



Address: 24 Luna Close :: Swindon
Wiltshire SN25 2LZ
United Kingdom
Phone: +44 (0) 8000112569
Email: info@datalinkuk.com
Internet: <http://www.datalinkuk.com>

Marketing Newsletter

Technical Writer: Yana Lovyagina

Connecting Ecommerce and ERP

Version 1.0



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Introduction

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

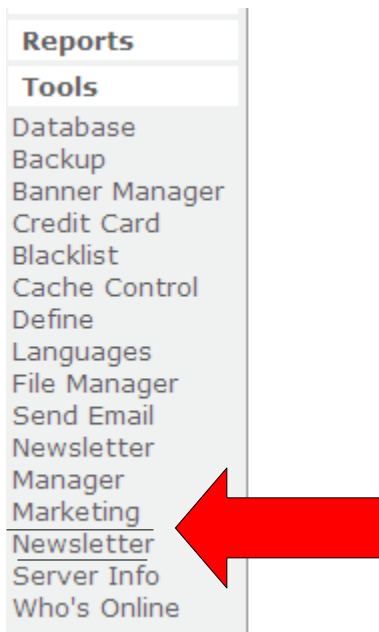
The HTML Email service creates templates of emails (including orders notification, customer registration email, and newsletters), if the Fine Branded HTML Email module was installed in the webshop.

The "Unsubscribe" link was added to the newsletter's body allowing users to unsubscribe from receiving newsletters.

There is also an option in Admin Panel that allows tracking customers visits and orders made though the newsletter's links leading to a Catalog.

Creating Marketing Newsletter

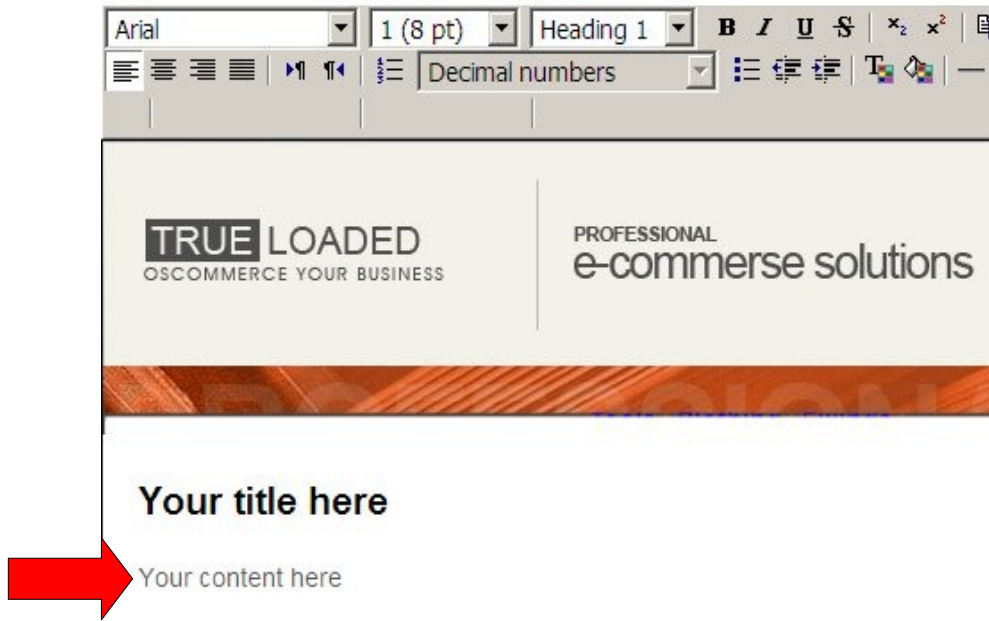
1. Go to the Admin Panel > Tools > **Newsletter Manager** section.



Click the **New Newsletter** button...



In the **Your content here** area you can specify newsletter's content.



