



A User's Guide

Last updated on 17th July 2008

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1.0 An introduction

Q. What is Aella? Aella is a program that allows you to create and maintain electronic newsletters and advertising campaigns. We believe that with the help of Aella this has never been so easy! Aella provides everything you need to get up and running within minutes of starting the application. From handy hints and tips right through to e-mail templates and PHP scripts which enable you to capture your subscribers e-mail addresses on your own website, Aella makes the process as simple as possible.

Q. Sounds great! What makes you different from all the others out there? Aella is very easy to use and looks slick and impressive. The program is very intuitive and if you have a small amount of experience with e-mails or HTML you'll be a professional in no time.

We also actively help our users to capture and maintain subscriber information from their websites. We provide PHP and MySQL scripts to upload directly to your webspace for use when connecting Aella to your website to download the latest subscriber information.

Q. What if I don't know how to use PHP or MYSQL? Fear not! Users who purchase the full product receive exclusive access to what we believe is our most valuable feature. We can store these addresses for you and all you have to do is copy and paste a small amount of code into your web pages. Simple. Retrieval is also very easy.

We try to help our users as much as we possibly can. If you have a question regarding the program or relating to creating and maintaining newsletters or campaigns, visit our forums for some friendly help (www.aellamassemailer.com/forums.php)

We hope you find our program useful. Happy e-mailing!

Steven Harris

Author of Aella

2.0 What are the benefits of upgrading?

The trial version of Aella expires after 30 days. The trial version also does not give you access to our premium e-mail maintenance service, which allows you to store your subscriber's details on the Aella server.

The upgrade price is £20 Great Britain Pounds (circa \$40 US Dollars as at 17th July 2008) per license required. We do offer discounts for multiple license purchases, just e-mail sales@aellamassemailer.com for discount information.

All future updates to Aella will be totally free of charge to customers who have purchased the full version.

2.1 How do I upgrade?

Upgrading is easy. Simply visit www.aellamassemailer.com/orderform.php. Once we have received your payment an e-mail will be sent to you within 24 hours (normally this is done very quickly, but occasionally we do need to sleep!) confirming your password. The e-mail also contains a link for you to download installation instructions.

All our payments are handled by Google Checkout, so are 100% secure.

We also offer a 48 hour no quibble refund policy if you decide that Aella is not for you.

top left hand corner. To edit a campaign or newsletter's settings click the 'Edit campaign' button and to clone a campaign or newsletter (i.e. create a new campaign or newsletter but copy the settings from a previous one) click the 'Clone campaign' button.

The 'Manage campaign' button allows you to manage the e-mails associated with a campaign or newsletter and the 'Manage subscribers' button allows you to keep the subscribers list up to date. Finally, the 'SMTP settings' button allows you to create and maintain SMTP connections for sending your emails.

3.2 SMTP settings

Connection Name	Server	Username	Port Used	Authentication Type
SMTP Test	mail.mydomain.com	me@mydomain.com	25	0

Highlight a connection to edit it.

Connection Name: SMTP Test

Server: mail.mydomain.com

Port: 25

Username: me@mydomain.com

Password:

Authentication Type: None (0)

Authentication Type: (Use none if not sure and test the connection. If it doesn't work please try a different one)

Save **Test Connection**

This screen allows you to create or edit SMTP accounts. If you do not know these details, please try looking in your email program. Example: Outlook > Tools > Accounts

The above screen is the SMTP information used to send your e-mails (what's an SMTP?). Aella can handle multiple SMTP server connections which can be assigned to different campaigns or newsletters.

In order to get up and running as quickly as possible with Aella you will need the details of an SMTP server in order to send your emails. An SMTP server is a server that you

connect to to send your emails for you. All email programs work exactly the same way. Generally your ISP (the people who provide your internet connection) will give you details on how to connect to their SMTP server. You can retrieve these details by opening the email that was sent to you upon registering or it will be in the information pack they sent you.

If you don't have these details to hand you can also retrieve them from Outlook by using the menu and clicking on Tools->Accounts select the account you want to view the connection settings for and click the Properties button. If you have Thunderbird you can retrieve them by using the menu and clicking on Tools->Account Settings and viewing the Server Settings of the account you wish to use.

Another option is to download the PostCast Server from here which is a **FREE SMTP** server that you can download and install on your own computer ([DOWNLOAD HERE](#)). The PostCast server will allow you to get up and running very quickly and guides you expertly through the installation process. You can also install this if you are having trouble sending any emails from Aella as your ISP may block any large sendings of emails.

