BuzzMail Manual

English Version 5.0

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1 INTRODUCTION

BuzzMail

BuzzMail is an E-mail marketing or a direct marketing service using electronic mail as a mean of communication to send messages such as E-newsletter or promotional message to the audience.

BuzzMail is the service that makes it easy, fast and convenient for you to reach target audience around the world. The service is suitable for both SME and large enterprise. The E-mails are sent out from high-speed E-mailing system secured by KSC security system which is 24-hour supervised by experienced technical team.

Who needs BuzzMail?

- A business owner who seeks for opportunity and wants new communication channel to promote his/her products and services.
- A business owner who wants to keep relationship with customers.
- A business owner who needs mass communication channel for PR or pubic announcement.
- A business owner who wants to stay ahead of the curve in online marketing.

Main Features

- E-mail address organizing systems.
- E-newsletter managing system.
- E-mail template creating and E-mailing system.
- Member managing system.
- E-mail scheduling system.
- Statistic and report that link to Social Media.
- External system compatibility.

Benefits

- More opportunity to sell your products or services: This is a new channel to send promotional messages or monthly deals to your audiences. E-mail marketing increases an opportunity of your product and service to reach the customers.
- Controllable advertising budgets: You can be sure that the advertising budget is not over spent and the company can effectively allocate the budgets.
- Specific target audience. With E-mail marketing, you can categorize E-mail addresses according to the information provided by customers.
- Fast, easy and measurable: Measure your performance from the E-mail reports. When you send out several promotional messages, the report will tell you which message is the most effective. You are able to track the performance of every message sent.

2 DEFINITION

List is a group of E-mail recipients, for example, a list of local customers or oversea customers. (It's recommended that the name of the List should be related to the target group to make it's easier for user to remember.)

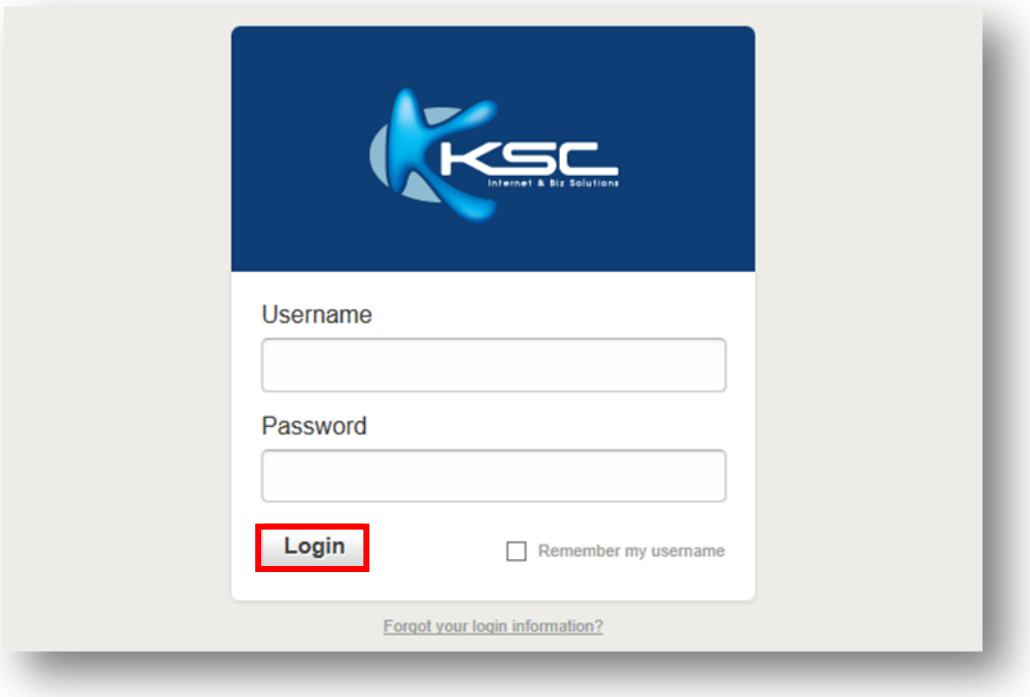
Subscriber is an E-mail recipient. It is a part of the List. (The data in this section includes name, surname and E-mail address of the recipient, etc.)

Campaign refers to the message to be sent to the recipients.

Report referes to the campaign performance report.

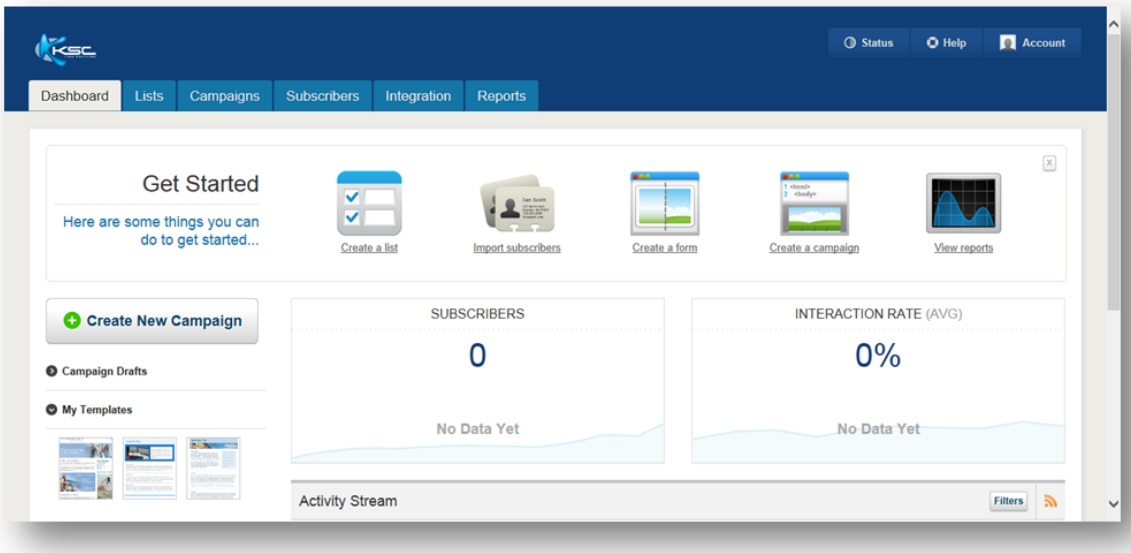
3 LOGIN PAGE

To use BuzzMail service, you must open web browser and type the URL - http://mail-marketing-2.th.com, then the login page will be appeared (see picture 1.) Enter **Username** and **Password** then click the **"Login"** button to start the service.



Picture 1: Login page

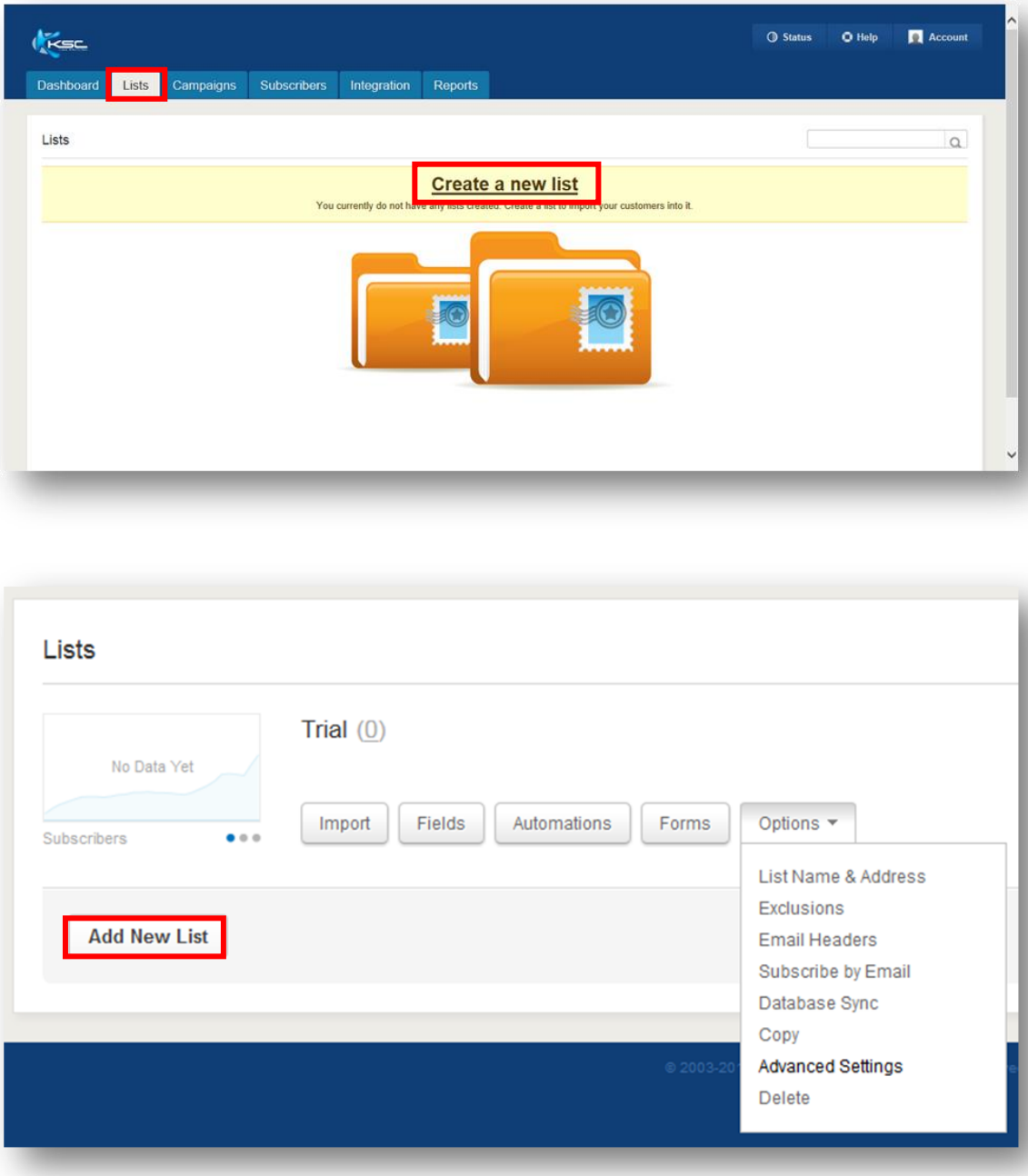
After logining into the system, you will be redirected to BuzzMail service.



Picture 2: First page of BuzzMail

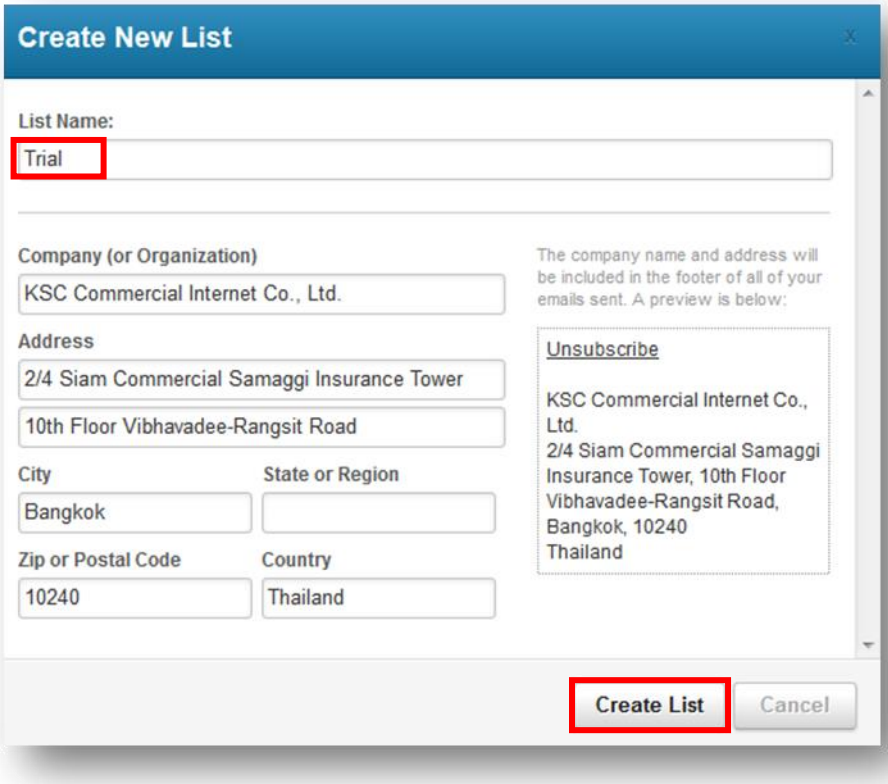
4 CREATING LISTS

To create lists (which hold subscribers), click on the **"Lists"** menu along the top. Then click **"Create a new list"** button (this will be appeared in first login) or click **"Add New List"** (this will be appeared after list had been created), see the picture below.



