



GETTING
STARTED
WITH MAXMAIL

Welcome to Maxmail

Email should be simple. So we've made getting started with this guide simple. The next few pages will help you in creating your first campaign.

We'll tell you the basics you need to know to send emails that get read and get responses. Emails that grow your business.

Here you will learn how to:

- Create and import contacts
- Create content
- Preview and test your campaign
- Send an email campaign
- How to make sense of your reports

If you have any questions, speak to one of our support team or visit our [online resource centre](#).

Now, let's get started.

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How to Create and Import Contacts

With Maxmail, you have the freedom to create as many lists as you would like. But to increase the performance of your email campaigns you should use our **segmenting** features.

How to create a new list

1. In the navigation menu click on the **Manage Subscribers** tab. Then click **Create New List**.
2. Fill in the list name and the email where notifications are sent to. Continue to next step.
3. Define custom fields in your list. Custom fields can either be in the form of plain text, drop-down list of pre-defined options, date, check box or a paragraph.

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Create a new custom field

Default Value:

[Create Custom Field](#)

Type of field

- Text Field
- Text Area
- Dropdown Option Field
- CheckBox
- Date

Field Name	Active	Required	Actions
First Name	Yes	Yes	
Last Name	Yes	Yes	
Email Address	Yes	Yes	
Mobile Number	Yes	Yes	
Company	<input checked="" type="checkbox"/>	No	
Age Group	<input checked="" type="checkbox"/>	No	

How to add subscribers to a list

Now you have created a new list you can add subscribers to your list. Select the newly created list and select from the left side menu **Add Subscribers**.

You can add subscribers by

1. Manually, one by one into Maxmail
2. Uploading a CSV file
3. Import from Outlook or email account

Select your option and follow the steps.

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<p>Add Manually</p>  <p>This is the simplest way to add subscribers. While adding subscribers manually is time consuming, its a good way to test things.</p> <p>Select</p>	<p>CSV File</p>  <p>CSV or Comma Separated Value files can be generated from most database systems including MS Excel, MySQL and SQL Server. Best way to import big lists.</p> <p>Select</p>	<p>Microsoft Access Database</p>  <p>Using this method you can import your contacts straight from an MS Access database .MDB file in a few clicks, just as it is.</p> <p>Select</p>
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Once you have added subscribers to your list, you have the option to build an HTML sign up form that can be added to your website. When people sign up, their data will be automatically added to your subscriber list.

Click **Build an HTML Form Now** and follow the instructions.

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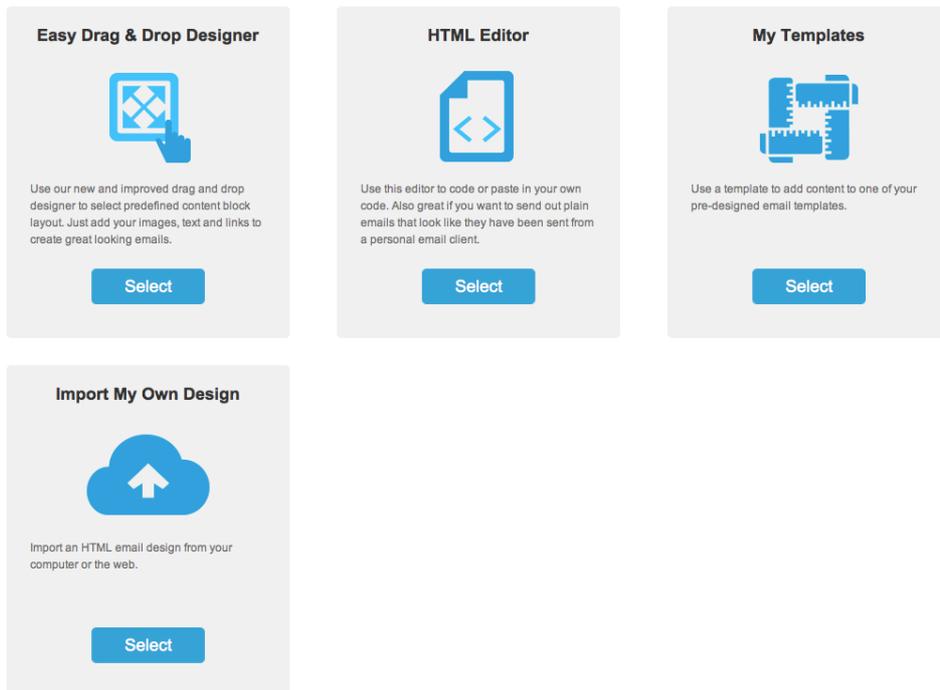
How to Create a Campaign

You've got a good list of subscribers, now send them something awesome! Create your first campaign.

1. On the homepage, click **Create a Campaign**.
2. Fill in the fields. Name your campaign and the email subject line.
3. Next select the design format for your campaign. You can either import your own design, use the HTML editor or the drag & drop editor. We are going to use the **Drag & Drop Editor**.

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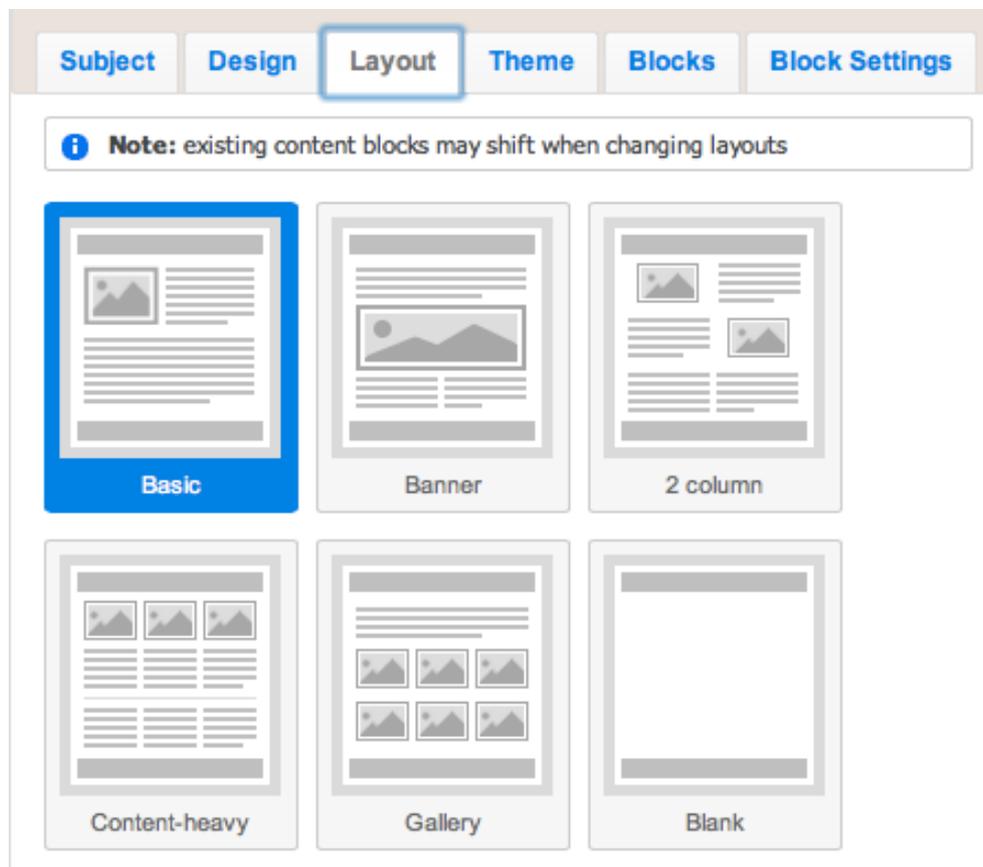
4. Once you have chosen your template you will remain in the design step on the campaign builder process.

How to change the layout

In the **Drag & Drop Editor** you can choose one of the available template layouts or select a previously created campaign to get started.

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How to Add Content

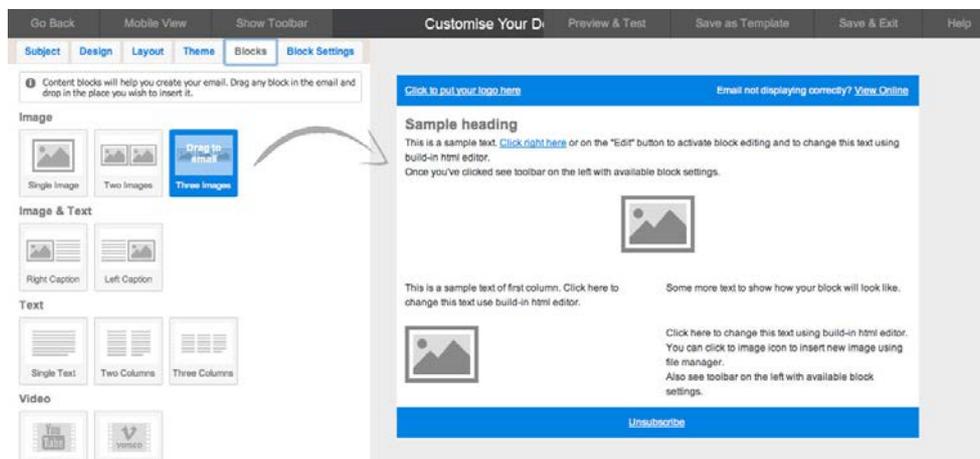
You can drag and drop content blocks into your layout to customize your email campaign. The types of content blocks you can work with are:

- Image

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- Image and text
- Text
- Video
- Social follow
- Divider

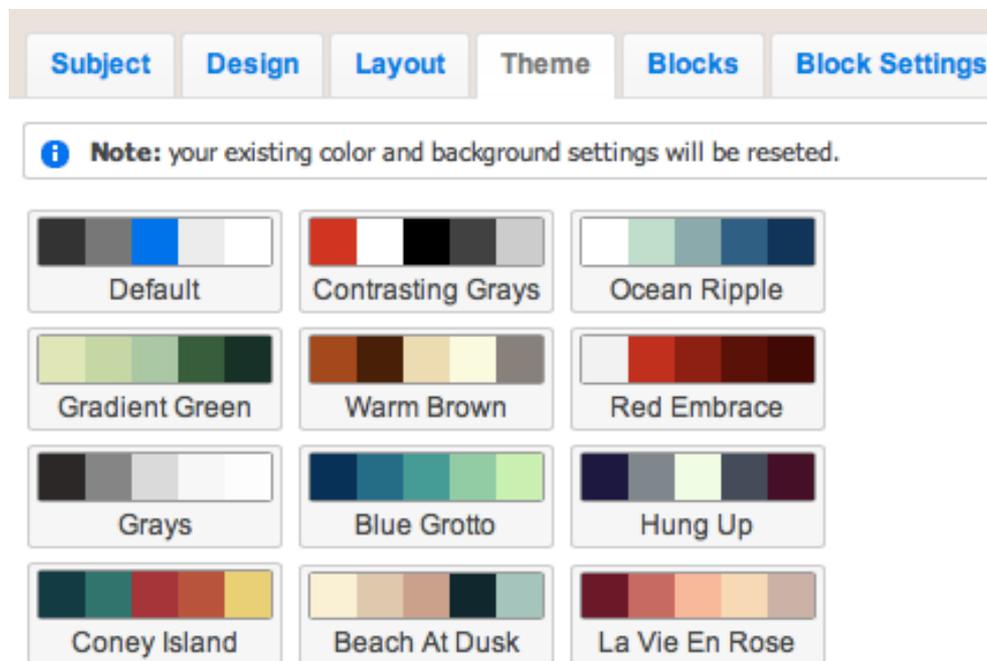


How to select a colour theme

You can choose from one of the many colour themes available under the **Theme** tab in the campaign builder. To choose a colour theme just click on the desired colour palette.

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Customize your design

You can customize colours, text, borders, headings, background colours and links in the **Design** tab.

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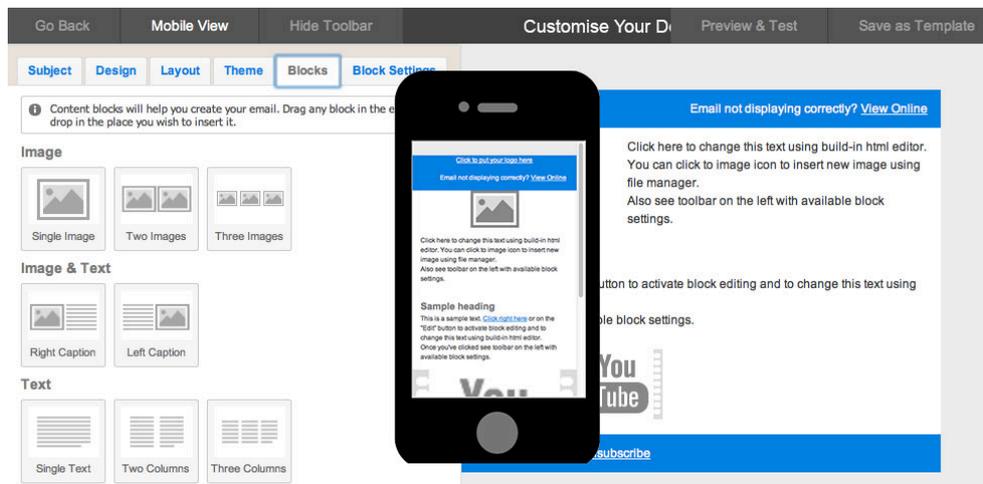


How to Preview and Test your Campaign

To check your web view, in the navigation panel, click on **Preview & Test**. Specify the email address to which you want to send the test email and click send.

How to preview on mobile

To preview what your email will look like on a mobile device, select **Mobile View**.



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How to Send an Email Campaign

Once you have finished creating your email click **Save and Exit**. Select recipients, either from a previously created list or **Create a New List**. Add your selected recipients. Select **Send Email Now**.

[How to schedule your email campaign](#)

Want to send your email campaign later? To optimize your open rates, it is a good idea to schedule your campaign for a specific date and time. Select date and time and click **Schedule Campaign**.

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How to Make Sense of Your Reports

You've sent your first campaign, now use the reports to help you analyse your campaign performance. You can view your email campaign statistics by clicking on the **Reports** tab and then on your sent campaign.

You can also access campaign statistics from the **Email** tab. Select **Sent Campaigns** from the left menu. From the **Actions** column click on the graph icon.

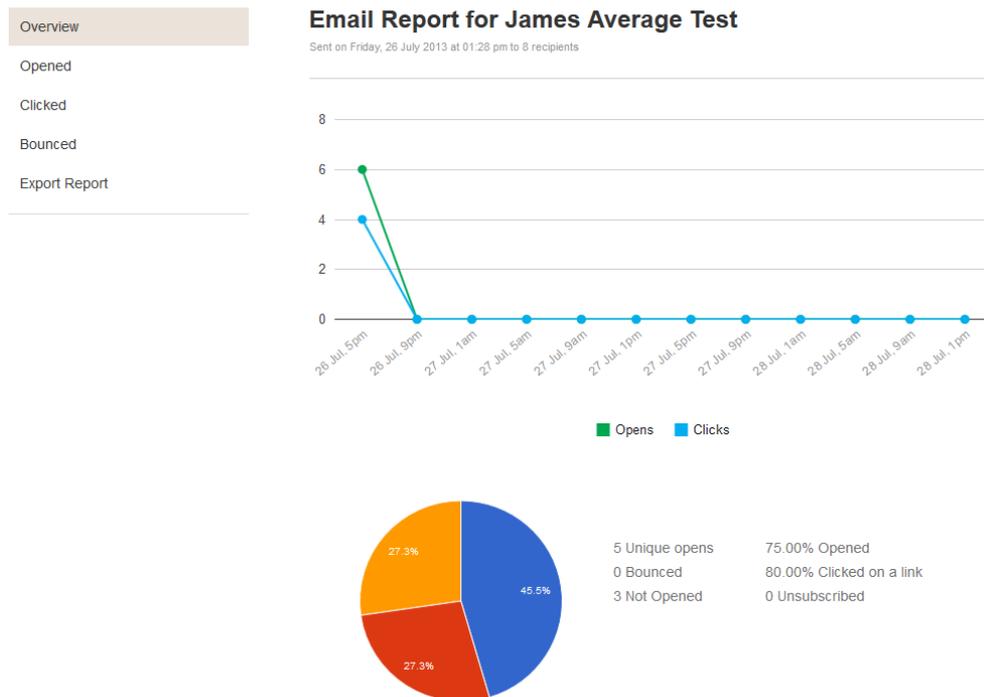
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What you can see in your reports

On the overview page you can see the number of opens, clicks and bounces.

To find out more about your subscribers, use the left menu to see who opened and clicked on links in your email or which subscribers bounced. Use these insights to modify your future email campaigns.



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