

# Smallbox | User Guide

Creating your eNewsletter

Preparing your distribution lists

Sending your eNewsletter

Settings

Communicate in style. Send formatted emails that back up your brand and talk to the subject matter.

Smallbox CMS gives you the ability to publish direct marketing messages to opt-in marketing lists that are custom branded using our simple yet powerful eNewsletter publishing system.

## Creating an issue

Creating an eNewsletter issue is much like creating an article in the Smallbox CMS. Use the "eNewsletter" menu in the Smallbox CMS menu bar to view your eNewsletter page. Use the 'Manage' menu in the Smallbox CMS menu bar or Site Management Interface (SMI) and choose "Issues". This is where you'll create each new issue of your eNewsletter. Click on the "New" button and you'll be taken to a blank editing page where you can enter the title, date and front page information of your issue. If you save and close this panel, you'll see your newly created issue.

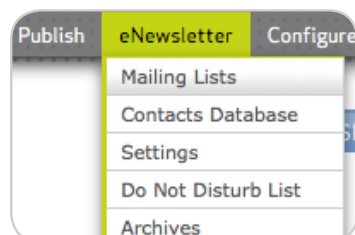
<div>New</div> <div>Save Search</div> <div>Clear Search</div>		
ID		Title
163	+	April 1 eNews
158	+	Tsunami Glassworks' neutrals to naughty books
148	+	centro daybed: read, nap, read ...
145	+	boxing week sale ends soon
144	+	have you been naughty?
136	+	step in your shoes

## Creating Articles

Depending on how your eNewsletter is built you will be able to add additional articles to your eNewsletter in the same way as you can add articles to pages in your web site. These will show up as links that your user can open in a browser from their email. To add articles you need to be viewing your issue. Choose "articles" under the manage menu and you'll be once again at the articles editing page. Here you can create a new article, delete an existing article, or re-order the articles in the list. For additional information about editing articles and images please see our Userguide.

## Mailing Lists

To manage your eNewsletter mailing lists, contact list, sending options or settings you will need go to your issue front page. Hover over the eNewsletter link in the Smallbox menu bar to see available options for the eNewsletter system.



Choose Mailing Lists. This is where you can upload or manually enter different mailing lists for your eNewsletter. Click on the add button and you'll see that you have the option of creating a mailing list manually by entering your email addresses in the big text area. Just make sure to keep it to one email per line.

You also have the quick option of importing a CSV file. Click browse to find your file and choose the upload button. You will be taken to a screen pictured below. You will need to save a mailing list before you see import options.

name	email					
first	email					
Kathryn	kathryn@smallboxsoftware.com					
Kathryn	support@smallboxsoftware.com					
Smallbox	shawn@smallboxsoftware.com					

This is where you can organize all the information in the CSV file so that it corresponds to the information our CMS uses to build your mailing list. You can order the imported data using the arrows or you can name your CSV headings in advance to match the database headings. In this case the data will automatically align.

The easiest way to get the database headings is to export a CSV list and use the headings in that file. You will want your name fields and your email fields to line up to the labels above.

## Contacts Database

Depending on how your website is set up you will also have a database of contacts from your subscribe forms or from a membership database. You can view and edit this list by choosing "Contacts Database" from the eNewsletter menu and you can use this list to send out your enews. As with the mailing lists you can import and export CSV files into this database.

## Do Not Disturb

Anybody that uses the unsubscribe form will be added to this list. Whether they are on the mailing list or in your contacts database they will be excluded from the mailing. You can add to this by simply clicking the "New Entry" button and entering the email.

## Sending Your eNewsletter

To send your eNewsletter you must be at your issue's front page. Choose "Sending Options" from the menu and you will get the pop up menu.

This is where you can either send to a mailing list, a contacts database or enter individual eMail addresses in the text field for a very small distribution or to test your eNewsletter.

The screenshot shows a web interface for sending an eNewsletter. The title bar at the top says "eNewsletter". On the left, under "Send to:", there are two dropdown menus: "Mailing List" with a sub-menu showing "All Lists", and "Contacts" with a sub-menu showing "All Subscribers". Below these is a text area labeled "eMail Addresses (one per line)". On the right, under "Send:", there are two buttons: "View List" and "Send". Below the buttons is a "Please note:" section with a message: "If you are interested in scheduling your eNews for later delivery please select the desired issue from Manage >> Issues and expand the 'Scheduling and Visibility' panel."

## Settings

In the settings menu you can specify the name and “from” address as well as an optional “reply to” name and address. This is the email address that will appear as the from address and/or name to your recipients.

You can also choose a reply-to address if it is different from the from email address.

## Statistics

On the statistics page you can review how effective your eNewsletter was. You can review how many eNewsletters you sent, how many were loaded or viewed, how many couldn't be sent and if you've received any Unsubscribers from your eNewsletter.

To view statistics for an issue, go to an eNewsletter Issue and in the Smallbox menu, select “Statistics” from the dropdown options. From this page you can also track which articles people are viewing and where they are visiting from your eNewsletter.

Select a Mailing:

Show all

SUBMIT ➔

Overview For: Merry Christmas and Happy New Year from all of us at Smallbox Software

Total Sent	439
Total Loaded	172
Undeliverable	42
Unsubscribers	

Links Clicked

Page	Hits	URL
Archives	3	/newsletter/index.php
Email Marketing by Smallbox Software	1	http://smallboxsoftware.com
click here	3	http://www.smallboxcms.com/newsletter/index/issues66.php