

7 Easy Steps to Send Email Event Invitations

To use your own email marketing tool for invitations, you'll want to do the following:

1. **Set up a registration page** (we recommend using [Reach Registration Pages](#), but you can do this in your own tool or elsewhere).
2. **Scrub your target list** for invalid email addresses, unsubscribes, and prior bounces.
3. **Upload your target list into your email marketing tool.**
4. **Set up your email templates** and sending schedule. You may need help with any custom HTML for your email templates so be sure to budget time for this.
 - a. Note: we've found that 3 emails is optimal for virtual events, but you may choose to use more or less depending on how much lead-time you have before your event.
5. **Set up attribution** so you can be sure which registrations are coming from which lists and sources.
6. **Integrate with your CRM** so leads generated by your email are tracked in your master database.
7. **Publish your campaign** so it sends on your schedule and monitor the results.
 - a. Pro-tip: Be sure you remove anyone who registers from your other channels (LinkedIn, Phone, etc) so they aren't double-invited, which can irritate your registrants.