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# **DIGIMAKER 6.0**



Digimaker 6.0  
How to guides

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## 1.1 How to Create a New Campaign

The Campaign module is designed to create e-campaigns. E-campaigns are used as a form of direct marketing to generate and increase sales by creating marketing campaigns. It also helps to build company awareness and brand building. E-campaigns typically consist of mailers sent to target audiences grouped according to the demographics, user behaviour and any other criteria that drives the company's business.

### **The campaign module allows you to:**

1. Send company newsletters, marketing communications such as product updates, promotional information, and product brochures
2. Advertise a new product or services offered through the campaign module.
3. Customise the mailers using templates that best suits the product or service offering
4. Announce public events
5. Create target groups based on specific criteria

To create a new E-campaign,

**Step 1:** Click on the **Campaigns** submenu under **Content** in the **Main Menu Tab**. Select **Create new campaign**. The **New Campaign Workspace** is displayed.

The screenshot displays the 'Manage the 'New Campaign' campaign' interface. At the top, there are five tabs: 'Properties', 'Campaign e-mail', 'History', 'Server settings', and 'Extensions'. The 'Server settings' tab is active, showing fields for 'Campaign title \*', 'Frequency' (Manual), 'Mail Priority' (Normal), and 'Design template \*' (with an 'Add template' button). Below this is the 'Target groups \*' section with buttons for 'Select Target Groups', 'New Target Group', and 'Clear Target Group'. The 'Menu items \*' section has a 'Select...' button. The 'Article settings' section includes 'Get articles for this number of days back (enter -1 for unlimited) \*' (set to -1), 'Get this number of articles (enter -1 for unlimited) \*' (set to -1), and 'Article list templates \*' (with an 'Add template' button). At the bottom, there are buttons for 'Save', 'Refresh', 'Cancel', 'Delete', and 'Run now!'.

Figure 1: New Campaign – Campaign Properties

The **Campaign Properties** tab allows you to schedule your campaign and choose the target groups to send the campaign. The screen is divided into four sections. The first part contains the general properties of the campaign. The second part allows you to choose the target groups and in the third part, you choose the menu items from which the articles are to be sent out in the campaign. Finally in the fourth part, you define the article settings.

**Note!** Make sure you fill in all the fields that are marked with \*.

## General Properties

**Title** is the name of the campaign that you are going to create. It is suggested that you enter a name that identifies the content of the campaign.


**Frequency** is the schedule to send the mailer at regular intervals or just once using the values from the drop-down list.

**Once** sends the mailer only once to the target audience.

**Daily** sends the mailer everyday from the Start date to the Expire Date, at the specified time. By default the Start date is set to the server date and time and the Expire date is set one day ahead of the start date.

Interval	Daily				▼			
Start date	4/12/2005	...	14	▼	:	00	▼	Clear
Expire Date	4/13/2005	...	14	▼	:	00	▼	Clear

Figure 2: Campaign Properties – Daily Interval


You can change the **Start date** and **Expire Date** by using the calendar; Click on  to display the calendar. Use the drop-down list to change the timings.

**Weekly** sends the mailer once a week, from the **Start Date** to the **Expire Date**, at the specified time. By default:

- The Start date is set to the server date and time.
- The Expire Date is set one day ahead of the start date
- The mailer is scheduled to run on every Monday.

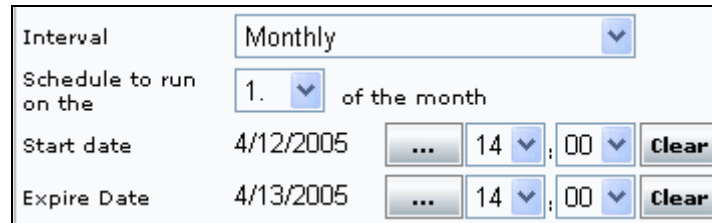
Interval	Weekly				▼			
Schedule to run on every	Monday				▼			
Start date	4/12/2005	...	14	▼	:	00	▼	Clear
Expire Date	4/13/2005	...	14	▼	:	00	▼	Clear

Figure 3: Campaign Properties – Weekly Interval

You can change the Start date and Expire Date by using the calendar. Click on  to display the calendar. Use the drop-down list to change the timings. You can also schedule to run the mailer on any day in the week of your choice by using the values in the **Schedule to run on the** drop-down list.

