

# BULK MAILER HUB V1.0

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## TEST PLAN TEMPLATE

### 1 ABSTRACT

Nowadays email marketing is being considered as a cost-effective marketing tool for different organizations to market their products or services. The strategy of email marketing project, which can help company for acquisition or retention. This paper is more focused on acquisition email marketing. Generally, email marketing may be understood as the process of distributing messages using email communication in order to establish and develop the relationship of a company with its potential or current customers. Among its goals are: attracting new customers, stimulating the business with valid customers, increasing their brand loyalty and trust, etc.

### 2 INTRODUCTION

Despite the rise of latest online communication tools asocial media, email marketing remains one of the most credible and profitable tool from digital marketing. Based on different researches of more than 800 digital marketers, email marketing was seen as "excellent" or "good" in terms of returns on investment for 70% of the respondents. The only tool which also got such a high score is search engine optimization, leaving other digital tools far behind. Besides generating revenues, email marketing is highly appreciated for its possibility of quick deployment, immediate and highly measurable results, advanced customer segmentation and personalization. But the biggest benefit for the company from email marketing is the cost-effectiveness. The additional advantages are ease-of-use and the fact that emails are in list of the most common forms of communication, used by almost everyone who owns or digital or mobile device.

The continuous desire of overcoming the current company status quo and achieving more is another reason why the topic of email marketing was selected for this. In order to create an effective email marketing campaign:

1. The analysis and evaluation of the theoretical background of current situation with email marketing.
2. Internal analysis of company and its marketing practices



3. The development of an appropriate email marketing campaign.
4. Drawing up the conclusions based on the overall project.

### SCOPE OF BULK EMAILING SYSTEM STUDY

The main scopes of study of bulk emailing system are

- A. With bulk email marketing, it easy for any businessman to connect with his/her customer and customer to share his/her message with their network. And the more customers spread the world about business.
- B. The most difficult is to build a large list of e-mails in compliance with all rules of the E-Mail Marketing. When the lists grow to hundreds and thousands of users, it is necessary to use specific software for sending bulk email.
- C. You can send as many permission-based email newsletters as you want. There's nothing to print, no stamps to buy, no envelopes to stuff, and no paper cuts.

### 3

### MOTIVATION

While SMS (Short Message Service), a text messaging service, elicits the appeal of instantaneous communication by using mobile technology to send a text message to anyone anytime and anywhere, bulk SMS system has expanded that capability of SMS by implementing the ability to easily send multiple SMS messages to intended recipients with reliability. The advantages of bulk SMS can be applied in schools and universities to further develop classroom interactions and set up a virtual community as a public relations system. Lecturers can conduct mobile quizzes in many question forms with their students via SMS. Moreover, bulk SMS system provides an information service such as sending special announcements, news and interest information for lecturers, students and other related recipients.

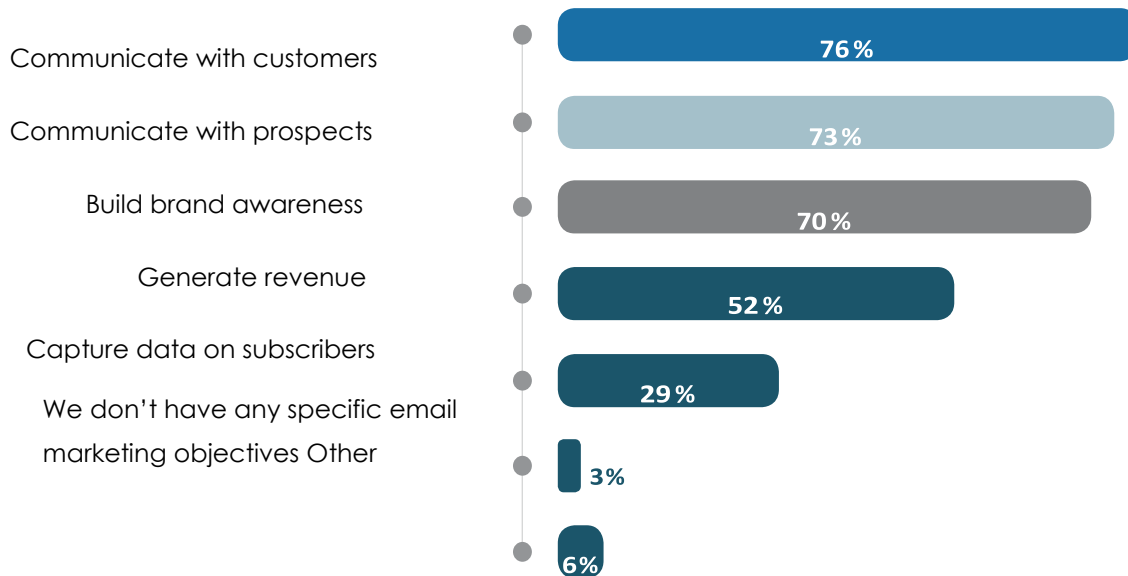
A wide variety of email marketing objectives exist, so this study first set out to identify the top three email marketing objectives, as shown in Figure.

