

Newsletters

The Admin > Advanced Settings > ✉ Newsletters page allows individual or bulk email messages (newsletters) to be sent to the members of one or more security roles and/or to one or more email addresses. Messages are sent to each recipient separately to prevent recipients from seeing each other's details. Newsletters identifies when a newsletter is set to send to an email address more than once and ensures only one copy of the newsletter is sent to that address. The message can be either plain text or HTML format. Files can be attached and replacement tokens can be included. An email confirmation message is emailed to the sender (the email address displayed in the From field) detailing the date and time when the bulk email operation commenced and when it was completed, the number of email recipients, the number of email messages, any errors which occurred and a complete list of recipients.

The Newsletter module can be deployed to sites and added to pages. All users who are authorized to view Newsletters can send emails however unauthenticated users cannot attach files to messages and authenticated users must have permissions granted to one or more folders of the site's DAM (Admin > File Management) to upload and/or select files.

Prerequisites. The Host SMTP details must be correctly configured and the user who is sending the newsletter should have a valid email address on their user account as it will be the default email address for newsletters, although different addresses can be used.

Newsletters

Message Advanced Settings

Send To Users or Roles *i* Administrators x bla

Additional Emails *i*

Chauncey Blakyston

Luis Black

From *i* marketing@awesomecycles.biz

Reply To *i* customerservice@awesomecycles.biz

Subject *i* Awesome Cycles Newsletter - October 2013

On the Advanced Settings tab, unmark ☐ the "Replace Tokens" check box if the message includes tokens that should display as plain text and select "BCC: One Email To Blind Distribution List (Not Personalized)" as the send method.

Newsletters

Message Advanced Settings

Attachment *i*

Folder: Site Root

File: Awesome Cycles Spri...

Upload File

Drop File(s) Here

Replace Tokens *i* ☐

Priority *i* Normal

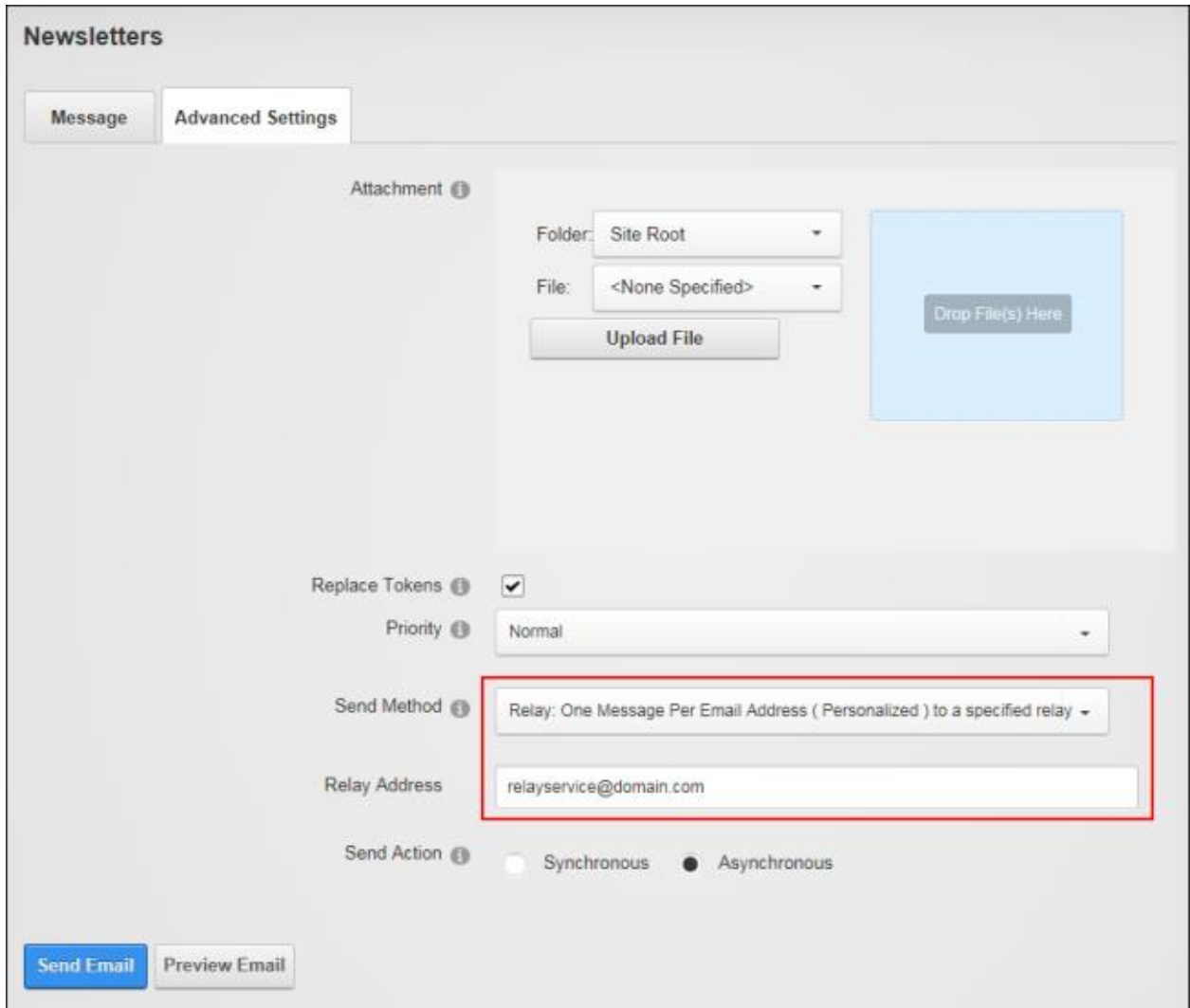
Send Method *i* BCC: One Email To Blind Distribution List (Not Personalized)

