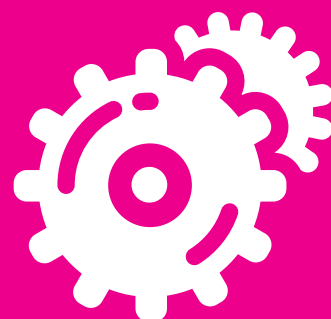




# eZine.ie

Email By Inspiration

## Quick Start Guide



ask@inspiration.ie



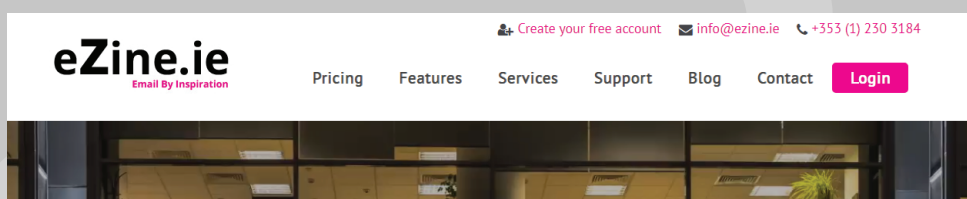
+353 1 230 3184

## 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](#).

Please enter captcha code  
**K4 NF**

[Request Your Account](#)

Please ensure all information is correct so we can contact you to activate the account.

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

### eZine.ie

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.

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

Ezine.ie Team

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

### You're invited to use our email campaign software

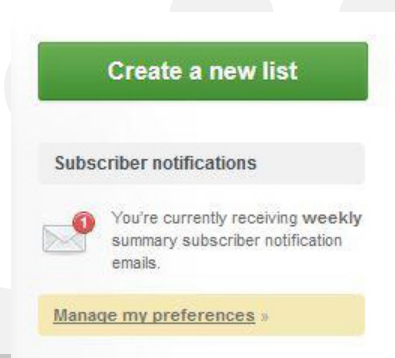
Ezine.ie has set up your account. We just need you to choose a password and you'll be good to go.

If you have any questions, contact Ezine.ie.

[Accept the invitation](#)

## 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 breadcrumb 'Lists & Subscribers > Add a new list'. The form has a section 'List Name' with a text input containing 'Test' and a description: 'Give the list an easy to remember name that you'll recognize when you're sending an email.' Below that is a 'List Type' section with a description: 'Single opt-in means new subscribers are added to this list as soon as they complete the subscribe form. Confirmed opt-in means a confirmation email will be sent with a link they must click to validate their address. This confirmation isn't required when you import existing subscribers, only when new subscribers join via your subscribe form.' There is a dropdown menu for 'Type' set to 'Single opt-in (no confirmation required)'. At the bottom are two buttons: 'Create list' and 'or cancel'.

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

A screenshot of the 'Test' screen for a new list. It has a breadcrumb 'Single opt-in list (change name/type)'. At the top right is a link 'Subscribe to list activity or export subscribers'. The main heading is 'Add the first subscribers to your new list' with a subtext: 'Once you've added subscribers to your list, you can start sending campaigns to them.' Below this is a green button 'Add subscribers →'. There are two columns of options: 'Grow your audience' with a subtext 'Make it easy for people to join your list from your site or Facebook' and a button 'Attract new subscribers'; and 'Create an autoresponder' with a subtext 'Send a welcome email to new subscribers, or even a series of automated emails.' and a button 'Create autoresponder'.

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' form. It has a breadcrumb 'Add new subscribers'. The subtext says: 'Each subscriber should be on a new line. You can include any extra details such as name and age, and we'll match them up with your custom fields in the next step.' There is a text area with sample data: 'sallysparrow@ee.com, Sally Sparrow, 24' and 'aaron@speakeasy.com, Aaron Speakeasy, 47'. Below the text area is a dashed box with a file icon and the text 'or, drag and drop a file containing them here' and a link 'Select it from your computer instead...'. At the bottom are two buttons: 'Import these subscribers →' and 'or go back'. On the right side, there is a section 'Okay to import these subscribers if...' with a list of criteria: 'They opted in from your site.', 'They are customers who have purchased a product from you within the last 2 years.', 'They gave you their email in person or over the phone knowing you'd contact them.', and 'They completed an offline form and indicated they wanted to be emailed.' Below this is a section 'Definitely not okay to import if...' with a list of criteria: 'You purchased this list of subscribers.', 'You haven't emailed the recipient's address for more than 2 years.', 'You obtained the email addresses from a third party.', and 'You scraped or 'copy and pasted' the addresses from the Internet.'

