

# Email Marketing

User Guide





# Email Marketing User Guide

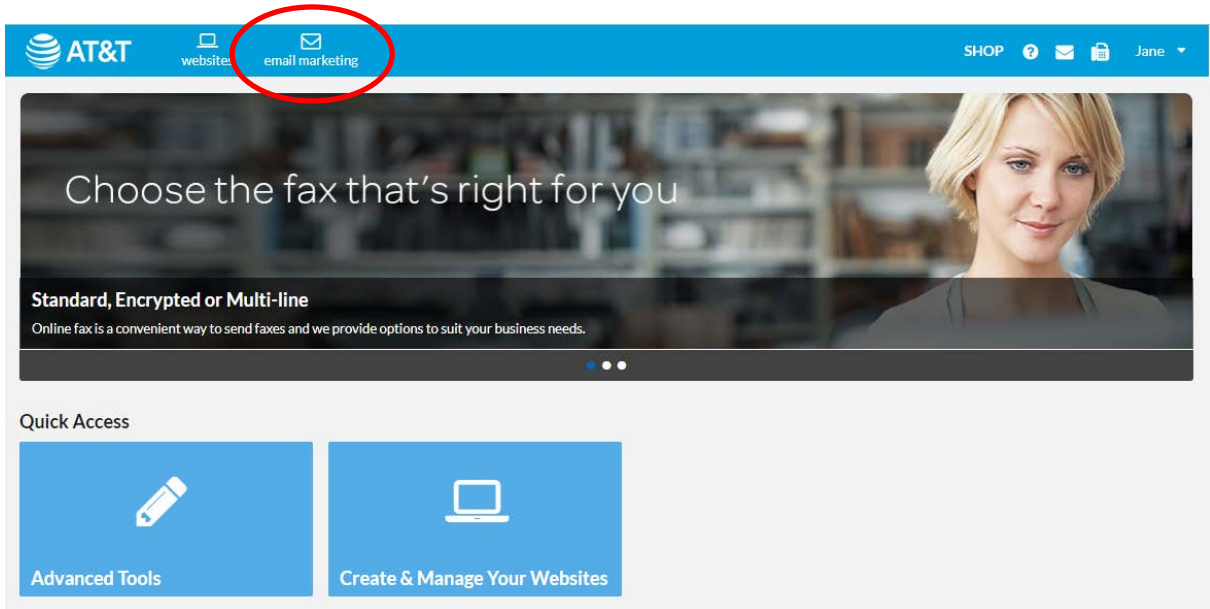
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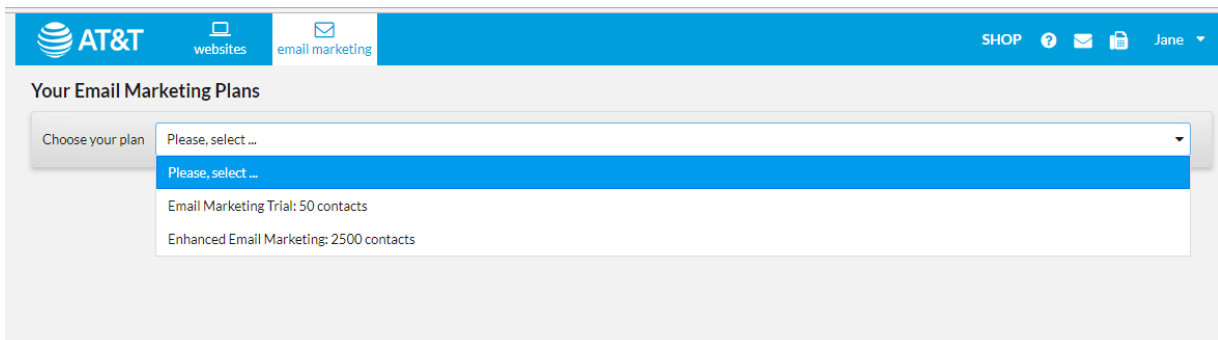


# 1 Locating your Email Marketing Application

Once you have logged on to your Online Presence Portal, you will see the Email Marketing Application in the upper left corner of the blue task bar. Click on the Email Marketing Application to launch.



If you have multiple plans on your account, you will need to select the plan you would like to work with.

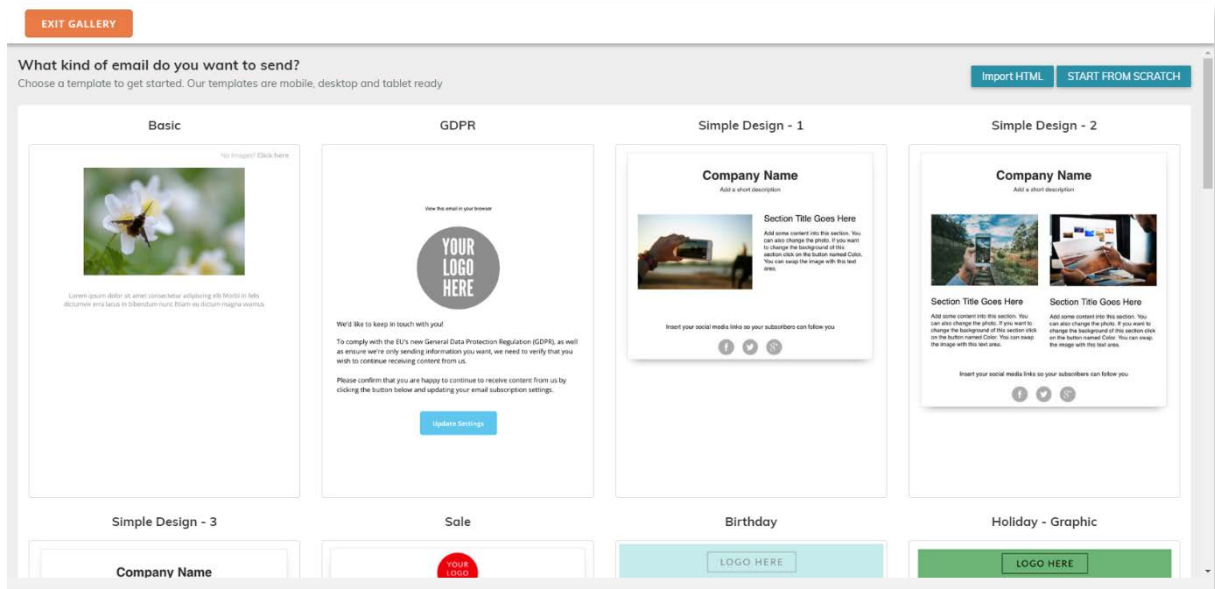




## 2 Start from the beginning

1. Select "Get Started- Create an Email"
2. Choose a template you like and start building your email

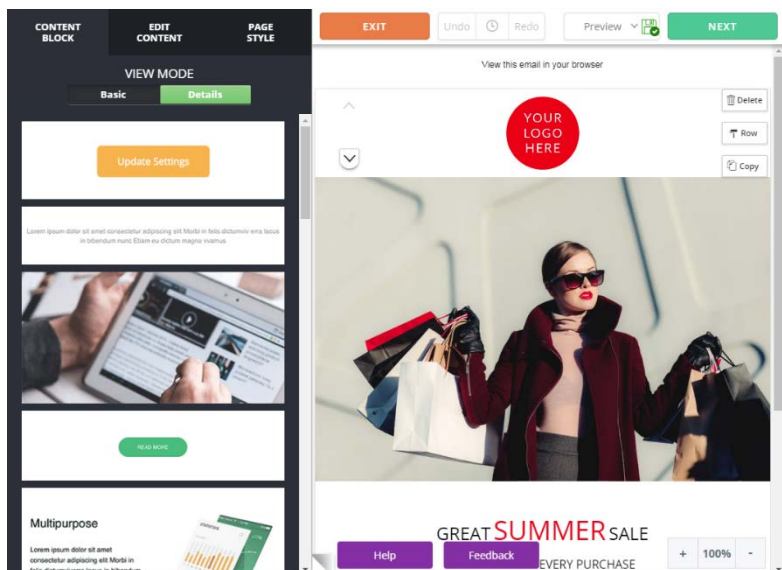
**\*\*If you already have an email in HTML please refer to section 4 of the guide\*\***



**\*\* You can also choose "Start from Scratch" to begin building a brand new email campaign from a bare template.**

### 2.1 Getting to know your email builder

#### 2.1.1 Content Block



The left sidebar provides a view of the content for each section of the email

You can choose between basic and details view mode.

