

Manual on how to create and send a newsletter in Selligent



Version	Author	Date
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Introduction

Selligent Marketing Cloud is the official mailhouse of the Vrije Universiteit Amsterdam. In this manual you will find how you can put together and send a newsletter yourself. We also show how you can consult the statistics after sending a newsletter.

If you have any questions in the meantime, please send an email to mailing@vu.nl. The CRM Marketing Team will answer this question as soon as possible.

Logging in to Selligent Marketing Cloud

Click [here](#) to access the login portal

Enter the following details:

- Username
- Password

After you have successfully logged in, click on the module icon:



Choose the option 'Campaign':



Campaign

The Campaign module will be started now.

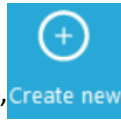
Navigate within Selligent Marketing Cloud

Once Campaign is open, there are two menu options available:



Navigate to 'Express' to start with making a newsletter.

Creating a mailing



1. Click on 'Create new'
2. Choose the template in the overview, give the mailing a name and an optional description
3. Remember the naming convention:
[date]_[target_group]_[name_mailcampagne]
For example: 20200811_Beta_Kerstborrel
4. Then click on 'Create' and you can start with the content of the email

The Express template environment looks like this:

Configure an e-mail

At the top of the screen you will see the header details.


Domain	smc.mailings.vu.nl	Queue	Default Queue
From	info@smc.mailings.vu.nl	From alias	VU Amsterdam
To	~MAIL~	To (alias)	~NAME~
Reply	info@vu.nl	Reply alias	VU Amsterdam
Subject	TEST Nieuwsbrief voor Onboarding		
Preheader	Preheader voorbeeld		

There are some fixed components, namely:

- **'Domain', 'Queue', 'From' and 'To'**. These are system values that cannot be adjusted.

The variable parts are:

- **'From alias', 'To alias' en 'Reply alias'**. The naming that appears when receiving and answering the email.
- **'Reply address'**. Where will the reply be sent once someone wants to reply to the mail.
- **'Subject' en 'Preheader'**. The subject and accompanying text of the mail. Both are visible to the recipient in the mailbox.

By clicking on the  icon you have the option to apply personal data in the subject and preheader.

Formatting an e-mail

Below the header details are the sections for creating articles. There are 3 sections available to work in. These are indicated by gray squares and the name of the section in them.



1. ARTICLES\NAVBLOCK – This is a section that is automatically populated with references to the articles created. Each article contains the "Text for in Navigation Block" field. This text is displayed at the top of the mail and the link is created with the article to quickly and easily jump to this article.

By the way, these links (anchors) are only created for articles within the 'ARTICLES' section. More on that in the following sheets.

2. INTRO – This section can only contain one article type and this one is called 'Profiling Header + Header image'.

This is the default introduction article which can only be placed at the top of the template under the references (previous step). This article does not need a referencing option as this article is always displayed 'above-the-fold'.

3. ARTICLES – This is the third and final section. Within the 'ARTICLES' section is where most of the content is placed. All optional article types include the ability to get a reference from the navigation block via the 'Text for in Navigation Block' field.

- Hereby a few more important things before we move on:
- The template contains a fixed color order. This has been applied according to the VUweb design. The order is as follows:

1 Blue; 2 Green; 3 Red; 4 Purple;

Each article will be transformed into the color applicable to that position.

- It is easy to modify articles. To do so, navigate to the article. A number of modification options will appear.
- The 'Up' and 'Down' buttons can be used to adjust the template positionally.
- The 'Edit' and 'Delete' buttons allow you to modify or delete the article.
- The 'Add new' and 'Add existing' buttons allow you to create a new article or reuse an article from the archive.

Add new

Add existing

Sectie – Intro

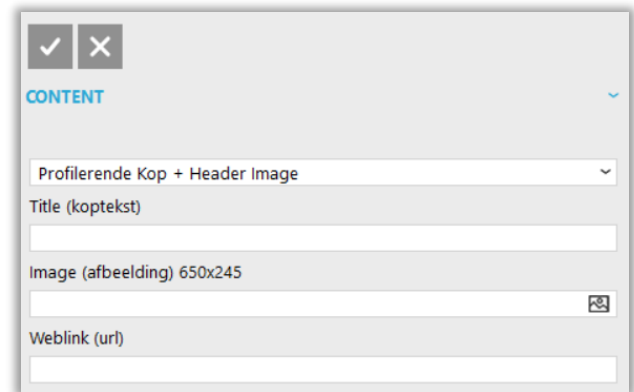
Now that the options are known, it is time to explain the article options.

