User Guide

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Overview

i-email services provides easy-to-use email broadcasting capabilities that even the most non-technical professional can use to send out their email campaigns. Using a high speed, highly secured web-based interface, i-email services allows small to medium sized businesses or individual business professionals to affordably build relationships with their contact list.

What Our Customers Are Saying

"Working with small to medium sized companies has made us very aware of the need to have an easy-to-use and cost-effective way of distributing email campaigns. "i-email *services allow companies with limited budgets to send their emails themselves through a professional tool, instead of using Outlook, at a cost they can afford."* Shannon Kavanaugh, president and COO of *Go-To-Market Strategies*.

"The i-emailservices.com interface is intuitive and easy to use and makes it pretty straightforward for me to create a well thought out and targeted marketing campaign. It cuts down on much of the work needed when sending an email marketing campaign. Now, I can focus on my customers needs and leave the technical side of mail distribution to your product." Steve Allott, Managing Director, ElectroMind Limited

Service Packages

Silver Service

i-email services costs only $10 per 1,000 emails and features include:

➢ Intuitive user interface (UI)-with a step-by-step wizard process

➢ Test Email Capabilities—see what it looks like to the recipient before you send

➢ Document Attachments—send attachments up to 50k in size

➢ Personalization—add a salutation and name to the beginning of each mail

➢ Multiple Email formats—send either customized text or a dynamic HTML format message

➢ Automatic Email list validation—attach your comma delimited file (up to 5,000 contacts*) directly from your desktop

➢ High speed, high capacity mailing servers—with high security for your corporate information, SSL, and login

➢ Web-based interface for any time any place access—nothing to download or install

Gold Service

i-email services Gold Service includes 10,000 emails for only 2.5¢ per emails and all of the Silver Service package features.

Platinum Service

i-email services Platinum Service includes UNLIMITED emails for $350.00 per month and features include:

➢ The Gold Service package

➢ Customized email templates and a proven set of current email templates

➢ Pre-scheduled email broadcasts—you can queue up your emails to send when you're not present

How to use the system

To use the i-email services – email broadcast system, all you need to do is go to the Internet and from your browser, in the address line type in www.i-emailservices.com and press the enter key. That will take you to the i-email services home page (See Figure 1).

Figure 1 - Home Page

This page will be your starting point to learn the rules of the game. You will see the links at the top of the home page, home login about i-emailer faq support contact on all the i-email services web pages. These links allow you to move quickly between different areas of the site.

Our FREE Trial Button **FREE Trial** is also on the top line for your convenience to try our 10 FREE emails, to show you just how easy our system is to use. You will also see at the bottom of the page a RED Link "**sign-up**" which will take you to the sign-up for an Account page. This customer sign-up is your first step to play the Email Broadcast game.

How to signup for a FREE Trial

Our FREE Trial Button ![FREE Trial] is also on the top line for your convenience, it will take you to Free Trial page that describes the Trial (See Figure 2).
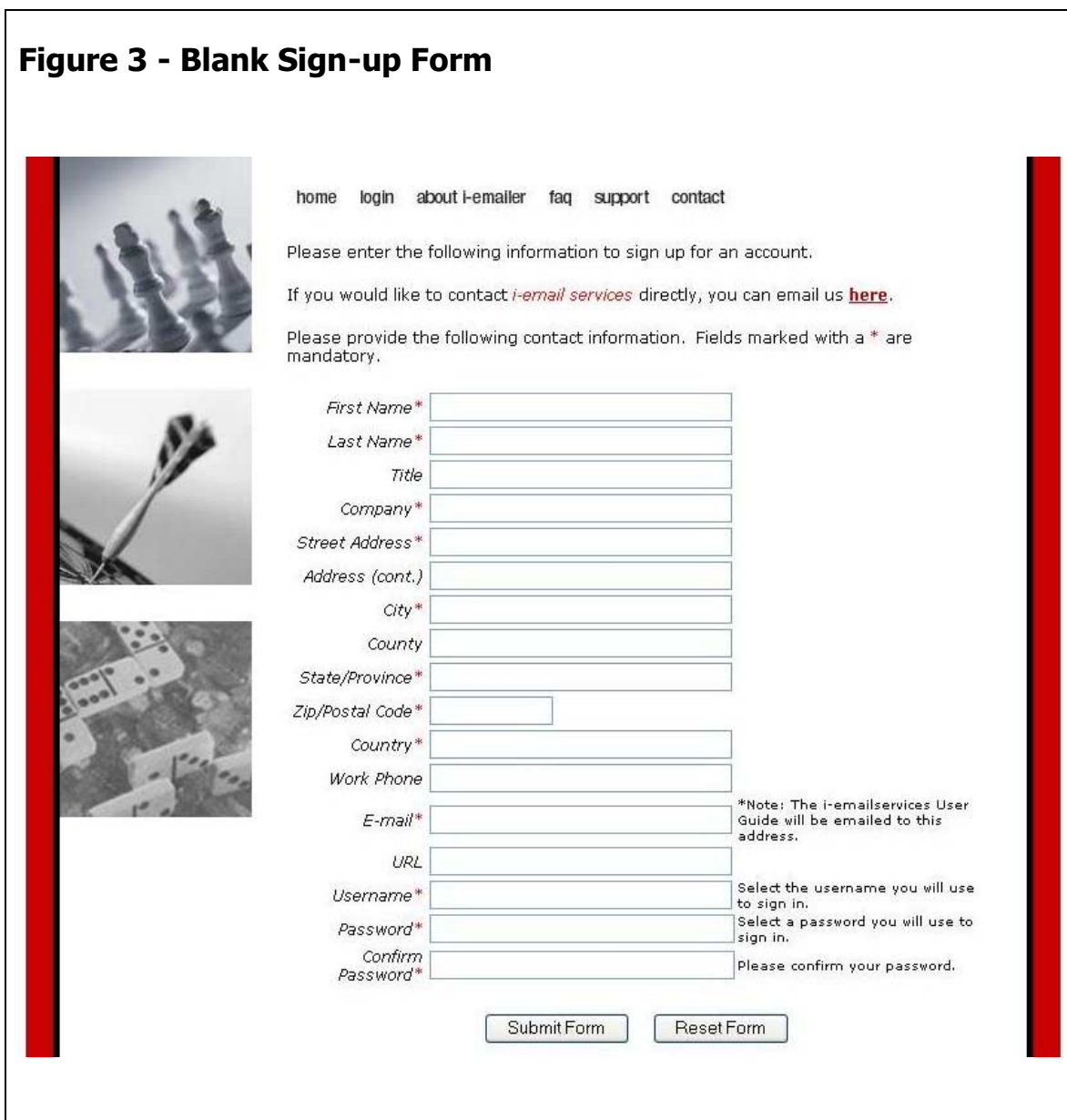
Figure 2 – Free Trial Page
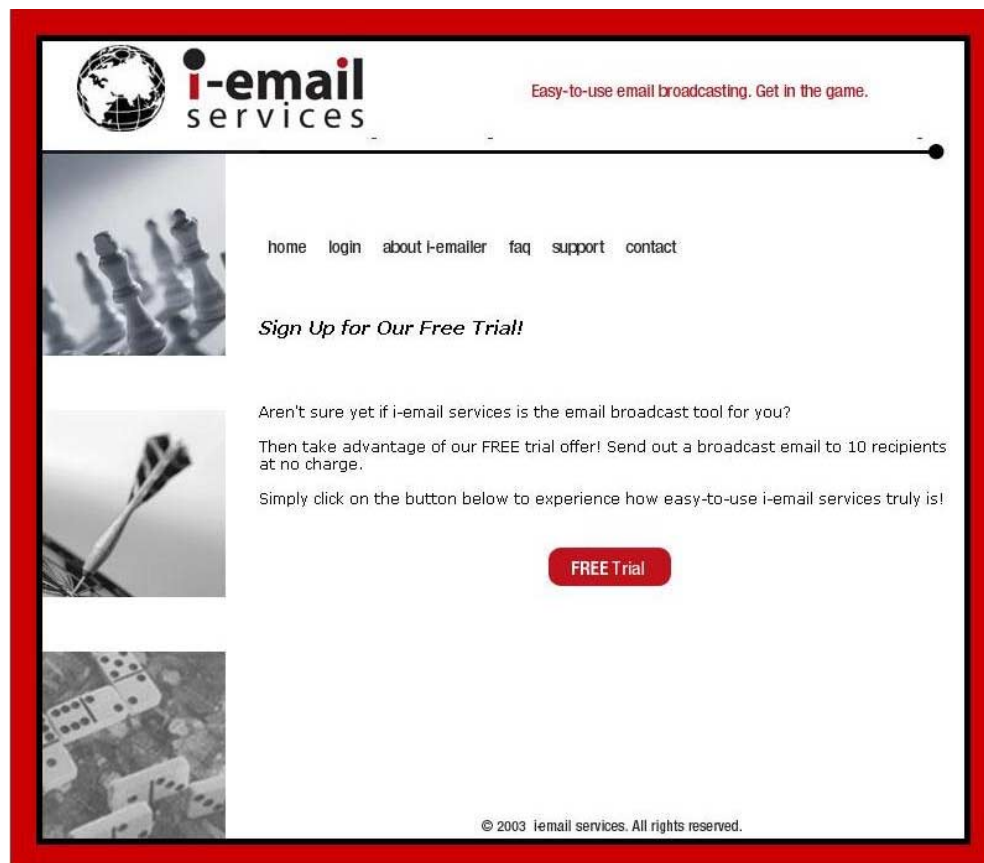
How to signup for an account

