G-Lock Software

How to Create and Send Newsletter Using G-Lock EasyMail

Beginner's Guide

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In this guide we give step-by-step instructions for how to send email newsletters using our email marketing software, **G-Lock EasyMail**.

In a nutshell, our bulk email sender provides all you need to create and send personalized email newsletters at your desktop.

This guide assumes that you have already installed G-Lock EasyMail onto your desktop and activated it. If you have not done it yet, you can download G-Lock EasyMail at this page http://www.glocksoft.com/download-products/

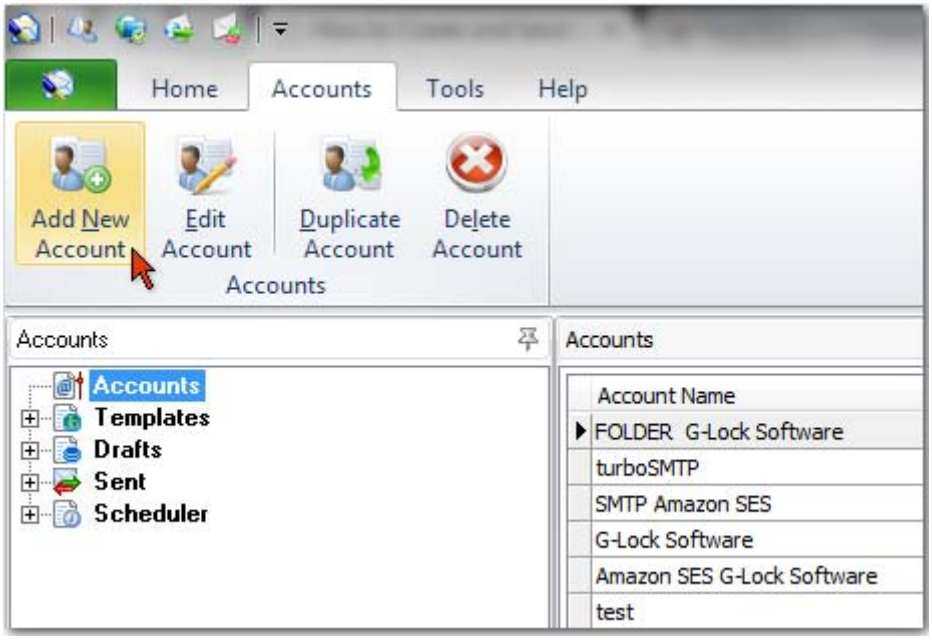
Now follow the steps below to create and send your first newsletter using G-Lock EasyMail.

1. Create E-Mail Account

The first step is to create an email account. This is where you enter your sender information including the From email address, Return email address, Reply email address and choose the sending mode.

Click on the **Accounts** menu on G-Lock EasyMail toolbar.

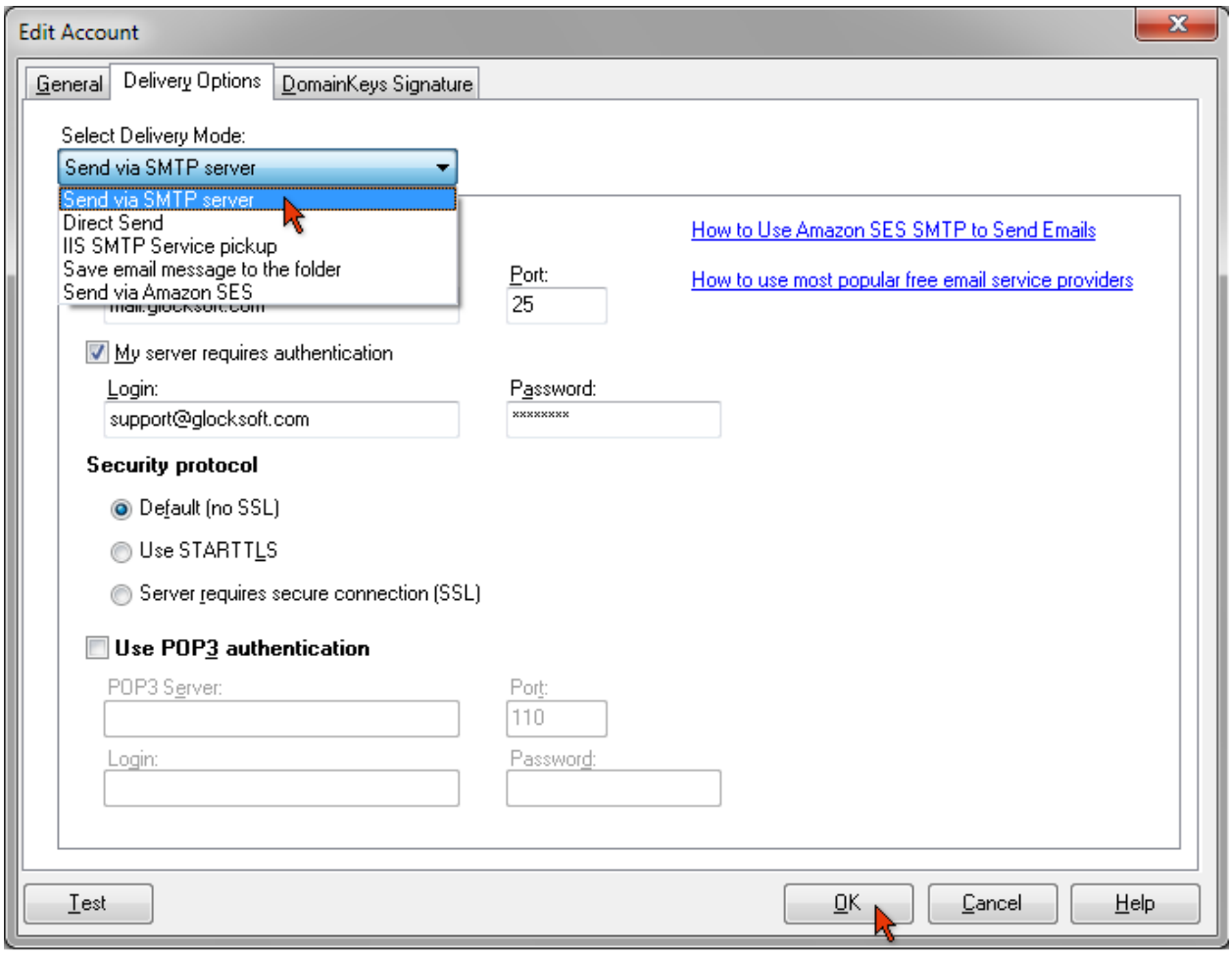
Click on **"Add New Account"**.



Enter the account name and your user information. If you have a separate email account for returned emails, enter it into the **"Return Email Address"** field. By default returned messages will arrive at your From email account.

Now click on the **Delivery Options** tab and choose the delivery mode from the menu.

Tip: To ensure the deliverability, we recommend that you choose the **"Send via SMTP server"** delivery mode and enter your SMTP server or the SMTP server of your Internet provider. If you don't have your own SMTP server and can't use your Internet provider SMTP server due to email sending restrictions, the best option then is to use the **Amazon SES API**.



Click **"Test"** to test your account. If the test passes, click OK to save the account settings.

2. Create Contact Group

The second step is to create a contact group in the address book. You will load or import your distribution list into the group then.

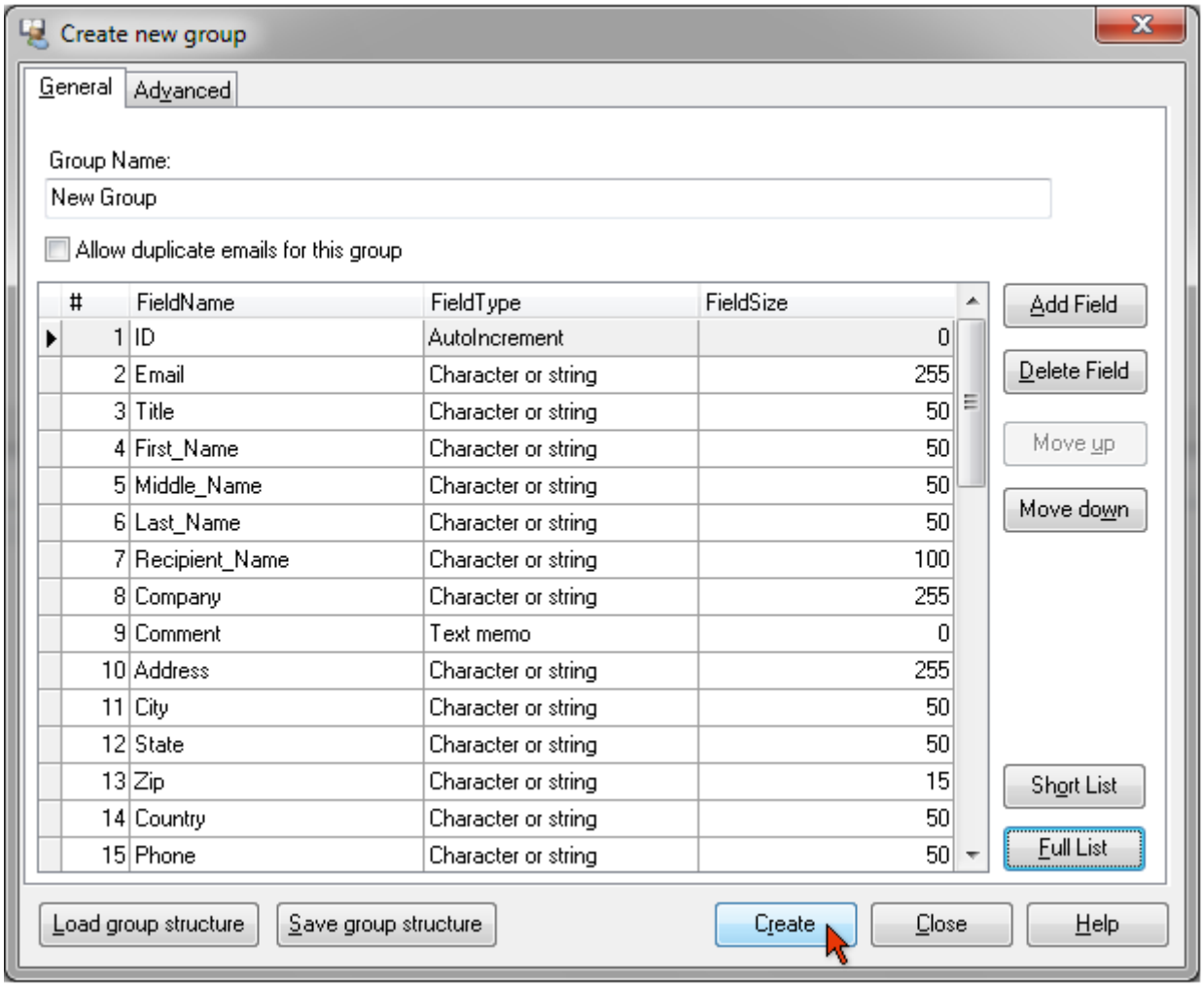
Click on the **Address Book** icon on G-Lock EasyMail toolbar.