At the top of the page you can select the **Type** of customers to send a newsletter to:

Marketing Newsletters Manager

Type:

- All Customers
- Customers have not purchased yet
- Customers have not purchased for days
- Customers have purchased over GBP
- Customers have not purchased over GBP
- Customers have purchased a certain category(s)

Some of the choices are editable:

-Customers have not purchased for [...] days – (send a newsletter to customers who have not made orders in your shop for certain number of days)

-Customers have purchased over [...] GBP – (send a newsletter to customers who have made orders in your shop for over a certain amount of money)

-Customers have not purchased over [...] GBP – (send a newsletter to customers who have not made orders in your shop for over a certain amount of money)

If you select to send a newsletter to customers who have purchased products from certain category(s):

Customers have not purchased over GBP
 Customers have purchased a certain category(s)

...please select category(s) in the box below:

Customers have purchased a certain category(s)

9.6 - 10.8v Drills
12v Drills
14.4v-15.6v Drills
18v Drills

If you select to send a newsletter to customers who have purchased certain product(s):

Customers have purchased a certain product(s)

AEG 14.4v Jumbo Pack B (AEGJUMBO14B)

...please select product(s) in the box below:

Customers have purchased a certain product(s)

AEG 14.4v Jumbo Pack B (AEGJUMBO14B)
AEG 18v Jumbo Pack 18B (AEGJUMBO18B)
AEG 18v Jumbo Pack 18C (AEGJUMBO18C)
AEG BH22E 2kg SDS+ Hammer Drill (AEGBH22E)

In the **Newsletter Title** field please specify subject of the email.

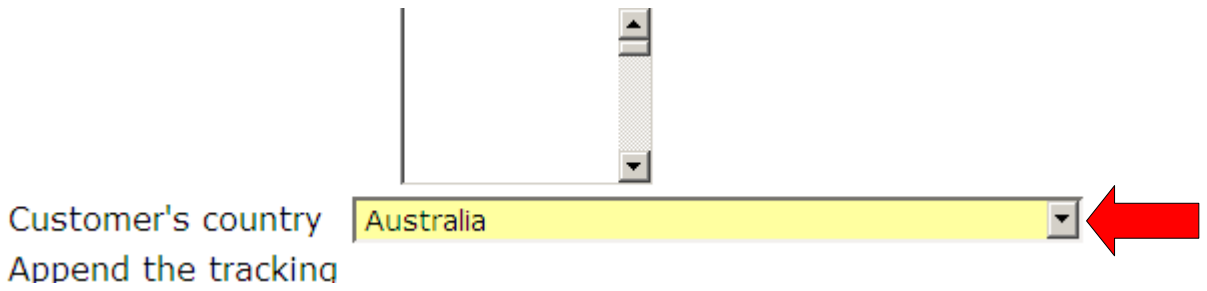
Newsletter Title: * Required

Content:

TRUE LOADED
OSCOMMERCE YOUR BUSINESS

PROFESSIONAL
e-commerce

You can also select a customer's country from the dropdown in order to send a newsletter to customers from definite country.



You can also **append the tracking code to the Catalog links** by selecting a checkbox:



This code allows tracking the statistics of customer's visits to the webshop through the newsletter. The clicks-statistics is displayed in the **Tracking code clicks** column:

ing Newsletters Manager

Size	Type	Tracking code clicks	Tracking code orders	Sent	Status	Action
174 bytes	All Customers	0	0	✓	🔒	▶
10 bytes	Customers have not purchased yet	0	0	✓	🔒	ℹ
123 bytes	Customers have purchased a certain product(s)	0	0	✓	🔒	ℹ

to 3 (of 3 newsletters) Page 1 of 1

Note: The tracking code is attached only to the links leading to the Catalog.

If a customer has made an order through the newsletter, this information will also be displayed in Admin Panel, in the **Tracking code orders** column:

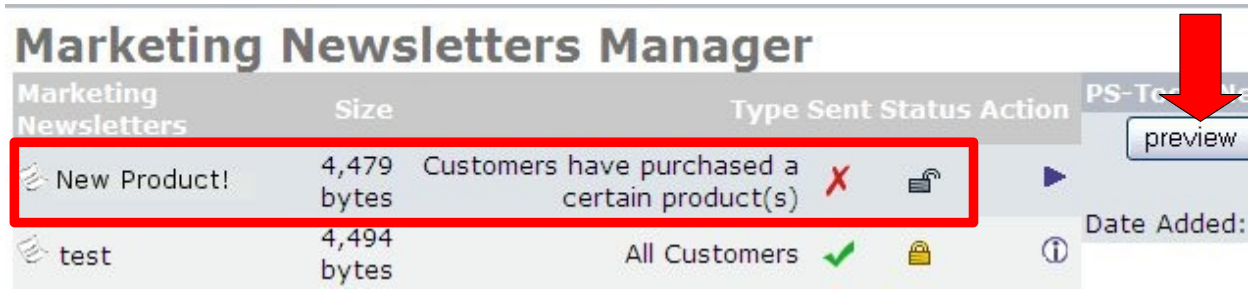
ing Newsletters Manager

Size	Type	Tracking code clicks	Tracking code orders	Sent	Status	Action
174 bytes	All Customers	0	0	✓	🔒	▶
10 bytes	Customers have not purchased yet	0	0	✓	🔒	ℹ
123 bytes	Customers have purchased a certain product(s)	0	0	✓	🔒	ℹ

