



# Email campaigns and email mail merges using the free Mergo add-on.

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## Depending on what you want to do:

- For printing mail labels or sheets of labels, we recommend Avery Online. [Checkout our help doc here.](#)
- For doing email merge and managing those emails, we recommend Mergo. [Checkout our help doc here.](#) (This document)
- For doing document merges or envelope prints, we recommend the Mail Merge for Google Docs add-on or Autocrat. (Autocrat also does a nice job of emailing.) [Checkout our help doc here.](#)

## About Mergo:

Mergo is a Google Sheet add-on that is free for our educational nsdtitans.org Google domain. So all staff have a free license for this product, that is automatically installed in Google Sheets for each of our users. This program is good for doing email merging tasks, and it gives you tools for managing that email campaign.

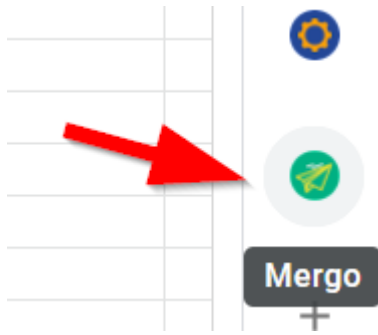
It's worth checking out Autocrat and Publigo since they also have email features that may fit your need/job better. [Checkout our help doc here.](#)

## Key concepts when using Mergo:

- All email addresses as well as other demographics (first name, last name, etc...) must be located in a Google Sheet. (Mergo even offers the option of importing information from your contacts. It can pull all of your contacts or any groups you have put into labels.) You could also use exported data from PowerSchool or even a Google Form to populate your Google Sheet with demographics.
- A draft email is created using "merge tags" that pull the information from the sheet to fill in the email address and other custom fields into your email for the mass email campaign.
- Mergo keeps track of the emails sent and updates your Google Sheet on the status of the emails sent.
- Gmail has a daily send limit of 2000 emails per day. Mergo shows your totals for you so you do not go over that Google limit.

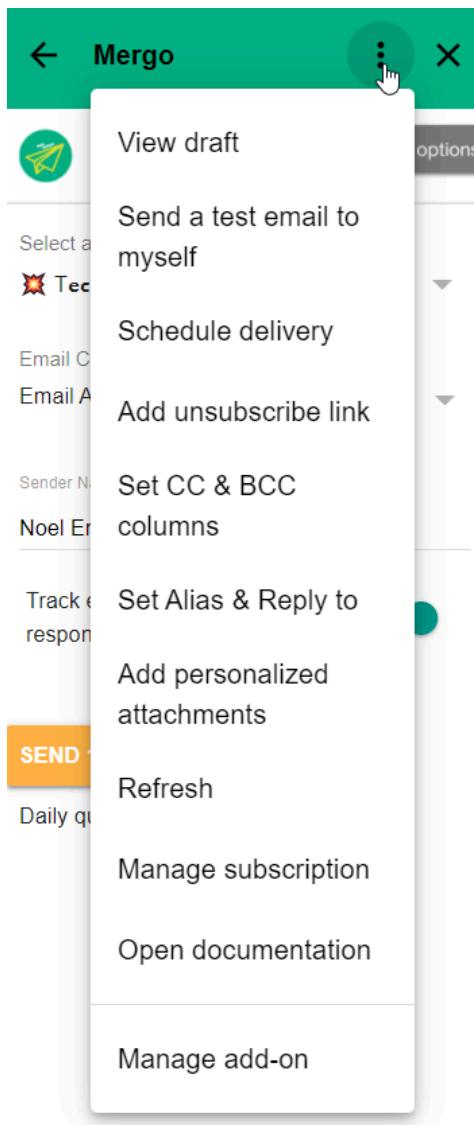
## Tips, tricks and tutorials:

The tool is located in the right-hand side panel in your Google Doc as shown below:



The Merge tags for doing your email mail merge are the column titles in your sheet. So in your email what ever you put within the two curly braces. So an example might be: {{email address}} Or {{first name}} Or {{student name}} etc.... Using these within your email message or in the To, CC or BCC areas will merge the spreadsheet with your email.

In Mergo after clicking the mail merge button, you are given other options from the 3-drip menu as shown below:



The Mergo help home page is [located here](#).

Alice Keeler has a [short tutorial video here](#).

If this is your first time setting up Mergo 🖱️ try their tutorial: [Send personalized emails](#).

🎬 Or watch [this video](#) (1min 🕒)

Did you know that Mergo can help you:

- Personalize your emails by using [merge tags](#) like "Dear Noel".
- Add custom [images](#), [hyperlinks](#), [attachments](#) and emojis 🤖 🏆 🚀 to personalize your campaigns.
- Track your campaign's progress using our [powerful tracking tool](#).
- Get more responses thanks to [automated follow-ups](#).
- Send email campaigns from Google Sheets, Gmail or Google Docs.