Send Action *i* ☐ Synchronous ☒ Asynchronous

Send Email Preview Email

Sending a Newsletter to a Relay Service

Newsletters can be sent via SMS ("Short Message Service" commonly known as phone texting), IM (instant messaging), fax or other non-email service using a relay service via the Admin > Advanced Settings > ✉ Newsletters page. The relay service can be used by choosing the relay send method and entering the address of the relay service.



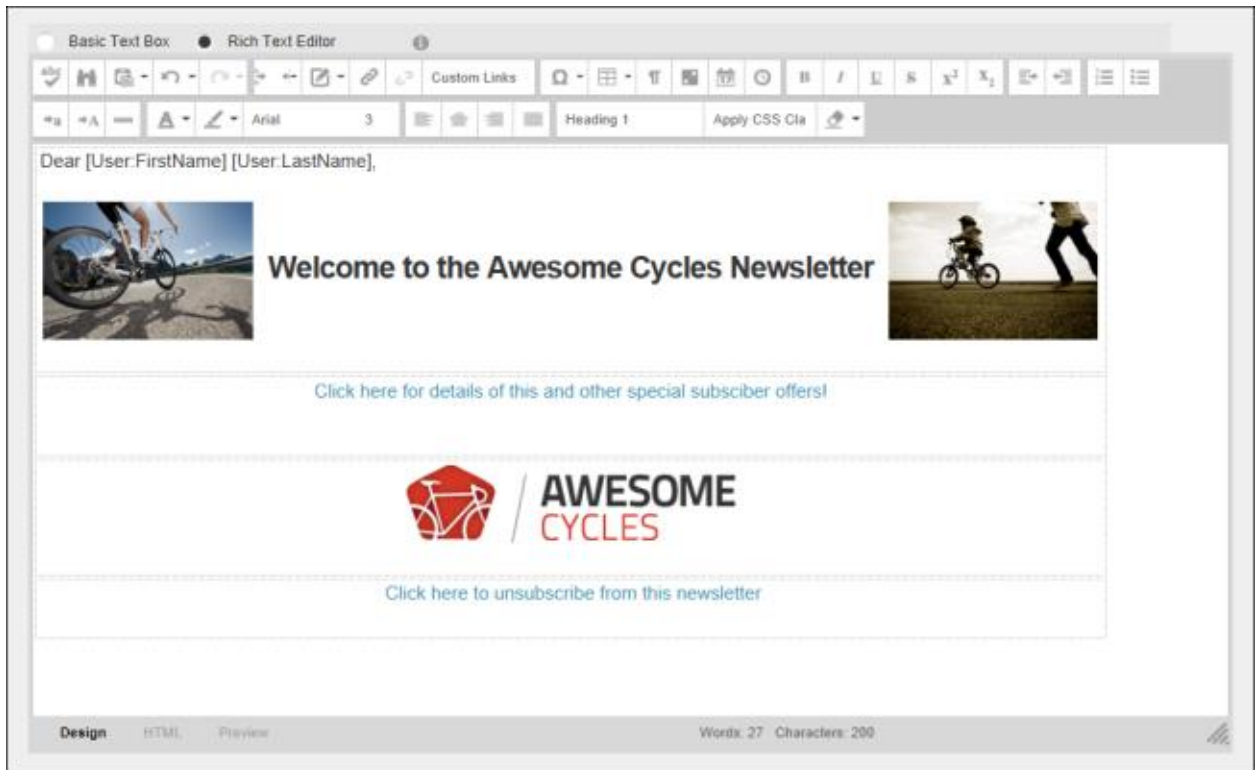
The screenshot shows the 'Newsletters' configuration page with the 'Advanced Settings' tab selected. The form includes the following elements:

- Attachment:** A section with a folder dropdown set to 'Site Root', a file dropdown set to '<None Specified>', an 'Upload File' button, and a blue box with the text 'Drop File(s) Here'.
- Replace Tokens:** A checkbox that is checked.
- Priority:** A dropdown menu set to 'Normal'.
- Send Method:** A dropdown menu set to 'Relay: One Message Per Email Address (Personalized) to a specified relay'. This section and the field below it are highlighted with a red border.
- Relay Address:** A text input field containing 'relayservice@domain.com'.
- Send Action:** Two radio buttons, 'Synchronous' (unselected) and 'Asynchronous' (selected).
- Buttons:** 'Send Email' (blue) and 'Preview Email' (grey) at the bottom left.

Sending a Newsletter with Tokens

Token replacement can be enabled on newsletters sent via the Admin > Advanced Settings > ✉ Newsletters page. Using tokens allows information such as the recipient's name to be included in the salutation, or information such as the site name or description to be displayed in the message. Using replacement tokens instead of static content ensures information which is subject to change, such as the Primary Administrator's email address, is always current.

Enter the body of the newsletter into the Editor including replacement tokens. E.g. [User:FirstName] [User:LastName].



Using Replacement Tokens in a Newsletter

On the Advanced Settings tab ensure the "Replace Tokens" check box is marked ☒ and choose "To: One Message Per Email Address (Personalized)" as the send method. Note: Personalized newsletters can also be sent without enabling token replacement. This option adds a greeting before the message. The greeting for registered users includes their first and last name. E.g. Dear Julie Black. The greeting for other recipients (those entered in the Additional Emails field), are addressed to their email address. E.g. Dear JulieBlack@domain.com.

Newsletters

Message

Advanced Settings

Attachment ⓘ

File Location:

Root

File Name:

<None Specified>

Upload New File

Replace Tokens ⓘ

☒

Priority ⓘ

Normal

Send Method ⓘ

TO: One Message Per Email Address (Personalized)

