

Sending Customer Newsletters

1. Log into ADMIN.
2. Click on TOOLS.

TOOLS is at the bottom right of the ADMIN area.

Attitude's Simple osCommerce Guides

sending_customer_newsletters.pdf

Download from: www.oscommerce.co.nz/docs/

For osCommerce installation, customization and support, contact Attitude.

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Introduction

You've built up a customer base for your new shop. How do you keep in touch with these customers?

This guide tells you how to send email newsletters to customers.

Quick Guide

1. Log into ADMIN.
2. Click on TOOLS.
3. Click on NEWSLETTER MANAGER.
4. Click NEW NEWSLETTER.
5. Select the kind of newsletter you want to send.
6. Enter the newsletter title.
7. Enter the newsletter content.
8. Click SAVE.
9. Click LOCK.
10. Click SEND to see the newsletter's mailing details.
11. Click SEND to send the newsletter to customers.



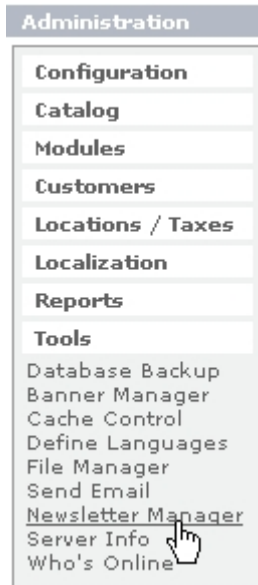
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3. Click NEWSLETTER MANAGER.

NEWSLETTER MANAGER is in the Administration menu on the left hand side of the screen, in the TOOLS section.



The Newsletter Manager will open, displaying a list of existing newsletters. If no newsletters currently exist, the list will be empty.

Newsletter Manager



4. Click NEW NEWSLETTER.

Newsletter Manager

Newsletters	Size	Module	Sent	Status	Action
Displaying 0 to 0 (of 0 newsletters)					Page 0 of 0
					new newsletter

A blank newsletter will open, ready for you to select settings and enter text.

Module:

Newsletter Title: * Required

Content:



5. Select the kind of newsletter you want to send.

Click the Module drop down box, and choose the kind of newsletter you want from the list.

Module: 
Newsletter Title: * Required

By default, osCommerce provides two types of newsletter: the basic 'newsletter' and 'product notification'.

The basic newsletter automatically gets sent to all customers subscribed to the newsletter mailing list.

The 'product notification' newsletter gets sent to customers who have requested updates about specific products. (For more information about this kind of newsletter, see the Product Notifications section on page 10.)

The step-by-step instructions in this guide outline the creation and sending of a basic newsletter.

6. Enter the title of your newsletter.

Newsletter Title: * Required



7. Enter the content of your newsletter.

Module:

Newsletter Title: * Required

Content:

Hi, welcome to

save

cancel




By default, you can only add plain text newsletter content. (Contact your web developer about modules that allow you to add images and formatted text to newsletters.)

8. Click SAVE.



Your newsletter will be added to the Manager's list of existing newsletters.

Newsletter Manager

Newsletters	Size	Module	Sent	Status	Action	Store News
 Store News	24 bytes	newsletter	X			<input type="button" value="preview"/> <input type="button" value="lock"/>

Displaying 1 to 1 (of 1 newsletters)

Page 1 of 1

Date Added: 08/02/2006


The list entry shows you basic information about your newsletter. For example, you can see that:

- Your newsletter is 24 bytes in size

Size
24 bytes
- You selected the basic 'newsletter' module

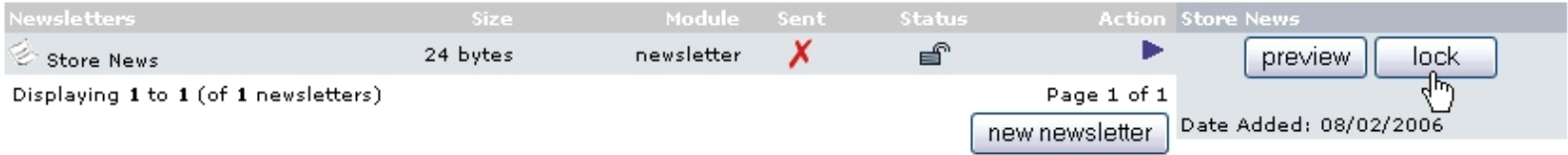
Module
newsletter
- The newsletter hasn't been sent out yet

