Destwin Quick Reference Console Version 2.0 How to Send a Bulk E-mail 07-OCT-11

This Quick Reference describes how send an e-mail to multiple recipients using the Bulk Email tool. The list of recipients may be manually entered, uploaded from an external file, or from e-mail addresses within the Destwin database. In most systems you will need to have Administrator permissions to be able to access the Bulk Email tool.

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The following fields are available, fields marked with a \* are required.

## \* Recipients:

Select one from three options:

- Manually Enter you may manually enter an e-mail address or addresses to send your e-mail to, multiple e-mail addresses should be separated by a comma.
- Upload Mailing List you may upload a .csv file that contains a field with a header email, e.g. the file should look like:

```
email
joe@destwin.com
jim@destwin.com
mary@destwin.com
if viewed in a plain text editor.
```

 Select Group - you may select a target group from the Marketing Groups database within Destwin, e.g. to send an e-mail to everyone in your database for which an e-mail address is on file, choose the Everyone group. Note that the Everyone group contains a full list of all your customers whether or not the database contains an e-mail address for those customers. Only those customers who actually have an e-mail address in the database will receive this e-mail.

**Load Message:** If you have saved any prior e-mails you may select one to resend. (See Save HTML Message? option below).

From Name: This is the name that will appear in the From field of your e-mail.

\* From Email Address: This is the e-mail address that will appear in the From field of your e-mail.

**Reply-To Email Address:** This is the e-mail address that will appear in the Reply-To field of your email and is also the default e-mail address if the recipient clicks on Reply from their mail reader.

\* Subject: This will appear on the Subject line of your e-mail.

**Text Message Body:** If you wish to send a plain text e-mail use this field to compose that portion of your e-mail.

File to attach: You can upload an attachment through the *Browse* button.

\* HTML Message Body: You can compose your message and style it using the tools available.

**Save HTML Message?:** Select Yes to save if you wish. Saved messages may be resent. (See Load Message above).

**Send Test Email:** Before you send your bulk e-mail you may send a test e-mail to the e-mail address you enter in the box by this field. Enter the desired e-mail address to receive the test e-mail and click on the *Send Test Now* button.

When you are satisfied with your e-mail, click on the Send Email Now button.

## Appendix A – Field Variables

Messages may be personalized to a specific account by inserting variables between '#'s. The table below summarizes the variables that are currently supported.

Variable	Description	
#name#	For customer's name	
#city#	For customer's blling city	
#balance#	For customer's current balance	
#division#	For customer's division	
#paymentlink#	To generate a link that will take the customer directly to the payment page with their current balance prepopulated	

Other fields may be available. Contact Destwin if you have a specific request.

## Example

To personalize a salutation with the name field use: Dear #name#,

Each outbound e-mail will contain the customer's name in the salutation.