**Monthly** sends the mailer once a month, from the **Start Date** to the **Expire Date**, at the specified time. By default:


- Start date is set to the server date and time.
- Expire Date is set one day ahead of the start date.
- The mailer is scheduled to run on the first of every month.



The screenshot shows a form titled "Campaign Properties - Monthly Interval". It contains the following fields and controls:

- Interval:** A dropdown menu set to "Monthly".
- Schedule to run on the:** A dropdown menu set to "1." followed by "of the month".
- Start date:** A text field containing "4/12/2005", a calendar icon "...", a time dropdown set to "14", a separator ";", another time dropdown set to "00", and a "Clear" button.
- Expire Date:** A text field containing "4/13/2005", a calendar icon "...", a time dropdown set to "14", a separator ";", another time dropdown set to "00", and a "Clear" button.

Figure 4: Campaign Properties – Monthly Interval

You can change the **Start Date** and **Expire Date** by using the calendar; Click on  to display the calendar. Use the drop-down list to change the timings. You can also schedule to run the mailer on any day in the month by using the values in the Schedule to run on the drop-down list.

- **Mail priority** allows you to set the priority of the mail/campaign. Assigning a priority to the campaign is to set the level of importance of the campaign. The mail is marked with an indicator as per the priority setting in the recipients' inbox.
- **Design Template** allows you to choose a template for the campaign layout from the drop-down list. If you don't like any of the available templates, you create your own template. To add new templates to the list use the Add Template button.

**Step 2:** You will now have to define target groups

**Target groups** allow you to define the target audience for your campaign.

## To define a target group,

- Step 1:** Click on Select target groups button to select existing target groups
- Step 2:** Click on New target group button to create a new target group.
- Step 3:** You can clear the selected target groups using Clear target groups at any point of time during the campaign creation.



Figure 5: Campaign Properties - Target Groups

You can select a target group in two ways:

- Click on the category under View in the **Content Explorer** to the left of the screen. All the target groups listed in the category are displayed in the **Workspace**. Select the target group by clicking on the check box to the left of the target group and click **Apply**.
- Search for the target group by typing the name of the target group in the field View Title and click **Search**. Target groups that match your search will be displayed. Click the check box to the left of the target group you want to use to and click **Apply**.

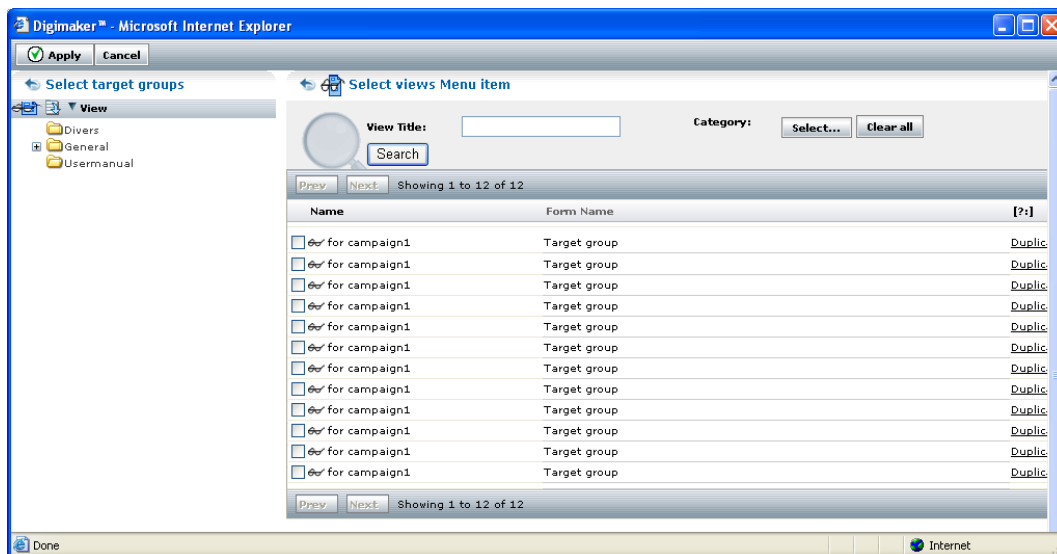


Figure 6: Campaign Properties - List of Target Groups

**Please select the email fields** displayed after you have defined a target group. Select field containing the e-mail address from the drop-down list. The values in the drop-down list are taken from the fields in the target group.



