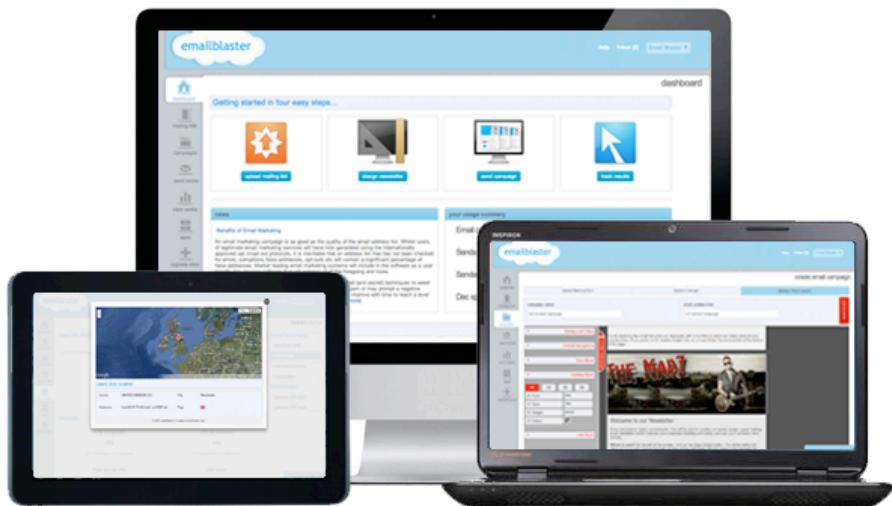




welcome to *simplexity*...



We call it *simplexity*; the most complex and powerful software coupled with the simplest and most naturally logical user interface.



Welcome to Email Blaster v3.0 cloud software.

You're receiving this email because you registered with us to find out about our latest products and special offers. If you prefer not to receive emails from us, simply follow the removal link at the bottom of the page.

You're receiving this email because you registered with us to find out about our latest products and special offers. If you prefer not to receive emails from us, simply follow the removal link at the bottom of the page.

amazing headline.
we provide for business.

What's hot this month?
Every template is highly customisable. You will be able to edit the content and style of this newsletter which matches your corporate branding at will.

Where to start? On the left of the screen, click on the **Open Editor** button. The styles editor will allow you to quickly change the look and feel of this content box. Quickly select, new background colour, different font styles and change the look of web links.

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Teacher Training Seminar 25th
Every template is highly customisable. You will be able to quickly change the look and feel of this content box. Quickly select, new background colour, different font styles and change the look of web links.

Fit Fast Gym
You could use this space to write a summary of your monthly company news. The three content boxes below provides ideal space to attach your detailed news articles.

Using Place y content
Did you know? You can use this space to attach your own image or video to your website.

Stud
You can upload! If you'd like to add your own image or video to your website, simply click on the **Upload** button.

New weights area.
You can use the space on the left of each article to upload your own image associated with the text block. If you decide against it, you don't have to attach an image, simply click on the **Remove** button and move over the image space on the left to insert your own image or delete it completely!

Save on fuel?
A template by default includes space to attach three images. However you don't have to include three images. You can even change the background colour of this content box to match the look and style of your website.

gold Suits
You can use this space to add your own news article. Simply click on the **Open Editor** button. The styles editor will allow you to quickly change the look and feel of this content box. Quickly select, new background colour, different font styles and change the look of web links.

adding Receptions
You can use this space to add your own news article. Simply click on the **Open Editor** button. The styles editor will allow you to quickly change the look and feel of this content box. Quickly select, new background colour, different font styles and change the look of web links.

Use this space to include the footer message inside your layout. You do not need to include an unsubscribe link, we will automatically add and manage this for you.

Email Blaster has been developed entirely within our software laboratory in Silverstone, Northamptonshire, UK. This means that as well as offering you the benefit of immediate assistance from our help team working alongside our Silverstone based software engineers, we can meet any special needs you may have without referring to software licensors - often overseas, as is the case with many other systems available to the UK market. We undertake continuous improvement of our products, often as a result of feedback from our community of users and all our email servers are located at our data centres in the UK, providing a top rated delivery reputation with ISP's and anti-spamming network services.

