

Sending an existing webpage as a Mailer

A **mailing list** is of a collection of mailing addresses that lets you send a message to all the addresses in it, by just mailing your message once to a single mailing list address. Everyone on the mailing list will then receive personalized mailers 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 (HTML) was initially designed for creating web pages and this simple language has become so acceptable and popular that a lot of 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.

[Sending HTML Mailers on www.EZlistmailer.com](http://www.EZlistmailer.com)

Sending HTML list Mailers was never this simple. You have two options here

- You can import a fully created webpage and send it across as a mailer
- (Or)
- You can either create a new HTML mailer using the '**What You See IS What You Get**' (WYSISWYG) editor provided on this site

We will now see how we can import an existing webpage and send it like a mailer. All you have to do is follow the simple steps outlined below and your Webpage 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

You have to first create a mailing list with all the target addresses before you can start sending out your Webpage.

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

1. Log onto 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. The new page will have two fields – '**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. 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
- .CSV file is nothing but a file having a minimum of 3 columns – **First Name, Last Name and E-Mail 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
- Key in the required information in the fields of an Excel Sheet or any other .CSV editor and 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 importing your Webpage mailer
2. Log onto 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. In the '**Type of Mail**' field, 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**
10. Choose the last option to proceed

Importing from an existing webpage

1. You also have the option of creating your Webpage separately using a HTML editor of your choice and then uploading the completed HTML into this application
2. To do that, just select 'Import from an existing webpage' option in the menu mentioned above
3. You will now be directed to a page where you need to point to the location of the existing HTML page using the '**Browse**' button. Once you locate the path, just click on the '**Upload**' button to upload your page
4. Then you will have to upload all the image files you have used in your page in the image field by setting their path with the '**Browse**' button and clicking on '**Upload**' to import them into this application
5. After both your webpage and the images associated with it have been imported, you can click on the '**Preview**' button to see how your final completed mail will look like. If satisfied with the finished product, just click on '**Send Mails**' to dispatch all your mailers to your respective recipients

References:

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