Figure 7: Campaign Properties - Select the email fields

If you select more than one target groups, more than one e-mail are displayed.

### Step 3: Menu items

Select the menu items from where the articles/content for the campaign is to be taken from. Click on the **select** button and navigate to the location or the menu item that the article is stored in.

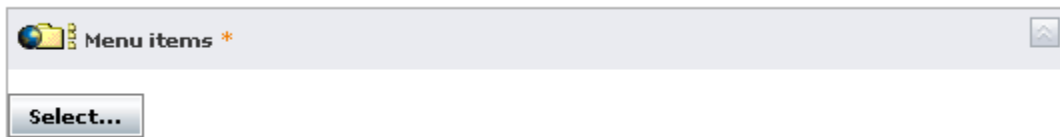


Figure 8: Campaign Properties – Menu Item

If the selected menu item is on the top level and you want to select all the sub menu items under that menu item then select the option **Include sub items**

However, if you want to selectively choose the sub menu items, then you need to expand the top level menu item and select only those menu items.

**Article Settings** is where you define the article properties for the campaign.

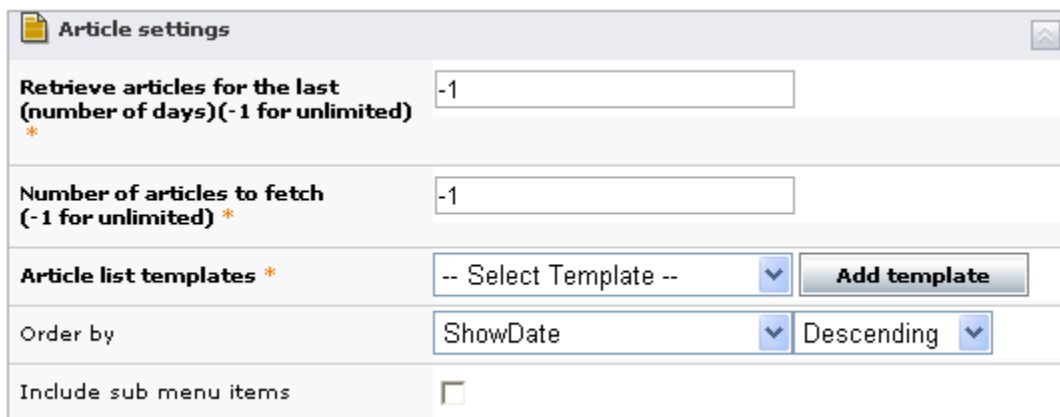


Figure 9: Article Settings

**Retrieve articles for the last number of days** (*number of days*) (-1 for unlimited) sets a limit on the number of articles that can be included in the campaign based on the user defined settings in the text field. By default, '-1' is selected, which means all the articles in the menu item chosen through the Menu items will be included in the campaign.

**Number of articles to fetch** (-1 for unlimited) sets a limit on the number of articles that can be included in the campaign. By default, '-1' is selected, which means that all the articles published and saved in the database will be included in the campaign.

**Article list template** allows you to choose a template that defines the way the articles are displayed in the campaign. You can choose from the existing templates using the drop-down list or you can add a new design template using the **Add template button**.

**Order by** allows you to sort the articles the way they appear in the campaign by the article id, date that the article was created on or the headline of the article.

**Include sub items** selects the articles from all the submenu items under the parent menu item.

**Step 4:** Click on the **Campaign e-mail** tab and enter content for your e-mail campaign. The layout or the design of the e-mail is defined by the **Design Template**. You can also format the text using the editor.



**Design/Html** feature toggles toggle between the Design layout and Html layout and is intended for both the technical and non-technical persons (**Figure 11: Campaign Server Settings**). If you are comfortable with coding in HTML then you can switch to the HTML layout. You can also cut and paste any html code from your favourite HTML editor into the body part. Those of you who prefer to go along with the WSIWYG editor can stick with the Design layout which is also the default layout.