To begin with, there is one article type available within the 'INTRO' section.

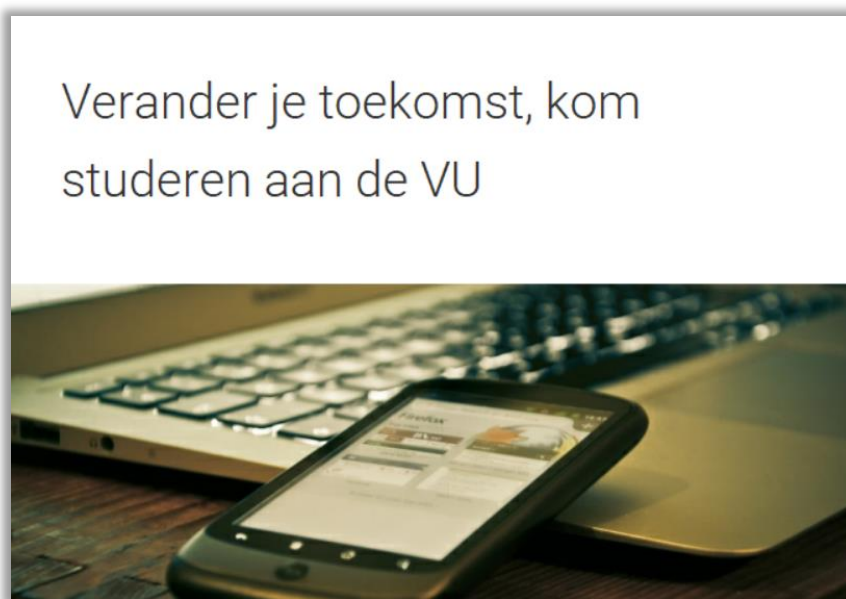
This is the article type 'Profiling Header + Header Image'. To create the article click on 'Add new' next to the start of the section. The article edit section is now displayed on the right side of the screen.

The first field, the dropdown, contains all the article options. In this case, this is only one item type. The entry options are:

- A title for the article.
- An image (ideal dimensions 650px wide and 245px high). This is important for a sharp display in the e-mail.
- A weblink (URL) to refer to.



The screenshot shows a form titled 'CONTENT' with a dropdown menu set to 'Profilerende Kop + Header Image'. Below the dropdown are three input fields: 'Title (koptekst)', 'Image (afbeelding) 650x245', and 'Weblink (url)'. Each field has a corresponding icon (checkmark, image, and link) to its right.



Section - Articles

'ARTICLES' is the second section we will cover. Unlike the 'INTRO' section, this section contains a large number of article types.

To be exact, 13 of them are the following articles:

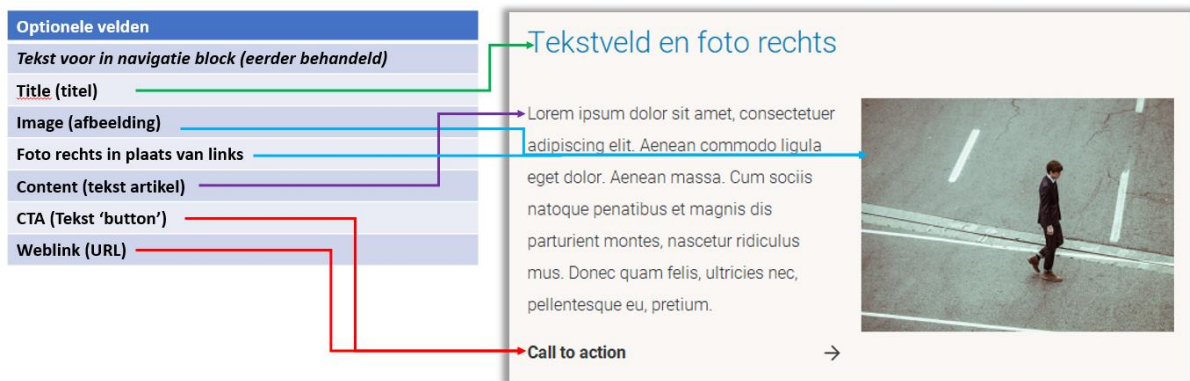
Artikeltypes
Video + Quote
Tekstveld met / zonder foto (links / rechts)
Contact block
Social icons
Twee Luik / Route Block
Veelgestelde vragen
Event info
Agenda
Banner Block – Image
Banner Block – Tekst
Pre-footer 1-kolom
Pre-footer 2-kolom
Footer

