



Emailer Software User's Quick Guide

Please note that this is a Quick Guide only and if there is information missing that you require – download the full guide [here](#).

(http://www.visualmarketing.com.au/images/stories/emailer_user_guide.pdf)

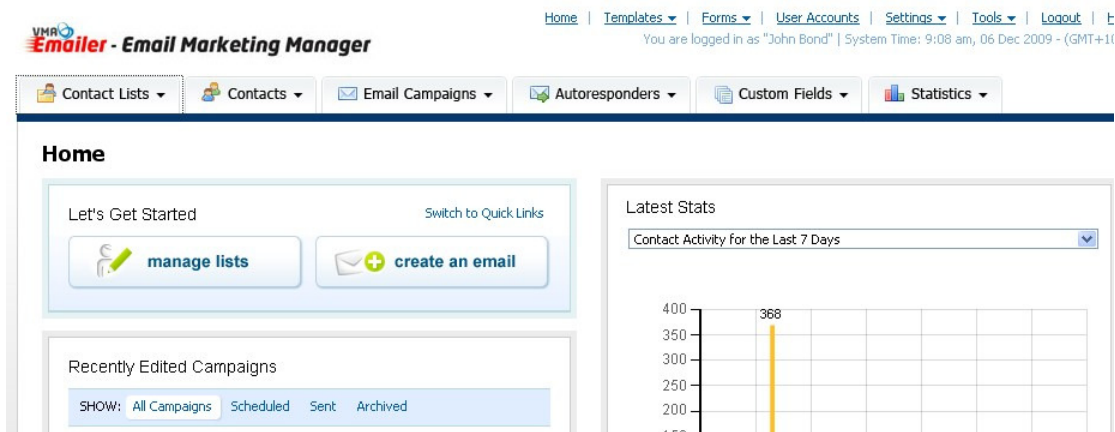
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GETTING STARTED

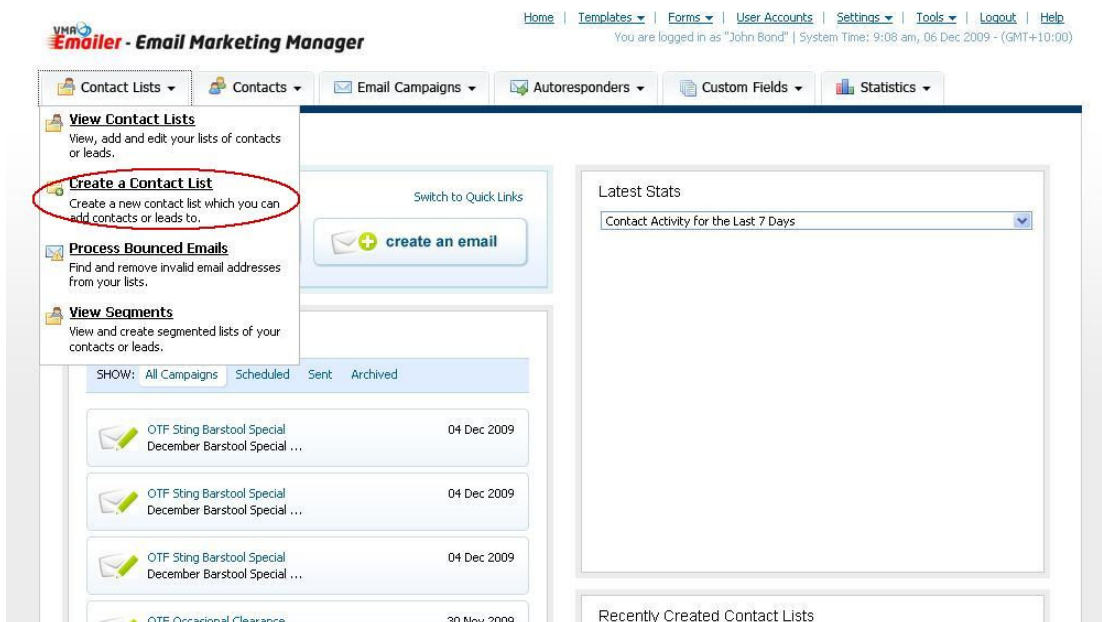
You have now received your username and login:

Proceed to the login page [here](#) – scroll down the page a little and you will see the login area on the left. Login and tick the “remember me” check box if you require. You may also “Bookmark” this page to make it easier to find next time.

Once you have logged in, you will see your home page:



First up you need to create your contact list. You can create as many lists as you like. You will see 6 tabs along the top of the page – select “Contact Lists” then “Create a Contact List”.