To start sending emails, you need to let us know who you are and how many email vouchers you would want to purchase. You do that by pressing the RED "**sign-up**" Link at the bottom of the i-email services home page. This link will take you to the Customer sign-up page (see Figure 3).
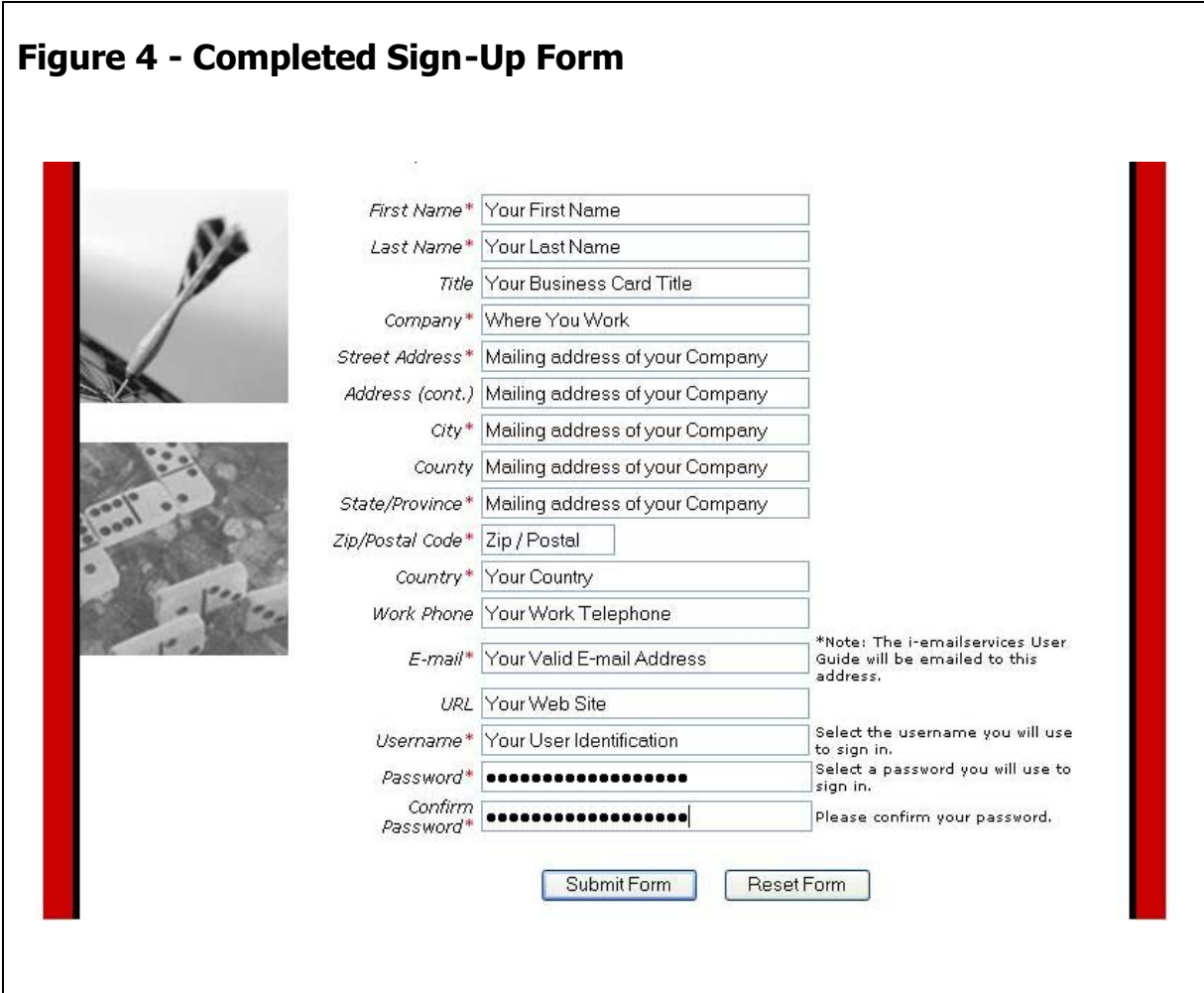
Figure 3 - Blank Sign-up Form

