



# **User Guide**

## **Mass Mailing**

**IWorld Services (Singapore) Pte Ltd**

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## Introduction

### What is mass mailing?

Mass mailing is a service to send a single E-mail message to multiple addresses at the same time.

### Why use it?

Mass mailing can send E-mails to all your address book from just setting a single format and message. The program will automatically send customized E-mails to your clients, customers or suppliers.

Mass mailing is useful when you need to inform your customers about new promotions, or suppliers about changes in address or contact number.

### MailList Controller

This guide focuses on how to use MailList Controller to send out mass E-mails. The program is an E-mail mailing list and marketing solution. It allows you to manage your list of E-mails, create personalized E-mails, newsletters and announcements to your E-mail list.

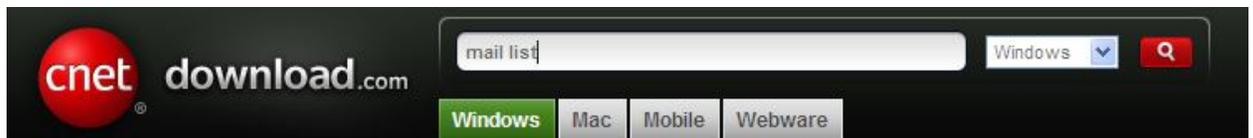
The manual in the program will offer greater in-depth information about the program and its usage.

The free version allows 1 list and 100 recipients.

## Installing the Program

This section will show you how you can download and install the program. Please note that this program requires Microsoft Excel to import the list of E-mail addresses.

1. Go to [www.download.com](http://www.download.com)
2. Enter “**Mail List**” in the search field then click **Search**.

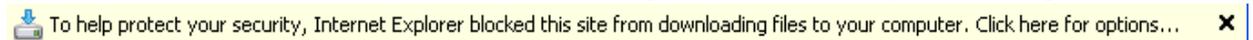


3. Click on the search result **MailList Controller Free 7.2 – Download Now**

▼ SPONSORED MATCH

<b>MailList Controller Free 7.2</b> Send out personalized HTML messages and manage multiple mailing lists. Added on 05/04/2009	User rating: ★★★★☆	100,292 total downloads 467 last week	Download Now
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Note: If the download does not start, there might be a tab on top of the page.



Click on the tab and select **Download File**.

4. **Save** the file on your computer

5. Once the file has been downloaded, **run the downloaded file**
6. Select setup language  
Choose **English** and click **OK**.



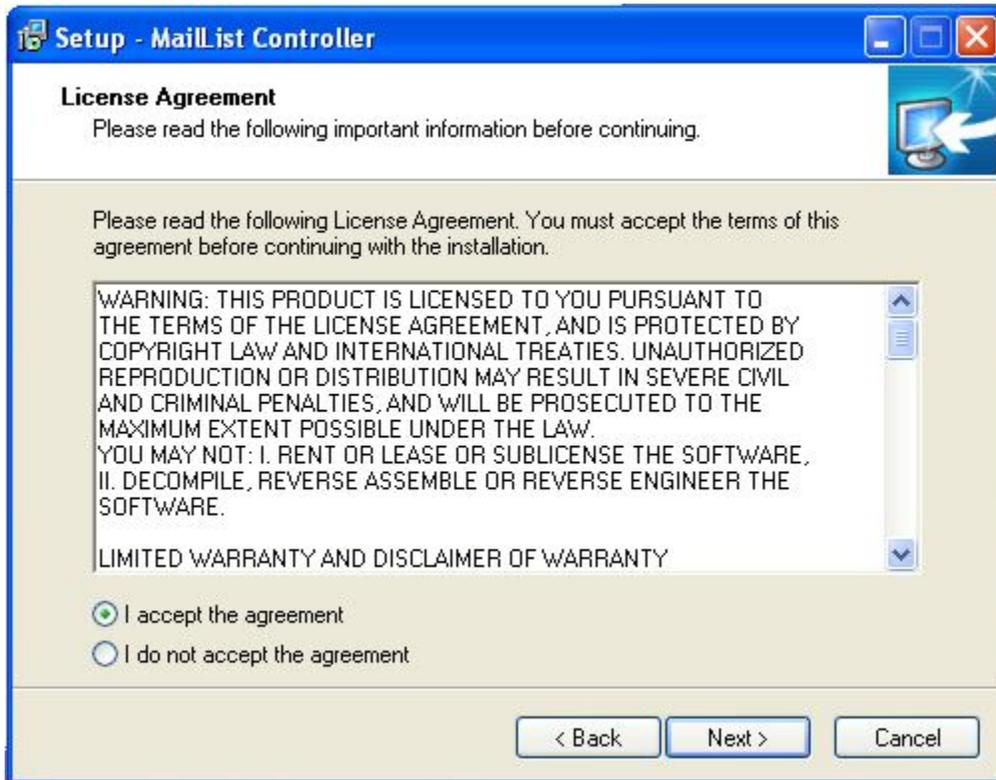
7. Setting up MailList Controller  
Click **Next**.



## 8. License Agreement

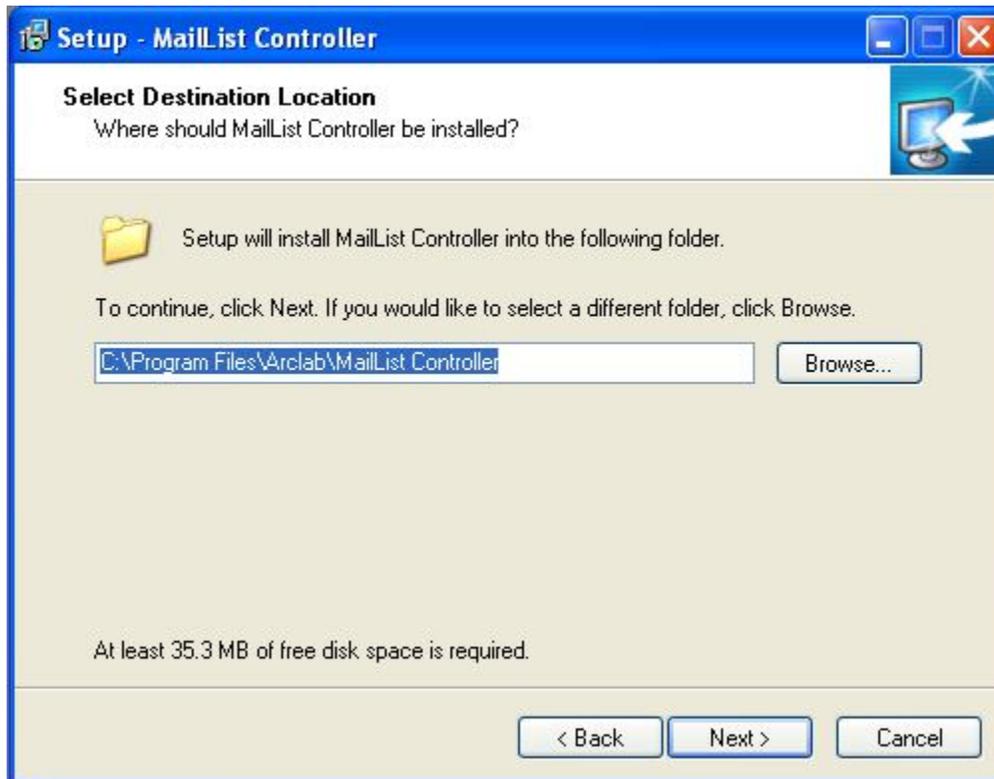
We recommend that you to read the license agreement.

