Sauced Out

E-newsletters

www.saucedout.com.au

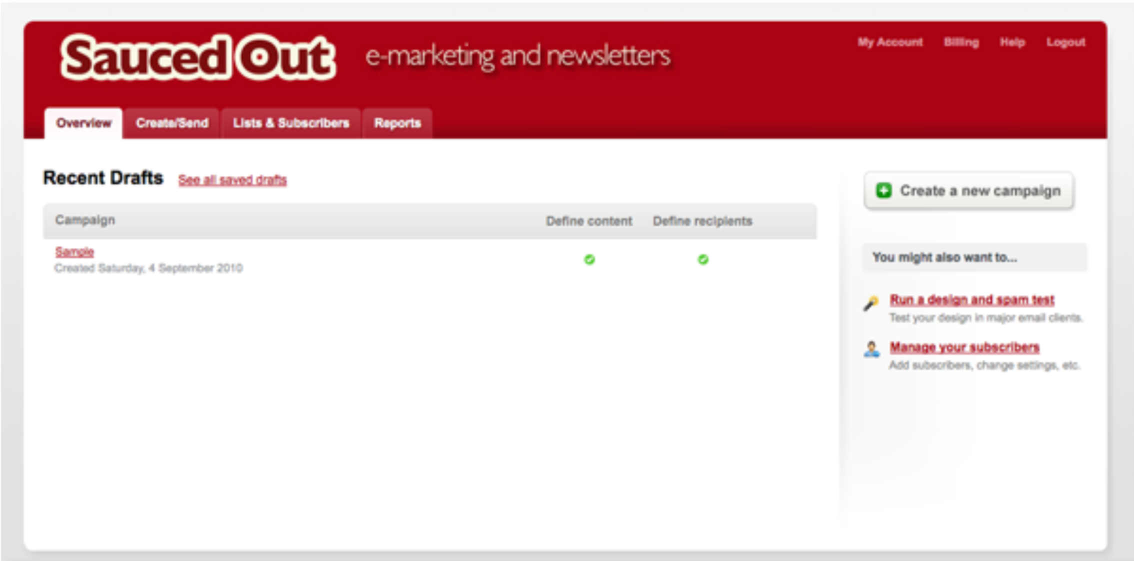
E-NEWSLETTERS

Go to:

saucedout.createsend.com

Enter your username and password

This is the opening screen where you can make new campaigns, manage subscribers, view reports of sent campaigns and adjust your settings.



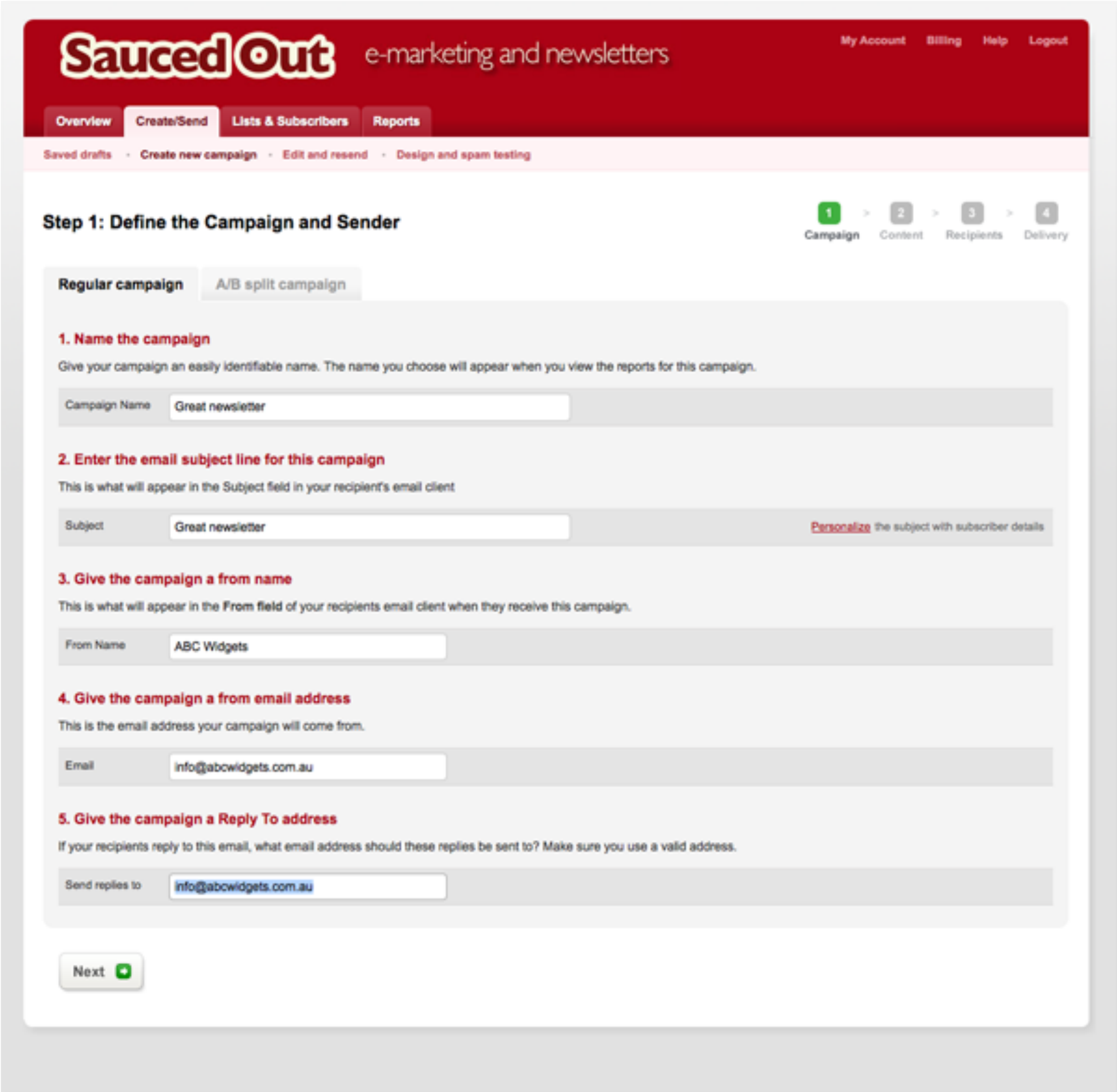
To set up your billing –

- click on the billing menu item on top row
- then click on 'add your payment details' in sidebar of next page
- you then add your credit card details in the box

