



Mailer Lite

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Description

The Mailer Lite module is a simple web-based email marketing system which provides the basic features to keep in constant communication with your prospective clients and current customers. The Mailer Lite is the simple and easy-to-use little brother of the ProFusion Mailer. Because it uses the same editor as the Ultra IS, you already know how to use it.

ProFusion UIS | View Website **ProFusion** Website Backend | Profile | Quick Links | Logout

CONTENT

- Home Page
- Inner Pages
- Sitemap
- Terms and Conditions
- Privacy Policy
- Vertical Column Section
- Footer Section

SECURE USERS

- Register Page
- Login Page
- Registered Users
- Users Page Content
- Secure Zones/Pages

WEBMASTER

- Change Profile
- Change Password
- Settings
- Flash Images
- Header Images

ADVANCED FEATURES

- Mailer Lite
- Mini Sites

Welcome to the backend of JuneQss3

Please follow the links on the left column to proceed

The Date and Time on the servers is currently 7/7/2011 2:04:58 PM

Storage

Free Space	Used Space
1025.24 MB	24.76 MB
File System : 979.3 MB	File System : 20.7 MB
Database : 45.94 MB	Database : 4.06 MB

Quick Links

- General Help
- User Manuals and Product Videos
- Support Center
- Editor Help
- Editor Template Variables
- License Agreement

Finding the Module

The left side of the main administrative page is divided into various sections. Each section deals with a specific functionality of the ProFusion Ultra IS application like Content, Secure Users, Help, Webmaster, Advanced Features, etc. Mailer Lite can be found under the Advanced Features heading.

Settings

Clicking [Settings](#) at the top right corner of the page will take you to a settings page like the one below.

The screenshot shows a settings page with two columns of configuration options. Each option has a red question mark icon to its left. The left column includes: SMTP Server, SMTP Username, SMTP Password, Return Email (with the value 'webmaster@profusionw...'), Welcome Subject (with the value 'Welcome to our Mailing Lis...'), Welcome Email (with a text area containing 'Welcome to our Newsletter. Thank you for joining.'), Retrieve Password Subject (with the value 'Here is your Password.'), Retrieve Password Email (with a text area containing 'Your password for your Mailing List account is: %Password%.'), Header, and Footer. The right column contains 20 'Custom Field' entries, each with a text input field. At the bottom of the page are two buttons: 'Cancel' and 'Update Settings'.

- a) *SMTP Server*— This is the email that the mailings will be sent from.
- b) *SMTP Username/Password*— This is the username and password of the email being used to send the mailings.
- c) *Return Email*— This is the email to which any return emails will be sent.
- d) *Welcome Subject*— This is the subject of the welcome email which will be sent to a new subscriber after they subscribe.
- e) *Welcome Email*— This is the email message for the welcome email.

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- f) *Retrieve Password Subject*— This is the subject of the email a user will receive if they request password retrieval.
- g) *Retrieve Password Email*— This is the message for the password retrieval email.
- h) *Header/Footer*— These fields allow you to add text above (header) and below (footer) the Subscribe box shown here. This text can describe what the various subscription option are (what regular newsletters you send out which a user might wish to subscribe to) or more about what a newsletter would contain and why they should subscribe.
- i) *Custom Fields*— These allow administrators to add new fields in which subscribers may submit additional personal details which can then be merged into the mailings.

Click [Update Settings](#) to save.

User Accounts

To add additional users and administrators, Click [User Accounts](#) at the top right of the page. This will take you to a page like the one below.

Mailing Lists Subscribers Templates Send Mailing Archive Subscription Form Import/Export						
Search Users		Users				1 result
Search...	Username	Name	Email	Administrator	Mailing Lists (Admin)	Actions
	admin	Webmaster	webmaster@profusionwebsites.com	Yes	Default, Ultra IS Pro Customers	[Edit] [Remove]
Options						
Add User						