Aella will not work without an SMTP setup. To get up and running click on the 'SMTP settings' button in the main menu. You will need to fill in the following fields:-

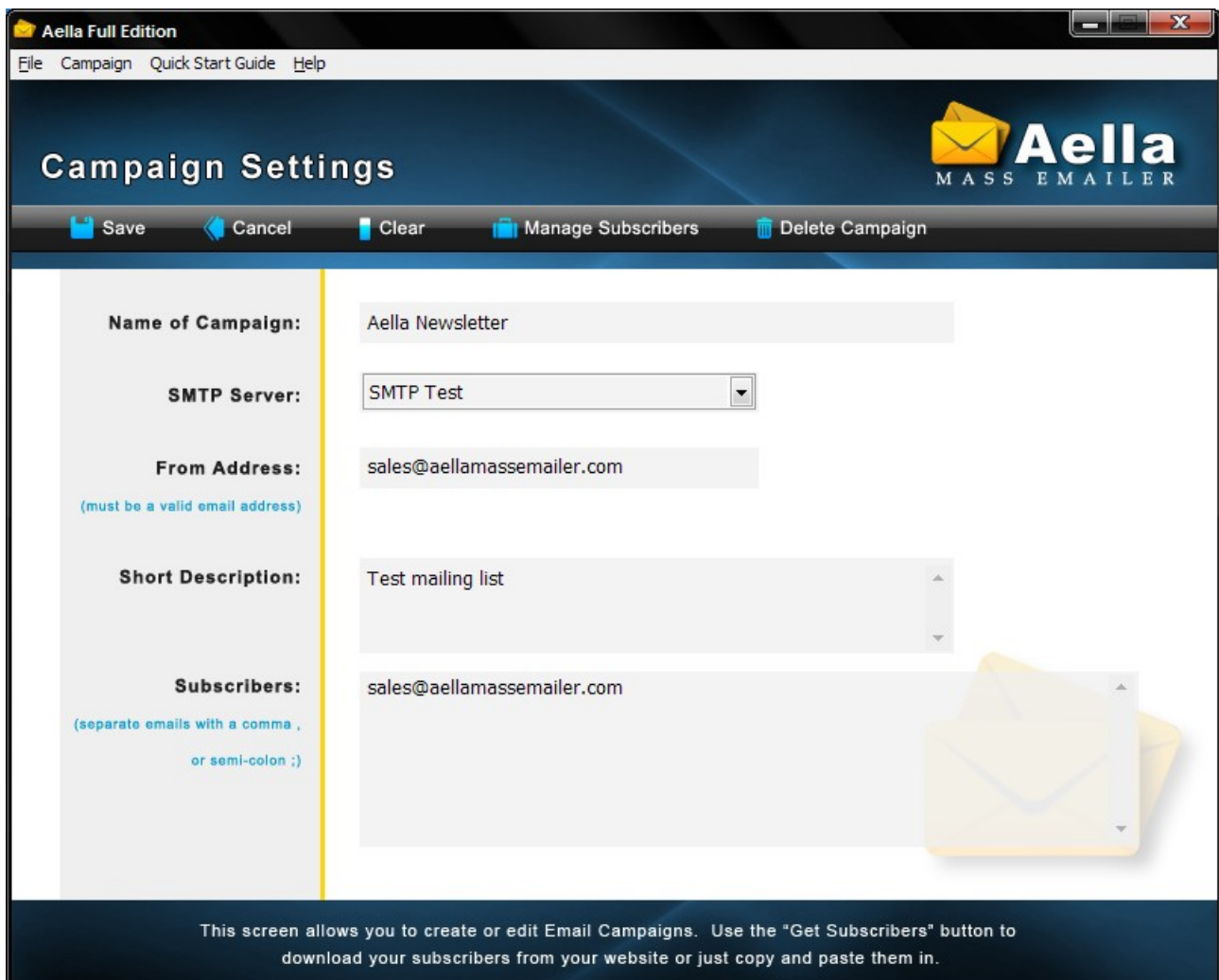
The Fields

Connection Name:	This field is for your own use to enable you to label each connection however you choose
Server:	This will have been provided to you by your ISP or web space provider. This is the name of the server you will be connecting to. It can be an <u>IP</u> address (e.g. 10.20.80.99) or a <u>URL</u> (e.g. mail.mydomain.com)
Port:	This will have been provided to you by your ISP or web space provider. Connect to port number 25 on the server as this is the normal default, but you should check first.
Username:	This will have been provided to you by your ISP or web space provider e.g. me@mydomain.com
Password:	This will have been provided to you by your ISP or web space provider
Authentication Type:	This would normally be either 'Authenticate' or 'None' but if this doesn't work try the other options. Aella will default to 'Authenticate'

The most reliable option that we have found is using Google's Gmail service as an SMTP server. You'll need to tick the SSL button and set the authentication type to 'Authenticate' and use port 465 or 587. The server and username fields will be your Gmail email address and the password will be the same one that you use to access Gmail.

In order to test that your SMTP settings work, click on the 'Test Connection' button. If the settings are OK a message will be displayed informing you that a successful connection was made. If the settings you have entered don't work, you will also be informed.

