox.

 Note: You must include a destination for this link, or it will not function properly.

Select the list you want your clickers to be added to, and that's it!

Advanced Search Techniques

So, you wanna get fancy? The advanced search techniques let you search and sort your subscribers by any number of parameters. You can search for anything in the subscriber detail fields, or by list membership.

To search fields
Type the full name of the field, followed by a colon, followed by the text you want to search for.

[field name]:[search term]

 Note: Keep in mind that there are **no spaces** in between any of these terms.

Example	Result
firstname:Dean	All subscribers who have "Dean" in their first name field.

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city:New York	All the subscribers who have "New York" in their city field.
	Note: Because this is a text string search, folks who have "NY" in their city field would **not** show as a search result.
zip:111	All subscribers who have 3 ones in a row anywhere in their zip field.

To search lists

You can search for subscriber memberships with a few different commands. Keep in mind that you **must put quotes around the list name**.

- **member_of:"***List Name***"** will return all folks who are a member of the list you've mentioned.
- **only_in_all_list** will return all folks who are not a member of any list, and are active subscribers. This is useful in the case where you haven't specified a list for your signup form, or if you've accidentally deleted a list.
- **member_of:"*"** will return all folks who are not a member of any list, including your Suppression list.

To combine search terms

You can use **AND**, **OR**, and **NOT** to combine any of these search terms. Type in your first search item, a space, your connector (AND, OR, NOT), another space, and your next search term.

Examples

- **not member_of:"All Stars"**
  All subscribers who are not a member of the list All Stars.

    Note: Because this is using a connector, note that there IS a space between **not**, and **member**.

- **firstname:Dean and city:New York and member_of:"All Stars"**
  All subscribers who have "Dean" in their firstname field, and "New York" in their city field, and are members of the list All Stars. Because these are connected by AND, the results will be only subscribers who fulfill all the criteria.
- **member_of:"Rock and Roll Lovers" and not member_of:"Eric's List"**
  All subscribers who are members of the list Rock and Roll Lovers, but aren't members of the list Eric's List.

    Note: This combines multiple connectors, to search for more than one criteria, including a negative list search.

- **member_of:"Rock and Roll Lovers" or member_of:"Eric's List"**
  All subscribers who are a member of the list Rock and Roll Lovers, or they are a member of Eric's List. Because this is using an OR connector, they could be on one list, or even both lists.

Add contacts to the All-subscribers list

Follow these steps to add contacts to the subscribers area of your GoDaddy Email Marketing account.

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)
2. Select the **Subscribers** tab at the top of your account.
3. Click on **Add Subscribers** to reveal the import options.
4. Select the **Many at a time** tab to choose a file to upload. Or select the **One-by-one** tab to enter your contacts individually.

   Note: If you would like to add just a single contact, you can use either tab. In the **One-by-one** tab you can add the email and name details into special fields for that data. And in the **Many at a time** tab, you can simply paste the details into the **Paste subscribers** field.

5. Enter your contact details:
   - Click **Browse** to find the file you want to upload.
   - Paste your subscriber details into the **Paste subscribers** field.
   - Under the **One-by-one** tab, enter the name and address details in the provided fields.
6. Choose the list to import your contacts into:
   - Select **All** from the drop-down list to add the contacts to your master list.
   - Create a new list for your subscribers.
   - Choose an existing list.
7. Click **Add Subscriber(s)**.

   Note: If you are on the **One-by-one** tab, the window doesn't close automatically. This is so you can easily add another subscriber. To close the window, just click the **X**.

Adding attachments to campaigns

GoDaddy Email Marketing does not support traditional email attachments, but you can still share files with your recipients.

Why can't I attach files to my campaigns?
This is because attachments can **significantly hurt** the ability of your emails to land in your recipients' inboxes. Bulk emails with traditionally attached files, most likely will **end up in the spam folder**. There are many cases of attachments being used to spread malware, so campaigns that contain attachments are likely to be flagged as spam by ISPs (internet service providers) and email clients.

So how do send files to my subscribers if I can use an attachment?
Store your file somewhere online (such as your own website), and generate a public link to that file.

If you don't have your file stored on your website, here's how to generate links for files stored in other locations:

- **OneDrive** (Microsoft 365 from GoDaddy): After you access OneDrive, upload your file, select **Share**, then select **Get a link** then **Create link**.
- **Google Docs**: Share a link to a file
- **Dropbox**: Share link

What is the suppressed list?

