Using AcyMailing

To send bulk emails with AcyMailing you must be logged in to the website and your user account must have been assigned the 'Mailing' role.

When you are logged in a black band appears at the top of the window. This provides access 'behind the scenes'.

Your username appears the right-hand end. (Hover over that to logout or to edit your profile.)

At the left-hand end of the black band, hover over 'Wooden boat Association…" and select Dashboard from the drop-down menu. To reverse this step select 'View Site'.

Click on AcyMailing which opens the AcyMailing submenu :

Click on **Subscribers** to see a list of all current subscribers with a coloured dot to show which **List**(s) they are subscribed to.
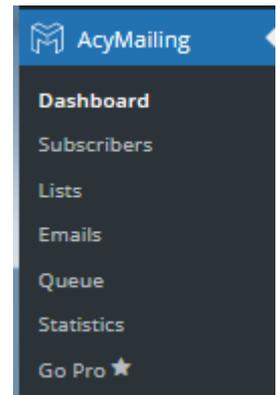
- Use the search box to find particular subscribers

- Click on the 'Show Filters' button to display the 'Filters' panel

    ○ Select the **List** and the **Subscription Status** you would like to filter.

    ○ Click on the 'Apply Filters' button (right-hand side).

    ○ The filtered list is displayed.

    ○ Click on the 'Clear all filters' button to display all subscribers again.

- Click on the 'Hide Filters' button to hide the Filters panel.

- You can perform bulk actions (Delete, Enable, Disable) on multiple subscribers using the check-box in the left-hand column.. The check-box in the list header will select/deselect all and you can then select/deselect individual items., as required. If any subscribers are seleected the 'Choose and action' drop-down menu becomes live. Choose the action required then OK or Cancel.

- Immediately above the list header are displayed the counts if subscribers with different statuses. These are also live links that will filter the list according to the status you select.

All (195) Active (195) Inactive (0) Confirmed (193) Not confirmed (2)

- Also above the list header is a 'Sort by' drop-down menu that enables you to choose how the list is sorted.

- In the Right-hand column you can toggle the 'Activated/De-activated' and the 'Confirmed/Not-confirmed' status of each subscriber. (When someone subcribes to a 'public list via the 'Subscribe to our Newsletter' form they are automatically sent an email asking them to click on a link to confirm that this is , indeed, their email address. This action automatically changes their status from 'Not confirmed' to 'Confirmed'.)

- At the bottom of the listing you can select how many subscribers are to appear on a page and can step back and forth through pages.

- Click on the 'Create' button (top right) to add a new subscriber.

    ○ Enter the name and email address and click the 'Save' button to create the new record after which the Manage Subscription button appears.

- Click on 'Manage Subscription', select the lists the subscriber is to be subscribed to and click the 'Confirm' button at the bottom.

- The selected lists will then appear in the Lists panel at the bottom of the screen.

- Click the 'Save and exit' button to return to the subscribers' listing.

Lists

Click on **Lists** in the AcyMailing sub-menu to see a listing of all mailing lists. This listing operates in the same way as the Subscribers listing. Details are:

- The columns show the number of subcribers in each list by Subscribed, Not confirmed, Unsubscribed, Inactive

- The Status column at the right includes a 'visibility' setting to control whether any list can be made available to external public subscriber.

- Each list is automatically assigned a coloured dot so that you can easily see which lists any individual is subscribed to. You should ensure that the colours are clearly differentaied by opening the List record and using the colour picker to choose a distinctive colour for each list.

Emails

Click on **Emails** in the AcyMailing sub-menu to see a listing of all past mailing campaigns (unless they have been deleted). This listing operates in the same way as Subscribers and Lists. Details are:

- The 'Choose an action' menu includes the option to duplicate one or more selected mailing campaigns

- The 'Status' column shows, for each mailing campaign, the number of reecipients it was sent to.

- The 'Open' column shows, for each campaign, the precentage of these emails that were opened by the recipient.

- The 'Click' column shows, for each campaign, the percentage that were 'clicked through' (i.e. the recipient click a link within the email).