3.3 Creating/Editing/Cloning a campaign or newsletter



The screenshot shows the 'Campaign Settings' window in the Aella Full Edition software. The window title is 'Aella Full Edition' and the menu bar includes 'File', 'Campaign', 'Quick Start Guide', and 'Help'. The main header features the Aella logo (a yellow envelope icon) and the text 'Aella MASS EMAILER'. Below the header is a toolbar with buttons for 'Save', 'Cancel', 'Clear', 'Manage Subscribers', and 'Delete Campaign'. The main content area is divided into two columns. The left column contains labels for 'Name of Campaign:', 'SMTP Server:', 'From Address:', 'Short Description:', and 'Subscribers:'. The right column contains the corresponding input fields: a text box for 'Aella Newsletter', a dropdown menu for 'SMTP Test', a text box for 'sales@aellamassemailer.com', a text box for 'Test mailing list', and a text box for 'sales@aellamassemailer.com'. There are also some instructional notes in blue text, such as '(must be a valid email address)' and '(separate emails with a comma , or semi-colon ;)'. At the bottom of the window, there is a dark blue footer with white text: 'This screen allows you to create or edit Email Campaigns. Use the "Get Subscribers" button to download your subscribers from your website or just copy and paste them in.'

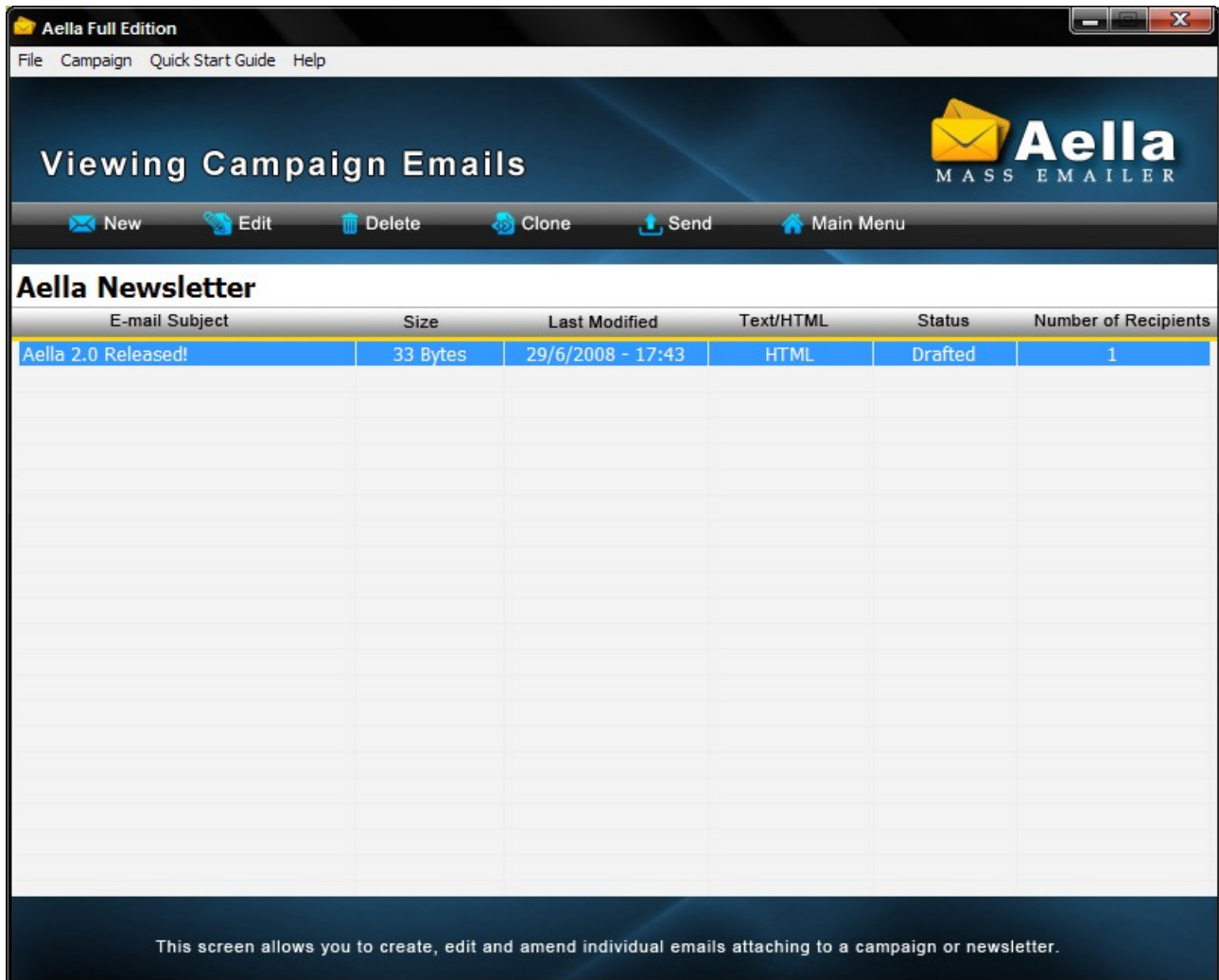
This screen allows you to create and maintain the details of all your campaigns or

newsletters. The 'Manage subscribers' button at the top allows you to keep your list of subscribers up to date by either maintaining the list manually or connecting to your website to retrieve the latest subscriber information.

