

1. Upload an email list
2. Create the Content
3. Address, Assemble & Send

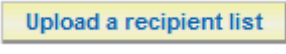
## Upload List

### IMPORTANT!

The file to be uploaded for use with Email Marketing is expected to be a plain text file containing your unique ID's (client ID) only, one entry per line. Each ID record line should be terminated by a carriage return/line feed (CR/LF or 13/10 ASCII).

### How to upload a list of IDs

1. Login to the Admin Tool.
2. Click the **Email Marketing** link in the left navigation bar.
3. On the **Create and Manage Lists** tab click the **Upload a recipient list** button

(  ). The Upload a list of IDs

page displays. *See figure 1.*

4. Enter the **list name**.
5. Click the **Browse** button to search for the text file of Unique IDs to upload.
6. Click **Begin upload**, or **Cancel** to abort. The **Create & Manage List** page will display with the newly uploaded list at the top of the list. *See figure 2.*

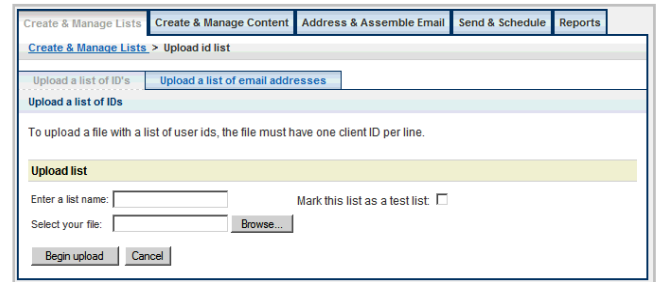
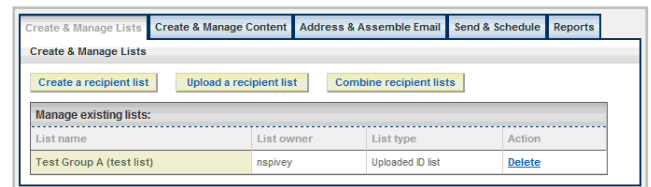


Figure 1

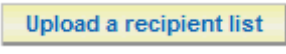


List name	List owner	List type	Action
Test Group A (test list)	nspivey	Uploaded ID list	Delete

Figure 2

### How to upload a list of emails

1. Login to the Admin Tool.
2. Click the **Email Marketing** link in the left navigation bar.
3. On the **Create and Manage Lists** tab click the **Upload a recipient list** button

(  ). The **Upload a list of IDs**

page will display.

4. Click the **Upload a list of email addresses** tab. The **Upload a list of email addresses** page will display. *See figure 3.*

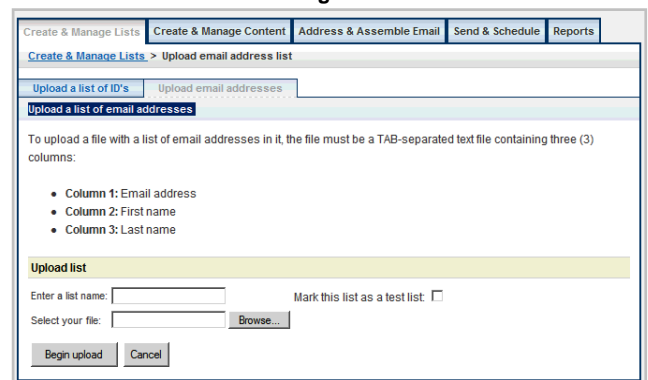


Figure 3

5. Enter the **list name**.
6. Click the **Browse** button to search for the text file of email addresses to upload. Click **Begin upload**, or **Cancel** to abort. The **Create & Manage List** page will display with the newly uploaded list at the top of the list

## Create Content

There have been a number of templates created with the Alumni Relations headers and footers. The following instructions will be utilizing one of the templates.

1. Login to the Admin Tool.
2. Click the **Email Marketing** link in the left navigation bar. The **Create and Manage Lists** page will display.
3. Click the **Create & Manage Content** tab. The **Create & Manage Content** page will display.
4. Click the **Duplicate** link next to the appropriate content. *See figure 4.* The **Edit email content** page will display with the content name displayed as *Copy of <Original Content Name Here>*.
5. Modify the **content name**.
6. Make all necessary modifications to the content.
7. Click Save content or Cancel to abort. The Create & Manage Content page will display with the newly saved content.

