User Guide

Mass Mailing

IWorld Services (Singapore) Pte Ltd

Contents

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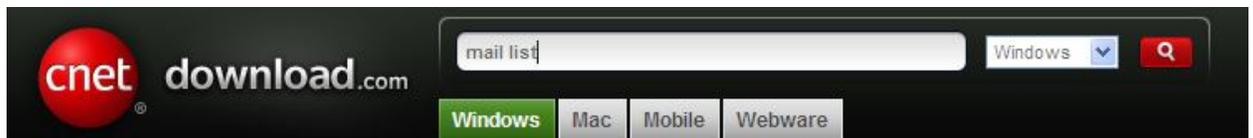
The manual in the program will offer greater in-depth information about the program and its usage.

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**

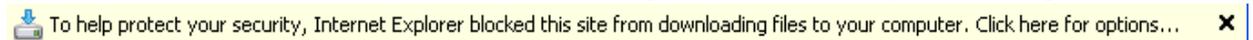2. Enter **"Mail List"** in the search field then click **Search**.

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.

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**.
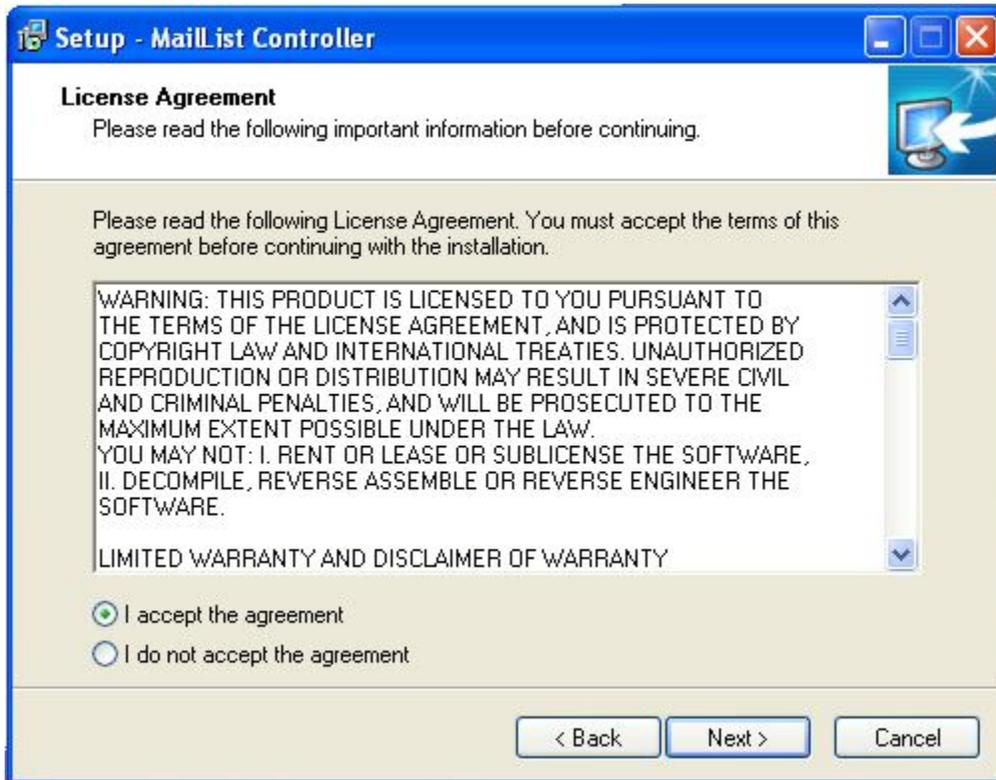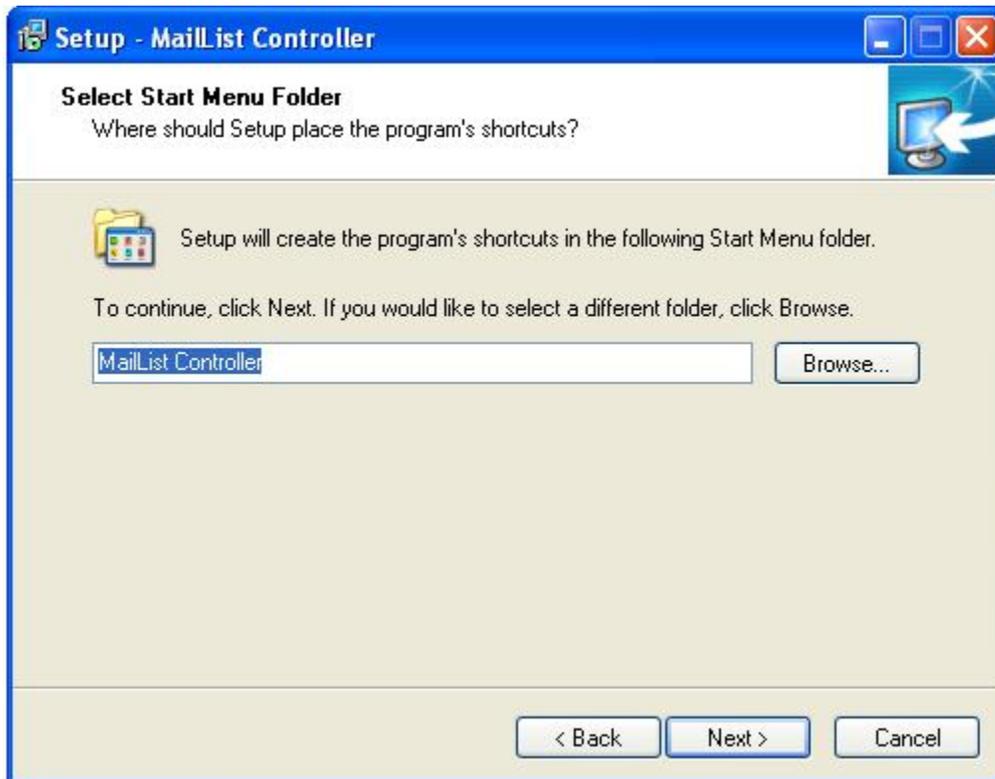
9. Select installation directory
   If you wish to change the location of the program, click on **Browse** and specify where you wish to install the program.
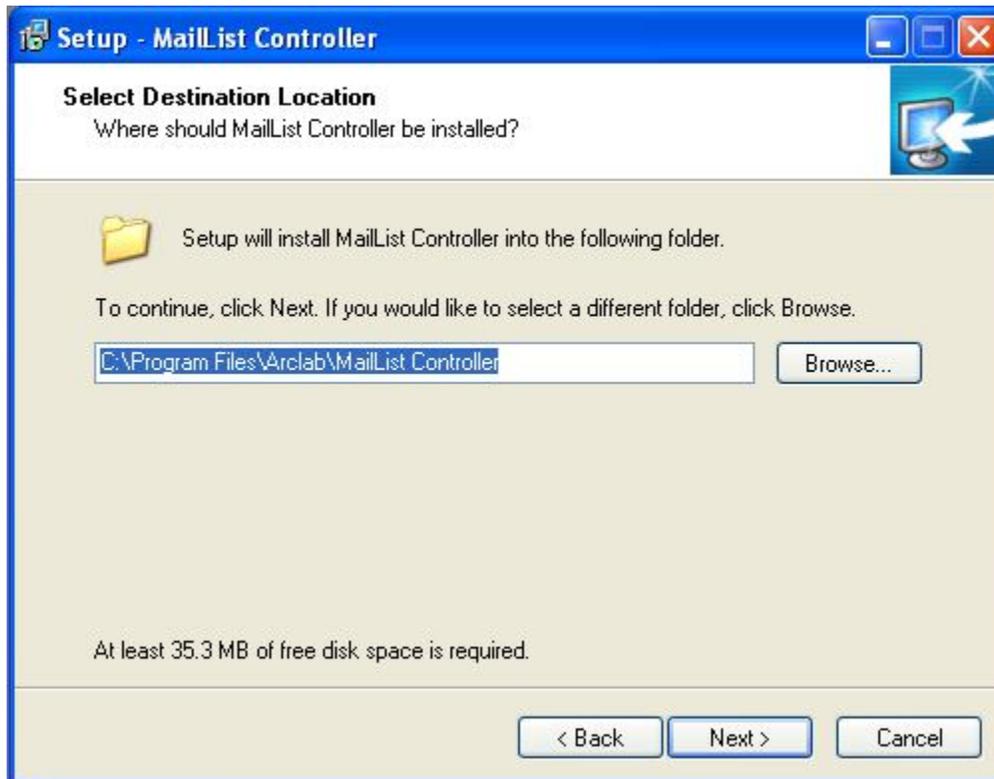
Click **Next.**

