

eBull User Guide

Web application user guide

Supported by
Bull Creative Ltd

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Login

The screenshot shows the eBull login page. At the top right is the eBull e-marketing logo. Below it is a large white rectangular area. On the left side of this area is a login form with two input fields labeled 'email' and 'password', and a 'Submit' button. To the right of the form is a 'Toolbox' section with a green header and a white box containing the text: 'Welcome to the eBull mailing system. Please login using the form on the left.' A green horizontal bar is located at the bottom of the main content area.

1. Enter your primary email address and password as provided when you were set up as a system user, and then click submit.
2. If your login is unsuccessful or you have forgotten your password, please contact Bull Creative support for assistance on 0118 940 5300.

Home Page

ebull
e-marketing

[Home](#) [Edit Templates](#) [Manage Mailing Lists](#) [Send Mailing](#) [View Statistics](#) [Admin](#)

Home **Toolbox**

Welcome Mr. Alban Loxha!
You have 20656 emails remaining.


edit template start here **mailing list** manage data **statistics** view results

Your Scheduled Mailings

Subject	Mailing list	Send date/time	Last modified	Save	Delete
Cost effective email marketing tool	Bull Creative Data	04/09/2011 09:00	08/04/2011	✓	✗
Keep in touch with Customers during the recession	Ebull Mailing List			✓	✗

remaining mailings: 20656 **log out**

Resources
Welcome to the eBull Mailing System. To download eBull User Guide please click [here](#).

After a successful login, you will see the home screen. Here you can access the various areas of the application, you can now generate and send html email mailings. You will also see on the dashboard the number of emails you have remaining, some quick links and useful resources, and a list of any future mailings you have scheduled. Here you can edit the time of the scheduled mailing or delete it altogether. To edit a scheduled mailing, simply change the date and time for the relevant row and click the save icon  for that row.

Edit Templates

ebull
e-marketing

Home **Edit Templates** Manage Mailing Lists Send Mailing View Statistics Admin

Manage Templates

Name	Created	Modified	Actions
Alban Test 02	Monday, March 08, 2010	Monday, May 10, 2010	delete
test with links multi-user	Wednesday, April 28, 2010	Thursday, May 13, 2010	delete
Alban Test - save as	Monday, March 08, 2010	Friday, May 14, 2010	delete
test with links	Wednesday, April 28, 2010	Friday, May 28, 2010	delete
test with links approval	Friday, May 28, 2010	Friday, May 28, 2010	delete
test with links approval	Friday, May 28, 2010	Friday, May 28, 2010	delete
test with links approval2	Friday, May 28, 2010	Friday, May 28, 2010	delete
test with links approval2	Friday, May 28, 2010	Friday, May 28, 2010	delete
ben - view online	Tuesday, June 01, 2010	Tuesday, June 01, 2010	delete
Alban Test 02	Wednesday, April 28, 2010	Tuesday, June 01, 2010	delete
final test template	Tuesday, June 01, 2010	Wednesday, July 21, 2010	delete
final test template2	Wednesday, July 21, 2010	Wednesday, July 21, 2010	delete
mail to admin test	Thursday, August 05, 2010	Thursday, August 05, 2010	delete
test ebull template	Thursday, August 05, 2010	Thursday, August 05, 2010	delete

Toolbox

To edit a template, click its row in the table on the left.

remaining mailings: 915 MAILINGS LOW: [contact us](#) to add more mailings now. [log out](#)

This first screen you see will list all of your existing templates that you can the edit or delete. To delete a template, click the 'delete' text link for the appropriate row. To edit, click anywhere on the row of the template you wish to edit.

Edit Template

The screenshot displays the 'Edit Template' interface in the eBull e-marketing system. At the top right is the 'ebull e-marketing' logo. Below it is a navigation bar with links: Home, **Edit Templates**, Manage Mailing Lists, Send Mailing, View Statistics, and Admin. The main content area is titled 'Edit Template' and contains a rich text editor. The editor's toolbar includes icons for bold, italic, underline, bulleted list, numbered list, link, unlink, undo, redo, text color, background color, and font size. The preview area shows a marketing email template with the following content:

BULL CREATIVE
MARKETING & PR

GO ON GRAB THE BULL BY THE HORNS

WE ARE A FULLY INTEGRATED MARKETING DESIGN & PR AGENCY.

Call us now on 01753 858063 to arrange a FREE consultation with our marketing experts.

Below the preview, there are options for permissions: 'Enable send to friend' (checked), 'Users can delete' (checked), and 'Users can edit' (checked). Under 'Assign to these users:', 'Alban Loxha' is checked and 'Delia Debenham' is unchecked. The 'Name' field contains 'Bull Creative Template'. At the bottom of the editor are 'Save As' and 'Save & Overwrite' buttons.

