**[](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwjZuerSu4nXAhWGchQKHbT9CwIQjRwIBw&url=https://www.eventbrite.co.uk/o/liverpool-john-moores-university-roscoe-lectures-3233158788&psig=AOvVaw2rEDE_dQz3fMXV7J1A9n9g&ust=1508941556822069)**

**Process Document**

**CRM – Outreach**

Liverpool John Moores University

**Outreach: Marketing Lists**

Version 0.1. November 2018

Author: Debbie Smith Business Support Team

**Marketing > Marketing Lists**

* New
* Name: Something Unique (and relevant!)
* Targeted At:
* Account – if you want to contact an Organisation via a hard copy mail out
* Contact – if you want to contact an individual via an email campaign
* Click Save
* In the Members panel (which should now have appeared) click +
* Decide how you want to add your members (ideally set up an Advanced Find beforehand)
* Select Email Marketing
* Change – Activated for Email
* Click synchronise