

## Guidelines and Procedures

### Creating a Spotlight or Bulletin in the Email System

If you are having difficulties seeing the images in this file, click on the zoom drop down menu and select a higher percentage.

**IMPORTANT:** At the end of any process (e.g. adding a link or an image) you must click **add section** or **update section** to save. Also keep in mind that the system will automatically log you out if you have not used it in 30 minutes. To avoid losing data open a new tab and log in again (this is only necessary if you have not used the system for more than 30 minutes).

During this entire process you can preview your email by clicking **preview email** but please be sure to save any data before doing so.

#### HOW TO BEGIN

1. Click on **email system** in the left hand navigation bar
2. Click on **add new** at the top of the page
3. **Job name:** type name of job e.g. National Bulletin - January 2009.
4. **Subject:** same as job name
5. **Template:** select **email bulletin** template
6. **Template data:** if spotlight choose which header applies (sorted by area)
7. **From address:** choose which applies e.g. who is sending the email?
8. Return path address: use the same email you have selected in the **from address** box
9. Click on **next step**

**Edit Job**

Job ID: 1500

Job Name: sfh

Subject: sfh

Template: Email Bulletin

Members Market: ☐

From Address: membersupport@au.empirexc

Return Path: membersupport@au.empirexc

**Update Job**

**Add Item to Job:**

- [Change Title](#)
- [Change Header Image](#)
- [Change Background Colour](#)
- [Add Banner \(by-line\)](#)
- [Manage Sections Titles](#)
- [Add Sections above Members Market](#)
- [Add Sections below Members Market](#)
- [Add Email Addresses](#)
- [Add BCC: Email Addresses](#)
- [Check for Spam](#)
- [Preview Email](#)
- [Send Email](#)

Change image at the top of email

Click here to add new section titles

Sections **above** are for administration updates etc.  
Sections **below** are for members advertisements.

#### CHANGING THE HEADER IMAGE

Each spotlight or bulletin has a different header image for each state. To change this image:

1. Click **change header image**.
2. A drop down bar will appear, simply select the image you require and click **change image**.
3. When you return to preview your email the image will have changed.

#### MANAGING SECTION TITLES

Section titles help you organise your advertisements into certain areas or categories. You can add and remove section titles by clicking **manage section titles**. The titles you add will automatically appear in the drop down list when you are creating your advertisement. Please note that once you have saved an advertisement under a section title it cannot be changed, so please be sure you choose the correct title.

## ADD SECTIONS ABOVE OR BELOW MEMBERS MARKET

Sections above are for administration updates etc. Sections below are for members advertisements.

1. Click on **add sections above members market** or **add sections below members market** depending on the information.
  2. **Section:** choose which section applies. You can add new section titles by clicking on **manage section titles**. The titles you add will automatically appear in the drop down list.
  3. **Title:** If advertising always use members trading name as title.
- The **upper text box** is for all the information about the product or service the member offers.
  - The **lower text box** is reserved for any contact information. All contact information should include a name, contact number, address (if it is a mobile business you only need to display the suburb), an email address and website. Example:

Contact: John Smith on 07 5555 5555  
Address: 123 Empire Road Nambour QLD  
Email: johnsmith@emailaddress.com.au  
Website: www.johnsmith.com

You are able to type this information directly into the text box if you wish but you can also copy and paste this information from the intranet; however you are not able to directly paste info in from any program as the email system does not support all formats of text.

## COPY AND PASTE PROCEDURE

1. Highlight the text you wish to copy and paste, whether it be in Microsoft word or outlook etc.
2. Hold down the CTRL key and press the letter C – this will copy the text.
3. Open up the program 'notepad'.
4. Once opened hold down the CTRL key and press the letter V – this will paste the text into notepad.
5. Highlight the text in notepad (to do this quickly you can hold down CTRL and press the letter A, this highlights an entire document).
6. Once highlighted hold down CTRL and press C to copy.
7. Go back to the email system text box and place your cursor where required, hold down CTRL and press the letter V, this will paste your text in the appropriate box.

**IMPORTANT:** This process is necessary to eliminate any formatting the existing text may have. If you do not complete this process the text may appear normally on the email system page but sometimes it will flip the text and the email will read back to front.

