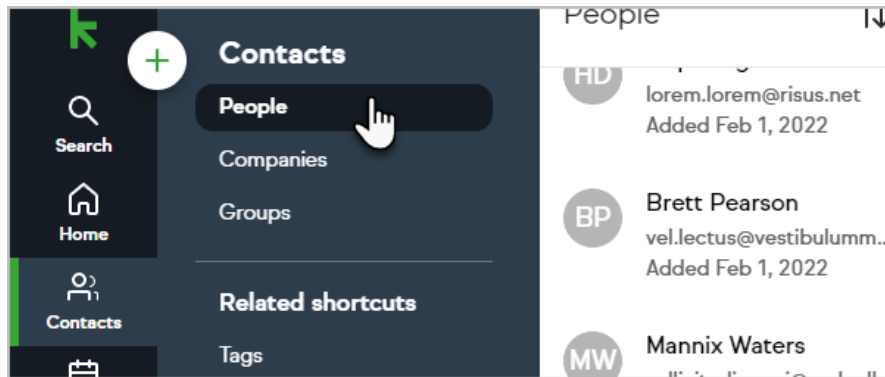


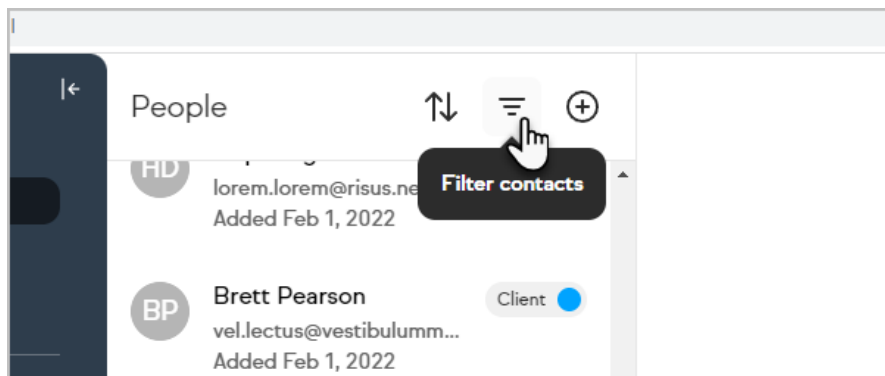
Send an email broadcast from the Contacts page

This article applies to:

