



***User Guide
Version 5.9***



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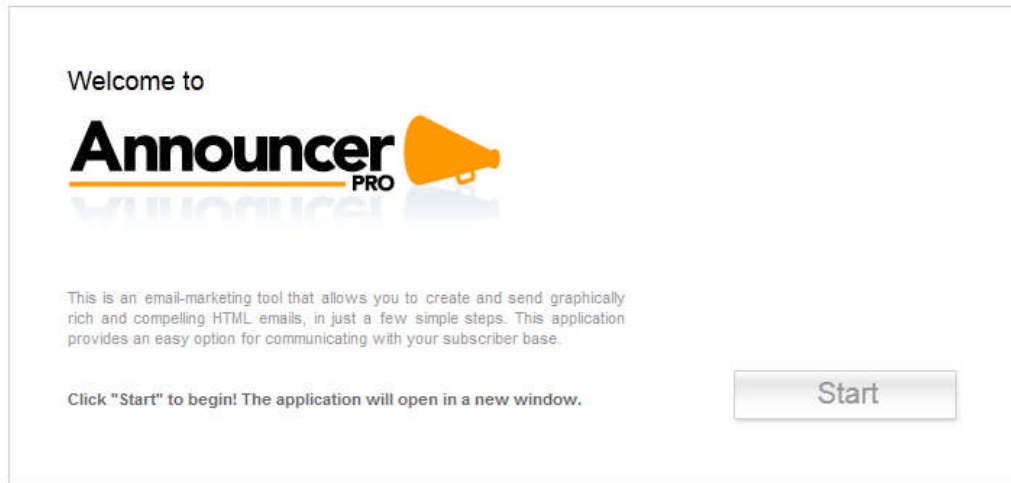
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1 Introduction

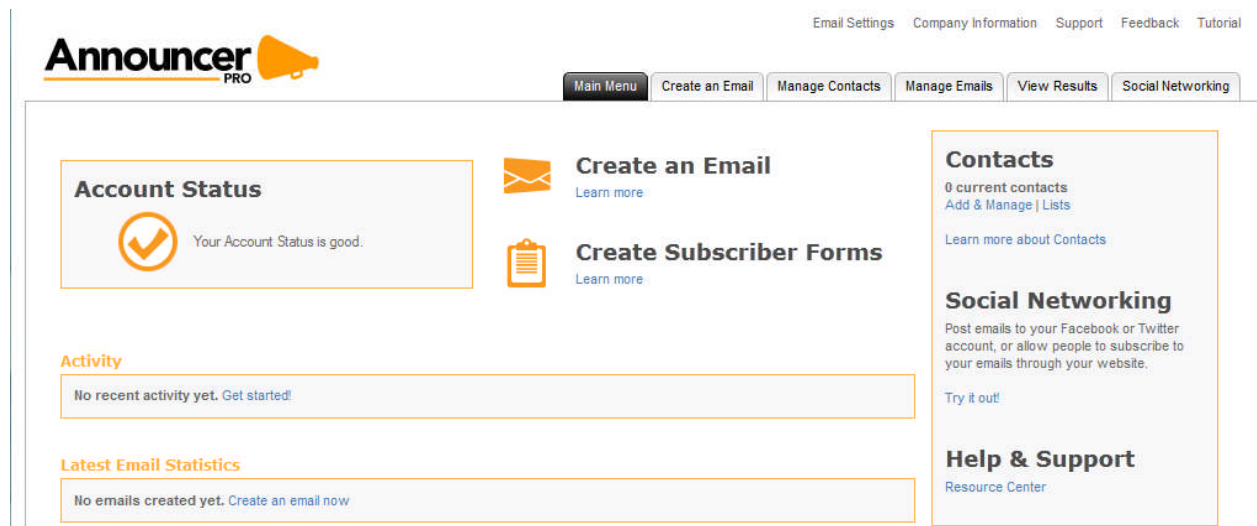
Announcer Pro is an email marketing application that allows you to create and send graphically-rich and compelling HTML emails through the *Create Email Wizard*. Combining professional-quality HTML email templates with email management tools, Announcer Pro provides an enhanced option for you to communicate with your subscriber base.

1.1 Getting Started

1. To launch the application, click **Start**.



2. When you click **Start** the following page is loaded:



1.2 Navigation

The Main Menu remains static throughout all of Announcer Pro and you will be able to navigate to whichever section you wish by clicking on the menu options.

1.2.1 Main Menu

Located on the top right corner, the Main Menu consists of the following options:

Main Menu Button	Description
Main Menu	Displays the main menu page.
Create an Email	Use the Email Wizard to guide you through the entire Announcer Pro setup for new or existing emails, from start to finish.
Manage Contacts	Using the "Contacts" section you will be able to manage your contact list.
Manage Emails	Manage Emails, Template Selection, Email Details, Email Scheduler, Edit Email, and Test Email.
View Results	Generate custom reports detailing important email statistics.
Social Networking	Using this section you will be able to share your emails.

1.2.2 Sub Menu

Located at the top right corner, the sub-menu provides the following options:

Sub Menu Link	Description
Change Plan	Opens a list of available upgrades in a new window.
Email Settings	This section lets you add new email addresses for the purpose of sending or replying to emails sent.
Company Information	The company settings section allows you to view or edit your company information.
Support	Opens the online help file system for Announcer Pro.
Feedback	This section allows you to submit your comments/suggestions.
Tutorial	View Flash demonstration of how to utilize Announcer Pro.


2 Create an Email

Announcer Pro provides a wizard interface to walk through the set-up and delivery of your emails. The wizard contains five steps, which include, specifying the email details, choosing your contacts, choosing a template,

2.1 Email Details

The Email Details page is the first step of the wizard, which allows you to specify the company information displayed in the email, as well the “sent from” address, the time zone, whether or not social media sharing is allowed, and the email title and subject line.

[Email Settings](#) [Company Information](#) [Support](#) [Feedback](#) [Tutorial](#)



Main Menu
Create an Email
Manage Contacts
Manage Emails
View Results
Social Networking

Progress 1 2 3 4 5 : Email Wizard
Next >

Email Details

Here, you can manage various details of your email, including sender email address, name and subject line, social networking options and company information.

Company Information ?

This information will appear at the bottom of each email you send. Please confirm that it's correct, or click "Edit" to make changes.
U.S. law requires that an email sender's physical address be included in any commercial email.

Company Name: **Company**

Edit

Email Information

Choose a name for your email. This name **will not appear** to recipients.

Email Name:

Write a compelling subject line for your email. This **will appear** in recipients' inboxes.

Subject Line:

Time Zone

Please ensure that the time zone below is correct. If you have changed your location to a different time zone please adjust using the drop down window.

Webpage Version

Include a link to view a webpage version of this email ?

Click Here

Sender Email Address ?

Confirm that this email address is accurate or click "Edit" to select a new email address. If you do not see the sender email address you want, go to Email Settings at the top of the screen, then click "Create an Email" to return to this screen.

Sender Email: postmaster@demo-premium.com

Edit

Social Networking and Google Analytics

Click the box(es) below to allow recipients to share your email on social networking sites. Facebook and Twitter icons will appear at the bottom of your email.

Click on the Google checkbox to track your email campaign with your Google Analytics account.

SHARE IT
 SHARE IT
 Google

Next >

2.1.1 Company information

This section allows you to edit the details of your business. By default the information listed in the company information has been pulled from the customer account corresponding fields:

- Company Name
- Address 1 and 2 are merged
- City, state/province
- Postal/zip code
- Country
- Phone number
- Contact email address

Fields noted with an asterisk (*) are mandatory.

The screenshot displays the 'Email Details' page with a pop-up dialog for editing company information. The dialog contains the following fields and options:

- Company Name:** * Company
- Address:** * Address
- City:** * City
- State/Province:** * State
- Zip/Postal Code:** * 12345
- Country:** * United States (dropdown menu)
- Phone:** 1234567890
- Hide Phone in Footer

Below the phone field, a note states: "U.S. law requires that an email sender's physical address be included in any commercial email." At the bottom of the dialog are 'Accept' and 'Cancel' buttons.

TO EDIT COMPANY INFORMATION:

1. In the Company Information section, click **Edit**:
2. In the pop-up dialog, modify the required fields.
3. If you do not want the company phone number displayed in the email, select the **Hide Phone in Footer** checkbox.
4. Click **Accept**.

2.1.2 Time Zone

This section allows you to change the time zone of your email.

TO EDIT THE TIME ZONE:

- Select the appropriate time zone from the drop-down list.

2.1.3 Sender Email Address

The sender email address will appear as the "Sent From" address when your email is delivered. Sender email addresses need to be confirmed to verify your identity as the sender.

Emails will not be sent from unconfirmed email addresses. After completing the wizard, you must, check your email inbox for the identity confirmation email.

Note: If you do not see your identity confirmation email in your inbox, please check your Junk mail box as your email program may have labeled it as SPAM.

TO EDIT THE SENDER EMAIL ADDRESS:

1. In the Sender Email Address section, click **Edit**.
2. In the Sender Email Address drop-down list, select the email address that you want to appear in the "Sent From" field.
3. Click **Accept**.

Note: If the Email address is not listed in the drop-down list, you can add a new address on the Email Settings page. For more information about adding an email address, see [Email Details](#).

2.1.4 Email Information

This section allows you to name your email (for internal references) and provide a subject line (displayed to customers).

TO ADD EMAIL INFORMATION:

1. In the Email Information section, enter the name for your email.
2. Enter the Subject Line for your email.

2.1.5 Webpage Version

This section allows you to include a link to a Webpage version of the content. You can edit the default description as well as the link text.

TO ADD WEBPAGE VERSION:

1. In the Webpage Version section, select the Include a link to view a webpage version of this email checkbox.
2. Change the default description for the link, if required.
3. Change the default link text, if required.

2.1.6 Social Networking and Google Analytics

This section allows you to specify whether your email recipients can share this email on their social media sites. You can also use your Google Analytics account to track the visits to your Website.

TO ENABLE SOCIAL NETWORKING:

1. To enable sharing through Twitter, select the **Twitter SHARE IT** checkbox.
2. To enable sharing through Facebook, select the **Facebook SHARE IT** checkbox.
3. To enable Google Analytics, select the **Google** checkbox.

2.2 Choose Contacts

The Choose Contacts page allows you to select one or more contact lists as the recipients of this email. You can also create a new contact list by importing email addresses from an external source.

The available import options include:

- Windows Live
- Yahoo
- Gmail
- Outlook
- CSV file
- Excel

You can update, delete or add contacts to any of your lists using the Manage Contacts page.

The screenshot shows the Announcer Pro interface. At the top right, there are links for Email Settings, Company Information, Support, Feedback, and Tutorial. Below these are navigation tabs: Main Menu, Create an Email (active), Manage Contacts, Manage Emails, View Results, and Social Networking. The main content area is titled 'Choose Contacts' and includes a progress bar with 5 steps, where step 2 is active. The page contains instructions for selecting or creating contact lists. A table lists 'All Contacts' with 0 contacts. There are buttons for 'Create New List' and 'I want to segment my contacts'.

List Name ▲	Number of Contacts	
<input type="checkbox"/> All Contacts	0	↑ ↓

By entering your live.com, hotmail.com, Yahoo! Mail, Gmail or LinkedIn account and password details, Announcer Pro will import all of the contacts from those accounts. Note that Announcer Pro will not store passwords.

