

eMailout User Guide

eMarketing in easy to follow steps.

Congratulations on opening your iRealty account.

We've put together this comprehensive training guide to assist you in compiling your eMailout, adding properties and other cool features, generally making your eMailout awesome and sending it out to your subscribers. It's step by step, and includes heaps of handy best practice tips.

It includes the following information:

- creating your eMailout
- assigning a title
- adding and editing text
- including personalisations
- adding and editing images
- adding and editing hyperlinks
- adding and editing news items
- adding properties
- importing properties
- editing properties
- re-ordering your properties
- reviewing your eMailout
- sending your eMailout

If you've read through this guide, and something still doesn't make sense for you, don't stress – give us a call on 1300 855 982 and we'll talk you through it. We're here to help.

1. Creating the eMailout

Get started with eMailout creation basics.

>> **Getting there:** Click “Emails” on top blue bar, and then click “Create eMailout” in the left hand margin.

DIFFICULTY LEVEL: 1

The best way to remember how to put your eMailout together is a two step process – create the canvas, and then add content. This is the canvas creating part. The only settings you need to worry about are the ones with the red stars. The others are optional settings you may choose to use as you progress (we’ll go through them in more detail later).

1. Give your eMailout a title.

Your title will become the subject line of your email, so make it something catchy and something recognisable to your clients. Perhaps try “Brand New Listings from ABC Real Estate” or something similar. Avoid using words that could potentially be mistaken for spam (think: grant, guarantee, win, excessive \$\$\$ signs, etc.).

2. Assign a template.

We can make one for you. It will probably be called Property Newsletter and it will definitely be completely customised with your branding. You’ll most likely be using this template for most if not all of your eMailouts. However, we have included some standard eMailout templates if you would like to shake things up occasionally – but note: these standard ones do not have your branding/logo. Most of them have the capability for you to add them in yourself though.

 = Required Information

Save Cancel



Title:



Template:

Property Newsletter



Browse Templates...

You do not need to choose a template if you are copying an existing eMailout.

3. File it nicely.

You can use folders to neatly file and find your eMailouts if you are sending to a range of target audiences (tenants, buyers, vendors, etc.). If you do not wish to use folders, save to your Top Folder, which is the default setting.



Folder:

Top Folder



Copy eMailout:

Do not copy an existing eMailout

When copying embedded surveys:

- Create a new copy of the survey
- Link to the same survey (share results) (recommended)

You have now created a blank eMailout ready for editing. Once you have hit “Save” up the top there, you will be brought back to the main Emails page (aka your Top Folder).

2. Editing the Text and Images in an eMailout

Make your template your own.

>> **Getting there:** In the Emails tab, click the “Edit” link next to the eMailout that you wish to edit.

DIFFICULTY LEVEL: 1-2

Now that you’ve created the shell of your eMailout, it’s time to jazz it up with an inviting introduction, your fresh and exciting properties, and perhaps some snippets of news to break up the content. Depending on the layout of the template that we’ve created for you, you may or may not have these features, and you may have extra ones. We might not cover them here – if we don’t, give us a call and we’ll talk you through how to utilise the features to their best potential.

First things first, you need to get into the email. After saving in the previous step, it should have brought you back to your eMailout Manager. To edit, simply click on the title:

eMailout Manager

Use this area to create eMailouts and send them to selected groups of

The list of eMailouts below are currently active. This means that you ar

ID	Updated	Title
68717	23-Aug-11	This Week's Open Homes

Or, click [Edit] here:

Folder: | Actions |
| --- |
| Add Sub-Folder |
| [Add new eMailout] |
| [Preview] [Edit] [Se |

TIP: Look for the following buttons and links while editing an eMailout:



The editing icon appears next to text and images that you can edit.

The delete icon appears next to text and images that you can delete.

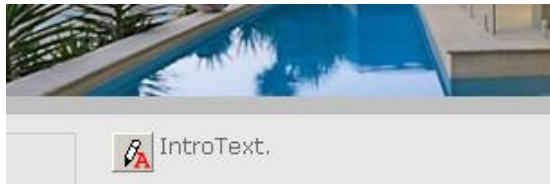
Click the down arrow to move an item down one place in the list.

Click the up arrow to move an item up one place in the list.

These are your **main navigation icons**, and they are distributed throughout your entire eMailout. See more about the **main editing icons** later.