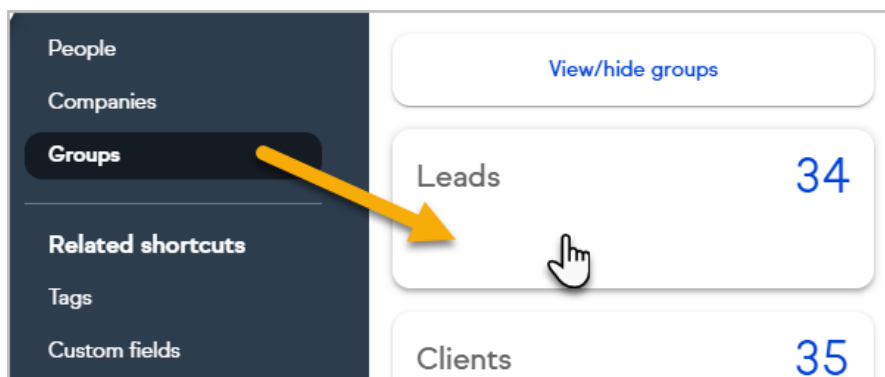
1. Navigate to **Contacts > People**



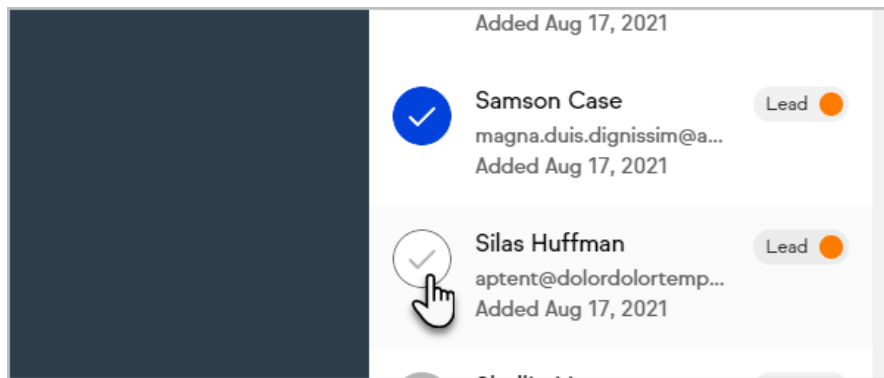
2. (optional) Search your contacts by applying a filter



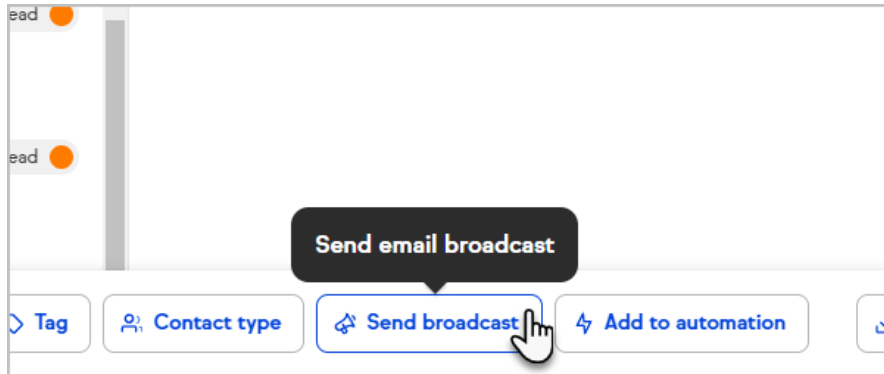
3. (optional) or you can start by choosing a Group



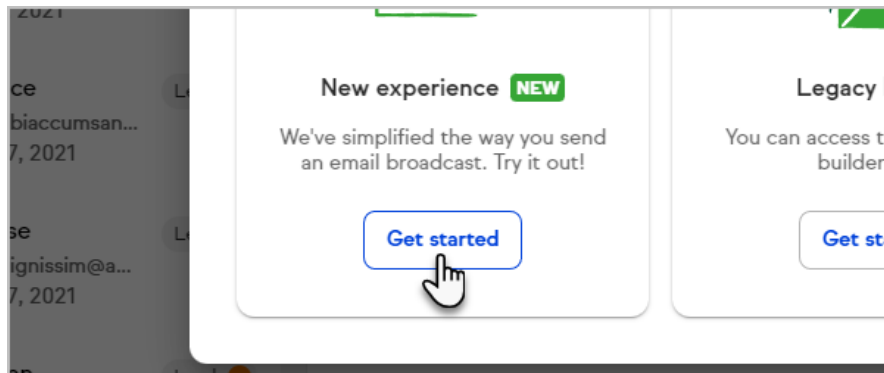
4. Select the contacts that you would like to send to



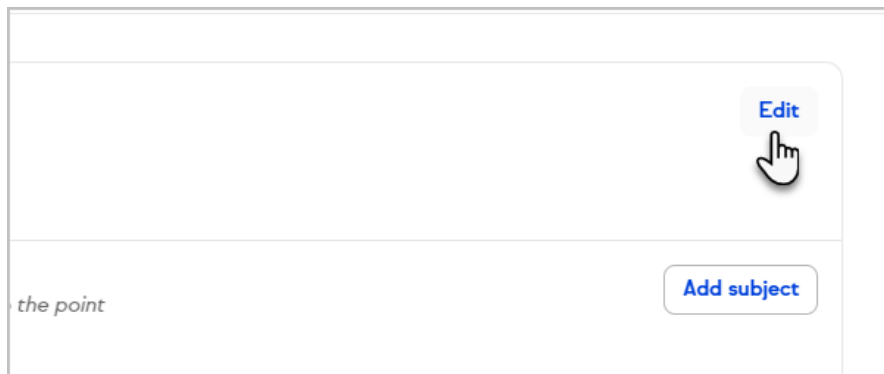
5. Click the **Send broadcast** button at the bottom of the page



