

# **REVOTAS**

## **Email Sending Document**

## EMAIL SENDING GUIDE

### CONTENT

1. Introduction
  - 1.1. *Overview of the Email Sending Process*
2. Creating Email Content
  - 2.1. *New Email Content*
  - 2.2. *Determining Content Status*
3. Using the Content Editor
  - 3.1. *HTML*
  - 3.2. *Email Builder*
  - 3.3. *Content Template*
4. Using the Content Editor Email Builder
  - 4.1. *Content*
  - 4.2. *Preview*
  - 4.3. *Configuration*
5. Previewing and Editing Content
  - 5.1. *View Content on Different Devices*
  - 5.2. *Scan For Links*
6. Campaign Sending Steps
  - 6.1. *Sending Options Settings*
  - 6.2. *Campaign Selection Type Standard*
  - 6.3. *Campaign Naming*
7. Configuring Campaign Details
  - 7.1. *From Name, From Address, Reply to, Subject.*
  - 7.2. *Selecting Email Content*
  - 7.3. *Previewing Email Content*
  - 7.4. *Selecting Target Group*
8. Using a Test List for Campaign Sending and Calculating Recipient Count
  - 8.1. *Testing List*
  - 8.2. *Calculate Recipient Statistics*
9. Setting Campaign Send Date and Time
  - 9.1. *Start Sending Date: Now and Specific Date*
  - 9.2. *Setting Sending Time with Advanced Options*
10. Completing the Campaign
  - 10.1. *Campaigns Details*
  - 10.2. *Campaign Setting Verification*
  - 10.3. *Confirm & Send & Campaign*
  - 10.4. *Confirm & Send & Approve*

**1.INTRODUCTION: Content and segmentation must be completed before sending an email. Follow the steps below to send an email:**

**1.1 Email Sending Process Overview:**

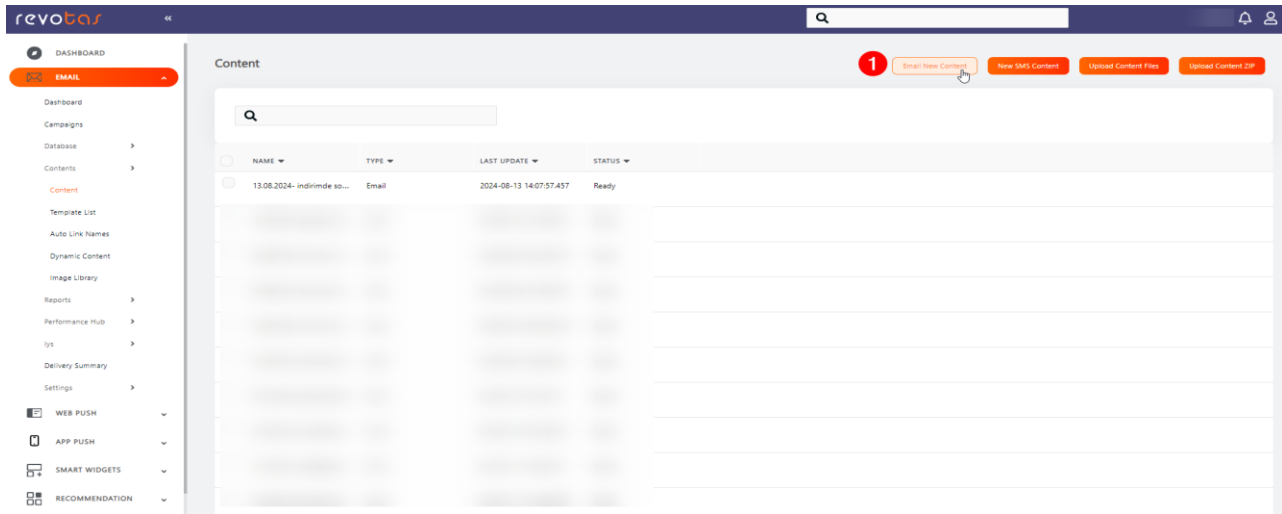
**1.1.1.** Create Content

**1.1.2.** Segmentation (If you're unsure, request the segmentation creation document.)

**1.1.3.** Create Campaign

**2. EMAIL CONTENT CREATION**

**2.1. Email New Content:** Click on **Email > Contents > Content** in the tab on the left side. All email contents will be listed. Click the **"Email New Content"** button to create a new email template. Click the **"Email New Content"** button.



