Eventmaster.
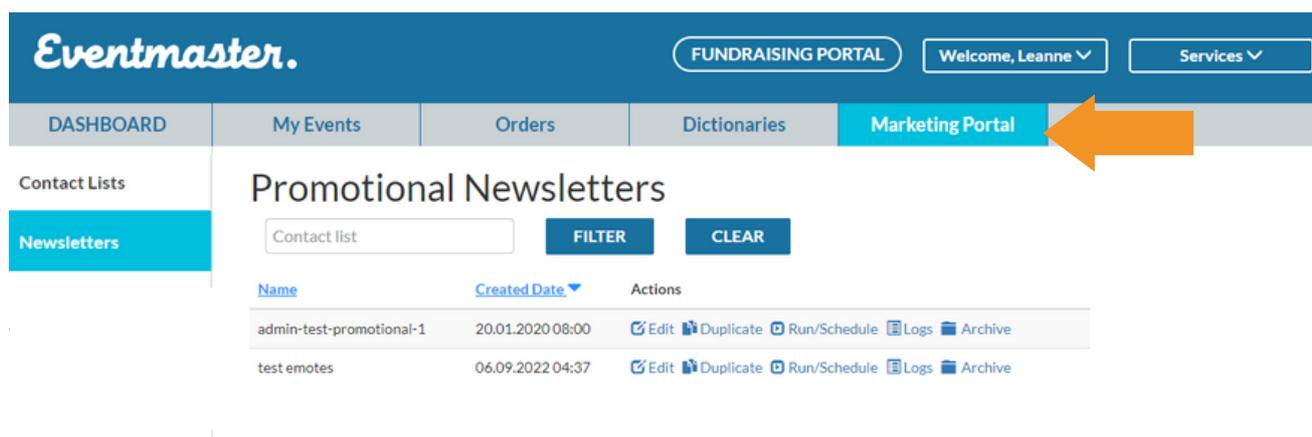
Marketing Portal

Keeping in touch with your attendees before and after your event(s) is important. As an Eventmaster Organiser, you have access to the Marketing Portal feature. This allows you to schedule and send email alerts to your attendees and other contact lists. Please note that newsletters sent via Eventmaster will not be sent to participants/email addresses who have not consented to being contacted.

1 Log into your Eventmaster account HERE

2 Click on **Welcome > Manage Events.** Go to the
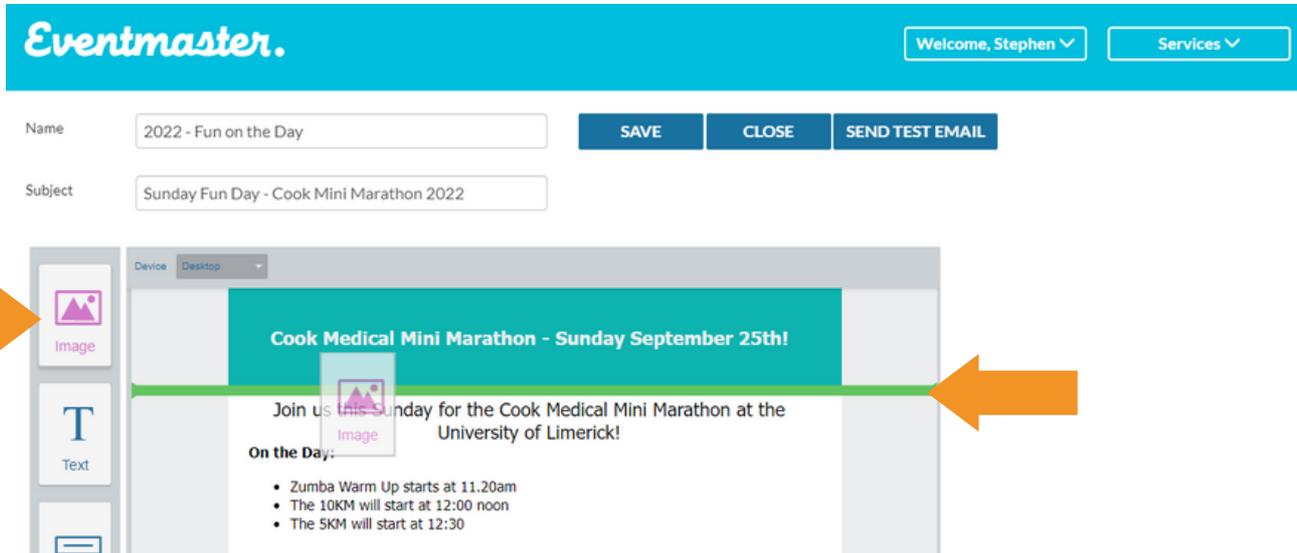**Marketing Portal** section in the top menu bar.

