



Nutshell's Email Capabilities

How you can use two-way email syncing, personal email sequences, and email marketing to grow your business



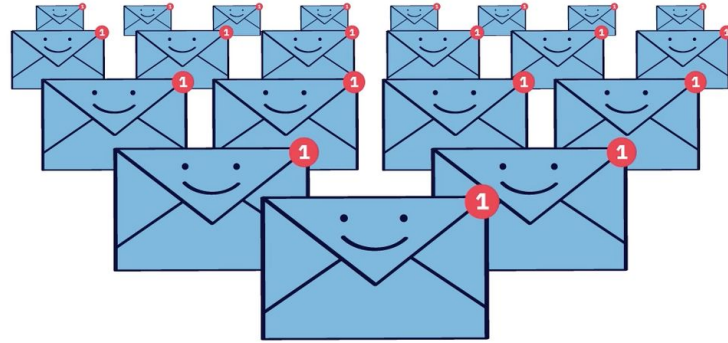
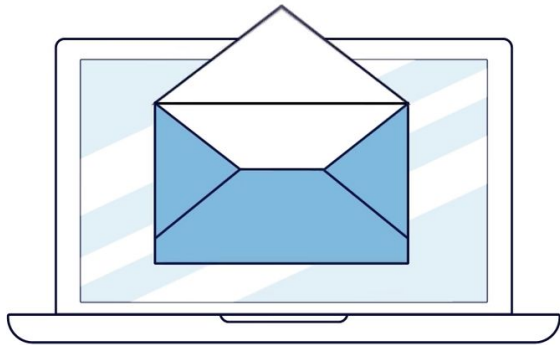
Will Gordon
Director of Marketing
at Nutshell



Kevin Randolph
Internet Marketing
Analyst at Nutshell

What We'll Cover Today

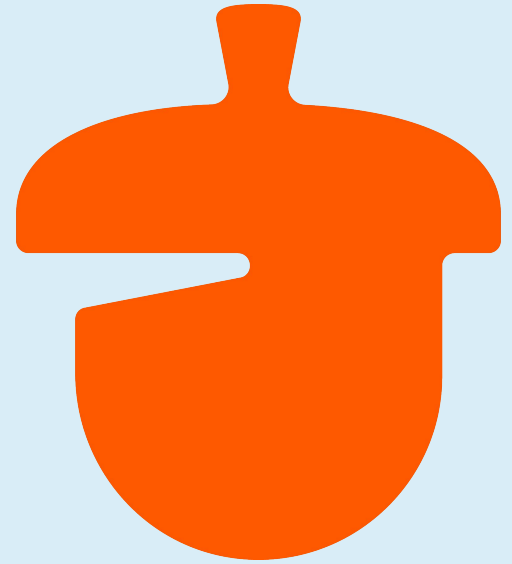
- I. [2-way email sync](#)
- II. [Personal email sequences](#)
- III. [Nutshell Campaigns](#)



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2-way email sync review

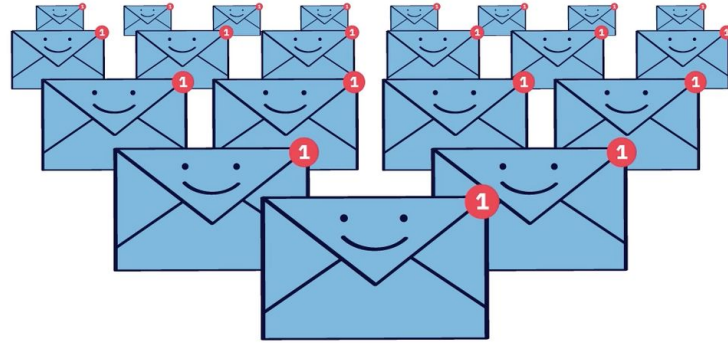
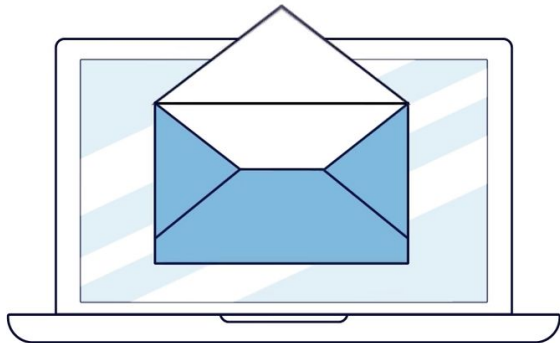
- Available on all plan tiers (Foundation, Pro & Enterprise)
- Connect your email to Nutshell
- Download the gmail/outlook extension
- Can connect non-gmail/outlook emails via SMTP
- Set your preferences of what emails will go into Nutshell
- Whether you email from your inbox or from Nutshell, all of your conversations will sync.



Never miss a detail!

