

## Overview

Welcome to Newsletter.my, the most powerful web-based all-in-one E-mail Marketing service that will allow you to easily design HTML and text based newsletters, deliver personalized emails to your target audiences through mailing and target lists, and improve your business by boosting your e-mail advertising and communication.

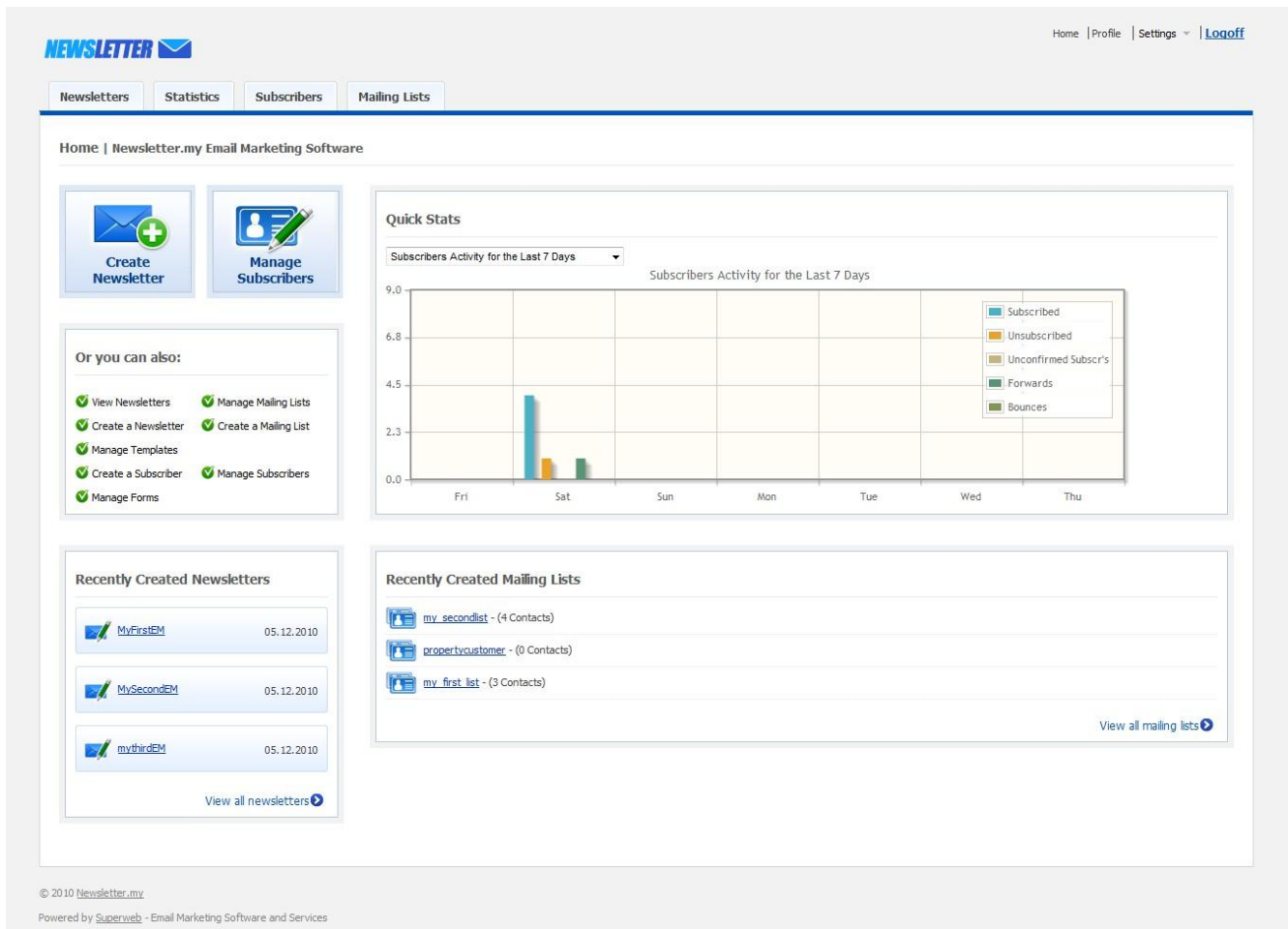
## Getting started

Once you are through with sign-up process on Newsletter.my, The following window will appear after the administration has verified your registration as a user:



You will need to enter login & password which created by Newsletter.my and sent to you on your subscription information email (The 1<sup>st</sup> email you receive from Newsletter.my).

Once you have successfully logged in, the first page you get provides you with the possibility to move to everyday tasks, displays recently created newsletters, mailing lists, lists quick statistics diagram covering subscribers' activity and newsletters sent recently.



The screenshot shows the Newsletter.my dashboard. At the top right, there are links for Home, Profile, Settings, and Logoff. Below the logo, there are navigation tabs for Newsletters, Statistics, Subscribers, and Mailing Lists. The main content area is titled 'Home | Newsletter.my Email Marketing Software'. It features several sections: 'Create Newsletter' and 'Manage Subscribers' buttons, a 'Quick Stats' section with a bar chart titled 'Subscribers Activity for the Last 7 Days', and two lists: 'Recently Created Newsletters' and 'Recently Created Mailing Lists'. The 'Quick Stats' chart shows activity for Friday and Saturday. The 'Recently Created Newsletters' list includes 'MyFirstEM', 'MySecondEM', and 'MyThirdEM', all dated 05.12.2010. The 'Recently Created Mailing Lists' list includes 'my\_secondlist - (4 Contacts)', 'propertycustomer - (0 Contacts)', and 'my\_first\_list - (3 Contacts)'. A 'View all mailing lists' link is at the bottom right of this section. The footer contains copyright information for 2010 Newsletter.my and Superweb - Email Marketing Software and Services.

**Setting: General Setting (Upper right corner)**

Area for managing general settings. The following settings are available:

**From name:** This name will be added into email sender field by default (subscription confirmation emails, gratitude expressing emails, etc.)

**From email:** This email will be added into addresser email field by default (subscription confirmation emails, gratitude expressing emails, etc.)

**Test email:** This email will be used for receiving test newsletters

**Show tips:** You will see a question mark near some control element. If you place a mouse-pointer over this question mark, you will see a brief info about this element. After you learn completely how to work with our script you can freely disable tips. By doing it, you will have an increased speed of site work.

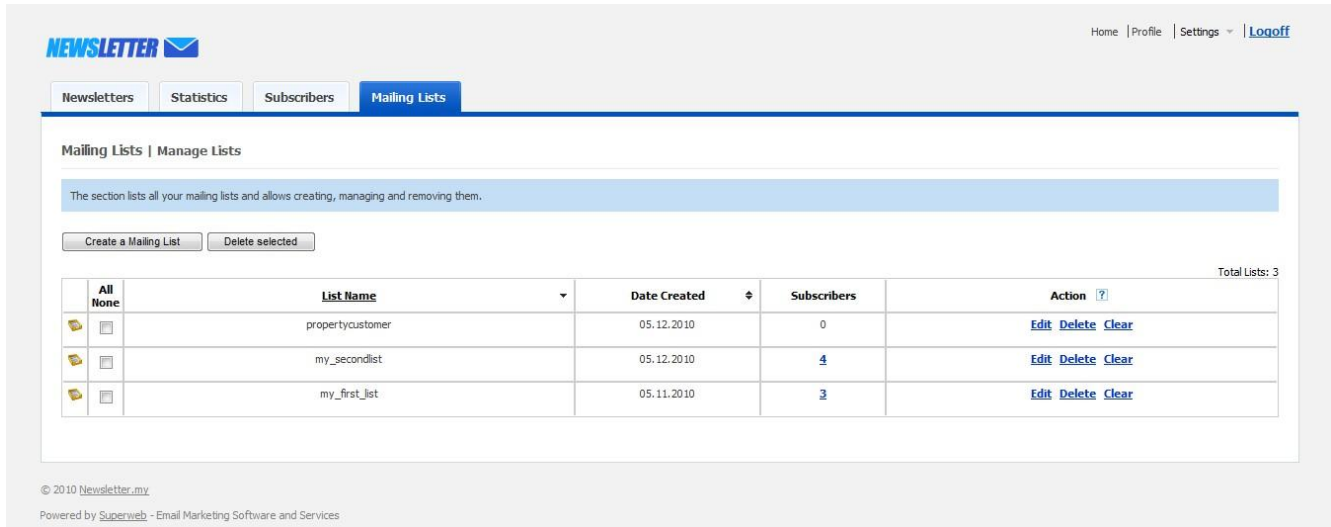
**Action with the subscriber:** Here you can choose whether a subscriber will be removed or his status changed, after he unsubscribed from a newsletter

**Allow changing links:** Changing links is required to track statistics

## Tutorial: Start Your First Email Campaign

### 1. Create your mailing list

A mailing list is a group of newsletter recipients gathered by a common name (for example, a mailing list called Marketing). When you send out a newsletter to a mailing list, all members of the mailing list receive the message.



