

MailQueen™ Pro 4.x User's Guide

Borderland Consulting Inc.

<u>Table of Contents</u>	<u>Page</u>
Installation	2
Setting Up	2
Viewing The Logs	2
Creating a New E-mail	3
Sending an E-mail	5
Managing Returned E-mail	6
Managing Mailing Lists	6

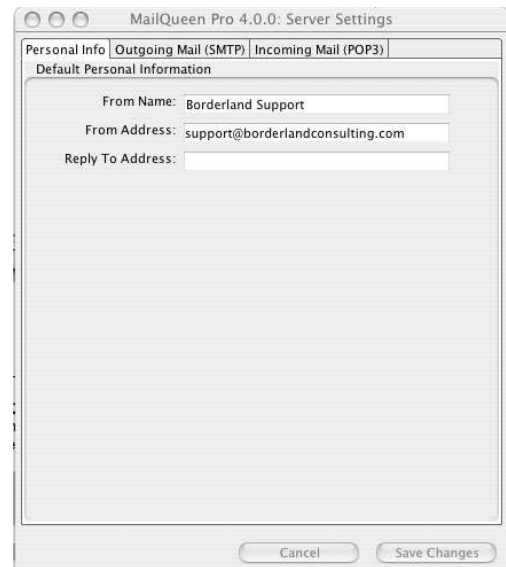
Installation

1. Download the *MailQueen™ Pro* installer executable from <http://www.borderlandconsulting.com>
2. Once the download has completed, double-click on the installer file and follow the on-screen prompts through the rest of the installation. If you are using Mac OSX, once the *.dmg file is mounted and the folder opens up, drag the *MailQueen™ Pro* application bundle into your Applications folder. On Linux, unzip the archive.
3. Once the installation is complete, you can launch *MailQueen™ Pro* from the **Start Menu > Program Files** menu on the task bar. On Mac OSX you can just double-click on the *MailQueen™ Pro* application bundle. On Linux, from the command line, change to the base installation directory and run the mailqueenpro.sh script.

Setting Up

MailQueen™ Pro allows you to set up certain settings such as your default name and address as well as some information about your mail servers. These can all be changed when you compose an e-mail, but if you fill these settings in now, they will be pre-populated every time you create a new e-mail. To set these settings:

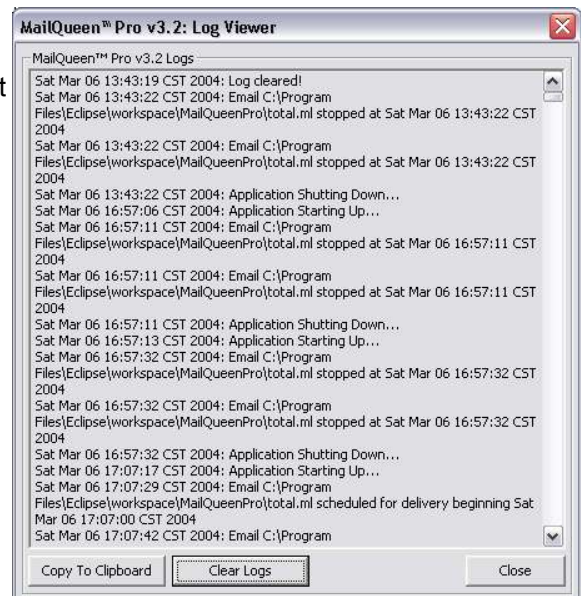
1. Open *MailQueen™ Pro*.
2. Click on the **Settings** tool button. This will open the **Server Settings** dialog box.
3. Fill in your default name, e-mail address, reply-to address, outgoing and incoming server information. If you do not know this information, contact your Internet Service Provider. *MailQueen™ Pro* also comes with an internal SMTP server which allows you to send mail directly without using your ISP's or company's SMTP server.
4. Once you are finished, you can click **Save Changes**. *MailQueen™ Pro* will then ask you if you want to test your server connections. If you choose to, you will be notified if any information is invalid.



