




GETTING STARTED WITH EMMA

New to Emma? We're here to help!
Here's everything you need to know to get you up and running in your account as quickly as possible.

QUICK TIPS: 5 STEPS TO HIT THE GROUND RUNNING

1. Register for [Emma 101](#).
2. Import your [contact list](#) into Emma.
3. Update your [SPF record](#) + [whitelisting](#).
4. Add an Emma [signup form](#) to your website.
5. And, learn more about [Emma integrations](#).

For more resources, head over to our [Welcome Page](#).
Need help now? Visit our [Support Hub](#)

<div>1</div> <div></div> <div>Uploading and Managing Your Audience</div> <div><ul style="list-style-type: none">• Import (<i>List Love</i>)• Launch Plan Call (<i>Meet Your Specialist</i>)• Emma 101 (<i>Learn the Ins-n-Outs</i>)• Audience Setup (<i>Signup Form, Segments, Integrations</i>)• Design Email (<i>Lookin' Good</i>)</div>	<div>2</div> <div></div> <div>Building Your First Mailing</div> <div><ul style="list-style-type: none">• Design Automated Workflow (<i>Welcome Series</i>)• Develop Campaign Calendar (<i>Sending Frequency</i>)• First Send (<i>High Five</i>)</div>	<div>3</div> <div></div> <div>Reviewing your Mailing's Response and Segmenting</div> <div><ul style="list-style-type: none">• Review Response (<i>How's it going?</i>)• Create New Segments (<i>Using Your Data</i>)</div>	<div>4</div> <div></div> <div>Evaluate, Strategize, and Re-target</div> <div><ul style="list-style-type: none">• Re-Engagement Strategy (<i>Optimize + Retarget</i>)• Launch Plan Check-In (<i>30-Day Account Review</i>)</div>
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PROFESSIONAL SERVICES: BEYOND ONBOARDING.

Depending on your business goals, you might be interested in additional services, including:



**CUSTOM
TEMPLATES**



**CUSTOM
INTEGRATIONS**



**ADVANCED
TRAINING SESSION**



**PERFORMANCE
WORKSHOP**



**COPYWRITING
WORKSHOP**

If you'd like to chat with an Emma expert about the options that are right for you, simply email services@myemma.com.

MORE HELPFUL CONTENT AND RESOURCES

WEBINARS

Tips & tricks from the brands that do it best, and we keep the bulleted slides to a minimum. Promise.

GUIDES

Smart strategies, helpful tips, and the latest data. And guess what? They're actually fun to read!

STRATEGY

Inspiring email designs combined with thought leadership to help your team do its best work.

BLOG

New posts published almost daily on the latest marketing best practices and Emma news.

INDUSTRY REPORT

Data and insights into the challenges driving today's marketers with solutions to overcome them.

SUCCESS STORIES

Real-world examples of how customers use Emma to solve problems, hit goals, and drive results.