



BLINK
mailer

STARTER MANUAL

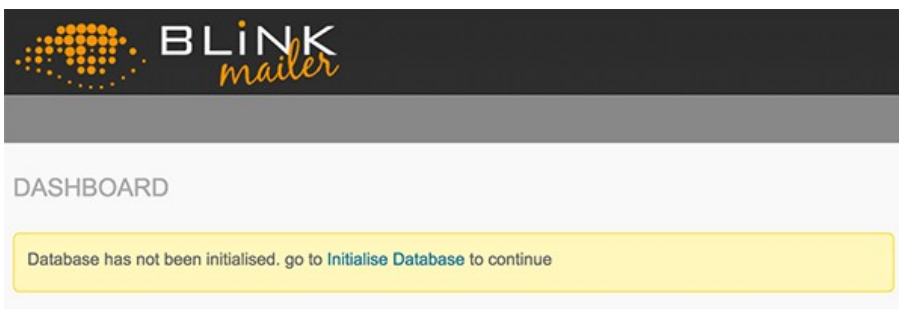


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Configuration

The first time you visit www.domain.co.za/lists/admin/ you will be told that the database has not been initialised. Click on the link [Initialise Database](#) to proceed.



Insert your information into the available fields and click Continue.

INITIALISE THE DATABASE

phpList initialisation

Please enter your name.

The name of your organisation

Please enter your email address.

The initial *login name* will be "admin"

Please enter the password you want to use for this account. (minimum of 8 characters.)

Continue







Once the database automatically configures itself you will be taken to the results page with the option to subscribe to the phpList newsletter. We do suggest you sign up to this as phpList is the core program which Blink Mailer is based on - this is different from the newsletters that we have automatically signed you up to receive from us. Once signed up you will be asked to continue with phpList Setup.

On the configuration page you will have various steps to complete in order to finalise the configuration. The goal is to change the red thumbs to green thumbs so simply click the Go there link next to the red thumb.

Verify settings: simply enter your name as admin and the password that you chose previously.

CONFIGURATION

configuration steps

Initialise Database	Go there	
Verify Settings	Go there	
Configure attributes	Go there	
Create public lists	Go there	
Create a subscribe page	Go there	
Add some subscribers	Go there	

To return back to the configuration page either click the Continue Configuration button or go to Config > Configuration in the menu.

Configure Attributes: These are attributes other than the email address that

you may want to use in your email. For example if you want to be able to address the subscriber by their name you would include NAME as an attribute. When you import the subscribers information you will need to name the column with the information the same as the attribute you are giving it now.

To return back to the configuration page either click the Continue Configuration button or go to Config > Configuration in the menu.

Create a subscribe page: This will allow you to make a basic subscription page using the phpList template. We will go over how to edit this to suit your website later but for now just make a temporary subscription page. You may need somebody that knows HTML (your website designer) to fine tune this for you.

EDIT A SUBSCRIBE PAGE

General Information

Title

Language file to use

Intro

Header

```
<meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1" />
<link rel="apple-touch-icon" href="/images/phplist-touch-icon.png" />
<link rel="apple-touch-icon-precomposed" href="/images/phplist-touch-icon.png" />
<link rel="stylesheet" href="styles/subscribe.css" type="text/css" />
<link rel="stylesheet" href="styles/color.css" type="text/css" />
</head>
```

Footer

```
</div>
</div>
</div><!-- ENDOF #mainContent-->
</div><!-- ENDOF .wrapper -->
</div><!-- ENDOF #container -->

<div id="footer">
<div id="footerframe">
<ul>
<li>&nbsp;</li>
```

Thank you page

Text to display when subscription with an AJAX request was successful

Text for Button

HTML Email choice

- Don't offer choice, default to text
- Don't offer choice, default to HTML
- Offer checkbox for text
- Offer checkbox for HTML
- Radio buttons, default to text
- Radio buttons, default to HTML

Display Email confirmation

- Display email confirmation
- Don't display email confirmation

Transaction messages

Select the attributes to use








Select the lists to offer

Add some subscribers: Here you can add some subscribers using the 3 different options. More detail about adding subscribers can be found [here](#).