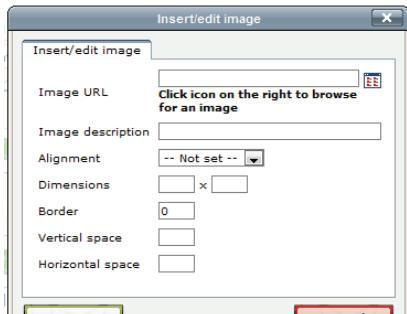
On the right side, there is a 'Toolbox' section with 'Template Links' and an 'Email Link' field containing 'mailto:aloxha@bulluk.com'. At the bottom of the interface, a green bar shows 'remaining mailings: 22619' and a 'log out' button.

After you have selected your template, you can now edit the selected template. Depending on how your template is configured it may have 1 or more editable areas. To access an editable area, click inside the template and the toolbar will appear. Make changes and edits like you normally would in an application such as Microsoft Word.

Two important areas are worth deeper detail;

Inserting an image


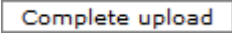
To insert an image, you click the insert image icon  and the insert dialog appears:




In this dialog, you either type the image URL (if you know it), or you click on the icon to the right of the image text field to browse for an image in your image library, or upload a new one from your computer. The image library dialog will appear. From here you have two options;

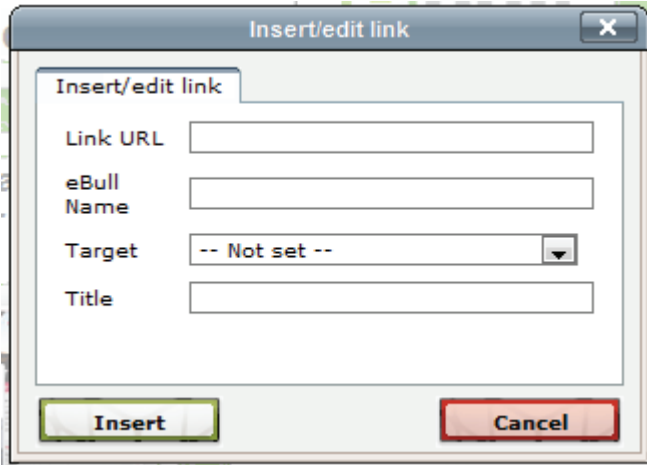


1. To choose an image from your library, you click on the image you wish to insert to select it, then click the insert image button  and this will return you to the insert dialog with the correct url entered in the field. From here you can add additional properties to the image before clicking the insert button  to add the image to your template.

2. If the image you wish to insert is not in your library, you can upload it. To add one or more images to your library, click the upload from pc button  and choose one or more files from your local computer to add to your library, then click the complete upload button . The new files will then appear in your library after upload. You can then select an image to insert as normal.

Creating / Editing a link

To add a link to your eshot, highlight the text or image you wish to link, and click the insert/edit link icon . The following dialog appears:



Here, enter the URL you want the link to point to in the Link URL field. This should be the absolute URL of the location, including the `http://` prefix, for example `http://www.email-delivery.co.uk/mypage.html`. Then, enter a friendly name for this link in the **eBull Name** field. This is the name that will be shown for the link in the statistics page.

The next two fields (**Target** and **Title**) are optional; you can leave these fields blank by default. The **Target** field tells the browser where to open the link. There are 4 defined targets; ***_blank*** (opens a new browser window), ***_self*** (replaces the current html page), ***_parent*** will (replaces the html page it came from) and ***_top*** (loads in the current browser by replacing anything within the browser). The **Title** field is mainly used to describe the link, thus enhancing the browsing experience for visitors with disabilities.

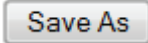
Once you have entered the information, click on the insert button  to add your link.

Your template links list in the Toolbox on the right is automatically updated so that you have an easy reference while working.

Setting options and saving your template

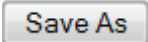
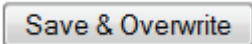
Once you have completed editing your template and are ready to save it, you have a few options, depending on your user level.

In the options are, you can tick the 'Enable send to friend' checkbox to add the send to a friend text to your eshot, and you can set the name given for your template in the application. If you plan on

saving this template as a new copy, use the Save As button , it is advised that you set this name to be memorable and unique.

If you are a power user, you also have the option to set this template as one that regular users from your company can edit and / or delete. If you do not set the template to be editable by regular users, they will still be able to save their own editable copies, just not edit your master copy.

