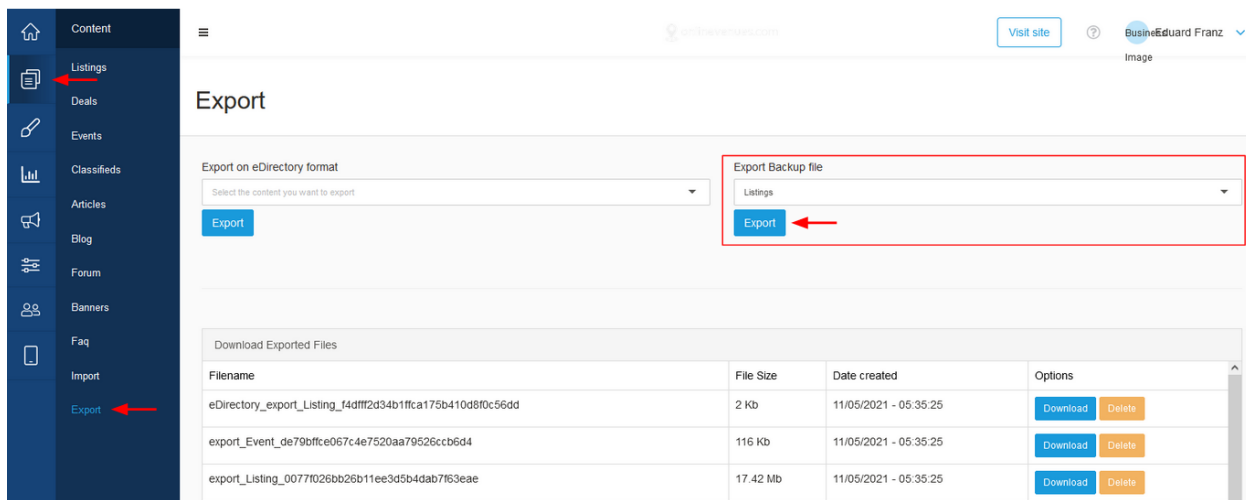# Claimable Listings: engage and sell

In this Webinar on Claimable Listings, we demonstrated how you can export the Listings of your online directory. The first part of this article shows how to create and clean up the data on the spreadsheet generated from the exportation. The second part is targeted on how to tailor your email with the custom URL and a tailored message to your sponsors, so they can click and claim their listing.

Let's get started!

To export the file with the listings plus the complete information of your sponsors, you need to login into your site manager, then go to the **Content** tab and click **Export**.
There, choose the option to download a file from **Export Backup File** and then choose the **Listings** option and click **Export**.



The system will prepare a **.CSV spreadsheet** file with all the listings/companies registered in your directory database. If no listing/company from your project has been claimed and is being managed by a third party, then you can use the list to import contacts into the email marketing platform of your choice.

To remove the listings/companies that are already claimed from the list, you will need
Open your newly generated .CSV file into a spreadsheet software (Excel, Google Sheets) and start cleaning and removing the excess data. This is very important since your won't need to contact sponsors whose listings are already claimed.

This is how you import the .CSV file in Excel:

