

Adding your first subscribers

This chapter will explain how to make a **list** of email recipients, called **subscribers**, and how to send your email **campaigns**.

phpList is a powerful tool: there are several ways to add subscribers and demographic information about them (name, location, interests etc).

In this chapter we are going to cover the most basic scenario.

How to get your first subscribers

The chances are, if you are planning to use phpList, you have some subscribers already. You may have a complex database of contact information, a list you exported from an application, or a simple list of emails on a sheet of paper.

In this example, we will be following the progress of Ethical Pets, who we introduced in the Case Studies chapter. They will be emailing customers of their online shop. The list of emails was obtained by exporting a list of customer emails from their shop software.

Create a list in phpList

First of all you need to create a subscriber list. This will help you organize your subscribers. In phpList, you *must* have at least one list, but you can have many of them. In this example, we will create just one list called *The Ethical Pets Gazette*, which is the name of the Ethical Pets newsletter.

First, navigate to **Subscribers > Subscriber lists** in the main menu.



Dashboard



Subscribers

Search subscribers

Add a new subscriber

Manage subscribers

→ Subscriber lists

Lists that subscribers can sign up to

Import emails

This will take you to a page which shows you all your lists. Currently you can see just one list, a system default list called **test**.

To create a new list click the **Add a list** button.

Subscriber lists

Categorise lists

Add a list →

3 Lists

Change the details for a list

Lists

Lists	Members	Public	Order
test	0 (0, 0)	<input type="checkbox"/>	<input type="text" value="0"/>

You then need to enter your **List name** and **List description** (which may be displayed publicly).

In this case, you tick the **Public list** box too, because we want people to know about the list.

Edit a list

List name:

The Ethical Pets Gazette

☒ **Public list (listed on the frontend)**

Order for listing

0

List Description

For all the latest news and offers from Ethical Pets.

Save

Cancel

Add Subscribers to phpList by copy and paste

Once this page is complete, click **Save**. You can edit this page again later if you need to. Next we click **Add some subscribers**