**2.2. General Information and Content Information fields are used for content status and notifications.**

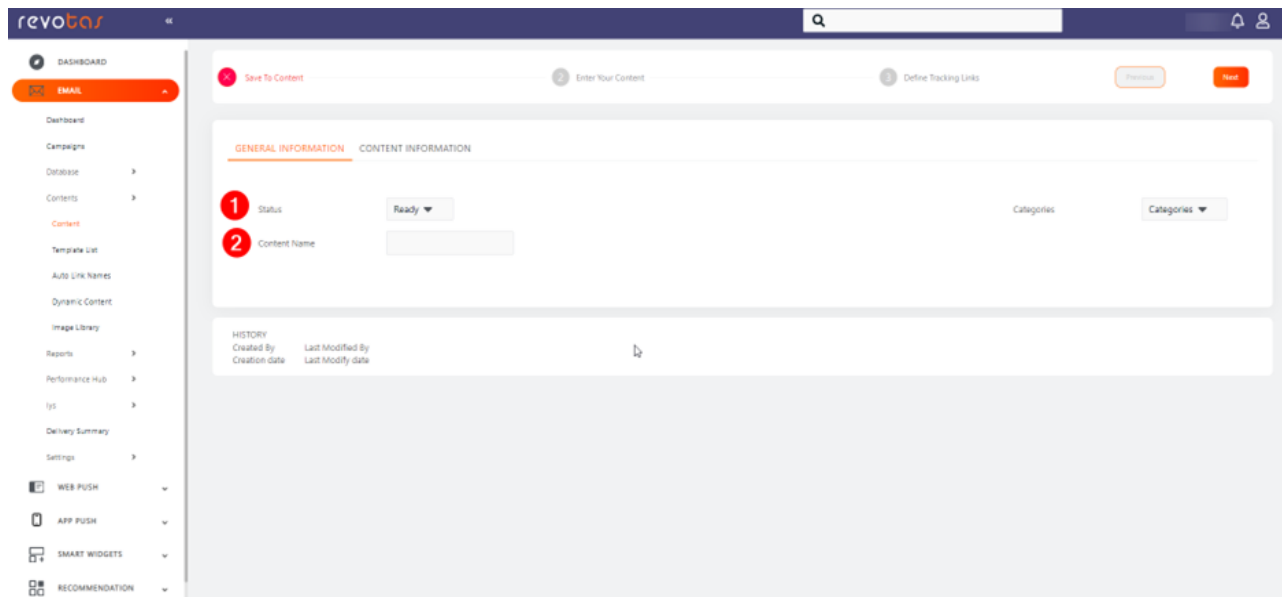
**2.2.1. General Information:** Contains general settings for the content.

**2.2.1.1.Status:** It should be **"READY."**

**2.2.1.2.Draft:** Select this for content that you will continue to edit later.

**2.2.1.3.Ready:** Select this when all edits are complete and the content is ready to be sent.

**2.2.1.4.Content Name:** Specify a title for the content. (Do not use Turkish characters in the template name.)



**2.2.2. Content Information:** This is the area where content notifications are located.

**2.2.2.1. Send Type:** The “UNICODE” option should be selected. It is compatible with Turkish characters.

**2.2.2.2. Unsubscribe Message:** “The 'Unsubscribe Form'” is the notification message required for the user to unsubscribe.

**2.2.2.3. Position of Unsubscribe Message:** It is the option that determines the location of messages within the content.