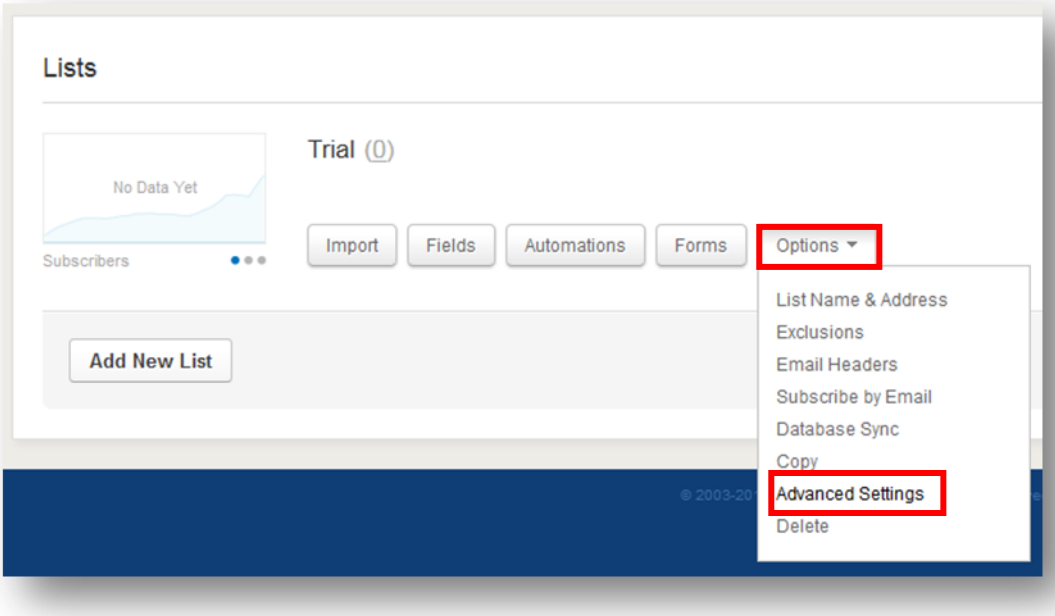
Picture 3: Creating lists page

Create list name. Details of the list can be filled in or kept blank, then click **"Create List"** button.



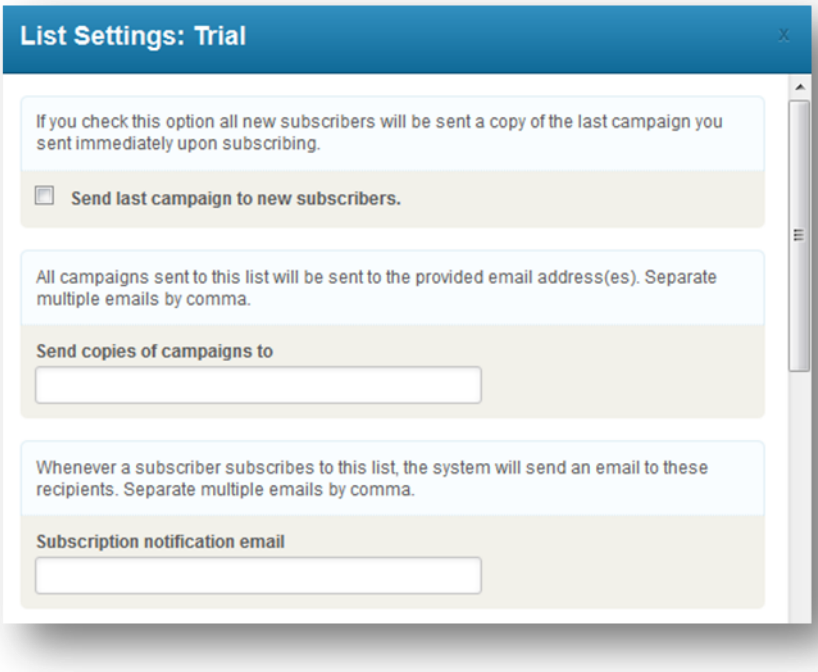
Picture 4: Add new list page

To set details, click **"Options"** menu and choose **"Advanced Settings"** submenu.



Picture 5: Advanced Setting

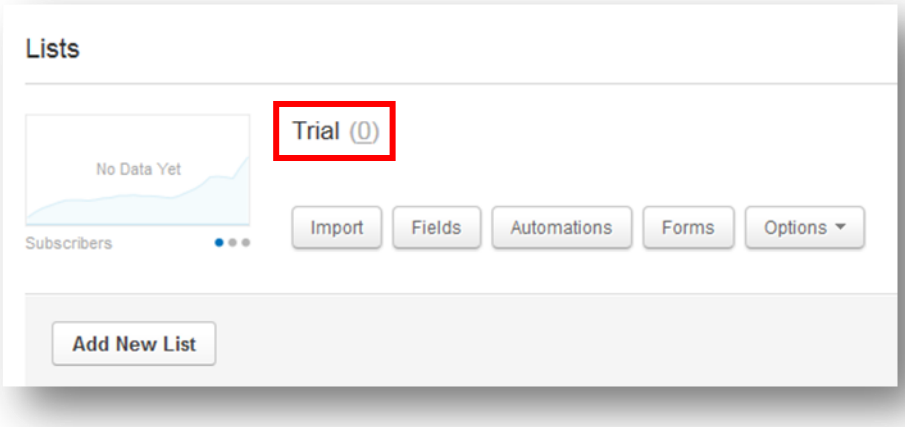
The window below will be appeared, the details of this window are as in table.



รูปที่ 6: Advanced setting part

Send last campaign to new subscribers	All new subscribers will be sent a copy of the last campaign you sent immediately upon subscribing.
Send copies of campaigns to	All campaign sent to this lists will be sent to the provided E-mail address(es.)
Subscription notification email	Whenever a subscriber subscribes to this list, the system will send a notification E-mail to the subscriber.
Unsubscription notification email	Whenever a subscriber unsubscribes from this list, the system will send a notification E-mail to the subscriber.

Your new list will be added, next step is importing subscribers.



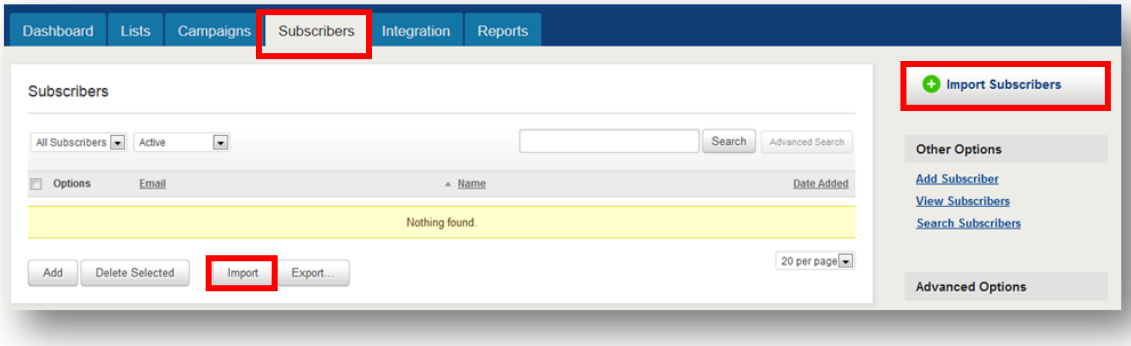
Picture 7: Group of list added

5 IMPORTING SUBSCRIBERS

To populate your lists with subscribers, there are 2 ways;

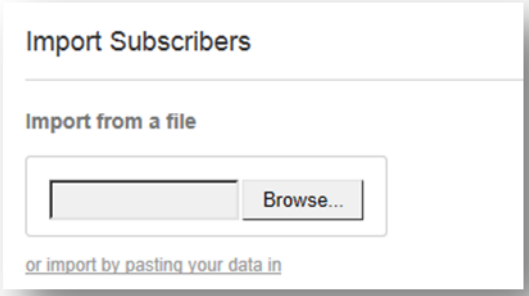
5.1 Import directly from a file, copy/paste, or external source.

Click on the **"Subscribers"** menu along the top, then the **"Import"** button, or **"Import Subscribers"** green button.

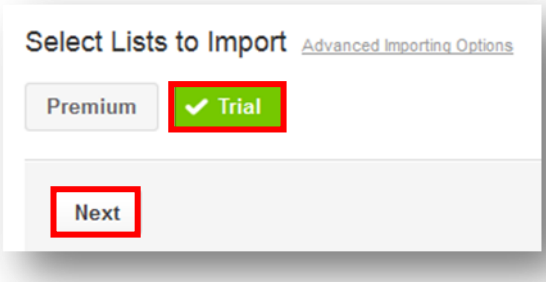


Picture 8: Importing subscribers menu

Browse the file you want to import (must be .CSV or .XLS file.)

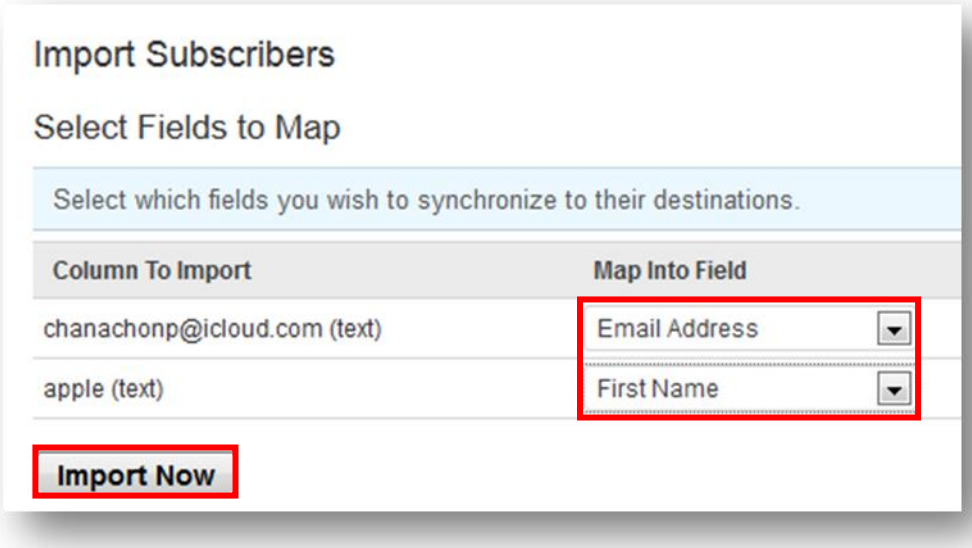


Choose the list, click **"Next"** button.



