

Newsletter Campaigns

A guide to creating great newsletter campaigns

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Introduction

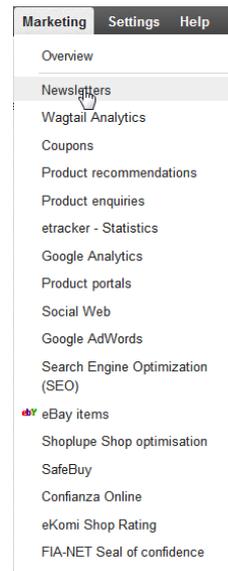
The ePages shop system provides you with a newsletter tool that you can use to keep your customers up to date about your newest products, special sales and more.

Getting started

The newsletter tool can be found in the Marketing menu >> Newsletters.

You can change the text that is shown to your customers when they register for a newsletter and you can also enable signup for newsletters during the order process. To do this go to Marketing menu >> Newsletters >> Settings tab.

Don't forget to make sure that the email events for newsletters have been set up and that you have customised the content with a personalised message for your store. Always look at the 'Related topics' for hints and links to related issues.



Start Orders Customers Products Content / Categories Booking system Design Marketing Settings Help

Newsletter campaigns

General Settings

Subscribe to newsletter Subscription during order process

The following text is displayed to users above the newsletter campaigns selection box. Provide information about your newsletters and the required information about your privacy policy here. Tell your customers about their objection or subscription cancellation options.

English

Text for subscribing and unsubscribing Edit text

Save

Related topics

- ▶ [E-mail event "Newsletter - Subscription confirmation request"](#)
Edit message requiring customer confirmation of newsletter subscription
- ▶ [E-mail event "Newsletter - Unsubscribe confirmation request"](#)
Edit message asking the customer to confirm they wish to cancel their newsletter subscription
- ▶ [Privacy policy](#)
Add privacy policy information about the use of e-mail-addresses of newsletter subscribers



Subscription during order process

Newsletter campaigns

General Settings

Subscribe to newsletter Subscription during order process

Set whether users can subscribe to your newsletter during registration and during the order process. The text shown newsletter campaign in the address form, under the "E-mail" entry field.

Newsletter subscription during registration and order process
Display selection Yes No

English

Text for newsletter selection

Would you like to receive our newsletter?
You can cancel your subscription to the newsletter at any time.

Setup the subscription during order process by selecting the radio button in settings and make sure that you have covered off the collection of the personal data in your Privacy Policy page if you have one.

The ePages system differentiates between newsletter campaigns and the actual newsletter. Your customers can always register in the shop for individual newsletter campaigns. The actual newsletters are then created and sent out later as elements of this campaign.

The system allows you to decide how many campaigns you would like to create. For example, you can offer you customers the ability to subscribe to more than just a general, monthly newsletter. It might be interesting to set up a special newsletter for certain departments (for example, computers and electronics) which your customers can subscribe to. Send out newsletters in different languages for international customers and give your customers the choice of selecting their language and campaign.

Create a new campaign in the "Marketing/Newsletter" menu by creating a new entry in the overview list and then saving it. Then click on the new entry to proceed with additional settings and design the actual newsletter.



Creating campaign

Display your page website

Start Orders Customers Products Content / Categories Booking system Design Marketing Settings Help

Newsletter campaigns

General Settings

Visibility Export addressees Delete

ID	Name	Number of addressees	Sort order
+	Hot Deals Newsletter	Hot Deals - exclusive from Mileston	9999

Save

Related topics

- Page design

Add the "Link to newsletter subscription" or "Newsletter - Subscription" page elements to the display

Enter a sender address and a subject line. Describe your newsletter in the provided field to explain to your customers why they should register for the newsletter and determine the language that the newsletter will be sent out in. Be sure to enter an e-mail address that you can use as a test address during the actual newsletter creation process.

You can find all customers that are already registered in the "Recipients" tab. You can also add addressees manually. Be aware though that you may only send newsletters to customers who have signed up for them using the opt-in process. You can add addresses from your customer data base using the Customer groups functionality.

Managing Addressees

Start Orders Customers Products Content / Categories Booking system Design Marketing Settings Help

Newsletter campaigns + Hot Deals - exclusive from Milestones

Search addressees

General Newsletters Addressees

Unsubscribe Subscribe Delete Export all addressees Delete all addressees

Lines 10

Name E-mail Status

No addressees were found.

