



welcome to simplicity...



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



Welcome to Email Blaster v3.0 cloud software.



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.

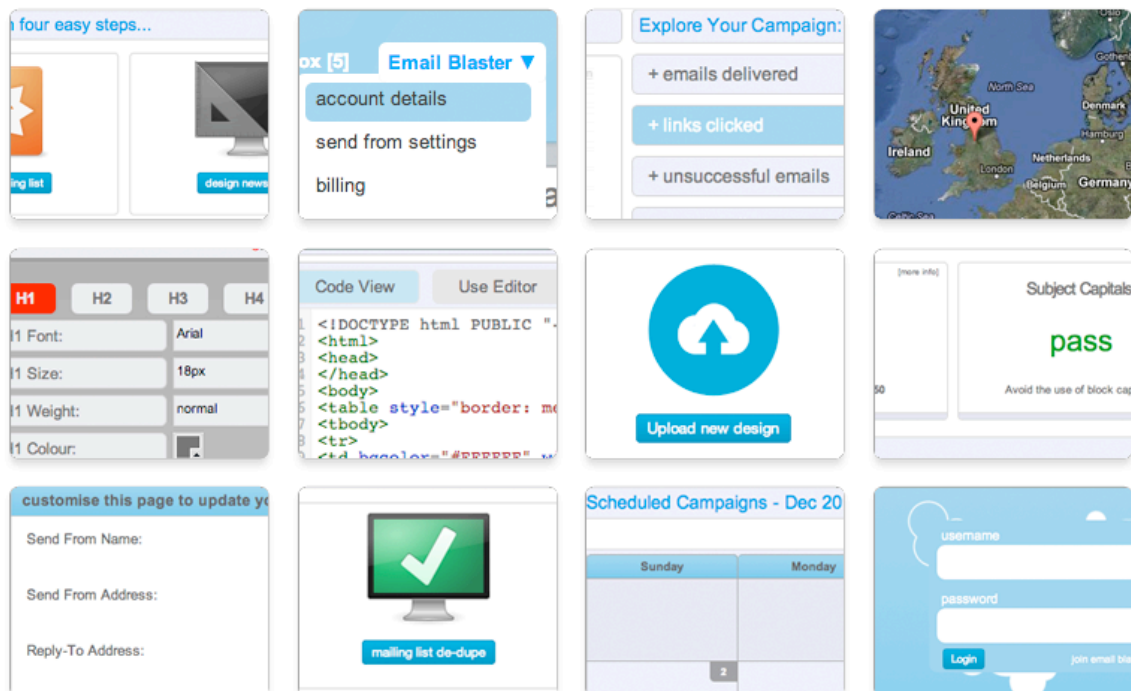
Because origination, software development, design, email transmission services and marketing are all undertaken in-house, we do not rely on outside agencies for anything, thereby offering you market leading cloud software email services.

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’





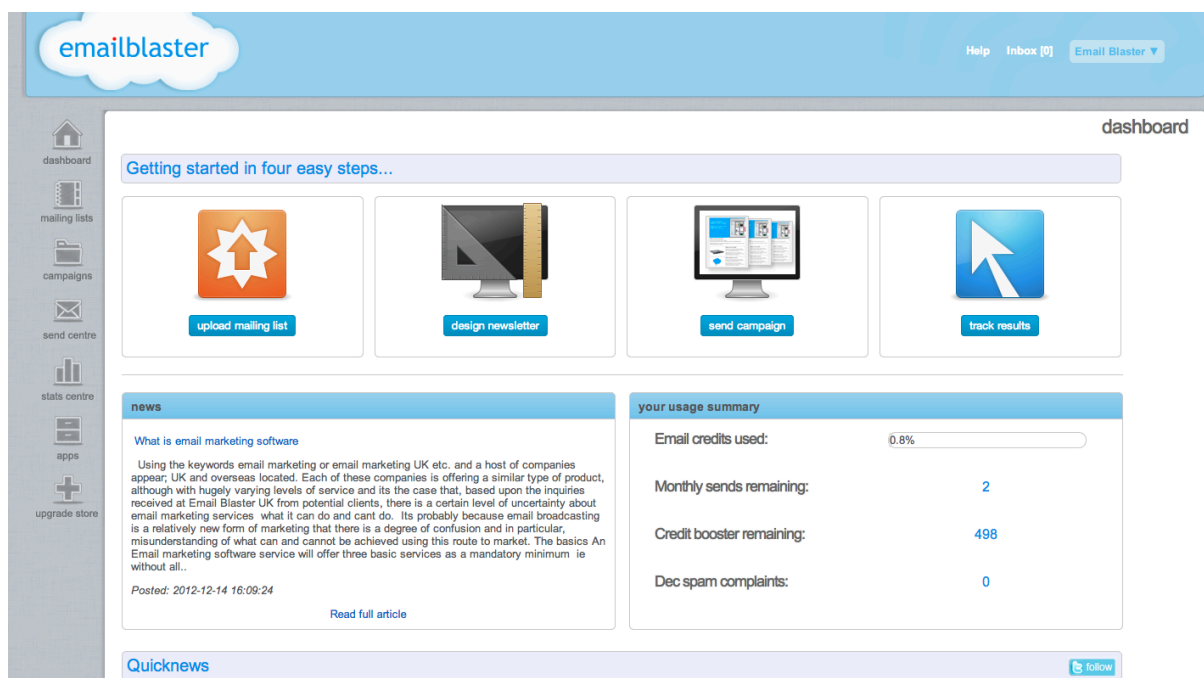
1. Accessing the Email Blaster cloud software.