CONFIGURATION

Congratulations, phpList is set up, you are ready to start mailing

configuration steps

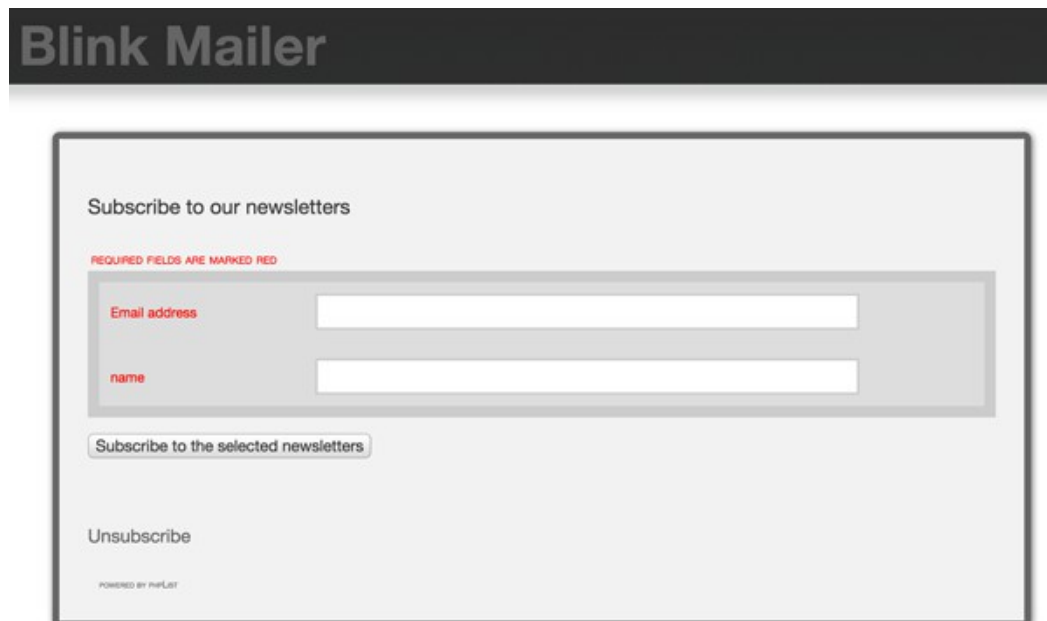
- Initialise Database [Go there](#) 
- Change admin password [Go there](#) 
- Verify Settings [Go there](#) 
- Configure attributes [Go there](#) 
- Create public lists [Go there](#) 
- Create a subscribe page [Go there](#) 
- Add some subscribers [Go there](#) 

[Start a message campaign](#)

Once complete you can continue to start sending your campaign. At this point we suggest you have a quick look at the various chapters in the Classic User Manual to familiarise yourself with where to find information. It would also be a good idea to check out our tips for dealing with bounces and embedding the subscription page into your website.

Create a custom Subscription Page

After adding a subscription page in the configuration setup, phpList automatically provides you with a subscription page that appears in a standard template as seen below.



The screenshot shows a subscription page template with a dark header bar containing the text "Blink Mailer". Below the header is a light gray box with the following content:

- Title: "Subscribe to our newsletters"
- Warning: "REQUIRED FIELDS ARE MARKED RED"
- Form fields: "Email address" and "name", both with red asterisks indicating they are required. Each field has a corresponding input box.
- Submit button: "Subscribe to the selected newsletters"
- Link: "Unsubscribe"
- Footer: "POWERED BY PHPLIST"

To customise this page to take the look and feel of your website please follow the following instructions.

Get your Subscribers List ID

Go to the SUBSCRIBE LISTS page found at Subscribers > Subscribe Lists. Create a new list if required and then click edit for the list you would like the information to be sent to. Take note of the list ID number found at the end of the URL.

blinkmailer.co.za/lists/admin/?page=editlist&id=2

BLINK mailer

Subscribers Campaigns Statistics System Config Info

EDIT A LIST

Members of this list

List name:
newsletter

Public list (listed on the frontend)
Order for listing

List Description
Sign up to our newsletter

Save Cancel

Get your attribute ID

Go to the CONFIGURE ATTRIBUTES section found at Config > Configure attributes. Create a new attribute if required. Take note of the attribute number

CONFIGURE ATTRIBUTES

Load data from predefined defaults

Existing attributes:

▼ attribute: 1 name

Tag

Name:
name

Type:
textline

Default Value:

Order of listing:
0

Is this attribute required?

