



## Quickstart Guide

**Homepage:**

<http://simplymail.cc>

**System Login:**

<http://send.simplymail.cc>



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### Get Started With Your Simply Mail Account:

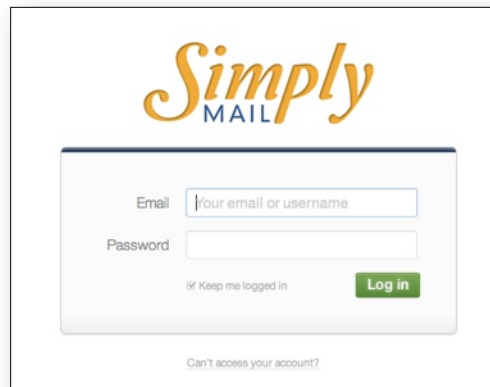
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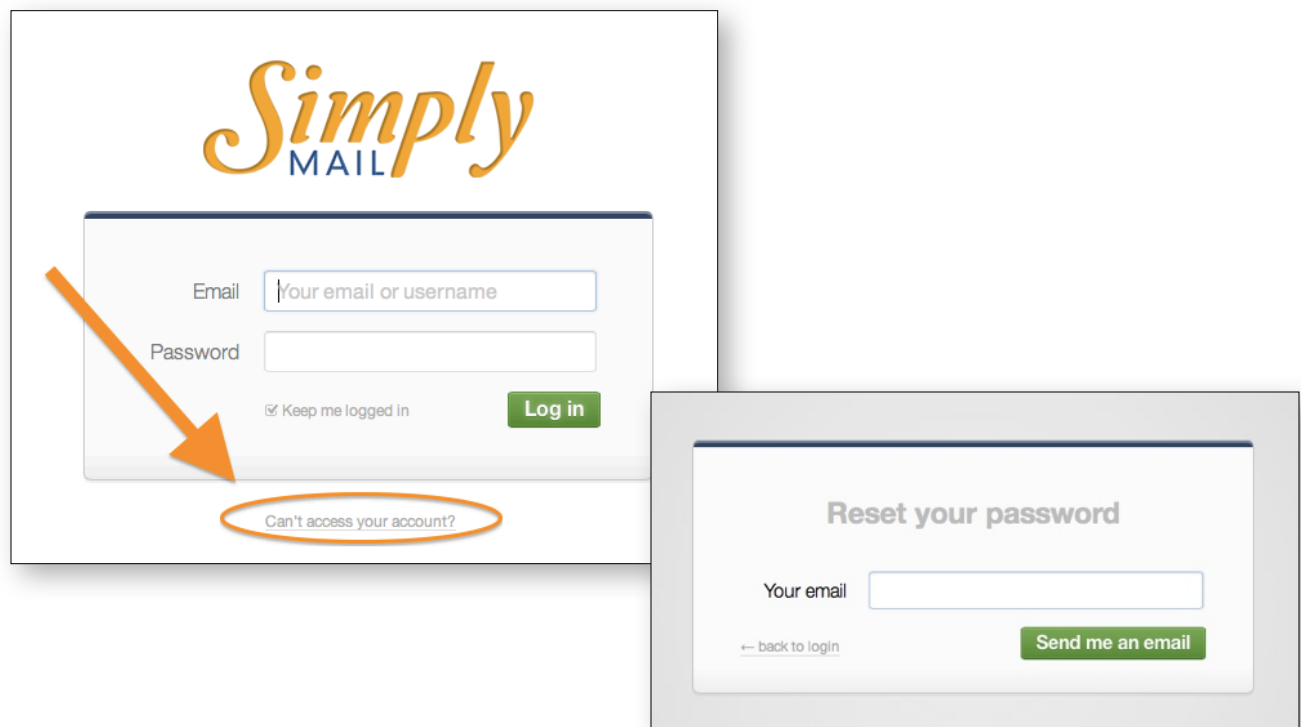
### *Logging In*

To login, visit <http://send.simplymail.cc/> and enter your username and password.



The login form features the Simply MAIL logo at the top. Below it, there are two input fields: 'Email' with a placeholder 'your email or username' and 'Password'. A checkbox labeled 'Keep me logged in' is positioned below the password field. A green 'Log in' button is to the right of the checkbox. At the bottom of the form, there is a link that says 'Can't access your account?'.

If you forget your password, the “Can’t access your account?” link will walk you through the steps to recovering your information.



This block contains two screenshots illustrating the password recovery process. The first screenshot shows the login form with an orange arrow pointing from the 'Can't access your account?' link at the bottom to a second screenshot. The second screenshot is titled 'Reset your password' and contains a 'Your email' input field, a 'back to login' link, and a green 'Send me an email' button.

