Message Library

The Message Library can send newsletters to a select group of recipients on a customized schedule.

Topics:

How do I locate the message library?

How do I add a newsletter?

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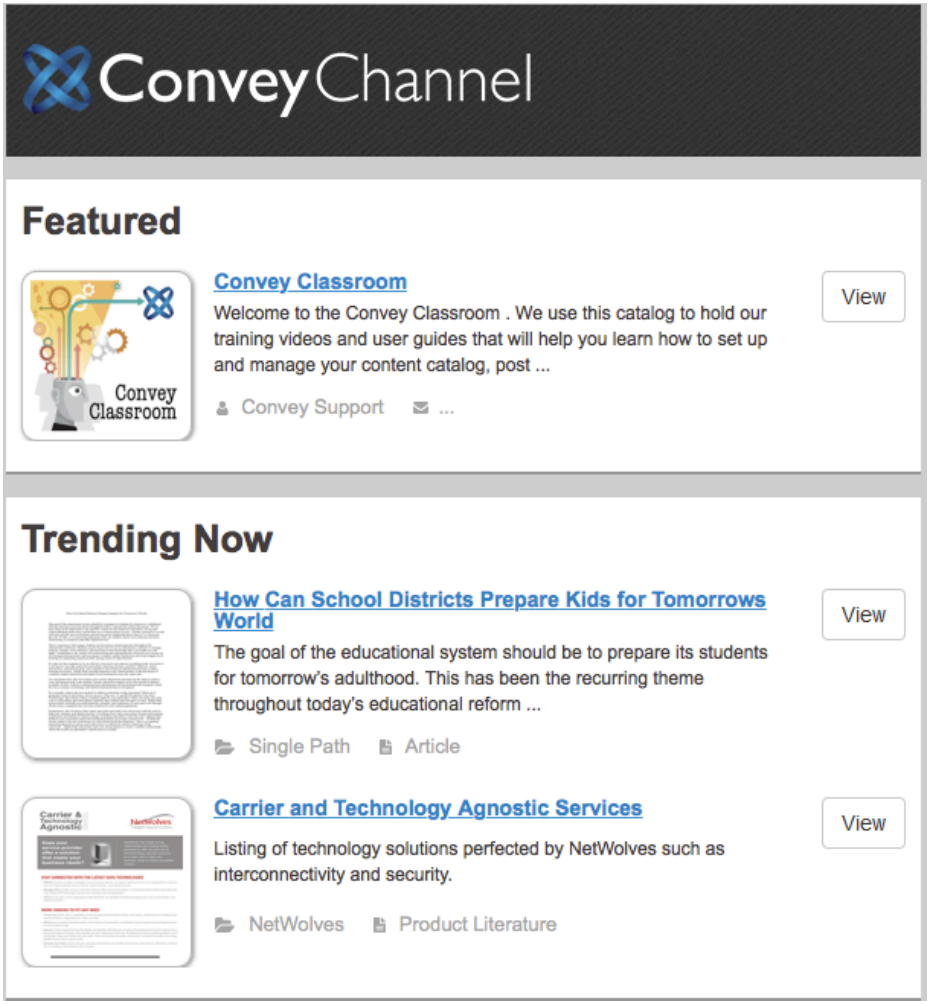
How do I choose who receives the newsletter?

What are the available delivery options?

Can I see a preview or test email of my newsletter before saving it?

Message Library (Newsletters)

The Message Library has automated messages sent by site to members, site and catalog administrators or custom messages and newsletters created by site administrators. Newsletters contain sections with text and graphics and links to posts and catalogs. Newsletters can be created and scheduled in advance.



