

Creating and Publishing an eNewsletter

Market: House, Senate

Description: These instructions teach users how to select an existing eNewsletter template, create the content, select the audience, review the information, and process the publication of an eNewsletter using the IQ5 eNewsletter Wizard.

Click the following links to be brought straight to the topic:

Adding the Content

Selecting the Audience

Reviewing the Information

Selecting the Template

1. Navigate to **Outreach > +New > eNewsletter**.



2. Select a template from the available options. A best practice is to select from the **Recently Sent** tab as that displays those that have been finalized and published.



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Adding the Content

1. The template is displayed along with the **eNewsletter Wizard**, which is automatically set to **Content**.

Content >> Select Audience >> Review

2. On the left side of the page, change the title, add a subject, and modify the settings, sections and tags of the eNewsletter.

NewsLetter Wizard	NewsLetter Wizard	NewsLetter Wizard
Content>>> Select Audience>>> Review Nome 100694 - 06-25-2024 eNewsletter	Content >> Select Audience >> Review Nome 100694 - 06-25-2024 eNewsletter	Content >> Select Audience >> Review None Happy Spring Maller 2025 Anter
Subject	Subject	Happy Spring from the Senate!
Settings Sections Tags	Settings Sections Tags	Settings Sections Tags
All Sections	Add Section	ID
Email Width: 640	Banner Title Menu Columns Footer Text	URL https://leidosiq.com Affiliation
Heading Color: #18416a Heading Font: Trebuchet MS V Link Color: #1458bd	Belliner True Winning Columna Pooler (1622)	ID Click to play this video https://youtu.be/1PX2Kd8PUZE? sl=iFpUCFmvZPY02H_
Text Font: Text Size: Button Background Color:	Body	URL https://youtu.be/1PX2KdBPUZE?si=IFpUCFnwZPYo2H_ Affiliation
Button Text Color: Button Text Font: Button Text Size: Pre Header:	Background Color: #ffffff Link Color: #000000 Text Color: #000000 Text Font: ✓ Text Size: 110t ✓	ID Click to play this video https://youtu.be/1PX2KdBPUZE? sl=IFpUCFrwZPHo2H_ URL https://youtu.be/1PX2KdBPUZE?sl=IFpUCFrwZPHo2H_
Custom Style	Padding	Affiliation
Example: p { margin-bottom: 1em; } a { font-size: 12px; }	All Sides: 0	URL https://youtube.com
Mobile Setting		Agneton

- a. **Settings** will change attributes of the entire eNewsletter, such as the Heading Font, Text Font, etc.
- b. **Sections** can be added to modify the look of the eNewsletter. Add a Banner section to put your office's banner image at the top, add the Image Left section to easily add an image justified to the left of future text you will write, etc.
- c. **Tags** help keep track of the various hyperlinks that are inserted into the eNewsletter. Within the Tags area, you can add an Affiliation code that will be added to any user that clicks on the above hyperlink.
- 3. Click into the content window. Modify the content using the menu. Content editing functionality includes the ability to edit the font, insert hyperlinks, images, youtube links, and merge codes, as well as surveys. Hover the cursor over an icon or click into the different menu options (view, edit, insert, etc.) to identify their function(s), as needed. *Note: You can add emojis into the Subject lines by right-clicking and selecting emojis. Options displayed are based on your browser.



NewsLetter Wizard	
Content >> Select Audience >> Review	
Name	
100731 - 10-01-2024 eNewsletter Subject	
Fall into Fall! 🏈 🔶	
Settings Sections Tags	News from Representative XYZ
Add Section	Intranet Quorum
Brown Tries Manus Columns Factor Tries	
Divider Suttan(s) image image image Center Left Right Body	Heading One
Background Color: #ffffff	Dear enewsletter.salutation_for_merging.merge,
Link Color: #000000	Check out our website.
Text Font:	To keep this formatting you must use the "paste as plain text" option from the toolbar above.
Text Size: 11pt v Padding	Insert your text here
D More	Remember the differences between "Shift+Enter" & "Enter" and use as needed.
All Sides: 0	Sincerely,
	Member of Congress
	EISENNIDOW_OPEN_LINKSEE EISETEXT_OPEN_LINKSEE
Preview	Save & Clove Save Clove

- **4.** Click **Preview** to send a preview of the newsletter to yourself and/or other staffers to ensure the content looks the way you would like. Note that clicking "preview" will automatically save the eNewsletter content.
- 5. Click Save.

