



# MailManager

eMarketing Solutions for Marketing Professionals

## eMailout Guide

### eMailout Introduction

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An eMailout is an email that you send in bulk to your subscribers. This could be a newsletter, invitation, announcement, marketing brochure, feedback survey, or any other publication that you would like to send via email.

### eMailout Overview

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1. Create the eMailout, selecting the template that you wish to use. Click [Create eMailout](#).
2. Edit the eMailout, entering all of the content that you wish to appear in the eMailout, including text and images. Click [Edit eMailout](#).
3. Select the subscribers that you wish to send the eMailout to. Click [Send eMailout](#).
4. Select the date and time that you wish the eMailout to be sent.
5. Archive the eMailout for future reference. Click [Edit eMailout](#).
6. View the archives to view old eMailouts. Click [View Archive](#).

# eMailout Creation Tutorial

## Step 1: Creating the eMailout

**Getting there:** Click “eMailouts” on the side bar, and then click “Create eMailout”.

Here you can start the creation of an eMailout by giving the eMailout a name, and selecting a template to use.

A template defines the overall look and feel and layout of your eMailout. Once you choose a template, you can then enter your text and pictures into it.

You may choose to copy an existing eMailout to create this new eMailout. If you do choose to copy an existing email, and that email contains a survey, you should also choose whether to make a new copy of the survey, or link to the existing survey.

This description is used as the default message when the subscriber requests the email as a PDF attachment.

The screenshot shows a form for creating an eMailout. The fields and their callouts are:

- Title:** A text input field. Callout: "The title of the eMailout will be used as the **Subject Line** of your Email when it is sent."
- Template:** A dropdown menu showing "RCI test" and a "Browse Templates" button. Callout: "A template defines the overall look and feel and layout of your eMailout. Once you choose a template, you can then enter your text and pictures into it."
- Folder:** A dropdown menu showing "Top Folder". Callout: "Select the folder to save the eMailout into."
- Copy eMailout:** A dropdown menu showing "Do not copy an existing eMailout". Below it are radio buttons for "Create a new copy of the survey" and "Link to the same survey (share results) (recommended)". Callout: "You may choose to copy an existing eMailout to create this new eMailout. If you do choose to copy an existing email, and that email contains a survey, you should also choose whether to make a new copy of the survey, or link to the existing survey."
- Ownership:** A dropdown menu showing "Not Assigned (Default)". Below it is a checkbox "Only allow owner to view, edit and send this eMailout (Managers will)". Callout: "Choosing an owner will limit who can see the eMailout while logged in."
- Settings:** Two checkboxes: "Archived?" and "Locked?". Callout: "An email can be archived if you no longer want it to appear in your current list but do not want to lose the content. An email can be locked if you would like to use it to create new eMailouts, but do not want users to change it."
- Description:** A large text area. Callout: "This description is used as the default message when the subscriber requests the email as a PDF attachment."
- Personalise (optional):** A dropdown menu showing "Select..." and an "Insert" button.
- Buttons:** "Save" and "Cancel" buttons at the bottom. Callout: "Click Save to save eMailout ready for editing."

The title of the eMailout will be used as the **Subject Line** of your Email when it is sent.

Select the folder to save the eMailout into.

Choosing an owner will limit who can see the eMailout while logged in.

An email can be archived if you no longer want it to appear in your current list but do not want to lose the content.  
An email can be locked if you would like to use it to create new eMailouts, but do not want users to change it.

Click Save to save eMailout ready for editing.

## Step 2: Editing Active eMailouts

**Getting there:** Click “eMailouts” on the side bar.

These are eMailouts that you are currently working on.

The screenshot shows a table of eMailouts with columns for ID, Updated, Title, and Actions. The Actions column contains links for [Preview], [Edit], [Settings], [Delete], and [Report]. Callout boxes provide instructions for each of these actions:

- Click here to start a new eMailout.** (Points to the [Add new eMailout] link)
- Click here to edit the text and images in the eMailout.** (Points to the [Edit] link)
- Click here to preview the graphical version of the eMailout.** (Points to the [Preview] link)
- Click here to delete an eMailout. If you need to keep statistics about the eMailout, it is best to archive it instead.** (Points to the [Delete] link)
- Click here to change the name of the eMailout, to select a different template, or to archive the eMailout.** (Points to the [Settings] link)
- Click here to view the batches of this eMailout that have already been sent or a list of subscribers that have already received the eMailout.** (Points to the [Report] link)

ID	Updated	Title	Actions
			[Add Sub-Folder] [Add new eMailout]
8-May-07	Nicole		[Preview] [Edit] [Settings] [Delete] [Report]
8-Mar-07	Test		[Preview] [Edit] [Settings] [Delete] [Report]
4-Sep-06	Demo For Megan		[Preview] [Edit] [Settings] [Delete] [Report]
18940-24-Jul-06	Demo for Adam		[Preview] [Edit] [Settings] [Delete] [Report]
8-Jul-06	WolfeNewsletter		[Preview] [Edit] [Settings] [Delete] [Report]
8-Jul-06	trying something new		[Preview] [Edit] [Settings] [Delete] [Report]
8-Jun-06	tammie - communicate now		[Preview] [Edit] [Settings] [Delete] [Report]





## Editing the Text and Images in an eMailout

**Getting there:** Click “eMailouts” on the side bar, and then click the “Edit” link next to the eMailout that you wish to edit.

The eMailout editing screen shows you a preview of your eMailout. When you first start editing an eMailout, sample text is inserted for you to show you where the editable sections of the eMailout are.

