



Powerful Mass Email System for Gmail

Created by: Ajay Goel

September 2015

GMass – Getting Started Guide

Table of Contents

| | |
|---|----------|
| Section 1: Set Up Google Chrome & GMass..... | 1 |
| Who Should Use This Guide | 1 |
| Benefits of Using GMass in Gmail | 1 |
| Additional GMass Advantages | 1 |
| Requirements for Using GMass | 1 |
| Creating a Gmail Account | 2 |
| Downloading the Google Chrome Browser | 4 |
| Obtaining the GMass Extension..... | 5 |
| Section 2: – How to Use GMass..... | 7 |
| Starting GMass in Gmail | 7 |
| Creating a Google Sheets Spreadsheet | 8 |
| Selecting a Google Spreadsheet | 10 |
| Creating a Gmail Message in GMass | 11 |
| Using GMass without a Spreadsheet..... | 13 |
| Draft Messages..... | 14 |
| GMass Report Folders..... | 17 |
| Access Google Drive at Any Time..... | 18 |
| Index..... | i |

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

| | |
|--|--|
| Google Chrome must be your browser |  chrome |
| For GMass, you need a Gmail account, <u>or</u> |  Gmail |
| Google Apps for Work (very reasonably priced) |  Google Apps |

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.

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.

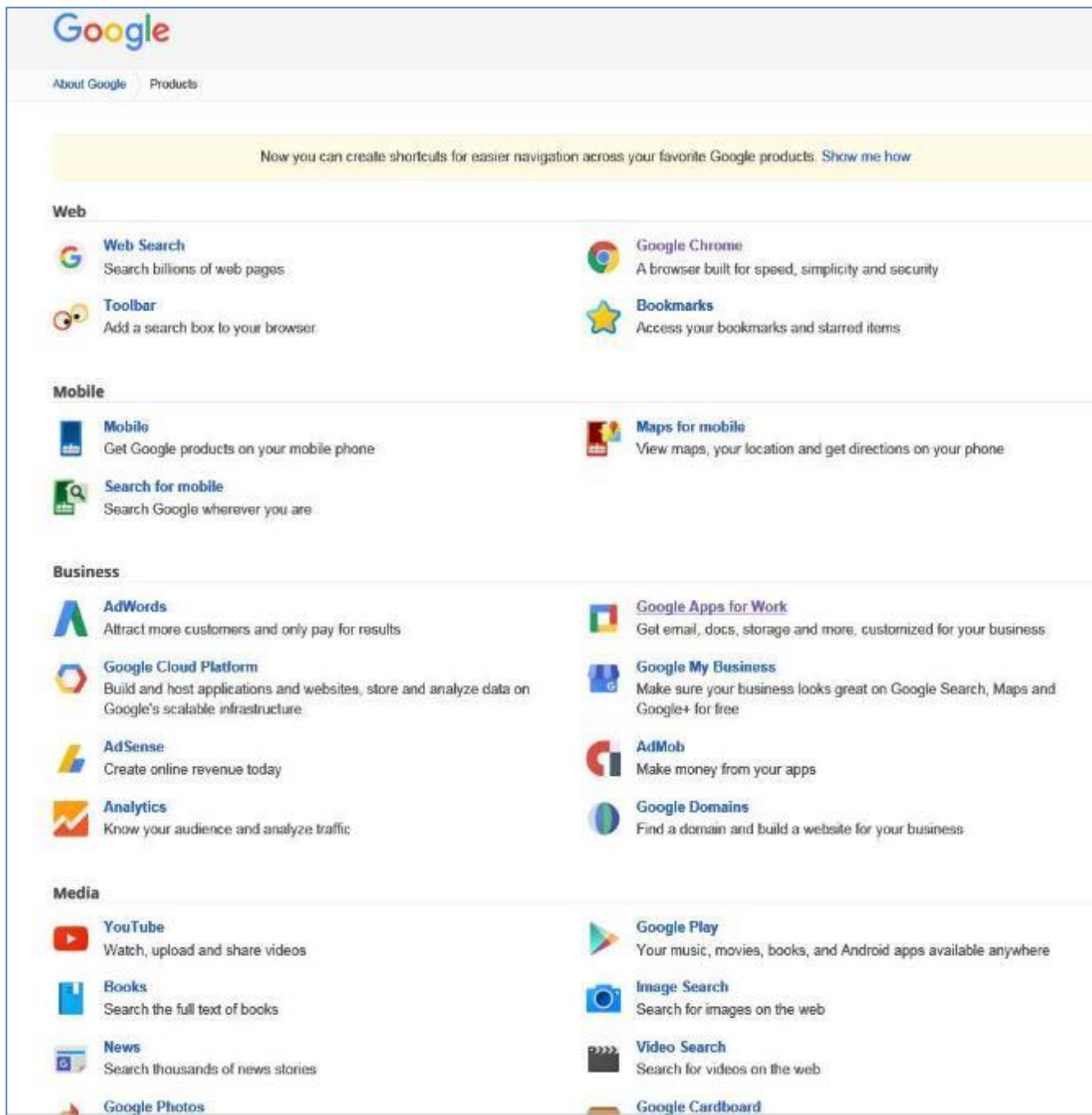


Figure 2 - Google Products Screen

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.