Viewing The Logs

As with any good e-mail application, if you get stuck and do not know what is going on, or if you want to see a history of your activity, you can view *MailQueen™ Pro*'s logs by clicking on the **View Logs** button in the **Task Manager**.

You can browse through the logs, clear them, and even copy them to the clipboard to paste into another application.



Creating a New E-mail

MailQueen™ Pro's E-mail Designer window is a powerful tool to help you create your mass e-mails. To create a new e-mail, click on the **New E-mail** tool button. This will open up a blank e-mail with your global settings pre-populated. Below is a description of each of the E-mail Designer's features.

Header Information:

The **From Name** field is the name that your e-mail will appear to be coming from on the recipient's computer.

The **From Address** field is the e-mail address that your e-mail will appear to be coming from.

The **Reply-to Address** is the default address that will appear when the recipient replies to your e-mail.

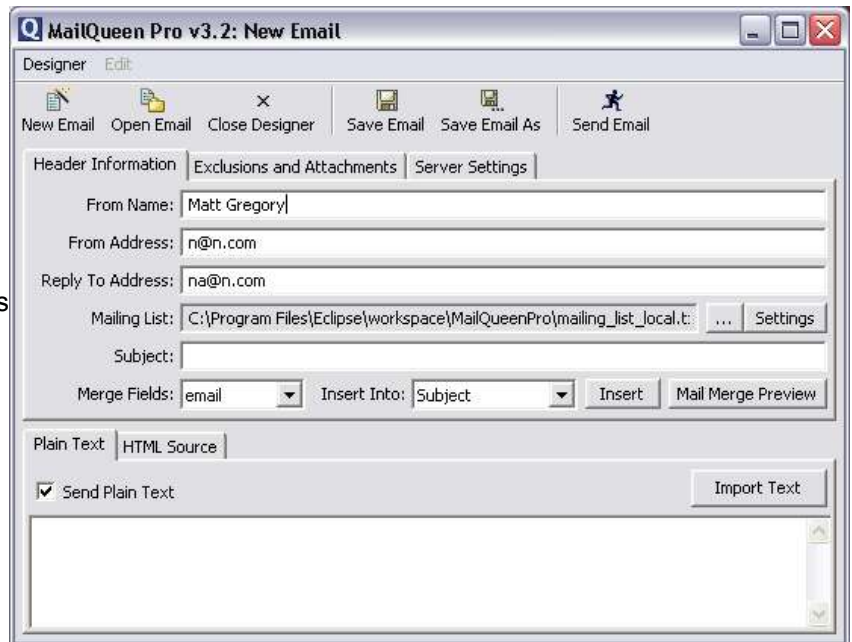
The **Mailing List** field contains the name of the file that contains your e-mail address mailing list and all your information that you want to merge into the e-mail. This file will need to be in the following format:

- Each record in the (all the information for an e-mail) must be on one line.
- Each field in the record should be separated by a comma, semi-colon, colon or tab. When you import this file, you will choose which character is the field delimiter.
- The first line should contain the names of the fields which will be used for merging that field into the e-mail.

An example of a file would be:

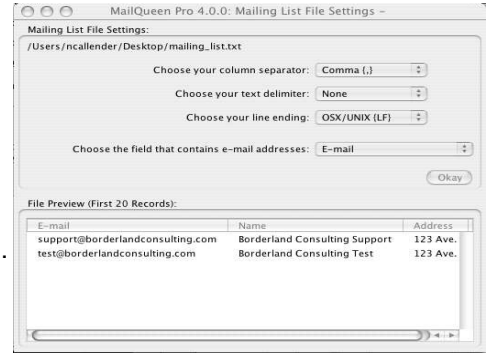
```
E-mail,First Name, Last Name
your@email.com,Luke,Herring
my@email.com,Mike,Moden
```

If you have your data in a spreadsheet or database, you can export it as a CSV (Comma Separated Value) file. Make sure to use a comma, semi-colon, colon or tab as the field delimiter. Also, you can also input and edit your mailing lists directly in *MailQueen™ Pro* using the new Mailing List Manager. This tool will help you verify that your mailing lists are in a valid format before sending any e-mail.



