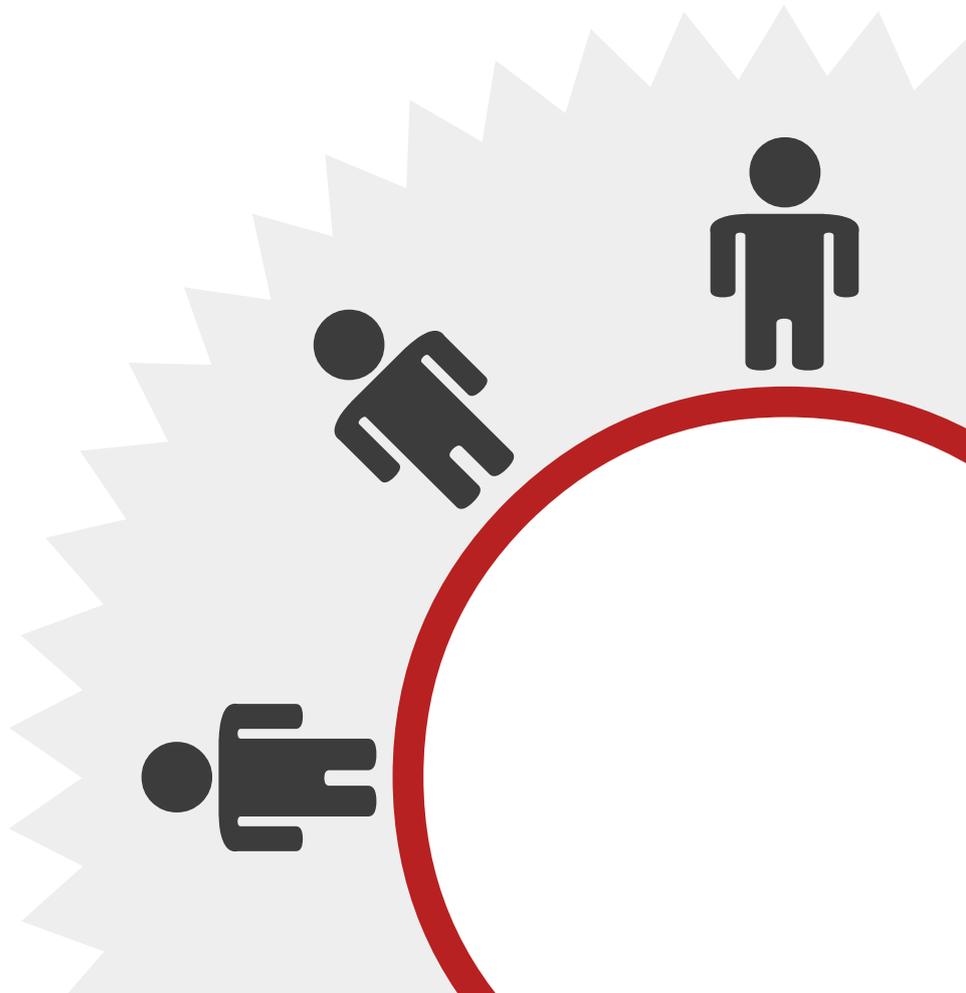# FRONTM@ILER GUIDE

Instruction manuals are not for everyone (especially the kind from Swedish furniture stores) so think of this as more of a guide. It will take you step by step through the Frontmailer process and start you on the path to e-marketing success.
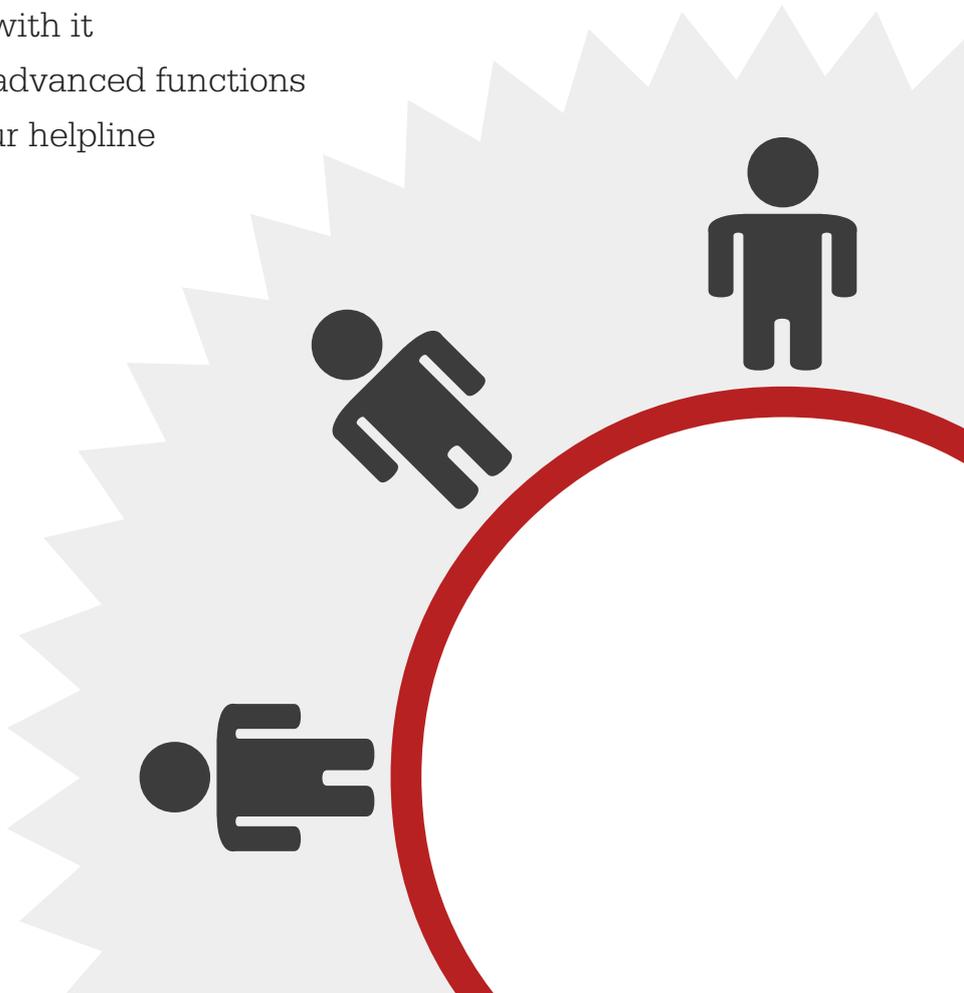
Frontmailer will never send anything without giving you the chance to preview, amend, save drafts and test as many times as you need to so don't be afraid to just have a go, even if you aren't ready to send a campaign yet.

