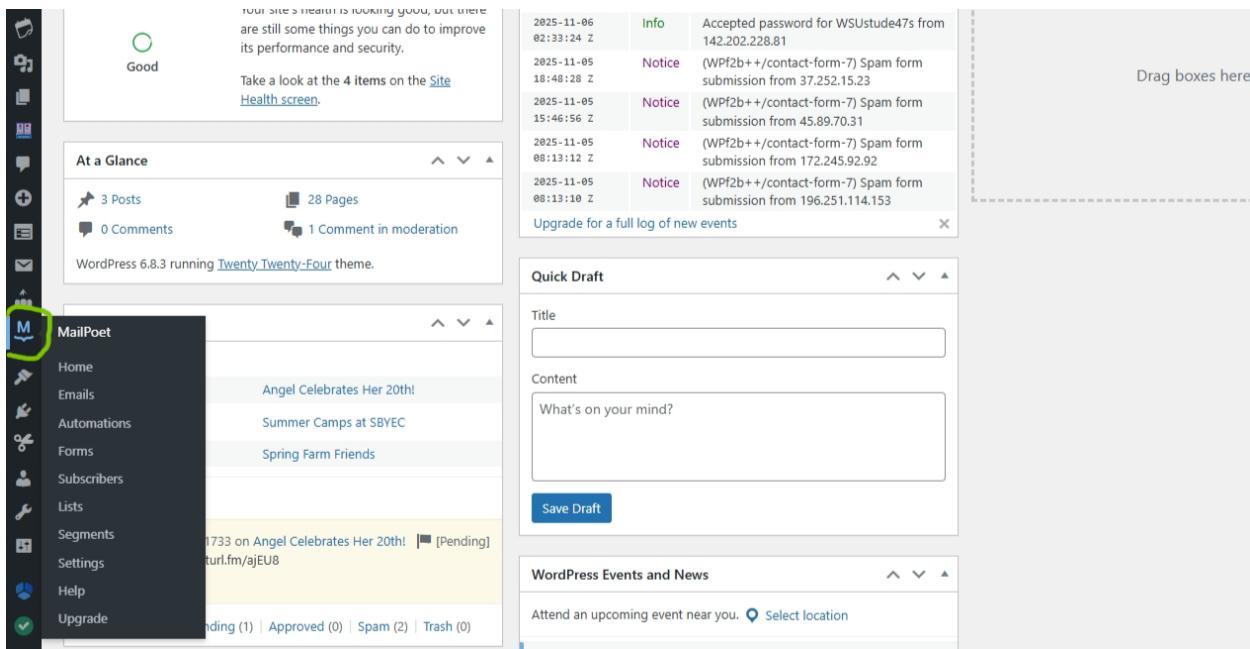


MailPoet Operating Manual

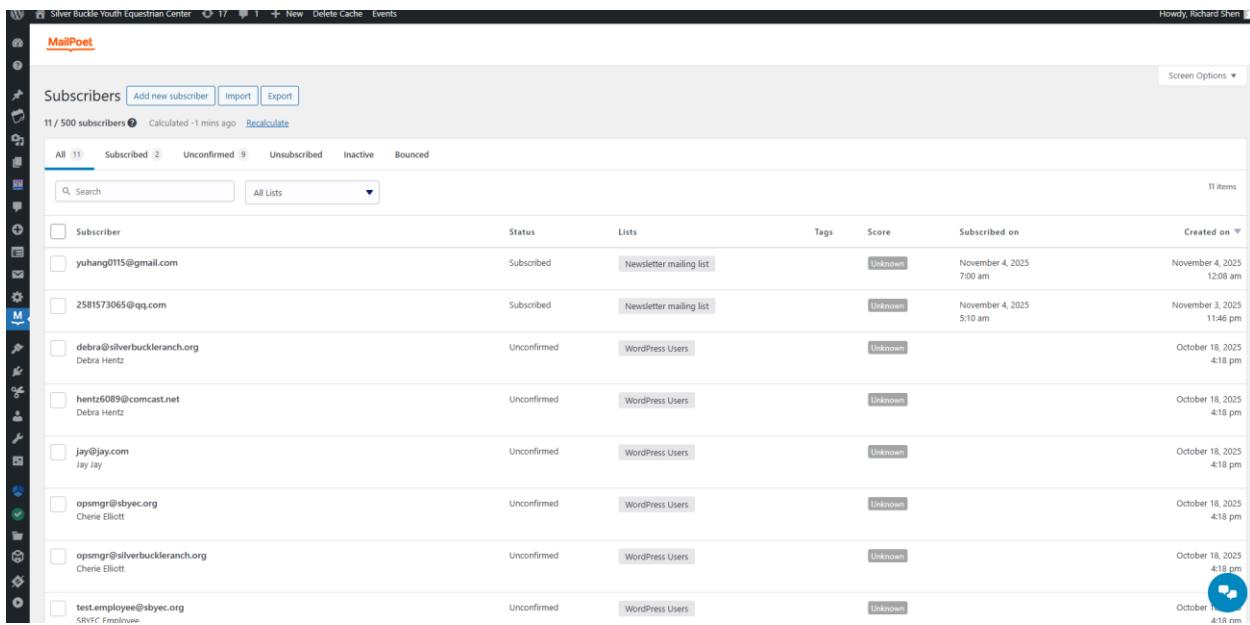
- IMPORT A LIST

Step 1: Hover on the “M” icon and click the “Subscribers”.



The screenshot shows the WordPress dashboard with the MailPoet plugin installed. The left sidebar has a dark theme with various icons. The 'MailPoet' icon, which looks like a white 'M' inside a blue square, is highlighted with a green circle. A tooltip above it says 'Subscribers'. The main content area shows a 'Site Health' report, an 'At a Glance' summary with 3 Posts, 28 Pages, 0 Comments, and 1 Comment in moderation, and a 'Quick Draft' editor. On the right, there's a log of events and a 'WordPress Events and News' section. A large text overlay on the right says 'Drag boxes here'.

Step 2: Click the “import”



The screenshot shows the 'Subscribers' screen in the MailPoet plugin. The left sidebar has the 'M' icon highlighted with a green circle. The main table lists 11 subscribers, including their email addresses, status (Subscribed or Unconfirmed), lists they belong to, tags, score, and creation date. At the top of the table, there are buttons for 'Add new subscriber', 'Import', and 'Export'. A 'Screen Options' dropdown is visible at the top right.

Step 3: Click "Got it, I'll proceed to import."

< Import subscribers

We highly recommend cleaning your lists before importing them to MailPoet.
Lists can have up to 20% of invalid addresses after a year because people change jobs and stop using their addresses. If you send with MailPoet, we will pause your sending and ask you to clean your list if we detect over 10% of invalid addresses.

[Got it, I'll proceed to import](#) [How can I clean my list?](#)

Step 4: Please use a .CSV file for the import.

< Import subscribers

How would you like to import subscribers?

[See video guide](#)

Paste the data into a text box
 Upload a file
 Import from Mailchimp

Upload a file
This file needs to be formatted in a CSV style (comma-separated-values.) Look at some [examples on our support site](#).

[Choose File](#) No file chosen

[Previous step](#) [Next step](#)

Step 5: The common template for your .CSV file.

Match data	Email	First name	Last name	Ignore field...
	<u>EMAIL</u> 	<u>FIRST NAME</u>	<u>LAST NAME</u>	<u>COUNTRY</u>
1	john@example.com	John	Keats	United Kingdom
2	emily@example.com	Emily	Dickinson	United States
3	charles@example.com	Charles	Bukowski	Germany
4	pablo@example.com	Pablo	Neruda	Chile
5	sylvia@example.com	Sylvia	Plath	United States
6	victor@example.com	Victor	Hugo	France

Pick one or more list(s)
Pick the list that you want to import these subscribers to.

[Select](#) [Create a new list](#)

- Change The User's Status
- What happens if a user wants to subscribe to SBYEC

Step 1: Hover on the “M” icon and click the “Subscribers”.

Your site's health is looking good, but there are still some things you can do to improve its performance and security.

Take a look at the 4 items on the [Site Health screen](#).

At a Glance

- 3 Posts
- 28 Pages
- 0 Comments
- 1 Comment in moderation

WordPress 6.8.3 running [Twenty Twenty-Four](#) theme.

MailPoet

- Home
- Emails
- Automations
- Forms
- Subscribers
- Lists
- Segments
- Settings
- Help
- Upgrade

Angel Celebrates Her 20th! | Summer Camps at SBYEC | Spring Farm Friends

1733 on Angel Celebrates Her 20th! [Pending] [turl.fm/ajEu8](#)

[Pending \(1\)](#) | [Approved \(0\)](#) | [Spam \(2\)](#) | [Trash \(0\)](#)

Quick Draft

Title:

Content:

What's on your mind?

Save Draft

WordPress Events and News

Attend an upcoming event near you. [Select location](#)

Step 2: There are two subscribers right now. Hover over the user with the email address “258....com”, then click edit.

<input type="checkbox"/> yuhang0115@gmail.com	Subscribed	Newsletter mailing list	Unknown	November 4, 2025 7:00 am	November 4, 2025 12:08 pm
<input type="checkbox"/> 2581573065@qq.com	Subscribed	Newsletter mailing list	Unknown	November 4, 2025 5:10 am	November 3, 2025 11:46 pm
<input type="checkbox"/> 2581573065@qq.com	Subscribed	Newsletter mailing list	Unknown	November 4, 2025 5:10 am	November 3, 2025 11:46 pm

Step 3: I change the user status to “Unconfirmed”.

[Edit subscriber](#)

E-mail: 2581573065@qq.com

First name:

Last name:

Status: Subscribed

Lists: Newsletter mailing list

Tags: Add new tag

Save

Unsubscribed at Tuesday November 4th 2025 at 4:39:10 am, by admin "Richard Shen".

Tip: Need to add new fields, like a telephone number or street address? You can add custom fields by editing the subscription form on the Forms page.

MailPoet

< Edit subscriber

E-mail

First name

Last name

Status

Subscribed

Subscribed

Unconfirmed

Unsubscribed

Inactive

Bounced

Lists

This subscriber will receive Welcome Emails if any are active for your lists.

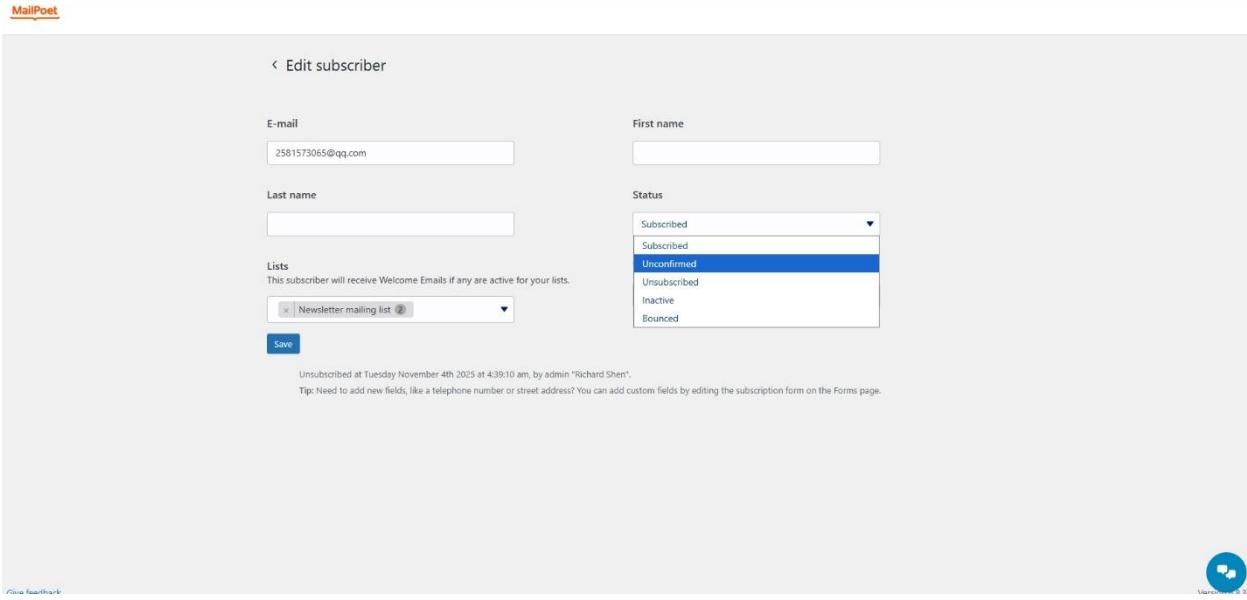
x Newsletter mailing list

Save

Unsubscribed at Tuesday November 4th 2023 at 4:39:10 am, by admin "Richard Shen".
Tip: Need to add new fields, like a telephone number or street address? You can add custom fields by editing the subscription form on the Forms page.

View feedback

Unsubscribe



Step 4: Hover on the “M” icon and click the “Form”.

Silver Buckle Youth Equestrian Center 17 1

MailPoet

Subscribers

Add new subscriber Import Export

11 / 500 subscribers Calculated 3 mins ago Recalculate

All 11 Subscribed 1 Unconfirmed 10

Search All Lists

<input type="checkbox"/> Subscriber
<input type="checkbox"/> yuhang0115@gmail.com
<input type="checkbox"/> 2581573065@qq.com

MailPoet

- Home silverbuckleranch.org
- Emails
- Automations
- Forms mcast.net
- Subscribers**
- Lists
- Segments
- Settings
- Help
- Upgrade .org

<input type="checkbox"/> opsmgr@silverbuckleranch.org
Cherie Elliott

Step 5: Turn on the “Status.”

