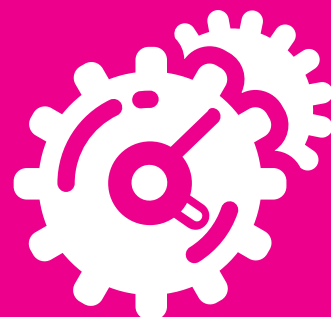


email software    
**ezine.ie**  
by inspiration marketing

## Quick Start Guide



ask@inspiration.ie



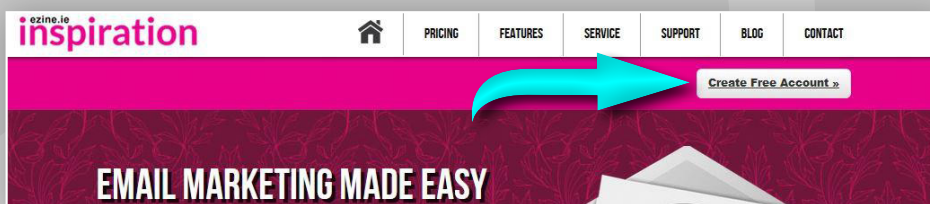
+353 1 230 3184

## The Snapshot

- The rich functionality and user friendly interface of ezine.ie makes creating an email marketing campaign easy
- In 15 minutes you could be sending your first email campaigns to your customers
- You can create multiple campaigns with the touch of a button
- Real time support of ezine.ie software is available from our Dublin based HQ

## The First Step

First create an account via the ezine.ie home page.



2. You will then be brought to this screen where you will need to input your details.

### CREATE YOUR FREE ACCOUNT

MANAGE YOUR EMAIL MARKETING CAMPAIGNS IN-HOUSE WITH OUR EASY-TO-USE PLATFORM.

**Registration is free.** Once you register, you can send to lists of up to 5 people to test the software and your email designs. If you like what you see you can then implement campaigns and only pay according to what suits your level of activity, and for whatever support you need. Register below and see how easy it is to use the platform.

Your Name (required)	Company Name (required)
<input type="text"/>	<input type="text"/>
Your Phone (required)	Company VAT Number
<input type="text"/>	<input type="text"/>
Your Email (required)	Approximate no. of Subscribers
<input type="text"/>	<input type="text"/>

Additional Information / requirements

☐ I agree to the ezine.ie Anti-Spam Policy & Terms of Use.

3. When you have successfully registered your details you will see this confirmation screen.

### REGISTRATION COMPLETE

Thank you for registering with [www.ezine.ie](http://www.ezine.ie).

We review each registration to ensure a first-rate service for customers. We will be in touch shortly to process the account. In the meantime you may consider buying Premium Telephone Support to make life even easier!

**We look forward to working with you.**


Ezine.ie Team

4. When your account is activated you will receive log in details via email.

### Welcome to Ezine.ie

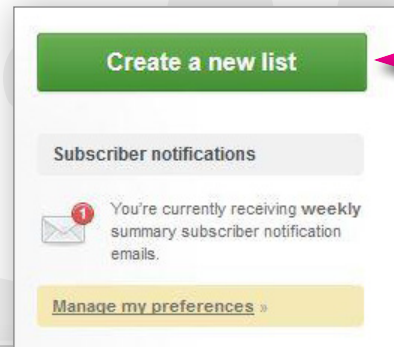
You're all set up. Now you'll be able to create and send email campaigns, manage who gets them, and watch the results come in.

For the future, you'll log in as [ecoin@inspiration.ie](mailto:ecoin@inspiration.ie) at [email.ezine.ie](http://email.ezine.ie)

