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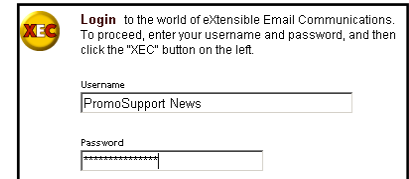
[www.OnYourMark.com](http://www.OnYourMark.com)  
[office@OnYourMark.com](mailto:office@OnYourMark.com)

### Accessing eSponse

This tutorial explains the functions of eSponse, using our own *PromoSupport News* as an example. To access your eSponse account, go to [www.eSponse.com](http://www.eSponse.com) and click on **Author Login**. Enter the following Username and Password:

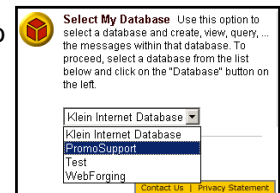
Username: \_\_\_\_\_

Password: \_\_\_\_\_



Click the **XEC** button at the left to login. Most eSponse actions will be confirmed by clicking the round buttons next to the text of each action.

Next, eSponse will ask you to select the database you wish to work with. eSponse allows users to maintain several databases, each database being a unique mailing list. You may wish to have separate databases for employees, vendors, sales reps and so on.



After you have selected your database, click the icon to the left of the text. After clicking the button, eSponse will present a confirmation screen to let you know your action was accepted. You may then press the round button to continue.

Most actions in eSponse will present a confirmation screen before you are allowed to proceed to the next step. This helps prevent errors!



**Proceed** Your Database selection was successful. To proceed, click on the "Proceed" button on the left.


### Creating a New Message

To create a new email message, use the **Create My Message** option. Select "Announcement" from the drop-down menu and click the round button to proceed. Most general messages will always be "Announcements" unless you are sending class registrations or reminders.

The **My Message** page has several steps that must be completed before your message can be sent, including a required test before your final message goes out. The steps below will be discussed in detail:

- Select My Audience
- Select My Event
- Upload My Message
- Upload My Images
- Upload My Objects
- Track My Message
- Track My Clickthroughs
- Test My Message
- Broadcast My Message

To complete each step, click the round button to the left of the step's description. After each step is completed, you will automatically return to the **My Message** screen until your final broadcast is sent.



## Creating a New Message - Continued

### Select My Audience

Click the round button next to **Select My Audience** on the **My Message** screen. The next page will ask you to select an audience from a drop-down menu. Select the message recipients and click the round button below to confirm.

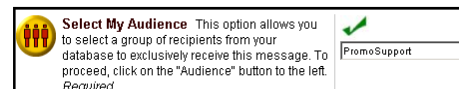


The next screen will generate a snapshot of the audience you selected. Review the list to ensure you have selected the right group of contacts. Confirm the action by pressing the round button at the bottom of the page.

Note: The snapshot of your list requires your browser to be enabled with Java. If you receive a Java error on this step, you may need to download the Java plug-in from <http://java.sun.com>. Many eSponse reporting functions utilize Java; we highly recommend having this plug-in installed.



After you have completed the steps under **Select My Audience**, you will be returned to the main **My Message** screen. A green checkmark should now appear to the right of the **Select My Audience** step. This indicates that the step has been completed successfully.



### Select My Event

Most eSponse emails will not utilize the **Select My Event** tab. This section is for emails that will be sent repeatedly, or involve a registration on the recipient's part.