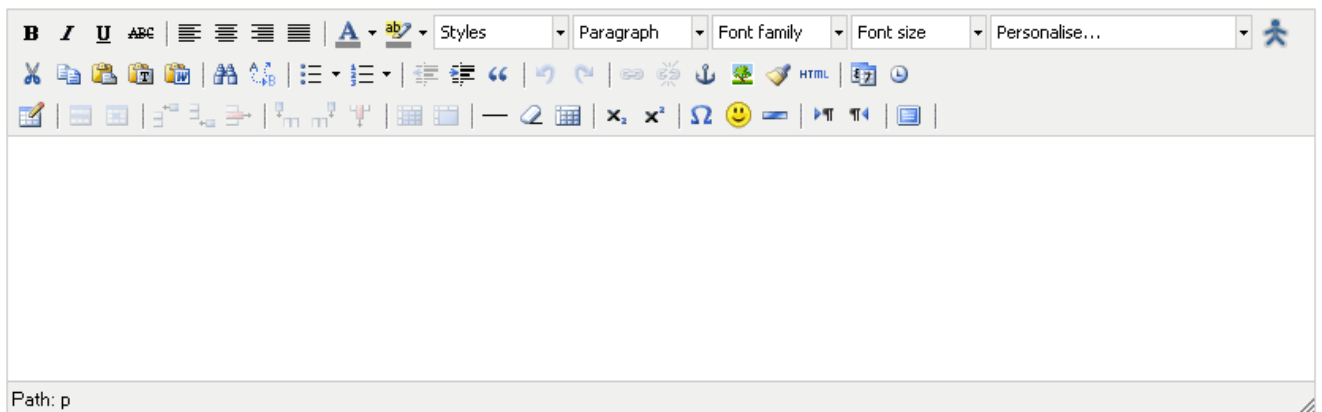
1. Perfecting your Introduction.

Making a great first impression is arguably one of the most valuable tools in email marketing. The introduction section of your eMailout allows you to completely personalise your approach to your customers. To get started, click on the pencil icon with the red A next to "Intro Text":



It will open up into our really easy-to-use Text Editor. It's just like any standard text/word processing software (only better) and it will look like this:

Edit Text - IntroText








To use personalisation, first select the item you wish to insert. Then click in the text above where the item should be placed. Then click "Insert".

Your introduction has no word limit, so you can make it as long or as short as you like, depending on your target market, your level of personal interaction with your clients, the number of clients in your database and, of course, your own individual style.

In this document, **editing icons** refers to the top three lines of symbols above the white space (see above). These icons allow you to perform a range of basic and advanced tasks in your eMailout. The **text box** is the white space in between the main editing icons and the bottom grey bar that you can type in.

Main Editing Icons

Keep an eye out for the following important **main editing icons**:

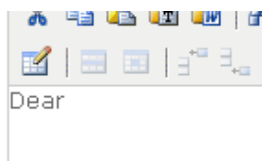
- | | |
|---|---|
|  | Use this icon to make your text bold |
|  | Use this icon to make your text <i>italics</i> |
|  | Use this icon to make your text <u>underlined</u> |
|  | Use this icon to add images to your eMailout |
|  | Use this icon to add links to your eMailout |

It is no longer sufficient to mass market your campaign with “Dear Subscriber” or “Dear Client”. Why? Because your clients are using you to sell their property because they trust you, and they have established a connection with you as a person. Using a generic greeting gives your client the impression that they are simply another number and threatens the delicate relationship being built and maintained between yourself and your client.

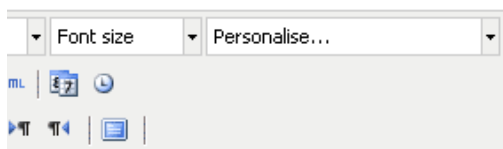
The good news is, we’ve thought a lot about this and we’ve included the following function – personalisation. It helps you because it acts like a mail merge and pulls your client data across, and if you’re sending your eMailout on behalf of multiple agents, it allows you to generate the email looking like it has come directly from the sales representative assigned to each subscriber.

Personalisation Steps:

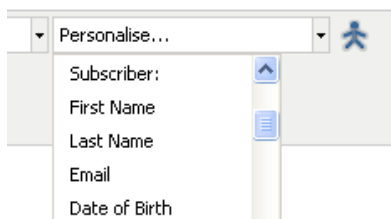
1. Open the Introduction
2. Click in the text box
3. Type “Dear” or “Hello” or similar – make sure to put a space after it




4. In the top row of your main editing icons, there is a drop down box called “Personalise...” – click it

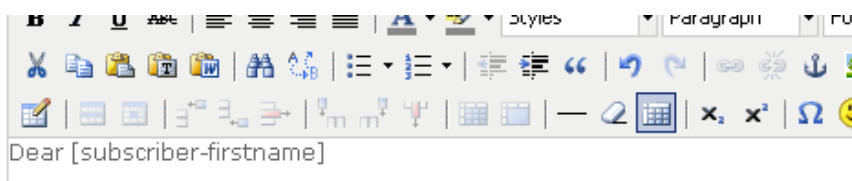


5. Scroll down the list until you see Subscriber: First Name – click it



6. Click on the little blue man icon next to the drop down menu: 

It will pop it in to the Intro for you, and will look like this:



You can use this process for any of the personalisation items. For example, you can put in the date, rep details, phone numbers, sender details and more. Just be sure to use the blue man icon to insert the personalisation in your eMailout.

TIP: It can be incredibly tempting to fill your eMailout with heaps of great information that you think your subscribers will love. While we encourage breaking up the property heavy content with lighthearted posts, be careful not to **clutter** – not only does it detract from your original message, your subscribers will be less likely to read your emarketing efforts.

2. Images and Hyperlinks

You can add Images and Hyperlinks into any part of your eMailout that has editable text (i.e. your Introduction and News articles). Using images in your eMailout is an effective way to convey a range of messages to your clients. For example, you can use images to:

- display personal touches (i.e. photos of your family/office/pet labradoodle)
- advertise promotions (i.e. linking a banner to your website for a free appraisal)
- advertise your partners
- showcase awards (with logos or award seals)

and much more!