To create a mailing list, click the “Create Mailing List” button under the “Mailing Lists” section.

### 2. Add/import subscribers

Before you can send an email campaign you need someone to send it to. In step 1 we created a mailing list. In this step we will look at 3 different ways you can add subscribers to your mailing list:

#### 2a. Import subscribers from a file

If you already have a list of subscribers in a file on your computer, you can upload that file into the system and add subscribers to a mailing list. To start, you will need to export your subscriber list from your other mailing program. You should export your subscriber list into a CSV (comma separated value) file. A CSV file will contain a list of your subscribers’ details in a line-by-line format.

Subscribers’ data is indicated per line further, for example:

#### Text file (.txt)

David;Beckham;davidbeckham@newsletter.my;  
 Brandon;Yeoh;brandonyeoh@newsletter.my;  
 Connie;Tan;connie@superweb.com.my;  
 Calvin;Klein;ck@superweb.com.my;

or

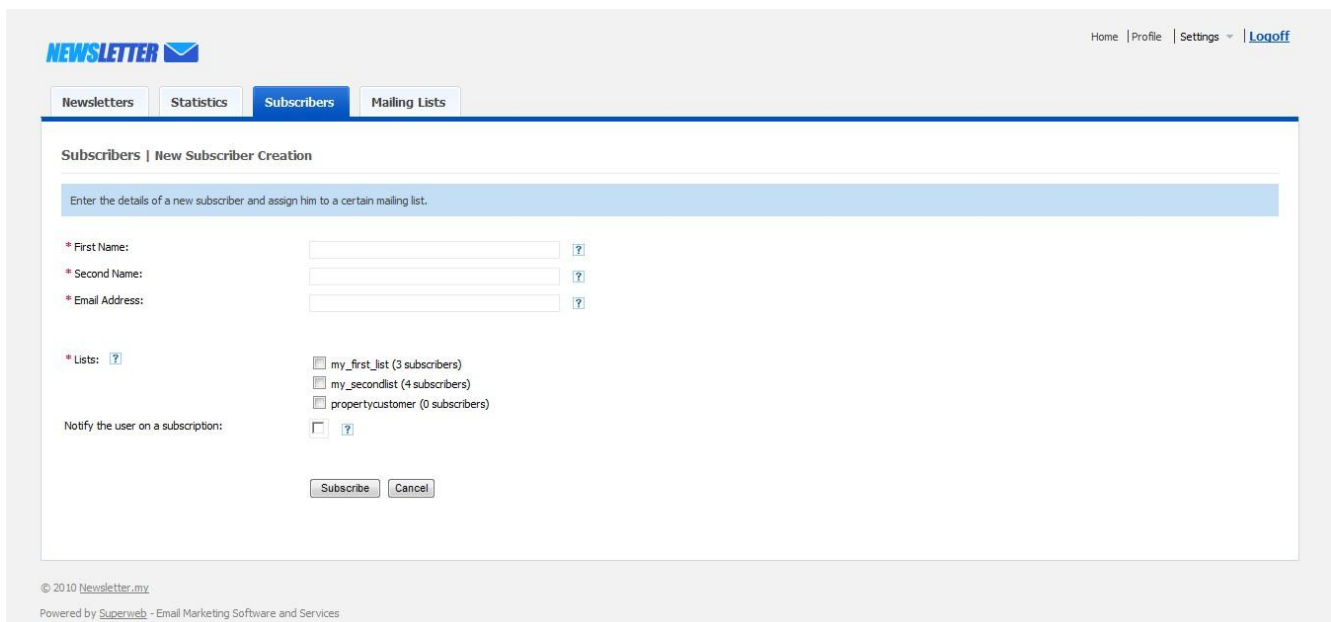
#### CSV file (.csv)


	A	B	C
1	First Name	Second Name	Email Address
2	David	Beckham	davidbeckham@newsletter.my
3	Brandon	Yeoh	brandonyeoh@newsletter.my
4	Connie	Tan	connie@superweb.com.my
5	Calvin	Klein	ck@superweb.com.my
6			

To import subscribers from a file, click the “Import Subscribers” button. This will start the “Import Subscribers” wizard. Choose the mailing list you want to import subscribers to, enter delimiter used in the imported file, choose whether the imported file contains headers, and then choose the CSV file from your computer. Once your file is loaded, you will be able to map the fields in the imported file with fields in Newsletter.my mailing list. The text on the left of the screen displays the fields in the imported file. Select the mailing list field to which each field should map. Once you are through, click ‘Import’.

## 2b. Type in subscribers manually

If you only have a handful of subscribers to add to your list, you can use the “Create Subscriber” form to add them in manually. Move your mouse over the “Subscribers” section and click the “Create Subscriber” button:



NEWSLETTER  Home | Profile | Settings | Logout

Newsletters | Statistics | **Subscribers** | Mailing Lists

Subscribers | New Subscriber Creation

Enter the details of a new subscriber and assign him to a certain mailing list.

\* First Name:  ?

\* Second Name:  ?

\* Email Address:  ?

\* Lists: ?

- my\_first\_list (3 subscribers)
- my\_secondlist (4 subscribers)
- propertycustomer (0 subscribers)

Notify the user on a subscription:  ?

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Complete the form to add a subscriber to the selected mailing list.

When you’re done, click “Subscribe” to save the subscriber to the mailing list and add another subscriber.

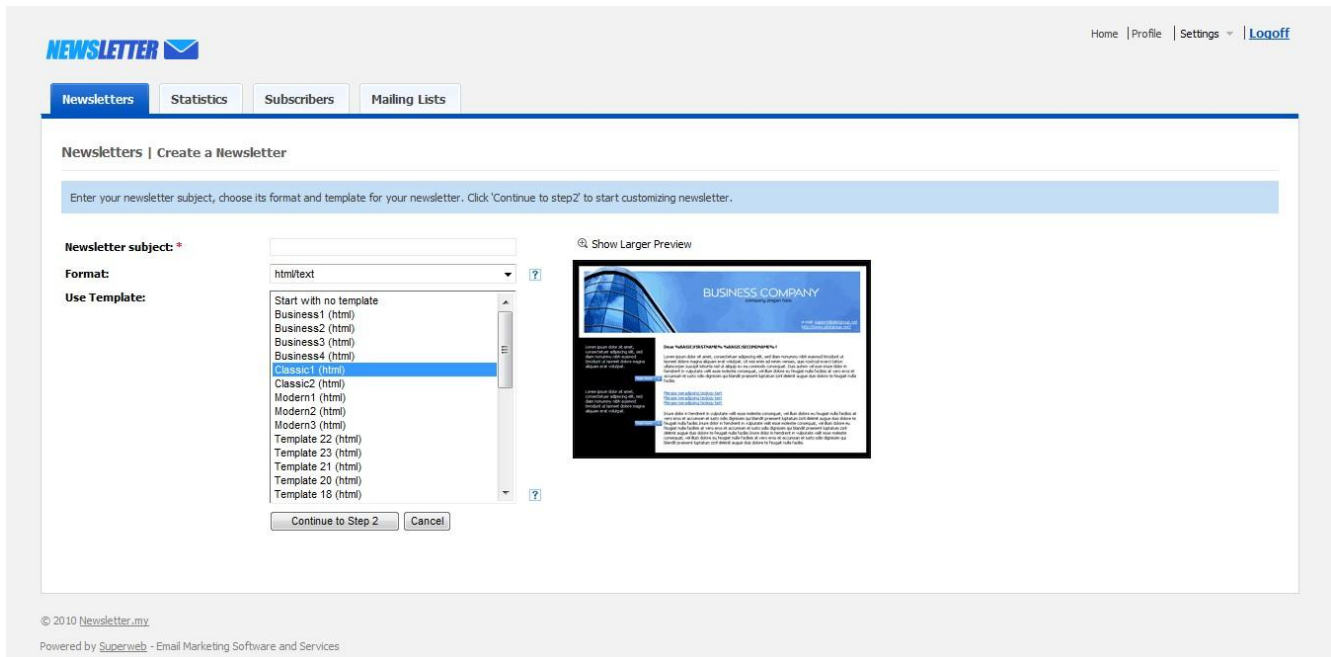
### 3. Create your email campaign

The most important part of your campaign is the email you will send to your mailing list.

