

Sending HTML Mailers

A **mailing list** is a facility whereby a message sent to a single name and is redistributed to all addresses which constitute that list. So sending a message to a single address can reach many people and every one of them will receive a personalized mailer addressing them directly. This way, it will appear as if each one of those recipients has been sent a separate message and not as a part of a bulk mailing application. Lists are typically used for distributing information, as discussion groups and for marketing products.

List Mailers are the mails that are sent to the members of a mailing list. These mailers can be categorized into two main types

1. Text Mailers
2. HTML Mailers

HTML Mailers are the latest breed of electronic communication. They take the concept of internet based messaging beyond the plain text format and integrate it with imagery along with providing cosmetic features like a wide array of fonts, colors and formatting options that introduce an element of interactivity to the messages. These kinds of mailers demonstrate the convergence of communication in the truest sense of the word.

Hypertext Markup Language was initially designed for creating web pages and this simple language has become so acceptable and popular that more and more e-mail applications are providing special HTML enabled composers to send such mails. Despite the excitement and popularity generated by this format, there are still a lot of instances where plain text mails are more appropriate for a given task. So it is finally up to the users to decide which of these two formats cater to their needs.

Advantages of HTML Mailers

- **HTML based Mailers are the communication media of tomorrow**
Communication today ceases to be something that is targeted at just one of the human sensory devices. It is now more of a total experience where messages are targeted at all our sensory receptors. This paves the way for the message to reach the brain faster because of simultaneous reinforcement of the message in more than one way
- **Valid HTML usage can enhance the readability and understandability of a message**
A long message with a complex structure can be more readable and understandable if there are headers, emphasized passages, italicized citations, bulleted lists, and other structural elements made possible by HTML
- **True hyperlinks in HTML messages work better than inserted URLs in a plain text message**
- **An E-Card just would not be the same without HTML**
The possibilities are numerous in HTML mailers where in one can even embed sound and video apart from the usual charts, graphs etc
- **HTML & Flash based E-mailers are excellent tools for e-marketing and promotional campaigns**
Such mailers give the advertisers a better opportunity to capture the attention of the target audience. They can be designed from simple-look-good formats to interactive

advanced program driven designs in contrast to the boring and predictable Plain Text Mailers

- **HTML Mailers are visually attractive and make a better impact of the viewers' minds**
They are especially useful when one has a new product to launch or advertise
- **Such Mailers can be used as a Brand building and awareness tool along with being a market promotion and consolidation too**
- **The company's philosophy and values can be easily reflected using HTML E-mailers, something which is very hard to do with Plain Text Mailers**
- **They add character and a hint of uniqueness to normal messages unlike Plain Text messages which will always look the same – blocks of text which do nothing to tickle a person's curiosity**
- **A well designed HTML e-mail doesn't take any longer to download than a typical web page**
- **The biggest advantage of using HTML is that you can hide your tracking URLs from the viewer**
Instead of having a long URL in your email offer, you can use a simple "click here". Not only can you hide your tracking URL, but you can also mask it from appearing in the browser window

Sending HTML Mailers on www.EZlistmailer.com

Sending HTML list Mailers was never this simple. All you have to do is follow the simple steps outlined below and your HTML Mailers will be on their way to your target customers within no time.

Please Note: Getting started on www.EZlistmailer.com requires you to first register yourself with the site

Before you can start with creating your HTML Mailers, you need to create your mailing list which will contain the addresses of all the target recipients of your mail.

Creating a New E-Mail List on www.EZlistmailer.com

1. Log into www.EZlistmailer.com with your registered ID and password either through the 'Create Mailer Now' link or 'Member's Login' link
2. Once you login, click on the 'Create List' link
3. In the page that appears, you will find two fields to fill details in – Name of the List and List Contacts File
4. Give your Mailing list an appropriate name to identify the members of that list in the 'Name of the list' field. Keep in mind that only alphanumeric characters and underscore (_) are accepted in this field
5. In the 'List Contacts File', browse and select the .CSV files you want to upload into the list and click on create. Your Mailing list will be stored and created

Note:

- You need a .CSV file for populating your mailing list
- A .CSV file is nothing but a file having a minimum of 3 columns – **First Name, Last Name and Email Address** – in the same order and you can use Microsoft Excel or any CSV Editor to create the CSV File
- These three fields are compulsory and should be written in the same format as this is a case sensitive application
- Apart from these fields, you can also have the fields like "Address, Address2, Age, City, State, Country, Fax, Phone, Sex, Title, Zip" depending on your requirements

- After you key in all the required fields and info into an Excel Sheet or any other .CSV editor, make sure that you save the file with a '.csv' file extension. Then this file can be directly imported into your List Contact File without any hassles

Creating a New Mail Job on www.EZlistmailer.com

1. A '**New Mail Job**' has to be first created before you can proceed with composing you HTML mailer
2. Log into www.EZlistmailer.com with your details and click on '**New Mail Job**'
3. The page will then contain job information fields like – **Name of the Job, Sender's Name and Address, Subject, Type of E-mail and Priority of the Mail**
4. A proper name should be given to the job in the first field because this name will be displayed in other parts of the website like reports etc. This field will show your name as default
5. '**Sender's Name**' and '**Address**' will be automatically obtained from your account information. The '**Subject**' of the mail should be entered by you
6. The '**Type of Mail**' field is where you can select the type of mailer you want to send to the constituents of your mailing list. There are three options available for you – Auto (this is selected by default), HTML and Text. If Auto is selected, the mail is sent out in both HTML and Text formats. So to send out HTML Mailers, please select the HTML radio button of this field
7. You can set the priority of your mail in the next field. '**Normal Priority**' is the default setting there
8. Finally click on the '**Create**' button to create your New Text Mail Job
9. You will now be prompted to choose from options to compose your mail. The available options are – **Compose HTML Message, Compose Text Message, Pick a previously sent message, Select an uploaded message or Import from an existing webpage**. Choose the one of your choice to proceed

Composing a HTML message

1. Once you choose '**Compose HTML Message**' to compose a new HTML Message, a simple page will appear with fields for you to enter the **Subject of the mail, Data Place Holders, Message and Design Template**
2. You can choose from a drop down menu of pre-designed templates for your mail in the '**Design Template**' field. You also have the option of previewing your mailer with the different templates using the '**Preview**' button
3. Fill in the rest of the fields, key in your message in the **Message** field and Click the '**Continue**' button
4. You will be directed to a page where you will be allowed to edit your HTML message in real time. Your message will be displayed in our unique online WYSIWYG ('What You See IS What You Get') HTML editor where you can format the text, insert links, images, etc. You can also personalize the message by inserting the "Data Place Holders" from the drop down menu. These fields will be dynamically replaced while sending the message
5. Click '**Continue**' upon completion and you will be prompted to select the list you want this mail to be sent to
6. Once the list is selected, you will now see a 'Congratulations' page which gives you the option of either '**Sending a Preview Mail**' to preview the final mail yourself or '**Send Mails**' to dispatch the mails. Once you are sure about the mail you have composed, just click '**Send Mails**' and your mails will be on their way

References:

- <http://mailformat.dan.info/body/html.html>

- http://www.angleritech.com/solutions/websolutions/html_flashed.html
- <http://massmailersoft.com/webmarketing.asp?art=3>