

Email Marketing Product
User's Guide
Advanced Internet Technologies, Inc.
AIT Center
June 1, 2004

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Revision History:

This is version 1.0 of the Email Marketing User's Guide. All updates to this document will be noted below.

Preface:

This document is the user manual for the Email Marketing Services offered by AIT.

Target Audience:

AIT Customers

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Introduction

The Email Marketing product will allow users to login, create and send newsletters to potential customers, existing customers, vendors, etc. This product will also allow email addresses to be collected in a method similar to the "sign up here" options seen on many websites.

After the login, they will see a screen that looks something like this. If you do not see this screen, you should see the "Hosting Suites" or "Marketing Suite" link on the side bar. If so, click those, and you will see the features you have enabled, which should include the Email Marketing product.

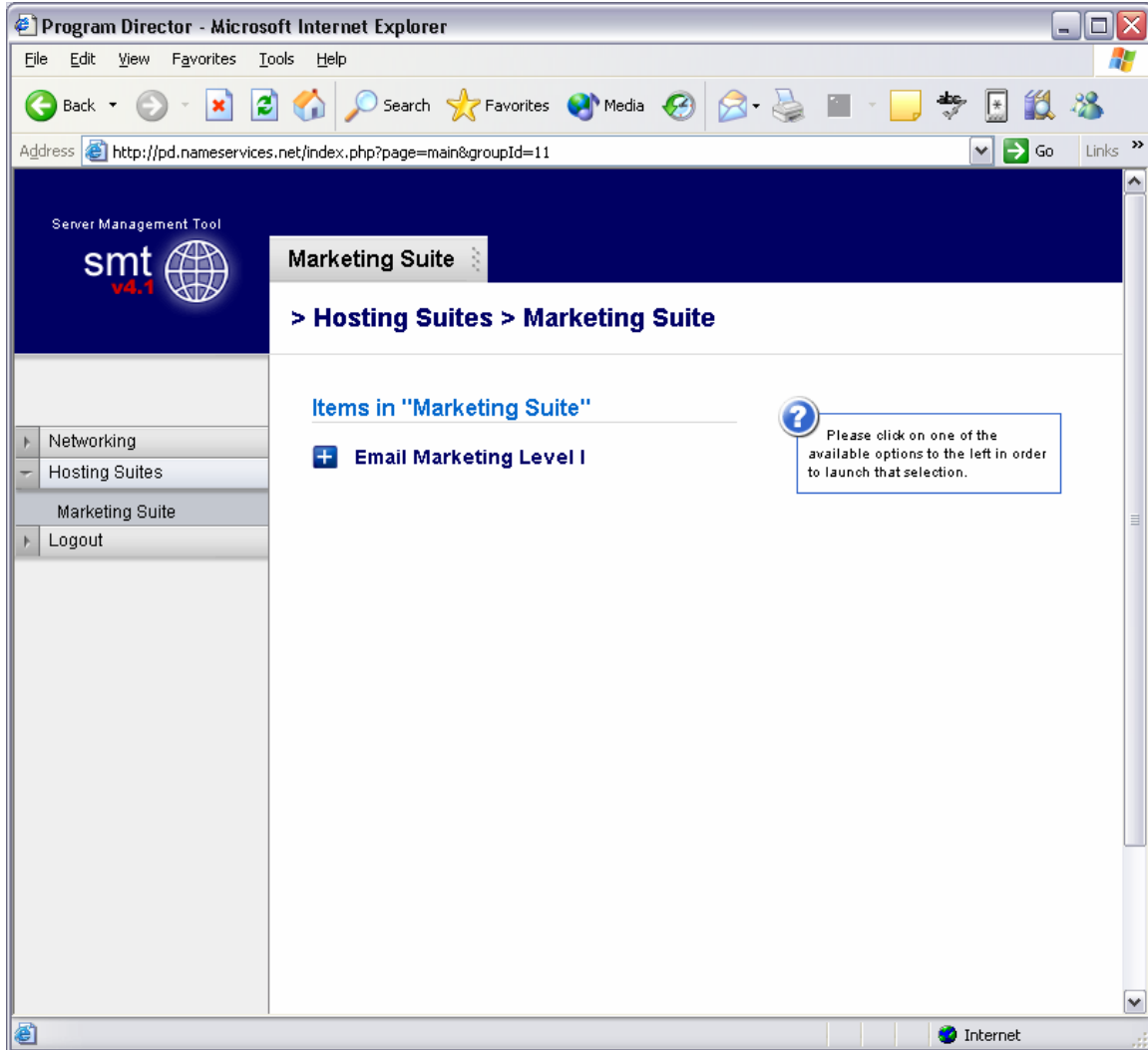


Figure 1-1

After clicking on the "Email Marketing Level I" or "Level II" link, you will see a screen with all the options. In this document, we discuss all the major options and their purpose.