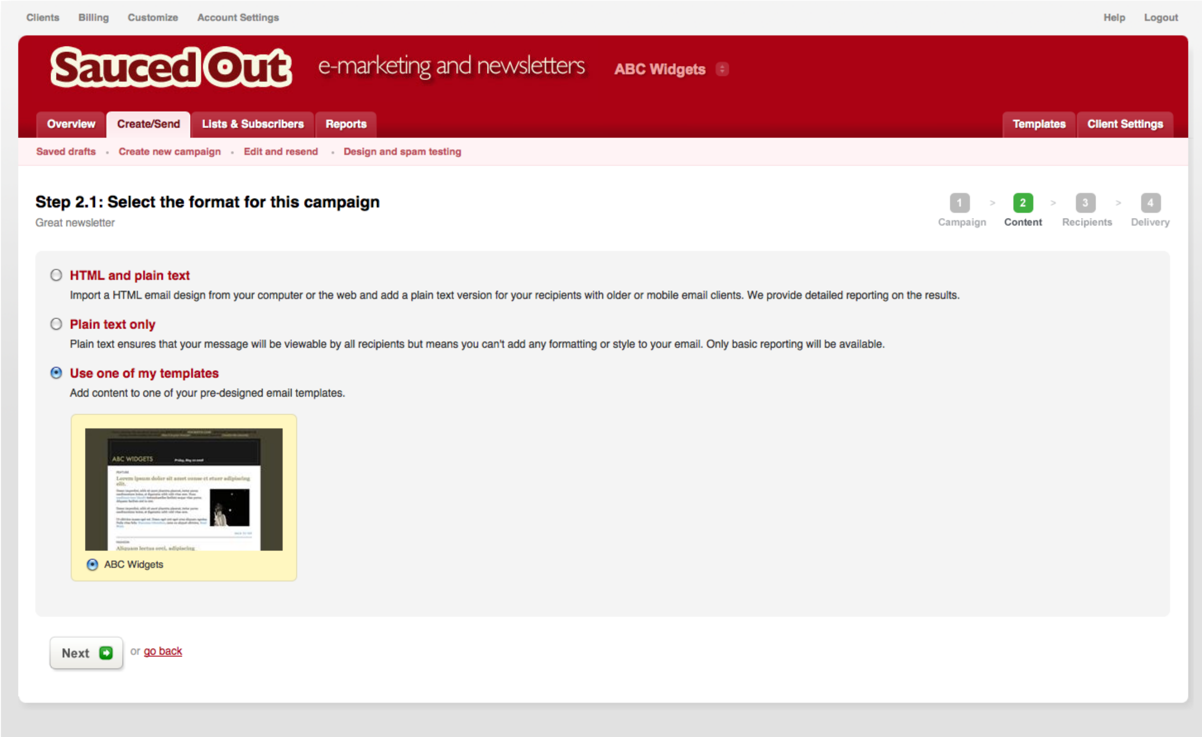
Sending a campaign (newsletter)

Click on the create/send tab

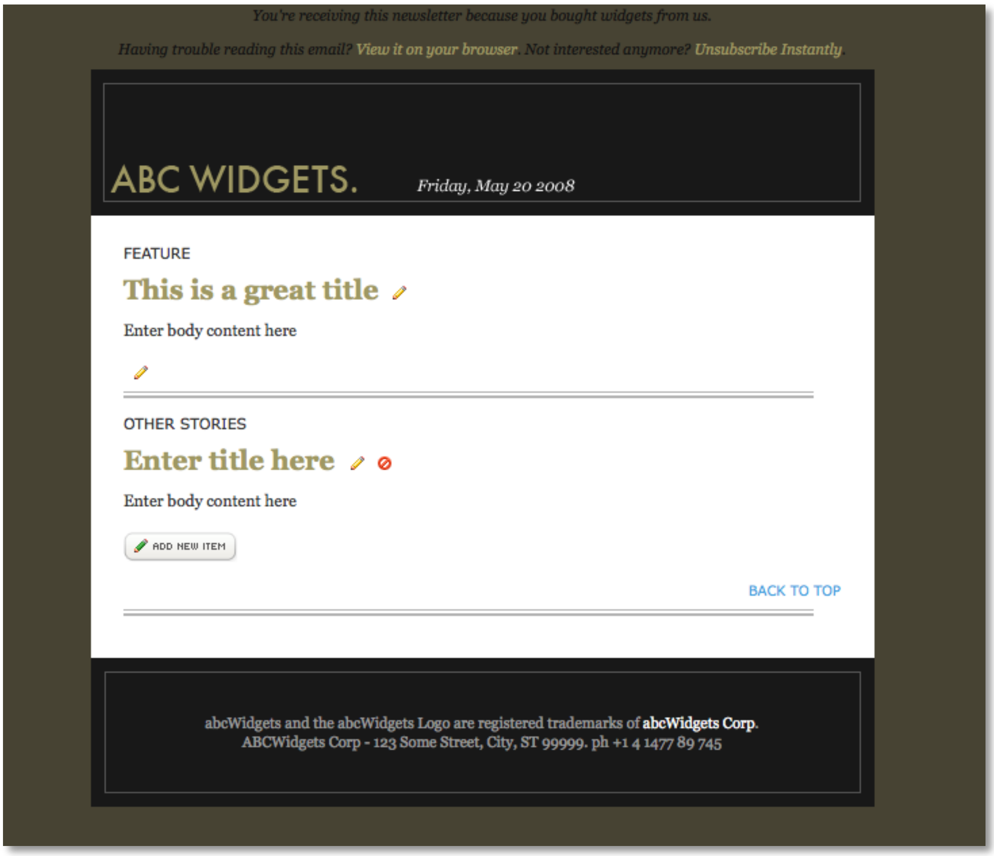
Fill in the form with the details of your newsletter