home   login   about i-emailer   faq   support   contact

Please enter the following information to sign up for an account.

If you would like to contact *i-email services* directly, you can email us **here**.

Please provide the following contact information. Fields marked with a * are mandatory.

First Name *
Last Name *
Title
Company *
Street Address *
Address (cont.)
City *
County
State/Province *
Zip/Postal Code *
Country *
Work Phone
E-mail *   *Note: The i-emailservices User Guide will be emailed to this address.
URL
Username *   Select the username you will use to sign in.
Password *   Select a password you will use to sign in.
Confirm Password *   Please confirm your password.

Submit Form   Reset Form

Here you will fill in the information required to establish a new account with i-email services (See Figure 4).
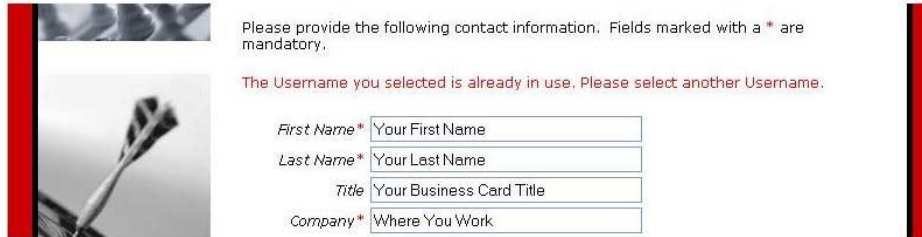
Figure 4 - Completed Sign-Up Form

NOTE: Mandatory Information is denoted by a RED asterisk " * " by the input field.

After you have completed the form, Press the Submit Form Button, to establish your new account. The system will complete some basic field validation and specifically check to see if the Username you chose was selected by someone else.

If true then an error message will appear that will request you to select another Username (See Figure 5).
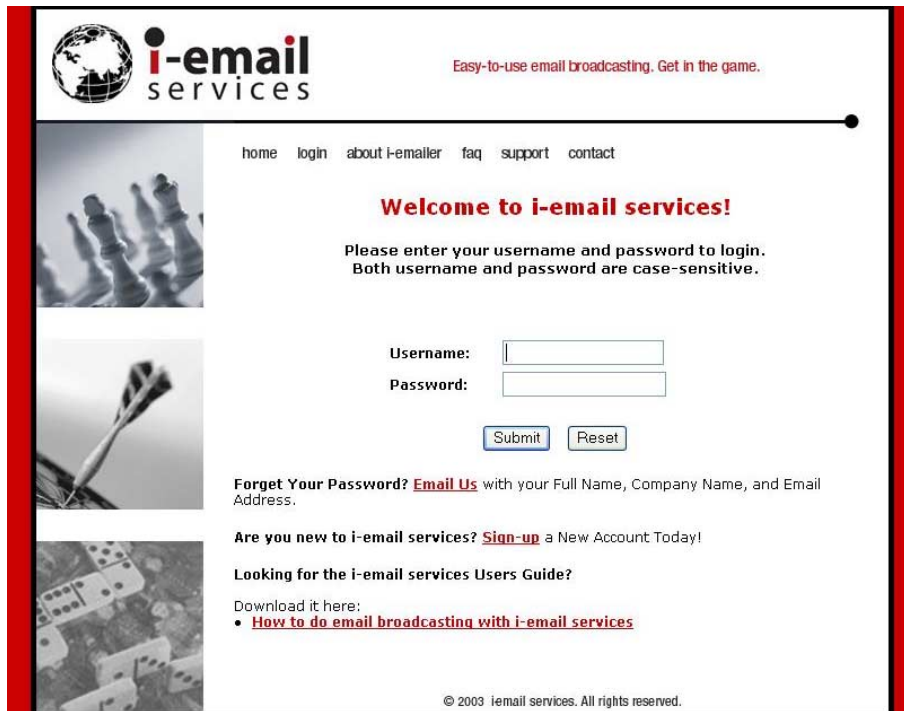
Figure 5 - Username Error Message

If you get this Error message, select a new Username and re-submit the form. After your new account is established you will be taken to the Login Page (See Figure 6).

Figure 6 - Login Form

At this point you can Login and use the Email Broadcasting Service. To use the Email Broadcasting Service, you need to enter your Username and the Password you have chosen. After successfully logging in, you will be taken to the Select Action screen (See Figure 7).