Click on **I accept the agreement** then click **Next**.



9. Select installation directory

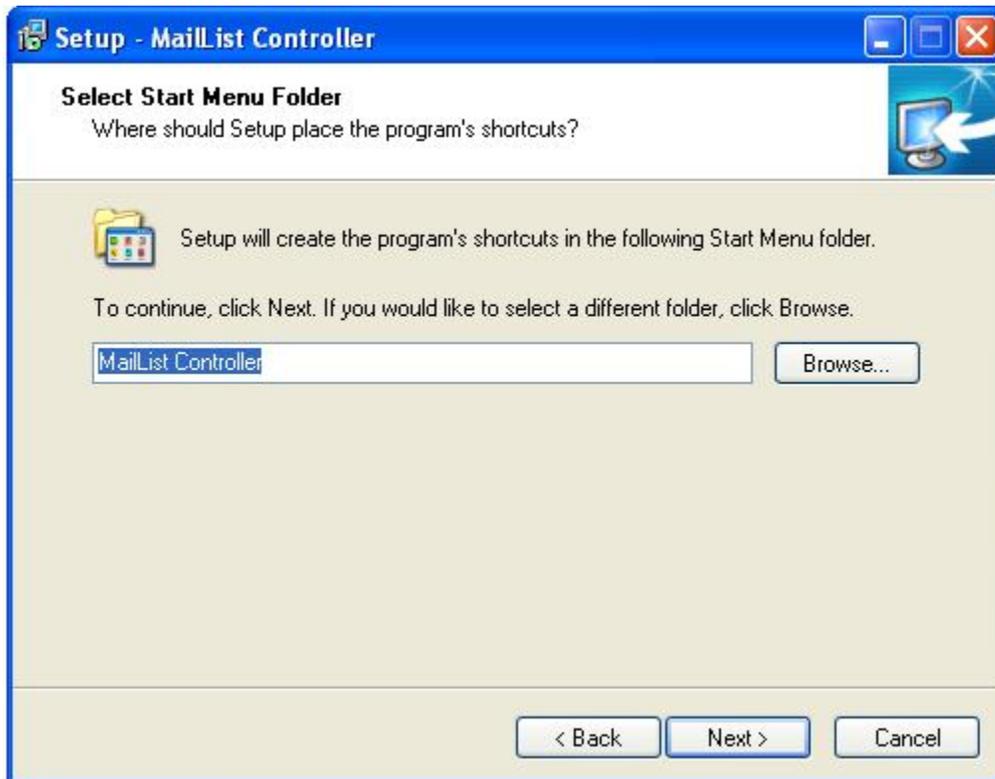
If you wish to change the location of the program, click on **Browse** and specify where you wish to install the program.



Click **Next**.

## 10. Select Start Menu Folder

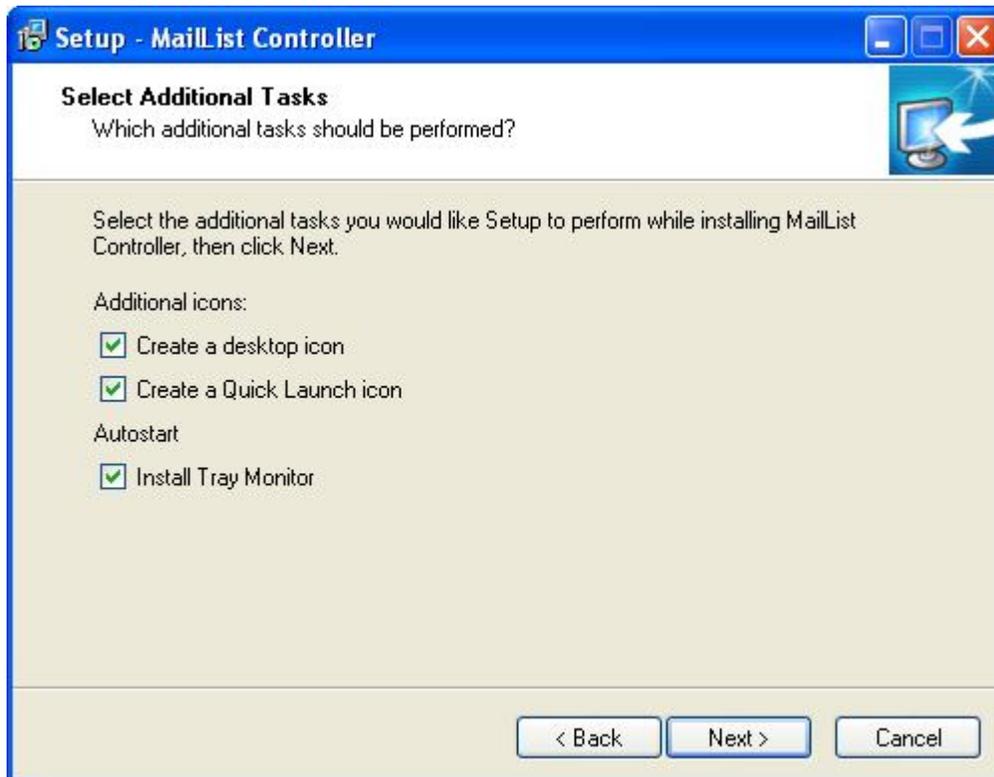
If you wish to change the folder of the program on the Start Menu, click on **Browse** and specify the folder.



Click **Next**.

### 11. Select Additional Tasks

You may select the different shortcuts or allow the program to auto-start when the computer is switched on.



Click **Next**.