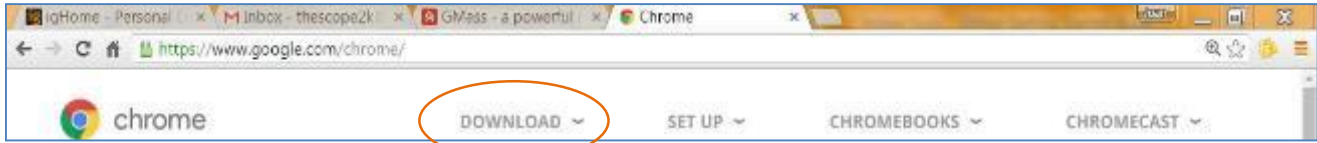


Figure 3 - Google Chrome Download Screen

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

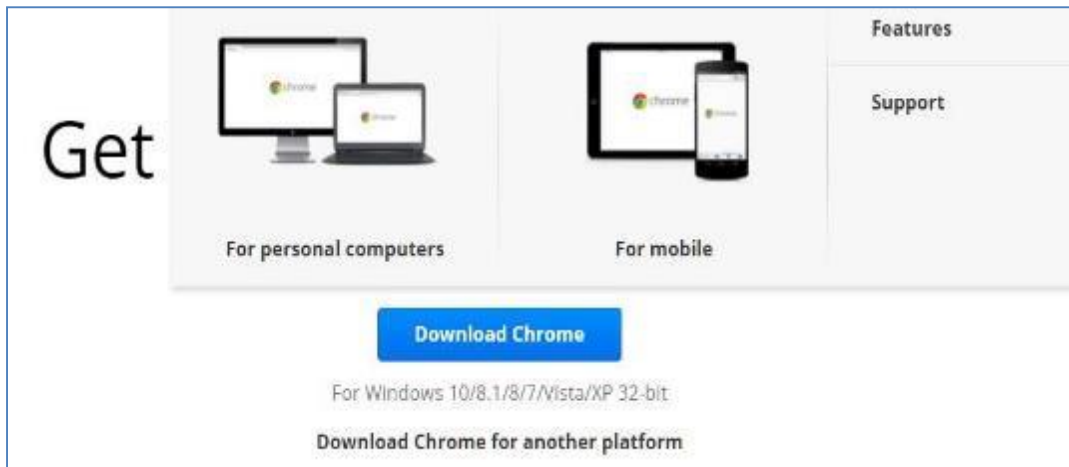


Figure 4 - Get Google Chrome Choices

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



Figure 5 - More Choices to Download Chrome

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.

