

Mailing List Manager Pro Gold 3.0

M.E. Webhost Special Client Edition



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Introduction



This guide will teach you how to create mailing lists, how to create newsletters and how to manage your subscribers with ease. One of the most difficult aspects of starting your own business is organizing all of your marketing data into one central location. This type of data is just too complex to summarize via Word document or Excel file. This is why Mailing List Manager Pro is such a nice change. It offers an online interface that combines many aspects of managing, administrating, and publishing along with several other handy features that will help you better track your company's success.

There are three chapters to this guide. The first chapter dwells on the special features of the software as well as reasons why these features are important to marketing. It also contains information on how to get started with the application. The second and third chapters are devoted to putting together all of the details, such as newsletters, subscriptions, mailing groups, design, templates and administration. The guide ends with a dramatic conclusion following Chapter 4 along with a major plot twist. Don't worry though, nobody dies. It's one of those happy ending plot twists!

Along with easy-to-follow instructions spread across three chapters, this guide also provides detailed examples of data entry for the software so that you can learn how to maneuver your way around the system. Mailing List Manager Pro Gold 3.0 may very well change the way you do business after you see its practically unlimited marketing potential.

So sit back and relax and get ready to learn the ins and outs of one of the best mailing list manager applications on the market. Let the mailing begin!

Chapter 1

Meet Your Mailing List Program

By now you and Mailing List Manager Pro Gold 3.0 have been formally introduced. This version is the high-end version from Mailing List Manager Pro, marketed to serious customers looking for the most advanced features. It improves upon the design of Mailing List Manager Pro LITE and BUSINESS versions. Not that there's anything wrong with these lower-end products—after all, they are still in the same family of great applications from our company. The Pro Gold 3.0, however, has the most features of any release.

Some of the benefits of this software include the ability to create and manage highly targeted mailing list and advertising campaigns. In one central location you can work with a mailing list builder, a newsletter editor, subscription forms, auto responders, tracking software and more.

Most of this program's best features were made possible by existing clients who wrote feedback to our company commenting on previous releases of the software. Ever since then, developers have been working on this new release and constantly updating the system's features for easier use. In fact, this is one of the few companies that openly encourages users to write in with ideas for "Submit a Feature."

So more power to you for getting the super-enhanced version of Mailing List Manager! You have the best version on the market and will immediately see the difference when you start creating and importing lists. This is the version that will give you the most advanced features in areas of tracking, customization, multi-language support and response tools. (The special features of this version will be thoroughly reviewed in Chapters 2 and 3)

Now more than ever users need a reliable system for email marketing. The facts show that email marketing is successful and one of the cheapest ways to draw in new customers. Contrary to popular belief, it's not email marketing that potential customers despise it's the unrequested SPAM that escapes the filters. When a customer is legitimately interested in a subject, he or she actually wants to read free newsletters. Everyone enjoys free information, which coincidentally explains the death of traditional publishing and the immense popularity of Internet web writing.

So by all means, invest time, energy and a small amount of money in email marketing. You will be pleased with the results as you start to maintain a group of prospects, always curious to read your next newsletter.

Are there any special requirements to run a mailing campaign besides a supremely intelligent marketing guru? (Which we're fairly sure you are) Perhaps...

Requirements

Mailing List Manager Pro is easy to install and will work with any shared or dedicated hosting system. Furthermore, this is web application software that has full non-encoded source code that will work with all World Wide and ISP license owners. Whereas many of these application programs require a dedicated hosting plan, Gold 3.0 has been designed for maximum compatibility with a number of

different hosting accounts. Record groups well over 300,000 have been flawlessly imported into these systems. In addition, the company has tested the software with hundreds of cheap hosting accounts on the market and it has continued to impress its users.

Installation is simple and typically takes just a few minutes. If you notice your system is not responding, first make sure your Internet connection is working. Before flipping out on us over an inability to connect, just know that sometimes there are computer registry errors and Internet troubles that can plague your day. If you're convinced that it's a problem on our end, review some of our system requirements.

Pro Gold 3.0 is designed to work on any of the top three operating systems, Windows, Linux and Macintosh. It requires either an Apache or IIS web server, and is designed with PHP (4.2.3 or above) scripting language. For database importing, make sure you are using MySQL 3.23 or above.

You will find as you start to experiment with this software, that it has a nearly unlimited capacity for data. You have already paid for this software and will not have to worry about being charged for each email you send, nor any monthly fees. (However, you do get free updates which are based on your feedback of the system)

Using this program will allow you to easily increase your mailing list numbers and never compromise organization of your campaign. You will be able to track its progress and maintain full control over your software, as it is not connected to any other web servers, nor is it dependent on anyone else.

Getting Started

All right, let's get started in learning the system. The first log in screen will look like this:



PLEASE LOG IN

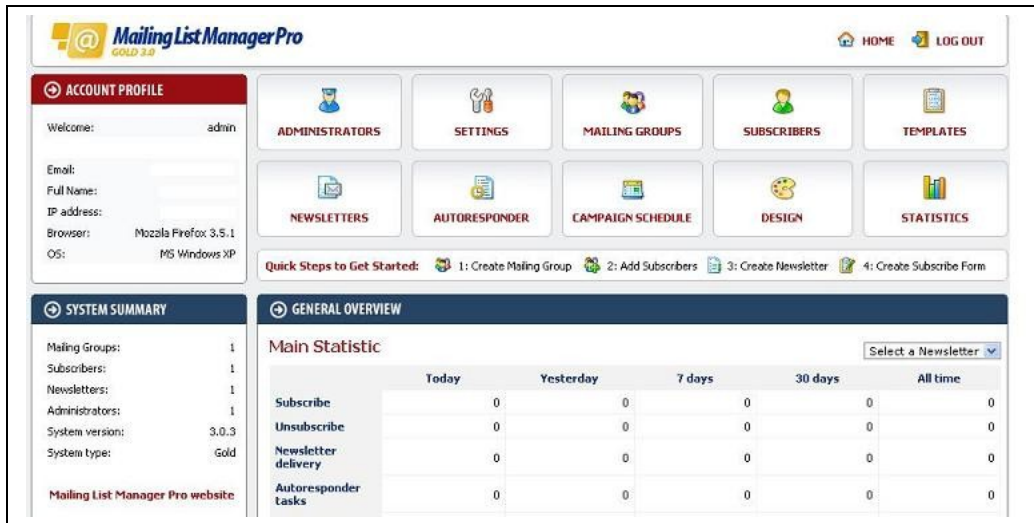
Login:

Password:

OK

[Forgot password?](#)

Remember that Mailing List Manager Pro Gold 3.0 is a web application, a program that is accessible via your web browser over a network. This means that you will not have to install any software from a CD or DVD disc. It also means that you can access your program from virtually any remote location. That's right, you could be sending out newsletters from your wireless laptop connection in Hawaii, though we suggest trying to get some sun in between business hours. You will login with your admin UserID. (Remember that the company customizes your system in advance) Type in your password here to access the main menu. If you forget your password, click on the appropriate link. So far so good!



This is the interface that you will be working with over the next few months. You will notice that the actions are clearly marked, from Home to Log Out on the top of the screen and the ten categories of executive actions to access: namely, administrators, settings, mailing groups, subscribers, templates, newsletters, auto responder, campaign schedule, design and statistics.

You will also notice your account profile information on the top left-hand side of the screen, which details your IP and user information, as well as a system summary on the bottom left-hand side of the screen. Notice there are four “quick steps to getting started”: creating a group, adding subscribers, creating a newsletter and creating a subscribe form. Ignore the General Overview screen for now, as this will be detailed in the following chapters. To get started using the system, click the category of your choice once. After you make your selection, you will see the original menu reshape into a far left column on the new page.

Account Profile

This section contains information about your administrator profile. At some point you may want to assign other administrators to your system. Since you purchased the product, you are the god-level administrator and will retain full rights over the users and system. This data will be programmed and customized by the company according to your initial order.



System Summary

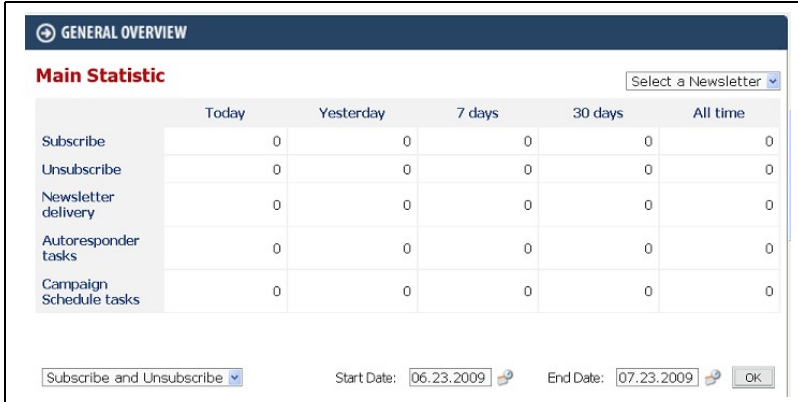
The system summary section presents to you a succinct summary of all of your activity. It lists your total number of mailing groups you have created as well as your total number of subscribers, your newsletters and appointed administrators.

Uh oh, it looks like you only have one of each right now. The recession is tough, huh? Oh well, it’s time to start from scratch and build you a network of subscribers.



You will notice you can also keep track of a wide variety of newsletters and mailing groups, and each one would have its own unique list of subscribers. Therefore, the summary page would list your total number of mailing groups, subscribers and newsletters, providing you an easy way to track your combined success.

General Overview



	Today	Yesterday	7 days	30 days	All time
Subscribe	0	0	0	0	0
Unsubscribe	0	0	0	0	0
Newsletter delivery	0	0	0	0	0
Autoresponder tasks	0	0	0	0	0
Campaign Schedule tasks	0	0	0	0	0

The general overview provides a more detailed description of your recent actions, going into date-specific detail that the system summary doesn't cover. Notice a picture of this overview screen, and see how the categories are organized. Here you can track how many new subscriptions you have acquired within the last day, the last two days, the last week, the last month, or from the beginning of your web tracking software.

You can also track the number of users who have unsubscribed to your newsletter. This will give you a good idea on how your newsletters have been received by your audience. If you notice that you have no new subscriptions but 15 cancellations in the last week, then maybe it's time to stop showing family photos in your newsletter, capish?