12. Installation completed

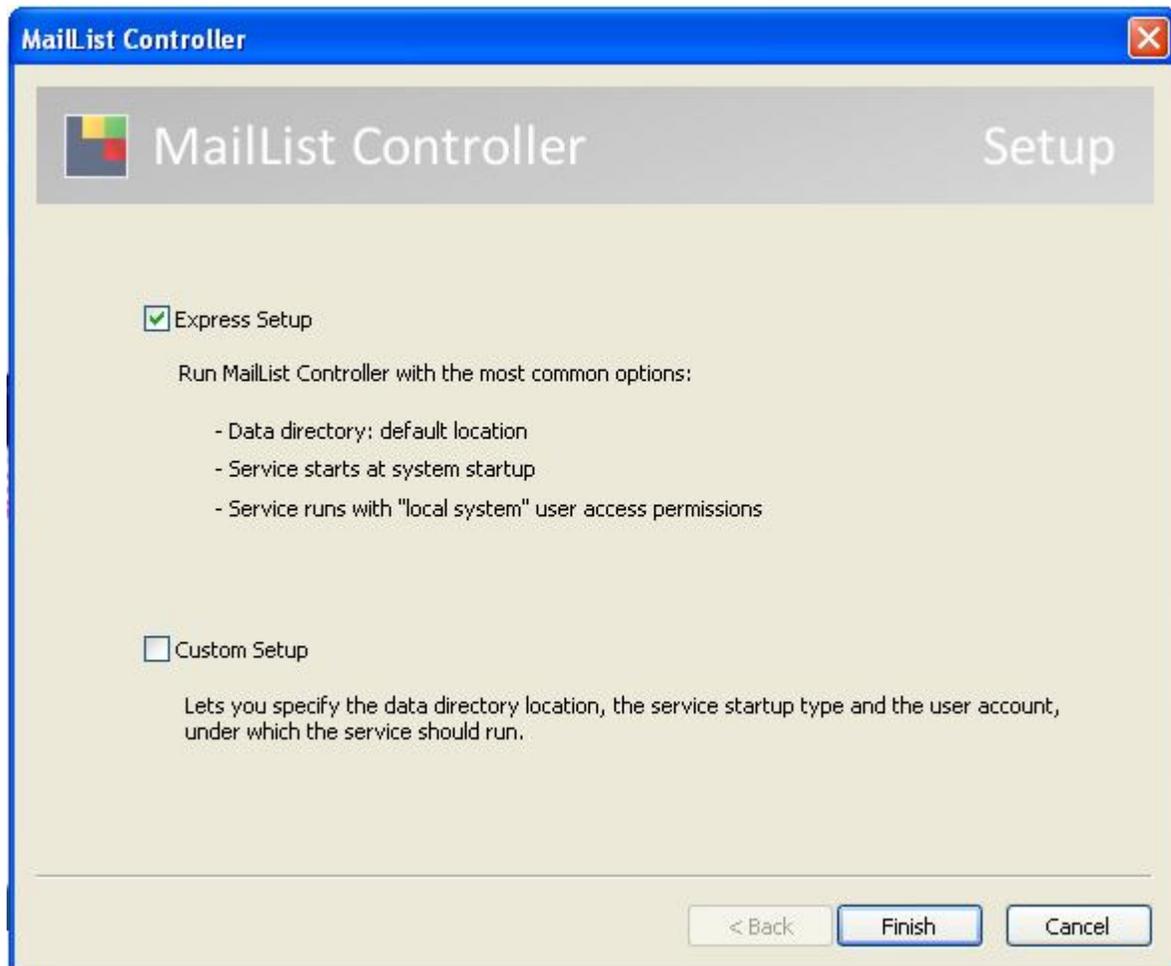


Click **Finish**.

## Setting-up the Program

### 1. Run MailList Controller

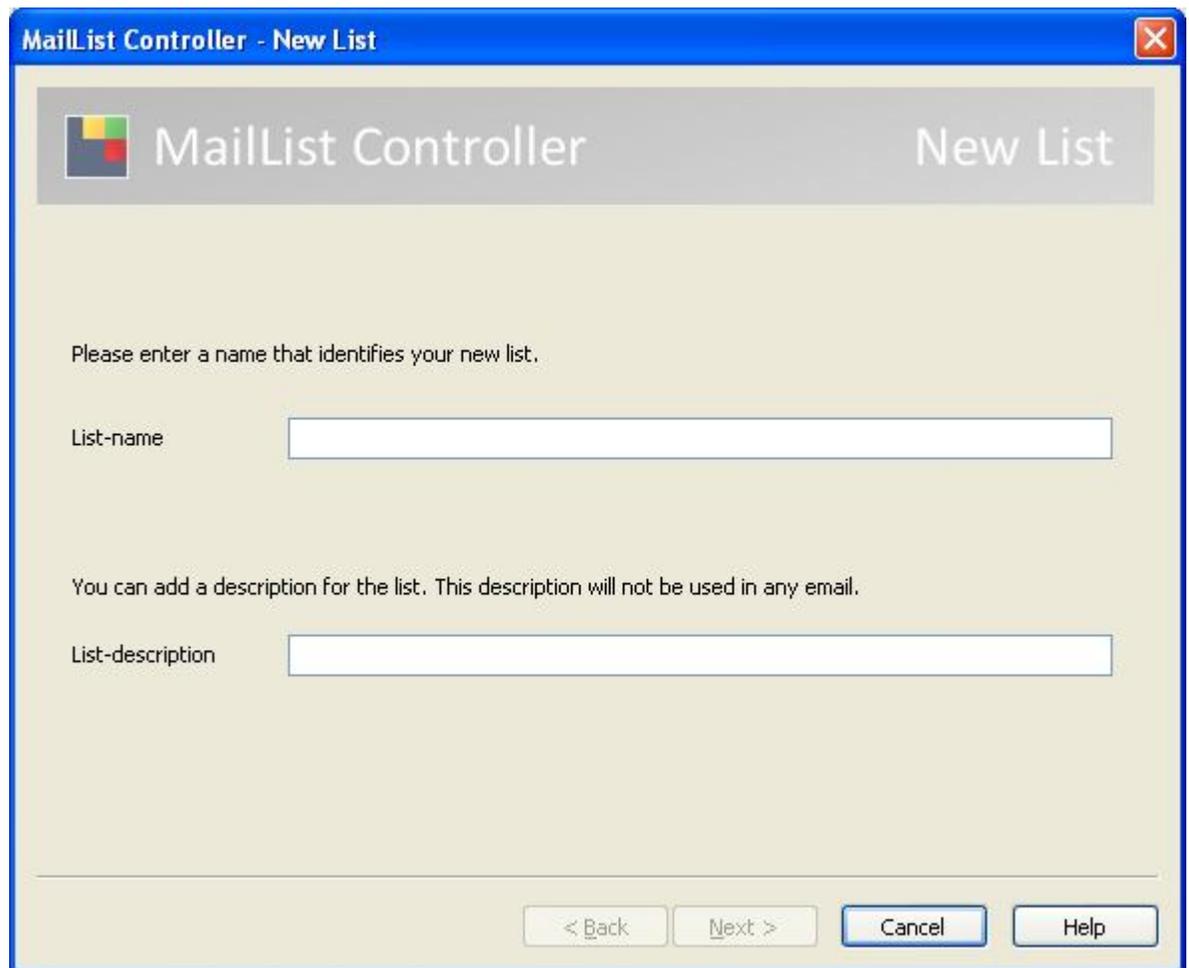
Select **Express Setup** then click **Finish**.



