GSM/GPRS campaign
(step by step manual)

Satel®

Newsletter for GSM/GPRS campaign

We have created a promotional campaign based on our GSM/GPRS devices.
Campaign consists of two elements: e-mail for installers and the landing page.
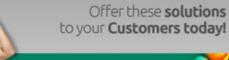
E-mail

Landing Page

1 First part is an e-mail template which should be send to your Customers as an e-mail message.

2 Second part is the landing page. When user receives newsletter and cliks on it, he will be redirected to the landing page on your website, where he will find more information, details and special features of devices.

We provide you with easy to use e-mail templates and landing page files. You just have to edit few lines of HTML code to make it run.

You can find e-mail template and landing page files in separate zip archives:

- E-mail template for MS Outlook: **MS Outlook_email_X.zip**
- E-mail template for mailchimp service: **Mailchmp_email_EN.zip**
- Landing Page: **LP_GSM-GPRS_X.zip**

How to use MS Outlook stationery

Landing Page

Please unzip zip file 'LP_GPRS_X.zip'.
In landing page file (ex. lp_gprs_en.html), edit the bottom part, where you can find 'contact us today' button. There is example url used (http://www.yourdomanin.com/contact-form). Change it to your domain, and destination of your website contact form. HTML code of landing page file contains comments, which should help you find lines that should be changed.

Upload all files on server.

E-mail template

Please unzip zip file 'Newsletter GSM-GPRS_X.zip' into stationery folder, which you can find here:
C:\Users\your-username\AppData\Roaming\Microsoft\Stationery

If you can't find stationery folder just type **%appdata%\Microsoft** into any Windows folder address bar. Next choose **'Stationery'** folder, and unzip files.

NOTE: *'Stationary', 'New', etc. may be displayed in English or in other language, depending on settings in your program.*

When you unzip archive you should find there these files:
GSM-GPRS_EN
GSM-GPRS_EN.htm

Now you can apply stationery to your messages.

To apply stationery to an e-mail, follow these steps:

Office 2010

1. Open Microsoft Outlook.
2. On the Home tab, in the 'New' group, click 'New Items', point to 'E-mail Message Using', and then click 'More Stationery'
3. Under 'Choose a Theme', click the theme of stationery 'Newsletter GSM-GPRS_X', and then click 'OK'.
4. Change destination url's of images to your domain (right click on image, select 'Edit URL' and input landing page url, which is located on your server) and change copyright/custom text.
5. Edit copyright/custom text.
6. Send your messages.

Office 2007

1. Open Microsoft Outlook.
2. From the main Outlook window, on the 'Actions' menu, point to 'New Mail Message', and then click 'More Stationery'.
3. Under 'Choose a theme', click the theme or stationery that you want, and then click 'OK'.
4. Edit copyright/custom text.
5. Send your message.

How to use Mailchimp Custom Template

Landing Page

Please unzip zip file 'LP_GPRS_X.zip'.
In landing page file (ex. lp_gprs_en.html), edit the bottom part, where you can find 'contact us today' button. There is example url used (http://www.yourdomanin.com/contact-form). Change it to your domain, and destination of your website contact form. HTML code of landing page file contains comments, which should help you find lines that should be changed.

Upload all files on server.

E-mail template

Unzip all files from 'Mailchmp_email_X.zip' archive.
Using any HTML editor, edit e-mail template file. Put correct url to your landing page located on your server. HTML code of e-mail file contains comments, which should help you find lines that should be edited.

To use our e-mail template in mailchimp mail service, please follow these instructions:

http://kb.mailchimp.com/article/how-do-i-create-my-own-custom-template/

How to create e-mail campaing:

http://kb.mailchimp.com/article/how-do-i-create-a-new-campaign/

Mailchimp Knowledge Base:

http://kb.mailchimp.com/home

Mailchimp video tutorials:

http://kb.mailchimp.com/video-index/

Do not hesitate to contact me if you need any assistance.
E-mail: przemek.pipiora@satel.pl