## 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 Search

EMAIL ADDRESS	NAME	SUBSCRIBED
eoin@inspiration.ie		8 Minutes Ago
alan@inspiration.ie		8 Minutes Ago
patrick@inspiration.ie		8 Minutes Ago

Select to move subscribers J

**Add new subscribers**

- Grow your audience**  
Make it easy for people to join this list.
- Autoreponders**  
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 Search

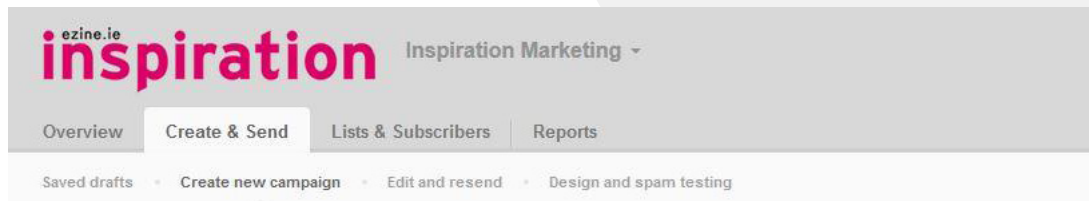
LIST	AUTORESPONDERS	CREATED	SUBSCRIBERS
<a href="#">Ezine.ie Signups</a>	None (add)	September 26, 2013	3
<a href="#">Inspiration Main List</a>	None (add)	September 30, 2013	1,747
<a href="#">Sample List</a>	None (add)	February 26, 2013	4

192 suppressed 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.



### Define the Campaign and Sender

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 ▼

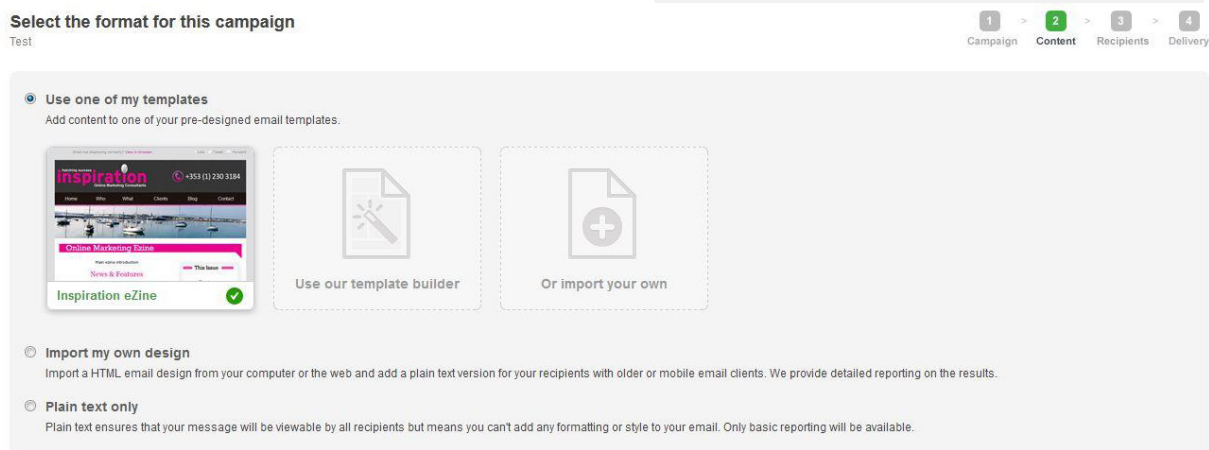
#### Who is it from?

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.