## 2. Creating a new list

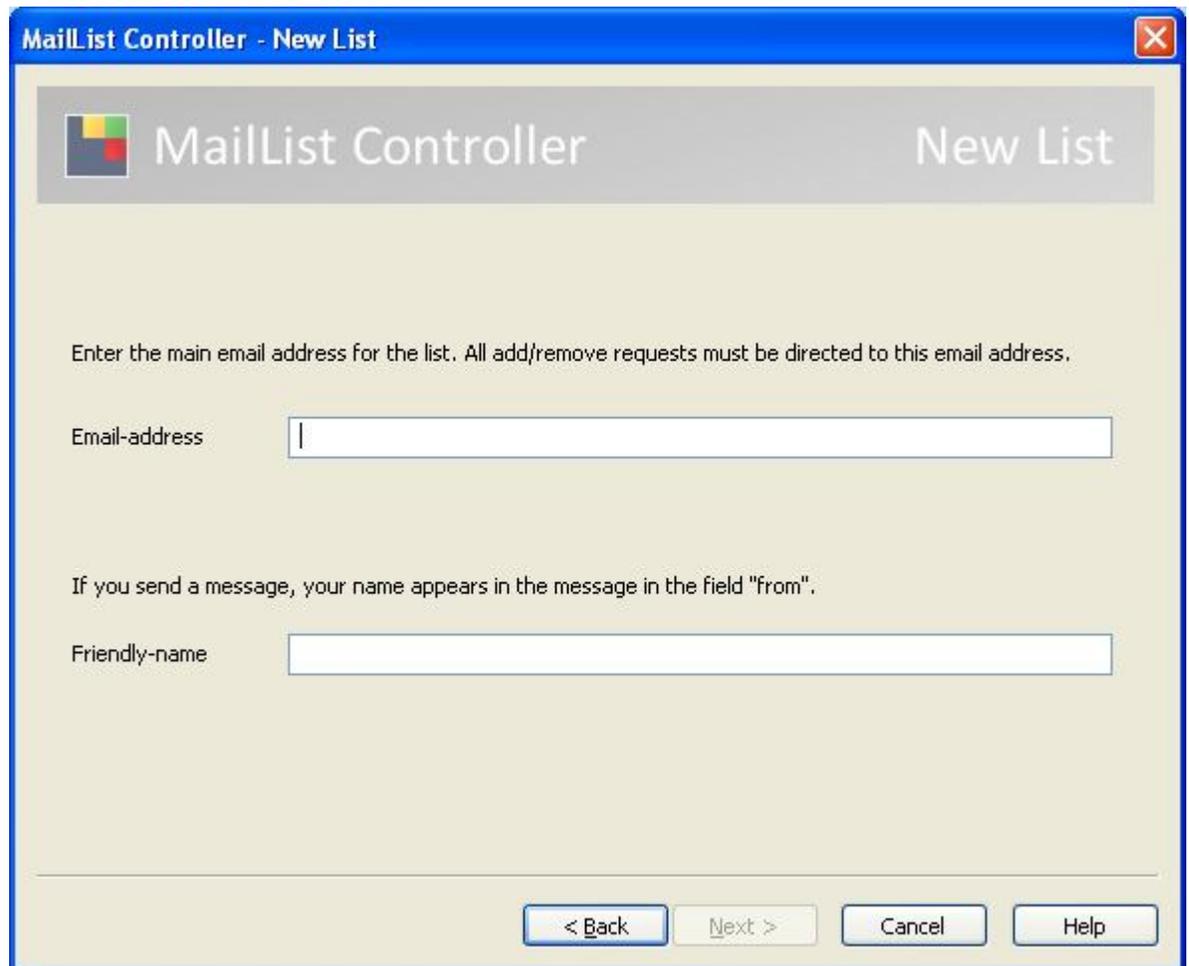
- a. Under **List-name**, type in the name of the list. (E.g. Customers)  
Under **List-Description**, type in the description of the list.  
(E.g. E-mails of Regular Customers)

Click **Next**.



The screenshot shows a dialog box titled "MailList Controller - New List". The dialog has a blue title bar with a close button (X) in the top right corner. The main area has a light beige background. At the top left is a logo with four colored squares (yellow, green, red, blue) next to the text "MailList Controller". At the top right is the text "New List". Below this, there is a prompt: "Please enter a name that identifies your new list." followed by a text input field labeled "List-name". Below that is another prompt: "You can add a description for the list. This description will not be used in any email." followed by a text input field labeled "List-description". At the bottom of the dialog, there are four buttons: "< Back", "Next >", "Cancel", and "Help".

- b. Under **Email-address**, type in your E-mail address.  
Under **Friendly-name**, type in the name which you want the recipients to see.

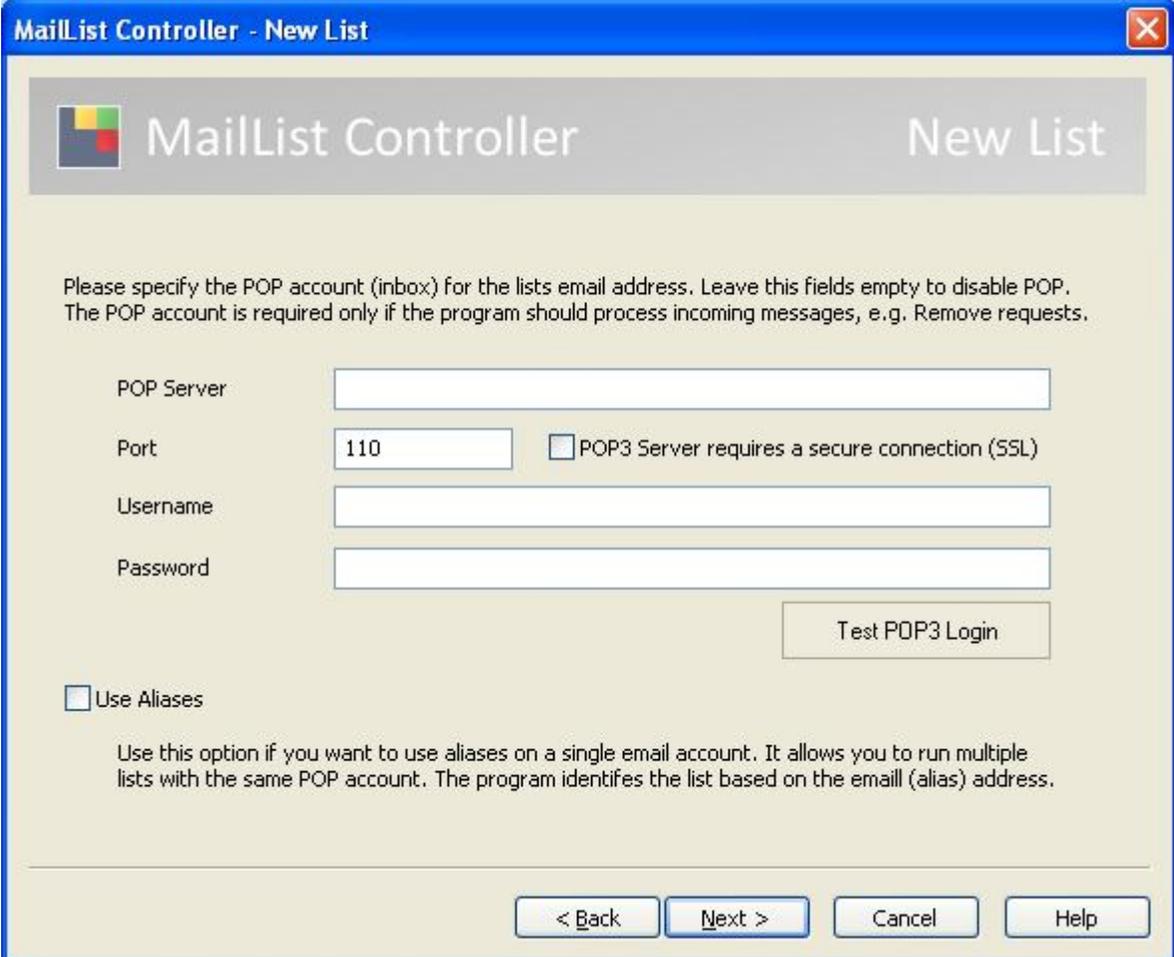


The screenshot shows a dialog box titled "MailList Controller - New List". The dialog has a blue title bar with a close button in the top right corner. The main area has a light beige background. At the top left is a logo consisting of four colored squares (yellow, green, red, blue) next to the text "MailList Controller". At the top right is the text "New List". Below this is a text instruction: "Enter the main email address for the list. All add/remove requests must be directed to this email address." This is followed by a label "Email-address" and an empty text input field. Below that is another text instruction: "If you send a message, your name appears in the message in the field 'from'." This is followed by a label "Friendly-name" and an empty text input field. At the bottom of the dialog are four buttons: "< Back", "Next >", "Cancel", and "Help".

