

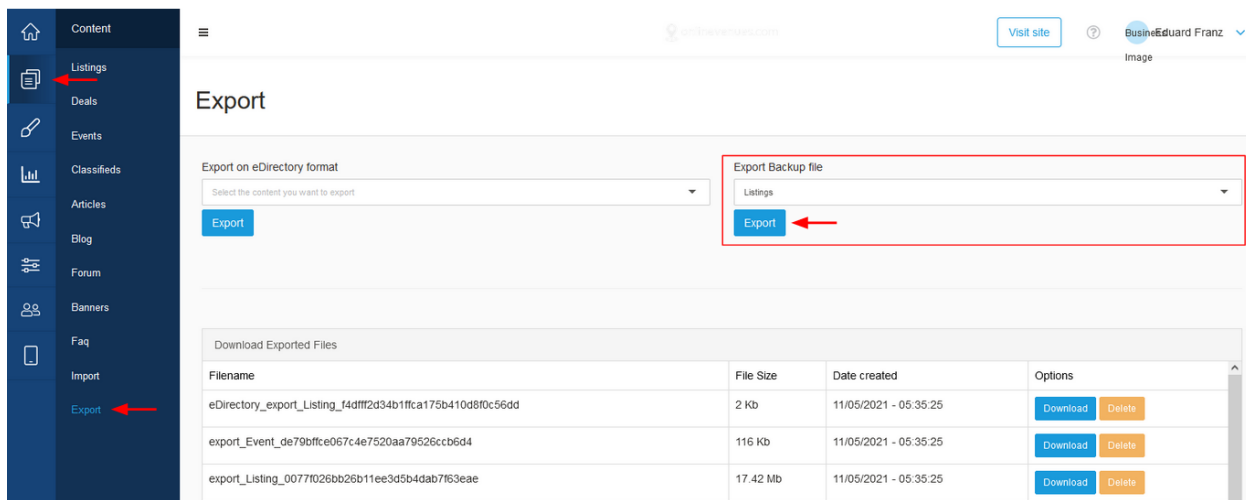
## Claimable Listings: engage and sell

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 screenshot shows the edirectory site manager interface. On the left, a dark blue sidebar contains a menu with options: Content, Listings, Deals, Events, Classifieds, Articles, Blog, Forum, Banners, Faq, Import, and Export. Red arrows point to 'Listings' and 'Export'. The main content area is titled 'Export' and features two dropdown menus. The first is 'Export on eDirectory format' with a sub-option 'Select the content you want to export'. The second is 'Export Backup file' with a sub-option 'Listings'. A red arrow points to the 'Export' button below the second dropdown. Below these forms is a table titled 'Download Exported Files' with columns for Filename, File Size, Date created, and Options. The table lists three files: 'eDirectory\_export\_Listing\_f4dff2d34b1ffc175b410d8f0c56dd' (2 Kb), 'export\_Event\_de79bfce067c4e7520aa79526ccb6d4' (116 kb), and 'export\_Listing\_0077f026bb26b11ee3d5b4dab7f63eae' (17.42 Mb). Each row has 'Download' and 'Delete' buttons.

