2024

Demo Kick Write-up

PURPOSE & FEATURES

CORSO SOFTWARE

Contents

Purpose

1.1 Purpose

Demo kick came about when I needed a better solution for sending my music demos to varying labels. These labels accept links via email, and I was at the time using an excel sheet with structured data for the label entities. This included a label name, demo submission email address, a website, the genre and the Instagram followers count of the label. These details allowed me to more easily distribute my sounds, however, after more than ten labels were collected, the data became hard to work with, had too few descriptors for each label (one field for the genre) and it still required substantial time and effort for each track that got sent out. That is when I got the idea for a program that could be utilized by music producers, to send their demos more easily. Eventually, I saw the opportunity to generalize the program function further to allow for anyone with any need to compile and collect contacts and incorporate the original functionality for their use-case. After all, this allows you to better organize said contacts and import them easily using the tag system. Instead of limiting the scope to music producers, I provide a more general system that works for artists who want to send out their work, companies who want to create a simple newsletter, or for anyone who needs a way to distribute emails to their contacts.

Features

2.1 Contacts

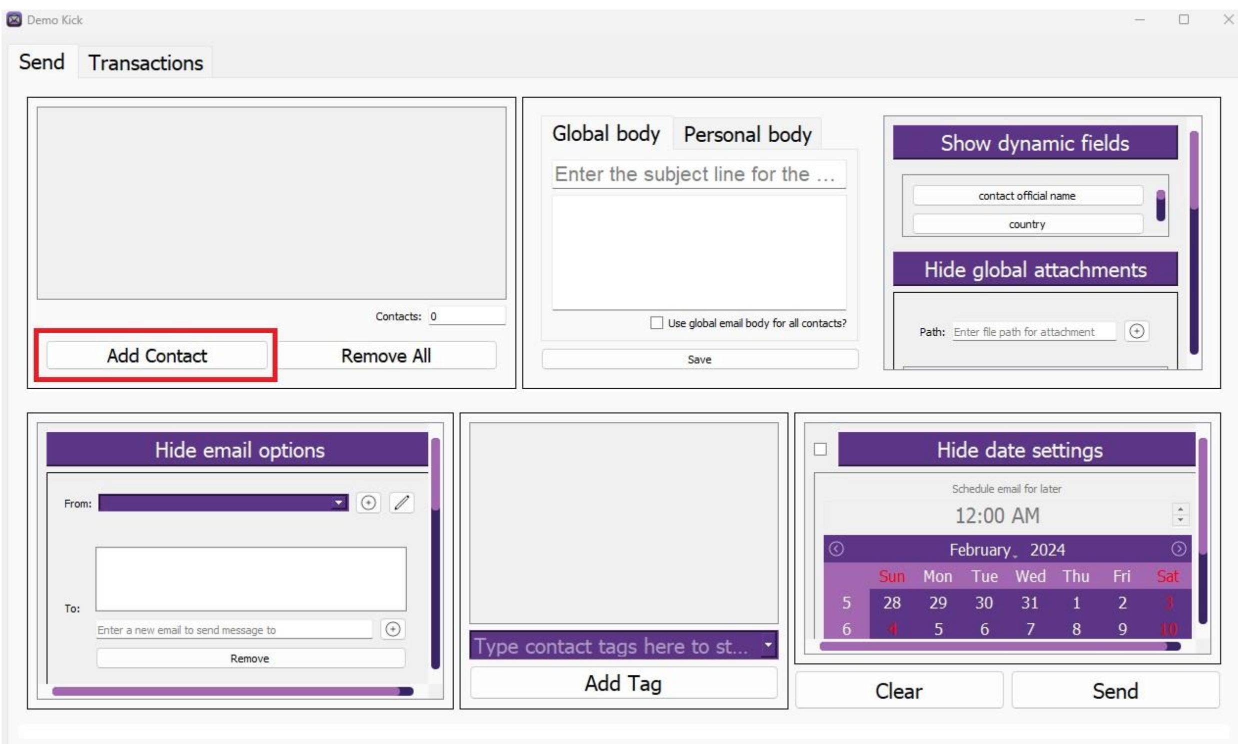
2.1.1 What are contacts?