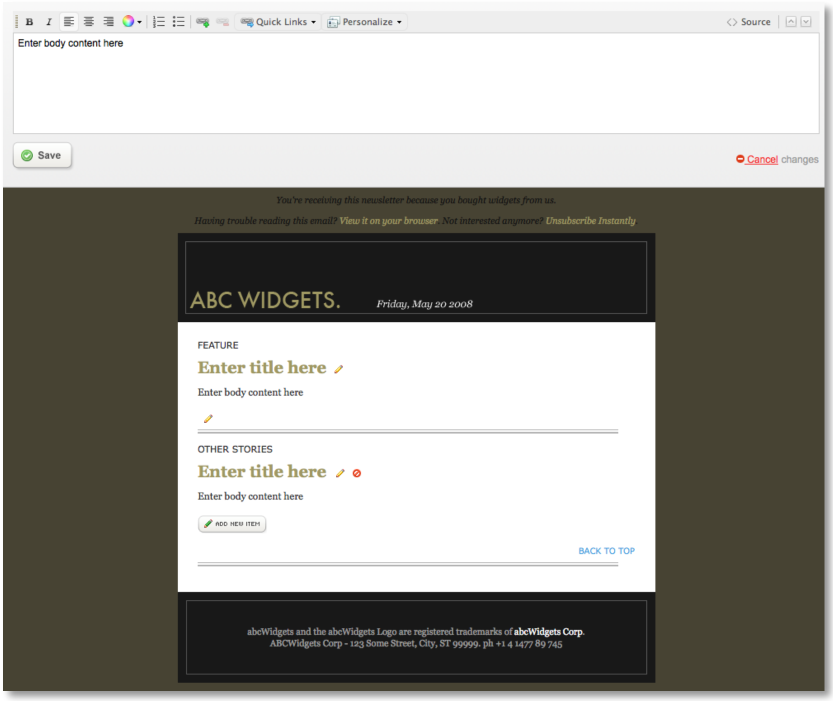
Step 2 – select the template you wish to use



This will open a preview for you. You can edit the text and titles by clicking on the pencil next to each item. If you want to delete something then click on the red crossed circle. To add a new item – click on 'add new item'

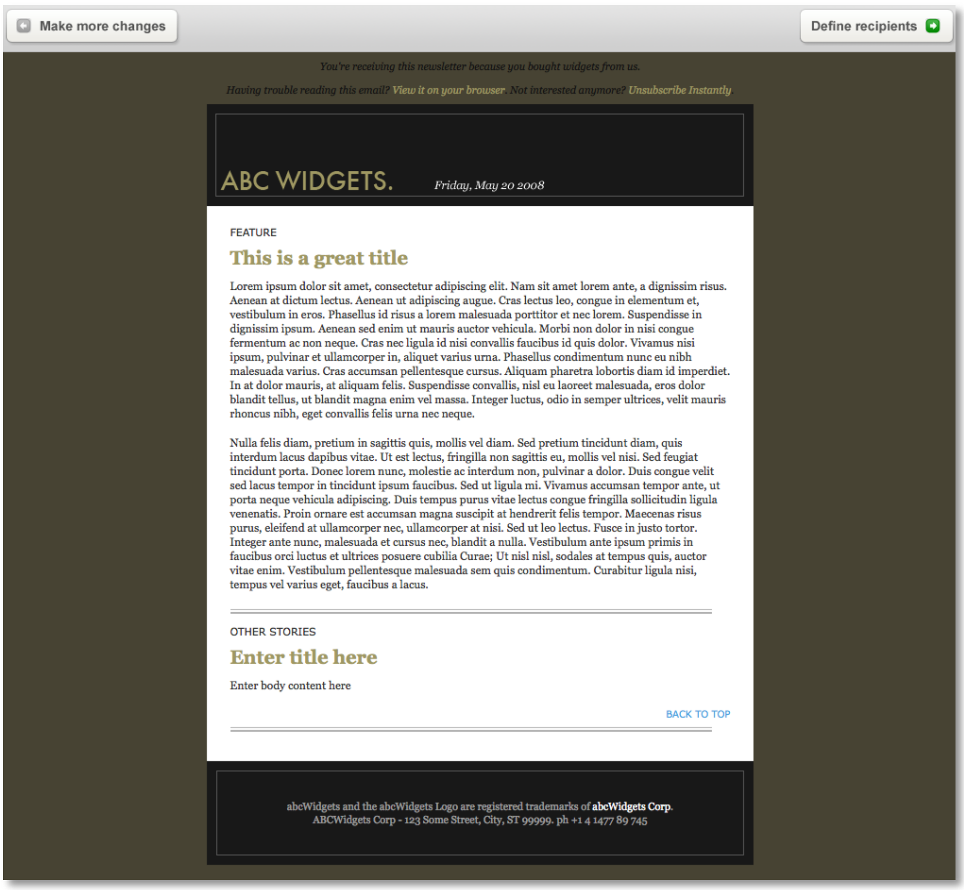


When you choose to edit something it will open an edit box above the preview. Make your changes here.



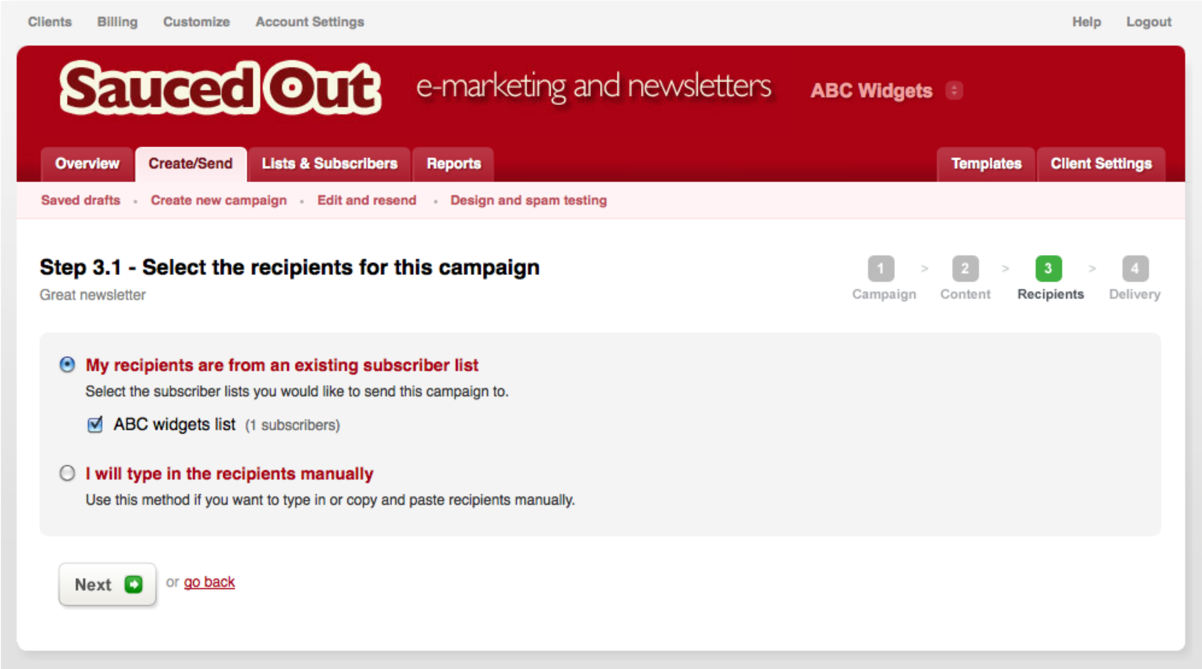
When you choose to 'add new item' it will also open an edit box above for you to add text or upload an image.