The suppressed list is your "Do not send to" list. Anyone in the suppressed list can't be sent to. And even if you upload the same contacts, GoDaddy Email Marketing recognizes that the addresses are suppressed, and keeps them in the suppressed list, ensuring your safety.

The amount of contacts in the suppressed list **DO NOT count** toward your total contacts. They are not counted in your All list total, at all, at any time. So you don't have to worry about the suppressed contacts taking up any space.

Further, when contacts are added to the suppressed list, GoDaddy Email Marketing preserves any mailing stats and other details associated with those contacts, even though you're not sending to them anymore.

How does a contact get in the suppressed list?
GoDaddy Email Marketing automatically puts all your Bounced, Unsubscribed, Marked as Spam, and Unconfirmed subscribers into the suppressed list, when that action happens.

When an email is bounced, or the subscriber opts out, or they mark the email as spam, the email address is automatically placed in the suppressed list. Bounced emails are retried (just in case), and the email address is moved back to the active subscribers list, if the email is successfully delivered.

When a subscriber signs up through a double opt-in form, they are unconfirmed and placed in your suppressed list. The contact will stay there until they click the confirmation link sent to their email. Then they are moved automatically to your active subscribers list.

You can also put contacts into the suppressed list, yourself.

Why is the suppressed list important?
It's very important that you don't send again to anyone who has unsubscribed, marked your email as spam, or bounced. And you shouldn't send to anyone who hasn't confirmed their address, if you're using a double opt-in signup form. Your good delivery depends on you sending to only a safe, healthy list. Sending to folks who have been suppressed runs you the risk of bad delivery quality, abuse complaints, and potentially having your account suspended.

 Note: Please leave this list intact and do not delete contacts from it, at all. If manually unsuppressing specific contacts, please be sure that they have asked to be re-added to your subscriber list.

Add a signup form to your campaign

How to Add Your Form to All Your Emails
Keep in mind that embedding the full form HTML code in your GoDaddy Email Marketing campaigns is not recommended. It can cause unwelcome display and delivery issues. Instead, use the default signup form option instead. This will add a **Signup** button to the footer of all your mailings.

How to Add Your Form to Your Email Using Short codes
GoDaddy Email Marketing links to your default form wherever you use the macro [[subscribe]] in your email campaign. To add an extra clickable link in the campaign body, just copy the line below and paste it into any text module in your email:

[Subscribe here!]([[subscribe]])

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The link will display the text, "Subscribe here!" When people select the link, they'll be added to your email list.

Don't forget to send a test to yourself, to check your work. Feel free to edit the **link display text** used in the first set of square brackets. It's the visible text your readers will see in the final email.

Suppression reason explained: By me

Whenever you manually suppress a contact in your account, they are added to the suppressed list under the label **By me**. These can be contacts you individually suppressed, using the button in your subscribers area -- or whole lists that you imported directly into the suppressed list.

This is often done if someone contacts you directly to request unsubscribing, or if you have a list of contacts unfit to send to from another email marketing provider.

Tips for boosting your newsletter engagement

Engagement is also known as "clicks" -- this is the actual interaction that your readers have with your email newsletters. And can make a big difference in how many are converting to site traffic and sales. Here are some quick suggestions for increasing engagement:

Target Your Biggest Fans
GoDaddy Email Marketing support is able to create a "Views" list for you. It's a list of everyone who has viewed your emails, with images, since you began sending. These are your most engaged subscribers because it's the folks who have been active, in your actual emails. If you want to slice it more recently, we can create a Views list for you that spans just the past couple months, as well.

Although it may not be your biggest list, it is your strongest list. These folks are most likely to engage with what you send. You'll see a pretty significant increase in your Views and Engagement rates if you send to just this list. And a higher rate of engagement means healthier sending, and more guaranteed delivery rates.

Write Good Subject Lines
Subject lines draw your readers in! Spend an extra 3 minutes brainstorming a creative subject line or tweaking the one you always use before your next send. Many studies have been done about subject line effectiveness, and thoughtful subject lines always result in greater read rates.

Keep Content Fresh
Keep your content interesting by trying something new: offer a coupon, have a sale, reference current or local events, or mention national holidays. All of these are small changes that might freshen up your content and wake up your subscribers.

