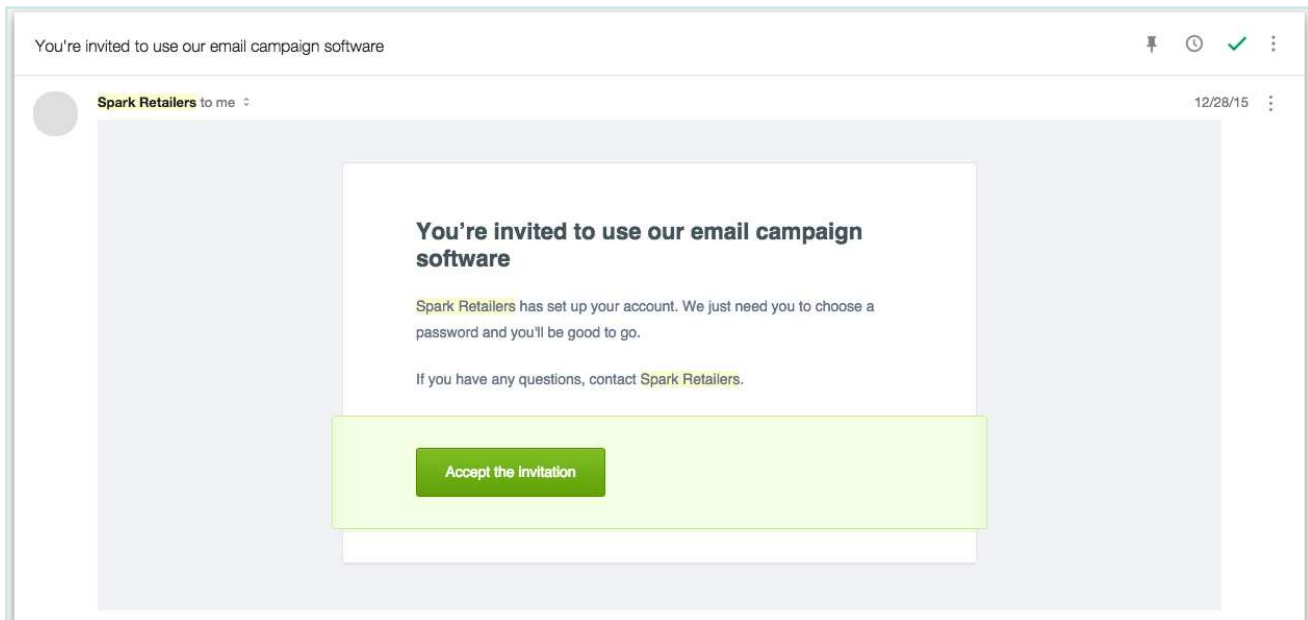# Getting started
with your email tool

This is a step-by-step guide to sending your first campaign with our email marketing tool. Follow the instructions on this page to login, create, test, send and view reports for a regular campaign.

