Get Started

CHECKLIST & GUIDE

Jump Start Your Free Trial

Swiftpage E
Connect

Getting Started with Swiftpage Connect

To have success with Email Marketing, first you must sign up for a free Swiftpage Connect account.

> Visit SwiftpageConnect.com
> Click **Try Swiftpage Connect Free** button
> Fill out the sign up form to create your account
> Open the **Verify Your Swiftpage Connect Account** email and click the link to authenticate your email address
> Now log in to your account at SwiftpageConnect.com to get started

Obligation Free

Your free trial of Swiftpage Connect requires no credit card or obligation whatsoever. We offer high functionality through your free trial so you have the opportunity to use and reap the benefits of the features offered by Swiftpage Connect. After your 60-day trial period expires you will have the option to purchase the service at the price and functionality level that works for your business. There is no obligation to purchase at the end of your free trial.

Customer Support

Swiftpage provides a wide variety of self-service help materials listed in the Support Center, including the comprehensive Complete Guide, as well as contact details for Swiftpage's complimentary Customer Care representatives. You can also visit Swiftpage's E -marketing Education Center as well as Swiftpage's Blog, Facebook, Twitter, and LinkedIn pages for more strategic insights on small business marketing.

1. Attend a Demo

The best way to get started with Swiftpage Connect is to attend a live online product demonstration of the features available.

To sign up, visit the Swiftpage Connect website. If you don't want to wait for the scheduled demonstration, view the recorded demonstration to get started right away!

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2. Create an Email [> Watch Video](#)

Once you've seen the demonstration it's time to create your first template! To jump start your template creation we will be using the **Basic** template editor. The Basic Editor is Swiftpage's email building program that empowers the user to insert text and images, section by section, without accessing any HTML code directly.

To select a Basic template from the Global Templates to start from:
> Select the **Template Editor** button from your Swiftpage Connect homepage
> Click the **Global Templates** tab
> Select **Preview All** to view all of the Global templates and determine which template you wish to customize for your business
> Select your template and click **Copy to Local**
> Name your template and click **Copy**
> Select **Edit Template**

When you first enter the Swiftpage Connect Basic editor, you will see two tabs on the left hand side of the screen, **Content Editor** and **Customize Template**. You will primarily use the Content Editor tab when editing your template's images and text. The Customize Template tab is used to:
- Structure your template, including adjusting column widths
- Change colors within the template
- Add windows and more

After making edits you will want to click the **Refresh Template** button within these tabs to view the current version of your template. The following sections explain the functions of both of these tabs.

Uploading Images [> Watch Video](#)

Now it's time to start editing your template. First, you will want to change the **header image** to relate to your unique company. To upload a header:
> Click Image Options
> Replace Header Image
> Upload Header and
> Browse your computer to select the image you have created for this email
> Click submit

Now we can begin to edit the body of the email.
> Start by selecting a SwiftWindow to insert an image into
> Click the Content Editor tab
> Image Options
> Add/Replace an Image
> Select the file to upload by browsing your computer

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> Choose where in the SwiftWindow you want to position the image: left, right, top or bottom and click Submit

Inserting Text > Watch Video

Text, also known as copy, within your email template is the meat and bones of your communication. When creating content for your email consider your objective and be sure you have a **call to action** included that specifically tells your recipient what you want them to do.

To edit the text in your template:
> Select the SwiftWindow whose text you want to edit
> Content Editor tab
> Text Options
> Edit Text

The toolbar across the top of the screen is similar to what you would see in your standard word processing program. If you have written your content in Microsoft Word and wish to copy it into your template, be sure to use the **Copy from Word** feature within the text editor.

Once you are finished inserting text in this SwiftWindow select Submit to view text in your template.

Adding Links > Watch Video

Your call to action drives your recipients to take further action, like clicking a link to a website or landing page. To **link from an image** first select the SwiftWindow containing the image you would like to link.
> Click Content Editor tab
> Image Options
> Click Link to Survey/Web
> Select Link to Web Address
> Enter the URL address you want to link to and click submit

Swiftpage Connect allows you to create **text links** to a web page URL, or to create an email. To link from text:
> First select the SwiftWindow where you would like to put the text link
> Click the Content Editor tab
> Text Options
> Edit Text
> Highlight the text to link and select the Insert Link button in the tool bar at the top
> Enter the URL address you want to link to
> Click ok and submit at the bottom of your text edit window

To learn more about how to create your first email, including best practices, how to customize your template, and linking to documents, view The Complete Guide to Email Marketing using the Basic Editor.

3. Send a Test Email

The first step to sending your email is adding the contacts that you will be sending to. Since you're in a free trial, you are limited to 50 emails sent per day; therefore to get started we will import less than 50 contacts. You can either enter the email addresses of a few co-workers or friends inside of the Swiftpage Connect List Manager, or you can import a CSV file of contacts to send your test email to.