To import the mailing list file:

1. Click on the ... button and a file dialog box will appear.
2. Choose your file in the file dialog box.
3. Once you choose your file, the **Mailing List File Dialog** box will appear. You can then set your **column separator**, **text delimiter**, and **line ending** and the field you want to use as the **e-mail address field**. You will also be able to preview your data.



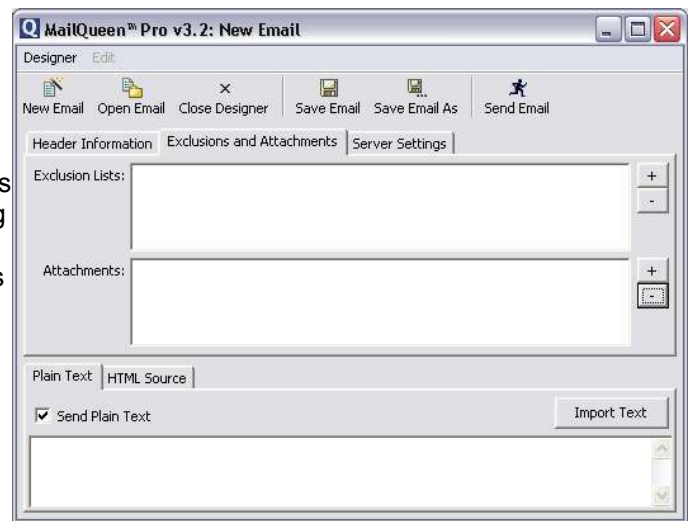
The **Subject** field is where you can enter your e-mail's subject line. This line may contain mail merge fields. By using the **Insert Into** button, you can insert mail merge fields into the subject, plain text composition box, or the HTML source composition box. You can use the **Mail Merge Preview** button to preview the mail merge and send test e-mails to an address that you specify.

Exclusions and Attachments:

Using the **Exclusions and Attachments** tab, you can add lists of addresses that you want *MailQueen™ Pro* not to send e-mails to. These lists are generally lists of people that have unsubscribed from your mailings. Most mass e-mail programs make you process and scrub your mailing lists before sending the mailing, but *MailQueen™ Pro* will do it on the fly if you specify these lists. You can add any number of exclusion lists to a mailing. The list must be a text file with one e-mail address on each line.

An example exclusion list file would look like:

```
your@email.com
my@email.com
his@email.com
```

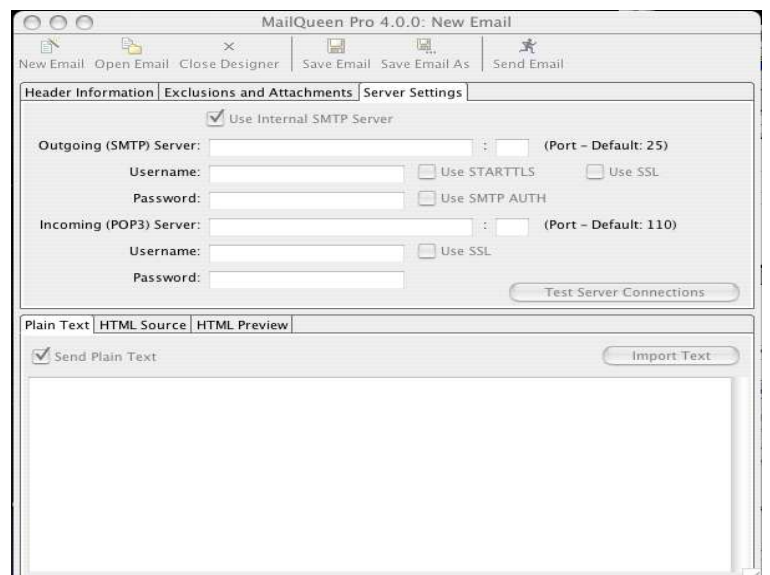


You may also specify any number of attachments that you would like your mailing to contain. These attached files are treated like normal attachments just like any other e-mail client.