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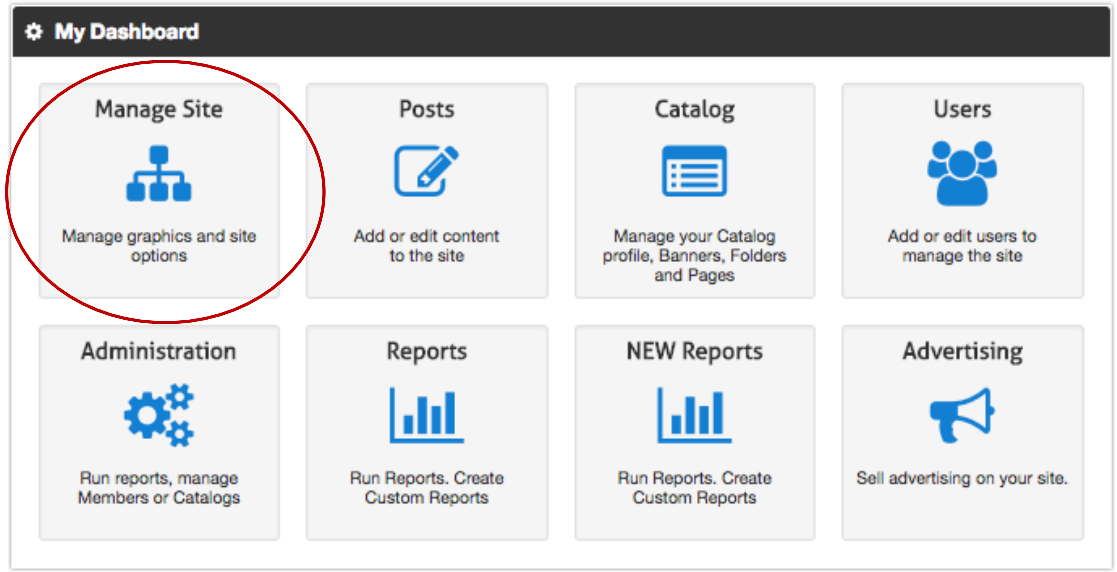
Newsletter Location

How do I locate the Newsletter from the Message Library?
From your Dashboard, select Manage Site, then select Site Options and Message Library.



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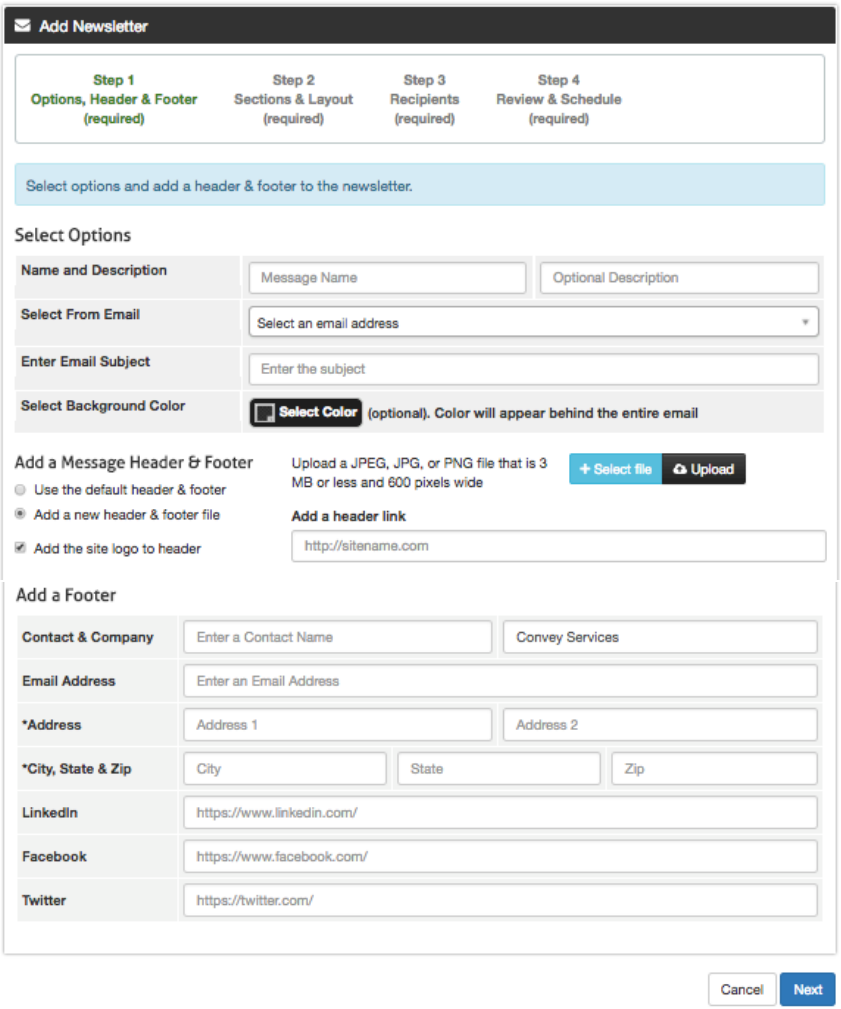
Add Newsletter – Step 1



Select Options in Step 1

Add a message name and description, enter or select a from email address and enter a message subject. As an option select a background color to go behind the entire message.