Let's now look at how to create a simple email campaign by choosing a professionally pre-designed email template from those included in the system.

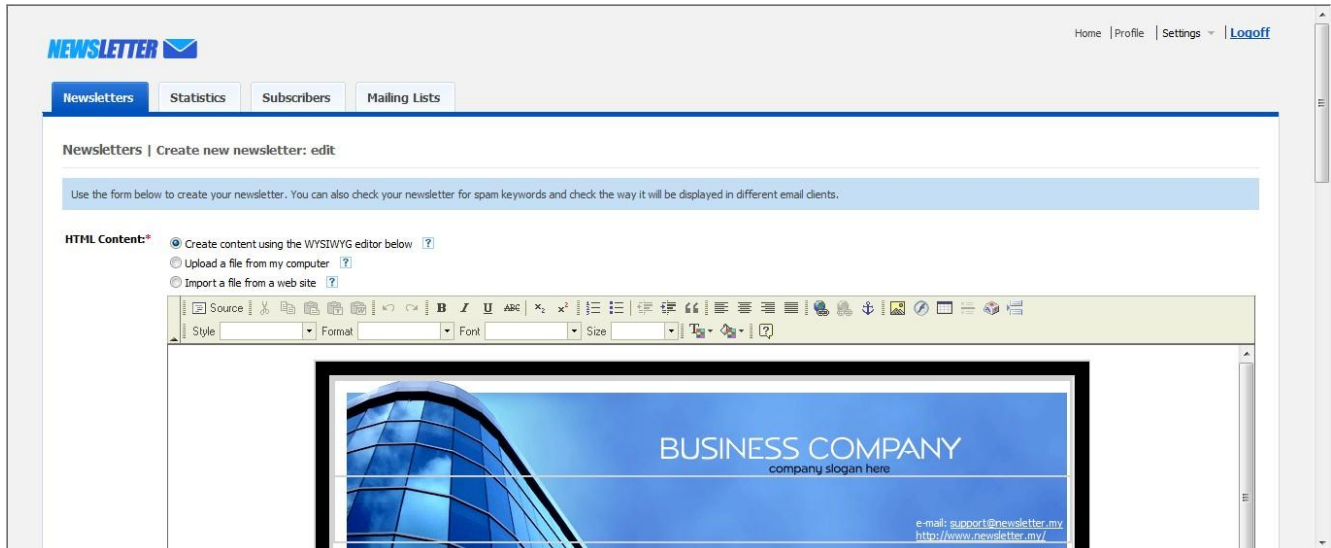
In "Newsletters" section" click "Create Newsletter" button.

Complete the form. Type in a subject line for your email campaign: this is the text subscribers will see when they look at the emails in their inbox, so make it short and to the point. Choose "HTML" for the format. In this example we will create a basic HTML-only email campaign with graphics and formatted text. Finally, choose one of the professionally pre-designed templates. Click on the template to preview it.



Click "Continue to Step 2" when you've done.

When the next page loads, you will see the newsletter editor. You can enter your newsletter content here:



When the email is sent, these values will be replaced with real values from your subscriber mailing list.

For example, **%BASIC:EMAIL%** might be replaced with user1@some.com and **%BASIC:FIRSTNAME%** might be replaced with the first name of the recipient user, such as John.

There you can also choose to insert unsubscribe and ‘tell a friend’ links into your newsletter with your custom text put on these links.

After you are through with your newsletter content, you will need to enter its settings:

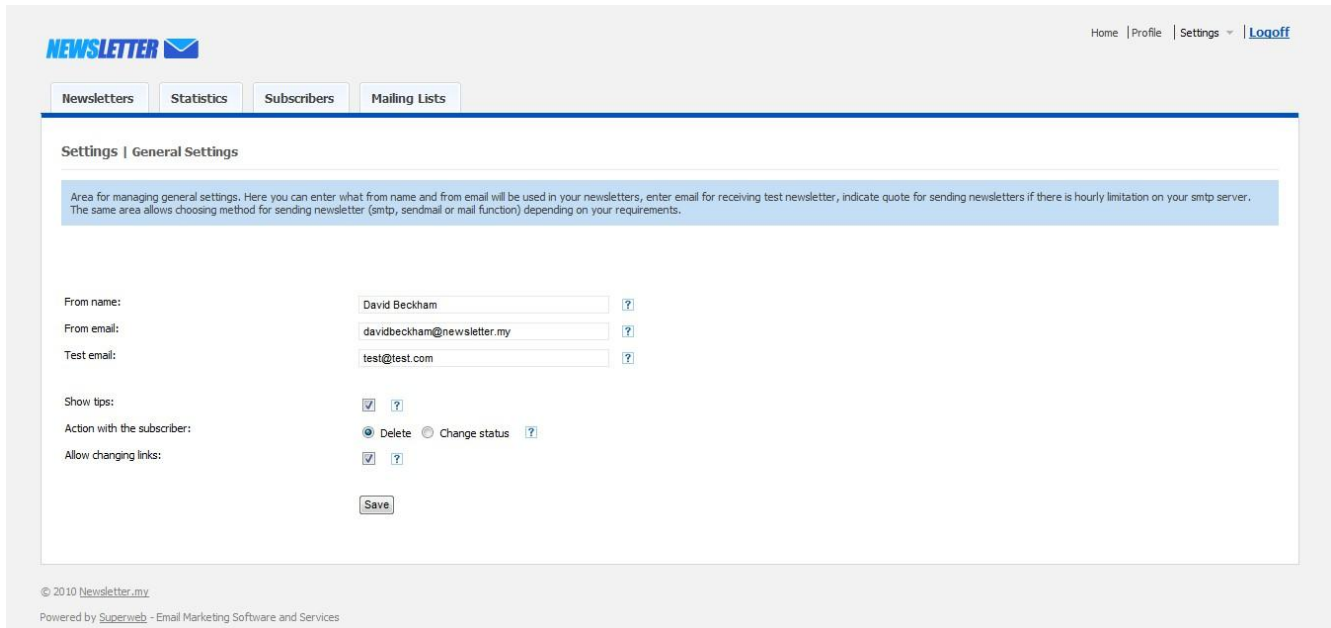
- Enter newsletter priority
- Choose newsletter recipients: mailing list or target list of subscribers
- Specify subscribers’ type: confirmed their subscription, unconfirmed or both.


On the same page you can check your newsletter for spam keywords. To do that, click ‘Check your email for spam keywords’. If there are spam words detected, the system will list them and will advise to replace these words. List of spam words used for this check can be modified in the section “Settings” > “Spam words list”.

Here you can also check how your newsletter will be displayed in common email clients. To do that, click ‘View your email in different email programs’. This will open a popup window with your newsletter displayed in different newsletter programs with the advice on newsletter structure.

#### 4. Send your email campaign

Before sending your email campaign, you will need to set some basic settings that will be applied to all your newsletters. Go to “Settings” > “General Settings” section:



NEWSLETTER  Home | Profile | Settings | Logoff

Newsletters | Statistics | Subscribers | Mailing Lists

Settings | General Settings

Area for managing general settings. Here you can enter what from name and from email will be used in your newsletters, enter email for receiving test newsletter, indicate quote for sending newsletters if there is hourly limitation on your smtp server. The same area allows choosing method for sending newsletter (smtp, sendmail or mail function) depending on your requirements.

