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.

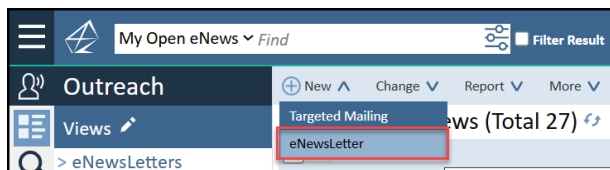Click the following links to be brought straight to the topic:

[Adding the Content](#)
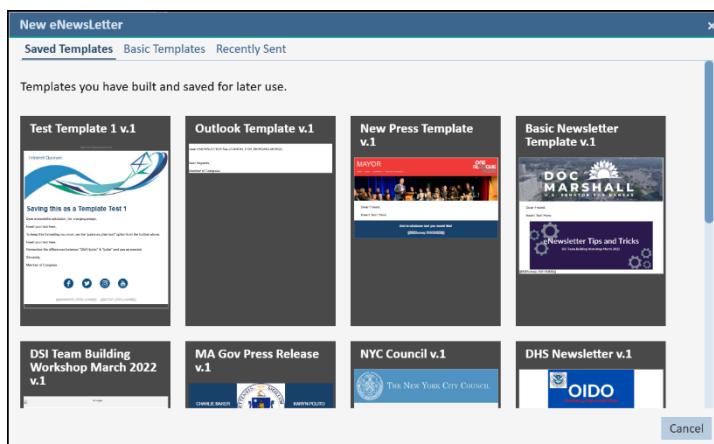
[Selecting the Audience](#)

[Reviewing the Information](#)

Selecting the Template

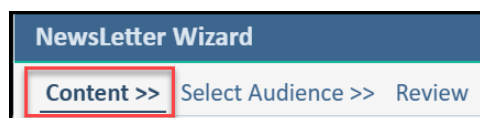**1.** Navigate to **Outreach > +New > eNewsletter.**

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.
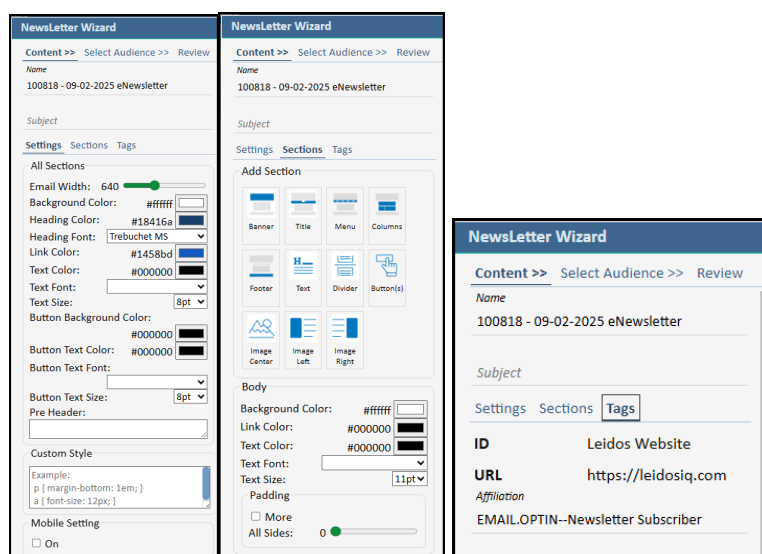

Adding the Content

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

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

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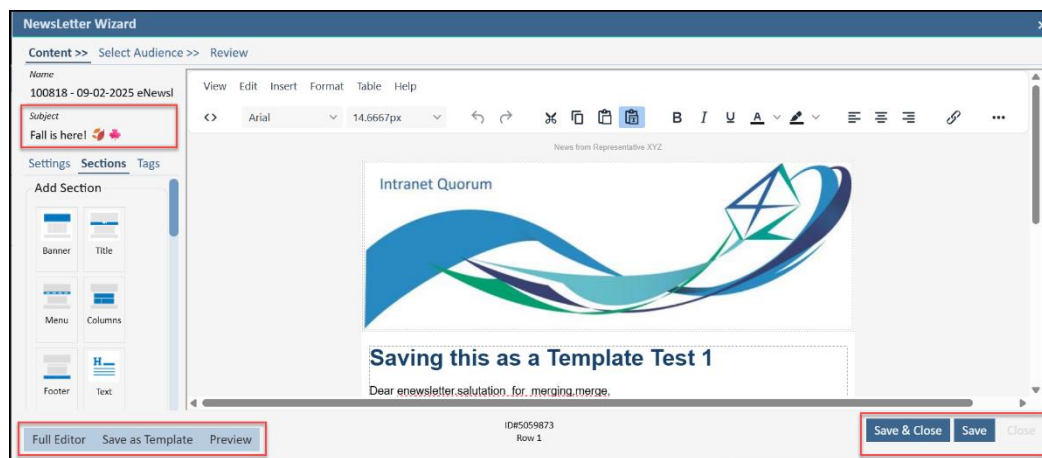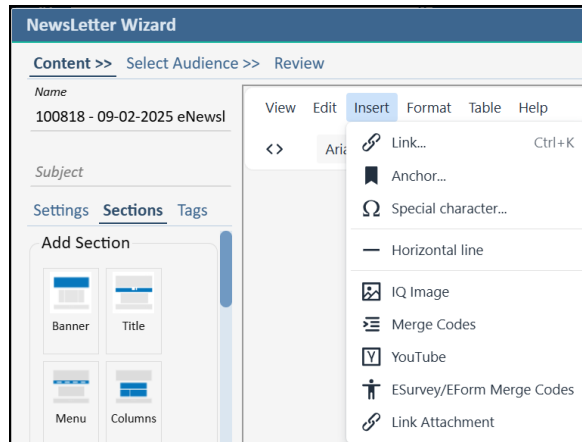
4. Click **Preview** to send a preview of the newsletter to yourself and/or other staffers to ensure the content looks the way you would like. Note that clicking "preview" will automatically save the eNewsletter content.

5. Click **Save**.

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Selecting the Audience

1. Click **Select Audience**.

2. 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**.
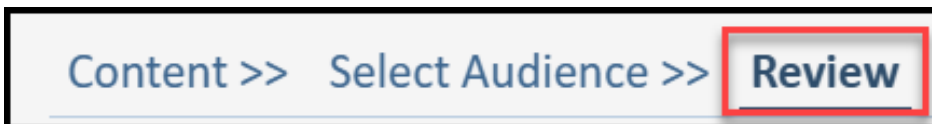
   • **Note**: If you select the dropdown in the **Start With** field, you will be able to view and select a pre-saved IQ Contact list. If you use L2, you will see your 20 most recently created contact lists generated by an L2 import or update.

   • 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.**

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.

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.

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

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