You are limited to 1500 contacts to be imported; if you have more than 1500 contacts in your live.com or hotmail.com contact list we suggest that you create multiple .csv files (1500 contacts or less) and import them one at a time, or cut and paste the email addresses (1500 emails addresses or less) using the Cut and Paste Email List button.

You can also create your own spread sheet of contacts (i.e. Microsoft Excel) and save it as .CSV file. Next find the file on your computer and using the "Import" feature import the contacts.

To ADD A NEW CONTACT LIST:

1. Click **Add New Contact List**.
2. Select your import option from the **How would you like to add your contacts** drop-down.

3. For contacts from Windows Live, Yahoo, or Gmail accounts, do the following:
 - Select the appropriate email account and do the following:

- Enter your email address and password.
 - Click **Save List**.
4. For Outlook contacts, select **Import from Outlook** and do the following:
 - Click Browse.
 - Upload your .csv file.
 - Click **Save List**.

Note: Before you can import your Outlook contacts, you must save your contacts as a .csv file.

5. For .csv files, select Import from .CSV and do the following:
 - Click **Browse**.
 - Upload your .csv file.
 - Click **Save List**.
The Match columns from imported list dialog opens.
 - Adjust any required fields and click **Save**.
6. For Excel contacts, select Import from Excel and do the following:
 - Click Browse.
 - Upload your .Excel file.
 - Click Save List.
The Match columns from imported list dialog opens.
 - Adjust any required fields and click Save.
7. To add contacts manually, do the following:
 - Select Copy and Paste Email Addresses or Add Emails individually.
 - Click **Save File**.
Note: Enter one email address per line. You can input a maximum of 1500 email addresses using this method. Any further contact information (name, address, etc.) will need to be updated manually in the contact section.

TO SAVE YOUR OUTLOOK CONTACTS AS A .CSV FILE:

1. In MS Outlook, click **File**.
2. Click **Import and Export**.
3. Choose Export to **File**.
4. Select **Comma Separated Values (Windows)**.
5. Choose the location where you'd like the file saved to.
6. Click **Do Import Duplicate Items**.
7. Select **Contacts** from the drop down that will appear showing your tree structure of folders
8. Click **Next**.
9. In Announcer Pro, click **Browse** and search for your file that you have saved in the previous steps.
10. Once you have found the file, click **Import**.
11. Click **Next**.

2.2.1 Segmenting a Contact List

Contact segmenting allows you to filter targeted audiences out of a list by setting up one or more rules. Each list should allow for one or more segments to be created underneath it.

These segments are a series of rules that filter lists into smaller audiences. More than one rule is connected with either an AND or OR logical operator. The resulting set of rules can be defined either:

TO SEGMENT CONTACTS:

1. Select the **I want to segment my contacts** checkbox.
2. In the Matches drop-down, select one of the following:
 - All
 - One
3. Select the field that this segment should filter.

4. Select one of the following filter parameters:
 - Is
 - Is not
 - Contains
 - Does not contain
 - Starts with
 - Ends with
5. Enter the filter value in the corresponding text field.
6. To add another rule, click **Add another rule**.

2.3 Choose a Template

Templates allow you to select the overall layout and theme of your email:

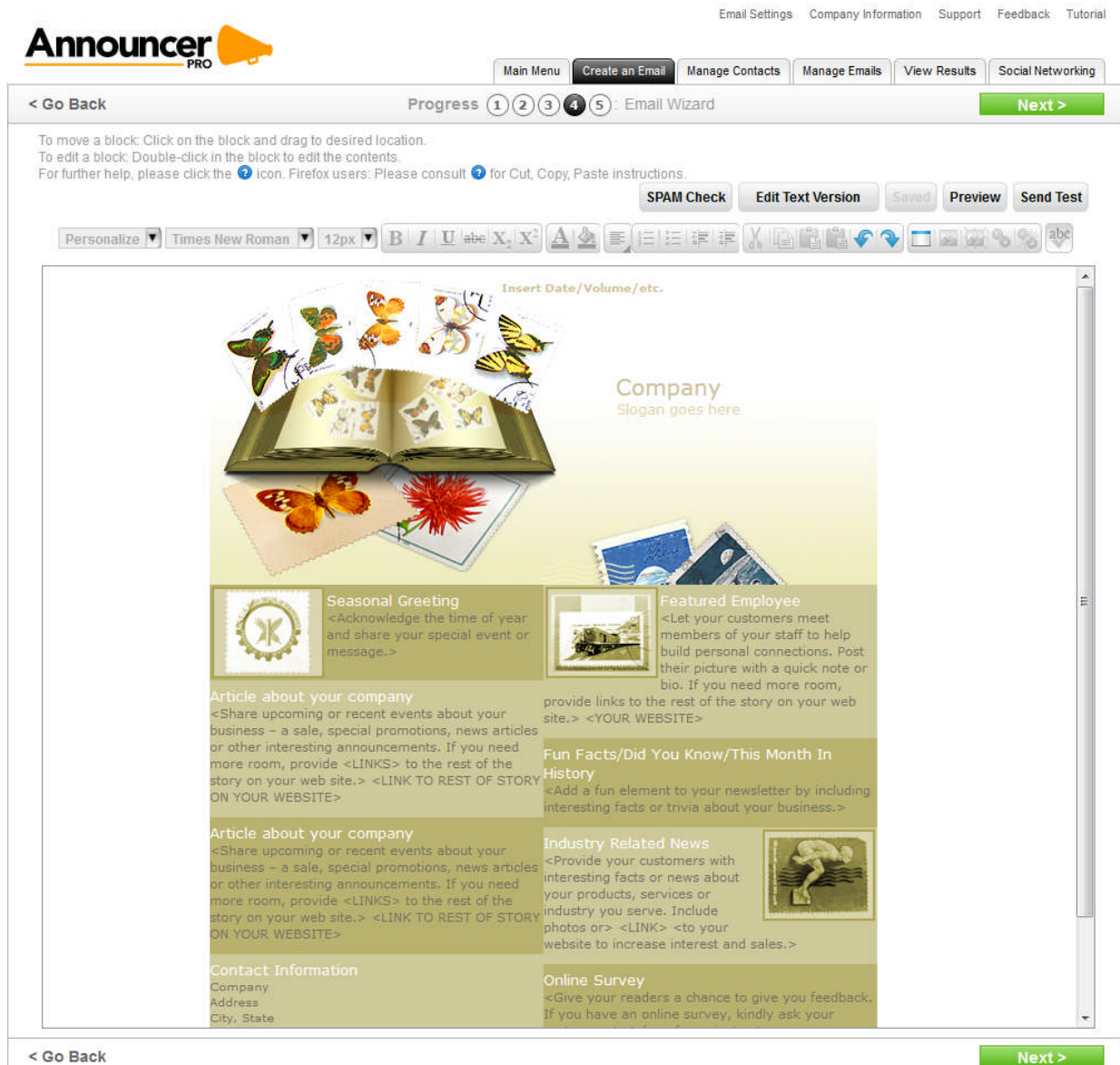
The screenshot displays the 'Choose a Template' interface in Announcer Pro 5.9. At the top, there's a navigation bar with 'Email Settings', 'Company Information', 'Support', 'Feedback', and 'Tutorial'. Below this is a 'Main Menu' with 'Create an Email' selected. The 'Email Wizard' progress bar shows steps 1-5, with step 3 'Choose a Template' active. The main content area is titled 'Choose a Template' and includes a dropdown menu for 'Show templates in category: General'. Below this, a grid of 12 email templates is displayed, including 'Announcement', 'St. Patrick's Day Sale', and 'Savings Coupon'. A tooltip 'new_tmp (41372633.0)' is visible over one of the templates. Navigation buttons 'Go Back' and 'Next >' are at the bottom.

TO SELECT AN EMAIL TEMPLATE:

1. Use the drop-down menu to select a category of Templates that best suit your needs.
2. Select a Template.
A confirmation dialog opens.
3. To choose a different template, click **Select different template**.
4. To accept the selected template, click **Select this template**.
5. Click **Next**.

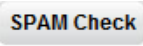
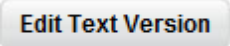
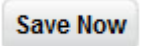
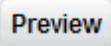
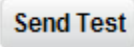
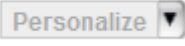



2.4 Edit Email


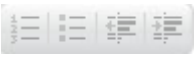







The email wizard allows you to create content for your emails. You can modify your email by clicking, dragging and highlighting different aspects of the email. Note that some default layout and images are locked and cannot be deleted.



Any emails which you have not finished can be returned to and edited at a later date. Unless you alter the delivery schedule for your emails, they will be sent in whatever condition they are in when the delivery time occurs. Please ensure that as emails are approaching their transmission date that you have finished working on them.

The Create an Email menu provides the following options:

Button	Description
	SPAM Check will scan the content of your email and provide a risk probability of it getting blocked. Note: SPAM Check only checks the content of your email. It is still possible that your email will be blocked for sending to a non-permission based email address.
	Edit Text Version displays the HTML code for the page. To return to the default page view, click Cancel .
	Saving your work is recommended throughout each session
	Preview: you can preview all the changes made.
	Send a Test Email: Click “Send Test” to send a test email to one contact. Select an email from the list or enter the email address you’d like to send the test to, and then click “Send Test”. Users that have set up reply to and send from email addresses can select to send a test email message to the specific address from the drop-down menu. If there is a verified sender email address registered, the user will see this page. The user will have the ability to send themselves a copy of their email. Note that this test will only work if the user has 1 or more reply to and send from email addresses verified.
	Personalize allows you to insert variables into your email message. When your customer receives the email, the variables inserted are replaced with the contact’s details as recorded in the Announcer Pro database. You can add default values, which will be used if there are no values associated in the contact database for that variable. The available variables include. <ul style="list-style-type: none"> • First Name • Last Name • Job Title • Company • Phone • Address1 • Address2 • City • Province • Zip Code • Country
	Font Name
	Font Size
	Modifying Text: double-click on the text block; a boxed greyed area will appear on the Text Block. You will be able to edit text once the outline is visible. Highlight the text you wish to put in Bold , <i>Italics</i> or <u>Underline</u> .

Button	Description
	Modifying Font Style, Colors, and Text Size; double-click on the text block you wish to modify. Highlight the text you wish to reformat, click on the font change button. A screen will pop up allowing you to Select Font Style, Font Colors and Font Size.
	Text Alignment allows you to choose left, right, centre, or justified alignment.
	Ordered list: select this while editing text to make a bulleted list. You can also make existing text a bulleted list by selecting the text and then clicking on this tool.
	Cut, Copy, Paste and Paste without formatting.
	Undo: click this button to undo the last action you have taken. Redo: click “Redo” to re-apply the last action that was undone. You can undo/redo as many steps as you wish based on the current section and actions done per session.
	Adding text block(s) allows additional customization to your email. Many of the text blocks that exist on each of the designs are placeholders that require editing. Editing text blocks: double-click on the text you wish to modify. You will be able to edit text once the outline is visible. Type/Paste text into the text block. Delete text block(s); double-click on the text block. Click  on the bottom right corner. The text block should now be removed.
	Insert and Edit Images: you can build your own library of images by uploading the image files; and or utilize the free image library to place additional images into your site.
	Create/Edit link and Remove link: highlight the text you wish to link from. Click on the hyperlink icon. A screen will pop up. Type in the desired URL, such as http://domain.com.
	Checking Spelling: within a text block, double left click on the text block you wish to check spelling for. Click on the “Check spelling” tool in the Editor toolbar. Words which appear to be spelled incorrectly are outlined in red. Click on the red outline and select from the option list for the correct word. It will automatically be corrected.