Server Settings:

When you are composing an e-mail, if you have set your global server settings (see above), that information will be pre-populated in the **Server Settings** tab. However, if you want to change your server settings for a particular e-mail, you can do that here. You have access to all the same fields, and you can test the server connection as well.

This feature allows you to set up *MailQueen™ Pro* to send multiple messages simultaneously through different e-mail servers.

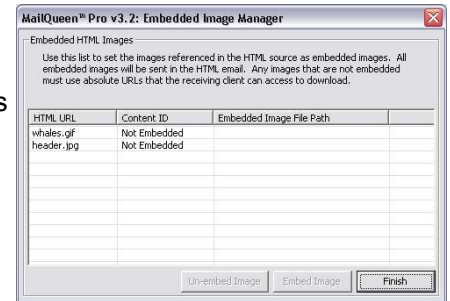


Plain Text and HTML Composers:

Once all your header, exclusion, attachment, and server information is set up correctly, you can start composing your e-mail. By default, you will need to compose both a plain text and also an HTML message. This will send a multi-part message to your recipients, and their e-mail clients will determine which message they see. To disable either the plain text message or the HTML message, uncheck the **Send Plain Text** or **Send HTML** check boxes.

You can import plain text by copying and pasting, or by clicking on the **Import Text** button. You can import HTML in the same way by copying the HTML source code and pasting it, or by using the **Import HTML** button.

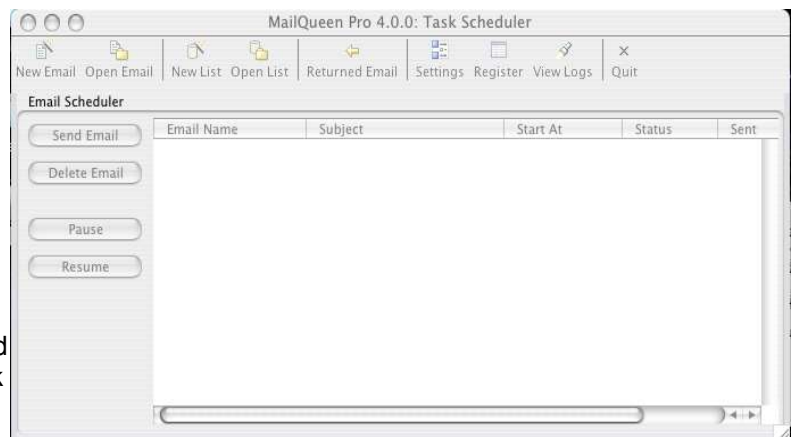
Once you import your HTML source code, you will need to tell *MailQueen™ Pro* which images you want embedded into the e-mail. Some people prefer to embed all the images in the HTML file, while others would rather put the images on a web server and specify absolute URLs to those images. If you choose to embed your images, you can do that using the **Embedded Image Manager**.



Sending an E-mail

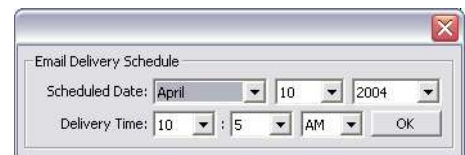
MailQueen™ Pro makes sending e-mails easy and puts you in controls with its powerful scheduler and delivery engine.

To send an e-mail, just click the **Send E-mail** button on the **Task Scheduler** or in the **E-mail Designer** window. You will be prompted to pick (or save) an e-mail, and then the **E-mail Delivery Schedule** dialog will appear. Just pick the time and date you want your e-mail to start sending and click **OK**.