Click on **"New Group"** and type a group name.

Before you click **"Create"**, click on the **"Full List"** option and check the list of available fields.

If you don't find suitable fields, click on the **"Add Field"** button and type the field name manually to add it to the list.

Click **"Create"**.



3. Import Contacts from External Database

IMPORTANT NOTE: Build your list and send your email newsletters only to the recipients who gave you their consent and subscribed to receive emails from you. If you send newsletters to email addresses that have been purchased or harvested from the internet, you risk being marked as spammer.

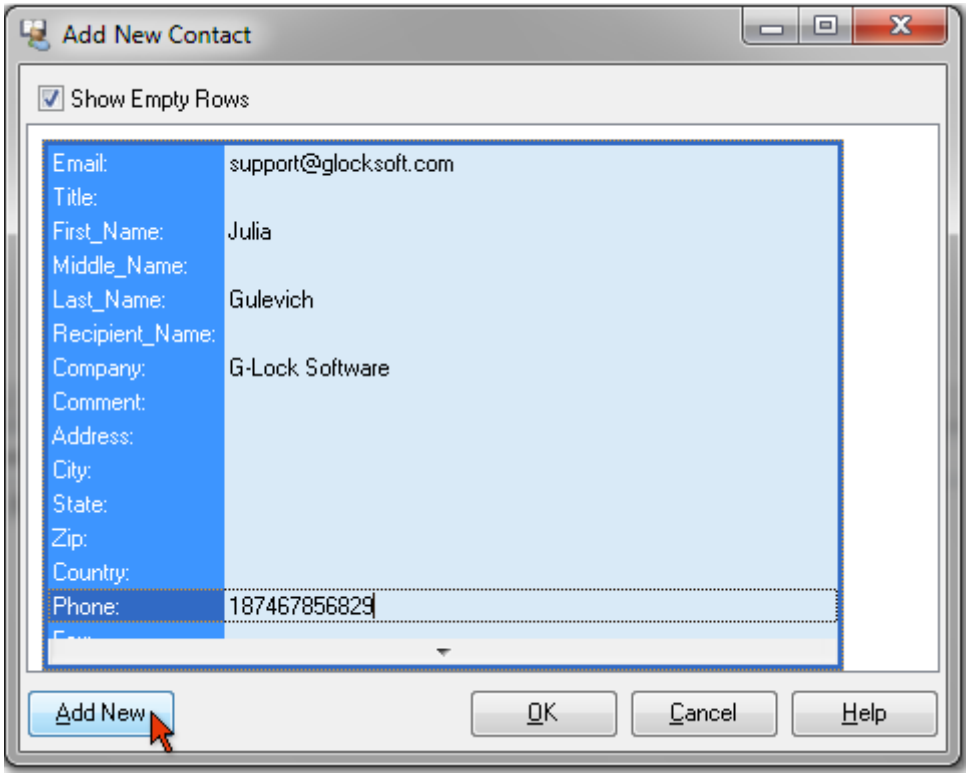
Now you can proceed by adding your existing contacts to the group. You can do it in a number of different ways.

You can manually add the contacts to the group.

Click on the group name under **"My Groups"**.

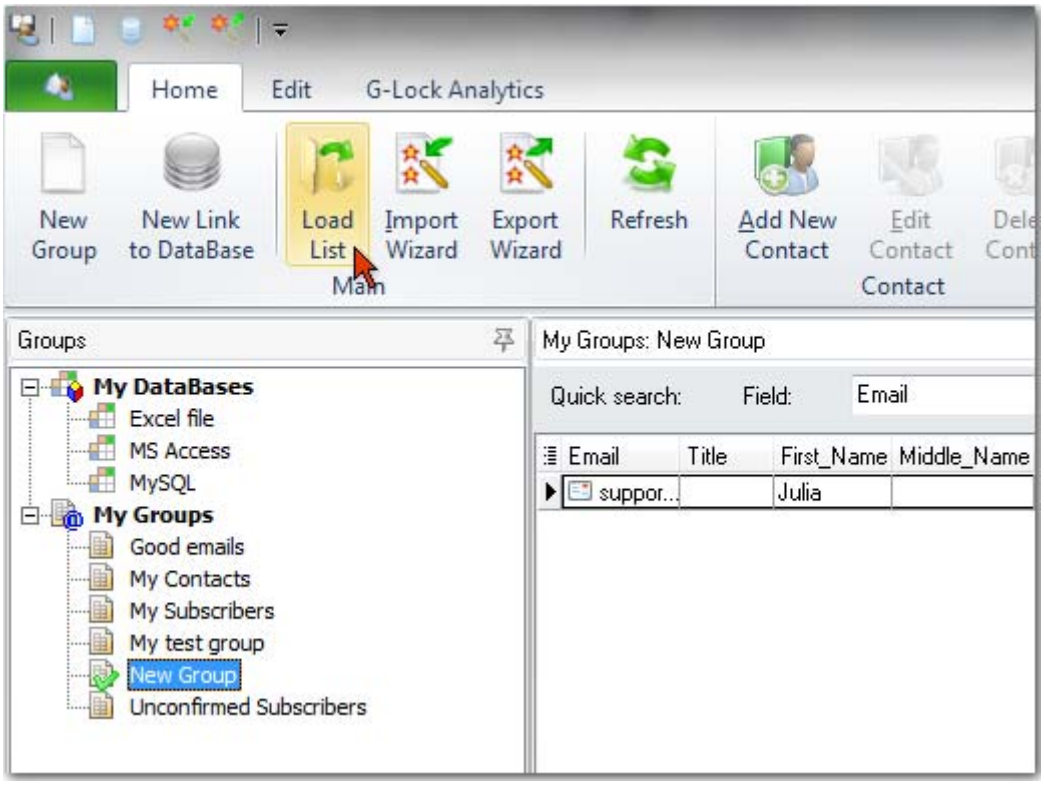
Click on **"Add New Contact"** under the **Home** menu.

Type the contact information and click on **"Add New"** to add a new contact.



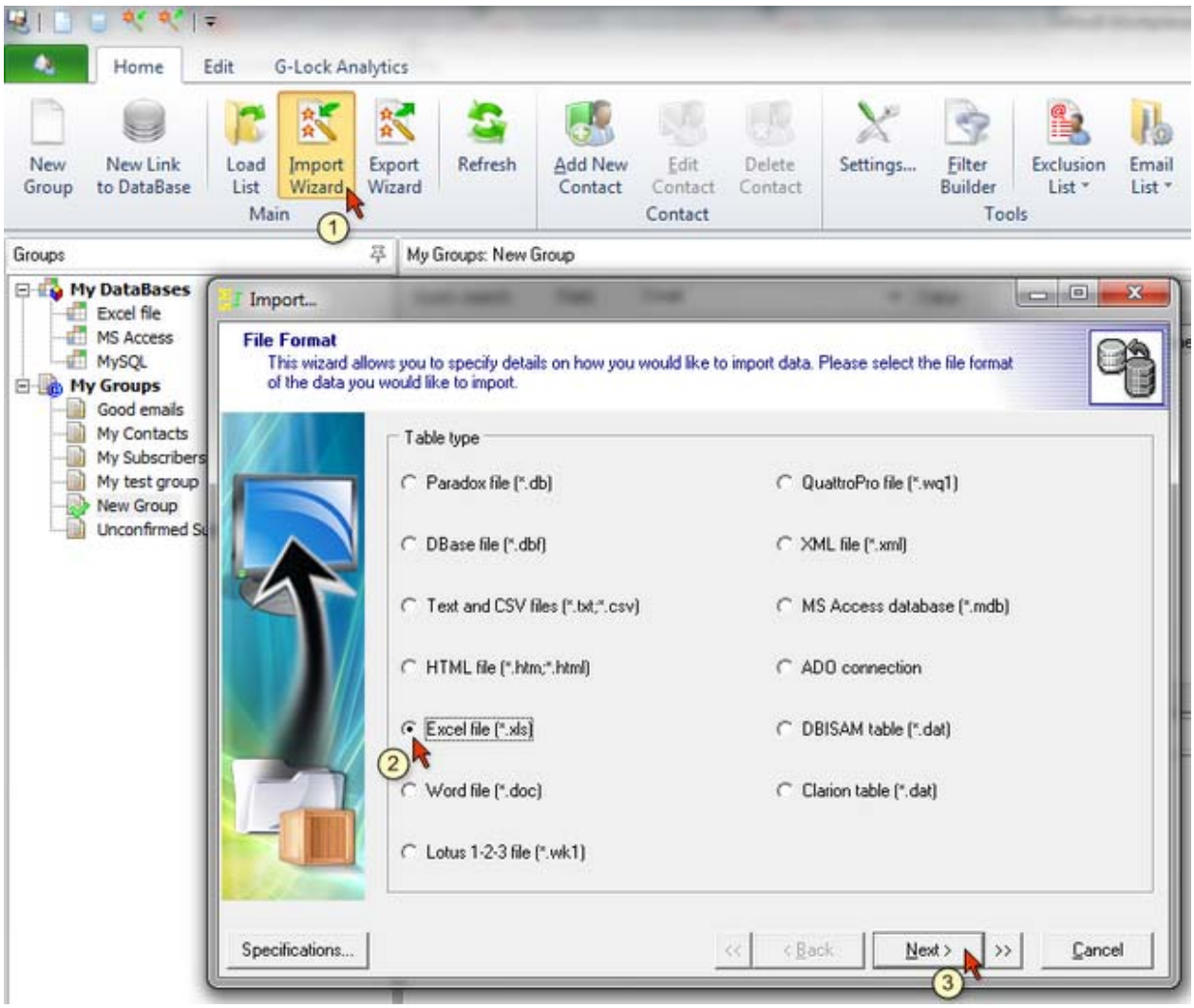
You can quickly load a list of email addresses into the group from a .txt or.csv file.