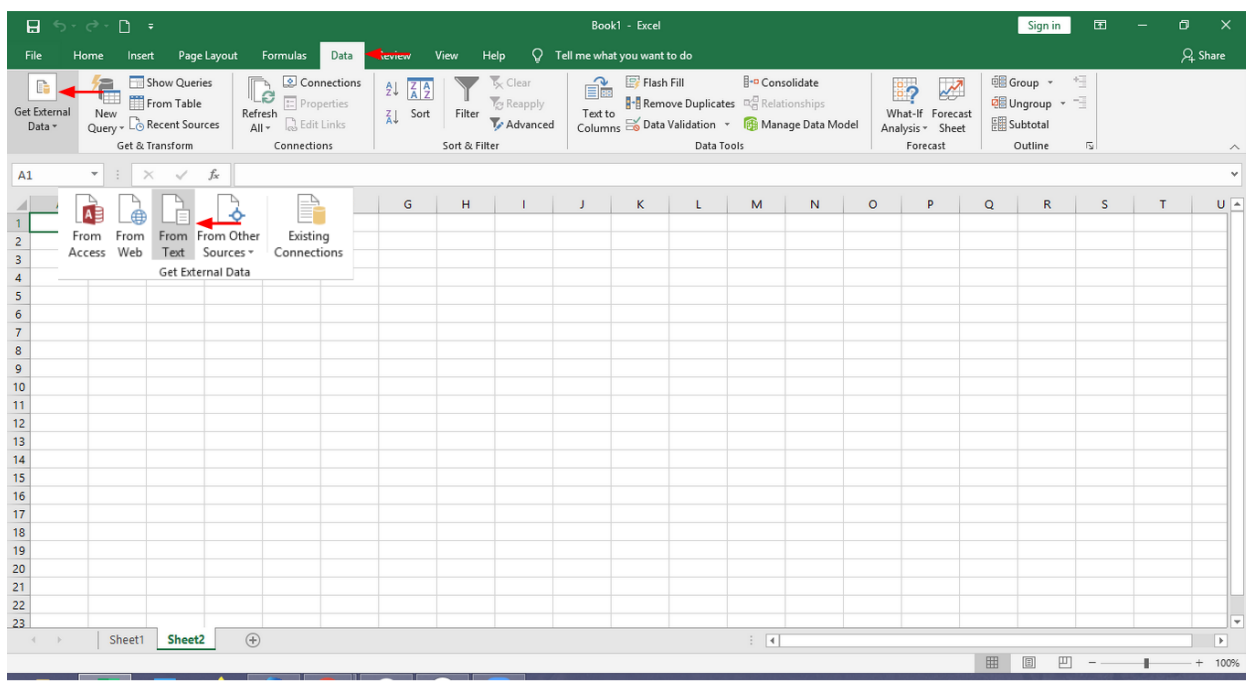
Filename	File Size	Date created	Options
eDirectory_export_Listing_f4dff2d34b1ffc175b410d8f0c56dd	2 Kb	11/05/2021 - 05:35:25	<a href="#">Download</a> <a href="#">Delete</a>
export_Event_de79bfce067c4e7520aa79526ccb6d4	116 kb	11/05/2021 - 05:35:25	<a href="#">Download</a> <a href="#">Delete</a>
export_Listing_0077f026bb26b11ee3d5b4dab7f63eae	17.42 Mb	11/05/2021 - 05:35:25	<a href="#">Download</a> <a href="#">Delete</a>

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.

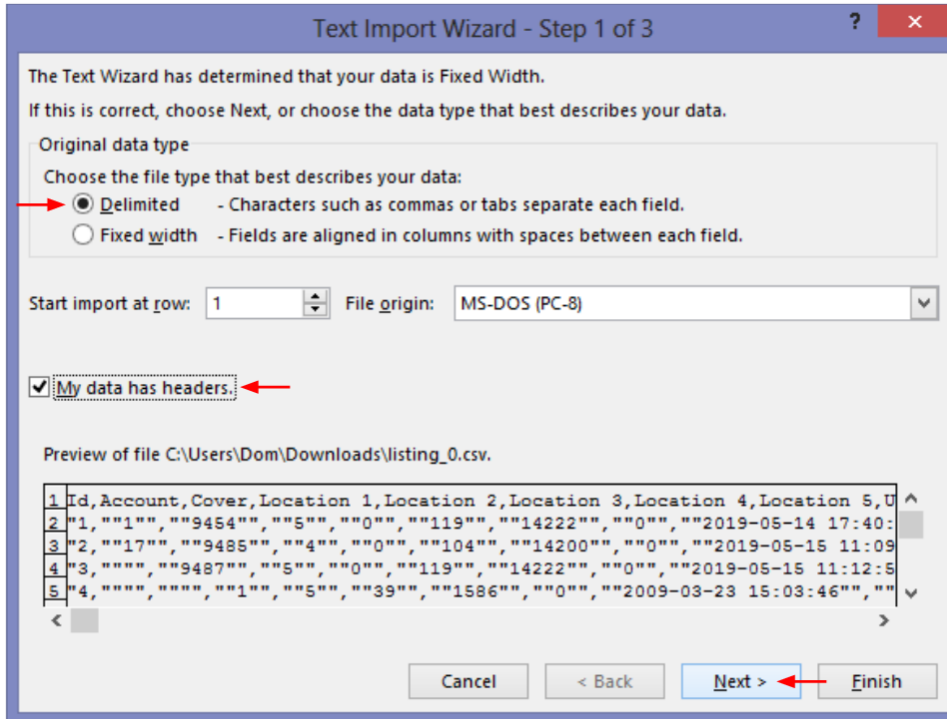
To remove the listings/companies that are already claimed from the list, you will need Open your newly generated .CSV file into a spreadsheet software (Excel, Google Sheets) and start cleaning and removing the excess data. This is very important since you won't need to contact sponsors whose listings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