An example is shown below:

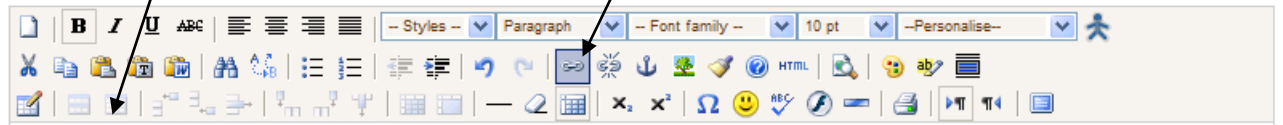
Look for the following buttons and links while editing an eMailout:

	The editing icon appears next to text and images that you can edit. Click it to go to an editing screen.
	The delete icon appears next to text and images that you can delete. Click it to delete the item.
	The down arrow appears when you are able to change the order of a list of items. Click it to move an item down one place in the list.
	The up arrow appears when you are able to change the order of a list of items. Click it to move an item up one place in the list.
[Add News]	If your eMailout contains a news section, you can add news items by clicking the “Add News” link.
[Add Question]	If your eMailout contains a survey, you can add questions to the survey by clicking the “Add Question” link.



## Inserting a Hyperlink (link to a website)

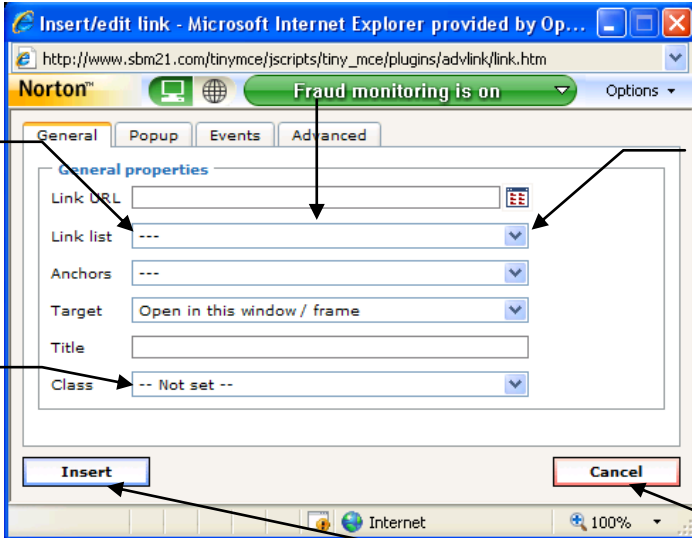
In the Mail Manager edit mode you can turn any text into an active link that with one click will take your customers to a website or open a PDF or page hosted on our system.



Highlight the Text you would like to become the active link.

Click on the "Insert/edit link button".

With **MailManager** you can be marketing new products and services instantly with attractive emails that customers will welcome.



Type the URL or website address in the box.

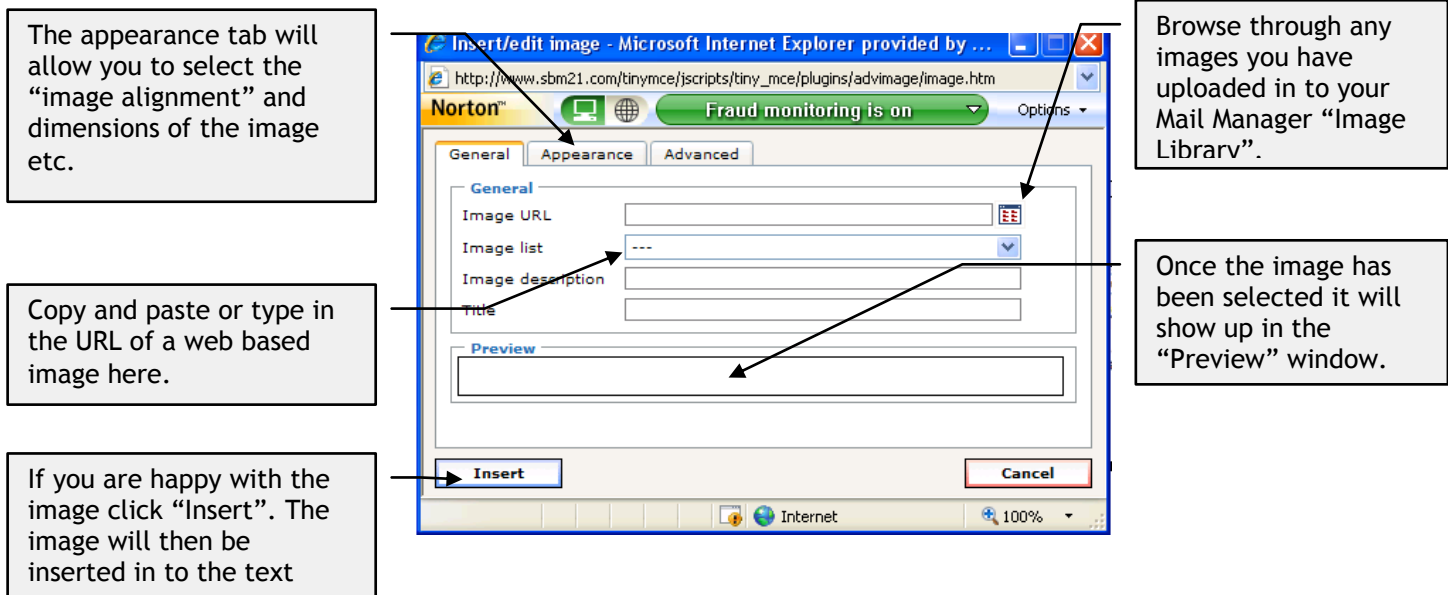
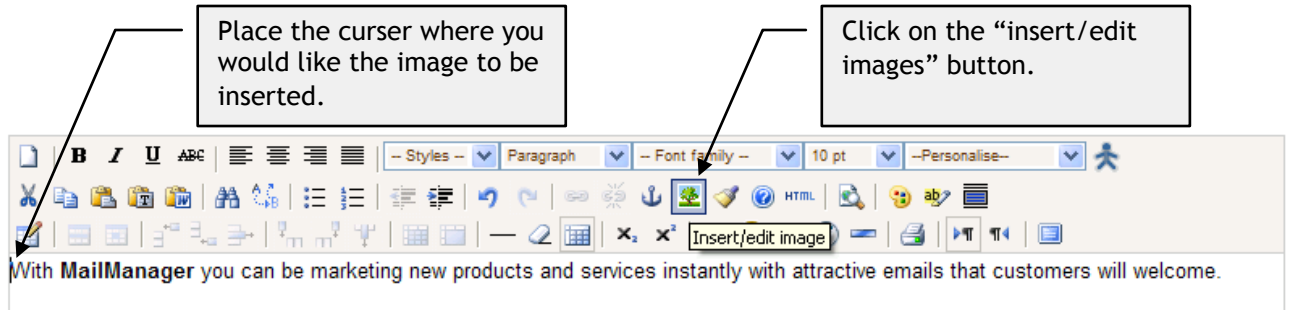
Use the link list drop down box to insert a link such as "Unsubscribe" or "Forward to a Friend".


