Send An Email Campaign

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An **email campaign** is how you send a newsletter-style email to your leads or clients in Gym Lead Machine, whether that's a one-off blast or a regular newsletter. There are several ways to start a campaign, and you can reuse your past work instead of building from scratch each time.

What you can do with email campaigns

- Duplicate a previously sent campaign, update it, and send it again
- Start a new campaign from scratch or from an existing template
- Send immediately, at a scheduled time, or in batches
- Choose your audience by all contacts, Smart List, or tag
- Review drafts, sent campaigns, and email statistics

Which way should I start a campaign?

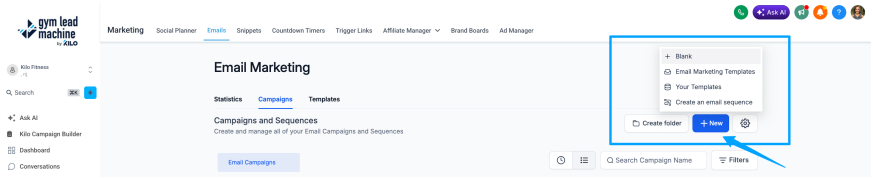
There are three ways to start a campaign, and all of them end in the same send flow:

Starting point	How it works	Best when
Duplicate a past campaign	Duplicate a previously sent campaign, edit the content, and send	You send a recurring email like a newsletter (this is the most common approach)
Start from a template	Create a campaign from a template you've built in the Email Builder	You've prepared a standard design you reuse with minor updates
Start from scratch	Click **+ New** on the Campaigns page and build the email fresh	The email is a one-off with no existing starting point

To build or edit the templates themselves, see [Create Email Templates].

How do I create and send a campaign?

1. Hover over **Emails** in the **Marketing** tab of your account and click **Campaigns**.
2. Start your campaign: duplicate a previously sent campaign from the campaign list, or click **+ New** in the upper right and choose to start from scratch or from an existing template.

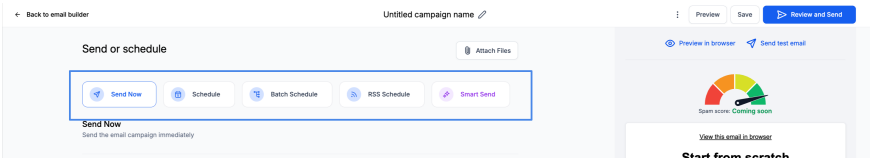


3. If you're starting from a template, select the one you'd like to use by clicking the check mark that appears when you hover over the template.

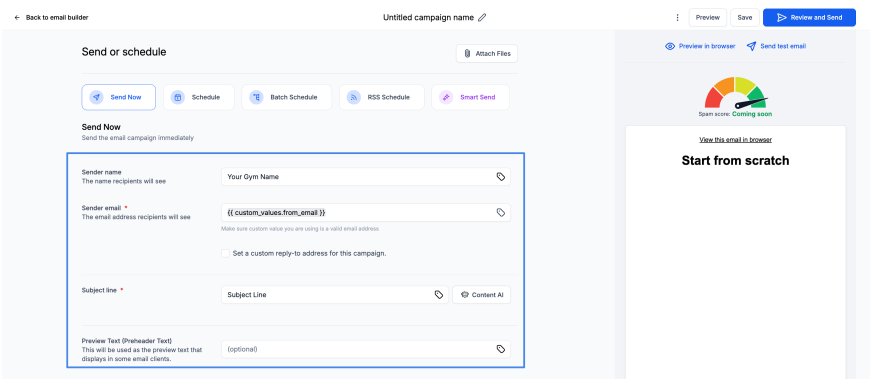
4. Make any necessary changes to the content for this particular send, including the name for this particular campaign. Click **Save** to save the changes.

5. Click **Send or Schedule** in the upper right.

6. At the top, select how to send or schedule your email campaign (see the options below).



7. Below, complete the email send information and choose your audience (see the options below). We recommend using the From Email custom value we've placed in your account, **{{ custom_values.from_email }}**, for best delivery results.



8. Further, select your **audience** via individual contacts, Smart Lists, or those contacts who carry a specific Tag.

9. Click **Schedule** or **Send** in the lower right.

Your scheduled and sent emails, along with drafts, will be listed in the Campaigns view. You can also return to this list to view **Email Statistics** later on.

Send and schedule options explained

- **Send Now:** sends immediately.

- **Schedule:** sends the email at a particular date and time.

- **Batch Schedule:** sends only to a certain number of contacts over a pre-determined set of time. This is helpful if you are sending to a very large group and want to avoid spam filters with a large, mass send. **Start On** is when the first batch will send, **Batch Quantity** is how many will be sent each time, and the **Repeat After** field (with the drop-down that says "hours" by default) sets the frequency. For example, you may opt for a batch quantity of 50 that repeats after 1 minute, so 50 emails will be sent per minute until the list is exhausted.

- **RSS Schedule:** for scheduling emails that are based on your blog posts.

Sender and audience options

- **From Email:** we recommend using the From Email custom value we've placed in your account, **{{ custom_values.from_email }}**, for best delivery results.

- **From Name:** this can override the email in the inbox list view. Often, this is your business name (for example, the email will appear from "Kilo" in the list view, rather than "hello@usekilo.com").

- **Recipient (To):** who will receive this campaign. Select **All contacts** to send to everyone on your GLM contact list, select a particular **Smart List** that has been prepared in your GLM Contact section, or send only to contacts with a particular tag (for example, **client**).

Tip

When you are scheduling an email and opt for a Smart List or tag, you'll see an Advanced Condition appear. This allows you to include new contacts that are not on the list yet but will be there by the time the scheduled send arrives. This is a great feature for including your newest clients in your newsletters.

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

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