



# Comm100 Email Marketing

## Step by Step Walkthrough

This is an operational demo. It walks you through the major processes of Comm100 Email Marketing and gives you a quick overall idea of this product.

### Step 1. Signing up

Visit **Comm100 Email Marketing** product page at <http://www.comm100.com/emailmarketing/> to sign up.

#### Instructions

1. Select a product plan according to your needs and click **SIGN UP** to continue.
2. Fill in your information and submit your registration.
3. Log into your email account to activate your account. After your registration is submitted successfully, Comm100 sends you a confirmation email. Please click the link in the email to activate your site account.

*Note:*

*If you already have an account with Comm100, please skip this step and click [here](#) to log in.*

Once your site account is activated, the login information, including site Id, login email, and password, will be sent to you by email.

### Step 2. Logging in

In the [Login](#) page, please enter your **Site Id**, **Email**, and **Password** in the appropriate fields and log in.

After logging in, you are usually redirected to the **Admin** module. Click the **Email Marketing** tab to go to the **Email Marketing** module.

*Note:*

*If the **Email Marketing** tab is not shown on the product bar, please go to **Billing & Purchase** to upgrade **Product Plan** or add **Products**.*

### Step 3. Verifying Email Addresses

The Verified Email Addresses are used as the **From Email address** or the **Reply to Email address** when your newsletters are sent out.

According to Comm100 anti-spam policy, we need to make sure that you actually own the **From Email address** or the **Reply to Email address**. That is the reason why you must verify at least one **Verified Email Address** here.

## Instructions

1. Click **Verified Email Addresses**;
2. Click **New Verified Email Address**;
3. Enter your email address and click **Send Verification Email**;
4. Go to your email account and click the link in the verification email to complete the verification.

Please click [here](#) for the details.

## Step 4. Adding Mailing Lists

A mailing list is a list of contacts and users. You can send emails to the members in one or multiple existing mailing list(s).

### Instructions

1. Click **Mailing Lists**;
2. Click **New Mailing List**;
3. Enter the name of this mailing list;
4. Save the settings.

Please click [here](#) for the details.

*Note:*

*If an email is sent to multiple mailing lists, a contact who exists in more than one selected mailing list will only receive one email.*

## Step 5. Adding Contacts

A contact is a business or an individual that you want to communicate with and track in Comm100 applications. You can manage contacts in the **User & Contact** module.

### Instructions for adding an individual Contact:

1. Go to the **User & Contact** portal;
2. Click **Contacts Management**;
3. Click **New Contact**;
4. Fill in the form, select the **Mailing List(s)** and click **Save**.

Please click [here](#) for the details.

## Instructions for importing Contacts in Bulk:

1. Go to the **User & Contact** portal;
2. Click **Contacts Import**;
3. Select **I certify that the list being uploaded is opt-in** and click **Next**;
4. Click **Choose File** to browse for the file and click **Next**;
5. Map **File Fields**, select Mailing List(s), set **Import Rules** and click **Import**.

Please click [here](#) for the details.

**Note:**

1. You can import contacts from a standard Microsoft Excel 2003/2007 (.xls/.xlsx) file or a Comma Separated Values (.csv) file.

2. The maximum file size is 1MB, and the number of contacts to be imported each time cannot exceed 10,000.

## Step 6. Sending Emails

An email in Comm100 Email Marketing includes the email contents, status, scheduled sending time and receiving mailing list(s).

You can create an HTML email or a plain text email according to your needs.

### Instructions for creating an HTML email:

1. Click **Emails**;
2. Select **HTML Editor** and continue;
3. Set a name, select a template if necessary and click **Save & Next**;
4. Customize **General Setting** and click **Next**;
5. Edit the content of your email in the **Message Body** tab.

**Note:**

When an HTML email is sent out, a corresponding plain text message will be sent along. Your contact's email client then chooses which version it can best display.

### Instructions for creating a Plain Text email:

1. Click **Emails**;
2. Select **Text Only** and continue;
3. Set a name and click **Save & Next**;
4. Customize **General Setting** and click **Next**;
5. Edit the content of your email in the **Message Body** tab.

After you complete editing the email, please go to the **Send Setting** tab and select the mailing list(s) you want to send the email to.

You can save the email as a draft, send it out immediately, or schedule the send time for this email. Scheduled emails will be sent out automatically at the future time you schedule.

## Step 7. Viewing Reports

Comm100 Email Marketing supports real time email tracking. You can monitor the emails delivery to intended recipients. A sample **Reports** page is shown in Figure 8-1.