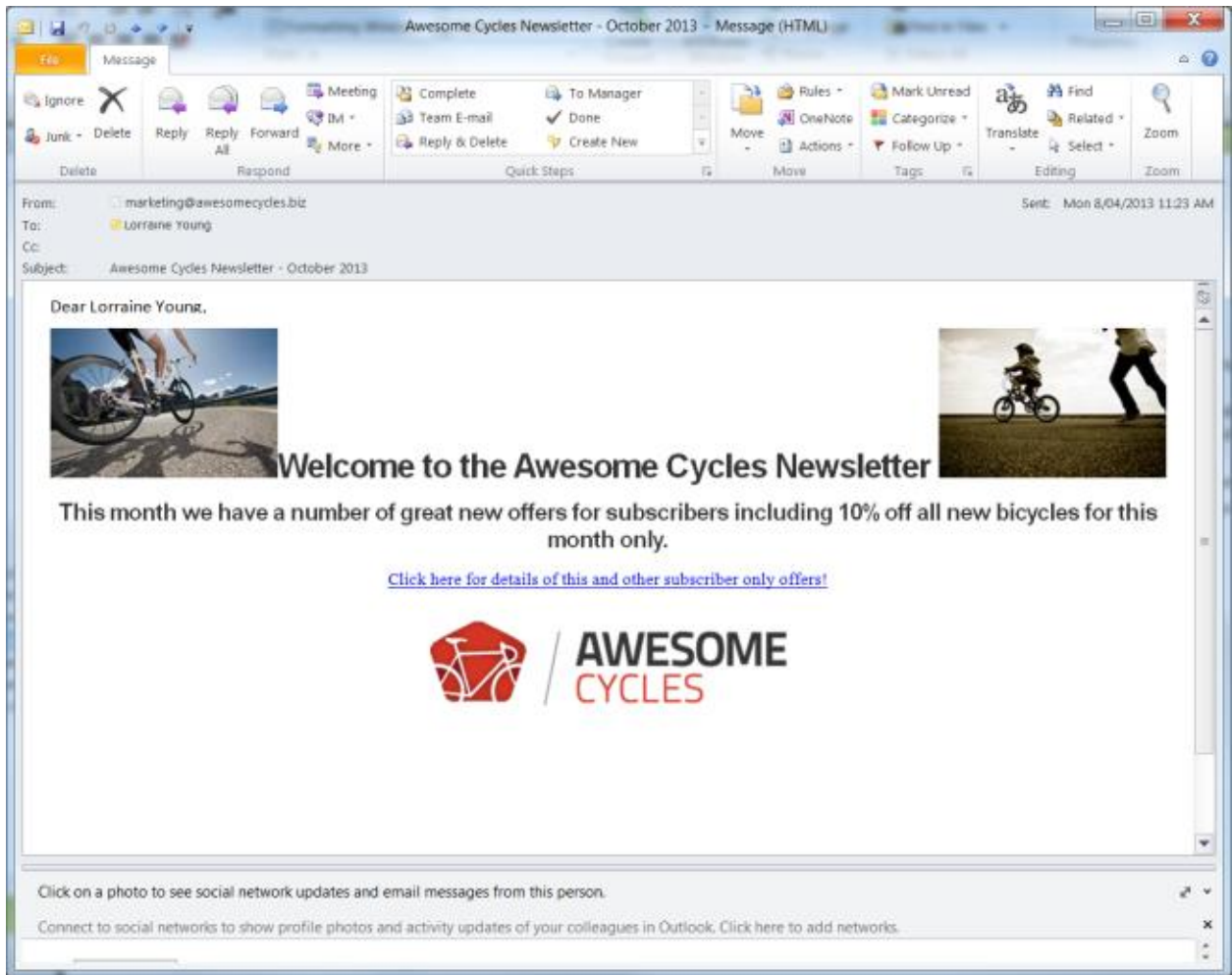
Send Action ⓘ

☐ Synchronous ☒ Asynchronous

Send Email

Preview Email

Enabling Token Replacement



The Received Message. Note the recipients first and last name are included

Sending Newsletters in a User's Preferred Culture

If multiple languages are enabled on the site then newsletters can be sent to users in their preferred culture. This is done by selecting which language(s) that will receive the newsletter at the "Language Filter" field and then only users associated with the selected languages will receive the newsletter. E.g. If English (United States) is selected as the language filter, then only users who have selected English (United States) as their Preferred Locale in their profile will receive the newsletter. Users who have selected English (Australia) will not receive a newsletter. If a user has not set a preferred language, they will only receive newsletters sent to the default site language. If no language(s) are selected then no filter is applied and all users will receive the newsletter. When sending language newsletters, unmark ☐ the "Replace Tokens" check box and choose the "Personalized" send method.