MailPoet

Forms [Add new form](#)

All [1](#)

Name	Lists	Type	Status	Modified date
<input type="checkbox"/> Name				1 item
<input type="checkbox"/> Join the Club	Newsletter mailing list	Below pages, Slide-in	 Sign-ups: 2	November 6, 2025 2:51 am

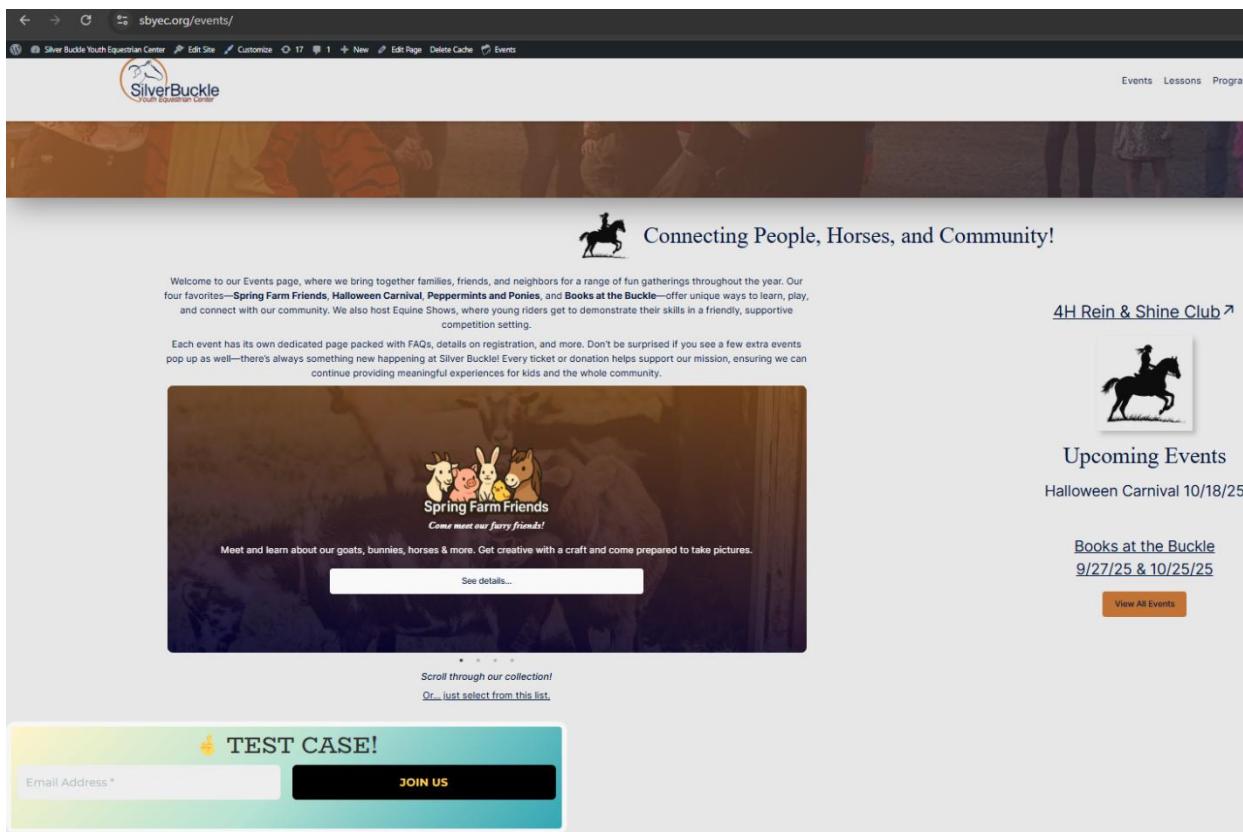
Tip: check out [this list](#) of form plugins that integrate with MailPoet.

If I turn on this, a form appears on the webpage.

sbiec.org/events/

SilverBuckle Youth Equestrian Center Edit Site Customize 17 1 + New Edit Page Delete Cache Events

Events Lessons Program



Welcome to our Events page, where we bring together families, friends, and neighbors for a range of fun gatherings throughout the year. Our four favorites—**Spring Farm Friends**, **Halloween Carnival**, **Peppermints and Ponies**, and **Books at the Buckle**—offer unique ways to learn, play, and connect with our community. We also host Equine Shows, where young riders get to demonstrate their skills in a friendly, supportive competition setting.

Each event has its own dedicated page packed with FAQs, details on registration, and more. Don't be surprised if you see a few extra events pop up as well—there's always something new happening at Silver Buckle! Every ticket or donation helps support our mission, ensuring we can continue providing meaningful experiences for kids and the whole community.

Spring Farm Friends

Meet and learn about our goats, bunnies, horses & more. Get creative with a craft and come prepared to take pictures.

See details...

Scroll through our collection!
Or... just select from this list.

TEST CASE!

Email Address *

JOIN US

4H Rein & Shine Club ↗



Upcoming Events

Halloween Carnival 10/18/25

Books at the Buckle

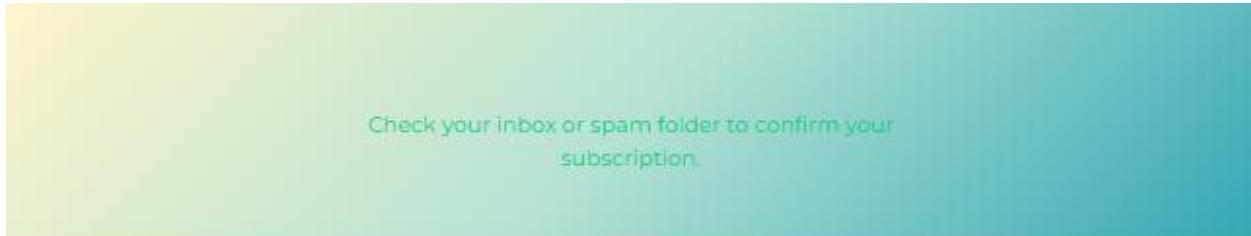
9/27/25 & 10/25/25

[View All Events](#)

Step 6: Assume a user wants to subscribe to SBYEC

The screenshot shows the website for SilverBuckle Youth Equestrian Center. At the top, there's a navigation bar with links for 'Edit Site', 'Customize', 'Events', 'Lessons', and 'Programs'. The main content area features a large banner image of people at an event. Below the banner, a horse silhouette icon is followed by the text 'Connecting People, Horses, and Community!'. A paragraph of text welcomes visitors to the Events page, mentioning four favorite events: Spring Farm Friends, Halloween Carnival, Peppermints and Ponies, and Books at the Buckle. It also notes that young riders demonstrate their skills in a friendly, supportive competition setting. Another paragraph explains that each event has its own dedicated page with FAQs, registration details, and more. To the right, a section titled '4H Rein & Shine Club' is shown with a horse silhouette icon and a link to 'View All Events'. Below it, another section titled 'Upcoming Events' lists 'Halloween Carnival 10/18/2025' with a link to 'View All Events'. In the center, there's a callout for the 'Peppermints & Ponies' event, which includes a small image of Santa Claus and a horse, and text about decked halls and holiday crafts. A 'See details...' button is present. At the bottom of the page, there's a 'TEST CASE!' section with an email input field ('2581573065@qq.com'), a 'JOIN US' button, and a note to check the inbox or spam folder for confirmation.

After clicking “join us”.



The user will receive an email

Silver Buckle Youth Equestrian Center

Hello there,

You've received this message because you subscribed to Silver Buckle Youth Equestrian Center. Please confirm your subscription to receive emails from us:

[Click here to confirm your subscription](#)

Thank you,

[Silver Buckle Youth Equestrian Center](#)

If you received this email by mistake, simply delete it. You won't receive any more emails from us unless you confirm your subscription using the link above.

After the user clicks the “Click here to confirm your subscription”

6:55

◀ 微信

< You have subscribed to Silver B... ...

 SilverBuckle
Youth Equestrian Center

Yup, we've added you to our email list. You'll hear from us shortly.

Silver Buckle Youth Equestrian Center

📍 [11611 NE 152nd Avenue Brush Prairie, WA 98606](#)

✉️ P.O. Box 636 Brush Prairie, WA 98606

✉️ info@silverbuckleranch.org

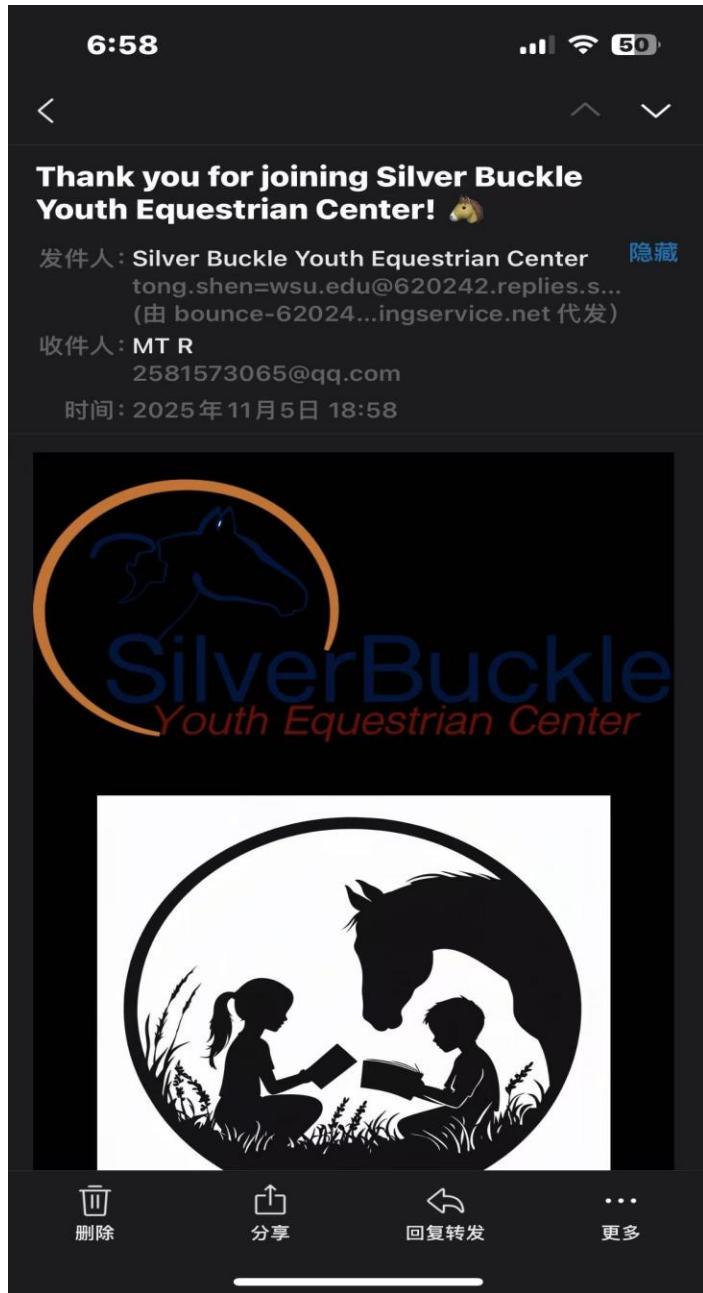
☎️ (564) 208-1315

Search the website...


隐私权 - 使用条款

After four to five minutes, the user will receive a welcome letter.



6:58

50%

Welcome to Silver Buckle Youth Equestrian Center! 🐴

*Hello there,
Thank you for subscribing to our community
newsletter!
We're excited to have you with us — you'll
now receive updates about:*

- *Riding lessons and programs for all
ages*
- *Special ranch events and youth
activities*
- *Books @ the Buckle reading and
learning sessions*

*We look forward to keeping you connected
with the Silver Buckle family!*

[View Upcoming Events](#)

Thank you,

[Silver Buckle Youth Equestrian Center](#)



删除



分享



回复转发



更多

If the user wants to check the “View Upcoming Events” and clicks that button, the user will be redirected to the event page on SBYEC.

The screenshot shows a mobile device displaying the SBYEC website. At the top, the status bar shows the time as 6:59 and battery level at 50%. Below the status bar, the navigation bar includes a back arrow, the text "Events – Silver Buckle Youth Eq...", and a three-dot menu icon. The main header features the Silver Buckle logo, which consists of a stylized horse head inside a circle, with the text "SilverBuckle" and "Youth Equestrian Center" below it. To the right of the logo is a menu icon (three horizontal lines). The main content area has a large, semi-transparent background image of a group of people and horses. Overlaid on this image is the word "Events" in a large, bold, white font. Below the image is a silhouette of a person riding a horse. The main text on the page reads: "Connecting People, Horses, and Community!". Below this, a paragraph describes the purpose of the Events page, mentioning four favorite events: Spring Farm Friends, Halloween Carnival, Peppermints and Ponies, and Books at the Buckle. It also notes that they host Equine Shows where young riders demonstrate skills in a supportive setting. At the bottom right, there is a small circular logo with a stylized letter 'C' and some Chinese text: "隐私权 - 使用条款".

The Admin will receive an email that shows someone has subscribed.

 Richard<tong.shen=wsu.edu@620242.replies.sendingservice.net>     | ...

To: Shen, Tong Wed 2025-11-05 18:57

[EXTERNAL EMAIL]

Howdy,

The subscriber 2581573065@qq.com has just subscribed to your list Newsletter mailing list!