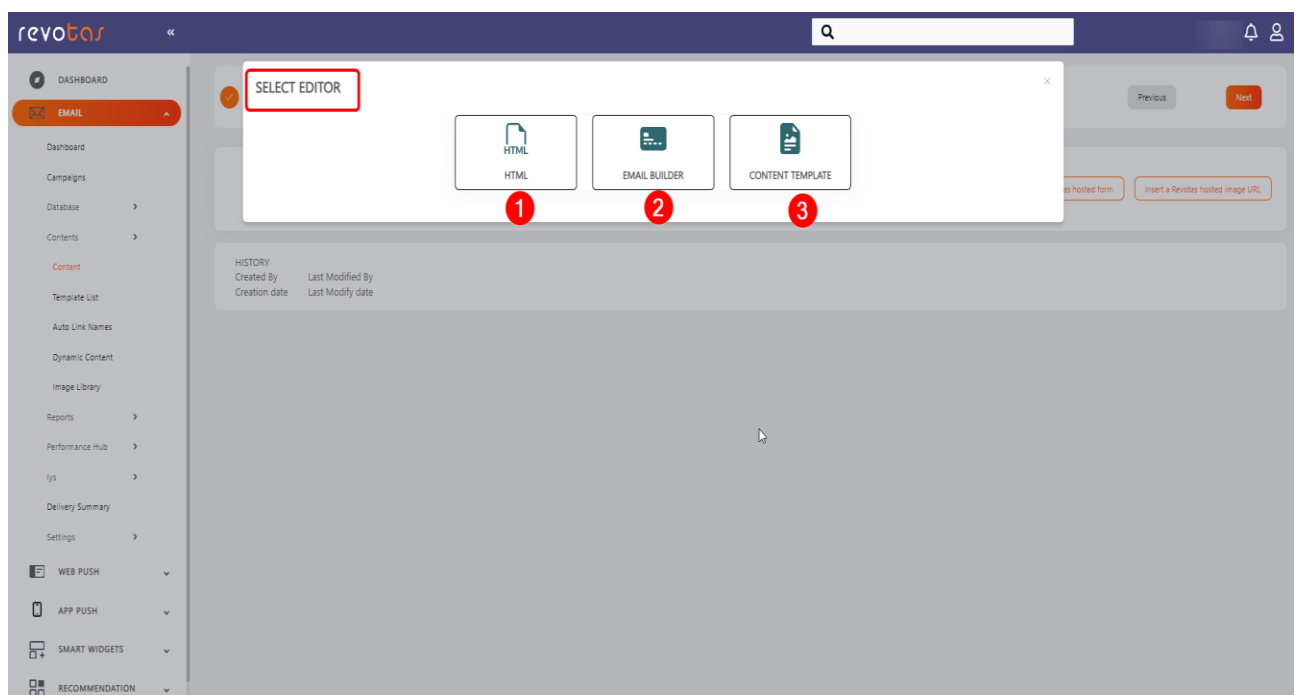
Click the 'NEXT' button after filling in the fields.

The screenshot shows the 'CONTENT INFORMATION' tab selected. It contains three numbered steps:

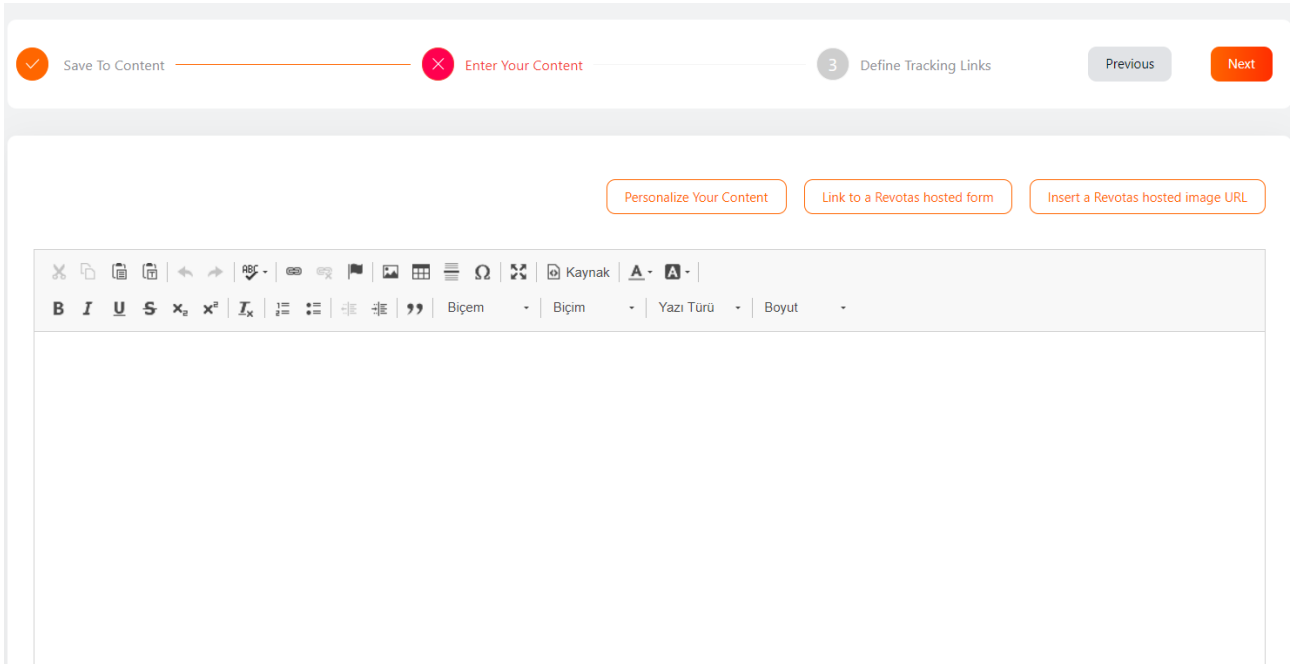
- 1 Send Type:** A dropdown menu showing 'UNICODE'.
- 2 Unsubscribe Message:** A dropdown menu showing 'Unsub Message'.
- 3 Position of Unsubscribe Message:** A dropdown menu showing 'Bottom'.