If you would like some hints and tips but you're not a fan of reading then skip to the last section and call Hayley on our helpline.

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Log in
Visit **www.frontmailer.co.uk** and log in with the username and password you were allocated upon registration. If you've forgotten them already then give us a call (we promise we won't laugh.)

Creating the campaign
You will land on 'Overview' – click the large green link 'Create a new campaign' to get started.

Firstly, you will need to define the campaign with all the basic information. Each field is explained on the form but don't worry if you're not too sure; it will become clear later on if you have misinterpreted any fields and you will be given the opportunity to tweak them.

If we have built a bespoke template, it will appear here for you to select. If not then please browse through the range of pre-made templates and select one you like the look of.

There is also the option to select 'Plain text only' which will produce an email that is guaranteed to be viewable by all recipients but you will not be able to add any formatting or style.

Clicking 'Next' will open the template in your browser.

Creating the email
This is where you add your own text and images to the template. Each template works in sections in order to ensure it is as flexible as possible for you. Please find some tips below.

The golden (but simple) rules
- The pencil shows all the places where you can add your own text

- The no entry sign shows all the sections you can delete

- Images are indicated with a white box – click in the box and delete the sample image before browsing for your own image (Frontmailer will only accept Jpeg files of 2MB or less)

- Each editing window opens at the top of the browser

- If there is any section of editable text that you don't need, the sample text will still need to be deleted from the editing window

- Save each section as you go and the template will automatically update

- Frontmailer will allow you to move certain sections around and swap the order. Hover over the section, wait for the cross icon to appear and drag into the required spot

- If we have created a template for you, there may be some fixed text (to save you time) but if this is not quite right then let us know and we can change it

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Formatting the text

This works just like a Word document (we're not a fan of re-inventing the wheel) so you will see options to bold, justify, change the colour and enter bulleted lists

Inserting links

Creating your own links to direct your customers to websites or email contacts is lemon squeezy with Frontmailer. Highlight the word that you would like to become a link and click the icon that – funnily enough – looks like chain links. Select URL (to send them to a website) or email (to open a new email message directed to the address of your choice) and enter the appropriate direction into the field.

Personalising the email

Make your customer feel special and your email stand out by using the 'Personalize' drop down menu to add their names, email address or the date. Of course only add this if you intend to include your customer's name in your subscriber list (Frontmailer isn't Mystic Meg.)

The directional buttons at the top of the screen do exactly what they say on the tin. Click 'Preview email' to see your creation exactly how your recipients will see it. The template has automatically saved so you can select 'Previous' at any time.

If your template needs a bit of tweaking 'Make more changes' will allow you to do just that. If you're already an expert (join the club!) and your email is ready to go, then move on to 'Define recipients.'

Handy hint – as you move through the steps, look out for the prompts on the right hand side of the screen. They show more functions of the system that you may also like to use.

Define recipients

You've reached step three - it's the magic number we hear you sing.

If you're a first-timer you will need to create a new list, but going forward you will begin to build a bank of lists to choose from which will speed things up next time round.

Creating a list

Follow the on-screen directions to begin your list.

Again, the large green instruction will get you started. There are also a couple of other options you may like to use to enhance your Frontmailer experience and really earn your badge.

Adding recipients

You now have a choice – add your recipients manually or import them from a file.

To add manually...

Type or 'copy and paste' the email addresses into the white box. But before you do, have a read of the right hand box showing the correct and incorrect formats, and please note that if you are including names, they need to be separated from the address by a comma.