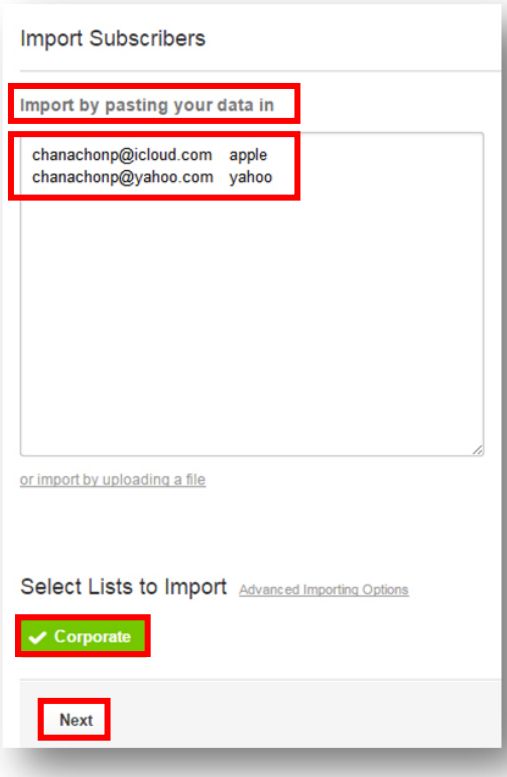
Picture 9: Importing subscribers directly from a file

You will see the details of imported information. You should match the information with each field then click **"Import Now"** button.



Picture 10: Field of imported information

You can also import using Copy/Paste. Click **"Import by pasting your data in"**, copy and paste E-mail addresses, choose the lists you want to import into then click **"Next"** Button.

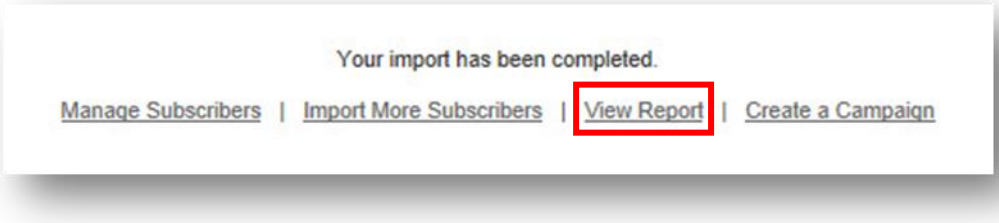


Picture 11: Importing subscribers using Copy/Paste

Besides, you can import subscribers using an external source.

Picture 12: Importing subscribers using external source

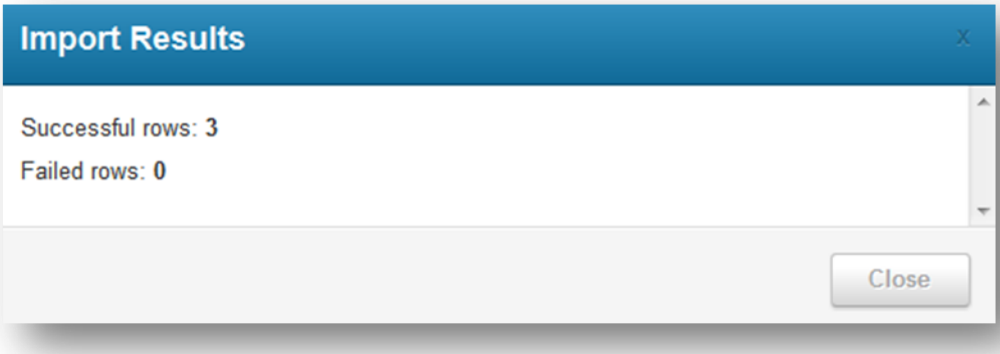
When you click **"Next"** button, the following window will be appeared. Click **"View Report"** to see import report.



Picture 13: Last page of imported information

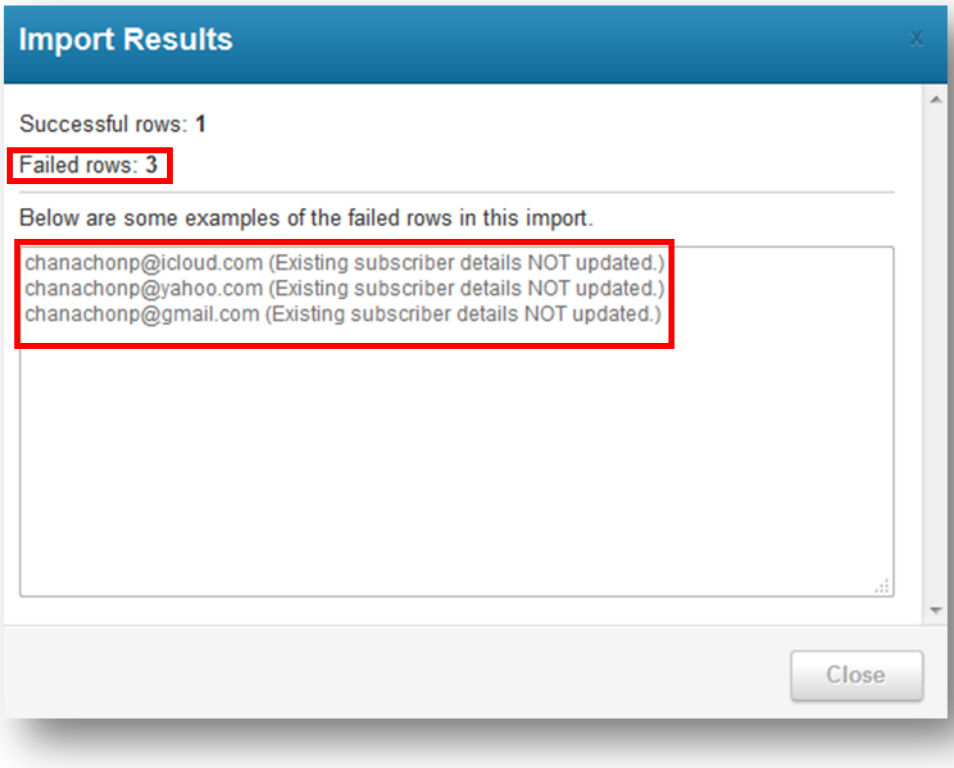
Manage Subscriber	Manage subcribers' information.
Import More Subscribers	Add more imported subscribers.
View Report	View report of imported subscribers.
Create a Campaign	Create a campaign.

Window below shows import report including how many information were imported (Successful rows) and were not imported (Failed rows).



Picture 13: Import Report

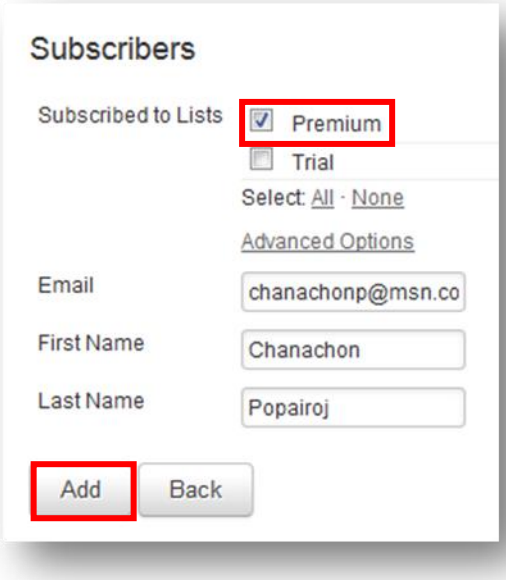
If the information was not imported, the reason will be shown at the bottom.



Picture 15: Reason why the information was not imported

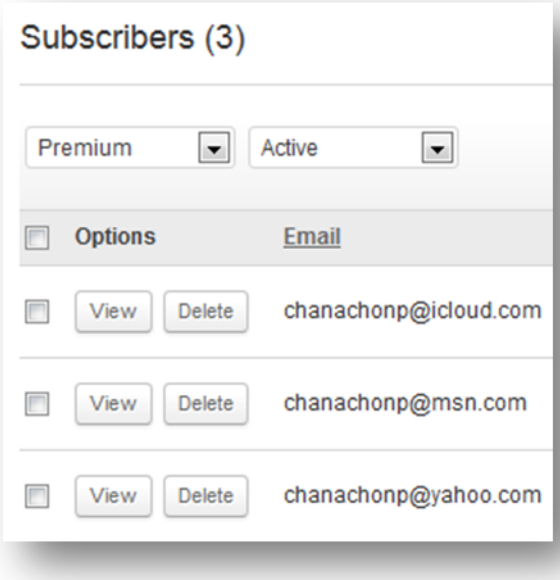
5.2 Add Subscribers

You can add a subscriber individually. Choose the lists you want to import into (an example is Premium) then click **"Add"** button.



Picture 16: Add a subscriber individually

After adding all subscribers, their details will be appered in the list.

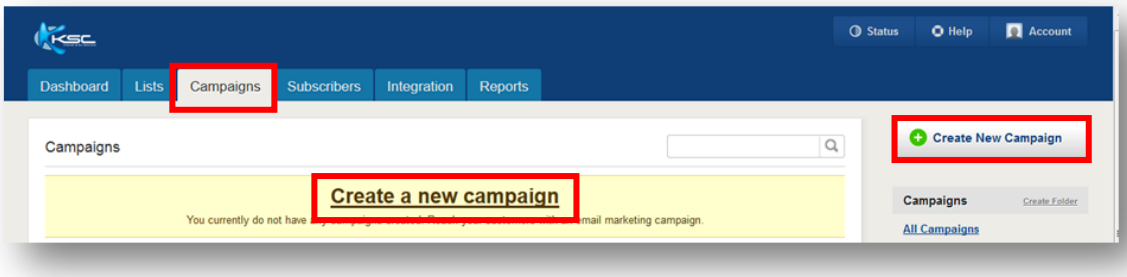


Picture 17: Subscribers in the list

You can access the subscribers' information by clicking **"View"** button or delete by clicking **"Delete"** button.

6 SENDING CAMPAIGNS

Once you have lists with subscribers, you are ready to send campaigns! Click on the **"Campaigns"** menu along the top, and then click **"Create a new campaign"** or **"Create Campaign."**



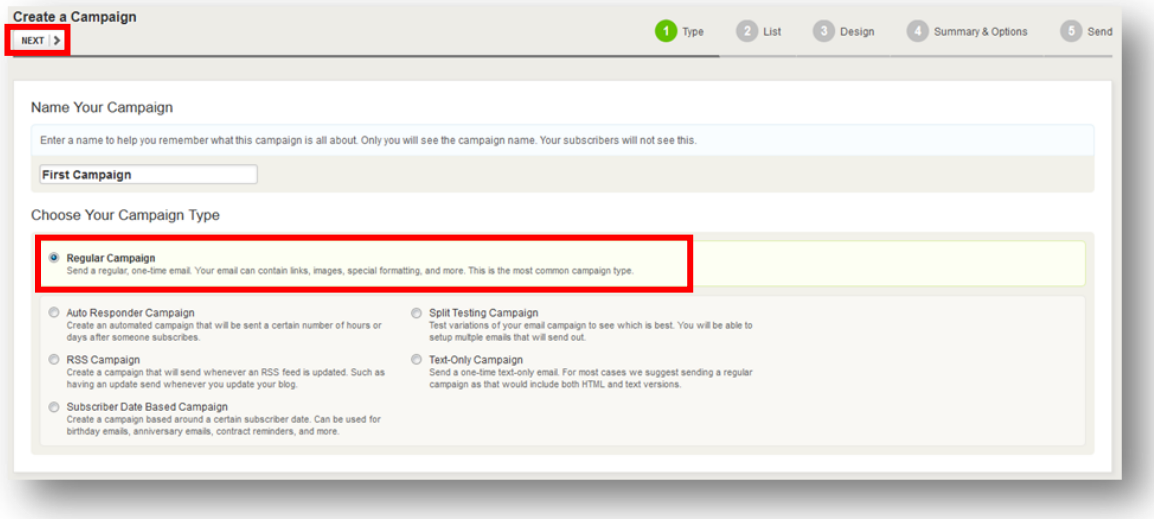
Picture 18: Sending campaigns page

You can use one of the following campaign's types;

Regular Campaign	Send a regular, one-time E-mail. Your E-mail can contain links, images, special formatting and more.
Auto Responder Campaign	Create an automated campaign that will be sent a certain number of hours or days after someone subscribes.
RSS Campaign	Create a campaign that will send whenever an RSS feed is updated.
Subscriber Date Based Campaign	Create a campaign based around a certain subscriber date. Can be used for birthday E-mails, anniversary E-mails, contract reminders and more.
Split Testing Campaign	Test variations of your E-mail campaign to see which is best. You will be able to setup multiple E-mails that will send out.
Text-Only Campaign	Send a one-time text-only E-mail.