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### *Monthly Payments*

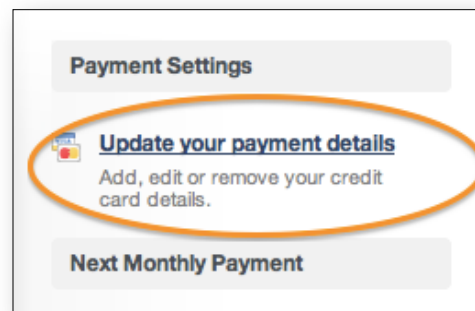
Monthly payments are automated - enter your payment details once, and recurring invoices/receipts are sent to your email each month.

When ready to send your first campaign, your preferred monthly payment method will be requested **prior to completing your first email newsletter send.**

To set up your billing settings, click “Billing” on the top right of the menu bar in your screen.



If and when your credit card expires, the new expiration information will be required in our system in order to continue sending email newsletters. Should you run into issues sending, be sure to check your Payment Settings by clicking the “Update payment details” link in the right sidebar of the “Billing” section to review details of the payment information previously provided.



If your card is expired, billing will resume the day you enter new card details. Monthly recurring payments continue the same day on the following month. (for example: you make your first payment on January 7, you will be billed on the 7th of every month).

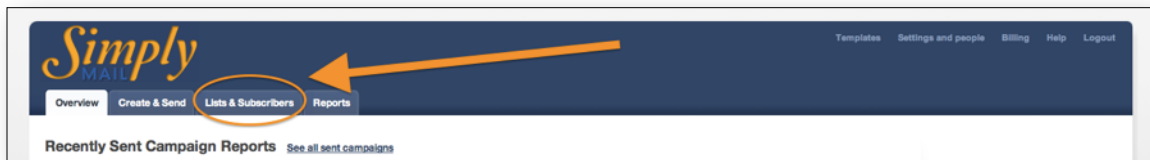
Date	Details	You were charged
7 Apr 2013	Monthly pricing (501 - 2,500 subscribers)	\$29.00 US Dollars <a href="#">View invoice</a>
7 Mar 2013	Monthly pricing (501 - 2,500 subscribers)	\$29.00 US Dollars <a href="#">View invoice</a>
7 Feb 2013	Monthly pricing (501 - 2,500 subscribers)	\$29.00 US Dollars <a href="#">View invoice</a>
7 Jan 2013	Monthly pricing (501 - 2,500 subscribers)	\$29.00 US Dollars <a href="#">View invoice</a>

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### *Managing Your Contact Lists*

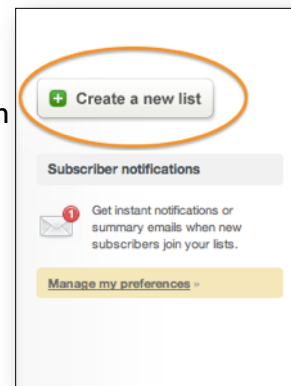
Your contacts can be managed in the “Lists and Subscribers” tab.



Lists are created by clicking the “Create New List” button on the right sidebar of the “Lists and Subscribers” tab.

You will be asked to give the list a name (this can be changed later) and to designate what kind of list it will be: single opt-in, or double opt-in.

1. “Single Opt-in” means subscribers are automatically added when their email is submitted to the list (via online subscribe form). Unless your subscribe form is only used internally (no public subscribe form) this type of list is not recommended. It is too easy for spammers to subscribe and to fill your list with non-legitimate email addresses.
2. “Double or Confirmed Opt-in” means the subscribers will receive a confirmation email asking them to click a subscribe confirmation link to BEFORE they are added to your email list.



 A screenshot of the 'Add a new list' form in the Simply Mail interface. The form has a title 'Add a new list' and a sub-header 'List Name'. Below this is a text input field for the list name, which is circled in orange. Below the name field is a section titled 'List Type' with a description of 'Single opt-in' and a dropdown menu for selecting the list type. The dropdown menu is also circled in orange, showing 'Single opt-in (no confirmation required)' as the selected option. At the bottom of the form, there are two buttons: 'Create list' and 'OR CANCEL'.