Click on the **"Load List"** option under the **Home** menu, choose your file and click **"Open"**.



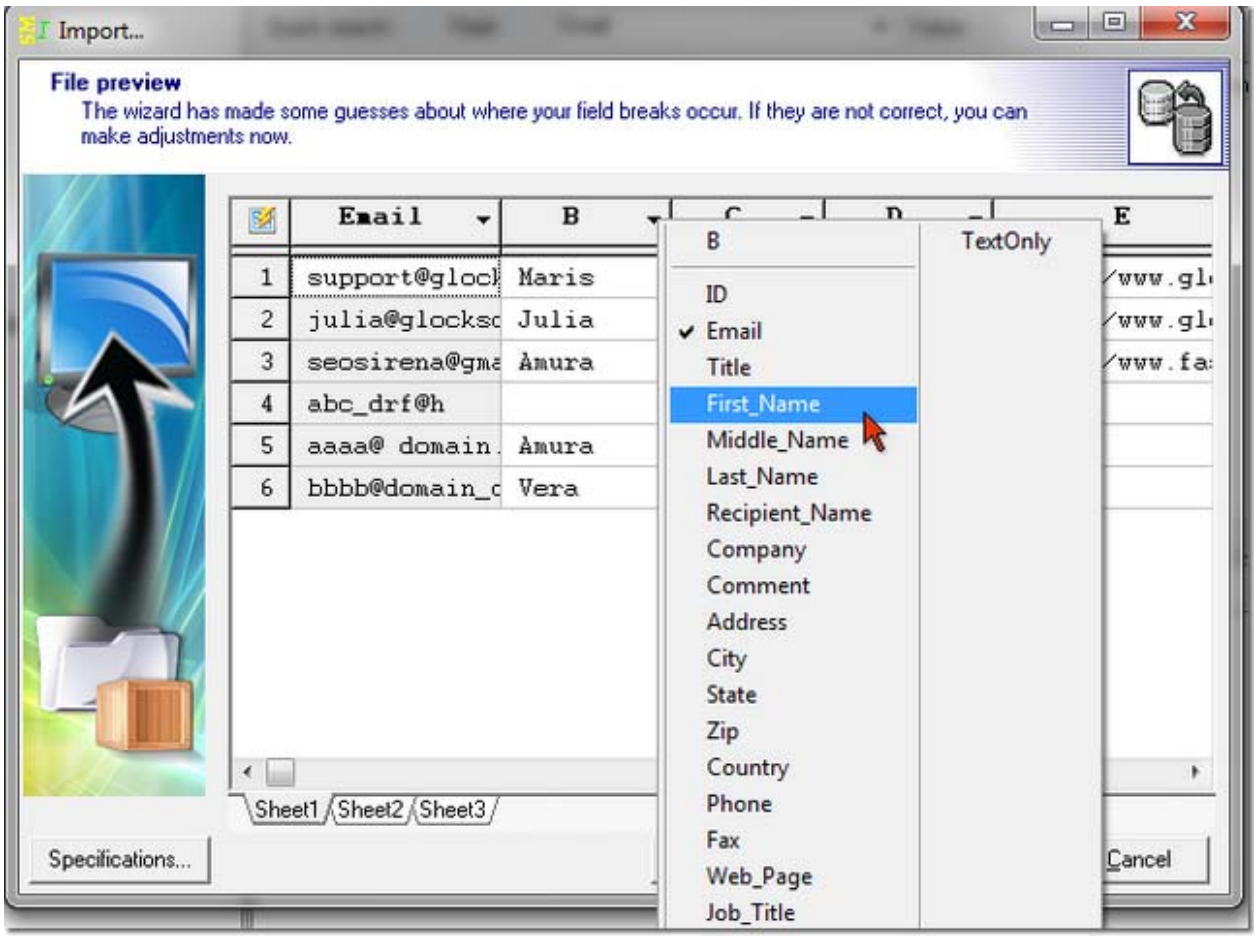
You can also import the contact information into the group from Paradox, DBase, Text, HTML, MS Excel, MS Word, Lotus 1-2-3, QuattroPro, XML, MS Access Database, ADO connection, DBISAM table, and Clarion table files.

For example, to import a list of addresses from a Microsoft Excel file, click on **"Import Wizard"**, choose the Excel file type and go through the steps of the Import Wizard.

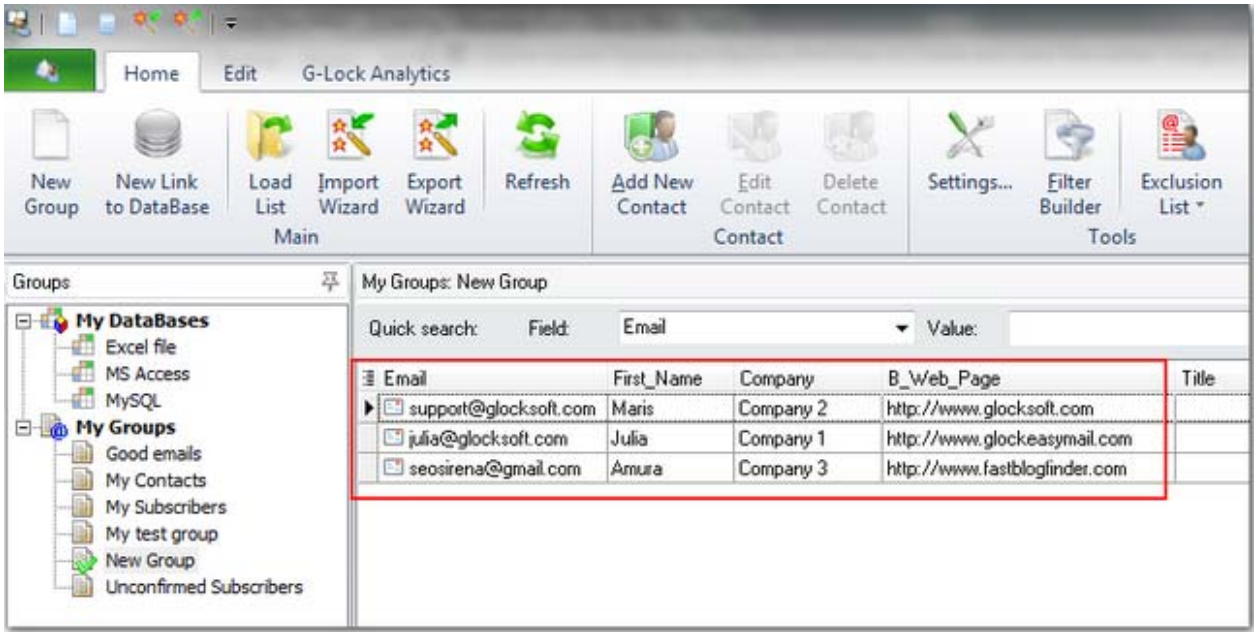


It's important to do the correct fields mapping during the import. This is where you tell the program how to import your contact information correctly.

Click on the arrow in the field heading and choose the right field name from the menu.



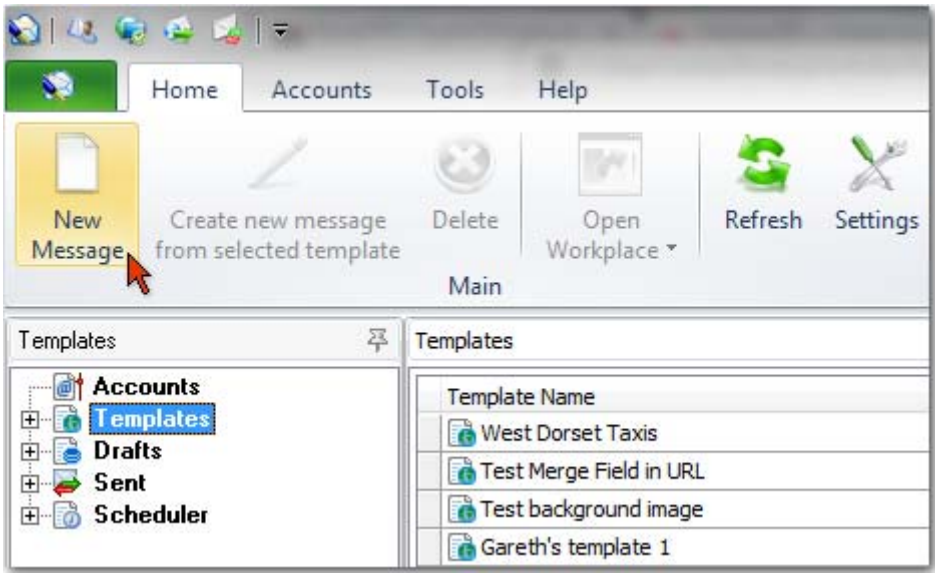
During the import the program skips duplicate emails and email addresses with the incorrect format. After the import is complete, the contact information appears in the address book.