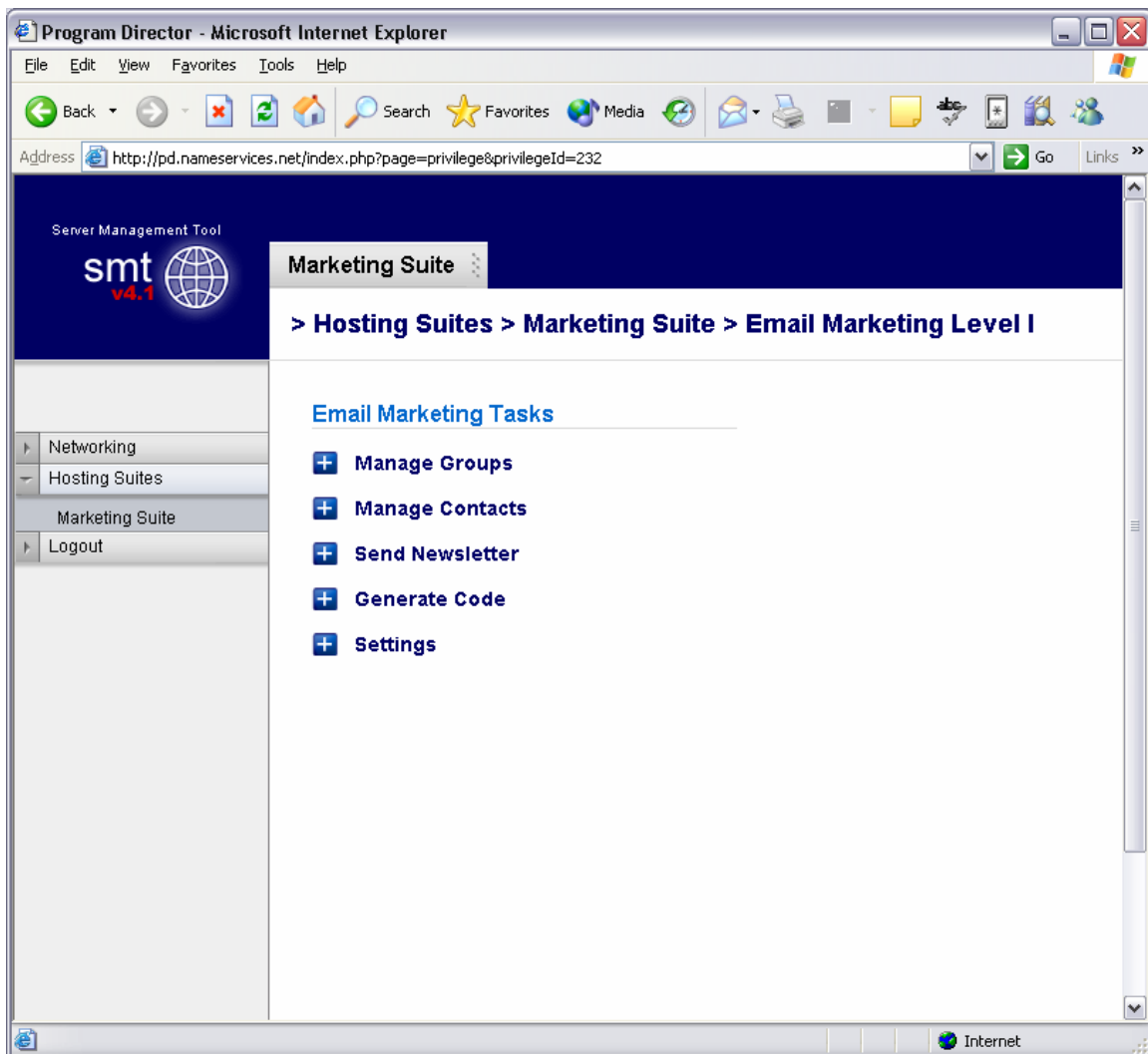


Figure 1-2

Manage Groups

The “Manage Groups” option allows customers to create and manage the existing groups. A group is defined as a list of email addresses intended for a specific purpose. An example of these could be customers, a list of potential customers, a list of vendors, etc.