Header & Site Logo

Use the default header that you have already added or add a custom header by uploading a graphics file that is 600 pixels wide. Add a link to the header. As an option you can click to add the site logo that will appear above the header.

Footer

Use the default footer or create a different footer for the message. Footers are required to stay in compliance with CAN/SPAM laws.

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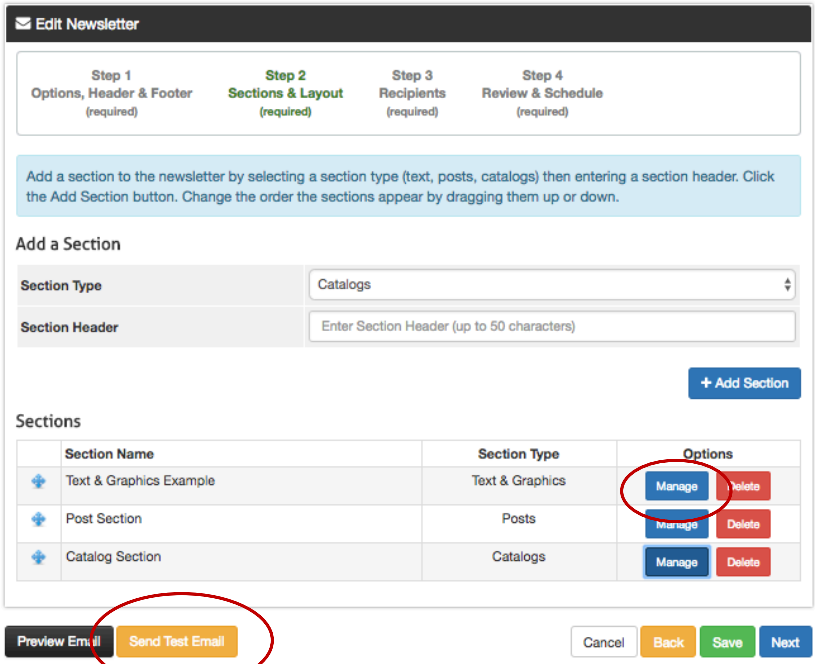
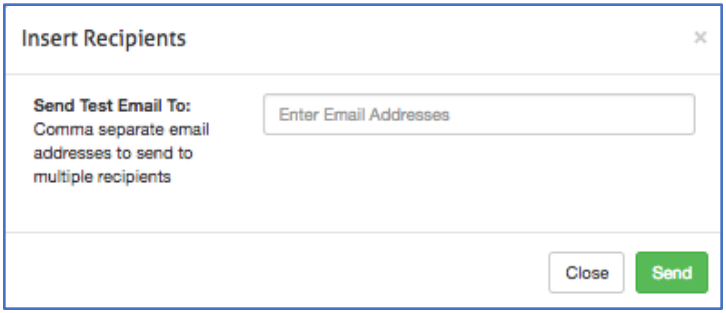
Add Newsletter – Step 2 (Text Section)

How do I create the sections that will appear in the newsletter?

In Step 2, choose to add a text & graphics section, a catalog section or a post section. You When you have added a section, click the Manage button next to the section to customize it. Move sections up or down to change the order they appear in the newsletter. Click Preview Email to see a preview of what the delivered email will look like. Click Send Test Email to send a test to a specific email address.





Text Section

For a text section, use the text editor to add text or graphics. You can add the recipient's first or last name inside the message.