How to Select an Action

Figure 7 - Select Action Page
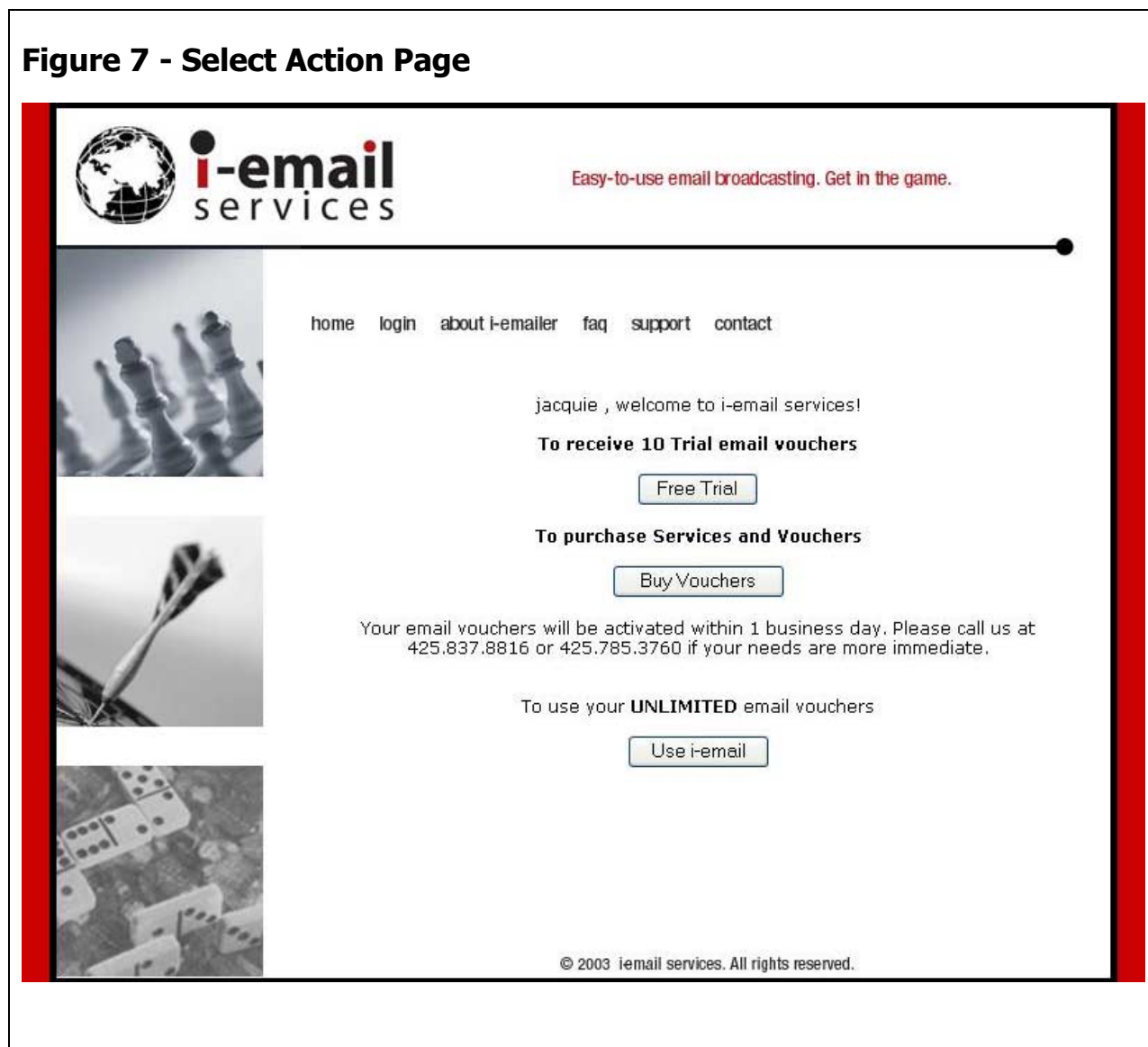
You will see that the Select Action knows who you are and how many email vouchers remain in your account. This allows you to know whether or not you have enough vouchers to complete your email broadcast campaign. Here, you can choose Free Trial, Buy Vouchers, or Use I-email (that is if you have enough vouchers to complete your campaign).
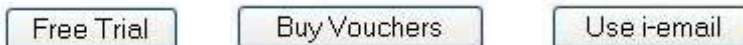
Free Trial

We offer a Free Trial of our broadcast email service. It consists of 10 free email vouchers (See figure 8). Each sign-up with i-email services will be awarded a Free Trial allotment of 10 email vouchers to their account.

To take advantage of the Free Trial Offer, just press the Free Trial button.

Figure 8 - Free Trial Grant Page

realitytest has been granted a trial account. A total of 10 emails may be used.

Return to Select Action page

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Once you've been allocated trial vouchers you can return to the previous page to use i-email services by clicking Return to Select Action button.

Buy a Package of Email Vouchers

Email Vouchers may be purchased in 1,000 package increments for an introductory price of $10.00 USD per 1,000. All major credit cards are accepted and i-email services uses PayPal for their proven, secure SSL environment for credit card clearing (See Figure 9).

To purchase your vouchers, press the Buy Vouchers button.

