

PWG Leads program & **Email Creation** guide



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Accessing the Leads program **You must disable your Popup Blocker**

step 1. www.pwgleads.com

step 2. Enter your **email address** per your contract

step 3. Enter the **password** you provided your local PWG rep.

note: If you did not provide a password or have forgotten it please contact your rep to retrieve or assign one.

step 4. Click **Enter**

Overview of first page

Search for Leads

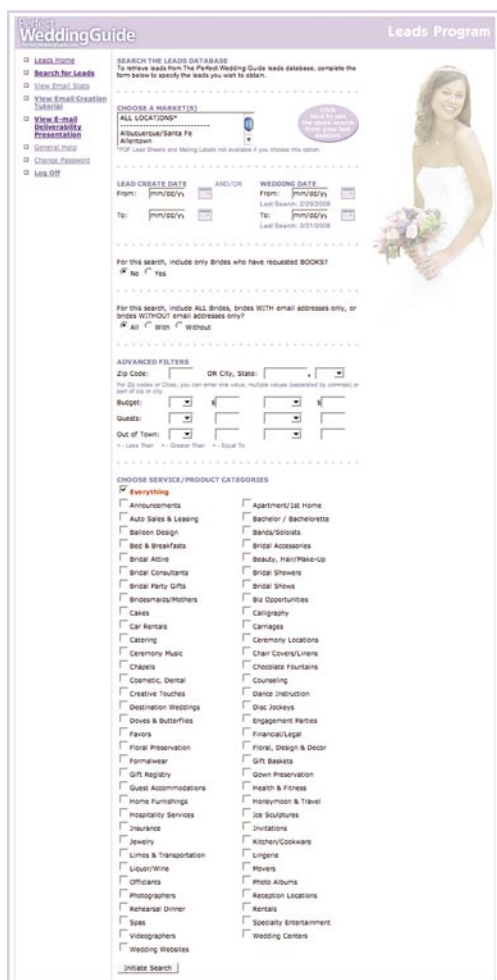
This is where you begin your Leads program.

Stats (see more information on page 3)

Provides detailed information about each email you have sent using this program. Information includes the date the email was sent, number of brides email was sent to, number of brides who opened the email, number of blocked emails, etc.



Listed down the left side of the screen:



Search for your leads

1. Click on **Search for Leads** to begin
2. Enter your search criteria

Lead Create Date:

We advise you create your search using this criteria for a more comprehensive list. The faded dates shown below the date field indicate the dates you previously used to generate a search.

Wedding Date:

If you choose to narrow your search using brides registered wedding date, use the Lead create date as 01/01/07 to today.

note: When you narrow your search on wedding date, you can personalize the message for their appropriate stage of wedding planning. This is a very good practice. However, our system stores the date 12/31/2050 for brides who haven't entered their date. You should remember to market to them as well.

Fill out the remaining fields specific to your needs.

3. Click on **Initiate Search** at the bottom of the page.

Popup window – click **OK**

Search for your leads

4. Using the leads you generated:

Download CSV Database:

Obtain your lead information in an Excel spreadsheet

Download MS Works Database:

Obtain your lead information in Works format

Create Lead Sheets:

Lead information in detailed PDF document

Create Mailing Labels:

Auto formatted to print your leads onto Avery 5160 Mailing Labels. Simply press Print.

Email Brides: (see more information on page 4)

This allows you to create your own email and send out to all the Bridal Leads you have just generated.

note: Email addresses cannot be exported from our system due to privacy laws. You can email our bride leads using our Email Marketing System.



Email Campaign Statistics

Provides detailed information about each email you have sent using this program. Information includes the date the email was sent, number of brides email was sent to, number of brides who opened the email, number of blocked emails, etc.

Statistics are correlated to the Emails being sent. Once emails are sent, these statistics will become static.

Total Sent = emails that have been sent / how many emails will be sent

Hard Bounces = Invalid email address

Soft Bounces = Valid email address but could not finish the delivery (full email, server error, etc)

Delivered = # of emails delivered
(Delivered + Bounces = Total Sent)

Deliverability Rate = % of emails delivered

Statistics are correlated to the Emails being opened. These statistics will can change over time.