The top three email marketing objectives are listed below:

- 1 Communicate with customers**
- 2 Communicate with prospects**
- 3 Build brand awareness**



The top three email marketing objectives are to communicate with customers, communicate with prospects, and build brand awareness.



#### 4 OBJECTIVES, FEATURES AND TECHNOLOGY

Email marketing is used by the marketers as it is an effective and affordable form of promotion of products and services of the company. The print or broadcast advertising consumes money, time and manpower. The advertisements on newspaper, magazine or brochures and leaflets are expensive. The broadcast advertisements also consume time and other resources. It is difficult for the marketer to trace accurate results of these forms of advertisements. Sending commercial messages to the prospective and current customers through emails is convenient for the marketers. Email marketing is an affordable form of advertisement.

It requires an internet connection, advertiser to draft the advertisement copy and tools to send the mails to the customers. A marketer can directly get in touch with the customers through emails and elicit an instant response from them. The results are also traceable that helps the marketer to measure the effectiveness of the email marketing. There's a world of difference between mail and "traditional" advertising. The thing to remember about TV, radio, and other mass media is that, while it reaches an audience of millions, you really have no way of knowing if you're speaking to people who are interested in, receptive to, or even appropriate for your product or service. What's more, speaking to an audience this huge usually comes with an equally hefty price



tag. With excellent designs and powerful features of mass email software you can get best results and beat your competitors.

Once email marketing objectives are in place, select metrics that can be used to measure progress and monitor email results proactively. Leverage the data that you capture to make more informed decisions about how email marketing can further support your organization in achieving its intended business objectives.

### Existing Software

1. Single mail at a time sending.
2. Time taking as you have to send mail by writing mailing address every time.
3. There is no option of add group, by add group one can sort out the address in a specific group order.
4. Sometime loss of data while sending.

#### a. Email Templates.

Choose from dozens of beautiful, industry-specific email templates to get started creating your email.

#### b. Popup and Inbox Previews.

See exactly how your email will look before you send it. You can view a preview in your web browser or even email it to yourself.

#### c. Advanced HTML Editing.

Advanced users have full access to customize the HTML of their email campaigns, right from the WYSIWYG editor's "source" tab.

#### d. Anchor Links.

Anchors allow you to insert a link from one section of your email campaign to another, such as from the table of contents to a paragraph further down in the email.

#### e. Embed Images As Attachments.



When sending a campaign, you have the option to embed images as attachments, meaning your email can be viewed (once downloaded) without an internet connection.

f. Free, Built-In Spam Checking.

Your email is analyzed for known spam keywords and the spam report shows you exactly what needs to be changed, ensuring your email is delivered to as many of your subscriber's inboxes (and not junk mail folder) as possible.

g. Forward to a Friend Link.

Encourage subscribers to share your email by including a "forward to a friend" link in your email. You can even see a report on who forwarded your email to a friend and when!

h. No Duplicate Emails - Ever.

You never have to worry about duplicate emails with Intersperse Email Marketer. We guarantee you'll never find a duplicate email address in your list.

i. HTML, Text or Both (Multipart).

Create beautiful HTML emails, informative text emails or both using the integrated campaign editor. Multipart emails are sent as HTML and text and your subscriber's email client will show whichever version it supports best.

j. Link Click Tracking.

See which links were clicked, by who and when. Your sales team can follow up with leads who've shown interest in your products by clicking a link in your email. Talk about making contact at the right time!

k. Open Source PHP Code.

Source code (excluding license validation) is unencrypted and can be modified as required. ETC.

## 5 SOFTWARE RISK ISSUES

Email marketing proves itself as an efficient tool, but to make use of its advantages, marketer has to be aware with a number of challenges which accompany it. Marketing Sherpa agency



annually performs email marketing studies surveying a large number of marketing companies on the theme of challenges they face.

