


Email Communication with contacts

Contacts Management
Email Newsletter Creation and
Sending



Contacts Management



- Capture of Contacts
- Autoresponders to Forms
- Email Templates
- Create Email Newsletters
- Test Email Newsletter
- Send Email Newsletters

Adding Contacts into Your Database

Before you can email out to your database you need to load contacts into your database

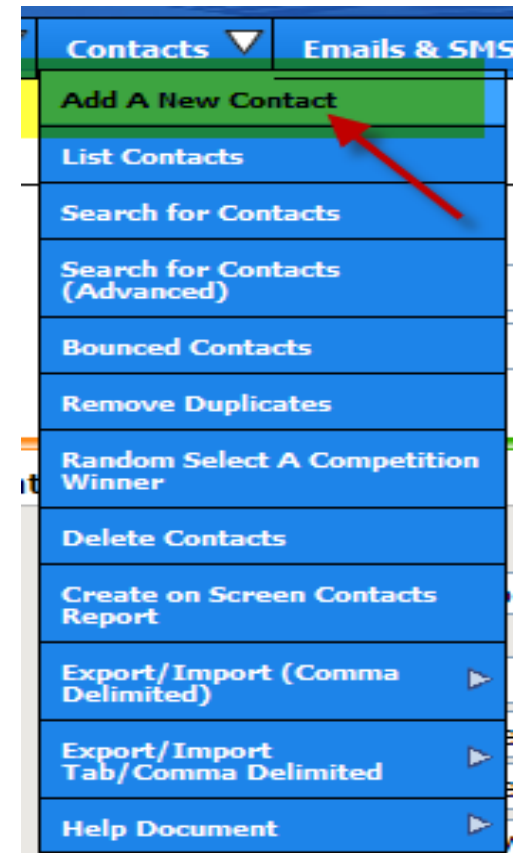
Adding Contacts

There are four ways to enter contacts

1. Manually one by one **through the CMS** using the “add a new contact” form.
2. Manually from your **web sites contact page** / joining page / competition page or other page accessible by you or your staff on your web site
3. Your **clients join your database** themselves from your web site
4. Importing on mass from a **CSV or TAB delimited file** provided you have placed the correct header names on the top of the CSV or TAB file.

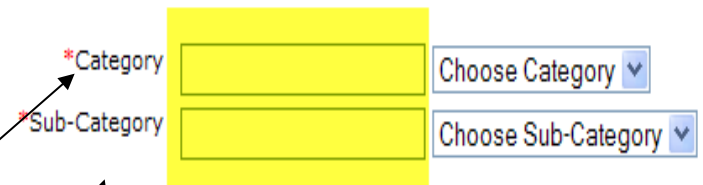
To Add a Contact or Email Address Manually

- Login to the Content Management System.
- Click on
Contacts >> Add a New Contact



To Add a Contact or Email Address Manually

- A page loads with a blank form. At the top of which is a category and subcategory in which to allocate your contact into.
- Create a new **category** for the contact simply by typing it in the space provided e.g. “Staff” or “Customers” OR select from the drop down menu for already existing categories.
- Write a **subcategory** or again select it from the drop down. I usually use “All” but if you have a sub categorisation strategy then use this. For example “Wholesale” or “Retail”

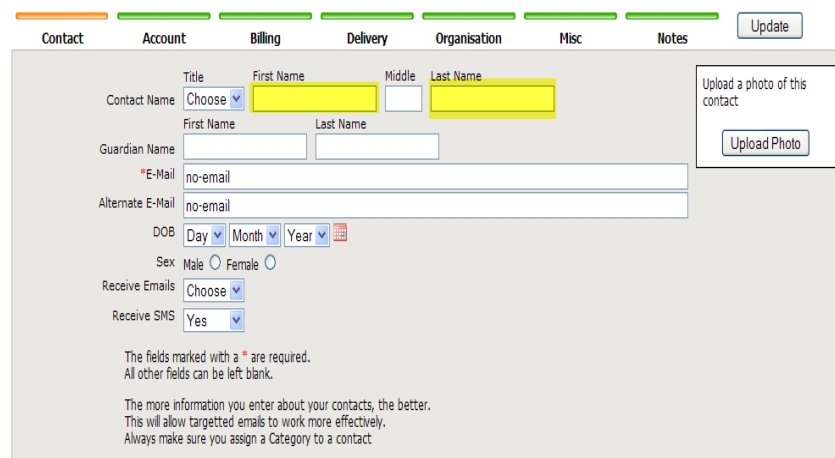


The image shows a form with two input fields. The first field is labeled '*Category' and the second is labeled '*Sub-Category'. Both fields are highlighted in yellow. To the right of each field is a dropdown menu with a blue arrow icon. The first dropdown menu is labeled 'Choose Category' and the second is labeled 'Choose Sub-Category'.

First select or assign your contact to a category or subcategory.

To Add a Contact or Email Address Manually

- The only fields you need to fill in usually are 1. Firstname, 2. E-mail address and 3. password. (highlighted)
- Additional fields can be entered and appear under the various tabs.
- Once entered click on the Update Contact button.
- Your contact is now entered, repeat this process for all manually entered contacts.



Update

Contact Account Billing Delivery Organisation Misc Notes

Title First Name Middle Last Name

Contact Name Choose First Name Last Name

Guardian Name First Name Last Name

*E-Mail no-email

Alternate E-Mail no-email

DOB Day Month Year

Sex Male Female

Receive Emails Choose

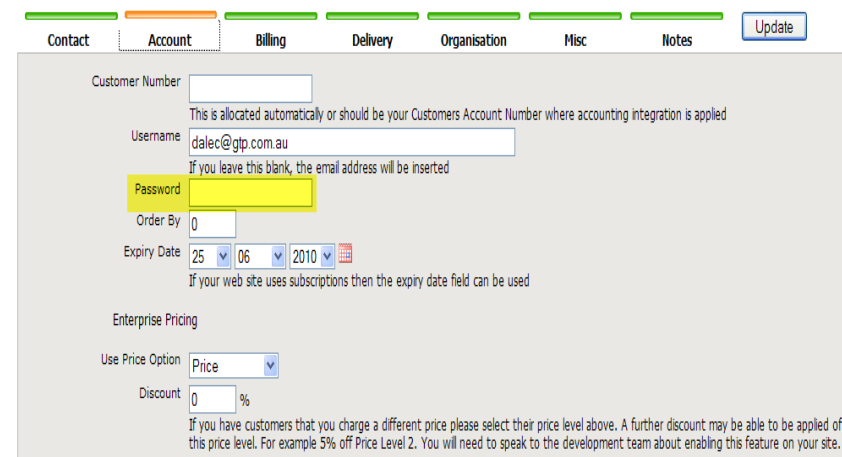
Receive SMS Yes

The fields marked with a * are required.
All other fields can be left blank.

The more information you enter about your contacts, the better.
This will allow targeted emails to work more effectively.
Always make sure you assign a Category to a contact

Upload a photo of this contact

Upload Photo



Update

Contact Account Billing Delivery Organisation Misc Notes

Customer Number

This is allocated automatically or should be your Customers Account Number where accounting integration is applied

Username dalec@gtp.com.au

If you leave this blank, the email address will be inserted

Password

Order By 0

Expiry Date 25 06 2010

If your web site uses subscriptions then the expiry date field can be used

Enterprise Pricing

Use Price Option Price

Discount 0 %

If you have customers that you charge a different price please select their price level above. A further discount may be able to be applied off this price level. For example 5% off Price Level 2. You will need to speak to the development team about enabling this feature on your site.

To Add a Contact From Your Web Site Manually or Where your Clients Add Themselves.

A contact is automatically added to your contact database whenever a form on your web site is completed. For example a contact form, enquiry form or competition form.

This means that you can choose to enter contacts into your database through these forms as well. The process is to **Go to your web site**

- Go to either the **contact page** or the **join now page** or **competition page** or other appropriate form page on your web site
- **Enter your client's details into the form**

Note: Your web site forms have a **customisable automatic responder email** that is sent out to the persons email address entered into the form. Make sure you check this for appropriateness and you can edit it via the console. (Click Here to Find Out How)

Note: You may wish for GTP to create a hidden form (hidden from customers) that you and you staff can enter client details into which sends out a specific message to autoresponder series to your customers. For example, a thankyou email sent out to customers who have purchased from you in store or have entered an in store competition. See "[Building your website database from shop sales](#)"

- **Submit the form.**

Importing Contacts

How to import contacts into the
contacts list

Importing Your Contacts From A CSV or TAB file

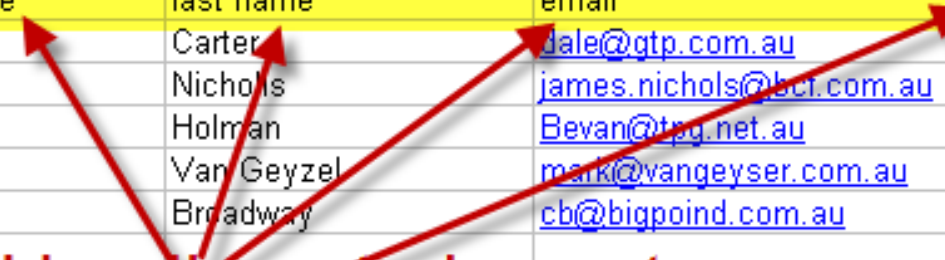
- You can import a list of contacts into your web site's contact database by following the procedures outlined in the following slides.
- You must first prepare a list of contacts in a spreadsheet like excel and save in CSV format.
- Your contacts can often be extracted using an export routine from your email program (e.g. outlook) or your accounting package or other software.
- You will almost always need to manually clean up your data in excel and remove inappropriate contacts and fix mistakes before importing into GTP Contact.
- If you need instructions on how to export contacts from your various applications (outlook, MYOB) you can Google the topic, call your software support or call our offices.
- Once exported the columns need to have a header above each column. Below are instructions for preparing your file for a successful import.

