

mvgmedia easymail™

The smart and inexpensive way to keep in regular touch with your clients
and raise your brand awareness

mvgmedia easymail™

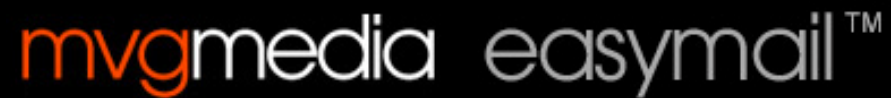
Our *Easymail* solution allows you to:

Log in to your own private dashboard with ready-made editable templates designed exclusively for you to start adding your content

Create your email, edit, preview, test, attach to distribution list and send

Manage your contacts
(exported from CMS or Outlook or synchronized with your CRM)

Run powerful reports on the results



The following screenshots are taken from the *Easymail* system

Please do not hesitate to contact MVG Media
for a live demonstration of the solution

MVG Media Easymail

Username

Password

[I forgot my password](#)

Remember me on this computer

 Login


Login Screen: Login to *MVG Easymail* using the username and password provided.

Recent Drafts [See all saved drafts](#)



Campaign	Define content	Define recipients
StX Created Thursday, 6 May 2010	✓	✓
Impact 1 Created Wednesday, 5 May 2010	✓	✓
Bingstore Created Wednesday, 5 May 2010	✓	✓
MVG Media - April 2010 Newsletter Created Tuesday, 27 April 2010	✓	✓

Recently Sent Campaign Reports [See all sent campaigns](#)

Campaign Name	Sent	Recipients	Opened	Clicked
MVG Monthly Newsletter	23 Apr 2010	1	0%	0%

 **Create a new campaign**

You might also want to...

-  **Run a design and spam test**
Test your design in major email clients.
-  **Manage your subscribers**
Add subscribers, change settings, etc.

The Main Dashboard: Here you will view several campaigns that you may be running at the time.

Step 1: Define the Campaign and Sender

1 Campaign > 2 Content > 3 Recipients > 4 Delivery

Regular campaign

A/B split campaign

1. Name the campaign

Give your campaign an easily identifiable name. The name you choose will appear when you view the reports for this campaign.

Campaign Name

2. Enter the email subject line for this campaign

The subject of your last campaign was: **MVG Media Newsletter**

Subject

[Personalize](#) the subject with subscriber details

3. Give the campaign a from name

This is what will appear in the **From** field of your recipients email client when they receive this campaign.

From Name

MVG Media Team

4. Give the campaign a from email address

This is the email address your campaign will come from.

Email

info@mvgmedia.com

5. Give the campaign a Reply To address

If your recipients reply to this email, what email address should these replies be sent to? Make sure you use a valid address.

Send replies to

info@mvgmedia.com

Next



Define the Campaign and Sender: Add campaign title, subject and sender information.

Saved drafts · Create new campaign · Edit and resend · Design and spam testing

Step 2.1: Select the format for this campaign

Sample Oct 2010

1 > 2 > 3 > 4
 Campaign Content Recipients Delivery

HTML and plain text

Import a HTML email design from your computer or the web and add a plain text version for your recipients with older or mobile email clients. We provide detailed reporting on the results.

Plain text only

Plain text ensures that your message will be viewable by all recipients but means you can't add any formatting or style to your email. Only basic reporting will be available.

Use one of my templates

Add content to one of your pre-designed email templates.



Next or [go back](#)

Select the format of theemailer: Pre-designed branded templates will be made available in this area.

Previous

Preview email

Editor Loading

Please wait while the editor loads your template...



Loading the editor: After hitting next the editor will load.

WYSIWYG editor toolbar with options: Bold (B), Italic (I), Bulleted List, Numbered List, Indent, Color Picker, Undo, Redo, Quick Links, Personalize. A text input field contains "Enter Header Intro". A "Save" button is on the left, and a "Cancel changes" button is on the right.