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.
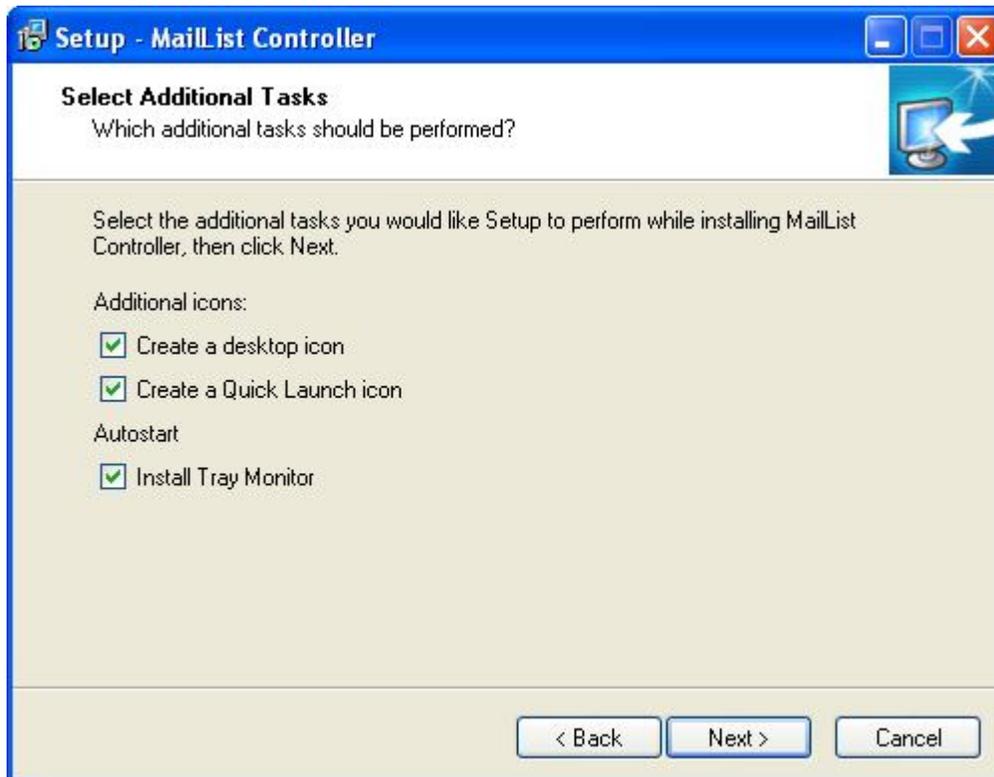
Click **Next**.

12. Installation completed

Click **Finish**.