Importing New Contacts – File Format

- The importing of contacts is controlled by using heading fields at the top of each column in excel.
- Heading fields as shown below in yellow need to be an exact match. E.g. if you change “first name” to be “First Name” the import won’t work.
- The file needs to be saved as a .csv or .tab file format when saving from excel.

| | A | B | C | D |
|---|------------|------------|--|-----------------|
| 1 | first name | last name | email | category |
| 2 | Dale | Carter | Dale@gtp.com.au | EveryWoman Expo |
| 3 | James | Nichols | james.nichols@bct.com.au | EveryWoman Expo |
| 4 | Bevan | Holman | Bevan@tpg.net.au | EveryWoman Expo |
| 5 | Mark | Van Geyzel | mark@vangeyser.com.au | EveryWoman Expo |
| 6 | Caroline | Broadway | cb@bigpointd.com.au | EveryWoman Expo |
| 7 | | | | |
| 8 | | | | |

Headings to Import



Importing New Contacts

| | A |
|---|--|
| 1 | email |
| 2 | dale@gtp.com.au |
| 3 | james.nichols@bcf.com.au |
| 4 | Bevan@tpg.net.au |
| 5 | mark@vangeyser.com.au |
| 6 | cb@bigpoind.com.au |
| 7 | |

| | A |
|---|--|
| 1 | email address |
| 2 | dale@gtp.com.au |
| 3 | james.nichols@bcf.com.au |
| 4 | Bevan@tpg.net.au |
| 5 | mark@vangeyser.com.au |
| 6 | cb@bigpoind.com.au |
| 7 | |

- You can import just the email address by having the heading **email** or **email address** in the 1st column
- The file needs to be saved as a .csv format or .tab format.

Recommended Contact Import Fields

- email
- title
- first name
- last name
- password
- category

You can import contacts using several fields. The fields shown above are generally recommended. These fields sit as header names above each column in an Excel spreadsheet as illustrated below.

Remember to save the file in .csv format or tab format.

| | A | B | C | D | E | F |
|---|--|-------|------------|------------|-----------|-----------------|
| 1 | email address | title | first name | last name | password | category |
| 2 | dale@gtp.com.au | Mr | Dale | Carter | gtphehe12 | EveryWoman Expo |
| 3 | james.nichols@bcf.com.au | Mr | James | Nicholls | gtphehe13 | EveryWoman Expo |
| 4 | Bevan@tpg.net.au | Mr | Bevan | Holman | gtphehe22 | EveryWoman Expo |
| 5 | mark@vangeyser.com.au | Mr | Mark | Van Geyzel | gtphehe32 | EveryWoman Expo |
| 6 | cb@bigpond.com.au | Mrs | Caroline | Broadway | gtphehe45 | EveryWoman Expo |
| 7 | | | | | | |

Additional Contact Import Fields

- Other columns in addition to “email address” which are optional to include in your import file are shown below and on the next slide.
 - **insertdate**, formatted YYYY-MM-DD
 - **category**, defaults to Imports
 - **subcategory**, defaults to yyyy-mm-dd date format
 - **order by**, a number
 - **username**, usually the same as the email address, but can be a set of alphanumeric characters (used for logging in)
 - **password**, a set of alphanumeric characters
 - **customer number**, a set of alphanumeric characters
 - **expiry date**, formatted YYYY-MM-DD
 - **unsubscribe**, values are: ‘yes’ or ‘no’, *(But why bother importing this field if they are to be unsubscribed)*

Importing File Formatting – All Additional Fields

Below are the list of field headings that can also be imported. Each field heading used will sit at the top of the excel spreadsheet. Headings are case sensitive. Saved as a CSV

- | | | | |
|---|-------------------------|--|-----------------------------|
| • title or salutation , i.e., Mr, Mrs, Ms, Miss, Dr, Prof. | • street | • Email | • old cat |
| • Firstname | • street2 | • alternate email | • old subcat |
| • middle initials | • Suburb | • Phone1 | • Notes |
| • Lastname | • state | • Phone2 | • Log |
| • dob , formatted YYYY-MM-DD | • postcode | • Fax | • change control |
| • sex , values are: 'M' or 'F' | • country | • Mobile | |
| • Insertdate | • org | • misc2 | • delivery title |
| • Category | • orgdesc | • Misc3 | • delivery firstname |
| • Subcategory | • account number | • lastcontact , formatted YYYY-MM-DD | • delivery lastname |
| • Order by | • account name | | • delivery phone |
| • Username | • abn | | • delivery street 1 |
| • Password | • url | | • delivery street 2 |
| • Customer Number | • position | | • delivery org |
| • Expiry Date | | | • delivery suburb |
| • unsubscribe | | | • delivery country |
| | | | • delivery state |
| | | | • delivery postcode |
| | | | • delivery info |

Importing Contacts After Formatting Your Data As Above

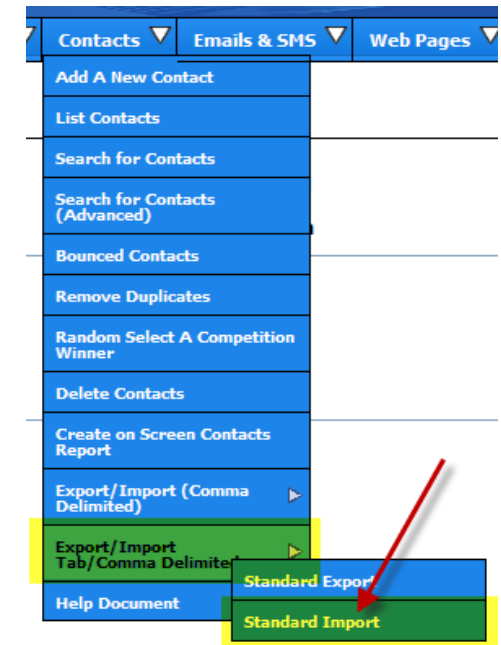
Once you have **correctly formatted your data** as shown in the previous slides AND saved as a TAB file format or a CSV file format then you can move to the next step of importing your contacts.

- Click Contacts> Export/Import(Tab Delimited) >> Standard Import
- Click on the Click Here to import contacts
- Select either Tabs or Commas and Browse for your Tab or CSV file.
- Click Upload File ... and wait
- Click Confirm Upload and wait
- A Results screen should appear informing you of the number of lines imported.

Check the success of your Import...

- Click on GTP Contact>>Contacts>>List Contacts
- Browse down categories to check contacts imported and all details imported successfully.

If you have problems with importing then email the file to support@gtp.com.au and explain what you have done and ask GTP to rectify. You will be invoiced a time charge for this however at this will help you save you substantial time and get the job done properly.



[Watch a Video Demo](#)

Managing Contacts That Are In The Database

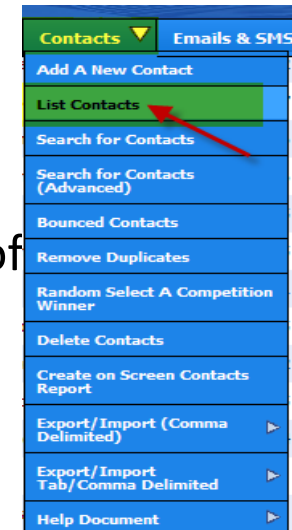
- Contact Management Overview
 - Listing Contacts
- Contact Manipulation Options
 - How to Search
 - Advanced Search
 - Bounced Contacts
 - How to Remove Duplicates
 - Selecting a Competition Winner
 - Delete Contacts
- Create an On Screen Contacts Report

Contact Management Overview

- Contacts are allocated to categories and subcategories
- Contacts can belong in more than one category at the same time
- Contacts can be moved from one category to another
- Contacts can be copied from one category to another
- Contacts can be deleted from categories
- Contacts can be unsubscribed and resubscribed to email newsletters
- Contacts can be deleted from the database

Listing Contacts

- Click Contacts -> List Contacts
- Click on the category of Contacts to list
- Click on the subcategory of contacts to list
- Use the “Sort by “ drop down to sort contacts by a variety of fields including **insert date** which is the date we have recorded as when the contact was first inserted into the database.



You have 0 unsubscribed contacts in 'Online Order' » 'All'

| ✓ | Username (click to edit) | Email | Sort by Insert Date |
|--------------------------|-----------------------------|-----------------------------|---------------------|
| <input type="checkbox"/> | aandccoulter@bigpond.com | aandccoulter@bigpond.com | 2010, 06 June, 25 |
| <input type="checkbox"/> | bobnpete@bigpond.net.au | bobnpete@bigpond.net.au | 2010, 06 June, 25 |
| <input type="checkbox"/> | mickparker@22hotmail.com | mickparker@22hotmail.com | 2010, 06 June, 25 |
| <input type="checkbox"/> | oldfields4@bigpond.com | oldfields4@bigpond.com | 2010, 06 June, 25 |
| <input type="checkbox"/> | rebecca_david@bigpond.com | rebecca_david@bigpond.com | 2010, 06 June, 25 |
| <input type="checkbox"/> | sales@sabella.com.au | sales@sabella.com.au | 2010, 06 June, 25 |
| <input type="checkbox"/> | timedonald@erazavine.com.au | timedonald@erazavine.com.au | 2010, 06 June, 24 |



Contact Manipulation Options

At the bottom of each list of contacts are options to

- copy or move contacts into different categories.
- Delete the contact from this category
- Delete from the contact database
- Unsubscribe the contact
- Resubscribe the contact
- Delete from all categories and insert into unsubscribe category.

| | | | |
|--|---|-----------------------------|-----------------------|
| <input type="checkbox"/> | undefined username | carlieaherbert@bigpond.com | 2008, 05 May, 22 |
| <input type="checkbox"/> | undefined username | scollier@stateside.com.au | 2005, 02 February, 18 |
| <input type="checkbox"/> | mariannek@i2graphics.com.au | mariannek@i2graphics.com.au | 2004, 05 May, 11 |
| <input type="checkbox"/> | undefined username | thereseg@bigpond.net.au | 2003, 04 April, 29 |
| <input type="checkbox"/> | bevan@gtp.com.au | bevan@gtp.com.au | |
| <input type="checkbox"/> | partykids@aapt.net.au | partykids@aapt.net.au | |
| <input checked="" type="checkbox"/> Select All | | | |
| <input type="radio"/> | Copy to ... | | |
| <input type="radio"/> | Move to ... | | |
| <input type="radio"/> | Delete from this category. | | |
| <input type="radio"/> | Delete from Contact database. | | |
| <input type="radio"/> | Unsubscribe contact | | |
| <input type="radio"/> | Resubscribe contact | | |
| <input type="radio"/> | Deletes from all categories and inserts into Unsubscribe category | | |

Category Choose Target

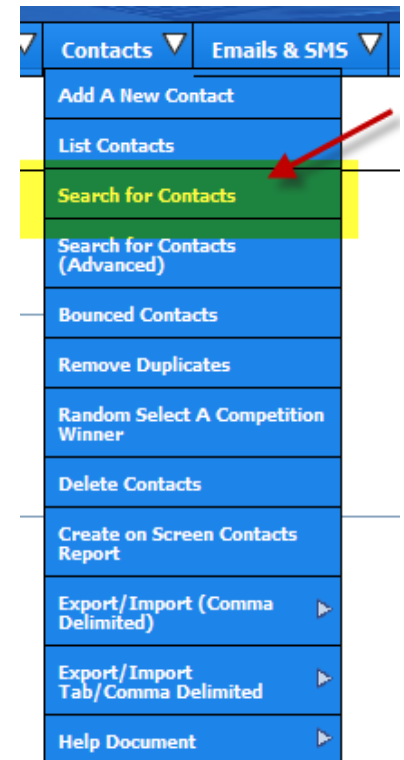
Subcategory No Subcategories

[Watch this video](#) for a more in depth description of these functions and when to use them.