From name:  ?

From email:  ?

Test email:  ?

Show tips:  ?

Action with the subscriber:  Delete  Change status ?

Allow changing links:  ?

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There you will need to set the following:

- From name/From email addresses which will be used in newsletters sent to identify who newsletter was received from and from what email address.
- Test email which will be used for delivering test newsletters to.

Now when all the necessary settings are ready, you can send your newsletter.

Go to ‘Manage Newsletters’ Section where you will see a list of your newsletters. Next to the Newsletter we created, you will see the “Send” Button. Click it, when the new page loads, choose the mailing list you want to send your campaign to. Finally, click “Continue” to send the email campaign to your subscribers.

Congratulations, you’ve just created and sent your first email campaign!

**Tutorial: Control Panel**

Before starting an email campaign, it is advised that you try to familiarize yourself with the interface of the application. Below is a list of all current options in the interface of the program with descriptions of their functionality.

The navigation menu allows you to quickly navigate to a section that you need for specific functions. Each section has several elements that form a second level to allow you to navigate within a certain section into a subcategory.

The first page you will see when you login to Newsletter Software is the home page of your control panel. It gives you statistics at a glance and navigation to all aspects of the program.

**1. Newsletters Tab**

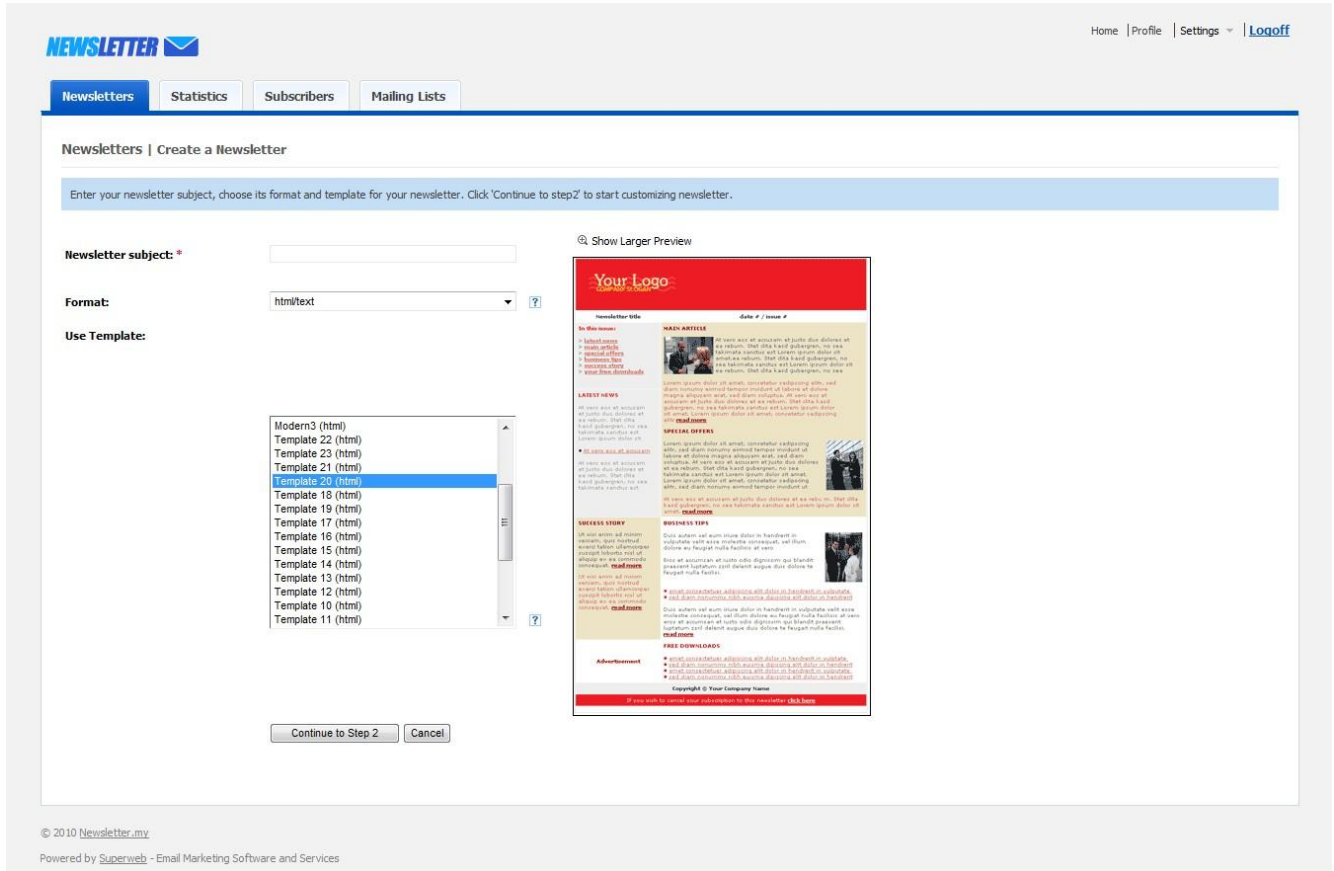
A newsletter is a regularly distributed publication generally about one main topic that is of interest to its subscribers. Many newsletters are sent out by clubs, churches, societies, associations, and businesses, especially companies, to provide information of interest to their members, customers or employees. Before you can create a newsletter, make sure that you have a mailing list created.

**1a. Newsletters Tab: Creating Newsletter**

To create a newsletter, click this 'Create a Newsletter' link on the 'Newsletters' tab in the navigation menu. Complete the form. Type in a subject line for your email campaign: this is the text subscribers will see when they look at the emails in their inbox, so make it short and to the point.

Choose format for your newsletter: Text, HTML or HTML and Text. Select HTML and Text if you want emails to be sent with both HTML and plain text elements. Email clients that can display HTML messages use the HTML element, and clients that cannot display HTML use the plain text element. Select Text if you want emails you send to be sent in plain text only. Select HTML if you want emails you send to be sent in HTML only. If you select this option, your emails will not display in email clients that cannot display HTML messages.

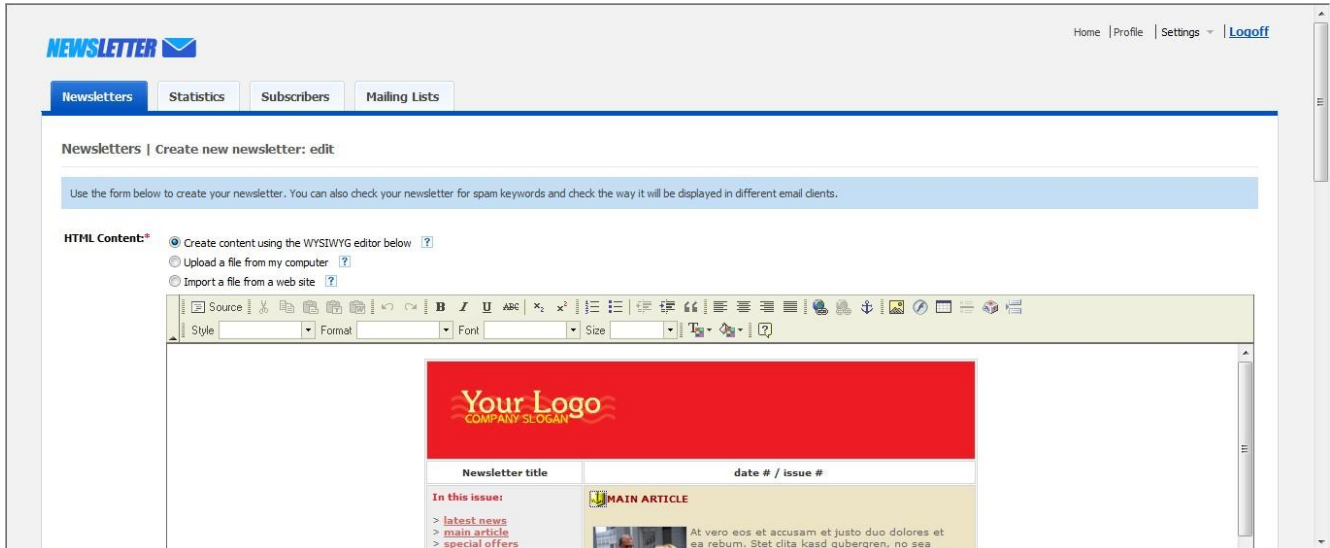
If you want to base this newsletter on an existing template, select the template. If you do not want to base this newsletter on an existing template, select Start with no template in the templates list.