Hyperlinks can also contribute to an effective and really swish looking campaign. They can be used to direct your customers to:

- partner websites
- promotions
- community events
- relevant online articles
- videos

We like making things simple, so if you are going to be having a recurring link to a certain page (a blog, video blog, online magazine, etc) that will have the same link every time, we can hardcode that into the template for you. Let us know, and we'll sort it out.

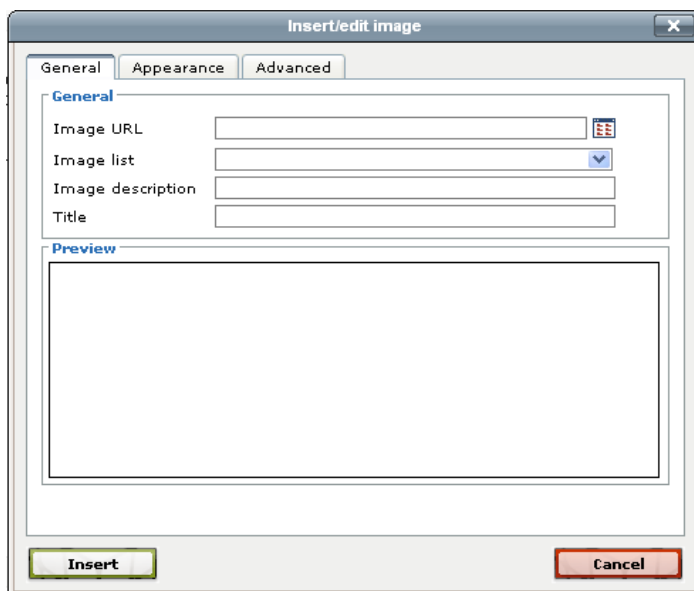
Image Steps:

1. In the Introduction or News Item, click where you would like to place the photo/image
2. Click on the image icon. It looks like this:

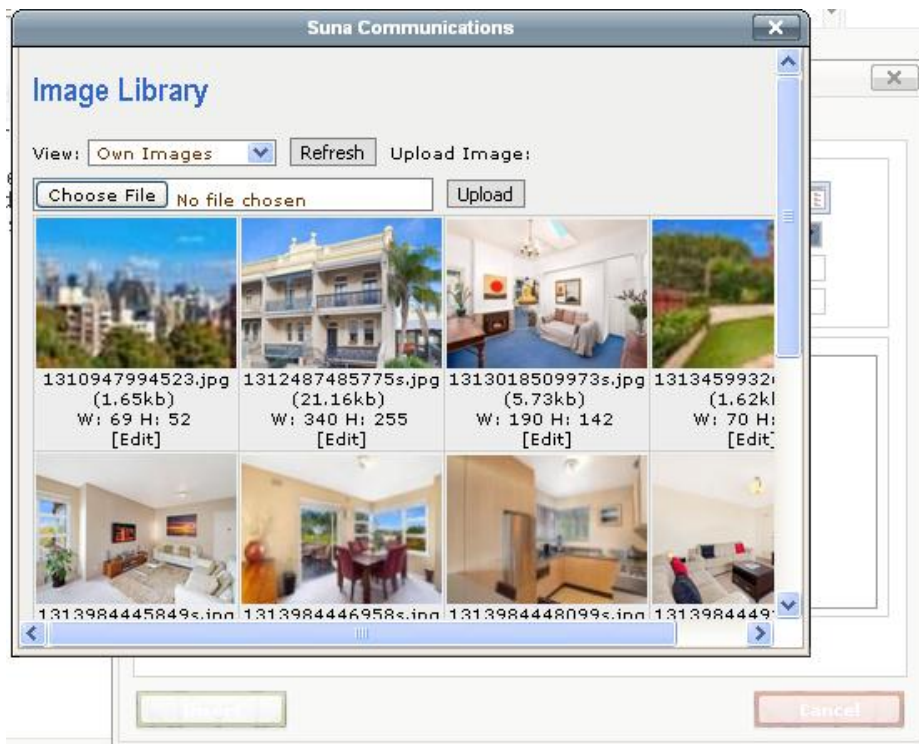


You may have seen it before – it's one of our **main editing icons**.