Contacts are the primary way that emails get sent. Contacts represent individuals, groups, companies or any entity that has one or more email addresses. Each contact has a unique official name, a default from email address (sender email address to use), a list of email addresses as main recipients (to) and a list of email addresses to carbon copy (cc). The contact also has associated with it tags, which describe the contact and help when importing contacts into the transaction using the tags system (more info regarding tags in 2.3)

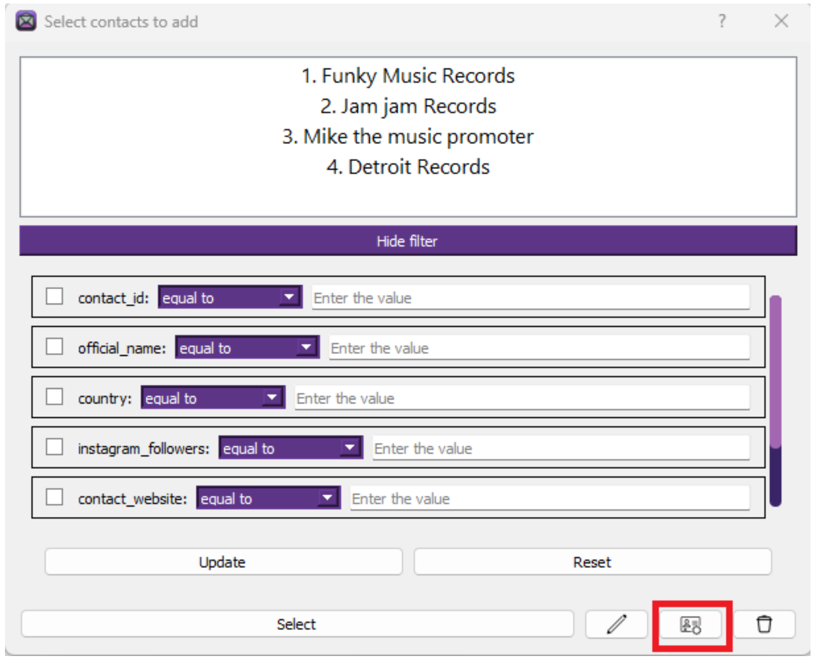
2.1.2 How to create and import contacts.

<u>Creating contacts</u>

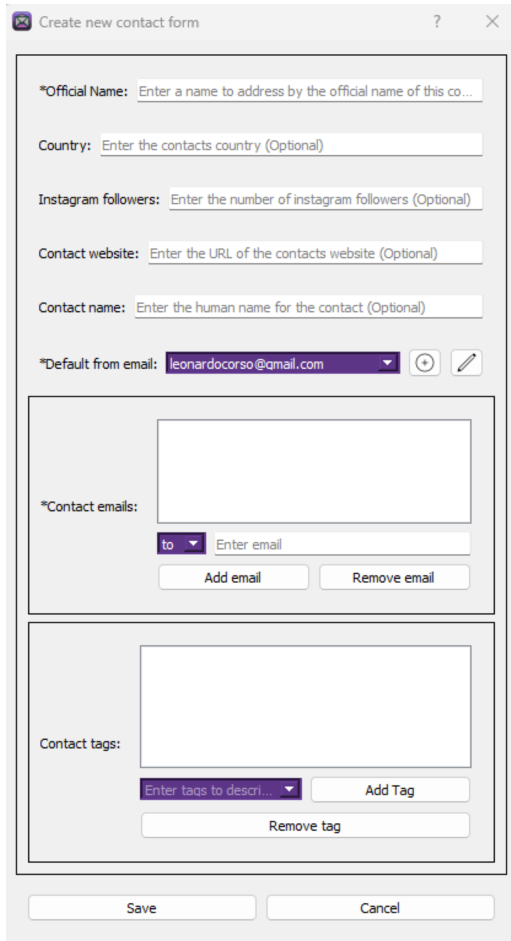
1 Select Add contact.



2 Select the create new contact button.



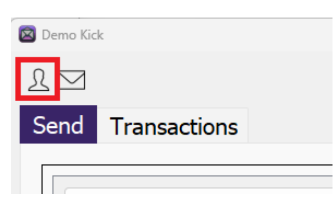
3 The official name must be provided and at least one recipient (to) email address must be included as well. All other fields are optional but can help you when filtering for specific contacts. You can also add the contact tags here.



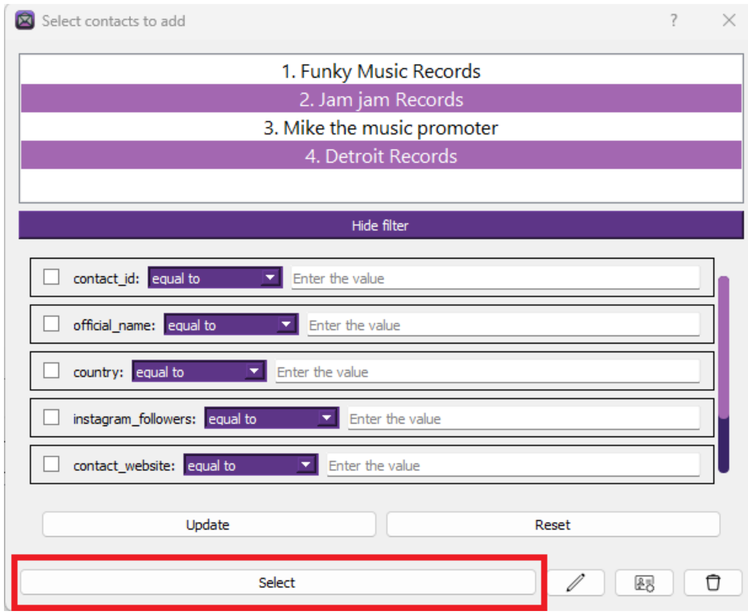
Importing contacts

Importing manually:

1 Select the add contact button. Or the contacts button in the toolbar.

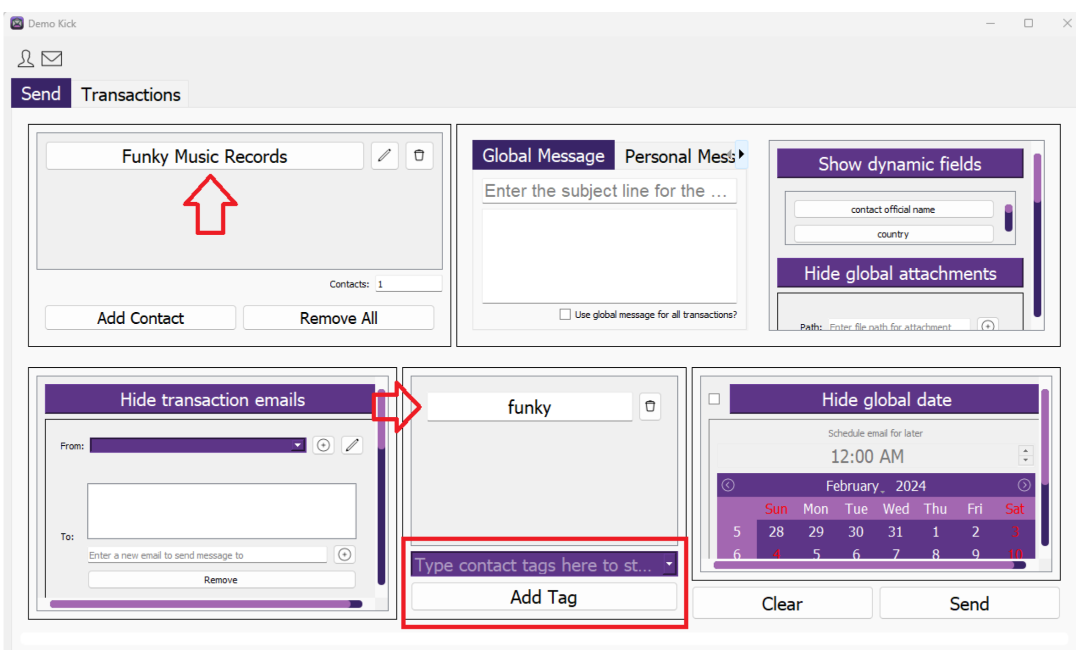


2 Select the contacts to import into the transaction. The contacts will become highlighted.
3 Click the select button.



Importing via tags:

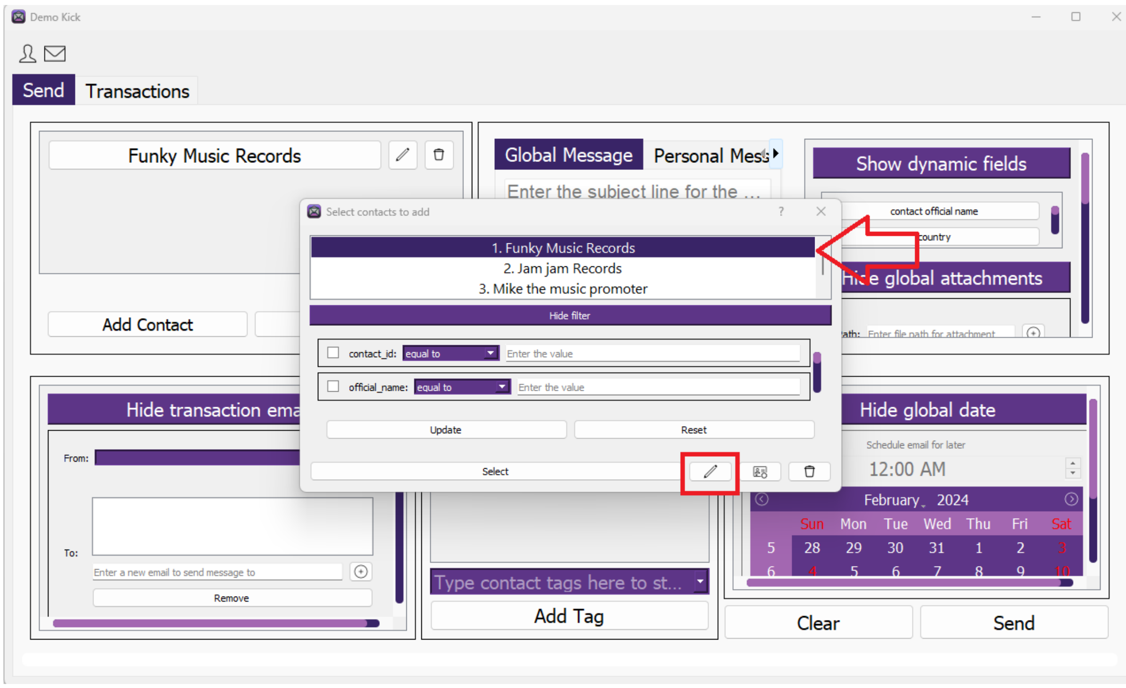
1 Using the tags input, enter the tag associated with the contacts to import.
2 Hit enter or click add tag.



