

Multiple Account Setup



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Multiple Account Management Guide

With a simple two-tier, parent-child account structure, giving larger organisations and digital agencies a wide range of features to manage Smartmessages services across multiple clients or departments.

These features save time, create autonomy and give oversight by giving email credit control, user role control, management overview of all child accounts, template sharing from the parent account and automatic branding on emails and public facing pages from the current account details.

Setting up Accounts

New child accounts can be created with a click. All the account admins with user management privileges are copied to the child account on account creation.

On the home page of the parent account, the child accounts are listed, helping with navigation and oversight.

Also on the parent account under the **Account tab**, there is the **Agency tab**, where you can see an overview of all the child accounts, their credits, their sending and a link to the accounts.

Account status: Smartmessages Demo

Hello, **SMARTMESSAGES**
Welcome to Smartmessages

Sending credits remaining: 3,996
You have used 2,404 sending credits out of your total of 6,400.

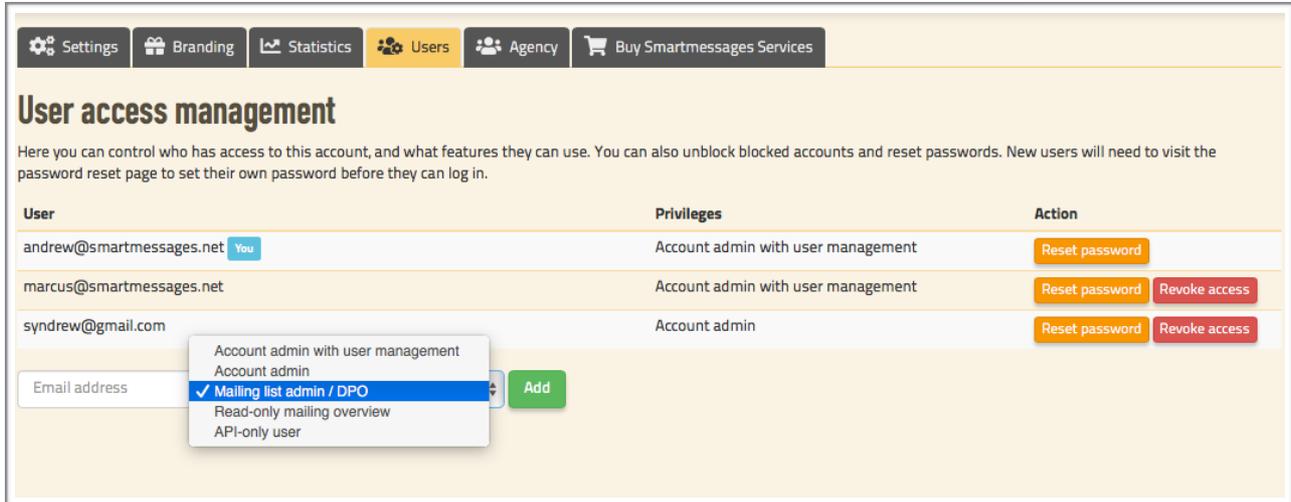
Account activity

Account	Credit balance	Mailshots this month	Messages this month
This account	3,996	2	4
Child Account 1	997	2	3
Child Account 2	999	1	1
Child Account 3	0	0	0

[Create a new sub-account](#) [→ See more](#)

User Management

Administrators can add new users and allocate them different levels of access appropriate for their role. They can reset forgotten passwords as well as revoke access when needed.



The screenshot shows the 'User access management' interface. At the top, there are navigation tabs: Settings, Branding, Statistics, Users (active), Agency, and Buy Smartmessages Services. Below the tabs, the title 'User access management' is displayed, followed by a brief description: 'Here you can control who has access to this account, and what features they can use. You can also unblock blocked accounts and reset passwords. New users will need to visit the password reset page to set their own password before they can log in.'

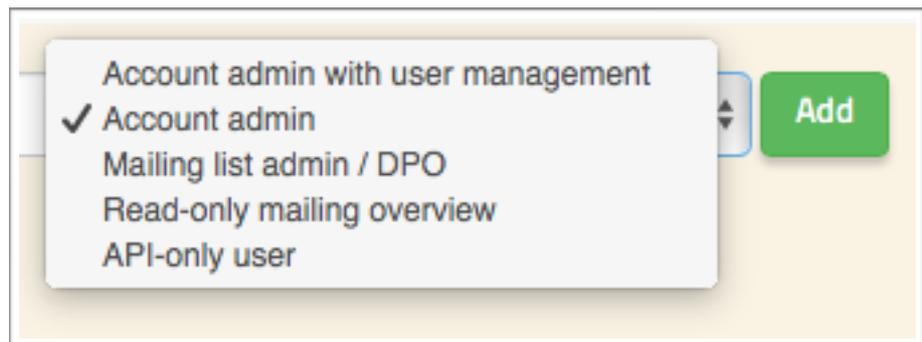
User	Privileges	Action
andrew@smartmessages.net You	Account admin with user management	Reset password
marcus@smartmessages.net	Account admin with user management	Reset password Revoke access
syndrew@gmail.com	Account admin	Reset password Revoke access

