

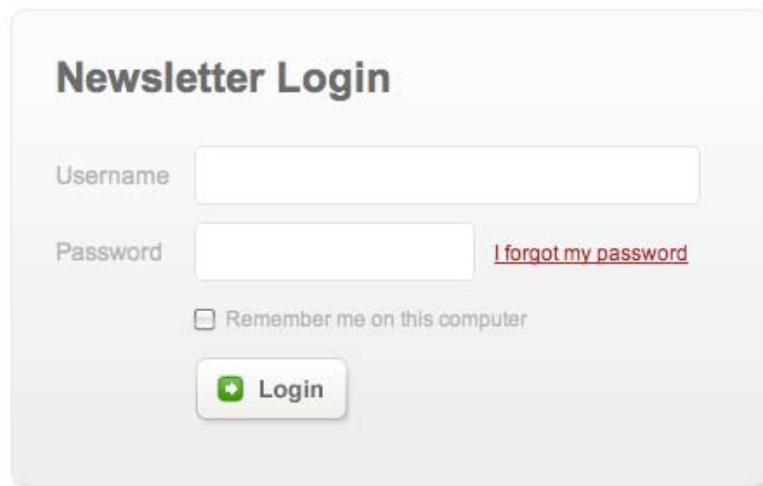
How-To

1) Log In IdeaBank Newsletters

2) Setup A New Campaign

I) How to log into IdeaBank Newsletters

- Go to <http://newsletters.ideabank.com.au/>
- Enter your **username** and **password**



The image shows a login form titled "Newsletter Login". It contains two input fields: "Username" and "Password". To the right of the "Password" field is a link that says "I forgot my password". Below the input fields is a checkbox labeled "Remember me on this computer". At the bottom of the form is a button with a green plus icon and the text "Login".

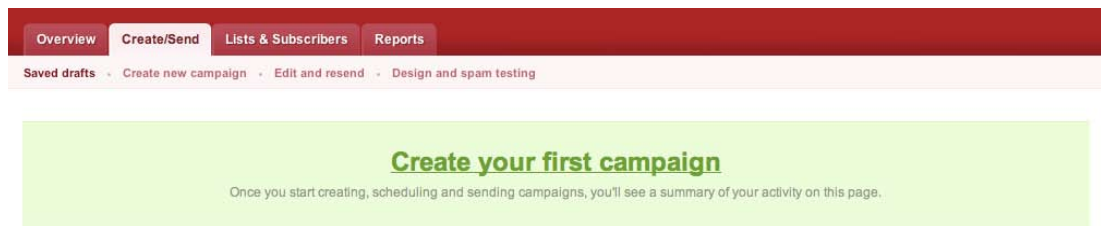
- Click on '**Log In**' button

2) How To Setup A Campaign

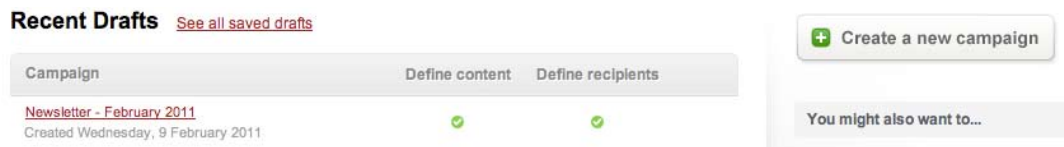
A basic campaign requires only a few elements. When we say “campaign”, it just means a particular email message or newsletter sent all at once to one or more lists of email addresses.

Step 1 : Define the Campaign and Sender

- if you are completing this for the first time you will see a green box with the words ‘**Create your first campaign**’. Click on it to proceed to Step 1: Define the Campaign and Sender.



- If you already have existing drafts, go to the ‘**Create/Send**’ tab and click on ‘**Create a new campaign**’ button to the right of the page.



- Under the ‘**Regular campaign**’ tab, you will be filling in details like the campaign name, subject of your email and the email address it will come from.

Step 1: Define the Campaign and Sender



Regular campaign | A/B split campaign

1. Name the campaign
Give your campaign an easily identifiable name. The name you choose will appear when you view the reports for this campaign.