Each article has its own set of input fields. On the following pages, we show examples of these articles and refer to the corresponding fields.

Artikel – Video + Quote



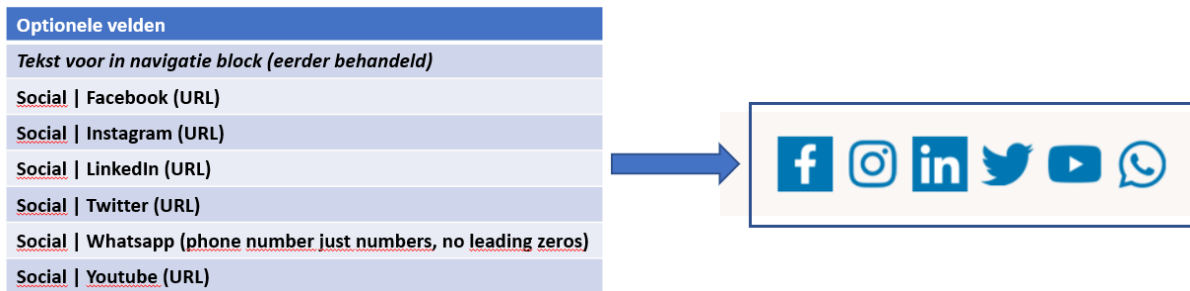
Artikel - Tekstveld met/zonder foto (links/rechts)



