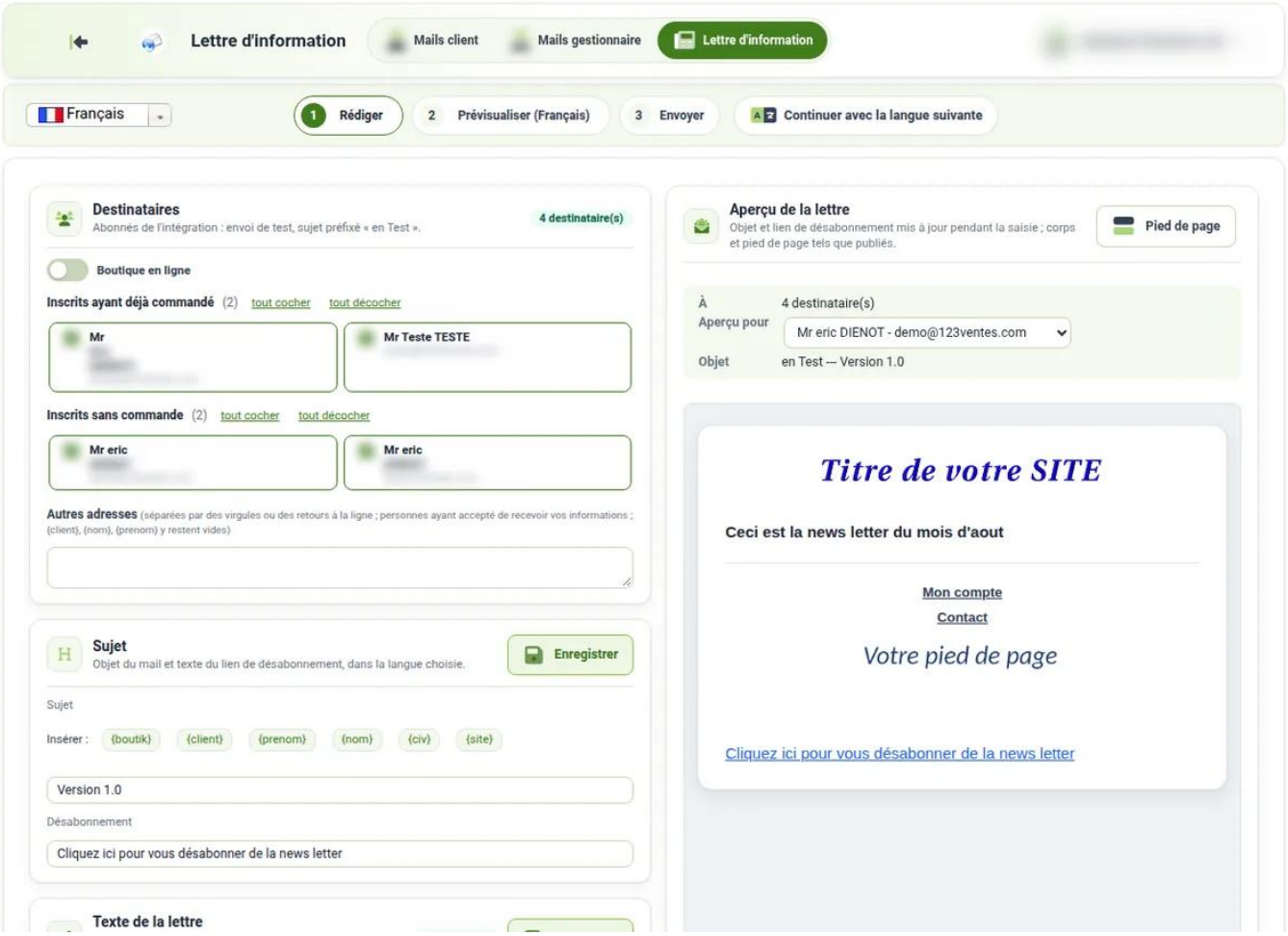
Marketing and Promotions

How do I send a newsletter to my customers?

Open the “Emails” menu, “Newsletter”. Sending takes three steps, for each language of your shop:



1. **Write**: the subject and the content, with text and images;
2. **Preview**: check how it looks;
3. **Send**: to your subscribers.

Test before sending

As long as the “Online shop” switch is off, sending is a test. Turn it on to send the newsletter to your real subscribers.

Tips

- A short, precise subject;
- one main idea per newsletter: a new product, a promotion, an event;
- send regularly, but not too often.

Each newsletter contains an unsubscribe link, as required by law.

See also: How do I put products on sale and offer free delivery?, How do I manage customers and loyalty?, Which emails are sent automatically to my customers?.

Attached files:

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URL: https://faq.123ventes.com/content/7/52/en/how-do-i-send-a-newsletter-to-my-customers.html