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## Marketing Newsletter

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Connecting Ecommerce and ERP

Version 1.1



Document created on 15 September 2009

## Marketing Newsletter

The Newsletter Manager is a newsletter management system that sends emails to a targeted audience, namely the customers that have given their email address when creating an account.

Two newsletter modules are installed by default. One is used for sending emails to customers who have selected to receive newsletters upon creating their user account (**newsletter**), and one for sending emails to customers who have selected to be notified of product updates (**product\_notification**).

Now all the webshop emails created either by the system or manually by Administrator look nice and attractive thanks to the new HTML design of the letter's body.

A newsletter can be created by selecting a proper audience and saving the content of email.

1. Go to the Admin Panel > Tools > Newsletter Manager section.

The screenshot shows the Holbi Admin Panel. The top navigation bar includes the Holbi logo, a gear icon, and the text 'Tools :: Newsletter Manager'. On the right, there are links for 'osCommerce | Catalog | Admin | Logoff'. The main content area features a table of newsletters with the following data:

Newsletters	Size	Module	Sent	Status	Action
Administrator AZM	17 bytes	newsletter	X		
Configuration British Pound	13 bytes	newsletter	✓		
Catalog test	34 bytes	product_notification	✓		
Info system Answer	33 bytes	newsletter	✓		
NewsDesk test	4 bytes	newsletter	X		
FAQDesk	Displaying 1 to 6 (of 6 newsletters)		Page 1 of 1		

Below the table, there is a 'new newsletter' button. On the right side, there is a panel for 'AZM' with 'preview' and 'lock' buttons, and a 'Date Added: 06/20/2006' label. The left sidebar menu includes items like 'Database Backup', 'Banner Manager', 'Cache Control', 'Define Languages', 'File Manager', 'Send Email', 'Newsletter Manager' (highlighted with a red arrow), and 'Server Info'.

2. Click the **New Newsletter** button and look at the new letter's design. For example:

Newsletter Title:  \* Required

Content:

Arial 1 (8 pt) Heading 1 **B** *I* U ~~S~~ x<sub>2</sub> x<sup>2</sup>

Decimal numbers

**TRUE LOADED**  
OSCOMMERCE YOUR BUSINESS

PROFESSIONAL  
e-commerce solutions

**Your title here**

Your content here

In the **Your title here** area you can type a title of the letter.

Arial 1 (8 pt) Heading 1 **B** *I* U ~~S~~ x<sub>2</sub> x<sup>2</sup>


Decimal numbers

**TRUE LOADED**  
OSCOMMERCE YOUR BUSINESS

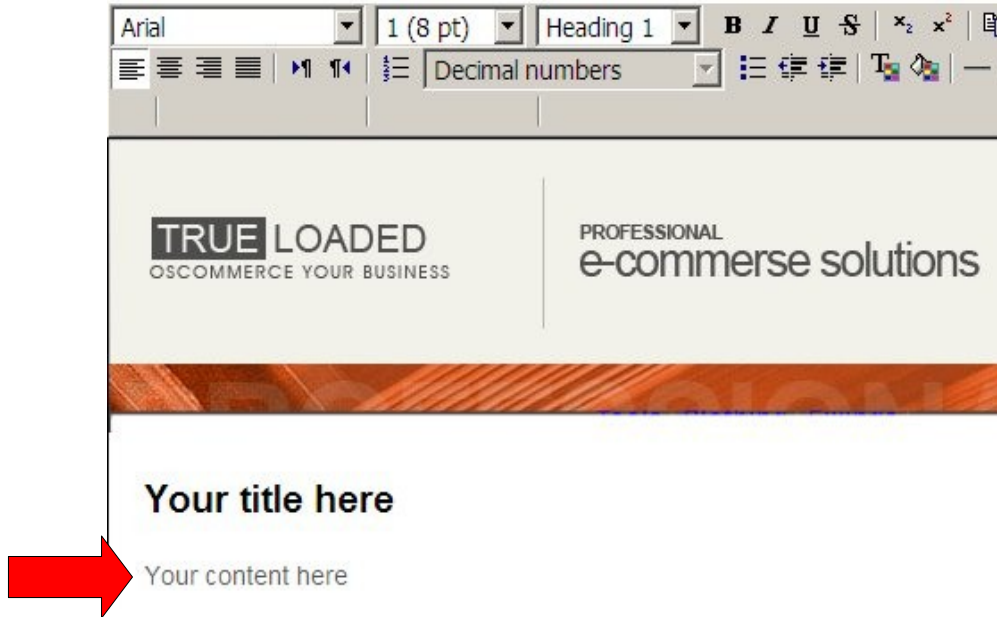
PROFESSIONAL  
e-commerce solutions

**Your title here**

Your content here



In the **Your content here** area you can type a letter's content.