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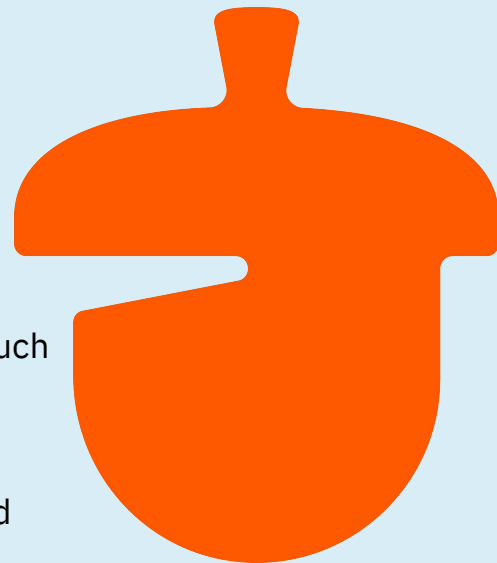
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Personal email sequences

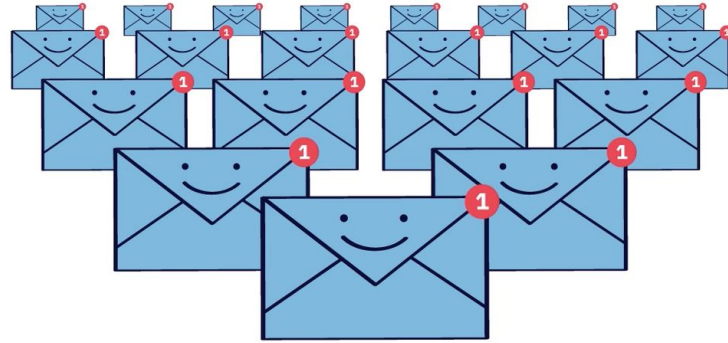
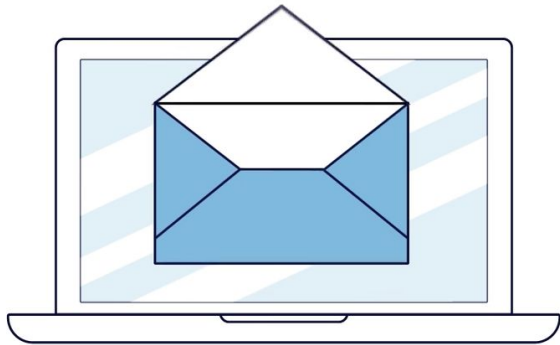
- A series of templated emails that automatically send on a schedule that you choose with the goal of getting a reply
- Great for following up with prospects in mass, then adding the human touch
- Save time by creating templates and sharing them with your team
- PES can be added to a sales pipeline for automated email sends as a lead moves through your pipeline
- Emails sent will show up on a contact's timeline
- You are limited by your email provider (Gmail, Outlook, etc) to the number of emails you can send per day.



Work smarter, not harder.

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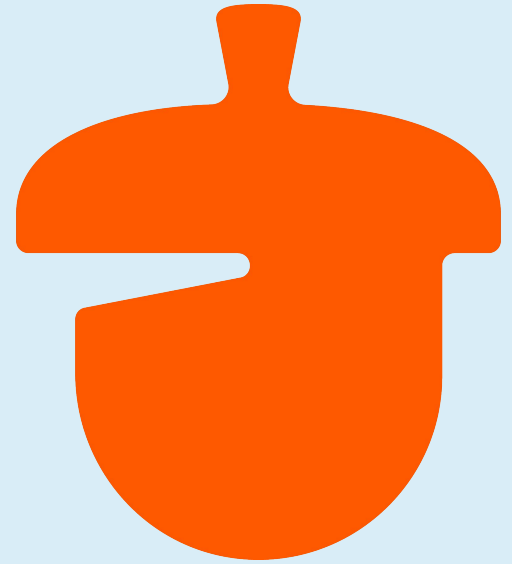
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Nutshell Campaigns

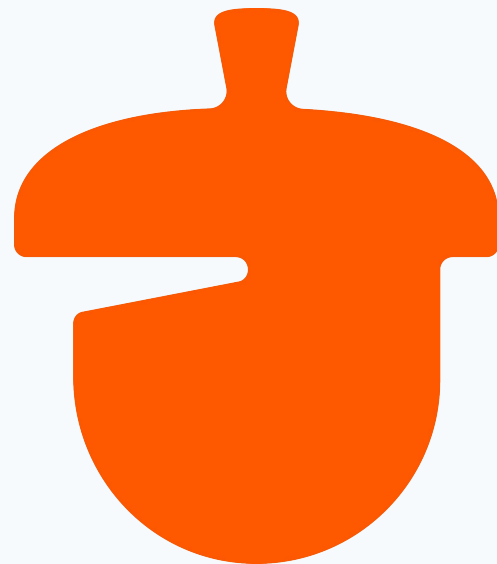
- Email Marketing within Nutshell
- All customers can send up to 150 free Campaigns emails per month
- Must have access to the **Marketing** section of Nutshell (ask your admin)
- Paid plans are based on the number of contacts in your Nutshell account and start for as little as \$5 per month
- Email templates provided. No Coding required to edit or build your own designs
- Sending Limits - you can send up to 8x the number of contacts you have
(100 contacts = up to 800 emails per month)



Sales + Marketing = Business Growth

Helpful Links

- [How to connect your email to Nutshell](#)
- [Chrome extension for Gmail](#)
- [Microsoft Outlook add-in](#)
- [Send emails from Nutshell using SMTP](#)
- [Personal email sequences guide](#)
- [Nutshell Campaigns support articles](#)
- [Email deliverability: Setting up DKIM, SPF, and custom email tracking domains](#)
- [Email deliverability: How to get more of your emails to your audience's inboxes](#)
- [Foundations, Pro and Enterprise information](#)



Happy Nutshelling

Nutshell 