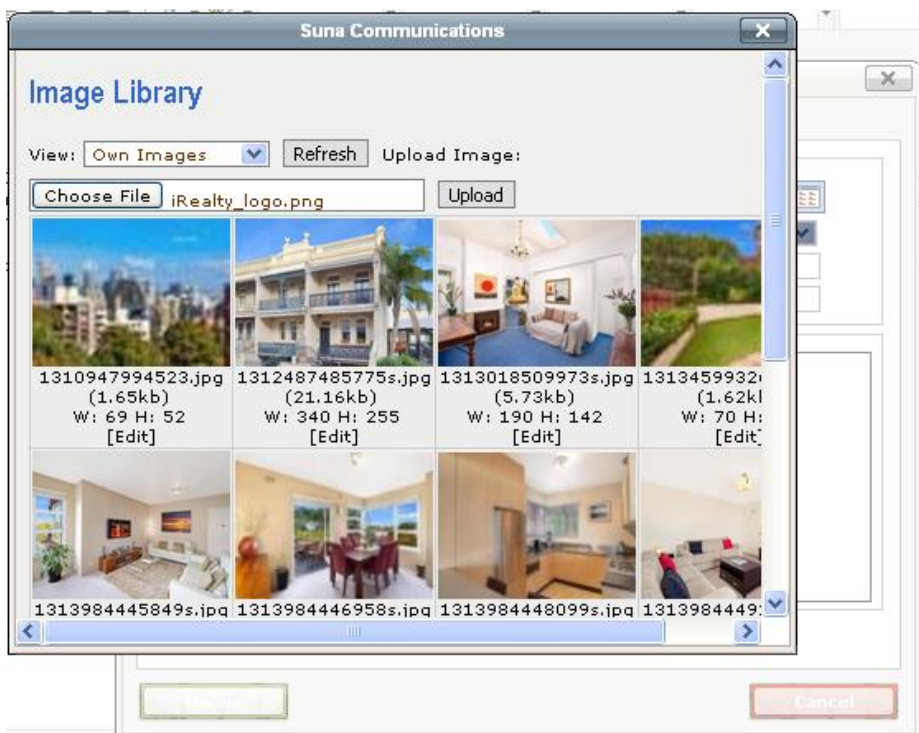
3. This will open up a pop box where you will need to click on the "Browse.." icon next to Image URL



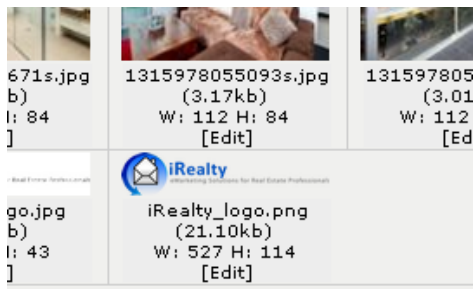
- This will open another pop up box with your Image Library. You can either select an existing image from your library, or upload an image from your computer. To use an existing image, simply find it and click on it.



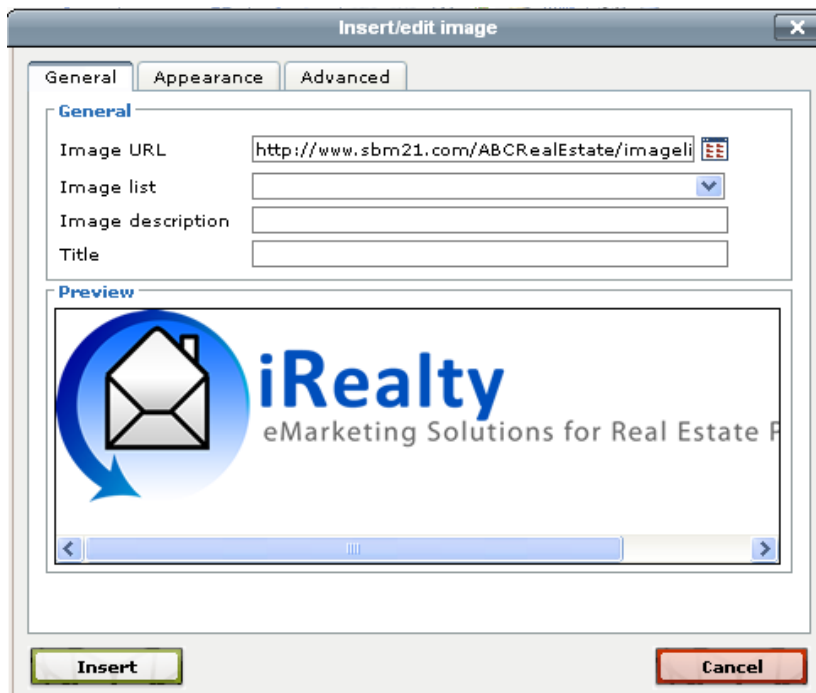
- To upload an image, click on the button saying "Choose File". You then need to search for the image in your computer and click "Open". The image name (i.e. iRealty_logo.png) will appear in the white bar and you will need to click "Upload".



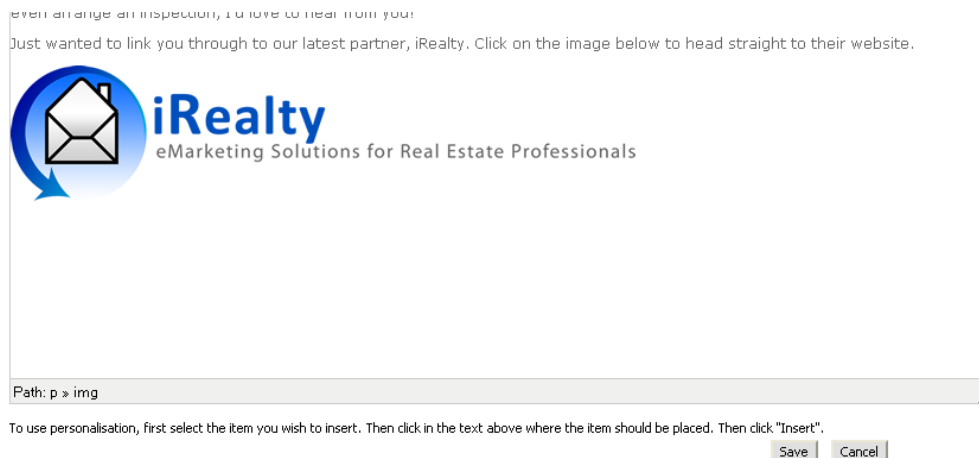
- The photo will then appear nicely in your library. You may choose to alter the photo before you insert it into your eMailout. Click on the button saying [Edit] underneath the image where you will be able to resize, rotate, flip or adjust the colours.