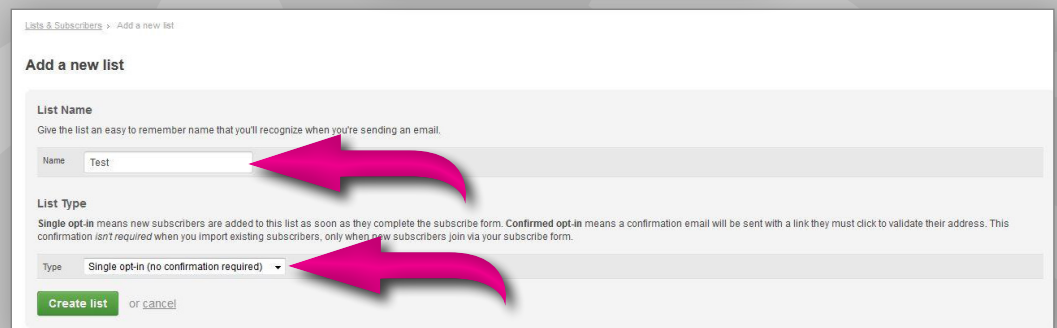
 Bookmark this page so you don't forget

## Create A Subscriber List

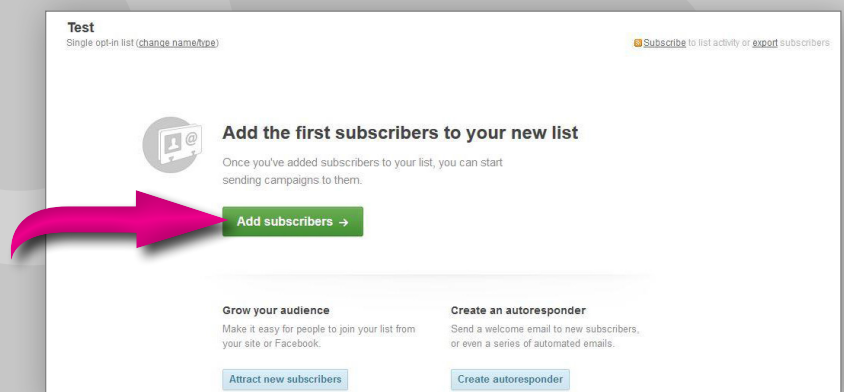
1. The first thing you then need to do is create a mailing list and import your subscribers.



2. You can name the subscriber list on the below page, and specify list type.

A screenshot of the 'Add a new list' form. It has a section for 'List Name' with a text input field containing 'Test'. Below that is a 'List Type' section with a dropdown menu set to 'Single opt-in (no confirmation required)'. At the bottom are 'Create list' and 'cancel' buttons. Two pink arrows point to the 'List Name' input field and the 'List Type' dropdown menu.

3. After you have named your list, you are then brought to the below screen where you can import your subscriber information.



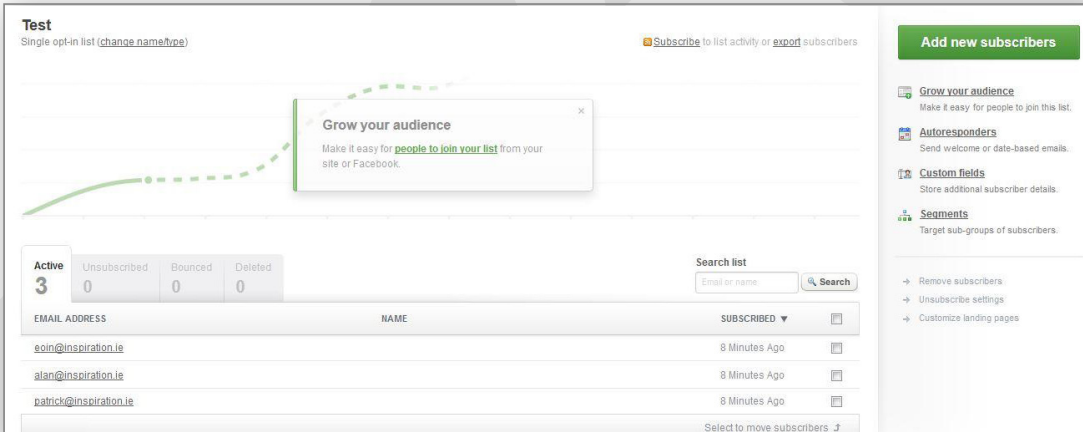
4. Once you have selected the add subscribers option, you can then import subscribers.

If using a word document you can simply copy and paste the subscriber list directly. However we would advise you to create an Excel document and upload them via the indicated path. It is important that each email address you import does not contain any spelling errors, commas or spaces. If you are using an Excel file, it is also vital to ensure that all details are contained on one sheet.