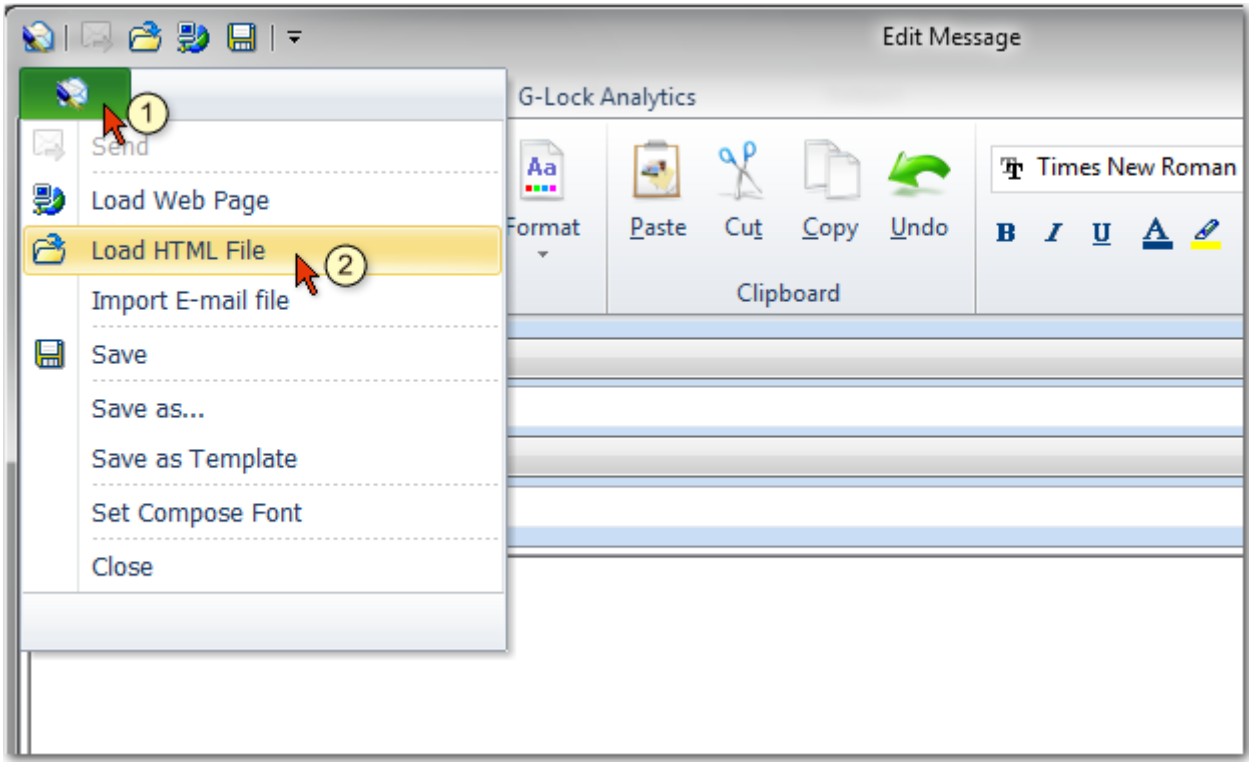
4. Compose Email Message

After importing your list, you can start composing your email message.

Simply click on **"New Message"** under the **Home** menu.



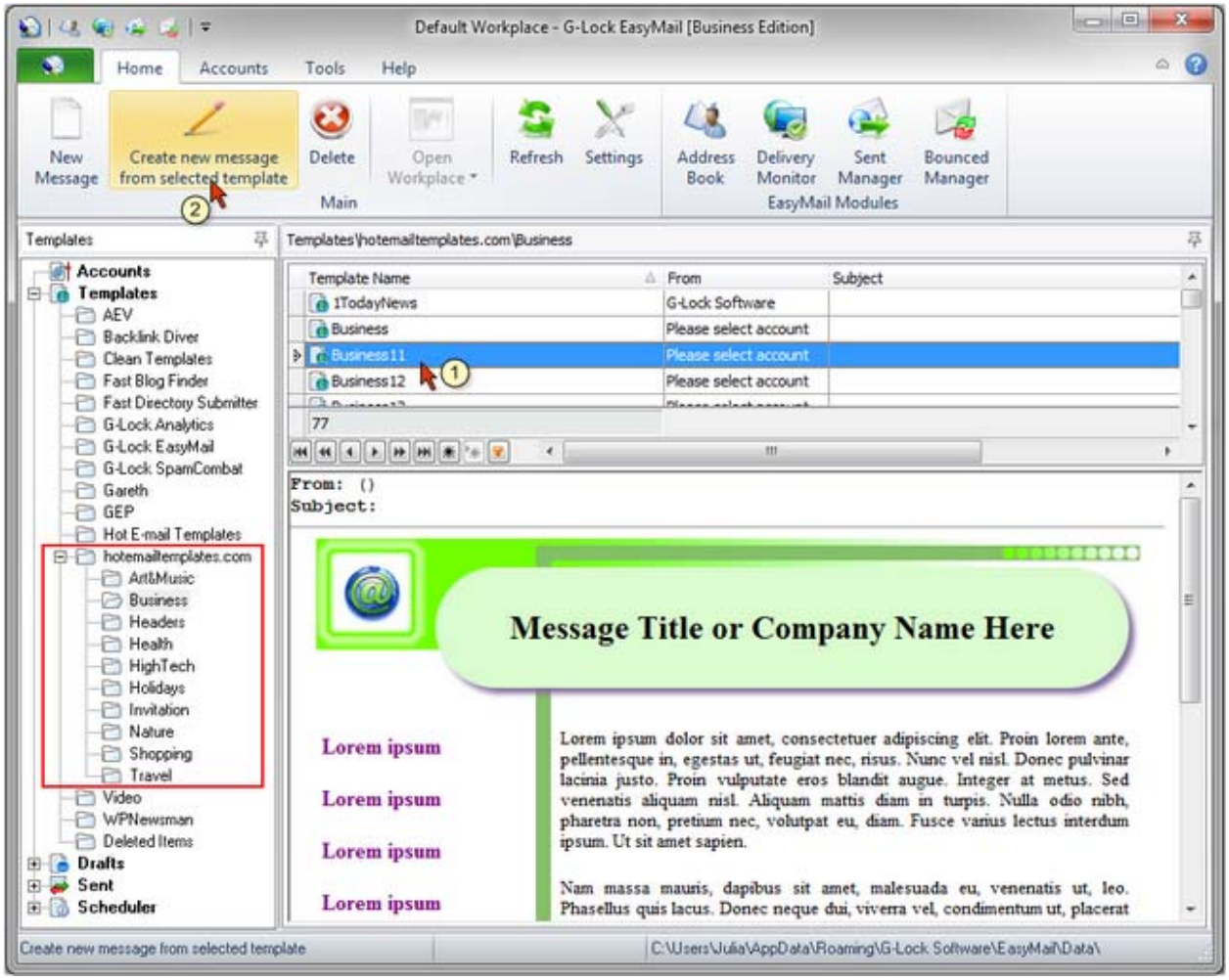
You can create a new message from scratch or import the message from .eml or .html files, or web page.



Or, you can create the message using one of G-Lock EasyMail built-in email templates.

Click on the category under hotemailtemplates.com at the left hand side in G-Lock EasyMail and choose the template.

Now click on **"Create new message from selected template"** on the toolbar.



Now you can proceed by editing the template, which can be customized any way you like.

Feel free to add text, images, change logos, colors, etc.

You can download more free HTML email templates from http://hotemailtemplates.com/ and import them into G-Lock EasyMail.

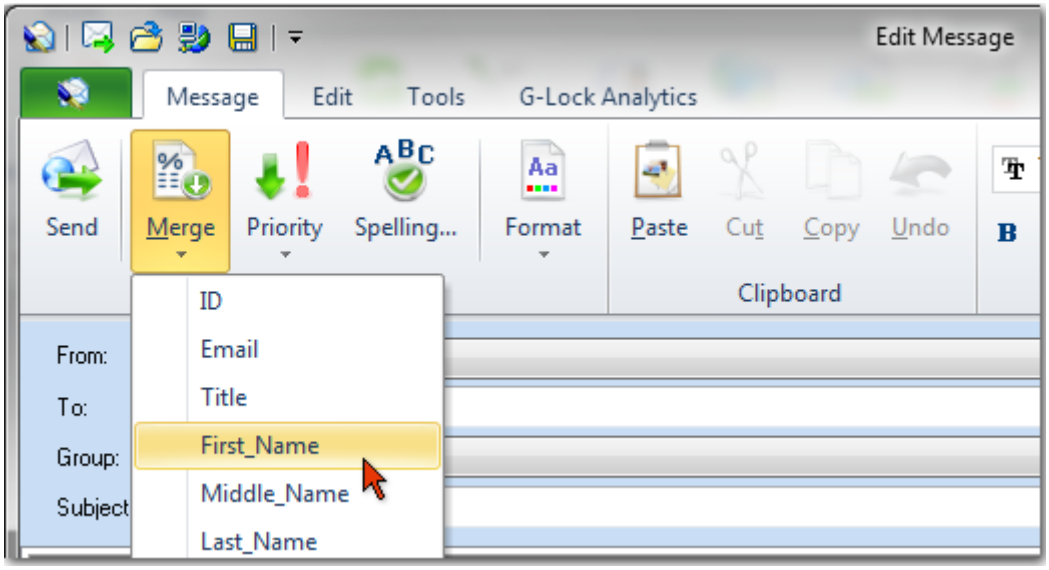
5. Personalize Email with Merge Tags

Our email sender software allows you to personalize your email messages using special tags.

When the message is sent, the tag is replaced by the value read from the specified field in the address book.

For example, if your group includes the *"First_Name"* field, you can customize your message for each recipient by including their first names into the message.

Use the **Merge** menu on the **Edit Message** window to merge the field you wish.



For example,

Hi %%First_Name%%,

will look like

Hi Julia,

when the subscriber receives the message.

6. Insert the Unsubscribe Link

Do not forget to add the unsubscribe link to allow your subscribers to opt out easily.

If you do not have a system to manage the unsubscribe process in place, you can use our **G-Lock Analytics** system from http://glockanalytics.com/

In addition to tracking email opens and link clicks, G-Lock Analytics allows you to insert the unsubscribe link into your emails and collect the email addresses of the recipients who unsubscribed.

Follow the steps below to add the unsubscribe link to your email.