2.4.1 Preview Email

The purpose of this page is to let the user know that they are nearly done developing their email. The page provides a preview of the customized template.

Users will see the contacts as well as the sender email address that was set up in previous steps. Here they can change the title of the Email as well as the contacts list.

To PREVIEW YOUR EMAIL:

1. Click **Preview**.
2. On the Preview page, click **Apply Changes**.

Apply Changes
Close

	List Name ▲	Number of Contacts
<input checked="" type="checkbox"/>	All Contacts	0

From:

Subject:

Having Trouble Viewing this Email? [Click Here](#)



Insert Date/Volume/etc.

Company
Slogan goes here

Seasonal Greeting
<Acknowledge the time of year and share your special event or message.>

Featured Employee
<Let your customers meet members of your staff to help build personal connections. Post their picture with a quick note or

Article about your company
<Share upcoming or recent events about your business – a sale, special promotions, news articles or other interesting announcements. If you need more room, provide <LINKS> to the rest of the story on your web site.> <LINK TO REST OF STORY ON YOUR WEBSITE>

Industry Related News
<Provide your customers with interesting facts or news about your products, services or industry you serve. Include photos or> <LINK> <to your website to increase interest and sales.>

Contact Information
Company
Address
City, State
12345
1234567890
<Website>
<social media links (Facebook page, etc)>

Online Survey
<Give your readers a chance to give you feedback. If you have an online survey, kindly ask your customers to take a few minutes to answer questions by providing a link to> <CLICK HERE>

SHARE IT **SHARE IT**

This email was sent to (recipient email address) from Company
Address , City, State, 12345, Phone 1234567890

Click [HERE](#) to remove your email address from this sender's mailing list.

If you feel that this email from is SPAM, please click [HERE](#) . Your email address will also be removed from the mailing list.



2.5 Schedule Email

In this step you will need to indicate the date and time when the email should be sent.

Announcer PRO

Email Settings Company Information Support Feedback Tutorial

Main Menu Create an Email Manage Contacts Manage Emails View Results Social Networking

< Go Back Progress 1 2 3 4 5 Email Wizard Next >

Schedule Email

You can send your email now, choose a time and date to send it later or save it as a draft using the options below.

Choose the action to be performed with created email.

- Send Now. You can send your email now, it will be added to the distribution queue shortly.
- Save Draft. Save a draft of your email. Go to "Manage Emails" to edit or send later.
- Schedule. Choose a delivery date and time for your email.
- Save as an Autoresponder.

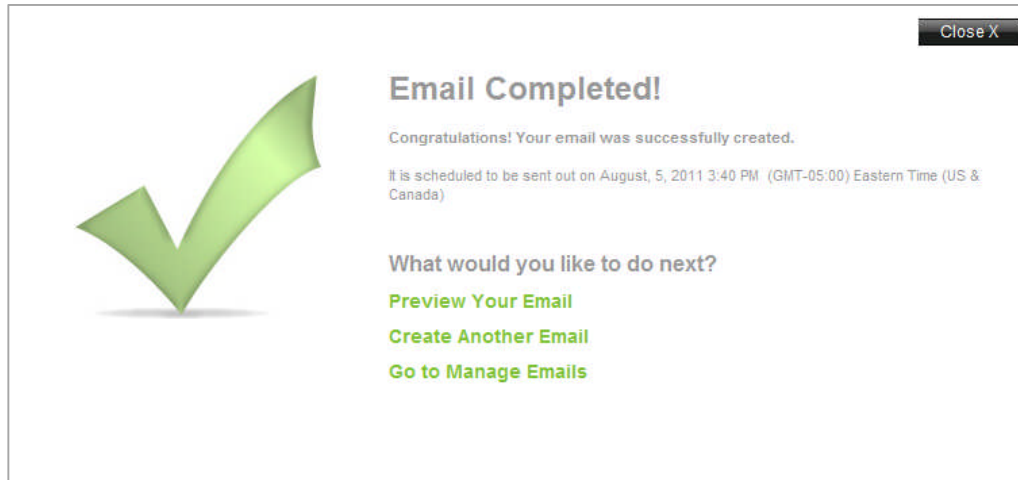
Date: 10/3/2012 Time: 1:30 PM Time Zone: (GMT-05:00) Eastern Time (US & Canada)

TO SCHEDULE YOUR EMAIL:

1. On the Schedule Email page, do one of the following:
 - Select **Send Now**.
The Email will be added to the distribution queue and will be sent out.
Note: If the sender email has not been verified the user will be displayed with the following message and the email will not be sent out until the sender email has been verified.
 - Select **Save Draft**.
You can save it as a draft and edited later within the Manage Emails section
 - Select **Schedule Email**.
Select a date and time when the Email should be sent out. You can:
 - Select a date from the calendar.
 - Select the time and time zone.
 - Select **Save as an Autoresponder**:
 - To send the email when the contact is added to the list, select the **Sends at addition of new contact to selected list** radio button.
 - To specify the amount of time before sending the email, select the **Sends** radio button and specify the time in **days** or **weeks**.
2. Click **Next**.

2.6 Email Completed

This page congratulates you for creating an email and reconfirms when the email will be sent (time and date).



You have the following options available:

- **Preview you Email** will show you a preview of the email created
- **Create Another Email** takes you back to step one of the wizard and allows you to create another email
- **Go to Manage Emails** will allow you to edit and refine your email

2.7 Managing Company Information

This section allows you to enter the details of your business. By default, company information is hidden from public view.

TO MODIFY COMPANY DETAILS:

1. Click **Company Information**.



2. On the Company Information page, make the required changes.

Company Information

Update your company's information here. This information will appear in the footer (at the bottom) of your emails as contact information.

To hide your phone number in the footer, check the "Hide Phone in Footer" box. Click "Apply" to save your changes.

Company Information

Company Name:*

Address:*

City:*

Zip/Postal Code:* State/Prov.:*

Sender Email Address:* Country:*

Phone: Hide Phone in Footer:

*U.S. law requires that an email sender's physical address be included in any commercial email.

3. Click **Apply**.

2.8 Manage Email Settings

The settings interfaces allow you to modify settings which will apply to all emails. It consists of two parts: “Company Information” and “Email Settings”.

The purpose of this section is to allow you to control the email addresses that you want to use for send/reply to messages from Announcer Pro. This section will allow you to send messages from any address and reply to any address.

TO MODIFY EMAIL SETTINGS:


- Click **Email Settings**.

The screenshot shows the 'Email Settings' page in Announcer Pro. At the top, there's a navigation bar with 'Email Settings', 'Company Information', 'Support', 'Feedback', and 'Tutorial'. Below that, a secondary navigation bar contains buttons for 'Main Menu', 'Create an Email', 'Manage Contacts', 'Manage Emails', 'View Results', and 'Social Networking'. The main heading is 'Email Settings'. Below the heading, there's a note: 'It's important to verify the email address you're "sending" emails from in Announcer Pro. Note: The selected sender email address will also be your "reply-to" address where recipients can send a reply email.' Another note says: 'Below, you can add sender and reply-to email addresses. Announcer Pro will send a verification email to these addresses; to confirm it, open the email and follow the instructions.' There are two main sections: 'Add an Email Address' and 'Sender and Reply-To Email Addresses'. The 'Add an Email Address' section has a text input field labeled 'Sender Email Address' and 'Cancel'/'Apply' buttons. The 'Sender and Reply-To Email Addresses' section has a table with columns for 'Sender Email Addresses', 'Date Sent', and 'Status'. The table contains one entry: 'postmaster@demo-premium.com' with a status of 'Confirmed' and a minus button. Below the table is a 'Total: 1' label.

TO ADD A NEW EMAIL ADDRESS:

1. In the Sender and Reply – To Email Addresses section, click **Add Sender Email Address**.
2. In the Add an Email Address section, enter email address in the **Sender Email Address** field.
3. Click **Apply**.

TO DELETE AN EMAIL ADDRESS:

1. In the Sender and Reply – To Email Addresses section, click the  button.
2. In the confirmation dialog, click **Yes**.

3 Manage Contacts

This page allows you to add contacts to any of your available lists, create new lists, import email addresses from an external source, or export an entire list.

3.1 Add Contacts

This step allows you to add contacts to the list(s) that you have created. To add a contact, enter all available information into the fields provided. The only required field is the email address.

The screenshot displays the 'Add Contacts' page in the Announcer Pro interface. At the top, there are navigation links: 'Email Settings', 'Company Information', 'Support', 'Feedback', and 'Tutorial'. Below these are tabs: 'Main Menu', 'Create an Email', 'Manage Contacts' (active), 'Manage Emails', 'View Results', and 'Social Networking'. On the left, a sidebar menu lists: 'Add Contacts', 'Find/Edit Contacts', 'Create/Edit Lists', 'Import Email Addresses', 'Create Subscriber Form', 'Export Lists', and 'Merge Lists'. The main heading is 'Add Contacts' with a help icon. Below the heading is the instruction: 'Here, you can add individual contacts' email addresses and names to one or more of your lists.'

Step One: Enter Email Address
 Enter an email address for the new contact here. You may also enter a first and last name if you wish.

Email *
 First Name:
 Last Name:
 Check this box to send an opt-in message to subscribers. ?
 *Mandatory

Step Two: Add Contacts to Lists
 Check the box next to the list or lists you'd like to add this contact to. Then click the "Add" button.

List Name ▲	Number of Contacts
<input checked="" type="checkbox"/> All Contacts	0

Buttons: Cancel, Add

Next, select which list(s) you would like to add this contact to. You can do this by clicking on the checkbox beside each list you want to add it to.

TO ADD A CONTACT:

- On the Add Contacts page, enter the email address of a new contact.
- Select the list for which this contact should be added.
- To send an opt-in message to your subscribers, select **Check this box to send an opt-in message to subscribers.**
 When this is selected, your contacts must first respond to the "opt-in" request before they can receive emails.
- Click **Add**.

3.2 Find/Edit Contacts

The Find Contacts page allows you to edit the contacts in your lists. You can search through your contact lists using the search fields or using the "active", "pending", "blocked" and "confirmed by user" status filters.

- **Active:** are contacts that have responded to the confirmation email and indicated they would like to receive emails.
- **Pending:** are contacts which have received the confirmation email but have not responded to it.
- **Blocked:** are contacts which have responded to the confirmation email and indicated they do not wish to receive emails.

You can restrict your search in the following ways: by Name, Email address, Address, Company, Phone, City/Town, State/Province, Country, and Status:

To SEARCH FOR A CONTACT:

1. Click **Find/Edit Contacts**.
2. On the Find and Edit Contacts' Information page, select your search criteria
3. Click **Search**.

After searching, you can filter your results to display only active, inactive or pending contacts (or any combination thereof) by using the drop-down menus provided

Name ▲	Email	List Name	Status

Number of Contacts: 0

Cancel Apply

TO EDIT AN EXISTING CONTACT:

- Click on the contact that you wish to modify.
A new window will open where you can review and modify contact information:
- Click **Apply**.

3.3 Create/Edit Lists

Lists are used to group contacts together. You can create and group as many lists as needed. This page allows you to add an email contact to an existing list, create a new list, or delete an entire list.