Below the checkboxes, power users will see a list of the regular users from their company. Use these checkboxes to give access to this template to your regular users.

Finally, give your template a name and then choose to either save the template as a new copy of the edited template using the Save As button  or save over the top of the existing template using the Save & Overwrite button .

Manage Mailing Lists

The screenshot displays the 'Manage Mailing Lists' interface. At the top, there is a navigation bar with the following items: Home, Edit Templates, **Manage Mailing Lists**, Send Mailing, View Statistics, and Admin. Below the navigation bar, the main content area is titled 'Manage Mailing Lists' and contains a table with the following data:

Name	Number of recipients	Actions
Test List	2	delete
Technical Bulletin Data	195	delete
Internal List	46	delete
Ebull Mailing List	862	delete
Newsletter Data	1000	delete
Admin Datasheet	5	delete
Bull Creative Data	841	delete
Marketing Data	245	delete

To the right of the table is a 'Toolbox' section titled 'Import Mailing List'. It includes a 'Select File:' field with a 'Browse...' button and a link to 'download an example file'. Below this is a 'Mailing List Name:' field. Further down, there is an 'Editable by users:' checkbox and an 'Assign to users:' section with checkboxes for 'Alban Loxha' and 'Delia Debanham'. At the bottom of the toolbox is an 'Import' button.

At the bottom of the main content area, there is a green bar with the text 'remaining mailings: 20656' and a 'log out' button.

In the first screen you will see all the mailing lists in the system, showing the name of the list and the number of recipients. From this screen you can delete any mailing list you wish, if you were given the rights to do so, by clicking the delete button on the appropriate row. You can also edit an existing mailing list by clicking the row of a corresponding mailing list.

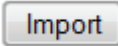
Import a new mailing list

You can import a new mailing list by creating a Microsoft Office Excel 97-2003 spreadsheet (.xls) in the correct format, containing all of your contacts for your mailing list, which you then upload to the application. An example spreadsheet is available from the 'download an example file' link in the Toolbox area.

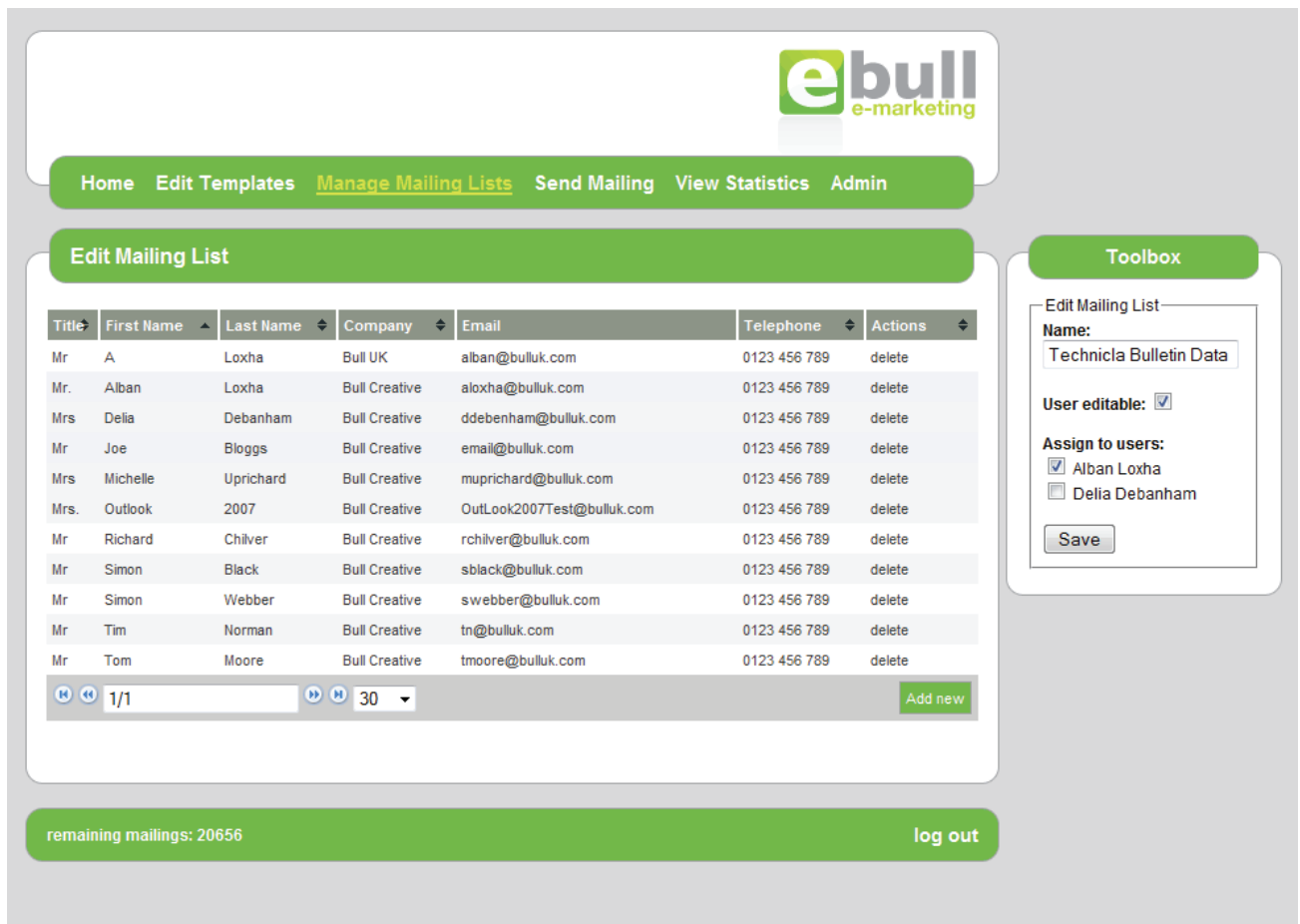
NB: It is important to keep the same format as the example .xls file. Make sure you don't rename the first row (title row) of this document. Please avoid formatting any cells as well as renaming the tabs at the bottom of the spreadsheet.

