



# Preparation



- Schedule
- VConnect Account
- Firefox browser
- Read the documentation
- Text based content
  - » notepad,
  - » Text pad
  - » BBEdit
  - » Avoid MS Word

# Step 1 - Plain Text



- No markups
  - » Bold
  - » Italics
  - » Images
  - » Tabs
  - » Tables
  - » Etc.

# Step 2 – Email Marketing - List



- Enter VConnect
- Go to Email Marketing
- List is already created for you.

## Step 3 – Build Content



- Duplicate the template
- Change the name
- HTML version
- Text version
- Footer MUST stay
  - » Everything below the horizontal line
- SAVE content

## Step 4 – Address and Assemble



- Subject line
  - » "Wellesley"
  - » Keep it short
- From & Reply To: address
- Bcc: <u>broadcastssent@wellesley.edu</u>
  - » "SAMPLE"
- Skip campaigns
- Add Category
- "SAVE This Email"

## Step 5 – Schedule and Send



- Select Date
- Select Time
- Select the Assembled Message
- "Schedule this Now"
- Approve!

### Reports



- See who got your email, who opened it
- See whose email bounced
- See who is clicking on your links is your email driving your constituents to your website?

#### About the Statistics



- Delivered who received your email
  - » Not relative, but can be misleading
- Open rate who opened your email
  - » A relative measure
- Bounced Emails
  - » Contact alums whose emails have bounced
- Links
  - » See who clicked on which link
- Statistics show first 72 hours of data

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