**Basic:** Shows thumbnail of section layout without any text/images

**Details:** Shows layout of section with text/images showing



1. Hover over the section you want to add to your email
2. Select "click to insert"

## 2.1.2 Edit Content

Use this tab to edit copy, add images and arrange the placement of your blocks.

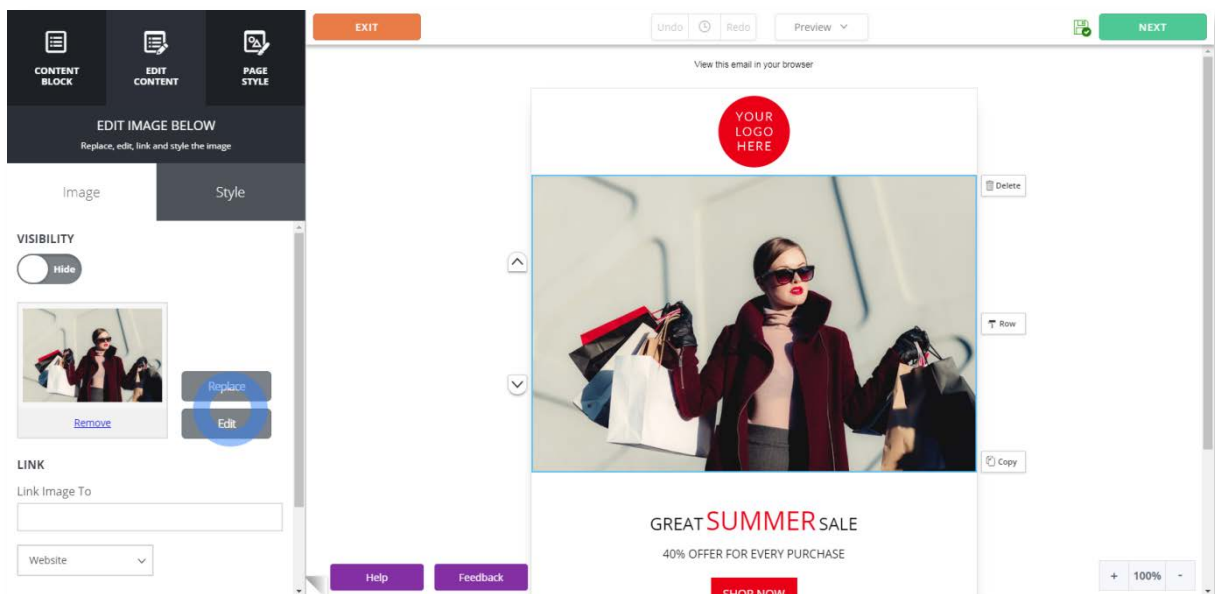
### EDITING OPTIONS

When in edit mode, you'll notice pop-ups next to the content in your email. You can select one of the buttons to change the background color of an image or section, delete it, copy it or change the image altogether.

To make changes to the content in your email, simply click and the left sidebar will open a menu to edit and make changes to the content you've selected. You can easily make change pictures, colors, text, buttons by simply clicking on it in the viewer.

### TO CHANGE THE IMAGE:

1. Hover your mouse over the photo



2. Select "click to edit" or double-click the photo
3. You will have the option to "replace" or "edit" the photo on the left sidebar as well. Make sure it is pictured in the thumbnail to ensure you're editing the correct photo
4. You will be redirected to a different screen where you can choose from the list of options:
  - upload your own image
  - browse free stock images
  - browse free graphics
  - browse saved images.





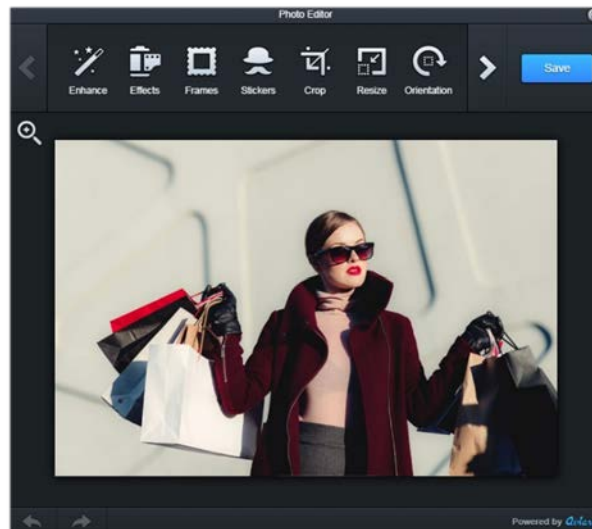
**Note:** To go back without adding a new image select the "x" to return to your email as you left it

5. Make your selection and choose the image file you would like to import by clicking on the image and selecting "import". The image should appear in the container you chose to edit

6. If you select "edit", the image will appear in the photo editing tool where you can enhance it, choose a filter/effects, crop it and more

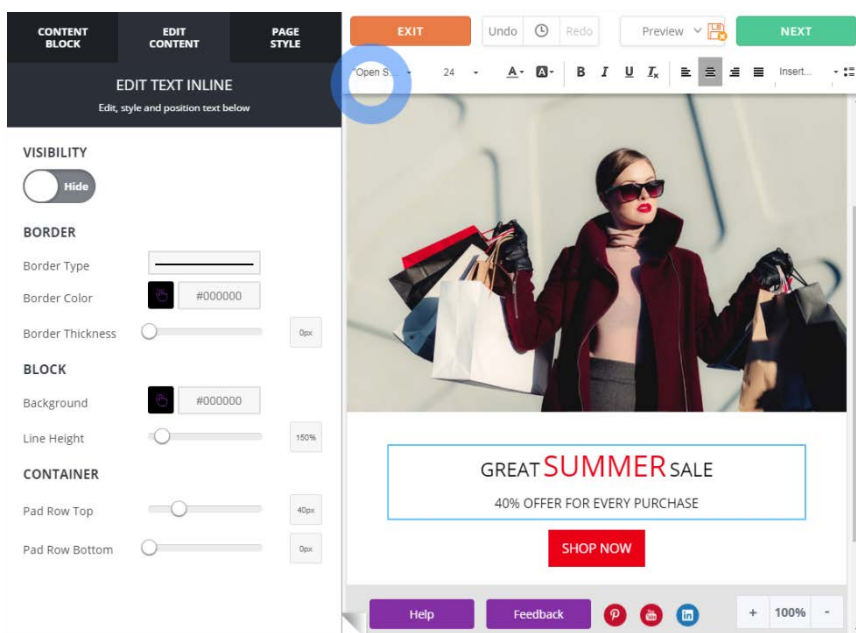
**Some of the photo editing features include...**

- Enhance
- Effects
- Frames
- Stickers
- Resize
- Orientation
- Focus
- Brightness
- Contrast
- Saturation
- Sharpness
- Splash
- Text



7. Once you're finished, select "save"

## To change the text:



1. Hover over the text block

2. Select "click to edit" To edit the buttons within a block

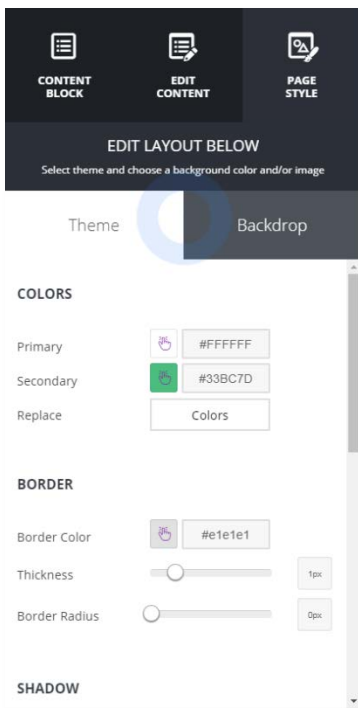


## Text Editing Tools

When the text box is highlighted blue, type in your own copy. You can edit with the top navigation bar (pictured above). You can also copy, delete or change the background color of the text by hovering over the block you want to edit and choosing from the options (click to edit, copy, change color, delete)

Use the left sidebar to edit text inline (i.e. changing the border type, color and thickness; line height and color of the block; pad row top and bottom in the container)

### 2.1.3 Page Style

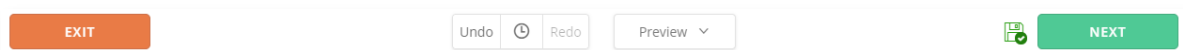


Here you can select the color, border and font displayed in your email. If you know the color code you would like to add, you can enter it in manually.

By clicking on background, you can choose either a color or pattern for the entire background of the email.