**3. CONTENT EDITOR USAGE:** After the steps, the “Select Editor” page will open.

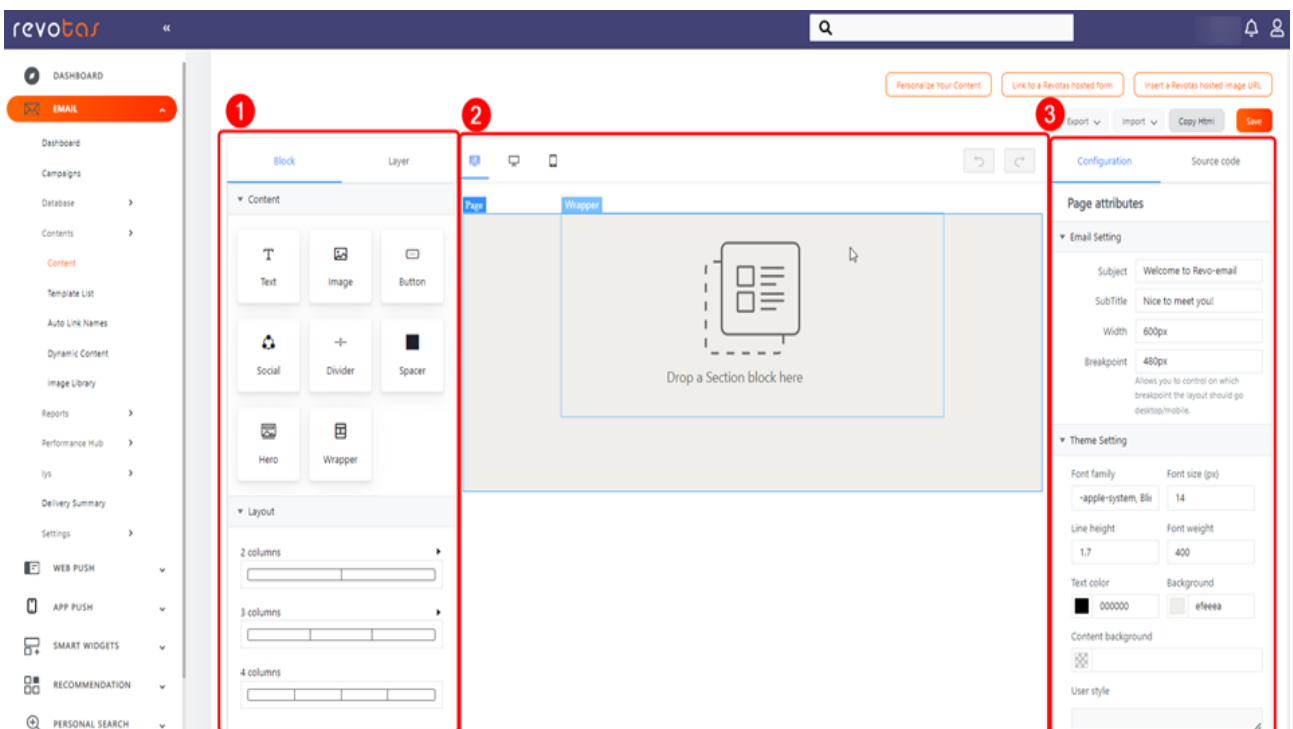
In this area, there are 3 different options for adding content.