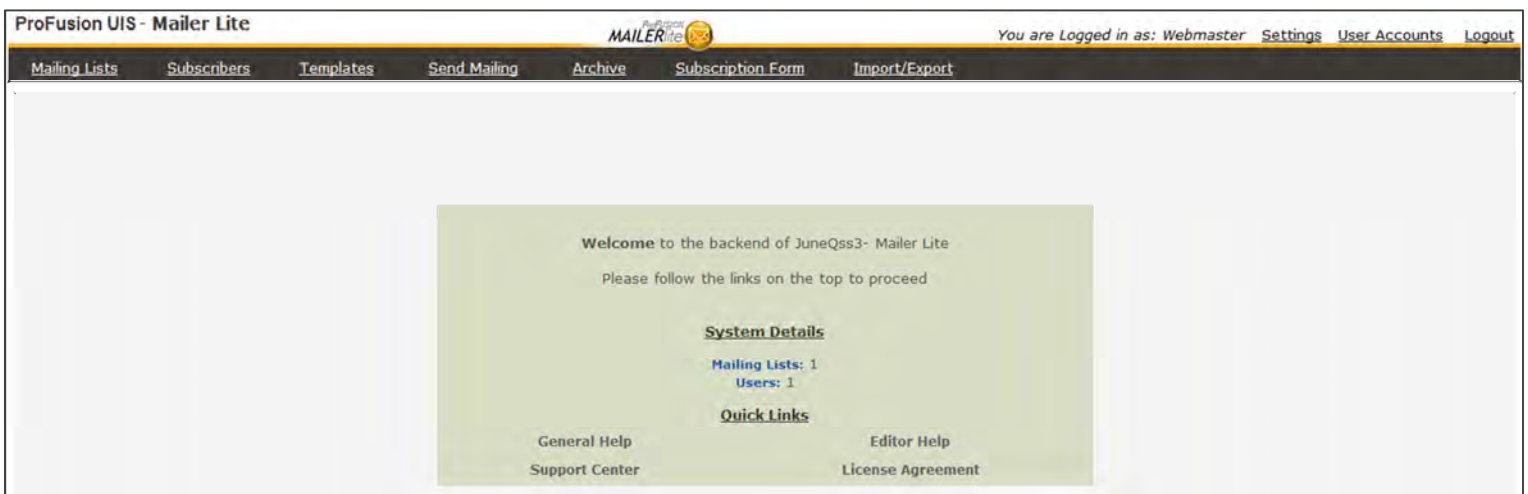
1. Click [Add User](#) under Options on the left of the screen. This will open a new tab like the one shown below.
2. **Type** the user's information and, if desired, check the box to allow them as administrators. Then **Select** the mailing lists they have administrative control over.
3. Click [Add User](#) to save the new users settings.

Username	?	<input type="text"/>
Password	?	<input type="password"/>
		<input type="text"/>
Name	?	<input type="text"/>
Email	?	<input type="text"/>
Application Administrator	?	<input type="checkbox"/>
Mailing Lists (Administrator)	?	<div style="border: 1px solid black; padding: 2px;"> Default Ultra IS Pro Customers </div>

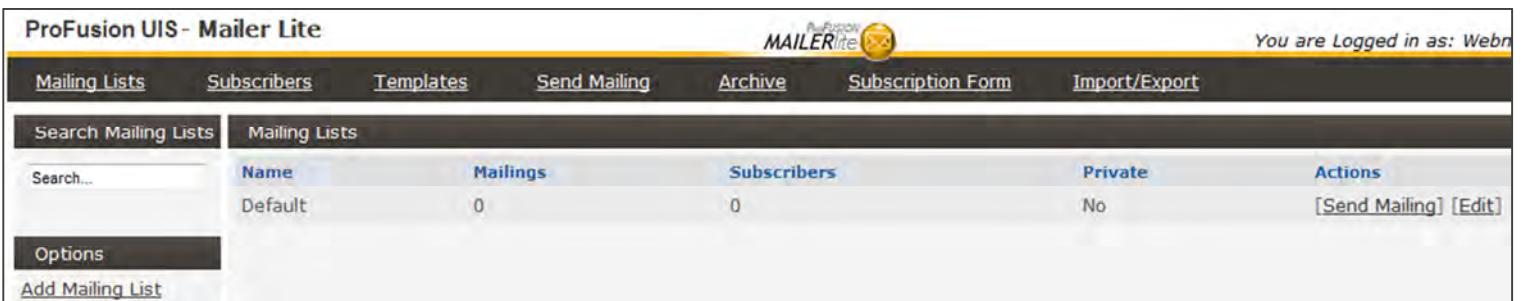
Add a Mailing List

Mailing lists are categories of subscribers. Sorting subscribers into lists can help you easily manage which people receive a mailing. For example, if you have some subscribers who want weekly updates and others who only want monthly updates, dividing the subscribers into different categories based on how frequently they want to receive updates will allow you to quickly send mailings to the appropriate recipients.