1. Create a new excel file
2. Click on the "**Data**" tab, then on "**Get External Data**" and select "**Text**"
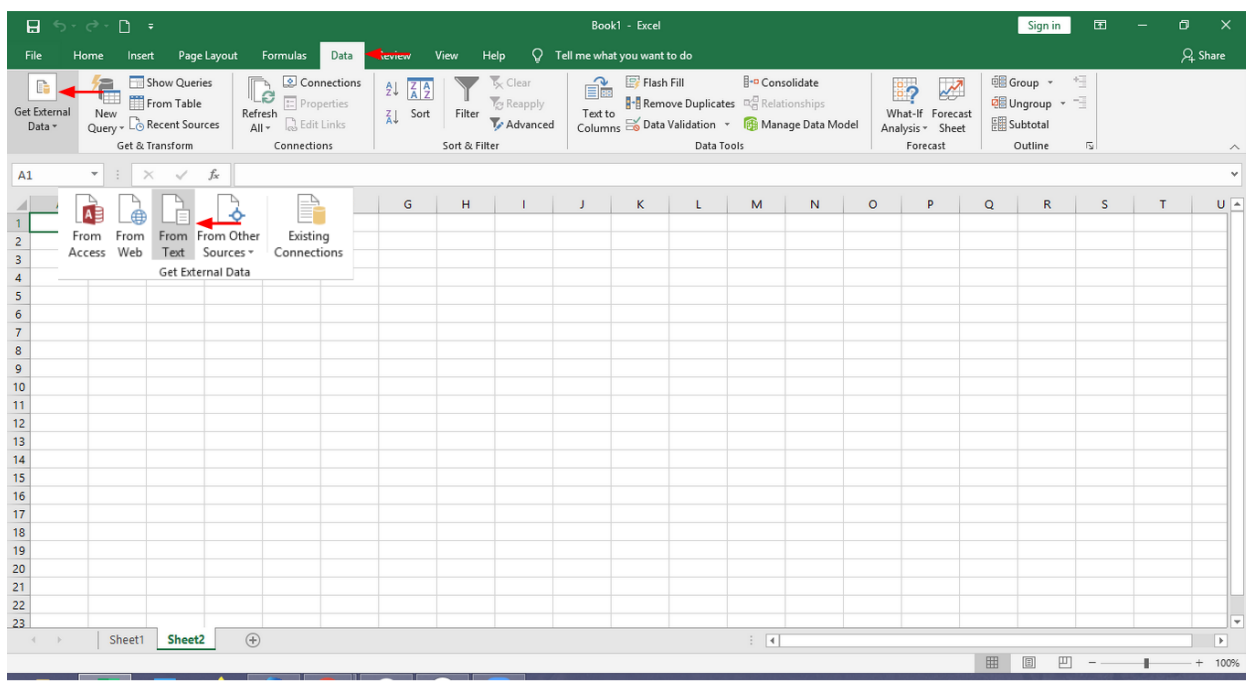