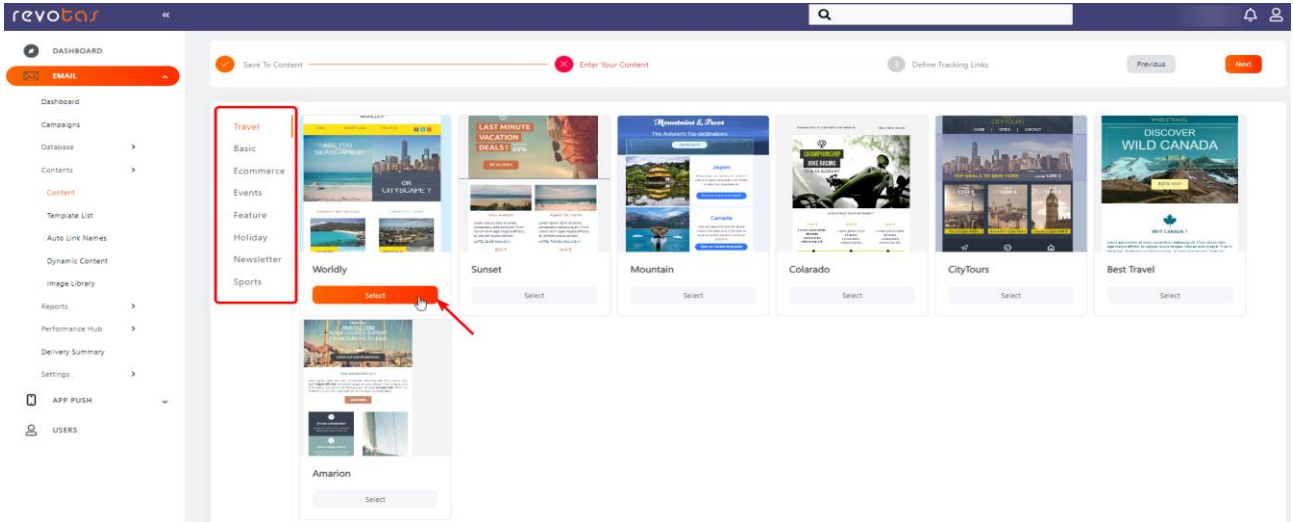
**3.1. HTML:** This area is the editor section where coding is done according to your coding knowledge level. It is also identical to Microsoft Word content. You can perform the same operations here as you would when creating any Word document.



**3.2. Email Builder:** Coding knowledge is not required. This is an advanced editor area where you can easily create visuals and content. It operates entirely with a drag-and-drop method.