The screenshot shows the 'Create a Newsletter' interface. At the top, there are navigation tabs for 'Newsletters', 'Statistics', 'Subscribers', and 'Mailing Lists'. Below this, a header reads 'Newsletters | Create a Newsletter'. A blue instruction bar says 'Enter your newsletter subject, choose its format and template for your newsletter. Click 'Continue to step 2' to start customizing newsletter.' The main form includes a 'Newsletter subject:' field, a 'Format:' dropdown set to 'html/text', and a 'Use Template:' section with a scrollable list of templates. 'Template 20 (html)' is selected. To the right, a 'Show Larger Preview' window displays a sample newsletter layout with sections like 'Your Logo', 'Newsletter Title', 'Main Article', 'Latest News', 'Special Offers', 'Success Story', 'Business Tips', and 'Free Downloads'. At the bottom of the form are 'Continue to Step 2' and 'Cancel' buttons.

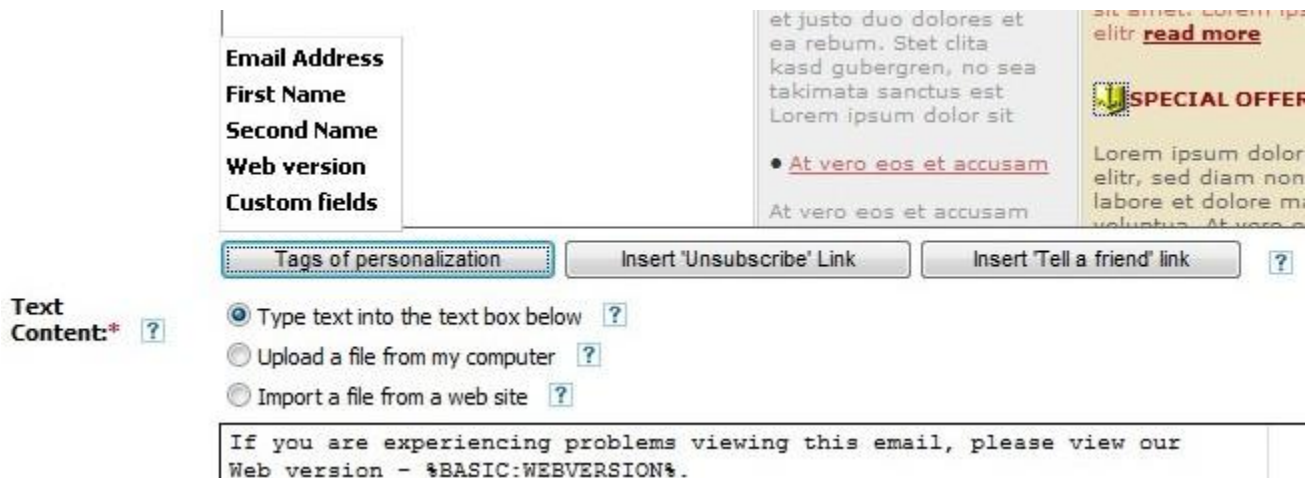
Click "Continue to Step 2" when you're done

If you have chosen WYSIWYG Editor, it will provide you a clean and simple user interface which should be familiar to users who worked on common desktop text editors like Microsoft Word or Open Office. In case of Text area you will need to enter html code manually. This is how newsletter creation page looks like in case we choose to use email editor to create newsletter:



Note: Be careful when pasting content from other editor and word processors as most will try to add their own code that may not be compatible or valid within this editor. It is advised that you test a portion of the pasted layout before attempting to create a full newsletter, only to find that the code was not valid.

Under the newsletter editor you will see a link 'Tags of Personalization'. To insert the value of a personalization field in your email campaign just click the necessary field:



To enter a tag for one of custom fields, click 'Custom fields', a pop-up window will appear with the list of custom fields for you to choose from. After putting a tick against the necessary field, its tag will be inserted into your newsletter.

When the email is sent, tag values will be replaced with real values from your subscribers' data. For example, **%BASIC:EMAIL%** might be replaced with `user1@some.com` and **%BASIC:FIRSTNAME%** might be replaced with the recipient first name, such as John.

There you can also choose to insert 'unsubscribe' and 'tell a friend' links into your newsletter with your custom text put on these links.

Note: if you enter a 'Webversion' tag into a newsletter, make sure the newsletter is added to 'Newsletters archive', otherwise the web version will not be displayed after a recipient clicks the link inserted by the tag.

After you are through with your newsletter content, you will need to enter its settings:

- Enter newsletter priority;
- Choose newsletter recipients: mailing list or target list of subscribers;
- Specify subscribers' type: confirmed their subscription, unconfirmed or both.

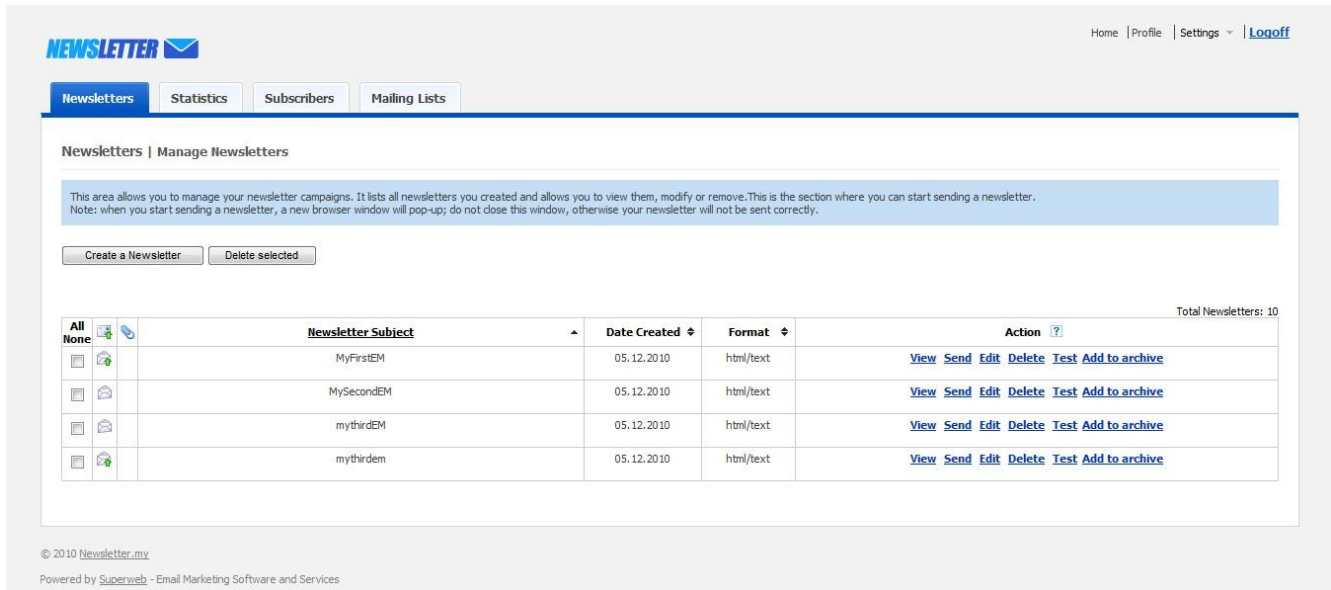
On the same page you can check your newsletter for spam keywords. To do that, click 'Check your email for spam keywords'. If there are spam words detected, the system will list them and will advise to replace these words. List of spam words used for this check can be modified in the section "Settings" > "Spam words list".

Here you can also check how your newsletter will be displayed in common email clients. To do that, click 'View your email in different email programs'. This will open a popup window with your newsletter displayed in different newsletter programs with the advice on newsletter structure.