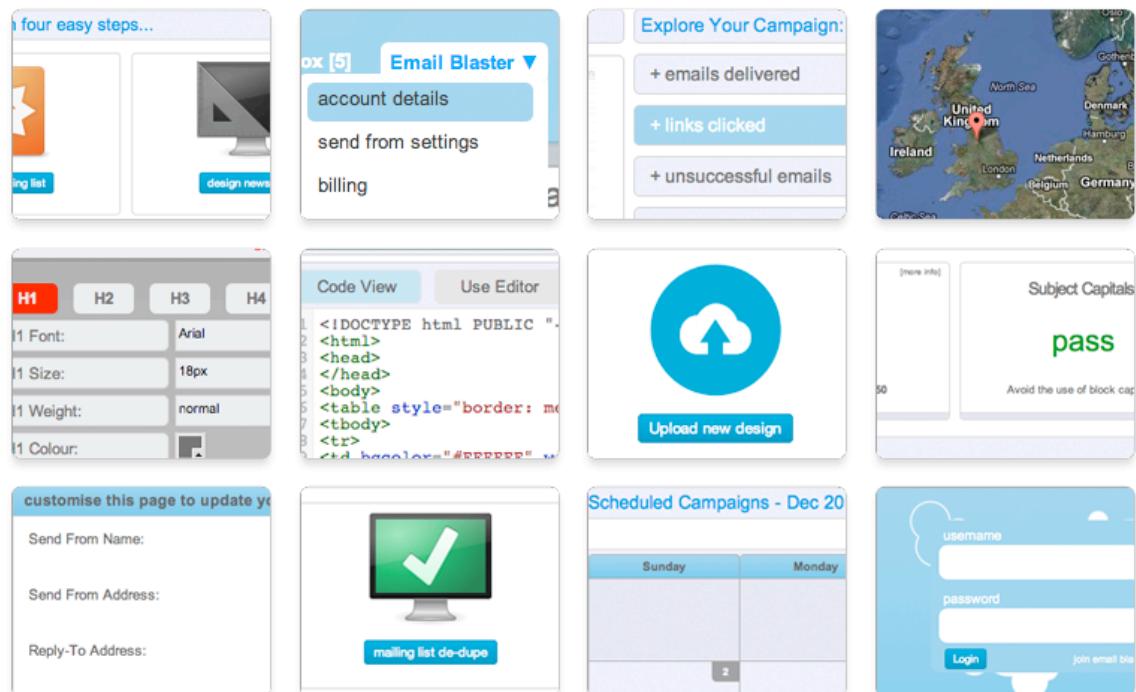
Because origination, software development, design, email transmission services and marketing are all undertaken in-house, we do not rely on outside agencies for anything, thereby offering you market leading cloud software email services.

So welcome to EBUK and enjoy the experience



Contents:

1. Accessing the Email Blaster UK cloud software
2. Creating a mailing list – ‘upload mailing list’.
3. Designing your email campaign – ‘design newsletter’.
4. Send your email campaign – ‘send campaign’.
5. Analyse the success of your campaign – ‘track results’





1. Accessing the Email Blaster cloud software.

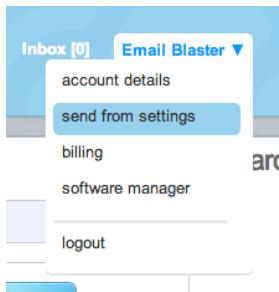
1.1 Your Email Blaster account has been activated and is ready to go.

To get started, go to www.emailblasteruk.co.uk. This opens the login page;

- enter your username and password recently sent to you in the welcome email.

1.2 After logging in.

After logging in the dashboard will be displayed; this is your master screen for all activities and you can return here at any time by clicking the dashboard icon (top of the left hand navigation panel).