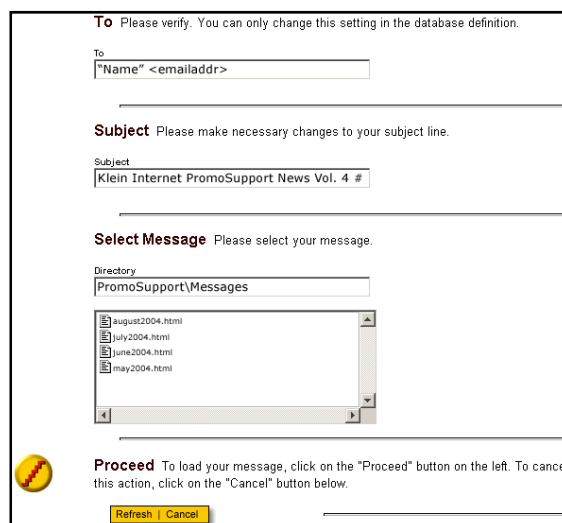
### Upload My Message

This step allows you to upload the message you have created with Contribute. Complete the fields as shown:

**To:** You do not need to alter this field. This coding tells the system what fields to pull from your database.

**Subject:** Enter a subject for your message; your recipient will see this as the message's title in their inbox. We recommend using a consistent title for your newsletter so your recipients will recognize it, such as, "ABC Manufacturing News August 2004," or, "ABC Manufacturing News Vol. 1 #3."

**Select Message:** This box will list all of the messages you have uploaded with Contribute. Select the message you wish to send by clicking on the file's name. Confirm the action by pressing the round button at the bottom of the page.



### Track My Message

Activating the **Track My Message** feature will "tag" an image in your message. After your message is sent, you will be able to view a list of the recipients that opened your message. This feature is optional; to activate it check the "Message Tracking" box. You must have at least one image in your message to do this.



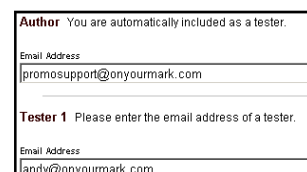
### Track My Clickthroughs

If your message features any links to websites, you may track how many recipients clicked on the links. To track a link's clickthroughs, simply check the box above the link.



### Test My Message

After the above steps are completed, you may now test your message! As the author of the message, your email address is automatically included as a tester. You may enter three more testers for your email. eSponse requires that a test be sent before your final broadcast.



You will receive four versions of your email: HTML, Text, Multipart and AOL. Each message is configured to work with many different email programs. Most recipients will receive the Multipart version, which contains both text and HTML.

## Creating a New Message - Continued

### Broadcast My Message

Once you have sent a test of your message and reviewed it thoroughly, you may broadcast your message to all recipients. Fill in the fields as shown:

**Broadcast Interval:** Most newsletters and messages will be sent once. If you wish to have a message repeated, such as a class reminder, you may select daily, weekly or monthly intervals.

**Broadcast To:** "New Recipients" is the default; use this option unless you are sending a message that will go out to recipients more than once.

**Broadcast Date:** This field will default to today's date. You may enter a future date for your message to be sent later on. This is particularly helpful if you will be out of the office; you may stage a message and have it sent automatically while you are away!

**Broadcast Interval** Please select the interval you wish this message to be broadcast. The default is *Once*.

Select Interval  
Once

**Broadcast To** Please select to whom you wish this message to be broadcast. This has meaning if Broadcast Interval is other than *Once* or you are re-broadcasting. The default is *New Recipients* who have never received this message prior.

Select To  
New Recipients

**Broadcast Date** Please enter the date you wish this message to broadcast. If you select today's date (the default), this message will broadcast immediately. If Broadcast Interval is other than *Once*, this is the start date.

Select Broadcast Date  
August 13 2004

**Proceed** To broadcast your message, click on the "Proceed" button on the left. To cancel this action, click on the "Cancel" button below.

Refresh Cancel

## Message Reporting

eSponse features many tracking options for sent messages. **Report My Message** and **Query My Message** can be found under the **My Message** screen. To receive reports for a particular message, select the message's title under the **Report My Message** or **Query My Message** drop-down menus. You will then be presented with a drop-down menu of the types of reports available. We recommend waiting 5-7 days after your message was sent to create reports. By this time, most recipients will have read your message.

