  
Silverpop Guide

## Welcome to Silverpop.

* Open up silverpop.com
* Click ‘client login’ at the top
* Under Application, choose ‘Silverpop Engage’
* Under Instance, choose ‘Engage 2’
* Log in
  + User: [nina@modworldwide.com](mailto:nina@modworldwide.com)
  + Pass: MODernista121&
* If you aren’t at a page that says, ‘Welcome Nina!’ at the top, click ‘Home’

## Creating a new email.

* Click ‘Content’
* Navigate to the folder you want to create an e-mail in. You can also choose a similar e-mail from previous months and Save-as to a new copy. Most e-mails have already been done before with similar design, you just have to swap out copy and images.
  + Path: Templates/Vendors/MOD
  + Organized by month that e-mail was created in
* Rules of thumb for coding emails in Silverpop
  + Keep in mind that Aetna uses an old version of Outlook on an old version of Windows xp. Nothing looks the same for them.
  + All Aetna e-mails are 612px in width
  + All e-mails are coded with tables (divs don’t work)
  + For spacing, use a blank image of certain width and height in a table row or collumn. (padding doesn’t work most times)
  + No list items for bulleted lists. Use tables with the html code for a bullet in the left column
  + All styling should be done in span tags around each individual group of copy. Every single paragraph or singular line of copy should be enclosed with the same span tag that has the proper styling. It’s repetitive and redundant, but nessecary.

## Sending test blasts and scheduling real email blasts

* For test blasts
  + Click the drop down for ‘Test Options’ on the top right
  + Choose quick test
  + Type in the email(s) and hit send
* For scheduling real email blasts
  + Once you’re approved to schedule an e-mail to go out, click ‘On To Send’ at the very top right
  + Click ‘Select Contacts’ to choose the contact source. This is the list of people the e-mail will go out to
  + Click ‘Continue’ at the bottom
  + Don’t mind the mailing health screen. It’s usually in the green.
  + Click ‘Schedule’ to schedule the proper time for the mailing. It usually is not immediate, but a future time and date. Make sure this is corrent. Click ‘Continue’
  + Once you’ve double-checked everything, click ‘Send as Scheduled’ and the mailing will schedule to go out at the date and time you selected, to everyone on the contact list you selected.

## Creating an OFT

* Sometimes the client wants an Outlook Template (OFT) of the email you created. The downside is that only Windows version of Outlook can create OFTs. The upside is that we have a way to open up Windows on a virtual box.
  + Send a test blast of the email to stanleyn@aetna.com
  + Download the Citrix Receiver from the Citrix website if you don’t have it already. Install it and don’t worry about any accounts or settings.
  + Go to vcib.aetna.com
  + Log in with Hilary or Claire’s user and pass. They have an app on their phones that generates 6 digit tokens. These tokens only last 30 seconds. So you need them every time you want to generate an OFT.
  + Click the little desktop and it will download a launch.ico thing. Open that file if it doesn’t open by itself
  + The virtual machine will open and log in by itself through Citrix Reciever. Ta-da, you are on Aetna’s Windows environment!
  + Open up outlook. This is the account you just sent a test blast to. You should see it.
  + In the e-mail, at the top, click the link that says ‘click here to view’ and it should open the email up in a web browser with all of the proper images and copy loaded.
  + Select all, copy.
  + Go back to outlook, click “new email”
  + Paste into the email
  + Only write the subject line it. It’s the exact subject line of the email, without ‘Test – ‘ or anything.
  + Now go to File – Save As and save this as an OFT
  + Attach the OFT you just created to the email you just saved. OFT inception.
  + Send it to Erica Chen, [echen@modworldwide.com](mailto:echen@modworldwide.com)

## Testing in Litmus

* When you create new e-mails, or drastically change the structure, you want to view it on different versions of outlook before you send it out otherwise you’ll just get a bunch of edits and frustration. That’s what Litmus is for.
* Send a test blast to [modworldwide.221f9a7.new@emailtests.com](mailto:modworldwide.221f9a7.new@emailtests.com)
* Log in
  + User: [jroberts@modworldwide.com](mailto:jroberts@modworldwide.com)
  + Pass: MODerati1429
* It takes a couple minutes. But you’ll see it.
* At the point of writing this, Aetna uses Outlook 2011. I think. So yeah, make sure that looks good

That should pretty much do it. Have fun.