Campaign Name:

2. Enter the email subject line for this campaign
This is what will appear in the Subject field in your recipient's email client

Subject: [Personalize](#) the subject with subscriber details

3. Give the campaign a from name
This is what will appear in the **From** field of your recipients email client when they receive this campaign.

From Name:

4. Give the campaign a from email address
This is the email address your campaign will come from.

Email:

5. Give the campaign a Reply To address
If your recipients reply to this email, what email address should these replies be sent to? Make sure you use a valid address.

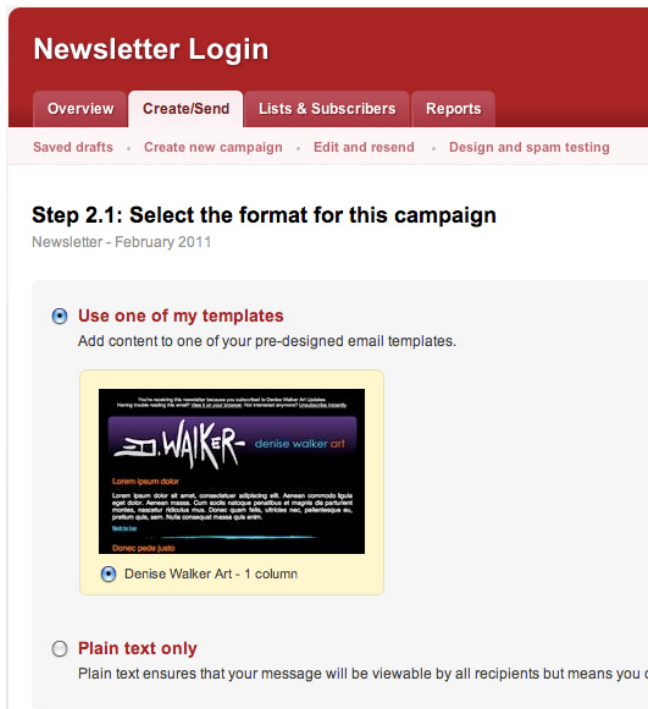
Send replies to:

- After filling out the campaign details, click on the **'Next'** button to proceed to Step 2.1: Select the format for this campaign.



Step 2 : Adding content into your newsletter campaign

- The next step is to select the format of the campaign. Tick on **'Use one of my templates'**. There will be at least one template already set up for you.



- After choosing your format, click on the **'Next'** button to proceed to adding content to your campaign.



- By default, you will have one section to edit. You can add more sections by clicking on the **'ADD NEW ITEM'** button.



- To delete a section, click on the delete icon (red circle with a diagonal line across it).



- Click on the **edit icon** to add content into your newsletter.



- To add a **title and description**, type into the corresponding boxes above the newsletter preview. If you are pasting in content from an existing document, a window will pop-up, which will allow you to **Paste it as Plain Text**.

Enter your title [Make this title a link](#)

Enter your description

[Insert an image](#) (optional)

[Save](#) or [Save and add another](#) [Cancel](#) changes

You're receiving this newsletter because you subscribed to Denise Walker Art Updates.
Having trouble reading this email? [View it on your browser](#). Not interested anymore? [Unsubscribe Instantly](#).

DENISE WALKER - denise walker art

Enter your title ✎

Enter your description

[Back to top](#)

[ADD NEW ITEM](#)

DENISE WALKER
www.denisewalkerart.com

- After pasting the content into this window, click on the **'OK'** button.

Paste as Plain Text

Please paste inside the following box using the keyboard (Ctrl+V) and hit **OK**.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.