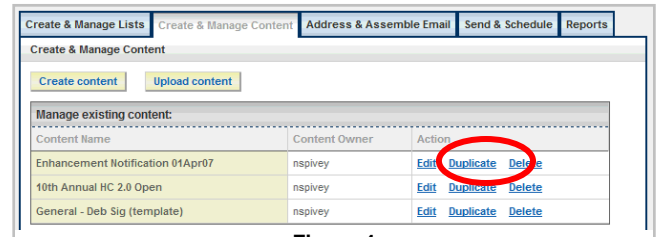


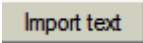


Figure 4

## Content

- You can copy and paste text from a word document or copy html code directly into the editor.
- You can add data tags, pictures, and hyperlinks to help personalize the message.
- Make sure to update the text version of the email as well.

## How to import HTM/Text

1. Login to the Admin Tool.
2. Click the **Email Marketing** link in the left navigation bar.
3. Select the **Create and Manage Content** tab. The **Create and Manage Content** page will display.
4. Click the **Create content** button (  ). The **Edit email content** page will display.
5. Enter the **content name**.
6. You may **Mark this content as a template for others** by checking the checkbox.
7. Select an editor, if the appropriate editor is not already selected.
8. Click the **Import HTML** button (  ) or the **Import Text** button (  ) located

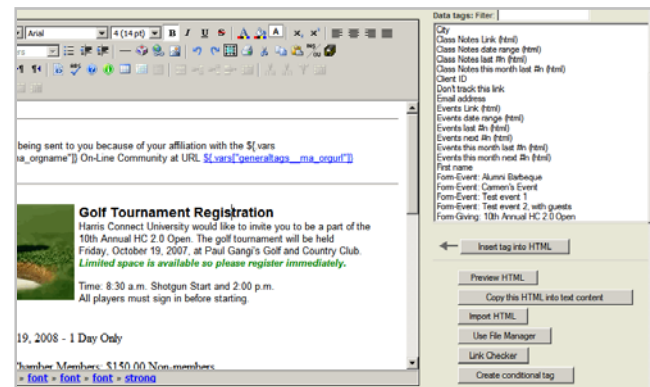


Figure 5

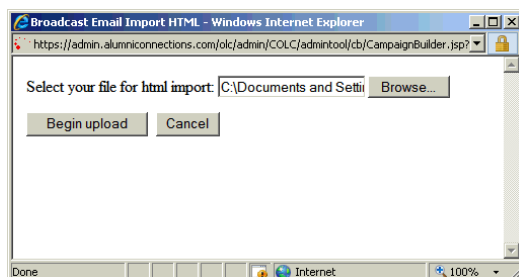
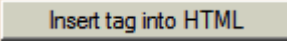
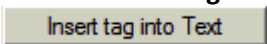


Figure 6

under the Data Tags dropdown menu. *See figure 5.* The import window will display. *See figure 6.*


9. Click the **Browse** button to locate the appropriate HTML/Text file. Click **Begin upload**, or **Cancel** to abort. The **Edit Email Content** page will display with the HTML/Text file loaded in the content area.

## How to insert a data tag

1. Place your cursor where you want the **Data tag** to appear with the HTML or Text content.
2. Select the desired tag from the **Data tags** list.
3. Click the **Insert tag into HTML** button (  ) or the **Insert tag into Text** button (  ). The tag will appear in the content area.

## Adding a photo into an email

### How to upload images/files:

1. Login to the Admin Tool.
2. Click the **Email Marketing** link in the left navigation bar.
3. Select the **Create and Manage Content** tab. The **Create and Manage Content** page will display.
4. Click the **Create content** button (  ). The **Edit email content** page will display. See *figure 7*.
5. Select the **Image** button
6. The Image Button box will pop up. See *figure 8*.
7. Paste the Direct Link address from the photobucket image in the **URL** field. Add **alternate text** that will show up in the text only version of the email in place of the photo.