3. Select the .CSV file exported from eDirectory
4. Define the settings:
    a. Field type: delimited
    b. Check the box for My data has headers
    c. Click next
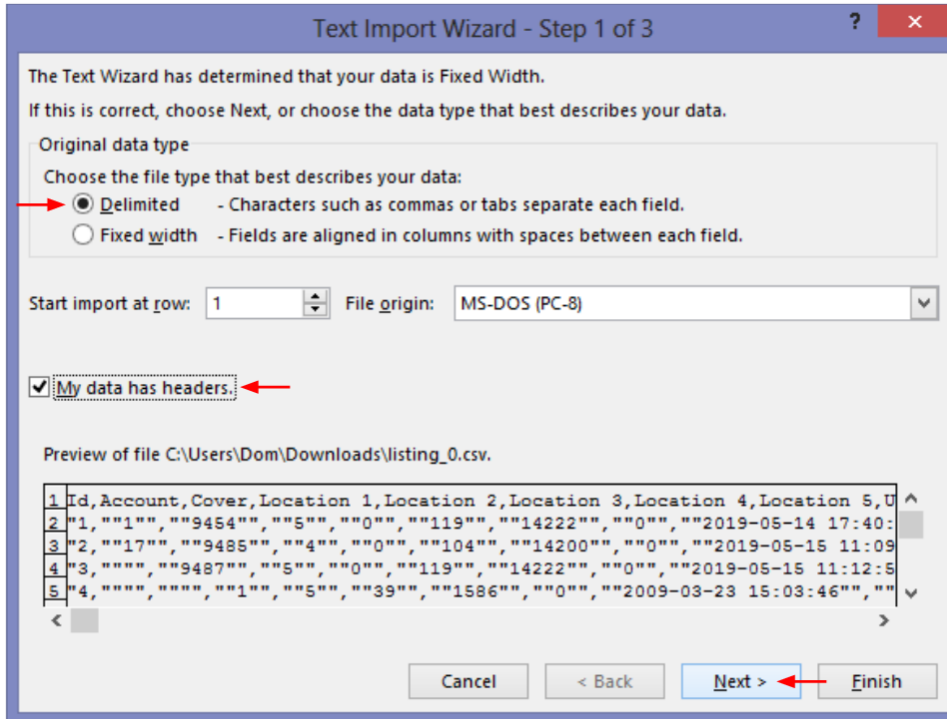
5. Now, for the second part of the import:
    a. Demiliters: comma *check if the preview shows columns;*
    b. Click next.
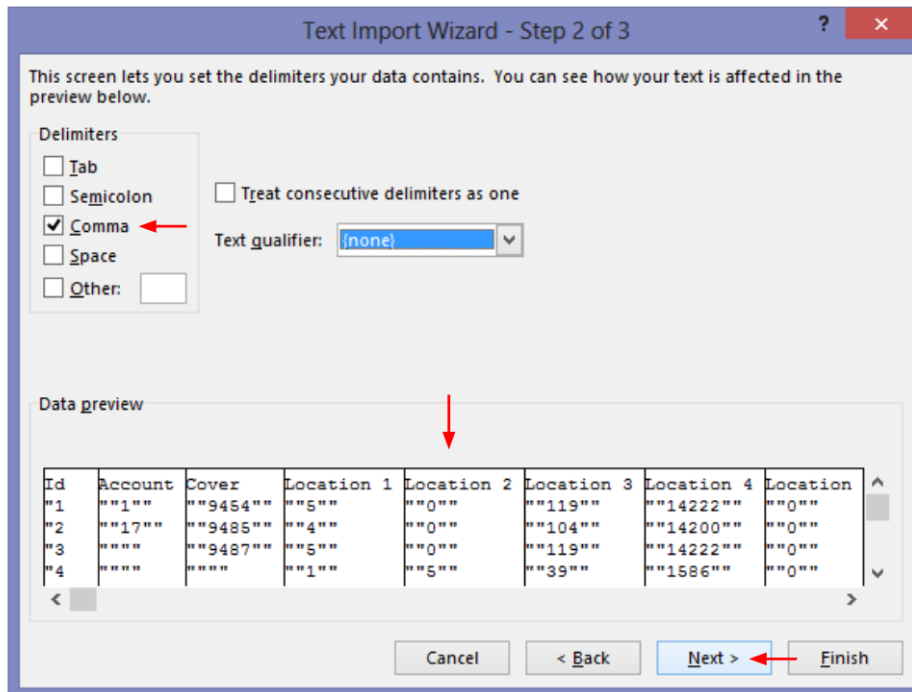
     c. When choosing the data format for the columns, select the field Phone and transform it in "text", so we avoid broken cells after the import.

     d. Click next.

     e. Go ahead with the settings as shown on Excel.
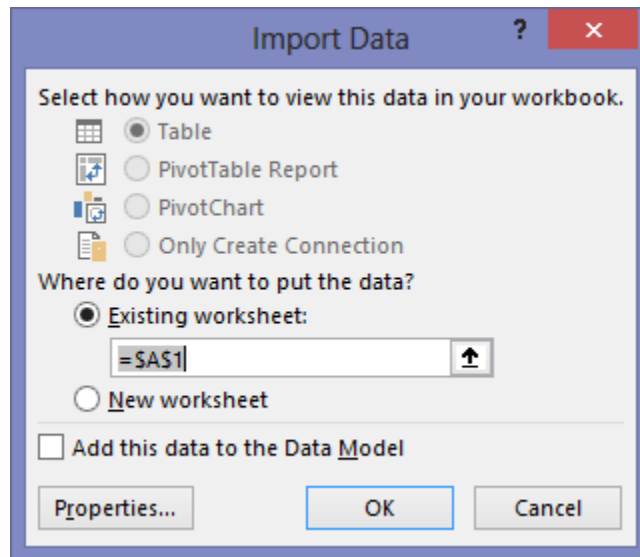


     f. Click OK and save the file.

6. To eliminate listings that are already claimed, filter the column "AR - Claim Disable". Every entry that contains the character Y are the companies where the "claim this listing" feature is deactivated, which means that these listings already have an owner, hence, all of the entries with Y in the AR column must be deleted.