Once your excel spreadsheet is ready, click the browse button in the toolbox and select the file from your computer. Enter a name for this mailing list in the Mailing List Name field.

If you are a power user, you also have some further options at this point, You can check a box to make the mailing list editable by regular users, and you can set the regular users from your company who will have access to this mailing list by checking the boxes next to their names.

Once your settings are made, click the Import button . You will be shown progress as your mailing list is imported.

Edit an existing mailing list

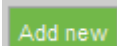


Title	First Name	Last Name	Company	Email	Telephone	Actions
Mr	A	Loxha	Bull UK	alban@bulluk.com	0123 456 789	delete
Mr.	Alban	Loxha	Bull Creative	aloxha@bulluk.com	0123 456 789	delete
Mrs	Delia	Debanham	Bull Creative	ddebanham@bulluk.com	0123 456 789	delete
Mr	Joe	Bloggs	Bull Creative	email@bulluk.com	0123 456 789	delete
Mrs	Michelle	Uprichard	Bull Creative	muprichard@bulluk.com	0123 456 789	delete
Mrs.	Outlook	2007	Bull Creative	Out.Look2007Test@bulluk.com	0123 456 789	delete
Mr	Richard	Chilver	Bull Creative	rchilver@bulluk.com	0123 456 789	delete
Mr	Simon	Black	Bull Creative	sblack@bulluk.com	0123 456 789	delete
Mr	Simon	Webber	Bull Creative	swebber@bulluk.com	0123 456 789	delete
Mr	Tim	Norman	Bull Creative	tn@bulluk.com	0123 456 789	delete
Mr	Tom	Moore	Bull Creative	tmoore@bulluk.com	0123 456 789	delete

After clicking on a mailing list name, you will be presented with the list of recipients.

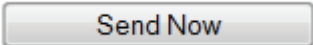
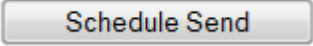
From the toolbox on this screen you can edit the name of the mailing list, and if you are a power user set the regular users from your company that have access to this list, and also whether it is editable by those users.

From the central area of this screen, you can also add, edit and delete individual recipients within this mailing list.

1. To add a new recipient, click the add new button  at the base of the recipients list, and fill in the form on the dialog box that appears.
2. To edit a recipient's details, click on their details in the list, and fill in the form on the dialog box that appears.
3. To delete a recipient. Click on the 'delete' link on the appropriate line of the list.

Send Mailing

On the send mailing screen, you prepare your eshot for distribution by following 4 simple steps;

1. First, choose a mailing list to send to from the Choose Mailing List dropdown
2. Choose the template you wish to send from the Choose Template dropdown. This loads a preview of your eshot in the main area.
3. Enter a subject for your eshot in the Subject Line field.
4. You are now ready to send, click either the Send Now button  or to schedule your eshot for later fill in a date and time in the Scheduled Send Date/Time fields, and click the Schedule Send button 

Your eshot will now be processed and sent out to your mailing list. A dialog box will appear and show you detailed progress information.