More info in the tags section.

2.1.3 How to edit contacts.

1. Select the add to contact's button or the contacts button in the tool bar.
2. Select the contact to edit.
3. Click the edit contact button.



2.2 Transactions

2.1.1 What are transactions?

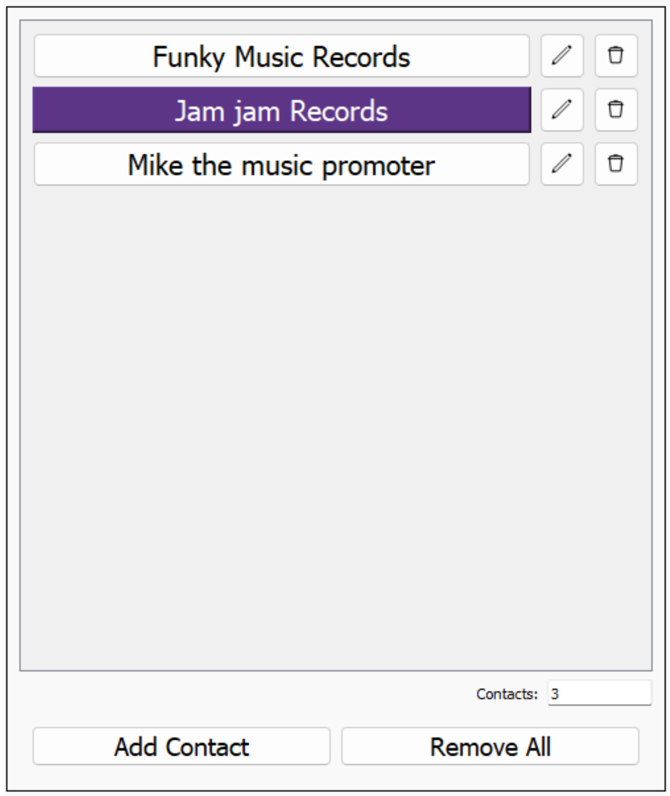
Transactions are email messages sent to the specified contact. For example, if you have a contact called "Company A", with 3 primary recipient (To) addresses and 2 carbon copy (Cc) addresses, the email messages sent to this group is the transaction. Transactions can include multiple destination emails, one source address (From), one subject line & body, attachments and a send date. When you create transactions, each contact you import represents one transaction. Transactions when scheduled are written to the database and periodically the transaction manager running in the background queries the database and if it discovers an upcoming transaction, it will place it onto the queue for transmission.

2.1.2 How to create transactions?

To create transactions, you will work in the “Send” tab. The send tab provides the modules to create a transaction. Some of the modules include the contacts list, subject & body, transaction options, contact options, tags, and global options. We will cover each in more detail.

Contacts list

The contacts list module includes a list of contacts represented as widgets which can be selected and edited on the spot. When selected the contact will turn dark purple. You can also select the pencil icon to edit the contact or the delete icon to remove the icon from the transaction. Additionally, the two buttons located on the bottom are available to import/create contacts using the “Add Contact” button or remove from the transaction all the contacts currently imported using the “Remove All” button.



