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Section 1: Set Up Google Chrome & GMass

Who Should Use This Guide

The GMass Getting Started Guide is for those interested in using GMass. Google Chrome and Gmail are required for GMass. Both Gmail and Google Chrome Installation instructions are included. If you already have them, skip to Section 2 on Page 7.

Benefits of Using GMass in Gmail

GMass was created to easily help you with your email marketing requirements. It is a powerful mass email and mail merge tool for Gmail.

GMass is an excellent choice for

- Email Marketing
- Email Newsletters
- Mail Merge
- Mass Email

Additional GMass Advantages

- Send email marketing campaigns to 10,000 people
- Connect to Google Sheets
- Personalization
- Scheduling
- Open and click tracking
- Create email lists based on search results
- Send emails as replies to the last conversation you had with each person

Requirements for Using GMass

<table>
<thead>
<tr>
<th>Google Chrome must be your browser</th>
<th>Chrome</th>
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</thead>
<tbody>
<tr>
<td>For GMass, you need a Gmail account, or</td>
<td>Gmail</td>
</tr>
<tr>
<td>Google Apps for Work (very reasonably priced)</td>
<td>Google Apps</td>
</tr>
</tbody>
</table>
Creating a Gmail Account

It is easy to open a Gmail Account, if you do not have one already. To obtain Gmail, perform these following steps.

1. In the Google Chrome browser, go to Google: https://accounts.google.com/signup.
2. The Create your Google Account screen appears for you to enter your information. Refer to Figure 1.

![Create your Google Account Screen](image)

**Figure 1 - Create Your Google Account Screen**

3. Google Products gives you access to Gmail, Google Docs, Google Sheets, etc., as displayed in Figure 2.
4. For more detailed information on Google account products, click on this link: [http://www.google.com/about/products/]
Downloading the Google Chrome Browser

Now you can download Google Chrome at: https://www.google.com/chrome/. To do so:

1. Click **Download** to install Google Chrome to a personal computer or mobile device, as shown in Figure 3.

![Figure 3 - Google Chrome Download Screen](image)

2. Then click the **Download Chrome** button, as displayed in Figure 4.

![Figure 4 - Get Google Chrome Choices](image)

3. Downloading for other platforms also available. See Figure 5.

![Figure 5 - More Choices to Download Chrome](image)
Obtaining the GMass Extension

You are now ready to install and set up GMass from Google Chrome.

1. With Google Chrome open, go to GMass at: https://www.gmass.co/

2. The Main GMass page opens, as displayed in Figure 6.

Note: For this step you must have Google Chrome open. You will be unable to install GMass from a different browser. An installation error message appears on the GMass page.

3. Open Google Chrome and click the Add GMass to Chrome button. See Figure 7
4. Select **Add extension** at **Add GMass: Powerful mail merge for Gmail**. (Figure 8)

5. Click on the button for **Connect GMass Now!** when it appears, as you see in Figure 9.

6. The **Request for Permission for GMass** screen appears. Refer to Figure 9.

7. Click **Allow** for GMass to:
   - View and Manage your Mail
   - Know who you are on Google
   - View Your email Address
   - View and Manage your Spreadsheet in Google Drive

8. You should see the **GMass Mail Merge for Gmail has been added to Chrome** confirmation.

9. It will state info about GMass and Google Extensions, as shown in Figure 10.
Section 2: – How to Use GMass

Starting GMass in Gmail

The procedure for using GMass from Gmail is easy. Take the following steps.

1. **Open Gmail** if it is not already open

2. Notice the top of your Gmail screen now has **2 new, red GMass buttons**, as in Figure 11.

   ![Figure 11 - GMass Buttons at the Top of Gmail](image)

<table>
<thead>
<tr>
<th>![icon]</th>
<th>![icon]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connects to an email list in a Google Docs Spreadsheet.</td>
<td></td>
</tr>
<tr>
<td>Send a follow-up campaign based on opens and clicks</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** You downloaded GMass in Google Chrome. The two GMass buttons will appear at the top of each of your Gmail account.

3. Your Google Drive space opens.

4. Any documents and folders that you have created will display in your Google Drive. Refer to Figure 12.
Creating a Google Sheets Spreadsheet

1. Click the **New** button which appears in the left column of your screen.
2. From the **New Menu options**, click **Google Sheets** to create a new spreadsheet. See Figure 13.

3. A new, blank and untitled Google Spreadsheet opens up. Refer to Figure 14.
4. You may want to **type your contacts manually**, if you do not have many contacts, or
5. You can **Copy and Paste** text from existing spreadsheet data, or
6. You can **Upload a Spreadsheet** from your computer and import any of these file formats:
   
   .xls  .xlsx  .xlsm  .xltx  .xltm  .ods  .csv  .txt  .tsv  .tab

7. Ensure that your spreadsheet’s top row includes the column headings that you require.
8. GMass automatically uses column headings in the spreadsheet. See Figure 15.
9. The top field displays **Untitled spreadsheet** if you have not saved the spreadsheet yet, as shown in Figure 16.