1 **LOGIN TO YOUR ACCOUNT** ··

First, you will receive an email inviting you to use our email campaign software.
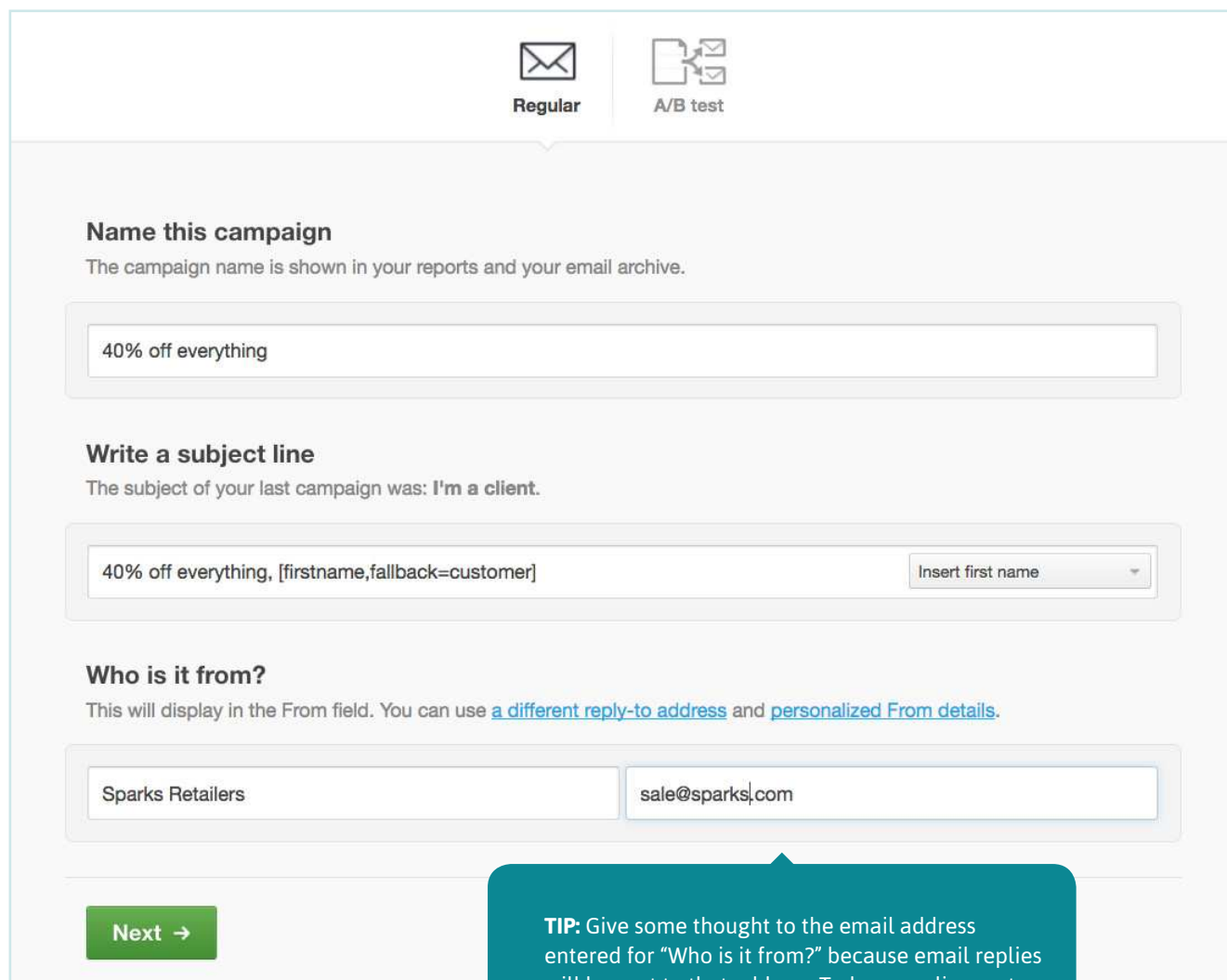

Click the **Accept the invitation** button and proceed to create a login and password. Once you've filled in the required fields, you'll drop right into the software.

sendmail GURU.com

2 SETUP YOUR CAMPAIGN

Define the campaign and sender details

Open **Campaigns** and click **Get started** (or **Create a new campaign**). Then follow the on-screen instructions to set up a Regular campaign, as shown here:

Regular   A/B test

Name this campaign
The campaign name is shown in your reports and your email archive.

40% off everything

Write a subject line
The subject of your last campaign was: **I'm a client.**

40% off everything, [firstname,fallback=customer]   Insert first name ▾

Who is it from?
This will display in the From field. You can use a different reply-to address and personalized From details.

Sparks Retailers   sale@sparks.com

Next →

TIP: Give some thought to the email address entered for "Who is it from?" because email replies will be sent to that address. To have replies sent to a different email address, click the link to use a **different reply-to address**.

When you've filled in the campaign details, click **Next**. You can come back to this page later if you need to change anything.

3 SELECT THE CAMPAIGN FORMAT ··

There are a couple of formats you can choose for your campaign, as explained below.