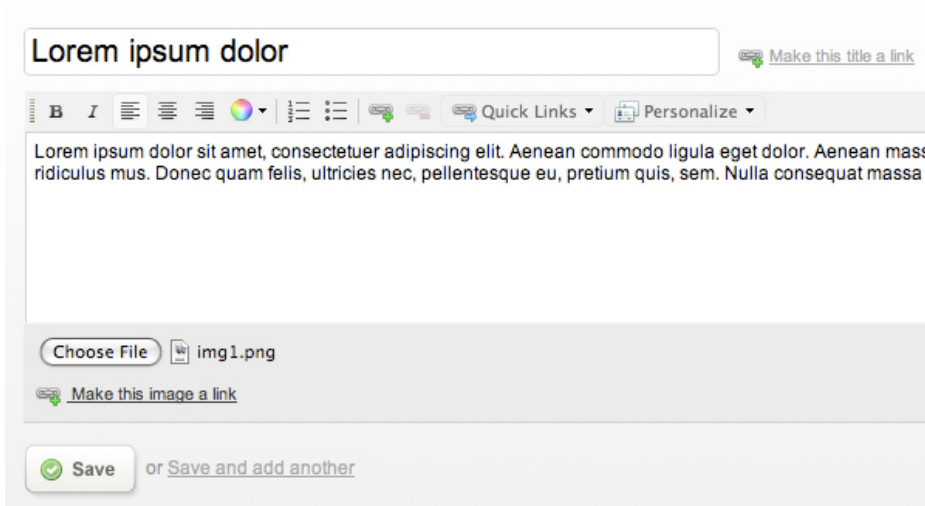
[OK](#) [Cancel](#)

- If you want to add an image to go with your description, click on the **Insert Image tool**.

(You can only add one image file per section.)



- You can link the image to a webpage by clicking on '**Make this image a link**'.



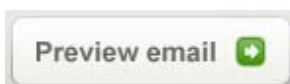
- Enter the **URL** into the box.



- After adding the contents for this newsletter section, click on the '**Save**' button.



- After completing the campaign content, click on the '**Preview email**' button on the top right corner of the page.



- If you like what you see in the preview, click on the '**Define recipients**' button to proceed to Step 3.1 - Select the recipients for this campaign.

(You can still edit the content after defining your recipients.)



Step 3 : Define your recipients

- Choose **'My recipients are from an existing subscriber list'** and tick on the corresponding box/s of the subscriber list/s the email should be sent to.

(You may only have one list available to choose from but it is possible to choose more than one list. IdeaBank Newsletters is smart enough to remove any duplicates before sending, so each person will only get one email.)

Overview Create/Send Lists & Subscribers Reports

Saved drafts - Create new campaign - Edit and resend - Design and spam testing

Step 3.1 - Select the recipients for this campaign Newsletter - February 2011

1 > 2 > 3 > 4
Campaign Content Recipients Delivery

My recipients are from an existing subscriber list
Select the subscriber lists you would like to send this campaign to.

Denise Walker Art Subscribers (1,107 subscribers)

I will type in the recipients manually
Use this method if you want to type in or copy and paste recipients manually.

- After choosing your subscriber list, click on the **'Next'** button to proceed to the next step.



- At this point, if you've selected to send to more than about 500 people, you'll be asked a couple of questions about **how the subscribers actually joined the list**. This is part of how IdeaBank Newsletters maintains deliverability ratings, so it is very important to answer in full. Once you answer the questions, IdeaBank Newsletters will check it out and approve your account.

(If no alert appears, then you are not required to request approval to send out the campaign.)

Snapshot for Newsletter - February 2011

1 > 2 > 3 > 4
Campaign Content Recipients Delivery

Request approval to send this campaign
We need to know how you got permission from your 1,107 subscribers and have a quick look at your campaign content. Once approved, you won't be delayed again for similar sized campaigns. We'll get back to you within 12 hours, usually much faster.

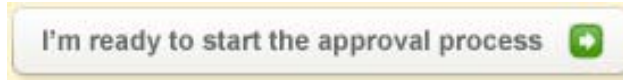
I'm ready to start the approval process

Campaign and sender Edit

Campaign Name	Newsletter - February 2011
Subject	Newsletter - February 2011
From	Company Name <info@yourcompanyname.com.au>

*How to start the approval process :