Below the table, there is a form to add a new user. It includes an 'Email address' input field, a dropdown menu for selecting privileges, and an 'Add' button. The dropdown menu is open, showing the following options:

- Account admin with user management
- Account admin
- Mailing list admin / DPO
- Read-only mailing overview
- API-only user

There are five different privilege choices:

- Account Admin with user management – can do everything as well as create users
- Account Admin – can do everything
- Mailing List Admin/DPO – Contact Management but cannot send
- Read only mailing overview – Can only see the reports of mailings
- API-only user – used when connecting systems together



This image is a close-up of the dropdown menu from the previous screenshot. It shows the following options:

- Account admin with user management
- Account admin
- Mailing list admin / DPO
- Read-only mailing overview
- API-only user

To the right of the dropdown menu is a green 'Add' button.

Account Branding

A parent account's branding can be copied to a child account in one click, thus keeping the styling consistent across an organisation, saving lots of copying and pasting.

Branding controls cover the colour scheme, font stacks, custom headers & footers, and CSS for public-facing pages, such as subscribe and unsubscribe.

The screenshot shows a web interface for account branding. At the top is a navigation bar with tabs: Settings, Branding (active), Statistics, Users, Buy Smartmessages Services, and Affiliates. The main heading is "Account Branding, Style & Content". Below this is a paragraph explaining that users can change the appearance of public-facing pages and email templates using these settings. There are two buttons: "View a branding test page" and "Copy branding from Smartmessages". A note states that the account has a parent and that copying branding will overwrite existing settings. The "Your logo" section includes a "Choose File" button (no file selected) and a light blue informational box about logo requirements (PNG, JPEG, or GIF, 256x128 pixels, readable on light backgrounds). The "Colours and fonts" section has fields for "Foreground colour" (hex #606060) and "Background colour" (hex #f9f0dd), both with color pickers. It also has dropdown menus for "Heading font stack" and "Body font stack", both set to "Presets" and showing the font stack "'Helvetica Neue', Helvetica, Arial, sans-serif". A light blue informational box explains that these settings apply to both pages and email templates and take precedence over style sheets, and that email cannot use dynamically downloaded fonts.

Template Features

Templates can be imported from other email marketing systems with a couple of clicks, written from scratch (we don't get in the way of custom template developers), or they can be created from the standard templates.

Our standard templates pull information from the account, such as branding, colours, logos, company contact details, and social media links without needing additional work, so they act as a great starting point for good-looking templates with no effort.

A template in the parent account can be shared with all the child accounts which will inherit their branding from their own account and thus simplifying production and control of templates.

The screenshot displays the 'Template properties' interface. At the top, the title 'Template properties' is in a yellow header. Below it, the status is 'Loaded' and the syntax check is 'OK'. There are three buttons: 'Settings', 'HTML template', and 'Plain-text template'. The 'Name' field contains 'RSS 1'. The 'Description' field contains 'Single Story from Blog using RSS'. The 'Subject' field contains 'News from []'. There are checkboxes for 'Archived' (unchecked) and 'Shared' (checked). Below these is an 'Import template' section with a 'Choose File' button. At the bottom are 'Save' and 'Preview' buttons. A tooltip titled 'Shared templates' is overlaid on the 'Shared' checkbox, explaining that shared templates are available to all child accounts and can be used by selecting them from the template gallery. It also notes that to share a template with a single child account, the 'Copy to child' button should be used.

If the template needs to be only used in one of the child accounts, it can be copied there from the template properties in the template module of the parent account. Click on the drop down menu, choose the child account to copy to and hit the copy button.



Account Overview

The agency module creates a single page where the parent account can see an overview of all the child accounts. The information provided shows the credits allocated and the sending history with grand totals for all the accounts.

Email Credits

- Email Credits can be bought in chunks and spread out to the child accounts by the administrator as well as remove credits from them.
- These credits last for a year and will expire if they are not used.
- The system counts down the credits as they are used.
- When purchasing credits, the cost per credit comes down the larger the chunk.
- Credits can be distributed to multiple child accounts with ease.