How to Search for a Contact

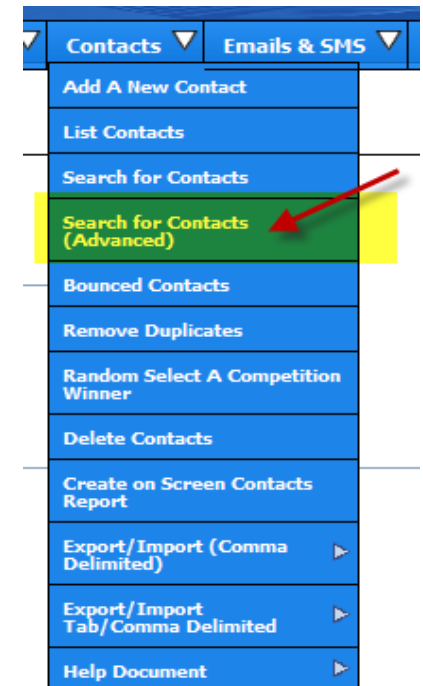
Click on GTP Contact>>Contacts >>Search for Contacts

- Type in a name or email or part of a name and click search
- Results will appear



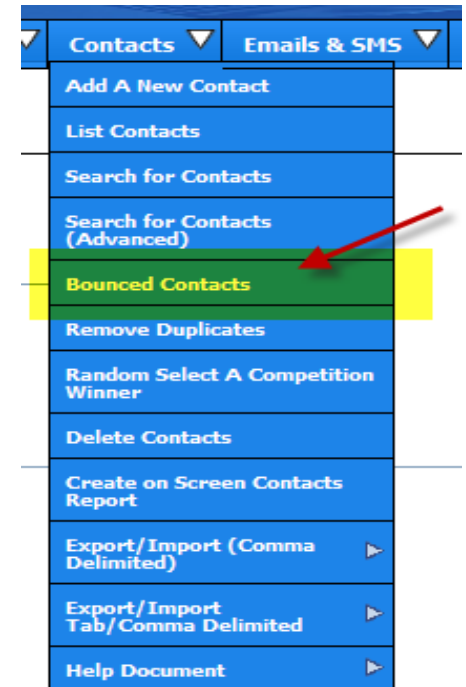
Advanced Search For Contacts

- Click Contacts>>Search for Contacts (Advanced)
- This section allows you to set a range of filter parameter to create a subset of contacts
- Once you have this list you can copy them into their own category which you can then email (This is very powerful)
- At a later stage you can delete the temporary category from by listing all contacts in this category and selecting “Delete from this category”



Bounced Contacts

- This section is to display contacts whose email addresses bounced.
- This section is currently incomplete



How to Remove Duplicates

Duplicates are when the same email address is in your database two or more times. This occurs when items are imported from an excel file.

Your GTP web site will generally not allow duplicate entries to be entered from your web site as we check for the existence of a contact before entering into the database.

Importing a file does not have this in place currently.

The Process

- Click on GTP Contact >> Contacts >> Remove Duplicates
- Click on the remove duplicates link in the text
- Duplicate contacts will be listed
- Click on each duplicate to remove it.

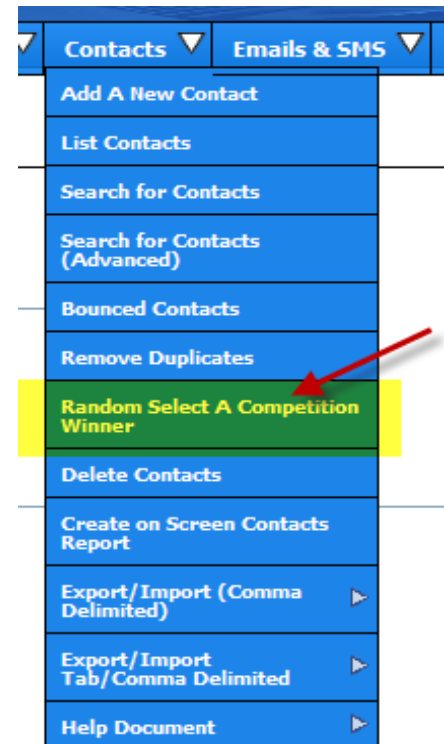


Selecting a Competition Winner Using Random Contact

This facility randomly selects a contact from a category and subcategory level

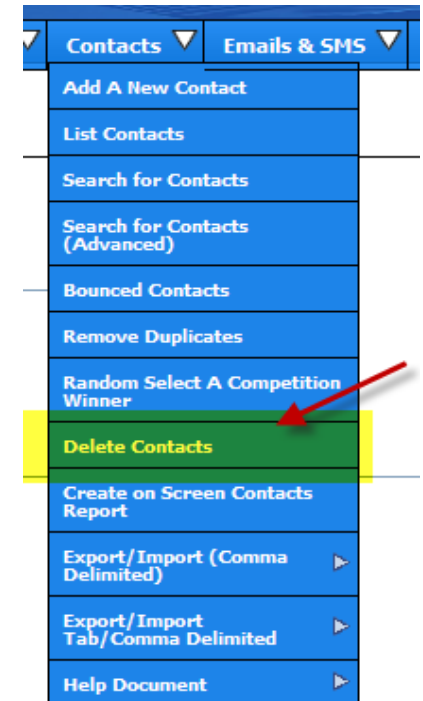
The Process

- Click on GTP Contact >> Contacts >> Random Select
- Select the Category and Subcategory from the drop down menu
- Your winner will appear.
- Write down your winner and contact them to organise their prize



Delete Contacts

- Contacts can be deleted a number of ways
- Find the contact via searching or listing, select it and select the delete from database option (see earlier)
- The Delete Contacts section in the Contacts drop down menu is where a comma separated list of contacts to be deleted can be entered for bulk deleting.

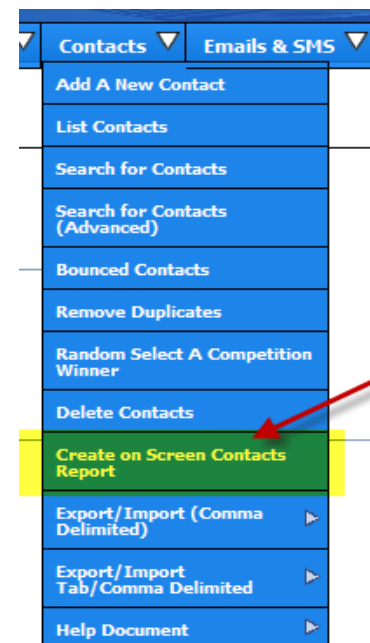


Create an On Screen Contacts Report

This is used for creating a printable list of contacts details such as business name, person, email and phone number.

- Click on GTP Contact >> Contacts >> Create On Screen Contacts Report
- Select Category of Contacts and Subcategory Contacts are in
- Tick and un-tick field you wish to see or not see.
- Select a sorting method
- Click Create Report

Note: the category fields and subcategory fields in this report are not linked so you may need to view a list of categories and subcategories so you can remember which one to select. If you use the report a bit then email support@gtp.com.au to improve it. It is a rarely used feature.



End of Manage Contacts Section



Form Autoresponders

What are they?
Where are they located?
How do I edit them?
How do I test them?

What Are Form Autoresponders?

- An autoresponder is an automatic email response to a web form being filled in.
- An autoresponder contains an email message from your business.
- **You need to check** all of your form autoresponders for appropriateness and update them if they are not saying what you want them to say. **To do this**, fill in every form on your website and check the email response you receive.

Where are my Form Autoresponders Located?

- To list your form autoresponders click on
 - Emails & SMS
 - List/EditEmails/Autoresponders

- To Edit Form Auto Responses

- Enquiry is sent when your contact form is filled out
- Competition is sent when your competition form is filled out
- New Member is sent if a new member signs up.

| Series Type | Email Series |
|----------------|------------------------------|
| Admin | Account Details |
| Affiliate | Add Web Link |
| | Refer A Friend |
| | Referral Points Confirmation |
| All | Email Reminder Thank You |
| Form Responses | Competition |
| | Enquiry |
| | Join Up |
| | New Member |
| | New Member - Voucher |
| Link Partners | Link Partners |
| Newsletter | June Newsletter 2010 |
| Subscriptions | Subscription |

Image shows a list of emails and Autoresponders in the CMS. Form Responses has the main bulk of auto responders.

How do I Edit My Autoresponders?

- Click on the autoresponder name to bring up all autoresponders in a series. Usually there is only 1.
- Click on the Edit Link to Bring up the editor
- Click on Email Text or Email HTML to edit the autoresponder.
- If you wish to make your autoresponder a formatted HTML response, remember that the editing functions are the same as in the web page section.

Email Series - Enquiry

| Editor Version | Message # | Day Sent On | Text/Html | Unsubscribe | Subject | Attachment | |
|----------------|-----------|-------------|-----------|-------------|---------------------|----------------|-------------|
| 2 | 1 | 0 | T | No | [clientorg] Enquiry | Add Email Like | Edit Delete |

Update

Email Details Email Text Email HTML Email CSS Attachments Analytics

Thank you for your enquiry with [clientorg]

We appreciate that you have taken the time to look through our web site and to contact us.

This email is an auto-response to let you know that your email has been sent to one of our staff members and you should receive a reply email within the next working day. Don't forget that you can also contact us by phone on 1300 005 356

Regards

Evan Kolbe
[clientorg]
www.kolbesystems.com.au

How Do I Test My Autoresponders?