The screen also shows you how many times your newsletters have been delivered to the right email addresses. This review will let you know if there is a technical error to be concerned about, particularly if there is a wide differential between the newsletter delivery amount and the total number of subscribers.

This screen also lets you keep track of auto responder tasks as well as campaign schedule tasks, both of which will be covered later on.

Main Statistic or Subject?

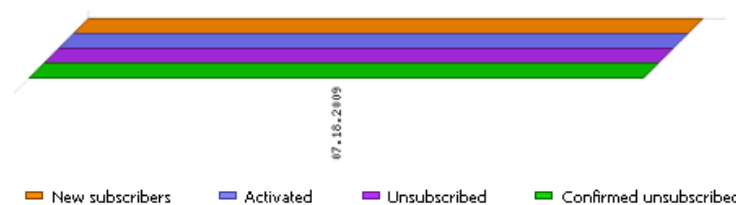
The default setting for the general overview page will be "main statistic", as in the overall success of your mailing list campaign with combined totals. However, you will also be able to switch to a particular "subject" by way of the "Select a Newsletter" drop down menu on the top of the box. Towards the bottom of the box you will see another drop down menu identified by a "News Letter Delivery" option.

This menu tab actually has five options to choose from, including newsletter delivery, subscribe and unsubscribe, auto responder, campaign schedule, and links tracking. Choosing one of these options lets

you see statistics specifically for that criterion. For example, when you choose links tracking, you can see the usual measuring criteria by day, week, month and all time, but with an additional section for external links that brought visitors to you. Along with the actual link address, there is a column for unique link visitors and all time visitors.

Next, we have the Start and End Date filters that can help you track results by specific months in the year. Our sample data states that we are tracking results from June 23, 2009 to July 23, 2009. However, if we wanted to search the archives we could click the calendar and clock icon next to the date field and click on a specific day of the month for both starting and ending dates. The date range is practically unlimited in days, months or years.

Finally, will also notice at the bottom of the General Overview box there is room for a chart. The base of the chart section looks something like this.



Towards the end of this book we will create some sample data so you can see how the chart actually looks in a live campaign. For now, take in the beautiful scenery, and notice how new subscribers, activated subscribers, unsubscribed and confirmed unsubscribed are identified by colors. As we can say just by reading the color codes, high purple colors are a sign of danger. Come to think of it, isn't that true about most situations in life?

Now brace yourself. We're heading into Chapter 2 and are just about to plunge into the technicalities of how to create mailing lists, auto responders, and other communicative tools that will make or break your business. This is the scary part of the roller coaster kids, but rest assured it will be fast, fun and over before you know it.

5 Secrets to a Successful Email Marketing Campaign

Before venturing onto Chapter 2, let's briefly review some of the best features of Mailing List Manager Pro Gold 3.0 and how these features help to round off your successful email marketing campaign.

1. Highly Targeted Mailing Lists and Campaigns

Targeting is the key to winning in mail marketing. You can't create a successful campaign if you're trying to appeal to a general audience—not unless you have something massive to sell, like say, tickets to the moon. So breathe a sigh of relief that this program lets you create and organize your own mailing lists with just the click of a button.

2. Advanced Tracking and Reports

The second key to a successful mailing list campaign is tracking your success. Only by investigating what works and what doesn't, will you truly grasp the mindset of your core audience. This software program not only lets you track the success of your campaign, but also every single newsletter and link. Subsequent chapters will explain how to do this with your mailing software.

3. Customization and Personalization

Personalizing your message is comparative. Not only does it cause a jolt in a reader's mind when they read their personal name being used, but it also shows them you are not just treating them like a product. Instead, you are selling a product to them, individuals, whom you are taking the time to get to know. This software helps you to personalize the experience without having to learn complex web programming.

4. Multiple Custom Fields on Order Forms

This software allows you to create multiple custom fields and use them in the newsletter body, or mailing list or subscription forms. Remember, a large part of prospecting involves getting specific information from clients. With multiple fields you can micromanage your pitch right down to the questionnaire form.

5. Auto Responses—Communicate With Your Audience Fast!

Why do we need auto responses? So we can quickly respond to all interest. We're not being served inside an Olive Garden. We can't afford to wait on our food! This is Internet marketing 101—you follow up on interest immediately. Therefore, an advanced auto responder system (with unlimited follow-up tasks and multiple responders) helps you keep on top of things.

Let's find out more about Mailing List Manager Pro Gold 3.0's features, particularly in the communicative process.

Chapter 2

Starting Communication

Success in business these days is all about communicating with your target audience. This is especially true when you are pursuing Internet marketing. You could say that the Internet has a natural disadvantage: you are not selling anything in person or even via voice through a telephone. You are communicating words, thoughts and images. This form of media must produce an emotional reaction in the targeted audience you seek. The only way to do this is to directly communicate with your audience through strong verbiage and intense imagery that stimulates their curiosity and their emotions.



Whether you are embarking on an opt-in campaign, a newsletter campaign or even a total SPAM job, then your basic objective is the same: to communicate with your audience and show them unique a proposition they can't pass up. Of course, it's slightly different when you're working with email marketing, isn't it? You can't be too subtle in email marketing. You're not chatting on a social media site or designing a promotional page. You're making a five second pitch that will be read via email. Whether or not customers subscribe to your newsletter or not, they may very well delete the message as soon as they read a subject line or an opening paragraph that disinterests them.

While you're figuring out ways to improve your vocabulary and marketing strategies, Mailing List Manager Pro Gold 3.0 is taking care of your technical concerns. It offers online tools in the way of mailing group creators, subscription trackers, template pages, newsletter publishing and an auto responder system. This chapter will detail each of these processes and explain the value of these systems to today's online marketer.

You will find this software program to be very easy to use, particularly in publishing newsletters and creating email campaigns. You simply point and check, type and view and send with just the click of a button. The system provides a WYSIWYG (What You See Is What You Get) editor for creating new messages. It also provides a point and click system that manages your tasks.

In this chapter you are going to learn how to access this system's communicative features, in building mailing groups and subscribers, to creating newsletters and web templates to setting up the auto responding system. Let's get started with step number one: how to create a basic mailing list.

Mailing Groups

Let's start with Mailing Groups, the most important category and the starting point for your new mailing list software system. As soon as you click on the category you will be brought to a screen that looks like this.



Notice all of your options in regards to adjusting your list. You can view statistics or your administrators by clicking the icons at the top of the screen. You can return to the main menu, or you can start accessing the Mailing Groups editor. The search field lets you search your mailing groups by name. Just imagine the time you could save by using advanced searching tools for your millions of subscribers. You can adjust how many records are displayed on each page by customizing the second field. (The default amount is 20)

Next, you notice that there are three columns for you to work with. The first of these is a gray box column and this is how you select specific data by pointing and checking off the box. By selecting checking a box you are highlighting a name and can highlight up to 20 names at a time. This feature is especially convenient when you are performing bulk actions. In this manner, creating a mailing group is as easy as going through your web-based email.

The next column is for Mailing Group names, and the next column is for the action you want to take. Right now your mailing group is empty, so your objective would be to create a new mailing group or import a list so that you have many names to work with.

Towards the bottom of this section you will see you have three more administrative options: you can delete a mailing group, remove a user, or delete a subscriber. Don't confuse the Delete mailing group option with the Delete Subscriber option. Once you delete your mailing group, you delete the entire list of names and all contained user data found inside this group.

It's also imperative that you understand the difference between removing subscribers and deleting subscribers. Once you delete a subscriber, he or she is completely blurted out of existence and ceases to be. Well, okay, maybe not. However, it is safe to say that once you delete a subscriber, he or she is written entirely out of the system. The definition of delete is related to cancellation, erasure and expunging. Yes, never take for granted your powers of expunging.

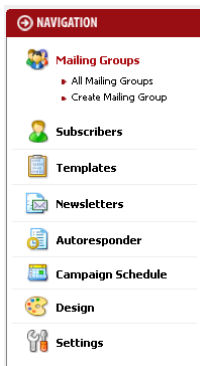
On the other hand, "removing" carries a definition of moving from a place or position. Therefore, you might see fit to remove a subscription from a particular mailing group, but not want to delete them entirely from the subscription. Besides, this particular subscriber might want to unsubscribe from one mailing list, but be kept on a few others you are running. Therefore, deleting a subscriber name is a rather drastic action to take. Bear in mind that you must select a specific user by name and check the

corresponding box. Clicking on the delete buttons without specifying a name could delete your entire database of mail groups.

Another option you have is to edit a particular mailing group. By clicking the edit action (on the far right hand of the screen) you can access the edit settings of each particular mailing group. The new screen should look like this.

The name, in this case “test”, is the name of the mailing group and can be changed by entering a new field. You can also assign an ID number to each group, or let the default system of 1, 2, 3, and so on take over. Just in case you (or another administrator) need a reminder of what this mailing group does, you can write a description in the appropriate box.

The check fields on this screen are self explanatory. You can click “enable” to make this mailing group active or keep it inactive for a period of time. You can choose whether you want the group to be visible to others or invisible. Lastly, you can allow both subscriptions and un-subscriptions to this specific mailing list. When you are done modifying the setting, click “Save” to move on.



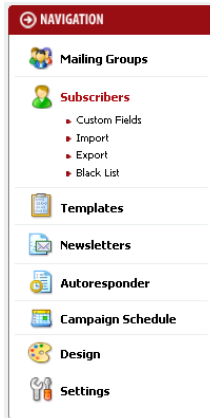
Towards the right hand of the screen you will see a menu that looks like this. < You can access any of the system’s categories from this column or you can choose to see details on your mailing groups. You have two options: you can see all of your mailing groups or you can create a mailing group. Let’s examine the option to create your own mailing group. The new screen will look similar to the “edit” screen on the previous page. Just as with the edit screen, you will have the ability to assign a number ID to your new mailing list, a name and a description of the group. You must also select options related to visibility, activity and if the group allows for subscriptions and un-subscriptions.

For the sake of illustration, let’s create our own practice group now. (You can erase this test group later on) You can name the group whatever you prefer. We’re calling our new group “Presidents.” After filling in the identifying information, you will see “Presidents” pop up on the selection screen.

Notice that when you click on the President mailing group, you will not be directed to the edit screen but to the subscriber screen. (Subscribers will be covered in the next section) This is ordinarily where you would add subscribing members to the campaign. Let’s go ahead and add two more groups for illustrative purposes later on. We’ll create a “Celebrities” mailing list and a “School” mailing list.