Opened = # of emails opened or viewed

Open Rate = % value of # opened / # delivered

Click-Throughs = # of clicks within an email campaign
(one email can be clicked more than once)

Unsubscribes = # of email addresses that chose to unsubscribe from this email campaign

Unsubscribe Rate = % value of # unsubscribes / # delivered

2007-10-29 Photographs are the Perfect Memory	
Total Sent	20 / 20
Hard Bounces	3
Soft Bounces	1
Delivered	16
Deliverability Rate	80.00 %
Opened	11
Open Rate	68.75 %
Click-Throughs	8
Unsubscribes	2
Unsubscribe Rate	12.50 %

Statistics are correlated to the Emails being sent. Once Emails are sent these statistics will become static.
Total Sent = Emails that have been sent / How many emails will be sent
Hard Bounces = Invalid Email address
Soft Bounce = Valid Email address but could not finish the delivery (full email, email server error, etc.)
Delivered = # of emails delivered (Delivered + Bounces = Total Sent)
Deliverability Rate = % of emails delivered

Statistics are correlated to the Emails being opened. These statistics will can change over time.
Opened = # of Emails opened or viewed
Open Rate = % value of # Opened / # Delivered
Click-Throughs = # of clicks within an Email Campaign (one Email can be clicked more than once)
Unsubscribes = # of Email addresses that chose to unsubscribe from this Email Campaign
Unsubscribe Rate = % value of # Unsubscribes / # Delivered

Using the Email Feature:

You must disable your Popup Blockers and choose "Always allow pop up for the entire site"

AOL users: The PWG Leads Email program is not compatible with the AOL browser. You will need to use Internet Explorer or Firefox to successfully use the Leads Email Feature.

step 1. Specify specific brides through Lead Database

Please refer to PWG Leads program ([see on page 2-3](#))

After you generated the Leads, under **CHOOSE FORMATS**, please click on **Email Bride(s)**

step 2. Create Email campaign using existing templates or customized template

Upon accessing the Email application you will be asked to insert your **market name** and **email**. Enter your **company name** and **email address** you supplied to PWG.

- 4 email layout options. (3 templates and 1 customized layout- Advanced Editor)
 - To edit an email you have already created and sent, click on the center option [View History]. Here you will see past emails you have sent and have the option to Edit and resend.
- note: It is important to make changes to any email you resend, even a minor adjustment, to avoid being flagged as SPAM.

View Email History:

Past emails you have sent and have the option to **edit and resend**.

note: It is important to make changes to any email you resend, even a minor adjustment, to avoid being flagged as SPAM.

1 of the 3 pre-designed templates

1. To make your selection, click on the sample image, a purple border around your selection appears.
2. Click on **Edit Template** located towards the upper right side of your window.

[Go to next page for next step.](#)

Create own email layout

Click on the **Advanced Editor**, a purple border around your selection appears.

Click on **Edit Template** located towards the upper right side of your window.

[Go to page 6 for next step.](#)



1 of the 3 pre-designed templates

The images and text seen in the sample image have been removed, leaving you with boxes and instructions for what to put where.

Email Subject:

Put cursor within the provided box and type in the subject of your email. This is what the bride will first see when it arrives in her mailbox. Many times this determines whether or not the bride will open your email.



Email Body: Template 1,000 words

Single Line Edit: This is the first line of your email. Your catch phrase, headline.

step 1. Click on the words **Single Line Edit** to activated text field

step 2. Place cursor in text box and type in your headline

step 3. When you are done click on Single Line Done to lock in your text and move on to a new box.

Multi Line Text Edit: This allows you to type or insert body text.

step 1. Click on the words [Multi Line Text] to activate and insert your text into this block.

(a window will appear to enter your text into with tools similar to Microsoft Word)

step 2. There are 3 ways to insert your text here. *(for steps go to page 10)*

- Type in the text yourself
- Cut and paste from an existing document.
- Inserting HTML (your own or content from internet source)

step 3. When finished adding the text for this block, click on **Done** to insert and view the text into the email template.

step 4. When finished adding and editing the text in this block - Click **Multi Line Done**. This will insert your text into the email you are creating.

Insert Images:

Click on **Image Edit** where you want to put your image.