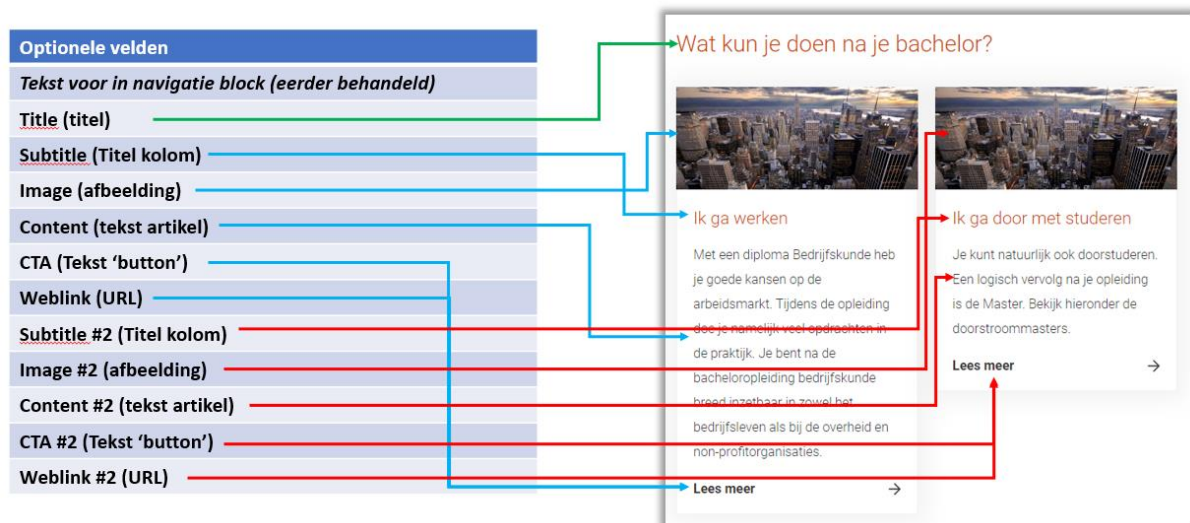
Artikel – Contact block



Artikel – Social icons



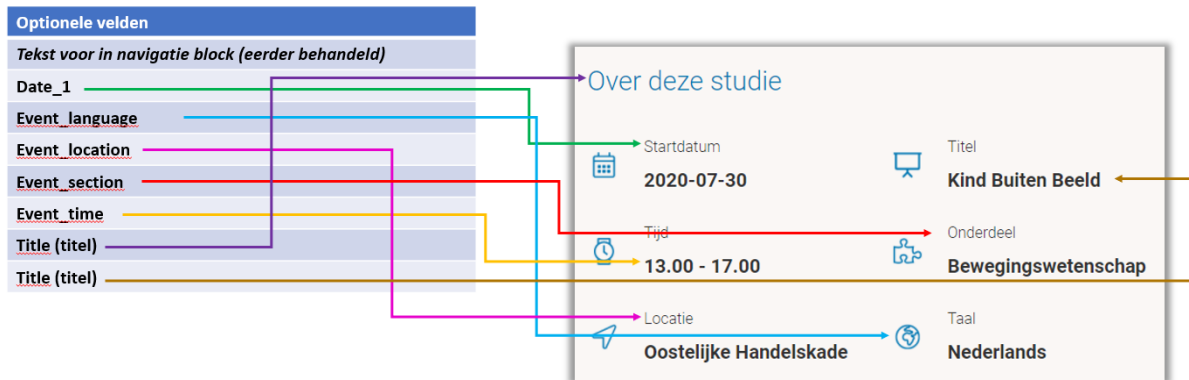
Artikel – Twee Luik / Route Block



Artikel – Veelgestelde vragen



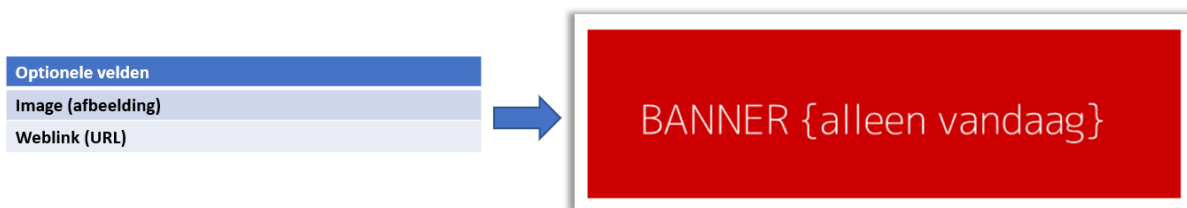
Artikel – Event info



Artikel – Agenda



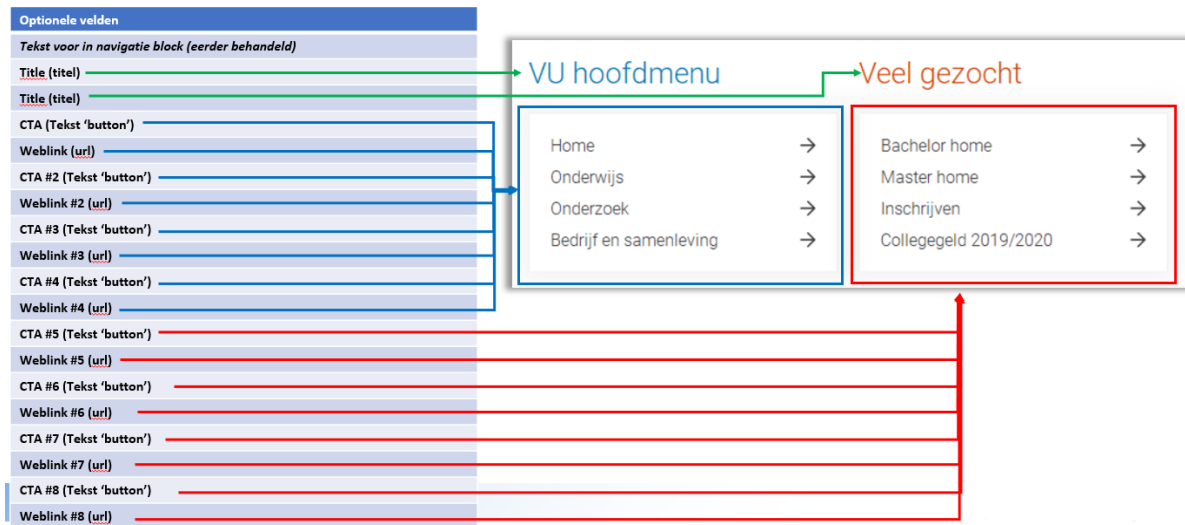
Artikel - Banner Block - Image



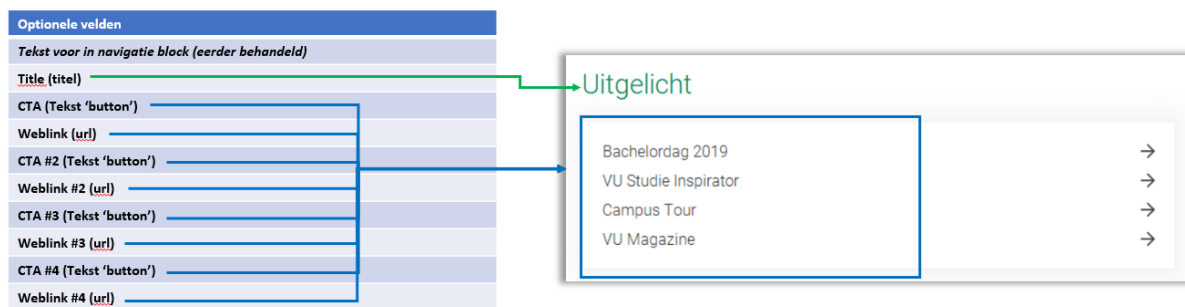
Artikel – Banner Block – Text



Artikel – Pre-footer 2-kolom



Artikel – Pre-footer 1-kolom

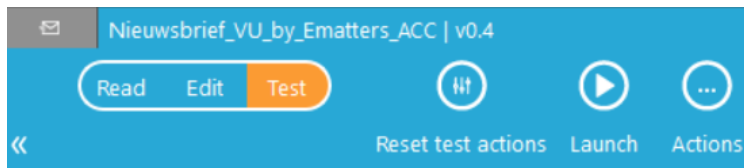


Artikel – Footer

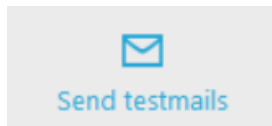


Testing an e-mail

To test formatted mailing, click on the 'Test' button.



Choose 'Send testmails'.



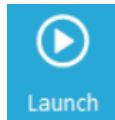
Then choose the right testuser and click on 'Send testmails now'.



Sending an e-mail

Choose the target group for your mailing via Properties -> Audience.

Click on the 'Launch' button to test the mailing format.



Click on 'Start', enter a date for sending and then choose 'Launch'.

A screenshot of a "Launch journey" dialog box. The dialog has a blue title bar with a close button. Inside, there is a gear icon on the left. The main content area contains:

- "Journey target audience:" followed by a text box containing "MAILING_INCIDENTEEL_PROD (USERS_MAILING_INCIDENTEEL_PROD) \ All users".
- "Target audience size:" followed by a text box containing "No users selected".
- "Launch journey" section with two radio buttons: "Start now" (selected) and "Schedule broadcast on:" (unselected).
- Next to "Schedule broadcast on:" is a text box containing "No defined" and a small grey button with three dots.

At the bottom right, there are two buttons: "Launch" (orange) and "Cancel" (grey).

Need help?

This guide is designed to ensure that you can create, test and send an email on your own.

In the unlikely event you run into certain issues, you can contact the Selligent Team in the following ways:

1. Send an e-mail to mailing@vu.nl with your question. For example, if you have an error message while logging in, you can send an email to the email address mentioned above. **Tip: add as much information as possible to your question. A screenshot of the error message will help the team to serve you faster.**
2. Submit a ticket via the ticket form*:
<https://vu.slgnt.eu/optiext/optiextension.dll?ID=Ji6VzENVcQAEmmHfgMgGyFmS7sEIQy8FFPvPmY0woQUwCgahNB2Wv196zCsRNRQZ86PQLUEpdL3gJU>

** The ticket form also allows you to request a mail segment.*