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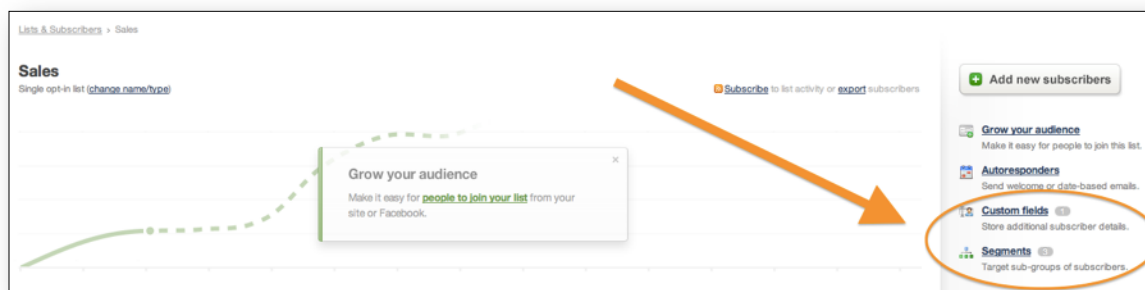
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Multiple lists allow you to keep your subscribers organized.

A suggestion for maximizing your lists: create separate lists with four basic categories: Clients/ Customers, Networks, Website Subscriptions, and Prospects. This allows you to specifically target your messaging to your audience.

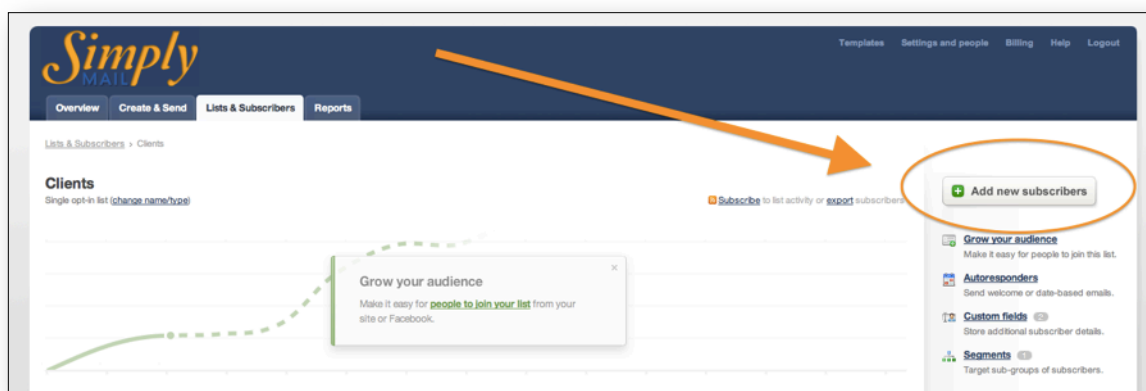
List	Autoreresponders	Created	Subscribers
<a href="#">Clients</a>	None ( <a href="#">add</a> )	December 3, 2012	76
<a href="#">Networks</a>	None ( <a href="#">add</a> )	December 7, 2012	13
<a href="#">Website Sign-Up</a>	None ( <a href="#">add</a> )	February 27, 2013	17
<a href="#">Sales</a>	None ( <a href="#">add</a> )	December 7, 2012	57

Within each list, you also have the ability to segment the subscribers. For example, you could have a “Prospects” list that is segmented by where the lead came from, i.e. “Chamber,” “Referral,” etc. Segments can be added by clicking on the list you want to segment. For more information on creating and using segments, visit [this online tutorial](#).



### Adding Contacts to your Lists:

Contacts are added by importing them in a list. Within the list, click the “Add new subscribers” button on the right.



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You will be given the option to manually enter the information, or import it from a .CSV or Excel Spreadsheet.

**Enter Manually**

**Upload .CSV**

**Okay to import these subscribers if...**

- ✓ They opted in from your site.
- ✓ They are customers who have purchased the last 2 years.
- ✓ They gave you their email in-person or contact them.
- ✓ They completed an offline form and indicated email.

**Definitely not okay to import if...**

- ✗ You purchased this list of subscribers.
- ✗ You haven't emailed the recipient's address.
- ✗ You obtained the email addresses from a third party.
- ✗ You scraped or 'copy and pasted' the email addresses.

**Import these subscribers** or [return to your list](#)

To add names manually, separate each “value” with a comma, (name, email address, custom field information like what segment you want the name to go in on the list). When you’re done entering information, click the green “Add Subscribers” button.

**Add new subscribers**

Each subscriber should be on a new line. You can include any extra details such as name and age, and we'll match them up with your custom fields in the next step.

john.doe@mail.com, John Doe, Referral

**Import these subscribers** or [return to your list](#)

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Next you'll be asked to match the information you gave with the correct category via a drop-down box. When you've designated all the fields, click the green "Finish Adding Subscribers" button.