Use the "browse" button to select a link from your link list such as "Unsubscribe" or "Forward to a Friend". You can also use this button to link to a survey or online file you have created.

Click "insert" to save and activate the link or "cancel" close the window.

## Editing an Image

You can also insert images into the body of the text box (images can also have links added to them the same way you add a link to text).



Depending on the template that you are using, you may have the option to change an image in the eMailout. If your eMailout contains an image that you are allowed to change, it will have an Edit button  next to it.

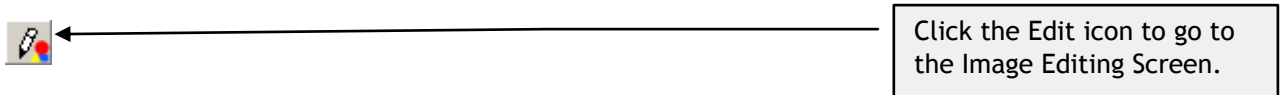



Image: **Option 1:**  
 Enter Address (URL) of image:   Click "Browse" to find the image in your image library.  
 Or select image from library:   Click the "Browse" button to find the image in your image library.


Linking to an image on your website will allow your eMailouts to be sent much more quickly than time in editing and resizing images. Click here to learn more about how to link to images on your website.

**OR Option 2:**  
 Upload image from your computer:   Click "Browse" to find the image in your image library.

Alternate Text for Image:

URL attached to image:  If you would like the image to be an active link insert the URL here.

Click "Save" to upload the image to your eMailout.

The image will then appear on your eMailout. You can use the edit button  to change the image.



## Editing a Survey

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A survey can be used to ask your subscribers questions. Use the surveys feature to create feedback surveys, evaluation forms, competition entry forms, or even invitation RSVP forms.

If the template that you selected for your eMailout contains a survey, you will be able to edit the survey title and description, and enter questions for the survey.

### Editing the Title and Description of the Survey


Before you enter your own title and description, a sample title (“My Survey”) is shown.

Before adding any questions to your survey, you **MUST** enter your own title.

The image shows a screenshot of the MailManager survey editing interface. It is divided into three main sections: a survey preview, a selection menu, and a settings panel. Callout boxes with arrows point to specific elements in each section.

- Survey Preview:** Shows a sample survey titled "NewsletterSurvey Survey" with a question "1. Sample Question 1" and three radio button options: "Answer 1", "Answer 2", and "Answer 3". A "Submit Survey" button is at the bottom right. A callout box points to the edit icon next to the title, stating: "Click the edit icon next to the name of the survey to change the title and description of the survey."
- Option 1: Link to an existing survey:** A "Survey:" dropdown menu. A callout box points to the dropdown arrow, stating: "Select an existing survey from the drop down box."
- Option 2: Create a New Survey:** Fields for "Title:" and "Email Results to:". A callout box points to the "Title:" field, stating: "Enter a title for the survey." Another callout box points to the "Email Results to:" field, stating: "Enter the email address you would like the results sent to."
- Settings:** Includes "Template (Webpage Version):" (set to "Default"), "Style (Webpage Version):" (with two style preview cards), and "Submit Button Label:" (with a text input field and "(eg. 'Submit Survey')"). A callout box points to the "Submit Button Label:" field, stating: "Select the format for your survey." There are also "Save", "Save and Return", and "Cancel" buttons at the bottom.


## Ownership

Owner:    
Assign an owner if you would like access to this eMailout to be restricted.

Edit Permissions:  Any User  Only Owner or Managers

Use this section to restrict what users can access this survey.



## Copy Survey



Copy Survey Questions from:  

Copy the questions from a previous survey and keep the results separate.

Click save to update changes.