- A. Delivery of a third party product.
- B. New version of interfacing software
- C. Ability to use and understand a new package/tool, etc.
- D. Extremely complex functions
- E. Modifications to components with a past history of failure
- F. Poorly documented modules or change requests

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THERE ARE SOME INHERENT SOFTWARE RISKS SUCH AS COMPLEXITY:

- A. Safety
- B. Multiple interfaces
- C. Impacts on Client
- D. Government regulations and rules

Another key area of risk is a misunderstanding of the original requirements. This can occur at the management, user and developer levels. Be aware of vague or unclear requirements and requirements that cannot be tested.

The past history of defects (bugs) discovered during Unit testing will help identify potential areas within the software that are risky. If the unit testing discovered a large number of defects or a tendency towards defects in a particular area of the software, this is an indication of potential future problems. It is the nature of defects to cluster and clump together.

## 6

### CHALLENGES

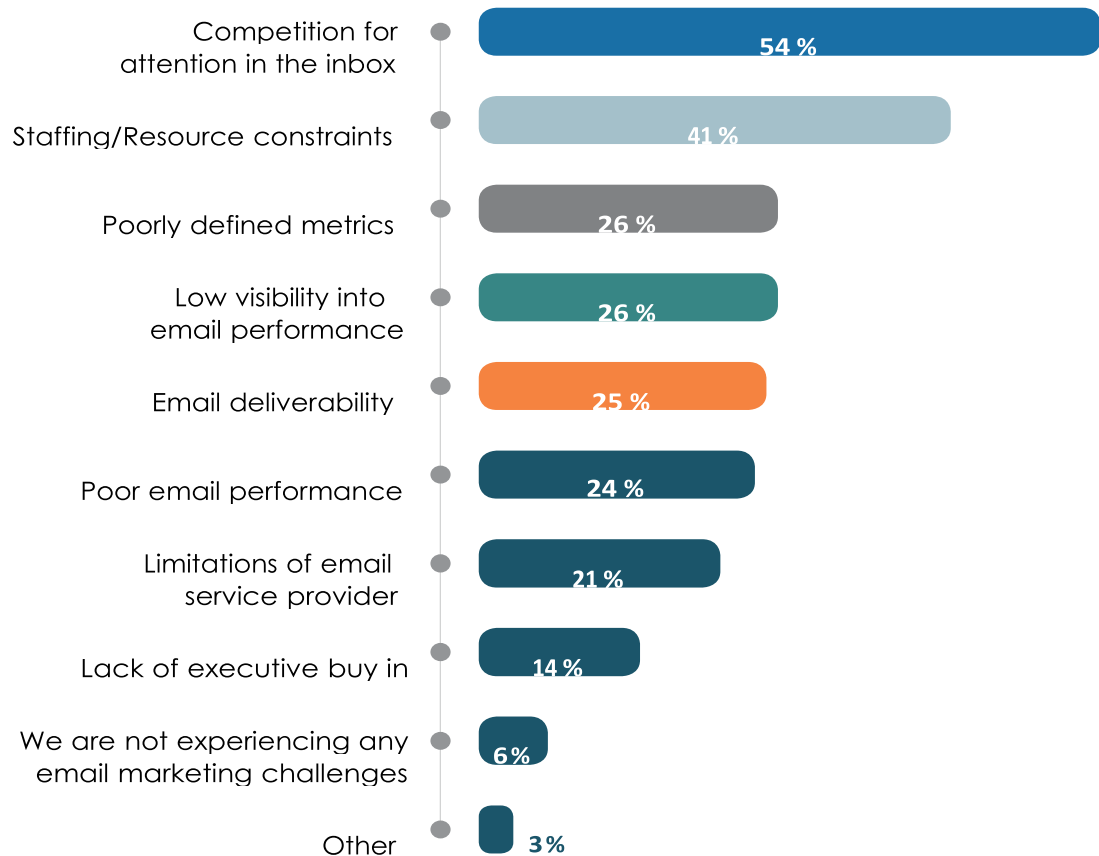
In the past, there was an expectation that any email sent would be received and read by the recipient. Today, however, competition for attention in the inbox is fierce, with more than half of study participants reporting it as a



challenge. As a result, it is more important than ever before to send timely, relevant, and interesting content to email recipients.

The top five email marketing challenges that survey participants face are listed below:

- 1 **Competition for attention in the inbox** (54%)
- 2 **Staffing/resource constraints** (41%)
- 3 **Low visibility into email performance** (26%)
- 4 **Poorly defined metrics** (26%)
- 5 **Email deliverability** (25%)





AVERAGE EMAIL OPEN RATES FOR BULK SENDS: More than one-third of study participants report their average open rates for bulk email sends is less than 10%.