3 To create a new email, go to **Newsletters** and click **Add.** To save time,
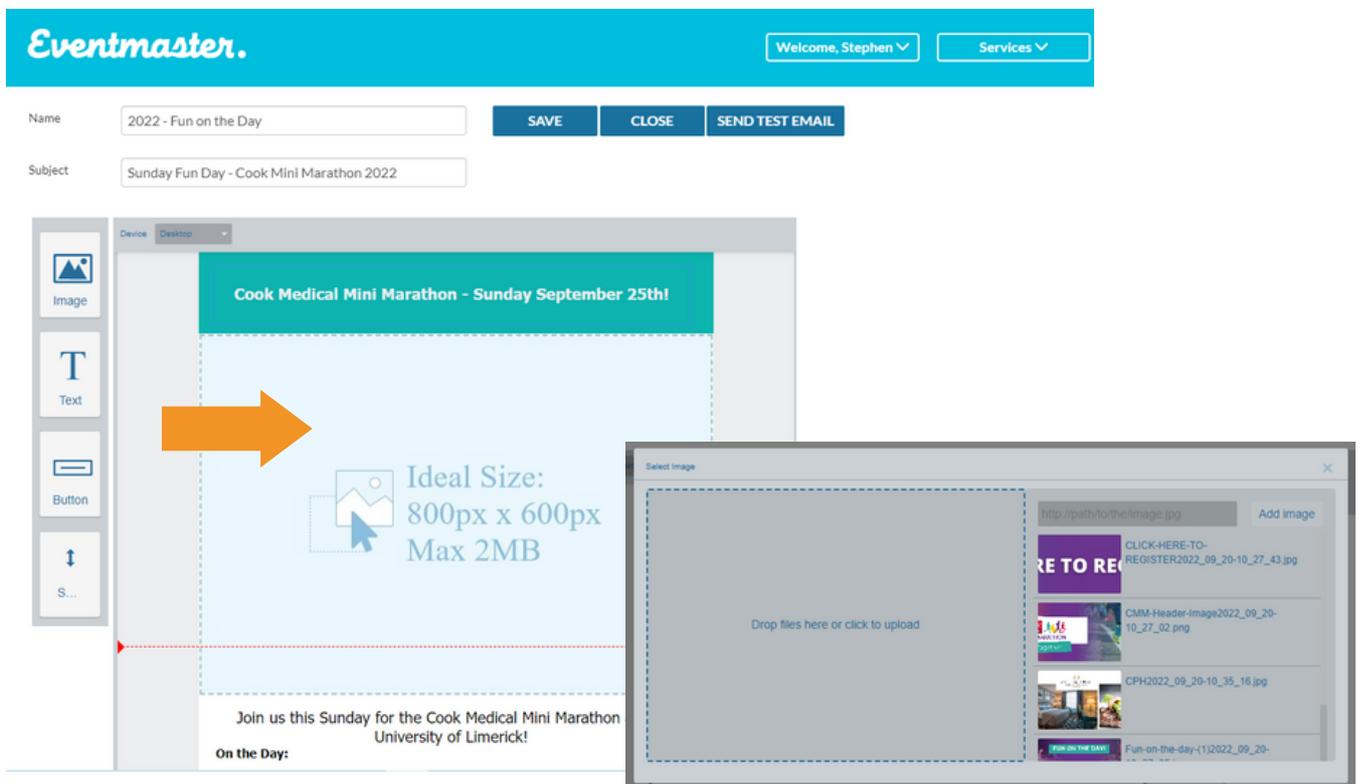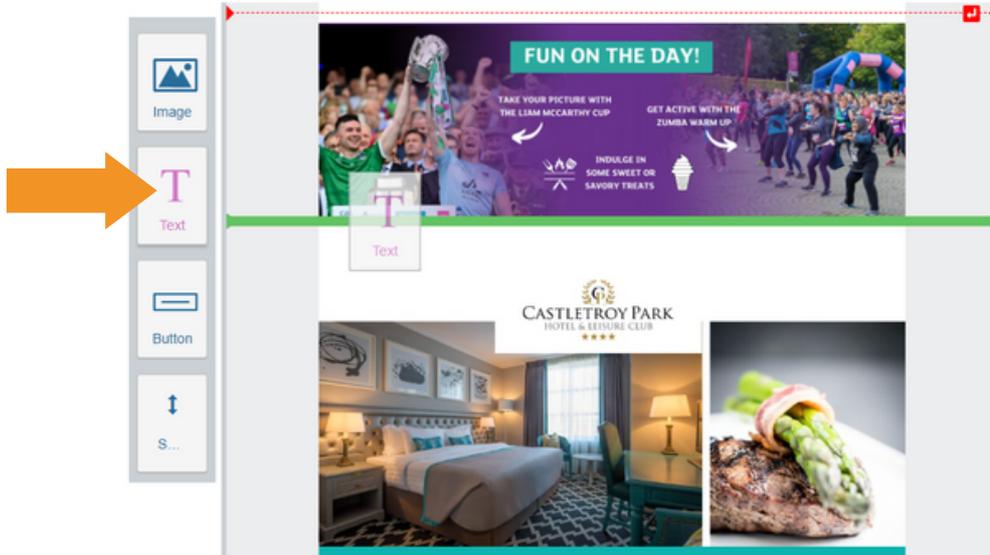you can also duplicate any previous email templates and edit this instead.