[click here to view online version](#)

mvgmedia

October 2010



Opening Title

Enter Header Intro



Enter introduction here



Case Study: Project  

Enter project information here

 ADD NEW ITEM

Many thanks
The MVG Media Team



Editing Content: A WYSIWYG editor will load at the top of the screen. Here you can edit text, format the text, insert links, personalize with the users specific name and add images. Click on the 'pencil' icons on the main screen to edit the content.

Return to snapshot

Preview email

[click here to view online version](#)

mvgmedia

October 2010

April 2010 Newsletter

I know, I knowwe should have been sending one of these ages ago!! Well we've been rather busy servicing our growing client base. We've brought in more resource particularly within application development and search. Please read on and we look forward to working with you in 2010.



It's been an extremely busy few months for MVG Media. We have moved into a new studio in Porters Wood, St Albans. More info to write in here.



Arventa Website Launches



Arventa Healthcare had been formed by a group of care professionals experienced in working with young people with Autism and Asperger syndrome. Arventa passionately believe that young people with Autistic Spectrum Conditions (ASC) are unique and deserve a service that will recognise, understand and meet their

Editing Content: The emailer starts to take shape as the content is added. Click 'preview' top right to preview the emailer.

April 2010 Newsletter

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[View full article](#)

Many thanks
The MVG Media Team

digital world.real people.

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www.mvgmedia.com | info@mvgmedia.com
Main: 0845 4666367 | Support: 0845 4666366
[Click here to unsubscribe](#)

Step 3.1 - Select the recipients for this campaign

delete

My recipients are from an existing subscriber list

Select the subscriber lists you would like to send this campaign to.

Sample List (1 subscribers)

I will type in the recipients manually

Use this method if you want to type in or copy and paste recipients manually.

Next  or [go back](#)

Select recipients: Choose from an existing subscriber list (data collected via website or sync with CRM). Alternatively manually type them in.

Step 3.2 - Type in your recipients manually

delete

Type in or copy and paste up to 10 recipients below

If you plan on sending to more than 10 people, you'll need to [create a subscriber list](#) for this client first. Each line must contain an email address. You can also include a name, but it must be separated from the email address by a comma.

Correct formats:

- ✓ John Smith, jsmith@yahoo.com
- ✓ jsmith@yahoo.com
- ✓ jsmith@yahoo.com, John Smith

Incorrect formats:

- ✗ John Smith (no email address)
- ✗ John Smith jsmith@yahoo.com (no comma)
- ✗ jsmith@yahoo.com, rb@msn.com (2 recipients on 1 line)

 Import these recipients

Type recipients manually: Import contacts by typing them in above manually.

Snapshot for deplete



Campaign and sender

Edit

Campaign Name	deplete
Subject	deplete
From	MVG Media Team <info@mvgmedia.com>

Content

Edit

HTML version	Using the New Master MVG template (View a preview or change template)
Auto-generated plain text version	Preview or edit

Recipients

Add more recipients

Manually entered	1 (add or remove these recipients)	Remove from campaign
Total	1	

Test and define delivery

Campaign overview: From here you can test and define delivery.

Overview

Create/Send

Lists & Subscribers

Reports

Templates

Client Settings

Saved drafts · Create new campaign · Edit and resend · Design and spam testing

Step 4.1 - Test your campaign

deplete

1 > 2 > 3 > 4
Campaign Content Recipients **Delivery**

Manual test

Complete design and spam test

Because most email clients will display your email design differently, we recommend sending yourself a few tests before scheduling the final campaign. For a more complete check, you can use our [design and spam testing service](#) to see screenshots of your design in dozens of the most popular email clients and run it through key spam filters with a single-click.

Send the test campaign to...

Email

Send to up to 5 addresses at once by separating them by a comma

Some recent test addresses you've already used...