Lists & Subscribers > Clients > Add new subscribers

**Match the file columns with your subscriber list fields...**

For each column of your subscriber data, select a field that it corresponds to. If the field doesn't exist, you can create a new one in the dropdown.

Column	File Data	Subscriber Field
Column 1	johndoe@mail.com	Email address
Column 2	John Doe	First name
Column 3	Referral	Nothing (skip)

**Finish adding subscribers** or [cancel the import](#)

If you choose to import (e.g. .xls, .xlsx, or .csv file type), click the gray "select a file from your computer" section and choose the file. Before importing the file, make sure all the information is listed in the correct column. You will be taken to the page asking you to match the information in your spreadsheet with the correct categories. Follow the steps listed above to complete the import.

For more information on uploading contacts from a file, visit [this online tutorial](#).



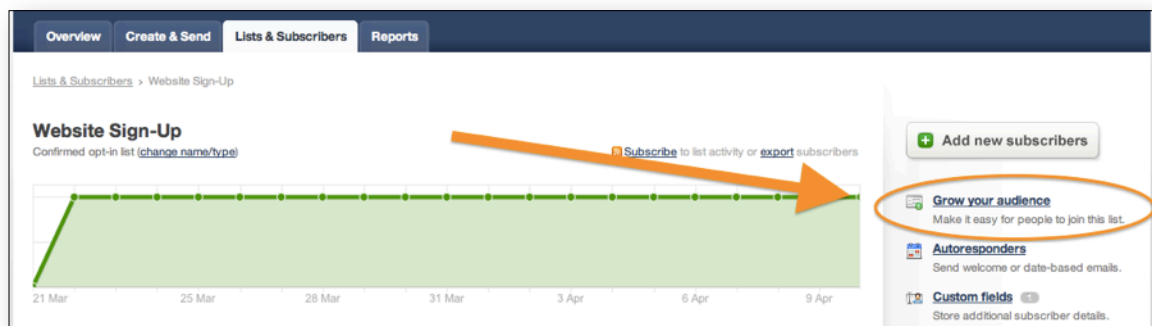
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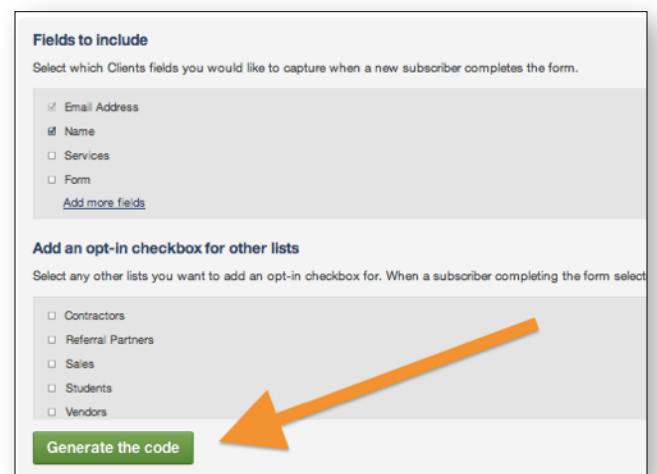
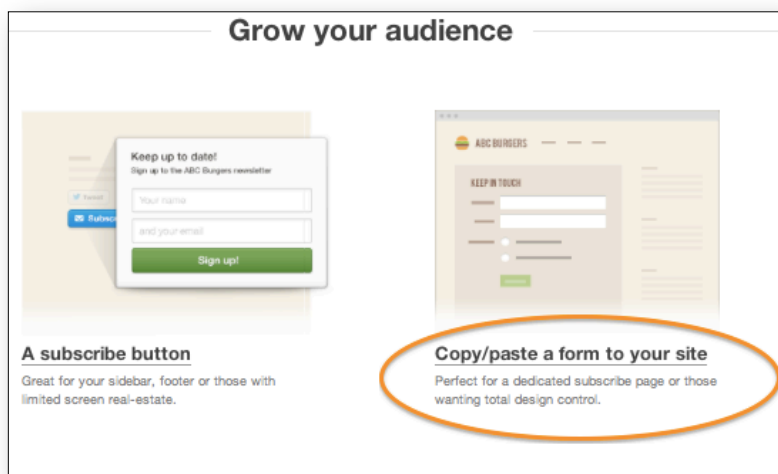
### *Growing Your Audience*

Of course, the goal with your new e-news system is to grow your audience. There are a few easy things you can do to help this process.