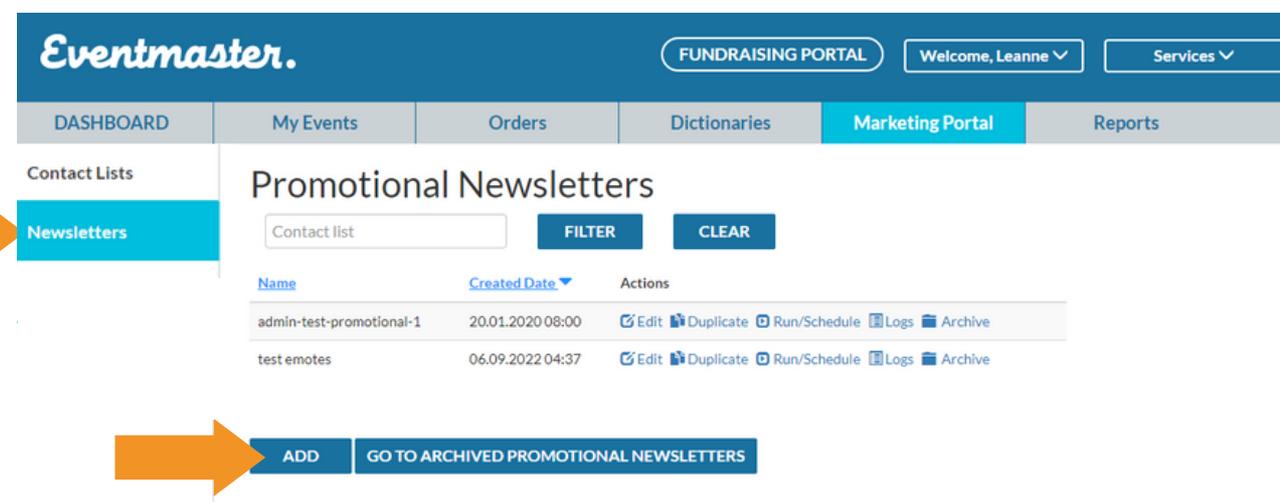
4 To add an image, click and drag on the image icon to put it into the desired place on the template.


5 Double click on the image to select a file. Follow instructions on the pop up to select a file.

Eventmaster.

**6** Similarly, to add text, click and drag on the Text Graphic on the left side menu.

7 You can copy and paste your text in from a word document or type it out fully in the editor. To format the text, highlight as you would in Microsoft word and select your font type, size, colour, make it bold etc.