- Once you are happy with the image, click on it to preview. It will look like this:



- Finally, click the Insert button with the green border (as picture above) to place your picture into your text. It should look something like this:



And you're done!

Hyperlink Steps:

1. Find the place in the text that you want to link. It can be a word or a few words, an image, or you can write the whole link in (i.e. www.irealty.com.au). Highlight it. Below we've highlighted "Click here":



ne],

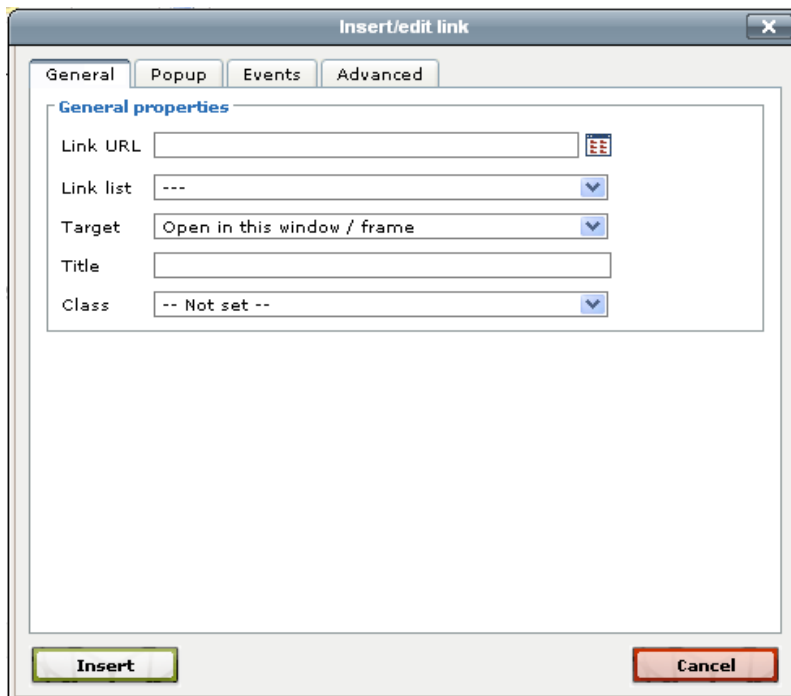
Mailout! This week the Team at ABC Realty are proud to showcase our latest listing -
ation or even arrange an inspection, I'd love to hear from you! Give me a call on [rep
through to our latest partner, iRealty. **Click here** to head straight to their website.

2. Click on the Insert/Edit Link icon. It looks like this:



It's another one of our **main editing icons**.

3. It will open up a pop up box that looks like this:



4. In the space next to Link URL, type in the address you would like the page to link to. Please note you **must** include "http://" before you begin typing "www." otherwise the link will not work.



5. Click the Insert button with the green border (as pictured above). Your word will now be blue.



ne],

Mailout! This week the Team at ABC Realty are proud to showcase our latest listing -
ation or even arrange an inspection, I'd love to hear from you! Give me a call on [rep
through to our latest partner, iRealty. [Click here](http://www.irealty.com.au) to head straight to their website.

3. Adding Properties to your eMailout

Variety + your style = impact.

>> **Getting there:** Once in design mode of your eMailout, go to a listing section and click "IMPORT LISTINGS".

At iRealty, we've discovered that effective emarketing comes from worker smarter, not harder. The variety and layout of your properties within your eMailout can affect everything from your deliverability to your click through rate to your leads, and this is where we can help.


In your eMailout, there are 2-3 types of property listings, each which display the information and images differently. We do this because using multiple types of property listings helps break up the visuals, stops it from becoming boring, and will encourage your clients to continue reading your newsletter every week.

The main three types of property listings are:

1. Feature Properties

Big photo, lots of text, lots of impact. Your feature properties are generally at the top of your eMailout and are designed to stand out. They might look like this:

FEATURED PROPERTY



\$20,000 PRICE REDUCTION Must Sell! 2 2 1 **\$510,000**

204/108 Example Street Brisbane

This is no ordinary 2 bedroom, 2.5 bathroom CBD apartment. One of only four of its kind, don't miss your opportunity to secure this rare find.

With 120m2 of floor space this unique, highly sought after Soho guarantees comfortable, spacious inner city living.

Features Include:

- 2 levels of living space
- 2 generous bedrooms
- 2.5 bathrooms (2 upstairs, 1 downstairs)
- Convenient secure parking located just outside your front door
- First class building facilities including 2x swimming pools, sauna, spa and gymnasium

This apartment is ideal for buyers looking for something different and also investors looking for higher returns. Inspect this unique CBD apartment before it's too late.


