

User Guide Mass Mailing

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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
- 2. Enter "Mail List" in the search field then click Search.



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



Note: If the download does not start, there might be a tab on top of the page.

To help protect your security, Internet Explorer blocked this site from downloading files to your computer. Click here for options... × 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**.

elect the language to use during the installati	on:
English	•
l	elect the language to use during the installati

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**.

🕼 Setup - MailList Controller	
License Agreement Please read the following important information before continuing.	R
Please read the following License Agreement. You must accept the terms of this agreement before continuing with the installation.	
WARNING: THIS PRODUCT IS LICENSED TO YOU PURSUANT TO THE TERMS OF THE LICENSE AGREEMENT, AND IS PROTECTED BY COPYRIGHT LAW AND INTERNATIONAL TREATIES. UNAUTHORIZED REPRODUCTION OR DISTRIBUTION MAY RESULT IN SEVERE CIVIL AND CRIMINAL PENALTIES, AND WILL BE PROSECUTED TO THE MAXIMUM EXTENT POSSIBLE UNDER THE LAW. YOU MAY NOT: I. RENT OR LEASE OR SUBLICENSE THE SOFTWARE, II. DECOMPILE, REVERSE ASSEMBLE OR REVERSE ENGINEER THE SOFTWARE.	
LIMITED WARRANTY AND DISCLAIMER OF WARRANTY	<u>~</u>
I accept the agreement	
I do not accept the agreement	
< Back Next >	Cancel

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.

🕼 Setup - MailList Controller	
Select Destination Location Where should MailList Controller be installed?	R
Setup will install MailList Controller into the following folder.	
C:\Program Files\Arclab\MailList Controller Brow	vse
At least 35.3 MB of free disk space is required.	
<pre></pre>	Cancel

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.

🕼 Setup - MailList Controller	
Select Start Menu Folder Where should Setup place the program's shortcuts?	R.
Setup will create the program's shortcuts in the following Start M To continue, click Next, If you would like to select a different folder, click	1enu folder. « Browse
MailList Controller	Browse
< Back Next >	Cancel

11. Select Additional Tasks

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

🖟 Setup - MailList Controller	
Select Additional Tasks Which additional tasks should be performed?	
Select the additional tasks you would like Setup to perform while installing MailList Controller, then click Next.	
Additional icons:	
🔽 Create a desktop icon	
🔽 Create a Quick Launch icon	
Autostart	
🗹 Install Tray Monitor	
< Back Next >	Cancel

12. Installation completed



Click Finish.

Setting-up the Program

1. Run MailList Controller Select Express Setup then click Finish.

MailList Controller	×
MailList Controller	Setup
 Express Setup Run MailList Controller with the most common options: Data directory: default location Service starts at system startup Service runs with "local system" user access permissions 	
Custom Setup Lets you specify the data directory location, the service startup type under which the service should run.	and the user account,
< Back	Finish Cancel

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)

📕 Maill		
- Micine	ist Controller	New List
Please enter a name	that identifies your new list.	
You can add a descrij	ption for the list. This description will not be used in any	email.
List-description		

b. Under Email-address, type in your E-mail address.

Under **Friendly-name**, type in the name which you want the recipients to see.

ailList Controller	- New List		
📕 Mai	List Controller		New List
Enter the main em	il address for the list. All add/remov	e requests must be direct	ed to this email address.
Email-address	1		
If you send a mes	age, your name appears in the mess	age in the field "from".	
Friendly-name			
	< <u>s</u>	ack Next >	Cancel Help

 c. Under POP Server, type in the address of your E-mail server. (E.g. mail.yourdomainname.com)
 Type in your Username (e.g. <u>user@yourdomainname.com</u>) and Password.