For step by steps to insert images, go to page 9

Hyperlink: *For step by steps to add hyperlink to image, go to page 10,*

For step by steps to add hyperlink to text, go to page 13

Finished creating your mail?

a. Click on **Preview Email Campaign**

Located on the top right of your email window.

b. The system will scan your email and notify you of there are any errors.

c. Correct errors

Search for the text that is displayed in the error message. This is what has triggered the error alert. The line number refers to the html code.



d. you now have the option to:

1. Go Back & Edit your Email

When you do this Click on **Email Body** to activate the email to make your changes.

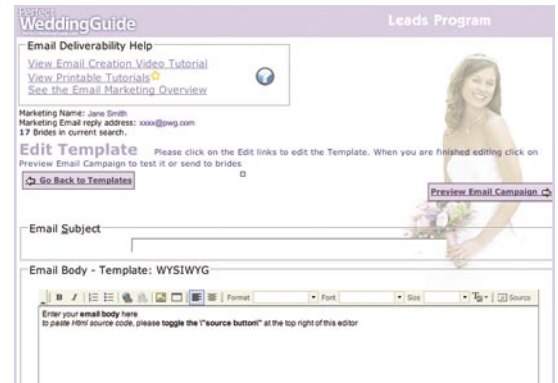
2. Send a test email to yourself.

3. Send the email to the leads you generated. (see more information on page 2-3)

4th template option

Create own email layout - Advanced Editor

- This email choice enables you to design your own email layout using the tools provided. These are similar to those we use to create a Word document.
- You may begin creating your email by, typing and adding text, as you normally would a Word document.
or
- Start with a table to provide the framework for your email, ensuring the recipient sees the email exactly as you created it.



Tool bar:



B I Setting text to Bold and/or Italics

Setting text to Ordered or Unordered List

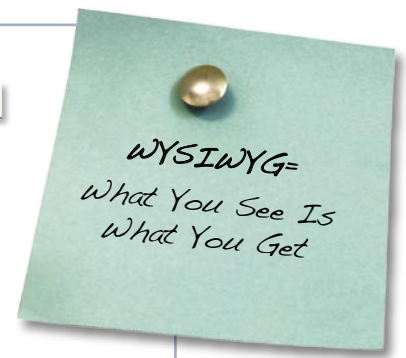
Create a Hyperlink

Image tool to add images

Create a Table

Format Font Size Setting text to a specific format, font type, font size and/or font color

Source View / Insert HTML



Email Subject:

Put cursor with in the provided box and type in the subject of your email. This is what the bride will first see when it arrives in her mailbox. Many times this determines whether or not the bride will open your email.

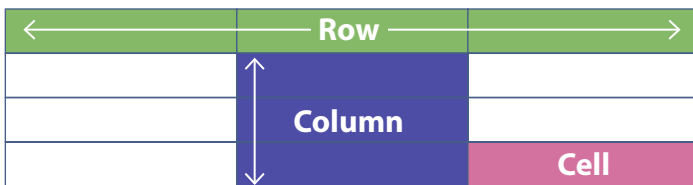
Email Body:

Click on **Email Body** to begin creating your email. A box will appear displaying you tool bar.

Now, you are ready to create your email.

Inserting a Table:

- A table is grid made up of **Rows**, **Columns** and **Cells**
This grid provides you a way to create your own template so your images and text will sit (and stay) exactly where you want them.
- Tables also enable you to add background color to parts of, or the entire email, using the Table Properties menu detailed below.
- A table can be created at the beginning of your email creation process, or added within an email you have previously started.




Row = <Green> all of the blocks in a horizontal section

Cell= <Pink> each block created by the grid

Column= <Blue> all of the blocks in a vertical section

Steps to create your Table:

step 1. Click on the Table icon on your tool bar 
A pop up window will appear asking you to define your table.

step 2. Enter the # of **Rows (horizontal sections)** you will want to divide your email into

step 3. Enter the # of **Columns (vertical sections)** that will make up your email. These can be adjusted once you create your table (i.e.: you may want 4 cells (boxes) on the first row for images and text, 1 cell on the 2nd row for all text and 2 cells on the 3rd row) for this table you would want 3 rows and 4 columns.