Importing Contacts > Watch Video

To **import contacts** into the Swiftpage Connect List Manager:
> Click on the List Manager button
> Click on the List button at the top to import your list of email contacts
> You will then want to select Browse to select your CSV file of contact names off of your computer
> Once you have selected your file, click Submit
> Now map the fields in your contact list with Swiftpage Connect's field names
> After mapping, click Submit and your list will be uploaded

Send Your Email > Watch Video

When you are ready to send your email blast:
> Click on Send Email button
> Select your contacts, Current Contact, Current lookup, Group, or All Contacts
> Select Send Email Blast button from the toolbar to access the send options.
> Select your Contacts, Current Contact, Current Look Up, Group, or All
> Select the email template that you would like to send out from the drop down menu
> To preview the email and ensure you selected the correct one, click the Preview button on the right

There are three sending options available with Swiftpage Connect. You can send your email now, schedule to send your email at a later date, or send your email as another Swiftpage Connect User. We will show you how to send your email blast now. View The Complete Guide to learn about Scheduled Send and Send As features.
> Click the Send Email button
> You will then view a prompt to confirm your email details
> You can create a tag to help reference your email in your reports, or leave it blank
> Select Yes and a confirmation window will confirm your email blast has been sent

You have now sent your email. You will receive a confirmation email notifying you that your email was sent successfully.

4. Track Your Send <u>> Watch Video</u>

Once your email has been sent, you have access to a wealth of information about the contacts you just emailed. Your email reports provide live data on your contacts' interactions with your message. We recommend waiting at least 24 hours before analyzing your reports to give your recipients an opportunity to open and click.
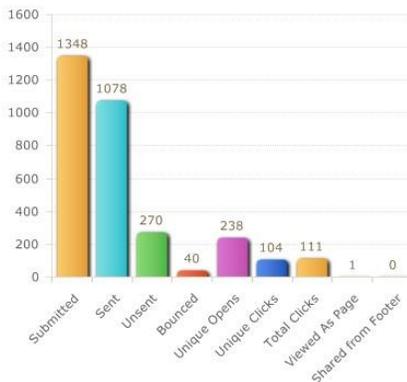
Select the Reports button from Swiftpage Connect homepage. You can choose the individual send or campaign email that you want to view.

> Select your time filter
> Click on the desired email
> Then click View Report at the bottom of the window

You can now view your Email Blast Summary report. This report provides all of the information available from your email send including the name of your email blast, when it was submitted to send, the subject line, the template that was sent, a graphical representation of your email blast, and summary and detail reports.

The graph shows how many contacts were submitted for the Email blast, how many were sent, unsent, bounced, how many times your email was opened, unique and total clicks, how many times it was forwarded, and viewed as a web page.

Along the right side, details are provided about how the email recipients interacted with the email.

Email Blast Summary

Name: **TSnov_New**
Submitted on: 11/15/2012 9:00:04 AM   **To Print:** Right Click here and select 'Print'
Subject: 7 Current Trends, 3 Holiday Guides & an Infographic in a Pear Tree
Template: Read Only u_z_dlenio_Thoughtspot_Nov_2012_EXPIRED
Opened: 22.9%
To view the Email click here

These reports give you unique insight into your customers' behaviors and interests. You can click various buttons to view more reports and graphs summarizing or detailing your contacts' interactions with your email blast. For detailing information on report data and how to interpret it, view The Complete Guide.

Why Swiftpage?

Reaching your contacts is vital to successful marketing. Swiftpage's email marketing service offers a variety of powerful and useful tools in a self-service web-based environment.

Deliverability
One of the biggest benefits of using an Email Service Provider is the increased deliverability of your emails. By sending through Swiftpage's servers, you're increasing the likelihood of your emails hitting inboxes. This is a result of two things Swiftpage does that you cannot. First, we maintain strong relationships with Internet Service Providers (ISPs). Swiftpage regulates CAN SPAM compliancy and best practices among our customers to maintain a strong reputation among ISPs and help ensure that your messages sent through Swiftpage Connect are delivered. Second, we offer easy methods to authenticate your email to create a stronger link between your company's IP address and ours. Authenticate your emails sent through Swiftpage Connect by creating a SPF Record.

Valuable Features
Swiftpage Connect allows for easy HTML email template creation and valuable send reports, making your email blasts more professional and actionable than ever before. Swiftpage Connect provides contact management storage features so you can access and manage your contacts and fulfill your e-marketing from wherever you are. Your contact's e-marketing history and notes are also stored in the Swiftpage Connect List Manger.

CAN SPAM Compliance
Swiftpage creates email footers for each of your emails and inserts your physical address and 'Leave this List' option in order to comply with mass email CAN SPAM regulations. Swiftpage also manages your recipients that click the 'Leave this List' link. These unsubscribed email addresses are excluded from future sends without any required intervention from you. Since Swiftpage is a permission-based email provider, we also help you stay CAN SPAM compliant by educating our customers on best practices for gaining new contacts and how to reach them.

Pricing

Swiftpage Connect starts at just $14.95 per month! Swiftpage Connect is priced with email send capacity per day, rather than per month like most Email Service Providers, so you get more for your money when you send your email blasts with Swiftpage.

For more information on Swiftpage Connect service levels and to see Drip Marketing service level offerings, visit www.SwiftpageConnect.com/pricing.