Save changes Delete tagged attributes Merge tagged attributes ⓘ

Get your subscribe page ID

Go to the SUBSCRIBE PAGES section found at Config > Subscribe Pages. Create a subscribe page if necessary or edit an existing one.

Return to the SUBSCRIBE PAGES and click the Edit button on the subscribe page you would like to use and take note of the list ID number found at the end of the URL. Copy the URL and log out. It should look something like this: <http://YOURDOMAIN.co.za/lists/?p=subscribe&id=1>

Creating a subscription page on your website

Now you have the following information:

Subscriber list ID = 2

Attribute ID = attribute1

Subscriber page ID = <http://YOURDOMAIN.co.za/lists/?p=subscribe&id=1>

Open the website page you would like the form to be available on in your website editing program and paste the code into the area that you would like it to appear. Edit it to fit and appear correctly and then upload the page. Make sure you edit the information that is bold with your information.

```
<form method="post" action="http://YOURDOMAIN.co.za/lists/?p=subscribe&id=1" name="subscribform"><input type="hidden" name="list[2]" value="signup" />Name :<input type="text" name="attribute1" class="attributeinput" size="30" value="" /><script language="Javascript" type="text/javascript">addFieldToCheck("attribute1","name");</script>Email:<input type="text" name="email" value="" size="30"><input type="submit" name="subscribe" value="SUBSCRIBE NOW!" size="" onClick="return checkform();" font-weight: bold; color: white; font-size:12pt"></form>
```



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Newsletter Subscription

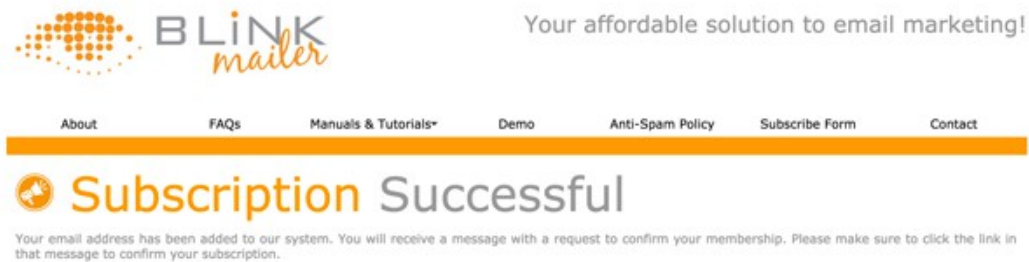
Please enter your details below to subscribe to our newsletter.

Name :

Email:

Link to Subscription Successful page

Create a Subscription Successful landing page in your website and upload it.



Log in to Blink Mailer and got to the Config > Subscribers Pages. Edit the existing subscribe page and in the Thank you page field paste the following.

```
<meta http-equiv="refresh" content="0; url=http://THE-URL-YOU-WOULD-LIKE-TO-LINK-TO" />
```

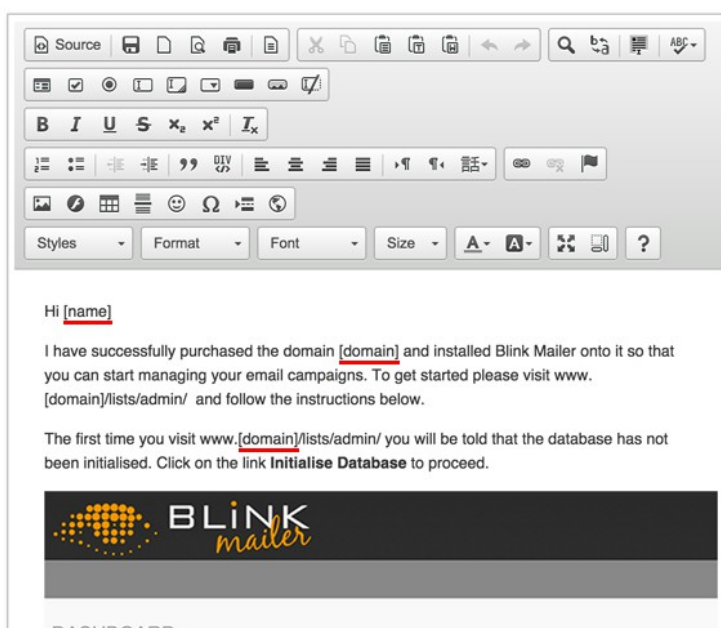
And save the changes.