This feature also allows for removal of existing groups (at the bottom). The “Results” portion will appear at the bottom after an action is taken (addition, removal, edit).

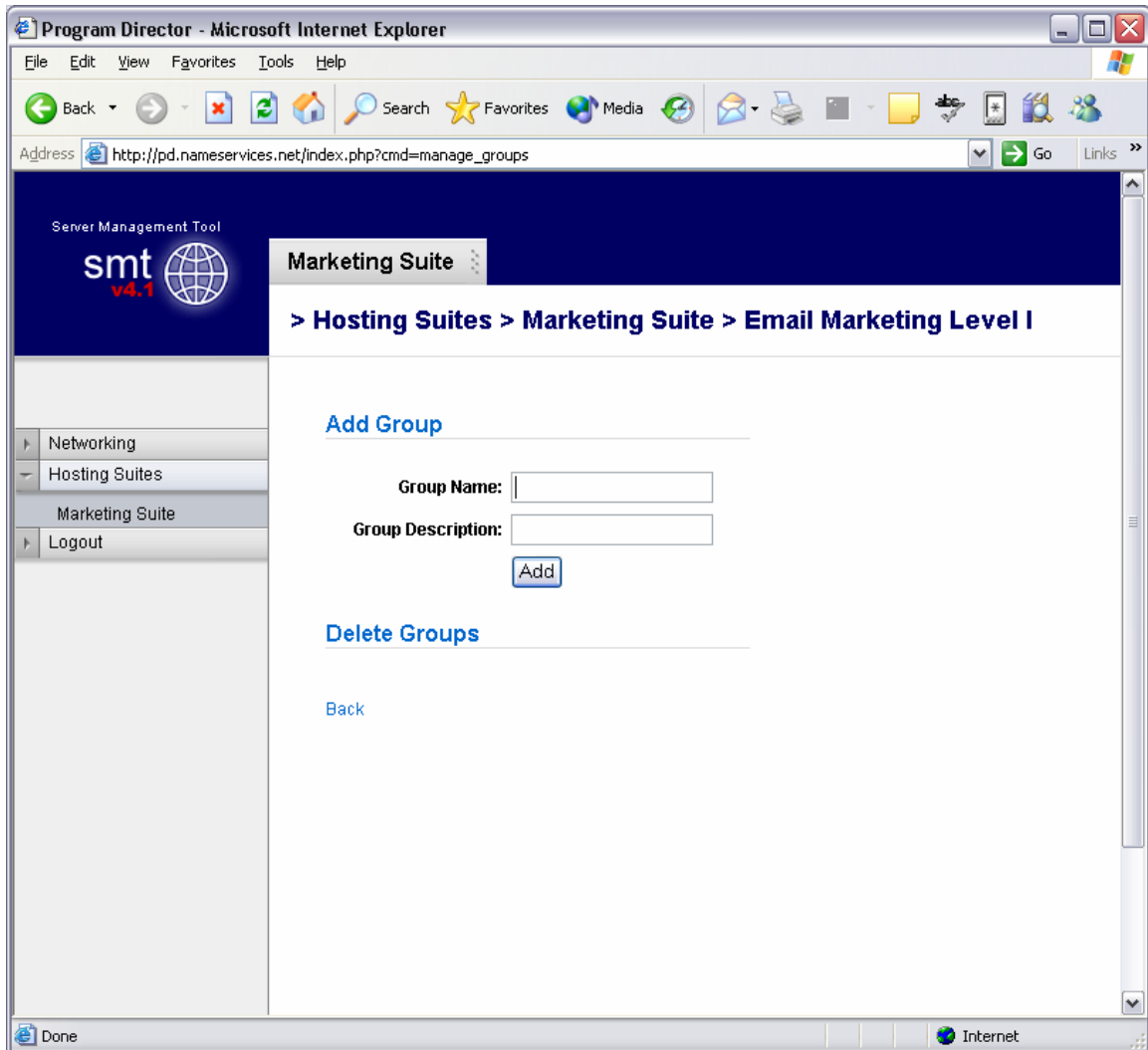


Figure 2-1

Manage Contacts

The "Manage Contacts" feature allows for imports of email addresses into a list, or to type email addresses in and put them in a list. Also, lists can be exported to the browser. Email addresses can be removed individually as well by clicking the links beside the individual email accounts.