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

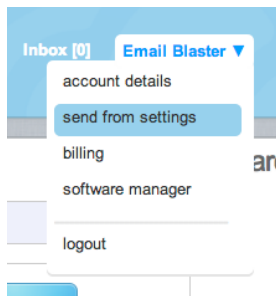
To get started, go to www.emailblasteruk.co.uk. This opens the login page;

- 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)

Getting started in four easy steps...

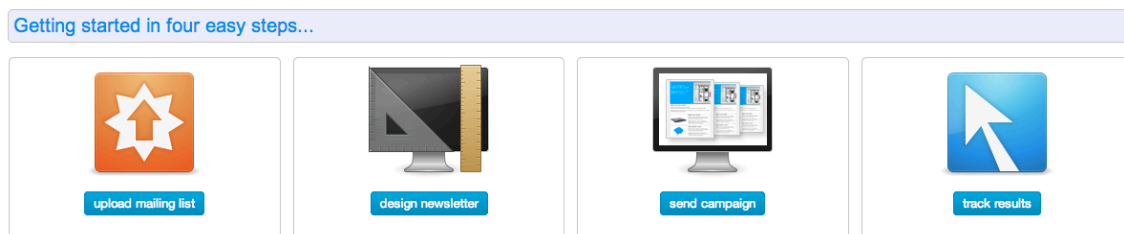
 upload mailing list	 design newsletter	 send campaign	 track results
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2. Creating a mailing list - Uploading a mailing list.

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.

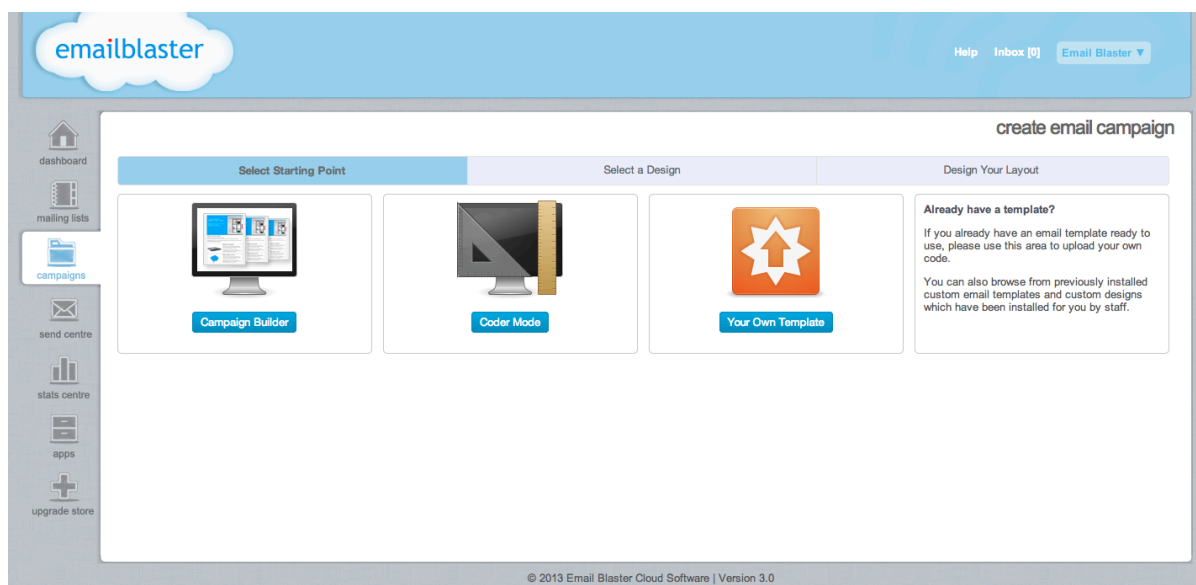
- You're now ready to design the newsletter (i.e. the email body).