- To open the email to review details click on the campaign name.
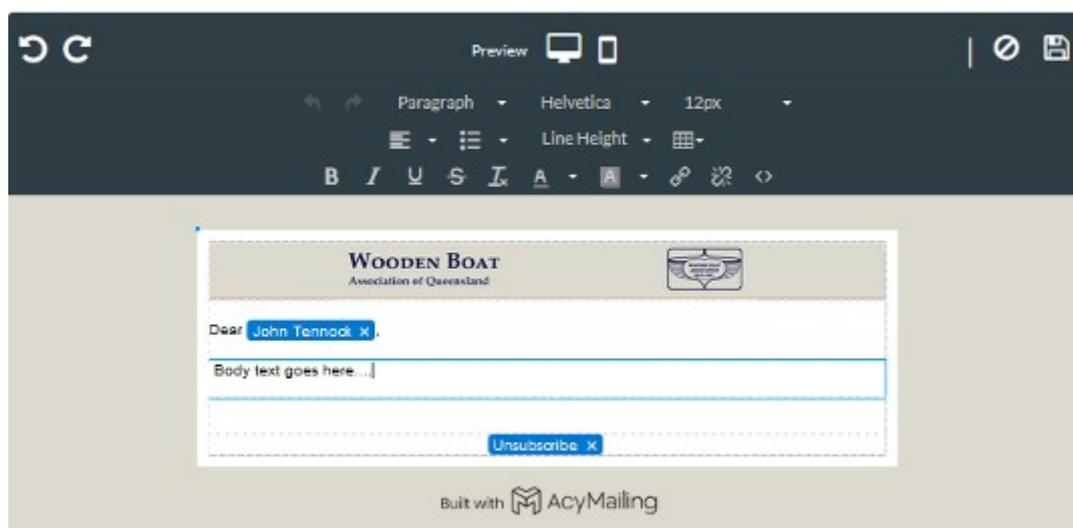
There are two ways to create a new maioing campaign: Duplicate a previous campaign and edit the details or start from scratch.

A. Start from Scratch

In AcyMailing > Emails click on the 'Create' button at the top right.

Select 'Classic Campaign' then click on the 'Create' button at the centre bottom.

Select the required template which is then applied to the editor window.

The editor window consists of five vertically stacked 'blocks'. These are utlined in blue when you hover over them. The standard WBAQ template sets these up as: The Banner, The Salutation, The Body Text, A Spacer block, The Unsubscribe block.

Across the top of the header are several tools: Undo/Redo, Preview (desktop or mobile), Cancel, and Apply. Use apply to save your work.

Click in the Body Text block and a standard set of formatting and editing tools appears.

Replace the placeholder text with the message you wish to send. If you copy/paste from another document it is best to Paste into an basic text editor like Windows Notepad to strip out potentially incompatible formatting.

Click on the Apply button when finished. Your work is saved and the editor window is closed. To reopen it click on the 'Edir email' button.

With the editor window closed view the 'AcyMailing > Emails > New campaign window. Note that, across the top are the six stages of preparing and sending a mailing campaigns . These are:

Choose template > Edit email > Recipients > Send settings > Tests > Summary

We will follow these in order. To progress from one stage to the next, click on Save & continue.

1. Edit email

As well as editing the email content as described above it is necessary to enter a campaign name (used to identify this campaign in the Emails listing) and the Email Subject (which appears in the subject line of the email when received by the recipient. You can also select one or more attachments but these should be as few and as small as possible.

Click Save & continue

2. Recipients

Select the Mailing List(s) to which this mailing campaign is to be sent.

Click Save & continue

3. Send Settings

The From name, From email, Reply-to name and Reply-to email are pre-filled with default settings but can be changed.

Click Save & continue

4. Tests

In the 'Send test email to' field enter the email address to which the test email is to be sent. If it is a com[lete and valid email address it will be higlighted in blue. You can also add a 'Test note' that will be prefixed to the email differentiate it.

Click on the 'Send a test' button.

Thouroghly examine the test email when received, including the From name and emaill, the Subject and all the content and attachments. If anything is incorrect go back to Edit Email and repeat the process.

Once the test email is considered satisfactory click Save & continue

5. Summary

Check all the details carefully. If all OK click on the 'Add to the queue' button.

The Queue window is displayed, normally with only one item in the queue.

Click on 'Send Now' and wait patiently for all batches of 40 emails to be sent at 2 minute intervals. Each batch can also take several minutes to process during which time a blank screen appears.

The send window must be kept open until all emails have been sent.

B. Duplicate a previous campaign alternative method.

This is useful if the mailing campaign is very similar to a previous one.

Click on **Emails** in the AcyMailing sub-menu to see a listing of all past mailing campaigns (unless they have been deleted).

Select a previous similar campign by ticking the check-box in the left-hand column.

Click on the 'Choose an action' drop-down menu and select 'Duplicate'. The original email is duplicated including the Campaign name suffixed with -copy and with a status of 'Draft'

Click on the Campaign Name to open the copied email for editing.

Continue from **1. Edit email** above. The process is identical.