Setting-up the Program

1. **Run MailList Controller**
   Select **Express Setup** then click **Finish**.
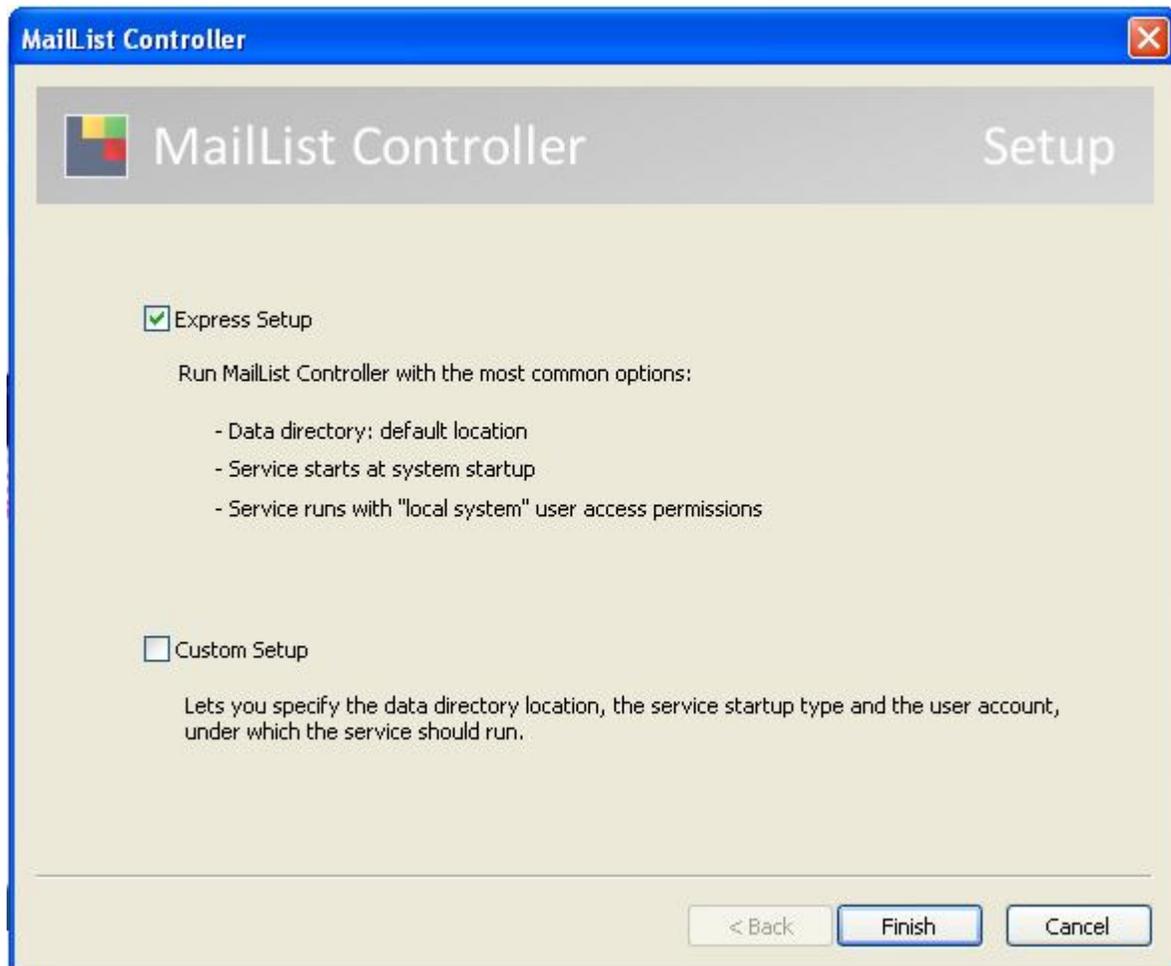
2. Creating a new list

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**.

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

