

# Subscriber Lists

Please ensure all the people you are adding to your subscriber list have given you their consent. To reduce spamming issues, the default number of 'subscribers' you can have is set to approx 900. This can be increased to approx 18,000 whenever needed by confirming that all the subscribers have been knowingly and voluntarily added.

## Creating a Subscriber List

1. Log in at [wedoemailmarketing.com.au/login.html](http://wedoemailmarketing.com.au/login.html)
2. Click on 'Lists & Subscribers' Tab
3. Click on 'Create a new list' button on right hand side
4. Enter List Name in section indicated
5. Select list type:
  - a. **Single Opt-in:** subscribers are added to this list as soon as they complete your subscribe form.
  - b. **Confirmed opt-in:** confirmation email will be sent with a link they must click to validate their address.
6. Click 'Create List' Button at bottom of page

## Adding 'Subscribers' to your subscriber List

### If you have no subscribers already:

1. Log in at [wedoemailmarketing.com.au/login.html](http://wedoemailmarketing.com.au/login.html)
2. Click on 'Lists & Subscribers' Tab
3. Click on list you would like to add names to.
4. Click on 'Add the first subscribers to your new list' link
5. Enter in your contacts as advised
6. Click 'Add Subscribers' Button at bottom of page

### If you have subscribers already:

1. Log in at [wedoemailmarketing.com.au/login.html](http://wedoemailmarketing.com.au/login.html)
2. Click on 'Lists & Subscribers' Tab
3. Click on list you would like to add names to.
4. Click on 'Add new subscribers' link on right hand side
5. Enter in your contacts as advised
6. Click 'Add Subscribers' Button at bottom of page



# Subscriber Lists

## Managing your Subscriber Lists

1. Log in at [wedoemailmarketing.com.au/login.html](http://wedoemailmarketing.com.au/login.html)
2. Click on 'Lists & Subscribers' Tab
3. Click on list you would like to edit.
4. Click on the email address of the subscriber you would like to edit
5. Click on 'Edit Subscriber' button on right hand side
6. Update the information required
7. Click 'Save Subscriber' Button at bottom of page



# Creating a Newsletter

## Creating your first campaign:

1. Log in at [wedoemailmarketing.com.au/login.html](http://wedoemailmarketing.com.au/login.html)
2. Click on 'Create your first campaign' Tab
3. Enter the Campaign Name: this is for your own reference
4. Enter the Email Subject
5. Enter who the campaign is from: i.e.: your business name
6. Enter the email address the receiver will see who sent the newsletter
7. Enter the email address that any replies will be sent to: this can be different to the from email, but must be a valid address
8. Click 'Next' at the bottom of the page
9. Select the newsletter / campaign format – (template or plain text)

For instructions on adding content, view '*Adding Content to Your Newsletter*' on the next page.

## Creating a new campaign

(after your first campaign):

1. Log in at [wedoemailmarketing.com.au/login.html](http://wedoemailmarketing.com.au/login.html)
2. Click on 'Create a new campaign' button on the right hand side
3. Enter the Campaign Name: this is for your own reference
4. Enter the Email Subject
5. Enter who the campaign is from: i.e.: your business name
6. Enter the email address the receiver will see who sent the newsletter
7. Enter the email address that any replies will be sent to: this can be different to the from email, but must be a valid address
8. Click 'Next' at the bottom of the page
9. Select the newsletter / campaign format – (template or plain text)

For instructions on adding content, view '*Adding Content to Your Newsletter*' on the next page.



# Creating a Newsletter

## Adding Content to Your newsletter

### Template Based Newsletters: Adding Content

1. Select the template newsletter / campaign format option
2. Click 'next' at the bottom of the page: you will be taken to an editor
3. Click 'Edit' on top of content section
4. Enter in required information – click save
5. To add more content features – click '+Add New' button top right hand side.
6. Continue using steps 4 and 5 as required
7. Re-Order sections by using the move button – between trash can and '+Add New' button. Simply click (and hold down) this tab and move the required section up to down. Remember to keep holding your mouse button down.

### Template based newsletters: Preview Your Email

1. Click green 'Preview' button in top right hand corner
2. If all is good - Click 'Define Recipients' button in top right hand corner
3. To make changes - Click 'Make More Changes' button in top left hand corner

### For Plain Text Newsletters / Emails

1. Select the plain text only format option
2. Click 'next' at the bottom of the page: you will be taken to an editor
3. Enter in the contents of your text based email
4. Click 'Define Recipients' button at bottom of page



# Creating a Newsletter

## Working with Images

### Removing Images:

1. Click the down arrow next to the cogwheel located at the right of the 'hero image' box.
2. Click 'remove image'
3. Save section changes as normal

### Adding / Changing your Image:

To keep the layout integrity of your newsletter, all images have been give pre-set sizes.