step 4. Border size: this is the thickness of the lines that make up the grid.
0 = invisible to reader - suggested for a clean presentation
1 = thin line
2 + = Thicker as the number increases

step 5. Cell Spacing is the amount of margin between the border and your contents (we generally use 1).

step 6. Click **OK** to insert the table

The screenshot shows the 'Table Properties' dialog box with the following settings:

- Rows: 3
- Columns: 2
- Width: 200 pixels
- Height: [] pixels
- Border size: 1
- Alignment: <Not set>
- Cell spacing: 1
- Cell padding: 1
- Buttons: OK, Cancel

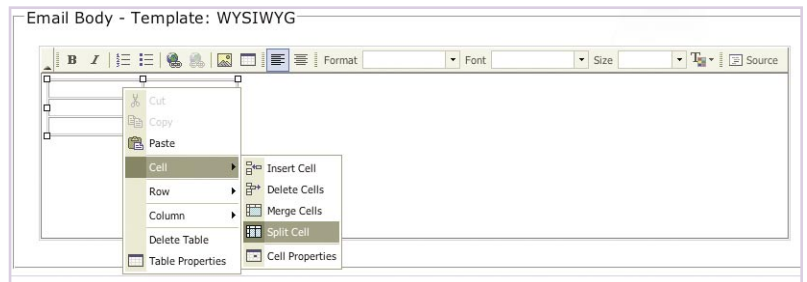
Changing the Properties of a Cell or Cells:

- Each Cell (Row and Column) can be altered individually to fit your need: you can split 1 cell into several, merge several into one, delete and add cells.

To split a cell:

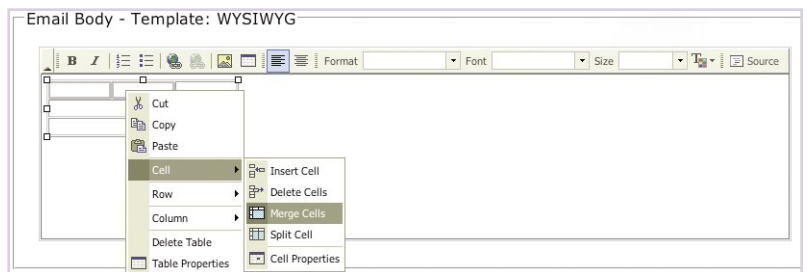
Let's say you have 2 cells in one row. But you want 2 pictures in that row with an area for text between the images.

- step 1. Right Click on one of the cells
- step 2. Left click **Cell**
- step 3. Left click **Split**
- step 4. Answer fields as they apply
- step 5. **Done**



To merge (combine) combine 2 or more cells into one:

- step 1. Highlight the cells
- step 2. Right Click within the highlighted cells
- step 3. Left click **Merge**



Align text / image within a Cell:

- step 1. Right Click within Cell
- step 2. Left Click **Cell Properties**
- step 3. **Align** (Left Click on desired position) Far Left, Center, Far Right.



Cell Properties:

Options to adjust a cell's width and height, set alignment of text and images within cell, set background color and/or border of cell


Left Click **OK** to apply changes

Insert images into your Table:

- Make sure the **images** you wish to add to your email have been **saved on your computer**.
- Before images can be inserted into your email, they first need to be uploaded into a folder you will create with the following steps.
- Once you have uploaded the images into your folder, you can reuse them at any time without uploading again.

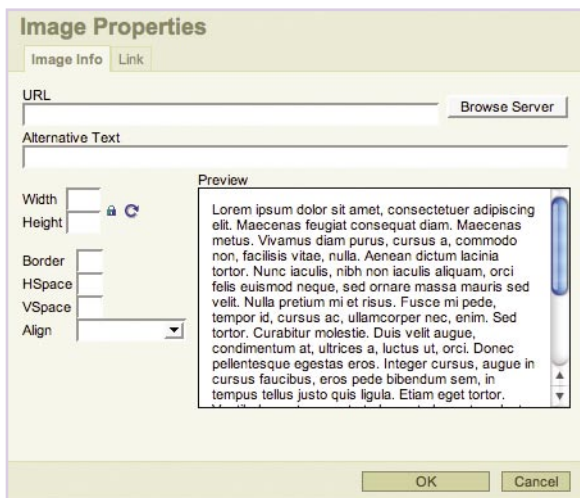
The following steps will walk you through the entire upload and insert process:

step 1. Save images to use on your computer.

step 2. Go to the email template you are working on and click on Image Edit or click on the image icon  located on Multi line text edit tool bar where you want to add your image.