**Step 5:** This is the final step in creating a campaign. Click the **Server Settings** tab. This section contains information about the mail server through which you send the campaign. Normally the server details are filled in while installing Digimaker. If you want to change the default values, please contact your system administrator for the details.

The screenshot displays the 'Manage the 'New Campaign' campaign' interface. At the top, there are five tabs: 'Properties', 'Campaign e-mail', 'History', 'Server settings' (which is selected), and 'Extensions'. Below the tabs, there are three main configuration sections, each with a title and a close button:

- E-mail server for sending campaign e-mails:** This section contains fields for 'Mail sender server' (www.omnimap.no), 'Mail sender name' (admin), 'Mail sender address' (admin@digimaker.com), a checkbox for 'This mail server requires authentication' (checked), 'Mail sender password' (masked with dots), 'Mail reply name' (admin), and 'Mail reply address' (admin@digimaker.com). A 'Test Mail Settings' button is located at the bottom of this section.
- Server when checking undeliverable e-mail:** This section contains fields for 'Mail reply server' (www.omnimap.no), 'Mail reply username' (admin@digimaker.com), and 'Mail reply password' (masked with dots).
- Alternative e-mail server:** This section contains fields for 'Mailserver address' (www.ella.no), 'Mailserver username' (admin123@digimaker.com), and 'Mailserver password' (masked with dots).

At the bottom of the interface, there is a row of five buttons: 'Save', 'Refresh', 'Cancel', 'Delete', and 'Run now!'. The 'Save' button has a green checkmark icon.

Figure 11: Campaign Server Settings

## Server Settings

There is a **Test Mail Settings** buttons in the **Server Settings tab** for testing the e-mail settings. You can test whether the e-mail settings specified in the campaign are correct or not by clicking on the **Test Mail Settings** button. It then tries to send a test e-mail to the e-mail address specified in the settings.

Additional e-mail addresses can be specified in digimaker.config file

("EmailsForTestMailSettings" node in the "Campaign" collection of the Digimaker.config file) to check if other domains are reachable with the current settings. For more about changing advanced configurations related to the campaign module through the digimaker.config, file refer section **15.7: CAMPAIGN MODULE** by downloading the [Digimaker CMS End User Manual](#)

**SMTP Server requires Authentication** is added to take care of the authentication modes supported by SMTP servers. When the SMTP server requires authentication, the user needs to supply the password for the e-mail address used to send campaign e-mails.

Default values for the **Server Settings** tab can be defined in the digimaker.config file. These settings are then loaded into the respective fields in **Server Settings** when the campaign is created.

The **Order By** field in the **Properties** tab is a new addition in Digimaker 6.0. These fields can be defined in the digimaker.config file. The fields are loaded dynamically into the drop-down list. These fields correspond to the columns in the **Article** table in Digimaker database. Additionally a drop-down for ordering in Ascending or Descending order is added along with the order by drop-down list.

<b>Article settings</b>	
Get articles for this number of days back (enter -1 for unlimited) *	-1
Get this number of articles (enter -1 for unlimited) *	-1
Article list templates *	-- Select Template -- <input type="button" value="Add template"/>
Order by	ShowDate <input type="button" value="Descending"/>
Include sub menu items	<input type="checkbox"/>

Figure 12: Order by Field in Campaign Module

In earlier versions of the Digimaker CMS, the URL for the **Campaign Design Template** was specified in **Template URL** property which could be absolute or relative and it created confusion among the users.

The screenshot shows a web interface for adding a new design template. At the top, there is a header with a back arrow and the text "Add new design template". Below this is a "Properties" tab. The main content area is titled "Template settings" and contains several fields:

- Template name \***: A text input field containing "my Campaign design template".
- Template URL \***: An empty text input field.
- Select template placement \***: A dropdown menu showing "General" with a folder icon and a "Select..." button below it.
- Template type**: A radio button group with three options:
  - Regular menuitem template
  - Campaign design template (.xsl)
  - For listing articles inside a campaign (.xsl)
- Image**: A placeholder image icon with "Remove", "Upload", and "Search" buttons below it.
- Description**: A text area with a vertical scrollbar on the right.

At the bottom of the form, there are three buttons: "Save" (with a checkmark icon), "Apply", and "Cancel".

