

# Directletter 2.1 (2.1a)

## Manual / Reference / Installation

### 1. Installation

1.1 Extract all files in one directory and upload them by ftp to your server in one directory for example [www.your-domain.com/newsletter/](http://www.your-domain.com/newsletter/) Your visitors will use this address for all steps to register, unsubscribe and validate their subscriptions, so choose a simple path without any special characters.

1.2 Go inside the directory and change the rights for the file myconfig.php to CHMOD 777 (0777)

1.3 Be sure you have a MySQL-database running and accessible on that server.

1.3 Check if you have the following values for that. All values are provided by your admin or provider. If you do not have a database, be sure you have a MySQL-login (username and password), that allows creating a database for that user.

- server name or host name (sql.your-domain.com or localhost)
- database name (dbxxxxx, kdxxxxx, vxxxxxx, sqlxxxxxx, ...)
- database user (mostly your customer- or login-id)
- database password

*The steps until here you can also let do your provider or web server administrator.*

1.4 Open your web-browser and point it to the address [www.your-domain.com/newsletter/admin.php](http://www.your-domain.com/newsletter/admin.php) (or the directory, you have chosen at 1.1). You will see the message:

**This installation is not installed correct, please go to [installation now](#).**

Click on installation now.

1.5 Select your standard language for your newsletter page (the page, your visitors will see). All settings can be modified later, but it's quicker and easier, if you select the better language for you.

*Some more languages will be provided by directletter later, please subscribe our newsletter at [www.directletter.com](http://www.directletter.com) for update information.*

Click Next.

1.5 Verify the texts and fill out all fields, all fields can be modified later, but please be sure, you have **entered anything in all fields**. The most important fields are from path to end as noticed as followed:

directletter Installation - Microsoft Internet Explorer

Defaulte für diese directletter installation

Path of your script	<input type="text" value="http://www.your-domain.com/newsletter"/>	No "/" at end
Default sender for all mails	<input type="text" value="Our Newsletter"/>	
Default sender-email	<input type="text" value="newsletter@your-domain.com"/>	Is used as admin-login
Default admin password	<input type="text" value="12345"/>	
Licence-key	<input type="text"/>	Empty for trial

Database settings

Database	<input type="text" value="db00123"/>
MySQL Host	<input type="text" value="localhost"/>
Database User	<input type="text" value="user00123"/>
Database Password	<input type="text" value="db_password"/>
Create Database?	<input type="checkbox"/> Check if the install must create the database

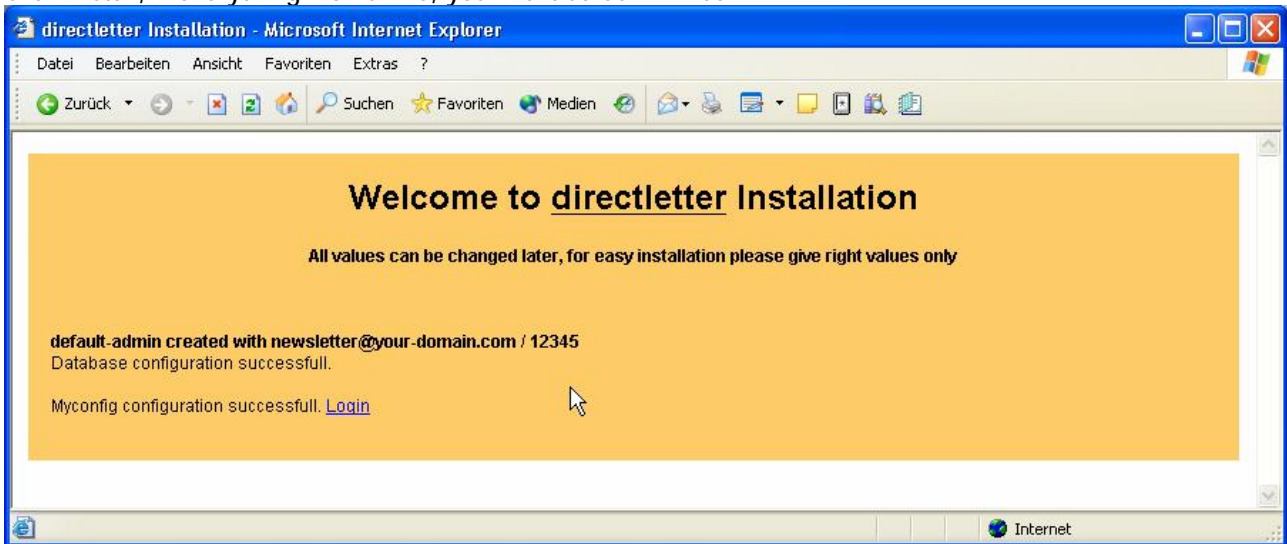
Please check exactly, if all values for path, email, admin password and the database setting are absolute correct. If the installation cannot be completed, you maybe have to delete all and run it once more.