### 2.1.4 Viewing your Email

At the top of your email draft in the editor, you'll notice the following menu:



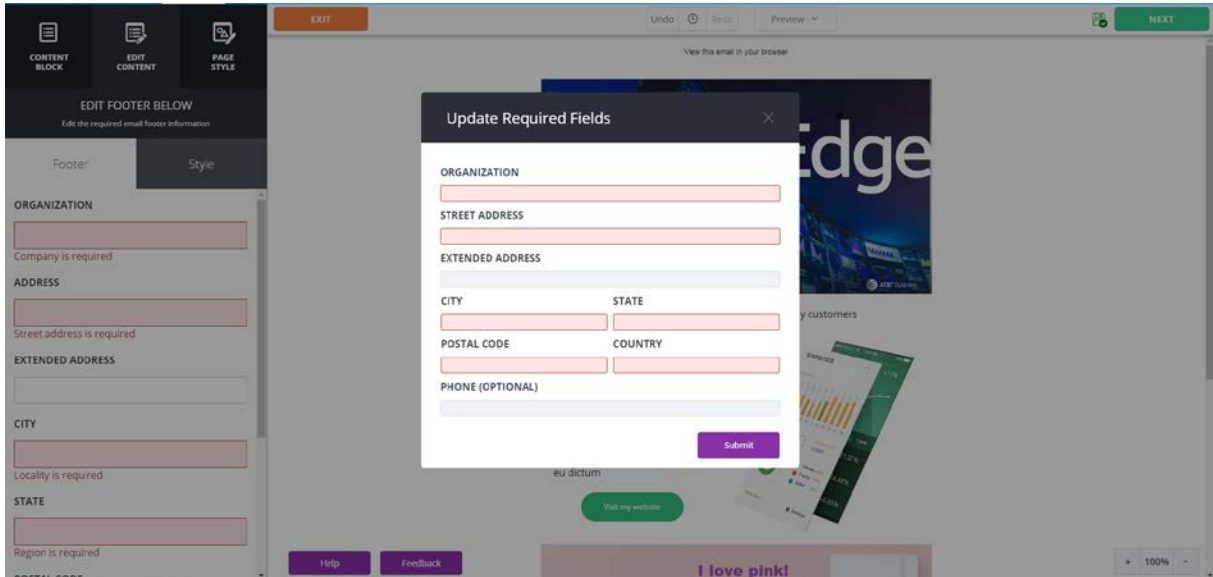
From here, you'll have the option to:

- **Exit** the screen and go back to your main dashboard by selecting "exit"
- **Undo/Redo** any changes you want to revert or bring back
- **Preview** the email in your browser (with option to view in desktop, mobile or tablet mode), send yourself a test, or send a test kit
- **Save** without sending
- **Next** to continue creating your campaign



# 3 Building Your Campaign

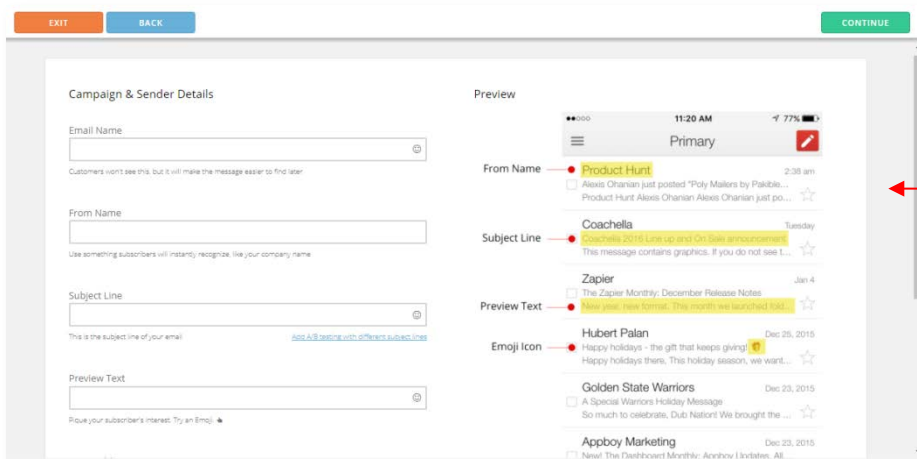
1.Fill out the required fields with your organisation information.



2. Once you are finished with the final touches of your email, select next and fill out your "Campaign & Sender Details".

3. Fill out the required information on the page such as: Email Name, From Name, Subject Line and Preview Text. Please note that there might be some information already filled out. It's important to replace the fields with correct information as to whom the email is being sent from, where to receive replies and other important information.

*\*On the right you'll notice an image that shows you where this text will appear in the email\**



4.Select "continue" to move on to the next step





## 3.1 A/B Subject Line Testing

Campaign & Sender Details

Email Name  
  
Customers won't see this, but it will make the message easier to find later

From Name  
  
Use something subscribers will instantly recognize, like your company name

Subject Line  
  
This is the subject line of your e-mail

[Add A/B testing with different subject lines](#)

Preview Text  
  
Pique your subscriber's interest. Try an Emoji. 🍌

You have the option to test two different subject lines in one email campaign.

In the campaign and sender details section,

1. Select “add A/B testing with different subject lines”

2. You'll notice the option to type in two separate subject lines

3. Click “continue” to proceed with adding your recipient list

Campaign & Sender Details

Email Name  
  
Customers won't see this, but it will make the message easier to find later

From Name  
  
Use something subscribers will instantly recognize, like your company name

Subject Line A

Subject Line B  
  
75% of the contacts will receive the most popular subject line

[Disable A/B subject lines](#)

Preview Text

**Note:** The system will send to 25% of your selected list (12.5% → A, 12.5% → B). Based on the better performing subject line, the app will automatically send emails with the more successful subject line to the remaining 75% of the email list.

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## 3.2 Adding Recipients

You have the option to choose from a previously existing email list, add the recipient(s) manually or import from a file.

The screenshot shows a campaign configuration interface with two main sections: "Who will receive this campaign?" and "When to send campaign?".

**Who will receive this campaign?**

- Buttons: "Email Lists", "Add Manually", "Import from File"
- A large empty text area for manual entry.
- Text: "Save these addresses as a contact list" with a dropdown menu "Select One".
- Button: "Save List"

**When to send campaign?**

- Radio button: "Send Now" (selected)
- Radio button: "Schedule it"
- Date: "Date:" with dropdowns for "Jul", "3", and "2018", and a calendar icon.
- Time: "Time:" with dropdowns for "2", "50", and "PM".

### 3.2.1 Email Lists

If you have already created an email list group, you will have the option to select it here. If you have not created a list yet, you can create one using these options.

1. Go to the **Contacts** section and select, "create new list".
2. Give your list a name and check the box to confirm whether you want to allow people to sign up for the list.
3. Select, "next".

The screenshot shows a dialog box titled "Create an email list" with a close button (X) in the top right corner.

Form fields:

- Text input: "Name your list"
- Checkbox: "Allow people to sign up for this list" (unchecked)

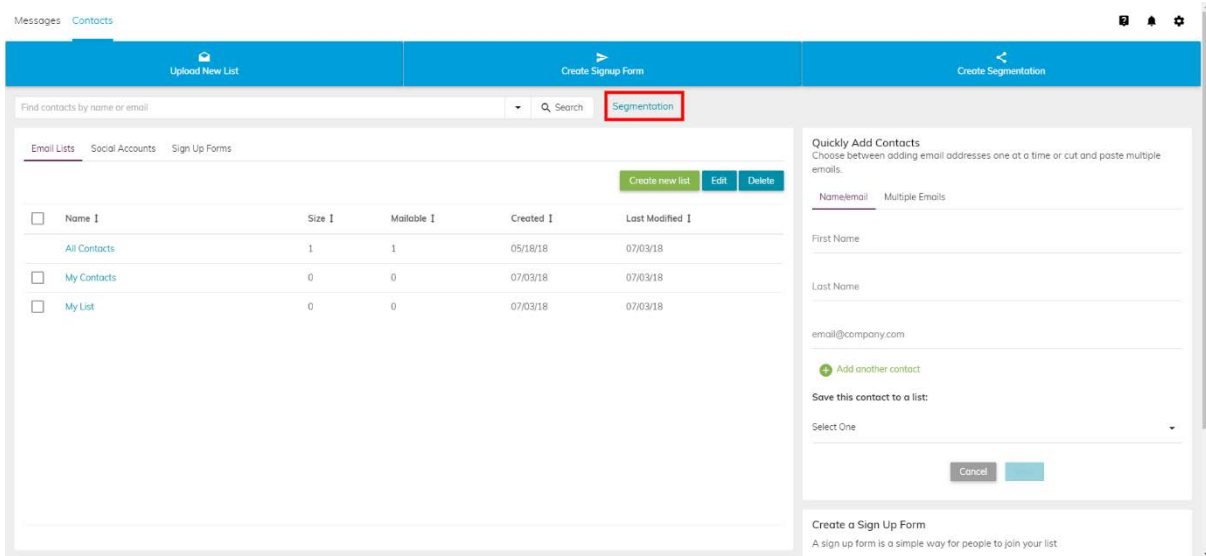
Buttons at the bottom:

- "CANCEL" (grey)
- "NEXT" (teal)



### 3.2.1.1 List Segmentation

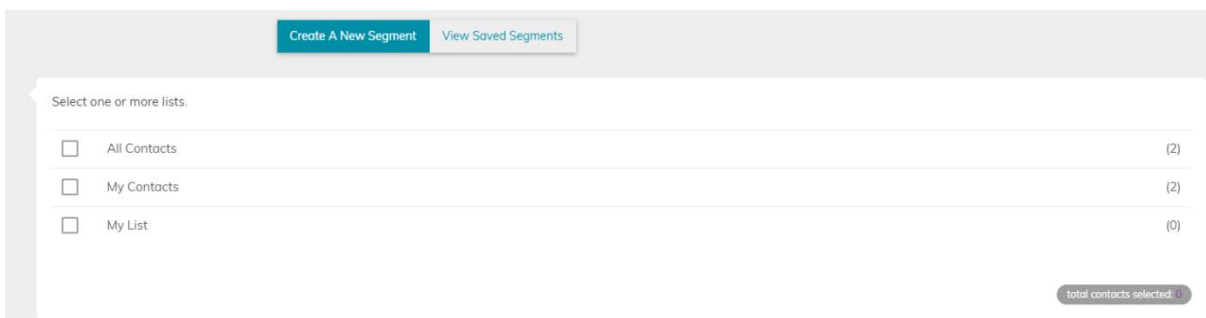
Once you have created a list, you can also add segments to the contacts in it. To do this, select “Segmentation” under the **Contacts** section.



UNDER CREATE A NEW SEGMENT, FOLLOW THESE STEPS:

Once you have created a list, you can choose one or more to add to the new segment you are creating. After creating a new segment, you can view it under **View Saved Segments**.

1. Select from the options “All Contacts” or a previously created list. If you choose “All Contacts”, you cannot select it again in Step 4 of the segment process.



2. Choose “Any” or “All” for the Contacts matching criteria.

**Note:** Any indicates that any contacts the selected conditions can be applied to will be added to the segment. All indicates that only contacts that meet all conditions specified will be added to the segment. Example: for conditions A, B, C ANY indicates A, B or C while ALL indicates A, B and C.



3. Choose from the following conditions to apply to the list segment. Starting with actions or performed, fields or labels and choose, one of the **email type** options with a date range.

4. If you have selected one or more lists (exclusive of “All Contacts”), you can select “Create a New List”. This will create a list segment with both contact lists included. If you have chosen “All Contacts”, you cannot select it here because it is the Master List. If you only selected one list in the first step, simply select it again here.

5. If it is a new list, select “Save List”.

6. Last, select “Create”.



## 3.2.2 Quick Add Contacts

In the **Contacts** section you'll notice a form to "Quickly Add Contacts" where you can type in the contact name and email address and add it to one of your exist lists.

You have the option to add new names and contacts one by one.

To add multiple email addresses, select the **Multiple Emails** tab, choose the list you want to add the emails to and select "save".

### Quickly Add Contacts

Choose between adding email addresses one at a time or cut and paste multiple emails.

**Name/email**    **Multiple Emails**

---

First Name


---

Last Name


---

email@company.com

---

 [Add another contact](#)

**Save this contact to a list:**

Select One 

---





## 3.2.3 Add Contacts Manually

SAVE & EXIT SEND EMAIL

Who will receive this campaign?

Email Lists Add Manually Import from File

Type or paste up to 50 email addresses here (separated by commas or line breaks)

Save these addresses as a contact list Select One Save List

When to send campaign

Send Now

Schedule it

Date: Jul 3 2018

Time: 3 35 PM

1. To add the recipients manually, select “add manually”

2. Type in the email addresses one by one, and hit space to start typing the next address

**Note:** If you accidentally type in the same email twice, you will be notified of the error and the email will not be added

3. Once you're finished adding the recipients, give the list a name and select "save list" to use it again in the future or add the new contacts to an existing list

## 3.2.4 Import from File

Who will receive this campaign?

Email Lists Add Manually Import from File

First, name your new contact list

1 Enter list name

Then, choose a file to upload

2 Choose File

We accept the following formats: .xls, .xlsx, .csv or .txt.

When to send campaign

Send Now

Schedule it

Date: Jul 3 2018

Time: 3 35 PM

1. Enter a list name and select “next” or choose a list to add the new contacts to

2. On the **Add Contacts** screen, select “upload file” and choose an attachment from your computer with the names, email addresses of the recipients, and any other custom fields you want to add.



**Note:** the file format has to be .txt, .csv, .xls, or .xlsx format – csv is recommended

3. You will be taken to a page where you can map your contacts, there are pre-set mapping categories (i.e. name, email address) but you also have the option to create your own

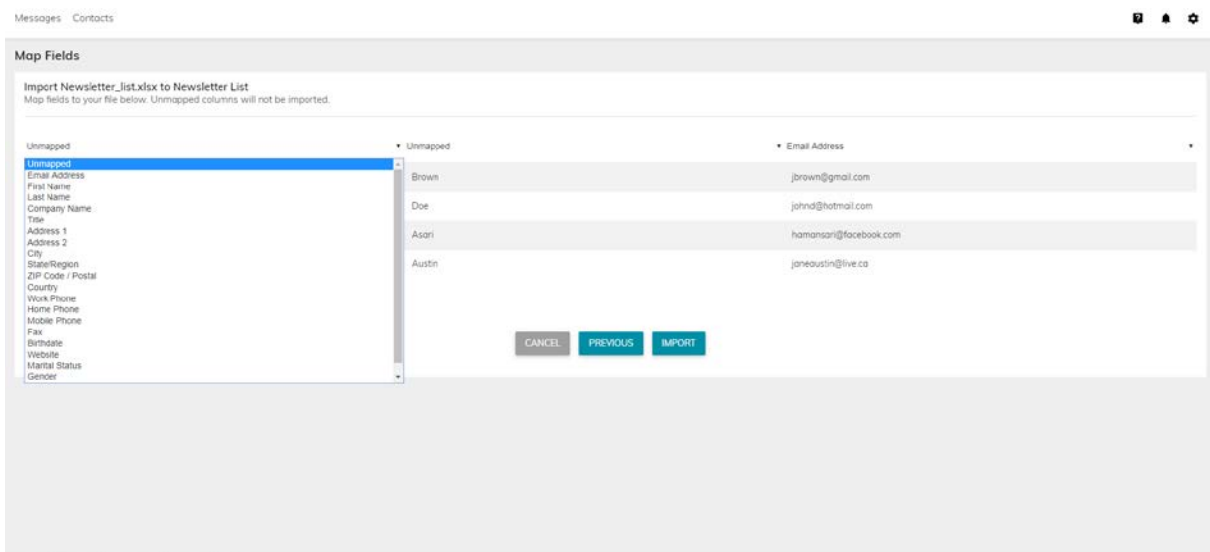
**Note:** The email address field is required to proceed

4. Select, "import" to complete this action. Depending on the size of the list, it may take some time to process all of the contacts in your file

5. Once this is complete, you can save the list

### 3.2.4.1 Mapping Fields

Mapping fields in your email will allow you to send personalized and engaging emails. If you have already prepared a file with fields mapped, the tool will ask you to confirm them in the mapping section. You can also choose fields in advance or set custom fields.



## 3.3 Import from Email

If you have an existing contact list in your email, you can import it to the tool. Email providers supported currently are Gmail, Yahoo, Outlook, AOL and Constant Contact.

## 3.4 Timing Your Campaign

You have the option to send your email right away or schedule it for a later date and time.



## When to send campaign

Send Now

Schedule it

Date:

Jan 11 2018

Time:

12 45 PM

Submit – Success! Your email will be delivered shortly.

Messages Contacts

**Success!**  
Your email will be delivered shortly.

**Recommended Next Step:**  
Reach more of your customers by re-sending your original email to contacts who did not open the first one.