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

ilList Controller - N	ew List				
📕 MailLi	st Contro	oller		New	List
Please specify the POP	account (inbox) for th	he lists email address.	Leave this fields en	npty to disable	POP.
POP Server	uired only if the progr	am should process in	coming messages, e	.g. Remove re	quests.
Port	110	POP3 Serve	r requires a secure	connection (SS	L)
Username					
Password					
			Test	POP3 Login	
Use Aliases					
Use this option if lists with the same	you want to use alias e POP account. The p	es on a single email ac rogram identifes the l	count. It allows you st based on the em	u to run multiple aill (alias) addre	e ess.
			94999999999999999999999999999999999999		10077
		< Back			Help

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

💼 Maill	ist Controller New Lis
Enable incoming M	lessages (required for subscribe/remove/returned messages detection)
A user can subscribe, subject, or by filling o	remove from your list by sending an email with the specified keywords inside the ut a webform. The subject must contain the keywords in order to be processed.
Subscribe Keyword	Subscribe
Remove Keyword	Remove
The program automa	cically processes incoming subscribe and remove requests and returned messages.
Please define what st	Nould happen with other incoming messages (non-list messages), e.g. replies.
NOT-LISC MESSages	Leave non-list messages on POP account
If you are using the f Make sure you use a	orward option, the program forwards all non-list messages to the forward-address. different email address (not the list email), or you will generate a mail loop.
Forward-address	

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.

	Controller New Lis
lease enter the SMTP Serve	er which should be used for outgoing messages.
SMTP Server	1
SMTP Authentication	SMTP Standard - AUTH (Default Port 25 or 587)
Port	25
Select SSL or StartTLS	if your mailserver requires a secure connection. Please refer to the
Select SSL or StartTLS information provided b Same Username and Pas	if your mailserver requires a secure connection. Please refer to the y your mailprovider or administrator for the valid authentication settings. sword as POP3 Username and Password
Select SSL or StartTLS information provided b Same Username and Pas Username	if your mailserver requires a secure connection. Please refer to the y your mailprovider or administrator for the valid authentication settings. ssword as POP3 Username and Password
Select SSL or StartTLS information provided b Same Username and Pas Username Password	if your mailserver requires a secure connection. Please refer to the y your mailprovider or administrator for the valid authentication settings. ssword as POP3 Username and Password

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)

Manag MailLis	jed List t Controller managed lists use the full po	ptential of the program. All requests and the complete
datab You c	ase are handled by MailList Controller. N	ew members can subscribe/remove themselves.
MySQ	L, ODBC, text). There are up to 15 ci	ustom fields available for personalization.
		Add Field
	EMAIL	Remove Field
	INdite	Up
		Down
	L	

g. Check your configuration in the window

ailList Controller - Ne	ew List	
📕 MailLi	st Controller	New List
You find a summary of yo	ur list settings here. You can change them late	r in the "List Settings".
List-name	Customers	
List-description	E-mails of Regular Customers	
Email-address		
Name		
Forward-addre	SS	
POP Server		
SMTP Server		
SHIT SOLVOL		

Click Finish.

3. Editing List Members

a. Select your list

MailList Controller 7.2 Fre e MemberLists Tasks Sent I	e - www.arclab.com External Clients Message Draf	ts Mail <u>S</u> ervice	?						
🐼 🧇	47a)	8	🐓 😰	V	90	?	4	~	
New Message New List	Synchronize Stop	p Service Lo	ogfile Report	Options	Homepage	Support	Manual	Exit	
Member Lists	Tasks S	ent Messages	Incoming f	Messages	External Clien	ts	Message Drafts		
	List /	C	escription	Er	nail	Memt	bers		
New Member List	Customers	E	-mails of Regular Custor	ners th	addeus@iworldsvcs.r	net	0		
Member List Settings	Info	Details							
Delete Member List	List:	Customers							
	Email:	"thaddeus"	<thaddeus@iworldsvcs< td=""><td></td><td></td></thaddeus@iworldsvcs<>						
	Description:	E-mails of Regular Customers							
Edit List Members	Created:	26 May 2009 16:37							
Edit Subscriber	List Type:	Managed List [2 Fields]							
Edit Unsubseribor	Members:	0 Members							
- Euronsubscriber	SMTP Server:	mail.iworlds	vcs.net [User: thaddeu:						
Edit Returned	POP Server:	mail.iworlds	vcs.net [User: thaddeus						
	Incoming Messages:	Leave non-	list Messages on POP Se						
Import new Members	Opt-In:	Single Opt-I	In [Subscribe Keyword: :	õubscribe / Remov	e Keyword: Remove]				
lail Service	Info		Session Log						
Status: Mail Service Idle Progress:	Scheduled: Outgoing: Lists: Total Members: Message Drafts: Benorts:	0 0 1 0 0	16:38 [Free Edit 16:39 [Free Edit 16:39 [Service] 16:39 [Free Edit 16:39 [Free Edit 16:39 [Free Edit	on] You have ro on] You have ro Idle on] You have ro on] You have ro on] You have ro	eached the max.r eached the max.r eached the max.r eached the max.r eached the max.r	number of lis number of lis number of lis number of lis number of lis	sts supported in th sts supported in th sts supported in th sts supported in th sts supported in th	nis version. nis version. nis version. nis version. nis version.	