Direct entry

Customer no.

Customer group (Select entry)

Add customers and users from the tray

Save

Related topics

- Import and export

Export and import addressees as CSV file



Import/Export to manage Addressees

Newsletter addresses can also be imported from another mail list or exported for use with another system. This functionality is now found in the **Content / categories >> Import export >> Newsletter addresses (from Object type dropdown)**

Start Orders Customers **Products** Content / Categories Booking system Des

Import and export

Object Type: Products (dropdown menu open)

- Products
- Content / Categories / Pages
- Category product assignment
- Product types
- Cross-selling
- Product discounts
- Customers
- Newsletter addressees** (highlighted with a red arrow)

CSV import file: Select file...
Maximum file size: 10 MByte

Import Export

Tips and tricks

- ▶ [Create and use CSV import file template](#)
- ▶ [Import product catalogues from other systems](#)
- ▶ [Export selected products, categories, pages, and customers](#)
- ▶ [Upload images to products and categories during the import](#)

The format of the import file is simple and the file type is MS-DOS CSV format. You can always add one email address manually and do an export if you would like to get a formatted file that you can add to.

	A	B	C	D
1	ID of the newsletter campaign [NewsletterCampaign]	Name [Name]	E-mail address [EMail]	Unsubscribed [Unsubscribed]
2	Customer Renewals	John Smith	info@ecorner.com.au	0
3	Test campaign	George Williams	sales@ecorner.com.au	0
4				



Finally, make the campaign visible so that your customers can register for it (using a double opt-in procedure).

Going live

Newsletter campaigns + Hot Deals - exclusive from Milestones

General Newsletters Addressees

ID

Visible Yes No

Name

Description

Language ⓘ

Sender name

Sender e-mail

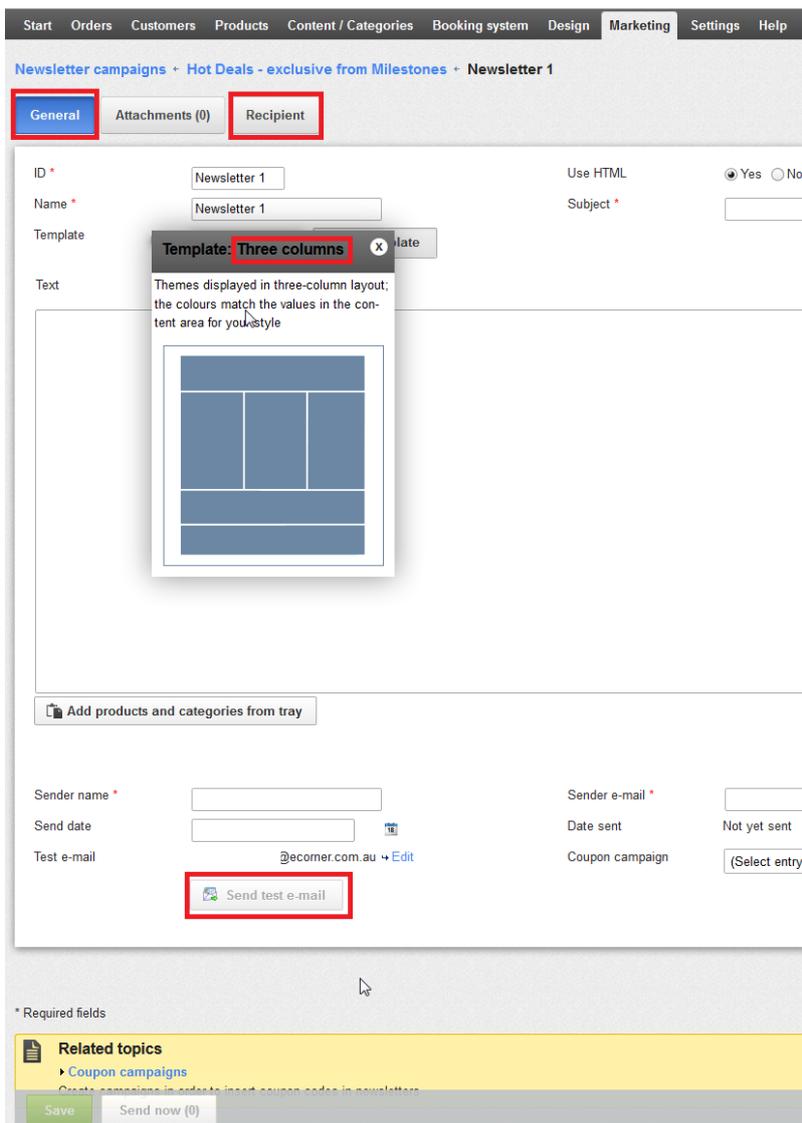
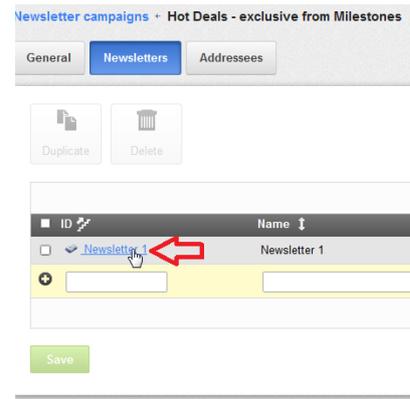
Test e-mail
Enter multiple recipients separated via semicolon

