



SendLetter 5.0

SendLetter: Overview

Welcome to SendLetter, a coolmaps.com service that allows you to:

- Collect information from site visitors (called 'Contacts') such as email address, first name, last name and other.
- Specify form success and failure pages.
- Send a custom AutoReply on subscription to the site visitor.
- Deposit collected information transparently into an encrypted online SendLetter database.
- Manage collected information via a browser-based administration area.
- Create SendLetter templates and signatures via a browser-based administration area.
- Send letters to selected lists of site visitors, including an automatic unsubscribe option.
- Involvement of services.coolmaps.com's server is transparent to site visitor.

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Getting Started with SendLetter

We recommend you follow the steps below to get your SendLetter service up and running smoothly:

1. Create your SendLetter lists in the browser admin area.
2. Download the SendLetter component for NetObjects Fusion v4 & v5.
3. Build your SendLetter subscription form in Fusion using the SendLetter component.
4. Publish your site and begin collecting visitors' details.
5. Log into your SendLetter admin area and manage visitors' details, templates, signatures and lists.
6. Send out mail to selected lists of site visitors.

Overview of the SendLetter Admin Area

The heart of the SendLetter service is the browser based admin area which is broken into the following sections:

Contacts Control

- Add/Edit/Delete/Manage Contacts
- Find Contacts
- View Weekly Additions
- View Contacts no longer attached to a list (e.g.: people who have unsubscribed)

Statistics/Logging

- View Account Activity and List Summary Information. Once a SendLetter List has been created, Statistics/Logging becomes the SendLetter home page.

Template Archives

- Add/Edit/Delete Mail out Templates
- Add/Edit/Delete Mail out Signatures

List Control

- Add/Edit/View/Delete Lists

Send Newsletter

- Assemble Custom Newsletter
- Preview Newsletter in browser and send to your own mail
- Send Newsletter

Component Download, SendLetter Support and Terms/Conditions are accessible from all areas of SendLetter.

Creating SendLetter Lists

SendLetter lists must be created before you are able to have site visitor information stored and accessible in the SendLetter admin area. Depending on the SendLetter plan that you subscribe to, you will be limited to the maximum number of lists allowed by your plan. If your limit is three lists then you could be collecting data from a maximum of three different sites or forms. Alternatively, you could make two of the three lists active and use the third list as a storage for 'special' visitors.

To create a SendLetter list, login to your SendLetter service page located at <http://services.coolmaps.com/>. Once you've logged in, click on the SendLetter graphic. Until your first list has been created you will be taken to the SendLetter Support area.

Once you have created your first SendLetter list the default 'Home' area for SendLetter is 'Logging and Statistics'. This section displays records of your SendLetter account activity (e.g.: changes to your account and a summary of all list information). This information is very important as you need to enter it into the SendLetter form component when building your form.

SendLetterList Options

1. Choose mailing list name

Used by you to identify each list. A simple and meaningful name is recommended.

1 Choose mailing list name:

MySendLetter

2 Select required and optional list fields:

Form Field	Required	Optional	Not Included
Email (Always Required)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
First Name	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Last Name	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

You can choose one other field to store user information. You can enter a new name for this field (default: 'Other')

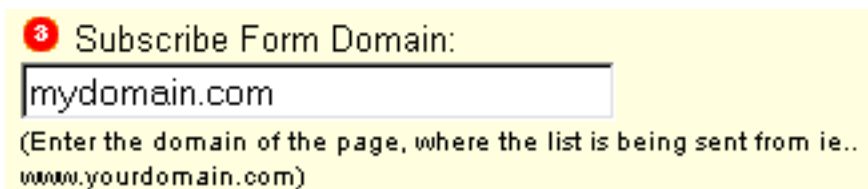
2. Select required and optional list fields

As the primary purpose of SendLetter is sending email based 'newsletters' a form field for collecting visitors' email addresses is ALWAYS required. The remaining fields of first name, last name and 'Other' can be set to:

- required: the visitor must enter a value when they submit the form
- optional: the field is included in the form but the user does not have to enter a value
- not included: SendLetter will not check for this field in the submitted data.

NOTE: The custom name you give to the 'Other' field is for your use only. In your SendLetter form this field MUST always be named 'contact_fieldname'.