**Licence-key:** With your version, you get a licence-key or send us the details of [Defaults for this directletter installation](#) to get one for your installation. For a new server and a news installation, you need a new licence key, which you get by contacting us.

**Create Database?** Check this box only, if you do not have a database name AND your MySQL-login has rights to create a database. (see 1.3)

**Default sender and Default sender-email:** These values should not contain numbers or special characters, because most spam-filters will ban them. You can give a separate sender and sender-email for each mailing you do later. The default sender and sender-email are used for subscribe and validation notifications and for all error messages.

Click Install, if everything works fine, your next screen will be:



Congratulations, that's it! Write down the values for default-admin and password. You will need them later.

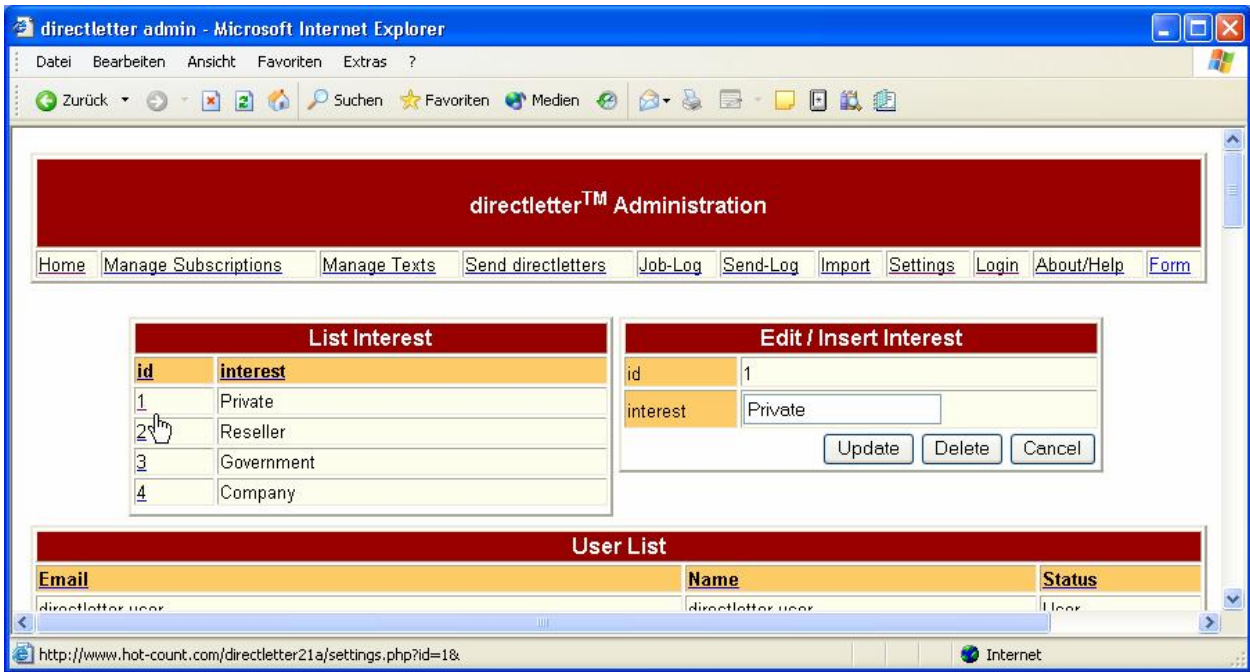
## **2. First steps after installing**

After installing a new Directletter, you FIRST have to modify your preferences, so login at [www.your-domain.com/newsletter/admin.php](http://www.your-domain.com/newsletter/admin.php)