The screenshot displays the 'ETX International :: Admin Control' web application in a Windows Internet Explorer browser. The page title is 'ETX International :: Admin Control - Windows Internet Explorer'. The address bar shows 'https://admin.etxint.com/index.php'. The browser's menu bar includes 'File', 'Edit', 'View', 'Favorites', 'Tools', and 'Help'. The toolbar contains various icons for navigation and utility. The main content area is titled 'ETX International :: Admin Control' and features a sidebar on the left with a tree view containing 'Admin', 'Members', 'Search', and 'Change Password'. The main panel is titled 'Add Item to List' and contains a form with two text boxes. The first text box is labeled 'Upper text box is for advertisement information' and the second is labeled 'Lower text box is for contact information'. The form also includes fields for 'Job No.', 'Job Name', 'Subject', 'Template', 'From Address', and 'Return Path'. The bottom of the browser window shows the Windows taskbar with the 'start' button and several open applications including 'Inbox - Mi...', 'Untitled - ...', '2 Micros...', 'ETX Intern...', 'Email System', and 'Creating a...'. The system clock in the bottom right corner indicates '11:07 AM'.

All email addresses and websites need to be linked so that they are active in the email when it is sent to members.

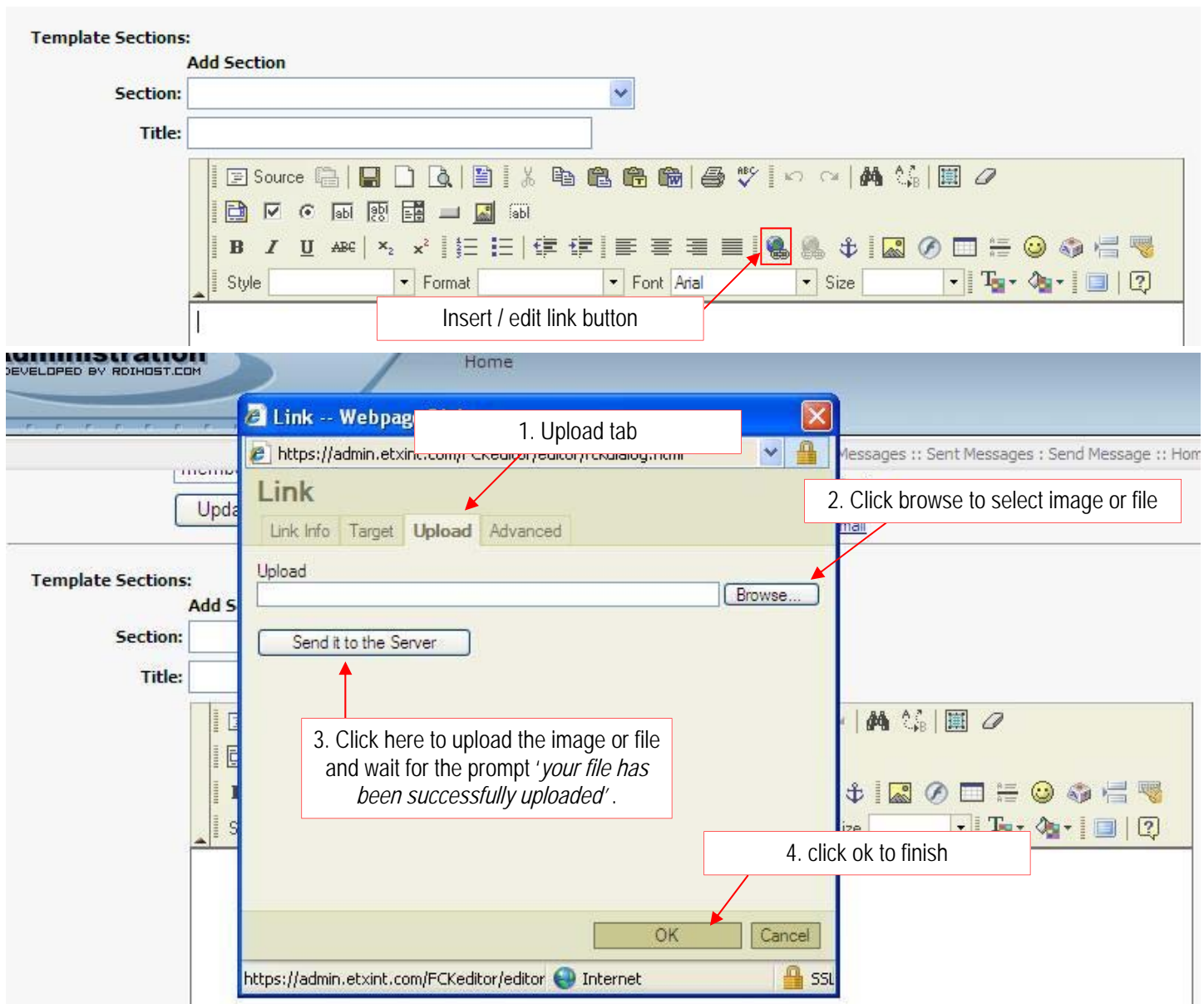
### CREATING AN EMAIL OR WEBSITE LINK

1. Highlight the email or website address you wish to create a link for.
2. Hold down CTRL and press C to copy.
3. Click on the **insert/edit link** button (see image on following page).
4. A link box will open.
5. The **link type** drop down bar offers you a choice between a URL (website address) or email.
6. Click on the appropriate choice.
7. Paste the address in URL or EMAIL box (to paste CTRL V) and click **OK**.

### CREATING AN IMAGE OR FILE LINK

**PLEASE NOTE:** Before creating a link, make sure the picture or file that you want to add as a link is saved somewhere where you can find it.

1. **Highlight the text** that you wish to create a link for.
2. Click on **insert/edit link** on the tool bar (images below).
3. A link box will appear, click on the **upload** tab (found on the top tab bar) then click on **browse** and search for image or file that you would like to add as a link, select it and click on **open**. This will take you back to the upload box.
4. Click on **send it to the server** this may take a while to load, when it is finished a box will appear saying '*your file has been successfully uploaded*' click **OK** and then click **OK** again on the upload box.
5. Click **update section** underneath the text boxes to save the link.



## INSERTING AN IMAGE PROCEDURE

Before starting make sure that the picture you wish to add is saved somewhere you can find it.

1. Click on the **insert/edit image** button (images below).