Figure 9 - Buy an Email Vouchers
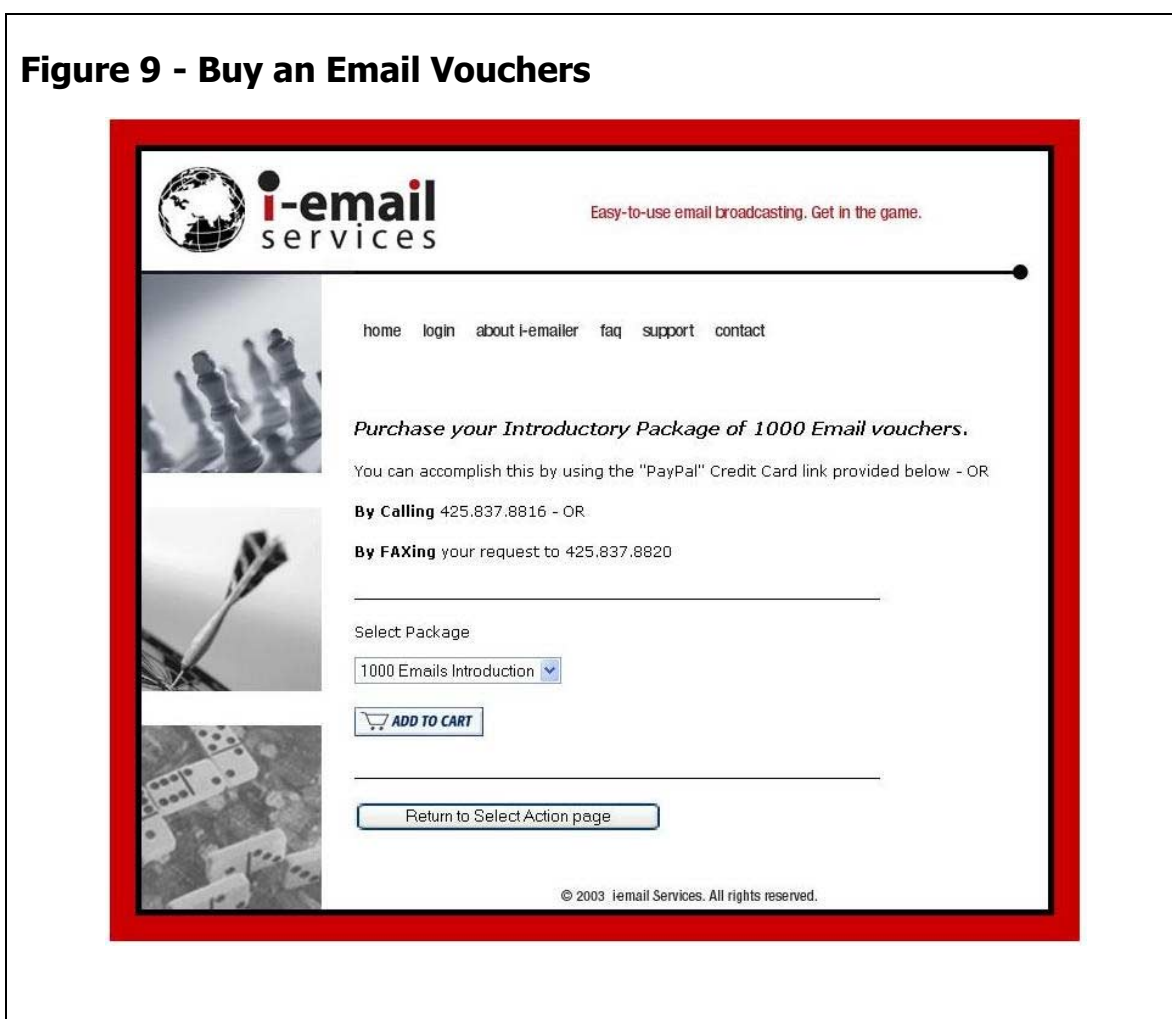
Other packages are available (see Service Packages page for description). You may order these packages by Telephone (425) 837-8816; or by FAX, just by down loading the Purchase FAX Form, filling the form out completely and Faxing it in to (425) 837-8820; or by calling our partner *Go To Market Strategies* at (206) 547-2322.

How to send an email broadcast

The i-email service uses a four step process:

1. **Set-up Campaign and Test Email Address.** Assign a name for your Email Campaign and fill-in an email address to be used to receive your Test Email.

2. **Enter or Select the Salutation, Email List, From, and Subject Text.**

   - You can assign a Salutation to each recipient (Hi, Hello, Good Morning, etc.) and their first name (if listed in your email list).

   - You attach your Email List with the **Browse...** button.

   - You Enter your Valid Email Return Address

   - You Enter the Subject of your Email Campaign

All you have to do is follow the email wizard after selecting the Use I-email button (See figure 10).

Figure 10 - Blank Email Form Sample

3. **Body, HTML file, Attachment file.**
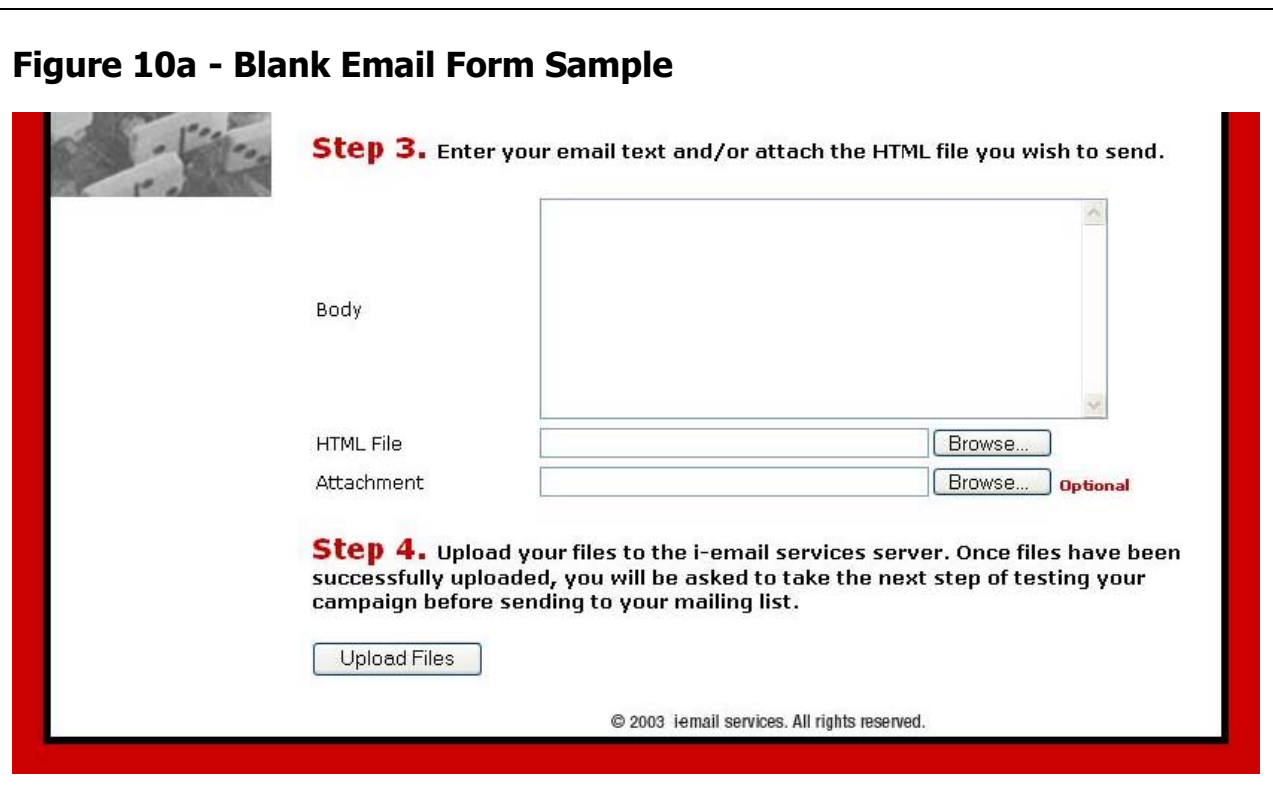
   - You can enter any Text you want your readers to see in the BODY. It will display before any HTML displays

   - You attach your Attach you HTML file with the [Browse...] button

   - You attach any additional file with the Attachment [Browse...] button.