When entering manually only 200 can be added at a time, so popular people need to add the first 200 and click 'Add subscribers' before selecting 'add more recipients' on the right hand side of the next screen and repeat the process until you have built a full list. Now skip to the 'Checking your subscriber list' section of this manual.

To import from a file...

If, like us, you own an 'I heart spreadsheets' mug you may like to import your recipients from an existing database file. Please enjoy reading the disclaimer first.

Browse your files for the list and select 'Import subscribers' to reach the confirmation screen. Frontmailer currently only accepts CSV of Tab Delimited files

Checking the subscriber list

It is now a good idea to check that you have successfully created a subscriber list (because this is the part that most people find slightly trickier.)

Click on the 'Manage subscribers' tab. Your newly created list should be shown here. The number of subscribers in the list is shown on the right hand side. Check that this doesn't appear as zero.

If the system shows you have no subscribers in your list, you need to do the following. Select the list in question and, on the next screen, click the 'Add New Subscribers' button and try again with the 'Adding recipients' section of this manual.

If no lists appear (apart from the Suppression List) then you need to click on the 'Create/ Send' tab and select the mailer you are working on. Click the 'Define recipients' button and try making a new list again.

Suppression list

This list always features under the 'Manage subscribers' tab. If you haven't yet sent a campaign, it should be empty.

The function of this list is to keep unsubscribed recipients out of any future lists. It will automatically update each time you send a campaign and then check your next recipient list, and delete any unsubscribed email addresses that it holds (it's a legal requirement.)

If there are recipients in this list, try the following:

You may have added them here instead of the new list you have been trying to create. If so, firstly, click onto the Suppression List, tick all of the addresses and click 'Remove selected'. Then return to the 'Create/Send' tab and select the mailer you are working on. Click the 'Define recipients' button and try making a new list again.

Bringing your recipients and your email together

You have now created a newsletter and the lucky people who will receive it. The next step is to amalgamate the two.

Return to the 'Create and send' tab. If you are working on several drafts, this is where they will all live. Select the draft you are working on and click 'Define recipients' on the bottom left. Now, instead of creating a subscriber list, you should see your pre-made list appear. Check the dot next to 'My recipients are from an existing list' and check the box next to the list you have just made. Clicking 'Next' will bring you to the snapshot. It gets pretty exciting by this point doesn't it!? No? Just us then...

Sending a test

You've reached the snapshot. This section allows you to continue to edit the campaign details, preview the layout again or amend your recipient lists. If you enter any section from here there will always be an option to return to the snapshot so there is no need to run through the step by step process again (because we understand that this would induce tears.) When you are happy that everything is in the right place progress to 'Test and define delivery.'

We urge you to always test your campaign at least once (but you can test it as many times as you like) in order to ensure the template shows in the browser correctly. And of course to give it one last proof-read.

Once you have sent the test and checked everything is in order, you will need to return to the snapshot via the 'Create and send' tab. Here you can either edit the campaign and iron out any creases or click 'Test and define delivery' again. If you have made any changes we recommend you send another test. However, if you're confident that it is all looking good click the 'Skip test' button.

Sending...for real

Don't worry; a slight increase in heart rate is normal here. Take a deep breath and either send the campaign immediately or schedule a specific time and date for Frontmailer to deliver it for you.

Handy hint – research shows that mid morning on a Tuesday is the optimum time to send an email campaign.

Once you have sent your email you should receive a confirmation from our lovely Carol Bayliss.

Congratulations! You have successfully entered the fascinating world of email marketing. Reward yourself with a chocolate digestive or maybe even a custard cream if you fancy it.

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What do I do next?

Now comes the really exciting bit – check out your campaign report a couple of days later.

 The statistics will show how to maximise the success of your next campaign and the more you look, the more you'll learn. Here are some things to particularly look out for:

- Not opened – have any patterns emerged about the type of customer that hasn't opened the newsletter?

- Bounced – make sure you remove these from the subscriber list to keep your database clean and the stats realistic

- The link activity – check which links proved popular to see what interested your customer most

- Opens and clicks over time – This may show you a more effective time to deliver your next campaign

- Export report - show it off to your boss at your next review meeting

- Unsubscribed – remove them from your Christmas list

Handy hint – when you have sent out two or more campaigns, you can compare the stats by seeing them side by side. Check the boxes under the compare column on the 'Reports' landing page.

Client settings

Company or billing information can be easily amended at any time with the use of the 'Client settings' tab on the right hand side of the home screen.

Stick with it

The more you use Frontmailer, the easier it will become. There are several ways to do things so you will keep finding handy shortcuts and snazzy new functions. Soon your handy work will be the talk of the office.

More advanced functions

You may come across a few Frontmailer functions that we haven't covered in this manual. If there is anything you would like to know more about, then give us a call and we will be happy to explain them over the phone. Some examples include:

- A and B testing

- Adding data capture forms to your website

- Customised subscribe and unsubscribe forms

- Domain Keys

Call our helpline

If you need further direction on anything covered, or not covered, in this manual then please call our fast, free and friendly helpline.

Dial 01621 890218 and Hayley will be at your service.