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) and
Password.

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

Click **Next**.

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

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.
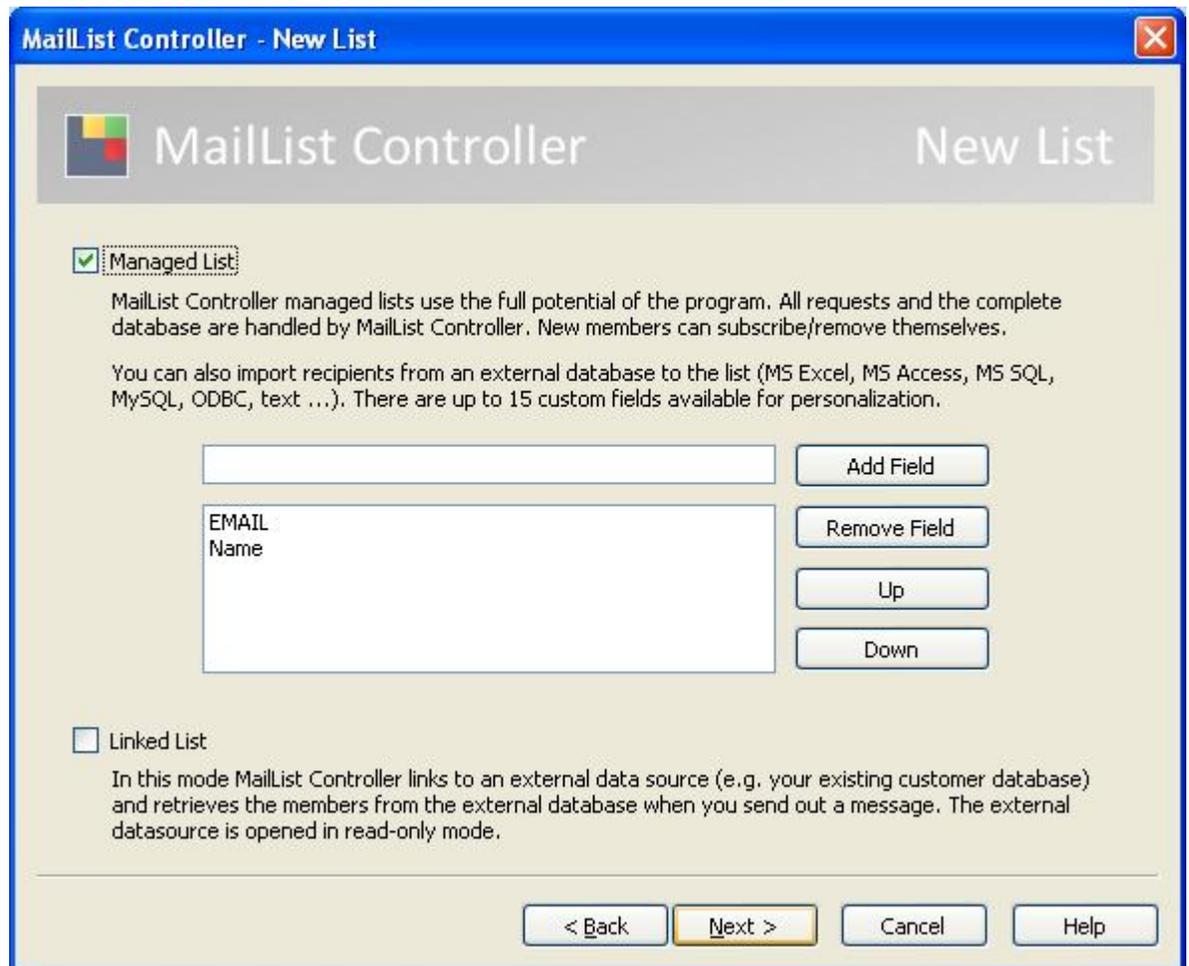