**Original Email**

Original email subject line **QUEUED**  
for 07/03/2018 at 3:31pm

**Your Newsletter**

**Follow-Up Email**

Send Follow-Up Email **SCHEDULED**  
for 07/06/2018 at 3:35pm

3 - + days after original email is sent [Custom timing](#)

Follow-Up Email subject line [?](#)

Enter a new subject line

**Why create a Follow-Up Email?**

Increase your open rate by 30% by resending the same email to contacts who missed your first one.

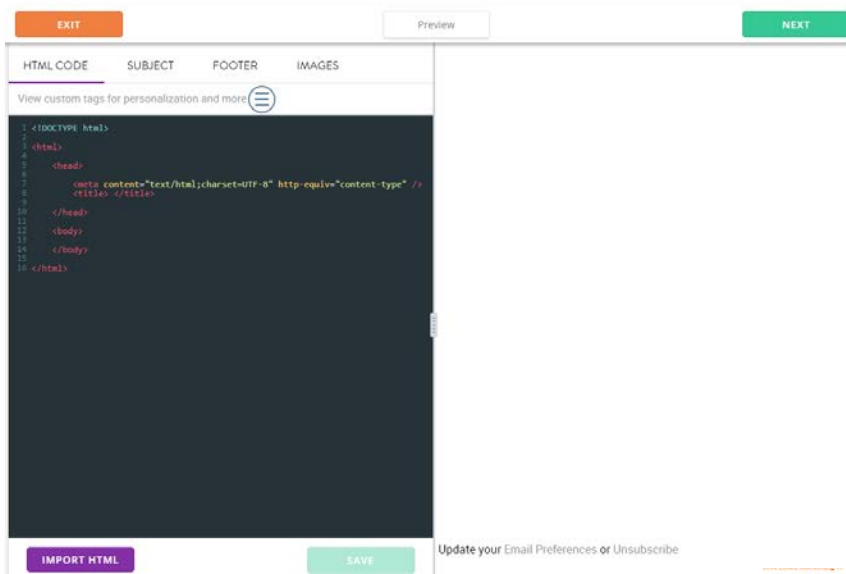
[SKIP THIS STEP](#) [SCHEDULE](#)



## 4 Import HTML

If you already have an HTML coded email, you can easily copy and paste your code directly in to the VR tool.

1. From the dashboard, under Email Campaign select "create one"
2. On the next page, you can choose a template to edit, create an email from scratch or import HTML
3. Select "import HTML"



3. You can type in the HTML code directly or you can copy + paste existing code you have created for your email

4. Once this is completed, select "save"

5. Next, fill in the subject line and preview text of your email with a "from address" and an email address that will accept replies from the your email list

6. Click the heading or select "save" to move to the next section. Edit the footer with your business and contact information

7. Add images from the image gallery. You can choose from a selection of still images, clipart graphics and/or GIFs

8. You will also be able to upload your own image and save it in the tool in case you want to use it again

9. Follow the same steps (as above) for adding recipients and timing your campaign

HTML CODE SUBJECT FOOTER IMAGES

From Name  
you@yourdomain.com  
Use something subscribers will instantly recognize, like your company name

Subject Line  
This is the subject line of your email  
[Add A/B testing with different subject lines](#)

Preview Text  
Pique your subscriber's interest. Try an Emoji. 🍌

From Address  
nlalany@hostopia.com  
This is the email address that the email is sent from

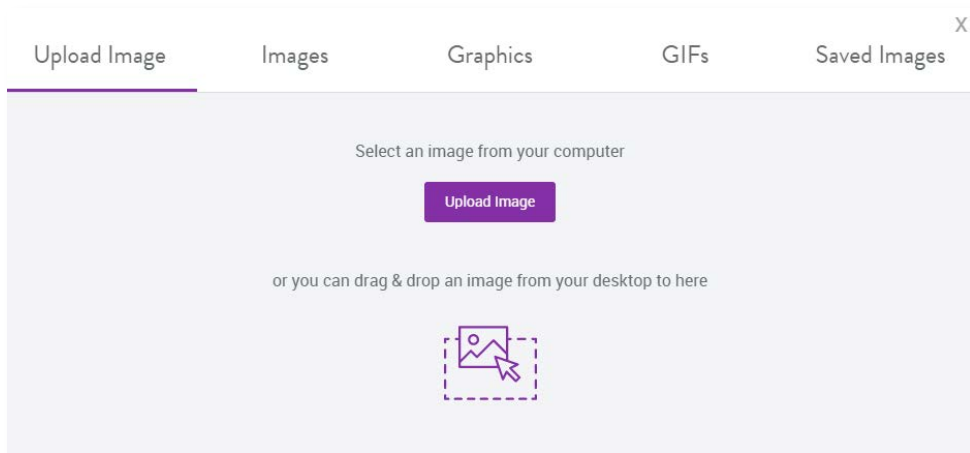
Reply To Email

SAVE



## To upload an image in your html e-mail:

1. Select "upload image" in the **Images** section



2. Choose an image from your computer
3. It will automatically be added to your **Saved Images**



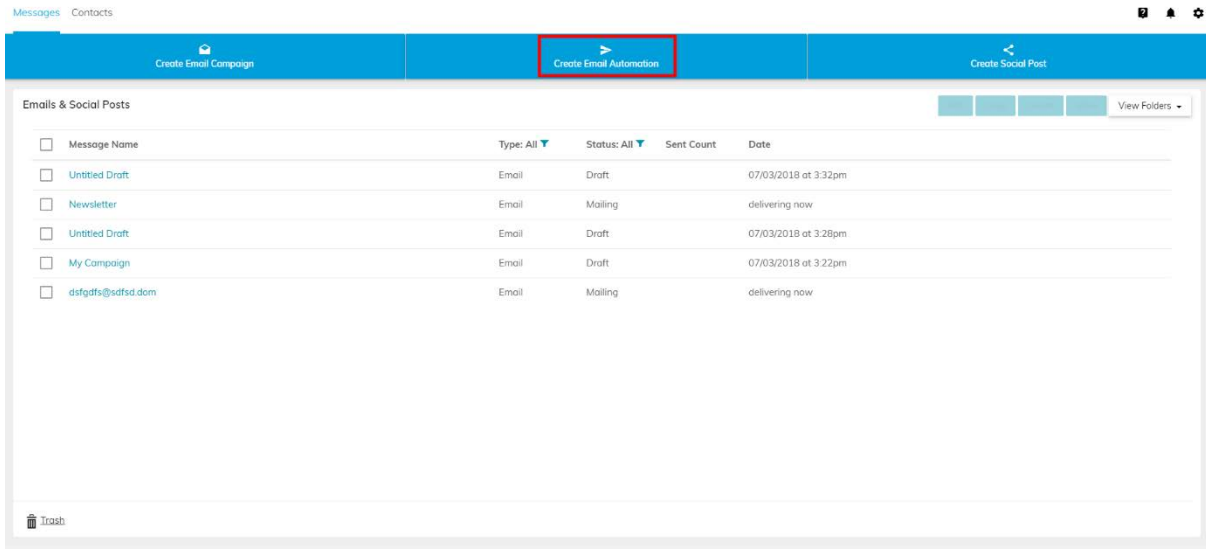


## 5 Email Automation

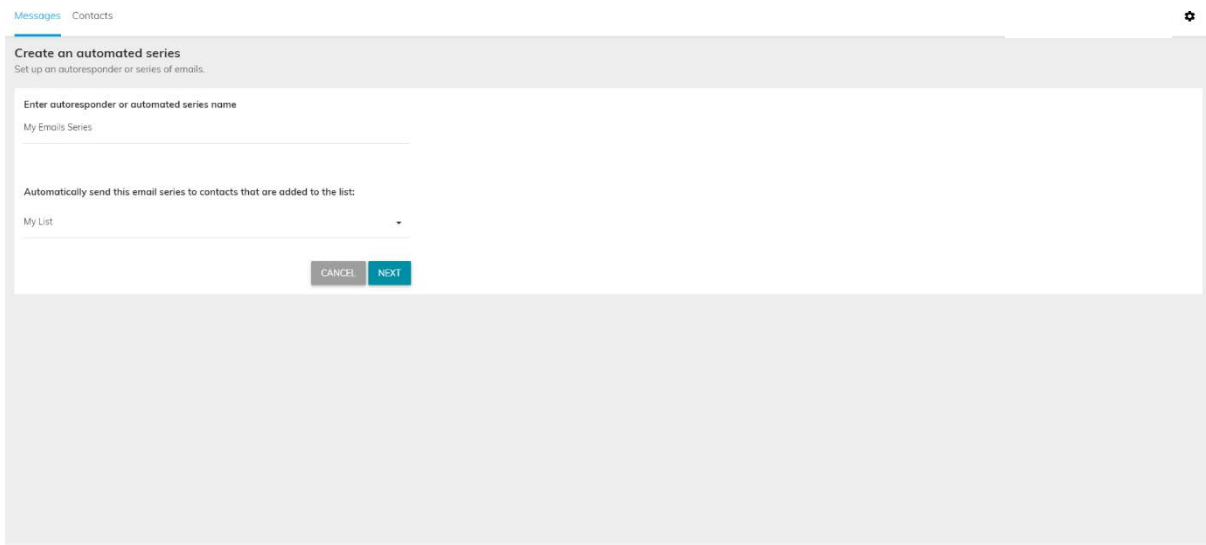
An Autoresponder series is an email set that is sent out automatically based on pre-defined times and dates. You can set up multiple emails to automatically send out to customers, choose the frequency/timing and get creative with different offers and promotions.