3. Subscribe Form Domain



3 Subscribe Form Domain:
mydomain.com
(Enter the domain of the page, where the list is being sent from i.e.. www.yourdomain.com)

In order for SendLetter to work, you MUST enter the domain of the page containing the SendLetter form. If the URL of the page containing your SendLetter form is: http://www.yourdomain.com/your_directory/yourform.html then you can enter either www.yoursite.com or yoursite.com as the domain.

4. Success URL

When set to 'Yes' you must enter the absolute URL of the page you wish the site visitor to see upon successful submission of the form. The user will be forwarded to this page if they have supplied the information as you have specified in Step 2 above. The 'Use Success URL' is checked by default to yes, so SendLetter will forward the visitor to the page of your choosing.

When 'Use Success URL' is set to 'No' the site visitor will see the default success page located on the services.coolmaps.com server upon successful submission of the form.



Use Success URL: Yes No
Success URL:
Use Failure URL: Yes No
Failure URL:

5. Failure URL

When set to 'Yes' you must enter the absolute URL of the page you wish the site visitor to see when the SendLetter form is unsuccessfully submitted. The user will be forwarded to this page if they have NOT supplied the information as you have specified in Step 2 above (i.e.: visitor did not enter information in required fields). The 'Use Failure URL' is checked by default to yes, so SendLetter will forward the visitor to a page of your choosing.

When 'Use Failure URL' is set to 'No' the site visitor will see the default failure page located on the services.coolmaps.com server upon unsuccessful submission of the form.

6. Use Auto Reply on Subscription

When set to 'Yes' the site visitor will automatically receive an email reply upon successfully submitting the SendLetter form. You enter the subject and body of the email you would like them to receive in the fields provided. For example the 'Email Text' could read 'Thank you for subscribing to my mailing list'.

When set to 'No' the site visitor will not receive any information.

4 Use Auto-Reply upon Subscription: Yes

From:

Subject:

Email Text:

Be sure to 'Save List' to create your SendLetter list. Once this is done visit the Statistics/Logging page. Summary information for the list you've created will be visible there. Make a note of:

- List ID
- List Code

You will need to enter the above information into the SendLetter component in Fusion.

Other List Options

Find/Edit List - Selecting this option from the navigation displays your current lists with three options in the Actions column:

- View: View List information.
- Edit: Make changes to the settings of the selected list.
- Delete: Delete the list. Note that deletion is NOT reversible. Deleting a list does NOT delete Contacts. For example, if John Doe is attached to List A, and List A is deleted, John Doe will be visible in the 'Listless Contacts (Ghost)' List.

Creating your SendLetter Form in NetObjects Fusion

We strongly recommend that NetObjects Fusion users use the coolmaps' Fusion SendLetter component that can be downloaded from the coolmaps site. This component will work with both Fusion v4 and v5.

The SendLetter form you create in Fusion works in partnership with the List settings in the online SendLetter admin area. For example if you are creating a form to add user information into List X which has Email, Firstname and Lastname as required fields, the form you create in Fusion MUST have those same fields.

Getting Started with the SendLetter Component

- Download the Component and run the Installation program, specifying the location of Fusion 4.0/5.0's component directory
- Launch Fusion. If the coolmaps services component toolbar is not visible choose View > Toolbars > Component Tools > coolmaps services
- Select the SendLetter component and drag out an area on the page. SendLetter Properties now appears in Fusion's properties palette.

You will need to know the **Contact List ID** and **Contact List Code** of the List you would like Contact data from the form submitted to. This info is listed in the online admin Statistics/Logging area.

When you place the SendLetter component on the page Fusion will warn you that you must assign the region as a form.

Check the box 'Layout (or Table or Layout Region) is a form'.



The default text on the Submit button is 'Submit'. Enter a custom value in the SendLetter properties palette, e.g. 'Subscribe Here!'

Enter the values for **Contact List ID** (e.g. 1) and **Contact List Code** (e.g. Demo-1234) into the SendLetter properties palette. These values are listed in the [SendLetter Admin Statistics/Logging section](#).

The SendLetter properties palette should now look similar to this:

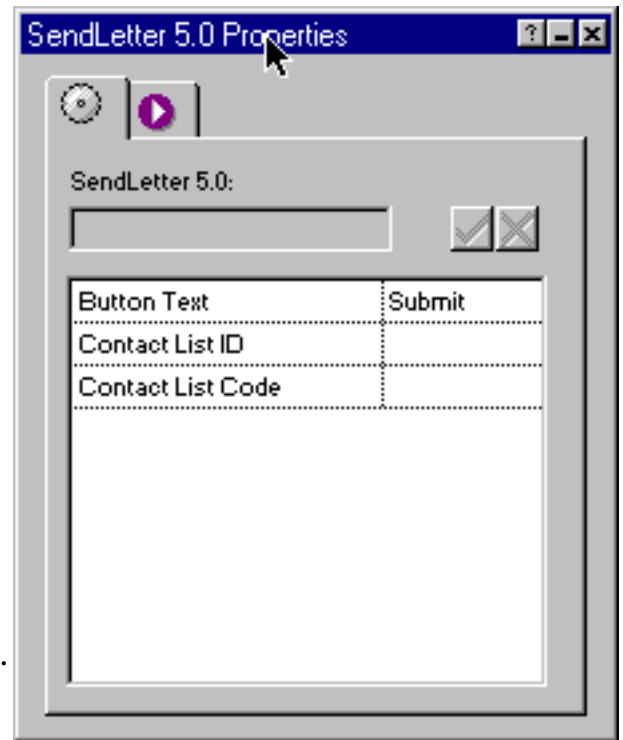


With the component configured, the remainder of the form must be created using Fusion's form tools. It is critical that these additional fields are named correctly and present in the form if you have selected 'required' in the admin for that field. Correct names for the form fields are:

- Contact_email - this is required in every SendLetter form
- Contact_firstname
- Contact_lastname
- Contact_fieldname

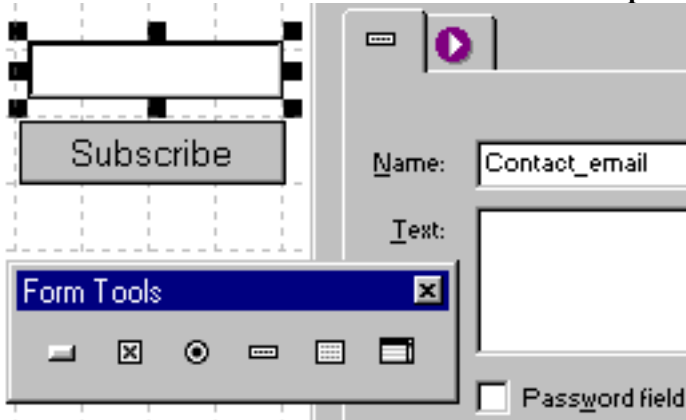
NOTE:

- 1) The names above apply to the name value entered in the form properties box as shown below.
- 2) Be sure to enter the names as shown. No spaces in between the words, only an underscore.



Adding the Contact_email Field

The Contact_email field must be included in every SendLetter form. Select the 'Forms Edit Field' tool from the Forms Toolbar and place a Form Field on the page.

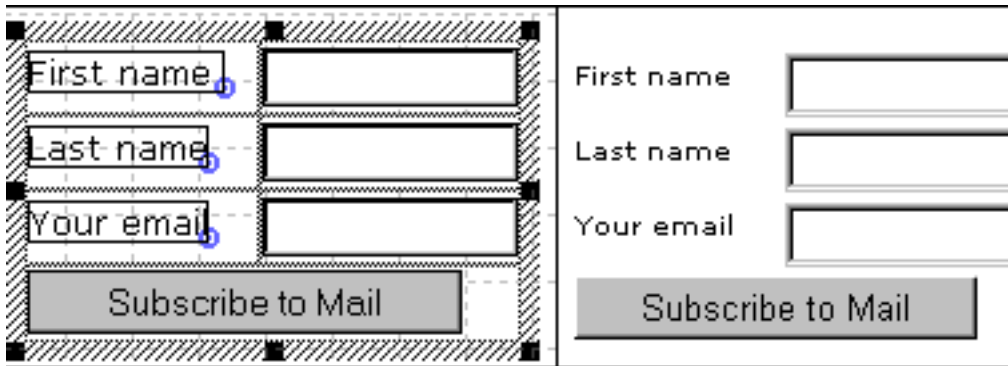


With the Forms Field selected enter Contact_email as the field name in the properties palette. Adjust the visible and maximum length to suit your needs.

With the Contact_email field added, continue to add other fields as you have specified in the SendLetter online admin area.

NOTE: Regardless of how you present the optional 'Other' field to the site visitor, the field name in the form must always be Contact_fieldname

POWER TIP: Having trouble with the alignment of your form elements in the generated page? Lay out your form in a table. This will help to display the form as you intended.



Creating Success and Failure Pages

If you have set the Success and Failure URLs to YES in the SendLetter admin area then you will need to create these pages and place them on the server at the URL you have specified. This can be done as part of your Fusion site. The site visitor will see the Success URL when the SendLetter form has been successfully submitted, the Failure URL if there has been a problem - e.g. a required field has not been completed.

NOTE: The Success and Failure URLs must be absolute URLs beginning with "http:".

SendLetter Form Troubleshooting!

With your site published to the server you are ready to test your SendLetter form. If you receive an error message from the services.coolmaps.com server it means you have an error in the form. Check the form source. Ignoring all of the other code, the form code should look similar to the code below (with your own values inserted).

```
<FORM NAME="LAYOUTFORM" ACTION=
"http://services.coolmaps.com/sendletter/router.cfm" METHOD=POST>
<INPUT TYPE="HIDDEN" NAME="contact_listID" VALUE="YOUR VALUE" >
<INPUT TYPE="HIDDEN" NAME="contact_listCode" VALUE="YOUR VALUE" >
<INPUT TYPE=TEXT NAME="Contact_email" VALUE="" SIZE=12>
<INPUT TYPE=TEXT NAME="Contact_firstname" VALUE="" SIZE=12>
<INPUT TYPE=TEXT NAME="Contact_lastname" VALUE="" SIZE=12>
<INPUT TYPE=TEXT NAME="Contact_fieldname" VALUE="" SIZE=12>
<INPUT TYPE="submit" Value="Subscribe to Mail">
</FORM>
```

Contacts Control Overview

Contacts Control is used to manage the profiles of contacts that have subscribed to your newsletter.

In addition to List/Edit/Delete capabilities, Contacts Control lets you:

- Search to locate a contact,
- Easily move a contact from one list to another,
- Displays contacts that have unsubscribed from your newsletter or who are 'Ghosts' (i.e. not attached to any list),
- View new subscriptions to your newsletter on a weekly basis.





Contact Control Options

The home page of Contacts Control consists of the following options in the Contacts Manager navigation:

- add contact
- find/edit contact
- search contacts
- this week's addition(s)

Options in the body area include:

1. Select a list: select a list of contacts to be displayed (10 contacts per page)
2. Listless Contacts (displayed by default): Contacts who are not attached to any list but still in your SendLetter database.

2 Current Contacts Found		Listless Contacts (ie Ghosts)
Email	Actions	
mary@nowhere.com	 	
joe@nowhere.com	 	

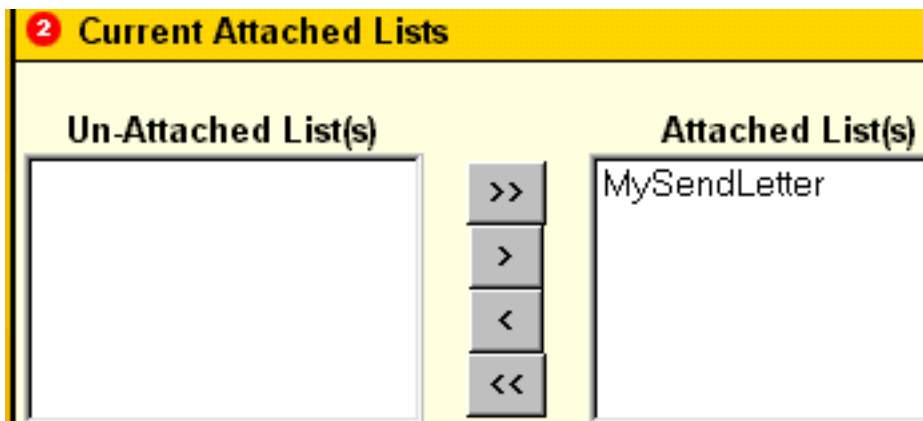
Add Contact

Contacts can be manually added to your SendLetter database using the Add Contact option. Add Contact fields include:

- First name
- Last name
- Other
- Email

1 ADD Contact	
Firstname:	<input type="text" value="New"/>
Lastname:	<input type="text" value="User"/>
'Other' Fieldname:	<input type="text"/>
Email:	<input type="text" value="newbie@nowhere.com"/>

Current Attached Lists displays the list(s) that the contact is not attached to on the left, and the list(s) that the contact is attached to on the right.



To attach a contact to a list, select the list name on the left and click on the single '>'. The list name will be moved to the right. To detach contacts from a list, select the list name on the right and click the single '<'. Use '>>' and '<<' to move multiple lists at once.

Click on 'Add User' to complete the addition. SendLetter will check to see if the email entry already exists and warn you accordingly.

Find/Edit Contact

Select a list from the dropdown. Ten contacts will be displayed per page.

To edit a contact, click on the edit icon in the actions column for that contact. The edit icon is on the left. Be careful, the icon to the right is the delete option! The edit options are the same as 'Add Contact' above.

Search Contacts

Enter keywords (firstname, lastname or email). Results are grouped in 10 and offer both edit and delete options.

This Week's Additions

SendLetter can display additions on a weekly basis. Select a list from the dropdown to view weekly additions. SendLetter will display ten additions per page.

NOTE: 'Listless Contacts' is a default list that contains any contacts not attached to a list. Reasons for this could include:

- The list they were attached to has been deleted by you.
- The contact has unsubscribed to your newsletter.
- You have manually detached the contact from any list.

Templates & Signatures

SendLetter Templates & Signatures allow you to input and save text files that can be used when creating a newsletter.

Templates are used in the body of your newsletter. When assembling your newsletter, the Template will appear after the greeting, but before an optional custom message, footer and Unsubscribe URL.

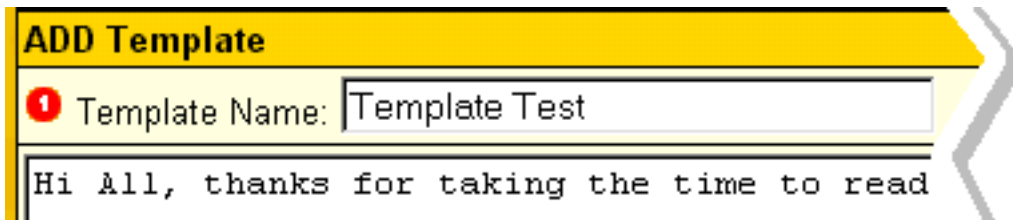
Signatures appear at the footer of your message, after the Template and custom message (if it is used). The Signature appears before the Unsubscribe URL.

Both Templates and Signatures tools are located in the 'Templates Archive' section of the SendLetter admin area. There is no limit set on the number of Templates or Signatures you can create and save. Saved Templates and Signatures can also be edited and deleted.

Template Archives Options

To create a new Template

- Select 'Add Template' from the Template Manager navigation.
- Enter a name for the Template. This is used by you to identify the Template.
- Enter the text you wish to save as a Template.
- Click 'Save Template'.
- The Template will now appear in the list of current Templates.



ADD Template

1 Template Name:

Hi All, thanks for taking the time to read

NOTE: Enter plain text only for both Templates and Signatures. SendLetter does NOT support HTML email.

To edit a Template

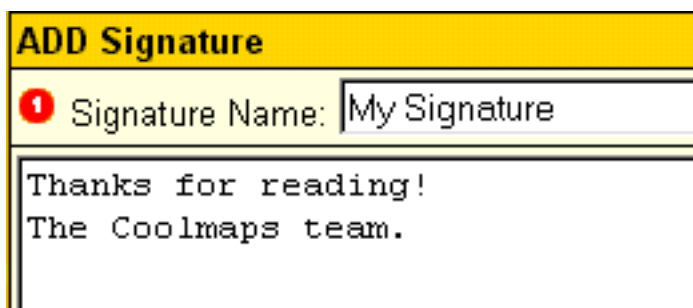
- Select 'Find/Edit Template' from the Template Manager navigation.
- Select the Template you wish to edit, from the list that appears, by clicking on the 'Edit' icon beneath 'Action' for that Template.
- Edit the Template name/body in the form.
- Click 'Save Template'.

To delete a Template

- Select 'Find/Edit Template' from the Template Manager navigation.
- Select the Template you wish to delete, from the list that appears, by clicking on the 'Edit' icon beneath 'Action' for that Template.
- The Template is now deleted.
- Deleting a Template is NOT reversible.

To create a new Signature

- Select 'Add Signature' from the Template Manager navigation.
- Enter a name for the Signature. This is used by you to identify the Signature.
- Enter the text you wish to save as a Signature. If you have an existing Signature in an email application you may copy and paste it in.
- Click 'Save Signature'.
- The Signature will now appear in the list of current Signatures.



ADD Signature

1 Signature Name:

Thanks for reading!
The Coolmaps team.

NOTE : Enter plain text only for both Templates and Signatures. SendLetter does NOT support HTML email.

To edit a Signature

- Select 'Find/Edit Signature' from the Template Manager navigation.
- Select the Signature you wish to edit, from the list that appears, by clicking on the 'Edit' icon beneath 'Action' for that Signature.
- Edit the Signature name/body in the form.
- Click 'Save Signature'.

To delete a Signature

- Select 'Find/Edit Signature' from the Template Manager navigation.
- Select the Signature you wish to delete, from the list that appears, by clicking on the 'Edit' icon beneath 'Action' for that Signature.
- The Signature is now deleted.
- Deleting a Signature is NOT reversible.

Send Newsletter!

Sending your newsletter with SendLetter is easy! Templates or Signatures you wish to use as part of your newsletter should be prepared prior to working in the 'Send Newsletter' section. SendLetter newsletters are made up of the following elements assembled automatically in the order below:

1. Greeting
2. Template
3. Message
4. Signature
5. Unsubscribe URL

Step 1. Choose a List

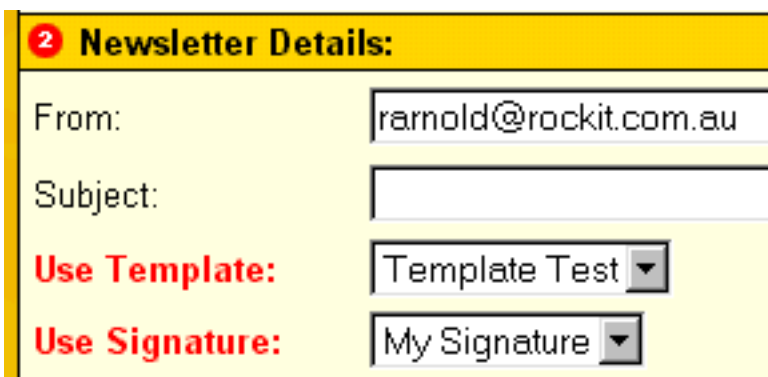
Choose the list you would like to send a newsletter to. Note that everyone attached to the selected list will receive the newsletter. Click on 'Continue'. Step 1 now displays summary information for the selected list including the list name, list code and the number of people on that list.



The screenshot shows a yellow header with a red circle containing the number '1' and the text 'Choose a List:'. Below the header, the text reads 'Please Specify a list to send newsletter to'. There is a radio button next to the text 'MySendLetter', which is selected. At the bottom of the form is a grey button with the text 'Continue...'.

Step 2. Newsletter Details

- From: your email address is entered by default but can be changed by you.
- Subject: must be specified.
- Use Template: select 'None' for no Template, or a Template from the dropdown.
- Use Signature - select 'None' for no Signature, or a Signature from the dropdown.



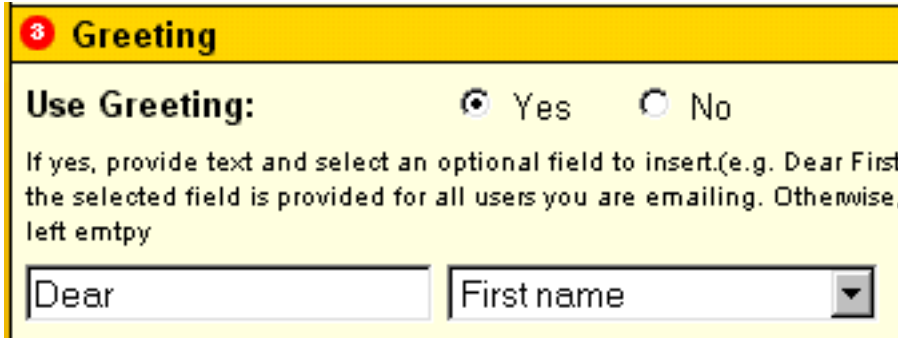
The screenshot shows a yellow header with a red circle containing the number '2' and the text 'Newsletter Details:'. Below the header, there are four input fields: 'From:' with the value 'rarnold@rockit.com.au', 'Subject:' which is empty, 'Use Template:' with a dropdown menu showing 'Template Test', and 'Use Signature:' with a dropdown menu showing 'My Signature'.

Step 3. Use Greeting

SendLetter can insert a custom greeting in every newsletter sent, including:

- Dear Firstname
- Dear Firstname Lastname
- Dear Email
- Other
- No Field

'Dear' is the default salutation, but can be changed by you. Make sure the field you select exists for all users in the list you are sending your newsletter to, otherwise a blank space will appear. e.g. 'Dear

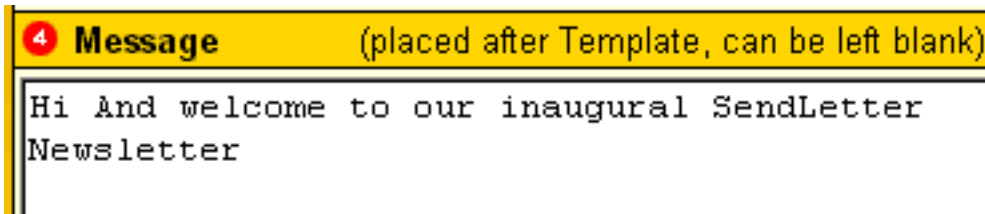


'Use Greeting' is set by default to 'No'. Be sure to toggle this to 'Yes' if you would like to include a Greeting. Selecting a field from the dropdown, or changing the salutation does NOT toggle the 'Use Greeting' Option to 'Yes'.

Step 4. Message

Message is text added to your newsletter by you at this final stage of assembly. Message appears:

- Below Template if Template is selected, else below Greeting, else at the start of the newsletter.
- Above Signature if Signature selected, else above the Unsubscribe URL.



With the elements of the newsletter selected, click the 'Preview Newsletter' option.

SendLetter previews the newsletter in a Text Area field. There are three button options:

- Send Newsletter to me: It is strongly recommended that before sending the newsletter to the list you send it to yourself.
- Send Newsletter to List: There is no 'cancel' once this has been clicked. The newsletter will be sent to everyone on the selected list.
- Edit Newsletter: Make further changes using the 'Edit Newsletter' button.

Preview Only - Changes made here will NOT be applied to

Dear Joe,

Hi All, thanks for taking the time to read thi
Hi And welcome to our inaugural SendLetter
Newsletter
Thanks for reading!
The Coolmaps team.

NOTE: Any changes made in Preview (Netscape users only - MSIE cannot make changes) will not be applied to your newsletter.

A confirmation screen will appear after the newsletters were successful sent.

InForm & SendLetter

You can have site visitors' information from InForm automatically added to your SendLetter lists!

Add email address to SendLetter Mailing List:

MySendLetter ▼

(You must have a form field named 'EMAIL' in order to use this feature.)

Update Settings

Make sure that you have a field on your InForm called 'EMAIL'. Choose database from the top horizontal InForm menu. You'll see the SendLetter setting for InForm at the bottom of the page. Choose the list that you want your InForm settings added to and update the settings. Now any person who uses your InForm will also be added to your SendLetter list.

*Powerful Contact management
from Coolmaps Component Club!*