- nickm@mvgmedia.com
- jason.gale@st-x.co.uk
- steve@impact-uk.com
- info@bindingstore.co.uk
- emma@mvgmedia.com

 or [return to snapshot](#)

Test Your Campaign: Insert an email address to send a test to. Notice the design and spam test tab – this will ensure it's designed properly and that it will be received by multiple email application (Outlook, MacMail, Hotmail, Yahoo, Googlemail etc.)

Overview

Create/Send

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Step 4.2 - Schedule campaign delivery

delete

1 > 2 > 3 > **4**
Campaign Content Recipients **Delivery**

Deliver the campaign immediately

Your campaign will be queued on our delivery servers and sent to your recipients immediately.

Send confirmation to when the campaign has been sent

Deliver at the following time

You can always change the scheduled delivery time before the campaign is sent.

Date (mm/dd/yy)

Time


Time Zone

Send confirmation to when the campaign has been sent

[Send campaign immediately](#) or [go back](#)


Clicking this button will *immediately* deliver your campaign

Schedule the Campaign: Campaign can be sent immediately or they can be scheduled for a specific date / time.

 **Your campaign has been queued for immediate delivery**

The campaign has been queued on our delivery servers. A confirmation email will be sent to *nickm@mvgmedia.com* when the campaign has been successfully delivered.

Campaign Name	deplete
Recipients	1
To be delivered	Immediately

 [See the reports for this campaign](#)

Send Immediately: You will see the following message. The emailer is queued to run from dedicated smtp servers. You will receive a confirmation email once the campaign is sent.

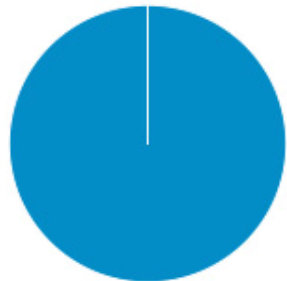
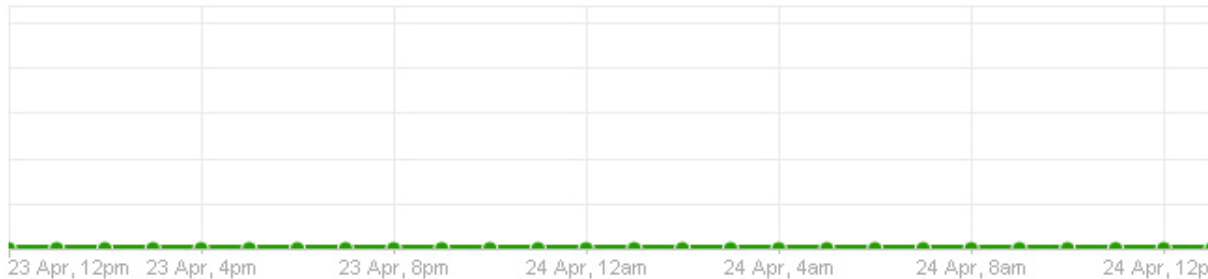
Reports > Campaign Snapshot

MVG Monthly Newsletter

Sent on 23 Apr 2010 to 1 manually added subscriber

[View campaign](#)

[Export report](#)



- 0 Unique opens**
0 total opens to date
- 0 Bounced**
All emails appear to be delivered
- 1 Not Opened**
Open rates are only estimates

- 0%** of all recipients opened so far
- 0%** clicked a link (0 people)
- 0%** unsubscribed (0 people)
- 0** people marked it as spam (0%)

Campaign Reports

- Snapshot**
Summary of campaign results to date.
- Recipient Activity**
Who opened, clicked, forwarded, etc.
- Link Activity & Overlay**
Which links were popular, who clicked.
- Opens & Clicks Over Time**
When did subscribers open and click.
- Email Client Usage**
Which email clients are they using?
- Bounce Summary**
Who didn't receive this and why.

Campaign Reports: View the campaigns performance including link activity, opens, clicks, bounce rates etc.

mvgmedia easymail™

Thank you for your interest in MVG Easymail

Please do not hesitate to contact us
for a live demonstration or for further information

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