Once you've made your changes, click on the 'preview email' button on top right hand side of screen



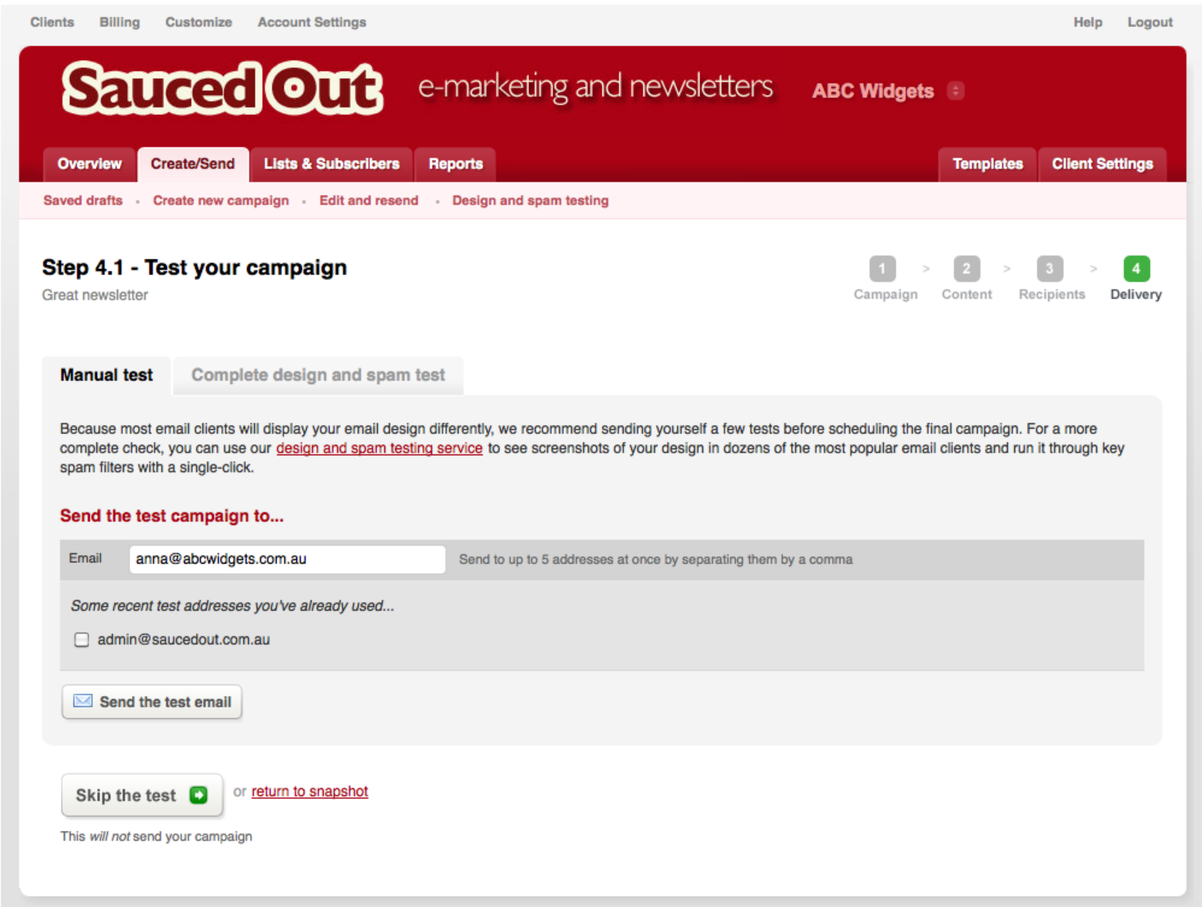
If you are happy with your newsletter then click on the 'define recipients' button.