Note: In order for *MailQueen™ Pro* to deliver your e-mail, the application must be running at that time.

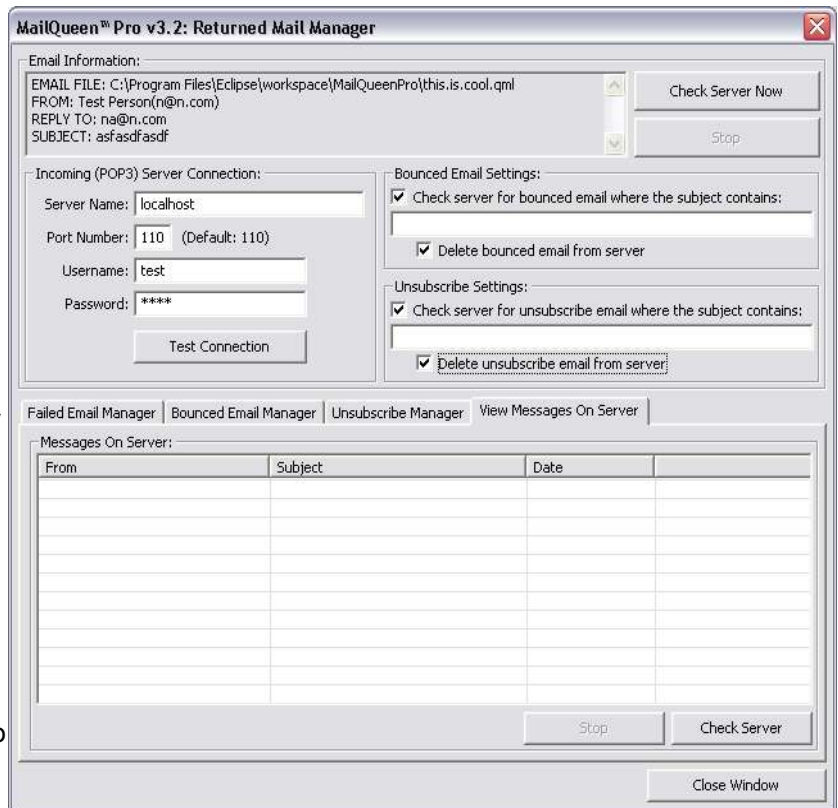
Once an e-mail is sending you can pause it or delete it. If an e-mail is paused, you can resume it or delete it as well.



Managing Returned E-mail

In order to manage returned mail, click on the **Returned E-mail** tool button in the **Task Scheduler**. You will be asked to select an e-mail file that you want to manage returned e-mail for. Once you select the e-mail file, the **Returned Mail Manager** window will appear. You can do many tasks in the **Returned Mail Manager** window:

1. You can change your incoming server information and test the connection. This is useful if you want to check multiple POP3 servers for returned mail.
2. You can view a list of addresses that *MailQueen™ Pro* failed to send this e-mail to by clicking on the **Failed E-mail Manager** tab.
3. You can view the e-mail messages that are currently on the POP3 server by clicking on the **View Messages on Server** tab. This is useful in order to determine what subjects you want to set as being 'Bounced Mail' and what subjects you want to set as being 'Unsubscribe Mail'.
4. You can then check your server for bounced and unsubscribe messages based on the subjects (or parts of subjects) that you enter into the appropriate fields. When you click the **Check Server Now** button, the messages that qualify will be put into the right list and deleted off the mail server if you specified that.



Managing Mailing Lists

MailQueen™ Pro comes with an integrated **Mailing List Manager** to help you create and edit your mailing lists easily and efficiently all in one application. You can create a new list or import a list from a CSV or text file that was exported from another program. You can add, rename and delete columns to the mailing list, as well as inserting, editing and deleting rows. Once you are finished with your mailing list, you can save it and use it in the **Email Designer**.