Every time you successfully create a group you will see the status message “Mailing group successfully created.” If there are any errors in creating a new group the system will inform you right here. Error messages usually return after submitting an incomplete form.

Subscribers



Now comes the part where you have to enter in all of your subscribers, a.k.a. your past, present and future customers. You can access customers by either clicking the mailing group name or clicking on the category of Subscribers to the far left corner.

When the new screen appears you will notice a few new selections to the menu, exclusive to the Subscribers category. They are custom fields, import, export and black list. (Oh yes, you can name names!)

Before we review how to import or export mailing lists, we’re going to focus on how to create new subscribers from scratch. So let’s create a few fictional subscribers for our respective mailing lists...

Presidents: Woodrow Wilson, Abraham Lincoln, George W. Bush, Barrack Obama

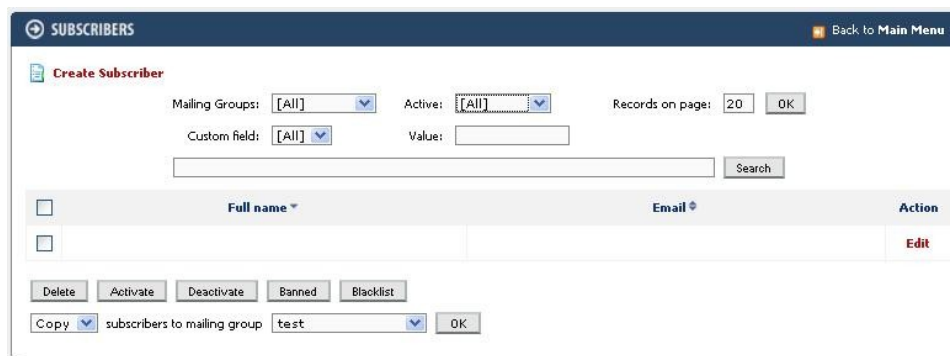
Celebrities: Britney Spears, Paris Hilton, Lindsay Lohan, Jessica Alba

School: Mr. Black, Mr. Brown, Mrs. Jones, Ms. Perfect

Now these subscribers would make for a hard sell! No, just in case you’re wondering, these are not the real email addresses of each person. Feel free to make your own practice names. We are using these subscription “dummies” in order to create a more realistic tracking system later on in the book.

These dummy names represent future customers that will be entered or imported into your system. Bear in mind, you have an unlimited amount of storage space here, as some clients have successfully imported 300,000 mailing lists—that’s lists of subscribers, not individual subscribers!

Now let’s take a look at the introductory screen.



Here is the first page you see when clicking on the subscriber category. You will notice that there are some familiar fields here, such as the 20 (or more) records displayed on the page, as well as columns for real names, email addresses and action. However, there are also some new tabs for this operation.

We see a Mailing Groups drop down menu, and opening this will let you choose what specific mailing groups that you want to search. You can select whether you want to search active, inactive, banned or

blacklisted users. You can also select an input for a custom field or for value, specific to each user. (This is covered a little bit later)

Moving downward, we see four more additional buttons to the usual “delete” feature. (As in deleting a subscriber from existence and your mailing system) There are options to activate and deactivate subscriptions, which are related to each subscriber’s ability to receive newsletters. Just because you deactivate a user’s subscription doesn’t necessarily mean you are deleting his or her information permanently. You might want to temporary remove an account for a marketing purpose.

There are also options for banning and blacklisting. Banning a user involves simply disallowing the user to access a site, or in this case, your newsletter information. You ban a user by checking his name and then clicking the “ban” button. You can un-ban the user by clicking the “activate” button. (Banner users are shaded to look invisible, so you can clearly see who has been banned) Blacklisting takes it a step further. When you blacklist a user, you send their information to the black list page. We’ll review blacklisting features in just a moment. For now, let’s get back to the introductory subscriber page.

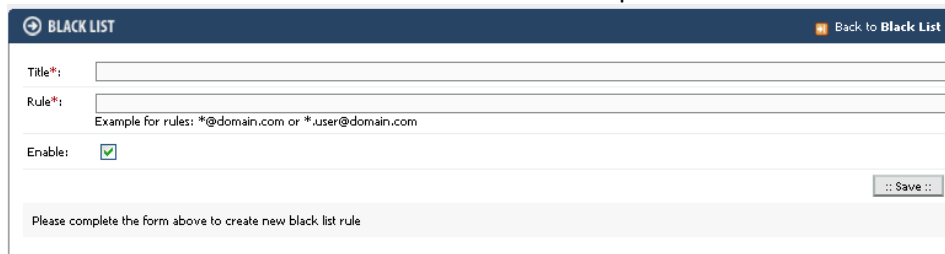
The next two features to learn are located at the bottom of the page. One is a drop down menu allowing you to copy or permanently move a series of names, while the other is a drop down menu allowing you to choose which group you want to select for the copy/move process. This way, if username Obama is ever accidentally inserted into the Celebrity category, you can correct the error by checking his user name, choosing “Move” in the first drop down menu, and choose “Presidents” in the second drop down menu. Now Obama has been moved into the right category. Now whether he technically counts as a “president”, “celebrity” or “both” is anyone’s guess.

You also have the ability to copy users, putting them in more than one category of mailing group. Hey, if one subscriber seems keen on “secrets of dating” who is to say he might not also want a newsletter on free PC registry software?

Black Listing

Whether your subscribers have communist viewpoints or have just been naughty in general, you can add them to the blacklist courtesy of this software. Why would you want to blacklist someone from a mailing list? Not only for unacceptable public behavior, but you might also consider blacklisting users who are in competition with you (or stalking you through newsletters), are seeking to destroy your software or website, or who have some other sort of personal vendetta. Hey, stranger things have happened. So if someone ever rubs you the wrong way, be prepared to go all Elia Kazan on them and start naming names to your blacklist.

You can blacklist a person just by clicking on their name and choosing the “blacklist” button. This is slightly different from the “Create a Blacklist” screen. Here is a picture of the Create screen.



The screenshot shows a web form titled "BLACK LIST" with a "Back to Black List" link in the top right corner. The form contains the following fields and elements:

- Title*:** A text input field.
- Rule*:** A text input field with a placeholder example: "Example for rules: *@domain.com or *.user@domain.com".
- Enable:** A checkbox that is currently checked.
- Save:** A button labeled "Save".
- Footer:** A message that reads "Please complete the form above to create new black list rule".

As you can see, you start by entering the Title and then the Rule. This will be helpful if you want to totally ban a user from accessing your site or newsletter information, or if you want to ban an entire ISP (and its list of active users) from communicating with your network. This access control system denies entry to a specific list, or defined range, of users, programs, and network addresses. Therefore, blacklisted email addresses would not be permitted to reach their intended destination.

The Rule field allows for special filtering in blacklisting, such as domain names. The name field of the blacklist includes the services or names that will be permanently banned from accessing your network. You can create multiple black lists for various purposes and delete them at will. For example you could type in @yourdomain.com or user@yourdomain.com to ban all users with a certain domain name.

Creating New Subscribers

All right, now that you have banned or blacklisted all of your former readers from accessing your content, it's time to start adding new ones. Let's explore the "Create" new subscriber feature. Here is the page you will be working with.

The screenshot shows a web form titled 'SUBSCRIBERS' with a 'Back to Subscribers' link. The form contains the following fields and options:

- Full name*:
- Email*:
- Format:
- Encoding:
- Mailing Groups: A list box containing 'Presidents', 'Celebrities', and 'School'.
- System status:
- Save:

Below the form, a message reads: 'Please complete the form above to create new subscriber'.

You type in your subscriber names, followed by their email addresses. Then you choose the email format that you want to deliver to your subscriber (HTML or plain text) as well as any special encoding. (There are dozens of options to choose from, though the default of UTF-8 may serve you well) The Mailing Groups box looks like a field, but it cannot be changed from this selection page. Instead, you click and choose the appropriate group for this subscriber. Please, don't make Britney Spears president!

We have added all of our subscribers to the subscription list. For the sake of time, we're only going to count 12 individuals in total, four for each group. Here is what the screen would look like, without these names sorted.

<input type="checkbox"/>	Full name	Email	Action
<input type="checkbox"/>	Abraham Lincoln	AbrahamLincoln@president.net	Edit
<input type="checkbox"/>	Barrack Obama	BarrackObama@president.net	Edit
<input type="checkbox"/>	Britney Spears	BritneySpears@celebrity.net	Edit
<input type="checkbox"/>	George W. Bush	GeorgeWBush@president.net	Edit
<input type="checkbox"/>	Jessica Alba	JessicaAlba@celebrity.net	Edit
<input type="checkbox"/>	Lindsay Lohan	LindsayLohan@celebrity.net	Edit
<input type="checkbox"/>	Mr. Black	MrBlack@school.net	Edit
<input type="checkbox"/>	Mr. Brown	MrBrown@school.net	Edit
<input type="checkbox"/>	Mrs. Jones	MrsJones@school.net	Edit
<input type="checkbox"/>	Ms. Perfect	MsPerfect@school.net	Edit
<input type="checkbox"/>	Paris Hilton	ParisHilton@celebrity.net	Edit

All you have to do to sort these names into their proper mailing groups is to check each one that belongs to one specific group, and then click the “move” drop down menu option, along with the category of your choosing. For example, after selecting all the presidents’ tabs you would go to “Move” and then “Presidents.” Or you could copy several names to different newsletters if necessary.

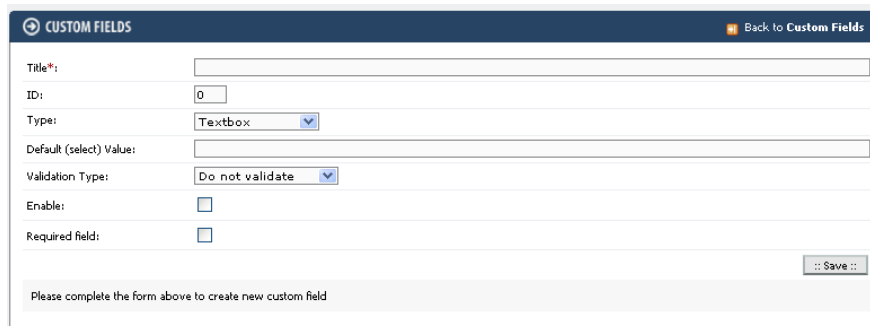
Just a word of caution though: don’t assume subscribers will appreciate multiple offers from different mailing lists. A Work-At-Home Mom probably doesn’t want to read about any offers of, uh, increasing anything. Be discreet in marketing only requested services to your customers and beware of accidentally copying users where they don’t belong.