Click **Next**.

- c. Under **POP Server**, type in the address of your E-mail server.  
(E.g. mail.yourdomainname.com)  
Type in your **Username** (e.g. [user@yourdomainname.com](mailto:user@yourdomainname.com)) and  
**Password**.

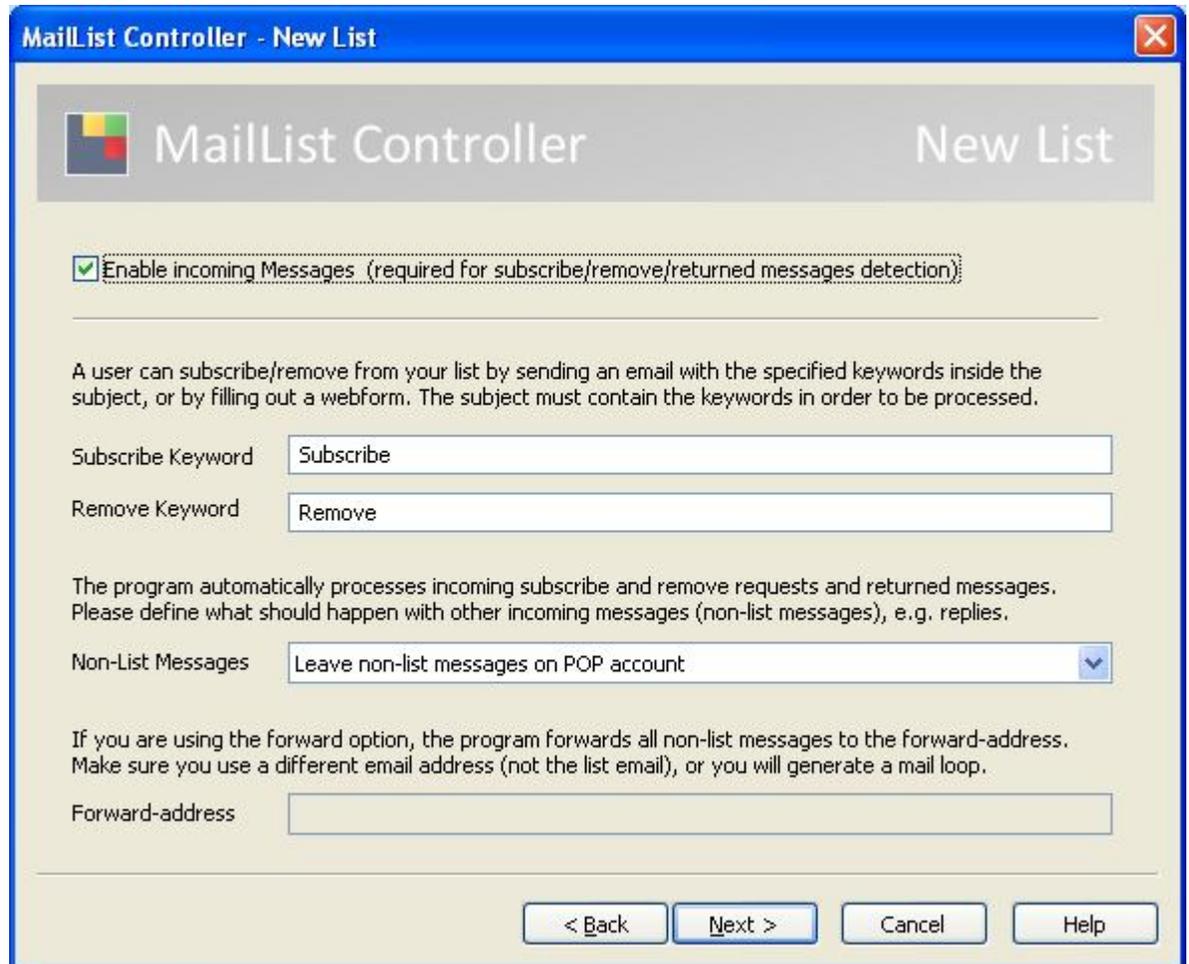
Click on **Test POP3 Login** to test your incoming E-mail configuration.  
If the test fails, do check your configuration again.



The screenshot shows a dialog box titled "MailList Controller - New List". The dialog has a blue title bar and a close button in the top right corner. The main content area has a light beige background. At the top left is a logo with four colored squares (yellow, green, red, blue) and the text "MailList Controller". At the top right is the text "New List". Below this is a paragraph of instructions: "Please specify the POP account (inbox) for the lists email address. Leave this fields empty to disable POP. The POP account is required only if the program should process incoming messages, e.g. Remove requests." There are four input fields: "POP Server" (empty), "Port" (containing "110"), "Username" (empty), and "Password" (empty). To the right of the "Port" field is a checkbox labeled "POP3 Server requires a secure connection (SSL)". Below the input fields is a button labeled "Test POP3 Login". At the bottom left is a checkbox labeled "Use Aliases". Below this checkbox is a paragraph of text: "Use this option if you want to use aliases on a single email account. It allows you to run multiple lists with the same POP account. The program identifies the list based on the email (alias) address." At the bottom of the dialog are four buttons: "< Back", "Next >", "Cancel", and "Help".

Click **Next**.

- d. If you wish to change the subscribe and remove keywords, indicate by changing the fields.



The screenshot shows a dialog box titled "MailList Controller - New List". The dialog has a blue title bar with a close button (X) in the top right corner. The main area has a light beige background. At the top, there is a header bar with the MailList Controller logo (a square divided into four colored quadrants) on the left, the text "MailList Controller" in the center, and "New List" on the right. Below the header, there is a checkbox labeled "Enable incoming Messages (required for subscribe/remove/returned messages detection)" which is checked. A horizontal line separates this from the next section. The next section contains a paragraph of text: "A user can subscribe/remove from your list by sending an email with the specified keywords inside the subject, or by filling out a webform. The subject must contain the keywords in order to be processed." Below this text are two text input fields: "Subscribe Keyword" with the value "Subscribe" and "Remove Keyword" with the value "Remove". Another paragraph of text follows: "The program automatically processes incoming subscribe and remove requests and returned messages. Please define what should happen with other incoming messages (non-list messages), e.g. replies." Below this is a dropdown menu labeled "Non-List Messages" with the selected option "Leave non-list messages on POP account" and a downward arrow. Another paragraph of text: "If you are using the forward option, the program forwards all non-list messages to the forward-address. Make sure you use a different email address (not the list email), or you will generate a mail loop." Below this is a text input field labeled "Forward-address" which is currently empty. At the bottom of the dialog, there are four buttons: "< Back", "Next >", "Cancel", and "Help".

Click **Next**.

- e. Under SMTP Server, type in the address of your E-mail server.  
(E.g. mail.yourdomainname.com)

Click on **Test SMTP Login** to test your outgoing E-mail settings.  
If the test fails, do check your configuration again.

**MailList Controller - New List**

MailList Controller New List

Please enter the SMTP Server which should be used for outgoing messages.