2. An image properties box will appear. Click on the **browse server** button found on the top right.
3. An image browser box will appear.
4. Choose the folder you wish to upload the image into.
5. Once in the folder place your cursor in the browse box and click the **browse** button.
6. Search the computer for the file you require and once found click **open** to return to the image browser.
7. The image file name and info will appear in the browse box, click **upload** (found in the bottom right hand corner).
8. The image file name will then appear in the list of existing images (these files are sorted alphabetically).
9. Click on your image file name and then return to your original page.
10. Your image should be displayed in the image properties box. You can then alter the size of the images using the width and height boxes found on the left.
11. When you are happy with the image click **OK** and the image will be inserted in the selected text box.

The image is a composite of two screenshots from the FCKeditor interface, illustrating the steps for inserting an image.

**Top Screenshot: Image Properties Dialog Box**

- 2. Click here to begin:** Points to the **Browse Server** button in the top right corner of the dialog.
- 6. Once loaded your image will appear in this box (the Latin text is for formatting):** Points to the **Preview** area in the center of the dialog.
- 7. Width and height boxes for adjusting image size:** Points to the **Width** and **Height** input fields on the left side.
- 8. click OK to finish:** Points to the **OK** button at the bottom right.

**Bottom Screenshot: Resources Browser Window**

- 3. Choose folder you wish to upload image into:** Points to a folder in the left-hand tree view.
- 4. Click browse to find your image:** Points to the **Browse...** button at the bottom right.
- 5. Once you find your image click upload to load your image into the system:** Points to the **Upload** button at the bottom right.



## CHANGING THE BACKGROUND COLOUR

Changing the colour of the bulletin keeps it looking fresh and helps to keep members interested. You can change this colour by using the following procedure (images below):

1. Click **change background colour**
2. Go to <http://www.hypergurl.com/colormatch.php>
3. Use the scroll bar to modify the colours.
4. Once you have a colour you're happy with highlight the code underneath (for example #827BBD) and hit CTRL C to copy.
5. Go back to the system and paste it into the **colour** bar. Click **update background colour** and then **update job**. If you would like a different colour simply repeat the same process until you have one you are happy with.

The screenshot shows a web form titled 'Add Item to Job:'. The form contains several input fields and a list of links on the right. Red boxes with numbers 1 through 4 highlight specific steps for changing the background color of the email template.

