

6 MOSHI-TOSHI QUICK-TRAINING

Address book labels and mailing lists

Result : You can easily organize your contacts in practical groups and direct your e-mailings towards selected target groups.

Duration : < 10 minutes 🕒



Do you want to make a special offer to a select group of recipients? Or would you like to present your new products to thousands of contacts at the same time? With Moshi-Toshi you will reach exactly who you want to reach. The practical address book offers advanced options in order to prepare and select the correct (groups of) recipients. How to best utilize these contact lists and labels you can find out with this short speed-training course.

1 USING NORMAL OR REGULAR CONTACT LISTS

A normal contact list is a list containing contacts that have been manually selected by you. This works the same way like your current email program (for example Microsoft Outlook). Click on address book, and then on the tab sheet contact lists. You will now already see a number of 'normal' and 'smart' contact lists displayed. Click on the normal contact list, which has already been included within, named [your name] list.

You will now see on the yellow space on the right hand side that you have been included as the only recipient within the list. Besides that you will see on the left hand side the rest of your contacts. You can add one or multiple persons to your list on the right by taking them from the list on the left by simply pressing on the plus (+) symbol which appears on the right hand side of the name. The other way to do this is by marking the name and then pressing the add button. In both cases you will be able to see the names pop up on the right hand side list. Once you are done with the preparation of this normal list you click on processing complete on the top right hand corner. Your first contact list is now ready!

2 USING SMART CONTACT LISTS

A smart contact list is a list containing selected contacts, which comply with a pre-defined formula, which has been determined by you. Smart contact lists are unique to Moshi-Toshi and cannot be found within any other software! A few examples of smart contact lists are:

- select all contacts with an @ in the address (result: a personalized email will be sent to all the contacts in your address book)
- select all contacts with toyota.com in the address (result: your email will be sent to all your contacts that have toyota.com in the email address)
- select all contacts that have as label "VIP" (result: your email will be sent to all contacts which have as label VIP)

1 **Contacts** | Labels | Subscription forms | Mailing lists

Contacts

Select: All | This page | None (1 of 3 selected)

Name	Type	Contacts	Last used
<input type="checkbox"/> All e-mail addresses	Smart	4	Unused
<input checked="" type="checkbox"/> NAME's list	Normal	1	Unused
<input type="checkbox"/> Paying customers	Smart	2	Unused

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Mailing list

Select: All | This page | None
0 of 3 selected **Add**

First name	Surname
Lise	Zimmer
Eric	Bergman
Tim	Winter

Mailing list 'NAME's list'
Edit name and message

Select: 0 of

E-mail
 richard@moshi-toshi.com

2 Normal mailing list | Smart mailing list

Characteristics

New characteristic
Label equals Prospect

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With the power of smart contact lists just about any selection is possible!

And when you add new contacts to your address book or you receive new applicants through the website, these new contacts will, as per the requirements of the formula of a smart contact list, be automatically included to your new mailing.

You can see that if you invest 10 minutes in setting up a number of smart contact lists you will have a fully automatic marketing machine at your disposal!

You can simply select the contacts that have something in common, like a company name for example. In this example we are choosing the word 'the'. Next to the search bar in your address book there are two options available: search 'fast' and 'smart'. Select 'fast' and enter 'the'. You will now receive an overview of all the contacts that comply with this search criterion. You now have two possibilities to process the contacts:

3 WE WILL NOW PREPARE ONE MORE SMART CONTACT LIST TOGETHER:

1. Go to address book
2. Click on the tab sheet contact lists
You will see that some normal as well as some smart contact lists are already there (paying customers and all email addresses)
3. We choose for this example to prepare a completely new contact list with as definition that the email address must contain moshi. For that reason select "new contact list". Then select smart contact list.
4. Then select the email content and enter moshi. Press on the plus symbol. You will now see the line on the right appear in the yellow area and above that you will see how many contacts are included within the selection.
5. You can surely take your time and check out all the other possibilities which are available for selections, for example on the basis of label, gender, first name, last name, company name and open fields.

You also have the option to prepare a list without address specification with 1 or more lines. Go ahead and experiment!

Once you are ready press on processing complete. Ready!

So. You have now prepared your contact list. Every time you will do a mailing from now on you have the possibility, in the last step of sending during the address selection, to select this mailing list. The system will then send the personalized mailing to the desired contacts.

We cannot make it any simpler and more powerful than this!

Do you need help or do you have any questions for us? We are standing by for you at moshi@moshi-toshi.com