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Selecting the Audience

1. Click Select Audience.



- Click into Select Your Audience to determine if you want IQ to select contacts with any or with all of the attributes below. To determine the size of the audience, click Review Audience Size.
 - Note: If you select the dropdown in the Start With field, you will be able to view and select a pre-saved IQ Contact list. If you use L2, you will see your 20 most recently created contact lists generated by an L2 import or update.
 - Check the **Include Non-Primary Emails in CC** to include all of a contacts email addresses in the Outreach, not just their listed primary.
 - If not starting with a pre-made list, use the **Include** and **Exclude** fields to build a custom audience. ***Note**: You can save your selected Include and Exclude options as your default by clicking **Set Default Inclusions/Exclusions.**

NewsLetter Wizard	×
Content >> Select Audience >> Review	
Nome 100694 - 06-25-2024 eNewsletter	Solutation Formal
Storr with All contacts with valid email addresses	Audience Selection Use the entire audience V Review Audience Size Emails in CC
Select Your Audience	Set Default Inclusions/Exclusions
Add contacts with ANY of these attributes	Exclude contacts with ANY of these attributes
EMAIL.OPTIN-Newsletter Subscriber $ imes$	DECEASED-Deceased $ imes$ EMAIL.OPTOUT-UN-Subscribed to Newsletter $ imes$
Affiliations	Affiliations
Issues	Issues
Form Letters	Form Letters
Geographic	Geographic
Preview	Save & Close Save Close

3. Click Save.

Reviewing the Information



4. Click Review.



- **5.** Review the **Name, Subject** and **From** fields on the left and make edits as needed. Then choose one of the following options:
 - Build Only: IQ will generate the eNewsletter only.
 - **Build and Send:** IQ will generate the eNewsletter and will send it to the target audience based on the specified date and time (this can be used to send at a later date or on the day you are creating the eNewsletter).
 - No Hard Stop: IQ allows the newsletter to continue sending until completed.
 - Yes. Stop deliver at a specific date/time: IQ will stop sending the newsletter to contacts in the target audience who have not received the newsletter and a chosen date and time.

NewsLetter Wizard	×
Content >> Select Audience >> Review	
Name 100663 - 03-06-2024 eNewsletter Subject	Start Date/Time Build Only ~ Date mm/dd/yyyy 🗖 Time: 🛇
Subject Weekly Newsletter	No Hard Stop 🗸
Postal Address Preferred	Directory 5Newsletter
From "Office of Congressman John Quorum" <iq.training@training.lmhostediq.com></iq.training@training.lmhostediq.com>	
CLICK HERE TO ADD THUMBNAIL	esentative XYZ
Preview Build Only >>	Save & Close Save Close
Start Date/Time	
Build Only Datemm/dd/yyyy Build Only Build and Send	☐ Time: ⊙

- **6.** To send, click the button that is displayed. The type of selection will vary based on the type of build.
 - Select **Build**, which is the display if **Build Only** is selected above.

NewsLetter Wizard	×
Content >> Select Audience >> Review	
Name	Start Date/Time
100663 - 03-06-2024 eNewsletter	Build Only v Date 03/11/2024 Time 11:00 AM O
Subject Weekly Newsletter	No Hard Stop 🗸
Postal Address Preferred	Directory 5Newsletter
From "Office of Congressman John Quorum" <iq.training@training.lmhostediq.com></iq.training@training.lmhostediq.com>	✓ Issues ⊕
N	News from Representative XYZ
CLICK HERE TO ADD THUMBNAIL	Ð
Preview Build Only >>	Save & Close Save Close

• Select **Build and Send**, which is the display if **Build and Send** is selected above.

NewsLetter Wizard	×
Content >> Select Audience >> Review	
Name 100663 - 03-06-2024 eNewsletter Subject	Start Date/Time Build and Send Date 03/11/2024 Time 11:00 AM
Weekly Newsletter Postal Address Preferred	No Hard Stop Directory 5Newsletter
From "Office of Congressman John Quorum" <iq.training@training.lmhostediq.com></iq.training@training.lmhostediq.com>	• Issues
Ne	ws from Representative XYZ
CLICK HERE TO ADD THUMBNAIL Intranet Quorum	
Preview Build and Send >>	Save & Close Save Close

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