Choose your recipient list from the menu or type in a new list

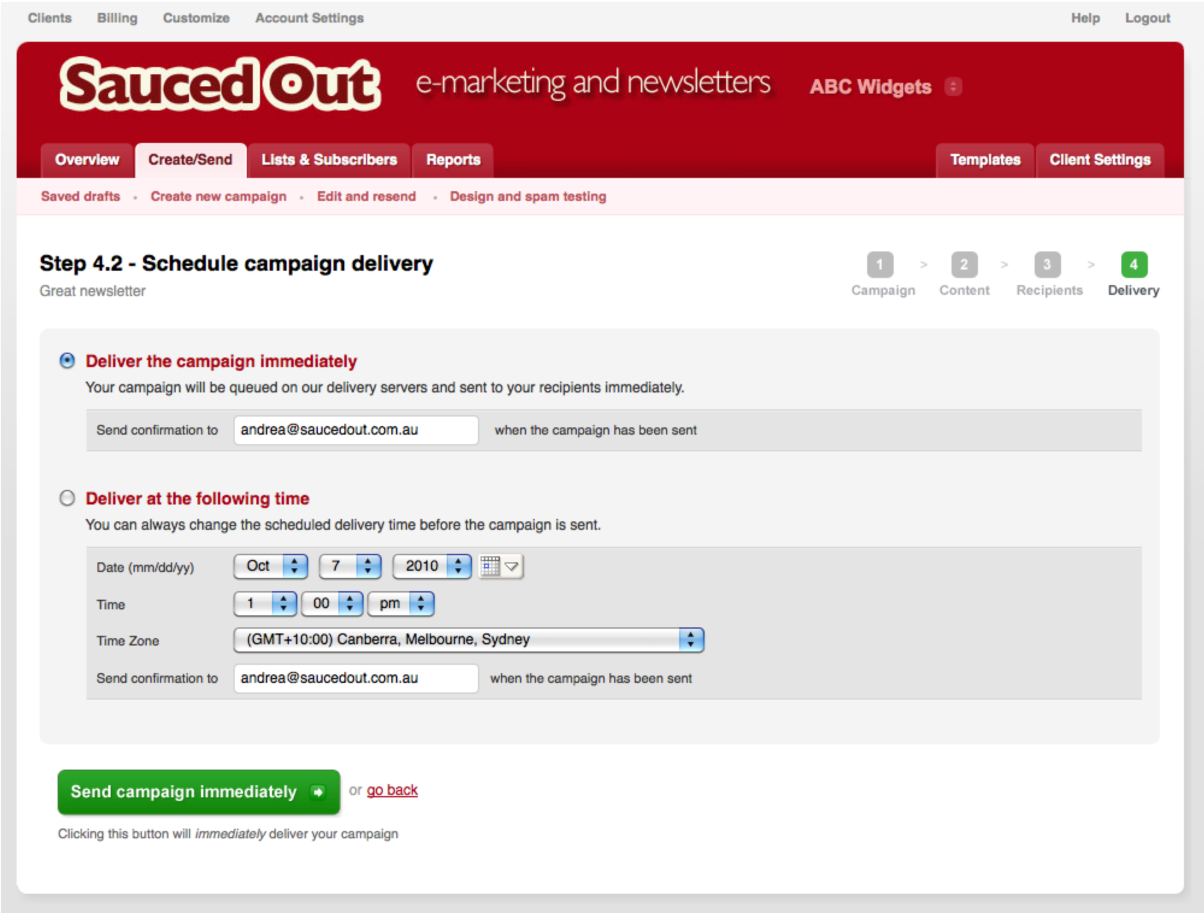


Always test your campaign!

You can send as many test emails as you wish – free of charge



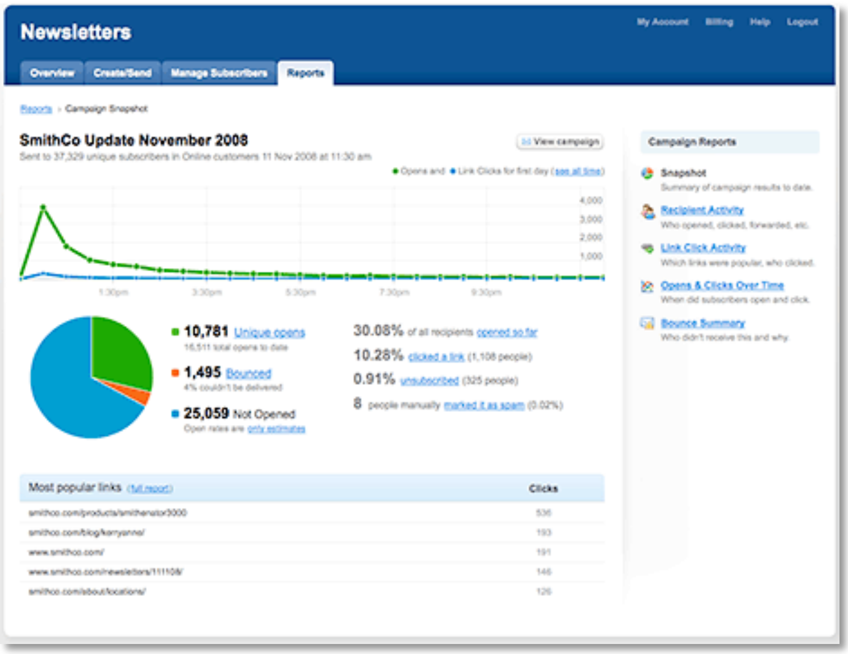
Once you are happy with the campaign then you can 'skip the test' and choose when you want to send your newsletter. It can do it immediately or at a scheduled time – up to you!



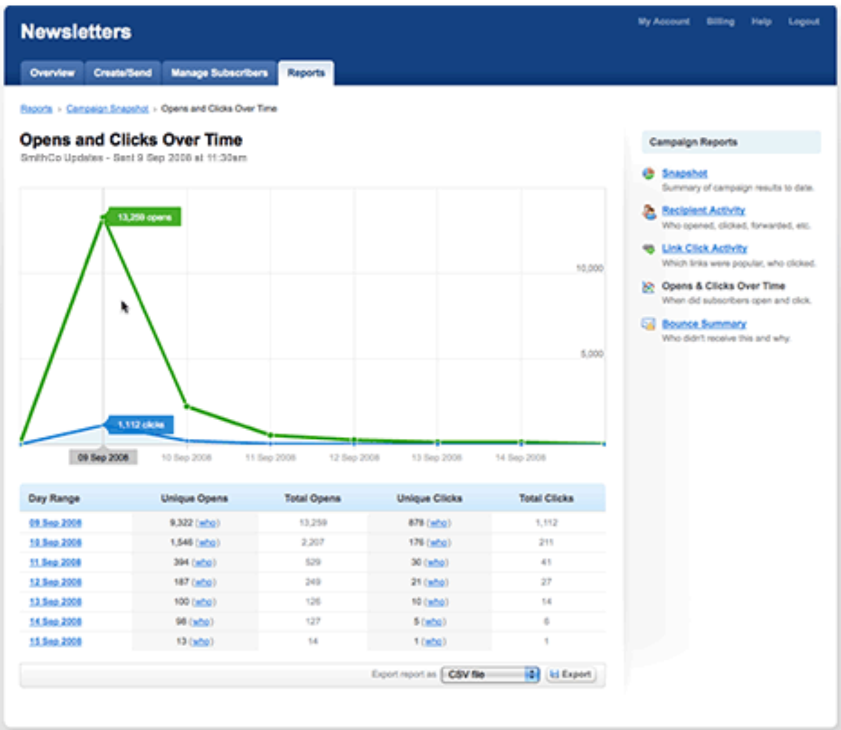
Reports

You can only view reports once your campaign has been sent. Click on the 'reports' tab to access reports.