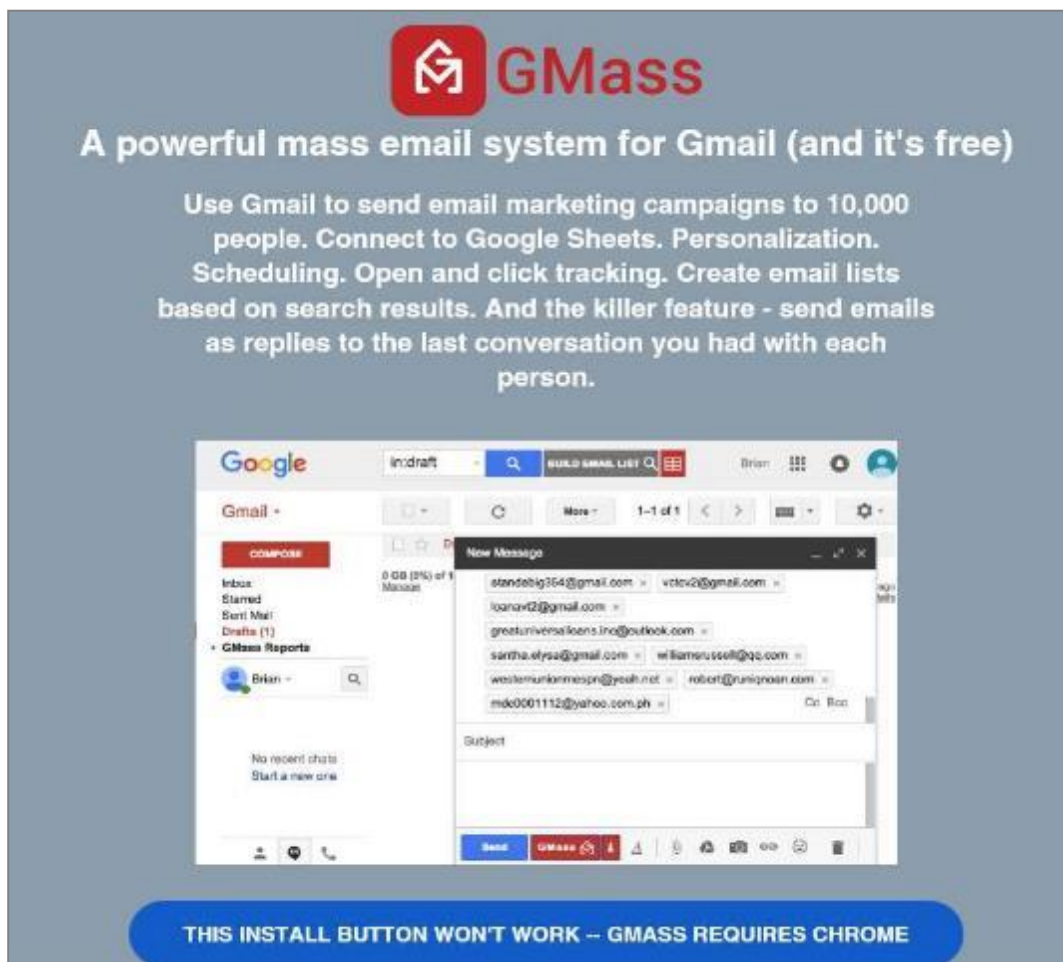


Figure 6 – The GMass Main Page

3. Open Google Chrome and click the Add GMass to Chrome button. See Figure 7



Figure 7 - Add GMass to Chrome Button in Google Chrome

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.**

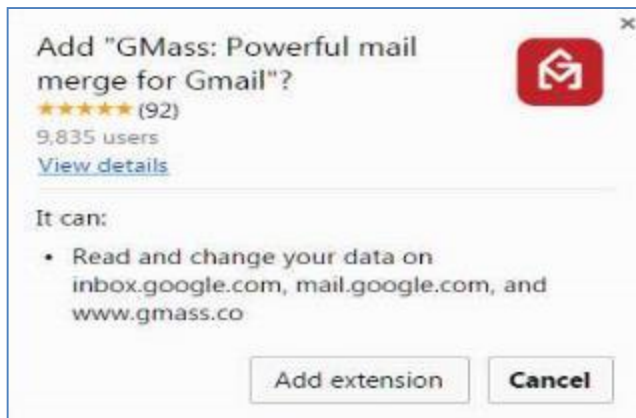


Figure 8 - Add GMass Extension Screen



Figure 9 - Connect GMass to Gmail Prompt

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

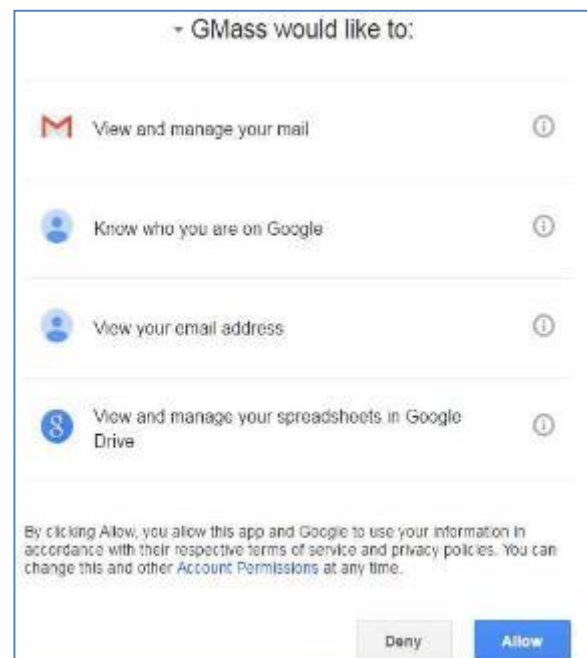


Figure 10 - Request for Permission

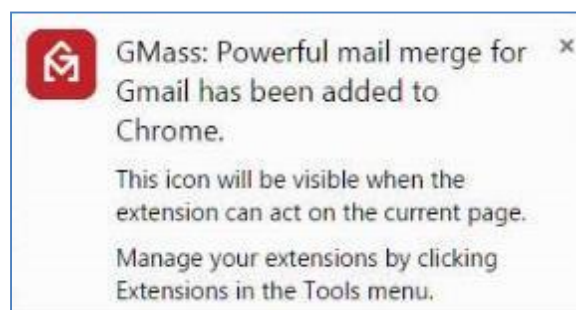


Figure 11 – GMass Had Been Added to Chrome

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.

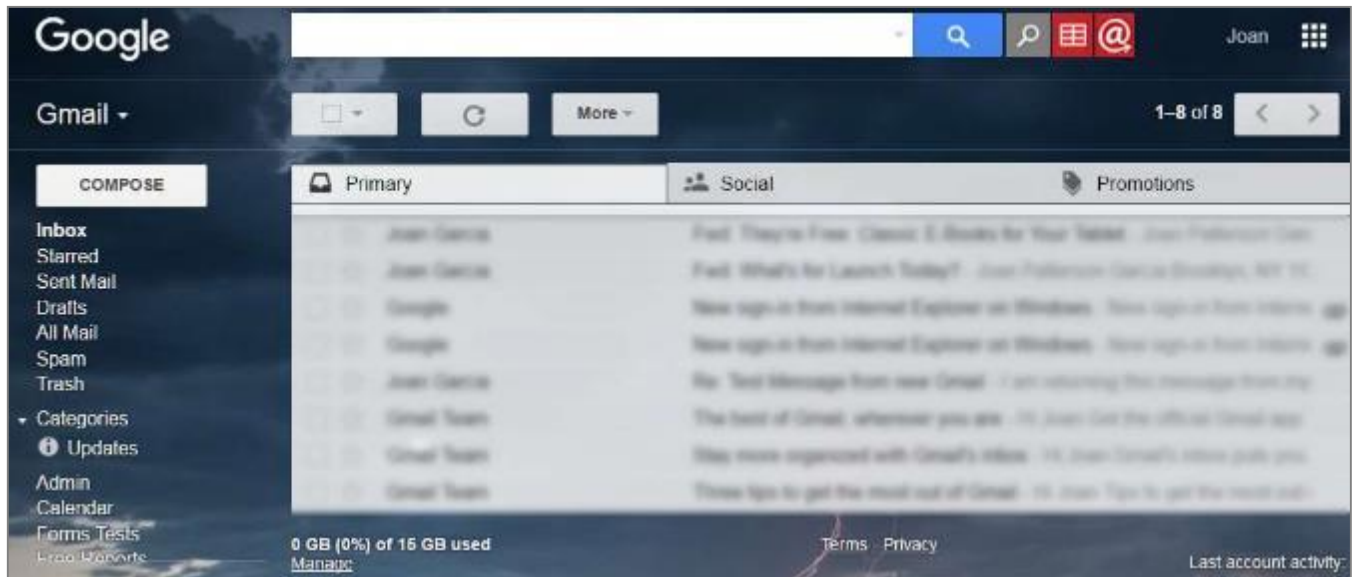


Figure 11 - GMass Buttons at the Top of Gmail

| | |
|---|---|
|  | Connects to an email list in a Google Docs Spreadsheet. |
|  | Send a follow-up campaign based on opens and clicks |



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.