A copy of the Sustainability Declaration is available upon request.

MORE INFORMATION

2. Property Listings

Medium photo, little bit of text, lots of bulk. Property listings showcase your available properties and boost your eMailout content without overshadowing your Feature Property. They might look like this:

FOR SALE



Outstanding Views, Outstanding Returns
131/30 Example Street Brisbane

3 2 1

Offers Over \$698,000

This apartment offers the best of CBD living for an owner occupier or corporate tenant in Brisbane's finest precinct.

Call today to inspect!

MORE INFORMATION

3. Open For Inspection Listings

Little photo, inspection date/time, address and price. OFIs are simply used to supplement your other listings. They might look like this:

OPEN FOR INSPECTION			
	Date & Time	Address	Price
	Saturday 17th September 10:00-10:30am	<u>131/30 Example Street Brisbane</u>	Offers Over \$698,000
	Saturday 17th September 2:00-2:30pm	<u>204/108 Example Street Brisbane</u>	\$510,000

TIP: Your feature properties should be just that – features. Try including one or two features properties **maximum**, otherwise you risk ruining any impact made by using a feature property, and it increases the size of your eMailout dramatically.

Import Steps:

We're going to demonstrate how to put a Feature Property in; however the process is exactly the same for each type of listing you would like to import.

1. Decide which type of property listing you would like to put in (i.e. Feature Property, Property Listing, etc.). Go to that section within your eMailout. Click on "Import Listings".



2. This page displays all of your current or sold properties. By default, the settings are current Residential properties. You can use the drop down menus to change these settings (i.e. for rentals or commercial properties).

Select Listings to Import

These listings have been automatically uploaded from your listing management software. First, use the search form to locate the listings

Find Listings:			
Type:	Residential	Status:	current
Category:	All Categories	Agent:	All Agents
Date Added	between		
Priced between:		and	
Search:		Sort List:	
View As:	Short Listings	Search	

3. If you are the administrator of an account for a large office, you can also use the drop down menu to find properties for a particular agent.

Agent:	All Agents
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4. Once you have changed these settings (if required), click the blue Search button



5. This will display all available listings (for your specified settings)

7 Listings Found

Now tick the boxes next to the properties that should be imported, then scroll to the bottom of the page.

Unique ID	Status	Title	Address	Price	Inspection
[Select All] [Deselect All]					
<input type="checkbox"/>	107459586	Residential current House	\$20,000 PRICE REDUCTION Mixed Use - Commercial/Residential. Must Sell	204/108 Albert Street, Brisbane	\$510,000.00
<input type="checkbox"/>	107378590	Residential current House	GREAT VALUE, UNBEATABLE LOCATION - MUST INSPECT TODAY	121/26 Felix Street, Brisbane	
<input type="checkbox"/>	106365603	Residential current House	Investors jump onto this one Fully furnished at 650pw until end of September 2010	1302/92 Quay Street, Brisbane	
<input type="checkbox"/>	107844916	Residential	New complex, great location - owner will meet market View Sat 17/9 1:15-	2704/92 Quay Street,	17-Sep-11 1:15PM -

6. Scroll down the list, find the property or properties you want to include, and use the check box on the left hand side to select. **Note:** you need to select the properties as you are planning to group them in

your eMailout. For example, you need to import your For Sale properties together, and then you need to import your Rentals together, then Auctions, etc.

7 Listings Found

Now tick the boxes next to the properties that should be imported,

	Unique ID	Status	Title
[Select All] [Deselect All]			
<input checked="" type="checkbox"/>	107459586	Residential current House	\$20,000 PRICE REDUCTION Mixe
<input checked="" type="checkbox"/>	107378590	Residential current House	GREAT VALUE, UNBEATABLE LO
<input type="checkbox"/>	106365603	Residential current House	Investors jump onto this one Fully 2010

7. Choose your heading. We will include default headings for you, but you can add more. We'll show you how to do that later. Your heading is simply the title or grouping that these properties fall under.

Import 2 Selected Listings

*** Heading:**

New Listings

Save settings as default for this Heading

8. Choose the section it is going into (this is the type of listing you would like it to be – see step 1)

*** Section:**

FeaturedProperty

9. Choose the profile – this determines how the property will look within your eMailout. The section (step 9) and the profile MUST match.

*** Profile:**

Feature Property

IMPORT

10. Click "Import".
11. After our nifty system processes the information, resizes your photos and generally makes the information look amazing, click on the grey link to go back to your eMailout:

Starting Import

Adding 107378590 GREAT VALUE, UNBEATABLE LOCATION - MUST INSPECT TODAY
Adding 107459586 \$20,000 PRICE REDUCTION Mixed Use - Commercial/Residential. Must Sell

The import has finished. [Click here to return to your eMailout.](#)

Editing Properties

Once your properties are in, you may find that you need to edit the content – this might be a price change, spelling mistake, or change the main image. Remember that anywhere you see a pencil icon you can click to alter the text, pictures and links associated with that item.