### Report My Message Options

The **Report My Message** section will present the following reports:

- **Summary:** This report will present a general overview of your message's success. It will tell you how many recipients received your message, how many were undeliverable, how many recipients opened the message and more!
- **Clickthroughs By Link:** If you turned the **Track My Clickthroughs** option on for any link in your message, you will be able to see how many recipients clicked on each link.

### Query My Message Options

The **Query My Message** section will present the following reports:

- **All:** This report will show all recipients that received your message.
- **Active:** This report will list all recipients on your list that are currently subscribed to your newsletter.
- **Registered:** If your email required recipients to register for an event, such as a class, the list of registrations will show in this report.
- **Undeliverable:** If any of your messages bounced, the subscribers that did not receive your message will be listed here.
- **Unsubscribed:** If any recipients unsubscribed from your messages, their emails will be listed here. eSponse will always keep a record of recipients that unsubscribed, even if their email is not deleted from your master mailing list.
- **Web Activated:** This report will list recipients that have subscribed via the eSponse newsletter. This report will not apply if your recipients subscribe via LISTMAN on your website.
- **Opened Message:** This report will show you all of the recipients that opened your message in their email program. This list will give you an indication of how many messages are actually being read. The **Track My Message** option must be used to create this report.
- **Clicked Through:** All of the recipients that clicked on any link in your message will be listed here. The **Track My Clickthroughs** option must be used to create this report.

Reports will generate in your web browser and will show the first 25 matching recipients. Below the report, you may click **Proceed** to receive a copy of the complete report in your email. Reports will be sent as a CSV file which may be opened in Microsoft Excel. If you do not wish to receive the report via email, click **Cancel**.

**Query** Please select a query from the list.

Query  
All

**Result Type** Please select a result type from the list.

Result Type  
CSV

**Proceed** To query your message, click on the "Proceed" button on the left. To cancel this action, click on the "Cancel" button below.

Refresh Cancel

Query  
Undeliverable

Result Type  
CSV

First 25 Matching Recipients

Email	Firstname	Lastname
angel@angel.com	angel	name
angel@angel.com	angel	name

**Proceed** To receive the full query results in your email, click on the "Proceed" button on the left. To receive your query, click on the "Review" button below. To cancel this action, click on the "Cancel" button below.

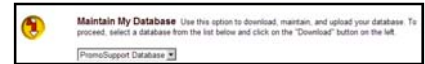
Refresh Cancel

## Maintaining Subscriber Databases

Before sending an eSponse message, we recommend updating your database. This action will upload new subscribers to eSponse and alert the system of recipients that have unsubscribe or changed email addresses. When your eSponse account is created, we will upload your most current database of recipients. As you add recipients, or new recipients add themselves via LISTMAN, your list in eSponse will become outdated and database maintenance will be necessary.

To update your database, click the **Database** button at the top of any eSponse page. You will be required to enter a password to access your database; use the password on the first page of this tutorial. Click the round icon at the left of the page to continue. Next, on the **My Database** screen, click **Maintain My Database**. Scroll down to the **Upload** section.

Now select your database's CSV file from your computer by using the **Browse** button. Click the round button next to **Proceed**. A new window will pop up and close when your database update is complete.



### A Note on CSV Files

There are several ways to keep a database of eSponse subscribers. You may keep a spreadsheet and maintain users manually, or, you may upload and download your list of subscribers from LISTMAN. Any CSV file used with eSponse must have a header row labeling the columns as shown below in the yellow row:

Email	FirstName	LastName	Company	Format
asmith@abcmfg.com	Adam	Smith	ABC Manufacturing	
angela@tcsagency.com	Angela	Harris	TCS Agency, Inc.	

The header row will label the columns of data, telling eSponse where to find email addresses, company names, etc. The "Format" column is required in any CSV file used with eSponse and is most often left blank. If your recipients were allowed to choose the format they wish to receive your message in (HTML or text), their preference would be listed here.

For more on CSV files and how to export them from LISTMAN, please see our LISTMAN tutorial at:

<http://www.onyourmark.com/tutorials/pdlistmanv5tutorial.pdf>