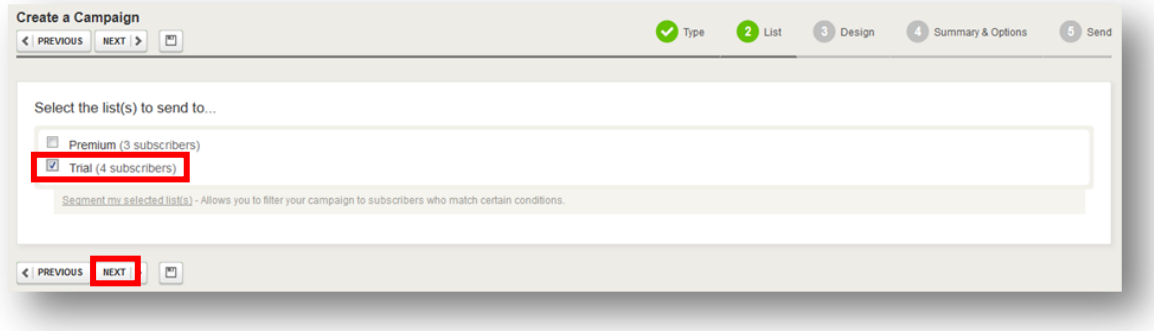
This manual will explain about the campaign type that is frequently used - **"Regular Campaign"**.

For simple, one-time campaigns, choose **"Regular Campaign,"** provide an internal name (this name only appears internally – you'll have the option to provide an E-mail subject later.) Then click the **"Next"** button.



Picture 19: Name the campaign and choose the campaign type

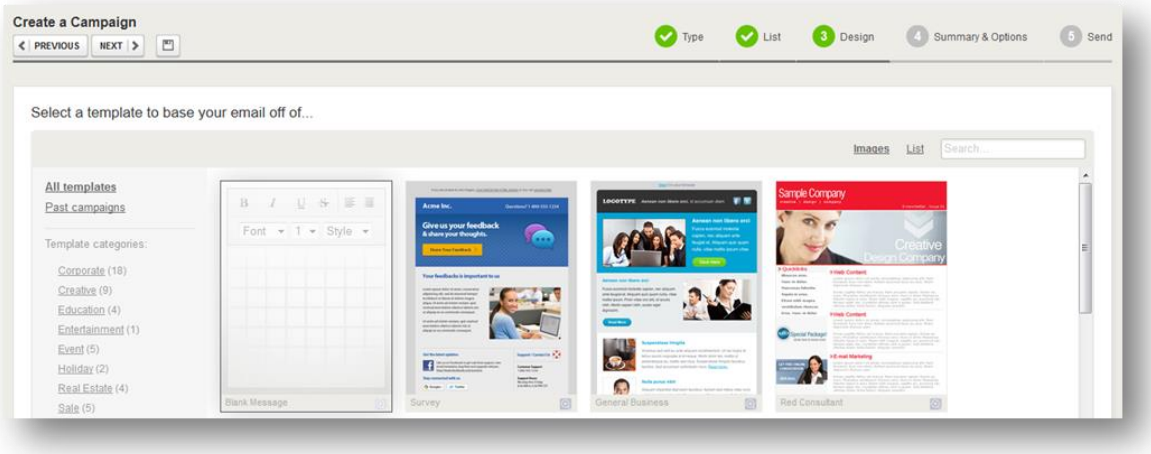
When the below window is appeared, choose the list you want to send campaign to, then click **"Next"** to go to the next step.



Picture 20: Choose the target list

The next step lets you create your E-mail message. Choose from a blank E-mail (start from scratch), or a stock template. All of your templates will be appeared here (if you create new ones later on.) Start from blank E-mail is recommended.

Click **"Next"** to go to the next step, or click **"Save"** to store the data.

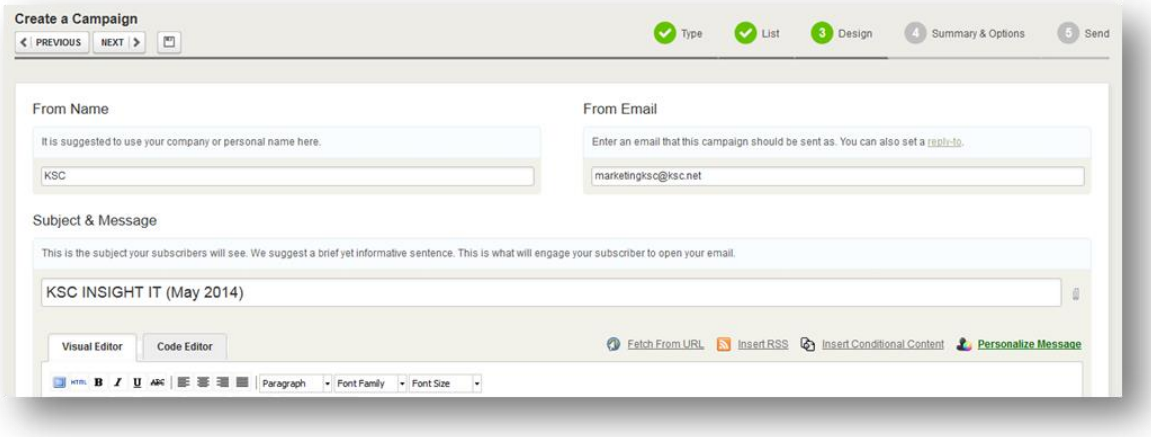


Picture 21: Show all templates of campaigns

Next window is the details you can fill in, consists of

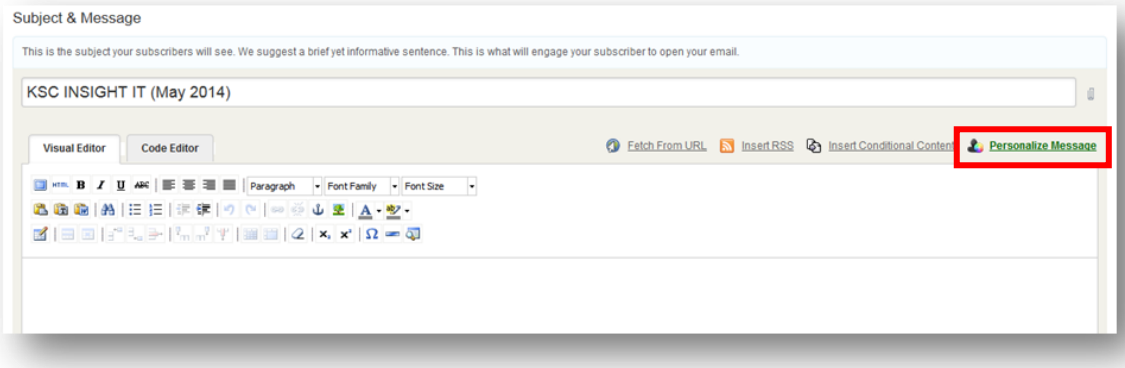
- **From Name:** fill in the sender's name.
- **From Email:** fill in the sender's E-mail.
- **Reply-To Email:** fill in the E-mail to receive feedback about if the recipient open, forward or take any action to the E-mail message.
- **Subject & Message:** fill the E-mail subject.

For the E-mail content, once you choose a template (or blank E-mail), you will be able to edit the message contents, as well as Subject, From, etc.



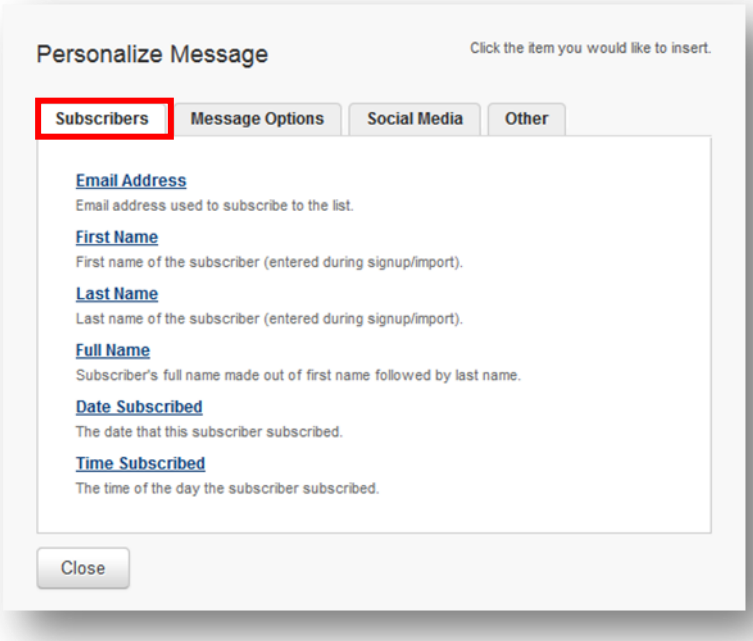
Picture 22: Details of a campaign

There is a tool to set the additional details for your E-mail message, click **"Personalize Message"**.



Picture 23: Personalize message menu

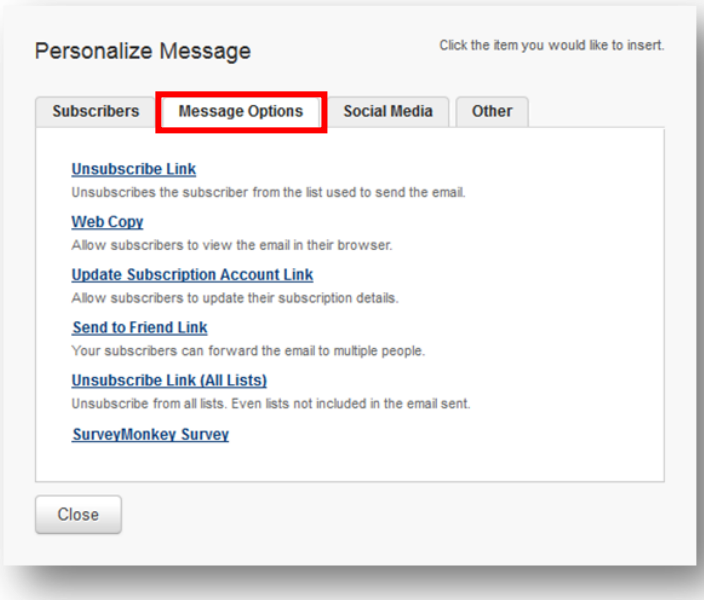
Next window will be appeared, in **"Subscriber"** menu there are details that you can specify. For example, if you need to specify the receiver's name in each E-mail message, click the needed space in the message and click **"First Name"** to in sert individual name.



Picture 24: Subscriber info menu

Email Address	Put the receiver's E-mail in the content.
First name	Put the receiver's name in the content.
Last name	Put the receiver's surname in the content.
Full name	Put the receiver's name and surname in the content.
Date subscribed	Put the subscription date in the content.
Time subscribed	Put the subscription time in the content.