**1b. Newsletters Tab: Managing Newsletter**

This is the section where you can see the list of your newsletters, edit them or remove. Once you’ve created a newsletter you will be familiar with the ‘edit’ section of managing a newsletter as it is the same page that you saw when creating the email campaign.

To manage a newsletter, click on the ‘Manage Newsletters’ link on the ‘Newsletters’ tab in the navigation menu. All available newsletters will be listed on the Manage Newsletters page.



From here you can view, send, edit, delete newsletters or add them to newsletters archive.

**View:** The view link allows you to preview the newsletter content in both HTML and text format. When you click the ‘view’ link, a new window will pop up.

**Send:** This will start sending the selected newsletter. Choose the mailing or target list you want to send your newsletter to. Finally, click the “Continue” button to send the email campaign to your subscribers.

**Edit:** This will lead you to the page for editing your newsletter. This page is the same as the create newsletter page.

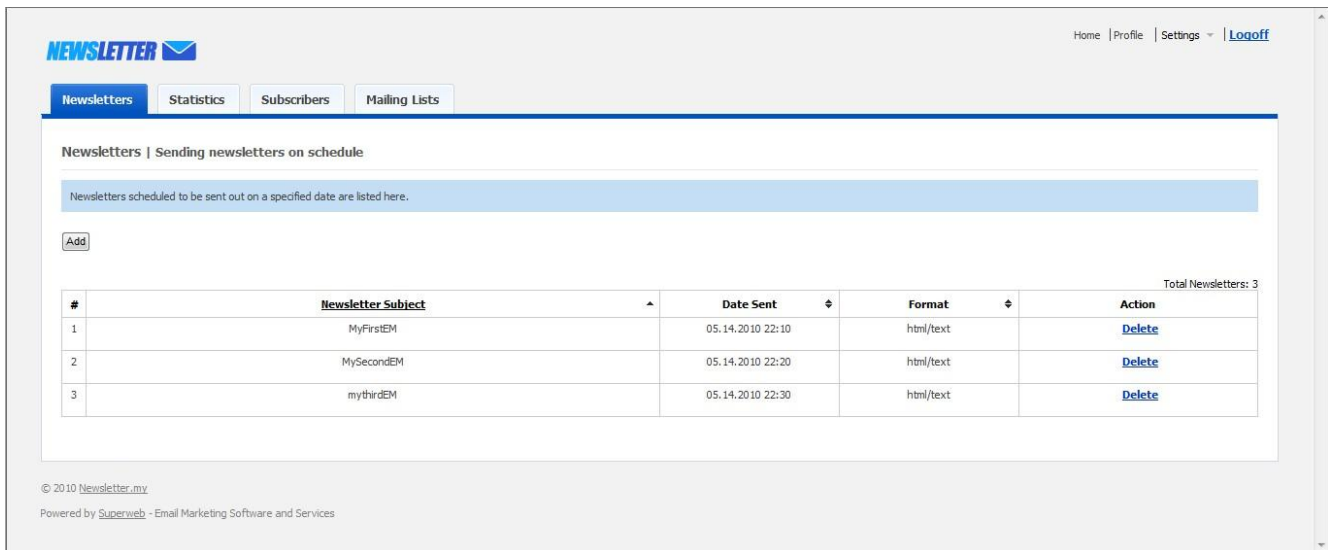
**Delete:** To delete a newsletter, simply click on the delete button. A confirmation popup will appear to make sure that you wish to delete the newsletter.

**Test:** This button is used for sending a test newsletter. Just click ‘Test’ button of the chosen newsletter, to test it. Test email address is set in the section ‘Settings’ > ‘General Settings’. To start actual sending, click ‘Send’ button.

**1c. Newsletters Tab: Delivery Schedule**

This is the section that you can use for scheduling the dispatch of your newsletters. Once you have created your newsletter, it can be sent now or can be scheduled to send at any time in the future using Newsletter.my’s built-in scheduling wizard.

All you need to do is choose a newsletter to be sent out on a certain date, choose the date and mark if the newsletter’s dispatch should be repeated in some period of time. It is also possible to enter the time for sending your newsletter.



The screenshot shows the Newsletter.my dashboard with the 'Newsletters' tab selected. A message states: 'Newsletters scheduled to be sent out on a specified date are listed here.' Below this is an 'Add' button and a table of scheduled newsletters. The table has columns for '#', 'Newsletter Subject', 'Date Sent', 'Format', and 'Action'. There are 3 newsletters listed.

#	Newsletter Subject	Date Sent	Format	Action
1	MyFirstEM	05.14.2010 22:10	html/text	<a href="#">Delete</a>
2	MySecondEM	05.14.2010 22:20	html/text	<a href="#">Delete</a>
3	mythirdEM	05.14.2010 22:30	html/text	<a href="#">Delete</a>

Total Newsletters: 3

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**1d. Newsletters Tab: Newsletters Archive**

This is the section where you can keep your sent newsletters and have them displayed on your site. To add a newsletter to this section, go to ‘Manage newsletters’ section, choose the newsletter and click “Add to archive” button. You can make newsletters from archive available on your website. Just insert the link to it on your site page. Clicking it, site visitor will be able to view the newsletter right from the website.

**2. Statistics Tab**

Track the effectiveness of your email campaign using ‘Statistics’ section of Newsletter.my. Statistics are reports about the newsletter campaigns and subscribers to allow you to measure your performance. If you know more about your newsletter campaigns you are then able to plan better newsletters based on this information.

**2a. Statistics Tab: General Statistics**

It covers information on your mailing lists and subscribers.

**2b. Statistics Tab: Sent Newsletters**

It provides information on the effectiveness of each newsletter sent. You can view number of:

- **opens**: information about the number of emails in this campaign that were opened by their recipients

- **link clicks**: information about the number of links in this email campaign that were clicked by their recipients. You can also see which individual recipients clicked a link

- **forwards:** information about the number of contacts who have forwarded this email campaign to their friends.

- **unsubscribed:** information about the number of contacts who have unsubscribed using a link in this email campaign. You can also see the email address of each contact of each newsletter you sent.

- **errors:** information on number of recipients who did not receive a newsletter due to some error while the sending process.

### **3. Subscribers Tab**

Before you can send any newsletters to a mailing list, you will need to have subscribers in the mailing list.

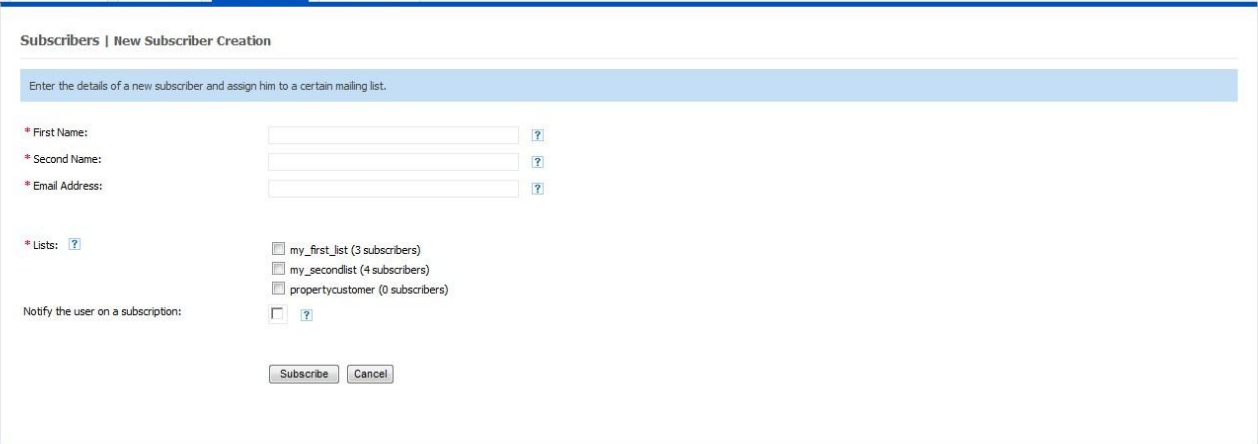
What is a subscriber?


A subscriber is a person that has indicated that they would like to receive information from you by subscribing to a mailing list. They can either subscribe using an online form or you may input their details manually.