**3.3 Content Template:** Provides users with a variety of ready-made templates that can be selected, edited, and used.

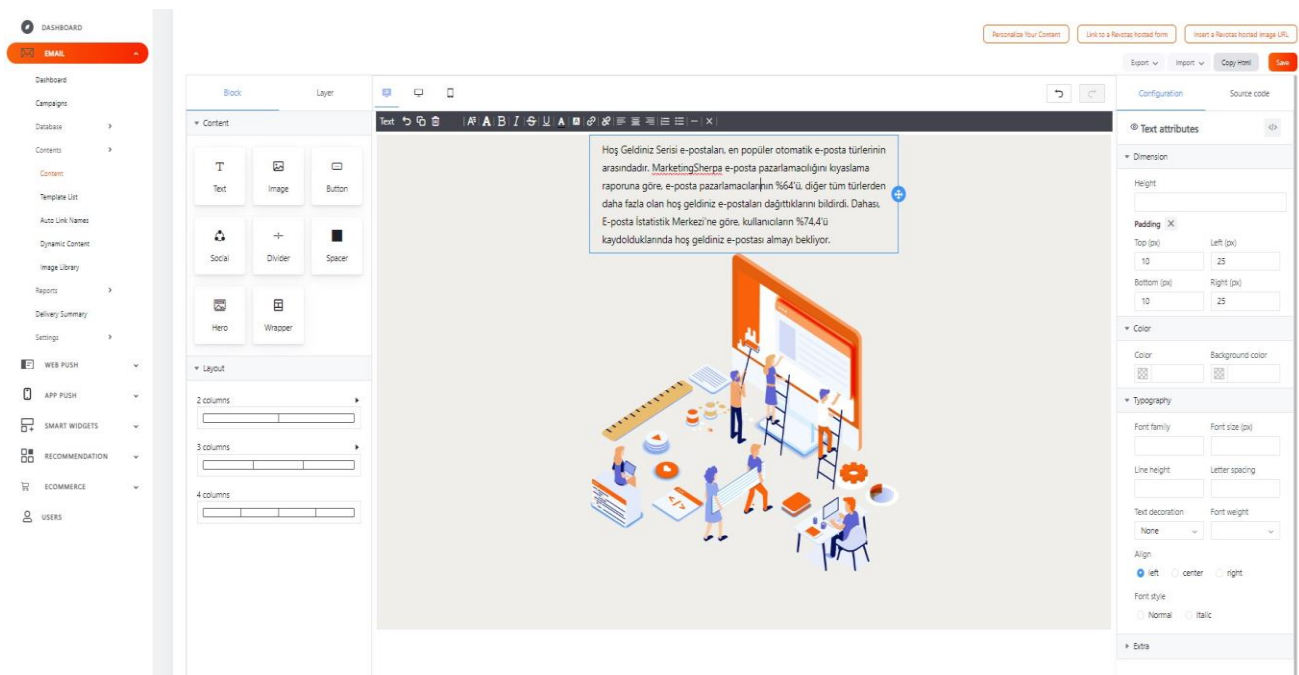


**4. CONTENT EDITOR EMAIL BUILDER USAGE:** The "E-mail Builder" consists of 3 areas.

**4.1. Content:** This is the area where you create and add to your content. For example, you can drag and drop text and buttons under an image. Image, text, and button areas are selected from the "Content" section.

**4.2. Preview:** This is the area where you can preview and make edits to the created content. It is important to ensure that the image size is appropriate for the content. To find out the suitable size, you can right-click on the sample image on the opened template page and use the "Features" option from the menu.

**4.3. Configuration:** This area follows you edit the selected field. Such as when you choose an image area from the 'Content' section, it will show options where you can specify the file path to add the image and provide a link for the image.



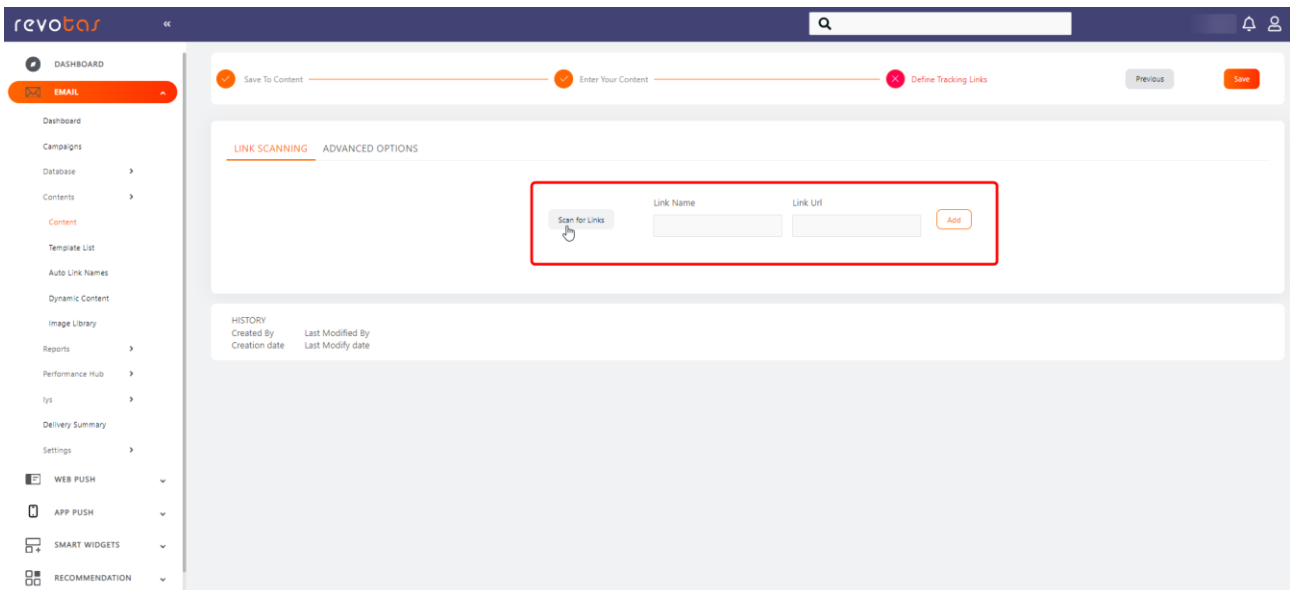
## 5. Previewing and Editing Content: The content preview is displayed from the "Preview" area.

**5.1. View Content on Different Devices:** The mobile view of the content is displayed using the buttons located at the top left.

