



Quick Start Guide To:

[[Mail Merge]]

A mail merge is the method of pulling contact information from your database and auto-populating the information into a designated location within your emails. This is extremely helpful for personalizing mass emails with each person's first and/or last names.

For example, you can pull the first names of every single person in your database that you are sending to, right into your email. So Dear [[First Name]], would show up as Dear John, Dear Sue, Dear Bill, etc., obviously depending on who you are sending to.

Inserting Mail Merge Tags

- To access the list of mail merges that Swiftpage accepts and exactly how they are formatted, you will need to be inside of the Swiftpage Online Editor. So either click on the orange E icon in the toolbar of (ACT!, SalesLogix, Excel, Outlook, etc.) of wherever you access Swiftpage and then click Edit or go to our homepage and log in <http://www.swiftpage.com/site/logineditor.htm> .

- Click on the blue Content Editor tab

- Click on Text Options and then select any window in the template

- Click on Edit Text

- Now click on the Mail Merge drop down box, up in the toolbar

- Select any one of the Mail Merge options and you will be given the exact formatting for that Mail Merge to be placed into your template

(Tip – The Mail Merge options can be used anywhere in a template, but the most important thing is that they match up with a field in your database or it will not know where to pick up and then place the correct merging information.)

(Tip – If you are using an imported template you can still use the Mail Merge feature and will just want to use the appropriate Mail Merge formatting within your HTML coding.)