MailList King

Quick Start Guide

Take a few moments to read this guide to get the most out of MailList King:

1. Configuring MailList King

When you first run MailList King you will be presented with the Setup Wizard allowing you to configure the main settings. The two main ones are:

- **From where should MailList King retrieve your mailing list message**

  One of the main features of MailList King is maintaining a list of people who want to receive messages from you. To do this it automatically processes the email requests you receive from people wishing to add or remove themselves. You need to advise where these messages will be found. The easiest option is simply to have MailList King connect to your email software and read them from your Inbox (or other mail folder in Outlook), but advanced users may want to create an email account solely for mailing list messages and MailList King will connect directly to your mail server

- **How should MailList King send your message**

  The other important feature is sending messages to your mailing list and MailList King offers a variety of sending methods to do this. The easiest option is to have MailList King connect to your favorite email software and send them from there (as if you have sent them from there yourself) as it requires no configuration at all. Advanced users may prefer to send via the mail server of your ISP/company (which is the fastest method), or directly to the recipient using the built-in SMTP Server (allowing you to avoid using your ISP's mail server and thus any limitations they impose).

Once you complete the Setup Wizard you may want to visit the Option dialog (View > Options) to configure other settings.

2. Adding your Initial Contacts

You probably already have a handy selection of contacts to add to your list:

- **In a spreadsheet, database or other program**

  If your contacts are located in another contacts or mailing list program you will want to export them to a file that you can import into MailList King. Almost all programs will have a

function such as "File > Export" or "File > Save As" which will allow you to output the contact list as a CSV, Excel or text file.

Once you have your contacts available in a compatible file, use File > Import to get them into MailList King

- **From contacts in your email software address book**

  MailList King can automatically synchronize with Microsoft Outlook Contacts (List > Synchronize Addresses with Outlook Contacts), as well as retrieve contacts from email software such as Outlook Express or Eudora (List > Add Contacts from Address Book)

- **From people who have e-mailed you**

  A rich source of contact addresses are people who have emailed you to enquire about your offerings. MailList King allows you to select a folder in your email software (any folder in Outlook, Inbox only in other email software) and it will quickly retrieve any addresses found in the messages it contains
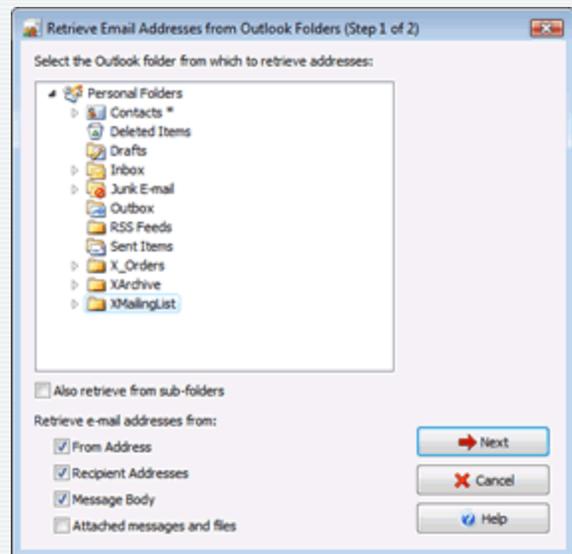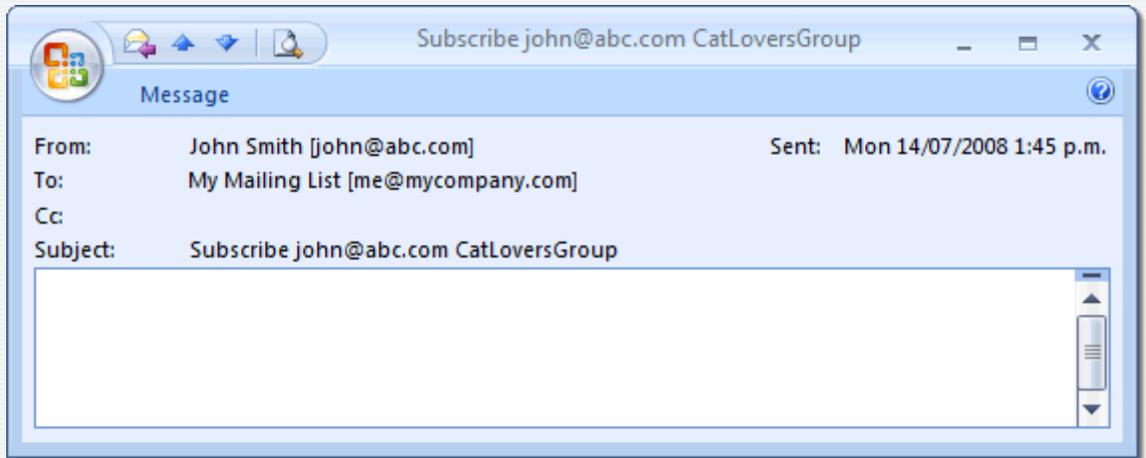
3. Managing your Mailing List

Now we have a mailing list, but in order for it to grow we need to allow users to join the list. We also need to remove subscribers when they wish to leave or their email address is no longer valid. Typically mailing list changes occur through:

- **Mailing List messages**

  MailList King will automatically process any mailing list messages that are found in your processing folder. A mailing list message is an email that contains a command (in the subject box for first few lines of the message), such as SUBSCRIBE or UNSUBSCRIBE.