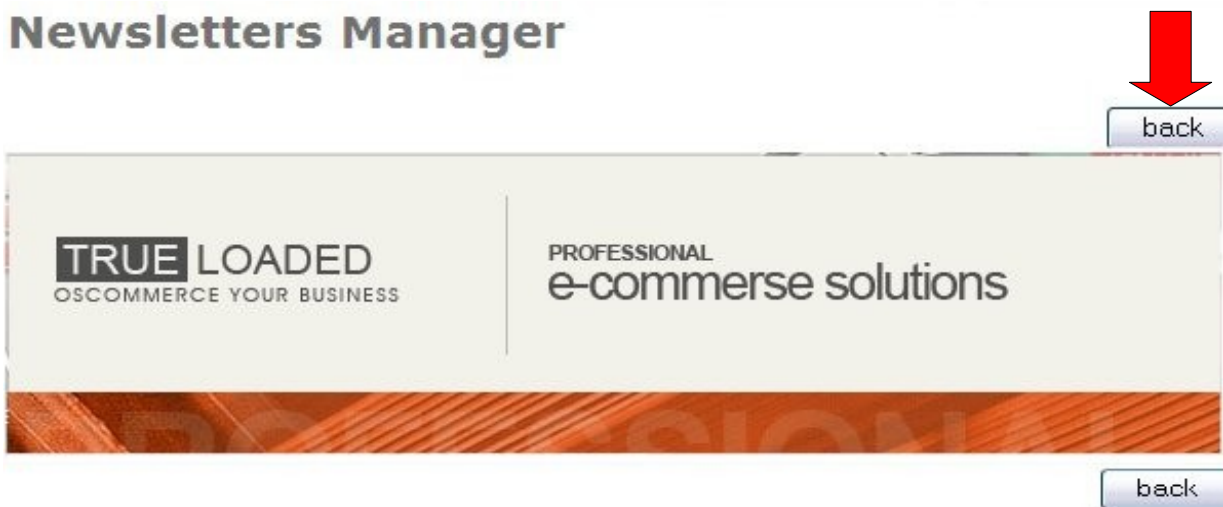
to 3 (of 3 newsletters) Page 1 of 1

Click the **Save** button to save a newsletter.

Once a newsletter has been created, it can be previewed before sending in order to check for errors and omissions. To preview a newsletter, select a record in the list and click the **Preview** button to the right.



After previewing the newsletter, click the **Back** button to return to the Newsletter Manager page.



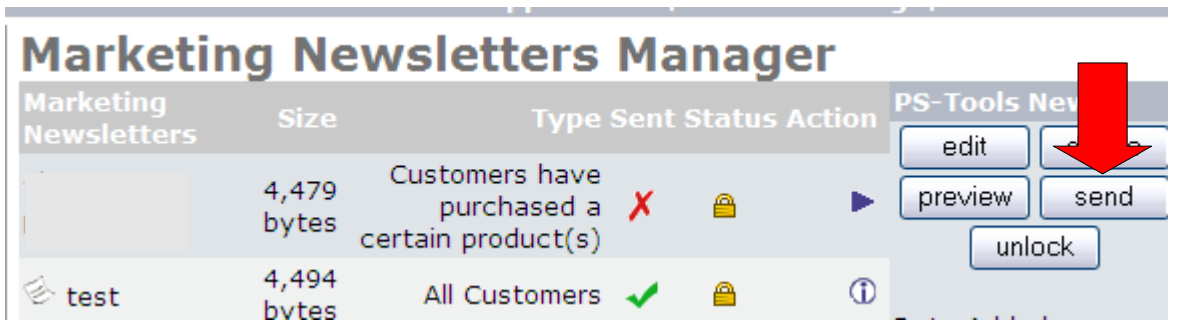
Before sending, the newsletter entry needs to be «locked» to show other administrators, who may be online at the time, that a newsletter is pending to be delivered. To lock a newsletter, select the record and click the **Lock** button to the right.



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



Once a newsletter entry has been locked, it can be sent to the targeted audience. To do that, click the **Send** button.



Click the **Send** button located at the bottom of the screen.

Please wait. The process will take for a few seconds or minutes. Finally, a red-highlighted statement will appear at the bottom of the page notifying that emails have been sent.