First, you can copy and paste a subscribe form to embed on your website. You can do this by going to the list you want subscribers added to, for example your Website Subscription list. Click the “Grow Your Audience” option on the right sidebar and you’ll see your options.



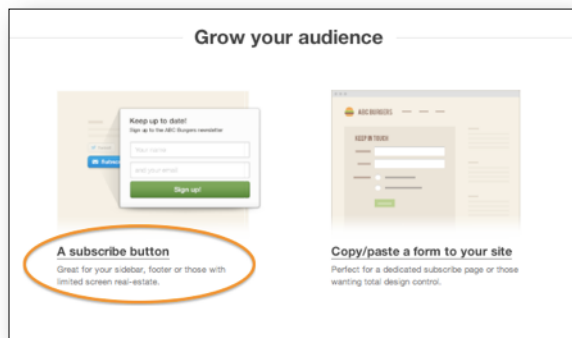
Click “copy/paste a form” and checkmark fields you want included in the form, and add any additional fields for information you want to gather. Click the green “Generate code” button and you will be given a piece of code to copy and paste to your website.





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You also have the option to add a button to your site by clicking the “Add subscribe button” option and copying the generic piece of code you’re given.





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### *How to Avoid Being a Spammer*

The first way you can avoid being a spammer is by being very consistent about who and how add new subscribers to your list. Be sure to read and acknowledge “[Who can I send email to?](#)” detail on the last page of this document. Usage of Simply Mail implies that you have read and agree to do all in your power to avoid using the system for any type of spammer activity.

It is always better to be overly cautious and add people to a Double Opt-In list first. Not only will this help you avoid being a spammer, but it will also make sure your content is reaching an audience that WANTS to be engaged with your content. For more clarification about what Single and Double Opt-In mean, [read this definition](#).

Make sure you know where your email addresses came from. Clean addresses are those you have collected from people yourself. Questionable addresses are those you have harvested from the web, which is ALWAYS categorized as SPAM.

NOTE: The white listed mail server powering Simply Mail, requires strict adherence to United States SPAMMING laws. Our system is seen by Email Providers as verified email, not SPAM. Strict adherence to “clean” lists is a requirement to maintain “White Listed” email server status.

#### White List Defined:

*“A whitelist is a list or register of entities that, for one reason or another, are being provided a particular privilege, service, mobility, access or recognition. Only entities on the list will be accepted, approved, and/or recognized. Whitelisting is the converse of blacklisting, the practice of identifying entities that are denied, unrecognized, or ostracized, and the term ‘whitelist[ing]’ was formed by back-formation from ‘blacklist[ing]’.”* see: <http://en.wikipedia.org/wiki/Whitelist>

#### OK to import subscribers IF:

1. They opted in from your site
2. They are customers who have purchased a product from you within the last 2 years
3. They gave you their email in-person or over the phone KNOWING you would contact them
4. They completed an offline form AND indicated they wanted to be emailed.

#### Definitely NOT OK to import subscribers if...

1. You purchased the list of subscribers
2. You haven’t emailed the recipients address for more than 2 years
3. You obtained the email addresses from a third party (including associate you know who passed on information to you)
4. You scraped or “copy and pasted” the address from the internet



## Quickstart Guide

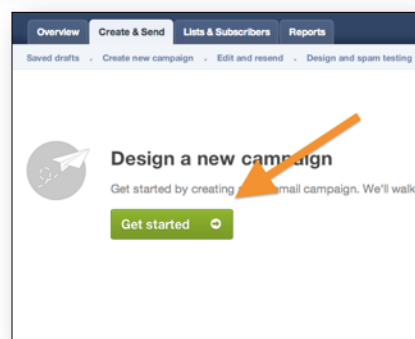
### *How to Create a New eMail Newsletter*

Click “Create and Send” tab in your menu bar and click the green “Get started” button.

You’ll be asked to input some information about the email campaign:



1. Campaign Name: this is for your reference. The recipients will not see this title.
2. Subject: This is the subject line of the email and the first impression your subscribers will get of the e-news send – it’s arguably **one of the most important parts** of your e-newsletter!
3. Who the campaign is from: This is how the email will appear in your subscribers inbox. Choose the name you want to appear (Your name or your business name) and the sending email address.
4. Replies should be sent to: where any replies to your e-newsletter are sent. For example, if you use your personal email as the “from” email (a good idea to make it more personal!).



**Define the Campaign and Sender**

1 > 2 > 3 > 4  
Campaign Content Recipients Delivery

Regular campaign A/B split campaign Recurring RSS campaign

**Name the campaign**  
Give your campaign an easily identifiable name. The name you choose will appear when you view the reports for this campaign.

