Send a Bulk Email in Contacts

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There are two ways to send mass email in Gym Lead Machine, and both use the same email composer. Sending a **bulk email through Contacts** (this article) starts with your audience: you select the contacts first, then build the email. Sending through **Marketing** starts with the email: you build or duplicate a campaign, then choose the audience. Pick whichever matches how you're working; the differences that remain are covered in the table below.

Contacts vs. Marketing: which should you use?

Situation	Send through Contacts (this article)	Send through Marketing
Starting point	Your list: select contacts, then build the email	Your email: build or duplicate a campaign, then pick the audience
Composer	Same options (Quick Compose, Smart Builder, or a template) in a pop-up module	Same builder in a full-screen view
Scheduled sends	Recipients are locked in when you schedule	An Advanced Condition can include contacts who join the list before send time
Reusing past sends	One-off sends	Duplicate past campaigns and manage templates
Best for	A send to a list you're already looking at	Recurring newsletters and reusable designs

For the Marketing route, see Send an Email Campaign and Create Email Templates.

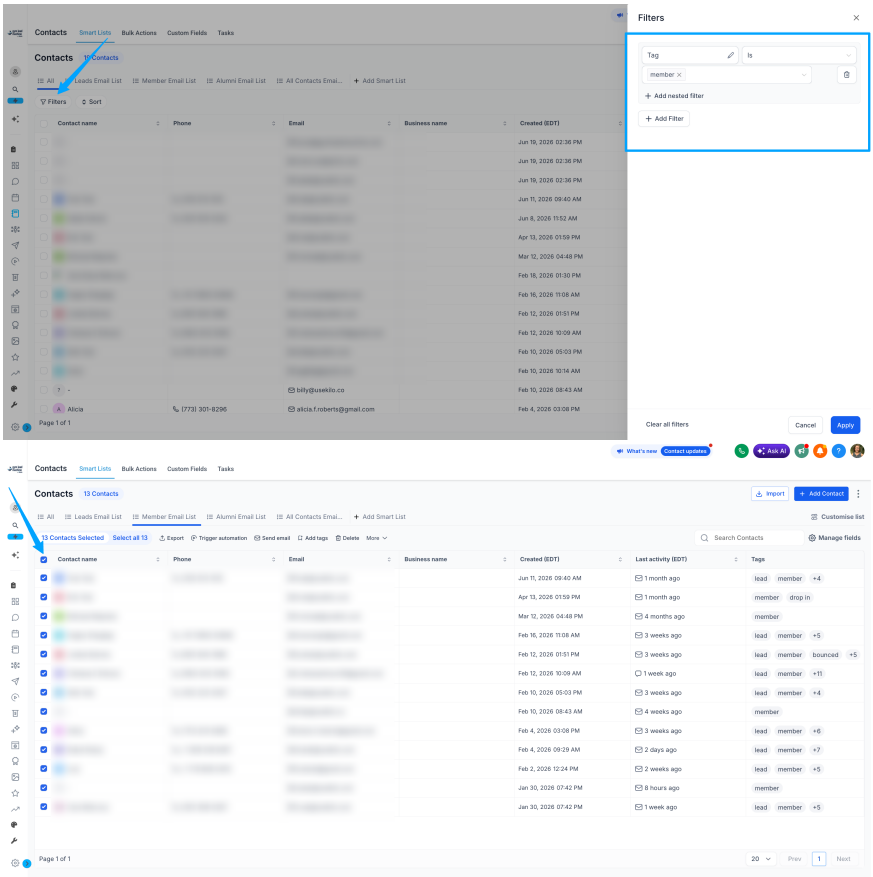
What you can do with bulk email in Contacts

- Send an email to contacts you select one by one, by filter, or by Smart List
- Compose with Quick Compose, the Smart Builder, or an existing template
- See invalid and unsubscribed contacts filtered out before you send
- Send immediately, at a scheduled time, or gradually in Drip Mode
- Send yourself a test email and review the send before it goes out