The Fields

Name of Campaign:	This is for your reference and will show up on the main menu.
SMTP Server:	The sending accounts that you can choose to use (explained in section 3.2 above).
From Address:	This will need to be a valid e-mail address and it would be advisable to use the one linked with the sending account you will be using.
Short Description:	This is to remind yourself what the campaign or newsletter is used for.
Subscribers:	The e-mail addresses attaching to this campaign or newsletter. You can copy and paste the e-mail addresses here ensuring they are separated by a comma or semi-colon. Alternatively use the 'Get subscribers' button to download them.

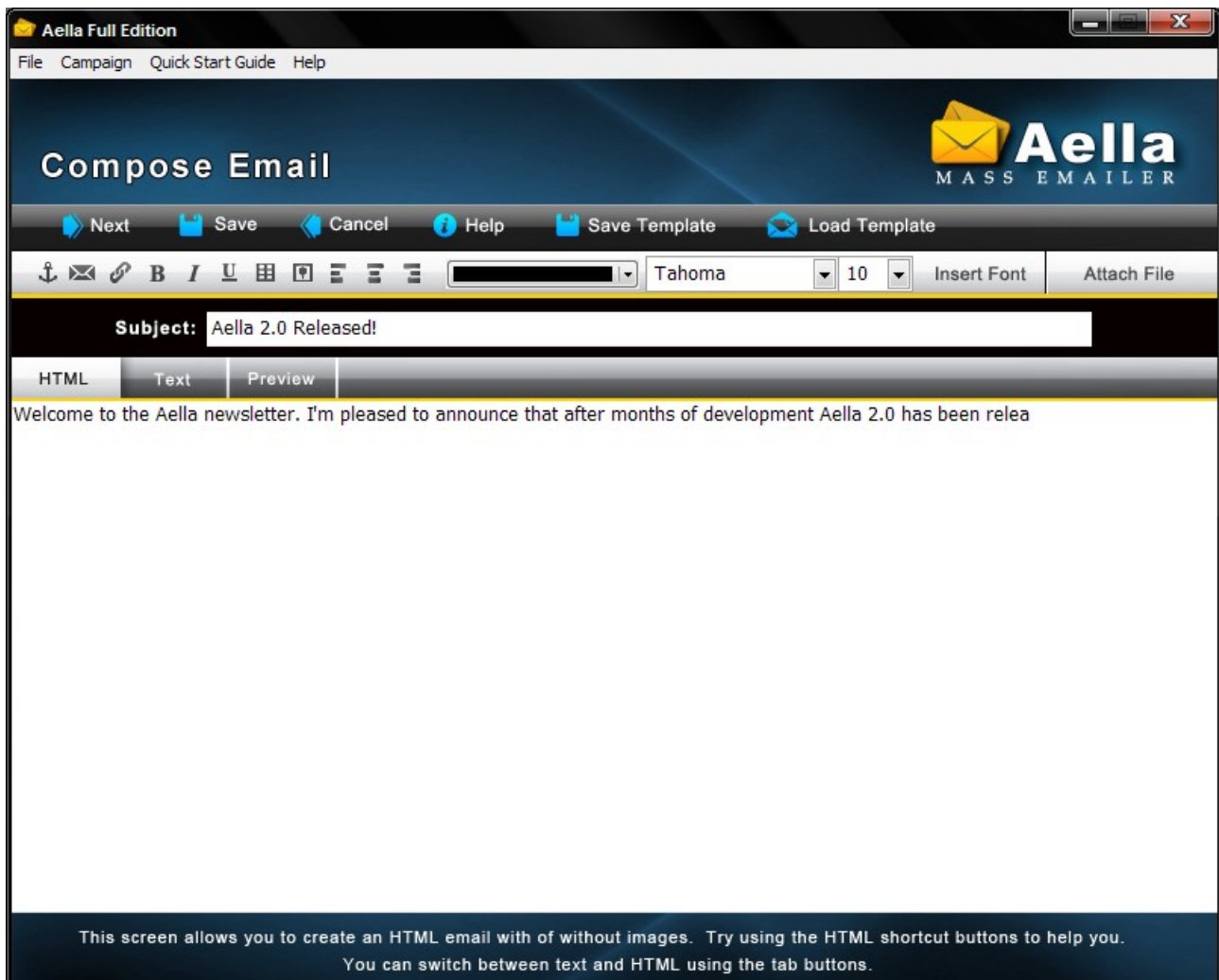
3.4 Managing your campaign or newsletter



The above screen will show all your e-mails attached to a campaign/newsletter along with some useful information for each one.