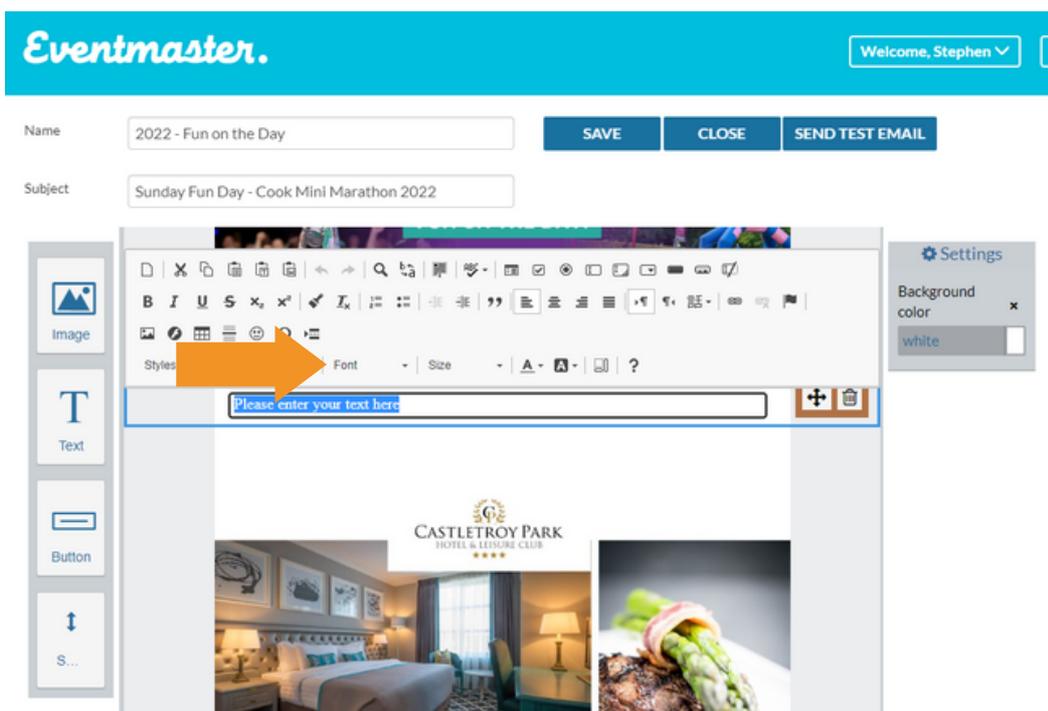
8 To add a colour background to your text, click on the outer text box to define the area that should be coloured, click on the 'Background colour Settings Tab' then select your desired colour from the pop up on screen.
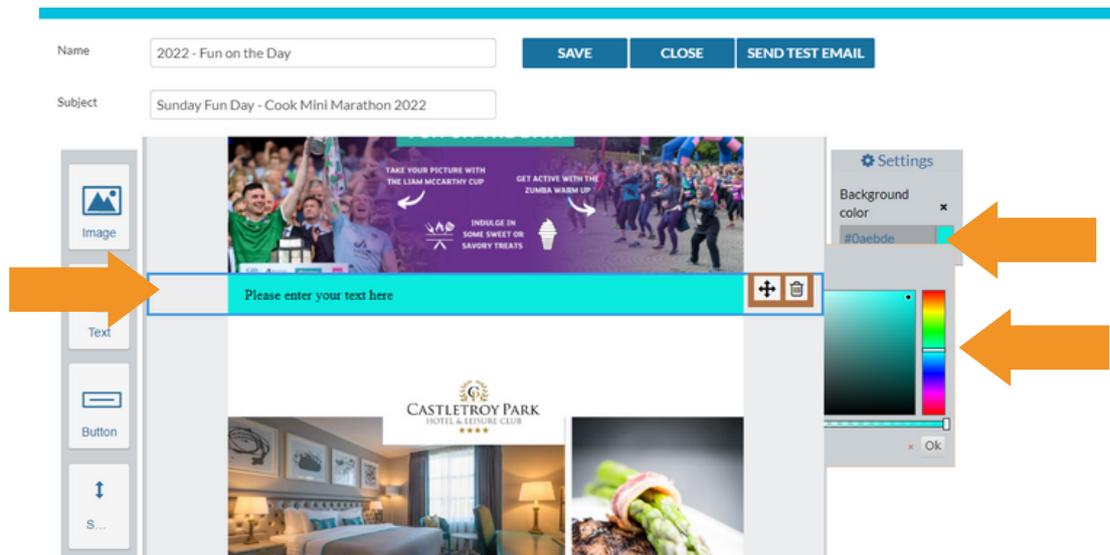

9 To hyperlink any text within your email, highlight the text you wish to link, click on the link button (see yellow arrow below).