Sent
X
- The newsletter is unlocked

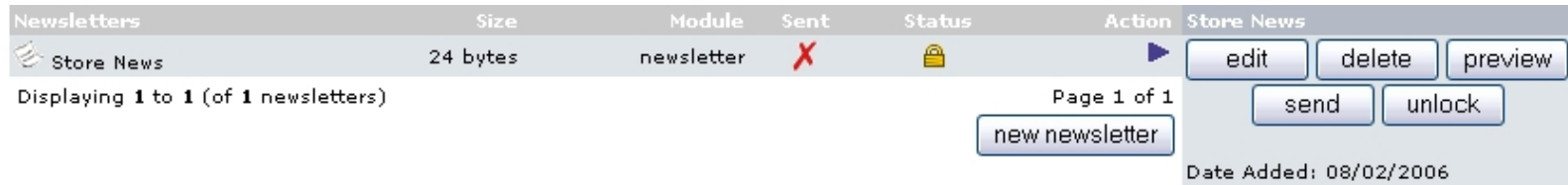
Status


9. Click LOCK.

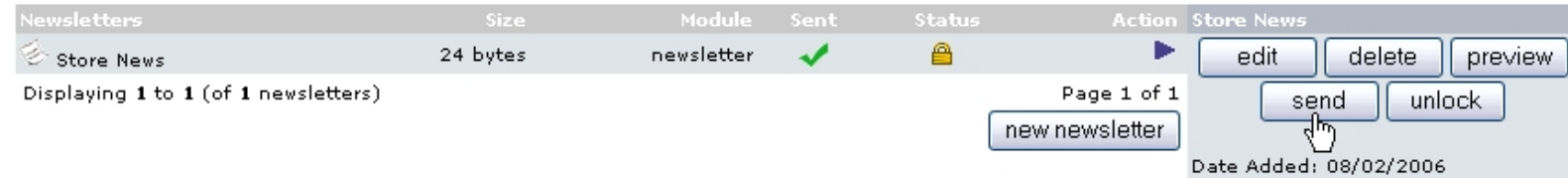
An unlocked newsletter can only be previewed or locked. You need to lock your newsletter in order to edit, delete, or send it.



Once the newsletter is locked, the extra options become available at the right of the screen.



10. Click SEND to see the newsletter's mailing details.



Here you will see the newsletter text, as well as the number of customers signed up to receive the newsletter. This gives you a chance to confirm these details before you finally send the newsletter out to customers.

Customers receiving newsletter: 2

Store News

Hi, welcome to the store. There are lots of special offers this month, so stock up your cart and save!

Thanks,
Store Owner



If you want to go back and edit the newsletter, click CANCEL.

11. Click SEND to send the newsletter to customers.

Customers receiving newsletter: 2

Store News

Hi, welcome to the store. There are lots of special offers this month, so stock up your cart and save!

Thanks,
Store Owner



After SEND is clicked, the Newsletter Manager displays an alert as it sends the newsletter to all subscribed customers. The “Finished sending e-mails!” message lets you know when the mail-out is complete.



Please wait .. sending emails ..

Please do not interrupt this process!

Finished sending e-mails!

back

You have now sent your newsletter out to all subscribed customers.

Product Notifications

Sending a product notification is almost the same as sending a basic newsletter. But instead of using the store's newsletter mailing list, product notifications go out to customers who have asked for product information via the store's Notifications box or the order confirmation page.



If you have product news you want to share with customers, creating a product notification sends the information exclusively to customers who have requested updates about that product.

The process for creating a product notification is identical to that of creating a basic newsletter, except that when you click SEND at step 10 you will see the screen below. This is where you specify which products your notification links to, so that osCommerce sends the notification to the right customers.

Clicking the GLOBAL button links your new notification to all products in the catalog. Otherwise, select a product that relates to your notification.

Products

- Beloved
- Blade Runner - Director's Cut
- Courage Under Fire
- Die Hard With A Vengeance
- Disciples: Sacred Lands
- Example Product
- Fire Down Below
- Frantic
- Hewlett Packard LaserJet 1100Xi
- Lethal Weapon
- Matrox G200 MMS
- Matrox G400 32MB
- Microsoft IntelliMouse Explorer
- Microsoft IntelliMouse Pro
- Microsoft Internet Keyboard PS/2
- Red Corner
- Speed
- Speed 2: Cruise Control
- SWAT 3: Close Quarters Battle
- The Matrix

Selected Products

- A Bug's Life

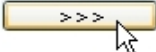
Global

>>>

<<<

Submit

Cancel

Clicking the 'add'  button adds the product to the Selected Products list. When you've finished adding products to the list, click SUBMIT.

This completes the selection process and takes you to the usual mailing details screen at step 10.

Customers receiving newsletter: 1

Product News

Hi,

Just to notify you that the products you're interested in will be available in the next couple of days.

Thanks,
Store Owner

Clicking SEND will send the product notification to customers.

