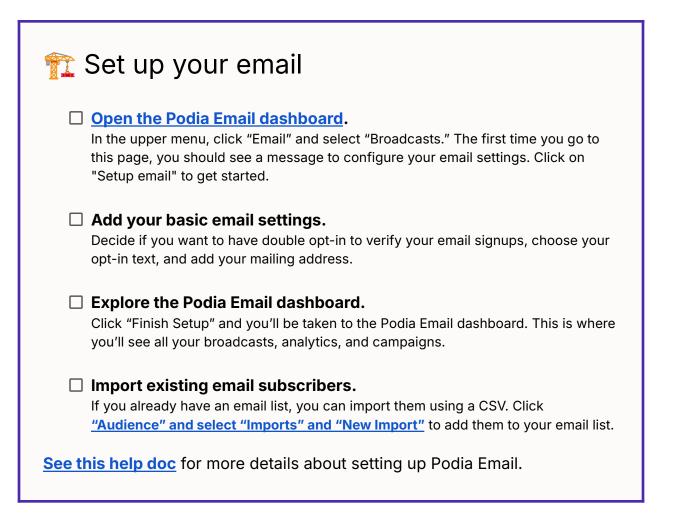
CHECKLIST

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.



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 can also use filters and segments to choose who should receive your email newsletter.	. You
 □ Choose a premade template, previous email, or blank email as starting point. Click "Apply" to move to the editing step. 	а
Add your content to the email. You can click into any section to add your text, images, embeds, and more. If type directly into the message area.	Paste or
Adjust your email design settings. In the right sidebar, you can use the design toolbars to change the colors, fo dividers, buttons, and spacing.	nts,
□ Add a new section. If you'd like to add more content to your email, click the plus button anywher message body. You can add a text, gap, image, divider, video, button, social 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 y message. Check how it looks on different devices to make sure everything to 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 <u>email dashboard</u> to see helpful details like your open rate, click rate, and unsubscribe rate.
<u>Check out this help doc</u> to learn more about sending broadcasts and newsletters.

You can find more tips for setting up Podia Email in the **Help Center**.