- To test your auto responders fill out every form on your web site and check your email for your auto response reply.
- If you don't get a reply then contact GTP. We will be able to identify what the autoresponder name should be for a particular form and add this into your list of autoresponders.

That Concludes the Form Autoresponders Training

Tasks to complete...

1. Fill in all of your contact forms as if you were a customer.
2. Retrieve your email to view your autoresponders
3. Make a change to your form autoresponders via the CMS and repeat from 1.

Email Marketing to Your Database

By GTP iCommerce

1300 856 533

support@gtp.com.au



Types of Emails You Can Send

1. Text Only Emails

HTML Emails are of 3 main types.

1. HTML - Large Image Email from your designer
2. HTML - Basic HTML Emails built from scratch
3. HTML – Templated Layouts - Create Your Email From An Existing Template.



Text Only Email

This section explains how to create a text only email.



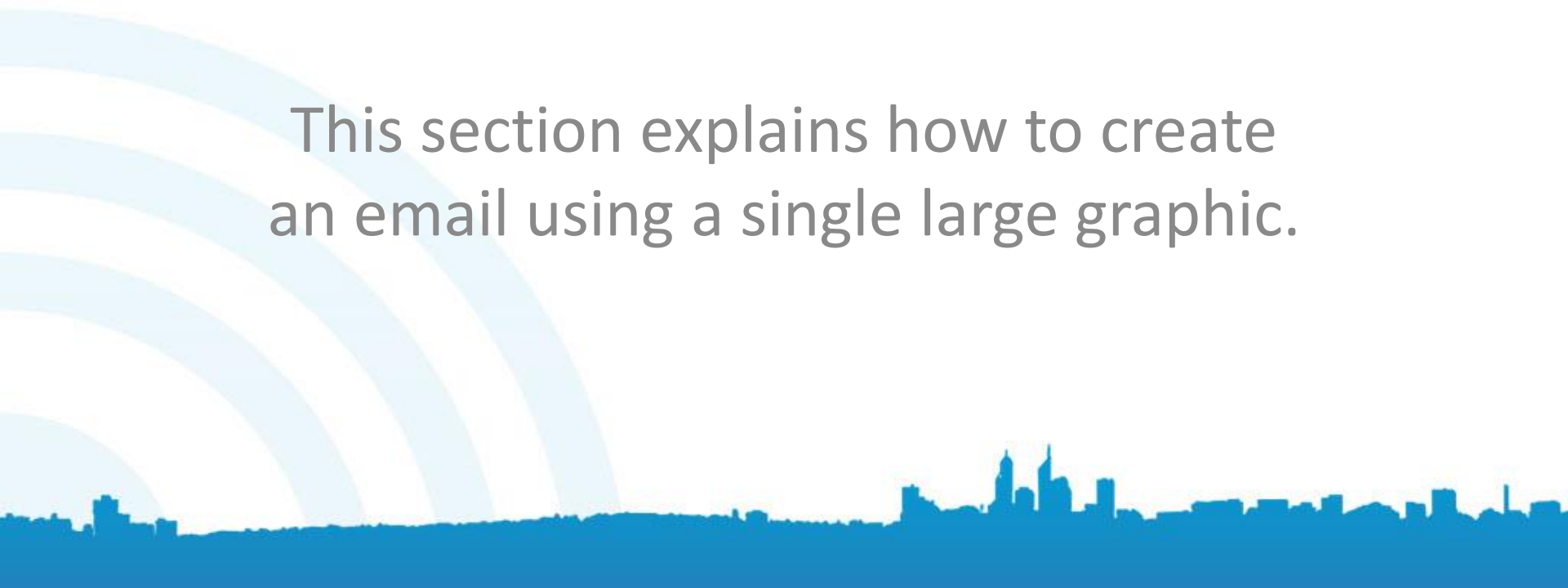
Text Only Emails

- Please **watch this video** for how to create a text only email
- See <http://www.webdesign4perth.com.au/videos/Emails-TextEmails.htm>



HTML Emails – Large Image Emails

This section explains how to create an email using a single large graphic.



HTML Image Emails – Using a Large Image

1. Have your graphic designer produce a graphic which you upload a place into the email.
2. The simplest version is when it is just one graphic.
3. The width of the graphic should be around 700 pixels or similar in most instances.

COLD CHISEL
Light the Nitro Tour 2011

ONLY WA SHOWS!

SAT 26 NOVEMBER
SANDALFORD ESTATE MARGARET RIVER

SUN 27 NOVEMBER
BELVOIR AMPHITHEATRE PERTH

COLD CHISEL ARE BACK!
Iconic rock band, Cold Chisel, today announced their biggest tour in nearly 30 years.

The Light The Nitro Tour will kick off in October and finish on the first weekend of December with 24 concerts unveiled around Australia plus two New Zealand shows.

Tickets for all these gigs will go on sale everywhere at 9.00am on Thursday 4 August.

The Light The Nitro Tour will take this legendary live band from Darwin to Hobart and from Coffs Harbour to Margaret River.

Zaccaria are thrilled to announce that Cold Chisel will perform at the stunning Sandalford Estate, Margaret River venue on Saturday 26 November, and Belvoir Amphitheatre on Sunday 27 November, with special guests to be announced.

"We can't wait to get back on the road together", said frontman, Jimmy Barnes. "Every day for years I've had at least one person come up and ask me when Cold Chisel are going to do a proper tour."

I'm bloody glad to finally have something good to tell 'em!"

The songs of Don Walker, Phil Small, Steve Prestwich, Ian Moss and Jimmy Barnes are now utterly engrained in the fabric of Australasian life.

Khe Sanh, Flame Trees, Bow River, My Baby, You Got Nothing I Want, Last Wave Of Summer, Forever Now, Cheap Wine, Choir Girl, Standing On The Outside, Rising Sun, Saturday Night ... and many more. So many great songs. One great band.

Seeing is believing - so don't miss your chance to experience the legendary Cold Chisel live.

Special Pre sale for Zaccaria Members

A special pre sale will be available for Zaccaria members from 9.00am Tuesday 2 August before tickets go on sale to the general public at 9.00am Thursday 4 August.

We will email you again with dedicated links for Ticketek and Ticketmaster to access the special pre sale. Don't miss this great opportunity to get your tickets before they go on sale to the general public!

TICKETS ON SALE TO THE GENERAL PUBLIC 9.00AM THURSDAY 4 AUGUST

SATURDAY 26 NOVEMBER SANDALFORD ESTATE MARGARET RIVER
TICKETEK®
www.ticketek.com.au or 132 849

Please Note: Licensed All Ages Show. Persons under 18 years old must be accompanied by a ticket holding parent or legal guardian at all times.

SUNDAY 27 NOVEMBER BELVOIR AMPHITHEATRE PERTH
TICKETMASTER®
www.ticketmaster.com.au or 136 100

Please Note: Licensed All Ages Show. Parental discretion and accompaniment is strongly advised for children 15 years and under.

www.coldchisel.com.au

max CMC mix94.5 SANDALFORD zaccaria

For event info visit: www.zaccariagroup.com/concerts www.facebook.com/zaccariagroup

HTML Email – Single Image Email

The example shown right is a single image provided by the clients graphic designer to the client.

This image should be produced to be 700 pixels wide and its height will vary depending on the length of the message. The example shown is quite long.

This image is saved as a .jpg file

It is then uploaded and inserted into the an email

The benefit of this type of email is that it is generally fast to set up as the graphic designer is doing all the work to get it right first.

VIDEO on How to Setup. – Click Below Link to View Video.

<http://www.webdesign4perth.com.au/videos/HTMLEmails-SingleImage.htm>



COLD CHISEL
Light the Nitro Tour 2011

ONLY WA SHOWS!

SAT 26 NOVEMBER
SANDALFORD ESTATE MARGARET RIVER

SUN 27 NOVEMBER
BELVOIR AMPHITHEATRE PERTH

COLD CHISEL ARE BACK!
Iconic rock band, Cold Chisel, today announced their biggest tour in nearly 30 years.

The Light The Nitro Tour will kick off in October and finish on the first weekend of December with 24 concerts unveiled around Australia plus two New Zealand shows.

Tickets for all these gigs will go on sale everywhere at 9.00am on Thursday 4 August.

The Light The Nitro Tour will take this legendary live band from Darwin to Hobart and from Coffs Harbour to Margaret River.

Zaccaria are thrilled to announce that Cold Chisel will perform at the stunning Sandalford Estate, Margaret River venue on Saturday 26 November, and Belvoir Amphitheatre on Sunday 27 November, with special guests to be announced.

"We can't wait to get back on the road together", said frontman, Jimmy Barnes. "Every day for years I've had at least one person come up and ask me when Cold Chisel are going to do a proper tour."

I'm bloody glad to finally have something good to tell 'em!"

The songs of Don Walker, Phil Small, Steve Prestwich, Ian Moss and Jimmy Barnes are now utterly engrained in the fabric of Australasian life.

Khe Sanh, Flame Trees, Bow River, My Baby, You Got Nothing I Want, Last Wave Of Summer, Forever Now, Cheap Wine, Choir Girl, Standing On The Outside, Rising Sun, Saturday Night ... and many more. So many great songs. One great band.

Seeing is believing - so don't miss your chance to experience the legendary Cold Chisel live.

Special Pre sale for Zaccaria Members

A special pre sale will be available for Zaccaria members from 9.00am Tuesday 2 August before tickets go on sale to the general public at 9.00am Thursday 4 August.

We will email you again with dedicated links for Ticketek and Ticketmaster to access the special pre sale. Don't miss this great opportunity to get your tickets before they go on sale to the general public!

TICKETS ON SALE TO THE GENERAL PUBLIC 9.00AM THURSDAY 4 AUGUST

SATURDAY 26 NOVEMBER SANDALFORD ESTATE MARGARET RIVER
TICKETEK®
www.ticketek.com.au or 132 849

Please Note: Licensed All Ages Show. Persons under 18 years old must be accompanied by a ticket holding parent or legal guardian at all times.

SUNDAY 27 NOVEMBER BELVOIR AMPHITHEATRE PERTH
TICKETMASTER®
www.ticketmaster.com.au or 136 100

Please Note: Licensed All Ages Show. Parental discretion and accompaniment is strongly advised for children 15 years and under.