Clicking the 'New' button will create a blank e-mail. Clicking the 'Edit' button will open the highlighted e-mail and allow you to edit and send or re-send. To clone an e-mail (i.e. create a new e-mail but copy the data from a previous one); click the 'Clone' button.

3.5 Creating/Editing/Cloning an e-mail



The above screen is fairly self explanatory and will look like a regular HTML editing screen to those who are familiar with them. If you are not familiar with HTML then you can always send text e-mails by clicking on the 'Text' tab. To preview your e-mails click the 'Preview' tab. Aella also allows you to send multiple attachments by clicking the 'Attach file' button in the top right hand corner. This will allow you to browse through your hard drive and select the file(s) you would like to attach to your email.

Another feature of Aella is the use of HTML templates. If you have a standard format you like to use, insert the code and click the 'Save template' button. Clicking the 'Load template' button will allow you reload this code at any time.

To save your e-mail without sending click the 'Save' button and to save and send your e-mail click the 'Send' button. Clicking the 'Cancel' button will exit the current screen without saving. The 'Help' button will open up this user guide for you.

3.6 Sending an e-mail



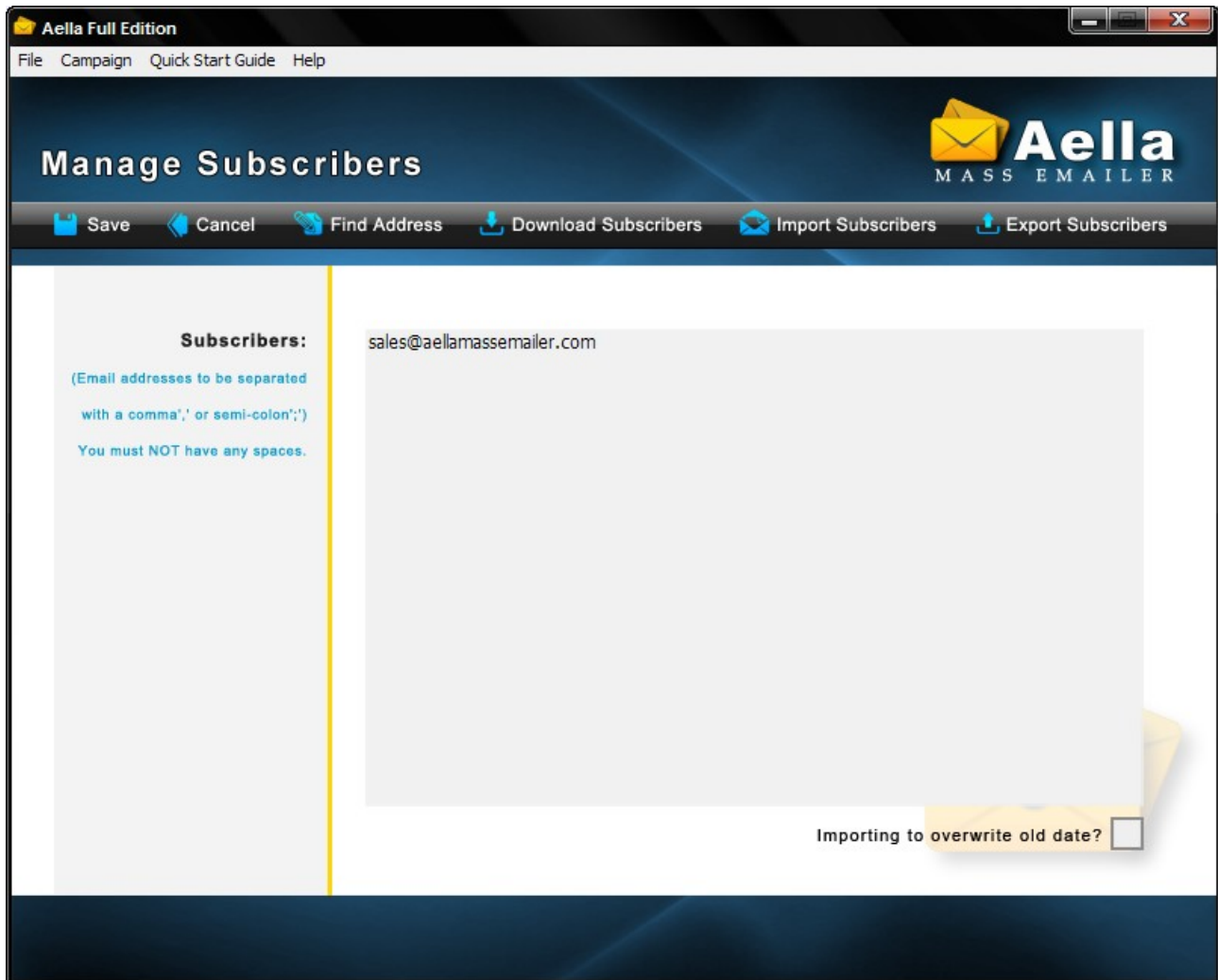
This screen will allow you to send your e-mails out to all your subscribers. In this example there are three e-mails to send and each one is 114 bytes in size. The multi-threaded option is ticked (multi-threading will send your e-mails quicker). De-selecting this option would send the e-mails one-by-one which will take longer. When the 'Send' button is clicked a progress bar will appear to update you on the current position of all the e-mails that have been sent.