Problem, solved! Now go and get a cup of coffee while we sort our names out. And bring us back a mocha latte, will you?

Welcome back! Now all of our subscribers are organized into their respective categories. As you may have noticed with your own data entry, all names will continue to appear on the screen so as long as you have the “All” option chosen on the Mailing Groups drop down menu. Remember you can filter these results by adjusting the drop down menus on the top of the screen. Now that you have all the names entered into the database, you can use the search field to narrow down your results.

Other Subscriber Features

There are three more features in the subscription category: Custom Fields, Importing and Exporting databases. Let’s focus on Custom Fields. As with many web applications, you can create your own custom fields for Mailing List Manager Pro Gold 3.0. Remember that in order to create a custom field type, you must always create a field type definition and a field class. Here is the screen for creating custom fields.



The screenshot shows a web form titled "CUSTOM FIELDS" with a "Back to Custom Fields" link. The form contains the following fields and options:

- Title*: [Text input field]
- ID: [Text input field with value 0]
- Type: [Dropdown menu with "Textbox" selected]
- Default (select) Value: [Text input field]
- Validation Type: [Dropdown menu with "Do not validate" selected]
- Enable: [Checkbox, currently unchecked]
- Required field: [Checkbox, currently unchecked]

A "Save" button is located at the bottom right of the form. Below the form, a message reads: "Please complete the form above to create new custom field".

When you add a new field you must first choose a title as well as an ID number. Then, it’s up to you to choose a field type. The type that you select will depend on what information you want to collect from your customers, or what purpose you want to achieve. Mailing List Manager Pro Gold 3.0 lets you create six types of fields.

Text Box: This allows customers to enter a single line of text.

Password: Secure, password protected field.

Radio: Customer can select one of several options.

Drop Down Box: Options in the form of a drop down window menu.

Checkbox: Option for checking and un-checking boxes.

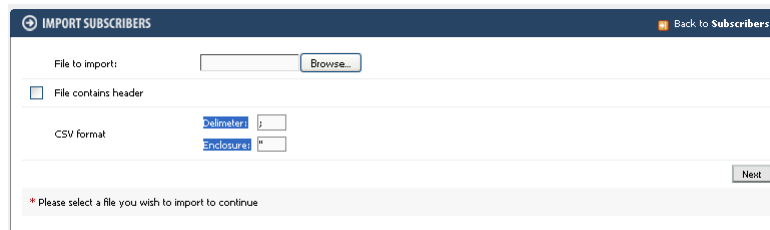
Text Area: This allows customers to enter more information in a text box.

The next section is the default value of the field. If you are creating a custom field class that requires a special structure then here is where you create a value class to contain this data. This software can also set validation rules for certain types of fields and custom fields. The types of validation fields you can choose include Numeric Only, Chars Only, Numeric and Chars, Email Format, URL Format, and Do Not Validate. Click the “enable” button on the bottom part of the screen and then choose whether or not you want this to be considered a required field. Save your settings to continue.

You can create multiple custom fields and use them in subscription forms. These fields can help to improve the quality of your prospects, as you can ask for more specific information. Now that you have created your own custom fields, you can search by your custom fields at the Subscriber Search page.

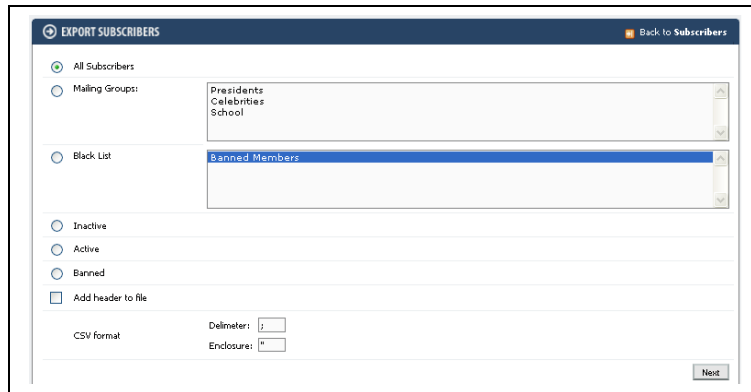
Importing and Exporting

The importing feature will be a very important tool, as no one wants to manually type out thousands, even millions, of customer names and email addresses. The Import and Export features allow you an easy way to transfer your mailing list into a native file format, or to transfer your list to an external file type for use in other applications. First consider how the import feature works.



Choosing the file is self-explanatory. You click browse and find the filename you wish to import on your computer. You can check whether or not this file contains a header, if you want to avoid getting miscellaneous words and names mixed up. All known email list file formats are supported, like TXT, CSV, and XLS files. The CSV Format option can help you specify the format of this imported list in CSV. (CSV stands for Comma Separated Values). Each item in a group is associated with other items and is separated by the commas of its set.

Each line in the CSV file corresponds to a row in the table. Therefore, fields are separated by comma characters and records rows according to newline characters. Any fields with special characters that are enclosed in double quotes. Additionally, the semicolon is used as a delimiter, hence what you see in the text boxes. Try adjusting these data fields for better importation.



Now let's take a look at the export screen. As you can see, you can choose all subscribers, or only specific mailing groups. You can even activate the blacklist feature to keep certain categories of users out of your exportation process. Additional filters include inactive members, active members and banned members. You can choose whether you want to add a header to the file, and also adjust the CSV format.

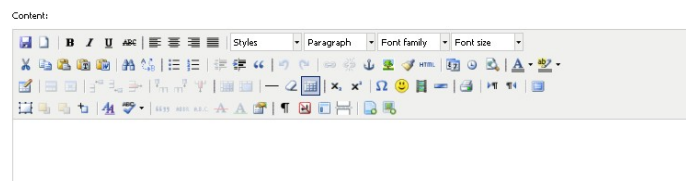
After you make your selections click the "Next" button. The system will then report on the exporting process until its completion, when you will be prompted to save the new exported file to your computer. Importing and exporting mailing lists has never been so easy!

Templates

Enough stalling, let's get to the real meat and potatoes of this software program. (Or maybe soy and potatoes if you're a vegan) We said Mailing List Manager Pro Gold 3.0 is a publishing tool and we meant it. Just look at how easy it is to design your own template for newsletters!

After clicking the Templates category you will go into the Templates menu and immediately be greeted by a Template Title and a Content box. The template title is a required field and will be the title of your company template. This is not the same thing as an individual newsletter. This is just a little piece of corporate branding working for you. Design your own newsletter title and then copy the content in the text box as well as the HTML fields that follow.

The HTML version of the template will include boxes for both the header (the top section of the form) as well as a separate box for CSS style HTML. You can enter your HTML content in the box that looks like this:



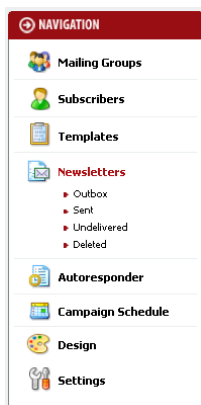
Because you're working with HTML language, you have the ability to emphasize words, change color, style and alternate fonts in your template. You can also insert custom characters, insert photographs, insert media, or use a number of emoticons to describe your current company mood.

You know, faces like 😊 or 🤖, or even the less popular 🤨 (Er, you might not find that one on the menu). You will want to fill out both fields for text and HTML, because this corresponds to what we learned earlier about subscribers: they may want to read articles in HTML or plain text, and you choose preferences for each individual.

Following your work on the template you will come across a list of variables that you can enter into the template or to the custom fields. These programming commands are responsible for personalizing the automatic messages. You can enter the subject's personal name, the email subject's name, or the date. These commands include:

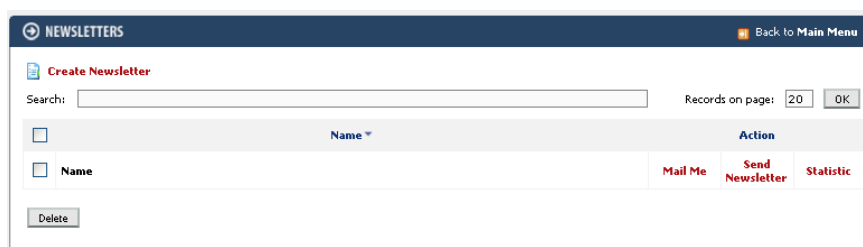
%subject%	Email Subject
%name%	Subscriber Name
%email%	Subscriber Email
%format%	Email Format
%encoding%	Email Encoding
%unsubscribe%	Unsubscribe URL
%date%	Date

Newsletters



Whereas the template section helped you create a logo and company message that will be repeated for a period of time, the newsletter category is what you use you create individual newsletters—you know the stuff that hypnotizes your readers and forces them to buy.

Notice to the left four new sub-categories associated with the newsletter tab. This is arranged similarly to your email account with categories of Outbox, Sent Messages, Undelivered Messages and Deleted Messages. What's that? You have never used email before? Great Scott!



Seriously, the newsletter menu is self-explanatory. There is no inbox to worry about only outbox and sent folders, which represent which newsletters are on hold and which have already been sent out to

your readers. Outbox newsletters can only be sent to your readership after you click the “send” key. This gives you a chance to proofread your letters and correct those typos. (Whoops, almost sent out the “How to make big monkey!” headline)

The Newsletter category also contains a search field to narrow down through hundreds or even thousands of newsletters. You can display all newsletters or sort them by name. You can delete newsletters at any time, and following this action, they will go into the deleted folder. Deleted folders can also be permanently deleted or restored.

You might also have noticed some new columns in the bottom section of the Newsletters category. Right next to the newsletter name, you see three separate actions: Mail Me, Send Newsletter or Statistic. The Mail Me Function mails a checked newsletter to an individual, as upon clicking you will be able to attach a name and email address. (You can also choose HTML or text format, as well as any special encoding) The Send Newsletter action emails the newsletter to your selected group. The Statistic link will display an abbreviated version of the General Overview screen, displaying statistical data on Newsletter Delivery, Auto Responder Tasks and Campaign Schedule Tasks. Just as with the Overview section, you can organize statistical results according to day, week, month all time or specific date range.