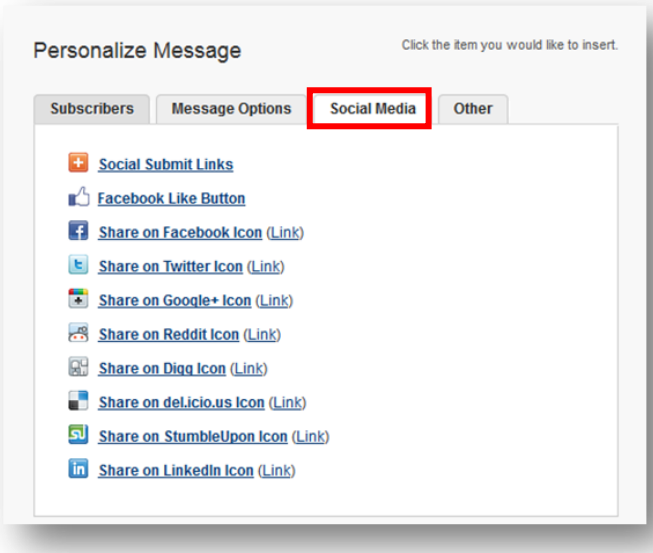
"Message Options" menu consists of;



Picture 25: Message options menu

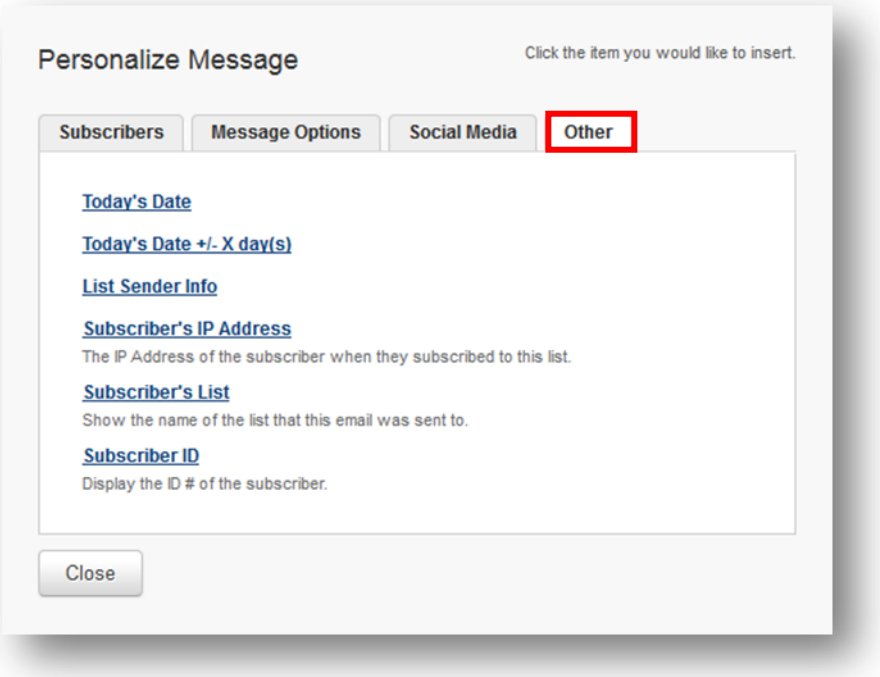
Unsubscribe link	Add link to the E-mail message which the receiver can click to cancel to receive next campaign.
Web Copy	Allow the receiver to view E-mail message via web browser.
Update Subscription Account Link	Allow the receiver to edit the E-mail message.
Send to Friend Link	Allow the receiver to forward the E-mail message.
Unsubscribe Link (All Lists)	Add link to the E-mail message which the receiver can click to leave from all receiver's lists.

In **"Social Media"** menu, there are several channels to share the information in social media.



Picture 26: Social media menu

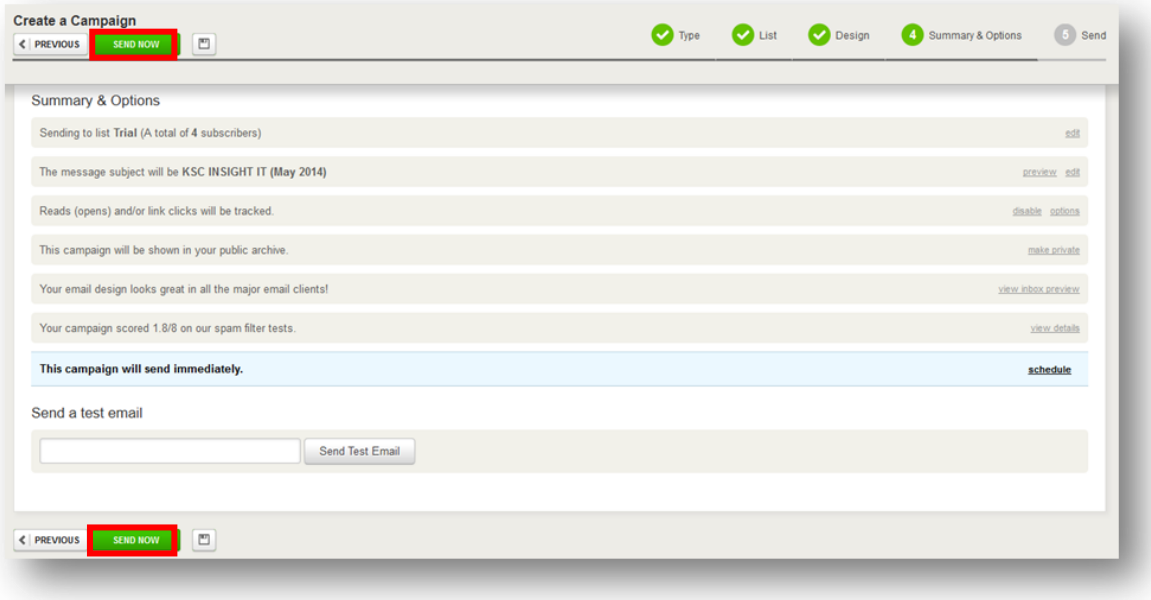
And **"Other"** menu consists of;



Picture 27: Other menu

Today's Date	Sending date.
Today's Date +/- X day(s)	Sending date that plus or minus x days.
List Sender Info	Sender's information.
Subscriber's IP Address	IP address of the subscriber.
Subscriber's List	Group of the subscriber that receives E-mail.
Subscriber ID	ID number of the subscriber.

Fill in the information then click **"Close"** button. When you are ready to save your E-mail message, click **"Next"** or **"Save"** along the bottom. You will be on the page that provides a summary.



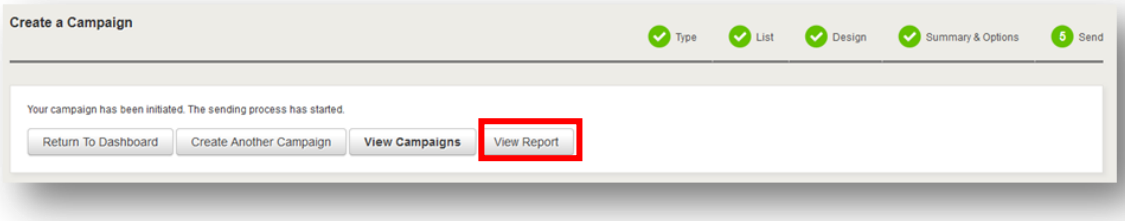
Picture 28: Campaign summary before sending

Sending to list …	List that will receive the campaign (can be edited) and number of subscribers in this list.
The message subject will be …	Subject of the message (can be edited.)
Read (opens) and/or link clicks will be tracked	Track the read and/or link clicks (can be edited.)
This campaign will be shown in your public archive	Show campaign in your public archive (KSC will set as "Private" which cannot be edited because the information is confidential.)
Your email design looks great in all the major email clients!	E-mail design may look different in each program. Use this to inspect whether the message is compatible to the receiver's program.
Your campaign scored 1.8/8 on our spam filter tests	Score of spam filter tests.
This campaign will send immediately	Send campaign immediately or at setting time.
Send a test email	Send a test E-mail (It is recommended to see the overview of your message before sending.)

Click **"Send Now"** to initiate the campaign sending process.

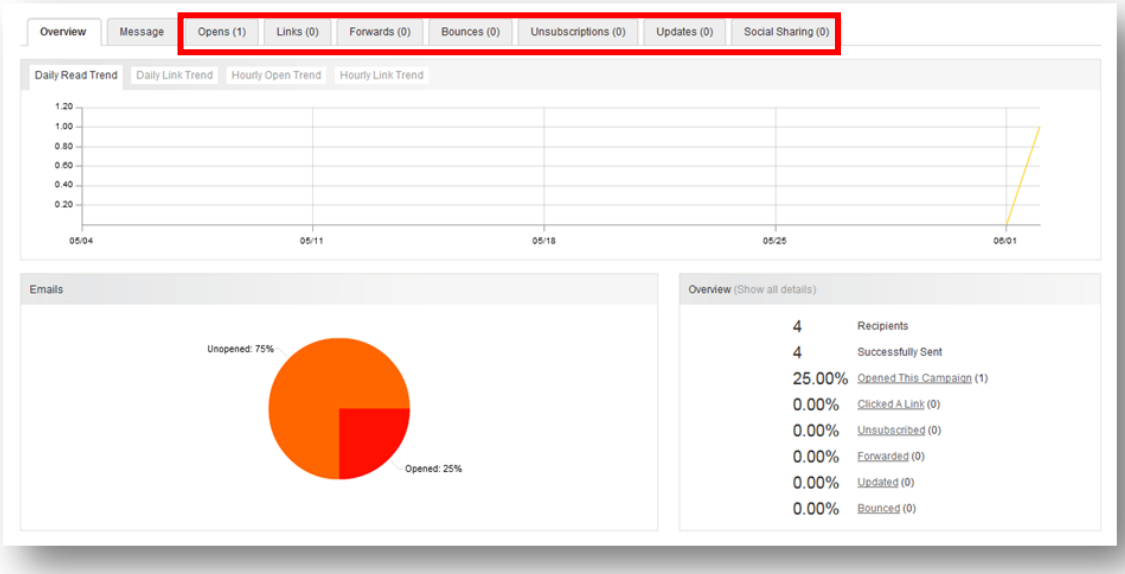
7 VIEWING REPORTS

Once a campaign starts sending, you can view reports to see who has opened it by clicking **"View Report"** button.



Picture 29: Page after sending campaign

There are report details as following;



Picture 30: Report summary page

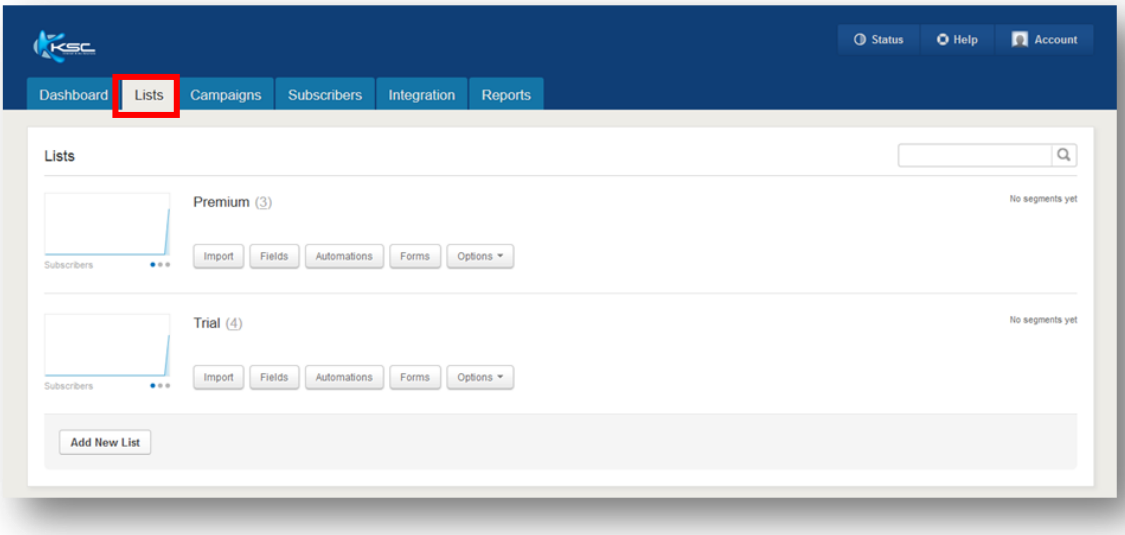
The report statistic consists of;

Opens	Number of recipients that opened this campaign.
Links	Number of recipients that clicked link in this campaign.
Forwards	Number of recipients that forwarded this campaign.
Bounces	Number of bounced E-mails.
Unsubscriptions	Number of recipients that unsubscribed to the campaign.
Update	Number of information that is updated.
Social Sharing	Social network sharing information.