Template library
You can select a design from the template library, pictured below, then customize it to suit your brand using our email builder.
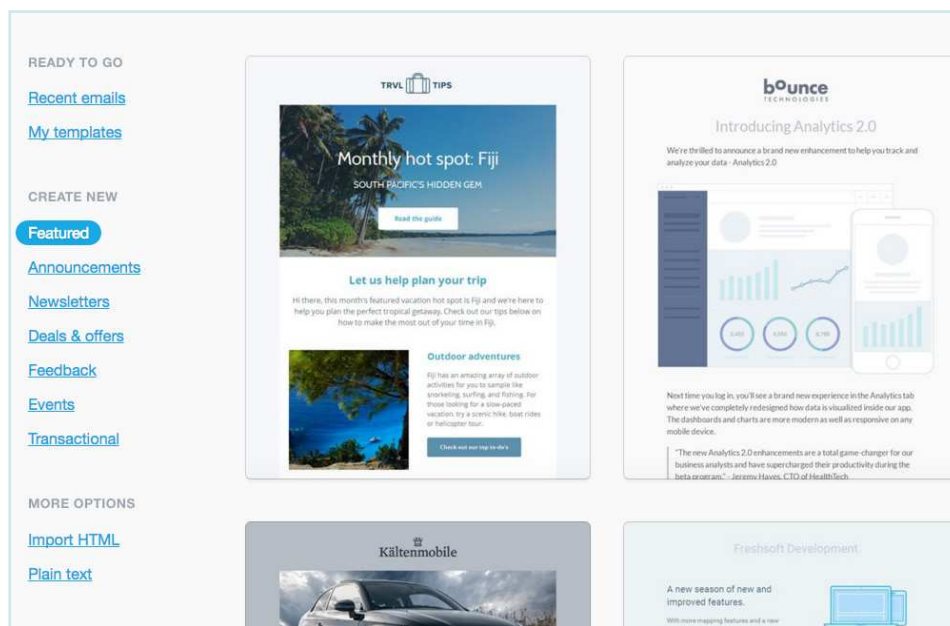
After you choose a design and customize it, your custom template will be saved to use again next time. Sent campaigns are also saved so you can use them as a starting point for the next email.

Import HTML
If you already have a complete HTML email — designed externally and ready to send — select **Import HTML**, in the left sidebar, to upload it from your computer or the web.

Plain text
You also have the option to select **Plain text**, in the left sidebar. Plain text emails are good for non-marketing-related content, or maybe to give your email a more personal feel. However, because they are text-only emails containing no HTML, only basic reporting is available.