Use Links Effectively
Adding links to your newsletter makes it easy for your readers to get to your website. You can use the **link** icon at the bottom of your text or image module to create a link. (It looks like a chain link. Get it?) If you're already using links in your newsletters regularly, but they just say, *Click here*, try formatting your links like these examples:

- You can buy tickets [at my website](http://www.*yourdomainname.com*)
- [Buy tickets!](http://www.*yourdomainname.com*) now!

Descriptive anchor text encourages clicks, and is a good SEO strategy, in general.

Don't forget to make your images clickable, too. It's something readers expect.

You can also use the button module to create really enticing calls to action, for your links.

Leverage your lovers
One goal of email marketing is to continually expand your reach to new readers. They can become customers or word-of-mouth marketers for your business - new eyes are a huge asset.

Why not ask people who already love what you're sending to pass along your newsletter? Encourage people to share or forward to a friend by using all the available tools. GoDaddy Email Marketing offers a whole suite of social share tools that you can add to every email newsletter you send.

Suppression reason explained: Marked as spam

GoDaddy Email Marketing maintains feedback loops with multiple Internet Service Providers (ISPs) which alert us each time a recipient clicks on the **Spam** button in their inbox, for your email. **The recipient is immediately suppressed** from your active subscribers, when they click this button.

Each time this button is clicked by a recipient both the ISP and GoDaddy Email Marketing take note. This negatively impacts your delivery and our ability to ensure impeccable delivery for all our senders. This is why we take this so seriously.

If you get too many complaints, you run the risk of your service being interrupted, or your account suspended. "Too many", as defined by industry best practices, means

more than **1 spam complaint for every 1,000 emails sent**. We are sensitive to the fact that different types of emails get different types of responses, but this is a good rule of thumb to keep in mind.

Troubleshooting sending a test and not receiving it

GoDaddy Email Marketing is extremely reliable when delivering. So, if you've sent a test, and you haven't seen it come through to the inbox, read on for some things to try.

Are you	Then, try this
Sending TO and FROM the same email address? or **Sending TO and FROM the same domain?**	• Send your email again, to a different email address than your **From Email**. • Temporarily change your **From Email**, just to send your test. But make sure to change it back, when you send your campaign, for real.
Sending an email to a completely different address?	Look into having your recipient allowlist your email address, domain, or the IP addresses that your email might be sent from.

More explanation on the problem
Sending to yourself, from yourself, using an outside mail-server (in this case, GoDaddy Email Marketing) results in your filters thinking that your campaign is spam. It sees that the email is displaying your own address as the **From Email**. However, it also knows that the email did not originate from your own email provider -- the email technically came from our servers.

This can also happen if you're simply sending from an address at a certain domain, to another address at the SAME domain. For example, sending to jim@mollysbarkandwine.com, FROM molly@mollysbarkandwine.com.

Making an email that originated elsewhere look like it came from you is a common spammer trick. So, to protect you, most email providers have automatically added this pattern into their spam filters. Sometimes you can find the email in your spam folder, but sometimes it will be blocked, completely.

Analytics Explained: Viewed

In email analytics, the viewed statistic refers to all your contacts that opened your email. If a reader viewed your email, and also clicked a link or shared your email, you'll find the contact in your Engaged stats and as well as your Viewed stats.

How Do You Track Views?
Campaigns are tracked using a 1 pixel by 1 pixel image-we call this a tracking beacon. The tracking beacon is an invisible image in all campaigns that, once downloaded, lets GoDaddy Email Marketing know your contact viewed the email. Before your reader opens the email and allows images, or clicks a link, we have no way of tracking the recipient behavior. So once your reader downloads the images in your campaign, we call this a "view". If your reader received the campaign successfully, but has not viewed images, or clicked a link, then we call that accepted.

All about Autoresponders

What is an Autoresponder?
These campaigns are an awesome way to send a series of interval-based emails to people automatically, when they're added to a specific list in your subscribers. They are great for sending out welcome emails, follow-ups, or a series of emails all about a specific topic.

An Autoresponder, consists of emails that you create, place in a certain order, and then specify the intervals at which they're sent. You can activate the Autoresponder feature via the **Addons** menu, at the top of any screen. Just choose **Add more** and then find the Autoresponder option.

Why would I want to use Autoresponders?
An Autoresponder is different from a regular email because it's an automated series of emails. You set it up once, and then anyone added to that specific list automatically starts to receive your campaign.

A regularly scheduled email is just a single email you send out to your list on a specific date. The Autoresponder, however, will send out a series of emails, in an order and frequency that you specify, all starting at the time the subscriber signs up. You design how it works, and never have to do another thing with it!