The screenshot displays the 'Create and Edit Lists' page in Announcer Pro. The interface includes a top navigation bar with links for 'Email Settings', 'Company Information', 'Support', 'Feedback', and 'Tutorial'. Below this is a secondary menu with 'Main Menu', 'Create an Email', 'Manage Contacts', 'Manage Emails', 'View Results', and 'Social Networking'. The main content area features a sidebar on the left with buttons for 'Add Contacts', 'Find/Edit Contacts', 'Create/Edit Lists' (highlighted), 'Import Email Addresses', 'Create Subscriber Form', 'Export Lists', and 'Merge Lists'. The main heading is 'Create and Edit Lists', followed by an explanatory paragraph and a table titled 'Existing Lists'. The table has columns for 'Existing Lists', 'Number of Contacts', and a delete icon. Below the table is a 'Create a New List' section with a text input field and 'Cancel' and 'Apply' buttons.

Existing Lists ▲	Number of Contacts	
All Contacts	0	⊖

TO ADD A NEW LIST:

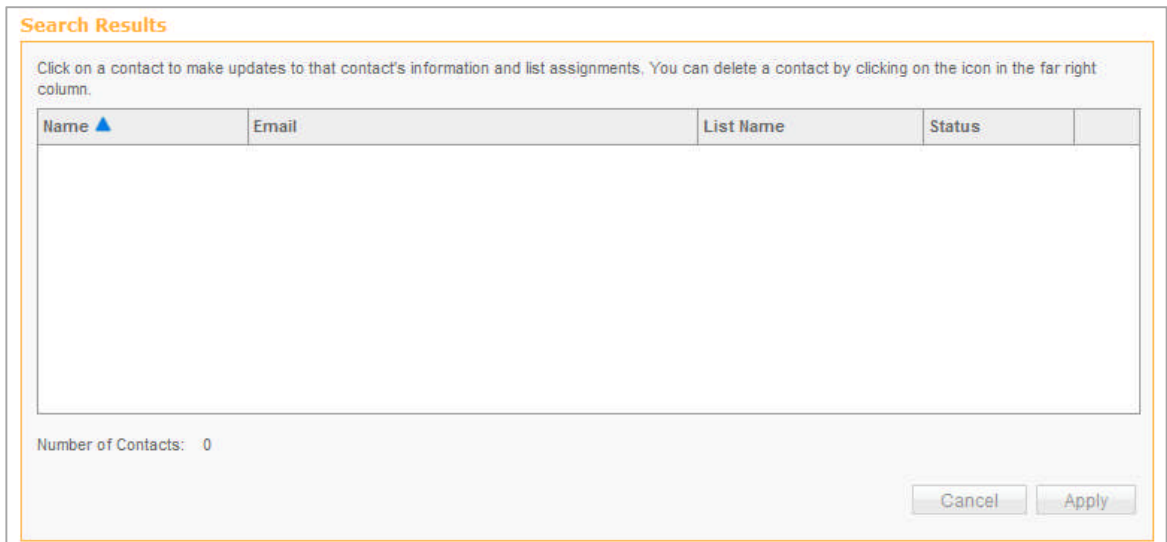
1. In the Create a New List section, enter a list name.
This only sets up the list name; contacts are added through the Add Contacts page.
2. Click **Apply**.

TO DELETE A LIST:

1. Click the ⊖ button, located to the right of the list.
2. Click "Apply" button to confirm.
3. Click "Cancel" to discard.

TO EDIT AN EXISTING LIST:

1. Click on the name of the list you want to edit.
A Search Results dialog displays a list of all contact contained in the selected list:

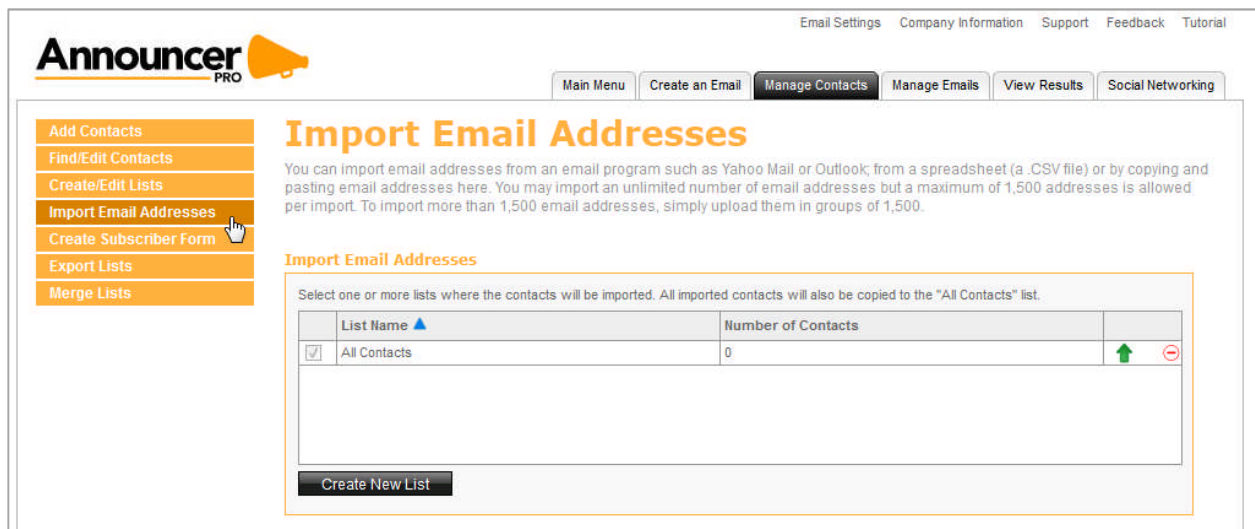


- In order to edit a certain contact within that list click on a contact; the "Edit contact" page will open shown on previous page

3.4 Import Email Addresses

The Import Email Addresses page allows you to import contacts from an external email address or a file on your computer. You can import your contacts to an existing list or create a new list with the imported contacts.

Note: Announcer Pro does not import or store passwords.



By entering your live.com, hotmail.com, Yahoo! Mail, Gmail account and password details, Announcer Pro will import all of the contacts from those accounts. You import up to 1500 contacts – if you have more than 1500 contacts in your external contact list, you can create multiple .csv files (1500 contacts or less) and import them one at a time.

Alternatively, you can "cut and paste" the email addresses (1500 emails addresses or less). Please separate each email address with a space, or one email address on each line. Any further contact information (name, address, etc.) will need to be updated manually in the contact section.

You can also create your own spread sheet of contacts (i.e. Microsoft Excel) and save it as .csv file, which can be imported.

Note that if you wish to create your own spread sheet of contacts, the spread sheet must contain column headings and the minimum info required is the contacts email address.

3.4.1 Field Mapping

The Field Mapping page allows you to map columns from an imported file (.csv, or .xls/.xlsx). If the file contains a header row then attempt to map the fields with the predefined and custom fields. If there is no header row, then the customer needs to map each field in the dialogue.


Match columns from imported list to testwerwerwer

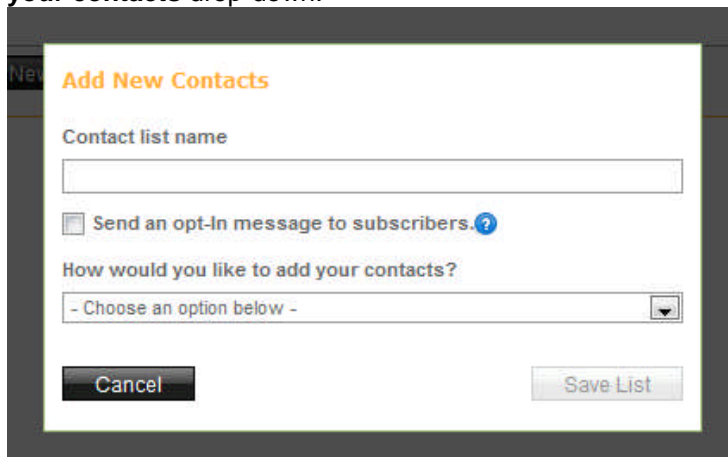
Some of the fields do not match our contact list fields.

Please review the contact list below and use the drop down menus to match or ignore fields for your list.

Ignore This Field	First Name	Ignore This Field	Last Name	Ignore This Field
	aklyass@geeksforless.		net	
	alex		romanov	
	test		test2	

TO IMPORT EMAIL ADDRESSES TO AN EXISTING LIST:

1. On the Import Email Addresses page, click the green **Up** arrow .
2. On the Add New Contacts page, select the import option from the **How would you like to add your contacts** drop-down.



8. For contacts from Windows Live, Yahoo, or Gmail accounts, do the following:

- Select the appropriate email account and do the following:

- Enter your email address and password.
 - Click **Save List**.
9. For Outlook contacts, select **Import from Outlook** and do the following:
- Click Browse.
 - Upload your .csv file.
 - Click **Save List**.
- Note:** Before you can import your Outlook contacts, you must save your contacts as a .csv file.
10. For Excel contacts, select Import from Excel and do the following:
- Click **Browse**.
 - Upload your .Excel file.
 - Click **Save List**.
- The Match columns from imported list dialog opens.
- Adjust any required fields and click **Save**.
11. For .csv files, select Import from .CSV and do the following:
- Click **Browse**.
 - Upload your .csv file.
 - Click **Save List**.
- The Match columns from imported list dialog opens.
- Adjust any required fields and click **Save**.
12. To add contacts manually, do the following:
- Select Copy and Paste Email Addresses or Add Emails individually.
 - Click **Save File**.
- Note:** Enter one email address per line. You can input a maximum of 1500 email addresses using this method. Any further contact information (name, address, etc.) will need to be updated manually in the contact section.

To ADD A NEW CONTACT LIST:

1. Click **Add New Contact List**.
2. Select your import option from the **How would you like to add your contacts** drop-down.

3. For contacts from Windows Live, Yahoo, or Gmail accounts, do the following:
 - Select the appropriate email account and do the following:
 - Enter your email address and password.
 - Click **Save List**.
4. For Outlook contacts, select **Import from Outlook** and do the following:
 - Click **Browse**.
 - Upload your .csv file.
 - Click **Save List**.

Note: Before you can import your Outlook contacts, you must save your contacts as a .csv file.
5. For Excel contacts, select Import from Excel and do the following:
 - Click Browse.
 - Upload your .Excel file.
 - Click **Save List**.
6. To add contacts manually, do the following:
 - Select Copy and Paste Email Addresses or Add Emails individually.
 - Click **Save File**.

Note: Enter one email address per line. You can input a maximum of 1500 email addresses using this method. Any further contact information (name, address, etc.) will need to be updated manually in the contact section.

TO SAVE YOUR OUTLOOK CONTACTS AS A .CSV FILE:

1. In MS Outlook, click **File**.
2. Click **Import and Export**.
3. Choose Export to **File**.
4. Select **Comma Separated Values (Windows)**.
5. Choose the location where you'd like the file saved to.
6. Click **Do Import Duplicate Items**.
7. Select **Contacts** from the drop down that will appear showing your tree structure of folders
8. Click **Next**.
9. In Announcer Pro, click **Browse** and search for your file that you have saved in the previous steps.
10. Once you have found the file, click **Import**.
11. Click **Next**.

3.5 Create Subscriber Forms

The Create Subscriber Forms page allows you to customize the look and feel of your subscriber form to match the colors of your Website. The user should also have the ability to choose which list the subscribers are placed into as well as control over the fields displayed on the subscriber form.