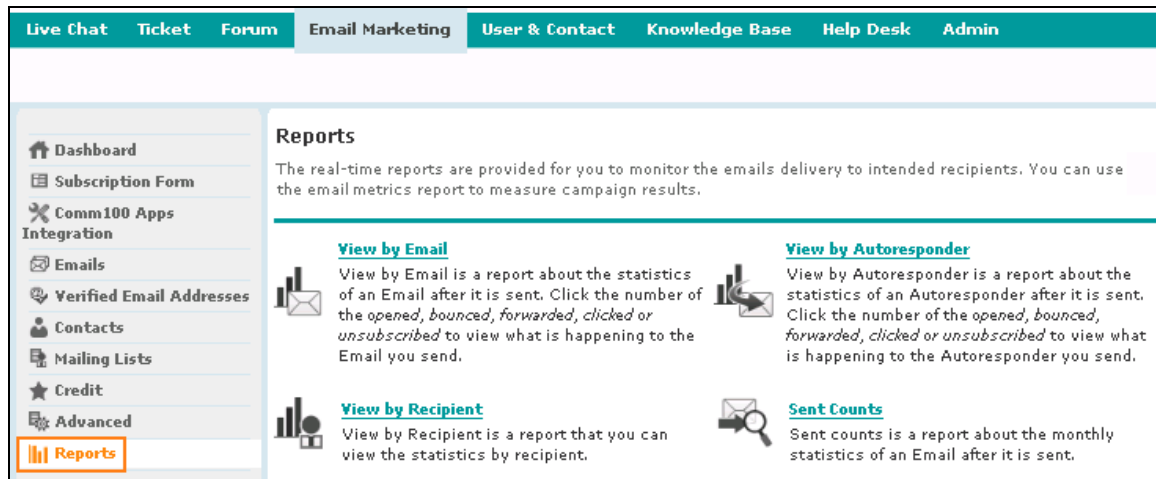


Figure 8-1 Reports

For example, you can view the statistics of an email after it is sent.

### Instructions

1. Click **Reports**;
2. Click **View by Email**;
3. Click the number of **Sent, Opened, Bounced, Clicked, Forwarded, Unsubscribed** or **Spam Reported** to see what is happening to the email you sent.

## Step 8. Collecting Email Addresses

Comm100 Email Marketing enables you to collect new leads by placing a Subscription Form on your website. Your visitors can fill out the form to subscribe to your mailing lists.

Comm100 provides you with two types of subscription form: **Linked Subscription Form** and **Embedded Subscription Form**.

### Instructions for creating a Linked Subscription Form:

1. Click **Subscription Form**;
2. Click **Choose Linked Subscription Form**;
3. Customize the form and click **Save & Get Code**;
4. Copy the code and paste the code onto your website.

Please click [here](#) for the details.

## Instructions for creating an Embedded Subscription Form:

1. Click **Subscription Form**;
2. Click **Choose Embedded Subscription Form**;
3. Select the type (with or without JavaScript) and click **Next**;
4. Customize the form and click **Get Code**;
5. Copy the code and paste it onto your web pages.

Please click [here](#) for the details.

*Note:*

*If you want to enable **Captcha** in your subscription form or set a field as required, you need to choose **Embedded Subscription Form with JavaScript code**.*

## Step 9 Autoresponder

An autoresponder is an auto follow-up email sent to visitors after they subscribe to your mailing lists or click the **Unsubscribe** link in your newsletter.

### Instructions for creating an autoresponder to visitors when they subscribe:

1. Click **Advanced** in the **Email Marketing** portal;
2. Click **Subscribe**;
3. Click **New Autoresponder**;
4. Select **Mailing List(s)** to which the autoresponder will be sent and click **Next**;
5. Select the email type (HTML or Text Only) and click **Next**;
6. Set a name, select a template if necessary and click **Save & Next**;
7. Edit **General Setting** and **Message Body** of the autoresponder;
8. Choose when to send your autoresponder in **Send Setting**.
9. Click **Finish** to save the settings.

Please click [here](#) for the details.

## Contact Us and Get Help

Now you have gone through the major processes of Comm100 Email Marketing. If you want to know what's in Comm100 Email Marketing in details, please [click here](#).

Comm100 is committed to continuously improving your experience with our products. If you have a technical issue with our products that you need help resolving, please visit our [Help Desk](#).

Thanks for reading!