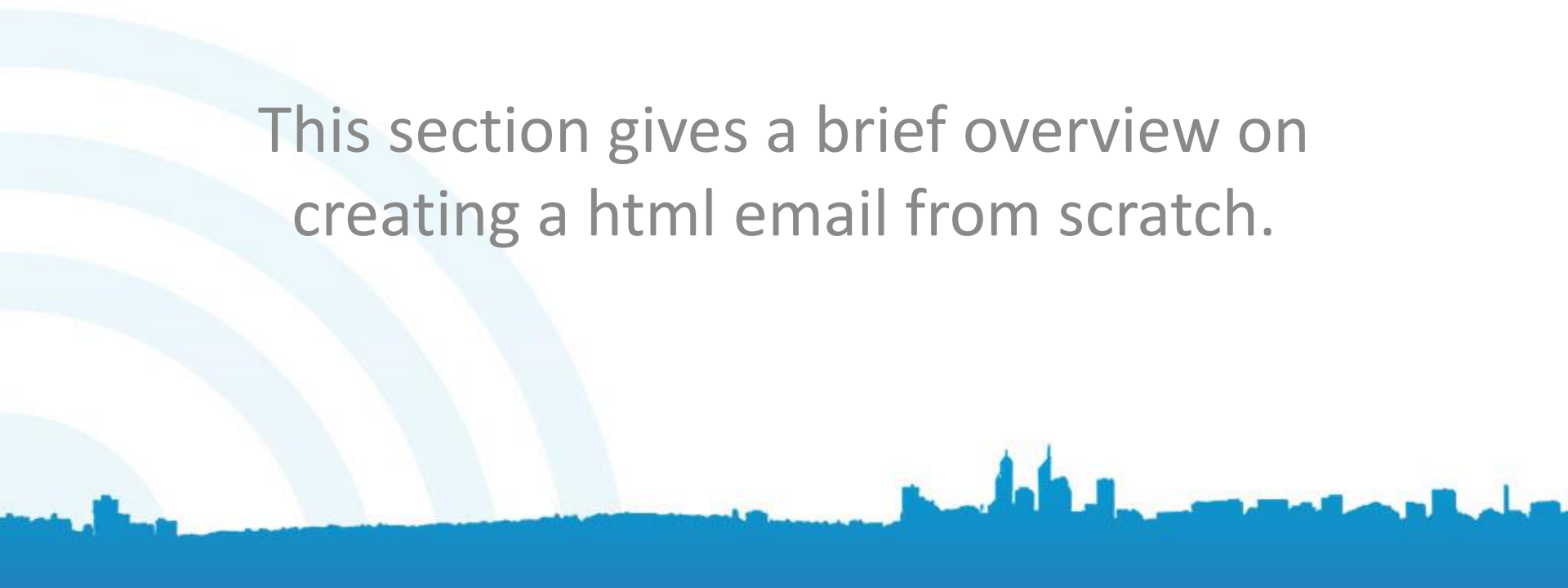
www.coldchisel.com.au

MAX CMG mix94.5 SANDALFORD zaccaria

For event info visit: www.zaccariagroup.com/concerts www.facebook.com/zaccariagroup

Basic HTML Emails – Built From Scratch

This section gives a brief overview on creating a html email from scratch.



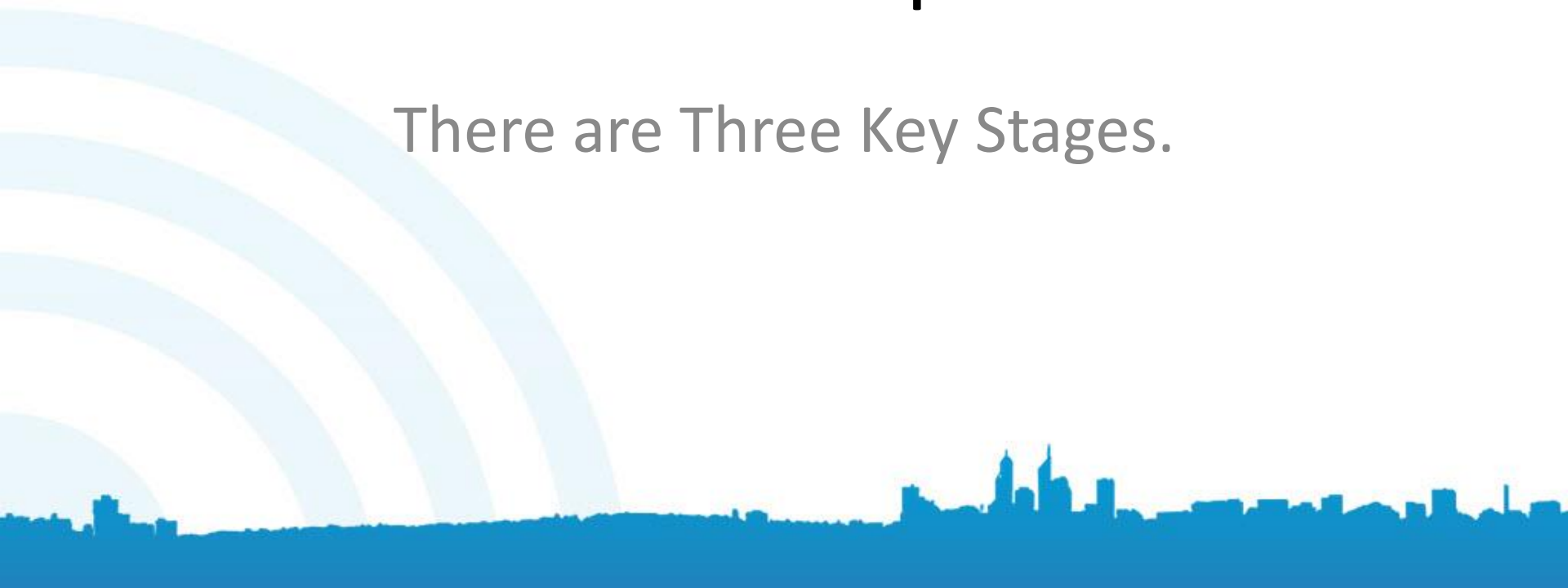
HTML Emails Build From Scratch

- Email templates should usually be built inside a table so you can control the width of the newsletter.
- Most common examples is a newsletter with a nice banner or masthead at the top and perhaps something in the footer as well.
- Usually the table should be 700 pixels wide or thereabouts.
- Use the table tool in the content manager to create the table and table cells.
- Please ask for a demonstration video on how to do this if you would like one.



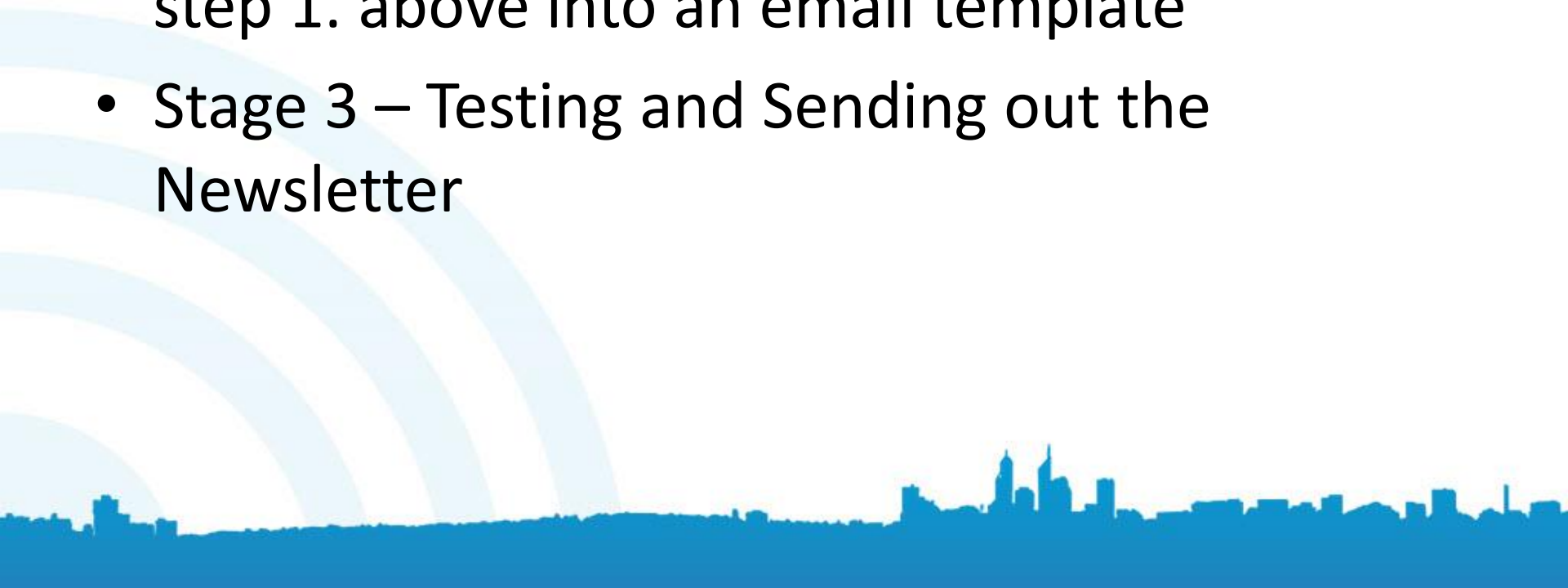
HTML Emails – Creating From an Online Template

There are Three Key Stages.



HTML Newsletters

- Stage 1 – Producing the Newsletter On Your Web Site
- Stage 2 – Importing the newsletter created in step 1. above into an email template
- Stage 3 – Testing and Sending out the Newsletter



Stage 1 - Preparing an Email Newsletter From Your Online Email Newsletter Template

Definitions

- HTML Newsletter: An email that contains formatted text (bold, italics etc) and possible graphics, logos and photos.
- Newsletter Template: A HTML Newsletter layout that has a predefined structure into which to add your content.

Newsletter Template Location

Newsletter Templates are commonly created as a web page that you can then view and change and then import into the newsletter area of the CMS.

They appear on your web site and are often a hidden link.

Where an online newsletter template has been created for you the pathway to your newsletter templates will be one of the following

- <http://www.YourDomainName.com.au/newsletter>
Replace YourDomainName with yours.

