****

**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