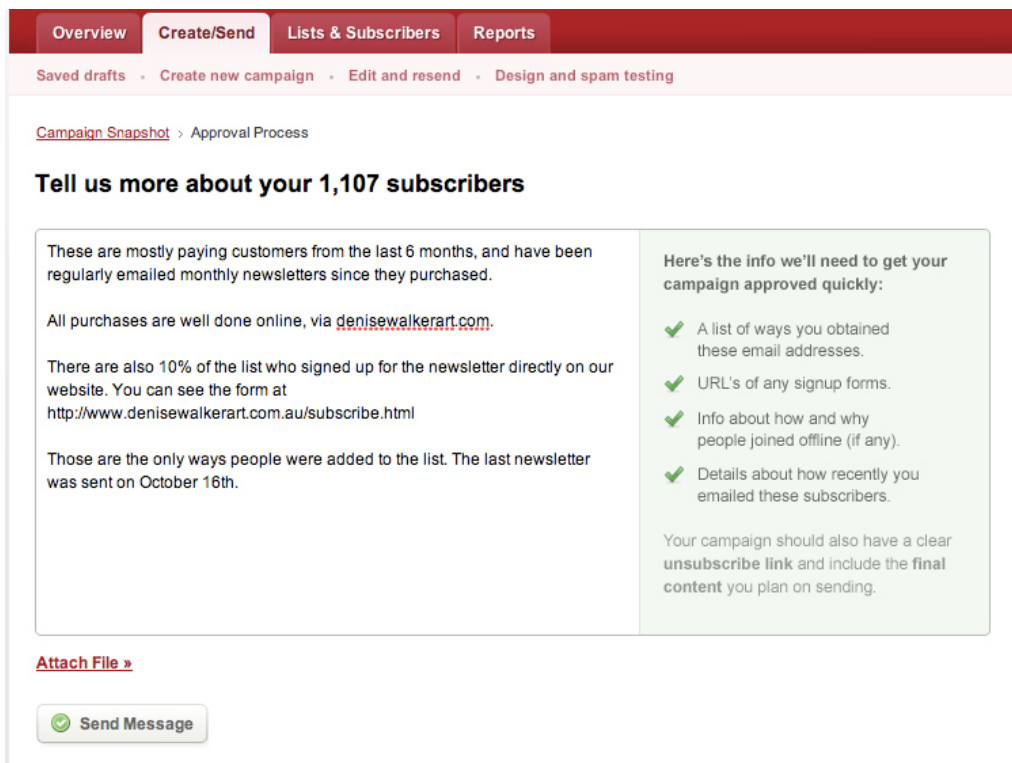
- Click on the 'I'm ready to start the approval process' button.



- You will be asked to provide an answer about **how you obtained permission to contact your recipients**, an email will be instantly sent to IdeaBank Newsletters approvals team.

(This is normally a one-off process, but you may need to be reviewed again if you send to a significantly larger list. In most cases this process shouldn't take more than 12 hours to complete.

(When IdeaBank Newsletters replies you will get an email at the address you provided, and the reply will also show up on the approval page.)



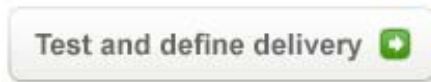
The screenshot shows a web interface for the approval process. At the top, there are navigation tabs: Overview, Create/Send (active), Lists & Subscribers, and Reports. Below the tabs is a breadcrumb trail: Saved drafts > Create new campaign > Edit and resend > Design and spam testing. The main heading is 'Campaign Snapshot > Approval Process'. The primary instruction is 'Tell us more about your 1,107 subscribers'. The form is divided into two columns. The left column contains text describing the subscriber list: 'These are mostly paying customers from the last 6 months, and have been regularly emailed monthly newsletters since they purchased.', 'All purchases are well done online, via denisewalkerart.com.', 'There are also 10% of the list who signed up for the newsletter directly on our website. You can see the form at <http://www.denisewalkerart.com.au/subscribe.html>', and 'Those are the only ways people were added to the list. The last newsletter was sent on October 16th.' The right column is titled 'Here's the info we'll need to get your campaign approved quickly:' and lists three requirements with green checkmarks: 'A list of ways you obtained these email addresses.', 'URL's of any signup forms.', and 'Info about how and why people joined offline (if any).'. Below these is 'Details about how recently you emailed these subscribers.' A note at the bottom of the right column states: 'Your campaign should also have a clear **unsubscribe link** and include the **final content** you plan on sending.' At the bottom left of the form, there is an 'Attach File »' link and a 'Send Message' button with a green checkmark icon.

- After filling out the form, click on the 'Send Message' button.

Step 4 : Testing and Delivery

*How to send a test email :

- If you want to test your email first, click on the ‘**Test and define delivery**’ button.