6. Choose either the new Email Builder or the legacy builder



7. In **Sender**, click on **Edit** to select which Keap user the broadcast will be sent from.



Name
The contact's owner

Email
The contact's owner

The contact's owner

Rajesh Bhatia <rajesh.bhatia@keap.com>

8. Click **Save** to save your changes.

Sender

Name
The contact's owner

Email
The contact's owner

Save Cancel

Subject

9. Click on **Add subject** to enter a subject line

Add subject

Add audience

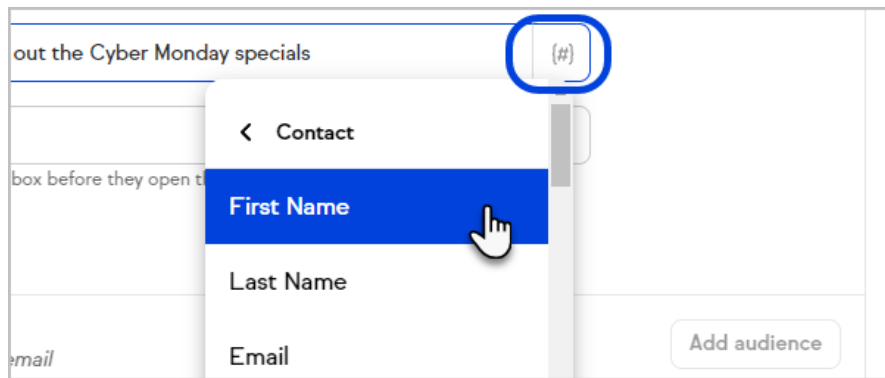
Email
The contact's owner

Subject line*
[[contact.first_name]], check out the Cyber Monday specials

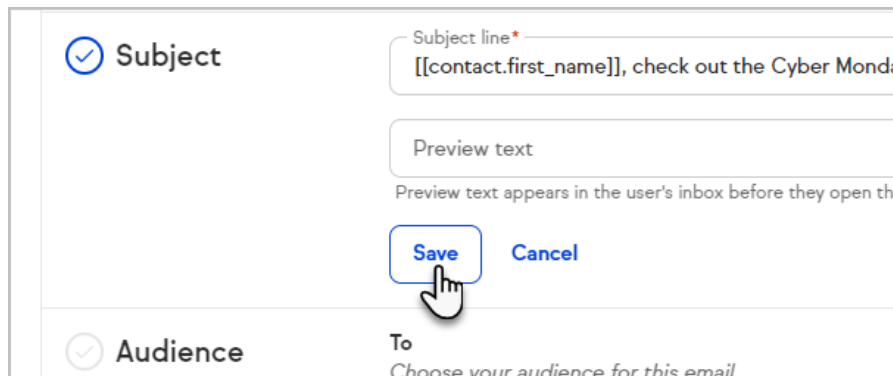
Preview text
Preview text appears in the user's inbox before they open the email.