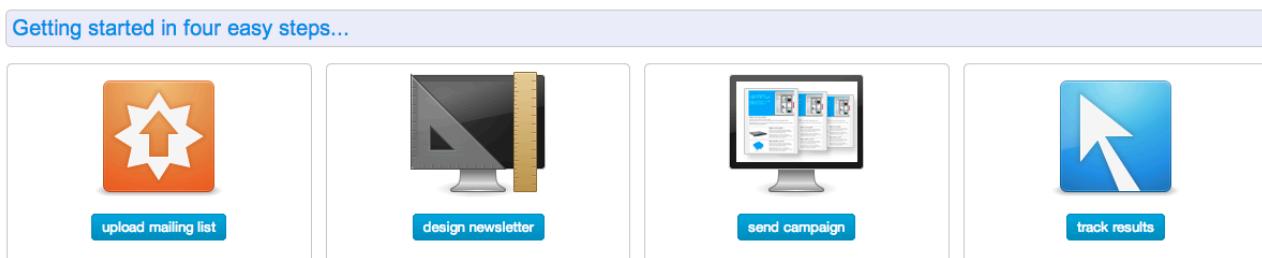


We advise that when using the service for the first time, you check your account details. Click the account management button (this is the top right box that is set to the company name you specified in your trial application) and;

- check and update as necessary your account information.
- then go to the 'sent from' address section and enter the address details that will automatically appear on all your sent emails. We advise that this is an address registered to your company e.g;

bob.smith@companyname.com.

Having ensured that the account and address details are correct, you are all set to create a campaign and start emailing. To make things easy, the dashboard groups the '*getting started in four easy steps*' buttons in order of activity from left to right. (note that these buttons replicate the actions from the navigation buttons in the left hand panel)

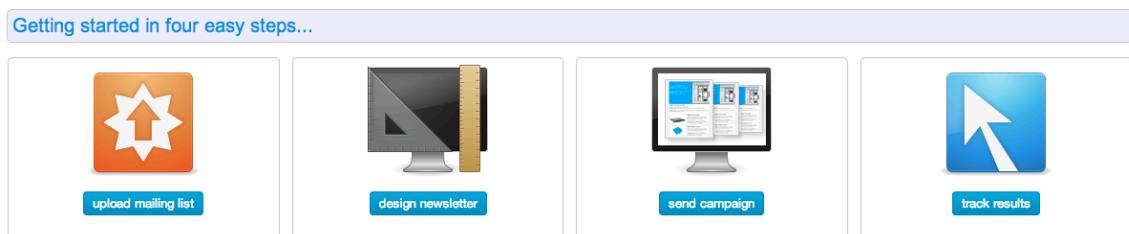




2. Creating a mailing list - Uploading a mailing list.

Step one is to create a mailing list (this is where your email contacts will be filed on our cloud based server). You can create as many mailing lists as you wish, perhaps grouping your contacts into market segments or levels of contact. To create your first mailing list;

- click the first large button, 'upload mailing list' and follow the on-screen step-by-step instructions. The list must be in CSV format for most setups.



Tip – if you're use an Excel spreadsheet list, first save it as a CSV(MS-DOS) file, if necessary select the columns as indicated, then simply follow the upload instructions. Additions and deletions to the list can be made at any time by using the navigation button to view mailing lists and edit as required.

