



# **Voicent BroadcastByEmail**

## **Quick Start Guide**

Welcome to Voicent Communications!

BroadcastByEmail makes it easy to send personalized email to a large mailing list and automatically manages bounced and unsubscribe emails.

To get started as quickly as possible, please walk through the following example. In this example, you will send out email reminders to your customers for their overdue video rentals. You want to include personalized information, such as name and video title, in each email. For example:

Dear **John**, your rental video “**Lord of The Ring**” is overdue. Please return it as soon as possible to avoid extra fine. **Or**

Dear **Mary**, your rental video “**Harry Potter**” is overdue. Please return it as soon as possible to avoid extra fine.

### **Design a message template**

First, you need to prepare a message template. Open Microsoft Notepad, type the following text into the notepad:

Dear \${Name}, your rental video “\${Title}” is overdue.  
Please return as soon as possible to avoid extra fine.

Save the file name as *billdue.txt*.

From BroadcastByEmail main menu, click **Broadcast > Messages....** In the Message Template window, click **New** to create a new message template. Type in template name *BillDue* and email subject. In Email Body section, type in the file path or use **Browse** button to import email body text file *billdue.txt* you just created. The file *billdue.txt* is saved in the previous step and is located somewhere on your computer hard disk. You can click on **Browse** to find it. Then click OK. Now you just created a message template.

## Select a message

Once you have designed your message template, you can click on **Broadcast > Select message...** to select the message *BillDue* you just designed.

## Create email list

You can use **File > import** to import from a file or you can simply copy & paste from your email. The spreadsheet window should contain the **Name** and **Title** columns in addition to email address and status columns. As shown below:

<b>Name</b>	<b>Email</b>	<b>Title</b>	<b>Status</b>
John	john@...	Lord of the Ring	
Mary	mary@...	Harry Potter	

Message template is a text or HTML file containing items called variables, denoted by `${variable name}`. These variable items are replaced by the real text in actual email messages. In our example above, `${Name}` and `"${Title}"` are variable names, where `${Name}` will be replaced by **John** and `"${Title}"` will be replaced by **"Lord of The Ring"** for the first email, and replaced by **Mary** and **Harry Potter** for the second email.

## Preview email message

You should always preview your personalized email message before sending it out. Select a row with name **John** in the spreadsheet and click **Broadcast-> View Message**.

## Send

Click **Broadcast -> Send Now**.

The emails will be sent by the internal SMTP server. To change that to an external outgoing email server, please select **Broadcast > Configurations...**

### **Check bounced emails**

First select **Manage > Settings...** to set up your incoming POP3 email server. Then select **Manage > Check Bounced Emails...** to check the bounced emails. The software will automatically login to your email account, read each email, and check it against the bounced email filters. If it matches a filter, the email address is extracted. If the email address is in the current emailing list, the status column will be marked "Bounced".

**Congratulations! You are all done!**

### **Purchase license**

After you have successfully tested Voicent software, there are several ways to purchase product license online at <http://www.voicent.com/store>

Once the payment is made, send email to [license@voicent.com](mailto:license@voicent.com) to request your license file. A license file will be emailed back to you promptly.

### **Support**

Voicent offers several levels of support to our customers:

- a. Purchase technical support plan
- b. Program Help menu inside the program
- c. On-line documents at <http://www.voicent.com/support>
- d. Email to [support@voicent.com](mailto:support@voicent.com)