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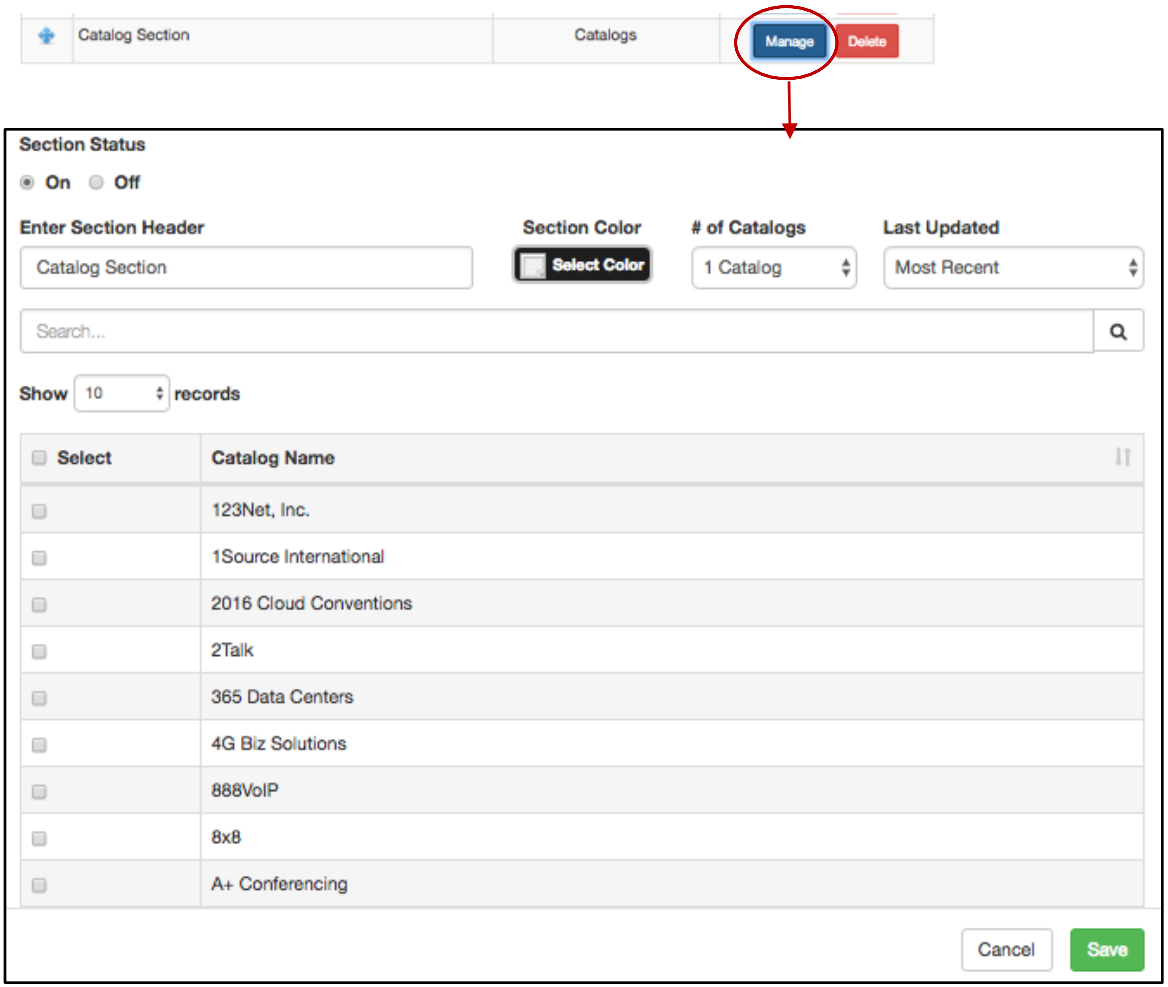
Add Newsletter – Step 2 (Catalog Section)

Catalog sections have a selection of catalogs with links to an individual catalog along with the catalog logo. Select catalogs manually or select catalogs that will rotate automatically on newsletters that are sent out on a scheduled basis. Select the number of catalogs for the section along with an updated criteria.