Adding subscribers with attributes

Attributes are used to make your email campaign more personal to the subscriber - like their name. So when you greet the subscriber you can actually use their name in the greeting e.g. Hi Joe. The best explanation on how to add subscribers with attributes can be found in the [tutorial](#) called Importing subscribers with additional data.

Using attributes in your campaign

Once you have created an attribute and uploaded your subscribers to a list with attributes you can create a campaign using the attribute. Simply start a new campaign or got an existing campaign and type the name of the attribute within brackets like this [name] as shown in the example below.



When the campaign is sent the program will automatically collect the attributes information for each subscriber and substitute it in place of the placeholder as shown below.

sales@blinkmailer.co.za
To: admin
Welcome to Blink Mailer

08 September 2015 at 12:00 AM
[Hide Details](#)
[Blink Mailer](#) 4

Hi Warren

I have successfully purchased the domain blinkmarketing.co.za and installed Blink Mailer onto it so that you can start managing your email campaigns. To get started please visit www.blinkmarketing.co.za/lists/admin/ and follow the instructions below.

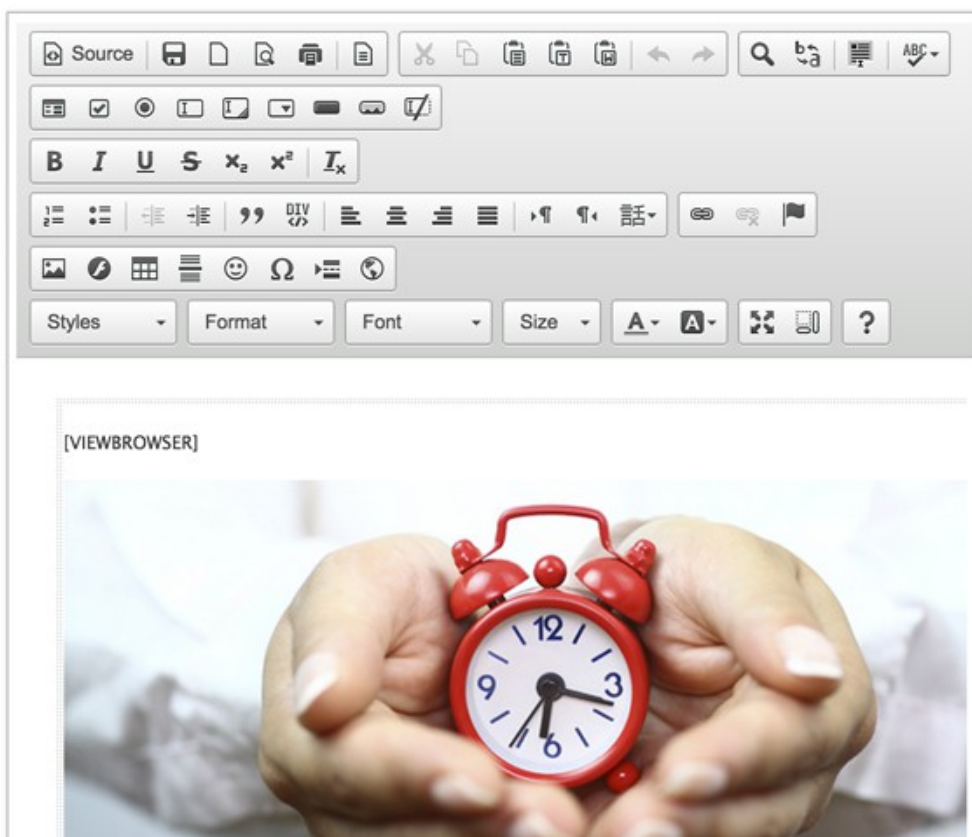
The first time you visit www.blinkmarketing.co.za/lists/admin/ you will be told that the database has not been initialised. Click on the link **Initialise Database** to proceed.