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

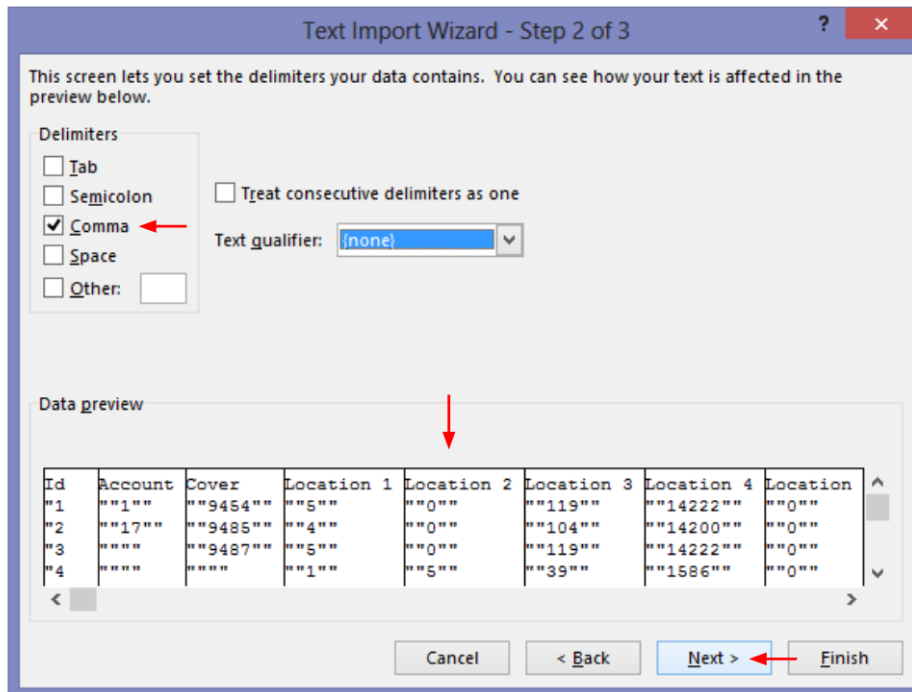
1. Create a new excel file
2. Click on the **“Data”** tab, then on **“Get External Data”** and select **“Text”**



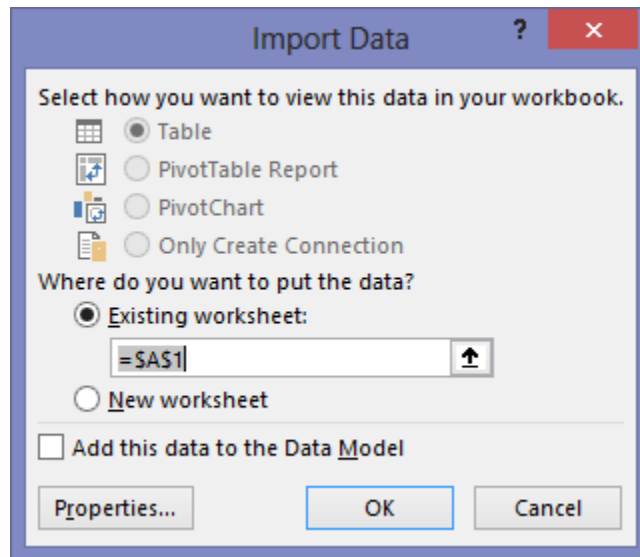
3. Select the .CSV file exported from eDirectory
4. Define the settings:
  - a. Field type: delimited
  - b. Check the box for My data has headers
  - c. Click next



5. Now, for the second part of the import:
  - a. Delimiters: 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)

← Cancel, back to import

Save and continue

## Match custom data

[CLAIM YOUR LISTING](#)

Select a field to match to the data sample on the right, or create new one.