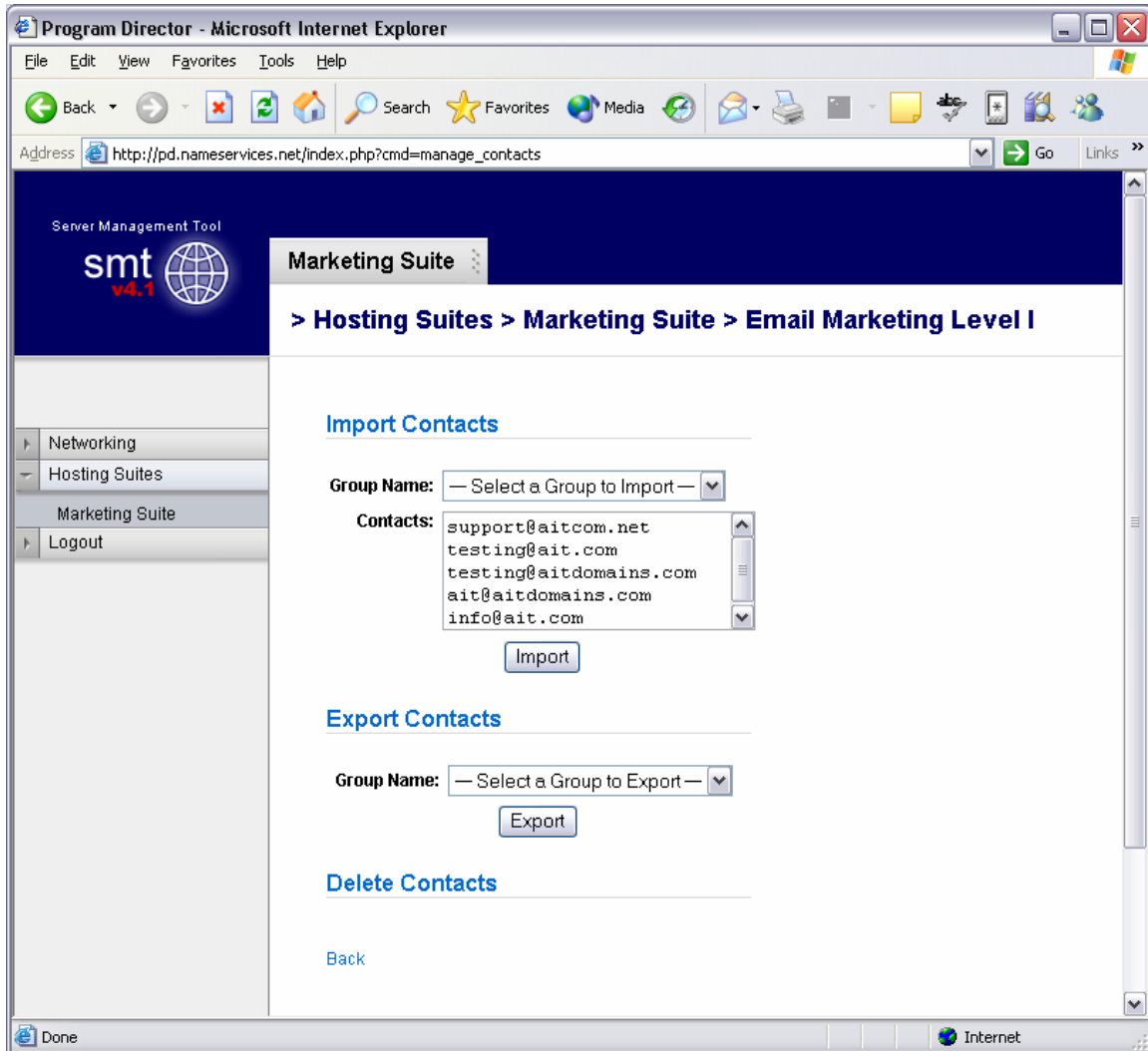


Figure 3-1

Send Newsletter

The "Send Newsletter" option is as simple as selecting the list to send to, and creating the newsletter. Customers can paste in HTML code from a newsletter they created locally, or they can create HTML or text via the WYSIWYG (What You See Is What You Get) tool in the interface. In this tool you will see features including **Bold**, *Italics*, and Underline options, colors for backgrounds, and fonts, and insertions of images, and links.