4 CHOOSE RECIPIENTS ....

When your campaign content is ready click **Define recipients**. If you've already set up one or more subscriber lists they will be available under **Current lists**, as shown here:
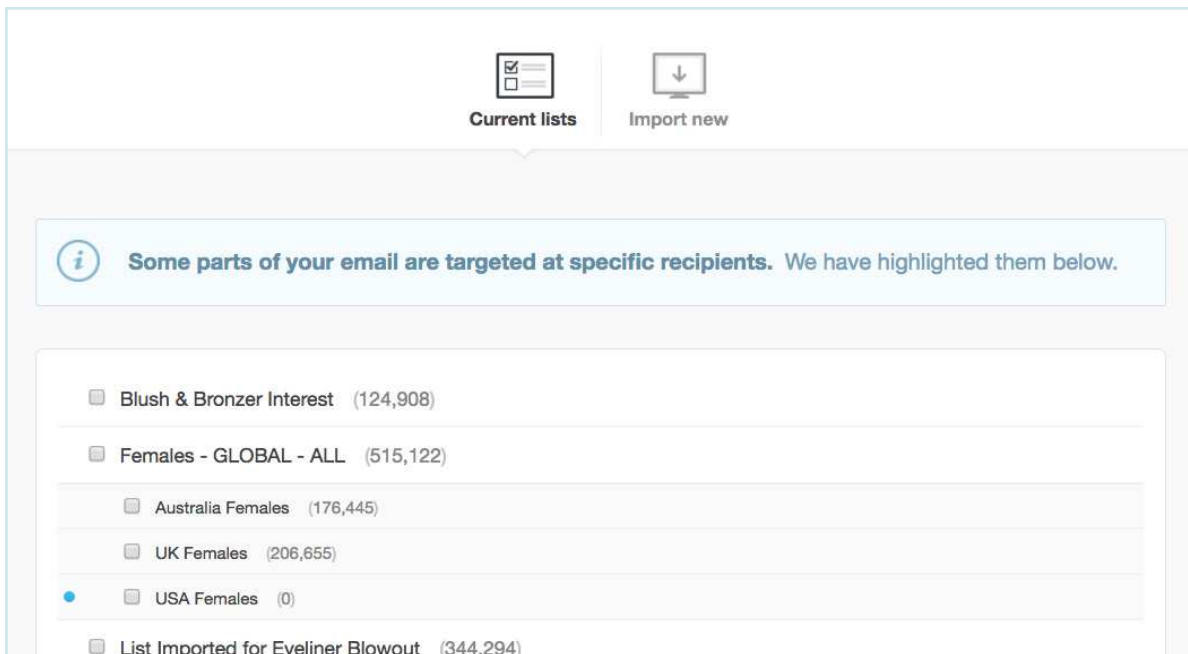
If there are no lists you'll be prompted to add new subscribers by typing them in or importing a file.
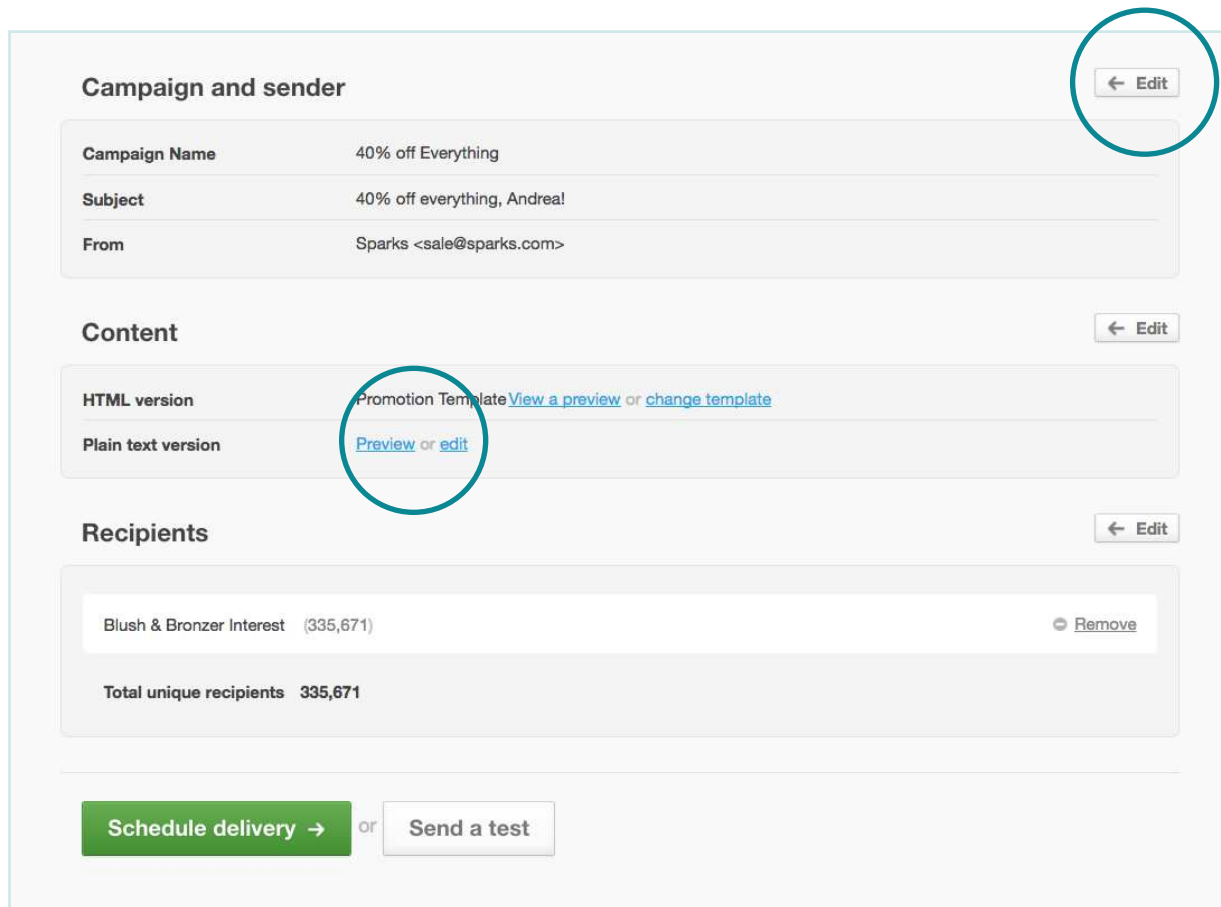
You can also create a new subscriber list on the spot by clicking **Import new**. Adding subscribers like this will automatically create a new list for you. It will be saved in **Lists & Subscribers** and called: *List Imported for <Campaign Name>*. You can change the list name and type later.

Click **Next** when you're done.

IMPORTANT: At this point, if you have imported a number of subscribers, you may see a system message prompting you to start the approval process. This is an important part of maintaining our deliverability ratings. If you don't see the message it means you don't need approval to send to the number of subscribers you've selected.