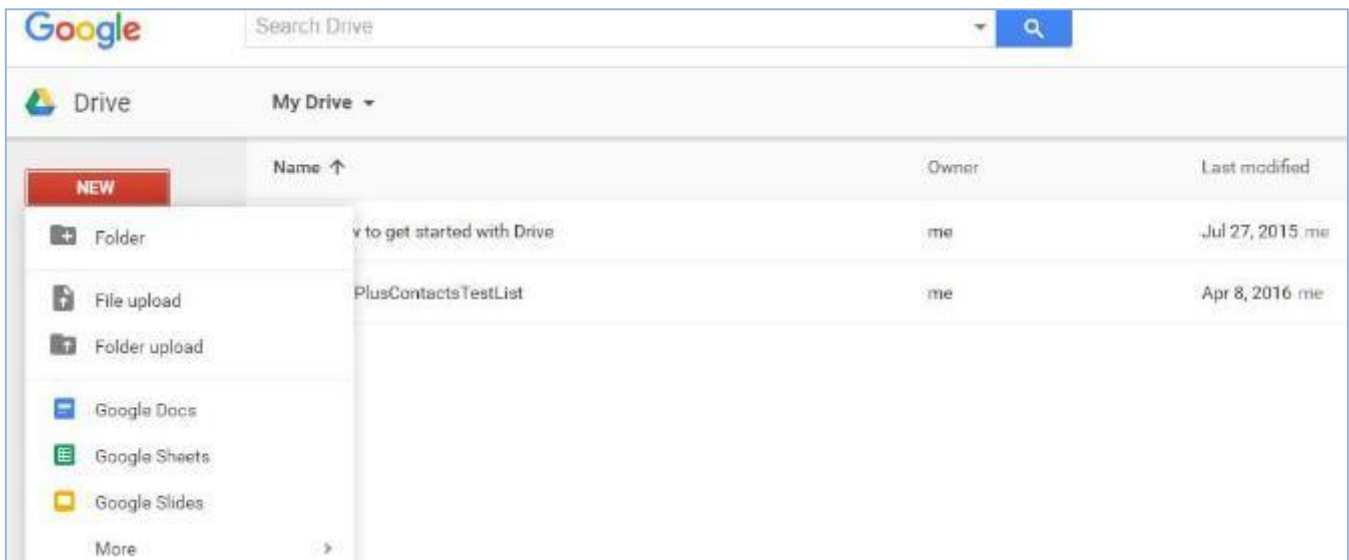


Figure 12 - Documents on a Google Drive

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.

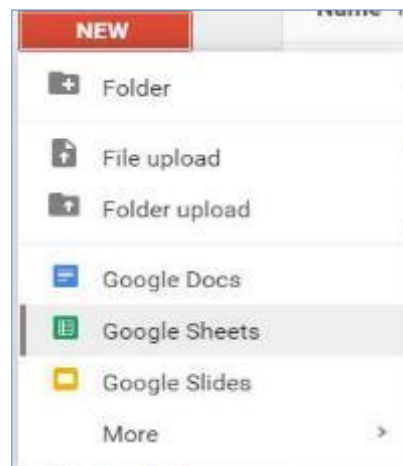


Figure 13 - New Button and Selecting

3. A new, blank and untitled Google Spreadsheet opens up. Refer to Figure 14.

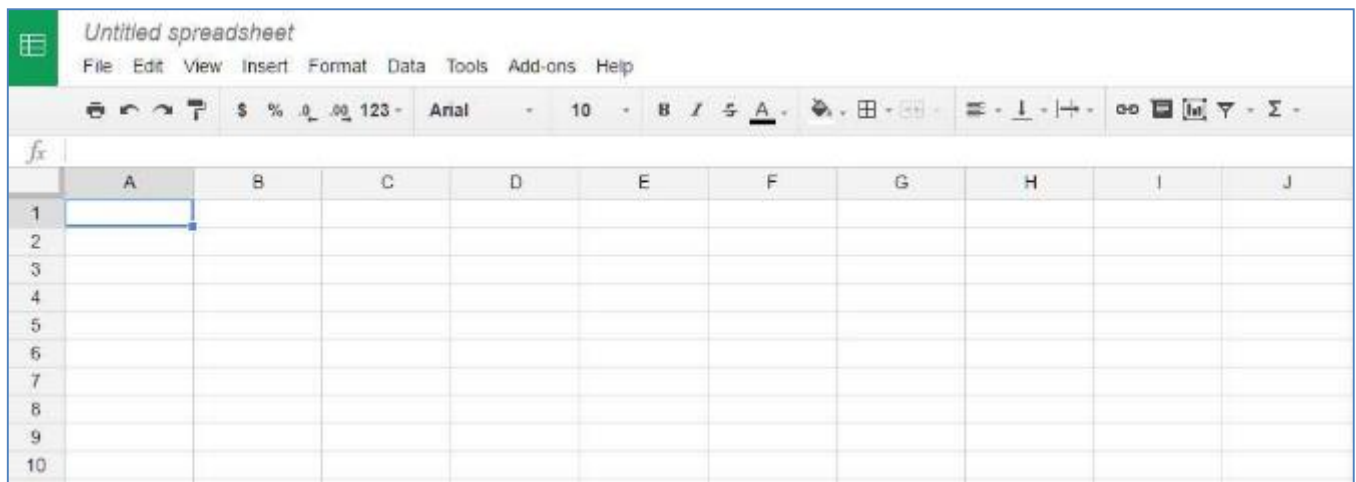


Figure 14 – A New, Blank, Untitled Google Sheet

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 | .xlt | .xltx | .xltn | .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.

| | A | B | C | D | E | F | G |
|----|----------------------------|------------|------------|---------------------|--------------|------------|---|
| 1 | Email | Last Name | First Name | Company | Phone | Newsletter | |
| 2 | kimb@gmail.com | Berry | Kimberly | Kim's Closer | 757-451-1234 | Yes | |
| 3 | maryb@bandb.com | Brown | Mary | B and B | 213-320-5690 | Yes | |
| 4 | evocloud.new@gmail.com | Cloud | Evo | EvoCloud | 919-455-7802 | No | |
| 5 | dan@collegepoint.com | Green | Dan | CollegePoint.com | 718-342-8900 | Yes | |
| 6 | rongreen@greens.com | Green | Roger | Green's Greenery | 516-499-1123 | Yes | |
| 7 | dougross@urbanstyles.com | Ross | Doug | Urban Styles | 800-216-5544 | Yes | |
| 8 | ms@theaterclub.com | Stewart | Mandy | The Theater Club | 800-437-1011 | Yes | |
| 9 | WilVance@geekware1.com | Vance | William | Geekware | 201-668-0278 | Yes | |
| 10 | daviner@eddept.com | Viner | Danny | Dept of Educaation | 718-553-0756 | No | |
| 11 | mlwashington@legal-aid.org | Washington | Marie L. | Legal Aid Society | 212-239-6544 | Yes | |
| 12 | joy123gmail.com | White | Joy | New York University | 212-833-4022 | Yes | |
| 13 | cwright@candywright.com | Wright | Candy | Candy Wright | 407-214-7890 | Yes | |
| 14 | | | | | | | |