IMPORTANT COMPATIBILITY NOTE:

Please note that to see the full features of this WYSIWYG tool, you will need to use Internet Explorer 5.5 or better on a Microsoft Windows platform only. If you are using another browser type or OS type, you will not see all the features of this tool listed above.

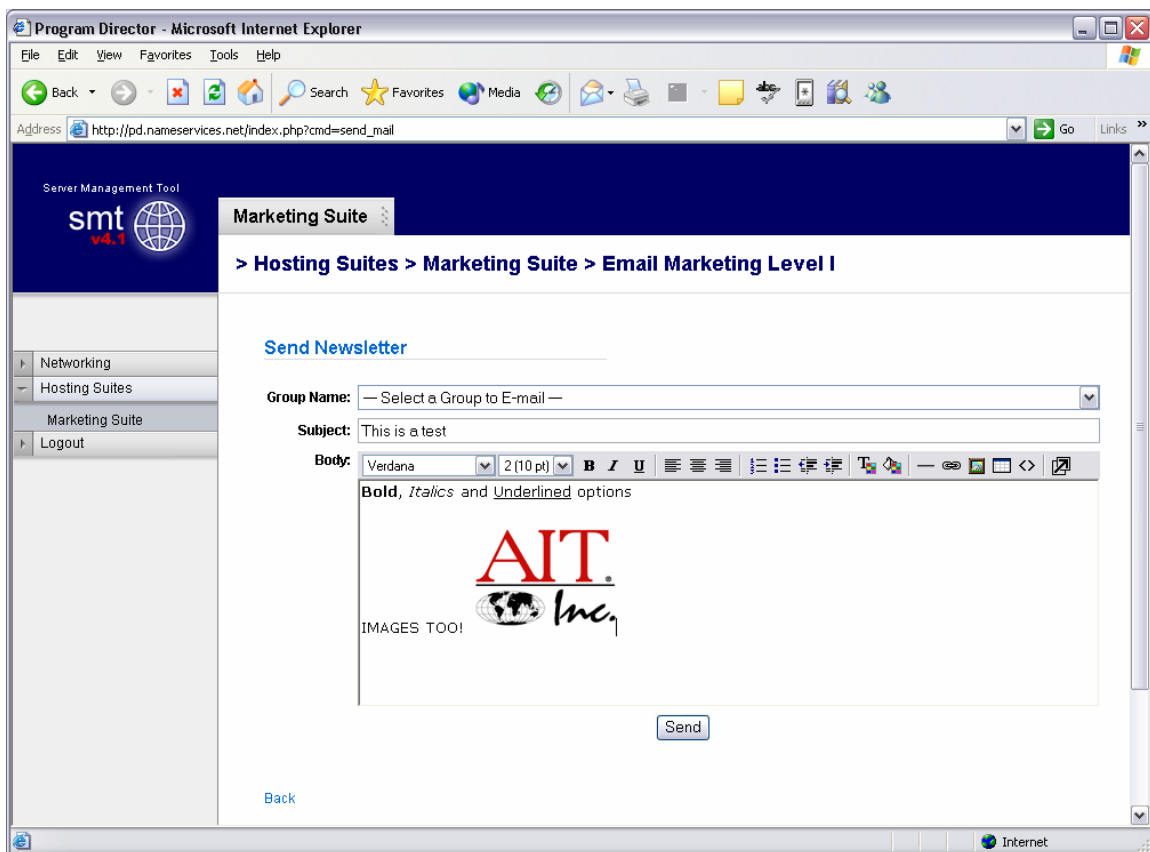


Figure 4-1

Generate Code

The "Generate Code" option allows users to quickly generate HTML code that is form based to include into their websites. The instructions are simple. Select the group from the drop down, and the HTML code that is created can be pasted right into an HTML page on someone's website.