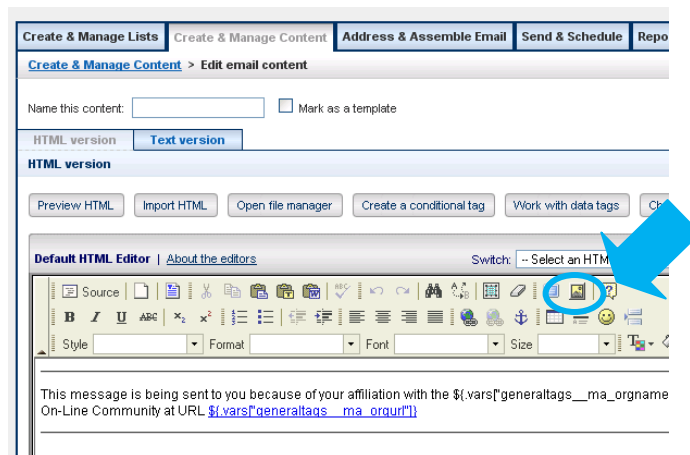


Figure 7

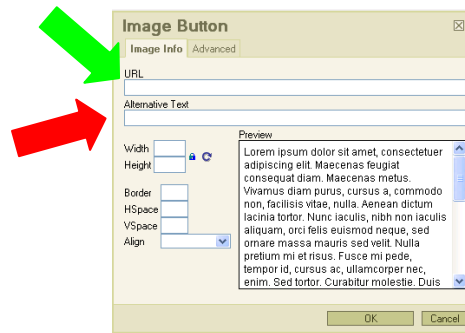


Figure 8

**Note:** You can resize the image in the last step, but it is always better to load images that are already sized appropriately for web or email applications (96 dpi and no wider than 250 pixels).

## Inserting Hyperlinks

1. Highlight the text you wish to make a hyperlink.

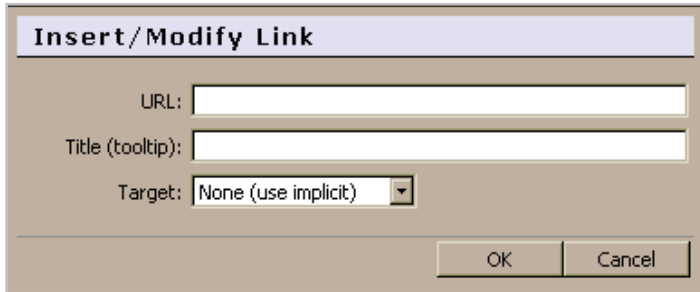


Figure 9


2. Click the **Insert Web Link** button (  ). An **Insert/Modify Link** popup will display. See *Figure 9*

3. Enter the full URL beginning with **http://**.
4. Set the **Target** to **New Window**. The new page will open in a new browser window. This feature prevents the user from having to hit the browser **BACK** button to return to the broadcast email.

5. Click the **OK** button.

## Address Schedule and Send

### How to create a new email

1. Login to the Admin Tool.
2. Click the **Email Marketing** link in the left navigation bar. The **Create and Manage Lists** page will display.
3. Click the **Address & Assemble Email** tab. The **Address & Assemble Email** page will display.
4. Click the **Address and assemble a new email** button (  ). The **Edit email details** page displays. See *figure 10*.
5. Enter the **email name**.
6. Select the **From**.
7. Enter a **From email address**.
8. Enter a **Reply-to email address**.
9. Enter a **To**.
10. Enter **BCC** (Blind Copy Email Addresses), if applicable.
11. Enter a **Subject**.
12. Select the **email content**.
13. Select the **recipient list**.
14. Select the **email format**.
15. Select a **Campaign**, if applicable.
16. Select a **Category**.

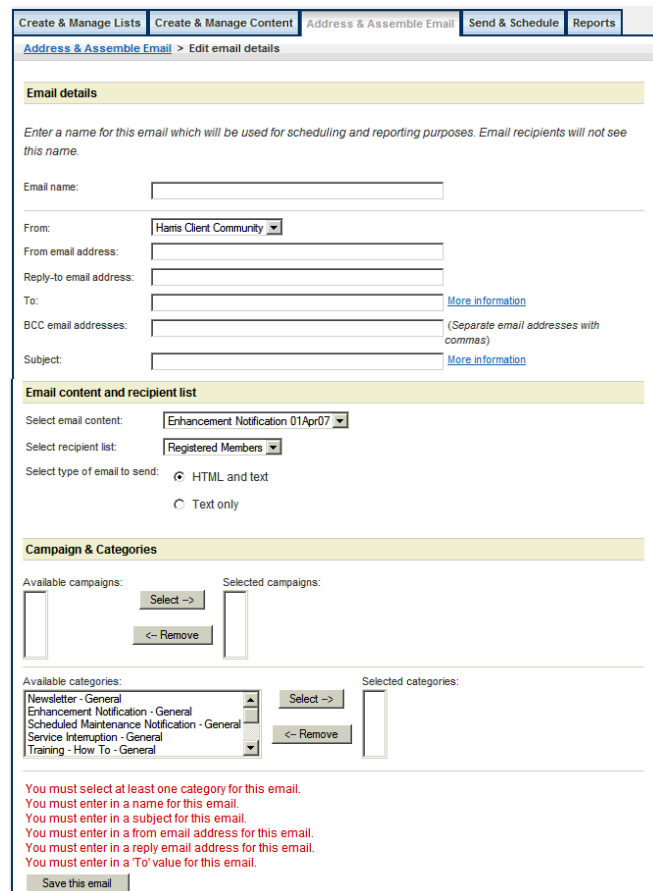
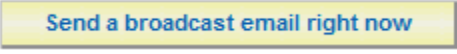