The current subscriber form page should include options for font and background colors, which fields should be included, which are required, and which list a subscriber should be placed into.

The purpose of this function is to allow a user to create one or more subscriber forms. Each subscriber form is associated with exactly one (1) contact list. For each subscriber form, a user can specify the fields, order of the fields, required fields, and color preferences

The screenshot shows the 'Create Subscriber Form' interface in Announcer Pro. On the left is a sidebar with navigation links. The main area has a title 'Create Subscriber Form' and a descriptive paragraph. Below this is a table for 'Subscriber Forms Details' which is currently empty. Underneath the table, it says 'Forms Count: 0'. At the bottom, there is a 'Create a Form' section with a text input for 'Form Name', a dropdown for 'Choose List' (set to 'All Contacts'), and a 'Create' button.

3.5.1 Editing a Form

The edit Form page allows you to modify an existing Subscriber form. You can add or delete fields using the Add Field and Field Settings tabs. When you add a new field through the Add Field tab, the Field Settings opens so that you change the default label. Each time a new field is added, the changes are displayed in a dynamic preview.

Example:

My current form only contains an email address and I want to add fields for the customer to enter their name. To add these fields I would do the following:

- Click the **Add Field** tab.
- Select the **Full Name** checkbox.

Edit Form

Description text of section

The screenshot shows the 'Edit Form' interface with the 'Add Field' tab selected. On the left, there are two columns of checkboxes for adding fields. The 'Full Name' checkbox is checked. On the right, the form preview shows an 'Email Address (required)' field and a 'Submit' button. The 'Save' button is in the top right corner.

Once selected, the Field Settings tab opens with a default label for that field.

The screenshot shows the 'Edit Form' interface with the 'Field Settings' tab selected. The 'Field Name' text box contains 'Email Address'. The 'This field is required' checkbox is checked. The 'Apply' button is visible. On the right, the form preview shows the 'Email Address (required)' field highlighted in blue. The 'Save' button is in the top right corner.

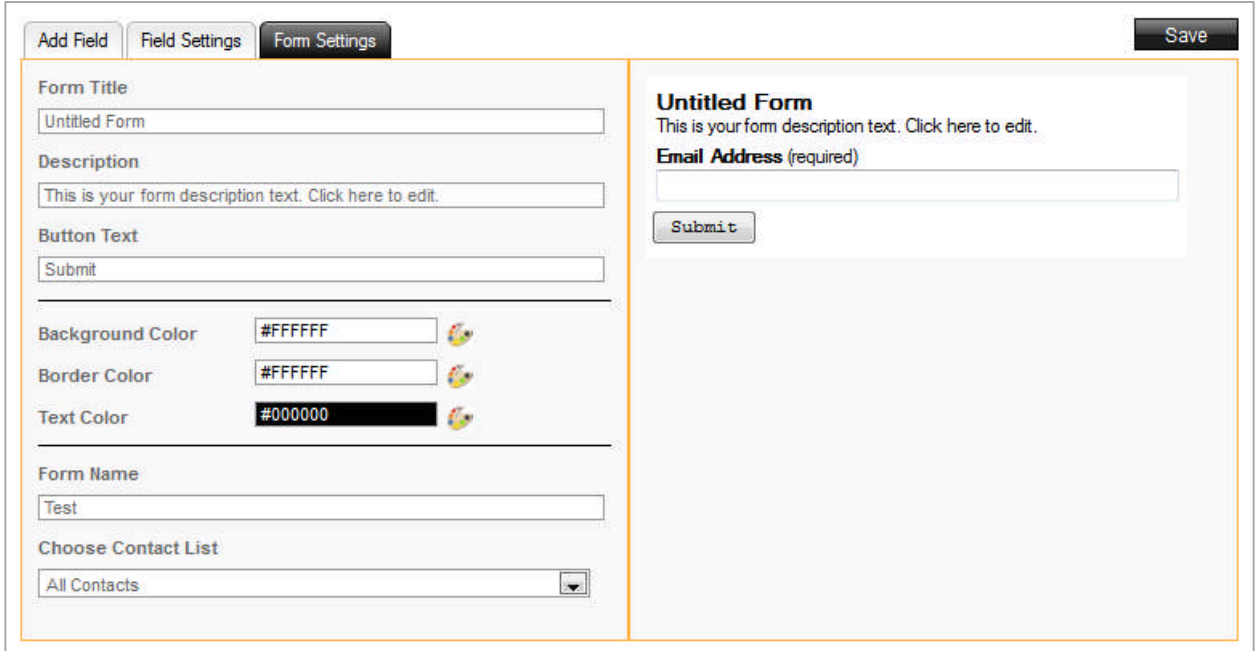
- To change the default label name, enter the text in the **Field Name** text box.
- Click **Add**.
The preview is updated with your changes and you are returned to the Add Field tab.

This page also provides a Form Settings tab, which allows you to edit the Form title and description. You can also change the label for the Submit button, modify the background, border and text colors, or change the form name or contact list. Any changes made are dynamically displayed in the form preview.

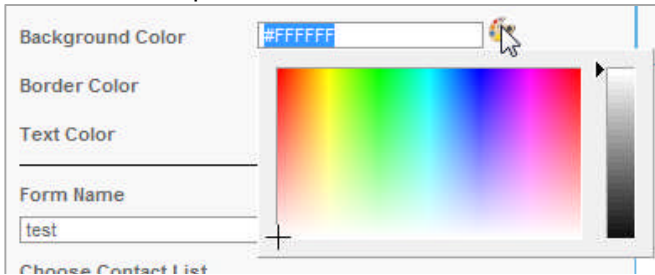
Example:

I want to change the background colour for my form. To do this, I would:

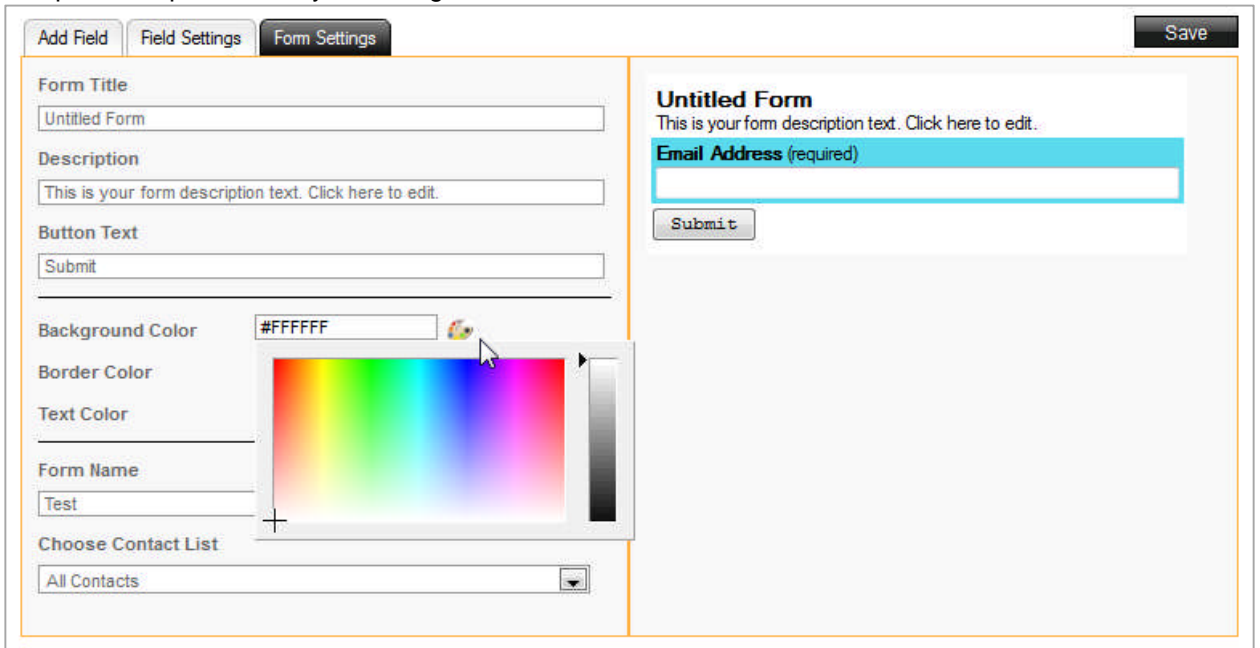
- Click the **Form Settings** tab.




- Select the color pallet.

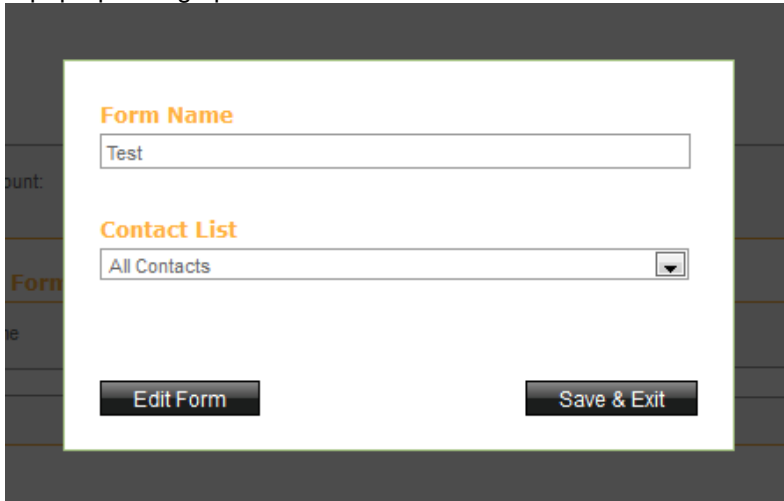


- Select the color.
The preview updates with your changes.



TO EDIT A SUBSCRIBER FORM:

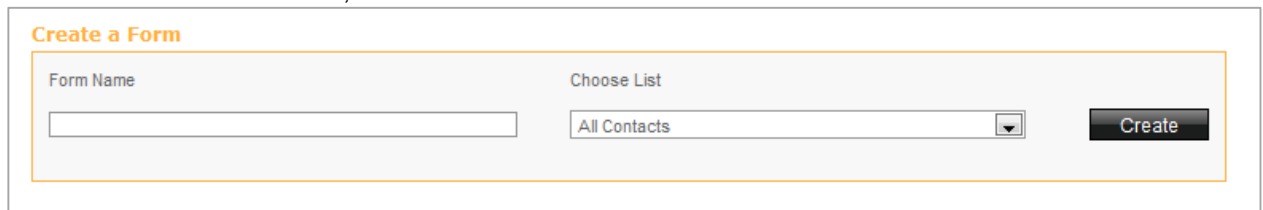
1. In the Subscriber Form Details list, click the **Edit**  icon. A pop-up dialog opens.



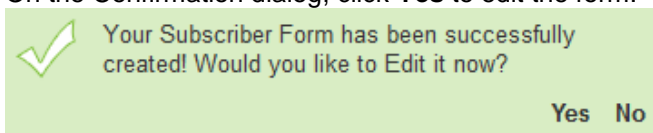
2. Click **Edit Form**.
3. On the Edit Form page, click the **Add Field** tab and select the field you want to add to the form. The Field Settings opens with the default value for the field that you selected:
4. On the field Settings tab, complete the following:
 - To change the default field setting, enter a new value.
 - To make this field mandatory, select the **This field is required checkbox**.
 - Click **Add**.
5. Repeat step 4 for each new field.
6. Click **Save**.