When visitors come to the form, they input their email address, and that email address gets automatically added to the group for which the code was generated, AUTOMATICALLY! This option saves on emails from the server to the merchant or site advertiser, and also allows for save storage of the email addresses.

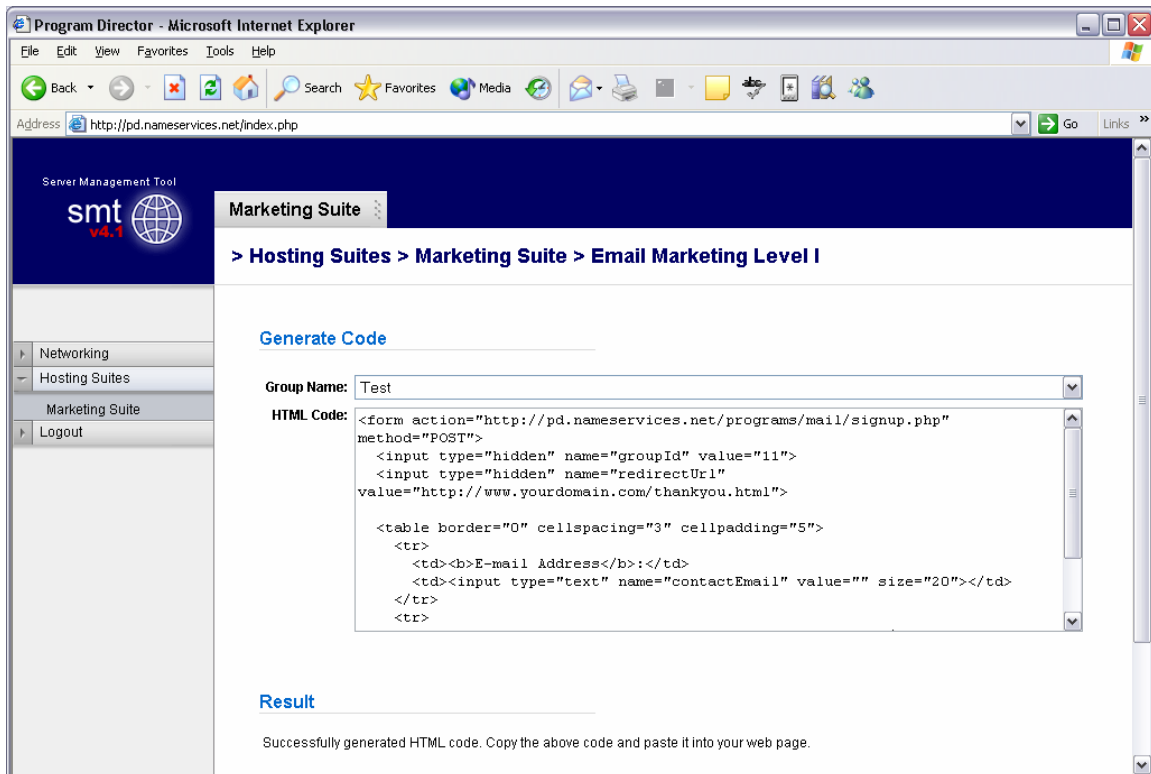


Figure 5-1

Settings

Finally, the “Settings” option is used for the name of the company, email address that is the reply to for the Email Marketing campaign, and then the header and footer (if necessary) for any customized HTML email. Note that the header and footer are stored on a hosting account, and must be web accessible. Web accessible means that you must be able to open the text file, or HTML page for the header and footer in a browser. The header and footer files ARE NOT stored on the Email Marketing server.

