

PROGRESSIVE TECHNOLOGY PROJECT

Sending a Mass Email



1. Narrow your audience

2. Create a Good Email

3. Test & Send

4. Clean list & repeat



- Make a group don't send to EVERYONE
- "Do Not Email" & unsubscribers auto-excluded
- Click "Remove duplicate emails?"



- What's the difference between "do not email" and 'unsubscribe'?
 - Do Not Email = data entered by YOU
 - Unsubscribe = recipient opts out from email



 Unsubscribe from a group vs unsubscribe from ALL emails?

- Unsubscribe from a group: {action.unsubscribeURL}
- Unsubscribe from everything: {action.optOutUrl}



Create message

- Add images
- Create templates
- Ckeditor tips
- Tokens
- Footer/header
- Attachments



- Include the essentials
 - physical address (which is a token known as {domain.address})
 - bulk opt out token
 - (optional but important) opt out of just this mailing list



- Send test message to yourself (& other staff)
 - Check the following:
 - Links working?
 - Header/footer contain correct links
 - Tokens correct values? Are you confident you have that field filled in for all recipients?
 - Layout looks like you expect?
 - Images showing up?
 - Forward to a friend link included



- Schedule/send immediately
 - What this really means



Report

- How many clicks/opens? (why opens isn't accurate)
- Surprising number of bounces/unsubscribes?



Review mailing report

Delivery Summary

Intended Recipients	6203	Report Advanced Search
Successful Deliveries	4096 (66.03%)	Report Advanced Search
Tracked Opens	686	Report Advanced Search
Click-throughs	149	Report Advanced Search
Forwards	0	Report Advanced Search
Replies	0	Report Advanced Search
Bounces	2109 (34.00%)	Report Advanced Search
Unsubscribe Requests	2 (0.03%)	Report Advanced Search
Opt-out Requests	16 (0.26%)	Report Advanced Search
Scheduled Date	July 9th, 2012 9:00 AM	
Status	Complete	
Start Date	July 9th, 2012 9:04 AM	
End Date	July 9th, 2012 9:08 AM	

Recipients

Included



• Bounce Types:

