

Distribution Lists

Standard groups are those that are used frequently (such as *All Members*) and are always readily available in Real Magnet. These lists are pulled from existing queries in MCTrade and are updated automatically daily. You can choose these lists from the eblast request form.

They are:

All Members (active)	Sustaining (Corporate) Members
All Institutional Members (reps + delegates)	All APHL Staff
All Local Members (reps + delegates)	All International Staff
All State Members (reps + delegates)	State Training Coordinators (63)
State Members Reps (directors)	Bioterrorism Training Coordinators (55)
Local Member Reps (directors)	Chemical Training Coordinators (51)
All Associate Members (reps + delegates)	PulseNet Fed+State+Local (243)
Agricultural Associate Member Reps	APHL Senior Leadership and Directors (22)
Environmental Associate Member Reps	

Custom Distribution Lists

These lists are curated and maintained by the sender of an eblast or program newsletter. If you are the owner of a newsletter distribution list, you are responsible for keeping contact information up to date throughout the year.

When requesting an eblast message or program newsletter to be sent, attach the update custom list in the attachments section of the request. Make sure you indicate in the list section that you have included a custom list.

Distribution List Formatting

When attaching a new or updated list, provide the information in an excel file. Each row should contain just one individual and one email address. Generally, custom lists require only the email address. However, if you are sending an email that required custom fields to be mapped in the message, contact MARCOM to determine what fields will be required.

Custom List Maintenance

It's important to keep custom email lists up to date. It's suggested that you provide an updated distribution with each message if possible. Below are some tips to help you keep it clean.

1. Scrub your list often

Your list should remain relevant over time. It's important to weed out low-quality subscribers or those that do not drive any results for your efforts. Some emails also become invalid or no longer exist.

It's important to [verify and audit your email list](#). Keep your list up to date to ensure that the work you're putting in is for the right customers and recipients.

Note: If you have a recipient that should be receiving emails but isn't, contact MARCOM (Kristy Albrecht) to start the trouble shooting process.

2. Stop sending emails to those that don't open/click

Using tracking statistics, you can monitor the response to the emails that you send out. You can check with MARCOM (Kristy Albrecht) to pull open rates for individual message to see who's opening message and who's not.

If you've sent out five months worth of newsletters, for example, and the recipient hasn't clicked or engaged with any of them, it's probably worth removing from the list.