You can also print or export your campaign reports.

8 MENUS

8.1 Lists menu

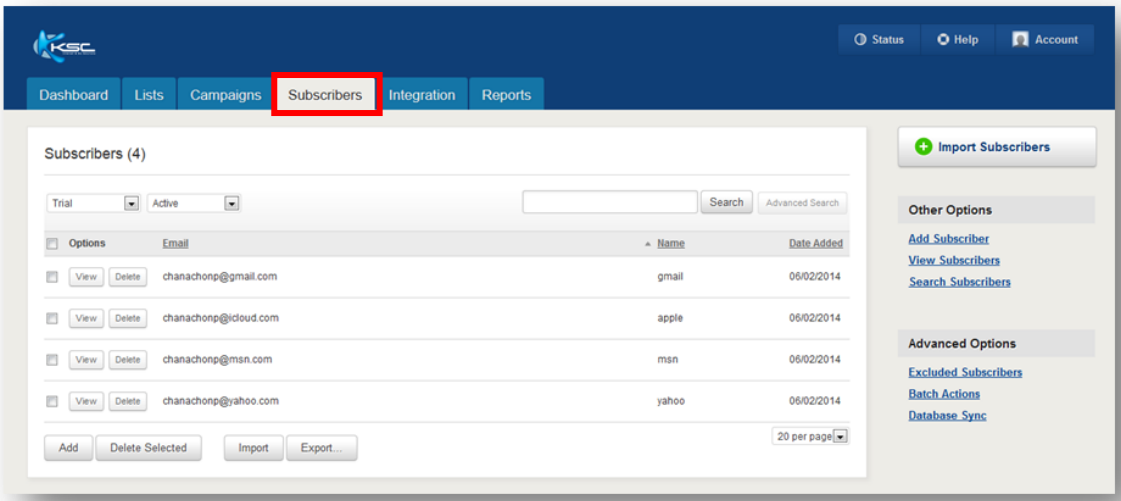


Picture 31: Lists menu

The **"Lists"** menu contains;

Search	Search for the target list.
Import	Import more subscribers.
Fields	Edit fields in list.
Automations	Set update to subscribers.
Forms	Create registration form for list.
Options	Set/ Edit/ Delete list
Add New List	Add new list

8.2 Subscribers menu

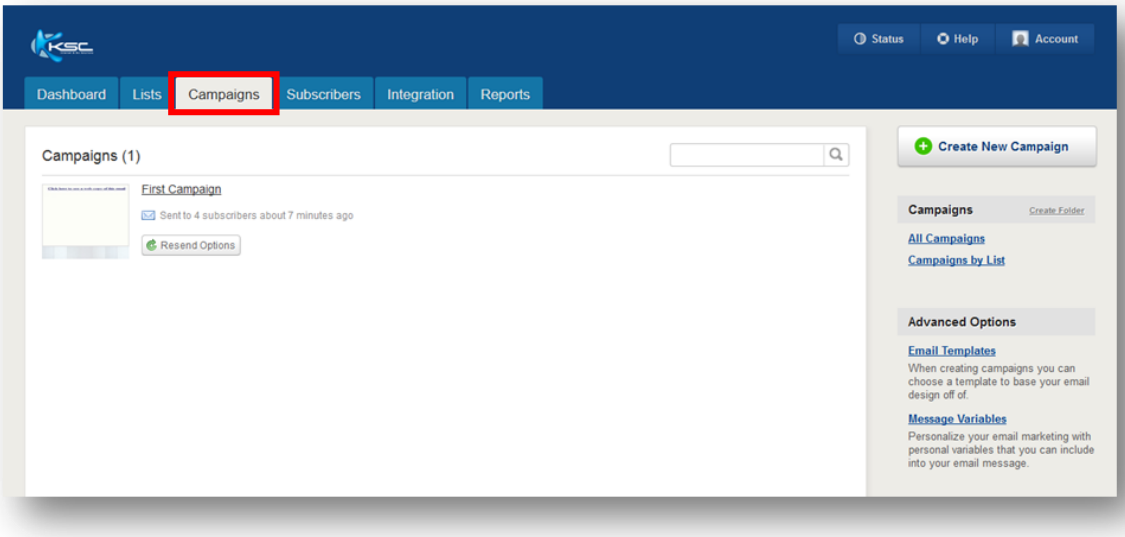


Picture 32: Subscribers menu

In **"Subscribers"** menu, you will find the following sub-menus.

Search	Search for targeted subscriber.
Add	Add a new subscriber.
Delete Selected	Delete a subscriber from the list.
Import	Add subscribers in bulk.
Export	Export the subscribers in bulk.

8.3 Campaigns menu



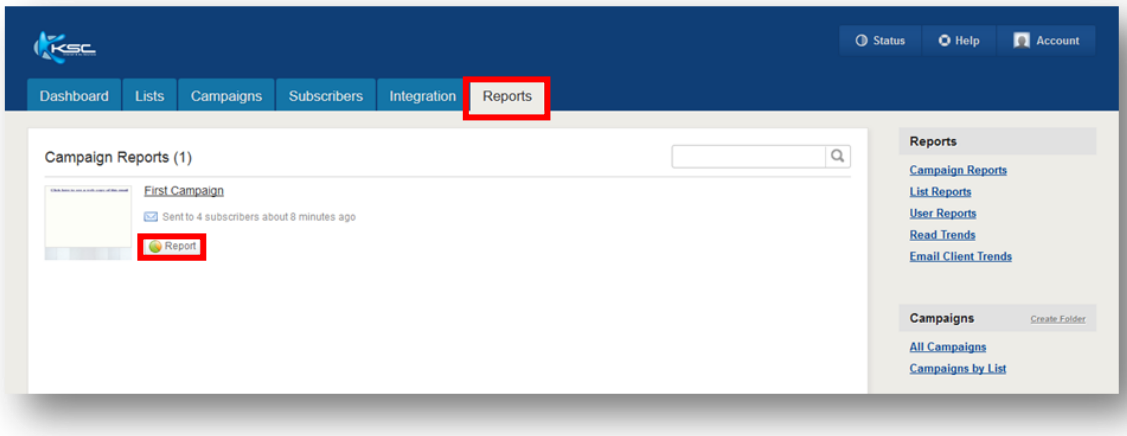
Picture 33: Campaigns menu

The **"Campaigns"** menu consists of;

Search	Search for a campaign.
Create New Campaign	Create a new campaign.
All Capaigns	Show all campaigns.
Campaigns by List	Show campaigns by list.
Email Templates	See existing template or create a new template.
Message Variables	Set personal variables for each campaign.

8.4 Reports menu

When click **"Reports"** menu, the below window will be appeared. Click **"Reports"** button under the campaign that you need its report.

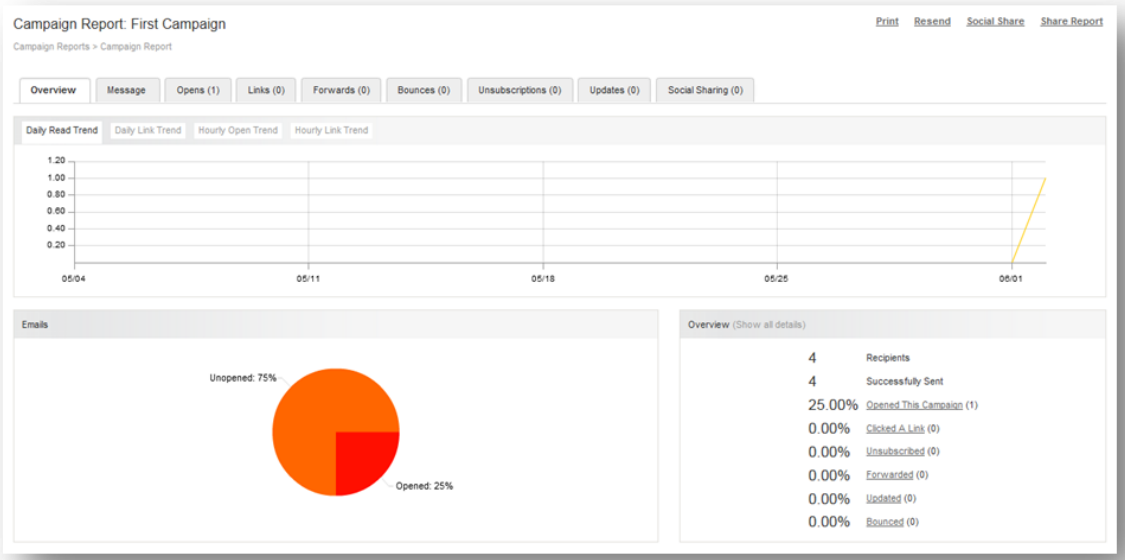


Picture 34: Reports menu

The **"Report"** menu consists of;

Search	Find a campaign.
Campaign Reports	Show report of the campaign categorize to Daily Read Trend, Daily Link Trend, Hourly Open Trend, Hourly Link Trend.
List Reports	Show list reports divided to list.
User Reports	Show summary report of the BuzzMail account.
Read Trends	Show E-mail reading trends.
Email Client Trends	Show client's tool used to open the campaign.

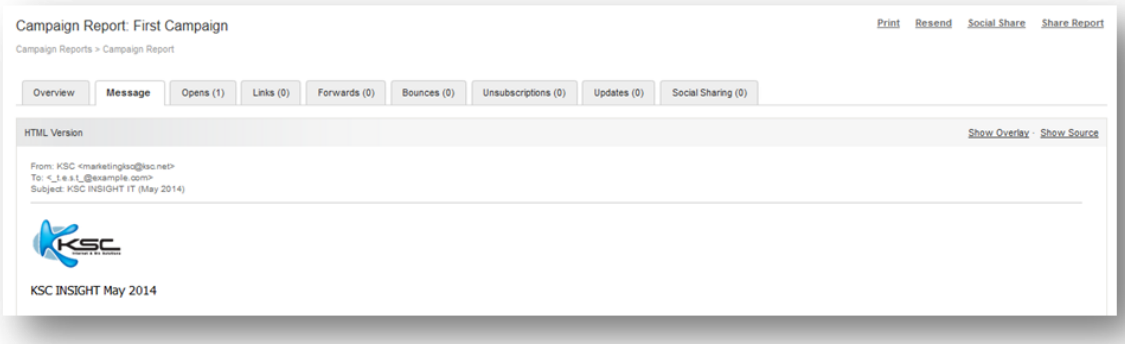
8.4.1 Campaign Report (Overview)



Picture 35: Campaign report (overview)

Daily Read Trend	Show daily E-mail opening statistic.
Daily Link Trend	Show daily link click statistic.
Hourly Open Trend	Show hourly E-mail opening statistic.
Hourly Link Trend	Show hourly link click statistic.
Emails	The pie chart shows percentage of; 1. Yellow sector shows bounced rate. 2. Orange sector shows unopened rate. 3. Red sectors show opened rate.
Overview (Show all details)	Show all details, including; 1. Recipients (number of recipients.) 2. Successfully Sent. 3. Opened This Campaign (number of recipients who opened the E-mail.) 4. Clicked a Link (number of link clicked.) 5. Unsubscribed (number of recipients who wish to opt-out the E-mail communication.) 6. Forwarded (number of recipients who've forwarded the E-mail.) 7. Updated (number of recipients who have updated their information.) 8. Bounced (number of bounced E-mails.)