2. In the **Module** field specify the target audience: either **newsletter** or **product\_notification**.



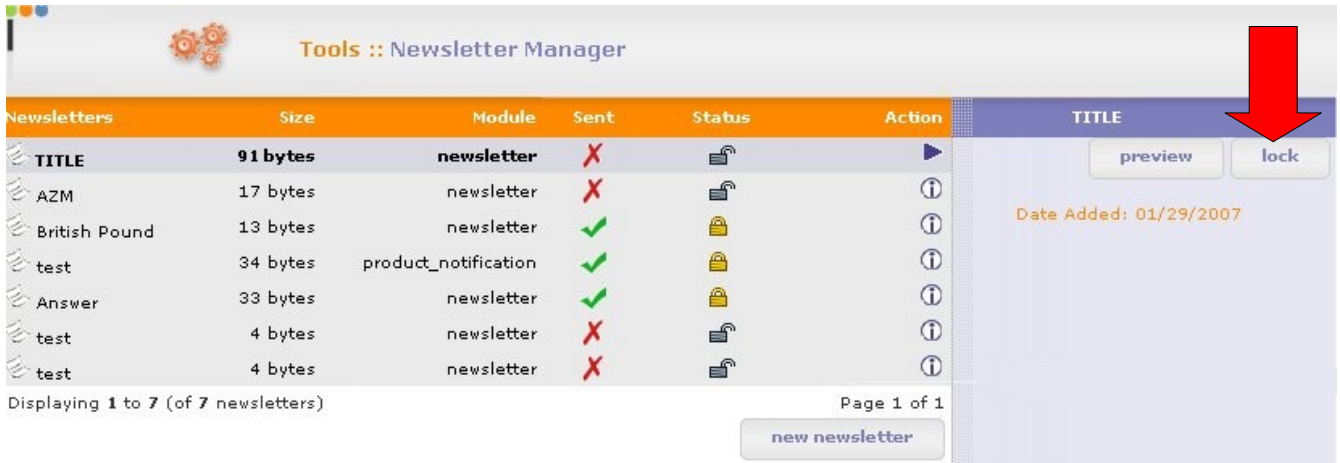
3. In the next field, specify the **Newsletter Title** (required).

4. To save the newsletter, click the **Save** button.

5. Once a newsletter has been created, it can be previewed online before it is sent out to check for errors and omissions. To preview a newsletter, select a record and click the **Preview** button on the right.



- 6. After previewing the newsletter, click the **Back** button to return to the Newsletter Manager page.
- 7. Before a newsletter can be sent, the newsletter entry needs to be locked to show other administrators, who may be online that a newsletter is pending to be delivered. To lock a newsletter, select a record and click the **Lock** button on the right.