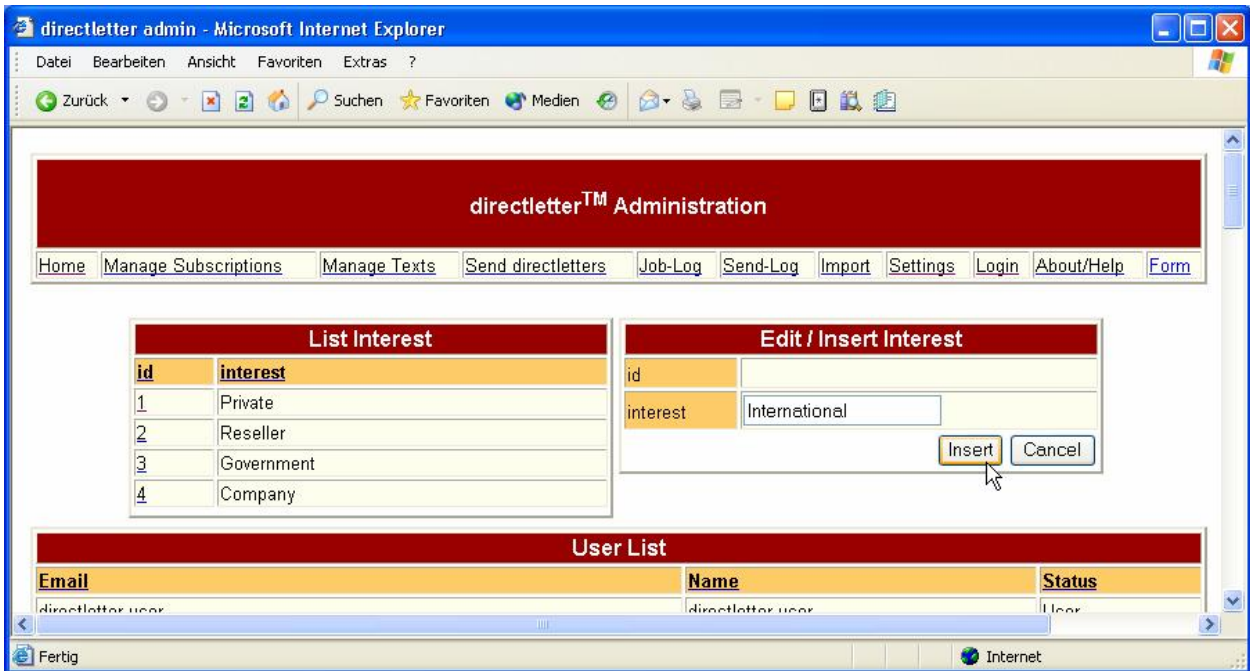
After successful login, go to Settings in the menu and modify the following parameters:

2.1 Interest: Use this value for interest, newsletter-topic, languages, product or anything you want to separate your newsletter subscribers.

Modify the standard interests by clicking on the id on the left and edit the value at the right and click *Update*:



Do so for all values or insert a new value by just inserting a new value and click *Insert*



2.2 Modify your admins and users in the same way. Please change the password for the default user "directletter-user". Users with the status Admin have all rights like your default user, like editing settings and edit users. Users with the status User cannot access the following items from the menu:

- Job-Log
- Import
- Settings

Users with status User can access:

- Manage Subscriptions
- Manage Texts
- Send directletters
- Send-Log

2.3 To change texts or layout got to settings and edit your settings as needed and click *Store*. The values for the database settings cannot be changed here, because, the risk of loosing all your data is too big. Please contact us, if you need help to change your database:



Database settings To change this please contact our support or be sure to have good knowledge of this.