TO GET STARTED:

1. On the home screen under **Messages**, select "create one" under **Email Automation**.



2. First, create a name for the Autoresponder and select an email list to send it to. You can choose whether to send it to all contacts, new sign ups only or contacts currently on the list.



3. Next, decide when you would like this email list to receive a message from the series. You can choose frequency based on numbers of days, weeks or hours.



Email

Send email when

joined a list

Time Delay

3

days

days

hours

weeks

Send this email series to con

+ Create Email

4. Select "Create Email" and follow the steps from Section 2 or 3, to create the emails in your series.



5. Once you're finished, you will have the option to add another email to the series. There is no limit on the number of emails that can be in one series.

6. This will take you through same process from Step 1 of this section

7. Next to the email, select "activate" to begin the series

8. Once the emails have been sent out, under **Messages** on the home screen, you can view the reporting stats. This will show number of emails sent, opened and clicked on.



## 6 Social Posting

1. Select "Create Social Post" in the main screen



2. If you have not connected a social account, you will be asked to do so at this time. You can connect your Facebook or Twitter account (**Note:** you must have a personal account connected to your Facebook business page in order to link the account)

3. Once you've signed in, you'll be able to post directly from the VR

4. Use the **Compose a new social post** window to write a message to your followers (if you chose Twitter you'll notice a character limit)



**Camera/Link:** You'll notice the camera and link icon. These will allow you to add links (automatically shortened) or photos to your post

**Post later:** This will allow you to choose a date and time for your post in the future in case you don't want to post right away

### 6.1.1 Connecting Multiple Social Accounts

Yes, depending on the plan you have with VR, you can connect more than one social account. Click the **Contacts** tab

Under the Social Account section, select "Add new account". Once the account is connected it will appear under the list of Social Accounts.



To remove/unlink an account, simply check the box on the left of the account name and select [Unlink](#)

## 6.1.2 Add New Account

1. Go to the **Contacts** section
2. From the list of options in the table, select “social accounts”

Email Lists Social Accounts Sign Up Forms

[Add new account](#)

<input type="checkbox"/>	Type	Name	Followers
--------------------------	------	------	-----------

3. You will see a drop-down menu letting you select which social account you wish to connect

Email Lists Social Accounts Sign Up Forms

[Add new account](#)

<input type="checkbox"/>	Type	Name	Followers
--------------------------	------	------	-----------



# 7 Reporting

## 7.1 Email Reporting

The Email Marketing Reporting tool provides insight into how your emails are working and how subscribers are interacting with your messages.

To view email statistics, go to **Messages** and select the email (by clicking the name) from the list

In the reporting section, you will be able to:

- **View Email** - Preview what your email looks like on different devices by selecting “view email”
- **Share on social** – Create a social post with a link to your email
- **Download Email PDF** - Download a PDF copy of your email
- **Download Reports** - Download the overall stats for your most recent email campaigns
- **Create** – Create a list of Non- and Responders to tailor your Resend Email to target the appropriate audience

Overview Device Geographic Heat Map Domains Compare

Original Email	SENT	OPENS	CLICKS
<b>Red, White and Blue!</b> <small>Sent: 07/03/2018, Tuesday at 12:08pm</small>	72	0	0
Follow-Up Email	SENT	OPENS	CLICKS
<b>Baseball, Beer and Fireworks</b> <small>Sent: 07/03/2018, Tuesday at 12:38pm</small>	35	2	0

Audience Reach Response

**Email**

# 72

Sent

All Contacts

72

Bounces: 0 (0%) [View](#)

**Social**

# 0

Followers

Boost your audience -  
publish your next email to Facebook & Twitter





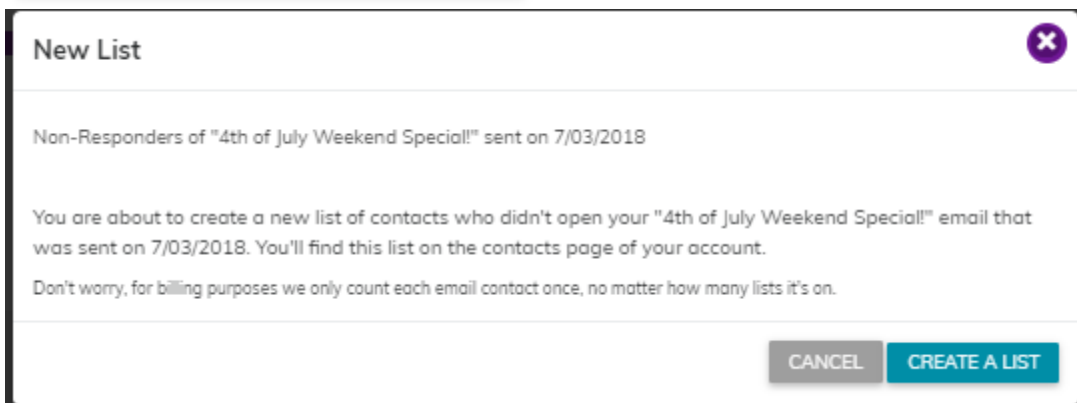
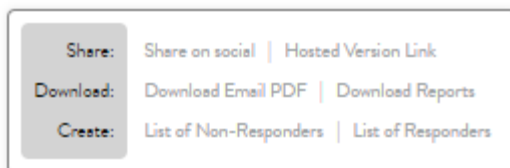
On the statistics page, you will see valuable information about the email campaign you sent.

- **Number of emails** sent
- **Number of followers** on social media channels (only applies to connected accounts)
- **Social media** interactions such as clicks, likes, shares comments, retweets
- Number of **opened emails**
- **Number of clicks** – people who opened the email also clicked on a link shared in the body of the message.
- **Unsubscribes/spam** - how many recipients unsubscribed or report spam

## 7.1.1 Create a List of Responders/Non-responders

### Non-responders

In some cases, customers may notice that some recipients did not open the email (this could be for a number of reasons). If the first email did not capture as many recipients as you had hoped, you can try again by creating a list of the people who did not open the email aka “non-responders”.



1. Select “list of non-responders” next to create
2. You will be prompted to save the new list.

**Note:** if you picked the wrong email or type of list, choose “cancel” and you will return back to the reporting section

#### RESPONDERS

Follow the same process as above, but start by clicking on “list of responders”. This represents the people who have opened and/or clicked on something in the email. Before creating the list, you will be prompted to indicate whether you want the list to include both types of responders (clicks and opens). You can now tailor two different types of email campaigns to non-responders vs responders.



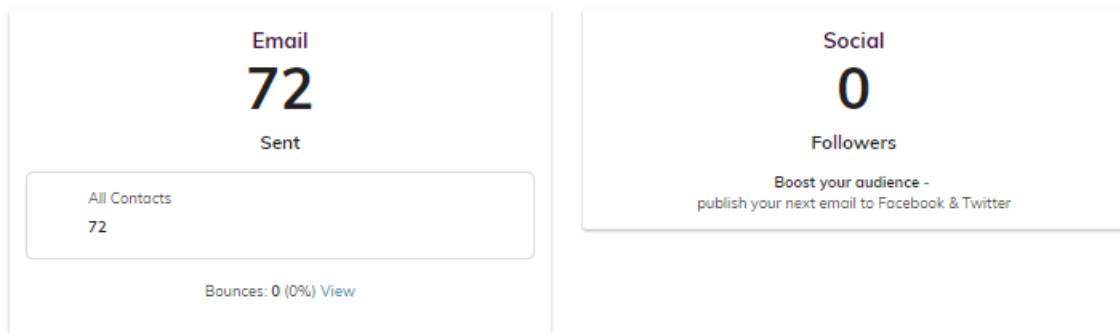
## 7.1.1 Enhanced Reporting Features

Gain valuable, actionable insights from campaigns. Use this information to understand more about your customers and improve your email marketing campaigns by adjusting a message's appearance, subject line, content, or time sent.