When all the e-mails have been sent a summary will appear advising you of any failed items.

If any e-mails fail, you will be given the option to view them and also delete them from the subscribers list. Once all the e-mails have been sent, one click of the 'Main menu' button will return you back to the start. Clicking 'Cancel' at any point will allow you to re-edit the e-mail.

Clicking the 'Send test e-mail' button will send a test email to the from address that you specified when setting up your campaign/newsletter.

3.7 Managing your subscribers



The above screen is your control center for managing all aspects of your subscribers details. Here you can import from a .txt or .csv file by clicking the 'Import subscribers' button and also export your subscriber information in order to back it up by clicking the 'Export subscribers' button.

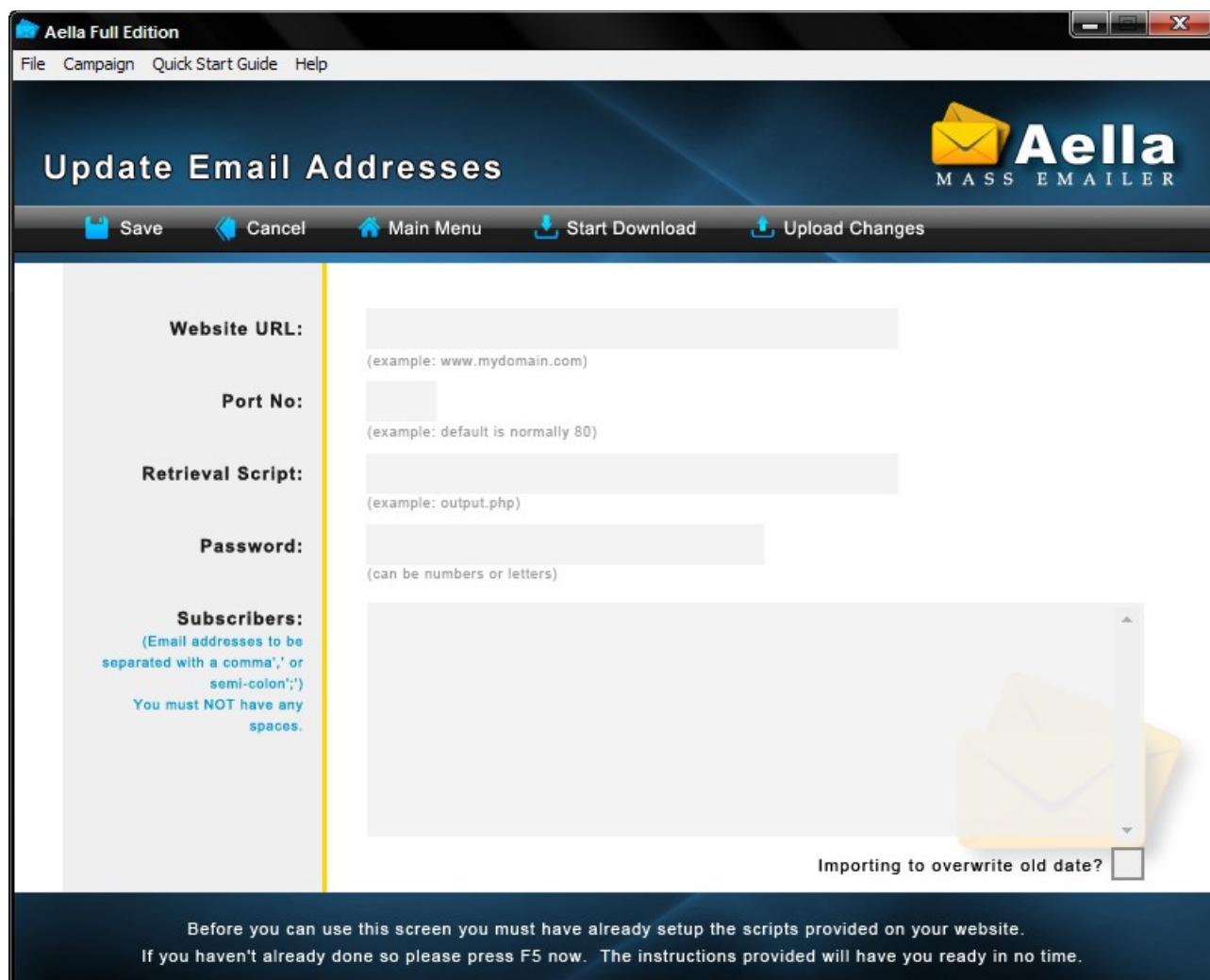
The 'Save' button lets you save any changes and return to the main menu. Clicking the 'Cancel' button will cancel any changes you have made and return you to the main menu.