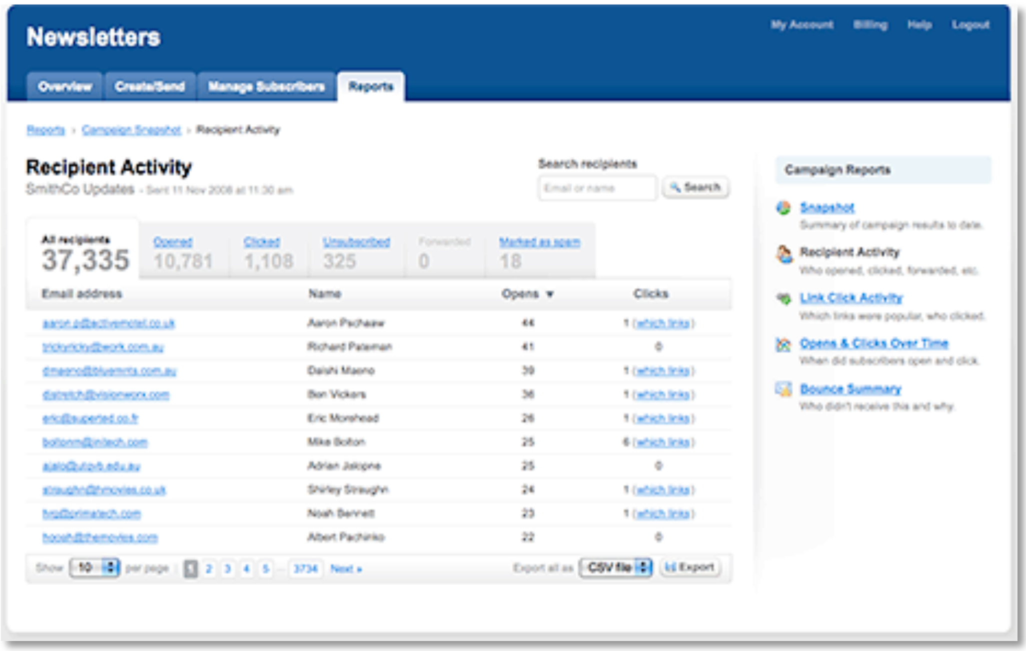
Here's some generic info from Campaign Monitor about what's in the reports



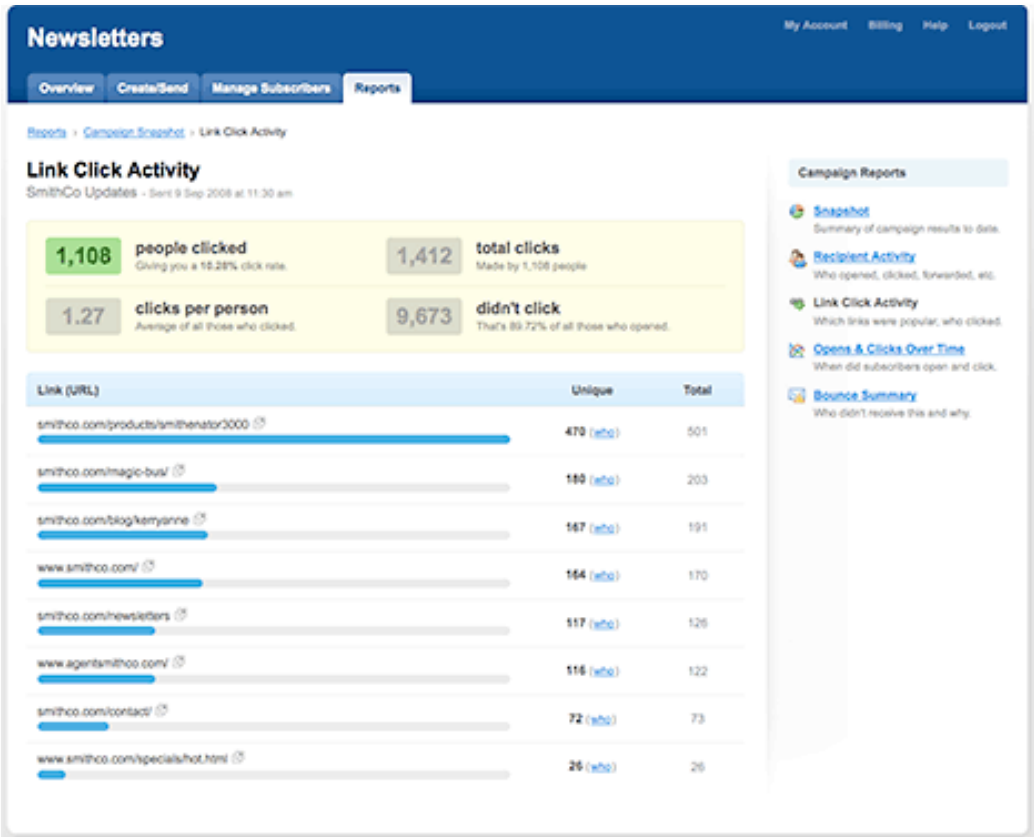
Opens and clicks over time – tells you when and what people are clicking and who opens your newsletter



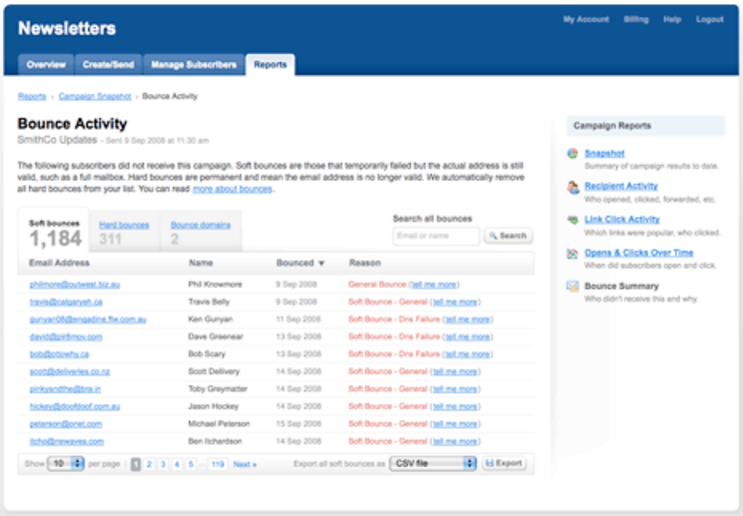
Recipient activity – who is opening your email, what they are doing etc