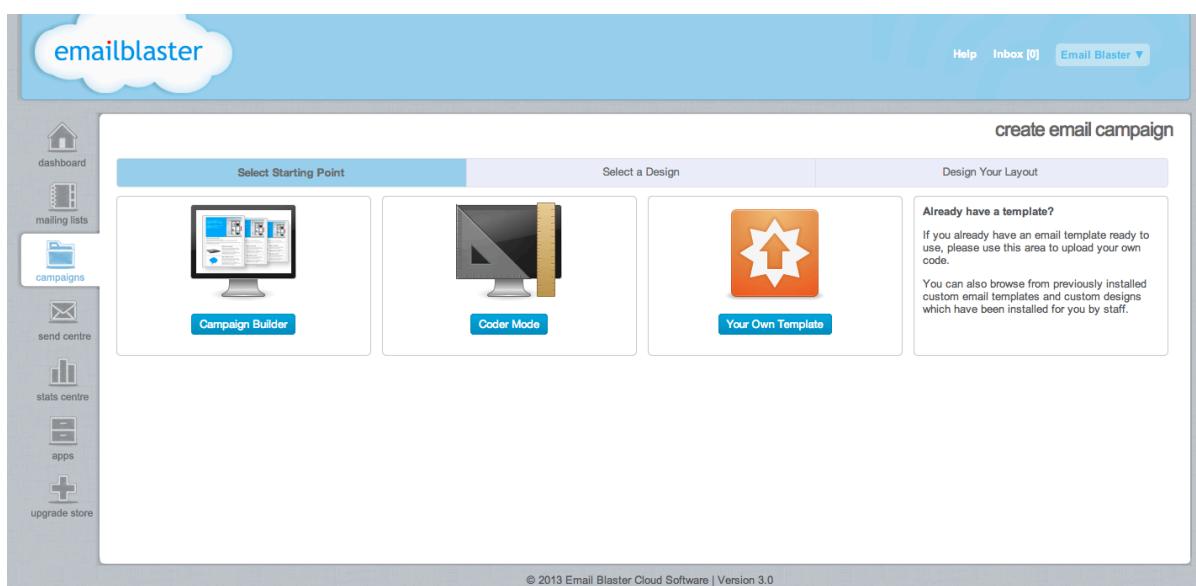
- You're now ready to design the newsletter (i.e. the email body).



3. Designing your email campaign - Design Newsletter.

Click the second dashboard master button – **Design Newsletter** you are presented with three choices;

- **Campaign Builder** - using one of our library of templates (over 50 in total with regular additions), which includes unpopulated or semi populated templates,
- **Coder Mode** - writing the code (HTML) yourself from scratch,
- **Your Own Template** - uploading an existing HTML template.



For the majority of the EB community, the **Campaign builder** (template) option is easiest; this offer a choice of a fully developed template already designed by our graphic team (into which you can cut and paste your graphics and text) or a ‘blank canvas’ into which you can easily cut, paste and locate pictures and words to your own design. Most text and graphic formats can be accommodated.

Tip – many browsers don’t support ‘right click’ to paste, in which case use the keyboard (‘Ctrl v’ or ‘Cmd v’ for Mac)



- To use a template, either one of our fully populated designs or a 'blank or semi blank canvas', select **Campaign Builder**.
- Select your preferred template and follow the on-screen instructions.
- Upon completion, name the campaign (this is for internal identification use only) and input the subject line, this will be inserted in the subject box of all the sent emails and we advise spending some time deciding what you want this to say, it will be the difference between an 'open me' and 'junk me' response from recipients. Save and exit. Your campaign will appear in your unsent campaigns list and you will see it if you click on the Navigation menu – campaigns, view campaigns.

The screenshot shows the emailblaster software interface. On the left, there is a sidebar with various icons: dashboard, mailing lists, campaigns (which is selected and highlighted in blue), email centre, stats centre, help centre, and upgrade store. The main area is titled 'Select Starting Point' and shows a template for a campaign named 'Un-named Campaign'. The template content includes a heading 'Is your business ready for the cloud?' and a sub-section 'What's hot this month?'. On the right, there is a 'Design Your Layout' section with a 'Design' button and a 'Save & Exit' button. The top navigation bar includes links for Help, Index, Email Blaster, account details, send from settings, billing, software manager, and logout. A red callout box points to the 'Design Your Layout' section with the text 'Insert Images. With just a few clicks, insert your own images.' Another red callout box points to the sidebar with the text 'Easy Sidebar. Simply and easily edit the look of your page.' A third callout box points to the bottom left of the main area with the text 'Add your content. Quickly write or paste in your own content.'