Figure 15 - Contact Information in a Google Spreadsheet

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

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



Figure 17 - Saved Spreadsheet

Selecting a Google Spreadsheet

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



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



Figure 19 - A Google Sheets Spreadsheet Selected

5. The new Google Sheets Spreadsheet that was just created is listed. Refer to **Figure 20**.



Figure 20 – New Google Sheets Spreadsheet Created

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

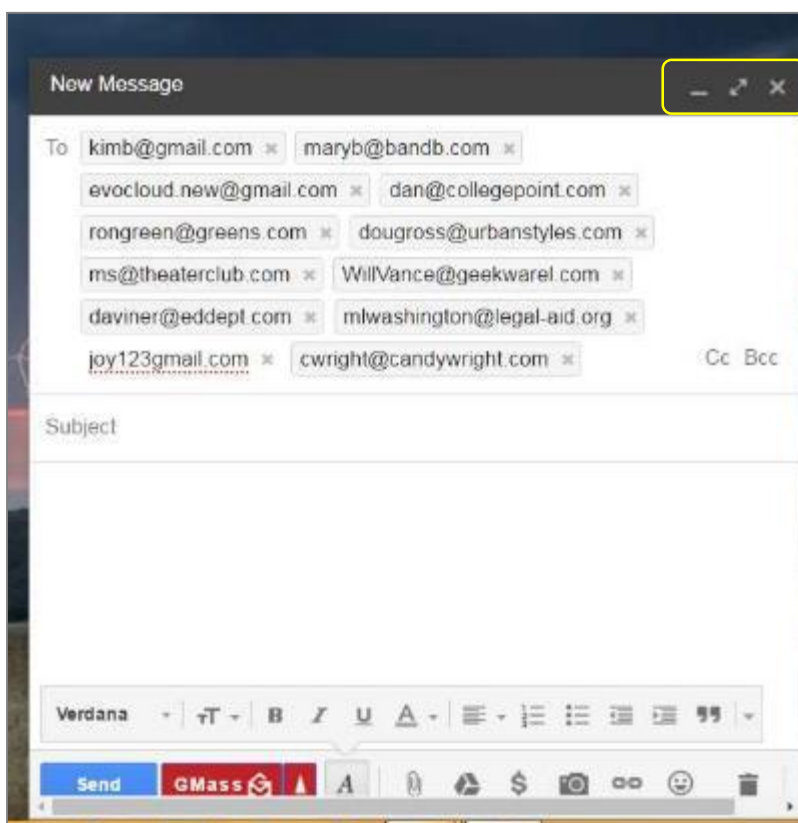


Figure 21 - List of Spreadsheet's Email Addresses in the New Message

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).