SMTP Server

SMTP Authentication SMTP Standard - AUTH (Default Port 25 or 587) ▼

Port

Select SSL or StartTLS if your mailserver requires a secure connection. Please refer to the information provided by your mailprovider or administrator for the valid authentication settings.

Same Username and Password as POP3 Username and Password

Username

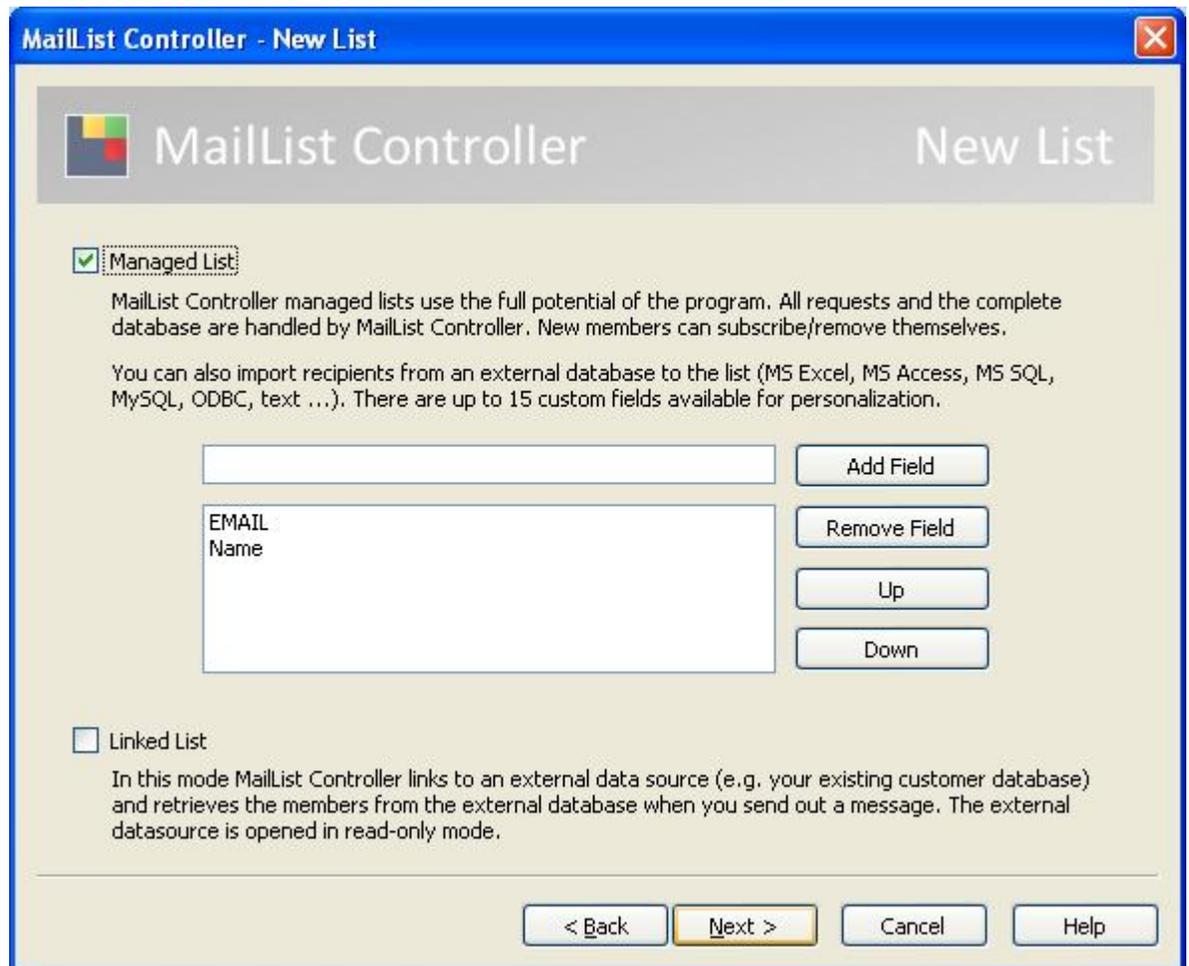
Password

Test SMTP Login

< Back Next > Cancel Help

Click **Next**.

- f. Adding fields to your list.  
This depends on the layout of your list of E-mail addresses.  
You may wish to create additional fields. (E.g. Title, Gender, etc)



Click **Next**.

g. Check your configuration in the window

MailList Controller - New List

MailList Controller New List

You find a summary of your list settings here. You can change them later in the "List Settings".

List-name: Customers

List-description: E-mails of Regular Customers

Email-address:

Name:

Forward-address:

POP Server:

SMTP Server:

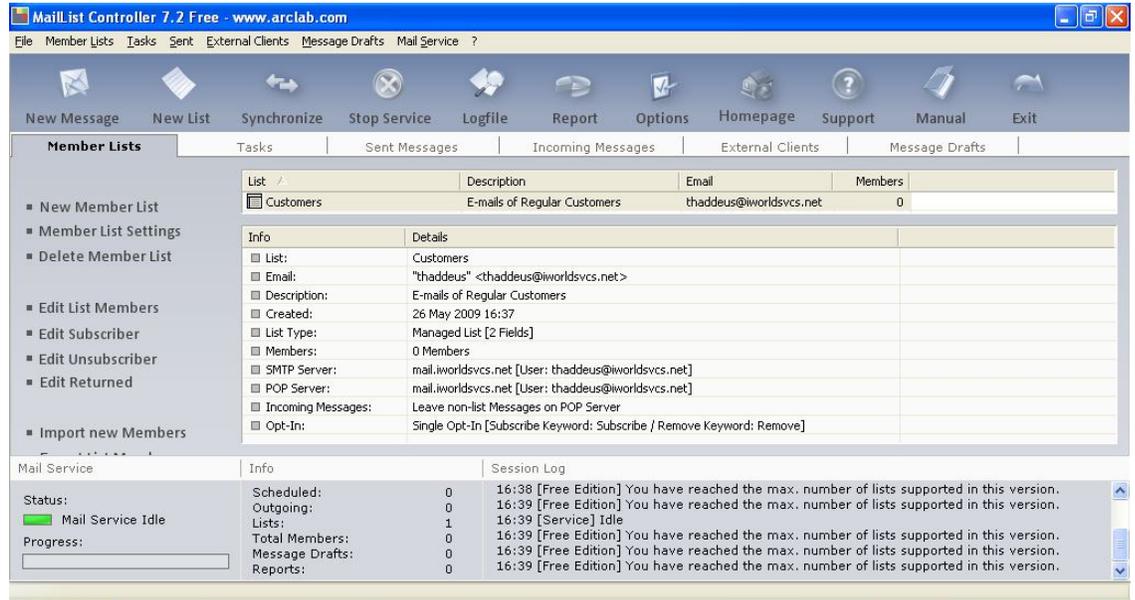
Authentication: SMTP AUTH

< Back Finish Cancel Help

Click **Finish**.