Campaign Name

**Enter the email subject line for this campaign**  
The subject of your last campaign was: Notice anything different?

Subject  [Personalize the subject with subscriber details](#)

**Set who this campaign is from**  
This is what will appear in the From field of your recipients email client when they receive this campaign.

It's from   [Show my domains](#)

**Replies should be sent to**  
If your recipients reply to this email, what email address should these replies be sent to? Make sure you use a valid address.

Send replies to

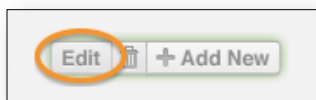
Next

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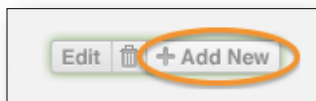
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Next, you need to choose which design template you want to use. Once you've selected the template, click the green "Next" button. Now, you are able to edit your campaign for sending.

You can edit sections by clicking the grey "edit" button found on the top right of each section.



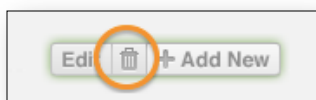
Add sections by clicking the "add new" button on the top right of a section



Arrange sections by clicking and dragging them into place on the template

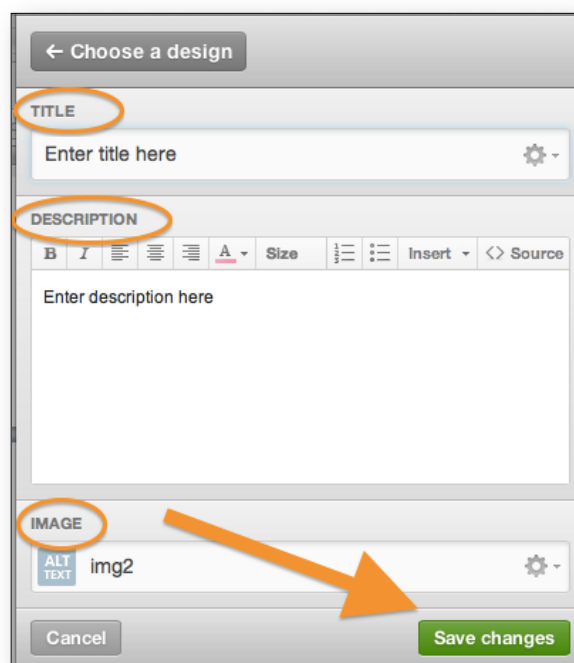


Delete sections by clicking the trash can on the top right of the section.



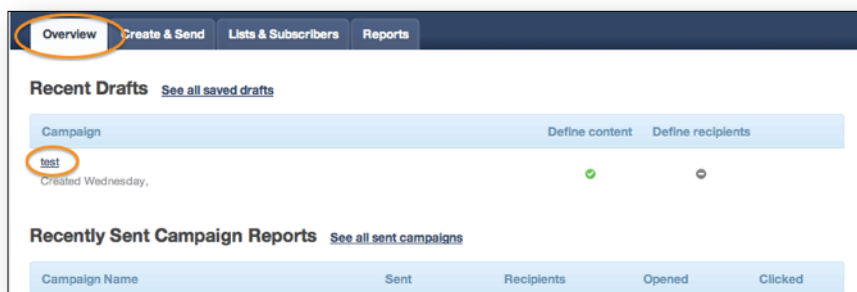
Use the edit panel on the left to add text, images, links, etc. to the sections. Be sure to click "save" before switching sections in the edit panel!

You can save your campaign and return to it later. You will find it on the "Overview" tab listed under "Recent Drafts."

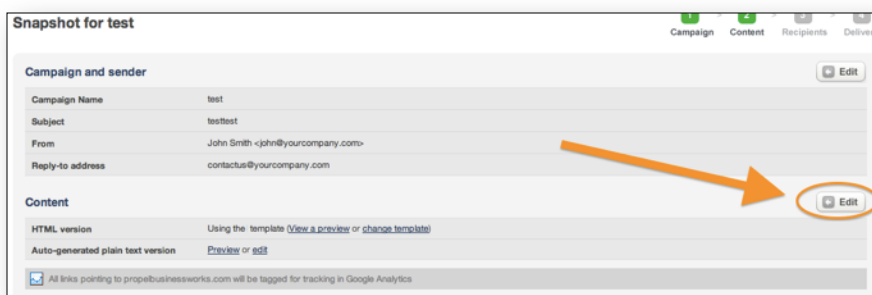


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Click on the campaign name and then click the “edit” button to the right of the “Content” section.



