

Quick Start Account Guide



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Quick Start Guide

Account Setup

How do I brand my account?

Click on the Accounts tab -

Under the branding tab - Upload a graphic of your logo from your desktop to appear in emails and across the account.

Choose the fonts and the colours you want that reflect your brand.

Click on the View a branding test page to see how it looks.

Under the contact details - Add all your business details so that email templates and web pages show your contact information.

Under the social tab - Add your social media links which appear on emails and on the web pages that are publicly visible, such as sign ups.

Setting up a mailing

How do I add my lists?

Click on the Contacts tab - Go to the list you wish to upload to, click on the manage button. Look down the page for the upload options.

Small lists with just emails and names can be pasted straight in. Bigger lists with more contact information need to be added under the upload a list tab, you will find the empty file format here, download the file. Add the contact details to the list and re-save.

Now go to the upload a list button, choose your list and upload it. This can be in the system format or your own format which will be translated by your upload set up on the settings page.

Lists can get rejected if they have characters in that would have likely be a part of a harvesting data activity.

How do I upload images?

Click on the Files tab - You can store your images in different sub folders to keep them neat and to avoid using the same names of images which can cause the wrong image to appear.

Images can also be edited within Smartmessages to reduce the data size and pixel sizes but also be done in a graphics applications and then uploaded.

How do templates work?

The simplest way of using templates is to go to mailings tab, create a mailing and choose a template from the template library.

For html savvy users who want to add your emails under the template tab. These templates then appear in the template gallery under the content tab when creating a mailshot. Remember to add the code for unsubscribes, we will add one if you don't and it will appear at the bottom of the email. When you create a new template, the code snippets are in a drop down menu, allowing anything in the database to be added to each email.

If you need a more complicated reusable template then call us and we will work with you to create one, this is chargeable.

How do I do a test my emails?

Create a test list and a test campaign (this keeps test mailing separate from the real ones). When working on a mailing, hit the send a test button and send it to the test list (it is best to have a range of email clients as recipients such as yahoo, google, hotmail, etc) to see how it appears on different machines such as mobiles.

Now copy the mailing on the mailings page, make the corrections and resend. Having got the email perfect, then make a copy, choose a name and under which campaign it will be stored. Choose the list you wish to send to, and send.

VERY IMPORTANT - There will be less mistakes if you send when you have done your tests, checked your links, subject, text, graphics, etc.

Once an email shot is sent, it goes extremely fast, you can pause it and change it, but you will have to quick as 10's of thousands go out a minute. The fundamental rule here is only send when you are sure it is correct, this is the point where mistakes are made.

Account Management

Managing my Lists

How do I download my bounces?

There are two places to download these lists, one is under the contacts, the other is on the report page for each mailing.

How do I download my unsubscribes?

Each list has an unsubscribe list associated with it, you get access to this on the edit/upload/download page. Just click to download it.

How do I clean a list but keep the related unsubscribes?

Sometimes it is useful to empty a list but keep the unsubscribes associated, you do this by clicking the empty list button at the bottom of the page. Then upload list, if any addresses on the list is on the unsubscribe list, it will not be added to the live list.

When should I clean my lists of bounces?

We automatically clean the list after 3 bounces, it is a smart system which cleans out email addresses when they are deemed to be defunct.

Understanding the Feedback.

What does my bounce list mean?

This is worth looking at, as it will show the freshness of the list and also sometimes show trends with certain email companies, changing their behaviour.

When is a good time to send?

You can deduce this from the results of mailings, the other useful way to go is to imagine what the contacts on the list will be doing at different times and work out the most likely time they will be free to view your emails.

What do my reports mean?

A good guideline of the quality of the list can be deduced, the bounce list as well as the openings and click throughs offer an insight into the provenance of the list, ie was it produced in-house or bought in.

Over multiple sends the patterns of response of the list becomes a better indicator of the emails relevance, than comparing the list against other lists.

It is worth noting that many email clients.

Maximising Delivery

How do I sort out my SPF & DKIM records?

The Sender Policy Framework (SPF) was set up to cut down the amount of spam and thus improve deliverability. We highly recommend setting this up for yourself.

DKIM was created to stop emails getting tampered with between our servers and the recipients.

Check out our wiki, here you will find comprehensive information on this.

Legal Requirements

What are the legal requirements on my email?

You need to include company name, registered address, company number as well as an unsubscribe link.