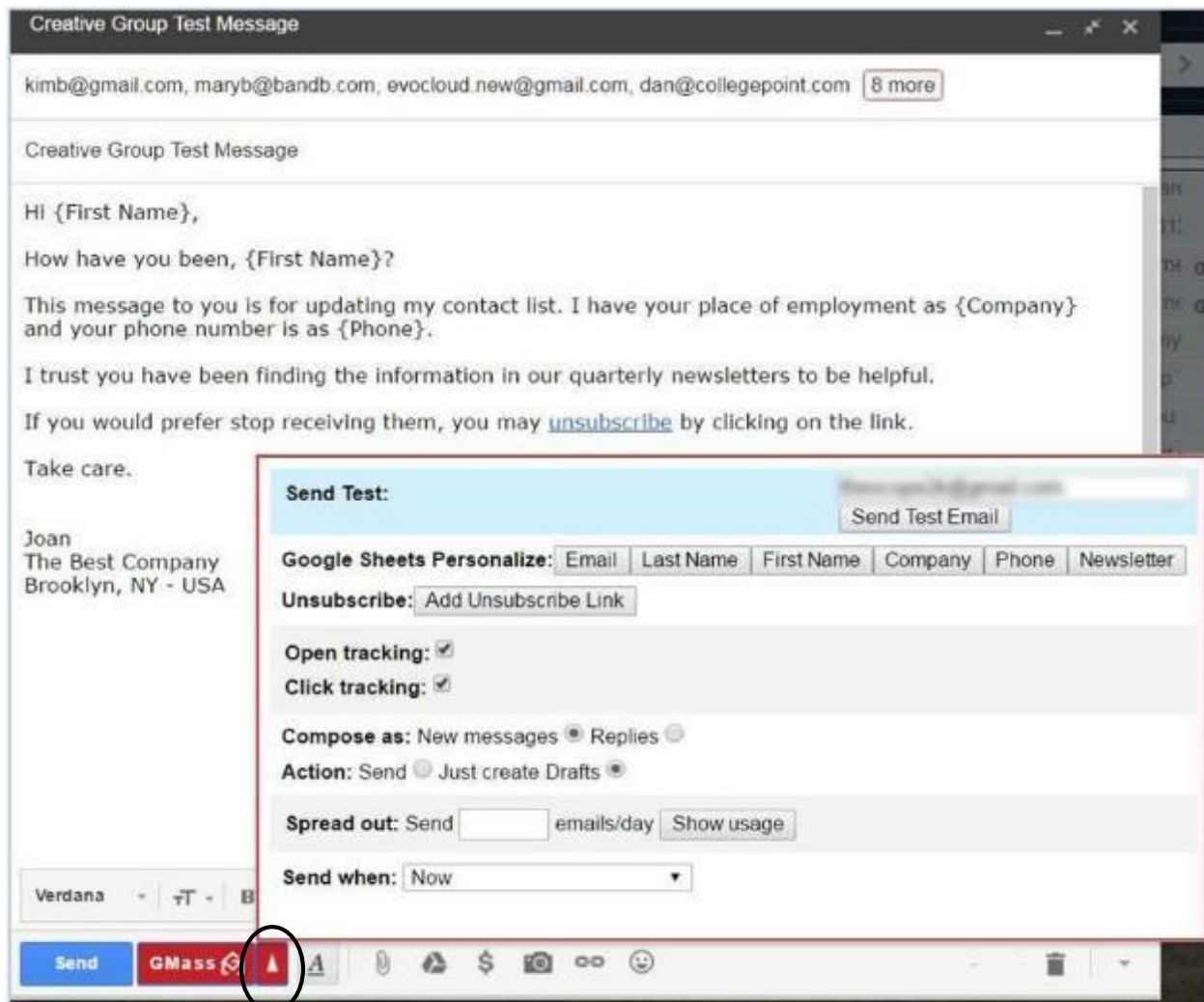


Figure 22 - Send Options on the New Message Screen

7. The Send when Options section has a drop down menu which lists several options. See Error! Reference source not found..

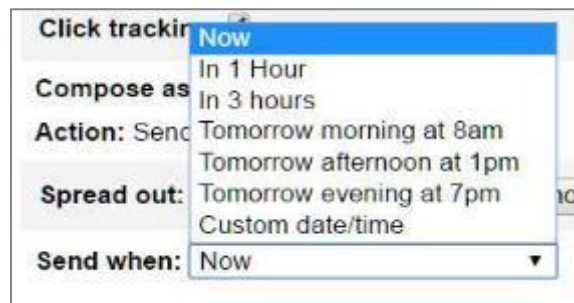


Figure 23 – Send When Options

8. As an alternative, you can enter the desired date and time under Selecting Custom date/time, as displayed in Figure 24.



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.

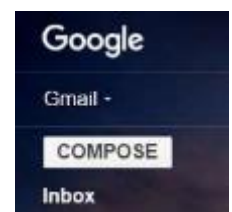


Figure 25 - The GMass Send Button at the Message Bottom

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.



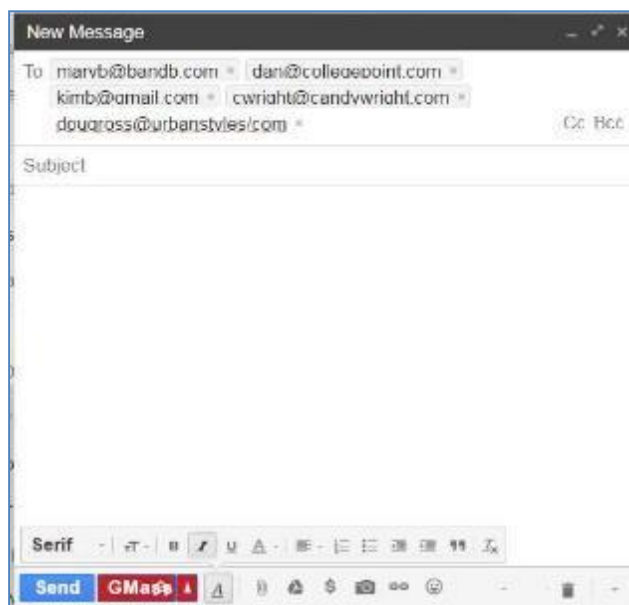


Figure 26 – New Message using Typed or Copied & Pasted Addresses



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.