TO CREATE A NEW SUBSCRIBER FORM:

1. In the Create a Form section, enter a name for the form.

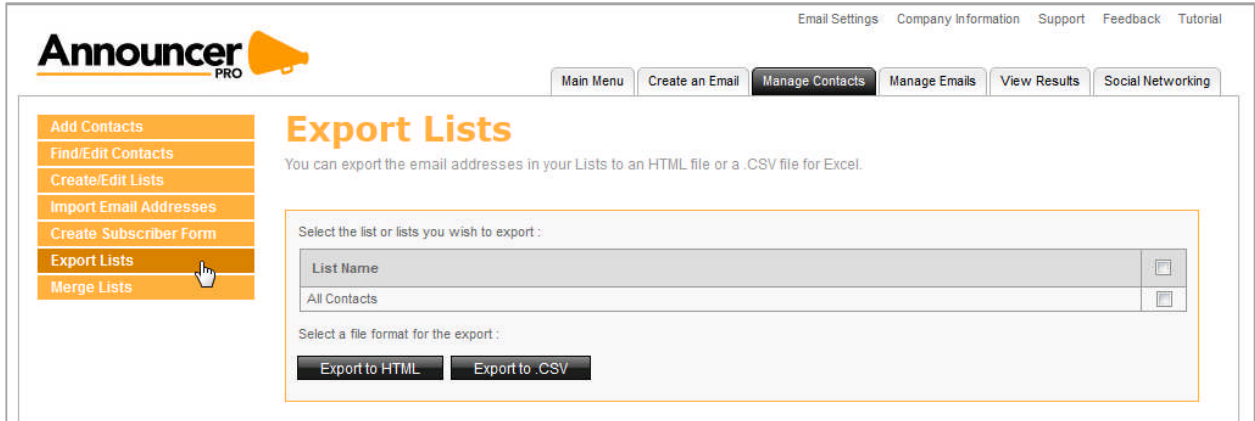


2. Select a contact list from the **Choose List** drop-down.
3. Click **Create**.
4. On the Confirmation dialog, click **Yes** to edit the form.



3.6 Export Lists

The Export List page allows you to export one or more of your contact lists to an HTML or CSV file. When exporting to CSV, the contacts will then begin to download to your computer as a single CSV file. You can open CSV files in most spread sheet applications, such as Microsoft Excel.



TO EXPORT TO HTML:

1. Select the contact list/s that you want to export.
2. Click Export to **HTML**.
The contents open in a new browser, which you can save.

TO EXPORT TO CSV:

1. Select the contact list/s that you want to export.
2. Click Export to **.CSV**.
3. In the pop-up dialog, do one of the following:
 - To preview the exported list, select **Open with**.
 - Click **Save File**.
4. Click **OK**.

3.7 Merge Lists

This page allows you to merge one or more lists into another list:

Announcer PRO

Email Settings Company Information Support Feedback Tutorial

Main Menu Create an Email **Manage Contacts** Manage Emails View Results Social Networking

Merge Lists

You can combine one or more lists into a new or existing list in the box below. If a contact is in more than one list it will appear in the merged list only once. The original lists will still exist after the merge is completed.

After completing Steps One and Two, click "Apply" at the bottom of the screen to merge the lists.

Step One: Check the box beside the list or lists you would like to combine.

List Name ▲	Number of Contacts
<input type="checkbox"/> All Contacts	0

Step Two: Select the list you would like to combine the lists into, or type in the name of a new list in the box below.

List Name ▲	Number of Contacts
<input checked="" type="radio"/> Type here to create new list	0
<input type="radio"/> All Contacts	0

Cancel Apply

TO MERGE LISTS:

1. Select the list(s) to merge by checking the respective checkbox beside the list in the left tab
2. Select the list to merge into or enter the name of a new list in the right tab
3. Click **Apply**.

4 Manage Emails

The Manage Emails Page allow you to check the status of your emails, edit email details or content, schedule email delivery, or choose contacts. You can also create a new email.

From the Existing Emails column, click on the email you'd like to edit. If the email has been previously sent, you will be unable to edit it. Instead a copy of the email will be made on your behalf.

The screenshot displays the 'Manage Emails' page in Announcer Pro. At the top, there's a navigation bar with links for 'Email Settings', 'Company Information', 'Support', 'Feedback', and 'Tutorial'. Below this, a secondary menu includes 'Main Menu', 'Create an Email', 'Manage Contacts', 'Manage Emails' (which is highlighted), 'View Results', and 'Social Networking'. On the left, there are two tabs: 'Manage Emails' (active) and 'Manage Autoresponders'. The main content area is titled 'Manage Emails' and contains a descriptive paragraph about the page's functionality. Below this, a section titled 'Select an email to edit:' features a table with the following structure:

Existing Emails	Last Modified ▼	Date Sent	Opens (%)	
Test	10/03/2012 12:54			

Below the table, it shows 'Email Count: 1'. At the bottom of the page, there are five buttons: 'Create an Email', 'Email Details', 'Choose Contacts', 'Edit Email', and 'Schedule Email'.

4.1 Email Status Indicators



This icon means the email has been sent

- The “date sent” column shows when the email was sent.
- You cannot make changes to the email.
- You can make a copy of the email (to create another email).
- You can delete or “preview” the email.



This icon means the email is in draft and has not been sent yet

- The “date sent” column is blank.
- You can make changes to the email.
- You can schedule the email.
- You can make a copy of the email (to create another email).
- You can delete or “preview” the email.



This icon means the email is scheduled to be sent






This icon means the email has not been sent and has expired.


- The sender email address has not been verified. Complete one of the following:
 - Copy the email and re-schedule, but select a sender email address that has been verified
 - Copy the email and re-schedule, but first verify the sender email address.
 - (To verify, find the verification email in your inbox and click on the link in the email)

TO EDIT AN EMAIL:

The following options are available:

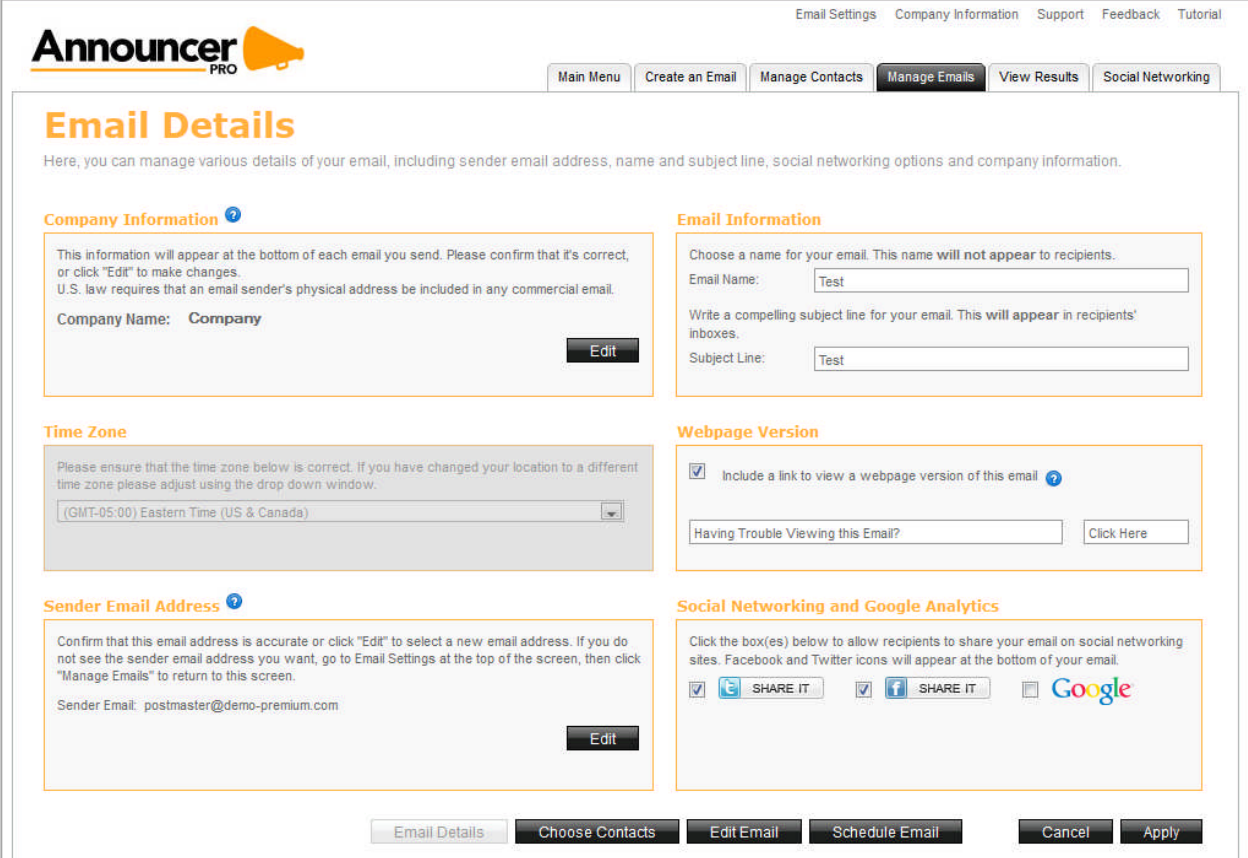
- Click on  to delete an email from the list of existing emails
- Click on  to preview your email
- Click on  to make a copy of the email

TO DELETE AN EMAIL:

1. Select the email you wish to delete from the existing list of emails
2. Click on the  button alongside the email you would like to delete.
A pop up window will prompt you to confirm deletion.
3. Click **Yes**.

4.2 Email Details

The Email Details page allows you to specify the company information displayed in the email, as well the “sent from” address, the time zone, whether or not social media sharing is allowed, and the email title and subject line.



The screenshot shows the 'Email Details' page in the Announcer Pro interface. The page is divided into several sections, each with an 'Edit' button:

- Company Information:** This section allows editing the company name (currently 'Company') and includes a note about U.S. law requiring a physical address in commercial emails.
- Email Information:** This section allows editing the email name (currently 'Test') and the subject line (currently 'Test').
- Time Zone:** This section allows selecting a time zone from a dropdown menu (currently '(GMT-05:00) Eastern Time (US & Canada)').
- Webpage Version:** This section includes a checkbox to 'Include a link to view a webpage version of this email' (checked) and a 'Click Here' button.
- Sender Email Address:** This section allows editing the sender email address (currently 'postmaster@demo-premium.com').
- Social Networking and Google Analytics:** This section includes checkboxes for social media sharing (Twitter and Facebook, both checked) and the Google Analytics logo.

At the bottom of the page, there are buttons for 'Email Details', 'Choose Contacts', 'Edit Email', 'Schedule Email', 'Cancel', and 'Apply'.

4.2.1 Company information

This section allows you to edit the details of your business. By default the information listed in the company information has been pulled from the customer account corresponding fields:

- Company Name
- Address 1 and 2 are merged
- City, state/province
- Postal/zip code
- Country

- Phone number
- Contact email address

Fields noted with an asterisk (*) are mandatory.

TO EDIT COMPANY INFORMATION:

1. In the Company Information section, click **Edit**:

2. In the pop-up dialog, modify the required fields.
3. If you do not want the company phone number displayed in the email, select the **Hide Phone in Footer** checkbox.
4. Click **Accept**.