4. Send your email campaign - Send Campaign

Having saved, exited and placed into the unsent campaigns list the email, you are ready to send your campaign.

Select **Send Campaign** which will present the 2 set up steps to prepare the campaign and the send list;

Step 1 – select campaign (e.g. the campaign already saved), this will bring up the unsent campaign list.

Step 2 – select the list you wish to send the email to.

The screenshot shows a two-step setup process for sending an email campaign.
Step 1: What campaign should we send? (A dropdown menu labeled [Select Campaign] is shown.)
Step 2: Who would you like to send it to? (A list of available lists on the left and a send box on the right.)
Available Lists:

- 21st live test: Contacts: 2 Select it.
- aaaa: Contacts: 0 Select it.
- Chris AGL: Contacts: 3 Select it.
- csv import 14th feb: Contacts: 1 Select it.

Send Campaign to:

- Add to send
- Remove from send

Send Total:
Next >>

Tip – after selecting a list by ticking the box, click 'add to send' and the list selected will appear in the right hand send box. More than one list can be selected. Often a good idea to have a test list to send a precursor email to in order to check on how it presents. You can unselect a list from the send box by ticking it and ticking remove from send.



Click 'next' and you will be taken to the final review and send page. Once satisfied that the email and the list are correct, it remains only to click 'send now' or 'schedule send' followed by clicking the 'schedule campaign' button and you're done.

Following the confirmatory page, clicking the **Send Centre** icon in the left hand Navigation centre will enable you to view the scheduled sends, or indeed to send another campaign by clicking **Send Campaign** (this is another way of navigating to the send page). If you wish to send a test email to yourself, click **Send Test Run**.

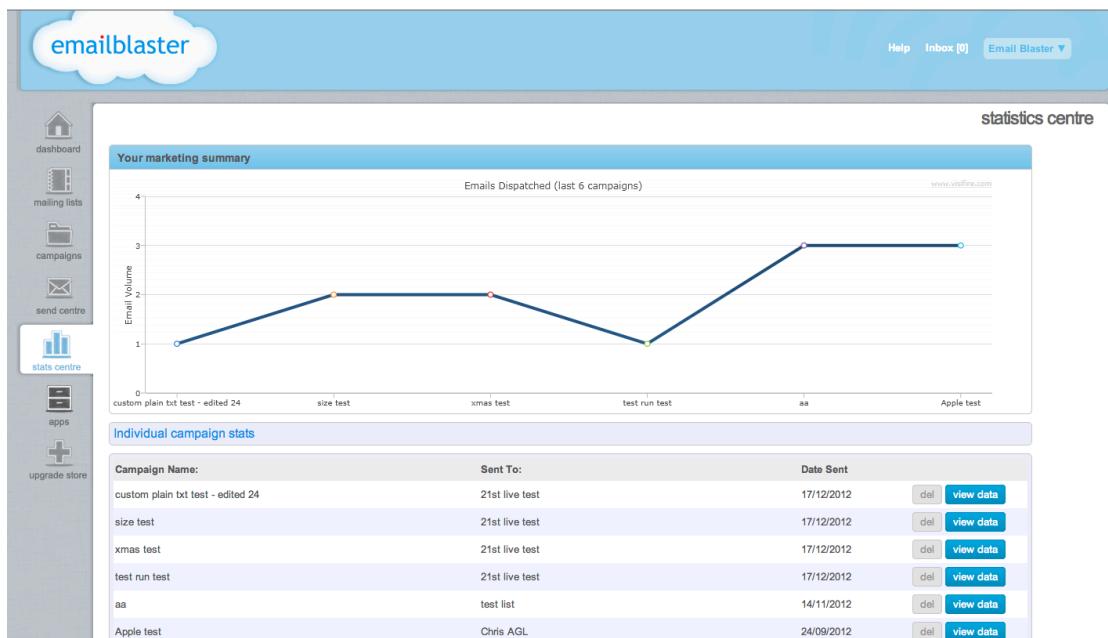
The campaign scheduled to send will now move into the sent campaigns list from the unsent campaigns list.