View Statistics



Home
Edit Templates
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Send Mailing
View Statistics
Admin

Mailing Statistics List

Send date	Subject	Template	Mailing List Name	Number of recipients	Times Read	Actions
24/03/2011	Add to calendar - EXPO 2011 event	Ebull Temp.	Ebull Data	2500	1785	delete
23/03/2011	Why Choose e-marketing	Marketing	Sales Data	800	785	delete
04/10/2010	Cost effective email marketing tool	Christmas Template	Newsletter Data	3210	1785	delete
20/08/2010	Keep in touch wich customers during the recession	Newsletter Template	Bulletin Mailing List	1800	986	delete
24/03/2011	What's New in Social Media	Bull Creative	Ebull Data	2000	1180	delete
23/03/2011	Bull Creative Newsletter - April 2011	Newsletter	Mailing List	3400	2687	delete
04/10/2010	Email Marketing - The most relevant for high earners	Sales Force Template	Sales Force Datasheet	1250	1057	delete
20/08/2010	Keep in touch wich customers during the recession	Newsletter Template	Newsletter Data	4000	1785	delete
24/03/2011	Lates eBull News	Ebull Temp.	Ext. Data	75	56	delete
23/03/2011	Bull Creative Newsletter - April 2011	Newsletter	Newsletter	658	345	delete


remaining mailings: 20656
log out

Toolbox

To view detailed statistics, click on a mailing in the table on the left.

On the View statistics screen, you see all of your mailings, along with the template used, the mailing list sent to, the number of recipients, and the number of times read. From this screen you can delete a mailing record by clicking on the 'delete' text link, or click anywhere else on the appropriate row for that mailing. This will present you with the detailed statistics screen for that mailing, the links within it and for each individual recipient of that mailing.

View Statistics

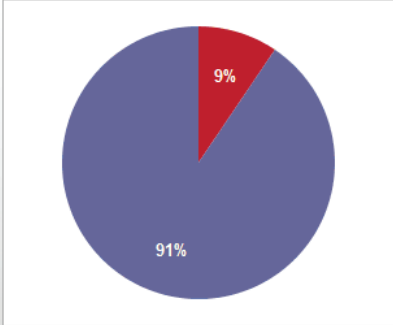


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Mailing Statistics Details

Mailing Summary Chart

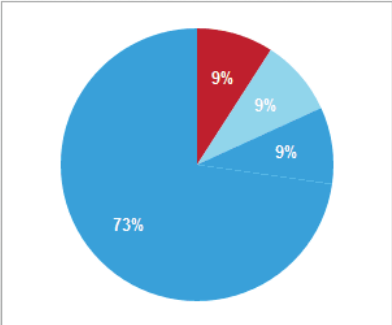
	Amount
Read:	72
Unread:	688
Bounced:	0
Auto-reply:	0
Unsubscribed:	0



■ Read: ■ Unread: ■ Bounced: ■ Auto-reply: ■ Unsubscribed:

Links Summary Chart

	Number of Hits
view online	1
Link 1	0
Link 2	1
Link 3	0
Link 4	0
Link 5	0
Link 6	1
Link 7	0
Link 8	0
Link 9	0
Link 10	0
unsubscribe	8



■ view online ■ Link 1 ■ Link 2 ■ Link 3 ■ Link 4 ■ Link 5 ■ Link 6 ■ Link 7 ■ Link 8 ■ Link 9 ■ Link 10 ■ unsubscribe

Detailed recipient analysis

Mailing recipient	Read	Bounced / Auto-reply	Bounce Description	Unsubscribed	view online	Link 1	Link 2	Link 3	Link 4	Link 5	Link 6	Link 7	Link 8
Mr Alban Loxha Loxha	Yes				0	0	0	0	0	0	0	0	0
Mr Patrick Copping Atia Solutions Ltd	Yes				0	0	0	0	0	0	0	0	0
Mr Mark Goodwin CBC Computer Systems Ltd	Yes				0	0	0	0	0	0	0	0	0
Mr Roger Paul Cision Limited	Yes				0	0	0	0	0	0	0	0	0
Mr Nick Ewing Comtec Enterprises	Yes				0	0	0	0	0	0	0	0	0
Mr Martin Dawson	Yes				0	0	0	0	0	0	0	0	0

Toolbox

Summary

From address:
info@bulluk.co.uk

Subject:
Cost effective email marketing tool

Send date:
04/10/2010

Template used:
Ebull Template

Mailing list used:
Ebull Mailing List

Mailing report:
Sending completed, recording summary report..

Mails Processed
Processed 862 of 862

Suppressed addresses:
102

view mailing
Export to Excel