Firstly, you need to click on the **pencil** next to the property you wish to edit. Remember, it's a **main navigation icon** and it looks like this:



Your page will have filled in all of the details for you. Below are some examples of information you might wish to change

Price

1. First, at the top of the page, the original price is displayed. Highlight it.

Listing Details

Title Text:	\$20,000 PRICE RED
Type:	New Listings
Address:	204/108 Albert Stre
	Bedrooms: 2 Bathrooms: 2 Cars: 1
Price:	\$510,000

2. Next, delete the highlighted text, and re-write what the price should be displayed as.

	204/108 ALBERT STRE
	Bedrooms: 2 Bathro
Price:	Contact Agent

3. Once you're happy with the new text, click save. It's located at the bottom of the page so you'll need to scroll down. It looks like this:

4. Your eMailout will have now been updated:

\$20,000 PRICE REDUCTION Mixed Use - Commercial/Residential. Must Sell

Change Section within your eMailout

If you decide you no longer want your Feature Property to be a feature, simply use the drop down menu at the bottom of the screen to change the Grouping Heading or Section. Once down, click Save.

Move to Another Grouping Heading

Move To:

More Information Link

If your properties are imported (not added manually), the link that you subscribers click on will be generated automatically. However, you can choose to redirect your properties to another link, for example, an online video.

1. Your original link will be displayed as this:

More Information Link

If you would like the subscriber to be able to click on a link to view more information, enter the URL or address below. anything, the system will use "Click here for more information" as the default.

URL for more information:

2. Simply remove the existing link and replace it with your desired link. Remember to include the http:// before the address otherwise the link will not work.

More Information Link

If you would like the subscriber to be able to click on a link to view more information, enter the URL or address below. anything, the system will use "Click here for more information" as the default.



URL for more information:

3. When the link is correct, click Save. You should also click on your property from the eMailout to double check that the link is working correctly.

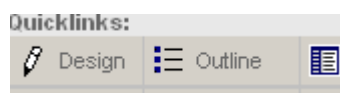
Ordering Properties

You can quickly and easily arrange your properties into orders – price ordered, open home date and time order. This is especially helpful when compiling your Open for Inspection properties.

1. Import your properties

OPEN FOR INSPECTION			
	Date & Time	Address	Price
	8-Oct-2011 10:45AM - 11:15AM	45/293 Example Quay, Exampleville   	Contact Agent
	8-Oct-2011 10:00AM - 10:30AM	326/10 Example Close West End    	Offers Over \$530,000
	5-Oct-2011 6:00PM -6:30PM	123 Koala Road Exampleville    	Offers Over \$698,000
	8-Oct-2011 12:15PM - 12:45PM	11/111 Queen Street Exampleville    	Auction
	5-Oct-2011	308 Fern Street Example Point    	\$330,000

2. Once all are imported, scroll to the very top of the screen and click "Outline"



- Your Outline View will list your entire eMailout. Scroll down to the Open For Inspection section.

OpenForInspection

Order	Title	Address	Pr
Open for Inspection - [Re-order by Date and Time] [Re-order by Time Only] [Re-order by Price] [Bulk Re-order by Hand]			
1	<input type="checkbox"/> Awesome returns Committed to sale by public auction 22nd October View Sat 8/10 10:45-11:15am	45/293 Example Quay, Exampleville	Con Age
2	<input type="checkbox"/> 331sqm, 4 bedroom riverside sub-penthouse View Sat 8/10 10-10:30am	326/10 Example Close West End	Offr \$53
3	<input type="checkbox"/> OWNERS HAVE ALREADY MOVED OUT. View Wed 5/10 6pm-6:30pm & Sat 8/10 11am-11:45am	123 Koala Road Exampleville	Offr \$69
4	<input type="checkbox"/> Aurora's most realistic vendors Will meet market so inspect now View Sat 8/10 12:15pm-12:45pm	11/111 Queen Street Exampleville	Auc
5	<input type="checkbox"/> INVESTORS LUCKY FIND AT DOCKSIDE View Wed 5/10 5:30pm-6pm	308 Ferry Street Example Point	\$33
6	<input type="checkbox"/> The cheapest 1 bed with carpark in town Genuine sellers will meet market View Sat 8/10 11:30am-12pm	2103/212 Example Street Brisbane	Auc
7	<input type="checkbox"/> SOOOO MUCH POTENTIAL, PERFECT LOCATION CLEAR INSTRUCTIONS TO SELL AT AUCTION OR BEFORE View Wed 5/10 6-6:30pm & Sat 8/10 11-11:30am	12/133 Example Close Exampleville	\$42
8	<input type="checkbox"/> View Thurs 6/10 5:30pm-6pm. Change of Lifestyle - This must be sold	48 Example Street Exampleville	Con Age

- Click on [Red-order by Date and Time]

Open for Inspection - [Re-order by Date and Time] [Re-

1	<input type="checkbox"/> Awesome returns Committed to sale by public auc 11:15am
---	---

- The page will refresh, and your properties will be ordered perfectly

uction	5-Oct-2011	5:30PM - 6:00PM
ifers Over 98,000	5-Oct-2011	6:00PM - 6:30PM
ontact Agent	6-Oct-2011	5:30PM - 6:00PM
ifers Over 30,000	8-Oct-2011	10:00AM - 10:30AM
ontact Agent	8-Oct-2011	10:45AM - 11:15AM
uction	8-Oct-2011	11:30AM - 12:00PM

5. Sending an eMailout

Reach your customers in just a few easy steps.