It is now the moment of truth. Here we explore how to create a new newsletter from scratch. Dust off your creative and typing skills because you’re going to need them. Newsletter readers are among the most difficult customers to please, because in most cases, they are usually avid readers of your area of expertise, have heard it all before, and have heard it all before from you, unfortunately.

The best way to continually attract your audience is to research the subject matter that you are working with. If you are selling PC software then write about your views on the latest news and trends affecting PC users today. If you are marketing a dating website newsletter, then focus on problems your readers might be encountering.

It always helps to personalize the newsletter with stories from your past or even fictional happenings that prove your point. You should also go for an emotional appeal in your writing, hoping to move them to take action. Now here’s the important part—direct them to take action. You don’t simply want to keep them permanent subscribers; you want to encourage them to buy a product or service. Motivate the audience to action!

However, sales is not the purpose of this manual. There are a million ways to improve in your sales pitch and only you have a handle on what your audience is truly looking for. We may not be able to help you with the writing, but we can help you learn the technical ins and outs of newsletter design. The good news is it is remarkably easy to create a professional looking newsletter using the WYSIWYG newsletter editor.

Start by reviewing the newsletter creation screen below.

The screenshot shows a web form for creating newsletters. At the top, there's a header with 'NEWSLETTERS' and a 'Back to Newsletters' link. The form fields are: Name* (text input), Subject* (text input), From Mail* (text input), From Name (text input, pre-filled with 'Mailing List Manager Pro'), Reply* (text input), Use template (dropdown menu), Mailing Groups (list box containing 'Presidents', 'Celebrities', and 'School'), Recipients (dropdown menu with 'Active' selected), Mailing Account (dropdown menu with 'phpMail' selected), and Bounced Emails handler (dropdown menu with 'Not Active' selected).

Type in the unique newsletter name, the subject and your “From” information, both the email address you are using and your company name. We’ve used our own name as an example. Don’t call yourself Mailing List Manager Pro. It’s taken! Next, enter in your reply information (this is not the same thing as your auto responder text). You can also choose a unique template that favors your particular mailing group. Say, a political template for the presidents, a school-themed template for the school category, and a lava lamp template for the celebrities. (They can’t stop staring at it!)

Next, you select what mailing group this newsletter is appropriate for. How comforting to know that you don’t have to keep entering in and out of categories just to write a new letter. You can start writing whenever inspiration strikes you, and figure out the proper category later on.

After choosing the right group, you can select the type of recipients that you want to receive the message, including active, inactive, banned or black listed users. Why yes, you can send completely different newsletters to your core audience, your occasional lurkers and even your banned customers who had it coming.

You can also customize what mailing account you want to use (the default is PHPMail though you can add your own SMTP email account) and your selection of Bounced Email Handler. What follows is similar to what you have seen for the create-a-template page. You post your message in both a plain text box as well as in an HTML box. (With optional headers and CSS programming) Just as you did with templates, you can adjust the paragraph, page and font formatting.

One new addition to this page is your ability to attach a file to your newsletter email. You click on the Attach File link and browse for your attachment on your local computer. Following these menus, you get a list of variables, as was previously stated in the create-a-template section.

Auto Responder

Wouldn’t it be grand if you could automatically reply to anyone who ever sent you a message or replied to one of your mass emails? It would be sort of like having a clone of yourself, a *Multiplicity*-like situation, in which another you would be doing your email work all day long. Well, unfortunately, technology hasn’t come that far yet.

Instead, we’ll have to settle for an auto responding program, a web tool that automatically sends a form email reply to your inquiring audience. You don’t have to settle for an impersonal message, though... you can send a variety of auto responder messages to all of your subscribers according to their needs.

You can customize rejection slips, “thanks for writing!” sentiments, “I don’t like you in that way” kiss offs, whatever you want. The Create an Auto Responder screen looks like the other categories’ entrance page (with typical features like search and action) but with a few new added columns. These columns, which include Start, End, Newsletter and Created are links that can rearrange your auto responder messages. Start and end rearrange tasks according to when they started or ended. Or you can organize tasks according to when they were first created or according to the newsletter name.

When you select “create an auto responder” you are actually creating a task, not a message. Take a look at this create-an-auto responder page.

The screenshot shows a web form titled "AUTORESPONDER" with a "Back to Autoresponder" link in the top right. The form contains the following fields and controls:

- Newsletter:** A dropdown menu with "Name" selected.
- Enable:** A checked checkbox.
- Type:** A dropdown menu with "One time" selected.
- Start Time*:** A time input field showing "05:07" with "hh:mm" labels.
- Start Date*:** A date input field showing "07.24.2009" with a calendar icon.
- Save:** A button labeled "Save".

At the bottom of the form, a message reads: "Please complete the form to create new autoresponder task".

By now we assume you have created a few nonsensical newsletters as practice. A good thing too, because these email titles will magically appear in the Newsletter drop down menu. Select your newsletter and then check Enable to confirm the operation. (You can also pause an auto responder by un-checking it)

Next, you choose what type of auto responder you want to use. Some auto responders will only be used once, while others may be used everyday, others every week, and others every month. You should also schedule starting time for the responder and a starting date. Here you see an example of a one time responder task, scheduled for 5:07 on 7-24-09. After you create your auto responder tasks, you can delete them at will (using the delete button) or track which ones have been sent, deleted or were undeliverable.

Remember that auto responders are important e-mail marketing tools that can immediately provide information to prospective customers or confirm subscriptions or un-subscriptions. Auto responder tasks make it possible for your company to follow-up user messages at preset time intervals. This can make it seem like less of an automated process and more like a personal solicitation. Furthermore, interest can be automatically followed up a few weeks later so that enough time has passed since the last communication took place.

Now you understand how to make an automatic response message to all of your customers using Mailing List Manager Pro Gold 3.0. Just know, if you want to send an automatic post for marketing purposes, please use a person’s official title and full name, and not just “Hey Larry!” True, a lot of people are named Larry these days and there’s a 50/50 chance your subscriber will actually be named Larry. However, if you go the extra mile and type in the subscriber’s full name, you may be surprised at the response you get.

We have come to the end of the communicative Chapter 2 of our book. You have learned how to use Mailing List Manager Pro Gold 3.0 as a communication tool, delivering personalized automatic

responses, newsletters and templates. You have learned how to make your own mailing lists, how to import or export mailing lists and how to add new subscribers into the system.

In the third chapter of this book you are going to learn how to perform administrative tasks that will be pivotal to your success as a marketing guru extraordinaire. Don't hurt yourself now. This may require some brain stretches but no heavy brain lifting. Let's get started!

Tips on Formatting a Newsletter

Like we said, we're not going to teach you how to write captivating newsletter copy. Besides, if you took our advice then your newsletter might end up sounding like an advertisement for Mailing List Manager Pro Gold 3.0. What we can do is offer some universal tips in formatting, as well as a few tips on how to work the WYSIWYG editor for your software.

Prepare the text in a word processor first.

This should go without saying. Accidents happen and Internet data gets erased. Fortunately, you have a JavaScript word processor to save your information. Believe it or not, we're not even talking about Microsoft Word! You can save your files directly onto the newsletter editor built into Create a Newsletter. Click the disk icon on the top left hand corner of the editor box. There are also options to paste documents from Word, (importing the content, as it were), clean up messy code and anchor locations.

Test Your Newsletter Format

In your line of work you should realize how important testing a new product is before release. Likewise, test the appeal of your newest newsletter format by sending it to a variety of people you know, each with different kinds of e-mail programs. Get their detailed feedback, not only in general, but also details on what they can see and what they cannot.

Other Tips

- Keep your lines 65 characters or less, to avoid messiness. Each line should be "hard-returned" with the Enter/Return button.
- Try to avoid auto-formatting like bold and italics, as there's no guarantee these will show up on a newsletter. Make sure that you paste plain text into the online word processor to avoid any conflicts in fonts.
- Make sure all hyperlinks are active before sending a new letter.
- Remind your readers that they have subscribed to your content. Catch them unaware someday and they may unsubscribe. To avoid associations with SPAM leave information on how to unsubscribe at the bottom of the newsletter.
- Your subject line should include content about your company and the newsletter topic.
- Do not center your text, as the final result could vary widely among different email programs.

- Space out paragraphs and lines so they are easy to read. Otherwise, your newsletter looks like one of those creepy Nigerian emails explaining the last wishes of a Mister Jacowalkson or whatever.

Chapter 3

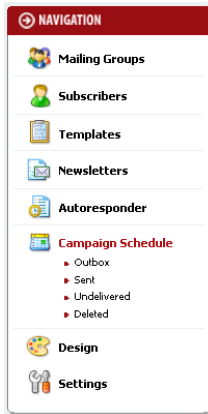
Administrative Duties

You are hereby sworn in as Administrator over your website and mail marketing system. Do you solemnly swear or affirm that you will faithfully execute the Office of Administrator and will to the best of your ability, preserve, protect and defend your marketing campaign? Great! There have been many rich men and women that have come out of a successful email marketing campaign. You can bet that administrative duties, as well as how these individuals handled the responsibility, played a big role in their success.

Now we can begin exploring the executive options of Mailing List Manager Pro Gold 3.0. In this chapter you will learn more about campaign scheduling, administrator assigning and adjusting user settings. Let's start by considering the program's campaign schedule.

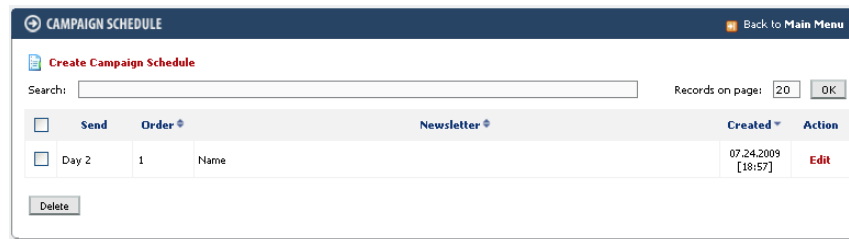
Campaign Schedule

Mailing List Manager Pro Gold 3.0 has a Campaign Schedule feature, which allows you to schedule and send messages according to your campaign date. This will allow you to quickly and easily send targeted messages to various customer groups that you have assembled.



