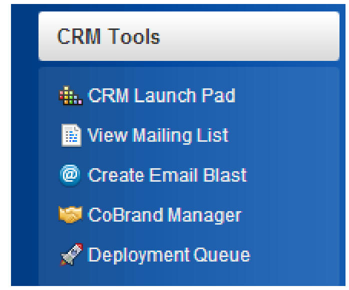
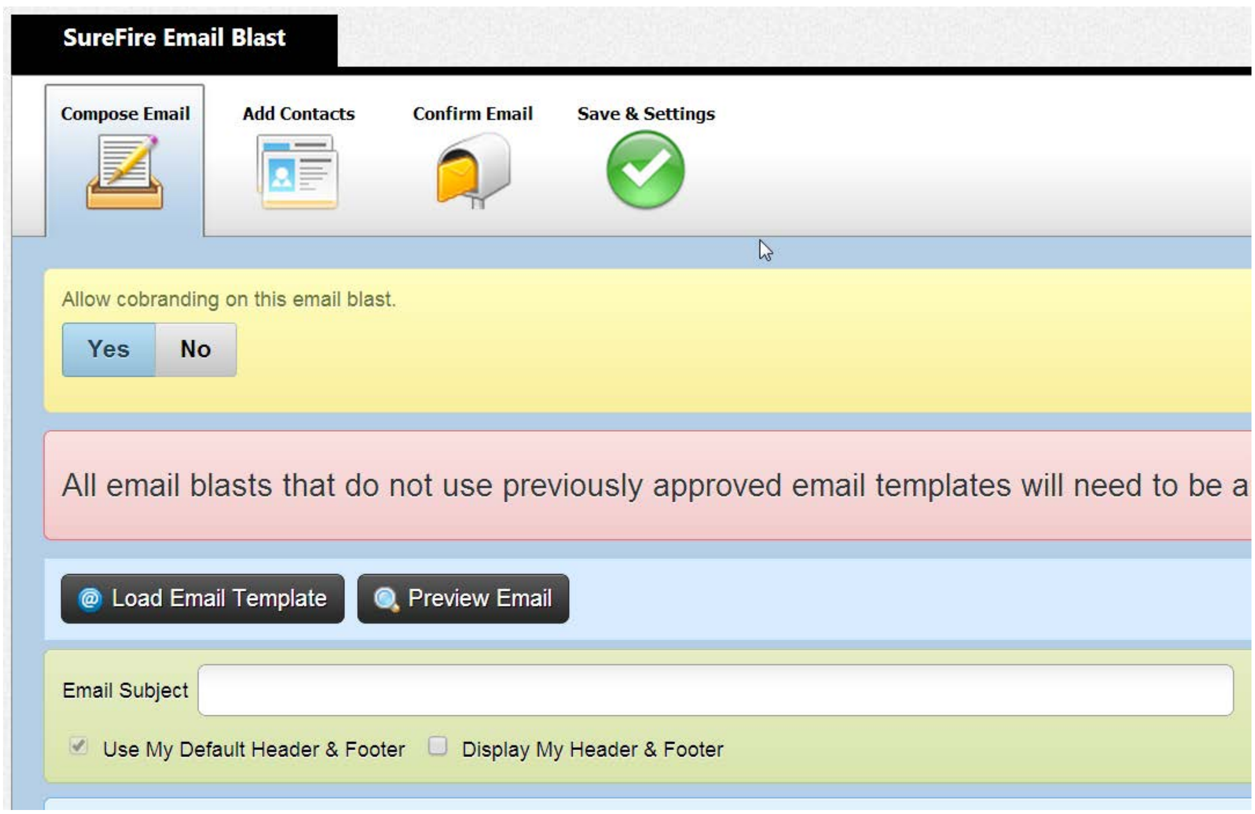
Creating an Email Blast



An email blast is just what ERMA calls a mass email. It lets you take any of the email templates in ERMA, or even make your own, and send it out to your contacts. You can select groups of contacts or individuals, but it will always personalize the message to the recipient.

Sending a Blast

To create a blast, click on **Create Email Blast** under **CRM Tools** on your right navbar. You will see the screen below.



Click on **Load Email Template.** A long list of emails will pop up for you to choose from. While they are categorized, you'll want to make sure you know what email you're sending and how to find it before you go to this step. In this case I want to send the "Tortilla Chip Day" email, which I know is under **Holiday Email Greetings** and then **Just For Fun.** You could click on **Preview** you wanted to see the email, but this time let's just hit **Load.**

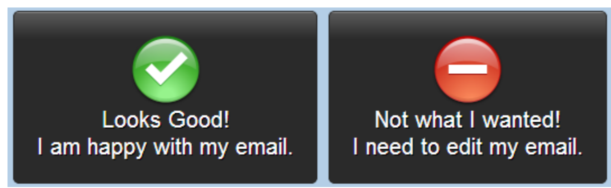
Your email will load, and where you see **[$RECIPIENT NICKNAME$]** your contact's name will appear.

Now to select that contact. Scroll down to **Add Contacts** or click the **Add Contacts** button at the top. You will see a list of groups. You can select one of those groups and click **Run Contact Filter** to show everyone in that group, or if you just want to send to a small list of people you can enter the name in the

Quick Add field below. If you make a mistake and add a whole list of people you didn't mean to, just click **Reset All Filters**.

Once you have your contacts selected, either click **Test Email** or **Confirm Email** (they go to the same place). Click on **Send Test Email to Myself**. You will get an email with a sample of the message. This is your last test before you send the email out to multiple people, so please check that it looks good.

If it is good click on **Looks Good!** You will then be asked if you want to save the email as a template. Click **No, Thank You.**



Finally, you can click **SEND EMAIL BLAST!** Your email will be sent right away to all recipients.