**Customer Satisfaction**  

1. Would you recommend our services to a friend or business associate?  

Yes  No  Undecided

2. Sample Question 2 [\[Add a new question\]](#)

Answer 1  Answer 2  Answer 3

If you have difficulty filling out these questions from your email, please try to complete them [online by clicking here](#).

Click the “Add a new Question” link to add another question to the survey.

### Answer Alignment in Surveys



Horizontal format looks like this:

- Answer 1
- Answer 2
- Answer 3


Vertical format looks like this:

- Answer 1
- Answer 2
- Answer 3

### Changing the order of questions in a survey

You will notice that once you have more than one question in your survey, up  and down  arrows will appear next to the question titles. Use these arrows to change the order of your questions.

### Deleting a question from a survey

Delete a question by clicking the  button next to the question that you wish to delete.

## Editing a News Section

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If the template that you have used for your eMailout contains a news section, then you can add any number of news items to that news section.

### Adding News

In This Issue
<a href="#">News Item 1 [Add a News item]</a>
<a href="#">News Item 2 [Add a News item]</a>
<a href="#">News Item 3 [Add a News item]</a>
<a href="#">News Item 4 [Add a News item]</a>
<a href="#">News Item 5 [Add a News item]</a>
<a href="#">News Item 6 [Add a News item]</a>


Click the “Add News” link to add your first news item.

[Add News Item](#) or [click here to search Content Library](#)

You can enter a text title for your item, or upload an image to use in place of a text title.

Title Text:

Title Image (optional):

**Option 1:**  
Enter Address (URL) of title image:  
 

**OR Option 2:**  
Upload image from your computer:

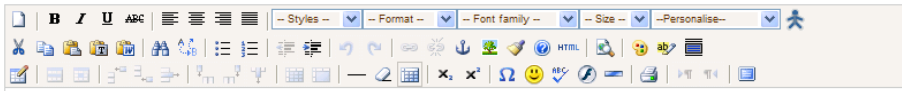
Recommended Width: 100 pixels  
Recommended File Size: 1KB to 3KB

Click here to insert a news story from the RSS feeds.

Give the news item a title.

### Body Text

Now enter the main body text of your item. This text can be as long as you like. Use the formatting and personalisation buttons on the right to insert text formatting or to insert subscriber personalisation into the text.



Path:

Use these fields to add an image in to the title section.


Enter the text of the news item. This can be as long as you like.

To use personalisation, first select the item you wish to insert. Then click in the text above where the item should be placed. Then click "Insert".

### Image

Upload or link to an image to include next to your item. If you would like some text to appear in place of this image in the "Text-Only" version of your eMailout, enter that text in the "Alternate Text" box. This is especially appropriate if your image contains words that a subscriber would not see if they were unable to view images in an eMailout.

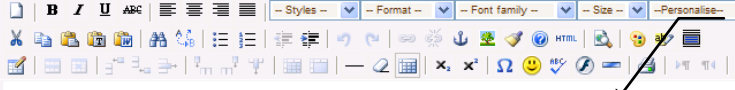
Image:

**Option 1:**  
Enter Address (URL) of image:  
 

**OR Option 2:**  
Upload image from your computer:

Recommended Width: 100 pixels  
Recommended File Size: 1KB to 3KB

Alternate Text for Image:



Path:

Image Alignment:  Left  Right

Insert an image from your image library, link an image from the internet or upload a new image from your file library.

If a subscriber chooses to receive text only emails they will not see your image. You can type a description of your image here.

### More Information Link

If you would like the subscriber to be able to click on a link to view more information, enter the URL or address below. You can also enter the text that the subscriber must click on. If you do not enter anything, the system will use "Click here for more information" as the default.

URL for more information:  http://

Clickable Text for more info:  eg. Click here for more information

If you want the link to point to another website, enter the URL here. Otherwise, leave it blank.

This is the text that the subscriber sees (e.g. "Click here for more information" or "Click for the full text").

## Subscribers Introduction

Mail Manager allows you to maintain your subscriber list. You can either use Mail Manager to enter your subscriber information, or you can import your subscriber list from another Customer management system.

### Adding a New Subscriber

The form contains the following fields and options:

- Salutation: [Text input]
- First Name: [Text input]
- Last Name: [Text input]
- Gender:  Female  Male  n/a
- Company: [Text input]
- Email Address: [Text input]
- Home Phone: [Text input]
- Work Phone: [Text input]
- Mobile Phone: [Text input]  Will accept SMS?
- Address 1: [Text input]
- Address 2: [Text input]
- Suburb/City: [Text input]
- State: [Text input]
- Postcode: [Text input]
- Country: [Text input]
- Sales Representative: [Dropdown menu, currently showing "Ainsworth, Di"]
- Date of Birth: [Date picker]
- Your ID: [Text input]
- Email Format:  Automatic (Recommended)  HTML Only (Graphical)  Text Only
- Subscribed to newsletter
- Agreed to receive email offers?
- Groups: Check the groups that this subscriber belongs to
  - 2007 Noosa Mayfiesta Mail Competition
  - Cluster - Arts
  - Cluster - Cuisine
  - Event Organisers - Noosa
- Comments: [Text area]
- Buttons: Save, Cancel

Callout boxes provide the following instructions:

- Salutation: A salutation is NOT just "Mr". It is the entire form of address that you would use for this person. Eg. Mr Brown.
- Email Address: You must enter an email address for each subscriber.
- Sales Representative: Select the Representative that this subscriber is assigned to.
- Your ID: If you are keeping Mail Manager synchronised with another customer management system, use the "Your ID" field to store the subscriber's ID in your other system. This will allow you to do automatic imports and subscriber matching.
- Groups: Any subscriber groups that you have created will appear in this list. Just check the boxes next to the groups that the subscriber belongs to.
- Comments: Enter any additional comments that you have about this subscriber.
- Save: Click "Save" to add this subscriber to your Subscriber list.