Database	<input type="text" value="db70887"/>
MySQL Host	<input type="text" value="sql3.ims-firmen.de"/>
Database User	<input type="text" value="hotcount"/>
Database Password	<input type="password" value="•••••"/>

2.4 Inserting e-mail addresses and subscriptions. Subscriptions will be added through the website your visitors see. According to law in most countries, **all subscriptions have to be validated** by a confirmation mail. Please check your texts for that at the settings section. If you want to **import existing e-mail lists** please read the chapter Import.

### 3. Managing text and subscriptions

Got to the menu and select the item you want to work with.

#### 3.1 Manage Subscriptions

If you insert a subscription from the admin menu, please be sure, you are allowed to send mails to the user. Directletter has no logging in that case, to help you prove the opt-in, like directletter does it when a user registers via the website. For manually inserted subscriptions you always have to give the status subscribed or you will explicit mark an e-mail as unsubscribed. The value new, you normally do not need for manual edits.

All related logs for a subscription or e-mail you will find here. Additionally you can insert a memo to every subscription.

#### 3.2 Manage Texts

You can insert and store as many texts as you want. A text does not reference to an interest-group or something at this point. The reference between the text and the interest group, send date or so, you can define later by creating a job, so you can use directletter to manage your campaigns and jobs. Please use the "Text-Name" value for your description and hints.

When editing or inserting texts you can use the following placeholder in the text: %%NAME, %%EMAIL, %%FOOTER. The value %%FOOTER will be replaced by your standard-footer (with the unsubscribe link, if chosen) as you have set in settings.

Be aware, that not all mail servers can submit special characters in the subject line. Also most spam filters will block your mails, if you use uppercase, lots of numbers or special characters in your subject.

HTML-mails: Since version 2.1 a, directletter can send out HTML-messages. The message body will be also personalized with %%NAME, %%EMAIL and %%FOOTER. You have to insert your message in full html, starting with <HTML>... <BODY> and closing with </BODY></HTML>. About the quality of your html we cannot discuss here much. If you need help, please contact us or ask your web designer. Directletter does not differentiate the body format at this point. You will be asked if a mail is plain or html when creating a new job.

## 4. Send directletters

The sending of a directletter is separated in two steps:

1. You create a new job and set name, sender, interest-group, text and some parameters for that job
2. You start the merge and broadcast of the existing job. While sending, every mail is logged in the database, so you have best possibilities to check and prove all sent mails. So also, no mail can go out twice, even if the broadcast stops, your line get lost or your server was broken while the job runs.

### 4.1 Create a job

To create a job, just go to *Send directletters* in the menu. In the second section, please choose a text and an interest-group you want to create the job for. Click next.

At the next screen, please enter some information for your mailing, you also will see a preview of the text.

**Create new Job**

**Selects all information, creates a new job and stores all details.**  
started at 05-Apr-2004 23:43

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**New Job for**  
**interest-group: 1 with 1 recipients**

Sender/From:

Job name:

Job description:

Recurring job:

HTML-Text:

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Text:

```
Hello %%NAME,  
  
please visit our updated website with lots of news and offers.  
  
Best regards,  
Your Webmaster  
  
This mail goes to %%EMAIL  
Unsubscribe of %%EMAIL at:  
http://www.your-domain.com/newsletter/index.php?do=unsub&email=%%EMAIL
```

**Recurring job:** With this value you can mark a job recurring, that means, it does not obtain as finished after it was sent. So you can run this job regularly.

At every new sending, the job will **ONLY** send a mail to new subscriptions, which are added since it was sent the last time, so no e-mail will get the same text twice. This was done to prevent to annoy your recipients with the same mails by error. If you **DO** want to send the same text to all e-mail addresses, please enter a new text with the same content and create a new job for that.