As you can see on the box to the left, Campaign Schedule, like the Newsletter and Auto Responder categories, has a menu selection for Outbox, Sent Campaigns, Undelivered Campaigns and Deleted Campaigns.

The first page for Campaign Schedule allows you to search for a campaign by name, or organize your list of campaigns according to the date they were sent, the order number you set in advance, the newsletter name and the date they were created. You can also edit each of your campaigns individually by clicking the edit button. Notice how the scheduling box appears when you open the category.

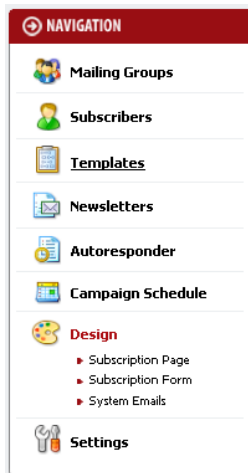


Since you have no active campaigns right now it's time to create some. Campaigns by the month or by the season are always great to boost sales; it brings a sense of urgency to the business. So always make sure that something is happening within your business. Every reader need a catching-on point, and holiday celebrations and blow-out sales are always easy ways to capture interest. So let's start by clicking the Create Campaign Schedule. Here is what you will see next.

Now you can choose the newsletter you want to attach to the campaign, just the same as you would attach a newsletter to an auto responder message. Next, you can choose the day the campaign message will be sent, according to when the user first joined your mailing list. For example, choose 2 days and the campaign will be identified as Day 2. After you save this campaign and create a new one, the day setting will automatically adjust, as in Day 3, Day 4 and so on. You can also manually set the order in the order field box. Enable this campaign with a check when you are ready to finalize your new task. You can also check several campaigns at once and decide whether you want to delete them or send them.

Design

In Chapter 4, we will present to you a sample work sheet, a series of administrative tasks that will help you to grasp how all of these tools and elements go together. You will be playing administrator for a day and will be able to sample what it feels like to run a live campaign with this email marketing software. For now, let's move on to the Design category.



To the left you will notice the menu has some new options: not only the default Subscription Page but also Subscription Form and System Emails.

When you click on the design category and load the default screen, you will see a bunch of strange looking text in a text box field. This is the Subscription Page, and is a content layout page for your web template that happens to be in HTML format. Don't fret! If you don't know how to write HTML, then all you really have to know is how to cut and paste.

This is the actual subscription webpage in HTML format, where your customers will be directed to join your newsletter. This is where you can include your website design template. This is not your commercial website necessarily. Rather, this is the starting page that you are sending your customers to, a page where they can sign up for membership. Note that this template will apply to all

subscription form pages.

Simply use the tag "%form%" to include a subscription form. You can put it anywhere in your template by cutting and pasting it throughout the design field. As with any HTML assignment, just keep the header and body tag information separated. Next, click on the Subscription Form page. It will look something like this.

Here is where you can enter in form criteria, from Full Name, email address, format and encoding. You can also assign this form to a particular mailing group. Obviously, the Full Name and email address would be required for any subscription form. However you can also choose to format or encode the form field for easier viewing.

System Emails

Oh, don't worry about it—it happens to all guys sometimes. Er, not that. We're talking about subscribers and web visitors that forget their login password. With the System Emails feature, you can access several types of system email and auto response features including lost passwords, subscription confirmations, subscription successful and un-subscribe successful confirmations. Let's review each of these one at a time.

First we have a System Email draft for a password reminder message. On this screen, you see that you can title your own Subject anything from "Password Reminder" to "You Fool!" you know, just in case you have an anime-themed newsletter to disseminate. In the text box, you can type out your complete message from the Dear John to the "Thank You For..." signature. Notice that in order to personalize the data, and retrieve the lost user ID and password, the administrator here uses variable tags like %name% (the user name) %login% and %password%. As you can see, when you use this software you don't have to memorize any lengthy programming text. You just type in your words as they appear, along with an occasional tag.

<p>Subscription confirmation email:</p> <p>Subject: <input type="text" value="Please confirm your subscription"/></p> <hr/> <p>Dear %name%,</p> <p>Please click on the link below to confirm your subscription to the following mailing list: %groups%</p> <p><input type="text" value="%link%"/></p>
<p>Subscription confirmation page text:</p> <p><input type="text" value="Please check your email to complete subscription process"/></p>

Additionally, there are fields for other system emails, such as the subscription confirmation. For this option, notice that there are two fields instead of one. The first box is for the subject and introductory statement while the second is for the page text. This is because you are writing the email message first, and then including a %link% variable so that the user can confirm a subscription. You can also select the unique mailing list using a %groups% option. The second page is what will appear on the website page that loads after the user clicks on the link.

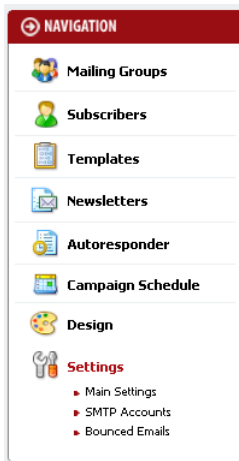
You can also add text for the Subscription Successful Email confirmation and the unsubscribe confirmation. For example, on the unsubscribe draft, you get three text boxes. One for email, with a subject, personal greeting, and link for unsubscribing; two for a check email reminder on the webpage text, and three for an unsubscribe email confirmation. This is where you can type. "You have been successfully removed from our mailing list...{sniff} boo hoo."

There are a few more variables here that can help you create a professional-looking draft for all of your system emails. They include:

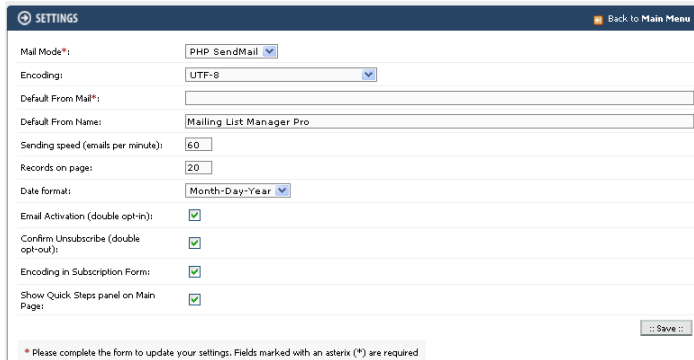
%name%	Full name
%login%	Login
%password%	Password
%groups%	Subscribe/Unsubscribe Mailing Groups
%link%	Activation URL
%url%	Mailing List Manager Pro 3.0 URL

Settings

We move on to a new category: settings. It's sort of like the Windows XP settings area, only far more complicated. No, not really! Don't beat your head against the keyboard just yet. We're going to break it down for you.



First, notice the navigation menu on the left. There are three more options to explore: Main Settings, SMTP Accounts and Bounced Emails. These settings will help to configure your email and newsletters and make sure that all communication successfully completes. Here is where you will decide default settings, date format, formatting features and other duties related to administration. Take a look at the settings page for email configuration.



As you can see, your first selection is the type of mail mode. You can choose the default PHP SendMail or opt for the more universal SMTP. SMTP is the standard Internet protocol used today for sending email to mail servers. After email is sent this way, email messages can be retrieved from the server using an email client, such as Outlook Express. PHP SendMail works directly with the PHP system.

Next, you choose the encoding type (UTF-8) being the safe default. You can then choose your default “From” mail address and your default “From” name. This process is how you will connect this software with your own company email address. Next, choose the “sending speed”, which refers is classified in EPM, or Emails Per Minute, if you will, and the amount of records that will appear on screen. **On shared servers, your setting should not exceed 4 emails per min (for a total of 240 emails/hour). If you exceed this number, your domain will get blacklisted and bounced by ISPs like AOL, Hotmail, Yahoo, Qwest, Cox, Comcast, etc. GUARANTEED. If you wish to send more than 4 emails per minute, then you should obtain a Virtual Dedicated Server from M.E. Webhost.**

Next, choose the date format for your email settings: month-day-year, day-month-year or year-month-day. Next, you can address the double opt-in issue by checking or un-checking email activation. What does double opt-in mean? This refers to when a solicitor obtains permission from customers before sending newsletters or commercial emails. Opt-in email simply refers to anyone that chooses to receive bulk email, perhaps even checking a box indicating their choice.

On the contrary, double opt-in email, or Confirmed Opt-In requires a confirmation email (or perhaps link activation) to determine that the user has really come to this decision. If you want to avoid SPAM or bulk mail associations, not to mention a few angry subscribers, you might want to go the distance and choose a double opt-in process.

Next, you can choose settings for Unsubscribe if you want the user to double confirm un-subscription, or Opt-Out. You can also check or uncheck encoding in your forms and choose whether or not to show a quick steps panel on the main page. If you want to use SMTP-based email then click on the SMTP tab. Here you will see a listing of all of your SMTP accounts organized by title, SMTP server or action. Your first step will be to create a list of SMTP accounts for use in your bulk mailing plan. Here is the screen that you should see in front of you.

Title your email account and then login. This should be your SMTP login and password, the one provided by your I.S.P. Next, enter your SMTP server information, which will also be provided by your I.S.P. Choose the appropriate port. This is the information needed for you to send emails using Mailing List Manager Pro Gold 3.0.

Bounced Emails

The last part of this Settings category is for Bounced Emails. Click the link on the left and take a look at your Bounced Emails settings page. You will notice that accounts here can be arranged by title, POP3 Server and Action. Let's start by creating a new bounced email account. Here is the properties screen.

Bounced Emails are automated email messages that come from a mailing system (like yours) that inform users that there has been a delivery problem. This message is known as a bounce message or perhaps a Non-Delivery Notification. Errors can occur at multiple places in mail delivery.

For example, a sender may receive a bounce message from the sender's email server or perhaps from a recipient's email server. These messages are required when a server accepts a message that was undeliverable. Whenever a server accepts a message, it is also assuming responsibility for delivering a bounce back message if the message should fail to be delivered to its recipient. Because of the increase of SPAM and email viruses, it is quite common for users today to receive bounce messages. However, sometimes these messages can be sent in the event that the wrong receiver's username was entered.