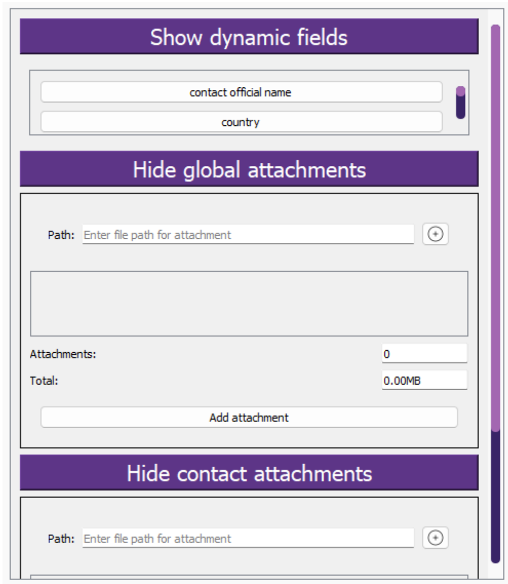
Subject & body

The subject and body module includes two tabs. These allow the user to specify a global subject and body to any imported contact who is not using a personal message. That is, if three contacts are imported: “A”, “B”, and “C”, if contact A has a personal message but contact B and contact C do not, then the global message will apply only to contact B and C but not contact A.

Additionally, if the user wants to send all transactions using the global message, they can check the “Use global email message for all transactions?”. While this checkbox is not required, it will improve performance.

Transaction options

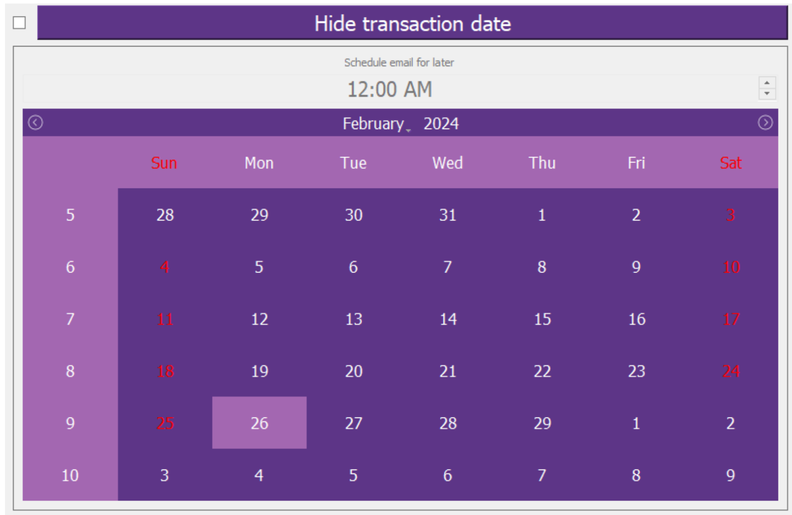
The email options module includes three different sub-modules. First, is the dynamic fields module which allows using placeholders for global messages. For example, if a “contact official name” placeholder is used, for every global message, it will locate the official name of the contact, and embed it into the email body where it was used. It does not currently support placeholders for personal messages.



The next two sub-modules are for managing email attachments. Any attachment imported into the global attachment’s module will attach to all imported contacts and will append to any contact attachments that are used. Contact attachments only apply to the selected contact and will concatenate with the global attachments. For example, if you import one attachment “flowers.jpeg” into the global attachments and some contact also has “sun.png” imported in contact attachments, then the contact will receive both “flowers.jpeg” and “sun.png”.

Contact Options

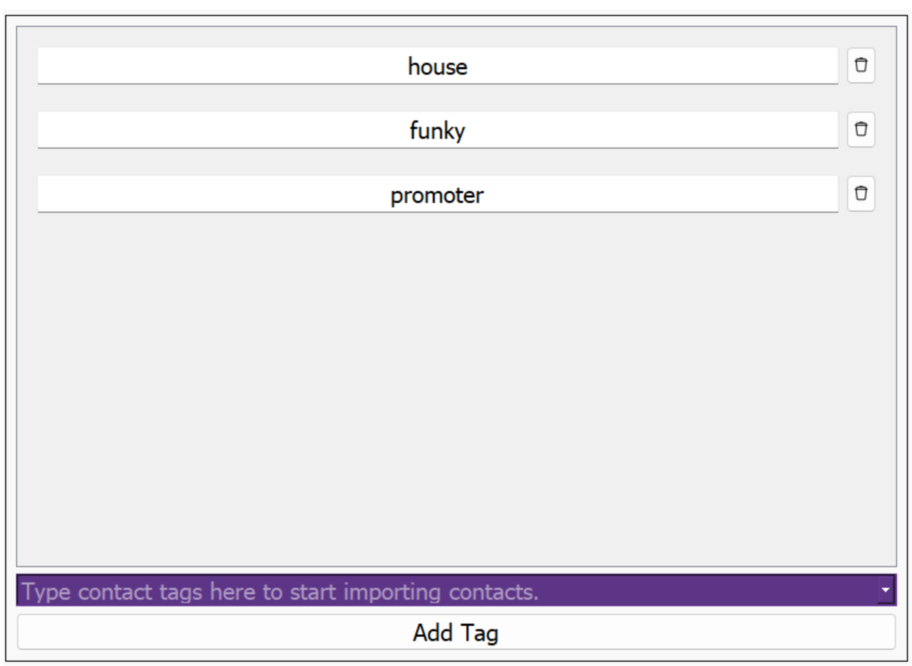
The contact options module contains two sub-modules. Transaction emails and the transaction date. The transaction emails option allows you to view and edit the selected contacts email addresses for the current transaction. That is, it won't change the email addresses which are stored in the contract, but it will use the specified email addresses for the current transaction. However, you can save the current email address configuration for the selected contact by clicking "Save edits" in transaction emails.