**HTML-Text:** Check this box if the text you have selected before contains a HTML-message (see 3.2)

### 4.2 Send job

All open/unfinished or recurring jobs are shown at Home and at Send directletters. Every time you enter one of these pages, the actual number of subscriptions/e-mails is counted and show for your monitoring. So you can start and stop a job as you like. After a job (not including recurring jobs) was finished completely, it is marked as completed and will not be show in the future. For checking completed jobs, please go to Job-Log in the menu and search for 0 in status.

The selection for a job is dynamic, that means, a job for a specific interest-group will be delivered to all e-mail addresses with that interest AND the status SUBSCRIBED at the time of the sending. So the number of recipients can vary between the creation of a job and the broadcast of a job, because subscriptions can be added, unsubscribed or changed the interest between.

## 5. Import of e-mail lists

Directletter comes with a very powerful and easy import function, so you can easy import different lists for different interests including names, user groups and so on.

Enter an e-mail list as simple text in the provided text area. Every line has to be a record with EMAIL;NAME. You can use other separators between the both values. Be sure to have the right separator inserted below. Please export your address list by using email at the first position and the full name of the recipient at the second position. You can also use a text editor or MS Excel to change the position of your values. If you need help, please contact us at [www.directletter.com](http://www.directletter.com)

The screenshot shows the 'Import Subscriptions' page in the Directletter Administration interface. The page has a red header with the text 'directletter™ Administration' and a navigation menu with links: Home, Manage Subscriptions, Manage Texts, Send directletters, Job-Log, Send-Log, Import, Settings, Login, About/Help, and Form. The main content area is yellow and contains the following text: 'Upload name and email addresses by placing them in the textarea below, make sure each email/name address is on a separate line within the textarea. The name and email must be separated by a SEPERATOR e.g. fred@yahoo.com;Fred Bloggs. Please select the default values for all the imported email addresses below. If there is no name then put in a default name below. (i.e. Subscriber, Member etc.) Please import only 5000 addresses at once, depending on the speed of your connection.' Below this text is a text area containing the following text: 'fred.bloggs@yahoo.com;Fred Bloggs', 'ff@yahoo.com;Fred Firestone', 'demo001@directletter.com', 'demo002@directletter.com', 'demo003@directletter.com', 'demo004@directletter.com', 'fredm@yahoo.com;Fred Miller', and 'freda@yahoo.com;Fred Auster'. Below the text area are input fields for 'Interest: 1', 'Status: 1', 'Default name: User or enter %%email', 'Separator: ;', and 'Memo text:'. A 'Start Import' button is located at the bottom of the form.

### Use the following input values

Interest: Use the id for your interest, regarding your input at settings section

Status: Use 1 for SUBSCRIBED or 0 for UNSUBSCRIBED

Default name: If no name is provided at the second position in a line, the value given in that field will be used for that line. You also can use %%email, if a mail should use the e-mail as salutation.

Separator: Insert a single character in that field, which is used to ALL LINES in that import job.

Memo text: This is a memo, which will be added to the subscription for your internal review and to help you remember, when or why imported these addresses.

*A version with some more import features like different value positions or import of files will be available in August or earlier, please register at our website to be informed.*

Tips: If you have different lists (maybe with different separators) or different interest-groups, which you want to import, just separate these lists and import them in separate steps, so you can use different separators, values for default name or different interests for each.

## **6. Logging**

To prevent abuse, spam or unhappy recipients of your mailings, directletter is build to send out every message only ONE to an e-mail. So all sent items are logged. You can use the Send-Log section to review and search for sent messages.

The general wipe of the Send-Log is not included, to prevent failings, please contact your web server admin, database admin or contact us, if you need to wipe the Send-Log.

All related logs for a subscription or e-mail you will find when edit an e-mail in the *Manage Subscription* section. Additionally you can insert a memo to every subscription.

## **7. Support**

Please use our contact form at [www.directletter.com](http://www.directletter.com) for any question or hint. Support is given only 14 days after purchase /delivery or if a support contract is paid. If you need special help, please send us your demands, we will send you a proposal and/or a quote depending on the effort.

## **8. Licence**

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