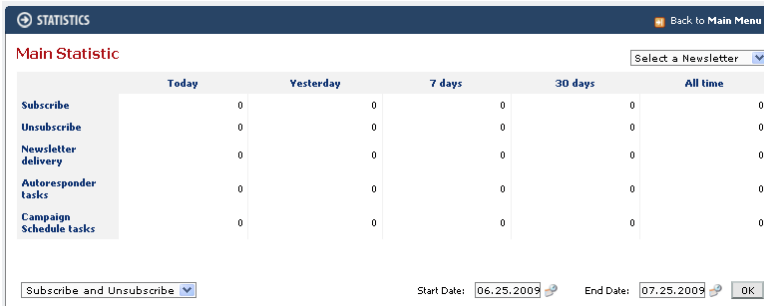
As you can see, the process of creating your own bounce back account is relatively simple. Choose the title, and then type in your login and password information for your I.S.P. account. Include information about your POP3 server, since you are retrieving messages in this case and also include your Port number.

Finally, select the Bounce Handler action: either Do Nothing, Mark as Inactive, Delete Email or Move Back to Black List. You decide what to do with undeliverable messages and the number of tries you want to allow the system before it takes action. The second field is where you choose the number of delivery failed reports. You can mark the account in question as inactive, or delete incoming email, or

even black list the entire account. The ability to automatically move bounced email addresses to a special folder of your choice will make maintaining your system a cinch.

Statistics

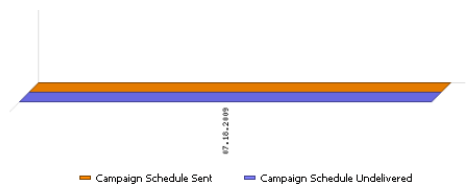
The Statistics category (located on the far right, with the same icon as the picture) will load up the familiar main statistical information that you see in the General Overview section of the software. As stated earlier, this is the section that can show you individual tracking of Subscriptions, Un-Subscriptions, Newsletter Deliveries, Auto Responder Tasks and Campaign Schedule Tasks. You can track statistics by day, week, month, or for all time. You can even enter a specific time frame (spanning one month or several months) by entering a start and end date towards the bottom of the screen. You can see results in numbers, as in the number of people who subscribed today, or in chart form.



	Today	Yesterday	7 days	30 days	All time
Subscribe	0	0	0	0	0
Unsubscribe	0	0	0	0	0
Newsletter delivery	0	0	0	0	0
Autoresponder tasks	0	0	0	0	0
Campaign Schedule tasks	0	0	0	0	0

Start Date: 06.25.2009 End Date: 07.25.2009 OK

Remember that you can also track individual newsletters by clicking on the drop down menu entitled Select a Newsletter or click the drop down menu that says “Subscribe or Unsubscribe” to see the results for newsletter delivery, auto responder, campaign schedule or links tracking. Notice that when you select Auto Responder, Campaign Schedule or Newsletter Delivery that you get a chart with only two colors, namely, tracking for Sent and Undelivered messages. Links tracking shows you the links responsible for gaining you that extra traffic. (See Chapter 4 for a better understanding of how statistics work)



Assign Administrator



There may come a time when you decide that you need help on this great journey of mail marketing. When it's time for Frodo to find a Sam then it's time for you to access the administrative features of this program.

Why might you need a cyber-assistant anyway? As you probably know, email marketing is all about timing. Sometimes capturing interest from a new customer is an up-to-the-minute task. One day he may be interested in a proposal like yours and the next day the interest might have vanished. Maybe something happened that first day that got him thinking about your field of expertise.

That first day, you can bet he's going to be surfing the Internet looking for something to satisfy his new found obsession. The next day after he found something to satiate his curiosity? Your proposal won't even cross his mind! So are you up-to-date on all of your auto responders and campaigns and bounce

back emails? If you work in multilevel marketing, for example, you might have to give your referral workers access to the system so they can generate more interest.

The administrative process goes something like this. Start by clicking the administrative features link. The main administration screen will show you a list of users who have been granted special privileges. They will be displayed according to the arrangement of your choice: by login, by full name and by email address. To the far right, you will notice two new columns: Permissions and Action. You know how to use the action feature. Let's learn more about creating your own monster (or more specifically, your co-manager). Click Create Administrator to get started. Here is the screen that you will access to create a new member of your team.

The screenshot shows a web form titled "CREATE ADMINISTRATOR" with a "Back to Administrators" link. The form contains the following fields and options:

- System status: User (dropdown menu)
- Login*: admin (text input)
- Password*: masked with asterisks (password input)
- Confirm password*: (password input)
- Email*: (text input)
- Full name: (text input)
- Gender*: male female (radio buttons)
- Phone (home): (text input)
- Phone (work): (text input)
- Phone (cell): (text input)
- Active: (checkbox)

A "Save" button is located at the bottom right of the form. Below the form, there is a note: "Please complete the form above to create new administrator profile".

Using this feature you can decide if this person in question is an ordinary user or an administrator with executive power. Choose administrator if you want your assistant(s) to have unlimited access to everything. You cannot change the permissions of this user, because you have granted him or her all of the same rights as you. (Though you could request a custom fix from the company if it's that important to you) Choosing the User feature lets you decide permissions for each user (explained further in just a moment)

Enter the person's login and password information. Confirm the password, you know the drill. Enter in the email address and full name. Pay very close attention to gender selection because male administrators seem to hate it when you imply they are female. Go figure, right? After this, you can enter in three phone numbers and click on the "active" button to start the process.

You have created another administrator! We named ours Alexander the Great, and you will notice, that on the actions column the Permissions action is now opened up. Since you are the legal owner of your copy of Mailing List Manager Pro Gold 3.0 your permissions cannot be altered. So there's no need to worry about an uprising, even if you do create every single member of the Tudor family.

Permissions

You have the ability to modify the permissions of your users. You can actually select individual actions that each administrator has the power to access. Notice the following picture organized according to check boxes. Here we see three columns of check boxes: delete, edit and view. This simply means that if one of the columns is checked, the user can delete data, edit data or view data.

ADMINISTRATOR PERMISSIONS				Back to Administrators
Modules/Permissions	delete	edit	view	
Autoreponder	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Black List	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Campaign Schedule	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Custom Fields	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Export	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Import	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Mailing Groups	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Newsletters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
POP3 Accounts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Settings	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
SMTP Accounts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Statistics	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Subscribe Form	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Subscribe Page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Subscribers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
System Emails	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

The modules that you will be selecting for user privileges include the auto responder system, the black list, the campaign schedule, custom fields, export, import, mailing groups, newsletters POP3 accounts, settings, SMTP accounts, statistics, subscribe form, subscribe page, subscribers and system emails. There is also a Select All button.

Should your administrators have access to every part of your system? What if someone accidentally configured the email settings incorrectly? Can you trust that your administrator understands these technical considerations? Or do you only want administrators to access statistics and mailing groups? After limiting these permissions, users will only be able to access certain function of the system. The links to the full system operation would be non-existent.

You can also customize permissions for certain newsletters and mailing groups. Following the permissions columns, you will see a section for Newsletter Permissions plus a field. You can choose to let your selected administrator access all newsletters, or select one newsletter in particular. The next group is titled Mailing Groups Permission and allows the selected administrator to access all mailing groups or a particular mailing group. Remember that you have to edit permissions for every single administrator or user you create.

We have come to the end of Chapter 3 and the how-to part of this book. By now you understand a great deal on how to work with this software. The next chapter is an abbreviated one, and one will that will help you put all the pieces together as you take on an actual assignment handed down by the Master Guru. Before we press on, let's take a few moments and answer some Frequently Asked Questions about this software.



"I have a huge emailing list to important. Individually there are easily over a million records. Is there a limit to this software?"

The Gold Version is made to function with the largest email lists imaginable. Some programs have imported over one million individual records. It is true that a dedicated account works best for large files, but even cheaper accounts tested fine. In most cases, administrators will never have to worry

about size or total number. Traffic will only be limited by your own server. There is no traffic limit to this system.



“Is this program available in any other languages?”

Multi-language support is available on request. At this point in time, the company provides support for over 50 languages worldwide. Remember that though you control the software, the company can customize the software for use on your server.



“Will my emails be classified as SPAM because they are automated?”

No, because there is no trace of SPAM anywhere within this technology. SPAM is recognized by other servers because of SPAM-tags found somewhere in the email header, or somewhere else in the template. Though you are sending automated responses, each email will be personalized thanks to the “From” fields. Therefore, your email will not end up in a SPAM folder.

Remember that one of the best features about Mailing List Manager Pro Gold 3.0 is its updateability. Updates are free and customization features are low-cost. All right, that’s enough FAQ-ing around. It’s time to assign you the future administrator a few tasks. The abbreviated Chapter 4 begins now.

Chapter 4

A Sample Worksheet

We have already assigned you, the new system administrator a new ID. Your name is Alexander the Great, high ranking user. In this chapter we're going to assign you several assignments that will involve using the Mailing List Manager Pro Gold 3.0 system—the one you just learned after hours of devoting your blood, sweat and tears. We're going to touch on every category reviewed in this publication just to make sure you can comfortably work with the system. All right, Alexander. Let's start by reading a message from the System Administrator.



"Hi, Alexander. It looks like one of our customers (Ms. Perfect) has un-subscribed to the newsletter for the time being while she relocates. Better remove her for now."

Resolution: You figure since this user is not banned nor has she been ordered as "deleted", the best thing to do is to remove her from the School newsletter. You go over to the Subscribers category and check her name. Upon saving, her name is deactivated and shaded out. Obviously, you wouldn't go to the Mail Groups feature, since that involves deleting or removing entire mailing lists.

<input type="checkbox"/>	Mr. Brown	MrBrown@school.net
<input type="checkbox"/>	Mrs. Jones	MrsJones@school.net
<input type="checkbox"/>	Ms. Perfect	MsPerfect@school.net
<input type="checkbox"/>	Paris Hilton	ParisHilton@celebrity.net
<input type="checkbox"/>	Woodrow Wilson	WoodrowWilson@president.net



"I really want to start keeping track of our subscriber's taste preferences for marketing purposes. I want you to create a Custom Field for every single user. Find out what kind of bread they like and put it with the subscription information."

Resolution: A rather bizarre request, but whatever the System Administrator wants. We click on the Create Custom Fields option inside the Custom Fields category and entitle our new field "Bread." We make it a textbox and choose "Text Box." After saving this new Field, notice how every subscriber (in the Subscriptions category under "Edit") now has a field for Bread.