The transactions date module allows you to specify a time and date for when to send the transaction. The date will apply only to the currently selected contact. **You must enable the checkbox** to both enable this module and to modify the date.

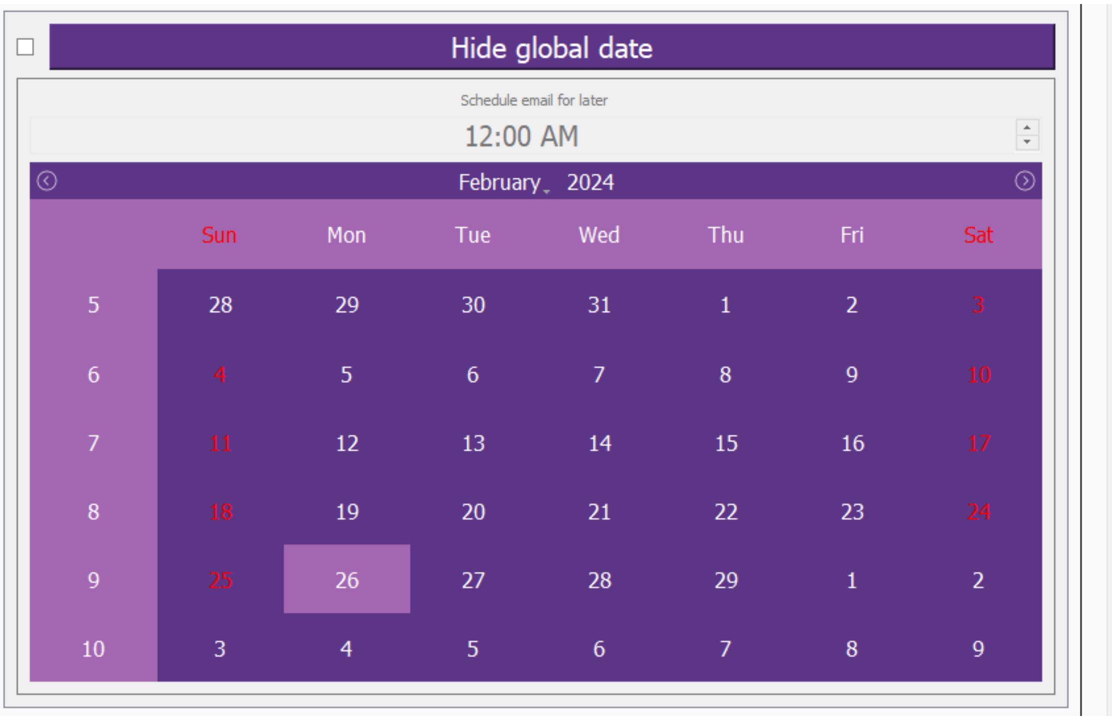
Tags

The tags module allows you to import and view your tags. We cover tags in detail in section 2.3. You can click the drop-down button to view all your tags. Type your tag and then hit enter to both import and save the tag with ease. Imported tags can be deleted by clicking the delete button.



Global options

Global options allow you to specify options for all the contracts. Currently, only a global date option is available. This module allows you to specify a send date for all the contacts who don't have a transaction date. For example, if you have one hundred contacts, and only ten have transaction dates set, then the remaining ninety would receive the global date. If the global option wasn't used, then the remaining ninety would transmit the transaction instantly.

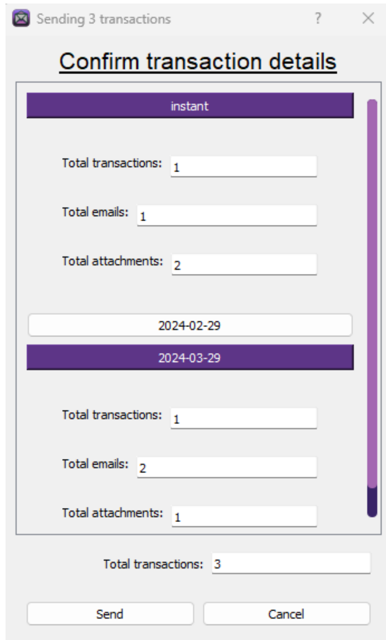


Buttons

Click the send button to send the transaction. Click the clear button to clear the current transactions.