Complete your additions and click the 'Save' button to save. Then, click the "Next" button at the top for the next stage.

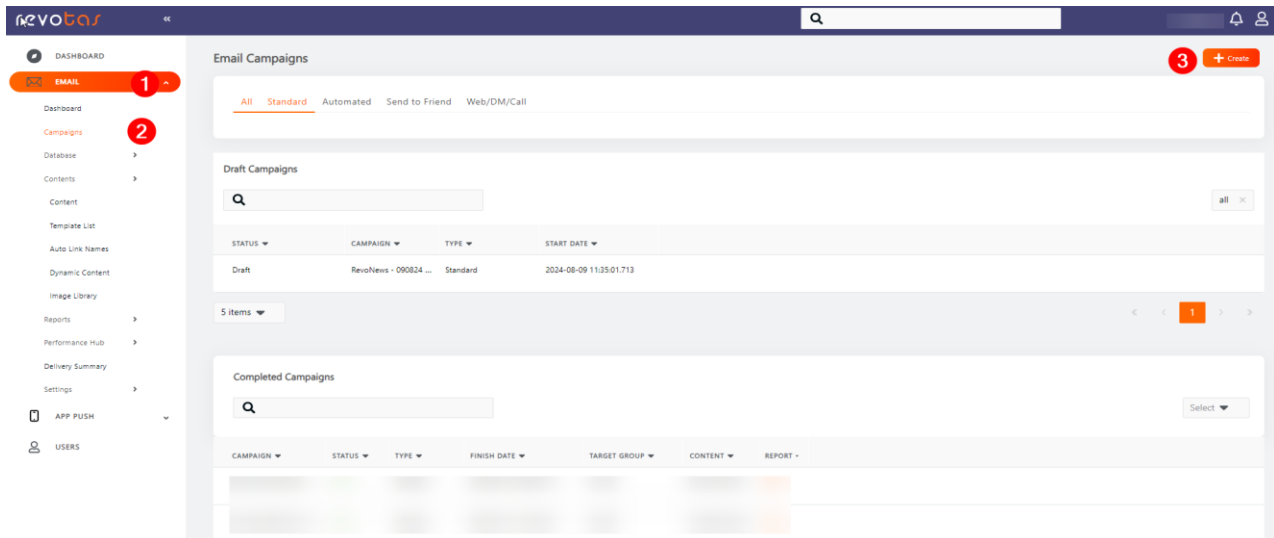


**5.2. Scan for Links:** The "Scan For Links" button is used for link tracking. In the opened page, names are assigned to the links. Then, save by clicking the "Save" button located at the top left.



## 6.CAMPAIGN SENDING STEPS: Email> Campaigns> Create

### 6.1. Sending Options Settings : Create a campaign using the "Create" button.



### 6.2. Campaign Selection Type: The campaign type selection page opens after the steps.

**6.2.1. Email Sending Scenario:** Select email from the "Delivery Medium" field.

**6.2.2. Campaign Type:** Select "Standard" and save by clicking the "Save" button.

#### Delivery Medium

1

##### Email

Provides options for marketing to recipients via electronic content



##### SMS

Provides options for marketing to recipients via sms content

#### Campaign Type

2

##### Standard

Delivered to the entire audience of recipients in a single delivery.



##### Send To Friend

Allows email recipients to easily "send to a friend"



##### Triggered

Events like form submissions or file imports trigger the campaign to send



##### Check Daily

Daily calculation of recipients who qualify to receive the campaign



##### Web / DM / Call

Non-executed campaign for use with 3rd party delivery methods

Cancel

Save

3



### 6.3.Campaign Naming: The campaign name is entered in the "Campaign Name"

field.

## 7.CONFIGURING CAMPAIGN DETAILS: Create Campaign

**7.1. From Name:** Enter the brand name.

**From Address:** Specify the sender's email address.

**Reply to:** Indicate the address where replies will be sent when subscribers click the reply button.

**Subject:** The text that will appear in the campaign subject line.

**7.2. Content:** Select the created email content on the "Email > Content" page.

**7.3. Preview:** Preview the selected email content.

**7.4. Target Group:** Select the target group created on the "Email > Database > Segmentation" page.

## 8. USING A TEST LIST FOR CAMPAIGN SENDING AND CALCULATING RECIPIENT COUNT

**8.1. Testing List: "Email > Database > Testing List" page allows you to send to the created test list.**

**8.2. Calculate Recipient Statistics:** Calculate the number of recipients for the campaign in this step.

**9. SETTING CAMPAIGN SEND DATE AND TIME:** Campaigns can be sent immediately or scheduled for a future date.

**9.1. Start Sending Date:** Send Start Date

Now: Used for direct sending.