**IMPORTANT:** It is highly recommended that images are kept as small as possible in relation to file size. Max of 200Kb is desirable.

1. Click the down arrow next to the cogwheel located at the right of the 'hero image' box.
2. Click 'remove image'
3. Click 'Choose file' located on the left of the 'hero image' section
4. Locate and select the desired image from your computer using the file selection box that pops up.
5. Once it has finished uploading, your image will appear in your newsletter.
6. If finished with this section, click save

### Making Images Linkable:

This will allow viewers of your newsletter to click on an image to go to a website or file.

1. Once you have inserted your desired image, Click the down arrow next to the cogwheel located at the right of the 'hero image' box.
2. Click 'Add Link'
3. Enter the url (website address) or email details you would like to link too.
4. If finished with this section, click save



# Creating a Newsletter

## Working with Images

### Adding Alt (alternate) Information to Images:

This is a description of your image; it will be visible if your viewers email software does not show images by default when your email is opened.

1. Once you have inserted your desired image, enter your short image description in the allocated 'hero image' area located in the editor.
2. If finished with this section, click save

### Linking to external documents:

This will allow viewers to click on an image to download an external document such as a pdf file. The file you are linking to needs to be stored on your web server for this function.

1. Upload the file you would like to link to onto your web server using your content management system or favourite ftp program. Be sure to take note of the final web address of your file (ie: <http://www.yourdomainname.com.au/folder/filename.ext>)
2. Once you have inserted your desired image, click the down arrow next to the cogwheel located at the right of the 'hero image' box.
3. Click 'Add Link'
4. Enter the url (website address) of the file you would like to link too. This is the address noted in step 1
5. If finished with this section, click save



# Sending Your Newsletter

## Selecting Who Your Newsletter is Sent To:

### From Existing Subscriber Lists

1. Select the click boxes for the list(s) you would like your newsletter to be sent to: Only lists which have subscribers will appear
2. Click 'Next' at bottom of page

### Entering Email Addresses in Manually

1. Select the 'I will type in the recipients manually'
2. Click 'Next' at bottom of page
3. Enter in information as required and advised on page
4. Click 'Import these recipients' button at the bottom of the page
5. Click 'Next' at bottom page

You will be taken to a summary of your newsletter 'campaign' – you can edit any information from this page by clicking the 'edit' button on the right hand side of each section

## Testing your Newsletter

optional but advised

### To do a small manual test

*cost: FREE*

1. Enter in the email addresses that you would like to send the test newsletter to - you can send it to up to 5 email addresses. We recommend a mixture of web based addresses (hotmail, yahoo, etc) and domain based addresses (ones that you open with desktop email software - i.e. Outlook, Mac Mail, etc)
2. Click 'Send the test email' button

### To do a complete design and spam test

*cost: \$20.00 + GST*

1. Click on 'Complete design and spam test' tab
2. Follow the instructions mentioned on the screen



# Sending Your Newsletter

## Scheduling the Delivery of your Newsletter

You can either send your newsletter immediately or set a time in the future for it to be sent. If you choose a time in the future, you will not be billed until the scheduled time.

1. Follow instructions listed on the screen

## Viewing Your Newsletter Reports

Once you have sent a newsletter, you will start getting information back about that newsletter such as who has opened your email, and who hasn't, links clicked on, etc. This information will automatically come up when you log in.

Once you have sent more than one newsletter, you will see a list of your 'campaigns', to view the reports for any of these campaigns, click on the respective campaign name.

Below is a brief description for the information you receive in these reports:

**Unique Opens:** The number of people that have opened your newsletter

**Bounced:** number of emails that could not be delivered

**Not Opened:** number of people who have not opened your newsletter (this is an estimate – open rate is governed by images being viewed)

**Clicked a link:** percentage of people who clicked on a link in your newsletter

**Unsubscribed:** percentage of people who have unsubscribed – when someone unsubscribes, they are automatically changed from being an active subscriber to an unsubscribes one. No more newsletters will be sent to these people.

**Recipient Activity:** Who opened your newsletter and what links they clicked on.

**Link Activity & Overlay:** Which links were clicked on, the most popular and who clicked on which links

**Social Sharing & Forwards:** Who shared your newsletter on Facebook and Twitter

**World View:** real-time map of how is opening your campaign

**Opens & Clicks Over Time:** When did subscribers open your newsletter and when they clicked on your links.

**Email Client Usage:** Which email clients / software was used to view your newsletter

**Bounce Summary:** Who didn't receive your newsletter and why