Signup with G-Lock Analytics at http://glockanalytics.com/pricing

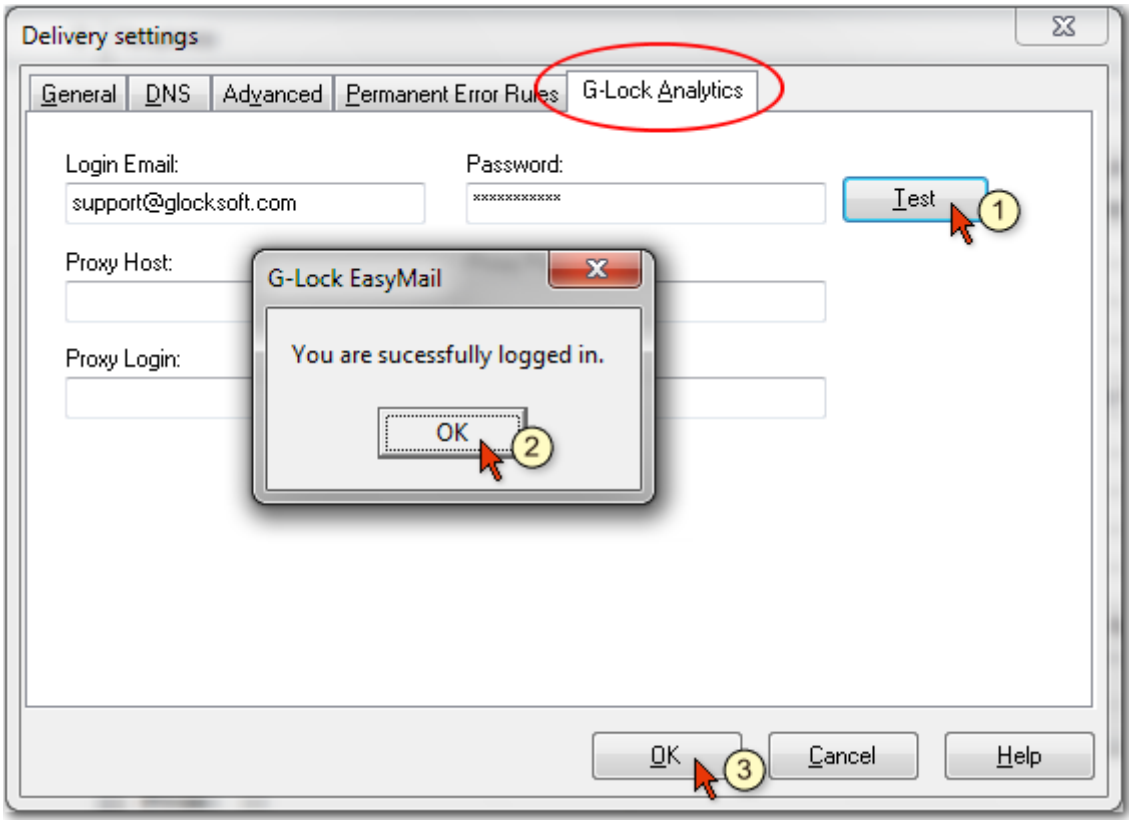
Login to your account.

Download the redirect script (used to generate tracking links) and upload the redirect script to your website.

Go to G-Lock EasyMail.

Navigate to **Home -> Settings -> G-Lock Analytics**.

Enter your login email and password, click **"Test"** and then click **OK**.

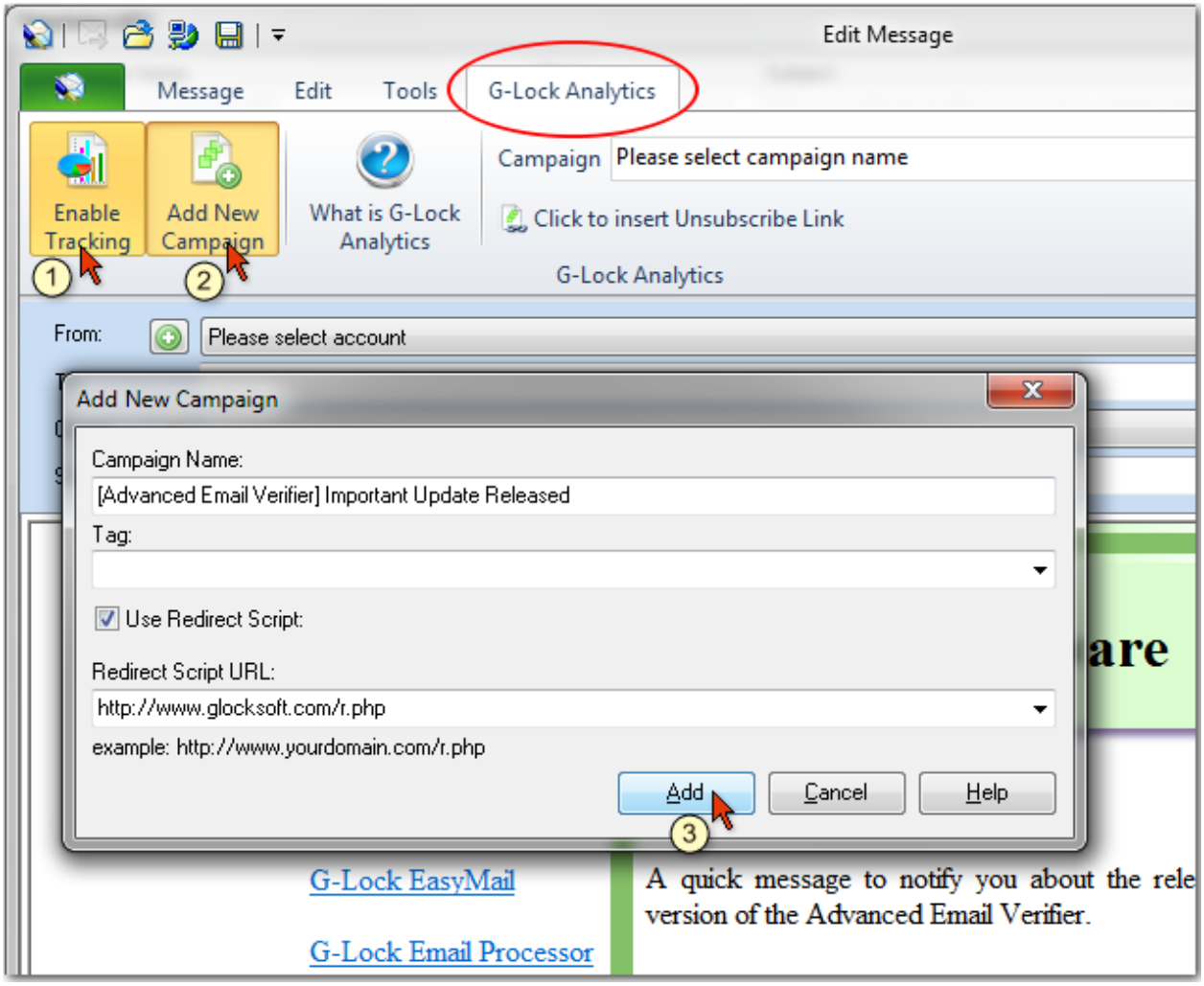


Go to the **Edit Message** window and click on **G-Lock Analytics** tab.

Click on **"Enable Tracking"**.

Click on **"Add New Campaign"**.

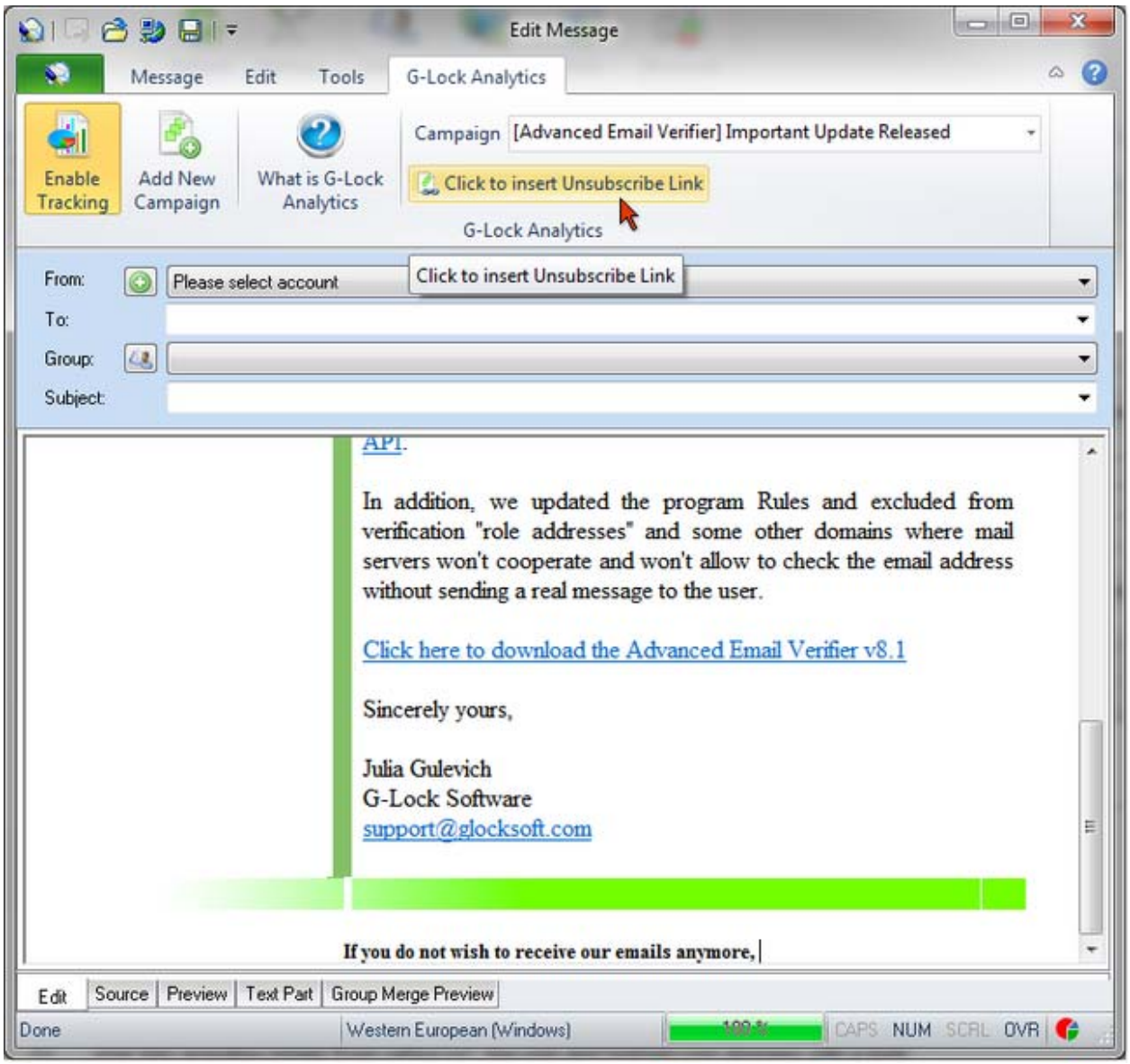
Fill in the fields and click **"Add"**.



Wait until the campaign name appears in the **"Campaign"** field.

Put the mouse at the place where you want to add the unsubscribe link.

Click on **"Click to insert Unsubscribe Link"**.