Clicking on Mailer Lite from the backend of your website will open the mailer lite in a completely new tab. This new tab will look like the figure below.



1. Click [Mailing Lists](#) at the top left corner of the page. This will take you to the Mailing Lists page like one like the one below. A “Default” category will already exist.
2. Click [Add Mailing List](#) under Options on the left side of the page to add a new list. This will take you to the Add Mailing List page like the one below.



3. **Type** the appropriate information in the available boxes. At this stage you will only be able to **Type** a *name*, here we are using “Ultra IS Pro Customers”, choose whether or not to **Select** *Private*, and **Select** the only available Administrator: *Webmaster*.
4. Click [Add Mailing List](#) to save your changes and add this new list.
5. Your Mailing Lists page will now show the new category.

Add Subscribers

1. Click the [Subscribers](#) link at the top of the page. This will take you to the Subscribers page like the one shown below. If you have not yet registered any subscribers the page will be blank.

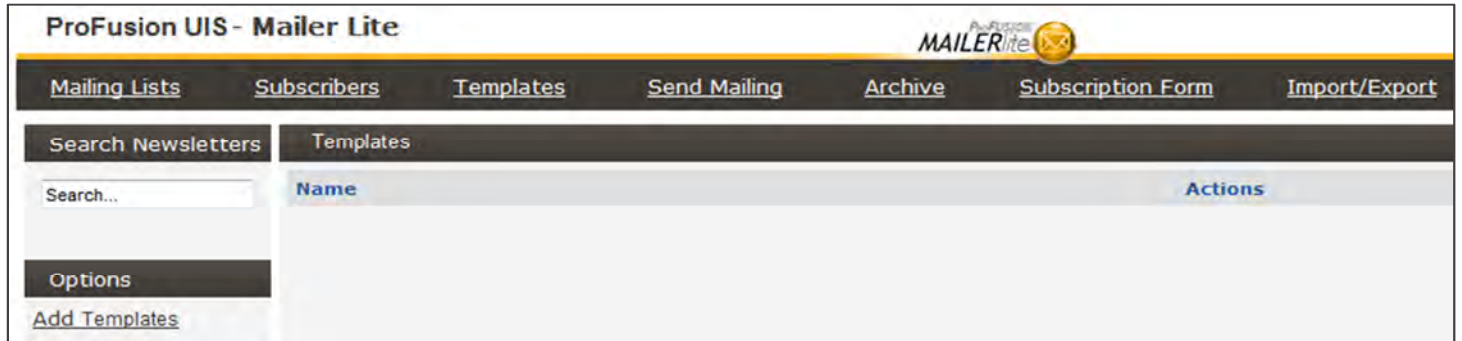
Search Subscribers		Mailing Lists						2 results
Email	First Name	Last Name	Mail Preference	Subscriber Since	Mailing Lists	Actions		
Bob@email.com	Bob	Reynolds	HTML	7/25/2011	Default	[Edit]	[Remove]	
patrice@email.com	Patrice	Valentine	HTML	7/25/2011	Ultra IS Pro Customers	[Edit]	[Remove]	

2. Click [Add Subscriber](#) under Options. This will take you to the Add Subscriber page like the one shown here. This is also the page you will use to edit a subscriber.
3. **Type** in the subscriber’s information in the appropriate fields and **Select** the mailing list(s) you wish to add the subscriber to.
4. Click [Add Subscriber](#) at the bottom right of the page to add the new subscriber.

Note: You can add a subscriber to multiple mailing lists.

Add Templates

1. Click **Templates** at the top of the page. This will take you to a Templates page like the one shown below.



2. Click **Add Template** under Options on the left side of the page. This will open the Add Template page like the one below in a new tab.
3. **Type** the name of the newsletter in the name field and create your newsletter template in the content editor area. We will call this template "Newsletter".

Note: the recommended width of any email is 600 pixels for optimal viewing on most screens and email clients.

Recommend: using tables will ensure that each time you enter new text into your template to send a newsletter, your formatting will remain the same and all you will have to change is the text itself.