Cheers,

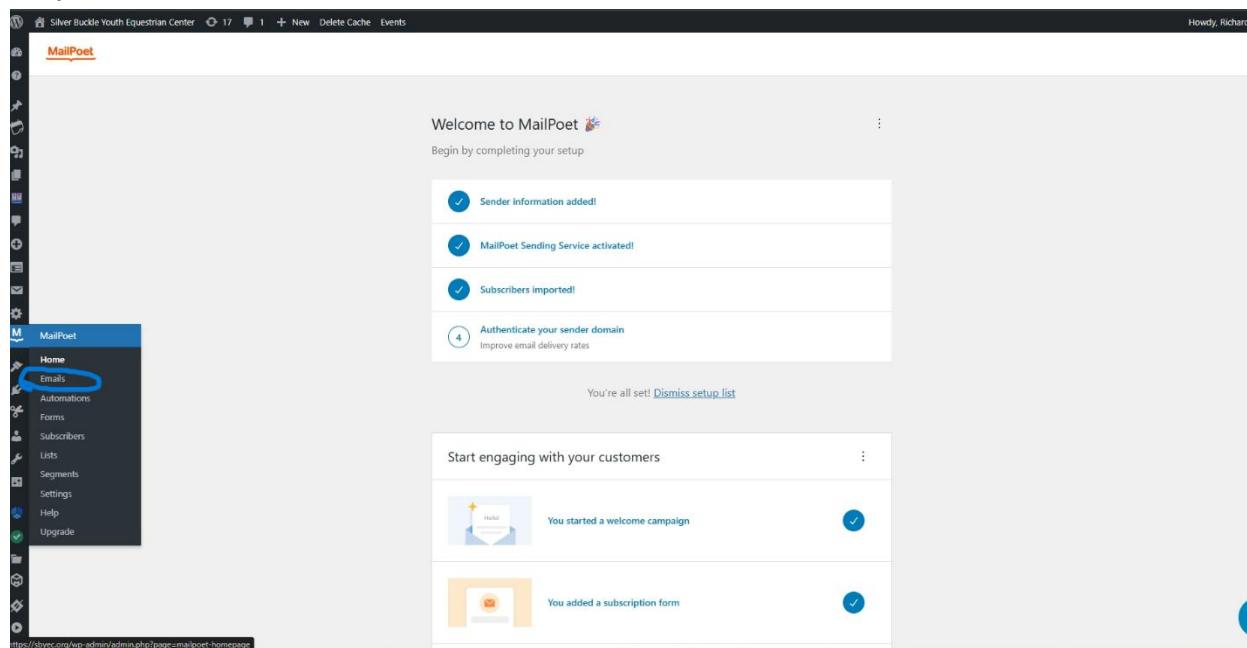
The MailPoet Plugin

You can disable these emails in your [MailPoet Settings](#).

- Send an email to every user in the list.

Step 1: Hover on the “M” icon and click the “Emails”.



Welcome to MailPoet 🎉

Begin by completing your setup

- Sender information added! (checkmark)
- MailPoet Sending Service activated! (checkmark)
- Subscribers imported! (checkmark)
- Authenticate your sender domain (4) Improve email delivery rates (checkmark)

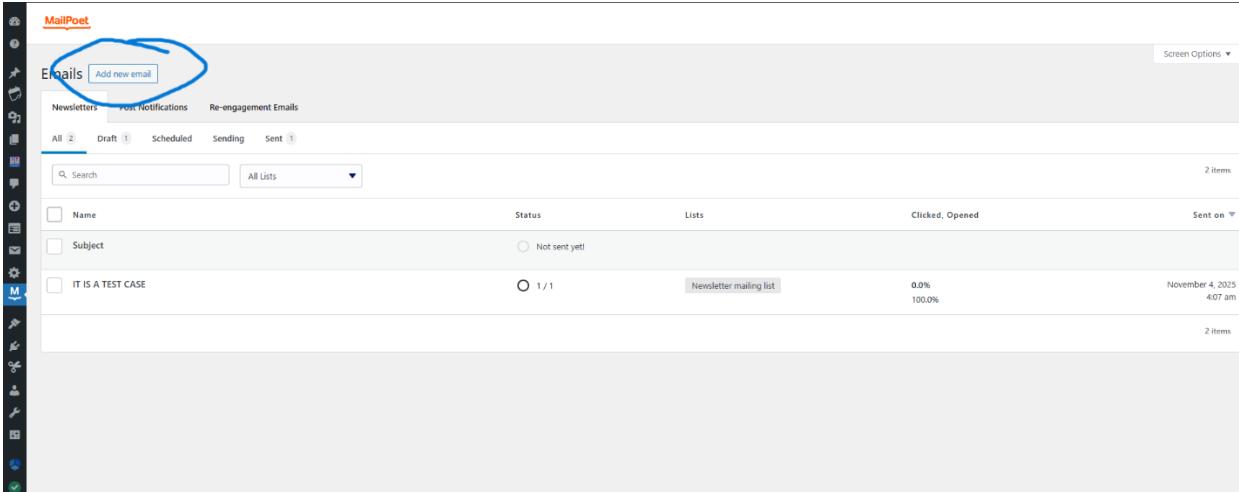
You're all set! [Dismiss setup list](#)

Start engaging with your customers

You started a welcome campaign

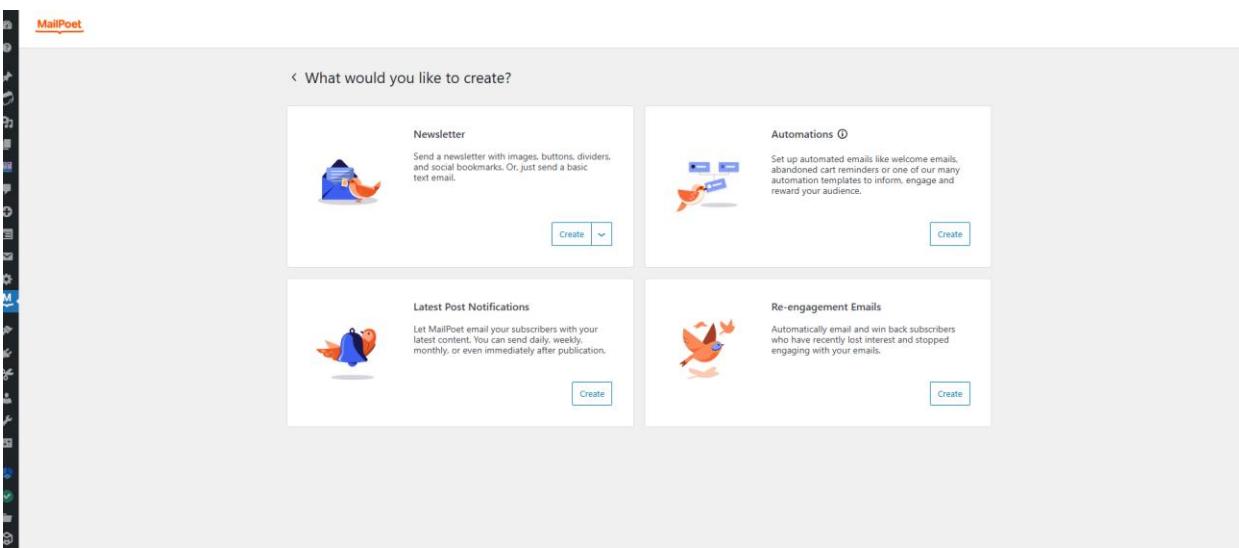
You added a subscription form

Step 2: Click “Add new email”



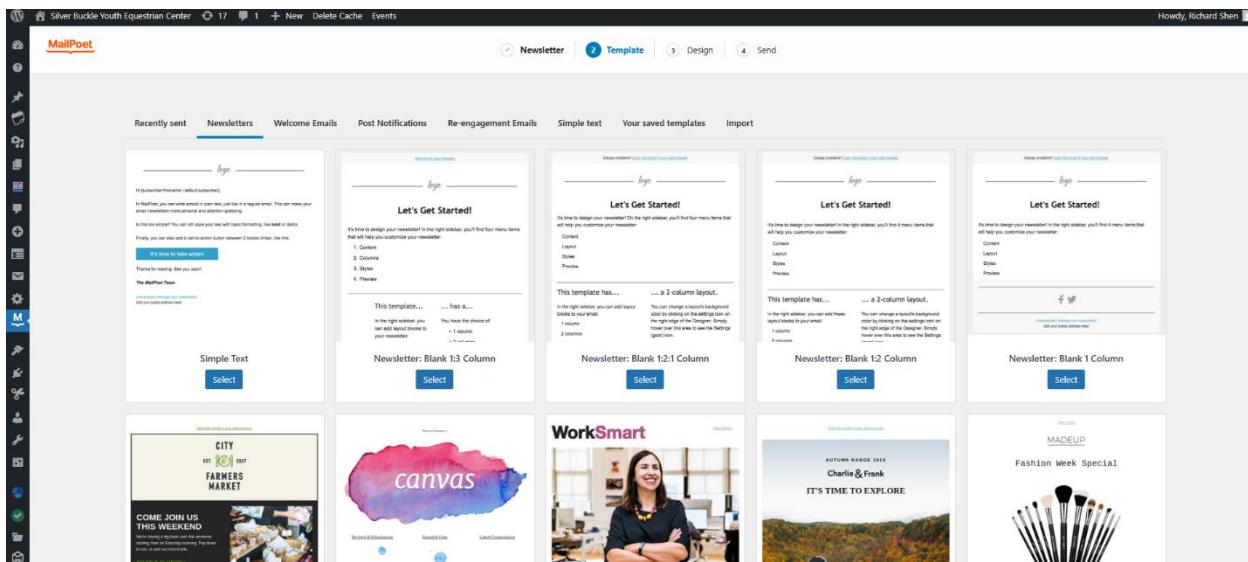
The screenshot shows the MailPoet plugin's 'Emails' dashboard. At the top, there are tabs for 'Newsletters', 'Post Notifications', and 'Re-engagement Emails'. Below the tabs, a search bar and a dropdown menu for 'All Lists' are visible. A table lists existing emails, including one titled 'IT IS A TEST CASE' with details like status (Not sent yet!), list (Newsletter mailing list), open rate (0.0%), click rate (100.0%), and send date (November 4, 2025, at 4:07 am). A sidebar on the left contains various icons for managing newsletters, posts, and users.

Assume we want to send a newsletter and then click “Create”.



The screenshot shows the 'Create New Email' screen. It features four cards: 'Newsletter' (blue envelope icon), 'Automations' (orange bird icon), 'Latest Post Notifications' (blue bird icon), and 'Re-engagement Emails' (orange bird icon). Each card includes a brief description and a 'Create' button.

Step 3: Choose a Newsletter template (I chose the simple text for demo)



Inside the Simple Text.

Subject: [REDACTED]

Preview text (usually displayed underneath the subject line in the inbox):

Hi [subscriber.firstname | default subscriber].

In MailPoet, you can write emails in plain text, just like in a regular email. This can make your email newsletters more personal and attention-grabbing.

Is this too simple? You can still style your text with basic formatting, like **bold** or *italics*.

Finally, you can also add a call-to-action button between 2 blocks of text, like this:

[It's time to take action!](#)

Thanks for reading. See you soon!

The MailPoet Team

[Unsubscribe](#) | [Manage your subscription](#)
Add your postal address here!

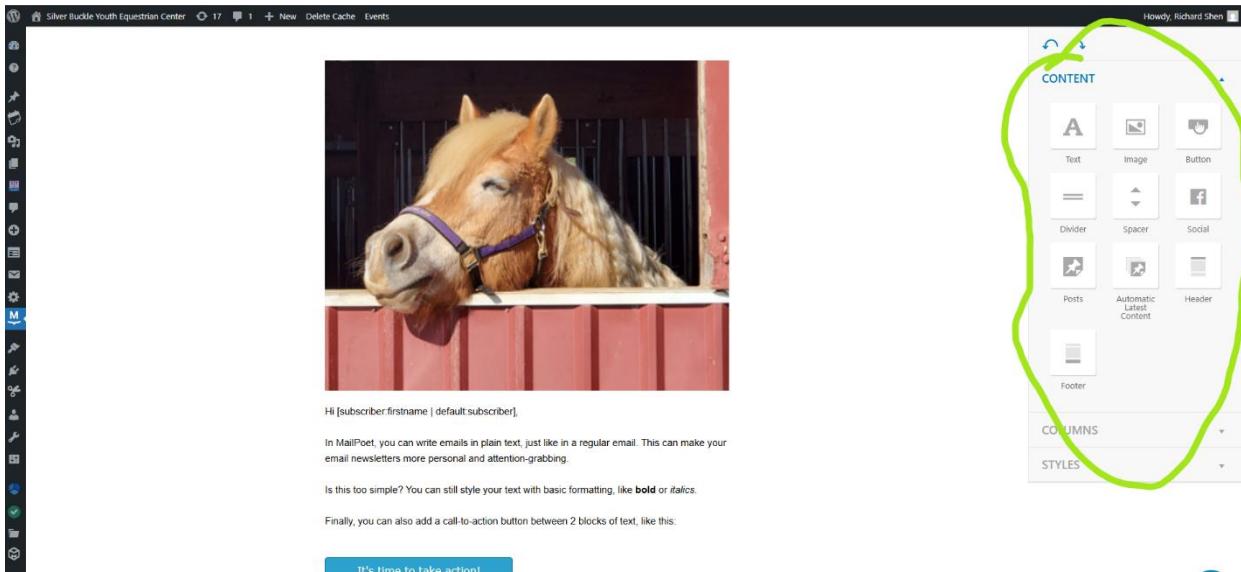
Step 4: Click the “logo” image and select another image.