5   REVIEW THE CAMPAIGN SNAPSHOT ····································

To double-check everything you've set up so far, we summarize it for you in a campaign snapshot. To change something just click the the Edit buttons on your right:

Campaign and sender   ← Edit

Campaign Name	40% off Everything
Subject	40% off everything, Andrea!
From	Sparks <sale@sparks.com>

Content   ← Edit

| HTML version | Promotion Template View a preview or change template |
| Plain text version | Preview or edit |

Recipients   ← Edit

| Blush & Bronzer Interest   (335,671) | ⊝ Remove |

Total unique recipients   **335,671**
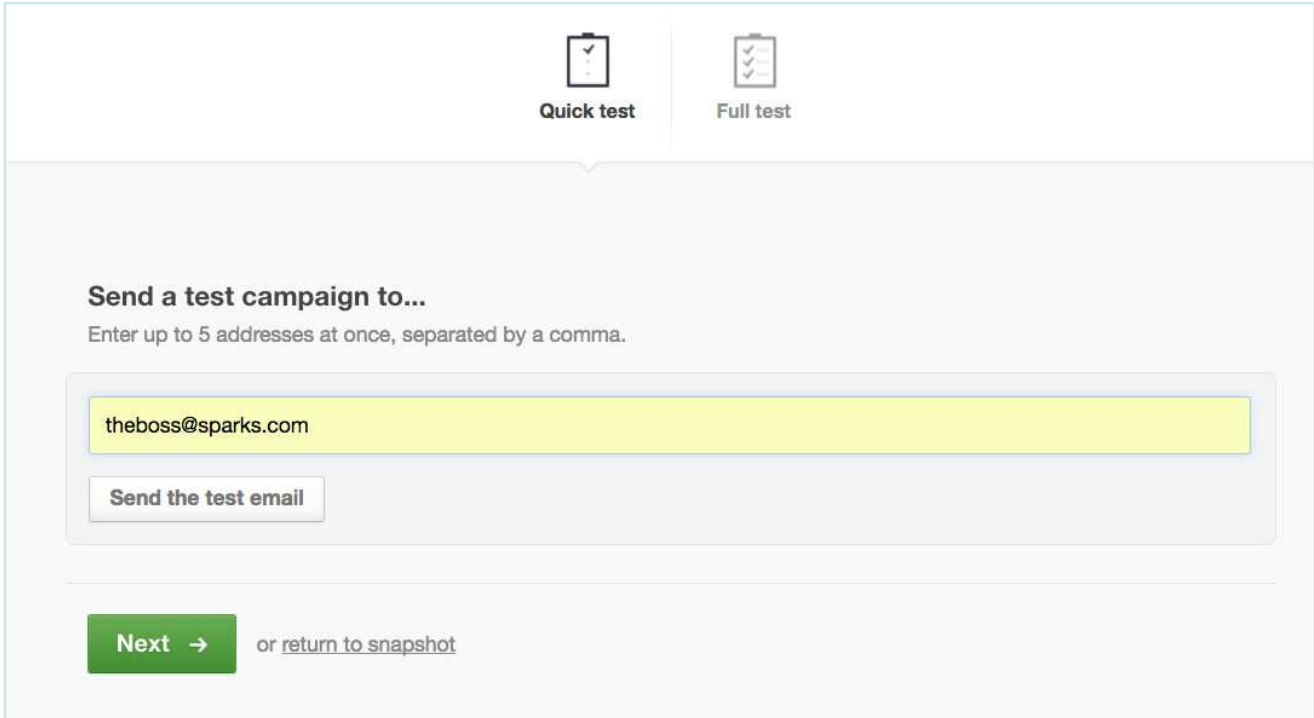
Schedule delivery →   or   Send a test

It's a good idea while you're here to check the plain text version of your email, because what looks great as HTML might need adjusting for text-only.

If you're ready to send your campaign, click **Schedule delivery**. However, a best practice is to send a test email by clicking **Send a test.**

6   TEST YOUR CAMPAIGN •••

A **Quick test** allows you to send your campaign to up to five email addresses at no cost. Use this to send the campaign to yourself or colleagues for proofreading, and to make sure everything looks as expected design-wise.

There's also a fully automated design and spam test that you can run for a small fee.
Click **Full test** to see a sample test and optionally run your own.

If you want to send a test, click **Send the test email**. If you wish to proceed without the test, click **Next**.

7 SEND NOW OR SCHEDULE FOR LATER ·

If you're sending a free trial campaign (to five people or less) click **Send campaign now**, as shown here:

When would you like to send this campaign?
You can send it right now or schedule a time in the future.

