



Quick Tips Guide

Complete overview of PDS eMarketer on how to manage contacts, send email campaigns and autoresponders as well as use statistics for your campaign as well.

1. Creating a Contact List-Here you can put details of contacts to whom your sending emails to.

- Click on Contact Lists and Select Create a Contact List.
- Configure the following fields....
- Your name, email address, and other personal details.
- Your company's name, address and phone number.
- Where bounced emails should be sent.
- Which custom fields you want to use.
- Which fields you want to see when you view the list.
- Click Save

*Archive link [RSS](#) - will display a list of email campaigns that have been sent to that list.

2. Creating Custom Fields-Allows you to collect additional information beyond just the email address for contacts.

- Click on Create a Custom Field and here you will see all the different custom field types along with an explanation of what each field does and type.
- You can specify the type of field you want to make (text box, drop-down list, check box, and so on), and other settings.

Adding Contacts to a List

- Click on Contacts and Select Add a Contact.
- Choose the list that you want to add the contact to.
- Click Next.
- Type in the details of the contact in the fields.
- Click Save.
- Click on Contacts, Select View Contacts to see the details on the Contact that you have added or edit details of the Contact.

Importing Contacts

- Click on Contacts and Select Import Contacts from a File.
- You can import contacts if you have an existing list such as a CSV file.
- Select list that you want to import contacts to from the Contact list field.
- Check the box, Yes the file contains headers.
- Select upload a file from my computer.
- Click on Browse, locate file that you are importing and Click Next.
- Click Next and you can choose which import fields you want mapped into your contact list details in PDS eMarketer.
- Click on Start Importing.
- Click on Contacts, Select View Contacts to see your contacts imported.

Adding a Contact Form-you can create a website form that you can place on your website which contacts can fill out to be added to your list automatically.

- Click on Forms and Select Create a Website Form.
- Select Subscription in the Choose a form type field.
- Name the form in the Name this form field.
- Check the boxes that you want to apply to the form.
- Under Advanced Options you can Choose a Form Design.
- On the Email Campaign Format, you can Select Allow Contact to Choose.
- Use the CAPTCHA Form Security, Check Yes, which is recommended because it automatically stops submission of automated software signing up to your lists, which could degrade service for real contacts and make the information in your contact lists unreliable.
- Choose Contact List, Change Field Order if necessary and Click Next.
- Click Next as you proceed to the next screen. The next screen depends on the option you selected in the Choose a form type field.
- Click Save.

Creating Email Campaign

- Click on Email Campaign and Select Create an Email Campaign.
- Type a name in Name Email Campaign.
- In the Email Campaign Format , select HTML and Text (Recommended).
- Select an Email Template and Click Next.
- Type a subject in Email Subject box.
- Specify how you want to build the HTML email.
- If you want to use an HTML file on your computer, select Upload a file from my computer. Click Browse, locate the file and click OK. Click Upload. HTML editor screen updates to show the new file.

- If you want a file from a page on the Internet, select Import a file from a web site and enter the entire URL (for example, "http://www.examplesite.com/examplepage.html") in the field that displays. Click Import.
- Customize the HTML email using the editor.
- Click Check your email for spam.
- Click Save and Exit.

Sending Email Campaign

- Click on Email Campaign and Select Send Email Campaign.
- In the I Want To Section, select to whom that you are sending your campaign to.
- In the Contact List, select the contacts that you are sending the email campaign to.
- Click Next.
- Select the Email Campaign that you are sending.
- Fill out form below to send an email campaign. If you are unsure of the advanced options, skip them.
- Click Next.
- Click Send My Email Campaign Now and then Click OK.

Creating Autoresponder- emails sent out automatically at a certain interval after they have joined your list.

- Click on Autoresponders and Select Create an Autoresponders.
- Select a Contact List and Click Next.
- Enter a name in the Name this Autoresponder field and Click Next.
- Fill in the Autoresponder Details.
- Select When to Send the Autoresponder and Click Next.
- Type a subject in the Email Subject field.
- Enter Text in the Text Field Box.
- Click Save and Exit.
- Click View Autoresponders to view your Autoresponders.

Statistics-the statistics options allow you to view general and detailed information such as Email Campaigns, Split Tests, Autoresponders, Triggers, Contact List, and User Account statistics.

- Click on Statistics and select which statistics you would like to view.
- You have the option to View, Export, Print, and Delete different statistics.
- Click along the tabs at the top to view different statistics such as Open, Link, Bounce, Unsubscribe, and Forwarding statistics.