The screenshot shows the MailPoet newsletter editor interface. A modal window titled "IMAGE" is open, showing settings for an image. The "Image address" field contains a URL: <https://sbyec.org/wp-content/plugins/mail/>. This URL is circled in blue. Below it is a "Select another image" button, also circled in blue. Other settings visible include "Alternative text" (Fake logo), "Width" (598 px), and alignment options (Left, Center, Right). The "Done" button is at the bottom right.

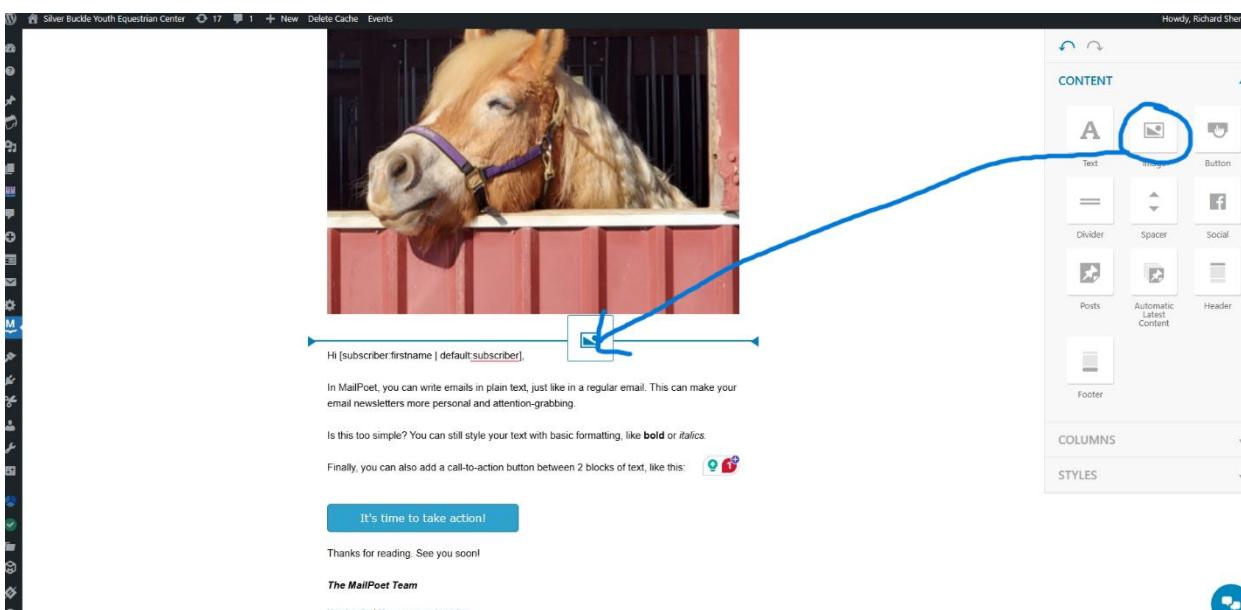
Step 5: Upload files lets you use a photo from your computer, and the Media Library lets you use a photo you uploaded before.

The screenshot shows the WordPress Media Library interface. At the top left, there are tabs for "Upload files" and "Media Library", with "Upload files" circled in blue. Below the tabs is a "Filter media" dropdown set to "All d". On the right side, there is a search bar labeled "Search media". The main area displays a grid of thumbnail images, many of which are related to horse riding or equestrian activities, such as people on horses, horses in arenas, and event posters like "HALLOWEEN CARNIVAL".

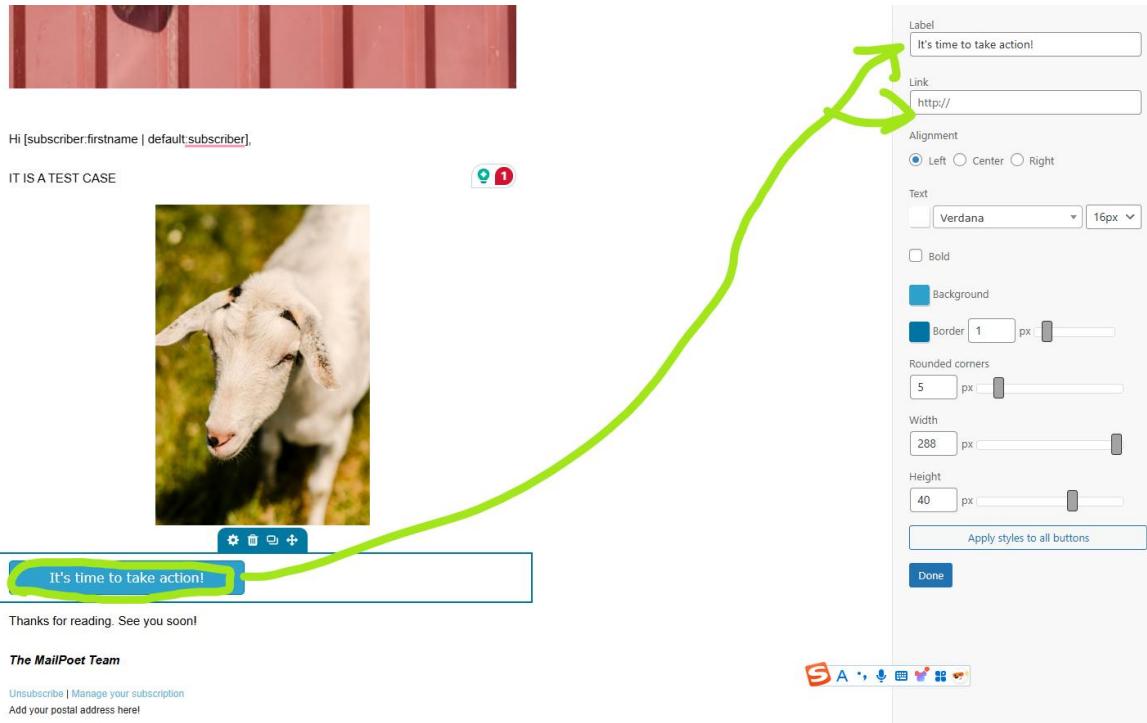
Step 6: You may notice there is a place named “CONTENT.”



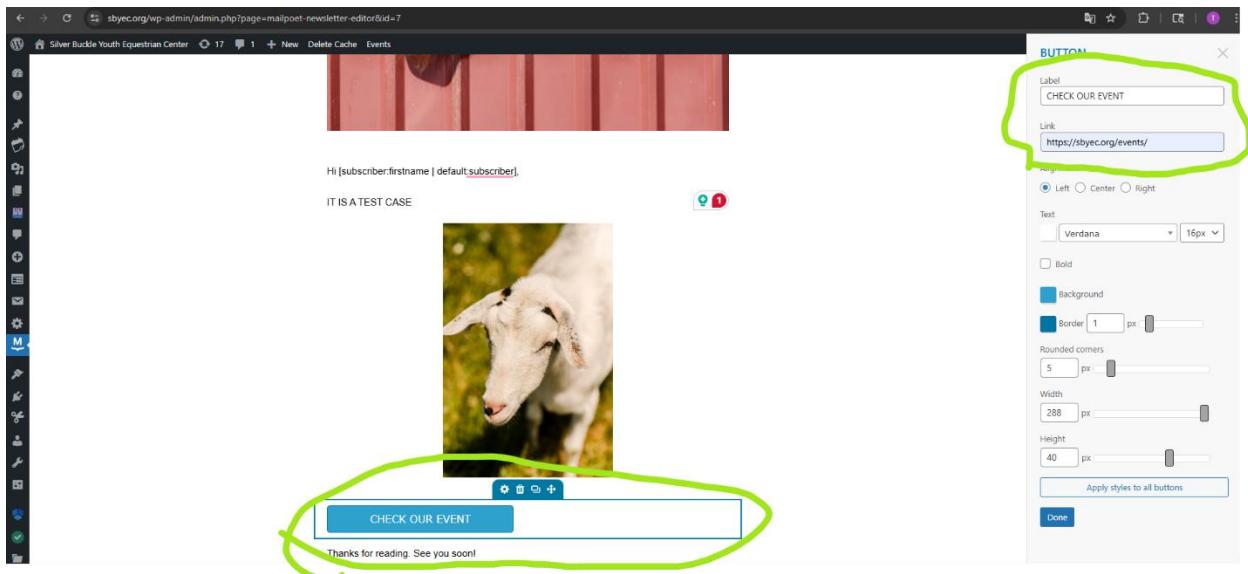
If you prefer to add more images to the newsletter, you can drag the “image” icon to the place where you want.



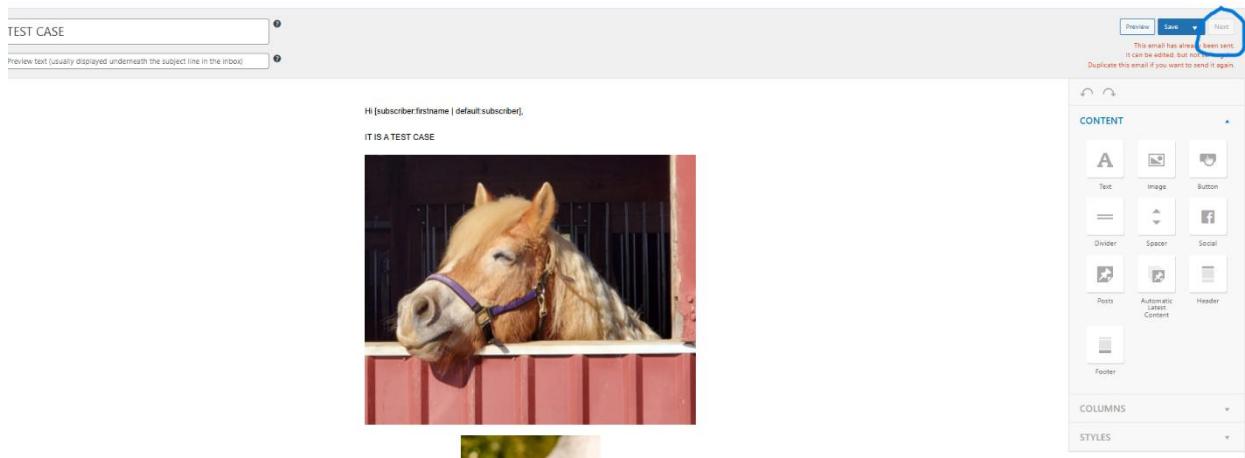
Step 7: If you want the user to be redirected to the event page on SBYEC, you need to enter the URL and Title.



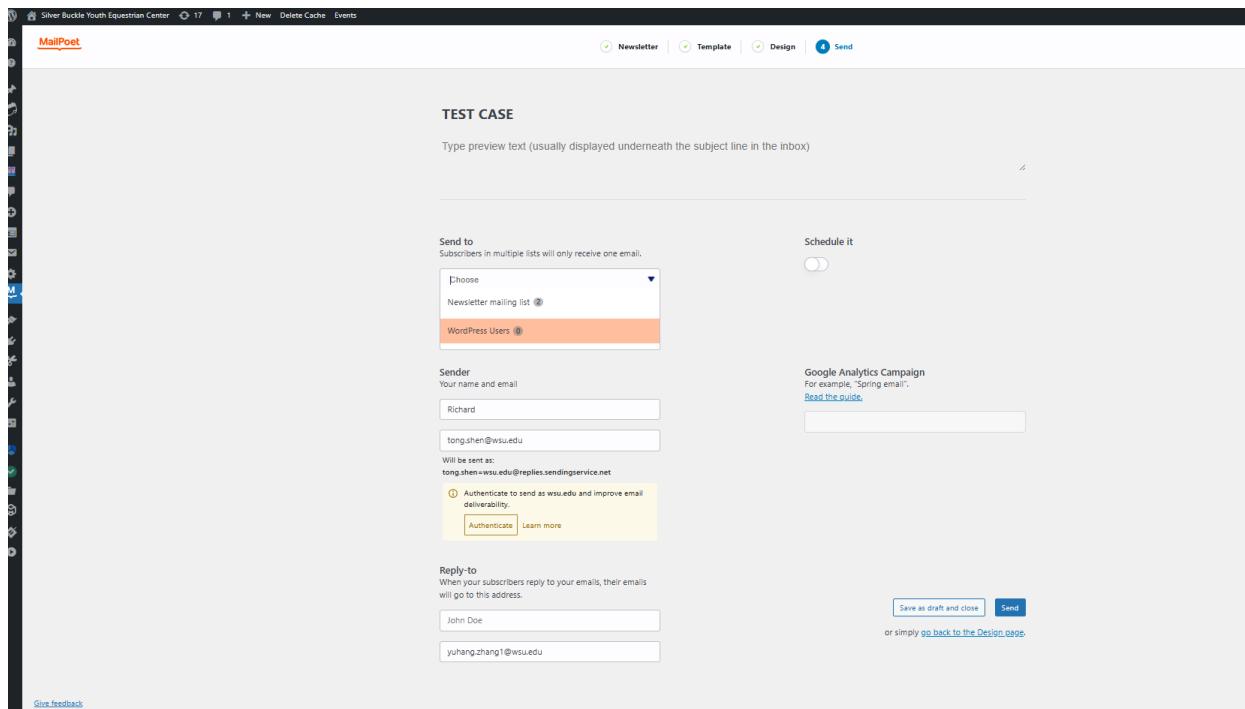
After adding the URL and the Title.



Press “Next” after you finish editing your newsletter.



Step 8: Click “Choose” to select the recipients, then click “Send.”

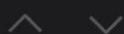


Finally, the user will receive the newsletter.

7:13

4G

◀ 微信



TEST CASE

发件人: SBYEC

隐藏

tong.shen=wsu.edu@620242.replies.s...