Edit Message
Message
Edit
Tools
G-Lock Analytics
Enable Tracking
Add New Campaign
What is G-Lock Analytics
Campaign
[Advanced Email Verifier] Important Update Released
Click to insert Unsubscribe Link
G-Lock Analytics
From:
Please select account
Click to insert Unsubscribe Link
To:
Group:
Subject:
API.
In addition, we updated the program Rules and excluded from verification "role addresses" and some other domains where mail servers won't cooperate and won't allow to check the email address without sending a real message to the user.
Click here to download the Advanced Email Verifier v8.1
Sincerely yours,
Julia Gulevich
G-Lock Software
support@glocksoft.com
If you do not wish to receive our emails anymore,
Edit
Source
Preview
Text Part
Group Merge Preview
Done
Western European (Windows)
CAPS
NUM
SCRL
OVR

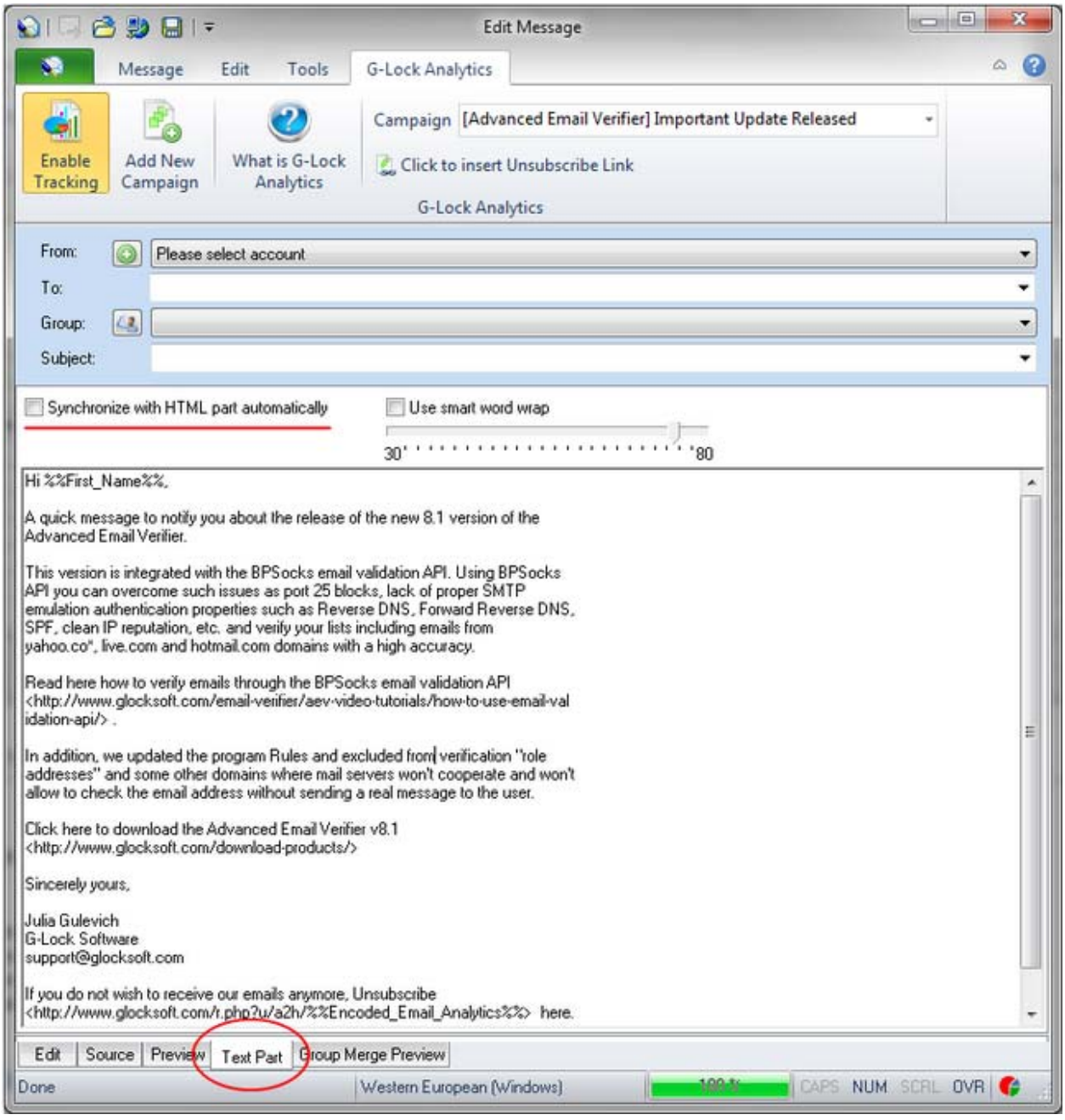
7. Edit Plain Text Version

G-Lock EasyMail automatically creates the plain text version of the message to make it readable from devices that cannot display HTML emails.

We recommend that you read the plain text version and edit it if needed.

Click on the **"Text Part"** tab at the bottom of the **Edit Message** window.

Uncheck the **"Synchronize with HTML part automatically"** option and make the changes to the plain text part.



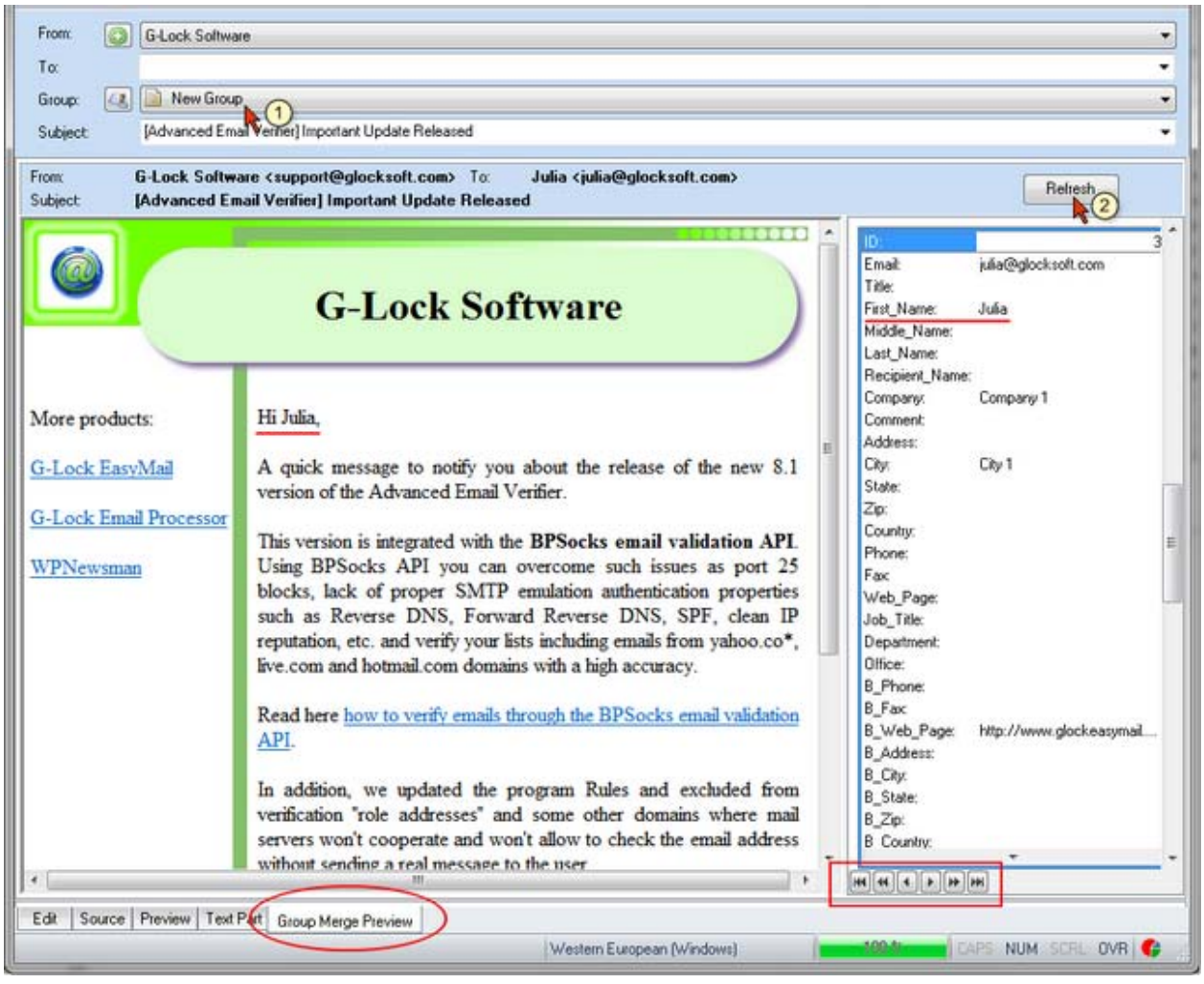
8. Preview Your Email

Before sending the message, verify how the message will be shown for each recipient when they receive it.

Click on the **"Group Merge Preview"** tab at the bottom of the **Edit Message** window.

Select the group in the **Group** field and click on **"Refresh"**.