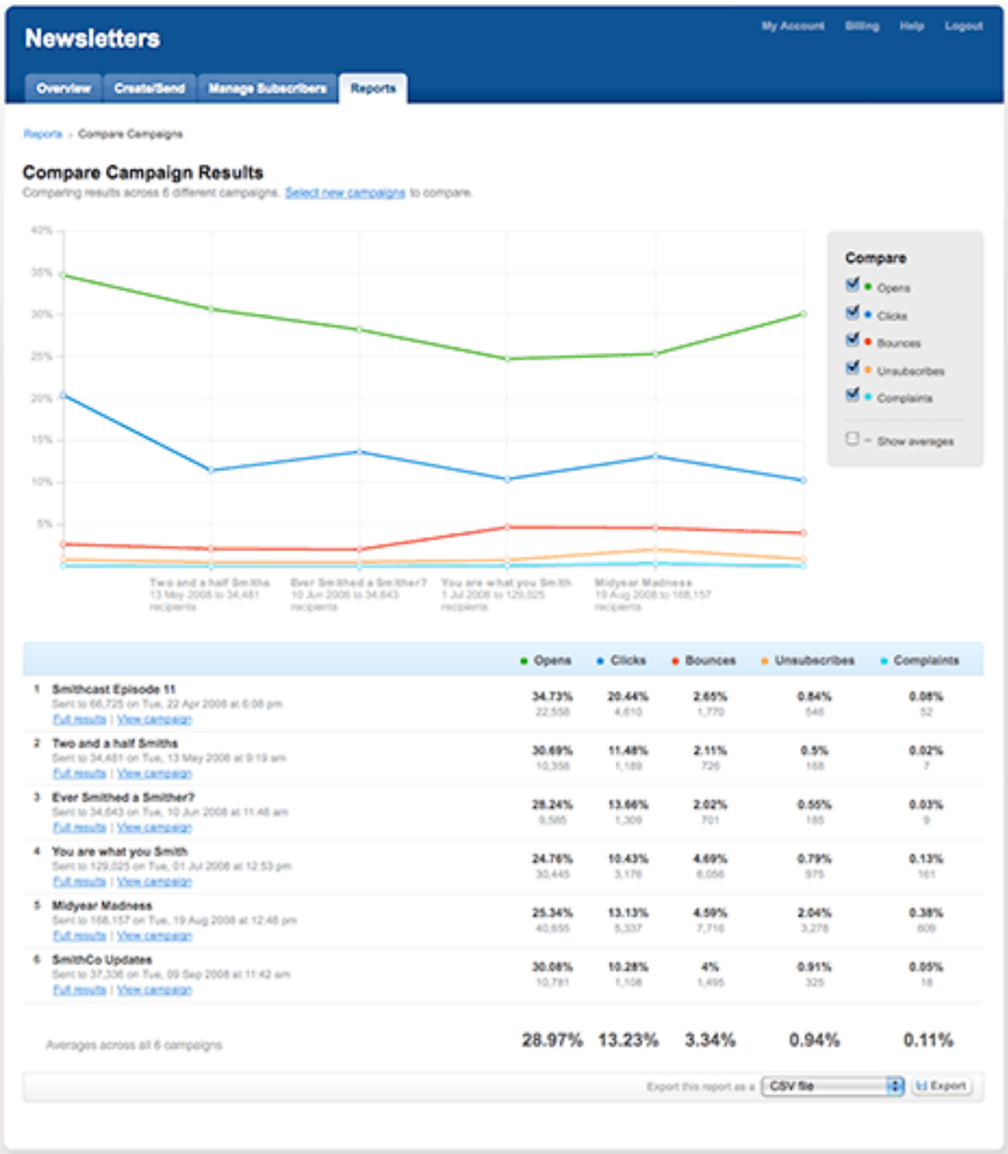
Link activity – track the most popular links in your newsletter



Bounce activity – tells you if addresses are bouncing and then you can delete them from your list



Compare your campaigns over time



How do I import subscribers from a file?

Provided you have obtained the correct permission from your susbcribers, importing your subscriber list into your account is a really simple and straight-forward process. To get started, your subscribers need to be in a comma or tab delimited text file. This is a standard format for storing data and is supported by most applications, including Microsoft Excel, Microsoft Outlook, Outlook Express, ACT! and GoldMine.

Here's an example of the way a CSV (Comma Separated Values) file needs to be formatted before importing it into your account:

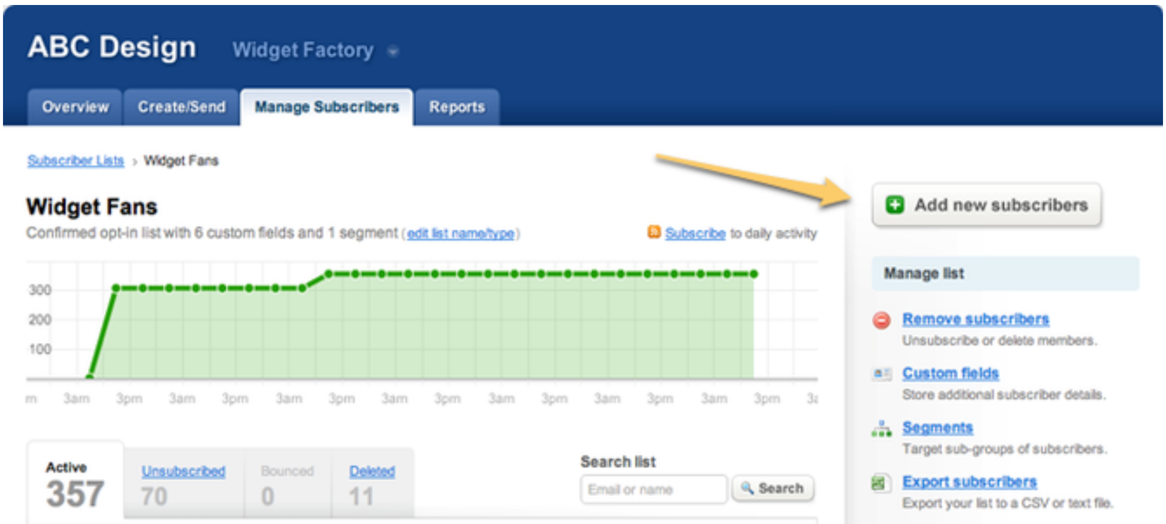
Ren Stichardson, rens@abcwidgets.com, Surfing Sharon Greiner, sharong@abcwidgets.com, Skateboarding Joseph Hockey, joeh@abcwidgets.com, Reading

Each field is separated by a comma, and each subscriber is on a new line.