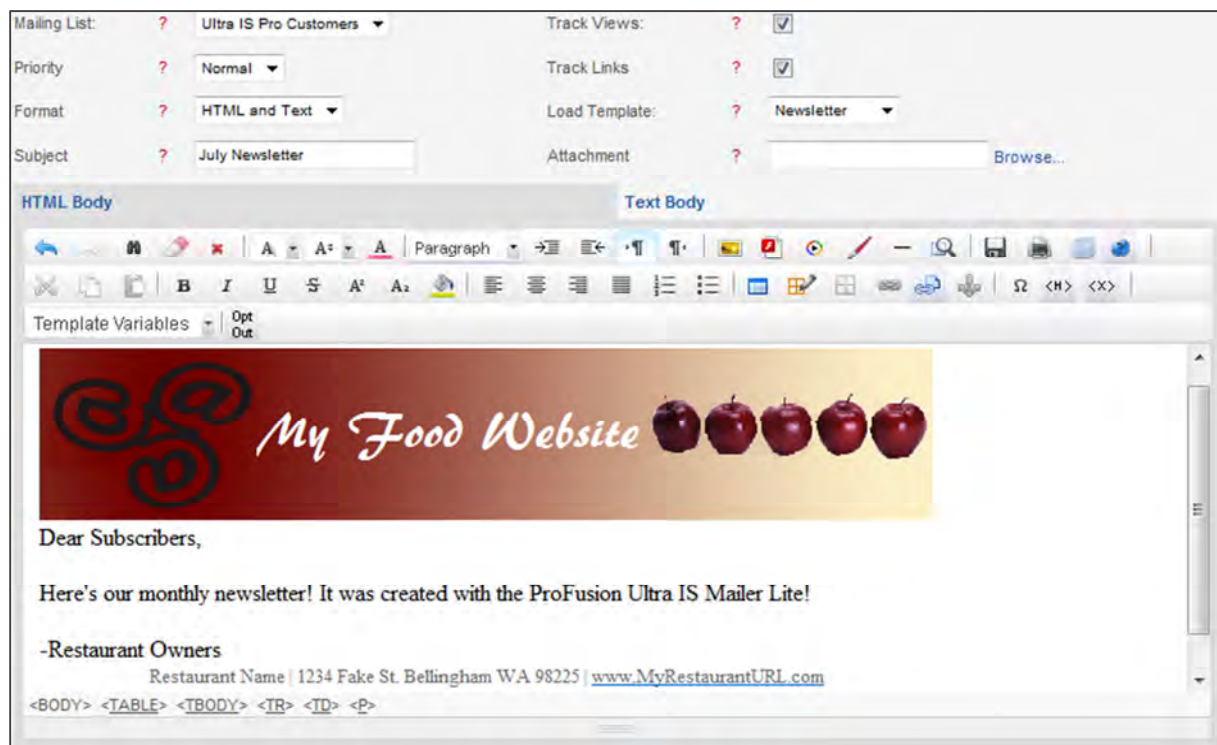
4. Click **Add Template** to save changes. Your newsletter will now be shown on the Templates page.

By adding a template, you can easily send regular newsletters with consistent branding and formatting. The application saves the template, which can be edited at any time.



Send Mailing

1. Click **Send Mailing** at the top of the page. This will open the Send Mailing page (see below) in a new tab.



2. Enter the correct information in the appropriate fields:
 - a. *Mailing List*— This field allows you to select the list of subscribers to whom you wish to send the mailing.
 - b. *Priority*— This field allows you to select the priority level of the mailing.
 - c. *Format*— This field allows you to send your mailing in HTML, Text, or both. If Text or Both is selected, be sure to enter content into the text body editor.
 - d. *Subject*— This field allows you to enter text into the subject line of the mailing.
 - e. *Track Views/Links*— These fields allow you to select whether or not to track when people view or click links in your mailing.
 - f. *Load Template*— This allows you to use one of your pre-made templates for the mailing. This template should be selected before any content is entered.
 - g. *Attachment*— This field allows you to upload an attachment to be sent along with the mailing.
 - h. *Content Editor*— This field is where the template will load. **Enter** the content of the mailing in this area. There are two different editors, HTML and Text.