Click **Next**.

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

Click **Finish**.
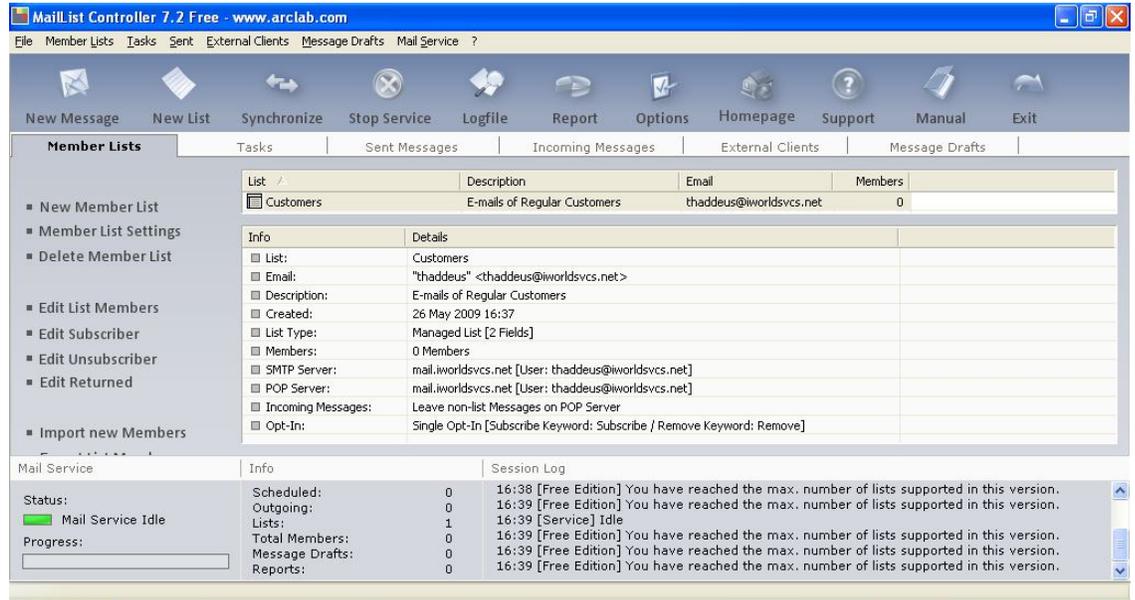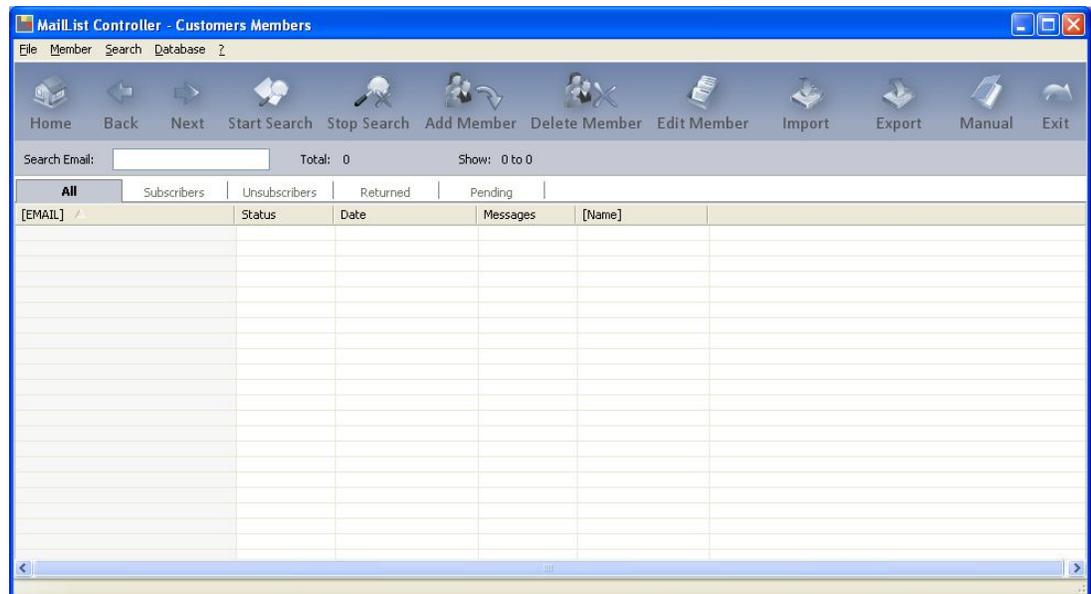
3. Editing List Members