## 7

## SOFTWARE REQUIREMENT

Software requirements:

- a. Operating System: Windows 2000 and above
- b. Development Environment: Microsoft Development Environment
- c. Database Server: Microsoft SQL Server Service Manager version 2008 SQL Query Analyzer
- d. SQL SERVER

Technology Used in Two software's:

- a. PHP
- b. HTML
- c. Java-script
- d. CSS
- e. Java
- f. SQLite
- g. GUI

Hardware Requirements:

- a. Microprocessor X86 Family 6 Models 8 Stepping 6 GenuineIntel~930 MHZ
- b. RAM 128 MB
- c. Hard Disk Space Required 100 MB
- d. Hard Disk Drive 40 GB

System Requirements Bulk

Bulk Mailer is designed for the 21st Century. The computers it will run best on should be also. While the program will run with the minimum system requirements, its performance increases dramatically with increased memory.



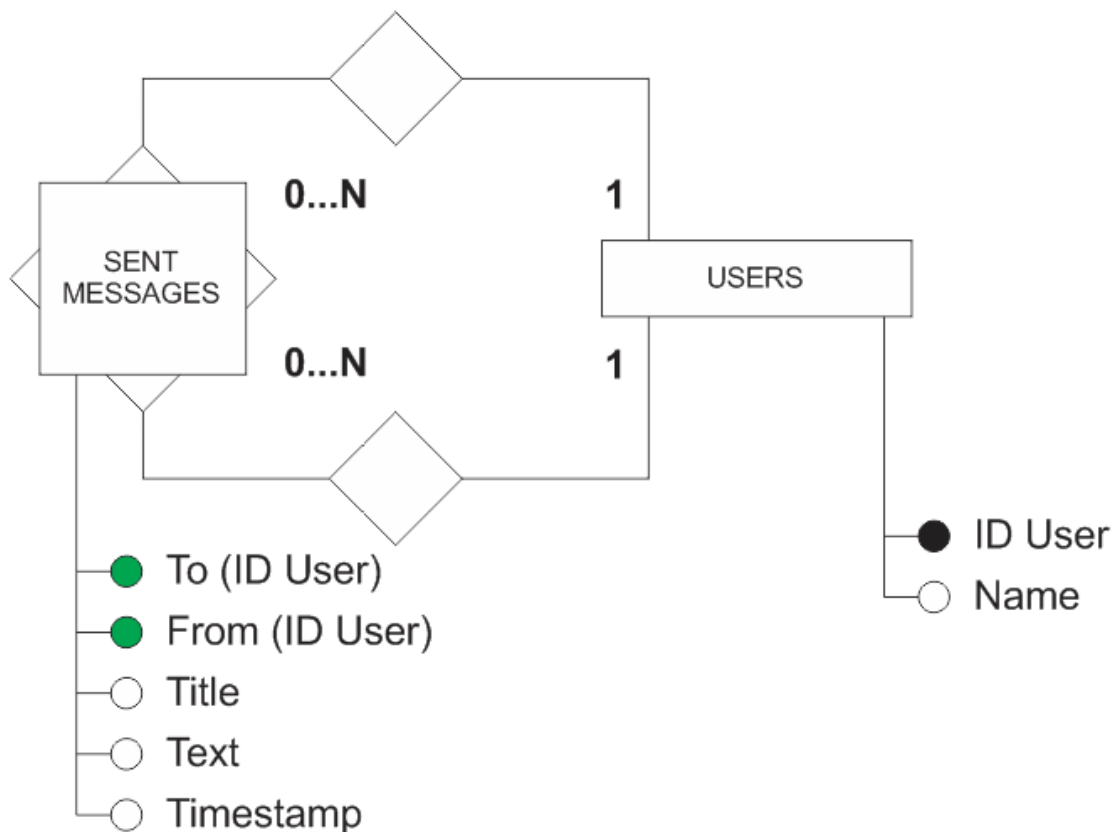
Component Minimum Required Recommended CPU Speed 500 MHz 1.2 GHz or higher RAM (Memory) 256 MB 512 MB or more Hard Disk 1 GB 1.5 GB if using DPV Operating System Windows 2000 or XP Windows 2000 or XP

Bulk Mailer is fast, fully customizable and very easy to use. Bulk Mailer handles plain text, HTML and rich text documents and gives full support for attachments. With Bulk Mailer you will create, manage and send your own powerful, personalized marketing message to your customers and potential customers.

Thanks to its advanced mail-merge and conditional functions you can send highly customized messages and get the best results of your campaigns. You also have support for international characters, a straightforward account manager with support for all type of authentication schemes including SSL, a complete and versatile list manager, support for importation from a wide range of sources including from remote MySQL and PostgreSQL databases.