More info can also be found in the User Manual [Using Attributes](#) section.

View in browser

When creating an email campaign simply type [VIEWBROWSER] into the area that you would like the link to appear.



The [VIEWBROWSER] will automatically be replaced by a link that will redirect the subscriber to a page on the internet with the content of the campaign.

[View in browser](#)



TIME MANAGEMENT

FOR THE REAL ESTATE PROFESSIONAL

Presented by Barry Livesy

In this active presentation Barry will explain the 10 Golden Rules of Time Management for the real estate industry as well as:

2 CPD

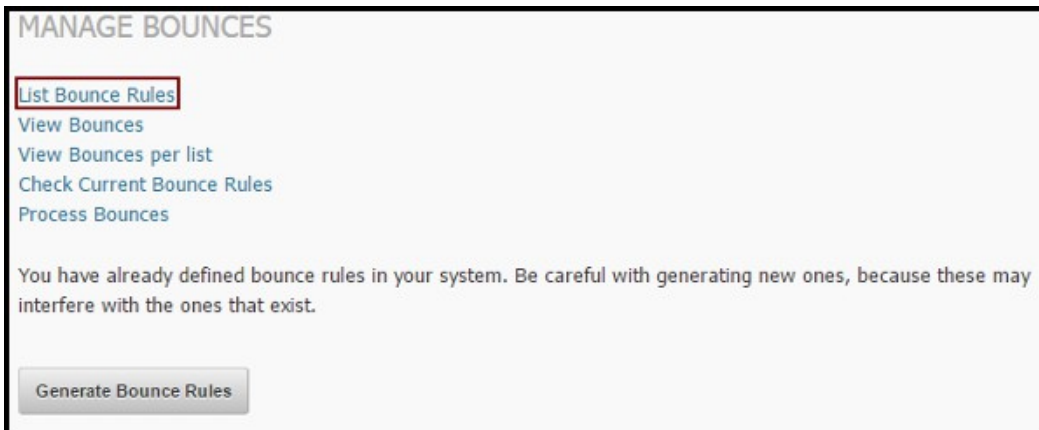
Editing the link wording

To edit the wording that appears in the link in the email simply go to Config > Settings and then in the View in Browser Settings section edit "The text of the link".

View in browser

When using an old list of subscribers you will find that there are quite a few bounces which can become a bit irritating. Blink Mailer enables you to identify certain subject lines and emails as bounced emails and then allows you to send them to a different email address in order not to clutter your email box. More detail about this can be found at this [link](#) but to get started just follow these directions.

Proceed in the Blink Mailer interface to System > Manage Bounces > List Bounces Rules



MANAGE BOUNCES

- List Bounce Rules
- View Bounces
- View Bounces per list
- Check Current Bounce Rules
- Process Bounces

You have already defined bounce rules in your system. Be careful with generating new ones, because these may interfere with the ones that exist.

Generate Bounce Rules

Now let's create our first bounce rule:

BOUNCE RULES

Number of candidate rules: 18

ACTIVE No Rules found

add a new rule

Regular Expression

action

Memo for this rule

Mailbox not in use anymore

In the Regular Expressions field paste the followin:

(mailbox is full: retry timeout exceeded|Recipient unknown|The e-mail address you entered couldn't be found|Mail delivery failed: returning message to sender|550 Previous (cached) callout verification failure|550 No such e mail address|SMTP error from rem|User unknown|Unknown user|Unknown address|No such recipient|No such user|The email account that you tried to reach is disabled|Recipient not found|Recipient unknown|Invalid recipient|Address unknown|Recipient address rejected|sorry, no mailbox here by that name|Mailbox disabled|address not found in table|User mailbox is not local|mailbox not allowed|Mailbox syntax incorrect|RESOLVER\\.ADR\\.RecipNotFound|account is disabled|This mailbox has been blocked due to inactivity|This account has been disabled|The email account that you tried to reach does not exist|This is a permanent error * local delivery failed)

Action should be Delete Subscriber and Bounce and the status should be active. This is a collection of Bounce receipts we have experienced over the past few years. You can easily add to this at any stage or make a new rule.