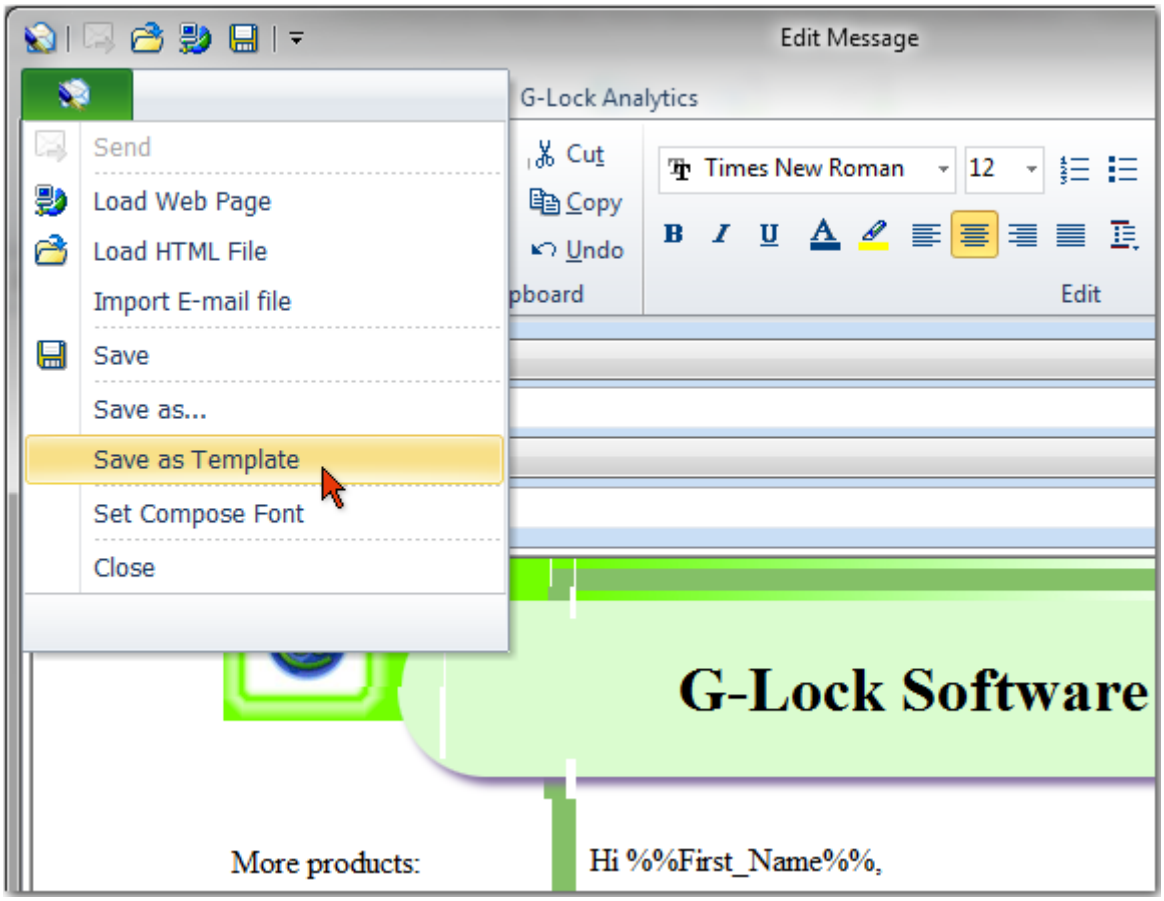
Use a range of small buttons at the bottom to switch between the subscribers in the group.



9. Save Message as Template

We recommend that you save the message as a template in G-Lock EasyMail in order for you to be able to quickly use it for further campaigns.

Click on G-Lock EasyMail icon on the **Edit Message** toolbar and select **"Save as template"** from the menu.

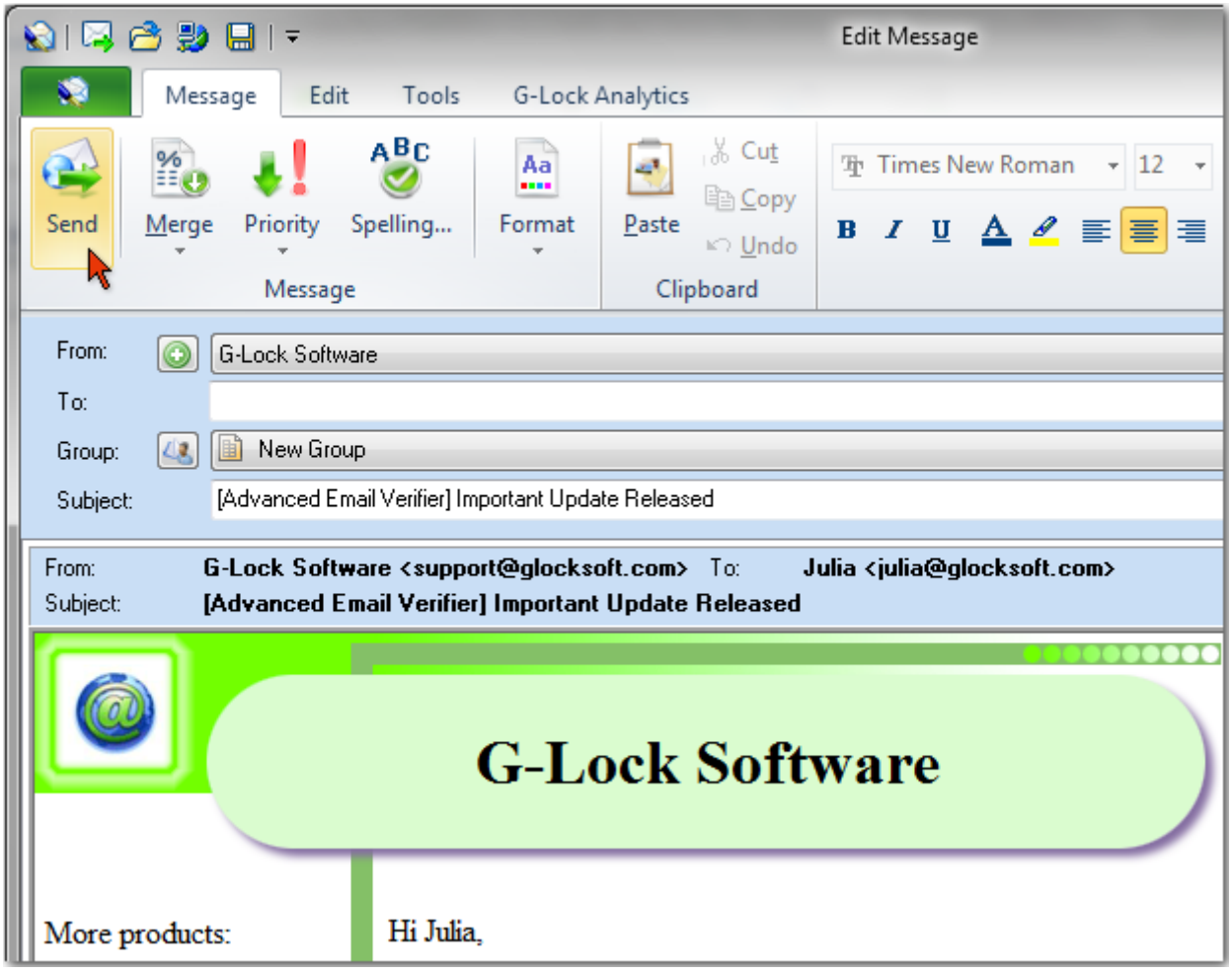


10. Send Your Newsletter

Now you have come to the very last step - sending your newsletter.

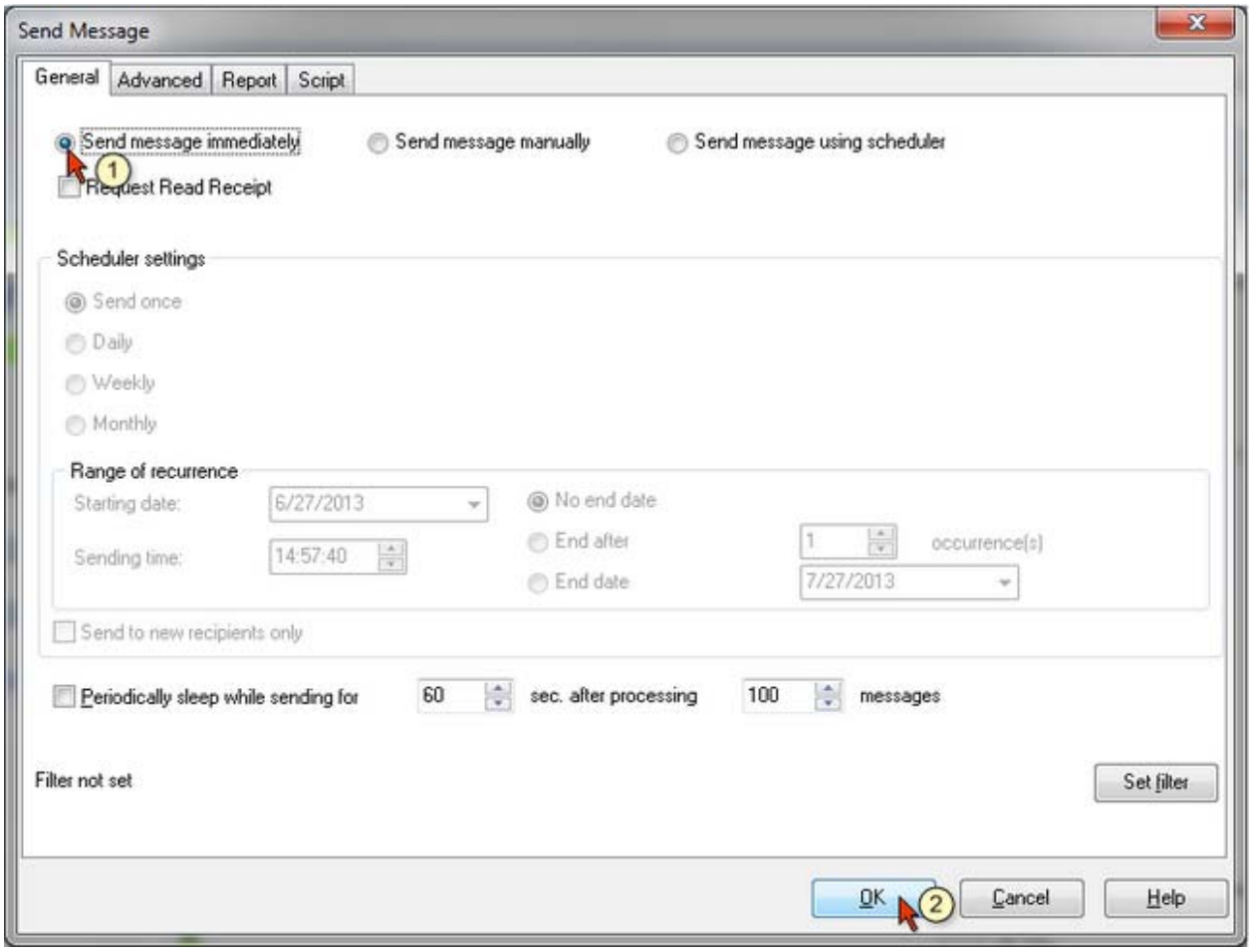
Tip: We recommend that you create a group of test email addresses. Create accounts with all possible free providers like AOL, Yahoo, Hotmail, Gmail etc. and add them to your test group. Before sending the message to your subscribers, send it to the test group and check if the message is received into the Inbox or filtered out as spam or junk email.