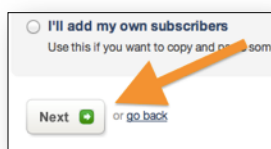
Once you’ve finished designing your campaign, click the green “Preview” button on the top right of the page



Once the resulting email newsletter is satisfactory, click the green “Define Recipients” button (Note: if you’ve saved the campaign and are returning to it, you’ll click “I’m Done, return to snapshot” and then click the “Define Recipients” button on the bottom of the page)



Check all the lists and segments you want to receive the campaign, and click the “Next” button.





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### *Sending Your Campaigns*

After selecting who you want to receive your campaign, click the “Next” button and determine whether you want to send a test email to yourself or not. This is a good idea, since it will give you a live example of what the campaign looks like in an email, not just online. You can opt to “Skip the test” and go straight to defining delivery.

Your first option is to deliver the campaign immediately. If this is what you want, select that option and click the green “Send campaign immediately” button to send the email instantly.

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Your second option is to schedule the campaign to send at a later time or day. Use this option by selecting it, and designating the correct day and time you want the campaign delivered. Click the green

“Schedule this campaign” button and your campaign will be cued for delivery.

**Schedule campaign delivery**

test1

1 > 2 > 3 > 4  
Campaign Content Recipients **Delivery**

☐ **Deliver the campaign immediately**  
Your campaign will be queued on our delivery servers and sent to your recipients immediately.

Send confirmation to  when the campaign has been sent

☒ **Deliver at the following time**  
You can always change the scheduled delivery time before the campaign is sent.

Date:

Time:    Daylight savings is automatically accounted for.

Time Zone:

Send confirmation to  when the campaign has been sent

**Schedule this campaign** + or [go back](#)

You can modify/cancel the campaign at any time before the scheduled delivery time

If you use this option, it will appear on the “Overview” tab until it sends. Up until the moment it sends, you have the ability to edit the campaign and make changes.

Campaign	Recipients	Delivery date/time
<a href="#">test1</a>	1	In about 152 days Tuesday September 10, 2013 at 6:20 AM

[Cancel Send](#)  
Move back to drafts

**Recent Drafts** [See all saved drafts](#)

Campaign	Define content	Define recipients
<a href="#">test</a> Created Wednesday, 10 April 2013	✓	✗

Please review [Monthly Payments section \(above\)](#) if your campaign will not send.



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### *Reviewing Campaign Reports*

Simply Mail offers robust reports about your campaigns so you can gauge your effectiveness and adjust your communication. To view these analytics, click the title of a sent campaign. You will see the following information:

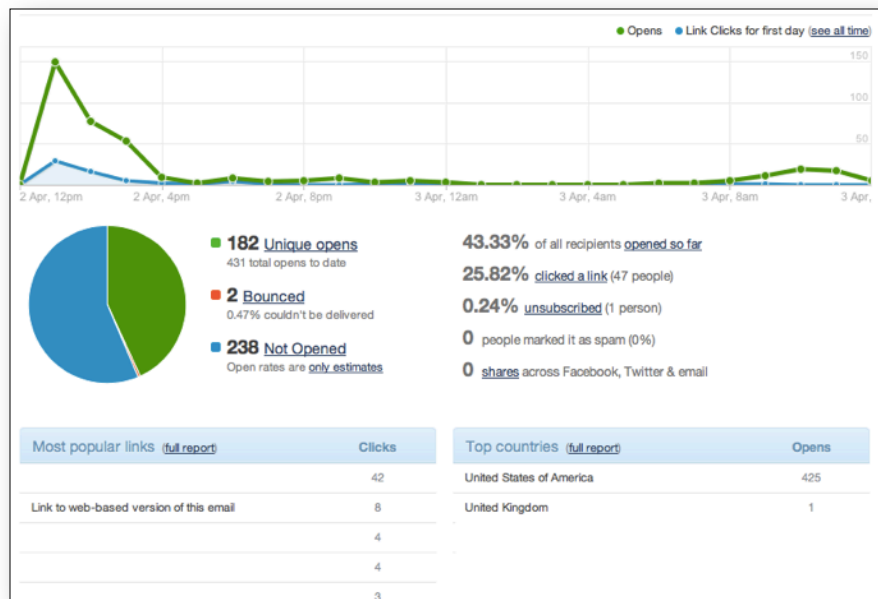


Chart detailing the open and click rates for the life of the campaign. The green line shows when and how many emails were opened, while the blue line shows when and how many links were clicked.