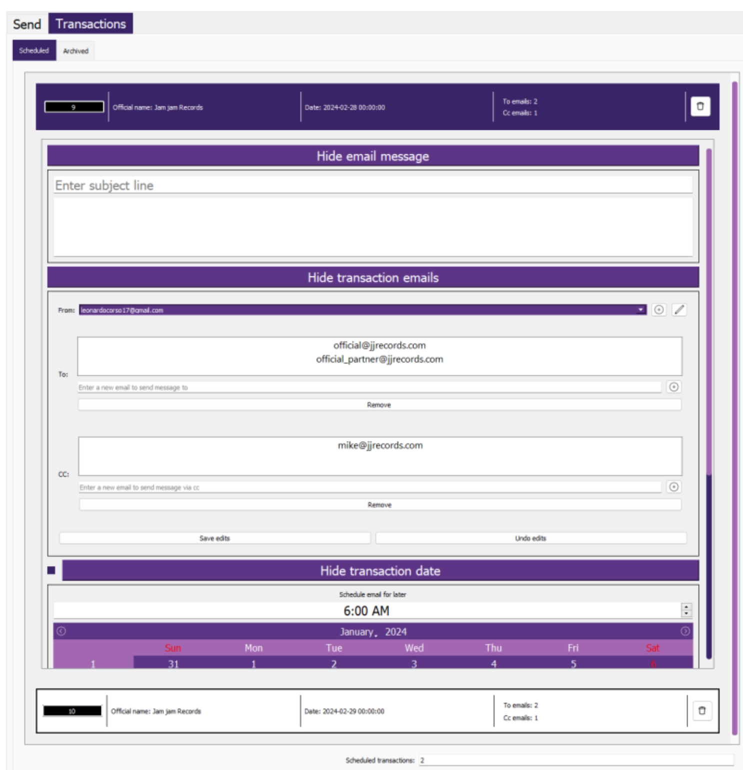
Confirmation window

The confirmation window appears after clicking the send button, its purpose is to confirm the transaction transmission and provide some summary data. The transactions will be grouped by their send date. You can click each date to view additional details.

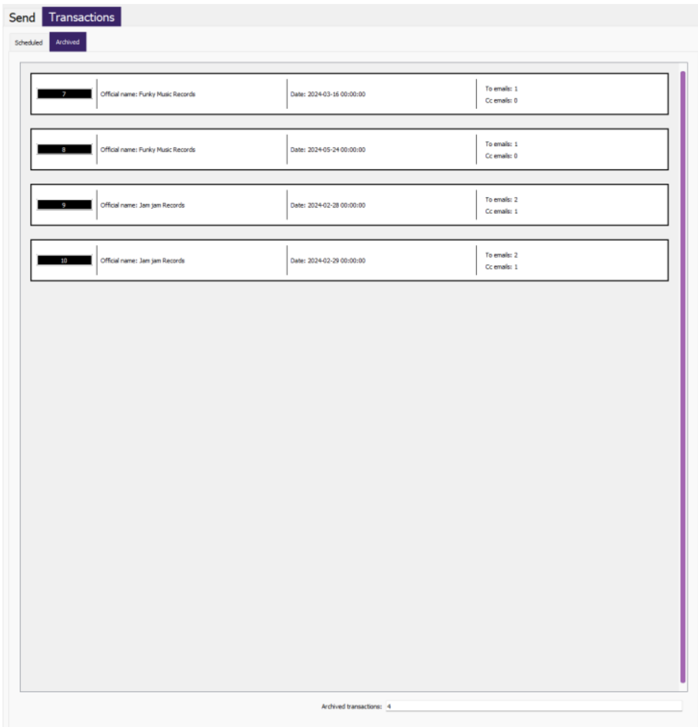


2.1.3 How to edit and view transactions?

You can view and edit transactions by going to the “Transactions” tab. Here you will find two additional tabs, scheduled transactions and archived transactions. The scheduled transactions tab shows you the upcoming transactions that are scheduled to be sent out. You can edit these as you wish by simply clicking the transaction. You can delete them by clicking the delete button. The archived transactions tab includes all transactions; these can only be viewed. The archived transactions will also hold failed transactions which will be denoted with a notice sign on the right.



The scheduled transactions editing view includes the same modules found in the send tab and they work the same. You can click the transaction and once you have made your changes you simply click the “Update transaction” button.