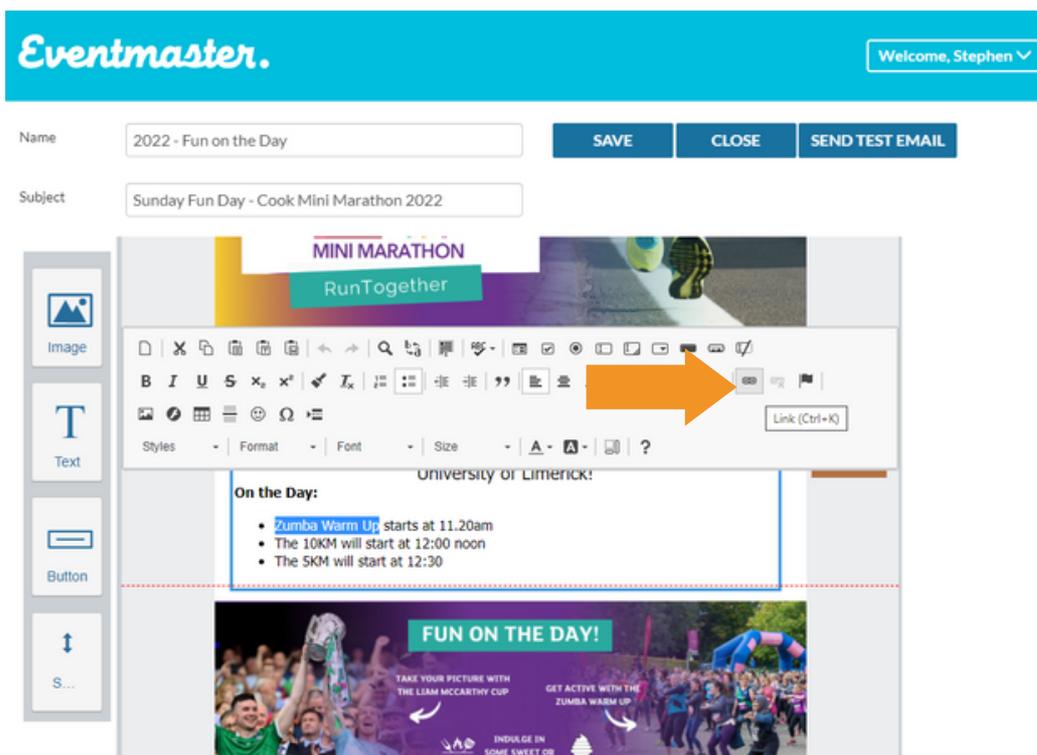
10 Copy and paste the desired webpage in the URL box in the pop up on screen. For example www.limerickminimarathon.com. In the Target tab, you can configure this to open a new webpage for the person when they click on it. To finalise, click okay. To edit, repeat the previous steps.
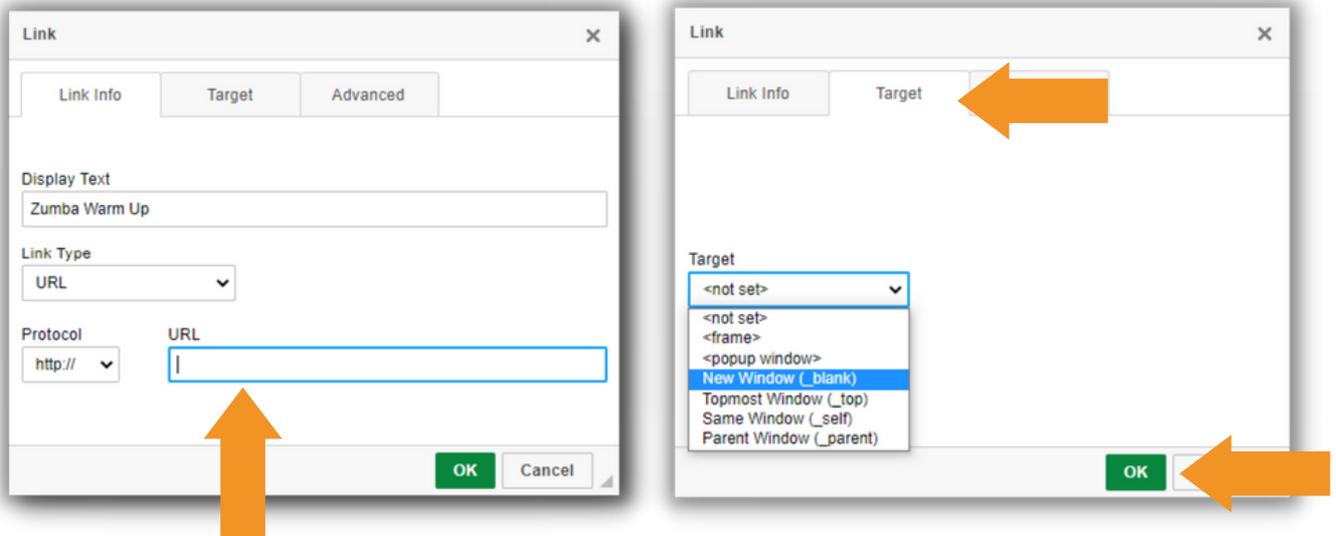

