

Training Manual

Humint O Lite Version 16

Email Marketing



Mailings

From here, you will be able to upload contacts databases and send bulk emails.

🗰 Email Marketing	Mailings	Nilling Lists Campaign	ns Reporting Configura	tion	0 🔍	Real Optics (Pty) Ltd =	x 🔹	imone Cowan 👻
Mailings	\smile			My Mailings 🕱 Searc				Q
CREATE IMPORT				τ Filters * ≡ Group By	 ★ Favorites * 	1-27 / 27	\rightarrow	II := 141
Daily contact lens Promotic Spectacle Warehouse! 01/05/2021 12:24:04	on -	Happy Holidays from Warehouse! 12/21/2020 12:10:59	n Spectacle	Myday Daily Conta 12/14/2020 12:29:36 Opened	ct Lens Promotion!	ACS Travel pack deal - Warehouse 12/07/2020 14:23:56	Spectac	le
Opened Replied	20 %	Opened Replied	22 %	Replied Clicks	0%	Opened Replied		27 %
Clicks	0%	Clicks	0%	Delivered	35k / 35k	Clicks		0%
Delivered	35k/35k	Delivered	35k/35k			Delivered		36k / 36k

- When you open the Email marketing screen, it will feature the mailings that the User has created. To view all mails, click on the X next to the My Mailings in the search bar.
- You can click on the CREATE button to create a new bulk email
- The display name of the mail sent will be the heading. It will also be the Subject line of the email.
- The statistics of the email sent will also be shown on the home screen
 - Opened
 - Replied
 - Clicks
 - Delivered
- You can filter according to month/topic and so on.

Mailing lists

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🗰 Email Marketing	Maings Mailing Lists Compaigns Rep	porting Configuration	🔿 📢 Real Optics (Pty) Ltd - 🗶
Mailing Lists	\bigcirc	Search	
CREATE IMPORT		₹ Filters ▼ Ξ Group By ▼ ★ Favorites ▼	1-16 / 16
Atterbury 2016-2018	Bellville 2016-2018	Hillfox 2016-2018	Humint Sales
Kenilworth 2016-2018	Management.	Reality Promo- HF	Reality Promo-Att

Mailing lists can be created for specific bulk emails.

Certain type of patient – C/L wearer, cyclist, teacher, and so on.

It can be for certain year patients, certain age groups, depending on what you can export from your

current contact list. All you need is to create a name to identify this group from the mailing list.



Atterbury 2016-2018

What you will see is the name of the group and the number of recipients.

To create a new Mailing list, click on CREATE.



When you click on the list you have just created, this screen will open.

Mailing Lists / Recipients	Valid Recipients X Search
CREATE IMPORT	▼ Filters ▼ ≡ Group By ▼ ★ Favorites ▼
	Create a new recipient

You can then either create the recipients or you can import a list from excel by clicking on either CREATE or IMPORT.

When you click on create:

Name John Sn	nith				
Tags			-		
Email	test@test.co.za		Created on		
Title	Mr	- 2	Bounced	0	times
Company Name					
Country		•			
O	All you need to ente	r is a name and t	he Email a	ddress. You can how	wever add

All you need to enter is a name and the Email address. You can however add additional fields if you want to do so.



HUMINT

You can add this recipient to various mailing list by clicking on Add a line and select 0 the mailing lists you want to add the recipient to.

When you click import:

Mailing Lists / Recipients / Import a File	
LOAD FILE CANCEL	
	-
	Select a CSV or Excel file to import.
	Excel files are recommended as fields formatting is automatic.

Click on LOAD FILE, then select the excel or CSV file you want to upload. This screen will pop up with the columns that you want to import. Click on the X next to the fields that you don't want to import.

Map your columns to import The first row contains the label of the column Show fields of relation fields (advanced)								
	Name	\frown	Blackist	Bounced	Company Name	Created on	Email	Opt Out
	Name	ни	Don't import .	Don't import +	Don't import .	Dorit import +	Email x x	Don't import .
}_contact_157513_04a997f4	CHRISTEL		False	0		2020-10-14 11:40:40	.christel.duplessis@mononto.com	False

Click on TEST IMPORT

You will get a response to tell you that all the fields seem valid, OR you will get a response telling you that there are invalid fields. You can correct those fields and TEST IMPORT again.

IMPORT TEST IMPORT LOAD	NEW FILE CANC	EL				
Map your columns to impo	rt					
The first row contains the label of t	he column 🛛 🗌 Sho	w fields of relation fie	elds (advanced)			
Everything seems valid.						
IMPORT TEST IMPORT LOAD NEW FILE CANCEL Map your columns to import Image: Column to the state of the column is the column is the state of the column is the column i	L r fields of relation fields (ad	vanced)	Reumond	Company Name	Control on	Engli
External ID	Name	Blacklist	Bounced	Company Name	Created on	Email
External ID × ×	Name 🗴 🔻	Don't import	Bounced x *	Company Name 🗶 🔻	Don't import 🔹	Email x v
exportmail_mass_mailing_contact_157513_04a997f4	CHRISTELLE	False	0		2020-10-14 11:40:40	.christel.duplessis@mononto.co
exportmail_mass_mailing_contact_156257_4dc93fee	BAREND	False	0		0000 10 14 11 40 40	

Once you get the message - Everything seems VALID, Click on IMPORT.

Cam	Campaigns								
	Email Marketing	Mailings	Mailing L	ts Campaigns	Reporting	Configura	tion Ø		
Mail	ing Campaigns			\smile			Search		
CRE	ATE IMPORT						▼ Filters ▼ ≡ Group By ▼ ★ Favorites ▼		
Sche	dule	+	Design			+	Sent		
					Create	a new n	nailing campaign		
				Create a camp	aign to stru	cture mail	ing and get analysis from email status.		

You can create specific email marketing campaigns and schedule the time they need to run.