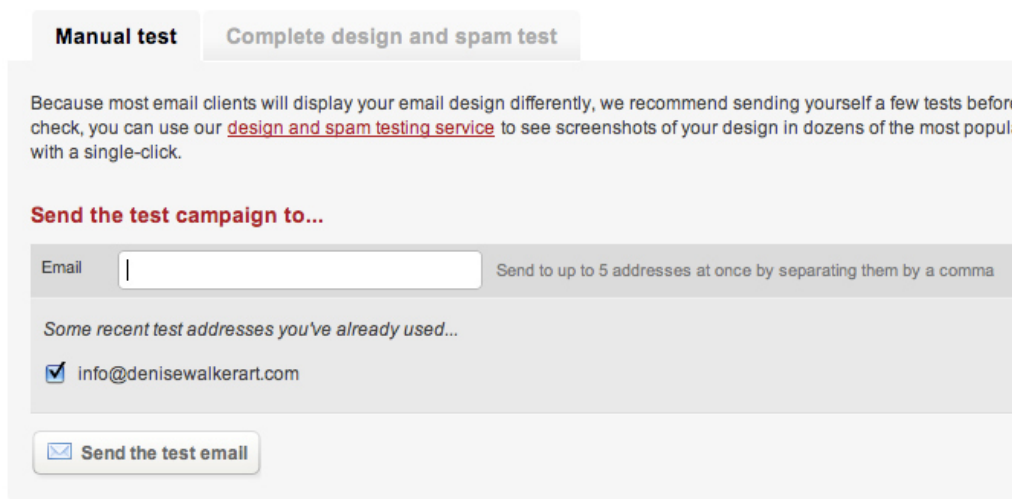
- Under the ‘**Manual test**’ tab, there is a box where you can manually enter the email address you want to send the test email to.

(If you've already sent a test email previously, the email address/s you used will show up next to tick boxes. Place a tick on the box to choose it.

(Sending to 5 or less people is totally free, so you can test it all out with no risk. If you choose to send to 6 or more people, you'll be asked for your payment details before it sends.)

Step 4.1 - Test your campaign

Newsletter - February 2011



Manual test Complete design and spam test

Because most email clients will display your email design differently, we recommend sending yourself a few tests before check, you can use our [design and spam testing service](#) to see screenshots of your design in dozens of the most popular with a single-click.

Send the test campaign to...

Email Send to up to 5 addresses at once by separating them by a comma

Some recent test addresses you've already used...

info@denisewalkerart.com

- Once you've entered/chosen the email address, click on ‘**Send the test email**’ button.

- When you are happy with your testing, you can move on and actually send the campaign out. At step 4.2 you can choose to send the campaign right away, or have it automatically send out in the future, at a date and time you specify.

(Either way, you'll receive an email notification once the campaign is sent.)

Step 4.2 - Schedule campaign delivery
60 Seconds - February

1 > 2 > 3 > **4**
Campaign Content Recipients **Delivery**

Deliver the campaign immediately
Your campaign will be queued on our delivery servers and sent to your recipients immediately.

Send confirmation to when the campaign has been sent

Deliver at the following time
You can always change the scheduled delivery time before the campaign is sent.

Date (mm/dd/yy)

Time

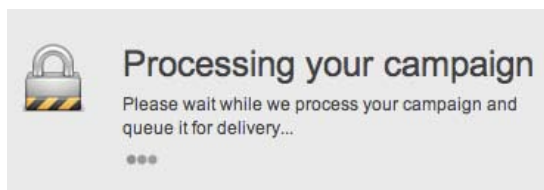
Time Zone

Send confirmation to when the campaign has been sent

Send campaign immediately or [go back](#)

Clicking this button will *immediately* deliver your campaign

- The final step is to click the big green ‘**Send campaign immediately**’ button to send your first email campaign out into the world.



- As soon as the email is sent, you’ll be **notified by email**, and also shown a link to your reports page for this campaign. You can also click on the ‘**See the reports for this campaign**’ button to view it.

✓ Your campaign has been queued for immediate delivery

The campaign has been queued on our delivery servers. A confirmation email will be sent to info@ideabank.com.au when the campaign has been successful

Campaign Name	60 Seconds - February
Recipients	301
To be delivered	Immediately

[See the reports for this campaign](#)

- You can go back to the **reports page** any other time. To view reports, click on the **'Reports'** tab. It will show how many people are opening it and clicking links, as well as record any bounces, unsubscribes and other activity.

(The reports are real-time, so refresh to see the latest figures come in.)