Overview Device Geographic Heat Map Domains Compare

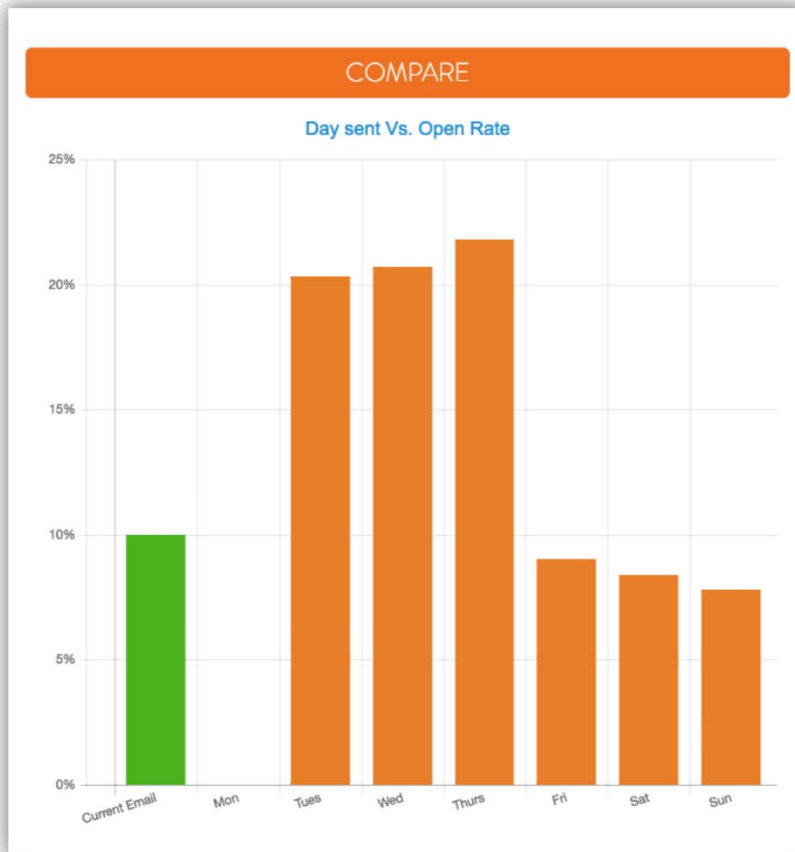
Original Email			
Sent: 07/03/2018, Tuesday at 12:08pm			
Red, White and Blue!	SENT	OPENS	CLICKS
	72	0	0
Follow-Up Email			
Sent: 07/03/2018, Tuesday at 12:38pm			
Baseball, Beer and Fireworks	SENT	OPENS	CLICKS
	35	2	0

Audience Reach Response



Advanced Reporting features provides the following data on your email campaigns:

- Device breakdown: The percentage of users viewing messages on desktops and mobile devices, and which devices they use (e.g. iPhone, iPad, Android)
- Email providers: The email programs (e.g. Hotmail, Gmail) recipients read your messages on
- OS and browser use: Operating systems and Internet browsers your contacts use
- Geographic breakdown: Know where your contacts are located, by state or country
- Heat maps



Advanced Reporting also enables you to analyze these metrics:

- Subject lines: Learn how length impacts open rates
- When emails are sent: Measure click rates by time and day
- Comparison reports: Compare and benchmark past emails with those you recently sent
- Multiple list metrics: Send a single message to multiple lists and view a breakdown of opens, clicks, bounces, etc.,

## 7.2 Autoresponder Reporting

Once an Autoresponder email campaign is activated, it will be sent out to new subscribers within at least fifteen minutes. The statistics tracked include number of emails sent and the number of emails opened and clicked on. The stats are recorded for as long as the autoresponder email is active.

## 7.3 Social Post Reporting

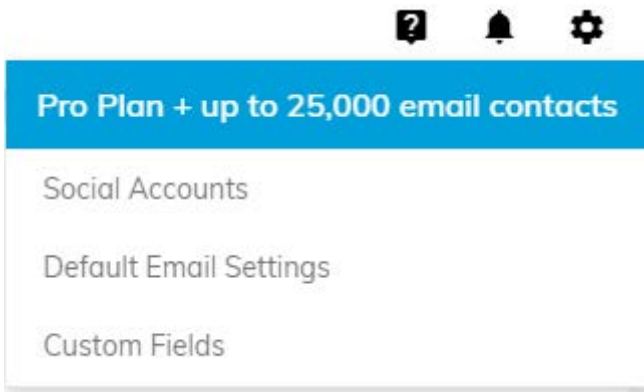
Social media post reporting will include information on your current numbers of followers and how many interactions occurred based on your last post. This will you will know how many of your followers are engaging with your content.



# 8 Settings, Alerts and Help

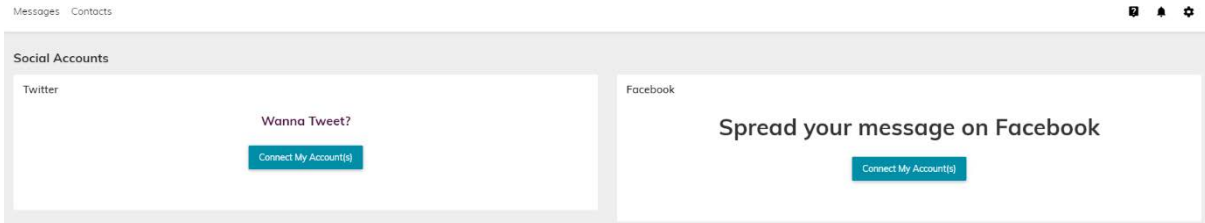
## 8.1 Settings

From the **Settings** section found at the top right corner of the application, users can update their social accounts information, change default and update/add custom fields.

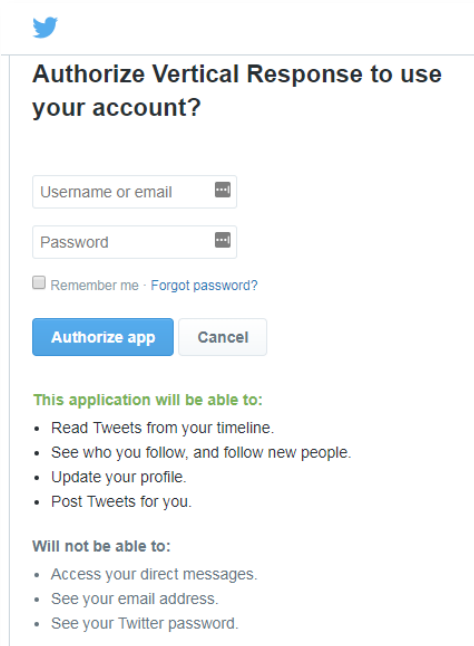


### 8.1.1 Connect Social Accounts

You can connect your social accounts under **Settings** as well



To connect an account select “Connect My Account(s)”. You will be redirected to a new window and prompted to log in to your social media account.





Use this same process to add your Facebook account as well.

## 8.1.2 Default Email Settings

Here, you can specify the email address you want associated with the communications you send out. You can change things like the From Name and Email Address if you don't want the login email used for Vertical Response in your email communications.

**Note:** not all fields are required in order to save the information provided.

You can also turn on/off your email notification settings as well as updated your contact (address) information.

Messages Contacts

### Default Email Settings

From Name Youremail@att.com	From Email Address Youremail@att.com	Reply To Email Address Youremail@att.com
Postal Address Company Company	Address 123 Street	Address 2 (optional)
City New York	State/Region New Jersey	Country United States
Postal Code 14303	Phone (optional)	Company Logo Your logo will be added to hosted Sign Up Forms. <a href="#">Upload Company Logo</a>

Email Notification Settings

Notify me when a contact joins a sign up form.

Notify me when an email campaign is sent.

Last saved about 3 hours ago [Save](#)

## 8.1.3 Custom Fields

Under this section, you can specify fields that can later be added to your email recipient lists. For instance, if you wanted to create a list that separated users categorically using custom fields can aid in that.

Let's say you specify a field as "Home Owner", now you can add this label to a new recipient with the label of home owner or not (i.e. for Joe Smith, you can now enter true/false for the home owner field)

Custom Fields

Add customized fields for your contact data so you collect and store the information that's best for your business.