4.2.2 Time Zone

This section allows you to change the time zone of your email.

TO EDIT THE TIME ZONE:

- Select the appropriate time zone from the drop-down list.

4.2.3 Sender Email Address

The sender email address will appear as the "Sent From" address when your email is delivered. Sender email addresses need to be confirmed to verify your identity as the sender.

Emails will not be sent from unconfirmed email addresses. After completing the wizard, you must, check your email inbox for the identity confirmation email.

Note: If you do not see your identity confirmation email in your inbox, please check your Junk mail box as your email program may have labeled it as SPAM.

TO EDIT THE SENDER EMAIL ADDRESS:

1. In the Sender Email Address section, click **Edit**.
2. In the Sender Email Address drop-down list, select the email address that you want to appear in the “Sent From” field.
3. Click **Accept**.

Note: If the Email address is not listed in the drop-down list, you can add a new address on the Email Settings page. For more information about adding an email address, see [Email Details](#).

4.2.4 Email Information

This section allows you to name your email (for internal references) and provide a subject line (displayed to customers).

TO ADD EMAIL INFORMATION:

1. In the Email Information section, enter the name for your email.
2. Enter the Subject Line for your email.

4.2.5 Webpage Version

This section allows you to include a link to a Webpage version of the content. You can edit the default description as well as the link text.

TO ADD WEBPAGE VERSION:

1. In the Webpage Version section, select the Include a link to view a webpage version of this email checkbox.
2. Change the default description for the link, if required.
3. Change the default link text, if required.

4.2.6 Social Networking and Google Analytics

This section allows you to specify whether your email recipients can share this email on their social media sites. You can also use your Google Analytics account to track the visits to your Website.

TO ENABLE SOCIAL NETWORKING:

1. To enable sharing through Twitter, select the **Twitter SHARE IT** checkbox.
2. To enable sharing through Facebook, select the **Facebook SHARE IT** checkbox.
3. To enable Google Analytics, select the **Google** checkbox.

4.3 Choose Contacts

From the Manage Email page, you can modify the contact list for a particular email.

To CHOOSE CONTACTS FOR AN EMAIL:

1. On the Manage Emails page, click **Choose Contacts**.

Announcer PRO

Email Settings Company Information Support Feedback Tutorial

Main Menu Create an Email Manage Contacts **Manage Emails** View Results Social Networking

Choose Contacts

Here you'll choose contacts to send your email to. If this is your first email you will need to create a list or lists and add contacts to it. See below for instructions.

Create or Select List(s)
Simply check the box next to the list or lists of contacts you wish to send your email to or you can create a new list by clicking the "Create new list" button and then add contacts to the list from the "How would you like to add your contacts" drop-down menu below. You may import contacts from a spreadsheet, popular email programs or add individual email addresses.

	List Name ▲	Number of Contacts	
<input checked="" type="checkbox"/>	All Contacts	0	↑ ↓

Create New List

I want to segment my contacts ?

Email Details Choose Contacts Edit Email Schedule Email Cancel Apply

2. Select the contact list, for which you would like to have the email sent.
3. Click **Apply**.

TO ADD A NEW CONTACT:

1. On the Manage Emails page, click **Choose Contacts**.

Announcer PRO

Email Settings Company Information Support Feedback Tutorial

Main Menu Create an Email Manage Contacts **Manage Emails** View Results Social Networking

Choose Contacts

Here you'll choose contacts to send your email to. If this is your first email you will need to create a list or lists and add contacts to it. See below for instructions.

Create or Select List(s)
Simply check the box next to the list or lists of contacts you wish to send your email to or you can create a new list by clicking the "Create new list" button and then add contacts to the list from the "How would you like to add your contacts" drop-down menu below. You may import contacts from a spreadsheet, popular email programs or add individual email addresses.

List Name ▲	Number of Contacts	
<input checked="" type="checkbox"/> All Contacts	0	↑ ↓

Create New List

I want to segment my contacts ?

Email Details Choose Contacts Edit Email Schedule Email Cancel Apply

2. Click **Add New Contact**.

Add New Contacts

Contact list name

Send an opt-in message to subscribers. ?

How would you like to add your contacts?

- Choose an option below -

Cancel Save List

3. Select the **Send an opt-in message to subscribers** checkbox, if required.
4. To import contacts from an external list, select the source from the **How would you like add your contacts** drop-down.
5. Click **Save List**.

4.3.1 Segmenting a Contact List

Contact segmenting allows you to filter targeted audiences out of a list by setting up one or more rules. Each list should allow for one or more segments to be created underneath it.

These segments are a series of rules that filter lists into smaller audiences. More than one rule is connected with either an AND or OR logical operator. The resulting set of rules can be defined either:

TO SEGMENT CONTACTS:

1. Select the **I want to segment my contacts** checkbox.
2. In the Matches drop-down, select one of the following:
 - All
 - One
3. Select the field that this segment should filter.

4. Select one of the following filter parameters:
 - Is
 - Is not
 - Contains
 - Does not contain
 - Starts with
 - Ends with
5. Enter the filter value in the corresponding text field.
6. To add another rule, click **Add another rule**.

4.4 Edit Email

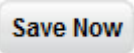
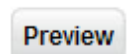

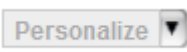




This section allows you to edit your email. You can modify your email by clicking, dragging and highlighting different aspects of it. In some cases the default layout and images are locked and cannot be deleted.

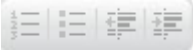









4.4.1 Email Editor Buttons

The Create an Email menu provides the following options:

Button	Description
	SPAM Check will scan the content of your email and provide a risk probability of it getting blocked. Note: SPAM Check only checks the content of your email. It is still possible that your email will be blocked for sending to a non-permission based email address.
	Edit Text Version displays the HTML code for the page. To return to the default page view, click Cancel .

Button	Description
	Saving your work is recommended throughout each session
	Preview: you can preview all the changes made.
	<p>Send a Test Email: Click “Send Test” to send a test email to one contact. Select an email from the list or enter the email address you’d like to send the test to, and then click “Send Test”.</p> <p>Users that have set up reply to and send from email addresses can select to send a test email message to the specific address from the drop-down menu. If there is a verified sender email address registered, the user will see this page. The user will have the ability to send themselves a copy of their email.</p> <p>Note that this test will only work if the user has 1 or more reply to and send from email addresses verified.</p>
	<p>Personalize allows you to insert variables into your email message. When your customer receives the email, the variables inserted are replaced with the contact’s details as recorded in the Announcer Pro database. You can add default values, which will be used if there are no values associated in the contact database for that variable.</p> <p>The available variables include.</p> <ul style="list-style-type: none"> • First Name • Last Name • Job Title • Company • Phone • Address1 • Address2 • City • Province • Zip Code • Country
	Font Name
	Font Size
	<p>Modifying Text: double-click on the text block; a boxed greyed area will appear on the Text Block. You will be able to edit text once the outline is visible. Highlight the text you wish to put in Bold, <i>Italics</i> or <u>Underline</u>.</p> <p>Modifying Font Style, Colors, and Text Size; double-click on the text block you wish to modify. Highlight the text you wish to reformat, click on the font change button. A screen will pop up allowing you to Select Font Style, Font Colors and Font Size.</p>
	Text Alignment allows you to choose left, right, centre, or justified alignment.

Button	Description
	Ordered list: select this while editing text to make a bulleted list. You can also make existing text a bulleted list by selecting the text and then clicking on this tool.
	Cut, Copy, Paste and Paste without formatting.
	Undo: click this button to undo the last action you have taken. Redo: click “Redo” to re-apply the last action that was undone. You can undo/redo as many steps as you wish based on the current section and actions done per session.
	Adding text block(s) allows additional customization to your email. Many of the text blocks that exist on each of the designs are placeholders that require editing. Editing text blocks: double-click on the text you wish to modify. You will be able to edit text once the outline is visible. Type/Paste text into the text block. Delete text block(s); double-click on the text block. Click  on the bottom right corner. The text block should now be removed.
	Insert and Edit Images: you can build your own library of images by uploading the image files; and or utilize the free image library to place additional images into your site.
	Create/Edit link and Remove link: highlight the text you wish to link from. Click on the hyperlink icon. A screen will pop up. Type in the desired URL, such as http://domain.com .
	Checking Spelling: within a text block, double left click on the text block you wish to check spelling for. Click on the “Check spelling” tool in the Editor toolbar. Words which appear to be spelled incorrectly are outlined in red. Click on the red outline and select from the option list for the correct word. It will automatically be corrected.

4.5 Schedule Email

Announcer PRO

Email Settings Company Information Support Feedback Tutorial

Main Menu Create an Email Manage Contacts **Manage Emails** View Results Social Networking

Schedule Email

You can send your email now, choose a time and date to send it later or save it as a draft using the options below.

Choose the action to be performed with created email.

- Send Now. You can send your email now, it will be added to the distribution queue shortly.
- Save Draft. Save a draft of your email. Go to "Manage Emails" to edit or send later.
- Schedule. Choose a delivery date and time for your email.
- Save as an Autoresponder.

Date: 10/3/2012 Time: 2:20 PM Time Zone: (GMT-05:00) Eastern Time (US & Canada)

Email Details Choose Contacts Edit Email **Schedule Email** Cancel Apply

To SCHEDULE YOUR EMAIL:

3. On the Schedule Email page, do one of the following:

- Select **Send Now**.

The Email will be added to the distribution queue and will be sent out.

Note: If the sender email has not been verified the user will be displayed with the following message and the email will not be sent out until the sender email has been verified.

- Select **Save Draft**.

You can save it as a draft and edited later within the Manage Emails section

- Select **Schedule Email**.

Select a date and time when the Email should be sent out. You can:

- Select a date from the calendar.
- Select the time and time zone.

- Select **Save as an Autoresponder**:

- To send the email when the contact is added to the list, select the **Sends at addition of new contact to selected list** radio button.
- To specify the amount of time before sending the email, select the **Sends** radio button and specify the time in **days** or **weeks**.

4. Click **Next**.

4.6 Manage Autoresponders

The Manage Autoresponders page displays a list of previously created emails that were saved as autoresponders. This page allows you to edit the autoresponder details, contacts, or content. You can also delete, copy, or create a new autoresponder.

The screenshot displays the 'Manage Autoresponders' interface. At the top, there is a navigation bar with links for 'Email Settings', 'Company Information', 'Support', 'Feedback', and 'Tutorial'. Below this is the 'Announcer PRO' logo and a secondary navigation menu with buttons for 'Main Menu', 'Create an Email', 'Manage Contacts', 'Manage Emails' (which is active), 'View Results', and 'Social Networking'. On the left, a sidebar contains two buttons: 'Manage Emails' and 'Manage Autoresponders' (which is highlighted with a mouse cursor). The main content area features the heading 'Manage Autoresponders' and a descriptive paragraph: 'This list shows the autoresponders you've already created. On this page, you can edit autoresponders, delete autoresponders or copy autoresponders to use as a starting point. You can also name and change delivery rules as well as other details. Click on the ? for more information.' Below this is a prompt 'Select an Autoresponder to edit: ?' and a table with the following columns: 'Autoresponder', 'Last Modified', 'Last Sent', 'Opens', and 'Total Sent'. The table is currently empty. Underneath the table, it says 'Email Count: 0'. At the bottom of the main content area, there are five buttons: 'Create an Autoresponder', 'Choose Contacts', 'Edit Autoresponder', 'Schedule Autoresponder', and 'Autoresponder Details'.