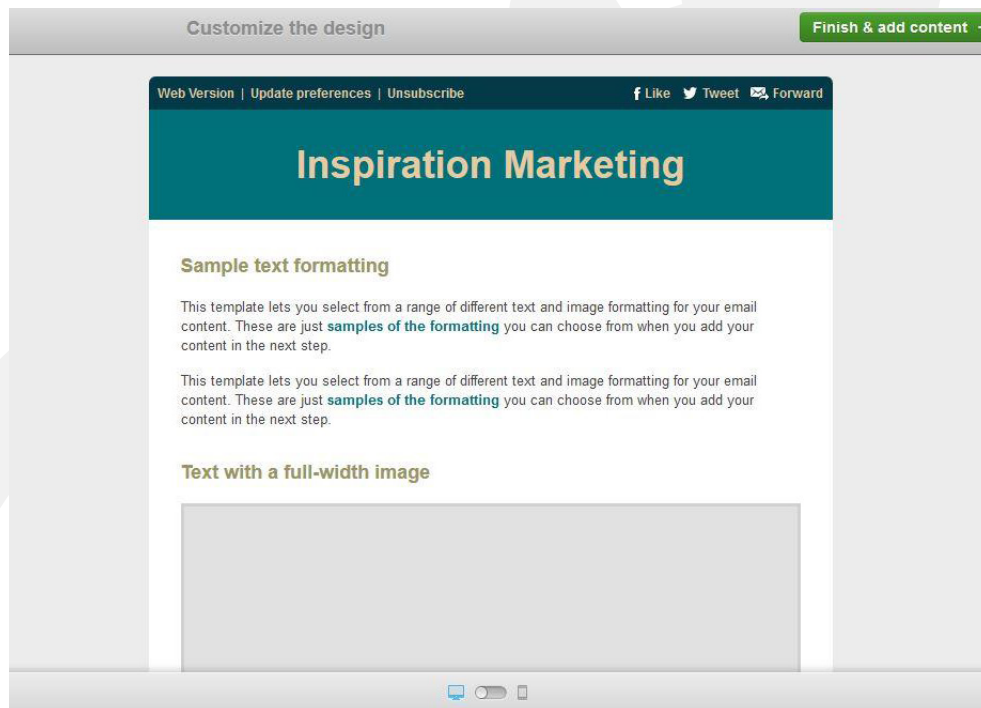
## Select The Layout You Want

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

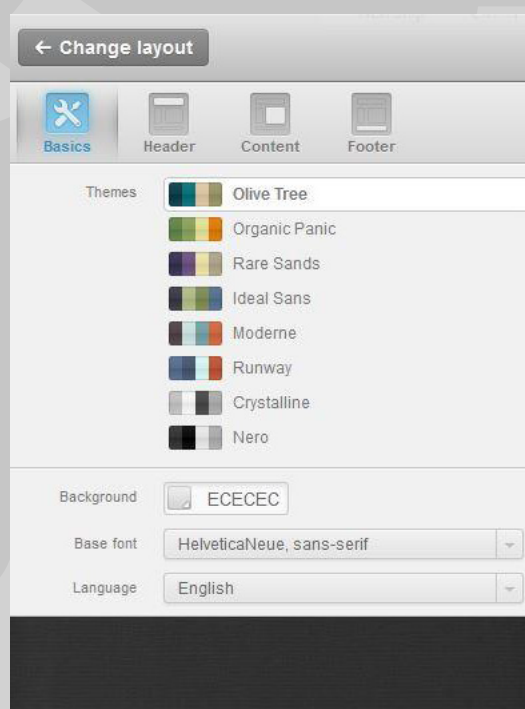


## Select The Layout You Want

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

€160.00

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.



info@ezine.ie



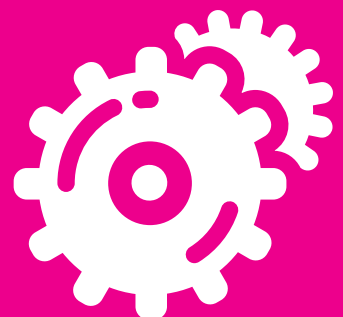
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