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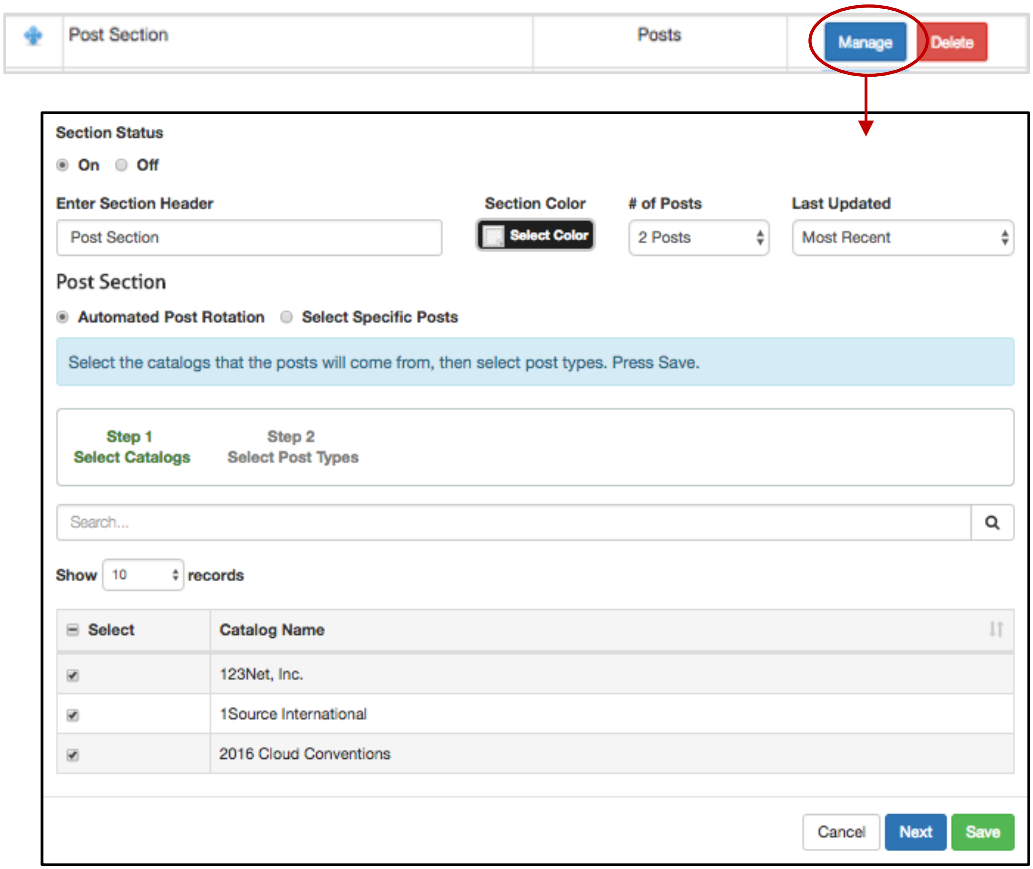
Add Newsletter – Step 2 A (Post Section)

Post sections have a selection of posts that will display links to that individual post along with a thumbnail image. Select the number of posts to appear in the section along with the updated criteria. In step 1 of creating a post section, select the catalogs that the posts will come from. Make your post section automated (to rotate posts automatically) or select specific posts.



QUICK TIP

Consider an automated post rotation if your newsletter will be delivered more than once. Automated post rotation saves time and allows the system to select posts based on your criteria.