**Form Fields:**

- Job ID:** 1500
- Job Name:** sfh
- Subject:** sfh
- Template:** Email Bulletin
- Members Market:** ☐
- From Address:** membersupport@au.empireexchange.com
- Return Path:** membersupport@au.empireexchange.com
- Update Job** button

**Links on the right:**

- [Change Title](#)
- [Change Header Image](#)
- [Change Background Colour](#)
- [Add Banner \(by-line\)](#)
- [Manage Sections Titles](#)
- [Add Sections above Members Market](#)
- [Add Sections below Members Market](#)
- [Add Email Addresses](#)
- [Add BCC: Email Addresses](#)
- [Check for Spam](#)
- [Preview Email](#)
- [Send Email](#)

**Numbered Instructions:**

1. Click to change background colour (points to the 'Change Background Colour' link)
2. Paste the colour code into the colour bar (points to the 'Colour:' input field)
3. Click here to load the colour (points to the 'Update Background Colour' button)
4. Click here to preview email with colour (points to the 'Update Job' button)

## IMPORTANT INFORMATION WHEN TYPING ADVERTISEMENTS

The members trading name should always be double checked on the system to ensure the spelling is correct and should be placed in the title box under the section drop down box (see below).

All Advertisements placed in the spotlight must be offering a minimum of 30% Trade. All trade percentages should be displayed in bold.


**Template Sections:**

**Add Section**

**Section:**

**Title:**

Type members trading name here



## Guidelines and Procedures

### Sending Emails and Adding Addresses

1. Click on **email system**.
2. Open email job you wish to send.
3. Before adding email addresses click **check for spam** this will send the email to your inbox so you can ensure that it is all formatted properly and has not been determined as spam.
4. Click on **add email addresses**.
5. Scroll down and highlight which areas or members you wish to send the email to. When sending a national email you only need to highlight areas, **if you highlight categories it will only send the email to listed members**.
6. For a networking email you only need to select the area and categories you wish to send to.
7. Click **add**.

#### ADDING BCC EMAIL ADDRESSES

Once you have added all of the members email addresses in the 'Add Email Addresses' section, you can add additional email addresses for anyone else you wish to receive this publication. Each email address will need to be added separately in this section.

When you have added all the required emails and checked email for spam click **send email**. This can take 5 to 10 minutes depending on how many people you are sending it to, so please be patient while the system sends the email.

**PLEASE NOTE:** If you accidentally add the wrong email addresses to the email you will need to contact Head Office to erase the emails from the system.

## Guidelines and Procedures

### Email Summary

The **Email Summary** section displays all of the emails that have been created including their status. This area is helpful when you need to know how many email addresses have been added to each email and whether or not it has been sent. You will notice that each email has a job number, this is helpful as you can quote the job number when you are referring to an email to be edited. All emails can be edited at any time by simply clicking on the job name to open the email. View image below

The screenshot shows the 'Email Summary' section of a web application. At the top, there is a navigation bar with a link to 'Email Summary' (highlighted with a red circle and an arrow pointing to the text 'Click here to view Email Summary') and a link to 'Add New'. Below this is a table titled 'Current Email Jobs.' with columns: JobID, JobName, Email Size, Total Size Sent, Total Emails, and Number Sent. The table lists 14 email jobs. Annotations include: 'Total number of emails added' pointing to the 'Total Emails' column; 'Total number of emails sent' pointing to the 'Number Sent' column; 'Job number' pointing to the 'JobID' column; 'Job name' pointing to the 'JobName' column; 'Click this symbol to edit email content' pointing to the pencil icon in the first row; and 'Click this symbol to delete the email' pointing to the red X icon in the first row.

JobID	JobName	Email Size	Total Size Sent	Total Emails	Number Sent
1760	Filter World - 30% Trade! (Fran)	0 bytes	0 bytes	0	0
1759	Hot Auction Items (Fran)	0 bytes	0 bytes	4,233	4,230
1758	Victorian Spotlight - February 2009 (Fran)	0 bytes	0 bytes	0	0
1755	Property Bulletin - 28th January 2009 (Fran)	0 bytes	0 bytes	0	0
1754	Blended IT Solutions - Special Offer (Nath)(Ready)	0 bytes	0 bytes	0	0
1753	Valentines Day Experience (Nath)(ready)	0 bytes	0 bytes	1,767	1,766
1752	Garden Maintenance For All! (Nath)(Ready)(checked)	0 bytes	0 bytes	638	638
1751	Property Bulletin - 22nd January 2009 (Fran)(checked)	0 bytes	0 bytes	3,884	3,881
1750	Hot Auction Items (Fran)	0 bytes	0 bytes	4,189	4,186
1749	Valentine's Day Spotlight 2009 (Fran & Nath)	0 bytes	0 bytes	0	0
1748	Cheap Online Printing with Smarties! (Fran)(checked) - ready	0 bytes	0 bytes	4,189	4,186
1747	CLEARANCE - 50,000 Revlon Eyeliners (Fran) - ready(checked)	0 bytes	0 bytes	0	0