4. **Upload Files.** This function goes to your PC and uploads the files you have indicated to the email server for broadcasting.

All you have to do is follow the email wizard after selecting the Use I-email button (See figure 10a).

Figure 10a - Blank Email Form Sample

How to setup an email list

Your email list must be set up as a .txt or .csv file. This can be created in programs as simple as Notepad, Word, or Excel. Obviously, the main piece of information you will need to successfully use the i-email services tool is the **email address.** However, if you plan to personalize your email with a salutation, you will also need the **first and/or last name** of your contact.
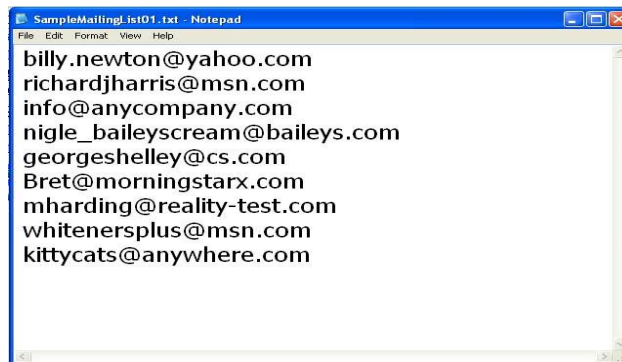
Table 1 - i-email services email address file format

Field 1 - Mandatory	Field 2 - Optional	
Valid Email Address	First Name or Addressee	Separated by commas

NOTE: The files have to be either just **email addresses** or **email addresses** and **First Name or Addressee** separated by commas (See Figures 11, 12, 13).

Figure 11 - .TXT file, email address only

SampleMailingList01.txt - Notepad

File Edit Format View Help

billy.newton@yahoo.com
richardjharris@msn.com
info@anycompany.com
nigle_baileyscream@baileys.com
georgeshelley@cs.com
Bret@morningstarx.com
mharding@reality-test.com
whitenersplus@msn.com
kittycats@anywhere.com

Figure 12 - .TXT file, email address and First Name


```
SampleMailingList02.txt - Notepad
File  Edit  Format  View  Help
billy.newton@yahoo.com,William,
richardjharris@msn.com,Dick,
info@anycompany.com,Any One,
nigle_baileyscream@baileys.com,Nigle,
georgeshelley@cs.com,George,
Bret@morningstarx.com,Bret Johnson,
mharding@reality-test.com,Sample List,
whitenersplus@msn.com,Colgate,
kittycats@anywhere.com,Feline,
```

Figure 13 – .CSV file from Microft Excel Spread sheet,

email and First Name

	A	B	C
1	pauline.kavanagh@rbs.co.uk	Pauline	
2	avadhooten.9.dishpanhandde@bt.com	Avadhooten	
3	axenkavan@hq.bcs.org.uk	Axen	
4	info@i-emailservices.com	Information	
5	joeblow@yahoo.com	Joe	
6			
7			
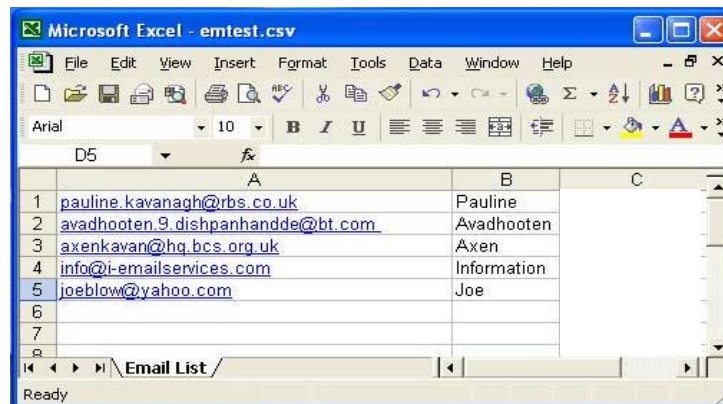
Components of the email broadcast campaign

Once you have created your email broadcast mailing list you should consider if the email should have a Salutation, if yes then choose from the Salutation drop down list. Next you need to assign a valid return email address, so your recipients can reply. After that you need a Subject for your email broadcast.

The email form contains all the different components that are needed to maximize the effect of the email you want to send (See Figure 14 and 14a).