Subject



Final Steps

Now switch to the "Newsletter" tab to create a new newsletter for this campaign. First, simply create a new entry in the overview list and click on it to adapt the content and design.



Different templates are already available to you in the shop and you can adapt these to your liking using the editor. Alternatively you can also use and adapt one of the many free templates available on the Internet. (you can find free templates, [here](#), [here](#) and [here](#), for example). Simply copy the source text of the template into the text window and then click on the "Edit text" button to start the editor.



Adding element in Advanced Design

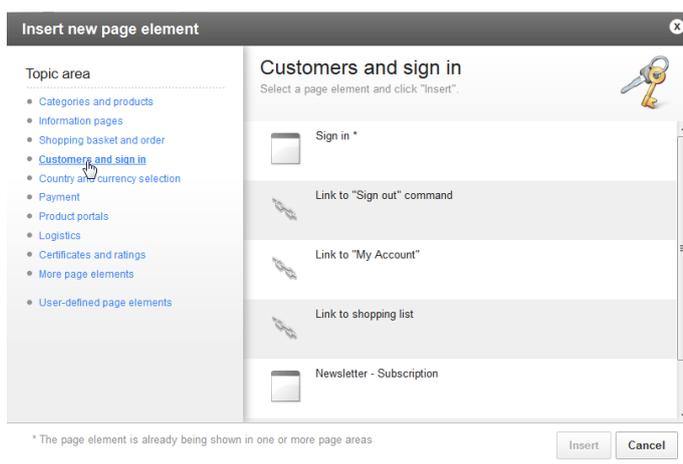
Try to adapt the layout of the newsletter as close to your shop as possible so that your customers feel "right at home". During the design process, be sure to test the how the design will look on different mail clients like Outlook Express or Thunderbird. And don't forget to test different web frontends of free mailers like web.de or googlemail.com. You'll soon see which width and length your newsletter should have as a maximum. And please also don't forget to check the subject line and sender address during testing. You can find the send button for the test mail on the settings page of the actual newsletter; you can change the e-mail address in the settings for the campaign as described above.

Do you have everything the way you want it? Then specify a delivery date and save the newsletter. The system automatically handles the delivery. Just a quick tip: Enter your own e-mail address to the list of addressees so that you can check the delivery yourself.

If you have already sent out a newsletter, you can simply copy this design for the next time. Just select the last newsletter in the overview and select "Copy" in the drop-down menu. Then all you need to do is update the content. Don't forget to adapt the subject line accordingly.

You can also add a gadget to your design to allow visitors to your website to quickly register for a newsletter. If you manage your own design you can do that in the advanced design manager – **Design menu >> Advanced design**

You will need to determine which navigation area of the design you want to add the gadget then select that navigation area and click on **Insert new page element >> Customers and sign-in from the Topics area >> Newsletter subscription.**



Once added a new gadget appears on the storefront.

This allows both registration and also for the Unsubscribe process to take place.