(由 bounce-62024...ingservice.net 代发)

收件人: MT R

2581573065@qq.com

时间: 2025年11月5日 19:13



Hi subscriber,

IT IS A TEST CASE



删除



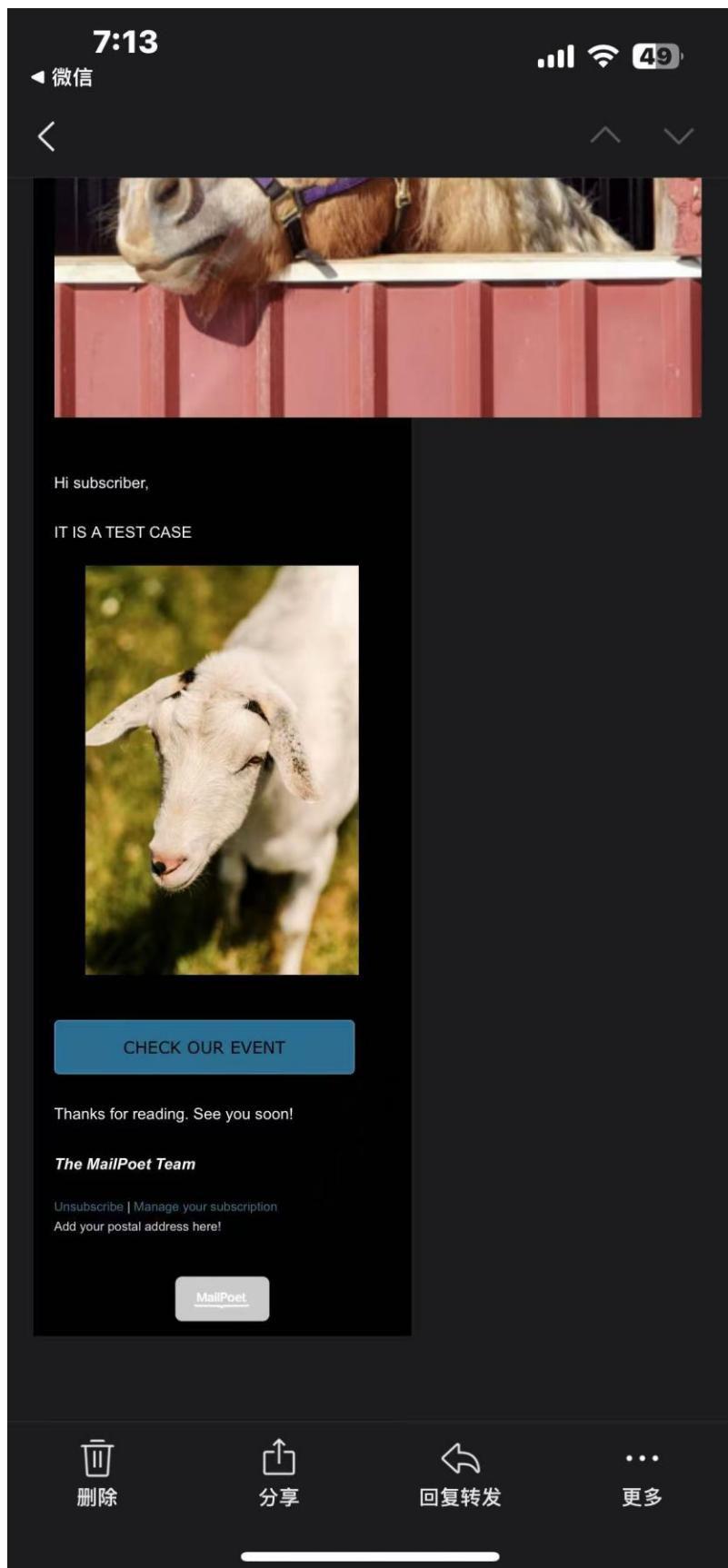
分享



回复转发

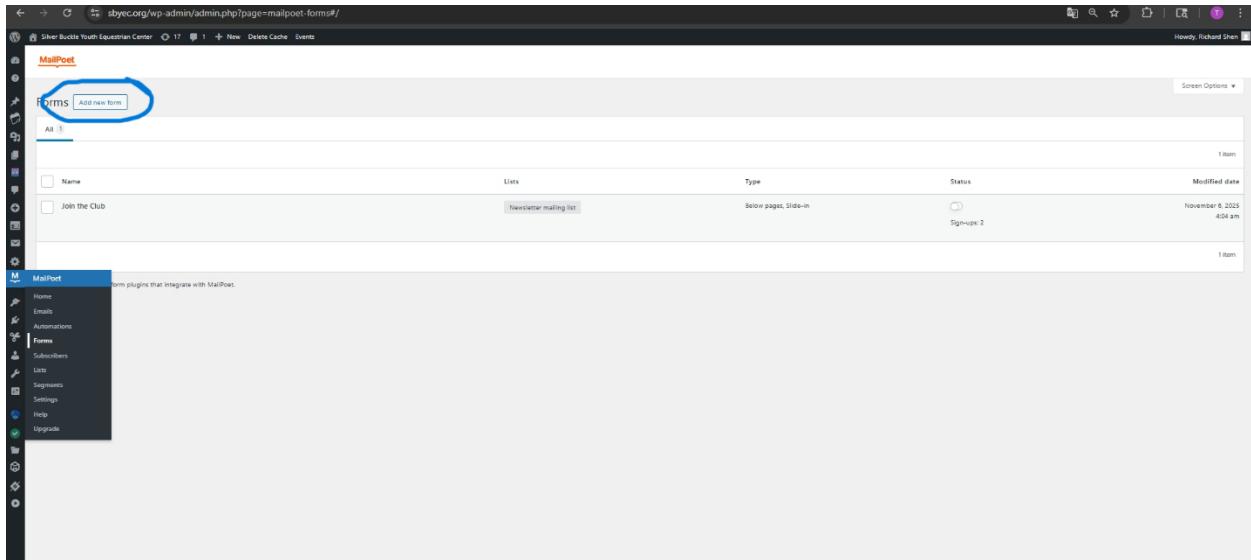


更多



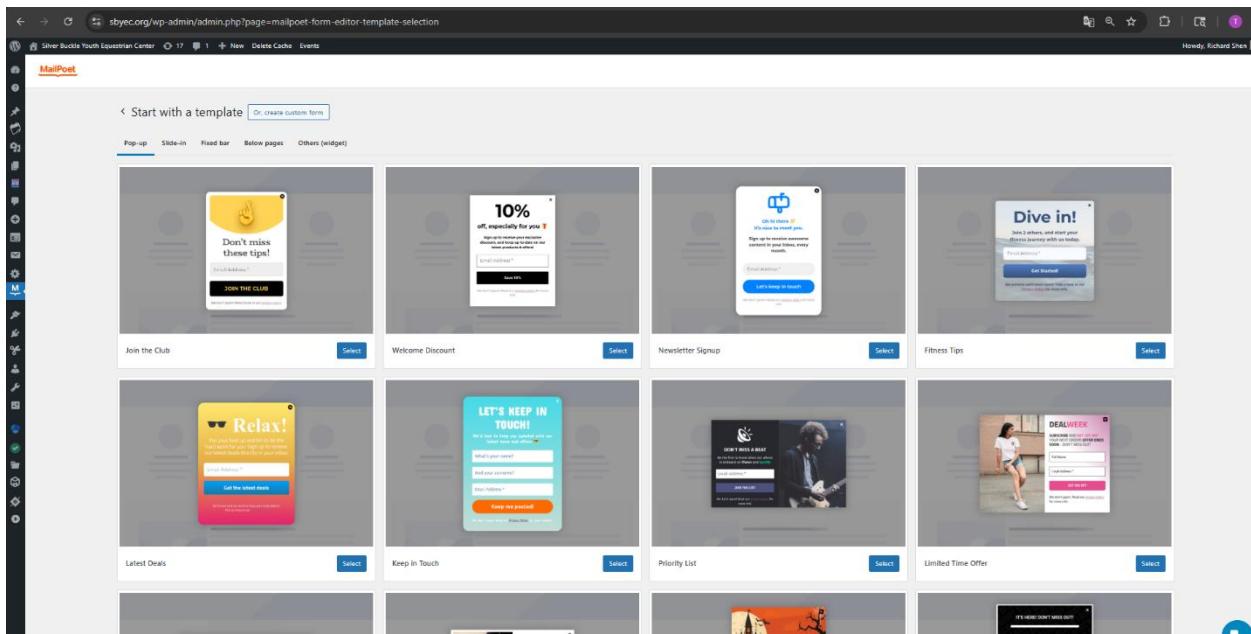
- Change The Form and Welcome Letter.

Step 1: Hover on the “M” icon and click the “Form”, then click “Add new form.”



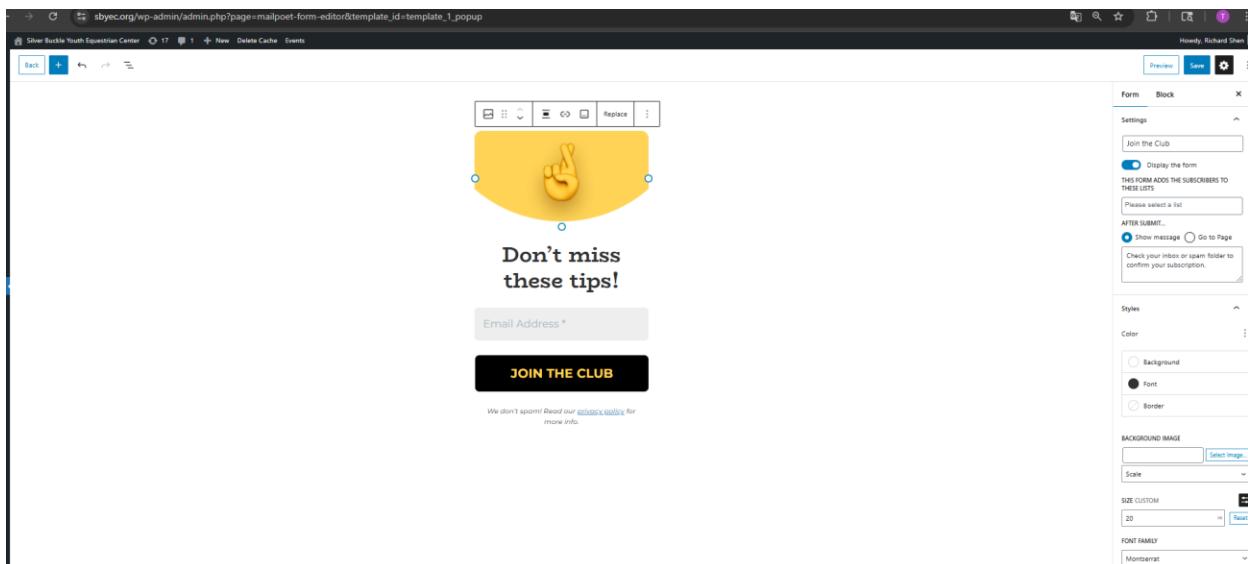
The screenshot shows the MailPoet plugin's 'Forms' section in the WordPress admin. On the left, a sidebar menu is visible with 'Forms' selected. The main area displays a table of existing forms. One form is highlighted: 'Join the Club' (Newsletter mailing list, Type: Below pages, slide-in, Status: Pending, Modified date: November 6, 2023, 4:04 am). A blue circle highlights the 'Add new form' button at the top left of the table header.

Step 2: Choose a template (I chose "Join the Club" as a demo).

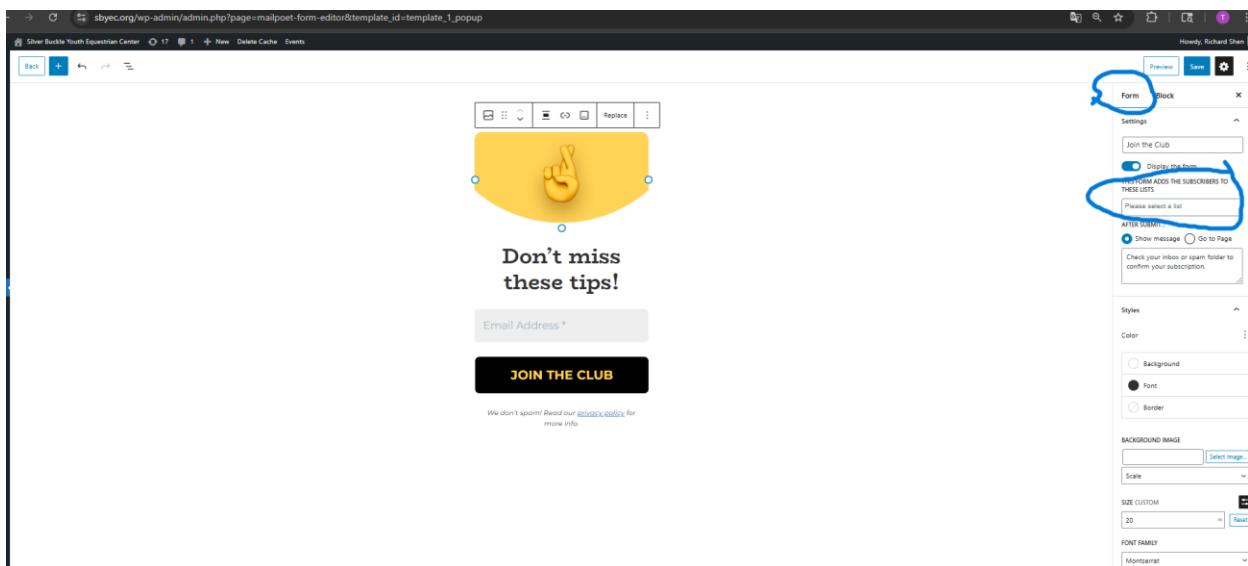


The screenshot shows the 'Form Editor - Template Selection' screen. The 'Pop-up' tab is active. A grid of 12 template preview cards is displayed. The 'Join the Club' template is selected, shown with a blue border around its preview card. Other templates include 'Welcome Discount', 'Newsletter Signup', 'Fitness Tips', 'Latest Deals', 'Keep in Touch', 'Priority List', and 'Limited Time Offer'. Each template preview includes a 'Select' button.