Figure 14 - Completed Email Form
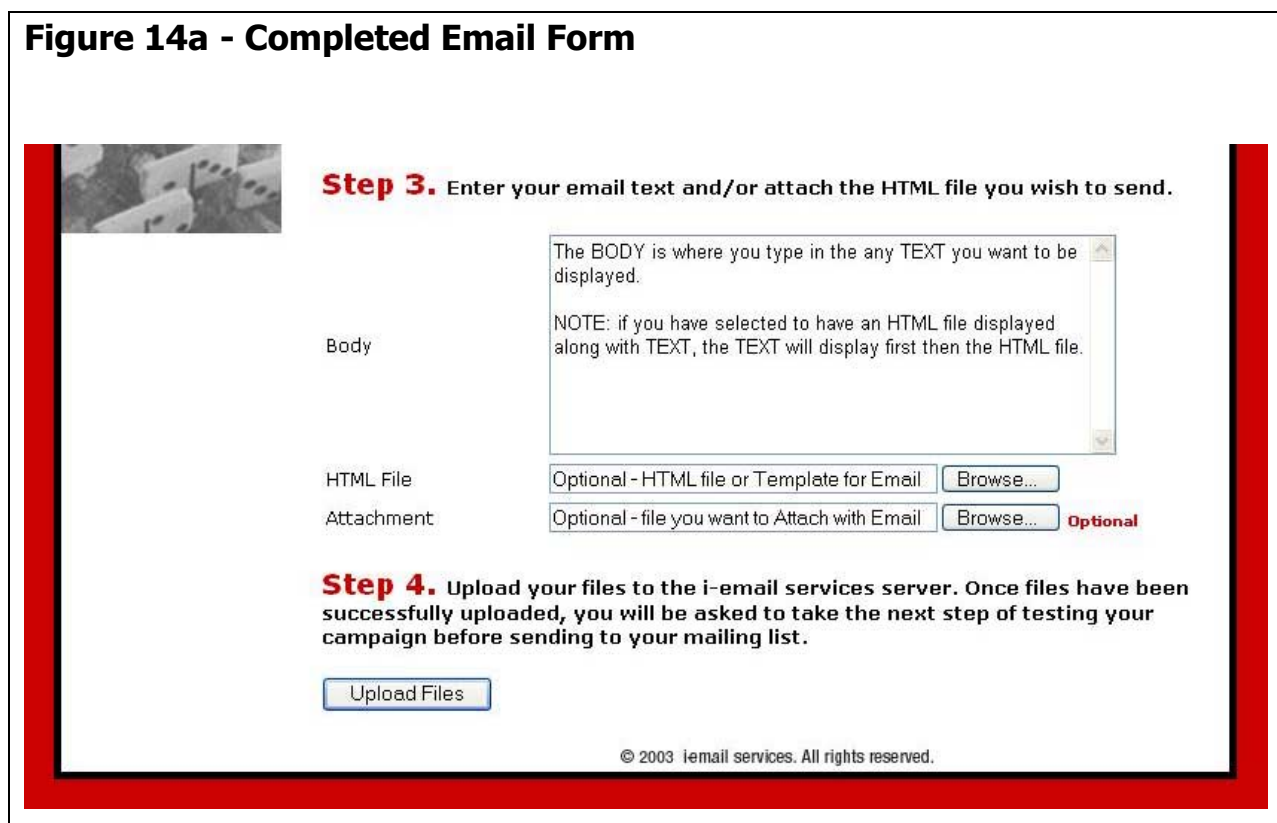
The last two main items are the **Body Text,** the **Attachment file,** and the **HTML file** you may want to use. Your choices are: Body Text only or Body Text and HTML or HTML only. If you choose the Body Text and HTML option, the text will be inserted above the HTML by i-email services when the email is compiled for distribution.

Figure 14a - Completed Email Form

Step 3. Enter your email text and/or attach the HTML file you wish to send.

Body

> The BODY is where you type in the any TEXT you want to be displayed.
>
> NOTE: if you have selected to have an HTML file displayed along with TEXT, the TEXT will display first then the HTML file.

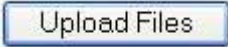HTML File — Optional - HTML file or Template for Email [Browse...]
Attachment — Optional - file you want to Attach with Email [Browse...] **Optional**

Step 4. Upload your files to the i-email services server. Once files have been successfully uploaded, you will be asked to take the next step of testing your campaign before sending to your mailing list.

[Upload Files]

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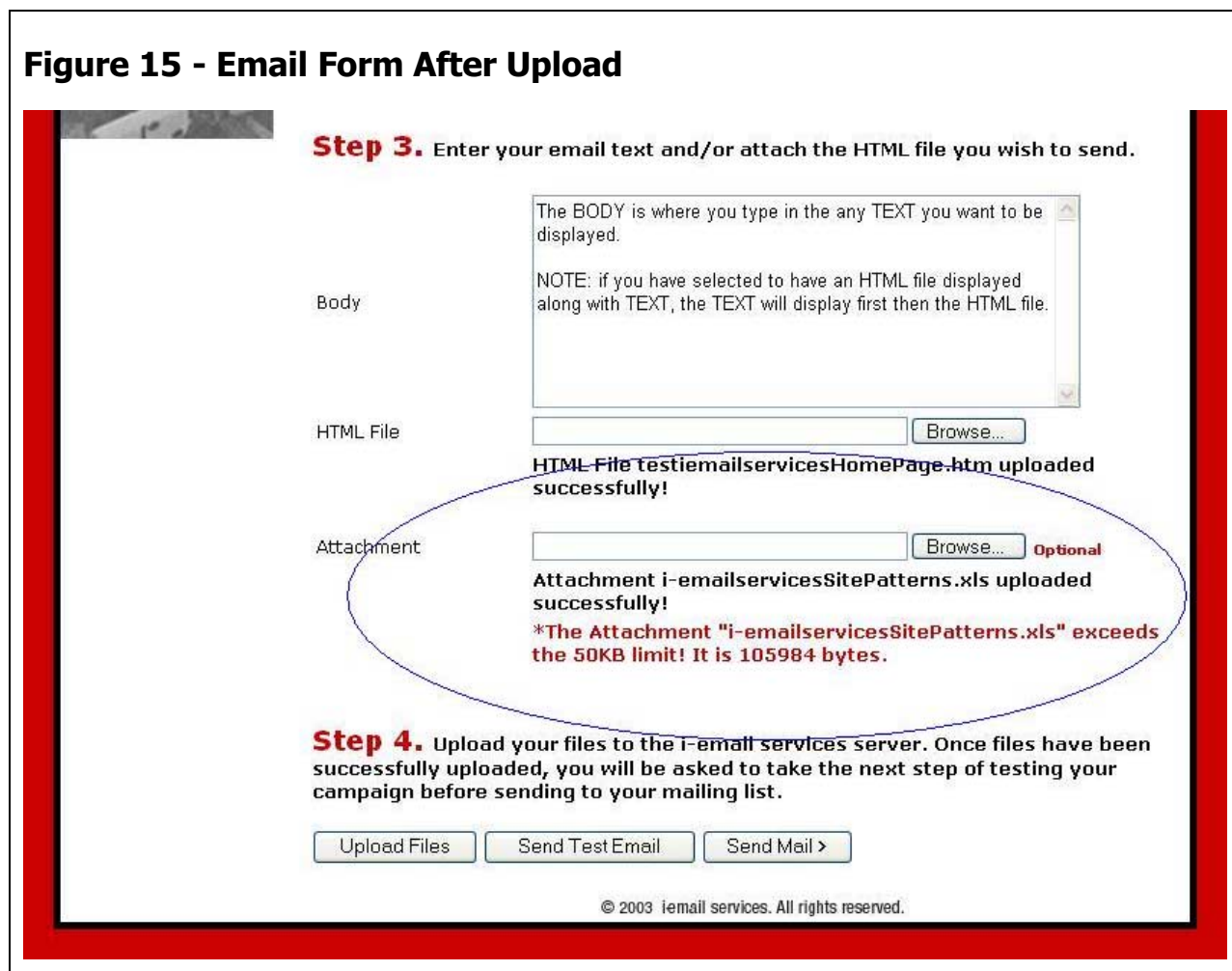
Sending the email broadcast

You will notice that there is one button at the bottom of the page. The first step is to **Upload the Files** and information you have indicated in each field.