## Editing a Subscriber's Record

Subscription Date:	06-Feb-04 (self subscribed)	The date that the subscriber was first added to Mail Manager.
Salutation:	<input type="text"/>	A salutation is NOT just "Mr". It is the entire form of address that you would use for this person. Eg. Mr Brown.
First Name:	Tom	
Last Name:	Costas	
Update Link:	[View Online Update Page]	
Gender:	<input type="radio"/> Female <input type="radio"/> Male <input type="radio"/> n/a	
Company:	<input type="text"/>	
Email Address:	Tom.Costas@au.nestle.com	You must enter an email address for each subscriber.
Home Phone:	<input type="text"/>	
Work Phone:	<input type="text"/>	
Mobile Phone:	<input type="text"/>	<input type="checkbox"/> Will accept SMS?
Address 1:	<input type="text"/>	
Address 2:	<input type="text"/>	
Suburb/City:	<input type="text"/>	
State:	<input type="text"/>	
Postcode:	3059	
Country:	Australia	
Sales Representative:	Ainsworth, Di	Select the Representative that this subscriber is assigned to.
Date of Birth:	<input type="text"/> <input type="text"/> <input type="text"/>	
Your ID:	<input type="text"/>	If you are keeping Mail Manager synchronised with another customer management system, use the "Your ID" field to store the subscriber's ID in your other system. This will allow you to do automatic imports and subscriber matching.
Email Format:	<input checked="" type="radio"/> Automatic (Recommended) <input type="radio"/> HTML Only (Graphical) <input type="radio"/> Text Only	
	<input checked="" type="checkbox"/> Subscribed to newsletter	
	<input type="checkbox"/> Agreed to receive email offers?	
Groups:	<p>Check the groups that this subscriber belongs to</p> <input type="checkbox"/> 2007 Noosa Mayfiesta Mail Competition <input type="checkbox"/> Cluster - Arts <input type="checkbox"/> Cluster - Cuisine <input type="checkbox"/> Cluster - Heritage <input type="checkbox"/> Cluster - Nature <input type="checkbox"/> Cluster - Soft Adventure <input type="checkbox"/> DENE Invite <input type="checkbox"/> Discover & Explore Expo Participants <input type="checkbox"/> Event Organisers - Noosa	Any subscriber groups that you have created will appear in this list. Just check the boxes next to the groups that the subscriber belongs to.
Comments:	<input type="text"/>	Enter any additional comments that you have about this subscriber.
		Click "Save" to save any changes that you have made.
		<input type="button" value="Save"/> <input type="button" value="Cancel"/>



## Importing Subscribers

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**Getting there:** Click “Subscribers” in the top menu, then click “Import Subscribers” in the side menu.

### Step 1. Upload a CSV file into Mail Manager.

Your file should be a .csv file, and should look something like this (depending on the fields that you have chosen):

```
First Name,Last Name,E-mail Address
Martin,Holzworth,martin.holzworth@eds.com
Robert,Marshall,robertm@burmarplumbingplus.com.au
David,Barnes,esl-lock@bigpond.com
Charles,Willmore,charles@willmoredesign.com
```

The first line of the file should be a header line, containing the names of the fields that you are trying to import. There should be no spaces between the field names, and they should be separated by commas.

Please consult the support files for your customer management system to determine how to export your subscriber list into CSV format.

The screenshot shows a web interface for uploading a CSV file. It features a text input field for the file name, a 'Browse...' button, and a 'Next ->' button. Below the input field, there is instructional text and an example of a CSV file. Two callout boxes with arrows point to the 'Browse...' button and the 'Next ->' button.

**Step 1. Upload your import file:**

File:

Your file should be a .csv file.  
This means that there should be one subscriber record on each line, with the fields separated by commas.  
The first line should contain the field or column names.

*Example:*  
FirstName,LastName,Email,Company  
"Bob","Jones","bob@bob.com","Bobs Company"  
"Bill","Smith","bill@bob.com","Bobs Company"

Click “Browse” to locate your CSV file on your

Click “Next” to upload the file. If your file is large, this could take a few minutes.

## Steps 2 and 3. Map the fields in your import file to the fields in Mail Manager.

On this side are the columns that have been found in your file.

Select the field in Mail Manager that the column in your file maps to.

An example is given from your file.

**STEP 2. Map the fields in your import file to the fields in your subscriber database.**

FirstName :: Column 1	First Name	(eg. Martin)
LastName :: Column 2	Last Name	(eg. Holzworth)
EmailAddress :: Column 3	Email	(eg. martin.holzworth@eds.com)

IMPORT Cancel

**STEP 3. FILE PROPERTIES (OPTIONAL)**

Header Row:  My file has a header row  My file does not have a header row

Delimiter:  Comma  Tab

Character Set (Advanced): Default (Recommended)

Do not split the import file up into smaller files

If the first row of your file contains the names of the columns, then your file has a header row.

Choose if your File has been saved in a tab or comma separated format (csv is comma separated).