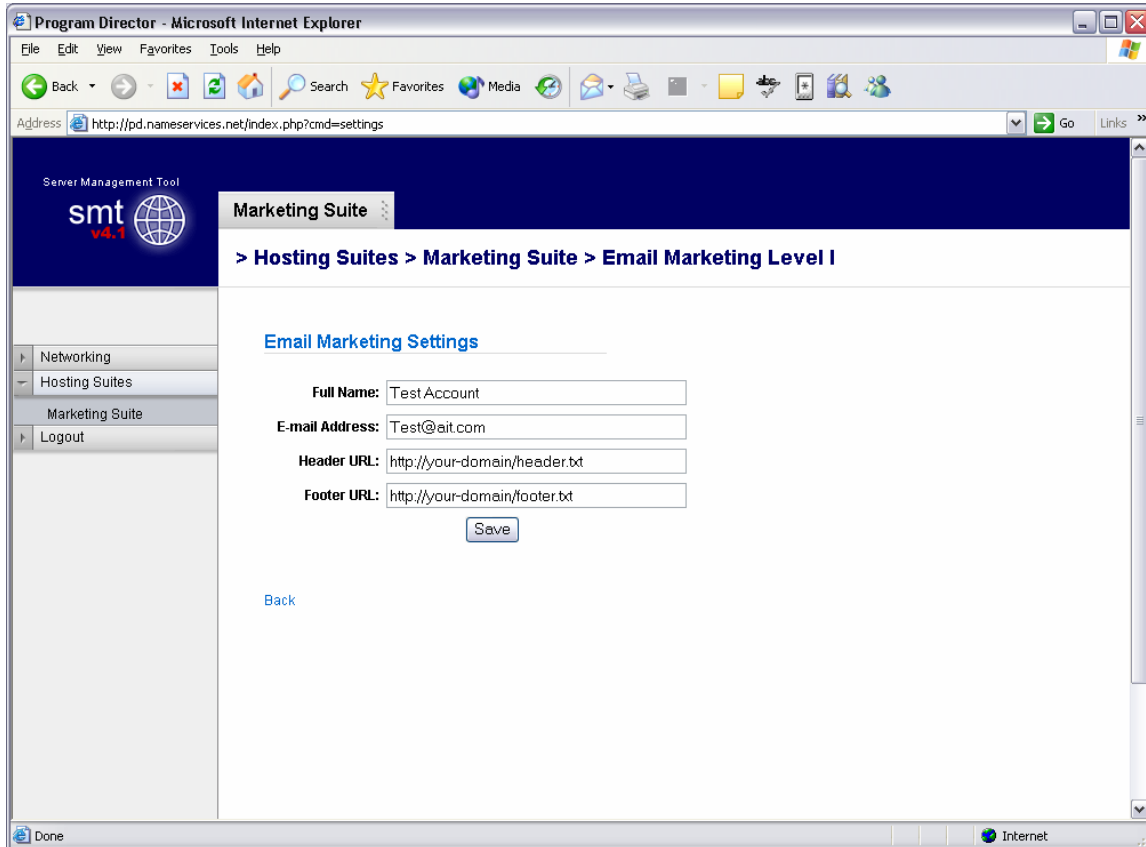


Figure 6-1

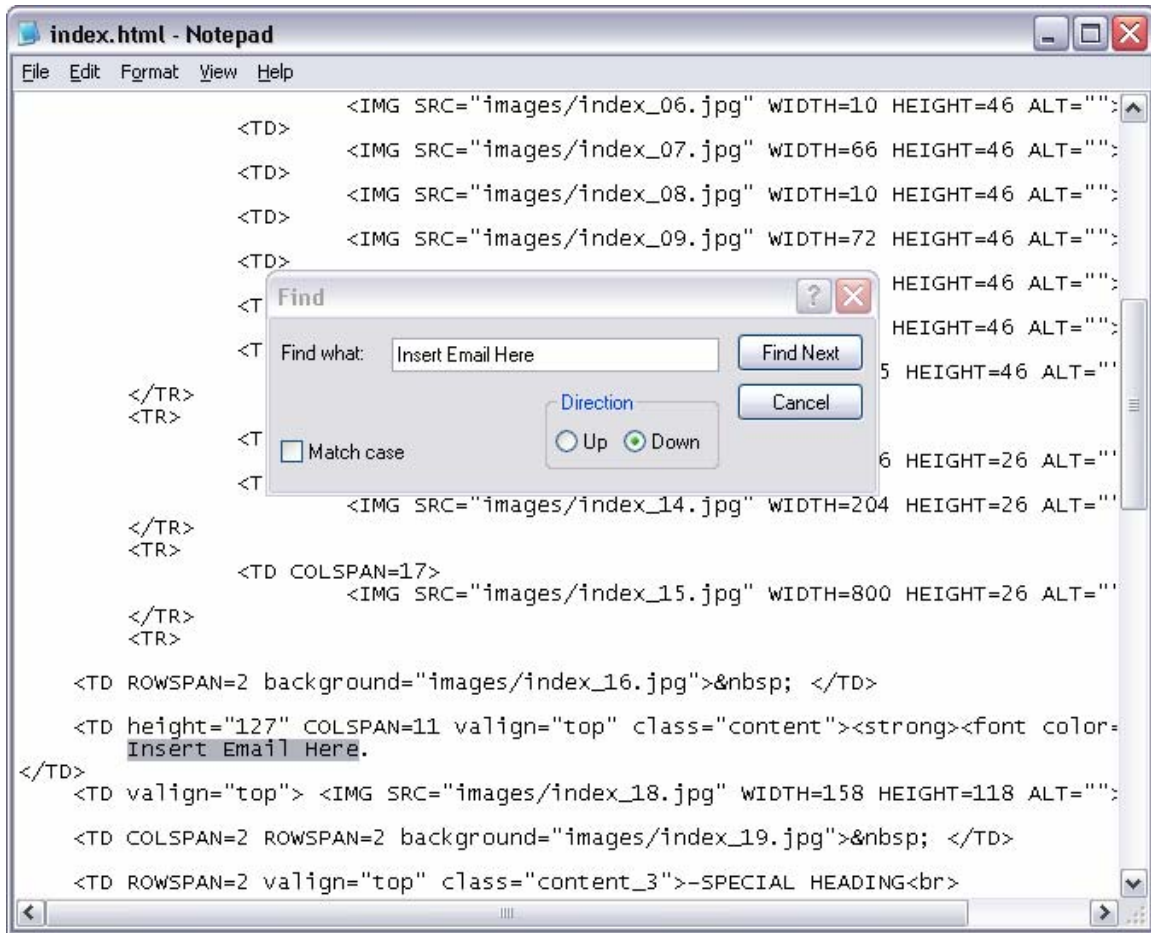


Figure 6-3

Select all the text just after this line to the end of the file. Cut and paste this to a new file, and save it as [footer.html](#).

FTP

FTP (upload) these two files (header.html and footer.html) to your web hosting account. We suggest putting them inside the directory