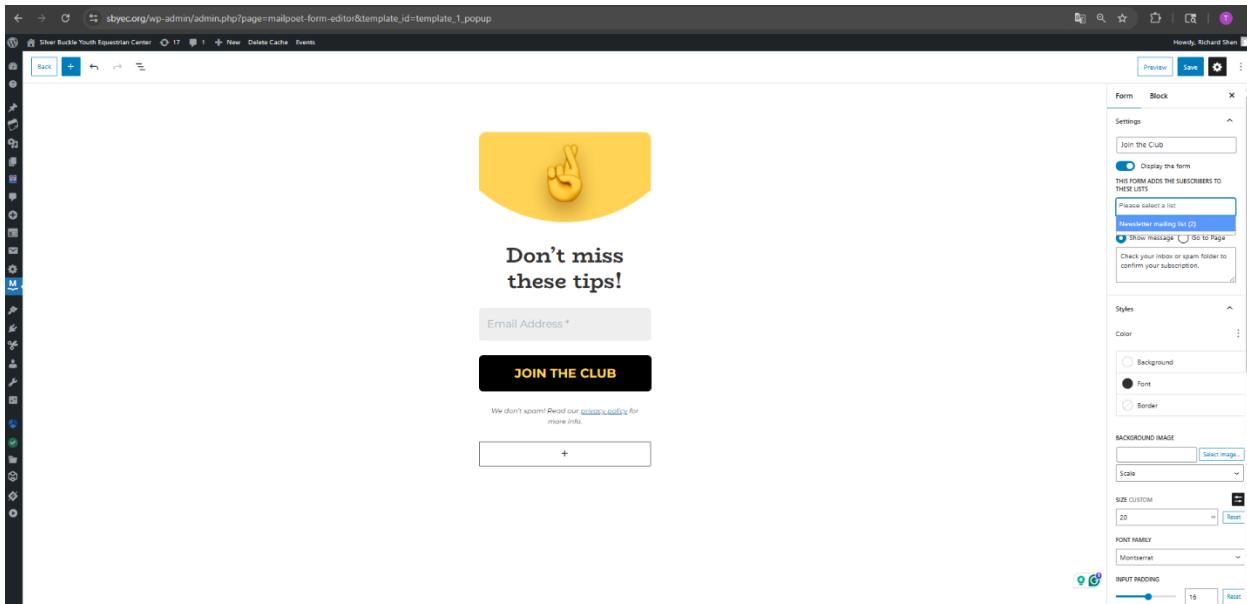
Inside the template.



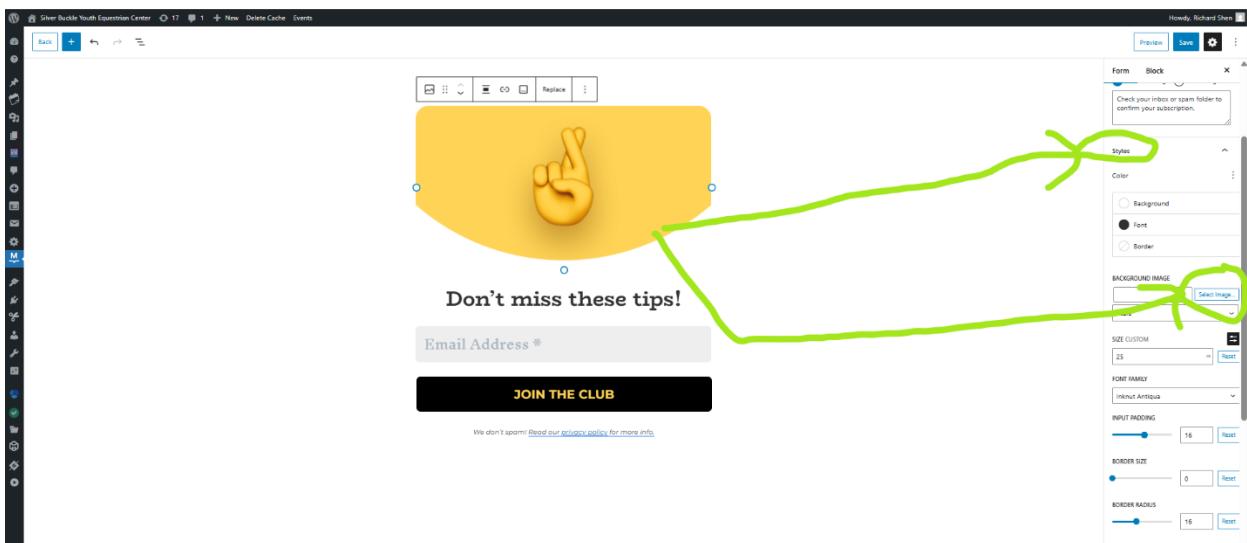
Step 3: Click the Form and make sure to press the “Please select a list.”

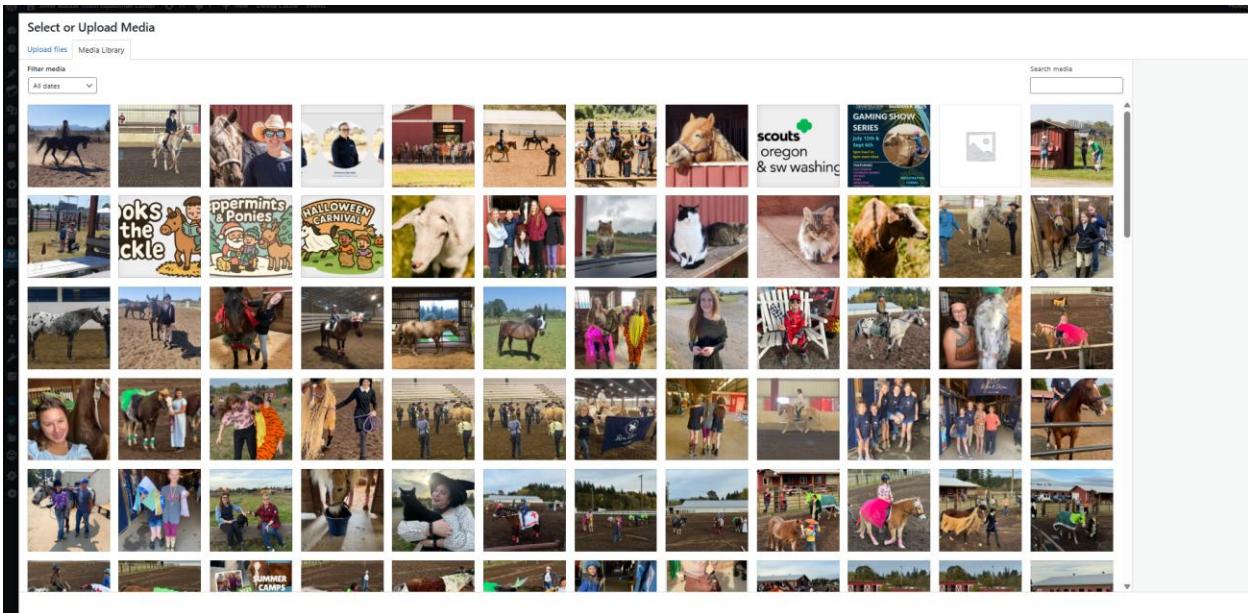


Then select the “newsletter mailing list.”



Step 4: Under style, there is a background selection. Press the select image.

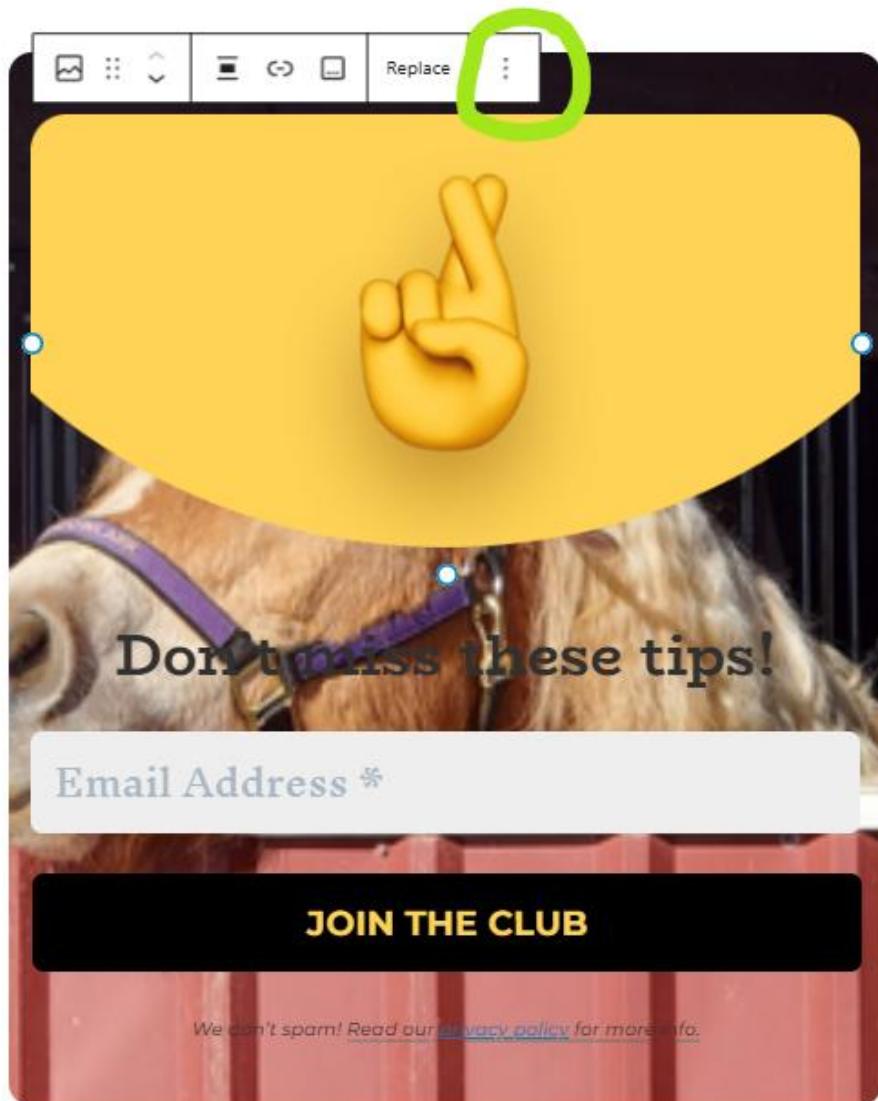




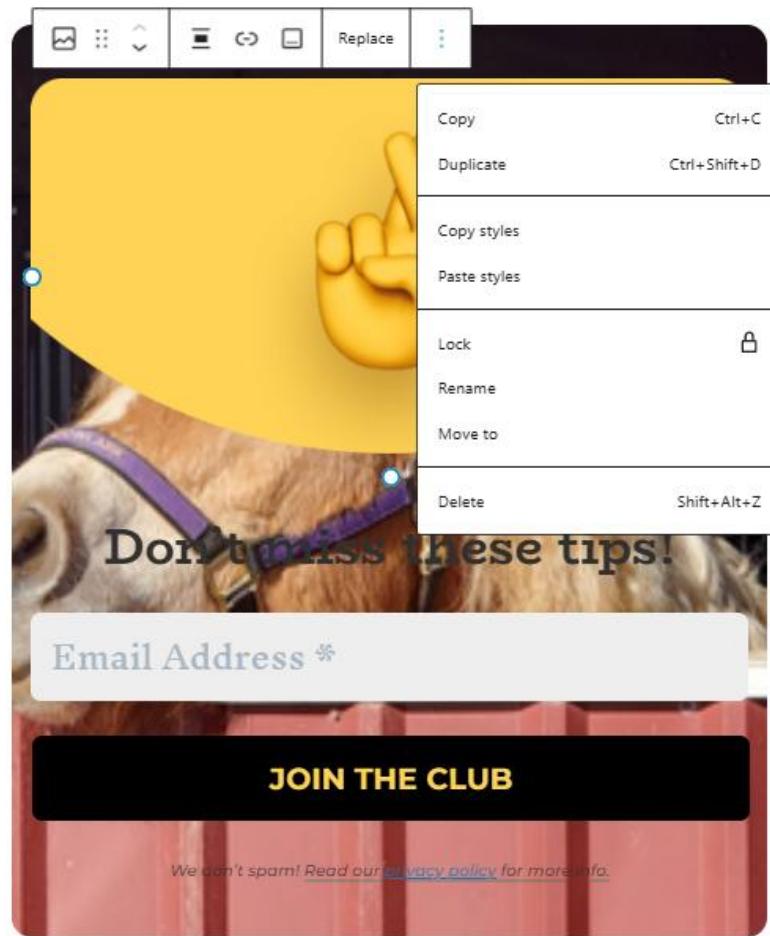
After I selected an image.