Below that are some other markers. Clicking on any of these will take you to a detailed list of who opened or clicked:

1. Unique opens: the number of people who opened your campaign. Below that is a list of total opens, including people who opened the email more than once.
2. Bounced: the number of emails that couldn't be delivered. Soft bounces happen most often because an email inbox is full. Hard bounces happen most often when the recipient has flagged you as a spammer.
3. Not opened: the number of recipients who have not opened your email at all.
4. Percentage of all recipients who have opened your campaign
5. The percentage of those recipients who opened the campaign who clicked a link
6. Unsubscribed: people who clicked the "unsubscribe" link and opted out of your list



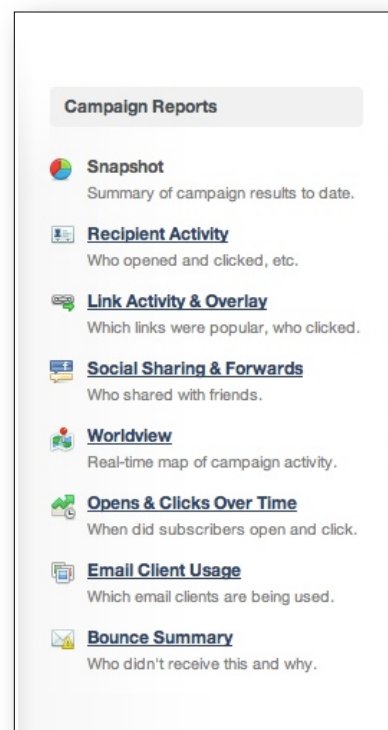
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7. **Marked as spam:** people who designated your campaign as spam. This is an important number to pay attention to: if you have more than .3% of your list mark the email as spam on any one send, you may start receiving notices. If it reaches 1%, you will probably be locked out of being able to send from Simply Mail. Refer to the "[How to Avoid Being a Spammer](#)" section to make sure this doesn't happen to you!
8. **Shares:** the number of people who shared your email on Facebook, Twitter, or forwarded via Email.

Below that is a section that details your most popular link clicks, and allows you to look at a full report of who clicked what link how many times.

The sidebar on the right has more detailed options:

1. **Recipient activity:** who opened the campaign, who clicked what links, etc.
2. **Link Activity and Overlay:** Details on what links are clicked and by who
3. **Social Sharing & Forwards:** Details about who liked or shared your campaign
4. **Worldview:** a real-time map showing your opens, clicks, and shares
5. **Opens & Clicks:** a look at how many opens and clicks you get each day after your campaign sent
6. **Email client usage:** what email programs your recipients use to view your campaigns
7. **Bounce summary:** what emails bounced, and why





## Quickstart Guide

### *Finding Answers and Getting Help*

Simply Mail comes with a robust Help Center where you can get most of your questions answered. You can [access searchable help center here](#).

If you have a question the Help Center doesn't answer, you can [submit a help ticket here](#) (<https://support.sendmail.cc>). Also send a support request when you want us to further customize your email templates or integrate subscribe forms with your lists.

**Homepage:**

<http://simplymail.cc>

**System Login:**

<http://send.simplymail.cc>

## Who can I send email to?

### Why do I need permission?

Sending people unsolicited email, commercial or otherwise, is against the law in many countries worldwide. Besides that, wouldn't you rather be talking to people who you know are interested in what you have to say?

### *Who can I send email to?*



#### **People who have specifically signed up through your website**

For example, by ticking a checkbox (not checked by default) on your signup or sales form

#### **People who completed offline forms & indicated they wanted to be emailed**

Eg: By filling in a competition or survey form where they specifically agree to receive email

#### **People who gave you their business card and asked to receive email**

If someone gives you their business card and you have also explained to them that you will be in touch by email, you can contact them.

#### **They purchased something off you in the last 2 years**

By making a purchase from you they have provided their permission implicitly, although it is much better to explicitly ask them.

### *Who can I NOT send email to?*



Anybody that is not covered by the list above! Here are some examples:

#### **Lists or email addresses received from a third party**

Includes any list you bought or rented, got from a partner or membership organisation. No matter the claims of the source of this list, you cannot send email to them.

#### **Addresses you collected or "copy & pasted" from the Internet**

Even if they look like ideal customers for you, you can't email someone just because you found their address.

#### **Addresses you haven't emailed in the last 2 years**

Permission doesn't age well. Even if you got their permission legitimately, they won't remember giving it to you. If you haven't sent something to that address in the last 2 years, you can't start now.

### **Clean email list client agreement recap**

✓ I agree that every subscriber list provided for future email campaigns will be gathered in accordance with the permission guidelines above.