Or

- <http://www.gtp.com.au/ownername/newsletter/>
- Replace ownername with your login ownername
- <http://www.gtp.com.au/officechoicemalaga/newsletter/>

Editing the Newsletter Template That Appears on Your Web Site

- One way to create and view your email newsletter is to first prepare it as a web page in the newsletter template section of your website.
- Located at <http://www.YourDomainName.com.au/newsletter>
- Editing your newsletter that shows on your web page (pathways indicated in previous slide) is done via editing in the **web pages** or **iNews** section of your CMS and NOT the Emails & SMS section (Darth) or GTP Contact section (Luke)

Editing the Newsletter Template That Appears on Your Web Site

- The advantage of preparing Newsletters this way is that each edition of your newsletter can be created separately enabling viewing of all newsletters in the future for just yourself or your clients if you choose.

For example March Newsletter, April Newsletter etc.

- The next section will cover how to create a Newsletter or HTML Email ready to import into GTPs email sending area



Format of a Standard Newsletter

- **Issue:** Refers to the issue or edition. Reflects the number placed into the **Subcategory Field**
- **Header Graphic:** Part of the template. A jpg image.
- **Newsletter Topics:** Refers to the newsletter topics and comes from the **Title field** of the iNews web page
- **Newsletter Content:** Refers to the actual content of the newsletter. This comes from the **content field** of the inews web page
- Several iNews web pages with same Issue Number (Same Subcategory Field) will be displayed on the one newsletter.
- Note: If you have a custom newsletter design their will be some variations to these instructions.

Relationship Between iNews Web Page Fields and Newsletter Template

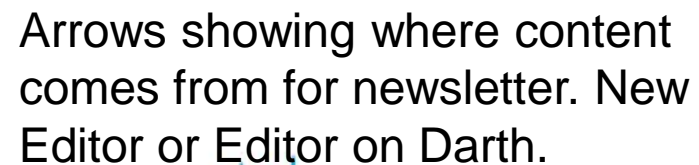
The diagram illustrates the mapping between iNews web page fields and a newsletter template. On the left, the 'Story Details' form contains the following fields:

- Insert Date:** 21/06/2010
- Status:** Active
- Ordering:** 0
- Category:** Newsletter
- Subcategory:** 02
- Low Level Cat:** (empty)
- Title:** Beer Bellys - Why They Are The Better Than The Best
- Author:** -
- Summary of Story:** This is where the newsletter content goes...

On the right, the newsletter template for 'Issue 1' is shown. Red arrows indicate the content source for various template elements:

- Issue:** Points to the 'Issue 1' header.
- Header Graphic:** Points to the 'cheeky beez.com.au Custom Tshirt Printing' banner with two children.
- Newsletter Topics:** Points to the 'In this Edition' section, which lists 'Shirts which Make You Smile' and 'Beer Bellys - Why They Are The Best'.
- Newsletter Content:** Points to the main body of the newsletter, which contains placeholder text: 'This is where the newsletter content goes...'.

Arrows showing where content comes from for newsletter – Old Editor or Editor on Luke

[illegible]

Step By Step Instructions to Create a New Newsletter Online

- Login
- Click on Web Pages – Add a Page
- Set status to be active
- Set Category to “**Newsletter**”
- Set Subcategory to a number like 1,2, or 3 etc depending on edition. Or a month-year format like jun-10 for June 2010
- Set Title to be your article or topic headline like “Why XYZ is Good For You” for example.
- In the content tab, layout your text content and insert any images of your article.
(Use rich text editing skills as explained in web pages section of this training document)
- Click Update Story to Save the page.
- Go to your online newsletter template at www.YOURdomainname.com/newsletter to view your work.
- Click on the edition number to view newsletter.
- Review content and appearance.
- Continue editing and updating via the CMS until happy with newsletter look and content.

You can add in additional Web Pages with the same category and subcategory (edition) to build a newsletter with various sections in it.

For example if you had three web pages with three different topics (Title’s) you would have a newsletter with three distinct sections in it.

Once You Have Created the Newsletter to its finished product you are now ready to set it up ready for sending to your database.

[Click to Watch Video](#)

Video Demonstration of Creating Your Online Newsletter.

- This video demonstration is to show you how to create the online or web based version of your email newsletter.
- Once created you can load this into the email sending program
- Watch

<http://www.webdesign4perth.com.au/videos/EmailNewsletters-HowToCreateOnlineNewsletter.htm>

Stage 2 – Importing Your Created Newsletter Ready For Emailing Out.

These Instructions also valid for importing the Newsletter Template For Sending Out to Database

Overview of Section

- So you have created your newsletter online as instructed in the previous section and it looks good in the web browser
- The following are instructions for copying your online newsletter into the email sending area of the site.

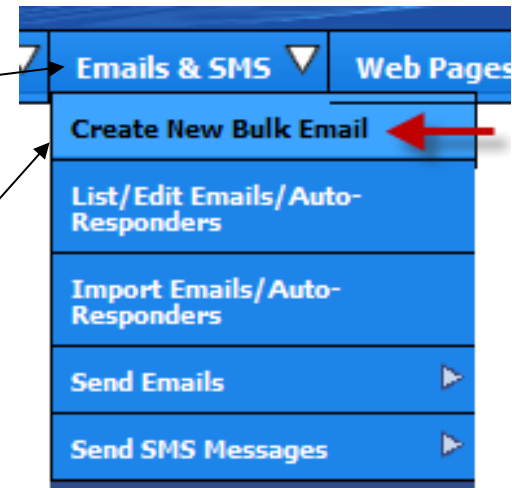
Stage 2 - Creating a New Newsletter For Emailing Out.

Darth Sites

- Click on Emails & SMS
- Create New Bulk Email

Luke Sites

- Click on GTP Contact
- Click on Emails and Auto Responders
- Create New Bulk Email

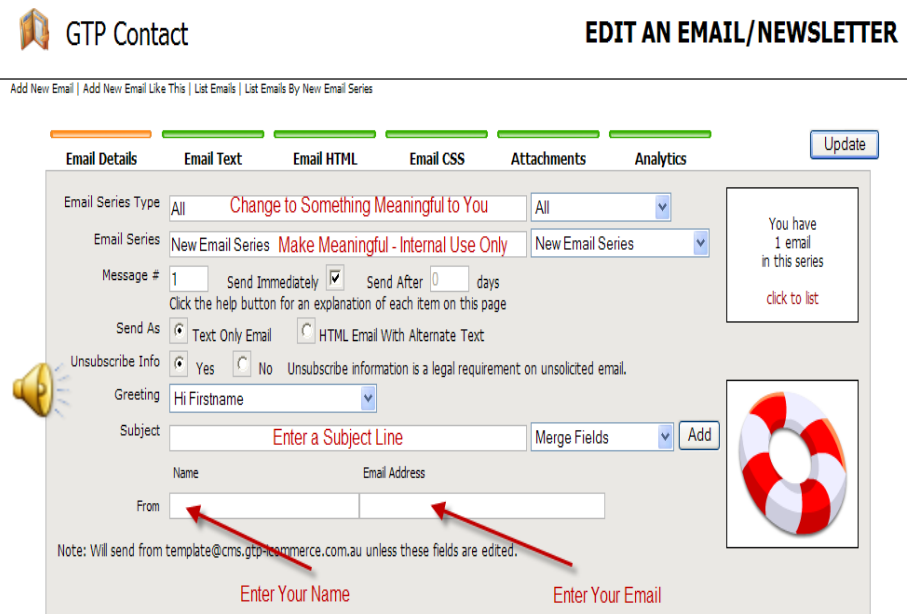


- A pop up editor page will open

Creating a New HTML Newsletter (Setting Up)

Firstly Set Up The Email Details

- Set **Email Series Type**: (Leave as All if unsure or call it something meaningful to you)
- Set **Email Series Name**: Set this to the date you are sending out the email or a name meaningful to you.
- Set **Message #** to 1 (Leave unchanged)
- Send Immediately (Should be ticked)
- Send as (Set as HTML with Alternate Text) – unless sending as a text email
- Unsubscribe Info – Leave on Yes (It's law)
- Leave From address blank **or** make it your email address
- Change Greeting to “No Greeting” - we'll merge names elsewhere
- Set Subject: Enter in a subject line for the email (you can merge in their name if wanted)
- The basics are now set – click the update email button to save these settings
- The next step is to import your prepared HTML newsletter that is showing online.



GTP Contact

EDIT AN EMAIL/NEWSLETTER

Add New Email | Add New Email Like This | List Emails | List Emails By New Email Series

Update

Email Details | Email Text | Email HTML | Email CSS | Attachments | Analytics

Email Series Type: All [Change to Something Meaningful to You](#)

Email Series: New Email Series [Make Meaningful - Internal Use Only](#)

Message #: 1 Send Immediately ☒ Send After: 0 days

Send As: ☒ Text Only Email ☐ HTML Email With Alternate Text

Unsubscribe Info: Yes ☒ No ☐ Unsubscribe information is a legal requirement on unsolicited email.

Greeting: Hi Firstname

Subject: [Enter a Subject Line](#) Merge Fields

Name: Email Address:

From:

Note: Will send from template@cms.gtpcommerce.com.au unless these fields are edited.

[You have 1 email in this series](#)
[click to list](#)

[Enter Your Name](#) [Enter Your Email](#)

To Import Your HTML Email Template (Copying URL)

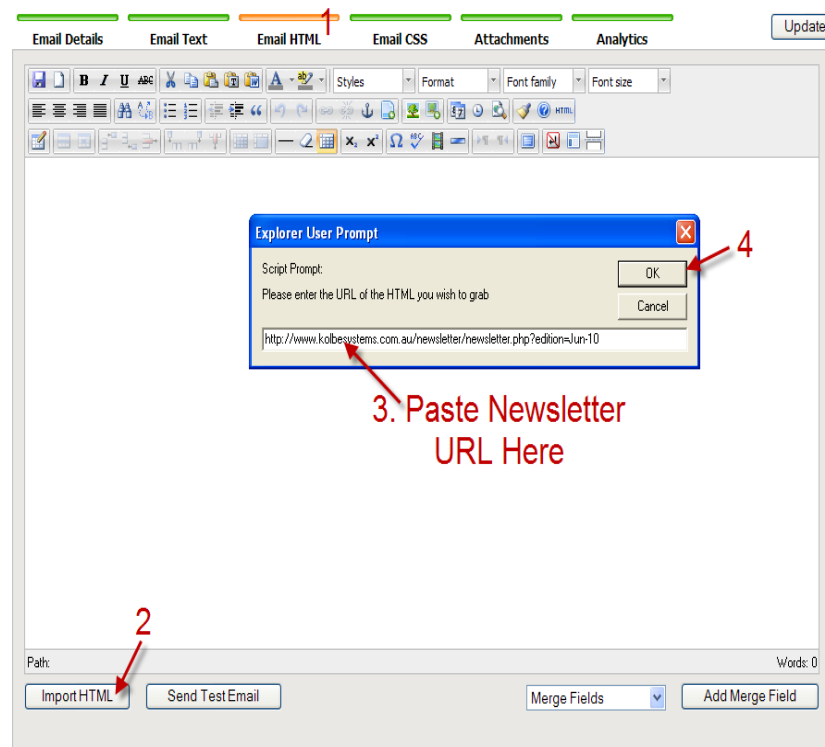
1. Where you have an email newsletter template already setup on your web site as demonstrated earlier in this training you can use the following procedure to pull your email template into the editor. From here you can edit the newsletter further if required.
2. Go to the web page that displays your email newsletter as formatted.
Copy the URL of the newsletter.