Figure 27 - List of Messages Sent as Drafts

6. You can view one or more of the messages to verify they were individually addressed, as displayed in Figure 28.

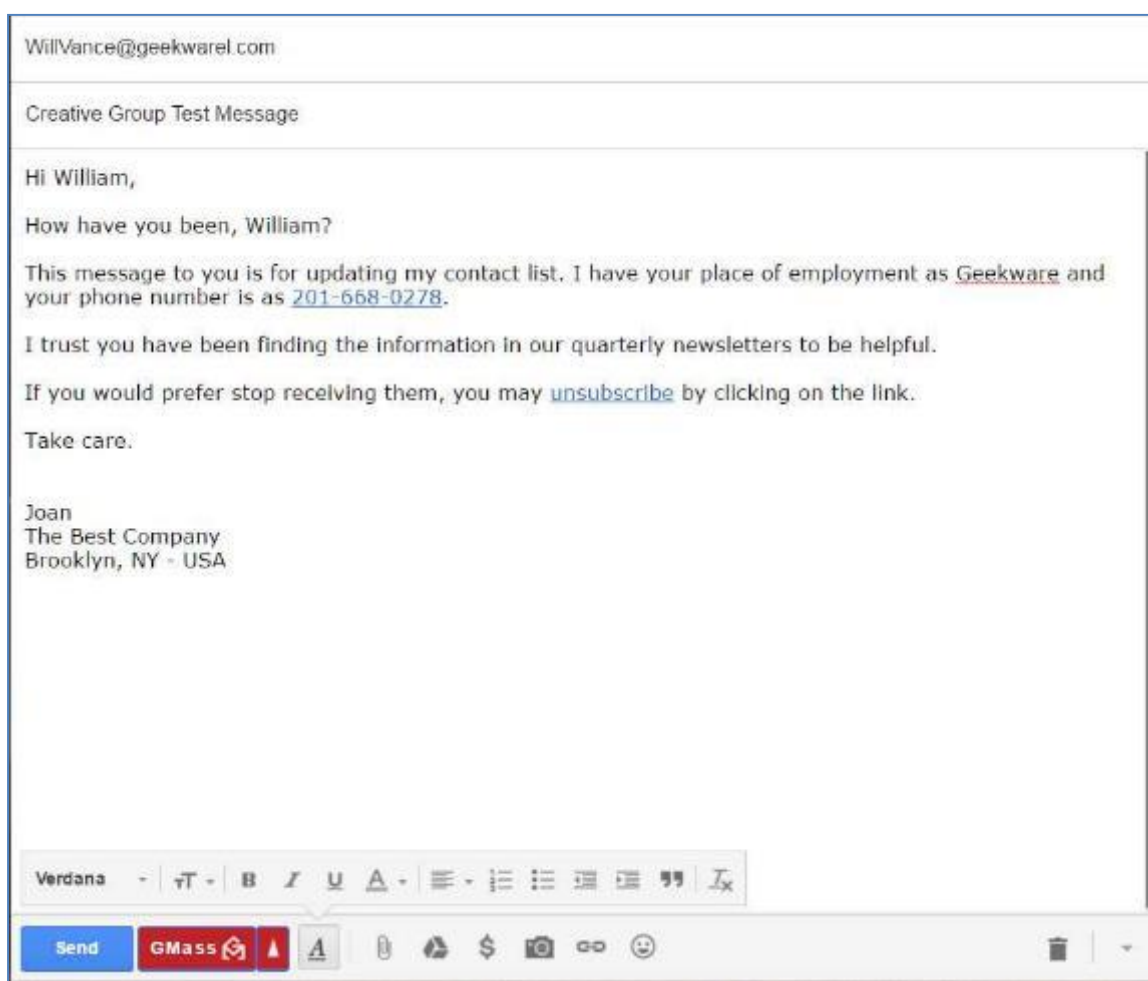


Figure 28 - An Recipient's Message Showing Individual Fields Populated

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.

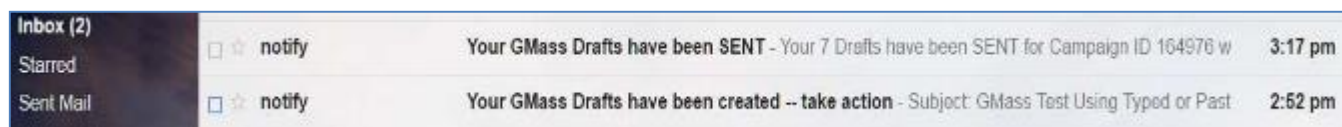


Figure 29 – GMass Drafts Message Notifications

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.

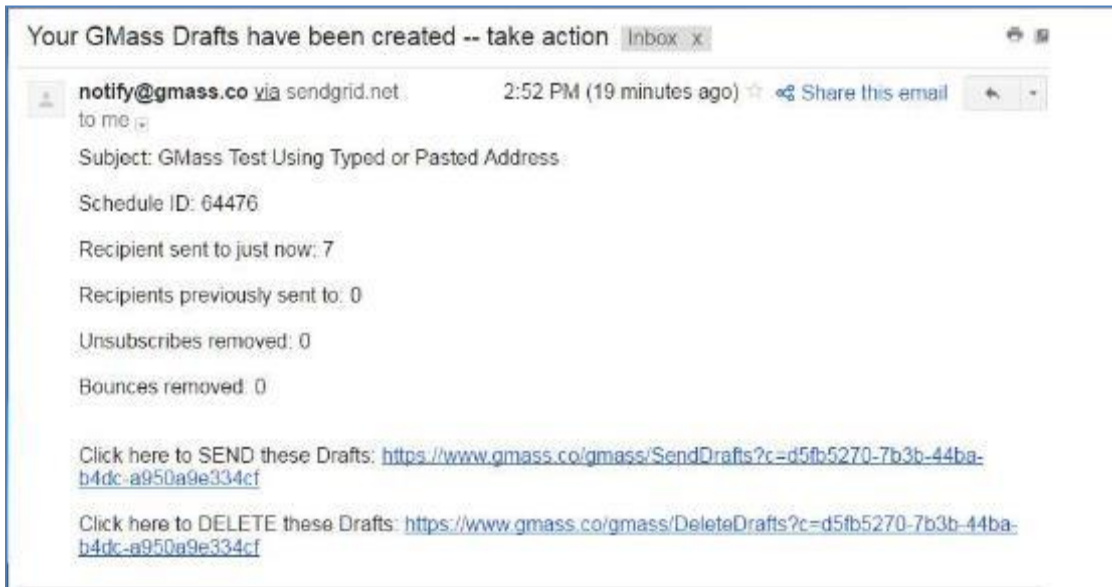


Figure 30 – GMass Drafts Creation – Notify Message Details

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



Figure 31 – Send These Drafts? Message 1



Figure 32 – Send These Drafts? Message 2

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.



Figure 33 – Message Sent Confirmation Email in your Gmail Inbox

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.



Figure 34 – Clicking on GMass Folders Displays 3 GMass Red Buttons

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.

| | | |
|--------|---|---------|
| notify | GMass Campaign Report: GMass Test Using Typed or Pasted Address - GMass Campaign ID: 164976 | 3:14 pm |
| notify | GMass Campaign Report: Creative Group Test Message - GMass Campaign ID: 146205 Subject: Creat | Apr 10 |
| notify | GMass Campaign Report: Test Message to - GMass Campaign ID: 146198 Subject: Test Message to To: | Apr 10 |
| notify | GMass Campaign Report: My First Test GMass Message - GMass Campaign ID: 144474 Subject: My F | Apr 8 |