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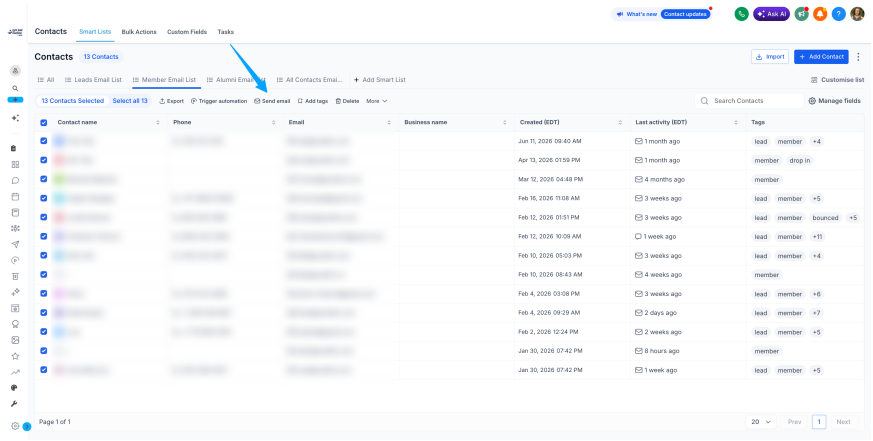
How do I send a bulk email through Contacts?

1. Go to **Contacts** in the left menu of your Gym Lead Machine account.
2. Select the contacts you want to send to. You can check the boxes beside their names one by one, or create a custom list using the **filter** function (filtering by a tag, status, or stage creates a filtered list of contacts called a Smart List) and then select everyone on that list.



3. If your list spans multiple pages, click the checkbox at the top (next to **Name**) and **Select all records**, taking note of the total records and pages.

4. After the contacts have been selected, click the **Send Email** button.

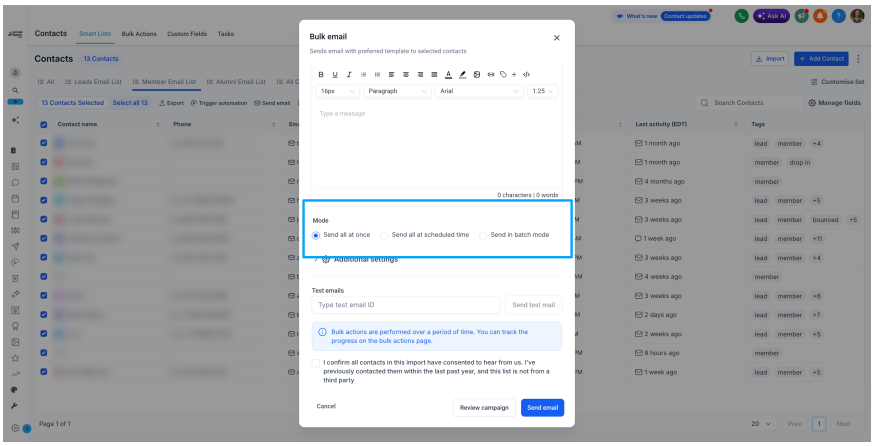


5. Use the email pop-up to draft your message. **From Name** is the name that will appear in the inbox of the recipient, usually your business name. For **From email,** please use the From Email custom value we've entered into your account for best email deliverability: {{custom_values.from_email }}. **Email subject** is required.

6. Use the **Action** field at the bottom of the pop-up for internal purposes only, such as the subject line or a general description (for example, "May 24 client announcements").

7. Choose how to compose your email message - **Quick Compose** for plain text emails, **Smart Editor** to open the same email editor as the Email Builder, or choose an existing template.

8. Choose your send option (see below), then click **Send Email**.



Send options

- **Send all at once:** click **Send Email** to send immediately.
- **Send at a scheduled time:** select the date and time, then click **Send Email**.
- **Send in Batch Mode:** select the date and time, select the frequency at which it should be sent (for example, 50 contacts every 1 minute), then click **Send Email**.

Batch Mode settings explained

- **Start on:** select the start date and time for the email to send.
- **Batch quantity:** enter how many contacts should receive this email at one time (for example, enter "10").
- **Repeat after:** enter the time frame and select the frequency from the drop-down for how often new contacts should receive the email (for example, enter "1" and select "hours").
- **Send on:** if you prefer contacts to only receive the email on certain days or within certain times, select or deselect those days and enter the times in which the email can be sent. It is okay to leave these time fields blank, as they are rarely applicable.

Where do I see how the send performed?

Next to the send in Contacts → Bulk Actions, use Show Stats for quick outcome metrics. For deeper reporting on opens, clicks, and bounces, the statistics dashboard under **Marketing → Emails** aggregates sends from Contacts alongside your campaigns.

If you have questions about sending bulk email in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.

- Tags
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