that is web accessible. Meaning, upload them to a directory that you can view in a browser. By default, this would be the /www/htdocs/ directory on an Linux hosting account with AIT, or the /www directory on a Windows hosting account with AIT. Figure 6-4 below shows how to use WS_FTP to upload them to a web accessible directory.

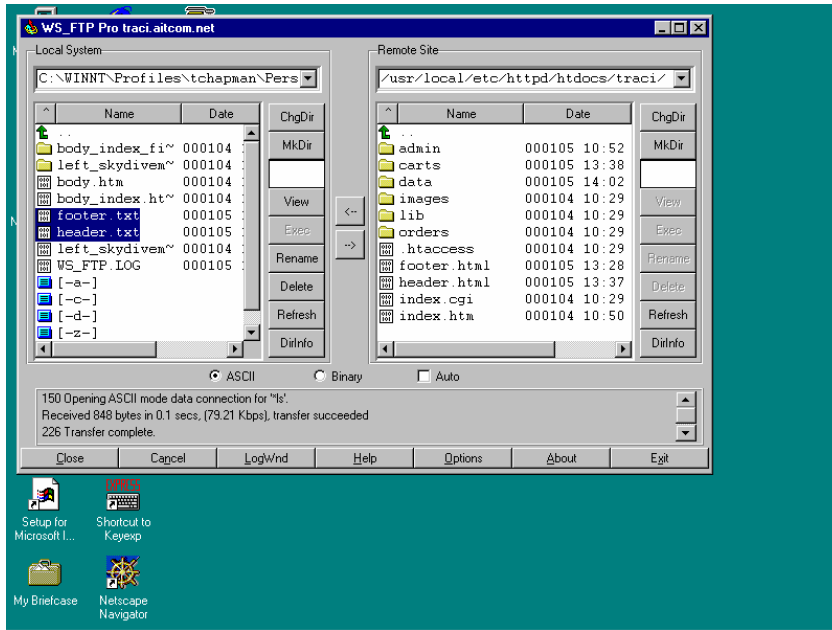


Figure 6-4