**Note:** It is very important to make sure that the subscriber wants to be on your mailing list. When you first login to the control panel, there will not be any subscribers in your mailing lists.

### 3a. Subscribers Tab: Create a subscriber

If you have an existing mailing list in another application or you receive mailing list subscriptions manually, then you can add subscribers one by one if you prefer. Once you click 'Create Subscriber' from the navigation menu, the following page will appear:



NEWSLETTER  Home | Profile | Settings | Logoff

Newsletters | Statistics | **Subscribers** | Mailing Lists

Subscribers | New Subscriber Creation

Enter the details of a new subscriber and assign him to a certain mailing list.

\* First Name:  ?

\* Second Name:  ?

\* Email Address:  ?

\* Lists: ?

- my\_first\_list (3 subscribers)
- my\_secondlist (4 subscribers)
- propertycustomer (0 subscribers)

Notify the user on a subscription:  ?

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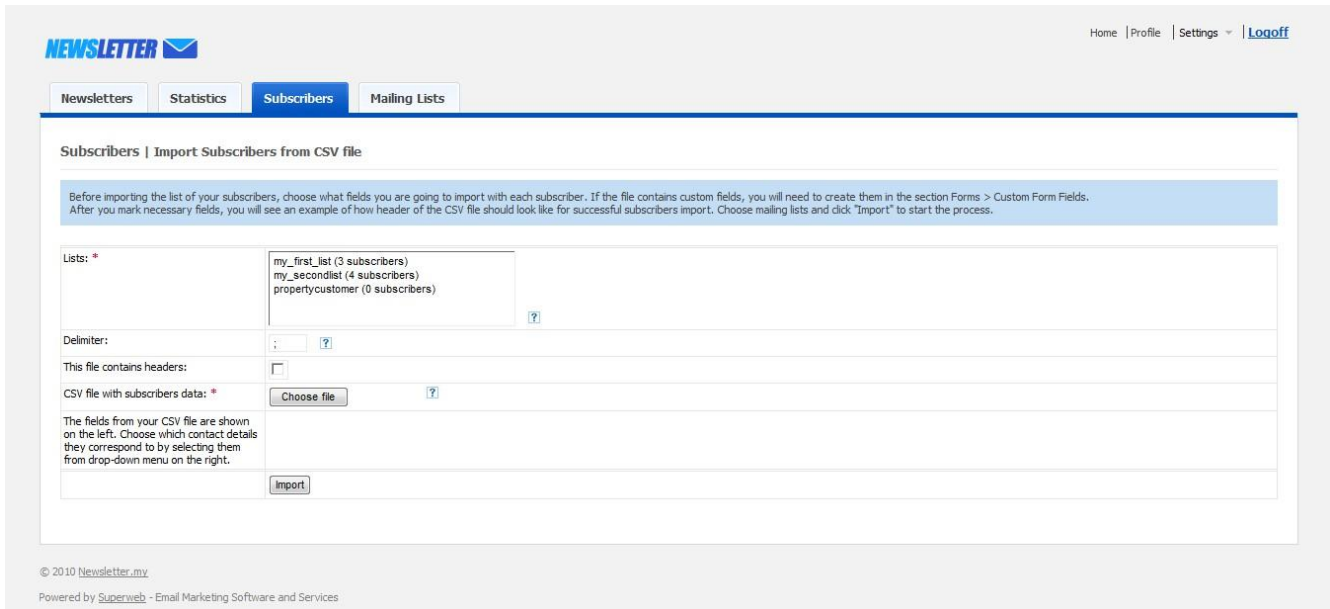
Fill in all 'fields' in this page. The asterisk next to a field name indicates that the field is required. Enter subscriber's details, choose which mailing list you want to add the new subscriber to.

If you mark the option 'Notify the user on a subscription', then the subscribed person will get a notification about the subscription.

### 3b. Subscribers Tab: Import subscribers

This application allows you to quickly subscribe a group of emails from an existing list.

Choose 'Import Subscribers' from the navigation menu under the 'Subscribers' section.



To start, you will need to export your subscriber list from your other mailing program. You should export your subscriber list into a CSV (comma separated value) file. A CSV file will contain a list of your subscribers' details in a line-by-line format.

Subscribers' data is indicated per line further, for example:

#### Text file (.txt)

David;Beckham;davidbeckham@newsletter.my;  
 Brandon;Yeoh;brandonyeoh@newsletter.my;  
 Connie;Tan;connie@superweb.com.my;  
 Calvin;Klein;ck@superweb.com.my;

or

#### CSV file (.csv)

	A	B	C
1	First Name	Second Name	Email Address
2	David	Beckham	davidbeckham@newsletter.my
3	Brandon	Yeoh	brandonyeoh@newsletter.my
4	Connie	Tan	connie@superweb.com.my
5	Calvin	Klein	ck@superweb.com.my
6			

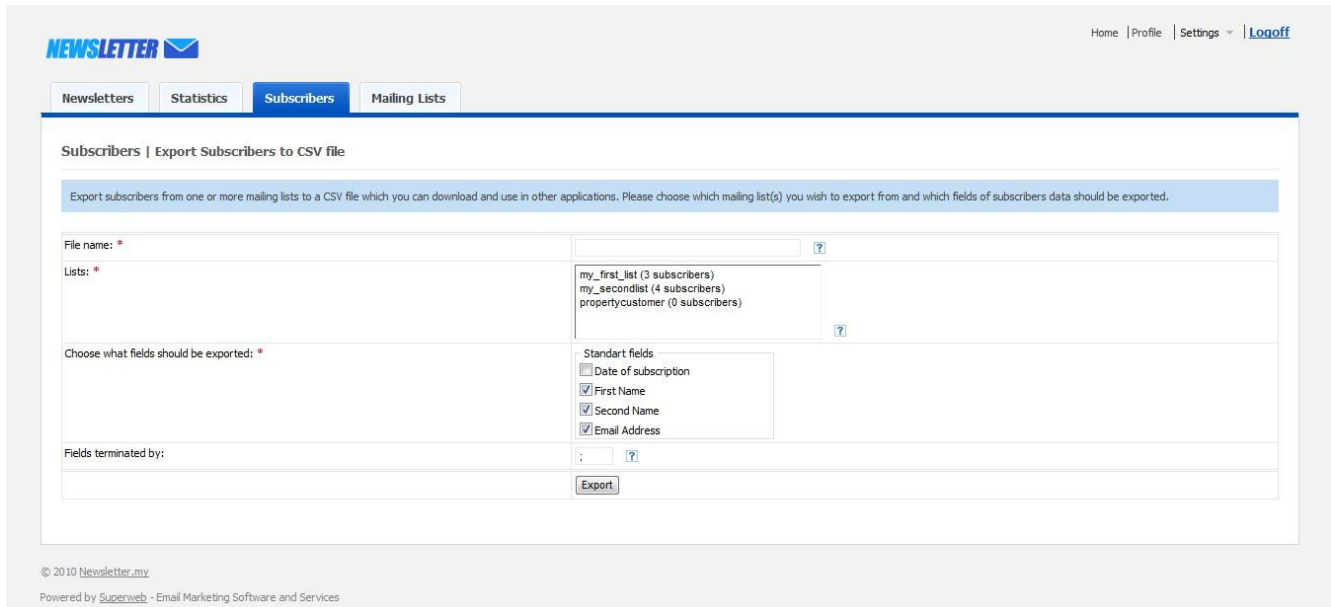
To import subscribers from a file, click the "Import Subscribers" button. This will start the "Import Subscribers" wizard. Choose the mailing list you want to import subscribers to, enter delimiter used in the imported file, choose whether the imported file contains headers, and then choose the CSV file from your computer.

Once your file is loaded, you will be able to map the fields in the imported file with fields in Newsletter.my mailing list. The text on the left of the screen displays the fields in the imported file. Select the mailing list field to which each field should map. Once you are through, click 'Import'.

### 3c. Subscribers Tab: Export subscribers

In some cases you may need to export the information that you have in the mailing lists for use in another database. The export function allows you to create a CSV file to help you export this information for use in another program.

