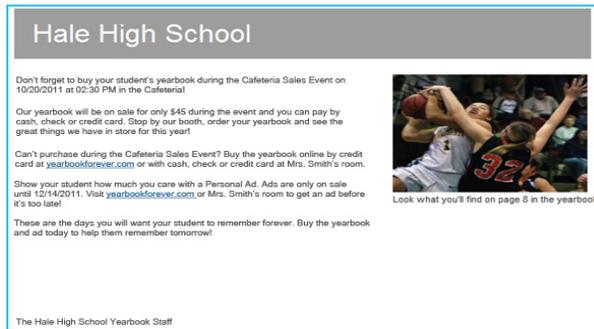# automated email marketing

Automated Email Marketing

Parents are buying items online every day. Why not email them timely yearbook reminders through our new Automated Email Marketing so they know they can buy the yearbook online too?

How can this new tool help you?

- **Set it and forget it** – saving you time. Once you set up this program, mark emails off your to-do list. Emails will automatically be sent to parents based on the dates you entered for Online Yearbook Sales.
- **Relax! It's easy, effective and free** – saving you time and money. Emails give parents 24-7 access to purchase and have proven to be a great way to get parents to buy.
- **Send only to non-buyers** – saving you and parents frustration. Automatically email those parents who haven't bought a yearbook. You won't have to scrub your lists to remove previous purchasers. Parents won't receive emails if they've purchased.
- **Includes a photo from submitted spreads** (Online Design schools only) – enticing more parents to buy. How cool is that? When you tag your photos in Online Design and submit a spread, the email sent to each parent will include a photo of their child, if their child is included on a submitted spread.

Hale High School

Don't forget to buy your student's yearbook during the Cafeteria Sales Event on 10/20/2011 at 02:30 PM in the Cafeteria!

Our yearbook will be on sale for only $45 during the event and you can pay by cash, check or credit card. Stop by our booth, order your yearbook and see the great things we have in store for this year!

Can't purchase during the Cafeteria Sales Event? Buy the yearbook online by credit card at yearbookforever.com or with cash, check or credit card at Mrs. Smith's room.

Show your student how much you care with a Personal Ad. Ads are only on sale until 12/14/2011. Visit yearbookforever.com or Mrs. Smith's room to get an ad before it's too late!

These are the days you will want your student to remember forever. Buy the yearbook and ad today to help them remember tomorrow!

Look what you'll find on page 8 in the yearbook!

The Hale High School Yearbook Staff

What you need to know:

- There are up to eight potential emails, depending on the pricing information you enter in Members Only: Back to school, yearbook sales starting, up to three price increase emails, namestamp sales ending, yearbook sales ending and yearbooks are in.
- Parents are removed from future emails once they buy a yearbook.
- Through Marketing Central, you can preview your emails and add additional parent email addresses.

Follow these easy steps to set up and use Automated Email Marketing.

1. Set up your Online Yearbook Sales in Members Only.

2. Upload your Student List in the Marketing Central area of Members Only. Click on **Add Students**, then **Upload List**. Be sure to include parent names and email addresses.

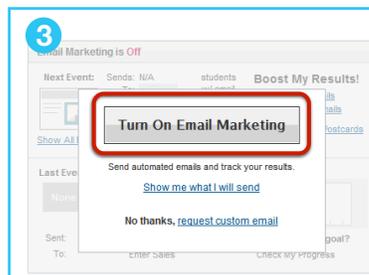3. In Marketing Central, click **Turn On Email Marketing**.

4. In the Email Marketing area of Marketing Central, click **Settings** and enter your email information, including send name, reply email address, in-school sales information and more.

   You can update this information any time by clicking on **Settings**.

5. Click the **Show All Emails** link to preview an email before it gets sent.

6. Click **Get more emails** to add more email addresses. You can either type them in, or upload another list.

Your emails will be sent automatically, based on your school's yearbook sales information.

If you have questions on how to set up or use Automated Email Marketing, contact Computer Support at 800.369.1530 or computer.support@walsworth.com.