Custom Field 1	Custom Field 2	Custom Field 3
Custom Field 4	Custom Field 5	Custom Field 6
Custom Field 7	Custom Field 8	Custom Field 9
Custom Field 10	Custom Field 11	Custom Field 12
Custom Field 13	Custom Field 14	Custom Field 15
Custom Field 16	Custom Field 17	Custom Field 18
Custom Field 19	Custom Field 20	

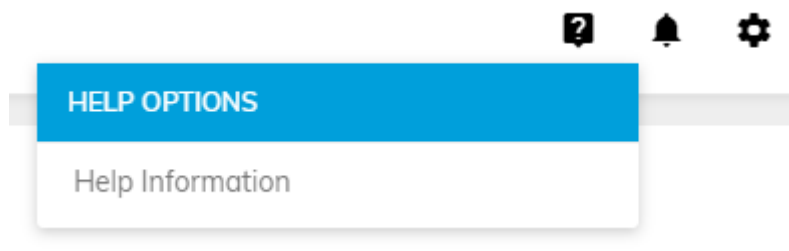


## 8.2 Alerts



The alerts section will keep you posted of activity on your account. For instance, if you are adding a large .csv file of new recipients, when the download is complete, there will be a notification under alerts.

## 8.3 Help



For access to support and help articles use this section, click Help “For this Page”  
If you need to provide Feedback or required further Support, click “Support & Feedback”



## 9 Sign-up Forms

From the Contacts section, you can also set up a **Sign up form** by selecting the yellow plus sign.

The screenshot shows the 'Contacts' section interface. On the left is a table with columns: Name, Size, Mailable, Created, and Last Modified. The table lists several contact lists, including 'All Contacts', 'Swoop', 'My Contacts', 'My List', 'New List', and 'Newsletter List'. A 'Create new list' button is visible at the top right of the table. On the right side, there is a form for adding a contact, with fields for Name/Email, First Name, Last Name, and Email. Below the form is a 'Create a Sign Up Form' section, which includes a description and a yellow plus sign icon highlighted with a red box. At the bottom right, there are social media icons for Twitter and Facebook.

<input type="checkbox"/>	Name	Size	Mailable	Created	Last Modified
<input type="checkbox"/>	All Contacts	3	3	05/18/18	07/03/18
<input type="checkbox"/>	Swoop	1	1	07/03/18	07/03/18
<input type="checkbox"/>	My Contacts	2	2	07/03/18	07/03/18
<input type="checkbox"/>	My List	0	0	07/03/18	07/03/18
<input type="checkbox"/>	New List	0	0	07/03/18	07/03/18
<input type="checkbox"/>	Newsletter List	0	0	07/03/18	07/03/18

### 9.1 Hosted Sign up Form

#### Build your audience

Turn website visitors into email subscribers by adding a sign up form to your website or sharing a link to your form on social media

1. Select the email list you want to send to, or create a new one



## Create Sign Up Form



### Build your audience

Turn website visitors into email subscribers by adding a sign up form to your website or sharing a link to your form on social media

Select a List

Select One



#### Hosted Signup Form recommended

Design your own signup form without any web site design skills and we will host the form as a web page for you.

Select



#### Embeddable HTML Form

Just copy and paste the embeddable html code into your website.

Select

2. Choose from the two options available to start creating your sign up form

3. If you choose the recommended, "Hosted Sign up form", you will be taken through a step-by-step wizard to set up your sign up list

4. Pre-made templates will be available for you to choose from. Check off the boxes that apply to your list. Once you're finished editing, select "next"

5. Finalize, by adding a thank you and redirect to your website





**Step 3: Share your sign up form**

✔ Your sign up form is ready  
Here are some options for using it:

**Signup Form Name:** Website Signup Form [Edit Name](#)

**List:** My Contacts [Edit List Name or Use Existing List](#)

**Share the Link**

Share the link below on Facebook, Twitter, or a button on your website:

`https://attstg5.verticalresponse.com/s/websitesignupform84975581399113` [Edit Link](#)

**Embed Code** 🔧 Advanced

Click the button below to generate HTML to embed the form on your website:

[Generate Code](#)

Note: The theme of the hosted page will not apply.

[View form on the web](#)

6. You also have the option to share your sign-up form using the URL or HTML code

## 9.2 Embeddable HTML Form

1. If you decide to choose the HTML form, you will start by adding values to your form depending on what information you want to capture from your new email signups

**Step 1: Create your embeddable form**

**Step 1: Create your embeddable form**

Form Fields	Preview
<input type="checkbox"/> First Name	
<input checked="" type="checkbox"/> Last Name	<input type="text" value="Last Name"/>
<input type="checkbox"/> Marital Status	
<input checked="" type="checkbox"/> Birthdate	<input type="text" value="Birthdate"/>
<input checked="" type="checkbox"/> Gender	<input type="text" value="Gender"/>
<input checked="" type="checkbox"/> Email Address	<input type="text" value="Email Address"/>
<input type="checkbox"/> Work Phone	
<input type="checkbox"/> Home Phone	
<input type="checkbox"/> Website	
<input type="checkbox"/> Mobile Phone	
<input type="checkbox"/> Fax	
<input type="checkbox"/> Title	
<input type="checkbox"/> Company	
<input type="checkbox"/> Address 1	
<input type="checkbox"/> Address 2	
<input type="checkbox"/> City	
<input type="checkbox"/> Postal Code	
<input type="checkbox"/> State/Region	
<input type="checkbox"/> Country	
<input type="checkbox"/> GDPR Consent	

[Sign Up](#)



2. Once you've added the value, this will generate an embedded code for your website or blog where customers can sign up directly

Messages Contacts

Step 2: Copy & paste your sign up form into your website

✓ Your sign up form is ready

Signup Form Name: Website Signup Form 07/03/2018 4:51:18pm [Edit Name](#)

List: My Contacts [Edit List Name or Use Existing List](#)

Embed Code [Advanced](#)

Add this HTML to your website:

```
<!-- Begin VB Signup Form --> <form class="vb-signup-form" id="vb-signup-form-549758139114"> <div class="vb-field"> <label>Last Name</label> <input type="text" name="last_name"> </div> <div class="vb-field"> <label>Birthdate</label> <select name="birthdate_month"><option value="1">January</option><option value="2">February</option><option value="3">March</option><option value="4">April</option><option value="5">May</option><option value="6">June</option><option value="7">July</option><option value="8">August</option><option value="9">September</option><option value="10">October</option><option value="11">November</option><option value="12">December</option></select> <select name="birthdate_day"><option value="1">1</option><option value="2">2</option><option value="3">3</option><option value="4">4</option><option value="5">5</option><option value="6">6</option><option value="7">7</option><option value="8">8</option><option value="9">9</option><option value="10">10</option><option value="11">11</option><option value="12">12</option></select> </div> </form>
```

[Copy](#)

3. Before finalizing, you can change the name of the form, edit the list name or use an existing list

4. Copy and paste your embed code and add it to your website or blog



## 10 Frequently Asked Questions

### What Email Lists can I use?

Your email addresses must be opted in, meaning all recipients have opted in. You cannot use a purchased or rented list, and you can't use an email address without the recipient's knowledge. If someone on your list unsubscribes or marks your email as SPAM, you should **delete** them from your email list and future email campaigns.

### Why did my email go to spam?

Spam filters are constantly changing to adapt to new methods that spammers use to send emails. Some possible reasons include:

- The Junk Mail filter identified keywords in the message or subject line that spammers often use in their messages
- The use of excessive punctuation, all capitals or too many emoticons
- The recipient flagged the sender as someone that sends spam
- The recipient's ISP has filtered the mail as spam or junk mail based on the content or the sender's IP address
- The recipient has set up strict spam tagging rules

### What is the CAN-SPAM act?

The [CAN-SPAM act](#) was enacted to stop the sending of the dreaded email spam. If someone on your email list unsubscribes or reports spam, it is considered illegal to continue sending them email marketing messages. The consequences of ignoring this law could result in costly fines.

### What does bounce mean?

Bounces are email addresses that don't make it to an inbox.

*Hard Bounce* - A hard bounce generally means that the email address is invalid; these emails will never be delivered.

*Soft Bounce* - A soft bounce indicates a temporary issue that's preventing the email from being received, such as a restriction on the recipient's mailbox size.

### How is the email time zone determined?

When scheduling an email for a later date/time, keep in mind the time zone will be that of your own personal settings.

### Gmail automatically displays my images, will this affect my Open Rate?

Gmail made some changes to their system, and now images are displayed automatically when an email is opened. You may see a better open rate for your Gmail readers than you have in the past but this is not a guarantee.