>> **Getting there:** From your eMailout, click the Send button in the grey bar at the top of your template.

OK so you've put your eMailout together, you've put in your best properties and really cool links, and you're ready to go. Before you send to your entire database, however, we recommend you send yourself a test email. To do so, simply follow the same steps as below but click Send Test instead of Send. Note: you will need to add yourself as a subscriber before you can send to yourself.

One of the best things about our system is that it is incredibly time efficient – you can create a meaningful property newsletter in under ten minutes. And we know this works for you because you're busy. However, sending yourself a test email allows two things – one, a chance to review your eMailout in your email program so you can see what works visually and what might need to change, and two, complete peace of mind that your eMailout has the correct information, correct layout and correct links.

Once you have sent your eMailout, and you notice there is a mistake, call us straight away.

Step 1: Check your eMailout

This requires a few different actions but the aim is the same – ensure your eMailout is ready to reach the masses.

1. Preview your eMailout – scroll to the very top of your template and click on the Preview button.



This will allow you to view your eMailout without the **main navigation icons** and **editing icons**. If you need to make changes, simply click on the Design button (located above the Preview button – see above). Otherwise, if you're happy, move on to the next step.

2. Click on each of the links you have in your eMailout to ensure they work. This is **really important**.
3. Click the Send button. It's in the same place as the Design/Preview buttons (see above).

Step 2: Review your eMailout stats

Once you've clicked Send or Send Test, it's important to quickly scan the stats of your eMailout. This includes checking the size and your spam compliance.

1. Look at the red numbers in the **Download Time** table. The first red number in the Total column should be **less than 500kb**. We recommend this number because if your eMailout is larger than that, you're sending your subscribers a lot of content that their email client at the other end has to process. This means it can take time to open – this can affect the total deliverability of the email or your clients simply might not want to open such a large email.

Download Time

	Total	Modem	Broadband
HTML (Graphical) Message Only:	182.03KB	27.62 s	0.99 s
Text Message Only:	0.32KB	0.05 s	0.00 s
Automatic (Multipart Message) - default:	182.35KB	27.66 s	1.00 s

To reduce the size of your eMailout, we suggest check the sizes of the images. If you scroll down the page, you'll see a list of the images and their sizes.

Size (KB)	Image
18.74	http://www.sbm21.com/ABCRealEstate/imagelib/1316049597343s.jpg
2.67	http://www.sbm21.com/ABCRealEstate/imagelib/1316049598515s.jpg
2.33	http://www.sbm21.com/ABCRealEstate/imagelib/1316049599546s.jpg
22.30	http://www.sbm21.com/ABCRealEstate/imagelib/1316049601015s.jpg

If you see any images that look really large, go back into your eMailout and make the image smaller.

You can do that by using the re-size steps listed in **Step 2 – Adding Images and Hyperlinks**.

You can also try removing some of the properties in your eMailout. While it might be tempting to showcase every property you may have on offer, that's not the purpose of your eMailout – you need to encourage them to contact you for more information. **The bottom line is, if your eMailout is so big that no one is reading it, is it worth putting all those properties in?** Be tactful and creative in your marketing efforts!

2. Check your Spam Compliance. These ticks should all be green – if they aren't, please call us. Sometimes, your address in our system might differ to the one on your template. If this is the case, don't stress, your eMailout is fine.

Spam Compliance

Item
<input checked="" type="checkbox"/> Included Unsubscribe Link
<input checked="" type="checkbox"/> Included Address
<input checked="" type="checkbox"/> Included Phone Number
<input checked="" type="checkbox"/> Included Subscriber's Email Address

Other Important Items

<input checked="" type="checkbox"/> Included Link to View Online - HTML Version
<input checked="" type="checkbox"/> Included Link to View Online - Text Only Version
<input checked="" type="checkbox"/> Included Subscribe Link
<input checked="" type="checkbox"/> Included Link to Forward

3. Click Continue Sending

Continue Sending -->

Step 3: Enable Lead Alerts

This one is pretty easy – just click Yes if you're sending to your subscribers, and No if you're sending yourself a test run, then click Save Changes

Step 2. Lead Alert Options

Would you like Alerts to be sent for this email?

Yes No

- Set the delivery date and time. If you want it be sent now, leave it as is. However, you might want to send your eMailout every Wednesday and next Wednesday is really busy. Put your eMailout together during the week, jump in here and schedule it to be sent on Wednesday. Then, we'll send it out for you and you won't need to worry about it.

 **Delivery Date and Time:**

18 ▼ October ▼ 2011 ▼ at 11:20 am ▼

- Click Send. It will ask you to confirm if you're sure. If you're sure, click OK.

Send eMailout

- Congratulations! The next page will let you know it's been scheduled and it looks like the below. We suggest popping a bottle of champagne and enjoying the awesome rewards of your eMailout.

Pending eMailouts

These are eMailouts that you have scheduled to be sent.

Date to Send	Title	From	Total Recipients	Sent So Far	Actions
18-Oct-11 11:20 AM	This Week's Open Homes	ABC Real Estate <support@sunacommunications.com>	1	0	Recipients Cancel Delivery