Send Out > Now

Advanced Options> Now

Your campaign will begin immediate sending after making the above settings.

## 9.2. Scheduled Campaign Sending: Send Start Date

Specific Date: Schedule the sending by selecting a date.

Select the campaign send date from the 'Specific Date' field under the "Send Out" tab.

The screenshot shows the 'Send Out' tab selected in the campaign setup process. The progress bar at the top indicates the following steps: General Information (checked), Define (checked), Testing (checked), and Launch (not checked). The 'Send Out' tab has three sub-tabs: 'Send Out' (active), 'Advanced Options', and 'Logs'. Under the 'Send Out' sub-tab, there are two radio buttons: 'Send Start Date' (selected) and 'Now'. A red circle '1' is placed over the 'Send Start Date' radio button. To the right of the radio buttons is a 'Specific Date' field with a calendar icon. A red circle '2' is placed over this field. A date picker calendar is open, showing the month of August 2024. The date '29' is selected. The time '15:29' is displayed. The 'Start Campaign' button is visible below the radio buttons. At the bottom, there are columns for 'Created by', 'Last Modified by', and 'Creation date'.

Select the "Queue Start Date" from the "Advanced Options" tab to match the campaign send date in the second step.

Additionally, if this content is not to be sent immediately, you can simply save your work by clicking the 'Save' button. You can revise the saved content later.

The screenshot shows the 'Advanced Options' tab selected in the campaign setup process. The progress bar at the top indicates the following steps: General Information (checked), Define (checked), Testing (checked), and Launch (not checked). The 'Advanced Options' tab has three sub-tabs: 'Send Out' (not active), 'Advanced Options' (active), and 'Logs'. Under the 'Advanced Options' sub-tab, there are two radio buttons: 'Queue Start Date' (selected) and 'Now'. A red circle '1' is placed over the 'Queue Start Date' radio button. To the right of the radio buttons is a 'Specific Date' field with a calendar icon. A red circle '2' is placed over this field. A date picker calendar is open, showing the month of August 2024. The date '29' is selected. The time '15:32' is displayed. The 'Save' button is visible at the top right. At the bottom, there are columns for 'Created by', 'Last Modified by', 'Creation date', and 'Last Modify date'.

## 10. COMPLETING THE CAMPAIGN:

**10.1. Campaign Details:** Preview is performed to check the fields before launching the campaign.

**10.2. Campaign Settings Verification:** These are the campaign setup and editing settings.



**10.3. Confirm & Send & Campaign:** The campaign setup is completed, and then it needs to be approved to be launched.

**10.4. Confirm & Send & Approve:** Complete the campaign setup and proceed with direct sending.

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Revominds  

DASHBOARD

EMAIL

Dashboard

Campaigns

Database >

Contents >

Reports >

Performance Hub >

Delivery Summary

Settings >

APP PUSH

USERS

Campaign: Send Confirm

You are about to Send the following Standard Campaign

Please confirm all Campaign details before sending

Campaign Details

Name:

RevoNews - 090824 - Template

From Name:

Revotas

Subject:

Revominds Template

Content:

RevoNews - 08122024

Preview

Score

Target Group:

Full DB

Preview

Response Forwarding:

info@revotas.com

Reply To:

info@revotas.com

Seed List:

Linked to Campaign:

NO Send-to-Friend or Auto-Respond Campaigns linked to this campaign. Any links in the content to a Send to Friend Form will not work correctly.

Exclusion List:

Frequency Exclusion:

NO exclusion based on receiving a campaign in the past

Subset Sendout:

NO subset send out All recipients in the Target Group will receive this campaign

Maximum messages to be sent per hour:

NO throttle Messages will be sent as quickly as the mail delivery servers pull them

The last test for this campaign was started at:

Aug 9, 2024 11:20 AM

Send Start Date:

NOW

Queue Start Date:

NO Queue Start Date specified

Campaign settings verification

If the above information is correct:

Confirm >> Send Campaign 1

If the above information is incorrect in any way:

Go Back To Edit

OR

Confirm >> Send & Approve Campaign 2

WARNING

After clicking the Confirm button above, do not click the "Back" button of the internet browser.

Doing so could inadvertently queue the campaign twice.