For Advanced Edit users: click on the insert image icon located on your tool bar 

Image properties window will appear.



step 3. Click on **Browse server** towards top left of Image Properties window.

A new window will appear: Here you will create your own image folder to add and save your images for future use.

step 4. Click on **Create new Folder** located at the bottom left of window.

step 5. Type in the name of your folder in text field provided in the "Explorer User Prompt" window that just popped up.

step 6. click **OK**

step 7. Your new folder appears in the **Image Folder** window.

step 8. Click on the new folder to activate it. *We will now upload your images into this folder.*

To add/upload images into your folder

step 9. The name of the folder you have selected to upload images to should appear along the top of the window in large text.

step 10. Click on **Browse** at the bottom Right of the window (next to Create New Folder button)

step 11. Locate the image you have saved on the computer.

step 12. Click on the image or the name to select it. (it will be highlighted when selected)

step 13. Click Open towards the bottom right of window

step 14. Click **Upload** on the far right next to Browse

(Image has now been uploaded and available to use. You should be able to see it listed in the window.)



To insert images into your email from previously created folder

step 15. Click on the image you have just uploaded or one already in your folder to insert into your email.

step 16. Image is now ready to preview and resize in “image properties” window.

step 17. You can resize image using pixel dimensions (*height and width*).

Resizing image visually within your email

step 18. To adjust the size of your image, click on the image. Eight small squares will appear around the image.

step 19. Click and drag on a side square to **adjust the width**.


Click and drag on either top or bottom squares to **adjust the height**.

Corner squares will **adjust both height and width** at the same time.

To make this image an active hyperlink

(when reader clicks on it, they are taken to another website/webpage)

step 20. To make this image an active hyperlink, click on the image. Eight small squares will appear around the image.

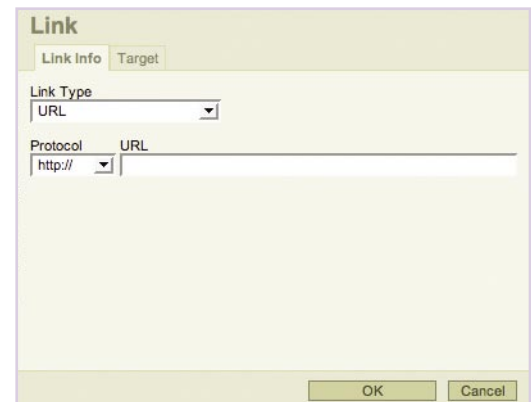
step 21. Click on Hyperlink tool. 

Link properties window will appear.

step 22. Type in the **website** you want image to forward reader to in the URL field provided. www.TheWebAddress.com here.

step 23. Click **OK** at the bottom of the Link properties window when you are done.

step 24. When you are done click on Image **Done** to save and lock image into place



Insert text into your Table:

You have three options on how to insert your text.

- Type in the text yourself.
- Copy and paste from an existing document. (See [To Copy and Paste text from an existing document, page 11](#))
- Inserting HTML (your own HTML code or content from internet source).
(See [Inserting HTML, page 11-12](#))

Insert text into your Table:

b. To Copy and Paste text from an existing document

- step 1. Open the document containing the text you want to copy.
- step 2. Highlight the text you want to copy.
- step 3. Hit **Ctrl + C** on your keyboard to copy.
- step 4. Go to your email text editing window.
- step 5. Click 1x inside box to activate (curser is ready).
- step 6a. Hit **Ctrl + V** to paste.
- step 6b. In some cases additional window will appear (Window Internet Explorer) asking if you want to clean the text.
 - 1. Click **OK**.
 - 2. Another window will now appear with a blank box to paste your text into.
 - 3. Click 1x inside box.
 - 4. **Ctrl + V** to paste in text.
 - 5. check **Ignore Font Face Definitions**.
 - 6. **OK**.
 - 7. To remove the text pasted into the box click on **Clean Up Box**.