Save Cancel

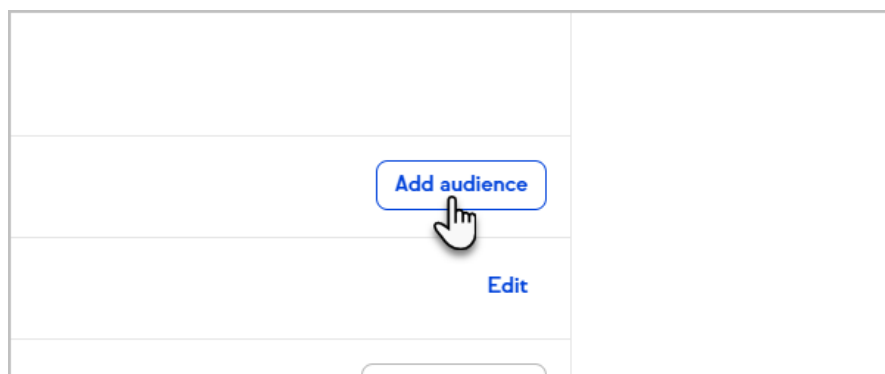
10. You can personalize the subject line by merging in the recipients contact information



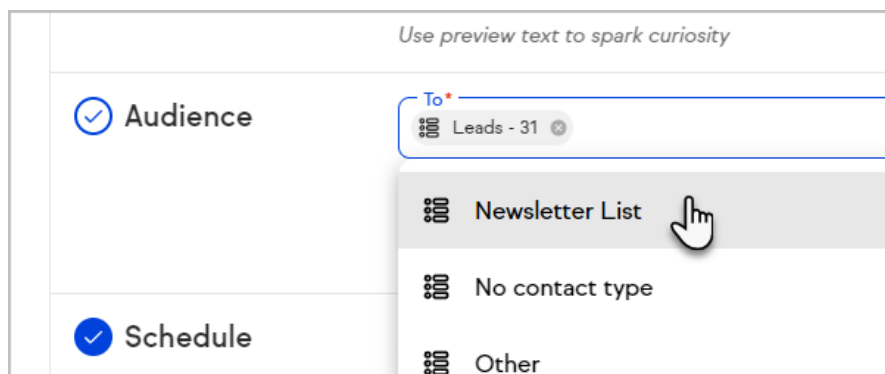
11. Optionally, you can enter preview text
12. Click **Save** to save your changes.



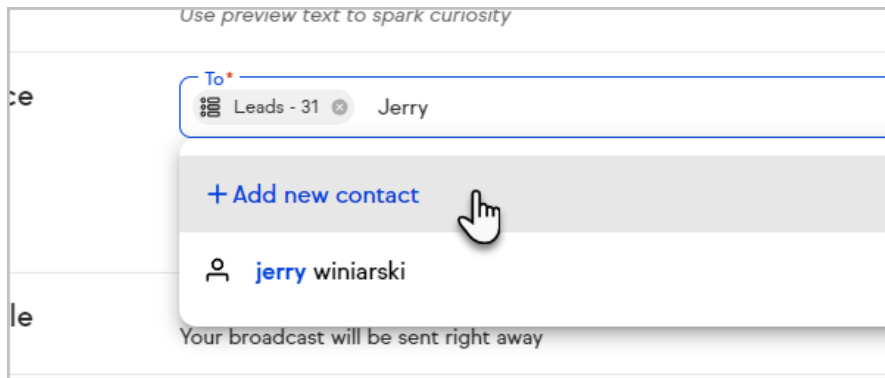
13. Click on **Add audience**



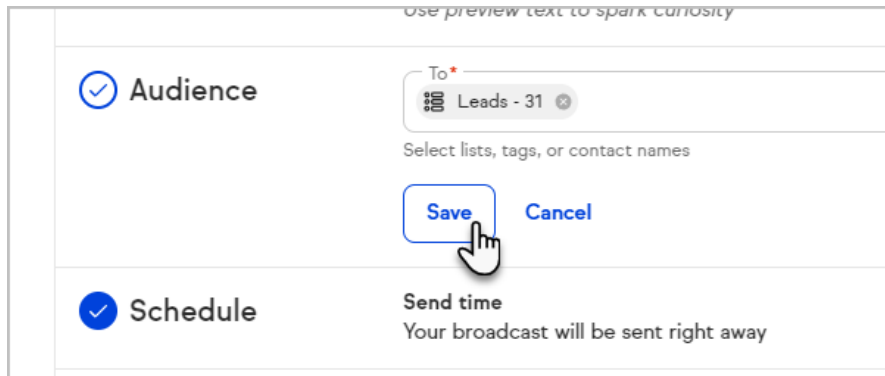
14. Select individual contacts, groups or tags for your broadcast's audience