## Steps 4 and 5. Assign imported subscribers to groups (optional)

### STEP 4. UPDATE IMPORTED RECORDS (OPTIONAL)

Ignore imported subscribers without an email address (recommended)  
 Do Not Reactivate Unsubscribed Subscribers  
**DO NOT UNTICK THIS BOX unless you have accidentally unsubscribed someone that you should not have. Unticking this box could lead to being blocked by email providers such as Hotmail, AOL and Yahoo.**  
 Do Not Reactivate Bounced Subscribers  
**DO NOT UNTICK THIS BOX unless you are sure you know what you are doing. Unticking this box WILL lead to being blocked by email providers such as Hotmail, AOL and Yahoo.**  
 Do Not Reactivate Deleted Subscribers

Match on:  Yes ID (an ID provided in your import file)  Email Address  Turn on SMS alerts for all imported subscribers

Sales Representative:

Select if you would like Mail Manager to match the imported subscribers with subscribers already in the subscriber list.

### STEP 5. ASSIGN IMPORTED RECORDS TO GROUP/S (OPTIONAL)

**Assign the imported subscribers to a NEW GROUP**

Group Name:

Sub Group of:

Expiry Date:

**Assign the imported subscribers to an EXISTING GROUP**

2007 Noosa Mayfiesta Mail Competition  
 Cluster - Arts  
 Cluster - Cuisine  
 Cluster - Heritage  
 Cluster - Nature  
 Cluster - Soft Adventure  
 DENE Invite  
 Discover & Explore Expo Participants  
 Event Organisers - Noosa

If you would like to create a new group and assign all of the imported subscribers to it, enter its name here.

Select a group from the dropdown list to add the imported subscribers in to a sub group.

Check the boxes next to any group that you would like to assign the imported subscribers to.

### STEP 6. SYNCHRONISE WITH IMPORTED LIST (OPTIONAL)

By performing a synchronisation, you will ensure that your Subscriber List contains only those email addresses that you are currently importing.

You should therefore ensure that your external database (the one that you are importing from) contains ALL current email addresses, including those that have subscribed online.

No Synchronisation (recommended)  
 Synchronise Entire List  
 Synchronise Sales Rep List:   
 Synchronise Group List:

Select this option if you would like Mail Manager to delete any subscribers that do not appear in your import file.

Select this option if you would like Mail Manager to delete any subscribers associated with a specific sales representative, that do not appear in your import file.

Select this option if you would like Mail Manager to delete any subscribers from a selected group, that do not appear in your import file.

Putting subscribers in groups is highly recommended when you start creating eMailouts. You will

gain flexibility when you manage subscribers in particular

groups, and it will be much easier to add the subscribers to a group while importing them than doing it one subscriber at a time later on.

Click the import button when you are ready. You will receive a message telling you that your import was successful.

## Exporting Subscribers

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**Getting there:** Click “Subscriber List” in the side bar, then search for the subscribers that you wish to export.

The export button can be found at the bottom of the Search Results screen.

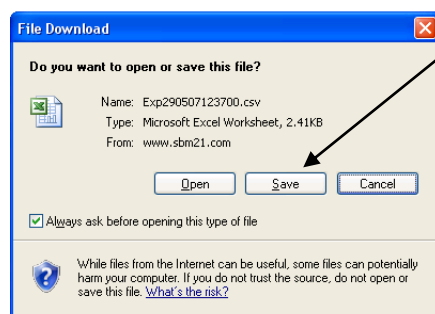
mayor@noosa.qld.gov.au	[Edit...] [Unsubscribe...] [Delete...]
sandyabbott@dodo.com.au	[Edit...] [Unsubscribe...] [Delete...]
j_adami@optusnet.com.au	[Edit...] [Unsubscribe...] [Delete...]
adamsch@heraldsun.com.au	[Edit...] [Unsubscribe...] [Delete...]
christineadams@bigpond.com	[Edit...] [Unsubscribe...] [Delete...]
JAMSADMS@AOL.COM	[Edit...] [Unsubscribe...] [Delete...]

[ Simple Export... ] [ Advanced Export... ]

Click Save and select where you would like to save the exported file.

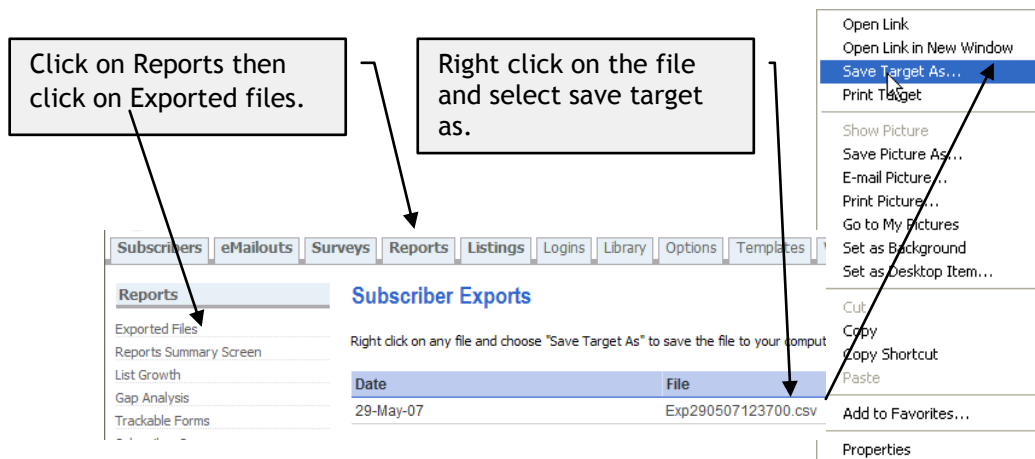
When you click the Export button, a CSV, or Comma Separated file will be created containing the subscribers that you searched for.