c. To Add your own HTML code or content from a webpage*

**(When working with HTML, your tool bar will be inactive - grayed out)*

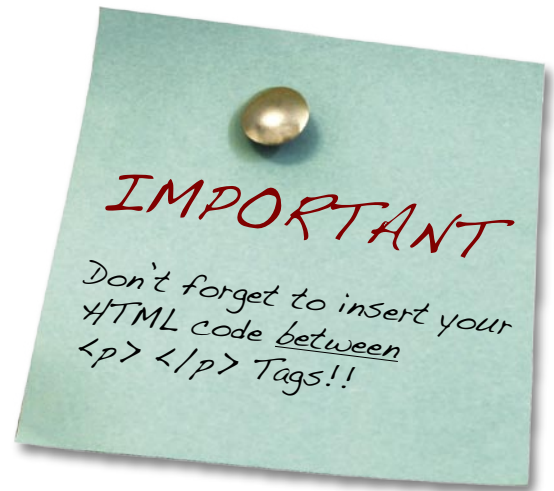
- step 1. Click in Text Edit window to place cursor where you want to add the HTML code.
Your email recipients will only see the text and images as you intend them to - they will not see HTML code.
- step 2. Click on the word **Source** to the far right of your editing tool bar.
To open an HTML edit/insert window.
- step 3. Replace the default code you see with your own texts between the first 3 characters `<p>` and last 4 `</p>`
`<p>your code here</p>`



Copying the HTML to insert into your email:

You will insert (copy and paste) your HTML code between the `<p>own texts here</p>` Tags – Always

- step 1. Open the web page you want to copy from.
- step 2. On your browsers tool bar, (internet explorer, Netscape, Firefox etc.) click on `View`.
- step 3. Click `Source`.
- step 4. The HTML Code gibberish will appear in a separate window.
- step 5. Highlight and copy this code. `Ctrl + C`
- step 6. Click 1x inside box to activate (cursor is ready).
- step 7. Hit `Ctrl + V` to paste.



OR...

- step 1. Open the document containing the HTML code already created that you want to copy.
- step 2. Highlight the text you want to copy.
- step 3. Hit `Ctrl + C` on your keyboard to copy.
- step 4. Go to the PWG email you are working on.
- step 5. Click 1x inside box to activate (cursor is ready).
- step 6. Hit `Ctrl + V` to paste.

To add/combine HTML content to the email you have been working on.

- step 1. Activate the block you want to add the HTML content into.
- step 2. Put curse where you want to place the HTML content.
- step 3. Click on `Source` to the right side of the tool bar.
- step 4. You now see your content but in HTML format.
- step 5. Go to the HTML page you want to copy and paste from.
- step 6. On browser toolbar click on `View`.
- step 7. Click on `Source`.
- step 8. Highlight HTML code that appears in pop up window.
- step 9. `Ctrl + C` on your keyboard to copy.
- step 10. Go to the email you are creating.
- step 11. `Ctrl + V` to paste into your email.
- step 12. To view your email as others will see it click on `Source` on the far right of your editing tool bar.

Hyperlink your text:

When your reader clicks on the text they are forwarded to another webpage/site that you want them to go to.

A web address (www.yourwebsite.com) will automatically become a hyperlink.

step 1. Type in and highlight the text you want to make active (or highlight text you have already added).

step 2. Click on the Hyperlink icon  on tool bar.

step 3. A link properties window will appear.

Make it easy: Link type = URL
Protocol = http://
URL = www.thewebsitehere.xxx

Edit templete option for a single Hyperlink
(like a Link to your own website or your PWG listing)

step 4. Click **OK** when done.

Click when you done adding text and URL

Hyperlink is ready!

Hyperlink your images: Please go to page 9.

Finished creating your email?

step 1. Click on Preview **Email Campaign**, located on the top right of your email window.

step 2. The system will scan your email and notify you of there are any errors.

step 3. Correct errors.

*(Search for the text that is displayed in the error mesage. This is what has triggered the error alert.
The line number refers to the HTML code.)*

step 4. You now have the option to:

- Go back & edit your email
When you do this click on **Email Body** to activate the email to make your changes.
- Send a test email to yourself.
- Send the email to the leads you generated (see page 2-3).