● Send it now
○ Schedule it for the following time

> **TIP:** There's also the option to schedule it to send later.

Date	Jan ▾	15 ▾	2016 ▾	📅 ▾
Time	12 ▾	25 ▾	pm ▾	Daylight savings is automatically accounted for.
Time Zone	(GMT-08:00) Pacific Time (US & Canada) ▾

Confirmation email
Send confirmation to the following email address when the campaign has been sent.
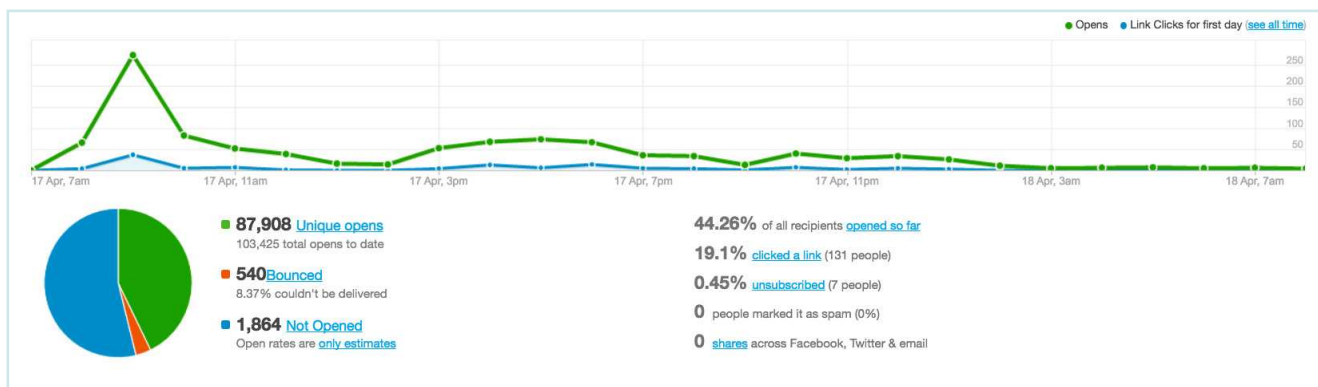
laura@sparks.com|

[Send campaign now →] or return to snapshot

Clicking this button will *immediately* deliver your campaign

8 VIEW CAMPAIGN REPORTS ···

Your campaign report shows how many people are opening the email and which links have been clicked, as well as keeping record of bounces, unsubscribes and other important activity.

Campaign reports are real-time, so refresh your browser window to see the latest stats and figures instantly.

Campaign reporting for segments and multiple lists

If you've sent a campaign to multiple subscriber lists, or segments within a list, you can view reporting specific to an individual list or segment. To do this, click **Lists & Segments** in the right sidebar, or the "**lists**" link below the campaign name to display individual reports:

List & Segment Performance
LAST CHANCE To Pick Your Stylist Birchbox! - Sent yesterday at 7:05 pm

2 LIST & 6 SEGMENTS	SENT	OPENED	NOT OPENED	CLICKED	BOUNCED	UNSUBSCRIBED	SPAM
Birchbox Women							
Belgium	1,345	15.73% 212	84.27% 1,133	23.53% 316	0.00% 1	0.14% 2	0% 0
France	2,193	17.62% 386	82.38% 1,805	25.13% 97	0.09% 2	0.18% 4	0% 0
Ireland	91,161	14.47% 13,186	85.53% 77,929	27.65% 3,646	0.05% 46	0.10% 91	0.00% 3
Netherlands	4,251	14.57% 619	85.43% 3,628	22.78% 141	0.09% 4	0.14% 6	0% 0
UK	107,011	8.43% 9,019	91.57% 97,913	20.47% 1,846	0.07% 79	0.07% 76	0.00% 2
Birchbox Men							
Ireland	41,161	16.23% 6,680	83.77% 65,313	23.12% 1,544	0.05% 20	0.10% 41	0.00% 2
UK	70,321	14.43% 10,147	85.57% 60,174	27.63% 2,803	0.05% 35	0.10% 70	0.00% 0

NOTE: If you haven't sent to multiple lists or segments, you will not see the "Lists & Segments" report in the right sidebar.

Help and other resources

We've tried to keep this guide as brief as possible. We hope it's helped and you've found the application easy to use so far. If not, we'd love to get your feedback.