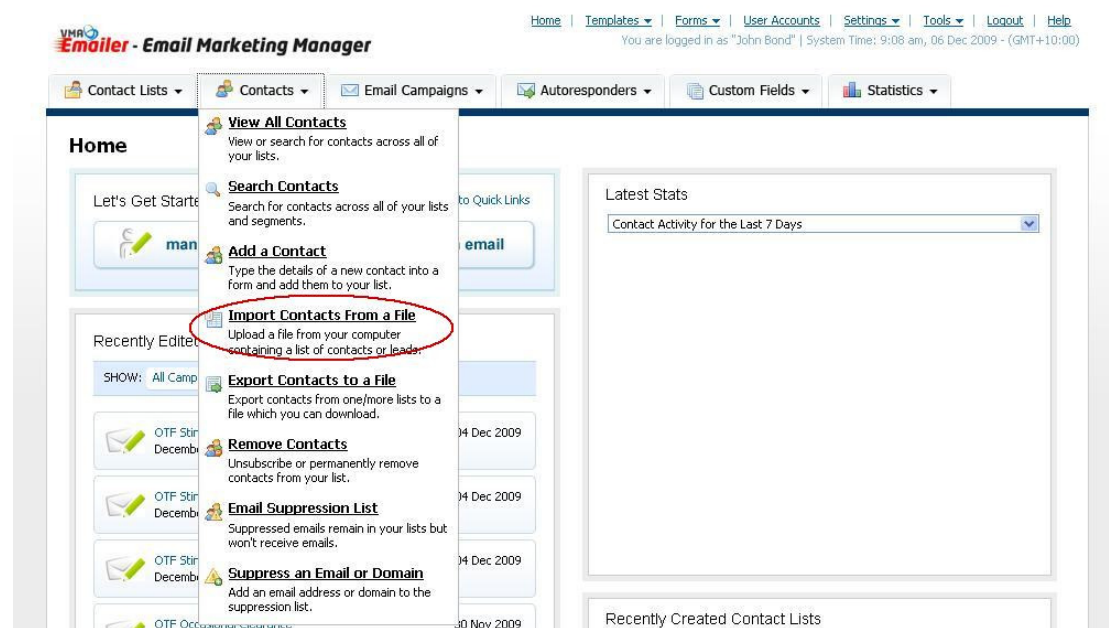
If you need clarification of any field – hover your pointer over the blue “?” ().

Just fill in all the fields remembering those with * are required fields. You may choose to add custom fields and only view those you require. I recommend to only choose those fields you really need.

You can choose to automate the Bounced Emails – but this is covered in the full manual.

Once you save your list you can either manually enter your contacts or import them via a CSV file.

Choose the “Contacts” tab then “Import Contacts from a File”:



Select the “Contact List” you just entered then proceed to the next step. Leave “Import Details” as is – unless you are re-importing contacts you may choose to overwrite originals via the checkbox.

You may tick “Contains Headers” if the 1st row of your file has headings (recommended)

Browse and select your contact list – this MUST be a CSV file – You can save an Excel file as a CSV file using the “Save As” function.

Go to Next & “Map” field names ie “Name” to “First Name”, “Surname” to “Last Name” etc. and “Import”

Before we start our email campaign, you will need to select a template – the best way to do this is from the top menu and select “Templates” then “View Built-in Templates” where you can scroll down the page and select the template you wish to use. Click on a template to view it in a larger size and remember which template you chose.

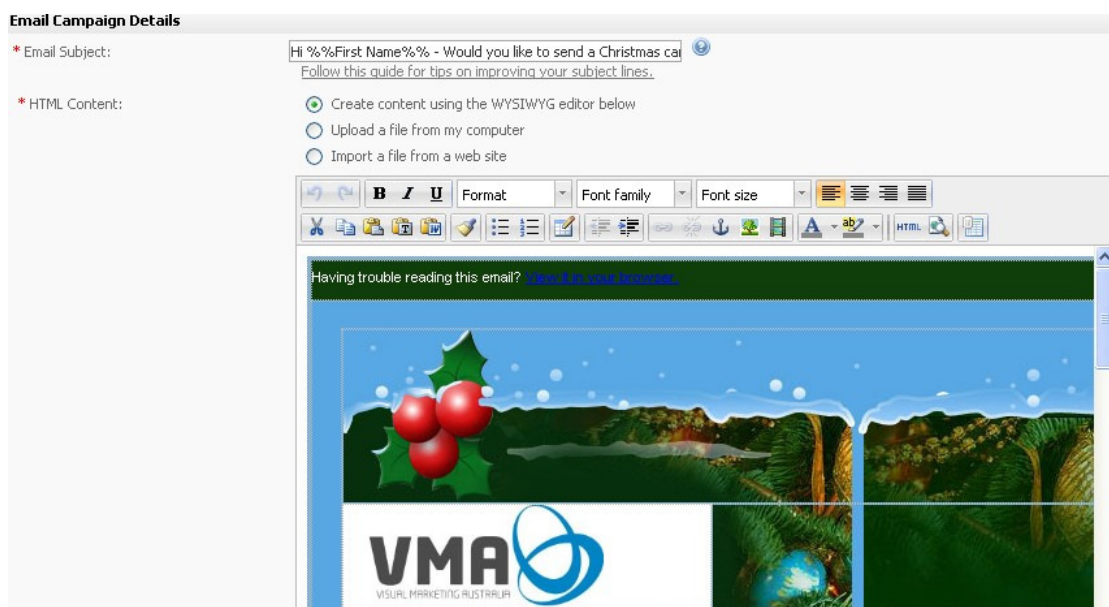
Once this is done you can now create an email campaign.