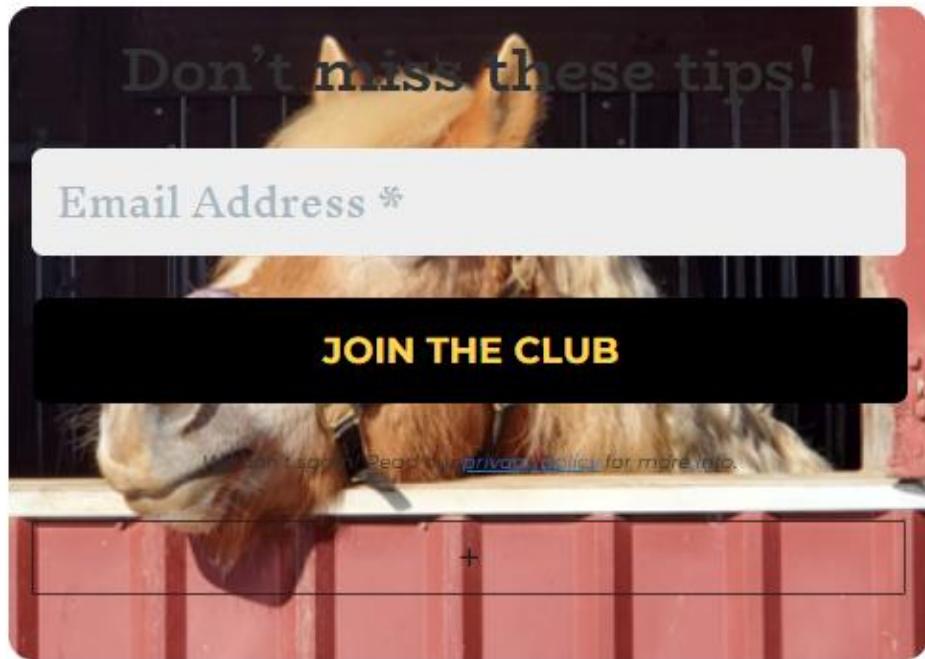
The screenshot shows the MailPoet Form Editor interface. A pop-up window is displayed with a yellow background featuring a large yellow hand emoji pointing upwards. Below the emoji, the text "Don't miss these tips!" is visible. A white input field labeled "Email Address" is present, along with a black button labeled "JOIN THE CLUB". To the right of the pop-up, there is a sidebar with various settings and styles options for the form.

Step 5: If you don't want the yellow part, you can click the show more.



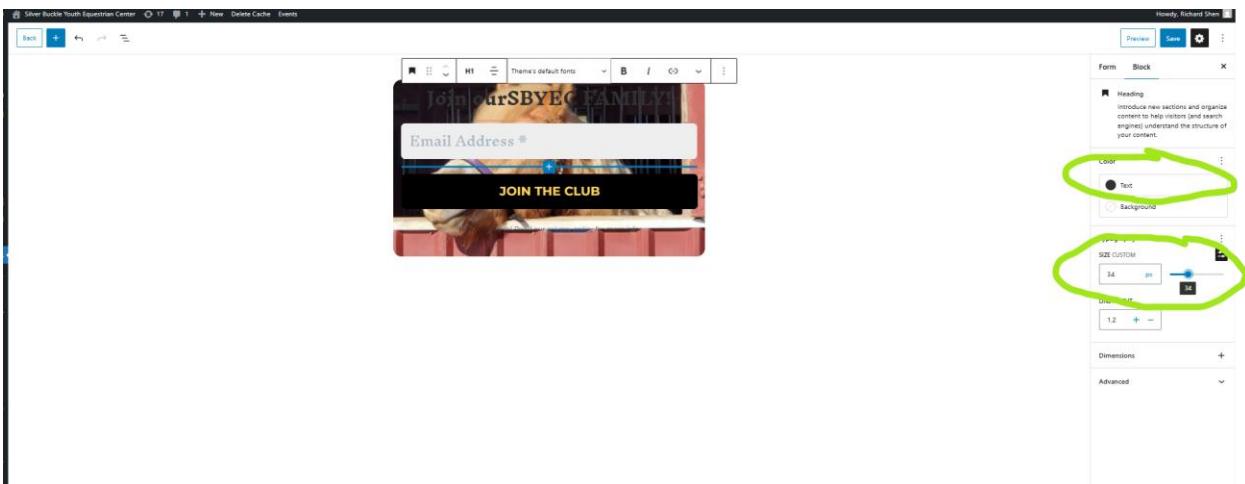
Then delete it.



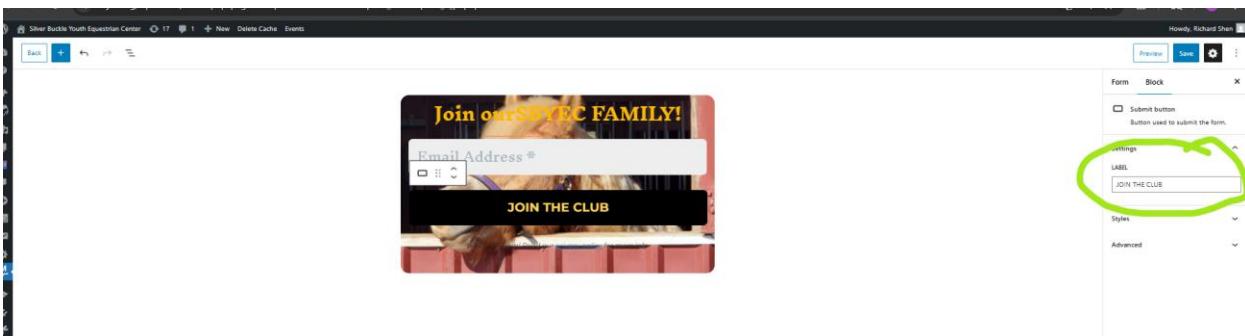


You can also edit the word part. Delete then type whatever you want.

Step 6: Edit the word's size and color



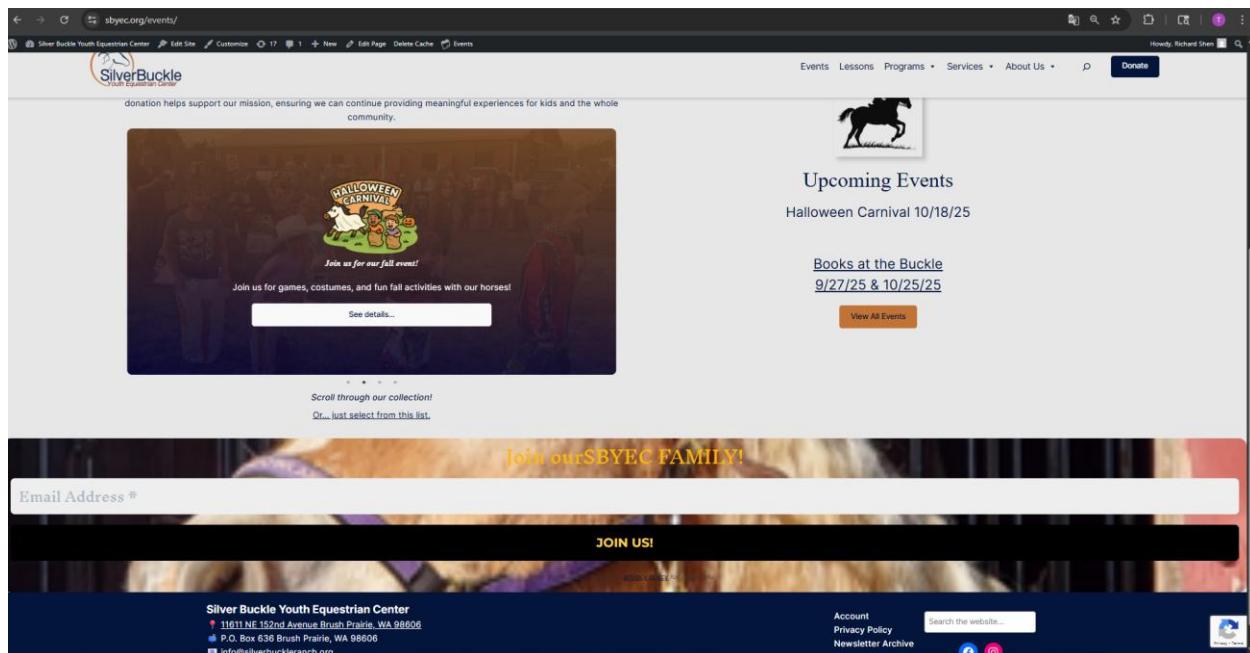
Step 7: Click the black button and change the words inside the “LABEL.”



Then, save it.



Finally, it will appear at the bottom of the webpage.

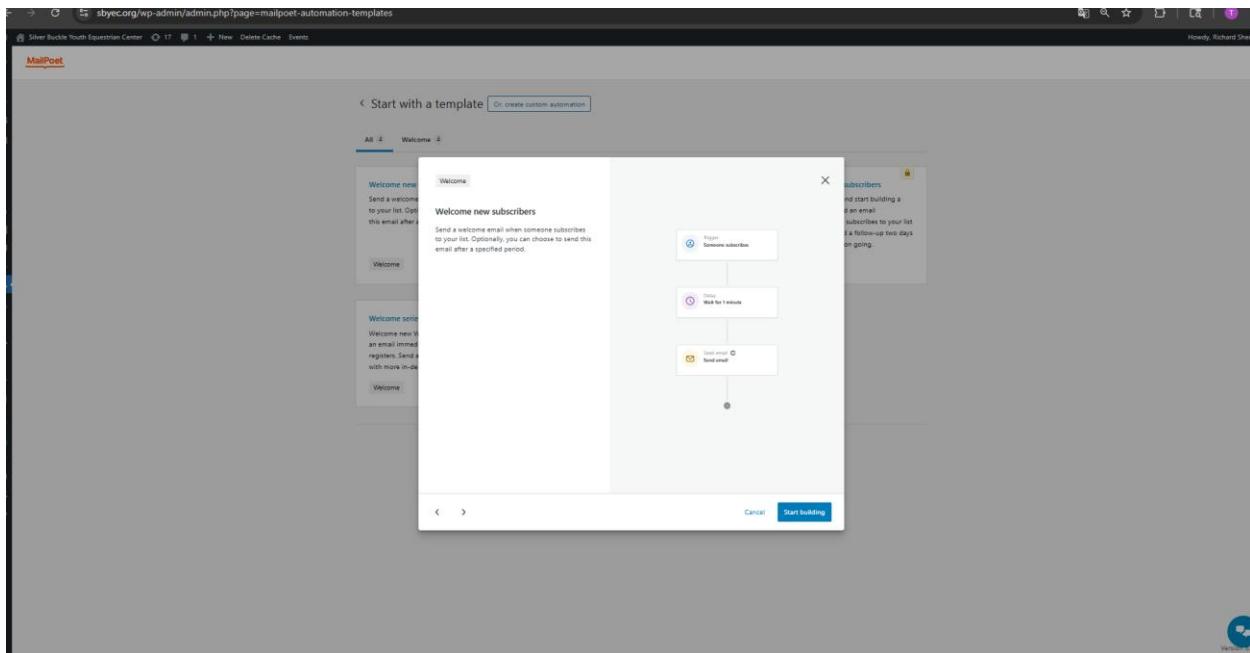
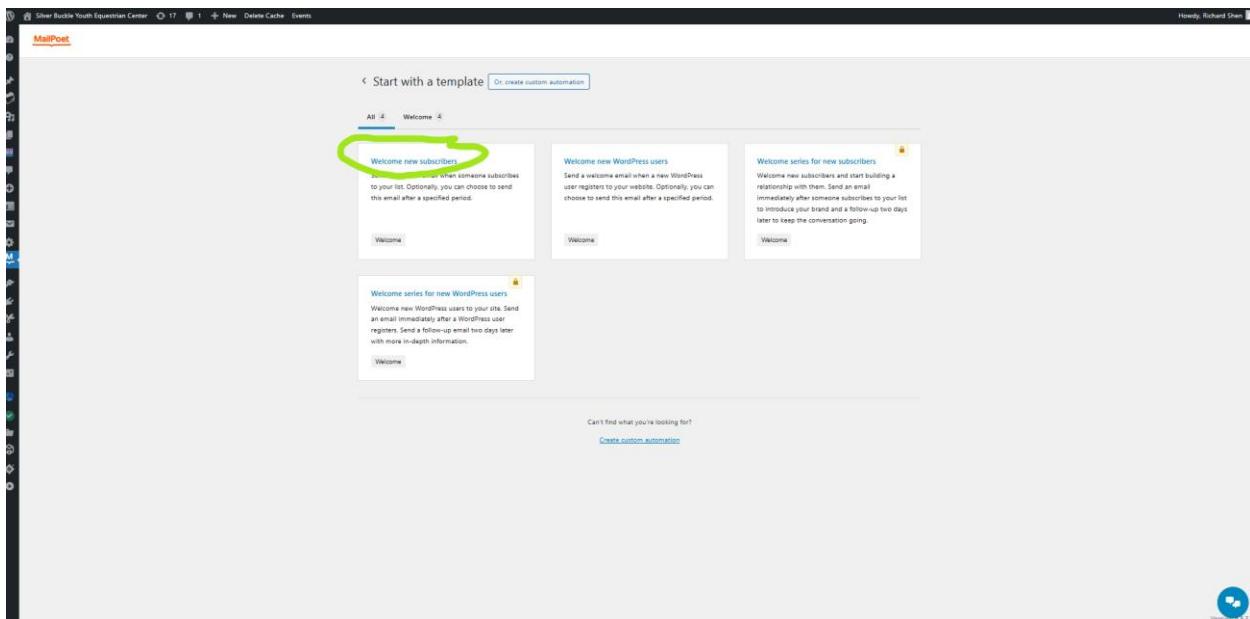