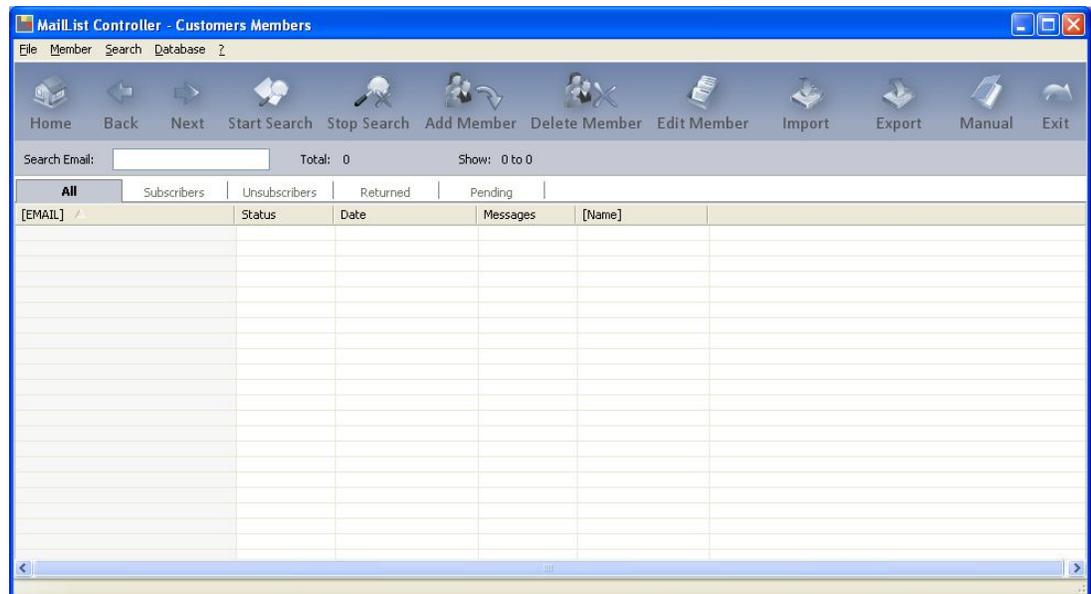
### 3. Editing List Members

#### a. Select your list



#### b. Click on **Edit List Members** on the left panel.

You may choose to import a list from various sources or manually add members into the list.



c. Importing Lists

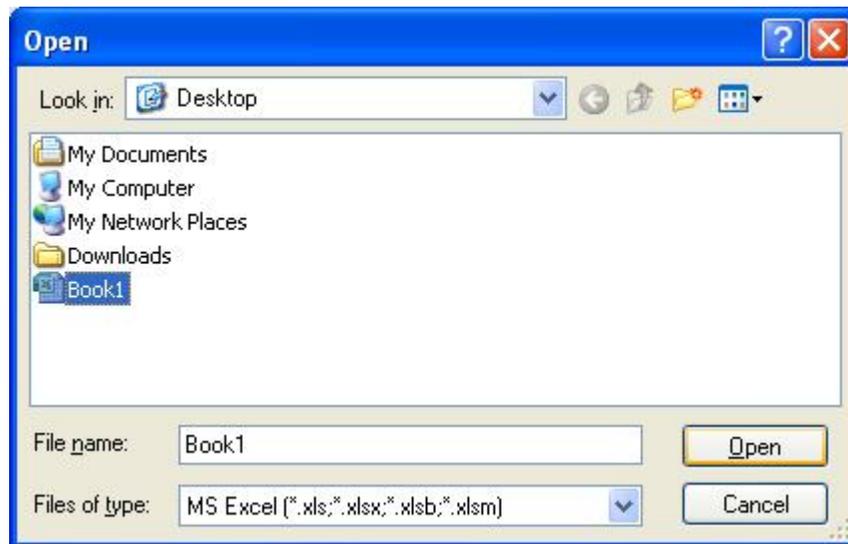
Click on **Import**.

Click on the type of file you wish to import.

(We recommend using Microsoft Excel.)

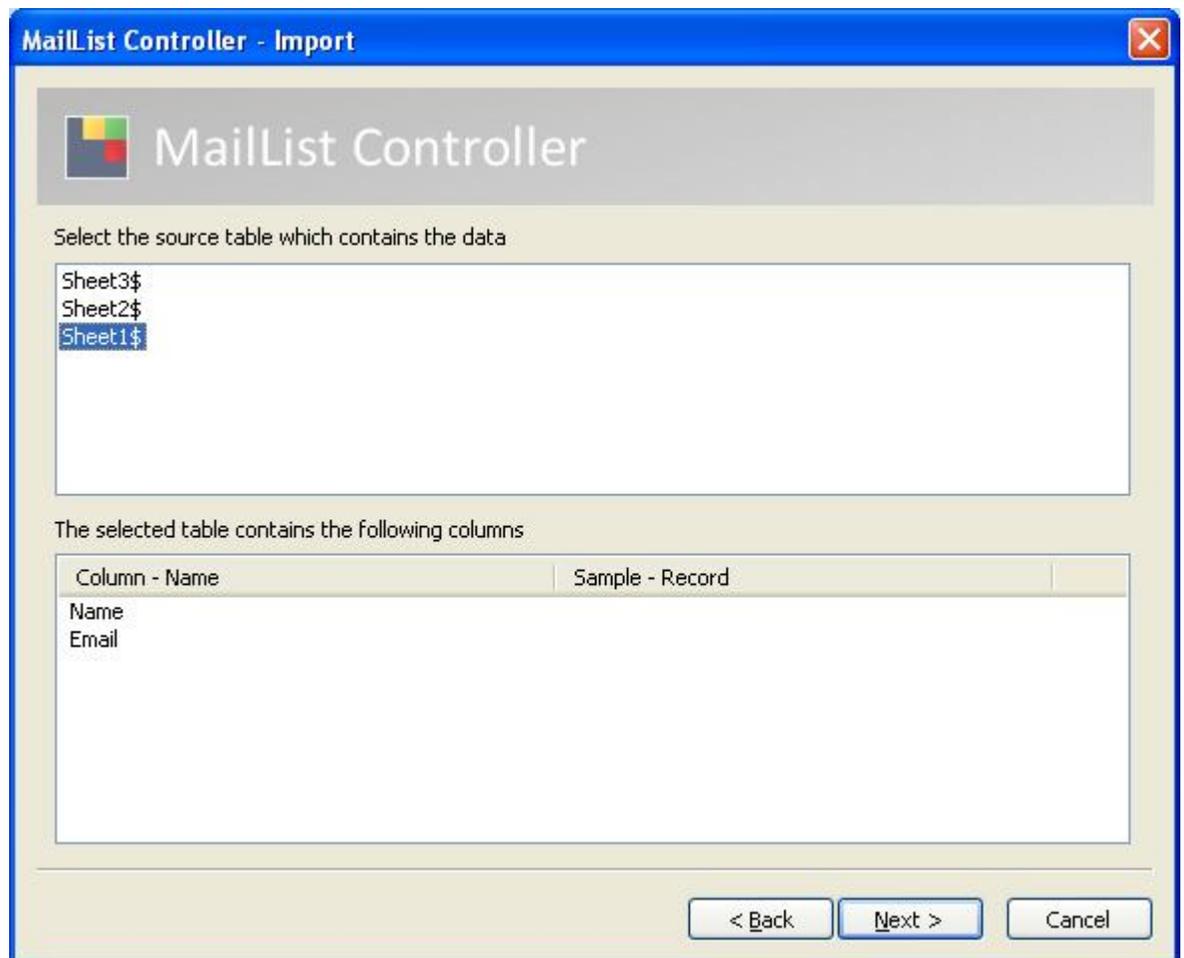
A pop-up directory window will appear.

Select the file you wish to import your list from, then click **Open**.



