

CHECKLIST

How to set up your email and newsletter in Podia

Use this checklist to set up your email in Podia! By the end, you'll have an email marketing platform ready to go, know how to build email opt-in forms to grow your list, and be ready to send your first newsletter.

Before you start, [grab your Podia account here](#). All Podia plans include email marketing for your first 100 subscribers, and you can upgrade as your list grows.



Set up your email

- ☐ **[Open the Podia Email dashboard.](#)**

In the upper menu, click "Email" and select "Broadcasts." The first time you go to this page, you should see a message to configure your email settings. Click on "Setup email" to get started.

- ☐ **Add your basic email settings.**

Decide if you want to have double opt-in to verify your email signups, choose your opt-in text, and add your mailing address.

- ☐ **Explore the Podia Email dashboard.**

Click "Finish Setup" and you'll be taken to the Podia Email dashboard. This is where you'll see all your broadcasts, analytics, and campaigns.

- ☐ **Import existing email subscribers.**

If you already have an email list, you can import them using a CSV. Click ["Audience" and select "Imports" and "New Import"](#) to add them to your email list.

[See this help doc](#) for more details about setting up Podia Email.





Create an email sign-up form

- ☐ **[Open the Podia website builder.](#)**

You can do this by clicking "Site" and "Edit Site" in the upper menu.

- ☐ **Select the page where you'd like to add your email form.**

Click on "Homepage" in the top left corner and scroll through the page list to pick your page.

- ☐ **Add an email section to your page.**

Click the plus sign anywhere on the page to add a new section. A section menu will come up in the left sidebar. Select "Email form" for a large email sign-up form or "Slim email form" for a narrow option.

- ☐ **Write your email opt-in content.**

In the "Content" tab, customize the image, title, text, and form fields for your email sign-up section. You can type directly into the sidebar sections or paste your content in, and you'll see your changes take effect in your website area.

- ☐ **Customize your email form design.**

In the "Design" tab, adjust the image styles, layout, appearance, and background color of your email form.

- ☐ **Press "Done" to save your work or "Publish" to turn it live.**

Now anyone who signs up through this form will automatically be added to your audience list in Podia.

[See this help doc](#) for more tips on adding email forms to your website.

[See this help doc](#) to embed an email form onto an external site.





Send a newsletter

☐ **Go to the [Podia Email dashboard](#).**

To get here, click "Email" in the upper menu.

☐ **Create a new newsletter email.**

Click on "New email" and "New broadcast."

☐ **Add your sending details.**

At the top of your email, you can type a name, subject line, and preview text. You can also use filters and segments to choose who should receive your email newsletter.

☐ **Choose a premade template, previous email, or blank email as a starting point.**

Click "Apply" to move to the editing step.

☐ **Add your content to the email.**

You can click into any section to add your text, images, embeds, and more. Paste or type directly into the message area.

☐ **Adjust your email design settings.**

In the right sidebar, you can use the design toolbars to change the colors, fonts, dividers, buttons, and spacing.

☐ **Add a new section.**

If you'd like to add more content to your email, click the plus button anywhere in the message body. You can add a text, gap, image, divider, video, button, social link, file, column, or feature section anywhere you like.

☐ **Send a test email.**

When you're done editing, press the "Send test" button to see a preview of your message. Check how it looks on different devices to make sure everything looks the way you like.



☐ **Send your email.**

In the top right corner, press "Send." You can send the message immediately or schedule it to go out at a later time.

☐ **Review your email analytics.**

After your email has been sent, look at the [email dashboard](#) to see helpful details like your open rate, click rate, and unsubscribe rate.

[Check out this help doc](#) to learn more about sending broadcasts and newsletters.

You can find more tips for setting up Podia Email in the [Help Center](#).