![Figure 16 - An Untitled Spreadsheet, which has Not Been Saved](image)

10. Name the untitled spreadsheet and it will be saved automatically. See Figure 17.

![Figure 17 - Saved Spreadsheet](image)

## Selecting a Google Spreadsheet

1. Return to your Gmail Inbox.
2. Click on the button to **Connect to a Google Sheets Spreadsheet**

![Connects to an email list in Google Spreadsheet](image)

3. A small window opens for you to select a **Google Spreadsheet**. See Figure 19.
4. Next, click on the **Connect to Spreadsheet** button, as shown in Figure 20.

![Figure 18 - Select a Google Sheets Spreadsheet](image)  ![Figure 19 - A Google Sheets Spreadsheet Selected](image)

5. The new Google Sheets Spreadsheet that was just created is listed. Refer to Figure 20.
Creating a Gmail Message in GMass

1. A **New Message** window pops up displaying your list of spreadsheet’s email addresses.
2. Click the up arrow at the top right of the screen to work in a larger display. See Figure 21

2. Each recipient will receive a separate email and will not see the other recipients.
3. Enter your text in the Subject and Message area.

4. As you enter your message, click on the tiny arrow at the bottom of the screen.

5. The **Send Options** in the **Send Test** section opens with the following options:
   - field names
   - tracking selections
   - how to compose
   - action
   - when to send

6. As you enter your text, insert the desired fields in your message. (Figure 22).

![Figure 22 - Send Options on the New Message Screen](image)

7. The **Send when Options** section has a drop down menu which lists several options. See Error! Reference source not found.
8. As an alternative, you can enter the desired date and time under Selecting **Custom date/time**, as displayed in Figure 24.

   ![](image)

   **Figure 24 - Desired Time Under Custom Options**

To test, you may want to send draft messages before you send the real ones.

9. After completing the message, **you must click the GMass Send button** at the bottom of the screen *and not the* Gmail Send button. Refer to Figure 25.

   ![](image)

   **Figure 25 - The GMass Send Button at the Message Bottom**

### Using GMass without a Spreadsheet

Using a spreadsheet is not an absolute necessity. As an alternative, if you do not have a spreadsheet, you can do one of the following:

1. In Gmail, click **Compose** to create a **New Message**.
2. Since GMass is activated, the GMass buttons appear at the bottom of your new message.
3. Manually type in addresses in the “To” field, (“CC” field or “BCC” field), or
4. Copy and paste addresses in the “To” field. (“CC” field or “BCC” field).

   Refer to Figure 26.
Note: Without using a spreadsheet (containing fields), you will not be able to personalize your message. A majority of email users send emails without personalization.

Draft Messages

5. To view Drafts messages, click on the Drafts folder to view them. See Figure 27.
6. You can view one or more of the messages to verify they were individually addressed, as displayed in Figure 28.

![An Recipient's Message Showing Individual Fields Populated](image)

**Figure 28** - An Recipient's Message Showing Individual Fields Populated

After you send out Draft messages, your Gmail Inbox will receive notifications:

1. That your **GMass Drafts have been created**, and what actions you want to take.
2. A message informs you that GMass Drafts were **Sent** as real messages. See Figure 29.

![GMass Drafts Message Notifications](image)

**Figure 29** – GMass Drafts Message Notifications
Click on the **Notify Message** that your Drafts have been created and you will view:

3. Details about your Drafts
4. One link to actually Send the Message and another link to Delete the Draft. Refer to Figure 30.

![Figure 30 – GMass Drafts Creation – Notify Message Details](image)

5. Click Send and the following messages display, as in Figure 31 and Figure 32.

![Figure 31 – Send These Drafts? Message 1](image)

![Figure 32 – Send These Drafts? Message 2](image)

6. Open the **Your GMass Drafts have been Sent** message in your Gmail Inbox.
7. This confirmation presents the details about your final messages that were sent. Examine Figure 33.
GMass Report Folders

Notice that after you click on the GMass Reports folder, 3 red GMass buttons display at the top of Gmail, as in Figure 34.

1. Down in the left column you will find the GMass Reports Folders. Three sub-folders display numbers of messages under:
   - Campaigns
   - Opens
   - Sent Copies
   - GMass Scheduled

2. The Campaigns sub-folder lists the Campaigns you sent. See Figure 35.

3. The Opens Sub-Folder lists when recipients’ opened your messages. Examine Figure 36.
4. The **Sent Copies Sub-Folder** gives a list of your Sent GMass Messages. (Figure 37)

![Figure 36 – Opens Sub-Folder Listing When Recipients Opened Your Messages](image)

![Figure 37 – Sent Copies Sub-Folder Listing Your Sent Messages](image)

**Access Google Drive at Any Time**

You can always access Google Sheets or other Google Docs on your Google Drive. To access your Google Drive, from **within Gmail**, perform any of the options below:

To access Google spreadsheets you have previously saved, you can:

1. Click on the **GMass icon** at the top right of your screen to access your existing spreadsheets, or

2. As an alternative, from your Google Chrome browser, you can navigate to: [https://drive.google.com/drive/my-drive](https://drive.google.com/drive/my-drive). You may be prompted to log in. or
In order to create a new spreadsheet or other type of Google document on your Google Drive, do the following:

1. In Gmail, click the Google Apps icon at the top, right of the screen.
2. Click on the Google Drive icon from the Google Apps selections. Examine Figure 38.

![Image of Google Apps icon]

*Figure 38 - Access Your Google Drive from Google Apps*
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