Clicking the 'Find address' button will bring up a search box in order for you to find a

particular e-mail address.

The 'Download subscribers' button allows you to update your subscribers list from the details gathered on your website. There are two options for this; one allows you to host all the data yourself in a MySQL table using a PHP script (table schema and PHP scripts are provided), the other allows you to have all your data hosted for you and some HTML code will be generated for you to insert in to your website's code.

3.8 Updating the subscribers list in Aella from your website



The above screen can be used either with the PHP/MySQL scripts provided or with your own custom scripts (details of which can be found on the Aella forums). To setup the PHP and MySQL scripts for use on your own website, visit this screen in Aella (by choosing to host your data yourself) and press F5 which will open the relevant folder which contains the setup instructions.

The following fields will need to be completed in order for this to work:-

The Fields

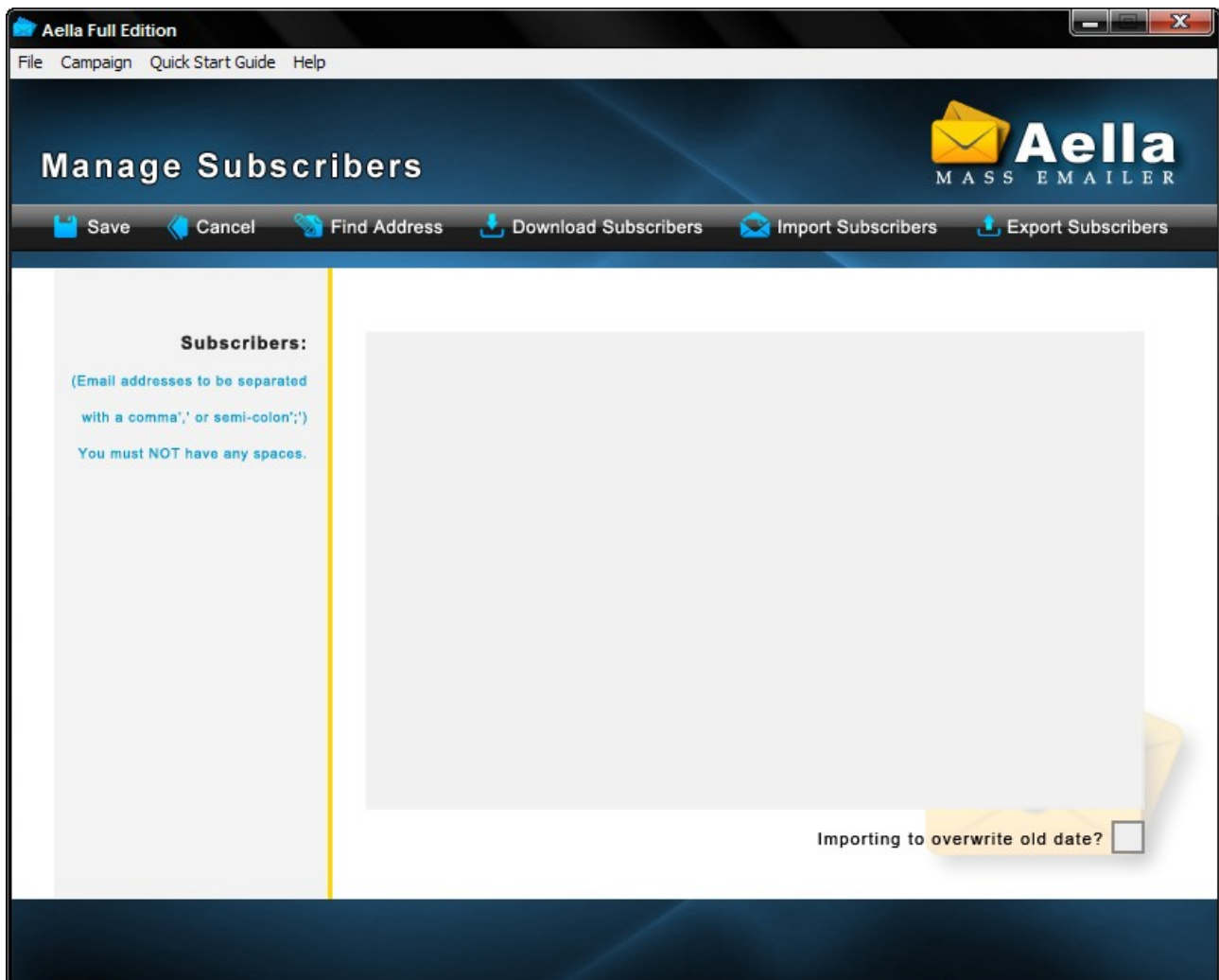
Website URL:	Your website address without the http:// part e.g. www.mydomain.com
Port No:	The port number to be used to connect to your website (default is normally 80)
Retrieval Script:	The script provided is called emailoutput.php, which needs to be entered here. Although you can rename it if you so wish.
Password:	To access your retrieval script you will need a password that is stored in the PHP file. Enter that here.
Subscribers:	This will show your current subscribers once the downloading has finished your new set of subscriber details will appear here

