

How to Create and Send Newsletter Using G-Lock EasyMail

Beginner's Guide

Table of Contents

1. Create E-Mail Account	3
2. Create Contact Group	5
3. Import Contacts from External Database	6
4. Compose Email Message	10
5. Personalize Email with Merge Tags	12
6. Insert the Unsubscribe Link	13
7. Edit Plain Text Version	16
8. Preview Your Email	17
9. Save Message as Template	18
10. Send Your Newsletter	19

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 <u>http://www.glocksoft.com/download-products/</u>

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".

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Accounts
Account Name FOLDER G-Lock Software turboSMTP SMTP Amazon SES G-Lock Software Amazon SES G-Lock Software

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**.

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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".

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	9	Comment	Text memo	0					
	10	Address	Character or string	255					
	11	City	Character or string	50					
	12	State	Character or string	50					
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L	oad gro	pup structure	structure	Create Close	<u>H</u> elp				

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".

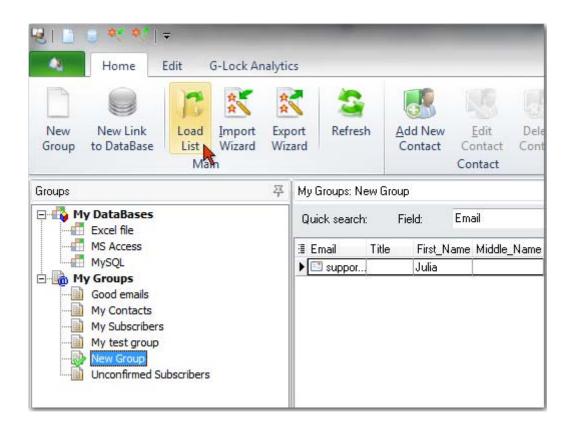
Click on "Add New Contact" under the Home menu.

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

ų	🤞 Add New Contact						
	Show Empty Rows						
	Email:	support@glocksoft.com					
	Title: First_Name:	Julia					
	Middle_Name: Last_Name:	Gulevich					
	Recipient_Name: Company:	G-Lock Software					
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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.

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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.

	Email 👻	В		_ TextOnly	E
1	support@glock	Maris	ID	. encomy	/www.g
2	julia@glocksc	Julia	∠ Email		www.g
3	seosirena@gma	Amura	Title		/www.f
4	abc_drf@h		First_Name		
5	aaaa@ domain.	Amura	Middle_Name		
6	bbbb@domain_c	Vera	Last_Name		
	eet1/Sheet2/Sheet3/		Recipient_Name Company Comment Address City State Zip Country Phone		

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.

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The second s	izard Wizard	Refresh	Add New Contact	<u>E</u> dit Contact	Delete Contact	Settings	<u>F</u> ilter Builder	Exclusion List *
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My Contacts	seosirena@	🖾 seosirena@gmail.com		mura Company 3 H		http://www.fastblogfinder.com		
My Subscribers								

4. Compose Email Message

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

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

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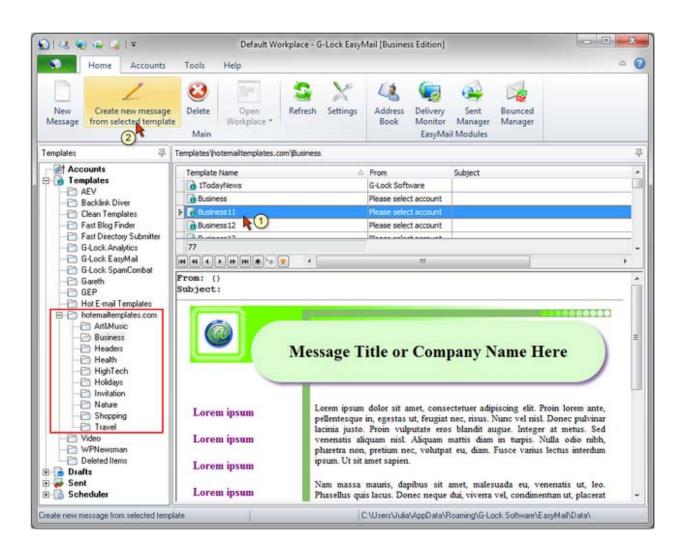
You can create a new message from scratch or import the message from .eml or .html files, or web page.