11 To add a button, click and drag on the Button Graphic on the left side menu.
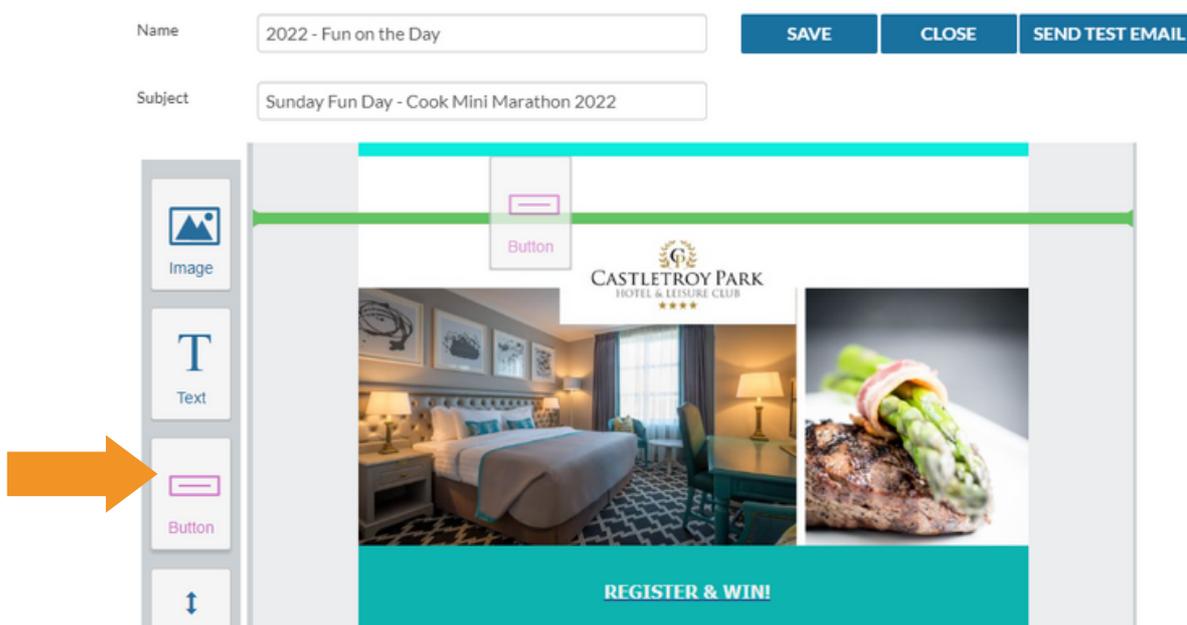
12 Click on the button to set the font, colour and destination URL in the right side menu. Highlight the text to type in your call to action, for example 'Register Now'
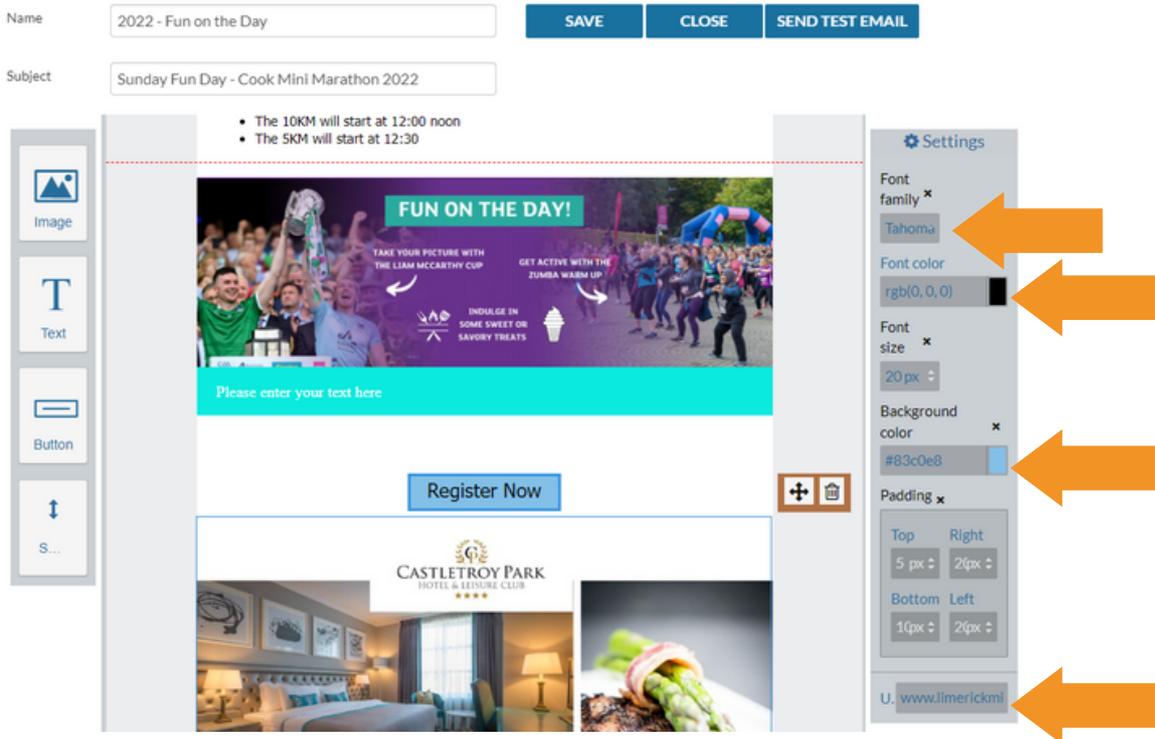

13 You can add space between your different elements (text, images, buttons etc) by clicking and dragging spacers between the desired elements.