7. Delete any other data you don't want to use and save the file.

## Importing the file to a marketing platform

Now let's see how to import the contact list into the email marketing platform. For this example we are using Campaign Monitor but the list creation and insertion process of special fields is practically the same in every marketing suite.

When opening the email marketing platform, create a **new contact list** and choose the file with your listings.

As your file has several fields, the platform will ask you to map which ones you want

import to the platform. The most common ones used in email marketing strategies are:

- Email (email of the company registered in the ad)
- Title (ad title / company name)
- Phone (phone)
- Address (address)
- Friendly URL (This one will be key to the strategy)
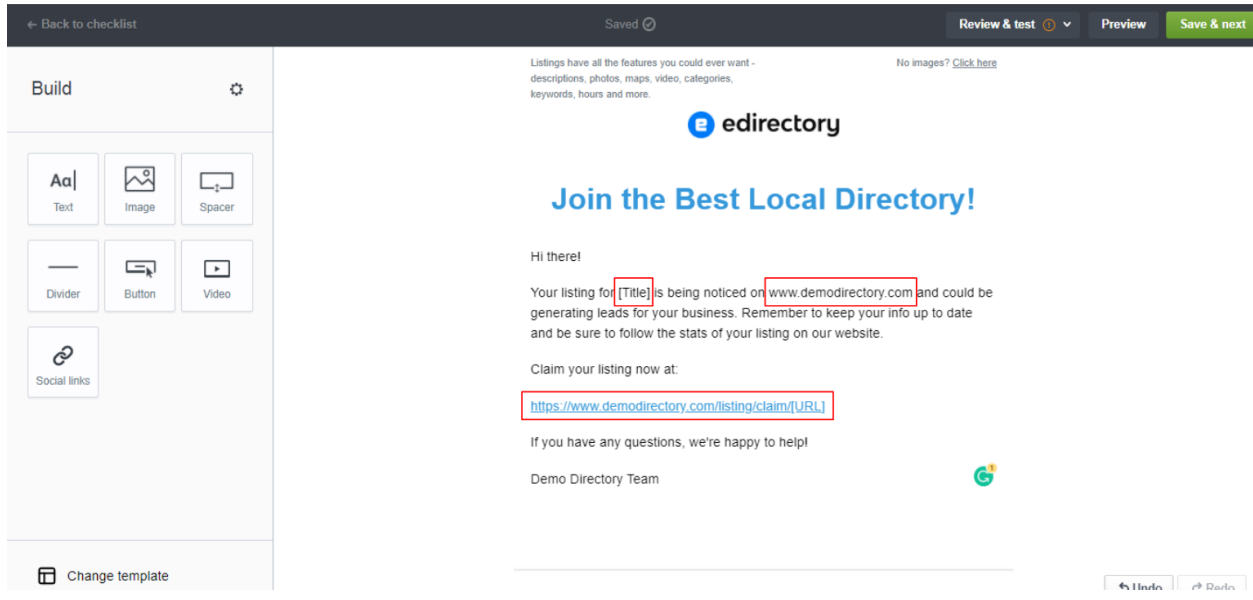


With your list created and the fields correctly mapped, now it's time to assemble the text of the email to be sent. You will have to add the custom fields from your list in the middle of the text, as per the example below:

The most important part is to correctly create the URL so that the user can click and manage the ad. In the email builder it should appear like this:

**https://demodirectory.com.br/empresa/claim/[URL]**

- https://demodirectory.com - must be changed to your sites address;
- /listing/claim/ - should after your site's URL;
- [URL] - this is the custom field from your contacts list, created from the friendly URL of the listing on your site.

When you to the Preview of your message, the application should fill up your fields (such as [Name], [Phone] or [URL]) for the custom entries from the contacts list you uploaded before.

And that's it! You are ready to blast the email to your list and start contacting your sponsors.
If you have any doubts on the process, don't hesitate to contact us at marketing@edicretory.com

Don't forget to join our exclusive Facebook group.
Check our blog for more tips and articles to help you grow your business.