Clicking the 'Save' button will save all your changes and return you to the campaign manager. Clicking the 'Cancel' button will return you to the same screen but without saving any changes and the 'Main menu' button will return you to the main menu without saving any changes.

The 'Start download' button will commence the download of your new subscribers list and the 'Upload changes' button will upload your updated subscriber information to your website.

Ticking the 'Importing to overwrite old data' box in the bottom right corner will overwrite any existing data you already have in the Subscribers box with the fresh data downloaded from your website. The old data is not lost until you click save. Not ticking this box will add all the new data on to the end of the current list.

3.9 Premium e-mail maintenance service



The above screen is used to download your latest subscribers list that is hosted for you by Aella. Full instructions on the initial setup of this are shown in the program and will result in some code being generated that you will need to add to your HTML code.

The 'Start download' button will commence the download of your new subscribers list and the 'Upload changes' button will upload all your changes to the table on your server.

Clicking the 'Save' button will save all your changes and return you to the campaign manager. Clicking the 'Cancel' button will return you to the same screen but without saving any changes and the 'Main menu' button will return you to the main menu without saving any changes.

The 'Edit details' button allows you to customise the confirmation e-mail that is sent to all new subscribers.

Ticking the 'Importing to overwrite old data' box in the bottom right corner will overwrite any existing data you already have in the Subscribers box with the fresh data downloaded from your website. The old data is not lost until you click save. Not ticking this box will add all the new data on to the end of the current list.

4.0 Frequently asked questions (FAQ)

Q. MY E-MAILS WON'T SEND, AM I DOING SOMETHING WRONG?

Ensure that all your server settings are correct and test the connection. If the connection test is successful and your e-mails still do not send, try changing the authentication type. If this problem persists there could be a problem with the SMTP server you use. In this instance we recommend you change your SMTP server to the PostCast Server ([DOWNLOAD HERE](#)). This is a free SMTP server that can be downloaded on to your computer.

Q. I'VE CREATED MY E-MAIL AND SENT IT. WHY HAVEN'T THE IMAGES SHOWN UP?

All images need to be non-relative links and need to be uploaded to your own web space e.g. instead of adding `` you need to show it as ``. Images are not sent along with the e-mail, they are downloaded when the receiver opens the e-mail item.

If you don't have any webspace, check your ISP's website as more often than not free webspace is available.

Q. WHERE DO I GET MY SMTP SERVER DETAILS FROM?

On registering with your ISP you should have received an e-mail or letter with all the details you need. Alternatively try opening Outlook or Thunderbird and retrieving the information from the 'E-mail Accounts' menu.

Q. WHY DOESN'T AELLA SEND ALL MY E-MAILS?

It may be that your SMTP server blocks too many e-mails being sent in one go. If this is an ongoing problem we recommend you change your SMTP server to the PostCast Server ([DOWNLOAD HERE](#)). This is a free SMTP server that can be downloaded on to your computer.

Q. THE IMAGES IN MY E-MAIL SHOW UP WHEN I PREVIEW THE E-MAIL, BUT NOT WHEN I SEND IT. WHAT AM I DOING WRONG?

All images need to be non-relative links and need to be uploaded to your own web space e.g. instead of adding `` you need to show it as ``. Images are not sent along with the e-mail, they are downloaded when the receiver opens the e-mail item.

The reason you can see them when you preview them is that the image probably links to a folder on your hard drive.

If you don't have any webspace, check your ISP's website as more often than not free webspace is available.

Q. HOW CAN I LEARN HTML?

Visit <http://www.w3schools.com/html/default.asp> for a multitude of excellent tutorials and help.

Q. WHY CAN'T I GET THE PHP SCRIPTS AND/OR THE MYSQL SCRIPTS TO WORK?

Head on over to the forums (www.aellamassemailer.com/forums) to describe your problem and get some expert help.

5.0 Reporting bugs

Have you found a bug or does something not behave as you would expect? Post a message on our forums (www.aellamassemailer.com/forums.php) and if it is confirmed as a bug we will endeavour to fix it in the next release.