To Import Your HTML Email Template (Importing HTML)

After copying the URL, Return to the Content Management System and load the Edit an Email/Newsletter Page (only if it is not already open)

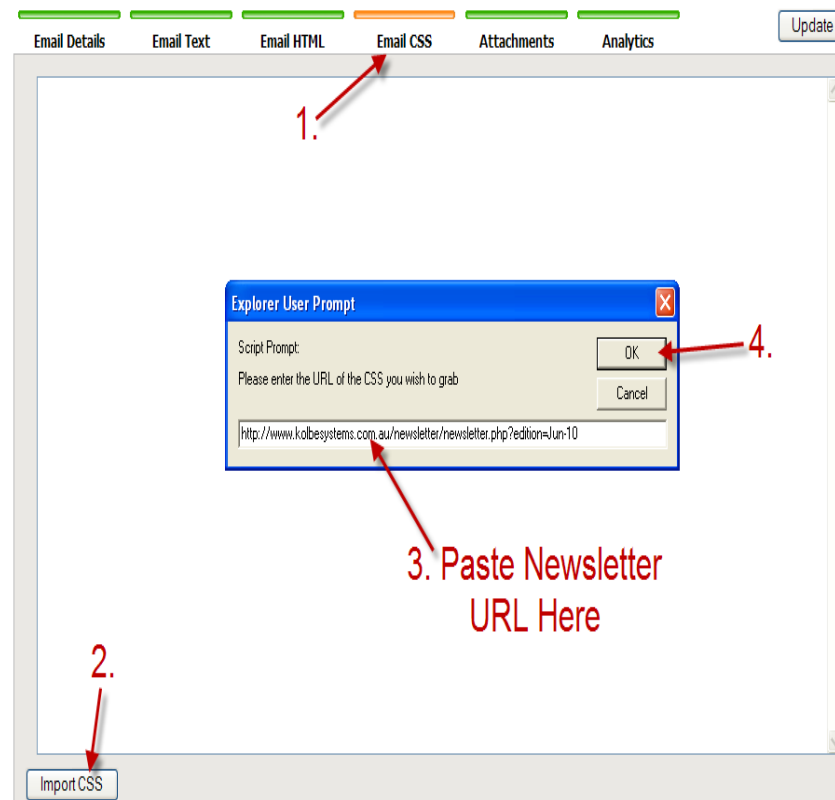
- Click on **Email HTML** Tab
- Click on **Import HTML** button (you may need to click ok)
- Paste in the URL you copied earlier at step 2. into the space provided in the popup.
- Click ok
- This loads in the first part of the template



To Import Your HTML Email Template (Importing CSS)

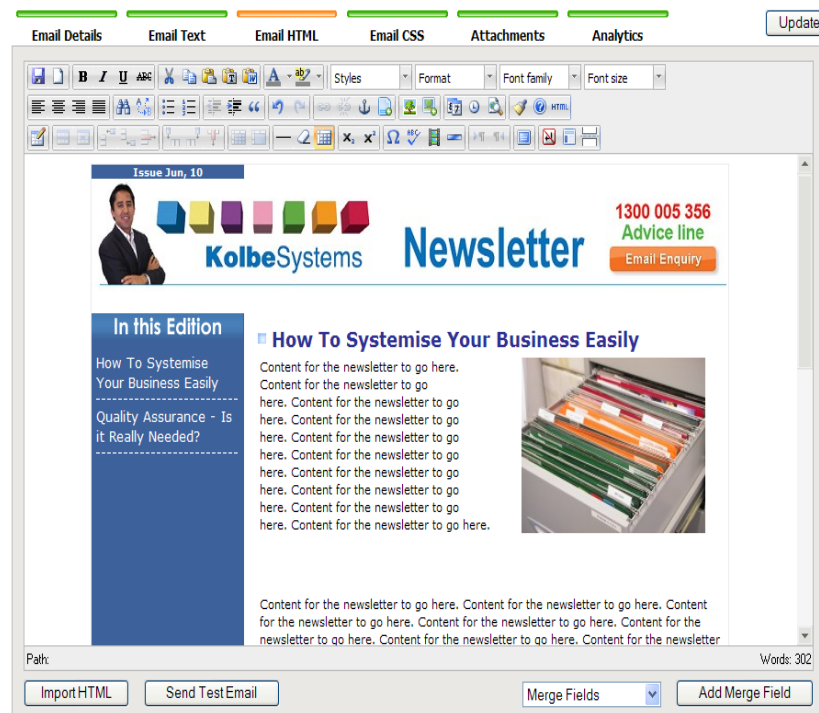
After importing the HTML you now need to import any CSS code which also impacts on the layout of the newsletter.

- Click on the Email CSS Tab
- Click on the **import CSS** button (click ok)
- Again Paste the URL into the space provided in the popup.
- click ok
- A page possibly (not always) showing code will appear and the css tab will be showing
- Click on the HTML tab again to see the newsletter template
- Click on the “save icon” or click “update email” to save your work thus far
- The CSS code only styles the page once the page is saved
- click the update email button to save these settings prior to beginning editing proper.
- *Note: Advanced users can also cut/paste/ and edit html code directly if desired.*



To Import Your HTML Email Template (End Result)

- Once you have imported the html and CSS click on the Email HTML tab to see the newsletter inside the Email Newsletter Rich Text Editor.
- Now click update to save your content.
- You can now make any final changes to the newsletter prior to sending out test emails to yourself.



Clicking the Email HTML tab will allow you to see your newsletter content.

Editing The Email Template

Once you have loaded in the basic HTML template, if you have one, then you can edit it and save the drafts until you have finalised your newsletter for sending out.

- You can edit the content in the template
- Link to pdf files
- Link to your web site and specific products or pages on your site
- Delete text
- Delete images
- Write new text
- Insert new images
- See video tutorials for examples of how you can do this.
- Modify the table structure
- Create a master piece.

See the video tutorials on using the Rich text editor in the web pages section of this document.

Updating and Working on Your Newsletters and Other Auto Responders

- Note: You can come back to and continue working on your email newsletters or any autoresponders by saving it and following the below steps.
- Click Emails & SMS
>>List/Edit Email Auto Responders.
- Then select the email/ autoresponder series you were working on from the list and click on edit after the page loads.
- This will bring you back to the email editor screen with your last saved version of the email newsletter.

Knowledge Review

You should now be able to

1. Create a newsletter using the iNews web pages section and have it showing as a web page online
2. Create a newsletter and import the HTML newsletter version created in step 1. above so that it is ready to send.
3. Next Steps
 - Managing Contacts
 - Sending Out Your Email

Sending Out Your Email Newsletter or Email News



Sending Out Your Emails

Once you have created your email and verified its quality by **sending test emails to yourself** and to people you know for comment you are ready to send to part or all of your database.

You can send

- Send to broad category Lists
- Send to specific subcategories within a broad category list
- Send to individuals (1 specified person)
- Send to a variety where you can filter who you wish to send to by Category, Subcategory, Country, Postcode, Suburb and Company.

Sending Test Emails To Yourself

To Test an Email on Yourself You Must Be in the Contact Database

- Before you send out hundreds or thousands of emails to clients make sure you test it on yourself and other staff. A fresh pair of eyes is invaluable.
- Firstly you must be in the email database so add yourself into the contact database if you haven't already. (Click Here for Instructions)

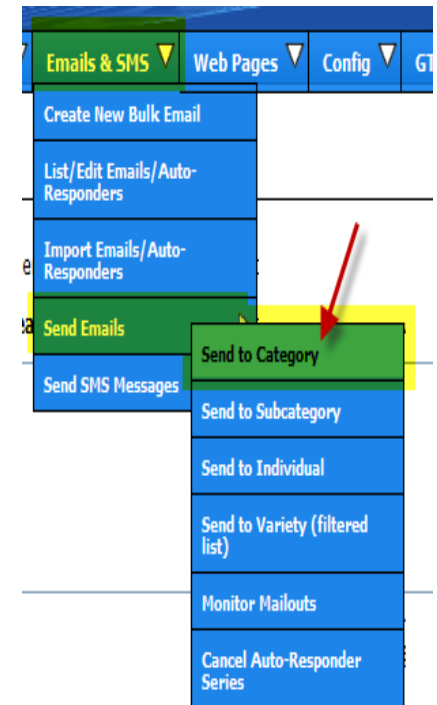
Ways To Send Test Emails to Yourself

- You can send an email to yourself while editing the email message. At the bottom of the "Email HTML" tab there is a "Send Test Email" button.
- You can copy yourself into your own contact group (category and subcategory) with just you in it OR you and selected other contacts (e.g. Staff and friends). You can then send the email to this group only for testing.
- You can click send to an individual and enter your email address in and send the email message this way.
- Video Demonstration:
<http://www.webdesign4perth.com.au/videos/EmailNewsletters-SendingTestEmailToSelf.htm>

Sending Out Your Emails in Bulk

The Process is

- Click on GTP Contact> Send Emails > Sent to a Category
- Choose the name of your email series from the drop down menu
- Make sure that there is only one email in the series unless you made the autoresponder series to have several emails (If the autoresponder has a colour behind it then more than one email will be sent).
- Select the categories of contacts to email to by clicking on them and hold the CTRL key down to select multiple categories.
- Ignore the Start At Field (leave blank)
- Click Submit
- Click ok to prompts or cancel to cancel
- A new window or tab is opened up which will update every 1 minute showing progress of mail out.
- DO NOT CLOSE THIS WINDOW OR YOUR LOGIN SESSION UNTIL EMAIL PROCESS HAS FINISHED – you can minimise the windows so you can get on working with other stuff.