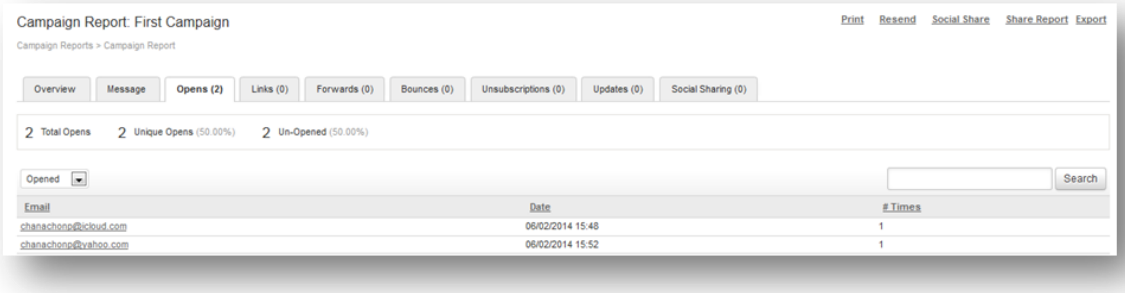
8.4.2 Campaign Report (Message Details)



Picture 36: Campaign report (message details)

Show Overlay	Show the content preview.
Show Source	Show the content source code.

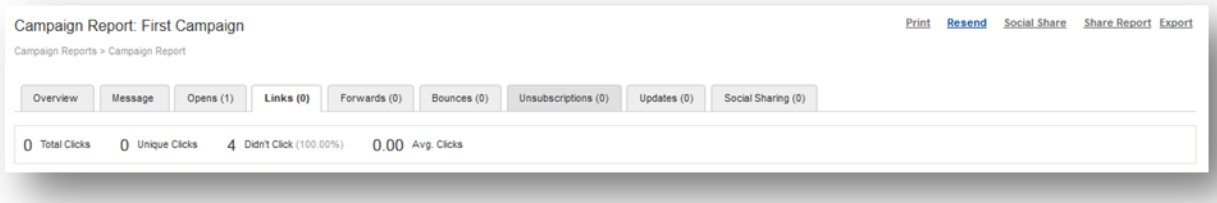
8.4.3 Campaign Report (Opens Details)



Picture 37: Campaign report (opens details)

Total Opens	Total number of recipients who read this campaign.
Unique Opens	Total number of recipients who read this campaign (remove duplicated data.)
Un-Opened	Number of recipients who haven't opened this campaign.
Search	Search for an E-mail.

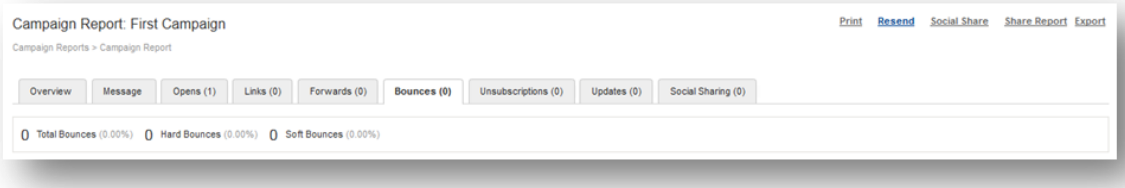
8.4.4 Campaign Report (Links Details)



Picture 38: Campaign report (links details)

Total Clicks	Number of recipients who clicked links in this campaign.
Unique Clicks	Number of recipients who clicked links in this campaign (remove duplicated data.)
Didn't Click	Number of recipients who haven't clicked any links in the campaign.
Avg Clicks	Number of clicks in average.

8.4.5 Campaign Report (Bounce Details)

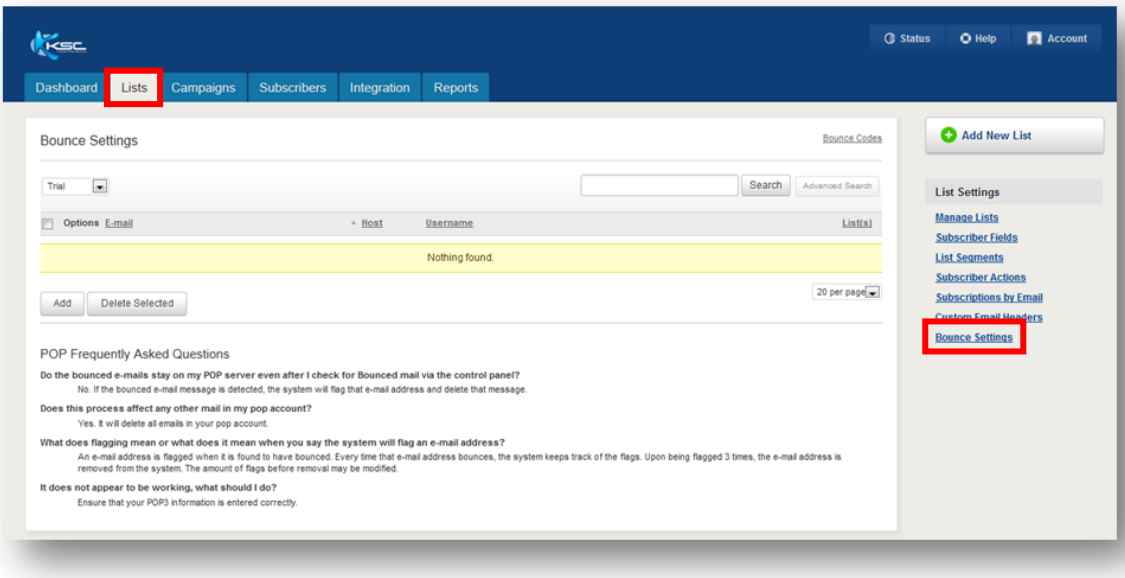


Picture 39: Campaign report (bounce details)

Total Bounces	Show number of E-mails that didn't reach the recipients.
Hard Bounces	Show number of E-mails that didn't reach the recipients with hard bounce status. (Hard bounce means that recipient's E-mail server rejected the message because the recipient has blocked the sender or the sender has sent the spam mails to E-mails in that server.)
Soft Bounces	Show number of E-mails that didn't reach the recipients with soft bounce status. (Soft bounce means that the E-mail can reach the recipient's E-mail server, but it's not delivered because the E-mail address isn't valid or the recipient's mailbox is full.)

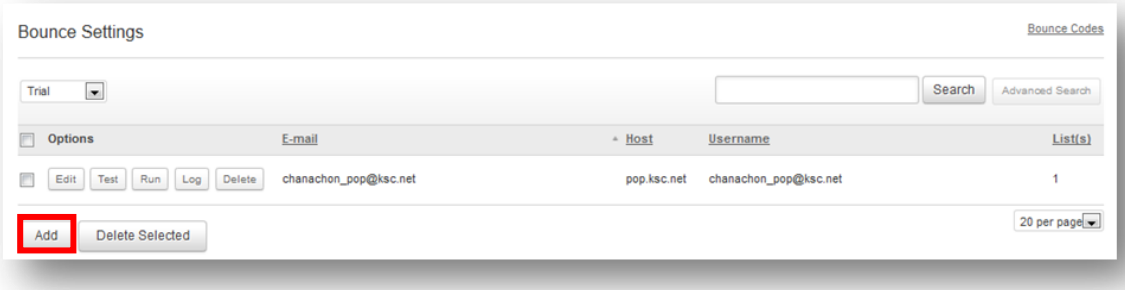
9 BOUNCE SETTINGS

The user can set the reply-to E-mail address for bounced E-mails by going to **"Lists"** menu and choose the sub-menu **"Bounce Settings."**



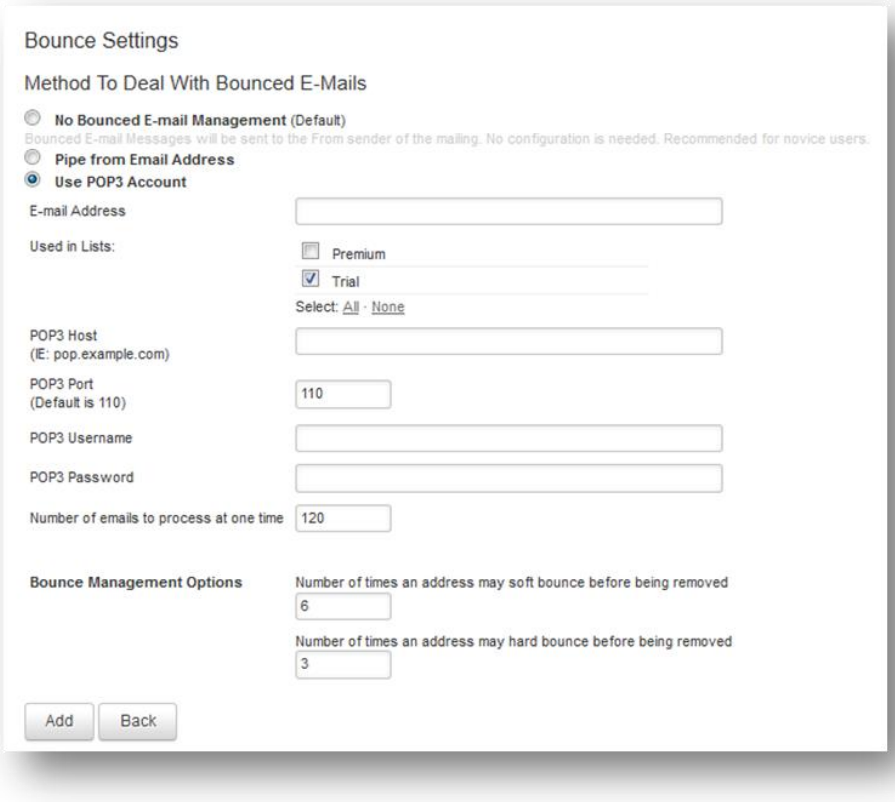
Picture 40: Bounce settings

Click **"Add"** button to add E-mail address for bounced E-mails.



Picture 41: Add E-mail address to receive bounced E-mails

Fill in the details.

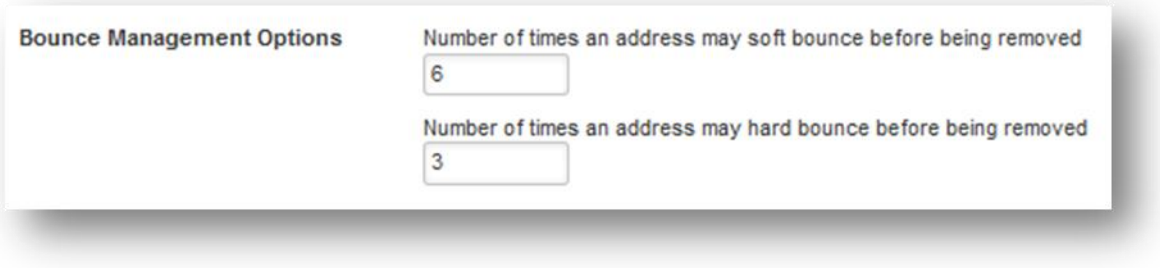


Picture 42: Details of bounce settings

Method to Deal with Bounced E-mails	Choose how you'd like to deal wih the bounced E-mail. (Option 3 is recommended) 1. No Bounced E-mail Management. 2. Pipe From E-mail Address. 3. Use POP3 Account.
E-mail Address	E-mail address to receive the bounced E-mails.
Used in Lists	Choose the recipient list that you would like the undelivered E-mails to be sent back to the E-mail address set.
POP3 Host	Identify POP3 server.
POP3 Port	Identify POP3 port.
POP3 Username	Identify POP3 username.
POP3 Password	Identify POP3 password.
Number of email to process at one time	Identify number of E-mails to process at one time.
Number of times an address may soft bounce before being removed	Identify number of times an address may soft bounce before being removed.
Number of time an address may hard bounce before being removed	Identify number of times an address may hard bounce before being removed.