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.

📕 MailList C	Controll	er - Custor	mers Members									
<u>File M</u> ember	<u>S</u> earch	<u>D</u> atabase	2				0					_
<u>S</u>				R		S		E.	4	4	- 4	\sim
Home	Back	Next	Start Search	Stop Search	Add Me	mber Dele	te Member	Edit Member	Import	Export	Manual	Exit
Search Email:	-		Tota	al: O	Sho	w: 0 to 0						
All	s	ubscribers	Unsubscribers	Returned	P	ending						
[EMAIL] 🕖			Status	Date		Messages	[Name]					
												_
												_
												_
<												>

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**.

Open			? 🔀
Look in: 🕼	Desktop	 G Ø 	• 🗉 🕈
My Docum My Compu My Netwo Download: Book1	ents iter rk Places s		
File <u>n</u> ame:	Book1		<u>Open</u>
Files of type:	MS Excel (*.xls;*.xlsx;*.xlsb;*.xlsm)	~	Cancel

d. Select the source table which contains the data.

ilList Controller - Import		E
📕 MailList Co	ontroller	
Select the source table which contai	ins the data	
Sheet3\$ Sheet2\$ Sheet1\$		
The selected table contains the follo	owing columns	
Name Email	Sampio Rocord	

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

MailList Cont	roller - Import				X
	1ailList Coi	ntroller			
Email:	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	~			
			<	Back Next >	Cancel

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.

MailList Contro	oller - Import	×
M	ailList Controller	
List	Customers	•
Set Status	Subscriber	-
Update S	5tatus if email address is already a list member teger (Remove .0 .00 ,0 ,00)	
Import Log:	C:\Documents and Settings\Pamela\Desktop\import_log.txt	
	< <u>B</u> ack Finish Cance	el

Click Finish.

4. Creating a New Message

a. Click on New Message.

e <u>M</u> essage	e Import Mi <u>s</u> c <u>?</u>							
X	🖌 🌾 💌	>	٠			1	~	
New Mes	sage Open Message Save Messa	ge Attachment	Send Test Mail	Send Email	Manual	Save & Exit	Exit	
st	Customers							
om	thaddeus							
5	[EMAIL]	<[E						
ubject	New Holiday Offer!							
escription	Offer for Christmas Holiday Period							
elds	[Name]	🖌 🚺	sert Field in Content	Insert Field in ''1	fo" In	ert Field in "Subject		
Plain Text	Text Preview Rich Text (HTML)	HTML Preview	HTML Source	Attachments				
) 😅 🕻	🖬 🛛 🕹 🛍 🗙 🛛 🎝 🗛 🗎	B I <u>U</u> .	⊿ 🍓 📰 🔳	■ 伊伊 建	= = 😏	Open with external	HTML Editor	
	-							
Dear [Na	ame],							
Ve are p	pleased to inform you that we have the fo	lowing promotion	for the Christmas p	riod.				

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