Bad email

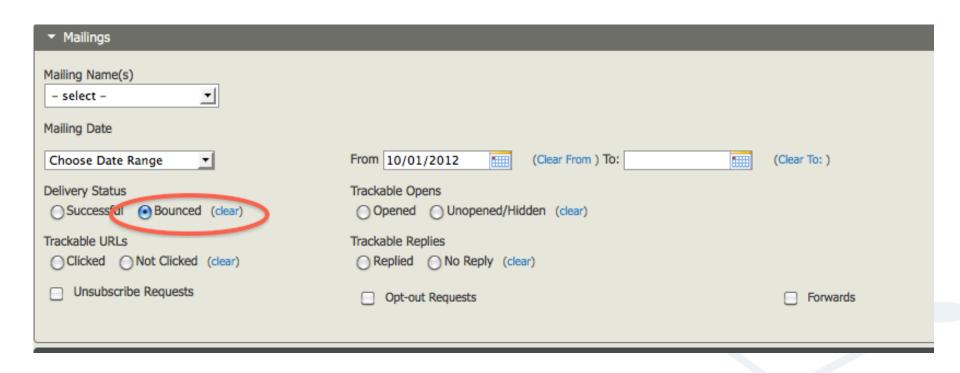
- Invalid
- Inactive

Maybe not bad

- Quota
- Relay
- Syntax
- Host



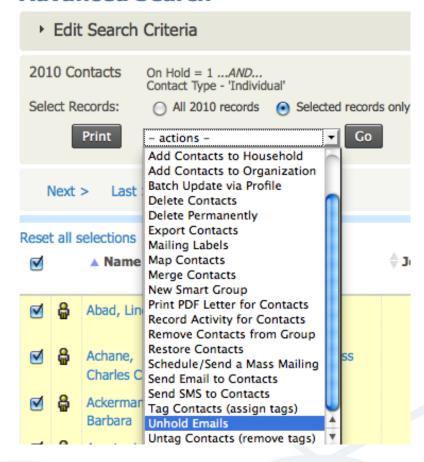
Search for bounced emails





- Clean up list & repeat
 - Unhold all "on hold" emails

Advanced Search





Live Demo

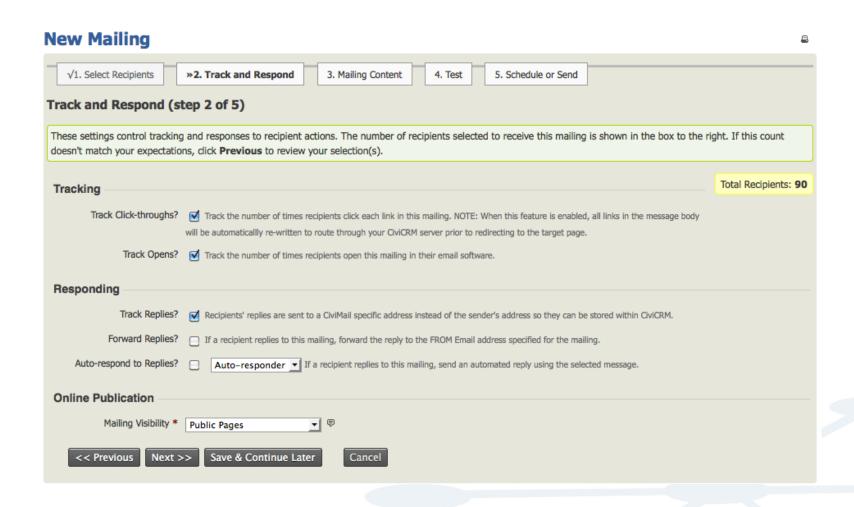


Select Recipients

»1. Select Recipients	2. Track and Respond 3. Mailing Content	4. Test 5. Schedule or Send			
Select Recipients (step 1 of 5)					
Name Your Mailing * Campaign	RP_Biolab Rally & March Invite - select - » Show past campaign(s) in this select list.				
Remove duplicate emails?	⋈ ⊜				
Mailing Recipients Include Group(s) * MB Current Members in Content	ongregations Add >> < Remove	ORG Leaders ORG Most Active			
_Advanced Search IG - TES _Collecting Emails _Individuals in 44504 _mark's email search test of CM Website newsletter sig	with advanced s				

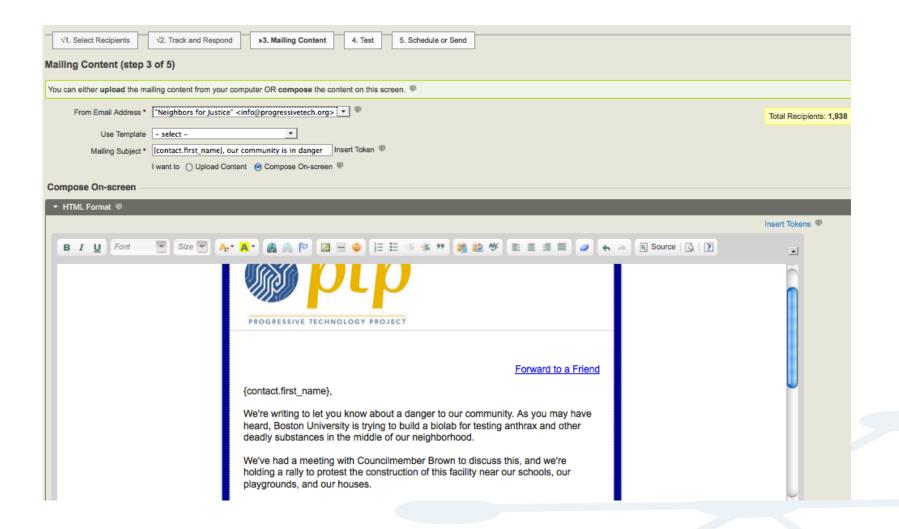


Track & Respond



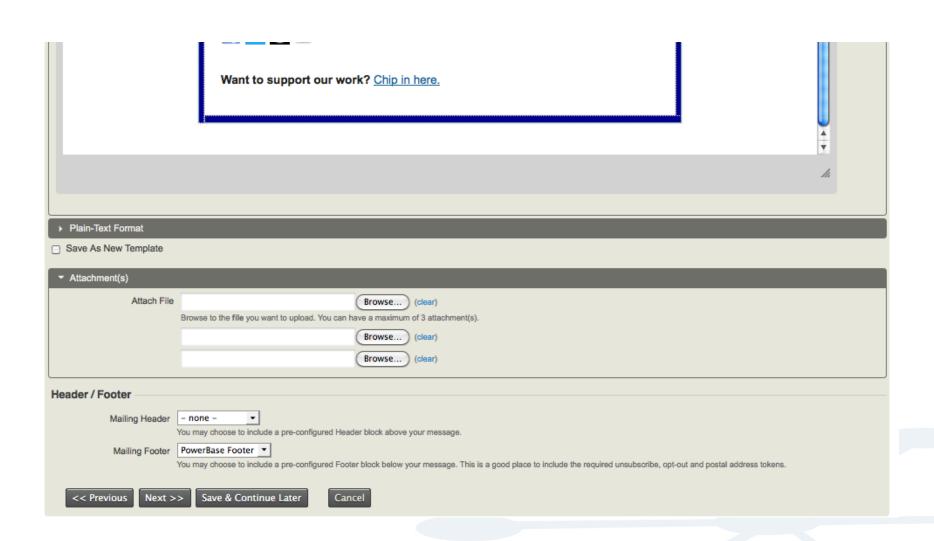


Compose (top of page)





Compose (bottom of page)





New Mailing	8
√1. Select Recipients √2. Track and Respond √3. Mailing Content >4. Test 5. Schedule or Send	
Test (step 4 of 5)	
It's a good idea to test your mailing by sending it to yourself and/or a selected group of people in your organization. You can also view your content by clicking (+) Preview Mailing.	
Test Mailing	Total Recipients: 1,254
Send to This Address /bor.robyn@gmail.com (filled with your contact's token values)	
Send to This Group nybor.robyn@g	
Send a Test Mailing	
► Preview Mailing	
<< Previous Next >> Save & Continue Later Cancel	



Send or Schedule

New Mailing	=
√1. Select Recipients √2. Track and Respond √3. Mailing Content √4. Test >5. Schedule or Send	
Schedule or Send (step 5 of 5)	
You can schedule this mailing to be sent starting at a specific date and time, OR you can request that it be sent as soon as possible by checking "Send Immediately". 🛡	
	Total Recipients: 1,254
Send Immediately	
OR	
Schedule Mailing Time (Clear Schedule Mailing) Set a date and time when you want CiviMail to start sending this mailing.	
< > Previous Submit Mailing Continue Later	