A screenshot of the 'Add new subscribers' page. It shows a text area for pasting email addresses, with example text: 'sallysparrow@ee.com, Sally Sparrow, 24', 'aaron@speakeasy.com, Aaron Speakeasy, 47'. Below this is a section 'or, drag and drop a file containing them here' with a file upload icon and a link 'Select it from your computer instead...'. At the bottom are 'Import these subscribers →' and 'or go back' buttons. On the right, there are two sections: 'Okay to import these subscribers if...' with a list of criteria and 'Definitely not okay to import if...' with a list of criteria. A pink arrow points to the file upload area.

## Create A Subscriber List

5. After you have successfully imported your subscribers, you will then see the below confirmation screen.



**Test**  
Single opt-in list (change name/type) Subscribe to list activity or export subscribers

**Grow your audience**  
Make it easy for people to join your list from your site or Facebook.

**Active** 3 **Unsubscribed** 0 **Bounced** 0 **Deleted** 0

**Search list**  
Email or name:

EMAIL ADDRESS	NAME	SUBSCRIBED	
erin@inspiration.ie		8 Minutes Ago	<input type="checkbox"/>
alan@inspiration.ie		8 Minutes Ago	<input type="checkbox"/>
patrick@inspiration.ie		8 Minutes Ago	<input type="checkbox"/>

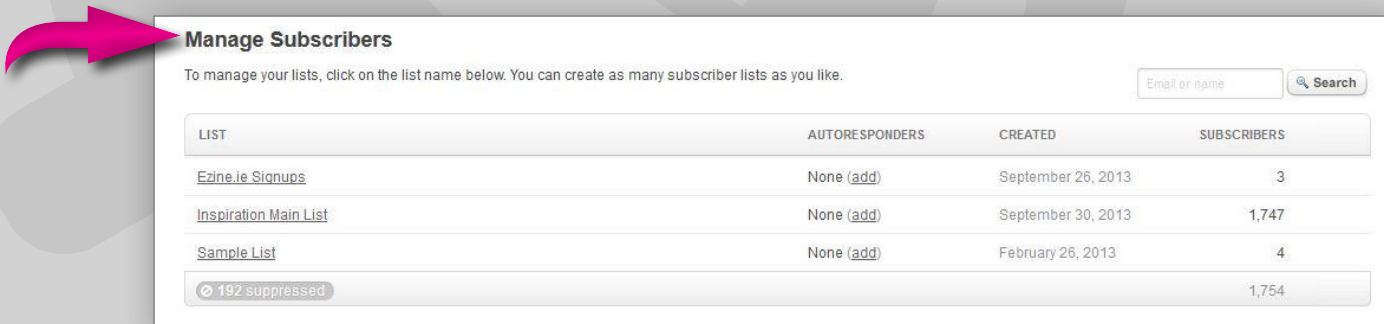
Select to move subscribers

**Add new subscribers**

- Grow your audience**  
Make it easy for people to join this list.
- Autoresponders**  
Send welcome or date-based emails.
- Custom fields**  
Store additional subscriber details.
- Segments**  
Target sub-groups of subscribers.

→ Remove subscribers  
→ Unsubscribe settings  
→ Customize landing pages

6. The software within ezine.ie allows you to create multiple lists of subscribers. You can manage your email subscribers via the **'Lists & Subscribers'** page.



**Manage Subscribers**

To manage your lists, click on the list name below. You can create as many subscriber lists as you like.

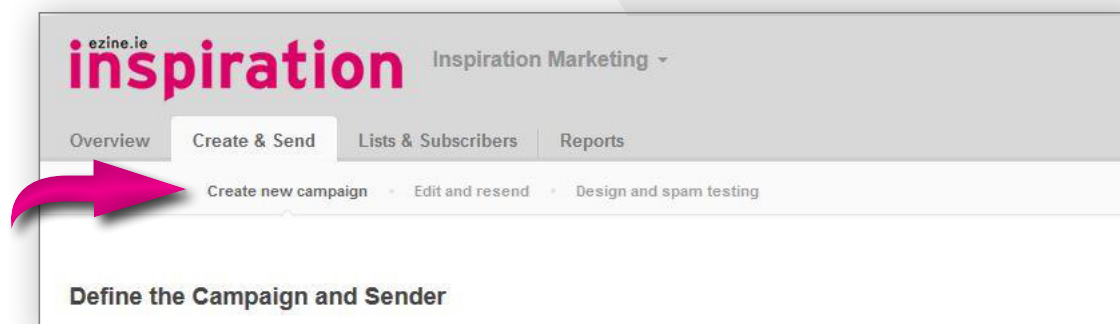
Email or name:

LIST	AUTORESPONDERS	CREATED	SUBSCRIBERS
<a href="#">Ezine.ie Signups</a>	None ( <a href="#">add</a> )	September 26, 2013	3
<a href="#">Inspiration Main List</a>	None ( <a href="#">add</a> )	September 30, 2013	1,747
<a href="#">Sample List</a>	None ( <a href="#">add</a> )	February 26, 2013	4
<b>192 suppressed</b>			1,754

7. It is very easy to create more lists, and check how many recipients are within each list that you have created.

## Create A Campaign

1. After you have successfully uploaded the details of your subscribers, you then need to create your email marketing campaign. To start this process you need to click on the below tab.



2. You then need to create a name for your campaign, and also add what content you want to have displayed in the subject line of the email. And you have the option to change who the campaign is from, if for example you operate more than one business.

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

**Write a subject line**  
The subject of your last campaign was: **Demo send subject**.

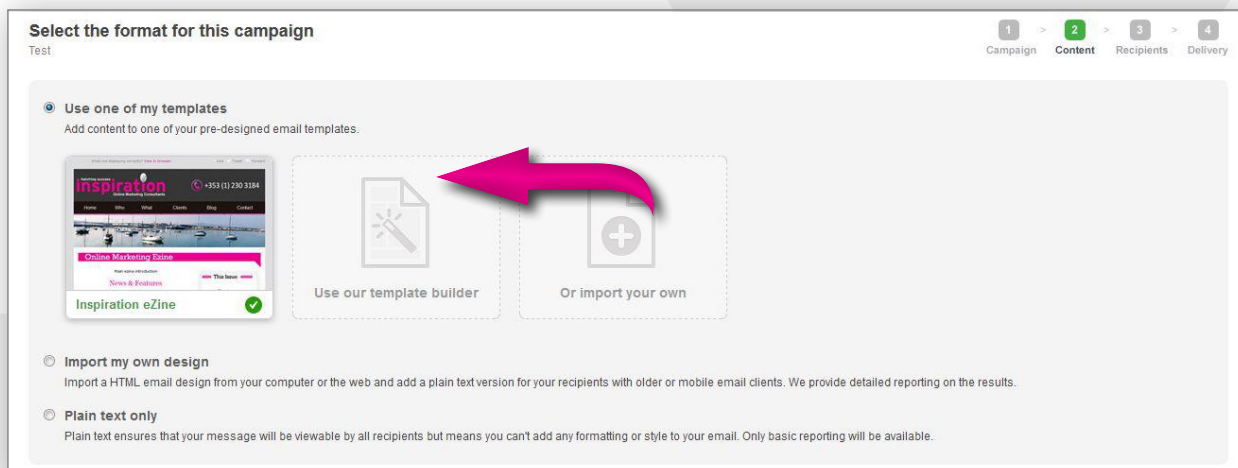
Insert personalization ▼

**Who is it from?**  
This will be displayed in the From field of your recipient's email client. [You can use a different reply-to address.](#)

Next →

## Create The Email Content

1. The next stage is to actually create the content that will be displayed in the header and body of the email, and decide what images (if any) you want to use.



2. When you get to this page you can choose either to upload your own email template or use our dedicated template builder. We would strongly advise those with limited experience of creating email marketing campaigns to start by using our template builder.