sent campaigns (32)					
id: 501	custom plain txt test - edited 24	[subject] custom plain	Run Spam Check	Use Campaign Again	[delivered to] 21st live
[sent]	17/12/2012	Preview	Delete Campaign		
id: 500	size test	[subject] size test...	Run Spam Check	Use Campaign Again	[delivered to] 21st live
[sent]	17/12/2012	Preview	Delete Campaign		
id: 499	xmas test	[subject] xmas test...	Run Spam Check	Use Campaign Again	[delivered to] 21st live
[sent]	17/12/2012	Preview	Delete Campaign		
id: 488	test run test	[subject] test run test...	Run Spam Check	Use Campaign Again	[delivered to] 21st live
[sent]	17/12/2012	Preview	Delete Campaign		
id: 487	aa	[subject] free aa...	Run Spam Check	Use Campaign Again	[delivered to] test list
[sent]	14/11/2012	Preview	Delete Campaign		
id: 485	Apple test	[subject] Apple test...	Run Spam Check	Use Campaign Again	[delivered to] Chris AGL
[sent]	24/09/2012	Preview	Delete Campaign		

Tip – All scheduled or sent campaigns can be reviewed at any time if you wish to remind yourself as to what has been scheduled or sent or can be selected for re-send (upon which it will be moved back into unsent campaigns list).



5. Analyse the success of your campaign – Track Results.



Selecting the dashboard button, **Track Results** will provide a host of analysis tools that will provide a means of identifying the key performance parameters of the campaign selected. In particular you will be able to access data showing ‘delivered’, ‘opens’ and ‘link clicks’ listed by address. These are the determinants that should provide feedback of the success of a campaign. Use it to determine what works (and what doesn’t).

All of the above steps take you through all the requirements to create and send an email transmission to your selected email list and you are now a seasoned member of the Email Blaster community.



Tips:

It is possible to navigate to all of the campaign builder steps by using the left hand navigation panel icons to go to any of the pages described above.

Use the facility of the help-line should you wish to discuss further how to get the best out of Email Blaster.

Email Blaster is continuously improved and updated to meet the evolving requirements of the email marketing UK marketplace and we will automatically advise you of any improvements to the system as they occur.

It's packed with great features.

No long term contracts - Easy in, Easy out	<input checked="" type="checkbox"/>	Create web sign up forms for your website	<input checked="" type="checkbox"/>
Works great on pc, tablet and mac.	<input checked="" type="checkbox"/>	Data scanned for errors on upload	<input checked="" type="checkbox"/>
Cloud based - no software downloads required	<input checked="" type="checkbox"/>	Data deduping	<input checked="" type="checkbox"/>
One off sends or monthly packages	<input checked="" type="checkbox"/>	Global suppression list	<input checked="" type="checkbox"/>
UK based telephone support	<input checked="" type="checkbox"/>	Personalised content	<input checked="" type="checkbox"/>
unlimited mailing lists	<input checked="" type="checkbox"/>	Content spam scoring prior to sending	<input checked="" type="checkbox"/>
Schedule timed campaigns for any future time & date	<input checked="" type="checkbox"/>	Large library of pro designed HTML templates	<input checked="" type="checkbox"/>
Full analytics suite, with all stats in graph form	<input checked="" type="checkbox"/>	Automated unsubscribe handling	<input checked="" type="checkbox"/>
Downloadable stats in PDF or CSV format	<input checked="" type="checkbox"/>	Easy to use design editor	<input checked="" type="checkbox"/>
Easy data import direct from Microsoft Excel	<input checked="" type="checkbox"/>	Hard and soft bounce management	<input checked="" type="checkbox"/>

Welcome again to Email Blaster v3.0 and happy and successful emailing.