

Using Salesforce Apsona ^[1]

July 23, 2018 by [Melanie Jones](#) ^[2]

NOTE This task requires assistance from your [eComm Specialist](#) ^[3].

Have an excel file of folks that you want to email? Your eComm specialist can create a Salesforce Campaign to capture your audience for you to distribute messages to. Once you hand over your spreadsheet, your eComm specialist will start their process to get it into Salesforce by:

- Identifying the contacts that already exist in Salesforce, then adding them to your specific Campaign.
- If a contact does NOT already exist in Salesforce, they'll create a new contact, then add them to your specific Campaign

[Match Existing Contacts and Add to Campaign](#) ^[4]

[Add New Contacts to Salesforce](#) ^[5]

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