List of Replacement Tokens

Adding one or more of the below replacement tokens into content enables site or user data to be displayed to site users. An example would be to display the site description as part of the content of an HTML module on a site's "About Us" page.

Replacement Token	Example	Replacement Token Description
[Portal:Currency]	USD	Displays the site currency type as set on the Site Settings page.
[Portal:Description]	Awesome Cycles is an online shop selling bikes and c accessories.	Displays the site description as set on the Site Settings page.
[Portal:Email]	admin@awesomecycles.biz	Displays the email address of the primary Administrator as set on the Site Settings page.
[Portal:FooterText]	Copyright 2016 by Awesome Cycles	Displays the copyright text entered in the Copyright field on the Site Settings page.
[Portal:HomeDirectory]	../Resources/Awesome Cycles/	Relative Path of the Portals Home Directory.
[Portal:LogoFile]	logo.gif	Site Path to Logo file. E.g. logo.gif
[Portal:PortalName]	Awesome Cycles	The site name as set on the Site Settings page.
[Portal:TimeZoneOffset]	-480	Difference in minutes between the default site time and UTC.
User Tokens		
[User:DisplayName]	Elizabeth B	The display name of the user.
[User:Email]	e.dunn@awesomecycles.biz	The email address of the user.
[User:FirstName]	Elizabeth	The first name of the user.
[User:LastName]	Dunn	The last name of the user.
[User:Username]	E.Dunn	The username of the user.
Membership Tokens		
[Membership:Approved]	Yes / No	Indicates if the user is approved.
[Membership:CreatedDate]	10/4/2014 1:08 PM	Displays the date and time when the user registered on the site.
[Membership:IsOnline]	Yes / No	Indicates if the user is currently online.
Page (Tab) Tokens		
[Tab:Description]	Welcome to Awesome Cycles	Displays the description of the current page.
[Tab:FullUrl]	http://www.awesomecycles.biz/Services/tabid/73/Default.aspx	Displays the full URL of the current page.
[Tab:IconFile]	icon.gif	Page relative path to icon file.

[Tab:KeyWords]	bikes, bicycles, cycling	Displays the keywords for the current page.
[Tab:TabName]	Home	Page name
[Tab:TabPath]	//HTML	Page relative path
[Tab:URL]		Page URL
Date Tokens		
[DateTime:Now]	05/15/2014 5:39 PM	Current date and time.
[DateTime:Now f]	Tuesday, May 26, 2016 5:39 PM	Displays long date and short time.
[DateTime:Now F]	Tuesday, May 26, 2016 5:39:20 PM	Displays long date and long time.
5	4/26/2016 5:39 PM	Displays short date and short time.
[DateTime:Now G]	5/26/2016 5:39:20 PM	Displays short date and long time.
[DateTime:Now Y]	May, 2016	Displays year and month.
[DateTime:UTC]	5/26/2016 5:39 PM	Coordinated Universal Time.
[DateTime:UTC f]	Tuesday, May 26, 2016 5:39 PM	Coordinated Universal Time - long date and short time. Other appended options are F, g, G and Y; as for DateTime above.
[DateTime:System]	5/26/2016 5:39 PM	Displays date and time as per local settings.
[DateTime:System f]	Tuesday, May 26, 2016 5:39:20 PM	Displays date and time as per local settings. This example displays long date and short time. Other appended options are F, g, G and Y; as for DateTime above.
Tick Tokens		
[Ticks:Now]	633282985407609550	CPU tick count for current second.
[Ticks:Today]	633282624000000000	CPU tick count since midnight.
[Ticks:TicksPerDay]	864000000000	CPU ticks per day (for calculations)