Eventmaster.
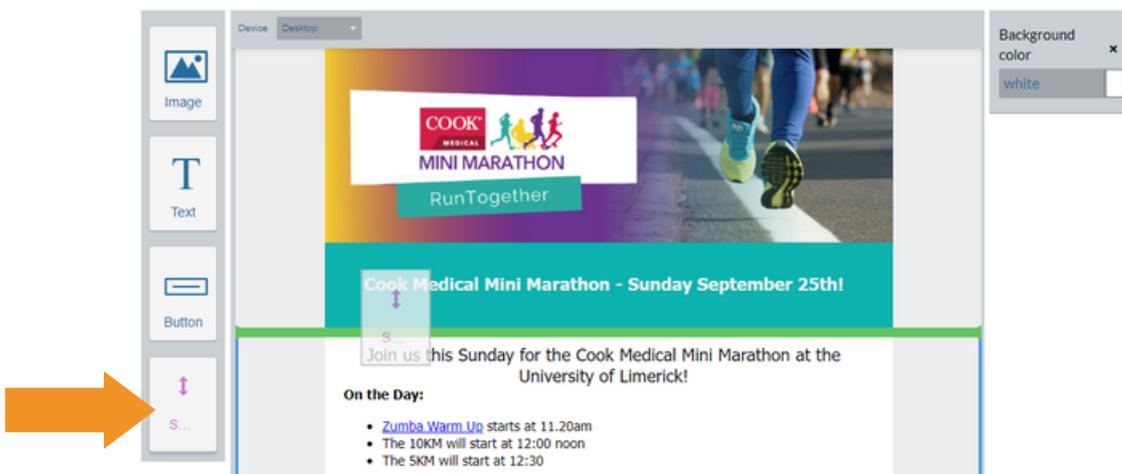
14 You can name your email template and set the Subject. The Subject is the text that will appear for the recipient in the Subject Line of the email. Click **Save** to save this email as a draft.
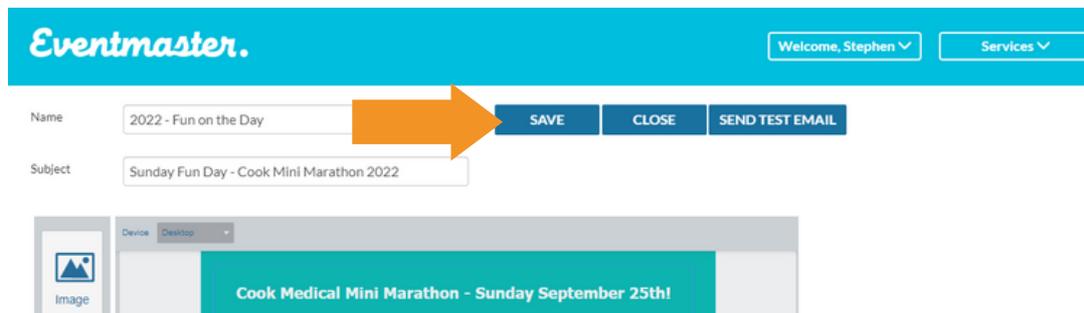
15 You can send a test email to preview how everything looks. Click on send test email, enter in the desired email address and click on send test email.