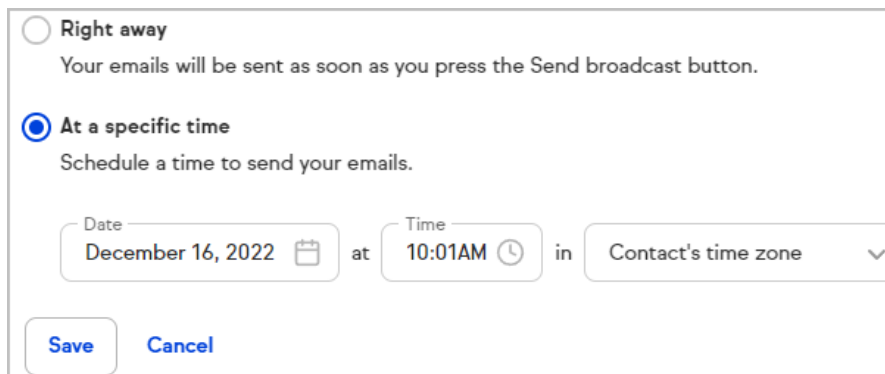
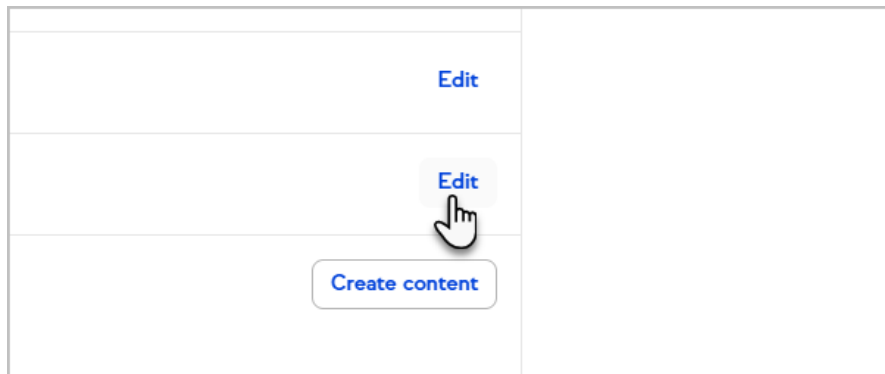
15. (Optional) You can also add a brand-new contact on the fly. You will need to make sure that you have permission to send them an automated marketing email