- The Welcome Letter

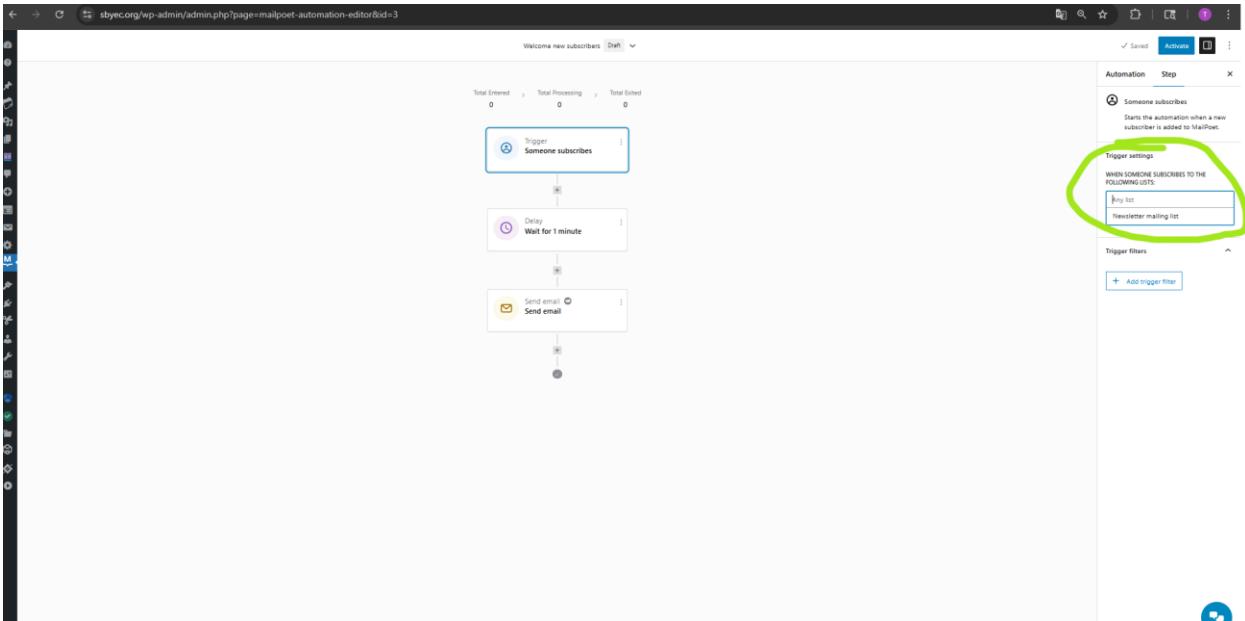
Step 1: Hover on the “M” icon and click the “Automations”, then click “Add new automation.”

The screenshot shows the MailPoet plugin interface within a WordPress dashboard. The left sidebar has a menu with "Automations" highlighted and circled in blue. In the main content area, there's a table for "Automations" with one row visible: "Welcome new subscribers". Above the table, there's a button labeled "Add new automation" also circled in blue. Below the table, there's a section titled "Explore essentials" with three template cards: "Welcome new subscribers", "Welcome new WordPress users", and "Welcome series for new subscribers". At the bottom, there's a link "Browse all templates →" and a button "Build your own automations".

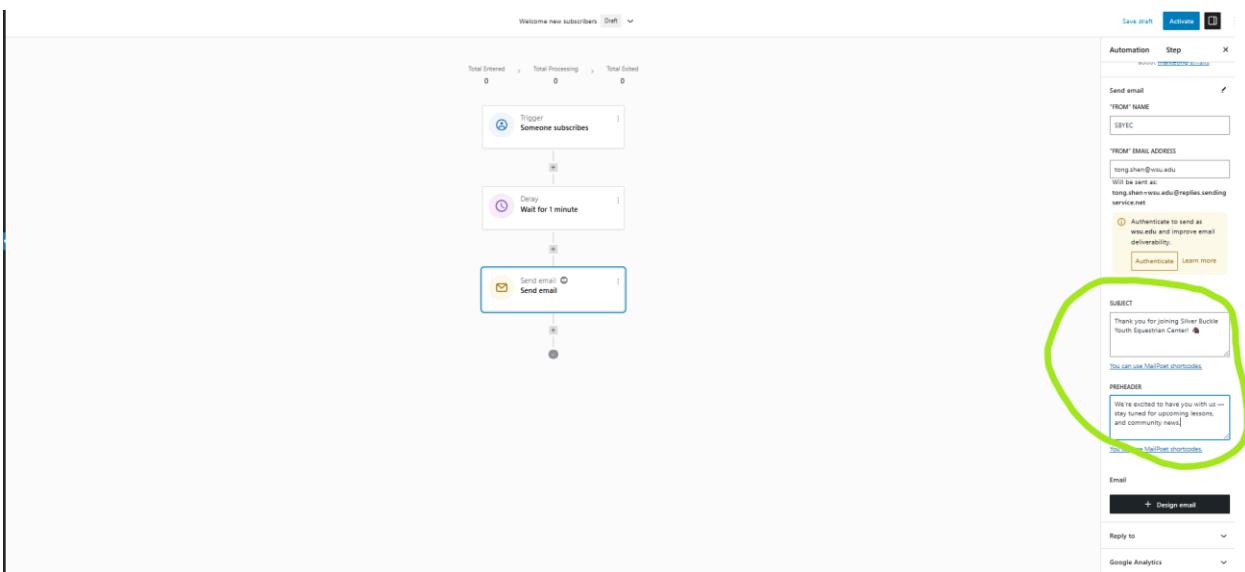
Step 2: Select the first one and press “Start building”.



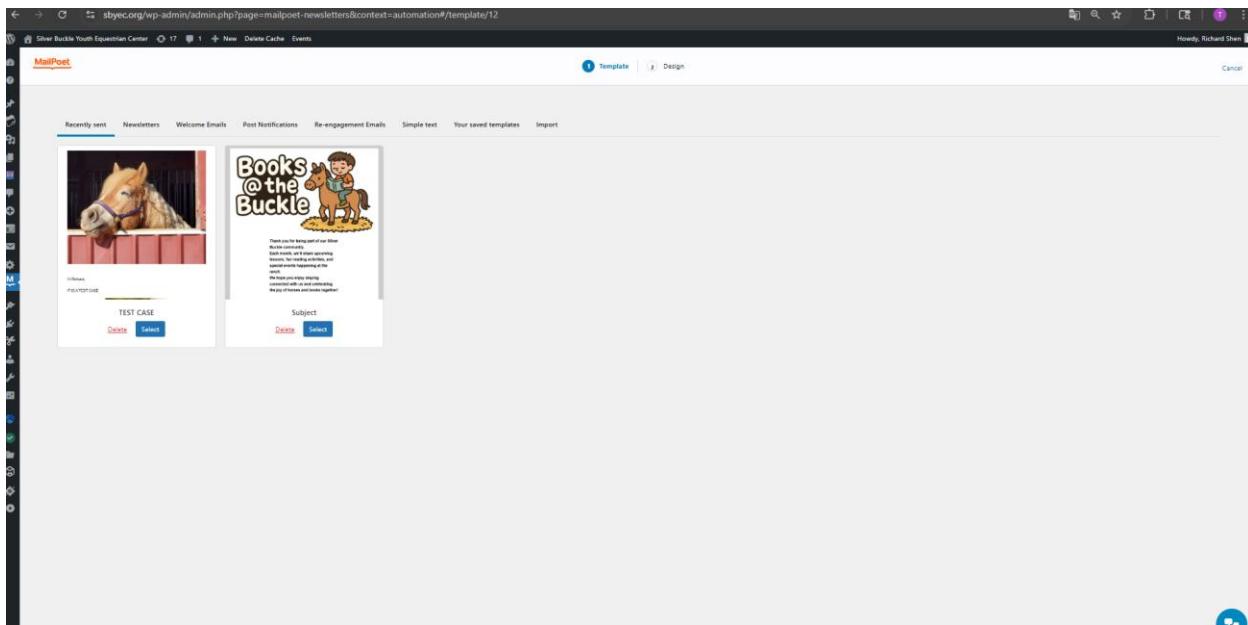
Step 3: Click “Someone Subscribes” and modify the trigger settings to Newsletter mailing list.



Step 4: Click the “Send email” part and change the Subject and Preheader.

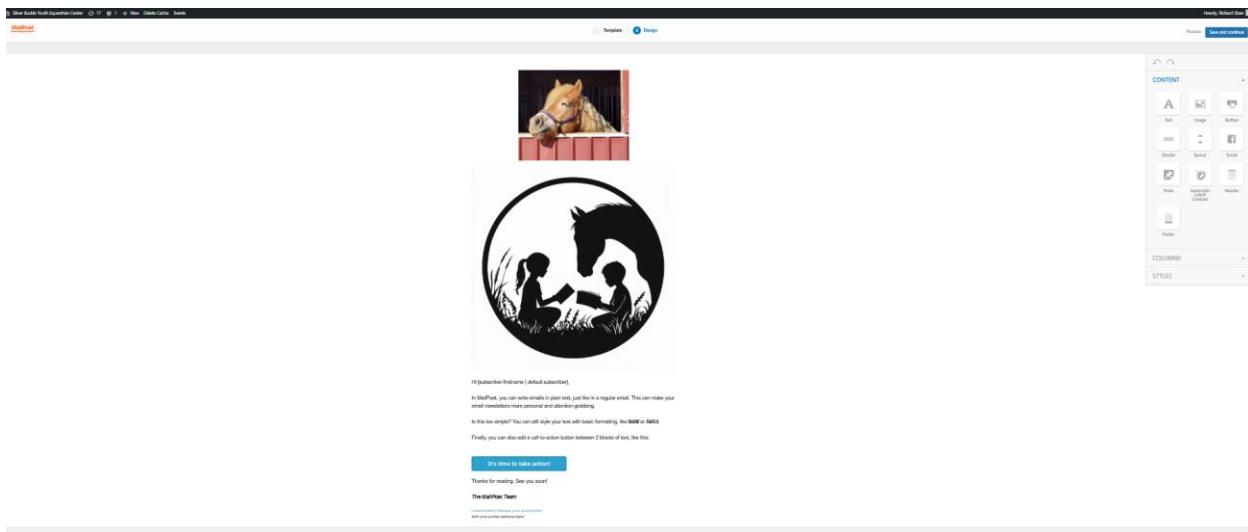


After that, click Design Email



Choose the Newsletters.

Select any template you want and design your welcome letter (the procedure of editing an email is on pages 15- 19)

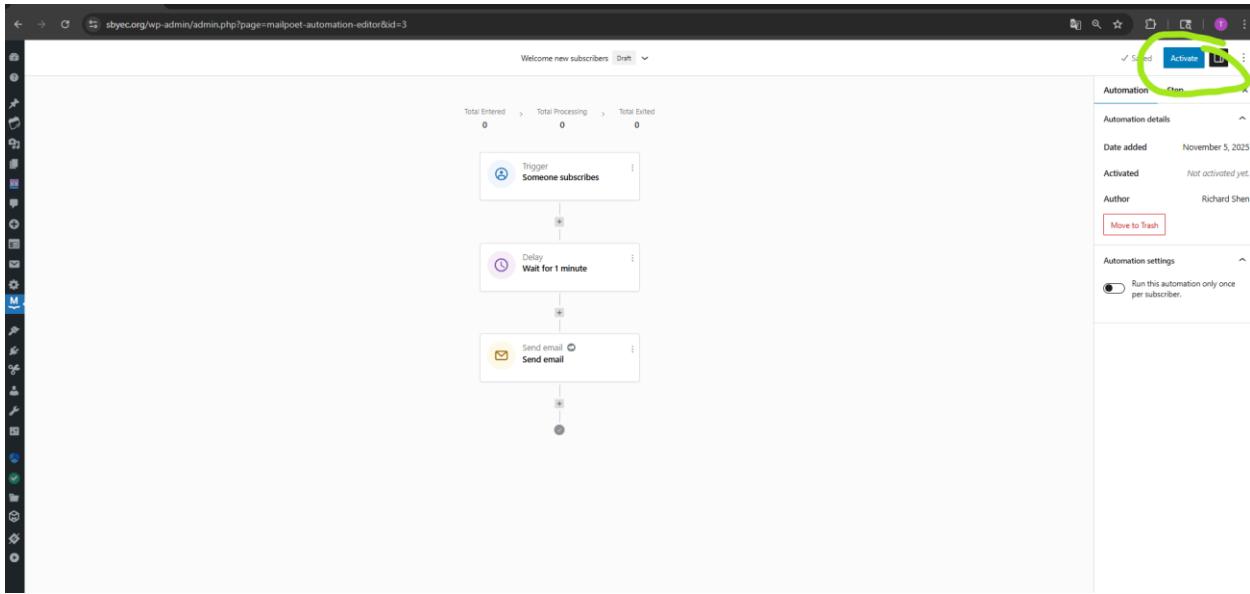


Finally, press “save and continue.”

Step 5: Back to the Automation page and click the first one.

Name	Subscribers	Status
Welcome new subscribers	0 Entered > 0 Processing > 0 Exited	Draft Analytics Edit
Welcome new subscribers	6 Entered > 0 Processing > 6 Exited	Draft Analytics Edit

Activate it, and that’s all set. Let’s check if that works.



That's work.

10:03

43



Thank you for joining Silver Buckle Youth Equestrian Center! 🐴

发件人: SBYEC

隐藏

tong.shen=wsu.edu@620242.replies.s...

(由 bounce-62024...ingservice.net 代发)

收件人: MT R

2581573065@qq.com

时间: 2025年11月5日 22:02



删除



分享



回复转发



更多