Edit a list

Add some subscribers

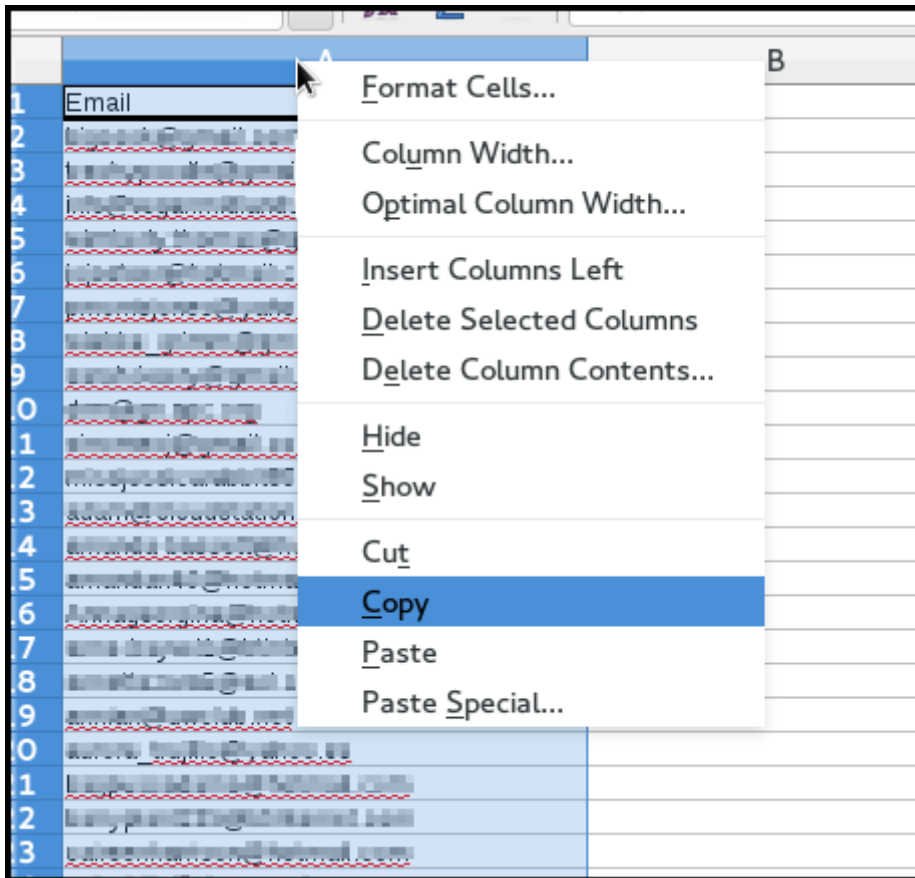
Add another list



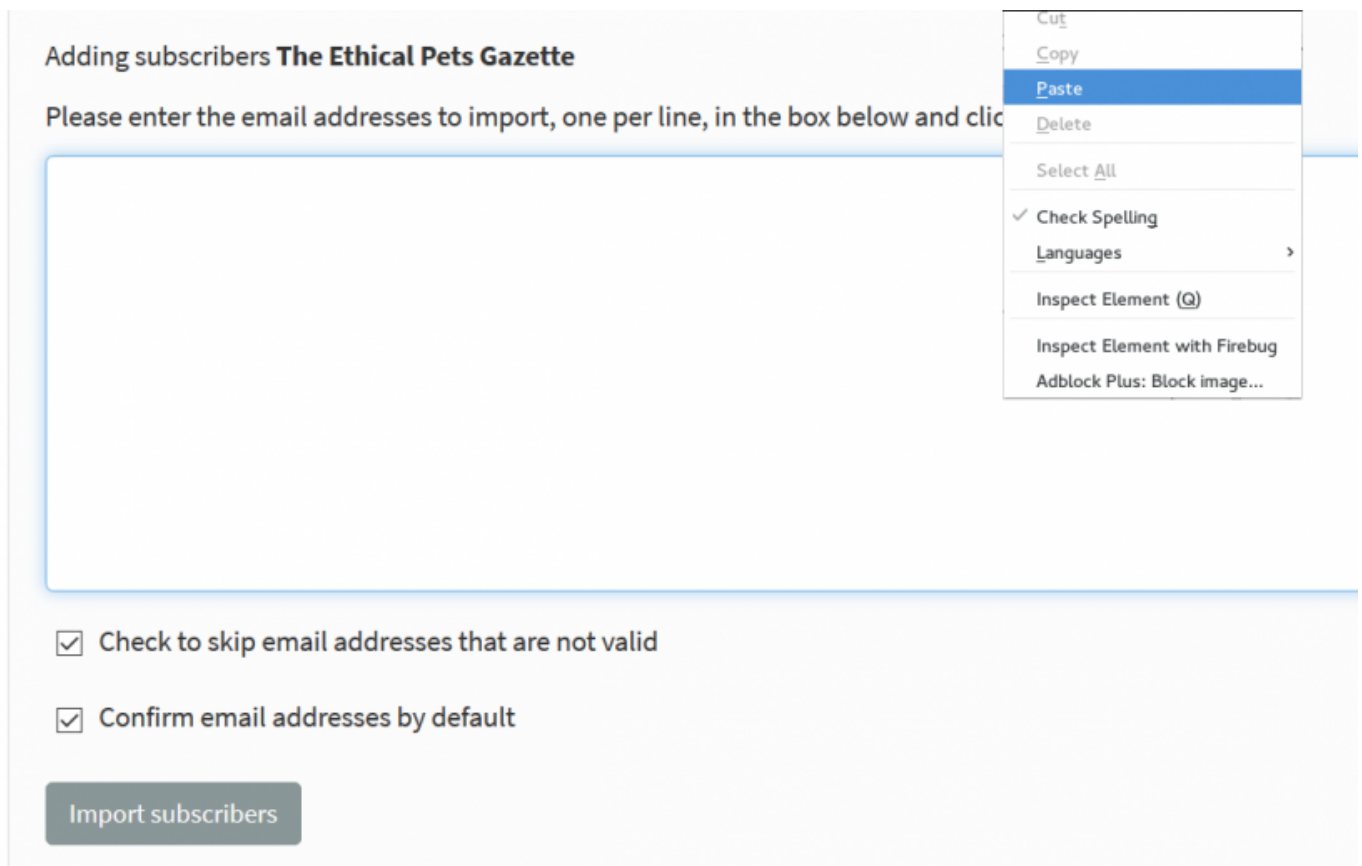
Import subscribers by copying them from a document and pasting them into phpList

This will bring us to the **Import Subscribers by Copy and Paste** page.

We now need to copy our list of subscribers. In this case, the list has been stored in Libreoffice Calc. Right click the column which contains the emails and click **Copy**.



Then, returning to phpList, we right click in the input box and select **Paste**.



Finally, we click **Import emails**.

Adding subscribers

Please enter the email addresses to import, one per line, in the box below and click "Import Emails"

example@gmail.com
jane.doe@ethicalpets.com
john.smith@ethicalpets.com
kelly.white@ethicalpets.com
michael.brown@ethicalpets.com
nancy.green@ethicalpets.com
olivia.black@ethicalpets.com
peter.gray@ethicalpets.com
quinn.pink@ethicalpets.com
ryan.blue@ethicalpets.com
sarah.yellow@ethicalpets.com
tommy.purple@ethicalpets.com
victoria.teal@ethicalpets.com
william.magenta@ethicalpets.com
xavier.cyan@ethicalpets.com
yara.lime@ethicalpets.com
zoe.violet@ethicalpets.com

☒ Check to skip email addresses that are not valid

☒ Confirm email addresses by default

Import subscribers ←

And we are informed of the results of our import.

Import subscribers by copy-and-paste

100 / 265 Imported

200 / 265 Imported

264 lines processed

1 email addresses added to the list(s)

1 new email addresses imported

263 email addresses already existed in the database

Send a campaign

Import some more emails

Check it out!

If we return to **Subscribers** > **Subscriber lists** in the main menu, we can see the new list and its subscribers.

Subscriber lists

Categorise lists

Add a list



3 Lists

Change the details for a list

Lists

Lists	Members	Public	Order
test	0 (0, 0) 	<input type="checkbox"/>	<input type="text" value="0"/>

Asking and assuming permission

Before you start to make lists, take some time to consider who you add. A healthy email list is full of people who *want* to receive your mail: they should have given you their email address voluntarily and ideally been asked for permission before you add them to the system.

There are legal requirements in some countries which reflect the importance of informed or assumed permission, for example, anti-spam laws in Canada.

Long term subscriber list health

The ideal situation is for your list members to join and leave your list as they please. You can set up **Subscribe pages**, so people can subscribe themselves to your lists, and the (mandatory) **Unsubscribe** link in your emails will allow people to leave if they want to. These are discussed in detail in other chapters.

While you may be keen to spread your message as far and wide as possible, always bear in mind that excessive, aggressive and intrusive emails can tarnish your brand. Don't become a spammer!

Feedback

Discuss this chapter here.

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