5 View Results

The View Results page displays data and statistics related to your sent emails. The information on this page indicates the effectiveness of each email. Having this information, you can adjust the content and messaging to improve the amount of times emails are opened or clicked.

This page also allows you to generate reports and download them as HTML, PDF or CSV files.

Announcer PRO

Email Settings Company Information Support Feedback Tutorial

Main Menu Create an Email Manage Contacts Manage Emails **View Results** Social Networking

View Results

On this screen you can see the results of your sent emails.
This information can tell you how effective each email was so that you can adjust the content and messaging to improve the "Opens" and "Clicks" results.

Sent Emails

Click on an email name to see details on how many recipients have opened and read your emails ("Opens"); how many bounce-back messages ("Bounces") you've received from invalid email addresses; how many unsubscribe requests you've received ("Unsubscribes"); and how many times recipients have clicked on links in your emails ("Clicks"). [Compare](#)

Email Name	Date Sent	Contacts	Opens	Bounces	Unsubscribes	Clicks	Twitter	Facebook
Email Count: 0								

5.1 Sent Emails

The Sent Emails section displays a list of emails, the date it was sent and includes the following details:

- Number of contacts that received the email
- The amount of times the email was opened, bounced, clicked, added to Facebook or Twitter, and the how many customers clicked **Unsubscribe**.

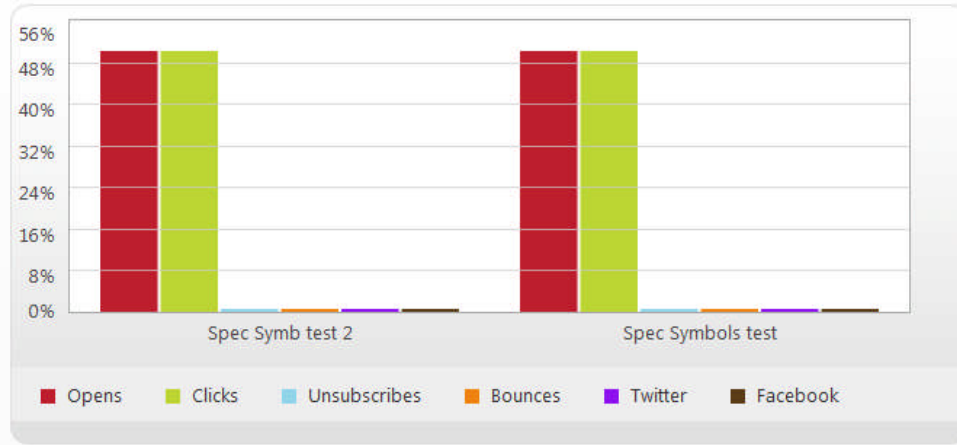
This section also allows you to compare statistics between two emails. The information is presented in a table graph.

TO COMPARE DATA FROM TWO EMAILS:

1. In the Sent Emails section, select two emails, for which you want to compare.

2. Click **Compare**.

The data for both emails is presented side-by-side.



3. To stop the comparison, click **Single View**.

5.2 Email Summary

The following table describes the static information available for each email

Email Details	Description
Email Name	Identifies the name of the selected email.
Subject	Displays the text that was entered into the Subject line for the email.
Reply-to-Email	Displays the email address used for email replies.
Date Sent	Date when the email was sent out.

The following table displays the email statistics.

Email Details	Description
Intended recipients	The total number of unique recipients that have been emailed across all mailing lists used (excludes unique recipients which are blocked).
Delivered	The amount of emails, in percentage, of recipients that received the email.
Unsubscribed	The number of recipients who clicked the "unsubscribe" link when receiving the email.
Opened Emails	The amount of emails, in percentage, of recipients that opened the email.
Contacts	This is the number of intended recipients, minus the number of <i>bounces</i> .
Clicks	The number of <i>unique clicks</i> which occurred in the email. A <i>unique click</i> is a single user clicking on a specific URL for the first time. If this user clicks on the same URL a second time or more, the additional clicks are not counted.
Facebook	The amount of people, in percentage, that added this email to their Facebook account.
Twitter	The amount of people, in percentage, that added this email to their Twitter account.
Bounced	The number of emails which have been undeliverable.
Download report as	This option allows you to download the email summary information, and a copy of every report type available (each report

	is generated as a separate file and then zipped together for download).
Output format	This is the format in which the reports will be generated. You can select PDF, HTML or CSV format. CSV-formatted reports are downloaded as a file; PDF and HTML formats are displayed in your web browser in a new window. Note that PDF display requires the browser plug-in from Adobe to be installed.

5.3 Overview

The Overview section is a graphical representation of the percentage of emails that were opened, unopened, and bounced. This section also displays the percentage of click rates, unsubscribed emails, and emails that were flagged as spam.

You can also view how often your email is shared through Facebook and Twitter. The information is displayed as a percentage of the total amount of clicks.

5.4 Top Subscribers

The Top Subscribers section displays a list of contacts, which have the highest number of clicks for that email. The list includes the contact name, the contact email address and the number of times that contact has clicked on their received email.

TO DISPLAY A LIST OF ALL SUBSCRIBERS:

1. In the Top Subscribers section, click **View All Results**.
2. To close this list, click **Close**.

5.5 Generating Reports

The View Results page allows you to generate reports in either an HTML, PDF, or CSV file format.

TO GENERATE AN HTML REPORT:

1. In the Download report as drop-down, select **HTML**.
2. Click **OK**.
The report opens in a new browser, which you can save.

Summary of Email Details

Email Name: Copy of Copy of asdf170

Date Sent: 11/08/2011

Intended Recipients: 8

Email Statistics

Statistics	Total	%
Contacts	8	100%
Bounces	0	0%
Unsubscribes	0	0%
Unique Opens	1	12.5%
Unique Clicks	1	N/A
Twitter Link Clicks	0	0%
Facebook Link Clicks	0	0%

User Statistics - Recipients

#	Successful Recipients Email Addresses
1	egordienko@geeksforless.net
2	egordienkobest@gmail.com
3	ss1_test@test.tst
4	ss3_test@test.tst
5	ss_test@test.tst
6	test-egordienko@yandex.com
7	test.egordienko@gmail.com
8	test33@test.tst

User Statistics - Bounces

#	Bounced Email Address

User Statistics - Unsubscribes

#	Unsubscribed Email Address

User Statistics - Opens

Recipients Address	IP Address	Opened	Mail Client
egordienko@geeksforless.net	10.25.15.44	11/08/2011 04:04 PM	Web-based
egordienko@geeksforless.net	10.25.15.118	11/09/2011 10:10 AM	Web-based

User Statistics - Click-through

Link	View	Clicks	%
http://dmartynyukec1.com.previewdev.myutilitydomain.com/announcerweb	URL	1	100%

User Statistics - Twitter Link Clicks

#	Twitter clicks Email Address

User Statistics - Facebook Link Clicks

#	Facebook clicks Email Address

[Download report](#)

3. To save the report, click **Download Report**.
4. Save the file.

TO GENERATE A CSV REPORT:

1. In the Download report as drop-down, select **CSV**.

2. Click **OK**.
In the pop-up dialog, do one of the following:
 - To preview the exported list, select **Open with**.
 - Click **Save File**.
3. Click **OK**.

TO GENERATE A PDF REPORT:

1. In the Download report as drop-down, select **CSV**.
2. Click **OK**.

Email Name:	Copy of Copy of asdf170
Date Sent:	11/08/2011
Total # of Users sent to:	8
# of Users who actually received Email:	8
% of Users who actually received Email:	100%
# of Bounces:	0
% of Bounces:	0%
# of Unsubscribed:	0
% of Unsubscribed:	0%
Opens:	1
% of Opens:	12.5%
Unique Clicks:	1
% of Unique Clicks:	N/A
# of Twitter Link Clicks:	0
% of Twitter Link Clicks:	0%
# of Facebook Link Clicks:	0
% of Facebook Link Clicks:	0%

Successful Recipients Email Addresses:
egordienko@geeksforless.net
egordienkotest@gmail.com
ss1_test@test.tst
ss3_test@test.tst
ss_test@test.tst
test-egordienko@yandex.com
test.egordienko@gmail.com
test33@test.tst

Bounced Email Address:

Unsubscribed Email Address:

Successful Recipients Email Addresses:	IP Address:	Opened:	Mail Client:
egordienko@geeksforless.net	10.25.15.44	11/08/2011 04:04 PM	Web-based
egordienko@geeksforless.net	10.25.15.118	11/09/2011 10:10 AM	Web-based

Link:	Clicks:	% of total clicks:
http://dmartynyukec1.com.previewdev.myutilitydomain.com/announcerweb/site_4eb996b180684/site_4eb996b180684/sharedesign.html	1	100%

1/2

Twitter clicks Email Address:

Facebook clicks Email Address:

In the pop-up dialog, do one of the following:

- To preview the exported list, select **Open with**.
 - Click **Save File**.
3. Click **OK**.

6 Social Networking

This page lets you share your email.

6.1 Share Email

If you would like to share a link to your email on your Facebook or Twitter accounts, select the email and click the appropriate button. You will be forwarded to the appropriate site.

The screenshot shows the 'Share your Emails' interface. At the top, there's a navigation bar with 'Email Settings', 'Company Information', 'Support', 'Feedback', and 'Tutorial'. Below that is a main menu with 'Main Menu', 'Create an Email', 'Manage Contacts', 'Manage Emails', 'View Results', and 'Social Networking'. On the left, there are two buttons: 'Share Your Emails' (highlighted) and 'Google Analytics'. The main heading is 'Share your Emails'. Below the heading is a text block: 'Here, you can share your emails on Facebook or Twitter. The "SHARE IT" buttons below will take you to the appropriate sites and make it easy to share emails on your accounts.' A larger text block says: 'Select an email to share on Facebook or Twitter. Then, click the "SHARE IT" buttons below. The left button will share the email with Facebook and the right button will share it with Twitter.' Below this is a table:

Existing Emails	Last Modified ▼	Date Sent
Test	10/03/2012 13:42	

Below the table, it says 'Email Count: 1'. At the bottom right, there are two buttons: 'SHARE IT' with a Facebook icon and 'SHARE IT' with a Twitter icon.

6.2 Google Analytics

The Google Analytics page allows you to use your Google Analytics account to track the visits to your Websites from Announcer Pro emails. Tags will be automatically added to all domains and sub-directories of domains.

The screenshot shows the 'Google Analytics' interface. At the top, there's a navigation bar with 'Email Settings', 'Company Information', 'Support', 'Feedback', and 'Tutorial'. Below that is a main menu with 'Main Menu', 'Create an Email', 'Manage Contacts', 'Manage Emails', 'View Results', and 'Social Networking'. On the left, there are two buttons: 'Share Your Emails' and 'Google Analytics' (highlighted with a mouse cursor). The main heading is 'Google Analytics'. Below the heading is a text block: 'You can use your Google Analytics account to track the visits coming to your websites from Announcer Pro email Campaigns. Please ensure that you follow all of the instructions outlined by Google Analytics in regard to the code that is required on your website. Tags will be automatically added to all domains and sub-directories of domains listed below.' Below this is a larger text block: 'Please enter up to 3 domains in the fields below. All subdirectories of these domains will also have appropriate tags automatically placed in them when they appear in your email campaigns.' Below this text are three empty input fields. At the bottom left of this section is an 'Apply' button.

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