An email will be sent to you with a link to download this file such as: <http://www.sbm21.com/data/SubscriberExports/Exp2905071230.csv> . When you click on this link a new window will open and you will be given the option to Save the file. Click save and select where on your hard drive you would like to save the file.



Click Save and select where you would like to save the exported file.

Alternatively you can click on “Reports” in the top menu and then click on “Exported Files” in the left menu to access any exports you have previously created.



This file may be opened in Excel, or can be imported into any program that supports CSV files.

Select the folder that you would like to save the file into, and click "Save".

## Subscriber Groups

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**Getting there:** Click "Subscribers" in the top menu, then click "Subscriber Groups" in the side menu.

### What are subscriber groups?

A subscriber group is simply a collection of subscribers that have a common interest or attribute.

### Can a Subscriber belong to more than one group?

Yes. A subscriber can belong to any number of groups.

### Why should I create groups?

Groups are very useful if you wish to send an eMailout to a whole group of subscribers at once. Instead of selecting the subscribers individually, you can just select the group. For example, you might use Subscriber Groups to keep track of your subscriber's interests, or you might have a "VIP" group for important subscribers.

## The Subscriber Groups Screen

The first screen lists the groups that are currently in the system.

Name	Code	# Subscribers	Actions
			Add Group...
+ First Mail Out	1111	0	[ Edit. ] [ Subscribers.. ] [ Move ] [ Add Sub-Group ] [ Delete Group Name.. ] [ Delete Group AND Members.. ]
+ NFN		1	[ Edit. ] [ Subscribers.. ] [ Move ] [ Add Sub-Group ] [ Delete Group Name.. ] [ Delete Group AND Members.. ]
+ test group 1		9	[ Edit. ] [ Subscribers.. ] [ Move ] [ Add Sub-Group ] [ Delete Group Name.. ] [ Delete Group AND Members.. ]
+ test group 2		2	[ Edit. ] [ Subscribers.. ] [ Move ] [ Add Sub-Group ] [ Delete Group Name.. ] [ Delete Group AND Members.. ]

Click here to add a new group.

Click here to add a Sub Group.

Click here to view a list of the subscribers in a group.

Click here to delete a group or delete a group and all the subscribers within that group.

## Adding a New Group

If you are just using this group as a heading to hold sub-groups, choose the "Heading" type.

Group Name

Group Code

Expiry Date

Group Type

Members

Heading (no members)

Settings

Public Group (appears on subscription form)

Turn on by default?

Test Group?

Public Name

Description

Save Cancel

The code is optional and can be used when importing a list from another contact management software package to match groups.

If you are just using this group as a heading to hold sub-groups, choose the "Heading" type.

Enter the name of the group as it should appear on your subscription form.

Give the group a name such as "NSW Importers".

You can set an expiry date, after which this group will be AUTOMATICALLY DELETED. The members of the group will not be deleted.

Decide whether this group will appear on your subscription form. Setting a group as a "Test Group" will make it display when you choose send a test of any campaign.

This description will also appear on your subscription form.

## Editing the Name of a Group

Click here to edit the name of a group.

Name	Code	# Subscribers	Actions
Add Group...			
<input type="checkbox"/> First Mail Out	1111	0	[ Edit. ] [ Subscribers.. ] [ Move ] [ Add Sub-Group ] [ Delete Group Name.. ] [ Delete Group AND Members.. ]
<input type="checkbox"/> NFN		1	[ Edit. ] [ Subscribers.. ] [ Move ] [ Add Sub-Group ] [ Delete Group Name.. ] [ Delete Group AND Members.. ]
<input type="checkbox"/> test group 1		9	[ Edit. ] [ Subscribers.. ] [ Move ] [ Add Sub-Group ] [ Delete Group Name.. ] [ Delete Group AND Members.. ]
<input type="checkbox"/> test group 2		2	[ Edit. ] [ Subscribers.. ] [ Move ] [ Add Sub-Group ] [ Delete Group Name.. ] [ Delete Group AND Members.. ]

## Deleting a Group

There are two options one will delete the group name and the subscribers in the group the other option will only delete the group name. If a group name is deleted and the subscribers do not belong to any other groups they can be found by searching for “subscribers not in any group” on the “subscriber Search” page.

Name	Code	# Subscribers	Actions
Add Group...			
<input type="checkbox"/> First Mail Out	1111	0	[ Edit. ] [ Subscribers.. ] [ Move ] [ Add Sub-Group ] [ Delete Group Name.. ] [ Delete Group AND Members.. ]
<input type="checkbox"/> NFN		1	[ Edit. ] [ Subscribers.. ] [ Move ] [ Add Sub-Group ] [ Delete Group Name.. ] [ Delete Group AND Members.. ]
<input type="checkbox"/> test group 1		9	[ Edit. ] [ Subscribers.. ] [ Move ] [ Add Sub-Group ] [ Delete Group Name.. ] [ Delete Group AND Members.. ]
<input type="checkbox"/> test group 2		2	[ Edit. ] [ Subscribers.. ] [ Move ] [ Add Sub-Group ] [ Delete Group Name.. ] [ Delete Group AND Members.. ]

Click here to delete the Group name (this will not delete the subscribers within the group).

Click here to delete the Group name and subscribers (this will permanently delete the subscribers and the group).

