

CAMPAIGN ENTERPRISE QUICK START GUIDE

Congratulations on your purchase of Campaign Enterprise software! This guide will walk you through the fastest method for getting your software up and running. The initial set up presented in this guide will help you create a simple campaign, and get emails out the door. Details will be provided later on the variety of professional features in Campaign Enterprise and how they can help you get more from your email campaigns.

There are three main elements necessary to get started with sending an email campaign: The database list of email addresses, or datasource; the message to send; and the SMTP server to send through.

Datasource

The easiest database to start with is Microsoft Access because Campaign Enterprise can connect to it directly. Before connecting to Campaign Enterprise, you should ensure that your list of email addresses is entered into an Access database table correctly. Once your table of email addresses is entered, you can connect Campaign Enterprise directly to your database.

Start Menu

After logging into Campaign Enterprise, the Start Menu opens. From this menu you can connect to your datasource.

1. Create a New Campaign
2. Name it
3. Click on the Datasource tab
4. Select Microsoft Access as the database type
5. Browse to your Access database
6. Select the table of email addresses
7. Select the email address field
8. Select the unique ID, typically the primary key for the selected table

Message Creation

The next step is to create or load a message to send. Campaign Enterprise can send both plain text and HTML messages in a multipart format. Detailed explanations of the message types, the email addresses, the templates, and the editor are explained in the Campaign Enterprise users guide. To get started right away, you can load a message using the steps below.

1. Click the create message tab
2. Enter the email address from whom the message is coming
3. Write a comprehensive subject line
4. Click Edit HTML or Email Templates to enter the HTML part of the message
5. Create a message and save



Or to create a text message:

4. Click on Edit Plain Text Message
5. Create a plain text message and save

Sending to the SMTP Server

The final step to quickly launch a campaign is to connect to the SMTP server to send the messages through. This is typically the server already in use in the network, and Campaign Enterprise just needs to connect to it. A network administrator must perform any configuration of the SMTP server that may be necessary to allow Campaign Enterprise to work properly. Further details on SMTP server configuration are specified in the users guide.

1. Click the Send Settings tab
2. Enter the name of the SMTP server
3. Enter the username and password if authentication is required
4. Save

Run Campaign

That is all there is to it! Your first email campaign is now ready to run.

1. Click Run
2. Verify the count is correct, preview the message one last time
3. Click Ok

Check the inbox of the test email accounts to which the email message was delivered to verify that it was received.