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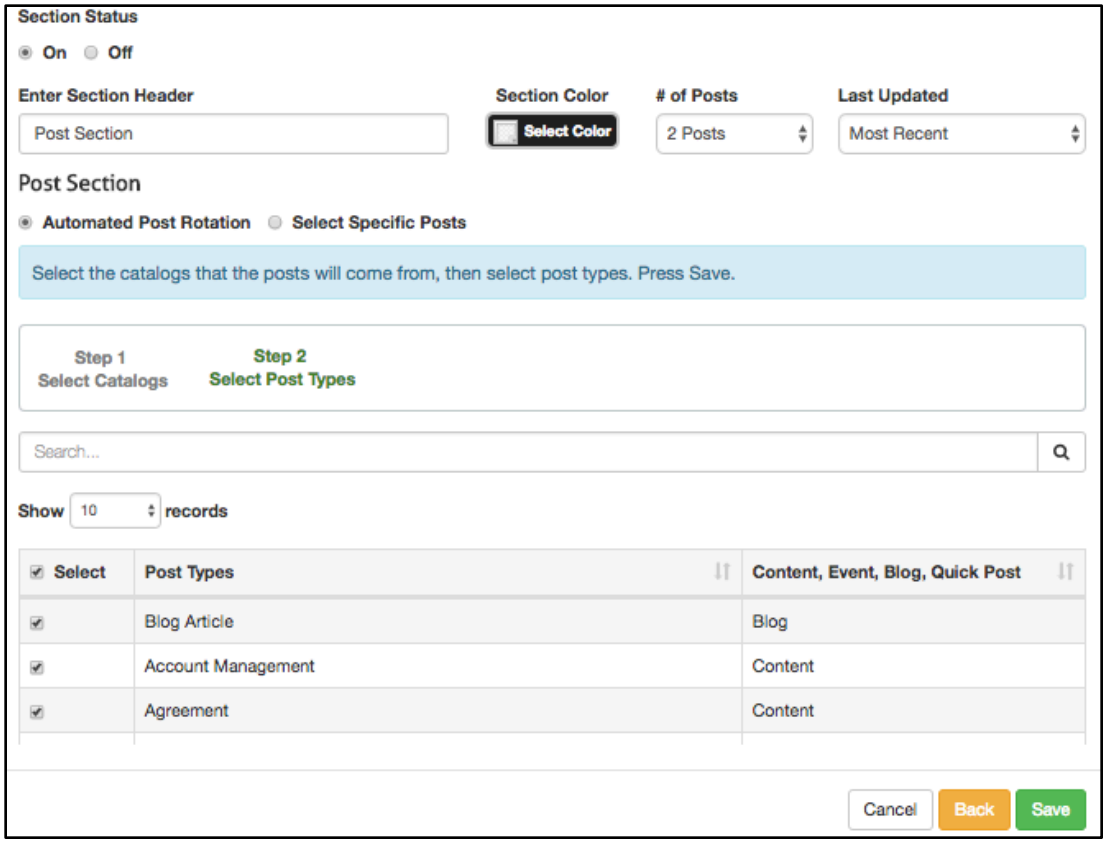
Add Newsletter – Step 2 B (Post Section)

In step 2 of adding a post section, select the post types that will be displayed. When finished, click Save to complete the Post Section.



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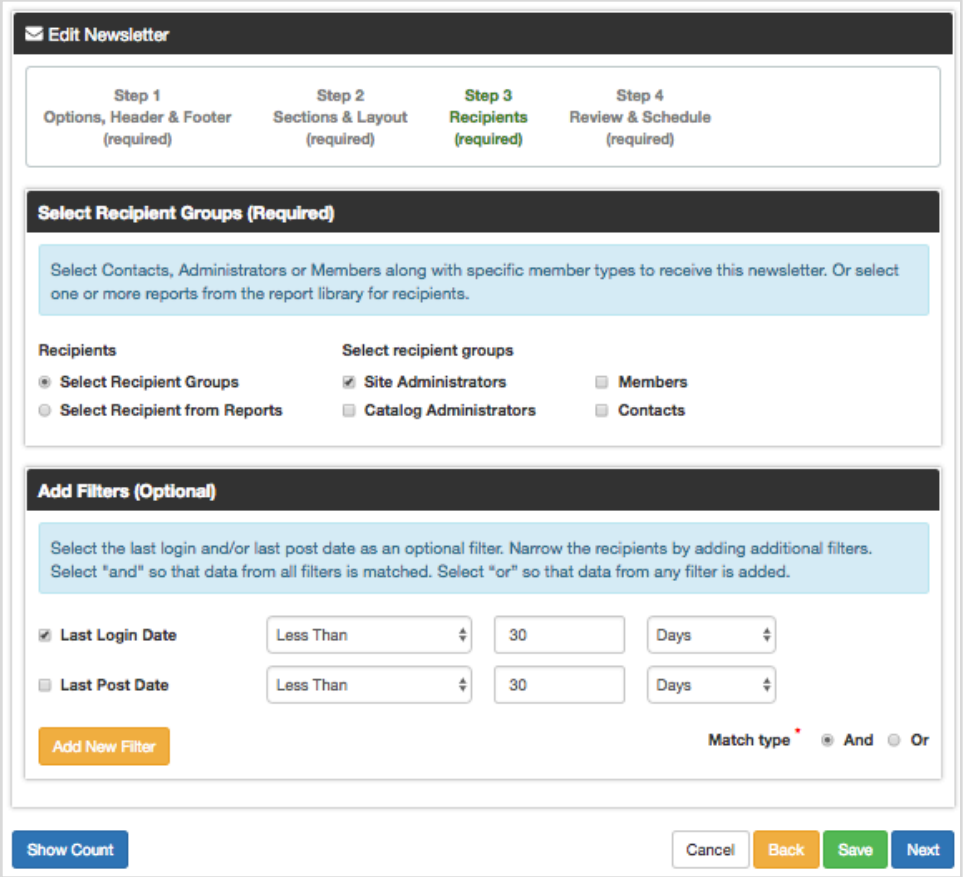
Newsletter Recipients