"Bounce Management Options" is to set how many times the E-mail is returned from one subscriber before the subscriber's E-mail address will be deleted from the list.

See picture below, Soft Bounce is set as 6, so if the E-mail is returned with soft bounce status accumulated for 6 times, the system will delete that E-mail address from the list.



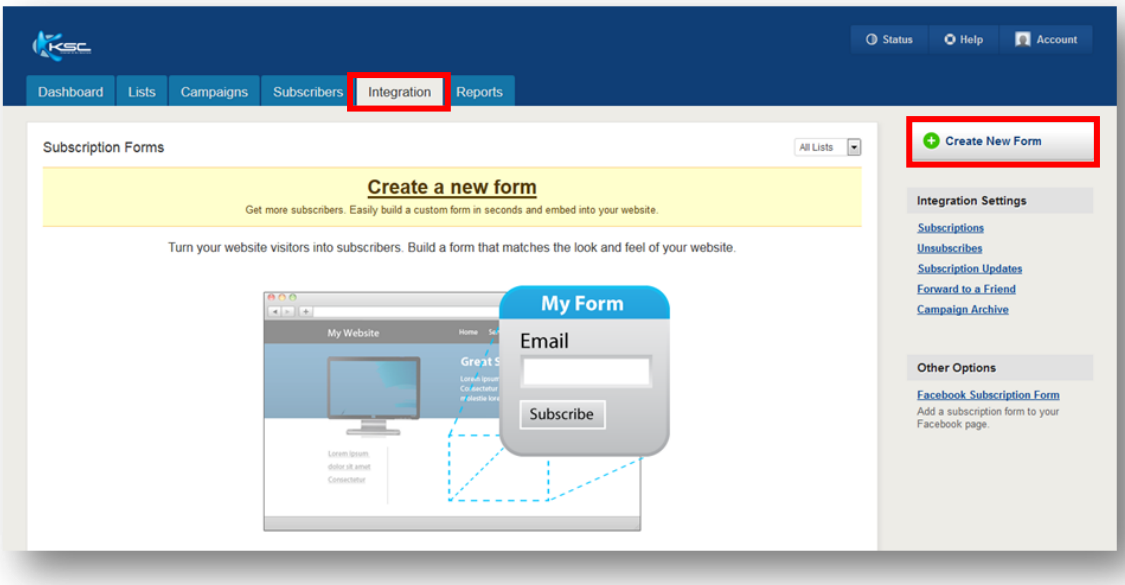
Picture 43: Bounce management options

Hard Bounces	Show number of E-mails that didn't reach the recipients with hard bounce status. (Hard bounce means that recipient's E-mail server rejected the message because the recipient has blocked the sender or the sender has sent the spam mails to E-mails in that server.)
Soft Bounces	Show number of E-mails that didn't reach the recipients with soft bounce status. (Soft bounce means that the E-mail can reach the recipient's E-mail server, but it's not delivered because the E-mail address isn't valid or the recipient's mailbox is full.)

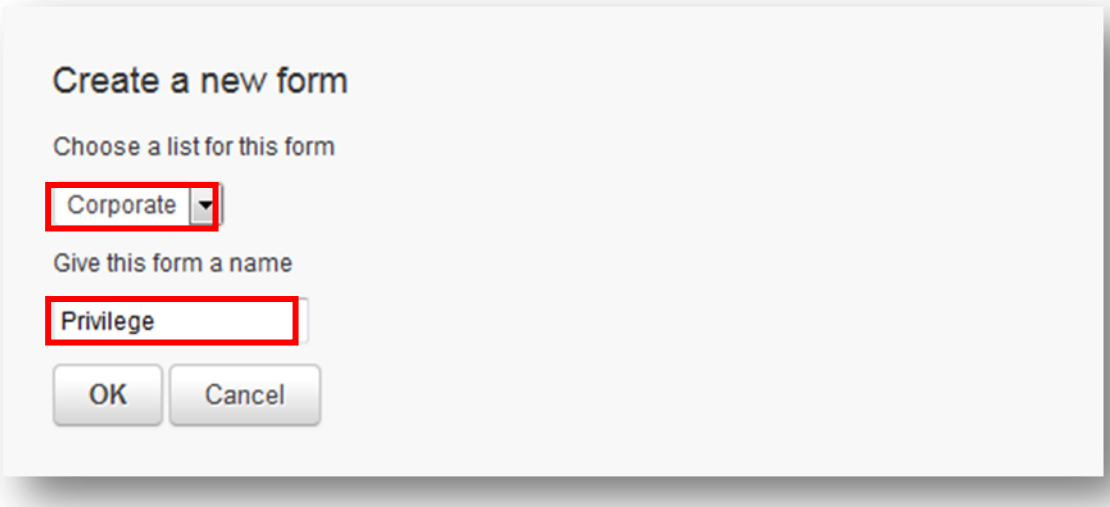
10 INTEGRATING WITH WEBSITES

ท่านอาจต้องการให้สามารถสมัครสมาชิกบนเว็บไซต์อื่นได้ ซึ่งทำได้โดยการฝังฟอร์มการสมัครบนเว็บไซต์นั้นๆ โดยตรง วิธีการสร้างฟอร์มคือคลิกที่เมนู **"Integration"** และคลิก **"Create New Form"**

You may create subscription form on other websites, start from click **"Integration"** menu then click **"Create New Form"** button.

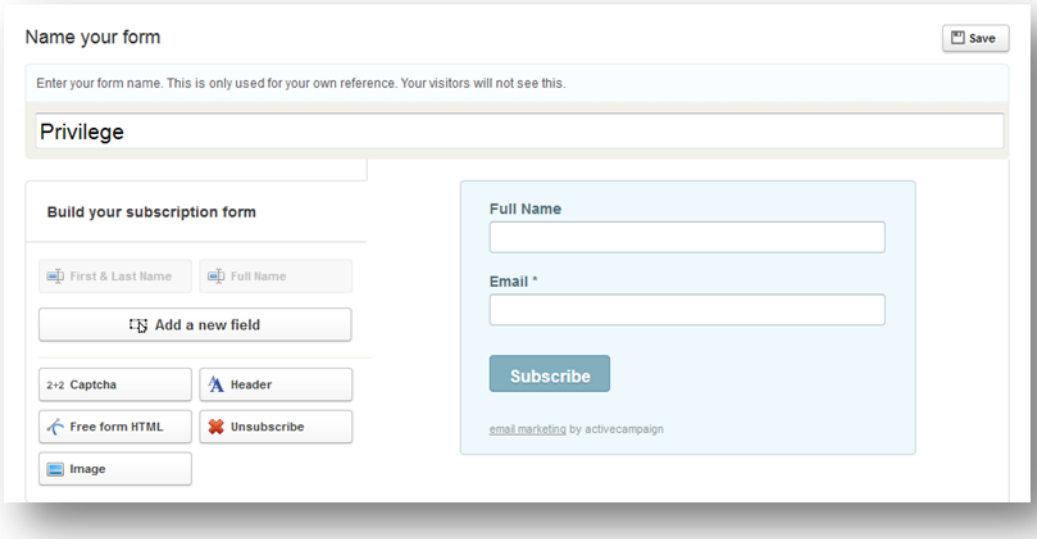


Choose list you need to create form, and name the form.



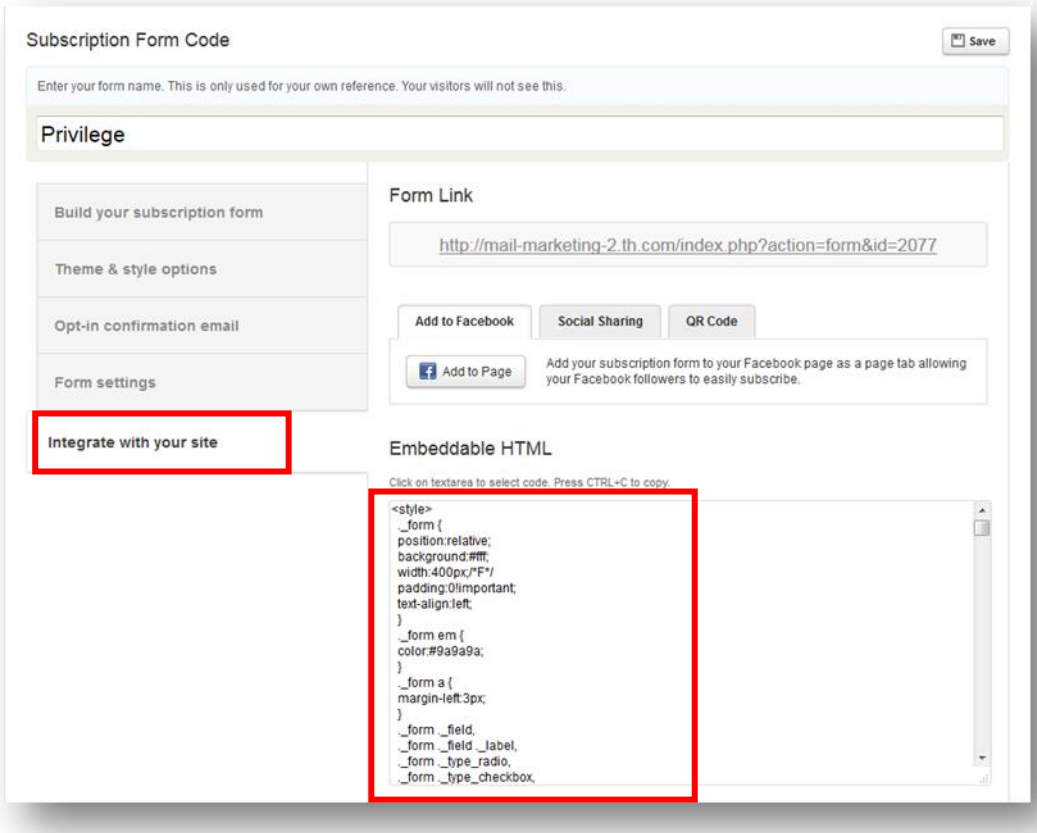
Picture 44: Creating subscription form

You can also set additional details or customize the form according to your needs.



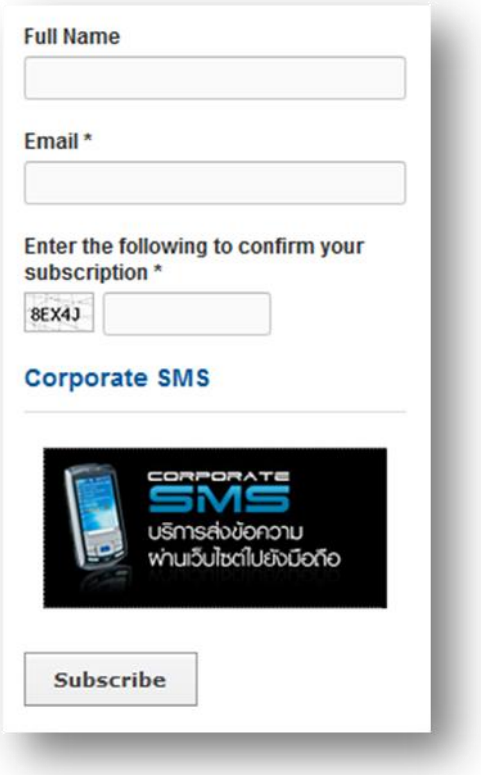
Picture 45: Additional details page

Click **"Integrate with your site"** menu, copy HTML code under Embeddable HTML then paste to the website that you want to attach the form.



Picture 46: HTML code of subscription form

The below screenshot shows how the Subscription Form looked on the website (you can customize this form.)



Picture 47: Format of subscription form on website