Figure 35 - The Campaigns Sub-Folder Listing Your Campaigns

3. The Opens Sub-Folder lists when recipients' opened your messages. Examine Figure 36.

| | | | |
|--------------------------|--------|---|------------|
| More- Live Feed | | | 1-16 of 16 |
| <input type="checkbox"/> | notify | Your email [GMass Test Using Typed or Pasted Address] was opened by jpgarcia45@yahoo.com - R | 3:20 pm |
| <input type="checkbox"/> | notify | Your email [GMass Test Using Typed or Pasted Address] was opened by jpgarcia45@optonlin... - R | 3:20 pm |
| <input type="checkbox"/> | notify | Your email [GMass Test Using Typed or Pasted Address] was opened by jpgarcia45@msn.com - R | 3:19 pm |
| <input type="checkbox"/> | notify | Your email [GMass Test Using Typed or Pasted Address] was opened by jpgarcia45@gmail.com - R | 3:18 pm |
| <input type="checkbox"/> | notify | Your email [GMass Test Using Typed or Pasted Address] was opened by jpgarcia45@yahoo.com - R | 3:14 pm |
| <input type="checkbox"/> | notify | Your email [GMass Test Using Typed or Pasted Address] was opened by info@thescope2000.com - | 3:14 pm |
| <input type="checkbox"/> | notify | Your email [GMass Test Using Typed or Pasted Address] was opened by orders@thescope2000... - I | 3:14 pm |
| <input type="checkbox"/> | notify | Your email [GMass Test Using Typed or Pasted Address] was opened by jpgarcia45@kindle.com - R | 2:55 pm |
| <input type="checkbox"/> | notify | Your email [GMass Test Using Typed or Pasted Address] was opened by jpgarcia45@msn.com - R | 2:55 pm |
| <input type="checkbox"/> | notify | Your email [GMass Test Using Typed or Pasted Address] was opened by jpgarcia45@optonlin... - R | 2:55 pm |
| <input type="checkbox"/> | notify | Your email [GMass Test Using Typed or Pasted Address] was opened by jpgarcia45@yahoo.com - R | 2:55 pm |
| <input type="checkbox"/> | notify | Your email [GMass Test Using Typed or Pasted Address] was opened by info@thescope2000.com - | 2:55 pm |
| <input type="checkbox"/> | notify | Your email [GMass Test Using Typed or Pasted Address] was opened by orders@thescope2000... - I | 2:55 pm |
| <input type="checkbox"/> | notify | Your email [Creative Group Test Message] was opened by WillVance@geekwarel.com - Recipient: Wi | Apr 10 |
| <input type="checkbox"/> | notify | Your email [Test Message to] was opened by cwright@candywright.com - Recipient: cwright@candyw | Apr 10 |
| <input type="checkbox"/> | notify | Your email [My First Test GMass Message] was opened by jpgarcia45@yahoo.com - Recipient: jpgarc | Apr 8 |

Figure 36 – Opens Sub-Folder Listing When Recipients Opened Your Messages

4. The Sent Copies Sub-Folder gives a list of your Sent GMass Messages. (Figure 37)

| | | | |
|--------------------------|-----------------|---|---------|
| <input type="checkbox"/> | GMass_Sent_Copy | GMass Test Using Typed or Pasted Address - Hi (First Name), This is a test message usin | 2:52 pm |
| <input type="checkbox"/> | GMass_Sent_Copy | Creative Group Test Message - Hi (First Name), How have you been, (First Name)? This m | Apr 10 |
| <input type="checkbox"/> | GMass_Sent_Copy | Test Message to - Hi (First Name), How have you been, (First Name)? This message is to t | Apr 10 |
| <input type="checkbox"/> | GMass_Sent_Copy | Test Message to | Apr 10 |
| <input type="checkbox"/> | GMass_Sent_Copy | My First Test GMass Message - Hi (FirstName\Friend) This is a test message I'm sending to | Apr 8 |
| <input type="checkbox"/> | Ajay Goel | The "Sent Copies" Label archives all of your sent campaigns - Overview You might be w | Apr 8 |

Figure 37 – Sent Copies Sub-Folder Listing Your Sent Messages

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>. 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.

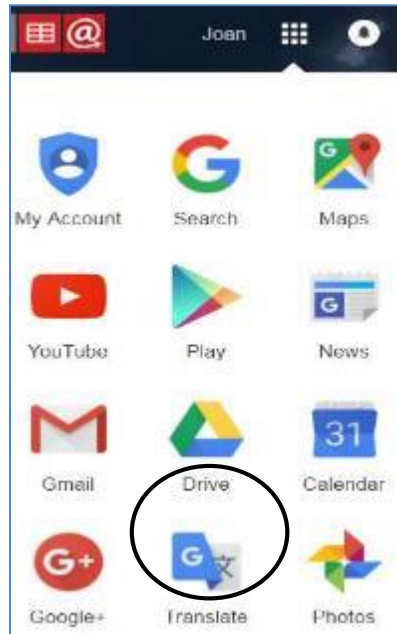


Figure 38 - Access Your Google Drive from Google Apps

GMass Getting Started Guide

Created by: Joan Patterson Garcia,

GMass User

Index

A

| | |
|---------------------------------------|----|
| Access Google Drive at Any Time | 18 |
| Additional GMass Advantages..... | 1 |

B

| | |
|---------------------------------------|---|
| Benefits of Using GMass in Gmail..... | 1 |
|---------------------------------------|---|

C

| | |
|---|----|
| Creating a Gmail Account..... | 2 |
| Creating a Gmail Message in GMass..... | 11 |
| Creating a Google Sheets Spreadsheet..... | 8 |

D

| | |
|---|----|
| Downloading the Google Chrome Browser | 4 |
| Draft Messages | 14 |

G

| | |
|----------------------------|----|
| GMass Report Folders | 17 |
|----------------------------|----|

O

| | |
|-------------------------------------|---|
| Obtaining the GMass Extension | 5 |
|-------------------------------------|---|

R

| | |
|-----------------------------------|---|
| Requirements for Using GMass..... | 1 |
|-----------------------------------|---|

S

| | |
|--|----|
| Section 1: Set Up Google Chrome & GMass..... | 1 |
| Section 2: – How to Use GMass..... | 7 |
| Selecting a Google Spreadsheet..... | 10 |
| Starting GMass in Gmail..... | 7 |

T

| | |
|------------------------|---|
| Table of Contents..... | i |
|------------------------|---|

U

| | |
|---|----|
| Using GMass without a Spreadsheet | 13 |
|---|----|

W

| | |
|---------------------------------|---|
| Who Should Use This Guide | 1 |
|---------------------------------|---|