## Select The Layout You Want

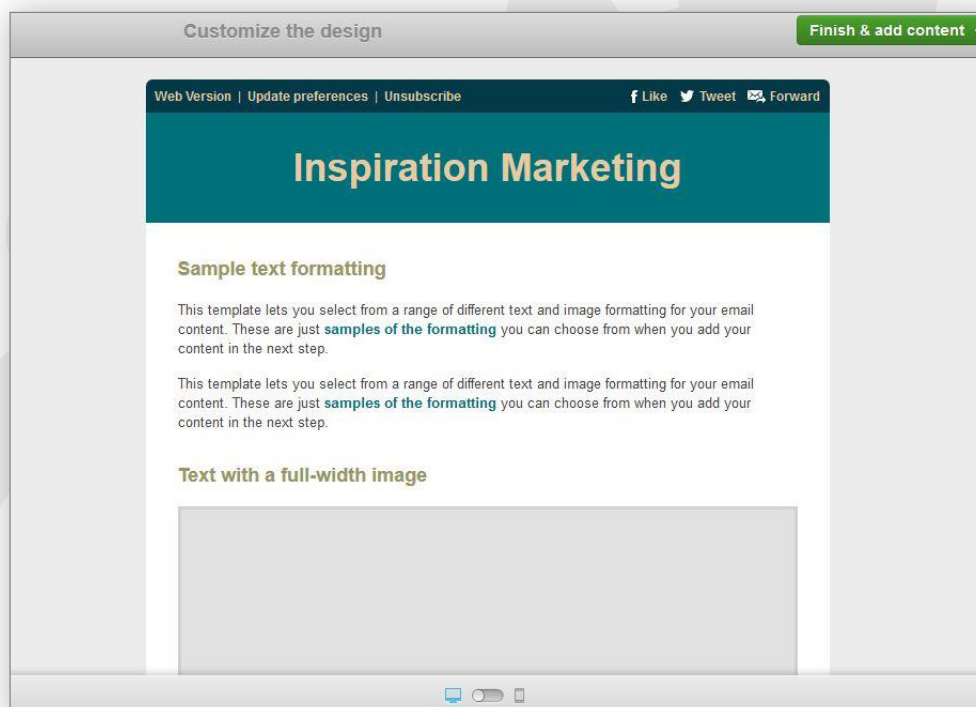
1. You then simply select the layout option that you require. We would recommend selecting the 'Simple Announcement' or 'Basic Newsletter' template.



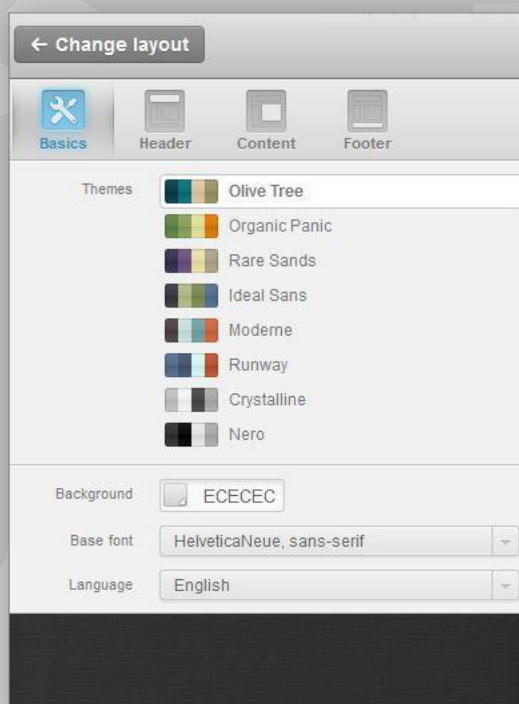


## Select The Layout You Want

3. You should then see the below screen.





4. To the left hand side of the main template are the editing tools that you can use to completely customize your email campaign.



## Final Confirmation Stage

1. After you have completed the design stage of your email marketing campaign you will then reach this confirmation screen.

**Schedule campaign delivery**  
Test


 **Send now** |  **Schedule**

**Deliver the campaign immediately**  
Send a confirmation to the following email address when the campaign has been sent.

**Send campaign immediately →** or [go back](#)

Clicking this button will *immediately* deliver your campaign.

2. You will then see this notification page, informing you that your campaign has been queued for immediate delivery.

 **Queued for immediate delivery**  
A confirmation email will be sent to **demo@inspiration.ie** when the campaign has been successfully delivered.

**See campaign report** or **Launch Worldview**

**Summary**


Campaign Name	Test
Recipients	3
To be delivered	Immediately



## Full Support Available

We are very pleased to be able to inform all users of ezine.ie that we can offer real time support from our head office which is located in Dun Laoghaire, Co. Dublin.

**BUY PREMIUM SUPPORT**



**2 HRS PREMIUM SUPPORT**

€80

**Add to cart**

We also offer a premium support telephone service that can be purchased in 2 hour blocks. We would strongly advise people with limited experience of creating email marketing campaigns to purchase this additional support.

If you have any questions on any of the points we have covered here, or you would like to learn more about this how ezine.ie can work for your business **please do contact us today.**