Message   ⓘ

From:	John Smith [john@abc.com]		Sent:	Mon 14/07/2008 1:45 p.m.
To:	My Mailing List [me@mycompany.com]			
Cc:				
Subject:	Subscribe john@abc.com CatLoversGroup			

Mailing List Command List

Command	Explanation	Examples
Subscribe	Adds the user to the mailing list. If the subscribe address is not specified then the sender address is used. If the subscribe group is not specified then the user is added to the default group.	Subscribe Subscribe john@email.com Subscribe john@email.com Some_Group
Unsubscribe	Removes the user from the mailing list. If the unsubscribe address is not specified then the sender address is used. If the unsubscribe group is specified, the user is only removed from that group. If no group or ALL is specified, then the user is removed from all groups in the mailing list (and moved to the removed members list).	Unsubscribe Unsubscribe All Unsubscribe john@email.com Unsubscribe john@email.com Some_Group
Modify	Finds the address old@email.com in the mailing list and changes it to new@email.com. To update an entire domain specify an asterisk as the user portion (requires confirmation), e.g. Modify *@oldname.com *@newname.com	Modify old@email.com new@email.com Modify *@oldname.com *@newname.com
Vacation On/Off	Turns vacation mode on or off. When vacation mode is enabled then sending is disabled for	Vacation On Vacation On john@email.com Vacation Off

	the member (i.e. they will not receive any messages you send from MailList King)	
SubscribeInfo	Responds with a message to the sender describing their subscription details. If a group name is not specified then information on all the member's subscriptions is returned. Details include: date joined, sending rights, etc. You can view and send the same information under the Details tab of the member's record. This command can be **disabled** in Options.	SubscribeInfo SubscribeInfo Some_Group
GroupInfo	Responds with a message to the sender providing a description on the groups in your mailing list (membership, description, etc). If a group is specified only details on that group are returned. This command can be **disabled** in Options.	GroupInfo GroupInfo Some_Group

Notes:

- Commands are **not** case-sensitive. E.g. Subscribe is the same as SUBSCRIBE
- Other synonyms can be specified in Options for subscribe and unsubscribe, such as join, add, remove, change, etc.
- If you have configured MailList King to send out acknowledgements when users subscribe or unsubscribe, sending can be disabled for a message by adding "Silent" to the command, e.g. Unsubscribe john@email.com Silent

- **Sign-up forms on your web site**

   Key to building a great mailing list is allowing users to sign-up for your mailing list on your web site. You may have a simple "Specify your Email" box, a more sophisticated form that collects details on their language and areas of interest and other forms that allow subscribers to remove themselves from your list or update their email address. These forms work by sending you an email detailing the submission and MailList King can process almost any web form submission message you throw at it.

   You can enable web form processing under View > Options, Web Forms.

- **Processing of Undeliverable Message Reports**

As you will have experienced, when you send an email to an invalid address it will "bounce back" with a message detailing the failure. When you send to a large mailing list you may get hundreds or thousands of these. Some report messages are merely warnings, others indicate a defunct email address. MailList King can automatically process all your undeliverable message reports and remove the member once satisfied that the address is invalid.

Processing of web form messages in your mailing list processing folder is already enabled. You can configure it further under View > Options, Delivery Failure

Click "Check Now" to have MailList King process any mailing list messages in your email software/mail account (or en automatic checking in options)

4. Understanding MailList King

Before we get much further, let me acquaint you with MailList King's main window.
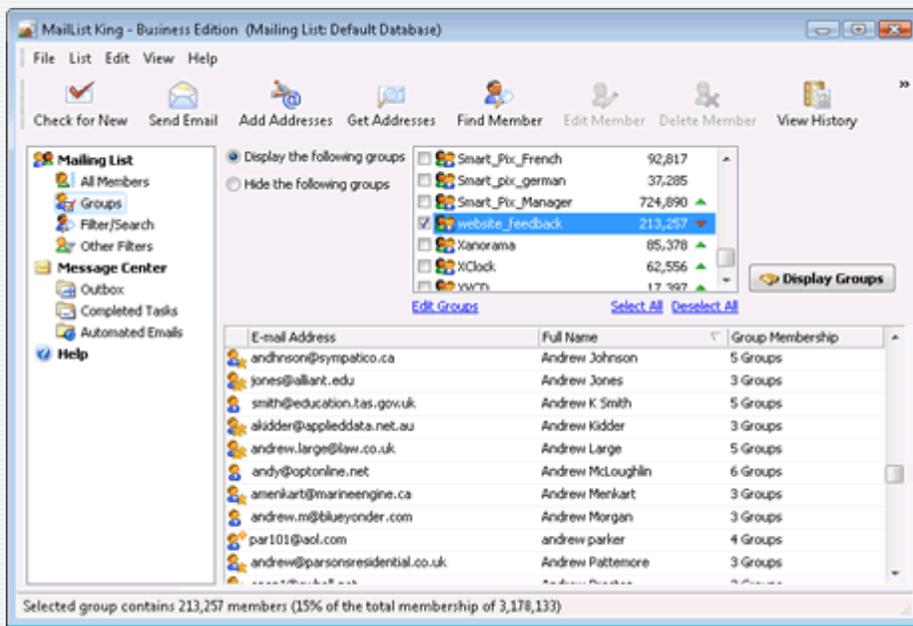
Along the left-hand side of the window is a mode selector, which controls what is displayed in the main part of the window.