3. Click Send Template to send the mailing to the selected mailing list.

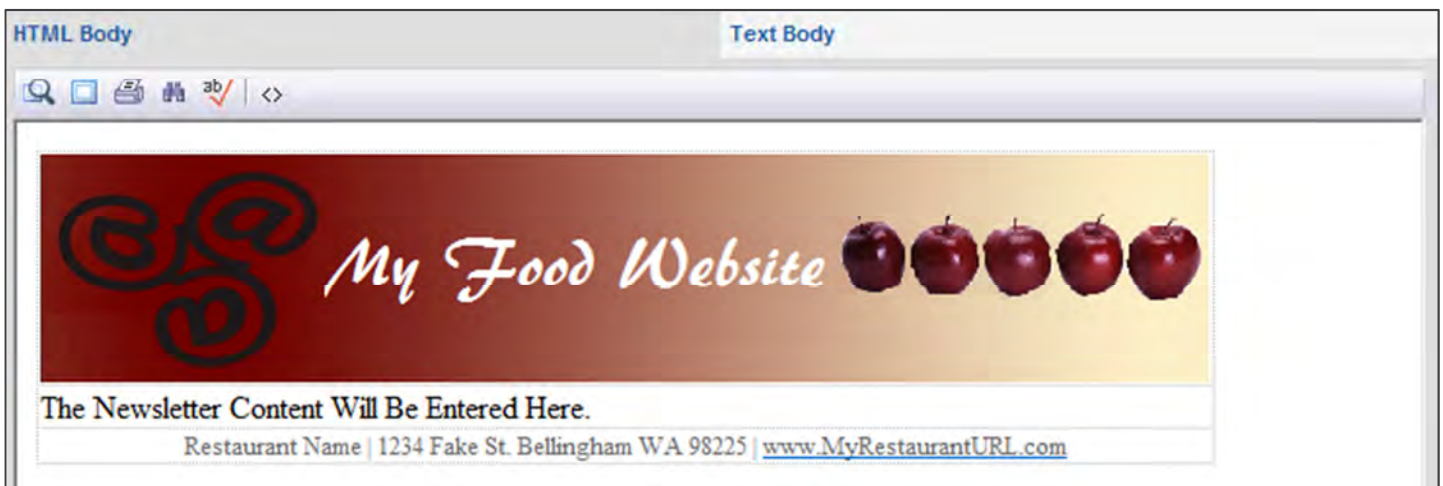
Note: Click *Save Template* to save the information in the content editor area as a new template. The name of this template will be the text that was entered into the subject line.

Archives

Click **Archive** at the top of the page. This will take you to the Mailings Archive page (shown below). This page will show all sent mailings, as well as any statistics if they were selected to be tracked.

ProFusion UIS - Mailer Lite		MAILERlite		You are Logged in as: Webmaster Settings				
Mailing Lists	Subscribers	Templates	Send Mailing	Archive	Subscription Form	Import/Export		
Search Mailings		Mailings					1 result	
Search...		Date Sent	Subject	Mailing List	Total Sent	Views	View Ratio	Actions
		7/25/2011 12:33:53 PM	July Newsletter	Ultra IS Pro Customers	1	0	0.00%	[View Mailing] [View Stats] [Remove]

To view a sent mailing, Click **View Mailing**. This will take you to a page like below.



Click **View Stats** to see the view and link statistics for a mailing. A View Stats page like the one below will open in a new tab.

Click **Remove** and confirm on the next page to delete the archive of a sent mailing.

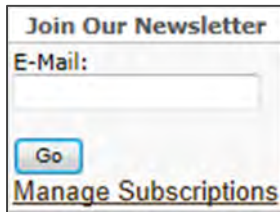
Total Sent	Views	Ratio
1	0	0.00%

URL	Clicks	Ratio
http://www.MyRestaurantURL.com	0	0.00%

Place Subscription Form

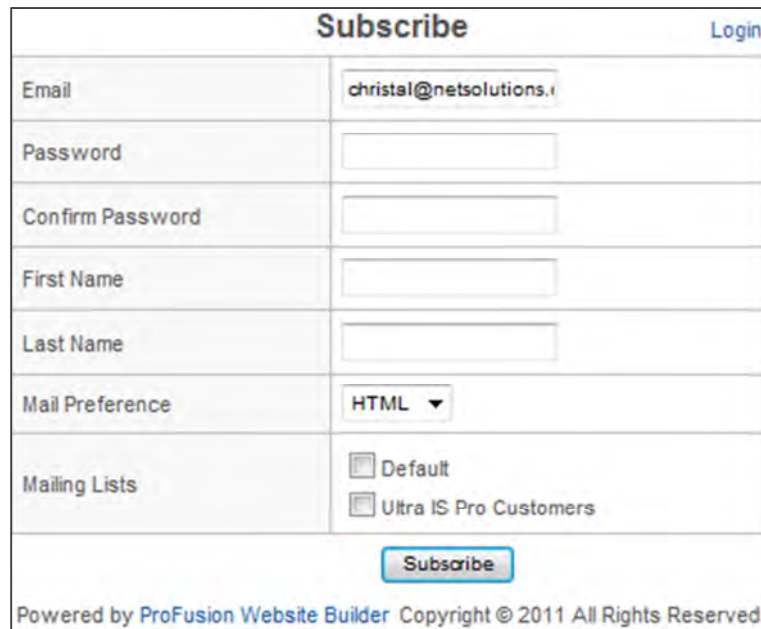
Clicking **Subscription Form** at the top of the page will open a new tab with a text box of HTML like the one below.