Choose the 'Export Subscribers' option from the navigation menu under the 'Subscribers' tab and the Export Subscribers Form will appear.



The screenshot shows the 'Export Subscribers to CSV file' form. At the top, there is a navigation menu with 'Newsletters', 'Statistics', 'Subscribers', and 'Mailing Lists'. The 'Subscribers' tab is active. Below the navigation, the page title is 'Subscribers | Export Subscribers to CSV file'. A blue instruction bar reads: 'Export subscribers from one or more mailing lists to a CSV file which you can download and use in other applications. Please choose which mailing list(s) you wish to export from and which fields of subscribers data should be exported.' The form contains several fields: 'File name: \*' with a text input and a help icon; 'Lists: \*' with a dropdown menu showing 'my\_first\_list (3 subscribers)', 'my\_secondlist (4 subscribers)', and 'propertycustomer (0 subscribers)'; 'Choose what fields should be exported: \*' with a list of fields: 'Date of subscription' (unchecked), 'First Name' (checked), 'Second Name' (checked), and 'Email Address' (checked); and 'Fields terminated by:' with a text input containing a semicolon and a help icon. An 'Export' button is located at the bottom right of the form. At the bottom left, there is a copyright notice: '© 2010 Newsletter.my' and 'Powered by Superweb - Email Marketing Software and Services'.

Enter the file name, choose the mailing list that you wish to export information from and indicate the fields that should be exported. After clicking "export", you will get a link to download the exported file.

### 4. Mailing Lists Tab

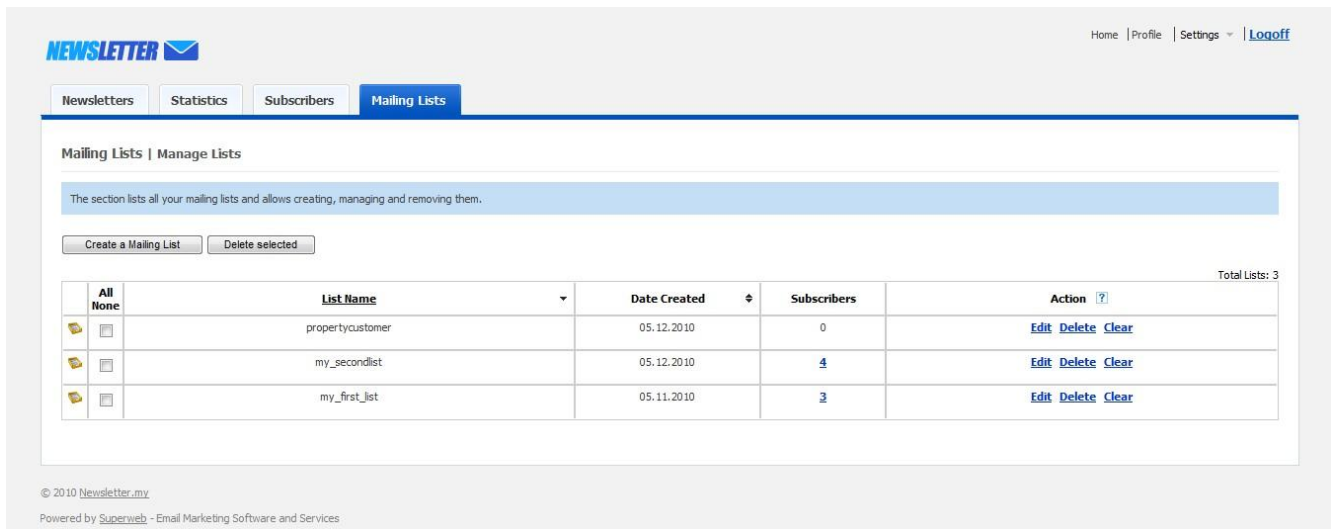
A Mailing List is a collection of email addresses used by an individual or an organization to send material to multiple recipients. When a message is sent to a mailing list, all subscribers of the mailing list receive the message, unless otherwise specified through filtering.

Why do I need a mailing list?

In order to start a campaign, you will need a mailing list. A mailing list holds all the information about your subscribers. The application can then send a newsletter to the subscribers of the list and give you statistics for this mailing list once you have sent the newsletter.

#### 4a. Mailing Lists Tab: Manage Mailing Lists

Click on the 'Manage Mailing Lists' from the navigation menu under the Tab 'Mailing Lists'. If you already have 1 or more mailing lists, these will be listed in a table as shown below:



The section lists all your mailing lists and allows creating, managing and removing them.

Buttons: [Create a Mailing List](#) [Delete selected](#)

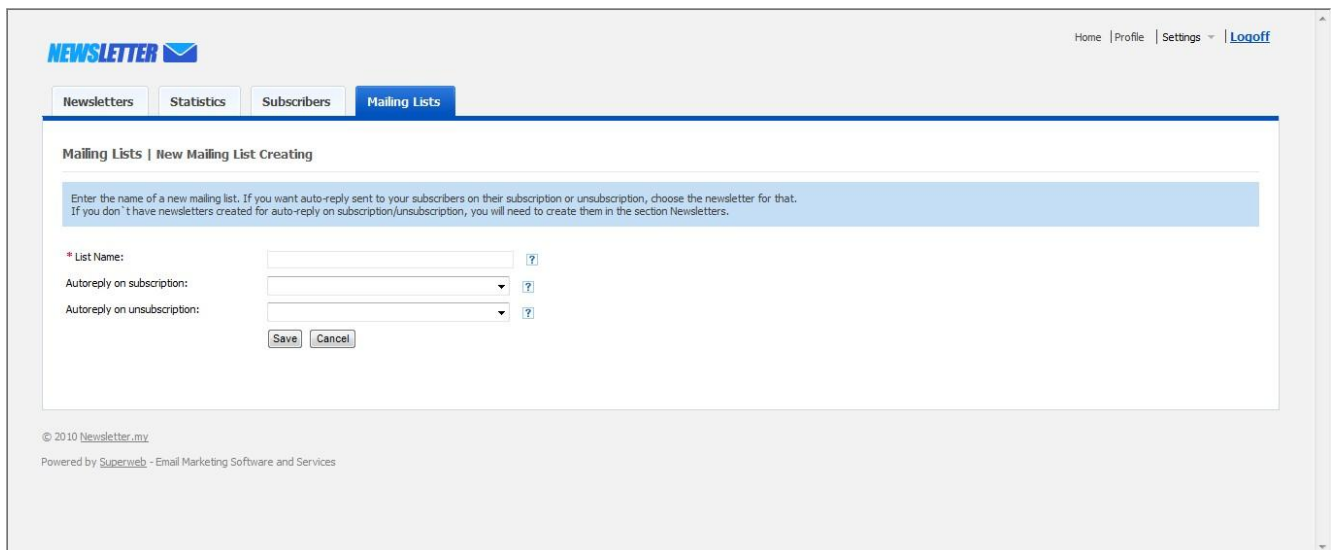
All None	List Name	Date Created	Subscribers	Action
<input type="checkbox"/>	propertycustomer	05.12.2010	0	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">Clear</a>
<input type="checkbox"/>	my_secondlist	05.12.2010	4	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">Clear</a>
<input type="checkbox"/>	my_first_list	05.11.2010	3	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">Clear</a>

Total Lists: 3

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To create a new mailing list you can click on 'Create Mailing List' button. You can also click on the 'Create Mailing List' in the navigation menu under the 'Mailing Lists' tab.

You will get the following create mailing list set up page:



Mailing Lists | New Mailing List Creating

Enter the name of a new mailing list. If you want auto-reply sent to your subscribers on their subscription or unsubscription, choose the newsletter for that. If you don't have newsletters created for auto-reply on subscription/unsubscription, you will need to create them in the section Newsletters.

\* List Name:  ?

Autoreply on subscription:  ?

Autoreply on unsubscription:  ?

Buttons: [Save](#) [Cancel](#)

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This screen will ask you for the following:

- List Name: This is the name that you wish to use to allow you to reference this list.
- Autoreply on subscription: The message that will be sent after someone subscribed to this mailing list.
- Autoreply on unsubscription: The message that will be sent after someone unsubscribed from this mailing list.