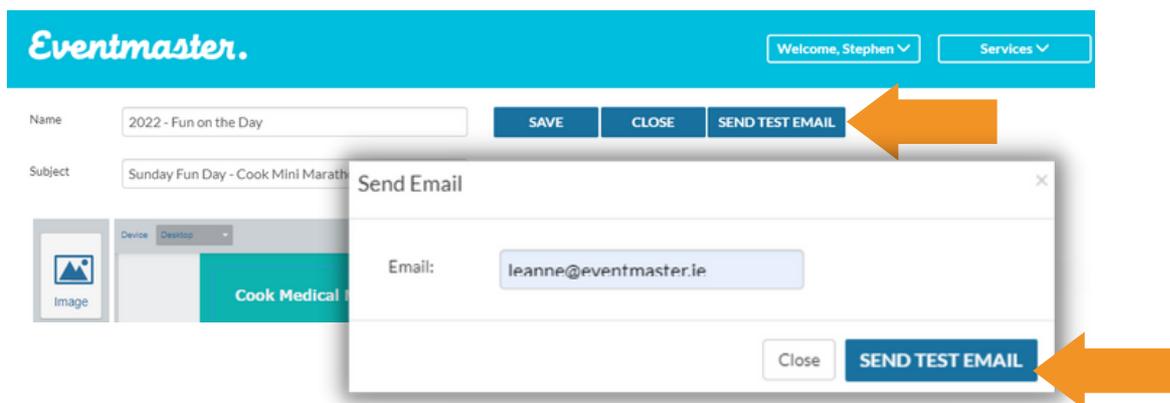
16 Once saved, your email will appear in the newsletter section. From here you can edit, duplicate and run/schedule the emails.

Eventmaster.
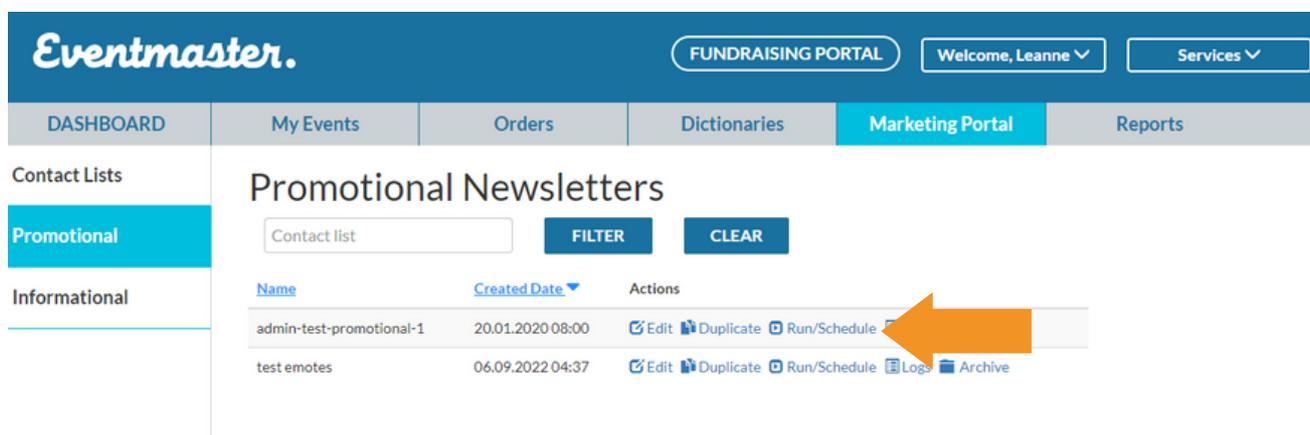
17 You can choose to send this to an existing contact list, your attendees or an uploaded excel sheet with a header called 'emails'. Your attendees can be selected by event level, date level and ticket level.

18 The total number of emails will appear, then you choose to send now **or** send at a later date by picking a date and time and clicking on schedule.