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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 <u>http://hotemailtemplates.com/</u> and import them into G-Lock EasyMail.

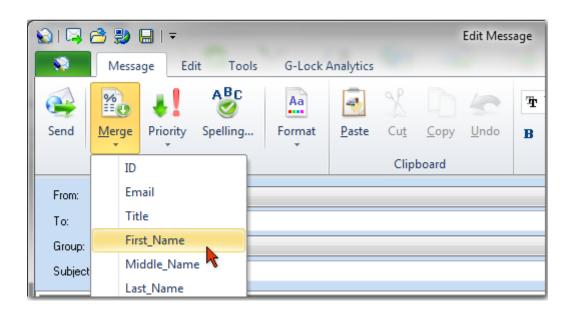
5. Personalize Email with Merge Tags

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 <u>http://glockanalytics.com/</u>

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.

Delivery settings	
<u>G</u> eneral <u>D</u> NS	Advanced Permanent Error Rules G-Lock Analytics
Login Email: support@glock	Password:
Proxy Host:	G-Lock EasyMail
Proxy Login:	You are sucessfully logged in.
	<u>OK</u> <u>Gancel</u> <u>H</u> elp

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

Click on "Enable Tracking".

Click on "Add New Campaign".

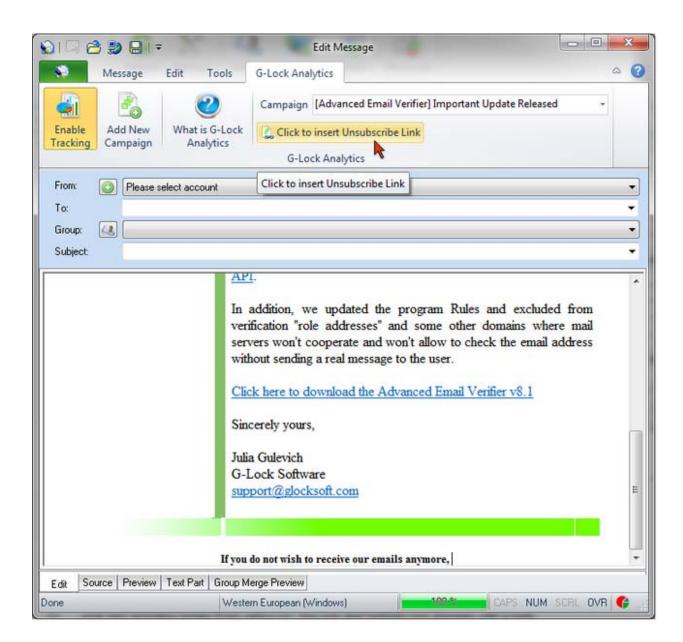
Fill in the fields and click "Add".

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		_	_	version of the Advanced Email Verifier.
		<u>G-Lock Emai</u>	Processor	

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".



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.

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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.

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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.

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G-Lock Software								
More products:	Hi Julia,							

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.

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

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To New Group	From G-Lock Soft				3				ient 3			

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.

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Edit Campaign 👻	Type to add new tog		
Recipients			3 Total
Unique Opens		67%	2 Unique Opens 2 Total opens
	Read(33%) Skimme	ed(0%) Glanced(0%) Read	Plain text version(34%)
Unique Clicks	33	%	1 Unique Clicks 1 Total clicks
Bounced	0%		0 Bounced
Unsubscribed	33	96	1 Unsubscribed
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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".

Home Edit G-La	ck Analytics	-	_	-	-		Ad	Idress Book	
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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.