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## E-R DIAGRAM

Entity Relationship Diagram

1. Setup an SMTP server (be sure to configure correctly the SPF records for your domain + reverse DNS + others). Or purchase SMTP from Mail Gun / Mail Jet / other.
2. Setup your email template HTML file (see the sample).
3. Prepare your Excel database holding the target emails and person names (see the sample).
4. Configure the app settings: (SMTP server settings, email sender, mail subject, delay between emails, etc.)
5. Run the app and wait. It takes time (intestinally). I run this in the night.

#### New paragraph Plain Text

The Plain Text format is the most used, the most compatible and the fastest way for creating and sending emails. It is very simple to use as only row text is allowed without styles. The only thing you have to take care of is the number of characters per line when you insert line breaks. You can just write sentences with no line breaks at all, the final result will actually depend on the recipient email reader. Modern software like Mac OS X Mail, Entourage or Windows Outlook use to display the lines the same way without rewrapping but older software may rewrap your text to 72 characters per line following the 'Philip Bar™' formatting. This is the reason why it is usually recommended to keep lines shorter than 72 characters long to avoid unexpected results on the recipient side, when the email reader is set to rewrap the message contents to 72 characters. Bulk Mailer doesn't insert line breaks on its own so you are free to send long lines if you prefer and let the recipient mail reader to freely display the message. Bulk Mailer inserts a 'format=flowed' parameter to the Content-type header of your message to force the recipient mail reader to keep the original text format.

#### New paragraph Text/HTML

The Text/HTML format is a combination of an HTML message and a Plain Text alternative. The HTML message is made of standard HTML code. The Plain Text part follow the Plain Text format explained above.



Actually the Text/HTML format is a MIME format that means HTML with a text alternative, the HTML code will be rendered by the recipient email reader if supported else the Text alternative will be displayed. To use that format you have to create a text alternative of your message, usually a plain text copy of your HTML message and then paste the HTML code below.

Hello world!

```
<html>

    <body>

        <p>Hello world! </p>

    </body>

</html>
```

HTML code can be created with your favorite HTML editor software.

New paragraph HTML only

'HTML only' messages are made of HTML code only. They don't have any 'Plain Text' alternative nor a MIME alert. As a result, we always assume that all recipient's email software will be able to render the HTML code. To create an 'HTML only' message just paste your HTML code to the Bulk Mailer message field and select the 'HTML only' format from the format pull-down menu. Note that your HTML code has to begin with the <HTML> tag and end with the </HTML> tag. Your document should be formatted this way:

```
<html>

    <body>

        <p> Hello world! </p>

    </body>

</html>
```

HTML code can be created with your favorite HTML editor software.



## 10 CONCLUSION ANF FUTURE WORK PLAN

There are many advantages to using bulk mail. The most important advantage is that bulk mailing prices are significantly lower than single-piece prices. That can save you a lot of money. You can check out the web for e mail marketing tips too there are plenty of sites you can learn from. There is a lot of email marketing software that will give you a free trial to see if it is what you want to use as your email marketing solution. Pick carefully and try out more than one before settling on a program you like. If you are not sure about the laws and regulations, you will be better off hiring email marketing services to handle your email instead of trying it yourself with targeted bulk email. It is much better to be safe and hire a service for your targeted bulk email marketing.

Current status: The current status of that project is just working as normal in windows environment it is not a live project, user just enter the data in textbox which is stored in database. Alert will be used to show the status to user for example to show successfully registered etc. and user will activate our account to get the data from database to activation the account.

Future Scope: This project can be deployed to use as a live project and to that a mail gateway has to be purchase which provide the facility to user to send single mail as well as bulk mail to the multiple contacts. We can also earn money by advertisements to show on the site and also can enhance admin module.

The Bulk mailing site offers you to send bulk mail to multiple contacts of yours while maintaining security and ease, one can send single mail also and can change, modify the user information and passwords.

## 11 REFERENCES

Using WP Mail SMTP Plugin

You can find Google SMTP details below:

- SMTP Server: smtp.gmail.com
  - SMTP Username: Your full Gmail username (email address), for example youremail@gmail.com
  - SMTP Password: Your Gmail password.
  - SMTP Port: 587
1. SMTP Host – Enter smtp.gmail.com.
  2. SMTP Port – Default Gmail SMTP server port is 465 for SSL and 587 for TLS.



3. Encryption – It's always recommended to use encryption. Choose it according to the port you have specified.
4. Authentication – Select Yes as SMTP authentication is required.
5. Username – your Gmail address.
6. Password – your Gmail password.