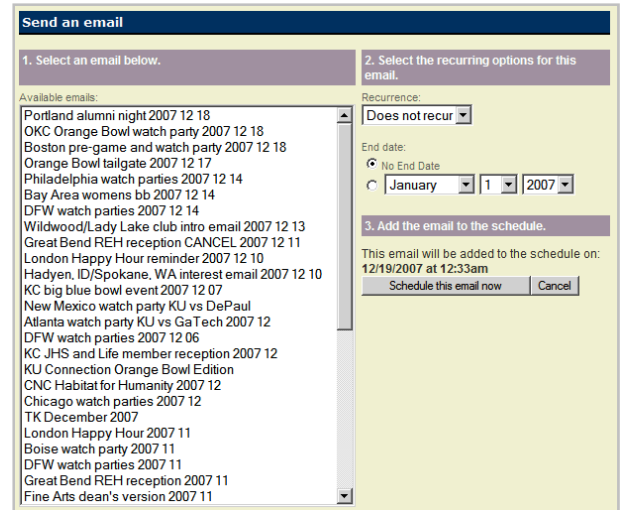
Figure 10

## How to send an email

1. Login to the Admin Tool.
2. Click the **Email Marketing** link in the left navigation bar. The **Create and Manage Lists** page will display.
3. Click the **Send & Schedule** tab. The **Send & Schedule** page will display.
4. Click the **Send a broadcast email right now** button (  ). The **Send an email** window will display. *See figure 11.*
5. Select the appropriate email from the **Available Emails**.
6. Click the **Schedule this email now**, or **Cancel** to abort. The **Send & Schedule** page will refresh with today's calendar view loaded with the email in the appropriate time slot. *See figure 12.*
7. Click the **Approve** link under the scheduled email.

<a href="#">10:00PM</a>	
<a href="#">10:30PM</a>	<a href="#">Launch Email 02Oct07</a> Broadcast scheduled - NOT APPROVED 10:42 PM <a href="#">Approve</a>

Figure 7



**Send an email**

1. Select an email below.

2. Select the recurring options for this email.

Available emails:

- Portland alumni night 2007 12 18
- OKC Orange Bowl watch party 2007 12 18
- Boston pre-game and watch party 2007 12 18
- Orange Bowl tailgate 2007 12 17
- Philadelphia watch parties 2007 12 14
- Bay Area womens bb 2007 12 14
- DFW watch parties 2007 12 14
- Wildwood/Lady Lake club intro email 2007 12 13
- Great Bend REH reception CANCEL 2007 12 11
- London Happy Hour reminder 2007 12 10
- Hadyen, ID/Spokane, WA interest email 2007 12 10
- KC big blue bowl event 2007 12 07
- New Mexico watch party KU vs DePaul
- Atlanta watch party KU vs GaTech 2007 12
- DFW watch parties 2007 12 06
- KC JHS and Life member reception 2007 12
- KU Connection Orange Bowl Edition
- CNC Habitat for Humanity 2007 12
- Chicago watch parties 2007 12
- TK December 2007
- London Happy Hour 2007 11
- Boise watch party 2007 11
- DFW watch parties 2007 11
- Great Bend REH reception 2007 11
- Fine Arts dean's version 2007 11

Recurrence: **Does not recur**

End date:  No End Date  January 1 2007

3. Add the email to the schedule.

This email will be added to the schedule on: 12/19/2007 at 12:33am

[Schedule this email now](#) [Cancel](#)

Figure 11