Make sure you selected the account in the **From** field and click **"Send"** on the **Edit Message** window toolbar.

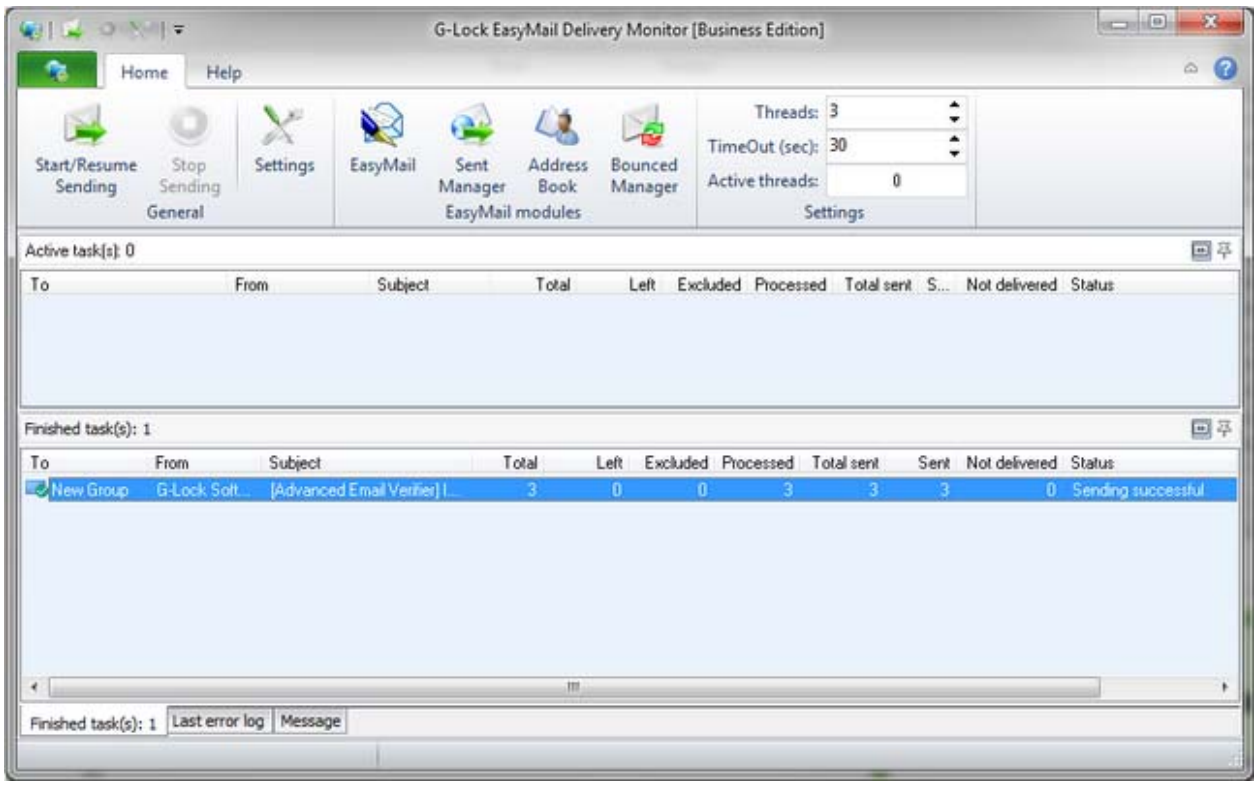


Now you can choose to send out the mailing later using a specific day and hour, or you can proceed with immediate sending.

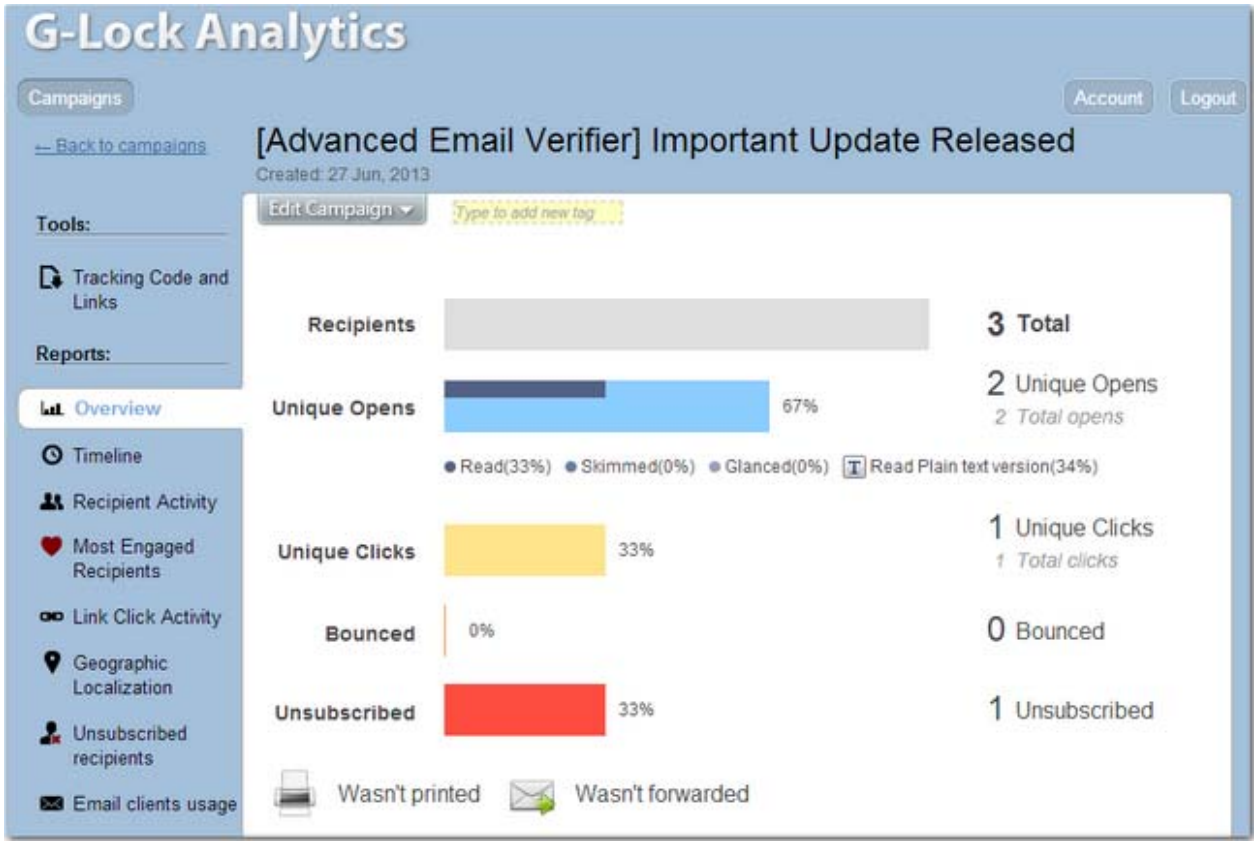
Choose the sending option and click OK.



G-Lock EasyMail will open the Delivery Monitor and send your message to the group.



If you used the unsubscribe link provided by our G-Lock Analytics service, you can login to your account on G-Lock Analytics and watch in real time how many recipients opened your email, how many clicked on the links and how many unsubscribed.

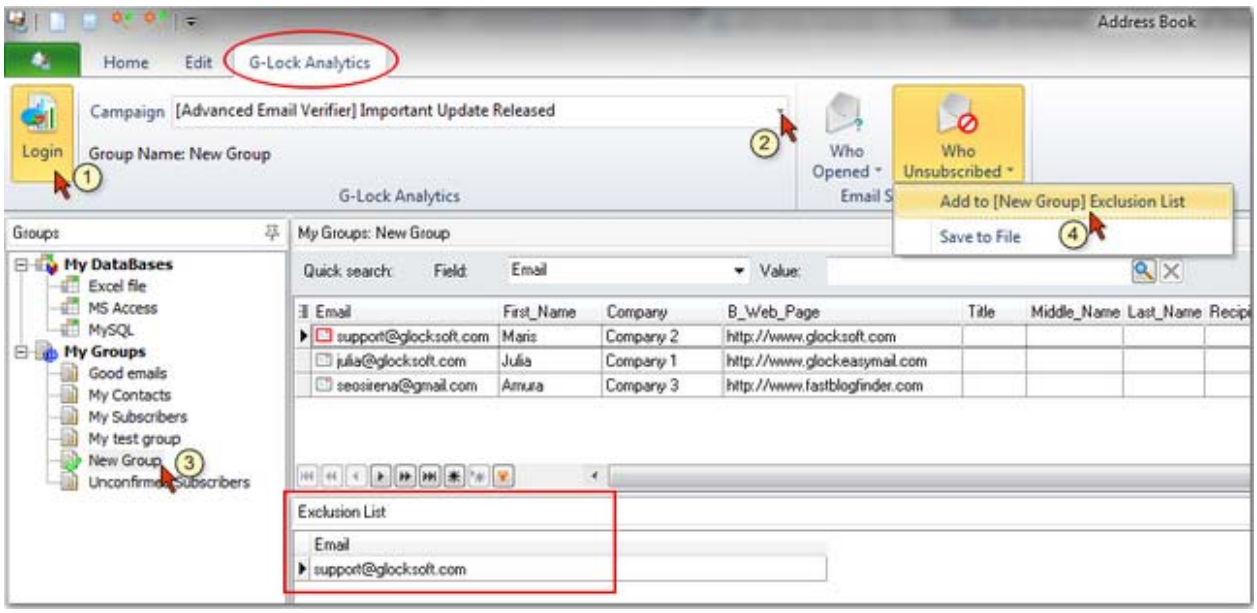


For your convenience, you can add unsubscribed recipients to the exclusion list in G-Lock EasyMail address book to make sure you won't send to those people anymore.

Go to G-Lock EasyMail address book and click on **G-Lock Analytics** tab.

Click **"Login"** and select the campaign name.

Then select the group, click on the **"Who Unsubscribed"** menu and select **"Add to [group] exclusion List"**.



This is how to create and send an email newsletter with G-Lock EasyMail.

Got questions? Ask them through our contact form at http://www.glocksoft.com/support/

We will do our best to help you resolve your problems and answer your requests.