How do I choose who receives a newsletter?
In Step 3, select site administrators, catalog administrators, members or contacts to receive the newsletter. Selecting members will allow you to specify specific member types.

What additional filters are available to narrow the recipient list?
The system can deliver the message to members or users who have not logged in or posted content within a specified timeframe. Click the Add New Filter button to add additional filters from fields in administration.



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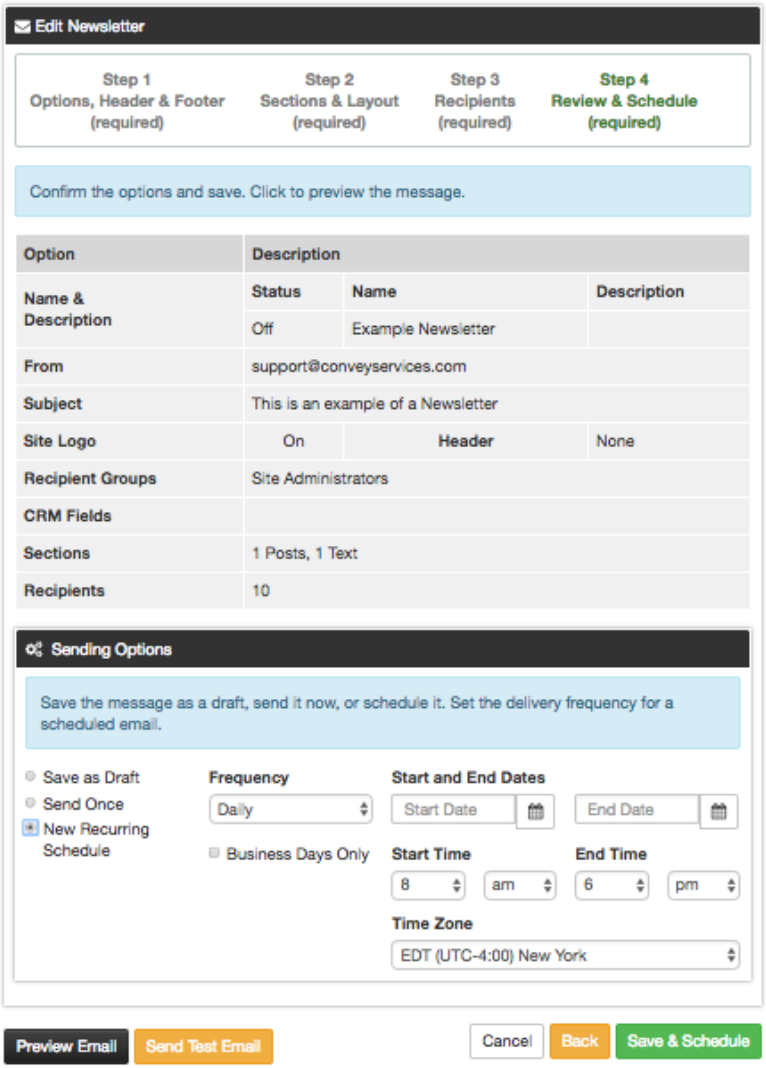
Review, Confirm, Schedule and Save

Can I see a preview of my message before saving it?
In Step 2 or 4 of the Wizard, click the Preview button to see a preview of what your message will look like before saving your message. Look at the options you have selected and if you need to make changes, go back to a previous step in the Wizard.



Can I get a test message delivered?
In Step 2 or 4, click the send test email button to deliver a test email to one or more individuals.

What are the available delivery options?
All newsletters are saved as a draft. Choose the frequency that the email is sent out such as daily, weekly, monthly or one-time. Schedule the message by selecting a start date and optional end date. Add a time range the newsletters should go out.