CUSTOM FIELDS	
Title*:	Bread
ID:	0
Type:	Textbox
Default (select) Value:	0
Validation Type:	Do not validate
Enable:	<input checked="" type="checkbox"/>
Required field:	<input checked="" type="checkbox"/>
Please complete the form above to update custom field	



"Wow, you did that fast. I am so happy, can't you tell? All right now I'm ready to import a list of subscribers. I have given you access to all parts of the system. Do me a favor and import the list from Excel."

Resolution: Go to the Import link under the Subscribers category and select the file to import. Notice that when you choose the file you see this screen.

You are attempting to communicate between the XLS format and the new format. Therefore, you are telling the system to look for the subscriber's name is the Field 1 column in the XLS file. The File 2 is the email address and the format preference is Field 3. If the fields are available in the XLS document you can click on other preferences. Choose whether you want to skip or replace any duplicated email. Now you can choose the mailing group that you want to send this list two: any of your respective categories of customers. You can also create a new mailing group if that's more convenient. Now the file is imported and the status message assures you everything is all right.



"I'm going to Hawaii for purely work-related reasons. I need you to go ahead and write the newsletter for the presidents group this week. Think topical. Be sure and personalize it for the users too."

Resolution: Enter Newsletters and then click the "Create a Newsletter" option. Fill out the information and then start cutting and pasting the content you wrote. Enter both HTML and plain text so you can choose reader preferences later. Be sure to add variables where they are appropriate. For example you might type something like this:

Dear %name%

Have you been thinking about %subject% (email subject) lately? I know I have. It's easy to see where this is all heading. %subject% is a problem in this country and we need to put our bi-partisan differences aside to address the real issues of the nation. As I'm sure you have all learned while serving in office... (blah blah blah).

You also have to make sure that the subscriber has the option to unsubscribe. Therefore you would enter the variable %unsubscribe%, which is the unsubscribe URL.

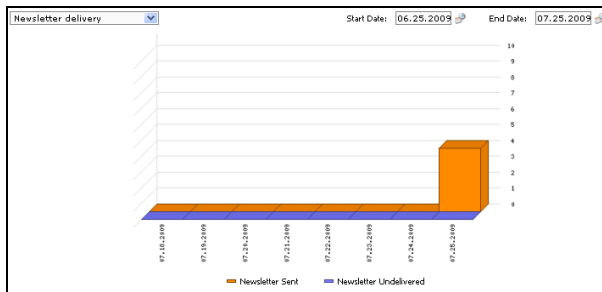
Name	Action
<input type="checkbox"/> Name	Mail Me Send Newsletter Statistic
<input type="checkbox"/> The President	Mail Me Send Newsletter Statistic

After saving the draft you have to go and manually send the emails by choosing the "Send Newsletter" option. The President is the nickname of the newsletter you want to send. Check the box and then click

Send Newsletter. It will ask “Are you sure you wish to start mailing delivery now?” and then show you the progress of your mailing. The status message now reads “Mailing delivery successfully completed.” Now when you check your sent messages folder it will tell you exactly which messages were sent and at what time. You can also sort them by ID number, date, email address or newsletter title.

ID	Date	Email	Newsletter
4	07.25.2009 [10:36]	GeorgeWBush@president.net	The President
1	07.25.2009 [10:36]	WoodrowWilson@president.net	The President
2	07.25.2009 [10:36]	AbrahamLincoln@president.net	The President
3	07.25.2009 [10:36]	BarrackObama@president.net	The President

Your main statistics have also been updated. Notice now that the charts have started to appear, as you have sent out a record four emails to your presidential elite. This is how your statistics will be displayed, in this case, newsletters sent is symbolized by an orange box. All right, stop celebrating. It looks like the System Administrator is back with more requests.



“I have discovered that subscribers Paris Hilton and Britney Spears have been sending viruses to our system. Please ban them immediately.”

Resolution: Check the user and then click the banned feature as illustrated. The system will ask you to if really you want to go through with banishment. Show no mercy and watch as the names become deactivated and banned from taking part in the email marketing campaign. The two Hollywood starlets are now searchable in the “Banned category.” If problems persist you can move both members into the black list category and ban them according to I.S.P. address. You can also reactive them at any time unless of course you permanently delete them out of the system. (However, deletion may also eliminate the black listed status, unless you manually type in email addresses and domain names into the create-a-blacklist feature.

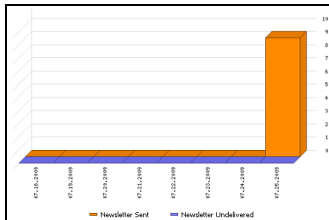
Full name	Email
Britney Spears	BritneySpears@celebrity.net
Jessica Alba	JessicaAlba@celebrity.net
Lindsay Lohan	LindsayLohan@celebrity.net
Paris Hilton	ParisHilton@celebrity.net

Looks like Mr. Administrator is back with more requests!



“Create an auto responder campaign. Every day of the week, except Saturdays and Sundays. I want people to know that their messages are getting through. Tell them we are available on weekdays by telephone, but not on the weekend.”

Resolution: Go to the auto responder category and choose to “Create” a new auto responder campaign. Here is where you choose the newsletter (the Away Message) and set your criteria. You chose every week and so now you get to choose the precise days of the week you want the auto responding message to be sent back to users, so check Monday-Friday and then also take the time to choose when you want the campaign to start (date and time) and when the campaign should officially end(date and time). Guess what? Auto responder has been successfully created!



Now you can send the Away Message and choose however many groups you want message to apply to. (Just hold down the mouse cursor to highlight more than one) and then click Send Newsletter to start the campaign. And now look! There’s a new chart to examine when you click on the “Statistic” action! Nine messages sent means a large orange box! Uh oh, can’t relax now.

I think I hear the boss calling.



“I want to target celebrities for my new Yes! Campaign. It’s a very positive campaign and filled with lots of enthusiasm and energy, sort of like me. Please start a campaign exclusively for celebrities and encourage them to say Yes! for the month of August.”

Resolution: Go to Create Campaign Schedule and choose the appropriate newsletter. Set the days you want to pass from the time a new user first joins the mailing list and when they are informed about the campaign. You can also choose to pick an order number in case you are running several campaigns.



“Create another administrator to help you. I swear I am not docking your pay. But he is getting paid more than you. Anyway, please add the new administrator and let him have full access, except for email settings or black listing.”

Resolution: Go to Administrators and then click the Create icon. Since this administrator will be limited, he’s not a true administrator, but a user. Create a login and password and then fill out personal information. Click “permissions” after creation is complete. Allow everything to stay checked except the “black list” option, the POP3 settings and the SMTP accounts. Save, and then assign the other administrator power over all newsletters and groups.



“Last one, I promise. Please review the email settings. There seems to a problem with our configuration.”

Resolution: Enter the Settings category and take a look at what accounts you are using. SMTP mode loads up information regarding your auto responder and campaign emails. From here you can also make selections for email speed, email activation and email confirmation. However, the solution is not on this screen. Rather, you want to investigate the SWBV SMTP account to see if there are any conflicts or errors. Click the SMTP Accounts tab on the left-hand menu and “edit” the SWBV account.

The screenshot shows the 'SETTINGS' page with various configuration options. Key settings include: Mail Mode (SMTP), Autoresponder SMTP Account (SWBV), Campaign Schedule SMTP Account (SWBV), Encoding (UTF-8), Default From Mail (empty), Default From Name (Mailing List Manager Pro), Sending speed (60), Records on page (20), Date Format (Month-Day-Year), Email Activation (checked), Confirm Unsubscribe (checked), Encoding in Subscription Form (checked), and Show Quick Steps panel on Main Page (checked).

The screenshot shows the 'SMTP ACCOUNT PROPERTIES' page with the following fields: Title (SWBV), Login (admin), Password (masked with dots), SMTP Server (pop.3.SWBV.com), and Port (25).

Now we see the problem! The title is right, the login and password are right but the SMTP server settings are off. Correct them by contacting your I.S.P. and getting the precise SMTP settings. Restore the right settings and see if it works. It does? As the system administrator would say, “Yes!”

We come to the end of this sample work sheet chapter and the end of the guide. Now you have a good idea of how to start troubleshooting problems, adding subscribers and mailing lists, how to create professional looking newsletters and templates and how to run a successful email campaign using superior software.

The screenshot shows the 'SYSTEM SUMMARY' page with the following data: Mailing Groups: 4, Subscribers: 12, Newsletters: 4, Administrators: 3, System version: 3.0.3, System type: Gold. At the bottom, it says 'Mailing List Manager Pro website'.

Why, look! It’s the system summary again and it looks like your subscribers are growing slowly but surely. All you have to do is customize the program for your own business (it’s free of charge the first time) and enter in your company information.

For your own convenience try importing your lists and adding subscribers first. Then, concentrate on writing a series of newsletters for every occasion. Then move on to planning auto responses, campaigns and bounce back messages. Lastly, don’t forget to check your statistics—even by individual newsletter post—so you can get up-to-the minute results and evaluate your marketing plan.

It’s been fun guiding you through this system and hope you have been educated, entertained and enlightened. Before you shut this document down one last time, please read the concluding page for a special message.

Conclusion

We hope you have enjoyed the Mailing List Manager Pro Gold 3.0 Software Guide. As you know by now, this mailing list application has many benefits for company owners who are looking for more control over their mailing list program. This is a program that offers enhanced customization features, in-depth tracking, easy-to-use mailing list creation and importing/exporting, and innovative features in communication, including automatic bounced emails and auto responders. It is a complex program that is still easy to interact with, and practically unlimited in record storing potential. Mailing List Manager Pro Gold 3.0 is the only program you will ever need for email marketing.

Wait a minute, what about the big plot twist promised at the outset of this book?

Would you believe that you get a fantastic product along with outstanding customer and technical support for free? Here's something you don't hear about everyday—a company that is willing to offer you priority technical support 24/7.

Go ahead and start giving this application software a try. You will find that the interface is remarkably easy to use, especially when compared to other online applications, and that the system's customization features are second to none. You will be able to do many new things with this software and take your online marketing campaign to new heights!

To contact:



Write: John Hudson - General Support Manager

john@shedix.com

Call +380.44.5857671

Fax +1.303.5934246 (US)

Message MSN support@shedix.com