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.
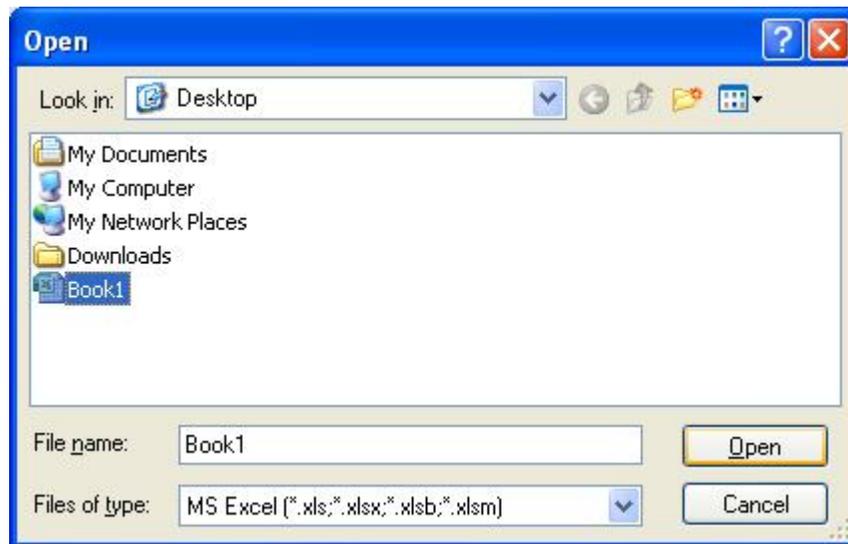
c. Importing Lists
    Click on **Import**.
    Click on the type of file you wish to import.
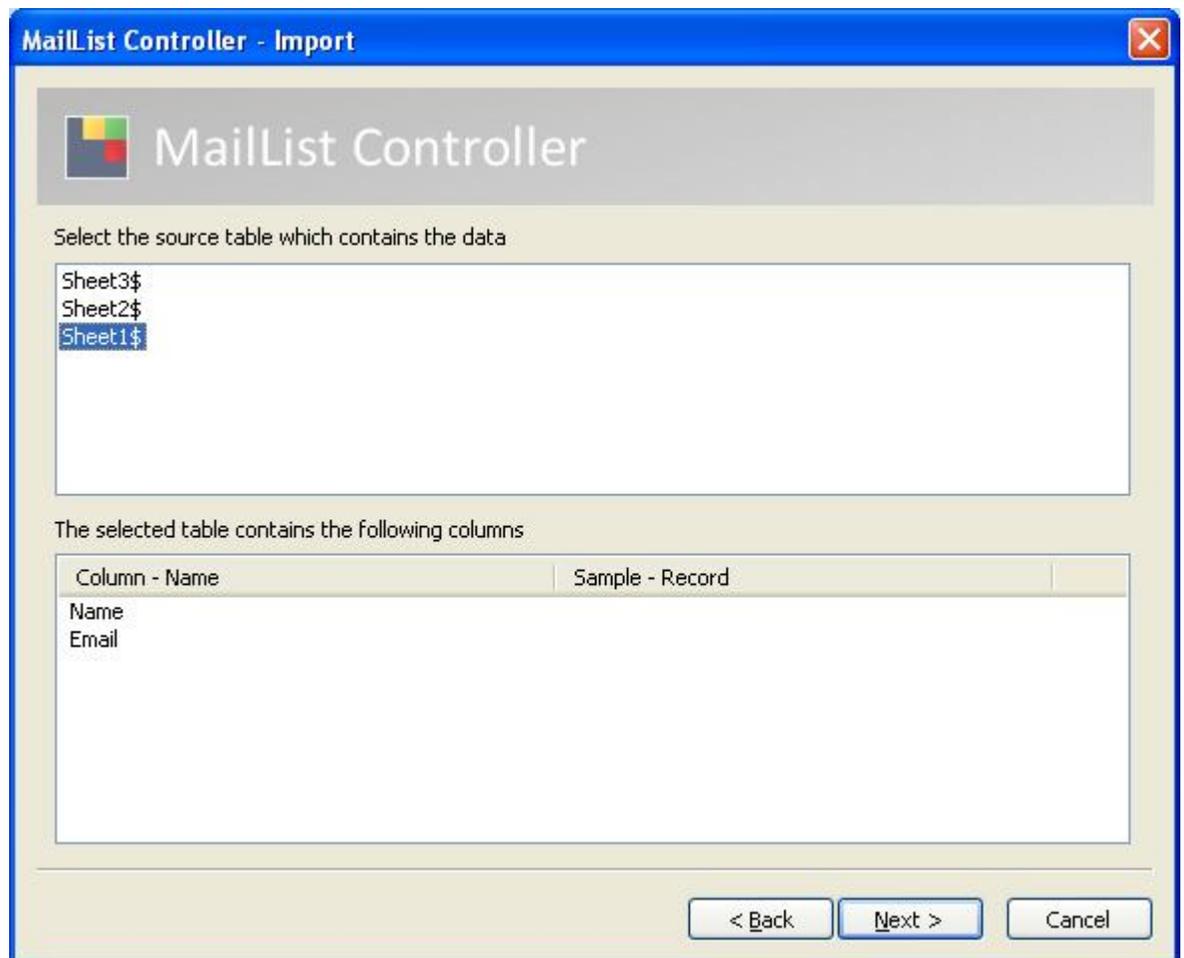   (We recommend using Microsoft Excel.)