Because it's automated and pre-set, an Autoresponder is perfect for:

- automated welcome emails, when someone signs up for your content
- delivering a sign-up gift download
- a curriculum, or instructional series of emails
- a quote or thought-a-day series

- nudges, reminders, or check-ins for your subscribers

1. If you haven't already, log in to your GoDaddy Email Marketing account. (Need help logging in?)
2. Activate the feature under **Addons** at the top of any screen. Choose **Add more**, and then scroll to the **Autoresponder** option. Turn it on, and then click on Go set it up. After you've activated the addon, you can find it as the **Autoresponders** option under the Addons menu.
3. Click **New Autoresponder** and specify your settings in the **Create a new autoresponder** screen. These include:
   - The name of the whole Autoresponder
   - The list associated with the Autoresponder **(CANNOT be edited).**
   - The standard interval between emails **(CAN be edited)**
   - Whether or not the first email should send immediately
   - Whether or not to send the Autoresponder on a weekend
4. Click **Create my Autoresponder!** to save those settings. Then click **Add the first campaign**, and select **Compose new**, to create the individual emails. This is exactly the same as composing a regular campaign.
5. Specify the mailing details for each of the emails that you create. This includes all the normal email sending details, the interval to use to send the email, and whether or not to send the first email immediately after someone subscribes.
6. After you've completed the first email, click **Add another campaign**, and repeat until you have all of your Autoresponder emails created. You can go back, and change the intervals between them at any time.
7. Check that everything looks good, and click **Start** or **Run**. Anyone already in your associated list will be treated like they just signed up, and they'll start to receive the campaign. Anyone who is added at any point later will start the campaign at that time.

So How Do the Intervals Work?
Autoresponder intervals are just the amount of time GoDaddy Email Marketing waits before sending the next email in the campaign. You can set the standard interval between emails right when you set up your Autoresponder. And you can also adjust them individually at a later date.

For the first campaign in your Autoresponder, you can decide if you want it to send immediately after the person subscribes to your list or not. For all other emails, the interval is expressed in amount of time AFTER the person receives the PREVIOUS email.

To Change the Intervals

1. Under **Addons**, go to **Autoresponders**.
2. Click **Edit** on the individual Autoresponder.
3. Click on **Settings** underneath the campaign you want to change.
4. Change the interval using the buttons at the top. Only for the first email in the Autoresponder, you will have the option to send it immediately, or not.

To Start and Stop an Autoresponder
When you first set up your Autoresponder, it will be paused. You'll have to manually start it once you're ready to show it to the world. You can start it from two different locations:

Go to your **Autoresponder** area.

- Click **Run** under any of your Autoresponder thumbnails, OR:
- If you're already in a specific Autoresponder, then just click on the **Start** in the top right.

If your campaign is already running, you can pause it at any time, too. You do this exactly the same two ways as starting it!

Go to your **Autoresponders** area.

- Click **Pause** under any of your campaign thumbnails, OR:
- If you're already in an Autoresponder, just click on **Pause** in the top right.

To Make a Regular Campaign an Autoresponder Email
You can actually clone any regular campaign you create right into an Autoresponder. You'll need to have the Autoresponder created already so that the campaign can be easily cloned into it.

1. Click the **sheep clone** button underneath the campaign thumbnail of the email you want to make into an Autoresponder email.
2. Select the **Autoresponder** option, and then select the specific one you want to clone it into.
3. Click **Clone** and that's it!

How do I Connect My Signup Form and an Autoresponder?
This is probably the most common use of the Autoresponder feature, or really any auto-responder functionality, in general. When something exciting happens (someone subscribes to your list), you want to react (send them a welcome email)! Who doesn't?
In order to make sure that your **Welcome Email** campaign sends automatically to your new subscribers, you just have to connect your signup form to the same list that is associated with your Autoresponder. (For details about signup forms, see Signup forms .)

To Connect Your Signup Form to an Autoresponder
You can only associate a single list with each of your campaigns, but you can have several lists (or none!) connected to each of your signup forms:

1. Click on **Signup Forms** at the top of your screen.
2. Click **Edit** under your specific signup form, in order to adjust which lists are connected.

3. Check that your Autoresponder list is connected to your signup form, and that your campaign is running, and you're all set!

For more detailed instructions, check out the Step-by-step Tutorial for Connecting Signup Forms and Autoresponders.