Uploading a Database

A **mailing list** is of a collection of mailing addresses that lets you send a message to all the addresses in it, by just mailing your message to once to a single mailing list address. Everyone on the mailing list will then receive personalized mailers addressing them directly. This way, it will appear as if each one of those recipients has been sent a separate message and not as a part of a bulk mailing application.

A list is basically a collection of records of the target audience or a database of all the contact information belonging to the intended recipients of the mailers. Lists are used for distributing information, as discussion groups and for marketing products. For sending out mailers in large numbers, automated mailing list applications like www.EZlistmailer.com are used.

The basic operations pertaining to lists that can be performed on www.EZlistmailer.com are **creating new lists**, **managing existing lists** and **importing new records into existing lists**. The first step in sending out list mailers is creating a mailing list. This is created typically by importing records or databases of the contacts into the application. It is a very simple procedure and it can be done within minutes by following the steps given below. Numerous mailing lists can be created and stored in this way.

Please Note: Getting started on www.EZlistmailer.com requires you to first register yourself with the site

Creating an E-Mail List on www.EZlistmailer.com

1. Log onto www.EZlistmailer.com with your registered ID and password either through the **'Create Mailer Now'** link or **'Member's Login'** link
2. Once you login, click on the **'Create List'** link
3. The new page will have two fields – **'Name of the List'** and '**List Contacts File'**
4. Give your Mailing list an appropriate name to identify the members of that list in the '**Name of the List**' field. Only alphanumeric characters and underscore (_) are accepted in this field
5. In the '**List Contacts File**', browse and select the CSV files you want to upload into the list and click on create. Your Mailing List will be stored and created

   Note:
   a. You need a .CSV file for populating your mailing list
   b. .CSV file is nothing but a file having a minimum of 3 columns – **First Name**, **Last Name** and **Email Address** – in the same order and you can use Microsoft Excel or any CSV Editor to create the CSV File
   c. These three fields are compulsory and should be written in the same format as this is a case sensitive application
   d. Apart from these fields, you can also have the fields like "Address, Address2, Age, City, State, Country, Fax, Phone, Sex, Title, Zip" depending on your requirements
   e. Key in the required information in the fields of an Excel Sheet or any other .CSV editor and make sure that you save the file with a '.csv' file extension. Then this file can be directly imported into your List Contact File without any hassles

 # Please see CSV Help Document for more information

Managing an E-mail List on www.EZlistmailer.com

- This option lets you maintain and manage the lists already created by you
- You can either '**View a list'**, '**Rename a list**' or '**Delete a list**' in this menu

Importing List Contacts on www.EZlistmailer.com

- With the help of this option, you can import new additional databases into existing lists in your account
- In the '**Import List'** page, you will be prompted to select the **'Name of the List'** from a drop down menu of existing lists
- In the **'List Contacts File'** field, point to your source database
- Click on '**Import'** and all the records from the source database will be imported and added to the list already existing in your account
- In this way, databases can be imported and uploaded into www.EZlistmailer.com

References:

- *http://mailformat.dan.info/body/html.html*
- *http://www.angleritech.com/solutions/websolutions/html_flashed.html*
- *http://massmailersoft.com/webmarketing.asp?art=3*: