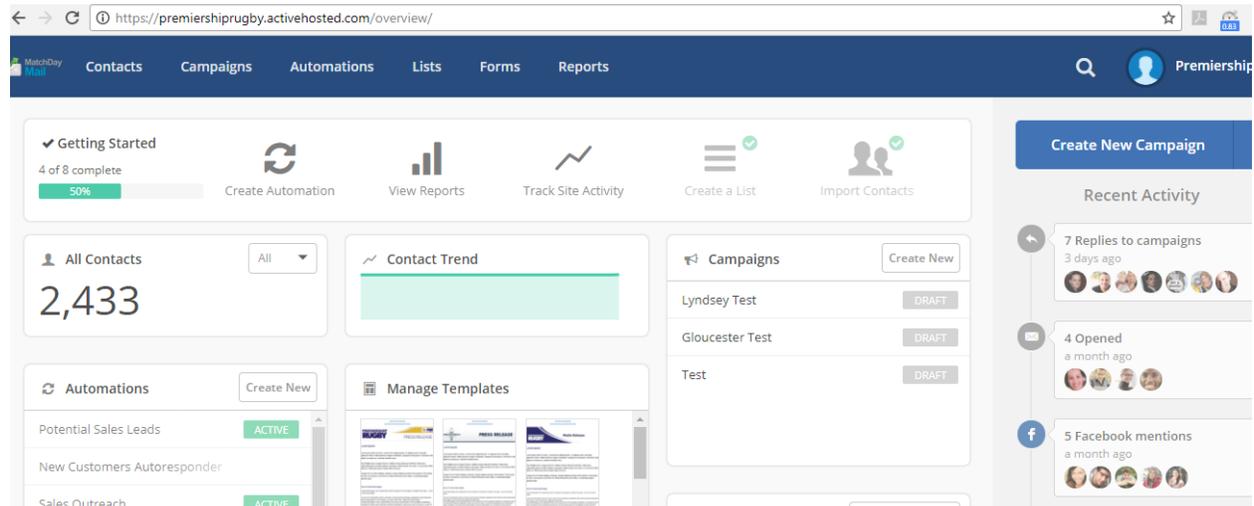


CREATING & SENDING A CAMPAIGN

Login in to MatchDayMailCloud via Sotic Admin

You will come to the home screen which looks like this



1. Select the Campaigns tab at the top of the homescreen
On the top right hand corner of the screen you will see a green button that says 'Create New Campaign' – click it
2. Enter the Campaign Name (note this is not the subject line). Standard campaign will be selected as the default (in most cases this will be the one you want) and then select the green NEXT button on the top right hand corner



Campaign Name

Enter a name to help you remember what this campaign is all about. Only you will see this.

Select Campaign Type



Standard
Send a regular, one-time email campaign.



Automated
Create custom sequences of email actions and conditions



Auto Responder
An automated campaign that will send after someone subscribes.

3. Select which list you want to send the campaign to by ticking the box and then select NEXT

Select List(s)

Select the list(s) you would like to send this campaign to. Filter your campaign to specific contacts that match conditions.

<input type="text" value="Search lists..."/>	
<input type="checkbox"/> List Name	Contacts #
<input type="checkbox"/> Press List	950
<input type="checkbox"/> Sotic Test List	1

4. Select which template you would like to use by hovering over it and clicking USE THIS DESIGN. Then click NEXT

Navigation bar with buttons: < Previous, Type, List, Design, Summary, Send, Save & Exit, Next >

Templates

Templates grid showing various media release and press release templates for different sports teams like Saracens, Gloucester Rugby, and Premiership Rugby.

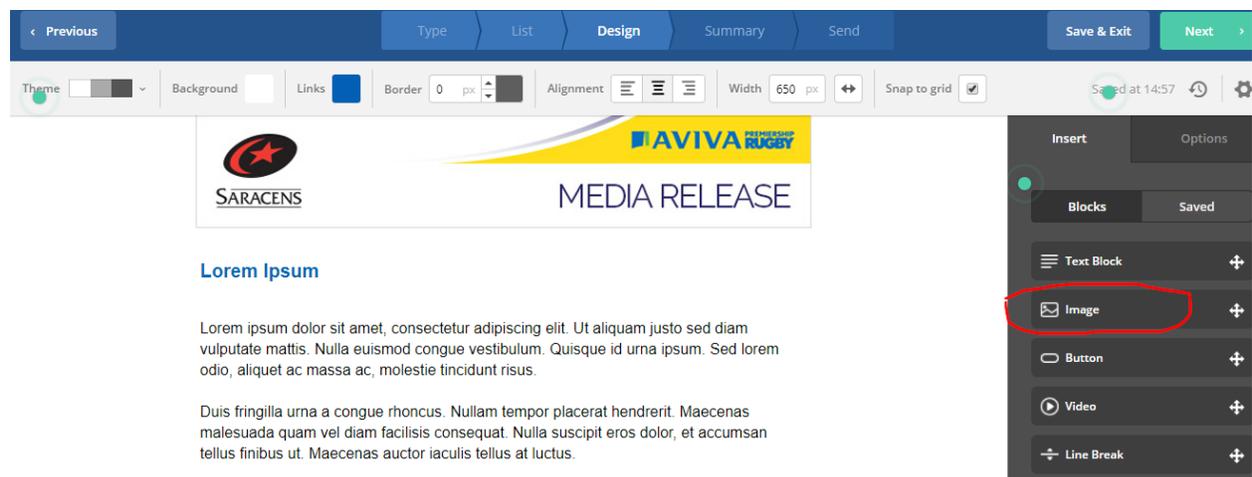
- 5. You will be asked to choose a sender name and a subject line. Do **not** change the 'from' email address which is set as default. When you have done this click CONTINUE.

Sender Details dialog box with input fields for 'The Tour' (sender name), 'noreply@matchdaymail.thetour.cc' (sender email), and 'Email Subject'. Includes 'Cancel' and 'Continue' buttons.

- Now you will come to the screen where you can edit the template to create your campaign. Click on the title section and you will have the option to edit the text. Same with the other blocks of text.



- If you wish to add an image, hold your mouse down over the image button in the grey panel and drag it to where you want it to display, then let go. From here you will be able to select an image from your files (650px wide)



8. When you have made your edits select NEXT in the top right hand corner and this will bring you to the final review screen where you can check and if need be, edit various elements (note you always have the option to return to the previous screen using the button in the top left hand corner. You also can send yourself a test and schedule delivery time here.
9. When you are ready to send, select SEND NOW from the top right hand corner.
10. You will be asked to confirm that you want to send, and when you hit SEND NOW for a second time, the campaign will go, subject to approvals.