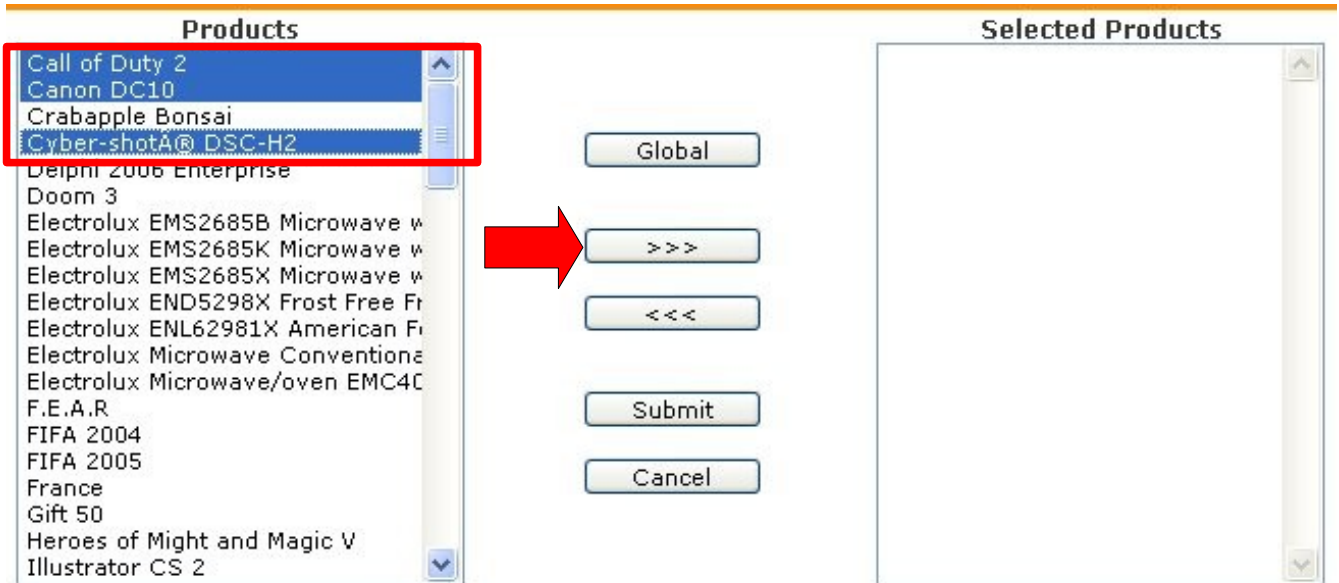
- 2. When locked, a newsletter can be edited, deleted, previewed, sent, or unlocked by means of appropriate buttons which appear in the right column. This will prevent unsaved changes from being missed during the mailing.



- 3. Once a newsletter entry has been locked, it can be sent to the targeted audience via the chosen newsletter module (Newsletter or Product Notification). To do this, click the **Send** button on the right.
- 4. Depending on the newsletter module chosen, the target audience may need to be defined before the newsletter can be sent. This is not required for the *newsletter* module as the target audience is already known (customers who have chosen to receive newsletters).

However, the target audience needs to be defined for the *product\_notification* module where the administrator must select which products the newsletter is in relation to, so that customers who have selected to be notified over certain product updates can receive the newsletter.

(a) To assign a newsletter to certain products, highlight appropriate items in the **Products** box (on the left) and click the “>>>” (*Add*) button.



**Note:** You can use the standard set of hotkeys on your keyboard to highlight the products in the left box:

- Press and hold the **Ctrl** key while pressing the **Up/Down Arrow** keys to navigate through the list, and press the **space** key to highlight the products not in sequence.
- To highlight the products in sequence, press and hold the **Shift** key while pressing the **Up/Down Arrow** keys.

(b) When the products have been added to the **Selected Products** box, click the **Submit** button. Customers who have ordered those products will receive a newsletter about product's update.

8. Once the target audience has been defined, a preview of the newsletter is shown for last minute changes to be performed, as well as the number of customers who will receive the newsletter. The newsletter can then be sent when it has been confirmed via the online preview of the content.

- Click the **Send** button to send the newsletter.
- Click the **Back** button to return to the previous page.
- Click the **Cancel** button to cancel sending.



9. Please wait until emails are sent. The red-highlighted statement will appear at the bottom of the page notifying that emails have been sent.



\*\*\*\*\*

There are following columns displayed in the Newsletter Manager grid:

**Newsletters** – name of the newsletter

**Size** – size of the newsletter file

**Module** – the name of the auditory the newsletter should be sent to (product\_notification or newsletter).

**Sent** – the status of the newsletter: sent (green tick) or not sent (red cross)

**Status** – the status of the newsletter: locked (yellow lock) or unlocked (blue lock)

**Action** – clicking on the “i” icon in this column opens the newsletter edit mode

Tools :: Newsletter Manager

Newsletters	Size	Module	Sent	Status	Action
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test	34 bytes	product_notification	✓		
Answer	33 bytes	newsletter	✓		
test	4 bytes	newsletter	X		
test	4 bytes	newsletter	X		

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[new newsletter](#)