

ARP Email Broadcast Procedure

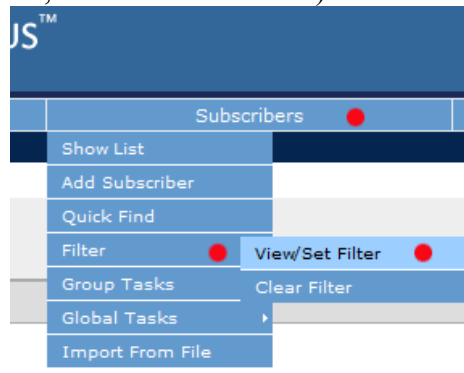
OBJECTIVE: Send an email broadcast via [AutoResponsePlus](#).

Step 1: Log into ARP at the following URL:

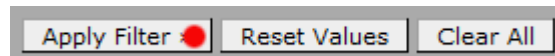
- a. <http://www.YOUR-SITE.com/cgi-bin/arp3/arp3.pl>
- b. Username: XXXXXXXX
- c. Password: XXXXXXXXXXXXX

Step 2: Select the list the email is to be sent to. (Found in the “Email Broadcast Request Order”.)

- a. Click on Subscribers > Filter > View/Set Filter. (If the email broadcast is meant for all subscribers, on all lists, select “Clear Filter”)



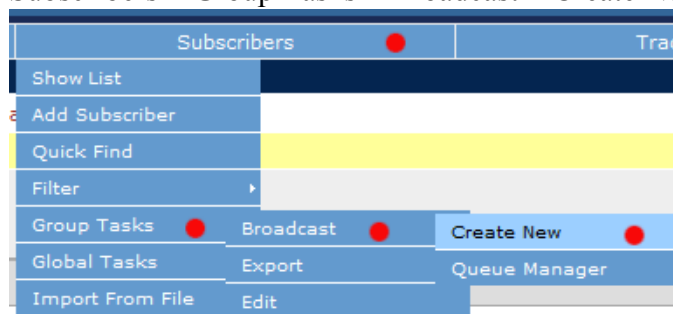
- b. In the “Autoresponders” section, highlight the desired lists, hold down the Control key while clicking to select multiple lists.
- c. Click the “Apply Filter” button.



Step 3: If the “Email Broadcast Request Order” indicates the links in the email are to be tracked, follow the “Email Tracking Link Creation Procedure”.

Step 4: Create new broadcast.

- a. Click on Subscribers > Group Tasks > Broadcast > Create New



- Step 5:** Enter information specified in the “Email Broadcast Request Order”.
 - a. **From name:** Specified in “Email Broadcast Request Order”.
 - b. **From e-mail address:** Specified in “Email Broadcast Request Order”.
 - c. **Reply-To address:** Specified in “Email Broadcast Request Order”.
 - d. **Subject:** Specified in “Email Broadcast Request Order”.
 - e. **File attachments:** LEAVE BLANK
 - f. **Header:** UN-CHECKED
 - g. **Footer:** CHECK “USE”
 - h. **Include unsubscribe link:** CHECK
 - i. **Make unsubscribe link global:** CHECK
 - j. **Include [AutoResponse Plus](#) affiliate link:** UN-CHECKED

- Step 6:** Paste the body copy of the email into the “Plain Text Message” area, and make the following selections.
 - a. **Click on the “Preview” button.** And In the pop-up window that opens, verify the following:
 - 1. The copy and formatting look correct.
 - 2. Any personalization or link tracking fields look correct. (Default personalization for {FIRSTNAME} is: John)
 - b. **HTML Message Code:** LEAVE BLANK
 - c. **Default format:** PLAIN TEXT
 - d. **Schedule:** Instant Test
 - e. **E-mail address for instant test:** ENTER YOUR EMAIL ADDRESS
 - f. **Send on specific date:** LEAVE BLANK (Unless otherwise specified in “Email Broadcast Request Order”.)
 - 1. If “Email Broadcast Request Order” specifies a certain send date in the “Scheduled Send Time Field”, then select the date and time.
 - g. **Track open rate:** UNCHECKED FOR PLAIN TEXT EMAILS
 - h. **Omit duplicate subscribers:** CHECKED
 - i. **Omit unsubscribers:** CHECKED
 - j. **Omit unconfirmed subscribers:** UN-CHECKED

- Step 7:** Send and Verify Test Email
 - a. **Re-Verify “Schedule” is set to:** Instant Test
 - b. Click on the “Start/Save” button.
 - c. Check your email account specified in step 6e and verify the following:
 - 1. The “From Name” is correct. (As specified in step 5a)

- 2. The Subject Line is correct. Including any personalization.
 - 3. The body copy and formatting look correct.
 - 4. Internal body copy personalization looks correct.
 - 5. Click on each of the internal links to verify they work and go to the correct destination page.
- d. If any corrections are required, make the corrections and then re-send the test email by following steps 6d, 6e, and all of step 7.
- Step 8:** Send or Queue the email broadcast.
- a. **Change the “Schedule” setting to:** Immediate (Unless otherwise specified in “Email Broadcast Request Order”.)
 - b. **Send reports:** CHECKED
 - c. Click on the “Start/Save” button.
 - d. After a period of time you should automatically be taken to the “Queue Manager” page. On that page watch for the following under “Queued Broadcast Messages”:
 - 1. The Subject of the top email in the list should be the one you just set-up.
 - 2. Watch for and verify that the number in the “Sent” column is updating as emails go out. It should update every 250 emails.
 - 3. If after 5 minutes the “Sent” number has not updated, contact our Tech Team and request they run the “Release ARP System Locks and Resend Email Broadcast Procedure”
 - e. If the broadcast is sending and updating properly, Click on the “Log Out” button in the upper right of the top navigation menu and report your task as complete.

Video URL: PRIVATE

Total Time: 10 minutes