Placing this code on your website will create a box like the one below which will allow anyone to subscribe to your mailing list.



```
<form
action="http://www.juneqss3.com.profusionwebsites.net/maile/default.asp" Method="Post">
<table border="0" cellpadding="0" cellspacing="0" align="center">
<tr>
<td bgcolor="#C0C0C0">
<table border="0" cellpadding="2" cellspacing="1" align="center">
<tr>
<td bgcolor="#FFFFFF" align="center"><font face="Verdana"
size="1" color="#555555"><b>Join Our Newsletter</b></font></td>
<tr>
<td bgcolor="#F8F8F8"><font face="Verdana" size="1"
color="000000">E-Mail:<br>
<input type="text" name="Email" maxlength="255" style="font-
family : Verdana,tahoma,Arial; font-size : 10px;">
<br><br>
<input type="submit" size="20" value="Go" style="font-size :
10px;"><br>
<center><a href="">Manage Subscriptions</a></center>
```

When a frontend user enters their email address, they will be taken to a page like the one below where they can create an account and enter more information to subscribe. Complete the information and Click **Subscribe** to save your information. Once the information is saved, the subscriber's information will be available on the Subscribers page.



Import/Export CSV

Clicking **Import/Export** takes you to a page with two links:

1. *Import Data from a Spreadsheet*— Clicking this link takes you to a page like the one below which explains the necessary criteria of a CSV file and allows you to upload a CSV file. Uploading this document will allow you to upload extensive customer information without having to enter each piece individually.
2. *Export data to Excel*— Clicking this link causes a download prompt box to appear asking if you want to open, save, or cancel this download. Clicking save will export a CSV file of all of your subscribers.

Mailing Lists Subscribers Templates Send Mailing Archive Subscription Form **Import/Export**

Import Data from a Spreadsheet CSV file - Instructions

1. The data in the spread sheet needs to be in the same order as the columns in the [sample CSV file](#).
2. The first line in the CSV file is for Column Headers. This row will not be imported. Do not add/edit/delete column headers.
3. It's important that the individual "records" within a CSV file NOT contain commas, as this may break the simple formatting and interfere with the import process.
4. The data for Fields Email, Password, First Name, Last Name and Mailing Lists are mandatory. Separate multiple mailing lists for a subscriber by ~
5. The data for Custom Fields 1-20 are optional. Ensure that you have defined the custom fields under **Settings**.
6. If an email is left blank, the record will be skipped. If password is left blank, the email prefix will be used as password. If Lists are left blank, the subscriber will be placed under the default list.
7. If a Subscriber Email already exists in the system, it will be overwritten with the new one from the spread sheet for the subscriber.
8. Once you have the spreadsheet ready, please save your spreadsheet as a CSV file.
9. Click on Browse and locate the file on your system to upload your CSV file.
10. A confirmation screen will display the number of subscribers successfully imported. Unsuccessful uploads and the reason for failure will be written to a different CSV file.

Upload CSV File Sample CSV

If you are unable to upload the file, it is possible that the file type is not a ".csv". Try changing the file extension to .csv

Did you know?

CSV stands for Comma Separated Values. A CSV file is a specially formatted plain text file which stores spreadsheet or basic database-style information in a very simple format. It has one record on each line, and each field within that record is separated by a comma. Creating a CSV file from spreadsheet data is very simple to do using Microsoft Excel.

1. Open your spreadsheet document, go to the File menu, and choose Save As....
2. Change the "Save as type" or "Format" field to read: "CSV (Comma delimited)".
3. Enter a name for the document and click Save.

Spreadsheet data example - click to enlarge