Click **Next**.

- d. Select the source table which contains the data.



Click **Next**.

- e. Match the fields in the Excel Spreadsheet with the fields in your MailList Controller list.

The screenshot shows a window titled "MailList Controller - Import". Inside, there's a header with the MailList Controller logo and name. Below that, there's a section for "Email:" with a dropdown menu set to "Email".

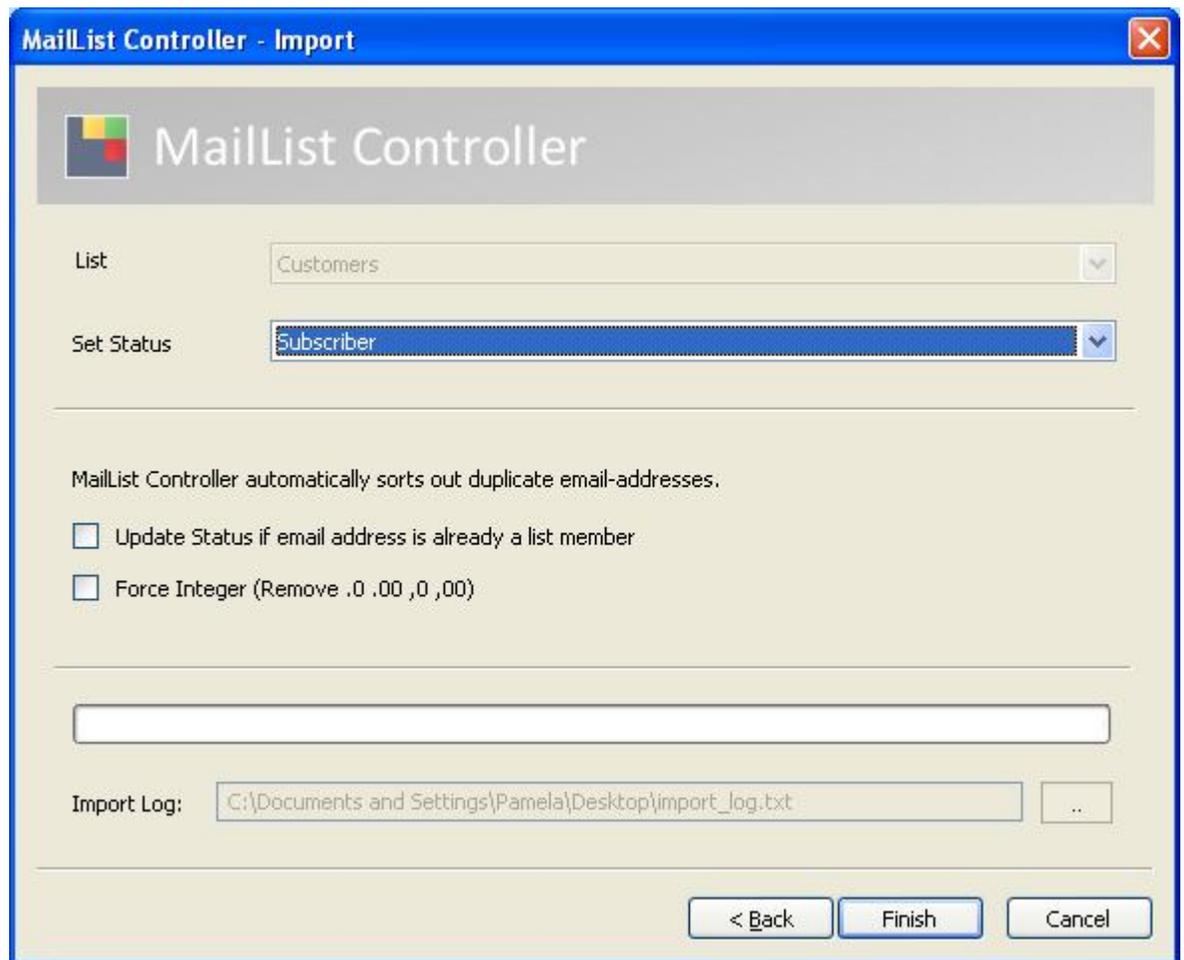
Name	Name	n/a	None
n/a	None	n/a	None
n/a	None	n/a	None
n/a	None	n/a	None
n/a	None	n/a	None
n/a	None	n/a	None
n/a	None	n/a	None
n/a	None	n/a	None
n/a	None	n/a	None

At the bottom right, there are three buttons: "< Back", "Next >", and "Cancel".

Click **Next**.

f. Member Status

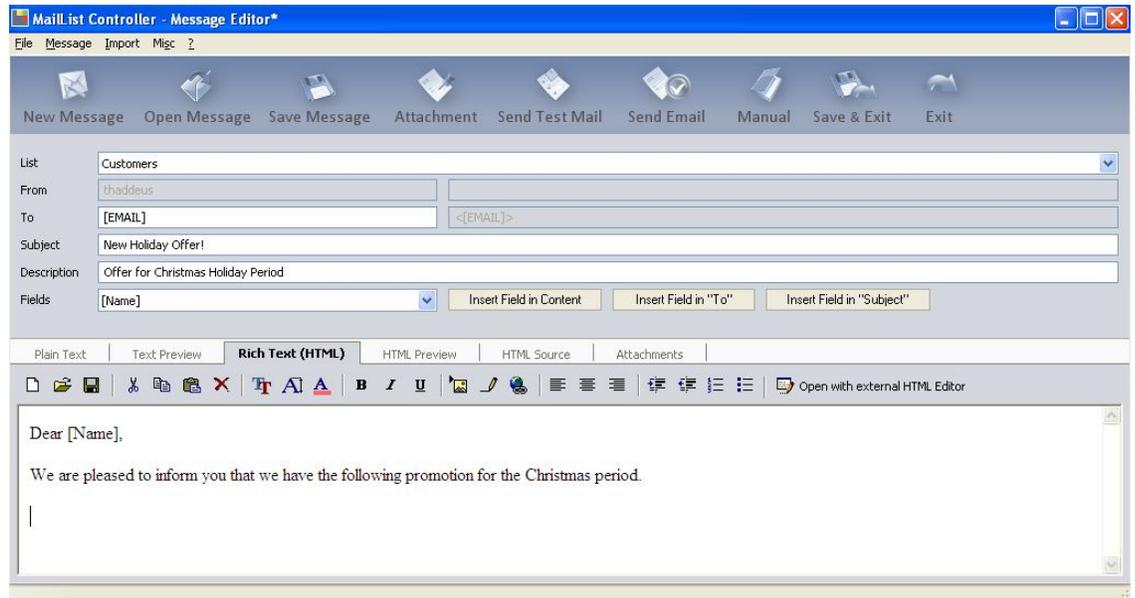
Each member is assigned a status. E-mails are only sent to Subscribers. You may change the status of the members by importing a list of unsubscribers, returned or pending.



Click **Finish**.

## 4. Creating a New Message

- a. Click on **New Message**.



- b. Select the list contains the information of the recipients.

Under **Fields**, select **[Email]** and click **Insert Field in "To"**.  
Fill in the **Subject** and **Description**.

- c. Writing the E-mail Message

To personalize E-mail messages, you may use fields such as "Title" or "Name".

Under **Fields**, select **[Name]** and click **Insert Field in Content**.

- d. Once completed, click **Send Email**.

**End**