

## Sending Text 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.

**Text Mailers:** Traditional mailers are of this form. They are like any other text based electronic mail message and are in plain text.

However, these days a lot of emphasis is being laid on adding visual appeal to these mailers, especially if they are marketing mailers. Recent mailer packages allow the user to use more than just plain text; they allow the user to change fonts, colors, text size and so forth, and in general offer more formatting than traditional mailers. Mailers either use HTML, or extended MIME encoding, or some form of Rich Text Format added on in order to achieve this. But this is an on going debate because there are still a big majority of people who are ardent supporters of the good old text format.

### Advantages of Plain Text Mailers

- **Plain text is simple and understandable**
- **You always see on screen \*exactly\* what is going to be sent in a plain text message**  
An HTML message might look good on the sender's computer but fail completely on the recipient's because it depends on graphics files, fonts and CSS files, which are only resident on the sender's system
- **There is no dependency on fonts in a plain text message**
- **The messages can be displayed with minimal fuss on mobile devices and text consoles with no graphics capabilities and small screen sizes.**
- **The plain text system \*always\* works, whereas HTML may not**
- **Plain Text mails = Less bytes sent and stored than with HTML**  
HTML emails with graphics files may be very large compared to a Text mail
- **HTML emails are impossible to deal with in many mailing list situations**  
They make a mess of digests and archives, since the HTML cannot be displayed properly as part of a larger page, even if it was an HTML page, since the HTML itself involves text colors which rely on a background color which is impossible to set in the larger page. Obviously raw HTML in a digest makes it really hard for anyone to read, as well as greatly increasing the digest size
- **There are no attachments, multi-parts to messages in a text mailer unless there is a real need to attach a file**  
So the user is never left wondering whether they have missed something - the message is just text, all in one piece
- **Virus and other security threatening things can easily lurk in all sorts of special file formats, and especially in HTML**  
So, most people avoid opening such mails from unknown recipients. Likewise - you can't get a virus or a web-bug from a plain text email!
- **HTML can have formatting which will not wrap to screen or page margins**, while sensible 72 line limits (or longer for URLs and quoted text) in plain text if used, will enable the client to display and print it without any wrapping problems

- **HTML emails can specify fonts which are non-existent fonts on the Recipient client's system, or fonts which are too small to read on screen**
- **There are all sorts of security problems with HTML email, which can best be resolved by having the recipient client refuse to render HTML at all**  
For instance the inclusion of a tiny image file from a remote server tells the server exactly when and approximately where it was opened. There can be Javascript embedded in the HTML, which poses all sorts of security problems for clients and web-mail systems in particular
- **Plain text emails are almost certainly easier to read and respond to (with quoting) for people with disabilities, including those who use speech synthesizers**
- **Plain text has a direct, one-to-one, correspondence between what characters and placement you see on screen when writing it (assuming the compose editor shows how text will be wrapped) and what is in fact sent**

All this does not mean that HTML mailers are totally useless. There are places where HTML mailers are appropriate and there are places where they are not. So, as is with all things in life, you have to make a choice and decide which one of them is suitable for your market and the recipients on your mailing list.

### **Sending Text Mailers on [www.EZlistmailer.com](http://www.EZlistmailer.com)**

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

**Please Note:** Getting started on [www.EZlistmailer.com](http://www.EZlistmailer.com) requires you to first register yourself with the site

Before you can start with creating your Text 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](http://www.EZlistmailer.com)**

1. Log into [www.EZlistmailer.com](http://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:**

- a. You need a .CSV file for populating your mailing list
- b. 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
- c. These three fields are compulsory and should be written in the same format as this is a case sensitive application
- d. Apart from these fields, you can also have the fields like "Address1, Address2, Age, City, State, Country, Fax, Phone, Sex, Title, Zip" depending on your requirements
- e. 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 Text Mail Job on [www.EZlistmailer.com](http://www.EZlistmailer.com)**

1. A '**New Mail Job**' has to be first created before you can proceed with composing your text mailer
2. Log into [www.EZlistmailer.com](http://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 Text Mailers, please select the Text 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. Once you choose **'Compose Text Message'** to compose a new Text Message, a simple page will appear with fields for you to enter the **Subject of the mail, Data Place Holders and Message**
11. Fill in those fields and key in your message in the **Message** field. Click **'Continue'** upon completion and you will be directed to a page where you will be prompted to select the list you want this mail to be sent to
12. 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://www.firstpr.com.au/sys-admin/HTML-email/>
- <http://emailuniverse.com/epub/2001/02/msg00037.html>