You do this by pressing the [Upload Files] button. This function will copy the files to our email distribution server. NOTE: the larger the files (in Kilo bytes) the longer it takes to upload , and the longer it will take to process and send the email.

We have placed a performance limit on the Attached file to 50Kb (50,000 bytes). An error message will appear when the file is larger that 50Kb. Wewill assess the difference between the large file and the limit and contact you for a possible surcharge.

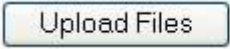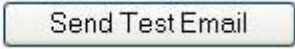Once all the files have been uploaded, your form will be refreshed. (See Figure 15).

Figure 15 - Email Form After Upload

As you can see in our example, all of the files were uploaded successfully. You will also notice the message you will receive if the file attachment if over the allotted 50K limit. As mentioned, if this does occur, we will send the email with that attachment, but we will contact you for special payment arrangements.

Once your information has been successfully uploaded proceed with the following steps:

Next choose [Send Test Email] **to see what the email looks like when sent.**

If you do not like the presentation of the email, you can change any of the files in the original software program, or the Body TEXT directly in the wizard.

Then choose [Upload Files] [Send Test Email] **again to re-Upload any changed files and send another Test Email**. Repeat this cycle as often as needed to achieve the desired look and feel.

Once you have the email the way you want it, move to the next step and choose the [Send Mail >] **button.**

Your email list is validated automatically. You will receive an Email Broadcast Summary via email at the completion of the broadcast that will let you know if any email addresses were invalid, and therefore not sent.

This page also validates that you have enough email vouchers to match the number of email addresses in your account. So, if you are short some vouchers, you will be notified at this time (See Figure 16).

Figure 16 – Error Message – Email Voucher Mismatch
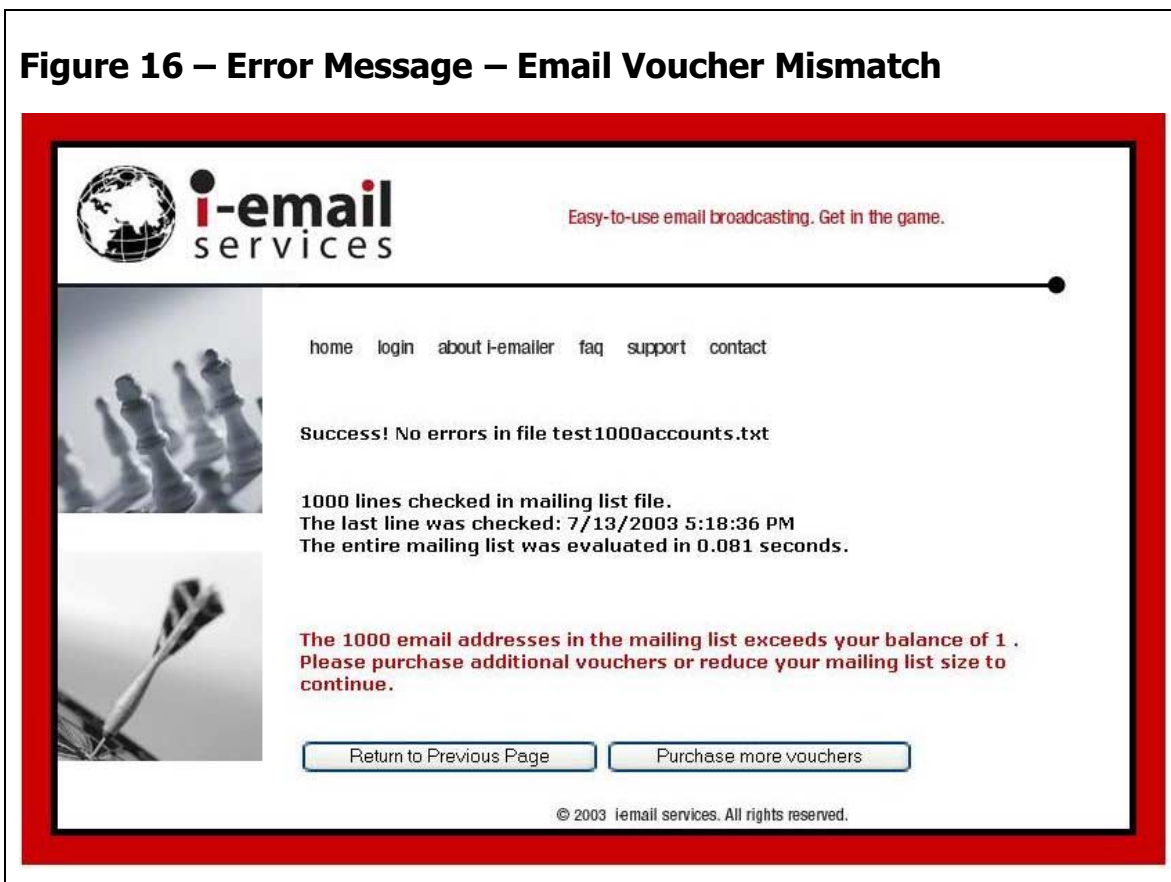
At this point you have to choices. **Return to the Previous Page** and reattach a smaller email list, or **Purchase More Vouchers.** Make your selection by choosing one of the following buttons:

You will see a progress bar in your browser. The larger the list and email size, the slower this bar will progress.

Once your email has been completely executed, a Complete Confirmation will appear (See Figure 17).

Figure 17 – Complete Confirmation

Now you have successfully completed your Email Broadcast Campaign. You now have the choice of Sending Another Email Campaign or Logging Out and contemplating other creative Email Broadcast Campaigns.

Happy Emailing!

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