Please note: If you have a really big CSV file (over about 10mb) you could run into problems trying to upload that through the browser. In that case it is best to split your file into smaller chunks and upload them one at a time

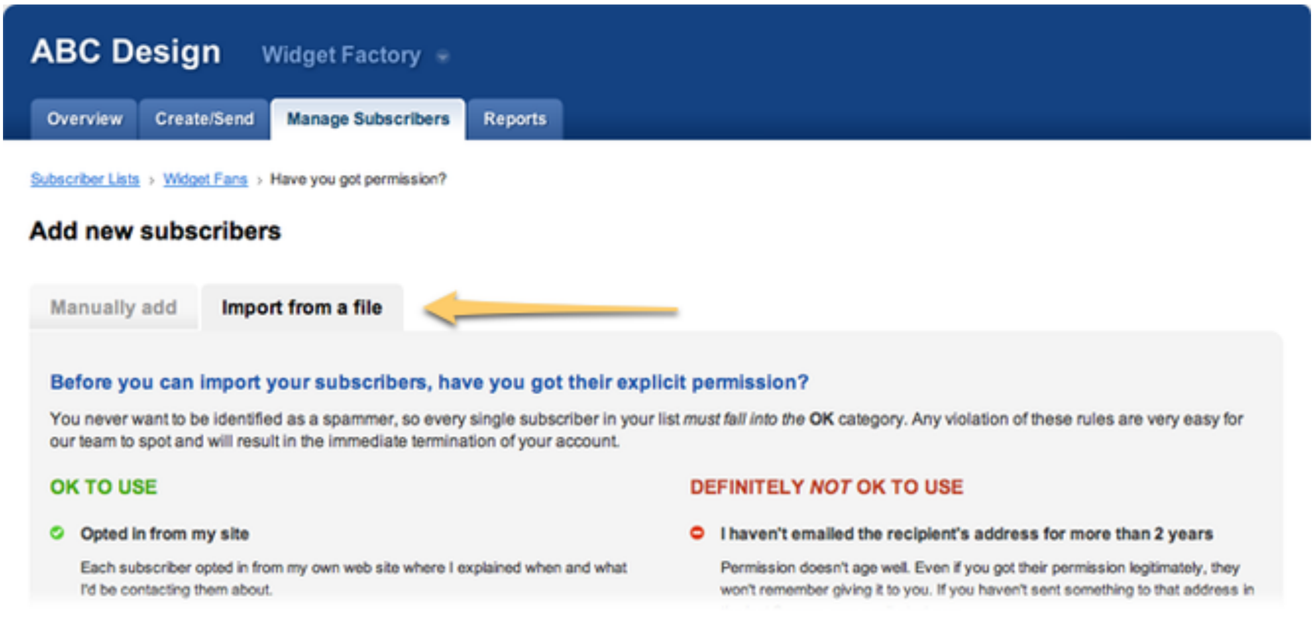
How to import your file, step 1:

Select the list you wish to add subscribers to from the "Lists & Subscribers". Next, click the "Add Subscribers" button on the right sidebar.



Step Two:

Select the "Importing from a file" tab. Your subscribers must adhere to our strict permission policy. If you cannot adhere to the 3 list requirements on this page, you cannot import that list into your account. If your list does meet all requirements, check each requirement and click the "Proceed with the import" button.

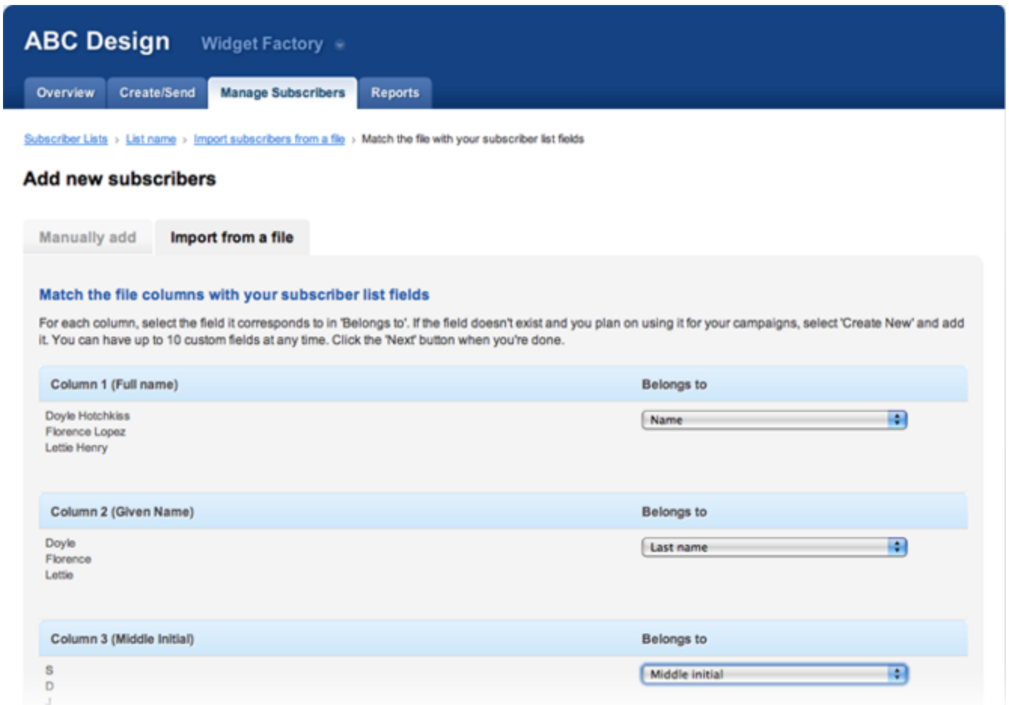


Step Three:

Click the "Browse" button and browse to the location of the Subscriber text file on your computer or network. After you have selected the file, click the "Import these Subscribers" button.

Step Four:

If your file is in the correct format (.txt or .csv), you will be asked to match the columns in your file with your Subscriber List fields. You can even create new custom fields for your list for each column as you go. Once you're done, click the "Next >" button.



Step Five:

If any errors were found in your file, you will be presented with the Subscriber Import Report, which displays all of the errors found and gives you the option of either fixing each invalid email address, or ignoring them. If you choose to fix them, you can do so from within your account.