

Seanonts
System

user: guideposthotel
password: ybT\$guiD3

Newsletter - Instructions

Go to Mailchimp (on internet)
Create Campaign (campaign info)
Regular Campaign
Restaurant + Events
Send to entire list

NEXT

Name Campaign (month id for ie June Newsletter)
Email Subject (avoid words like free/offer/spam words)
Un tick Personalize 'to' field

Tracking -

Tick Google analytics link tracking
Title for campaign ie June Newsletter
NEXT

Select Template
Saved Templates
Select

Hover over image and click edit
click replace on the right hand side
Click Upload

Go to Desk top
Newsletter folder

(Images are numbered in order of top to bottom
on newsletter).

Upload image

on right hand side click Alt and change
the wording to the that of new image

click update

Decide where we want the customer to go to -
open new internet tab

Go to www.guidedpathhotel.net

choose page and copy url address at top of page
paste in to other tab under web address.

Insert

Save + close after each one is completed

Copy + paste or re-type new text (highlight key points)
once happy - save + close

Do all Sections - and follow images by number -

When finished -

Click Preview + test

Send test email to myself first + check it all

Campaigns -

The Newsletter

* Send - Instant *

* Schedule - choose date + time
(28/11/11 - 10.30am)

Schedule Campaign