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.

Easy Sidebar.
Simply and easily edit the look of your page.

Add your content.
Quickly write or paste in your own content.

Insert Images.
With just a few clicks, insert your own images.



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.

Step 1: What campaign should we send?

[Select Campaign]

Step 2: Who would you like to send it to?

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.

Add to send »
« Remove from send

Send Campaign to:

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.

The screenshot displays the 'emailblaster' web interface. The top navigation bar includes 'Help', 'Inbox [0]', and 'Email Blaster'. The left sidebar features icons for 'dashboard', 'mailing lists', 'campaigns', 'send centre', 'stats centre', 'apps', and 'upgrade store'. The main content area is titled 'sent campaigns (32)' and lists several campaigns:

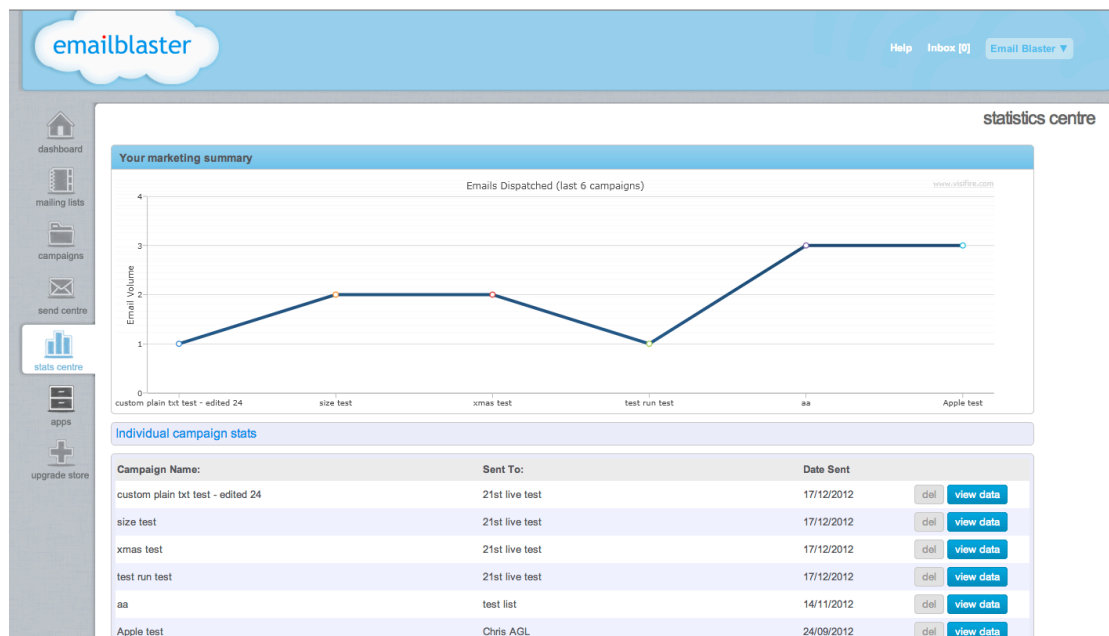
- id: 501** custom plain txt test - edited 24
[subject] custom plain [sent] 17/12/2012 [delivered to] 21st live
- id: 500** size test
[subject] size test.. [sent] 17/12/2012 [delivered to] 21st live
- id: 499** xmas test
[subject] xmas test.. [sent] 17/12/2012 [delivered to] 21st live
- id: 488** test run test
[subject] test run test.. [sent] 17/12/2012 [delivered to] 21st live
- id: 487** aa
[subject] free aa.. [sent] 14/11/2012 [delivered to] test list
- id: 485** Apple test
[subject] Apple test.. [sent] 24/09/2012 [delivered to] Chris AGL

Each campaign entry includes a 'view report' button and icons for 'Run Spam Check', 'Preview', 'Use Campaign Again', and 'Delete Campaign'. The right sidebar contains buttons for 'view unsent campaigns (9)', 'design new campaign', and 'send 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	✓	Create web sign up forms for your website	✓
Works great on pc, tablet and mac.	✓	Data scanned for errors on upload	✓
Cloud based - no software downloads required	✓	Data deduping	✓
One off sends or monthly packages	✓	Global supression list	✓
UK based telephone support	✓	Personalised content	✓
unlimited mailing lists	✓	Content spam scoring prior to sending	✓
Schedule timed campaigns for any future time & date	✓	Large library of pro designed HTML templates	✓
Full analytics suite, with all stats in graph form	✓	Automated unsubscribe handling	✓
Downloadable stats in PDF or CSV format	✓	Easy to use design editor	✓
Easy data import direct from Microsoft Excel	✓	Hard and soft bounce management	✓

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