The **Mailing List** modes view and filter your contacts in various ways. When you click the "Send Email" button it will send to all contacts in the current view (by default).

The **Message Center** modes display active and completed sending tasks for you to view and manage.

🧑‍🤝‍🧑 **Mailing List**	
📇 All Members	Display all contacts within your mailing list (If display is slow limit the database cache)
👥 Groups	Display/hide members who belong to specific groups
🔍 Filter/Search	Perform searches on your database and filter it by a specific field, for instance select members of certain countries or domain (aol.com)
🔎 Other Filters	Perform special searches, such as new members, unreachable recipients, most active members, etc.
✉️ **Message Center**	
📤 Outbox	Display messages you have sent to your mailing list but have not completed delivery
📁 Completed Tasks	Messages that have been delivered completely to recipients
📂 Automated Emails	Messages generated automatically by MailList King (Acknowledgements, Welcome Messages, etc.) that are awaiting delivery
❓ **Help**	Displays advice and quick access to common MailList King features

You may also want to read more on the toolbar, menu and keyboard shortcuts.

5. Sending to your Mailing List

With MailList King, sending to 1,000 recipients is no more difficult than sending to one recipient in your favorite email software.

The key difference is that generally you select your recipients (by displaying them in the main window as described in 4) *before* clicking "Send Email"
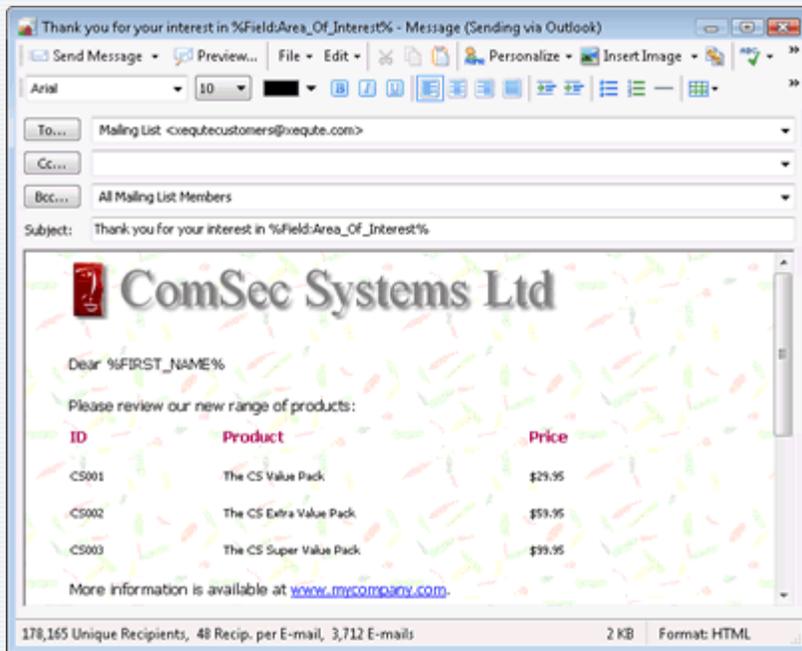
There are a few other differences that should be highlighted:

- You can send a test or **scheduled message** by clicking the down arrow beside "Send Message"
- You can **personalize** your message with any member field, e.g. Dear %FirstName%, we appreciate the business of %Company%, etc.
- Click the **Preview** button to review the messages as they will be sent and statistics on message size and delivery time
- **Style templates** are available under the Edit menu
- If you have created your own message or template in another program you can access it under the File menu
- You can edit, exclude or **load recipients** from a file by clicking the To button
- If your ISP imposes **sending limits**, you can have MailList King automatically reduce your sending speed

6. Other Functions

Once you have MailList King up and running, there are a few other features you might want to take advantage of:

- **Acknowledgment Messages**: You can create messages that are automatically sent when members subscribe and unsubscribe from groups
- **Discussion Groups**: You can allow your group members to send to your mailing list
- **Double Opt-In**: Some countries require you to confirm all subscriptions to an email mailing list. You can enable this under View>Options, Double Opt-In
- **Subscription Errors**: Select View>History and Errors to review a list of addresses that were not subscribed due to an invalid email address or your blocking rules. You can then edit, reprocess or delete the addresses

- **Mailing List History**: View a log of all mailing list activity under View>History and Errors, History tab. You can also view the History of individual members by selecting Edit > Edit Member

Hopefully this overview should be enough you started. Of course you should read the Help for more detail and if you any problems you can contact the Xequte Support team or discuss it with other users:

www.xequte.com/support/