    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.

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.
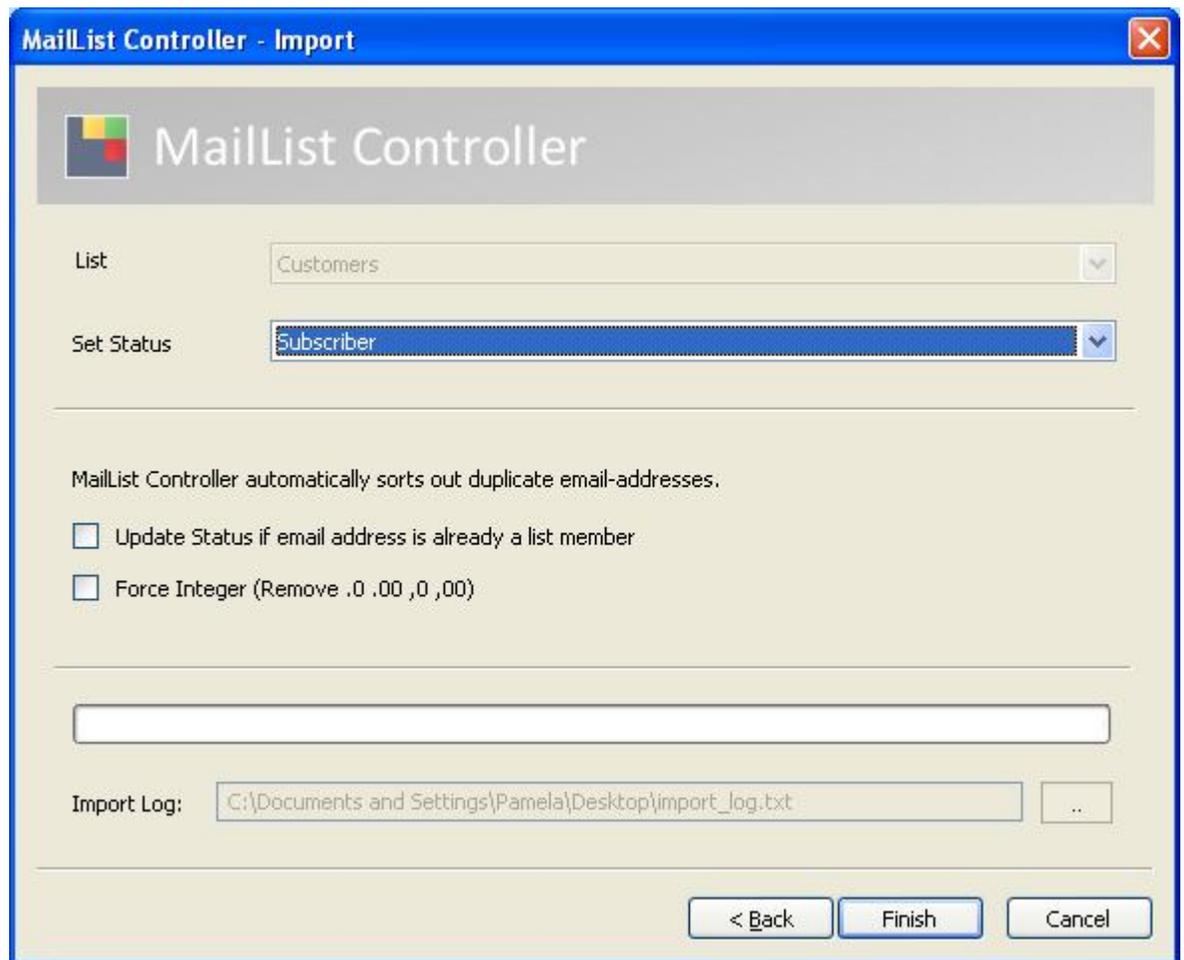
Click **Finish**.

4. Creating a New Message
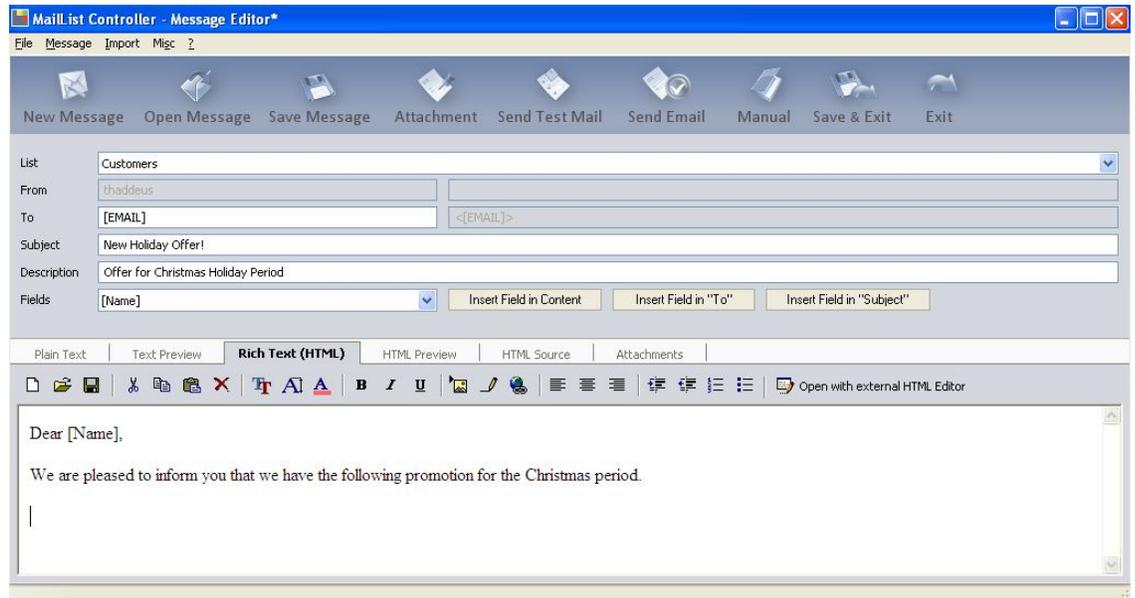
a. Click on **New Message**.

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