Sending Out Your Emails Cont.

GTP Contact

Email Series

Categories to select

Website Enquiry
Website Subscription

Start At (Please ignore this field)

1. Select Email Newsletter

2. Select Recipients

3. Submit

Hold down the Control Key to select more than one category at a time

After submitting please wait until the subsequent confirmation page loads.

Emails to large databases can take several minutes and sometimes longer depending on server load.

Please **do not re-click or double-click** the submit button or your clients may receive extra emails.

PLEASE NOTE: We are currently making changes to the mailout system to include logging of emails sent, and speed up the entire process. While these changes are being made your mailout will open in a new window, and will not display any data until the mailout is complete. Do not close or refresh this new window until the mailout has completed (which may take some time for large databases) or you will stop the mailout. If you think your mailout has stopped working, please contact GTP who will be able to give you a report on the progress of the mailout.

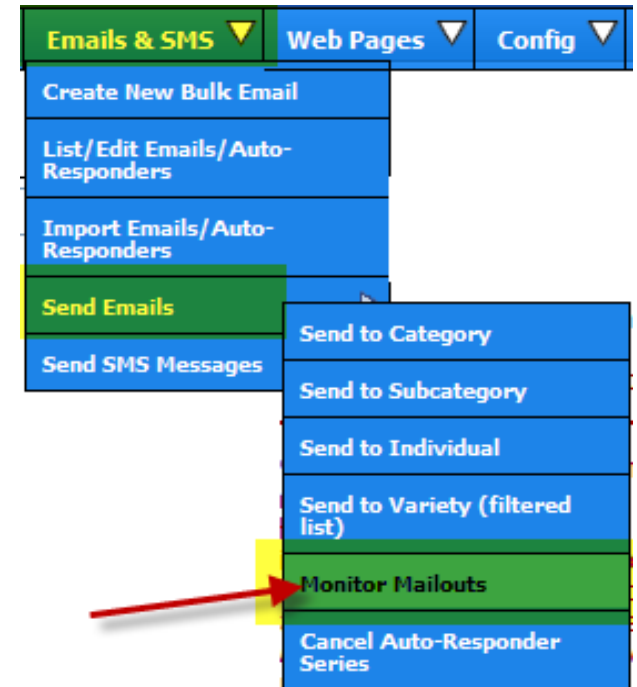
- Screenshot of the send emails out screen. Send instructions are on previous slide

Warning

- When you go to send out an email (as on previous screen). Do not select an email series that has a yellow or red colour behind it.
- This is a warning colour to indicate you have saved two or more emails with the same series name.
- If you send out one of these emails your database will get two or more emails.
- Contact GTP if you need assistance here.

How to Monitor The Mail Out

- Monitoring mail outs provides an indication of how many emails were generated and sent.
- Click as shown right.



How to Monitor The Mail Out

Green rows indicate mailouts that have completed successfully. **Yellow** rows indicate mailouts currently in progress. **Red** rows indicate mailouts that are incomplete, and haven't updated in 20 minutes - indicating they may have stalled. Please contact GTP before restarting such mailouts to confirm that they have actually stalled and are not just running slow.

View Last Week Refresh

| Email Series | Start Time | Complete | Send By | Recipients | # Sent | Last Log Time | Last Recipient |
|--------------|----------------------|----------|------------|--|---------------------------|----------------------|----------------|
| 22 June 2010 | Tue Jun 22nd 10:09am | yes | Category | 'ACT','GTP Test','Imports','INTERNAT','Malaga Industrial','Members','NSW','NT','Online Order','Promotional Email','QLD','Referred Members','restaurants','SA','sales rep emails','Strategic Partners','TAS','VIC','WA','Website Competition','Website Enquiry','Website Member','Website Subscription' | 12460/12460 (6.59 eps) | Tue Jun 22nd 10:41am | 30274097 |
| 22 June 2010 | Tue Jun 22nd 10:03am | yes | Individual | Test | 1/1 (1.00 eps) | Tue Jun 22nd 10:03am | 731921 |
| 22 June 2010 | Tue Jun 22nd 10:00am | yes | Individual | Test | 1/1 (1.00 eps) | Tue Jun 22nd 10:00am | 731921 |

The above image is a view or report of result of mail out after two test emails sent. A total of 12460 emails sent.

We don't not have statistics on email opens and clicks to the web site at the moment. We are investigating this.

Frequently Asked Questions About Sending Out Email Newsletters

FREQUENTLY ASKED QUESTIONS 1

- **Can I move a contact from one category to another category?**
- Yes. You would find your contact and click the checkbox next to it and select the move option and specify the new category you wish to place the contact(s) into.
- **Can I put a contact in two or more categories?**
- Yes. You can copy contacts into another category so that that may be in two or more categories at the same time. For instance, a wine web site may categories contacts as Shiraz drinkers and Chardonnay drinkers and some contacts may belong in both categories.

Frequently Asked Questions 2

- **Can I move selected contacts into a temporary category which I email a campaign to and then delete that category?**
- *Step 1. Find and Move Contacts into Temporary Category*
- Yes. You would go through a process of finding all the contacts in your database via search and listing categories and copying contacts a new category specific for a mail out campaign using the GTP contact's copy tool.
- *Step 2. You would then conduct your mail out.*
- Conduct your mail out as described elsewhere.
- *Step 3. Remove the Temporary Category if Desired*
- You can then drill down to list all contacts in the temporary category that you created for this campaign and select all contacts and select the option delete from this category.
- As long as the contacts also belong in other categories, they will be removed from the temporary category. If there are instances where a contact is only in your temporary category, they will not be deleted and you will have a chance to move them if desired.

Frequently Asked Questions 3

- **Can I Delete Contacts?**
- Yes you would find your contact(s) and you can use the delete from database option to delete one or many at the same time.
- Remember that the contact database is more than just for email campaigns. It is a database to control access to pricing levels, and to enable faster repeat ordering, tracking of referral and affiliate recommendations. It is generally best to unsubscribe contacts who don't wish to receive email communications.

Frequently Asked Questions 4

- **Can I Unsubscribe Contacts?**
- Yes. You simple find the contact and move or copy it into the unsubscribe category. Once a contact is tagged as being in the unsubscribed category they will not receive future mail outs, even though they may still be in a marketing category ((such as Shiraz Drinkers)
- *Why would you not delete them?* Because you can always export into excel categories for mail merge processes used in traditional marketing. That way you can send a brochure or newsletter by post to email adverse customers.

Frequently Asked Questions 5

- **Can I Prepare My Newsletter in Microsoft Word and Then Cut and Paste?**
- No and Yes. NO you cannot cut and paste directly from word into the editor without creating problems. If you prepare your text/copy in word then you need to copy the text and paste it into notepad or WordPad. You then re- copy and paste the text into the email editor. This strips all the hidden XML and Microsoft specific code which does not appear correctly in many non Microsoft email clients.
- You can prepare your ideas in word however but direct copying and pasting will be a problem unless you follow the above procedure.

Frequently Asked Questions 6

When Should I Send My Emails Out?

- We recommend that you send your emails out after 9.30 in the morning on a week day. This means that the person has likely cleared out their spam from the night before (and/or weekend) and so when your email comes in it can get more attention as a fresh email.
- Timing of emails will then be dependent on your industry. For example some travel deals may need to be sent out as soon as you have notice of them irrespective of day.

Frequently Asked Questions 7

What image sizes should I use?

- Images need to be resized on your computer before uploading and will generally follow along the lines of
- 750 pixels wide for a full width image or newsletter banner header (this may be too big and 716 pixels would be the recommended maximum if printing out the newsletter is a consideration).
-
- 150- 250 pixels wide for a picture that sits to the left or right of some text is usually a good guide.
- So make sure firstly your picture is less than 750 pixel wide for an email newsletter. This means that a picture straight off a digital camera will be too big. You need to open it and save it as a smaller pixel width.
- Once you have resized and uploaded some images and see what they look like when you drop them into the editor you should get a sense as to whether a 250 pixel wide image is suitable or too wide or too small for your particular newsletter.
- There is a tutorial on changing image sizes on our web site in the support section.

Frequently Asked Questions 8

Can I have a Custom Designed Email Template?

- Yes. We can organise a custom designed template that you can use over and over for your email marketing.

Can I Upload My Own Image Header for Email Newsletters?

- Yes you can create and upload your own image header for email marketing. We recommend that you don't make it any wider than 750 pixels and that 716 pixels wide should print on most peoples A4 printers.

Frequently Asked Questions 9

What width of email should I use in order for it to print on an A4 sheet?

- We recommend 716 pixels is the maximum width of the table and any images in order to be able to print on an A4 sheet. 700 pixels wide is quite common for the width of an email newsletter header. Ezine Articles newsletters are 645 pixels wide. PR Web Newsletters are 545 pixels wide. Netregistry alerts are 655 pixels wide.
- So you can see there is some variation in email newsletter widths. Ideally you would test which width you found to print appropriately. I found that 716 pixels was ok for my printer as an absolute maximum.

Frequently Asked Questions 10

Can I create a whole series of Email Autoresponders?

- Yes – you can create emails/autoresponders to go out at times days after someone has subscribed to an autoresponder series.
- You can create hundreds of autoresponders so that one goes out each day or each week or you may create just three emails/autoresponders to go out at specified schedules.

Frequently Asked Questions 11

Can I Download My Database in Excel Format

- Yes you can download your database in CSV format which opens in Excel and other spreadsheet programs. This makes your email database transportable.
- Plus you can
 - - Download the entire database with all fields
 - - Download selected categories only with selected fields
 - - Download selected subcategories only with selected fields

Frequently Asked Questions 12

- **What is Download Multiple Category Contacts?**
- This enables the download in the contact list and the category lists which contact are assigned to as two separate files.
- **What Do I Need to Do Enable Bulk SMS Sending?**
- You need to create an account with www.globalsms.com.au
- With GTP iCommerce Go to: Company>>iContact Details and enter your global SMS username and SMS password into the space provided.

Frequently Asked Questions 13

Can I Get Phone Support and Training

- Yes. You can call our office weekdays for phone support, trouble shooting and training.
Call 1300 856 533
- Training is provided on site at for a fee.

End of Contacts Management and Newsletter Sending Section

GTP iCommerce

1300 856 533

Email: support@gtp.com.au