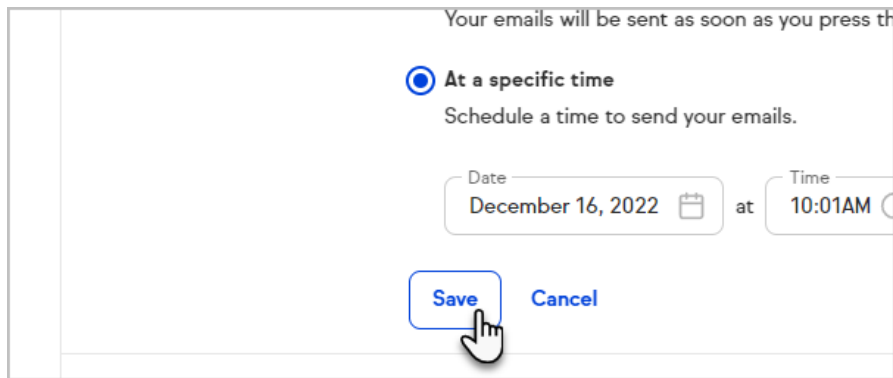


16. Click **Save** to save your changes.

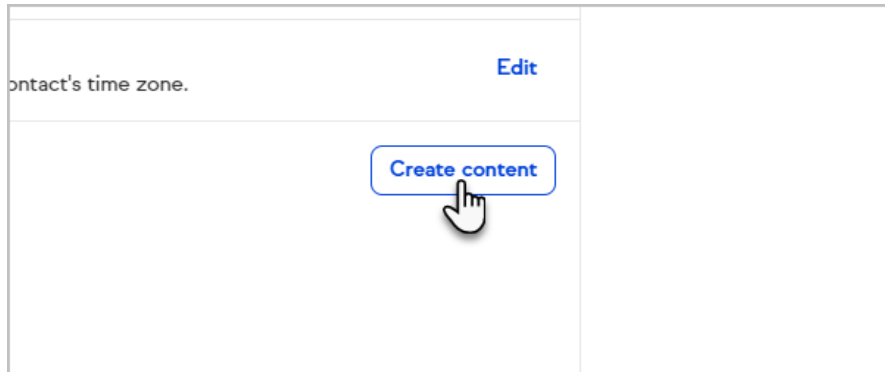


17. In **Schedule**, click on **Edit** to choose when to send your broadcast. If you choose to send your broadcast at a specific time, you will have the option to refer to your contacts' time zones or a specific time zone

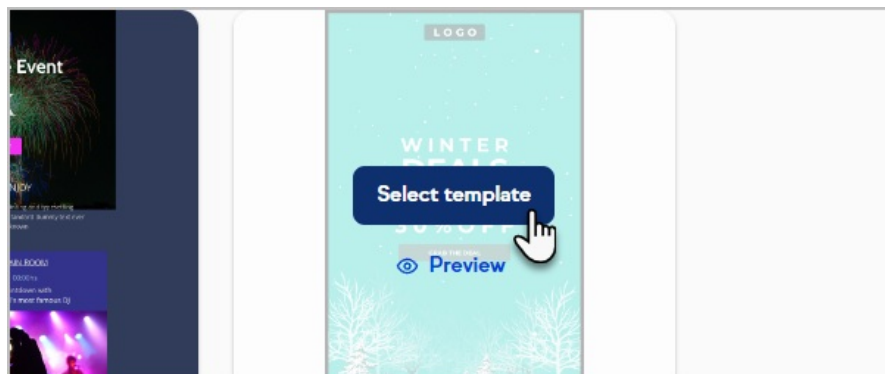




18. Click on **Create content** to customize your email broadcast.



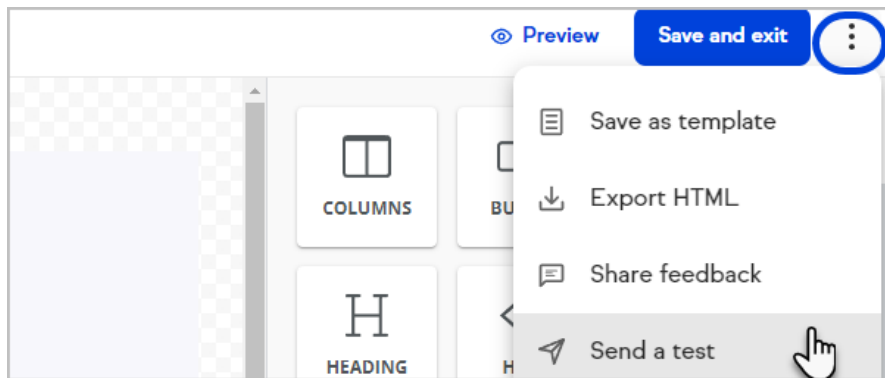
19. Select whether you want to **Start from Scratch**, a **Text only** template, or select a template from the **Gallery**, **My Templates**, **Sent**, or **Draft**.