Select a field

Title

The Prettiest Beauty Parlon  
Workout  
Relaxation Spa

Select a field

Friendly Url

the-prettiest-beauty-parlon  
workout  
relaxation-spa

Select a field

Email

test\_email@edirectory.com1  
test\_email@edirectory.com2  
test\_email@edirectory.com3

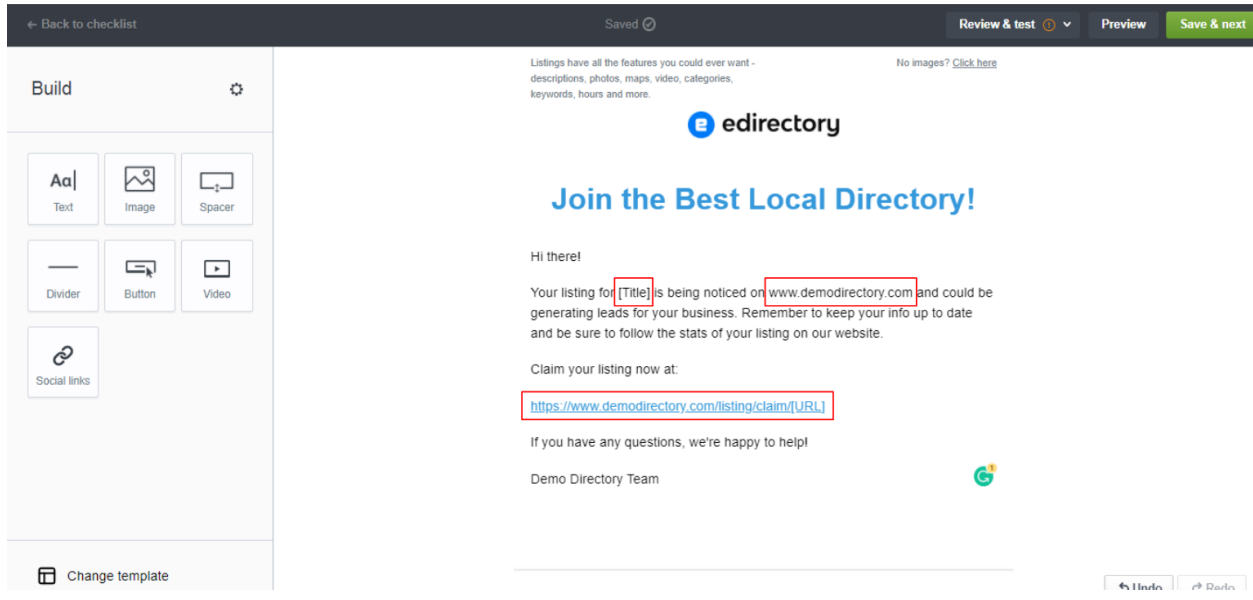
Suggested field based on your data

Select a field

Address



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:



← Back to checklist

Saved

Review & test Preview Save & next

Build

Text Image Spacer

Divider Button Video

Social links

Change template

Listings have all the features you could ever want - descriptions, photos, maps, video, categories, keywords, hours and more.

No images? [Click here](#)

**edirectory**

## Join the Best Local Directory!

Hi there!

Your listing for [Title] is being noticed on [www.demodirectory.com](http://www.demodirectory.com) and could be generating leads for your business. Remember to keep your info up to date and be sure to follow the stats of your listing on our website.

Claim your listing now at:

[https://www.demodirectory.com/listing/claim/\[URL\]](https://www.demodirectory.com/listing/claim/[URL])

If you have any questions, we're happy to help!

Demo Directory Team

Undo Redo

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.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.



## Join the Best Local Directory!

Hi there!

Your listing for Road Car Rental is being noticed on [www.demodirectory.com](http://www.demodirectory.com) and could be generating leads for your business. Remember to keep your info up to date and be sure to follow the stats of your listing on our website.

Claim your listing now at:

<https://www.demodirectory.com/listing/claim/road-car-rental>

If you have any questions, we're happy to help!

Demo Directory Team

being noticed on [www.demodirectory.com](http://www.demodirectory.com) and could be generating leads for your business. Remember to keep your info up to date and be sure to follow the stats of your listing on our website.

Claim your listing now at:

<https://www.demodirectory.com/listing/claim/road-car-rental>

If you have any questions, we're happy to help!

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@edirectory.com](mailto:marketing@edirectory.com)

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