2.3 Tag system

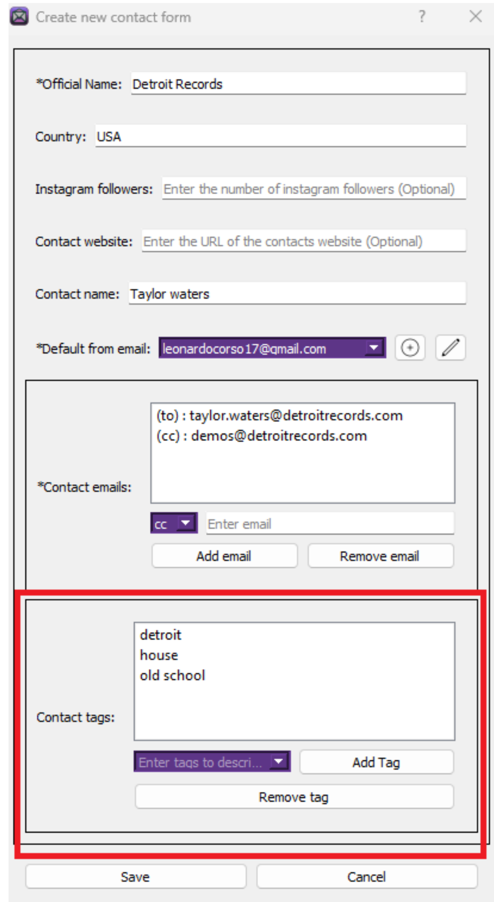
2.3.1 Purpose of tags

The purpose of tags is to allow you to quickly import contacts based on tag descriptors. Instead of having to proactively determine who the contact is, you can instead type in the tags and let Demo Kick find the specified contacts and add them to the transaction. Your job is to ensure you have an organized system when creating your contacts so that you can benefit from this granular control. Luckily with the custom PyQt search widget, you can type and see in real time your previous tags.

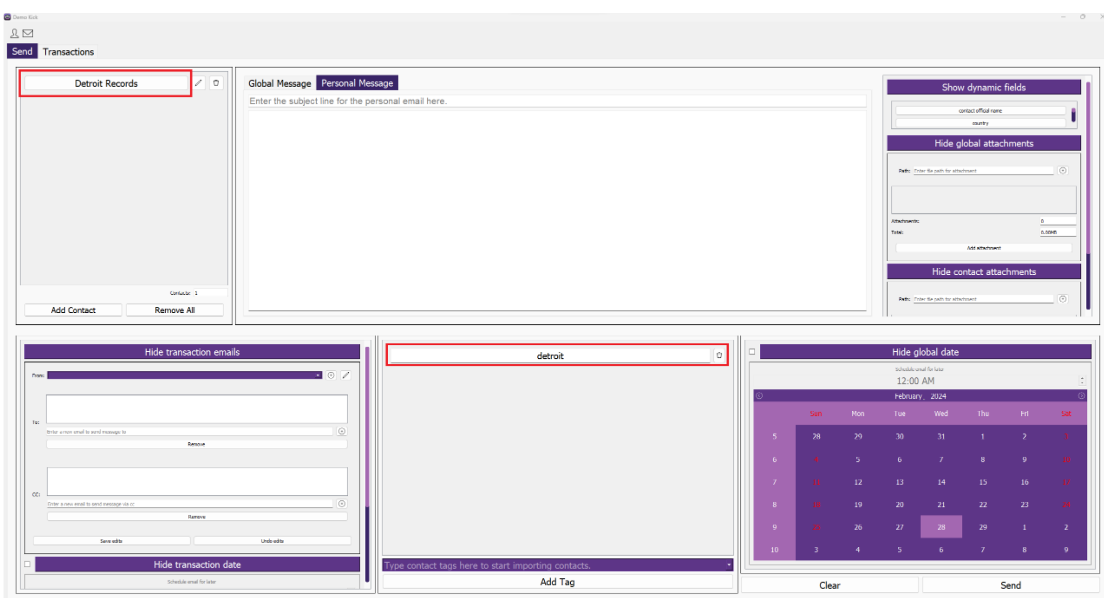
2.3.2 Where tags apply

Tags apply when creating a contact and when importing contacts for a transaction. Upon a contact creation you have the option to include tags for that contact.

Highlighted in the screenshot you can see the tags widget to enter the contacts tags. Here we described the new contact we're creating using tags.



You can also use tags when importing contacts. For example, with the new contact "Detroit Records" we can now import them simply by inserting any one of the three contact tags we created into the tags module. Let's use the "detroit" tag to import this contact. Keep in mind, if you have thousands of contacts, you can then import many with shared tags quite easily.



The program also remembers if the contact was imported via a tag, and if it was then if the tag is removed, it will only remove contacts that were imported from the tag. Even if the contact has a matching tag that is removed, if you imported the said contact manually using the "Add to contact" button, then it will not remove the contact from the transaction.