



E-Mailer – Newsletters

This section of the E-Mailer helps you send email campaigns and manage newsletters. For information about managing contact information see the E-Mailer – Mailing List help sheet.

Create Newsletter

1. Go to the 'E-Mailer – Newsletter – Create Newsletter' page.
2. Title of campaign – Enter a title. This will display in the 'View Campaigns' section.
3. Subject – Enter a subject line. This will display in the subject line of the email when people receive it in their inbox.
4. From Name – Enter the name of the person or organisation sending the email.
5. From Email – Enter the email address of the person or organisation sending the email. This will be displayed to the person receiving the message so use an email address that you want customer replies to be sent to.
6. To Group – Select a category of contacts to send your email to.
7. Delivery Time – Send your email immediately or select a date and time within the next 14 days.
8. Type - Select the type of email you want to send:

Plain Text Email

Sending using this format, emails can only contain text. No text effects or images can be added. This does mean that emails are user friendly and will be quick to download for people on slower internet connections or devices that can not read HTML formatted mail.

HTML Email

Using this option you must upload a HTML template. You can have more than one template stored ready for use. The template lays out the overall style and colours of the email. The content is then added by typing into the message area. You can reuse the same template as many times as you want.

The HTML format enables you to insert images, links and effects to your text. This format is more interesting to look at but you have to ensure that the images used are small to download.

9. Archive as newsletter? – If this option is selected your newsletter will be published as a web page and added to the newsletter archive. The newsletter archive can be automatically linked from the main menu of your site so visitors can read through



them. For more details read the 'Newsletter Settings' section of this help sheet.

10. Display on Campaign History? – If this option is selected a record of the newsletter campaign will be kept in your admin area in the 'View Campaigns' section. For more details read the 'View Campaigns' section of this help sheet.
11. Template - If you have selected the HTML format, you should select a template from the drop down list if you have one.

If you don't have one;

- Click on the 'Add a new template' link.
 - Browse your computer and select the template, give the template a name and click the button to upload. You also have the option to delete templates.
12. Message - Start writing your email. If using the HTML format you can select images from the images selector and insert them into your text. You can also add effects to your text. This section is just like updating a standard UKI.NET web page.

If using the plain text option the extra effects and images will not be available.

13. Click the 'Preview Email' button at the bottom of the screen.
14. If you want to edit the message before sending click the 'Edit these details' button at the bottom left of the screen.

If you want to send the message, click the 'Send the emails' button at the bottom right of the screen.

View Campaigns

1. Go to the 'E-Mailer – Newsletter – View Campaigns' page.
2. Select a campaign from the list.
3. You are now on the 'Campaign Details' page. Here you can review statistics and other information.



Newsletter Settings

Settings control how your newsletter section displays on your website and which features are enabled. You can adjust these settings at anytime.

1. Go to the 'E-Mailer – Newsletter – Newsletter Settings' page.
2. **Make 'Newsletter Archive' secure?** - To turn this on, tick the box. This option will only appear if you have 'Secure Pages' enabled. If this is on, visitors to your site will need a username and password before they can login and access your newsletters.

For more information about using this setting see our Secure Pages help sheet.

3. **Display 'Newsletter Archive' on menu?** - To display on your menu, tick the box.

If you don't want this section displayed as part of your main menu un-tick the box. A link showing the name of the page, will appear 'Your Newsletter Archive is located at: <http://www.yourwebsite.uki.net/newsletter.php>'. You can use this link to access the newsletter archive section whilst it is not linked from your main menu.

4. **Name of Newsletter Archive** – Type the name into the text box. This will display on your menu button and as your page title.
5. Click 'Submit' to save the settings.

Select newsletters to display in the archive

6. Below the main settings, all of the newsletters that have been selected to be archived are listed. Tick the box on the right, next to the newsletters you want to display on your site. If left unchecked they will not display on your archive page.

Date	Title	Display?
13:02 30/11/2006	New Suites	<input checked="" type="checkbox"/>
14:29 04/10/2006	Chistmas 2006	<input checked="" type="checkbox"/>
13:26 28/06/2006	Newsletter Test	<input type="checkbox"/>
13:15 28/06/2006	Newsletter Test2	<input type="checkbox"/>
12:51 28/06/2006	Newsletter Test	<input type="checkbox"/>
		<input type="button" value="Submit"/>

7. Click 'Submit' to save the settings at the bottom of the page.