## Assigning a Subscriber to a Group

To assign a subscriber to a group, you should first search for the subscriber using the Subscriber Search facility. Then click the Edit icon to edit the subscriber record. You can assign the subscriber to groups on the Subscriber Editing Screen (note a subscriber can belong to as many groups as you like).

## Viewing the Subscribers in a Group

You can remove a particular subscriber from a group by clicking “Subscribers”, then clicking the “Remove from group” link next to the subscriber that you wish to remove.

<input type="checkbox"/>	, John	John@irealty.com.au	Remove From Group
<input type="checkbox"/>	, Josh	josh@irealty.com.au	Remove From Group
<input type="checkbox"/>	, Peter	peter@irealty.com.au	Remove From Group
<input type="checkbox"/>	Citizen, John	John.Citizen@qr.gov.au	Remove From Group

Click on a subscriber's name to jump directly to the subscriber's record.

Click here to remove the subscriber from the group.

The subscriber record is NOT deleted.

# Sending an eMailout

**Getting there:** Click “eMailouts” in the top menu then select the “Send eMailout” from the side menu.

When you have finished editing your eMailout, you will need to send it.

The process of sending an eMailout can also be referred to as creating an eMailout batch. As you go through the sending process, you will be asked first to select the subscribers that the eMailout should go to, then select the date and time for the eMailout to be sent.

## Step 1: Select the eMailout to send

Date Created	Date Updated	Title	Select
30-May-05	03-Jul-07	[The Last Word] Welcome!	Select Subscribers
03-Jul-07	03-Jul-07	Example	Select Subscribers

Click the “Select Subscribers” button next to the eMailout that you wish to send.

## Step 2: eMailout Summary

Continue Sending -->

The times (in seconds) that your eMailout will take to download.

### Download Time

	Total	Modem	Broadband
HTML (Graphical) Message Only:	14.92KB	2.26 s	0.08 s
Text Message Only:	2.52KB	0.38 s	0.01 s
Automatic (Multipart Message) - default:	<b>17.44KB</b>	<b>2.65 s</b>	<b>0.10 s</b>

### What does this mean?

The important numbers are the red ones. These show you how long you can expect a subscriber to wait for your email to download.

### What do I do if my eMailout is too big?

The best way to reduce the size of your eMailout is to reduce the size of your images. Do this by making your images the smallest possible size and quality required to achieve the presentation you require. A list of the images found in your eMailout is shown below, with the size of each image calculated beside it.

### Spam Compliance

Item
<b>Included Unsubscribe Link</b>
<b>Included Address</b> The address "PO Box 5359" was not found in your eMailout.
<b>Included Phone Number</b> The number "07 3841 7111" was not found in your eMailout.
<b>Included Subscriber's Email Address</b>

The Spam Compliance section checks your eMailout for included features that lessen the chances of being caught by Spam filters.

### Other Important Items

<b>Included Link to View Online - HTML Version</b>
<b>Included Link to View Online - Text Only Version</b>
<b>Included Subscribe Link</b>
<b>Included Link to Forward</b>

Feedback about important items that make your eMailout more accessible.



### Step 3: Select Subscribers

Use this page to search for the subscribers that you wish to send the eMailout **Example** send to all of the subscribers on your list, just click "Search" without entering any search

Perform a simple search by subscriber's name, email or ID.

Name/Email/ID:

This is checked by default and will only send to subscribers that haven't already received the eMailout.

Only send this eMailout to those subscribers who have not yet received a copy of it.

Allow me to see the list of subscribers who will receive the eMailout before I send it (this is not recommended if you are sending it to a large number of recipients).

View a list of the subscribers found by the search before sending.

Address:

Suburb:

Postcode:

Extra fields to narrow the search.

- Group/s:
- 2006 Christmas Blue Rock
  - 2006 Christmas Suna
  - Affiliates
  - All Client Logins
  - Cassie Christmas Letter 2006
  - Clients
  - Invitations
  - iRealty Agents August 2006
  - Resellers
  - test email group

Find subscribers within specific groups.

Gender:  Female  Male  Any

Aged Between:  AND

Extra fields to narrow the search.

Search through all subscribers or only search through subscribers that have subscribed to the newsletter.

- Subscribed to newsletter
- Agreed to receive email offers?

Search through all subscribers or only search through subscribers that have agreed to receive email offers.

## Step 4: Send the eMailout

The time now is 4:45 PM on Wed 04-Jul-07.

Send your eMailout to **1 Subscribers**

\* = Required Information

\* **Default "From" Email Address:**

support@sunacomr

Automatically make the "from" address the email address of the User related to each subscriber.

\* **Default "From" Name:**

Suna Communicatio

\* **Subject:**

Example

Personalise (optional): Select...

\* **Delivery Date and Time:**

4 July 2007 at 4:40 pm

**Additional Options:**

I want to proof/edit the text-only version of this eMailout before sending

**Importance:**

Normal

**Description:**

Personalise (optional): Select...

The email address that is used when a reply is made to the eMailout.

The name that is displayed in the From field of an email.

The Subject line that appears in the eMailout.

Set the date and time for the eMailout delivery to be scheduled.

View a copy of the eMailout prior to sending.

(Field is optional)

Prioritise the email by setting the importance.

(Field is optional)

A description of the eMailout.

(Field is optional)

Note: please do not set ALL of your messages to High Priority as this will only serve to annoy your subscribers. You should only use "High" priority for messages that are genuinely important.

This description is used as the default message when the subscriber requests the email as a PDF attachment.

To send the eMailout immediately:

1. Fill in the From address, From name and Subject.
2. Click "Send eMailout"