

How to create and send a promotional email

Category: Email Campaigns

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Reading Time: 2 min

In your **Dashboard** in the left Column, go to **Promote → Promote**.

1. You can enter email addresses manually (ideal if you only have a few), or you can add many emails at once from your "Contacts".

Manually:

Enter email addresses manually separated by a comma. You can also manually paste emails copied from a datasheet or a comma-separated list.

From Contacts:

Click the **Address Book** button→ Select the contacts you want to add to the Broadcast Email, or use the **Check or uncheck all** button at the bottom to select everyone, then click on **Add Contacts**.

2. Under Step 2, fill in a "From Name", "Reply to name", and "Reply to email". Usually, this would be your email address, unless you have a dedicated person whom you want to receive inquiries or replies, or if you have created a separate email for that purpose.

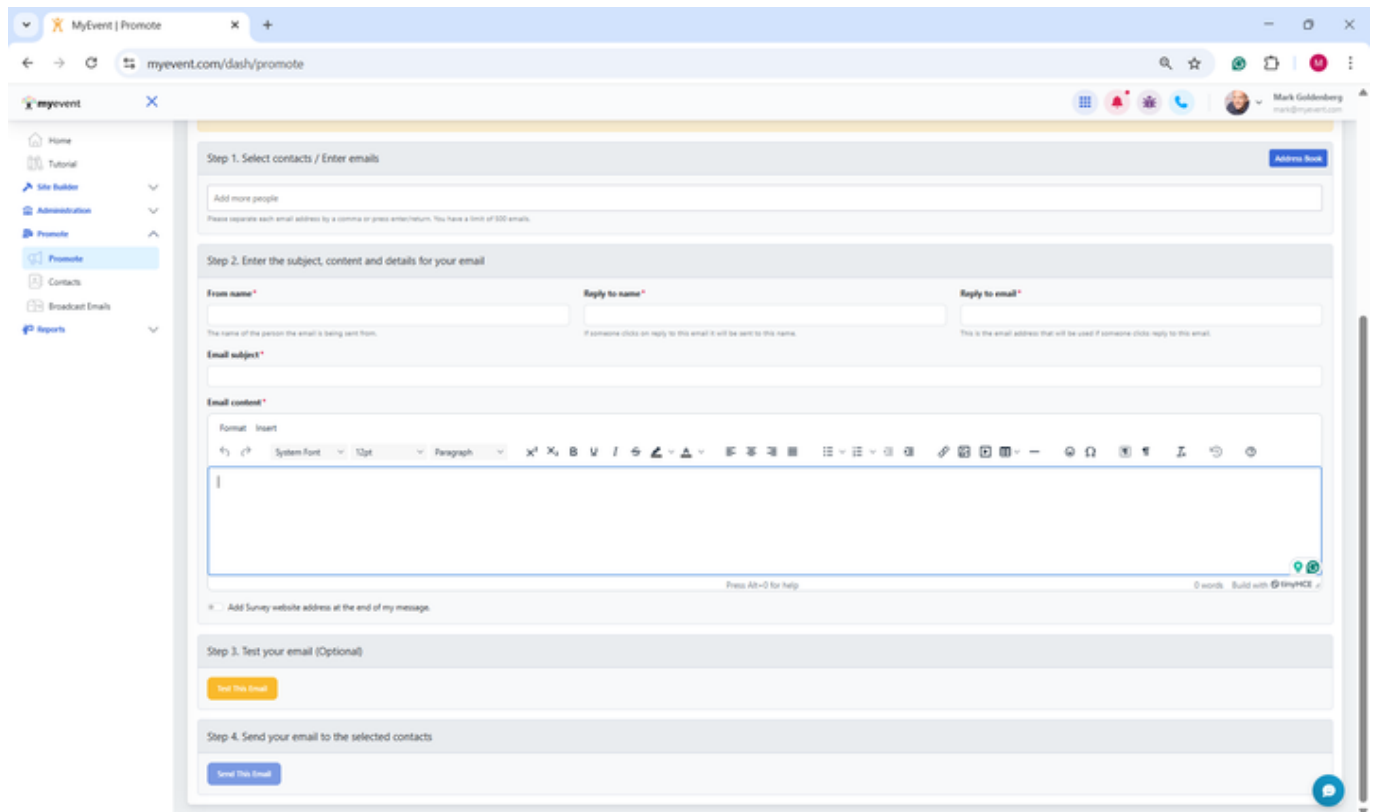
3. Enter a subject line, then type your message in the Content box.

4. We highly recommend you toggle the "Add your site name website address at the end of my message" on, so that a clickable link to your website will automatically be included in the email.

5. Once you have completed entering the subject line and composed your message, click the "Test This Email" button (Step 3 - Test Your Email). A test email will be sent to the site owner. Once you have reviewed the message and made any required changes, you're ready to send.

6. Click the "Send This Email" button to send the email to all the contacts you manually entered or selected from your Contacts.

Please note that once the email is scheduled, it can take up to 10 minutes to send to your entire list.



The screenshot displays the 'MyEvent | Promote' dashboard in a web browser. The left sidebar contains navigation links: Home, Tutorial, Site Builder, Administration, Promote (highlighted), Contacts, Broadcast Emails, and Reports. The main content area is titled 'Step 1. Select contacts / Enter emails' and includes an 'Add more people' button and a text input field for email addresses. Below this is 'Step 2. Enter the subject, content and details for your email', which features fields for 'From name', 'Reply to name', 'Reply to email', 'Email subject', and 'Email content'. The 'Email content' field has a rich text editor with a toolbar. At the bottom of Step 2, there is a note: 'Add Survey website address at the end of my message.' Below Step 2 is 'Step 3. Test your email (Optional)' with a 'Test This Email' button. Finally, 'Step 4. Send your email to the selected contacts' includes a 'Send This Email' button. The top right of the dashboard shows the user's profile: Mark Goldenberg, mark@myevent.com.

To learn how to cancel a scheduled Broadcast Email before it is sent, visit How to [Cancel a Broadcast Email](#).