Go to "Email Campaign" & select "Create an Email Campaign", name your campaign and select the template you have previously chosen in the dropdown menu. If you chose HOLIDAY (2 column) (SEASONAL EVENTS) – look for the "Seasonal Events" category then select "Holidays" the proceed to the next step.

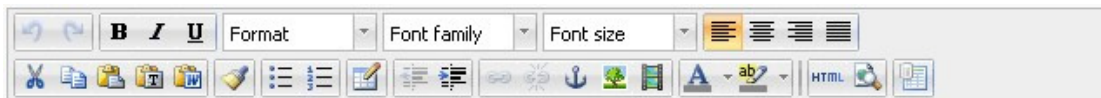
You are now in the WYSIWYG editor (What You See Is What You Get).

Fill in the "subject" line with an attention grabbing subject. Including the First Name of you client will increase open rates substantially:

Hi %%First Name%%, welcome to our November Newsletter & some interesting News



Your WYSIWYG Editor buttons are very similar to Word, with the Insert Image button being the tree 



You can insert a Logo by placing you cursor in the correct spot and hit the Insert Image button, select the location, give it a description then "insert". This is how you can insert all your images. See Image Specifications in Appendix 1

Edit the body of your promotion by selecting the heading and retyping your own. With the content you can type directly over the existing text or copy and paste from a text or Word document using the T or W paste buttons on the tool bar.

Remember that you can "Undo any errors by pressing the "Undo" button on the Tool bar. Plus you may need to "Save & Continue Editing" regularly to ensure you do not loss any information.



Once you have completed your newsletter, you can copy and paste your text into the "Plain Text" window below – you may need to tidy it up a little to make it more readable.

Paste between the 2 lines:

To view it online, please go here: %%webversion%%

And ("PLACE YOU TEXT HERE!")

To stop receiving these emails:%%unsubscribe%%

Once completed, do a SPAM check – you may need to change some "Spammy" words to get your SPAM score as low as possible.

You can then "Preview your Email Campaign" by sending it to your own email address (see bottom of page) – but remember that the custom fields will look the same (%%First Name%%) during this test. Once you send your campaign properly - will the "Custom Fields" pull the client's information from the database.

Once you are satisfied with your campaign you are ready to send it to your "Client List"

Select "Email Campaign" then "Send an Email Campaign"

Select your "Contact List" you wish to send it to and press "Next"

In "Email Settings" Select which "Email Campaign" you wish to send & fill in the other criteria as you like. I recommend you either send bounced emails to a separate email account OR set up your Microsoft Outlook "Rule Wizard" to redirect bounced emails to a separate folder in Outlook itself.

In "Email Schedule Settings" you can choose to "Send Now" or uncheck to schedule

later.

You can also choose to be "Notified about Sending" I recommend you leave this selected.

In "Advanced Settings" confirm the "First Name" & "Last Name" fields and leave the rest as is.

Select "Next" then "Schedule my Email Campaign" and away you go!

Scheduling is set to run every 5 minutes and it may skip the first session and go on the second so just be patient. You will be notified once your campaign has been sent.

Once your campaign has been sent – after a few days you can check the Statistics to monitor your campaigns progress.

Good Luck

Remember that you have a "Help" guide in the top right corner or you can download the full Users Manual Version from [here](#) or go to the www.VisualMarketing.com.au

Website and look under Email Marketing – "Plan Prices" page.

(http://www.visualmarketing.com.au/images/stories/emailer_user_guide.pdf)

Appendix 1

IMAGE SPECIFICATIONS

Please find the following specifications:

File type = .jpg; .gif; .tif; .png; .bmp; .jpeg

Format = RGB

Suggested maximum image width = 600 px wide (for full width of email)

Resolution = no greater than 96 dpi

Screen resolution is 72dpi but I suggest 96 dpi – this is slightly better resolution for printing out + gives you scope to enlarge if required.

You can enlarge/reduce by 20%