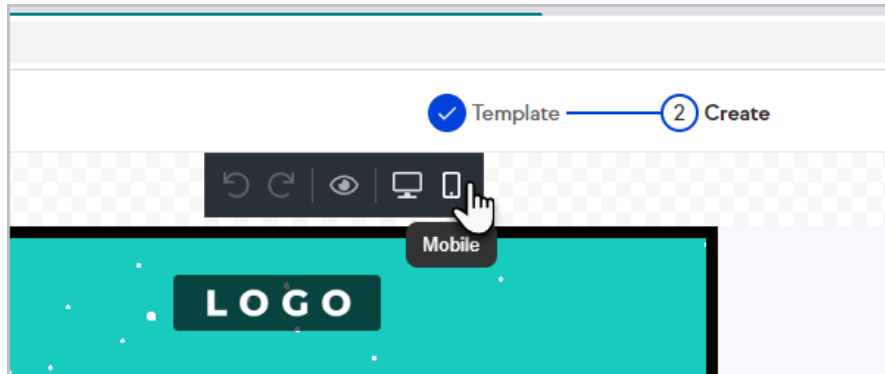
20. Create your broadcast by adding, removing, and modifying the content and formatting of your message

21. **Note that some email clients (e.g. Outlook Client) do not render background images and will fall back to the background color.**

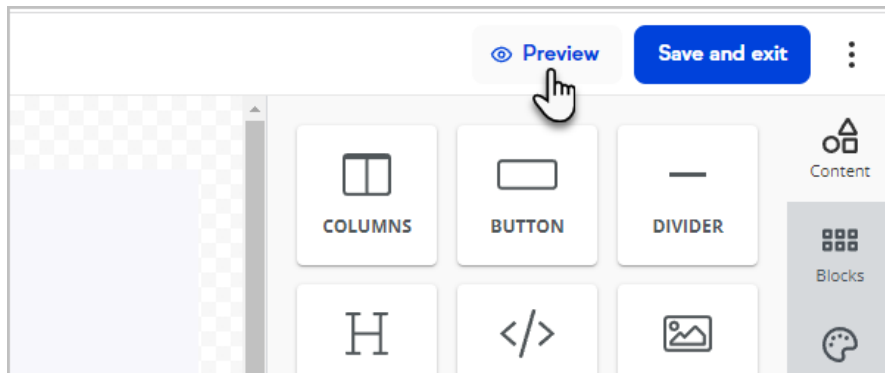
22. Note that you can send yourself a test email while creating your email template



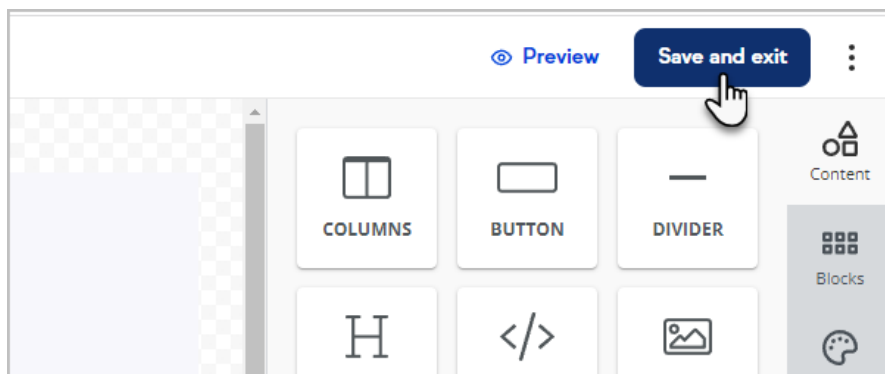
23. Click the **Mobile** button to edit your broadcast for mobile devices



24. Click on **Preview** to preview your email



25. Click on **Save and exit**



26. Click **Send (or Schedule) broadcast**