Figure 13: Template URL before Digimaker 6.0

In Digimaker 6.0, the **Campaign Design Template** will have to be uploaded from inside Digimaker. The users can upload the template and it will be added to the file system where the site resides.

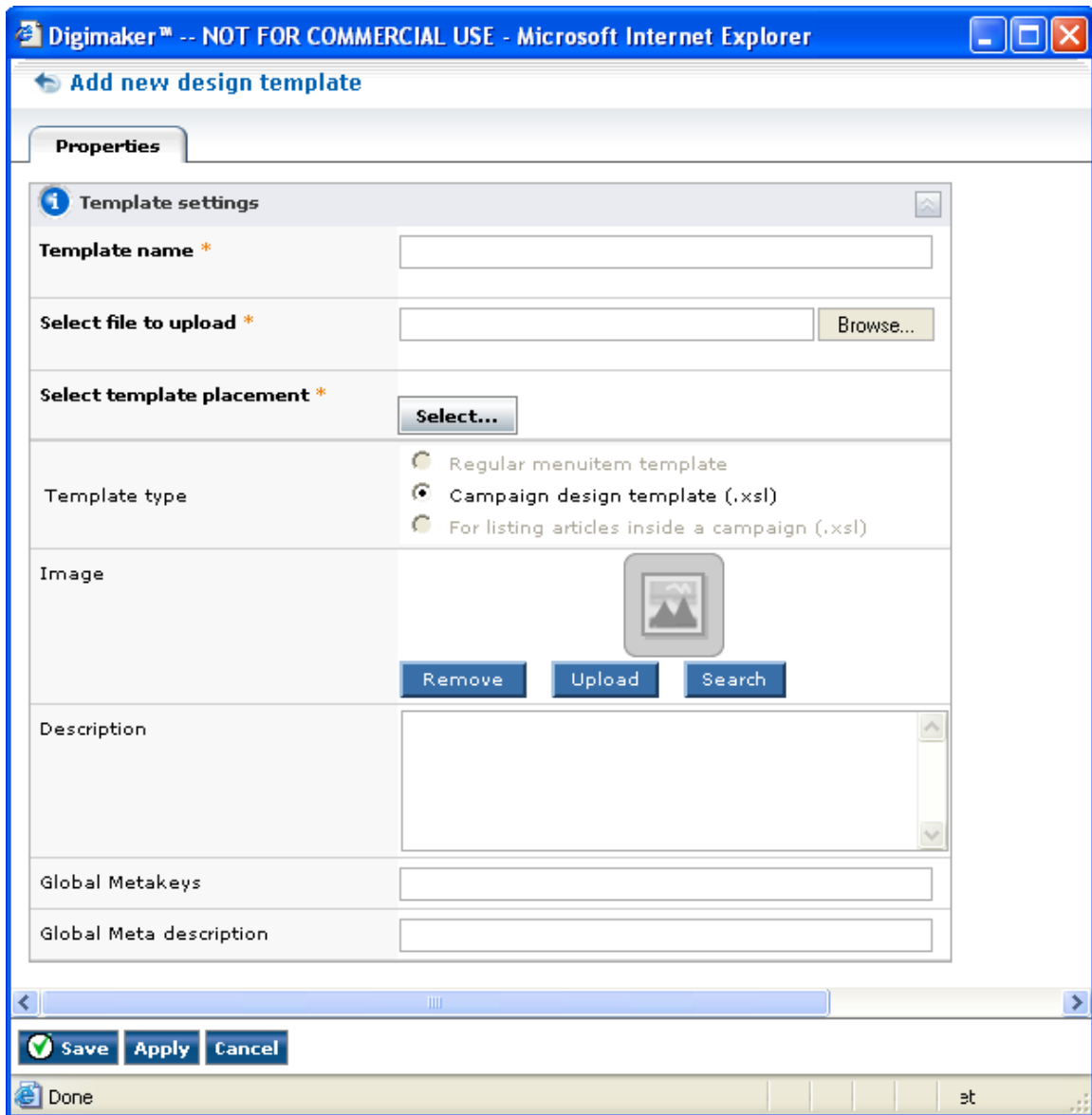


Figure 14: Template file upload from within Digimaker 6.0

This uploaded template can be viewed while editing the campaign templates.

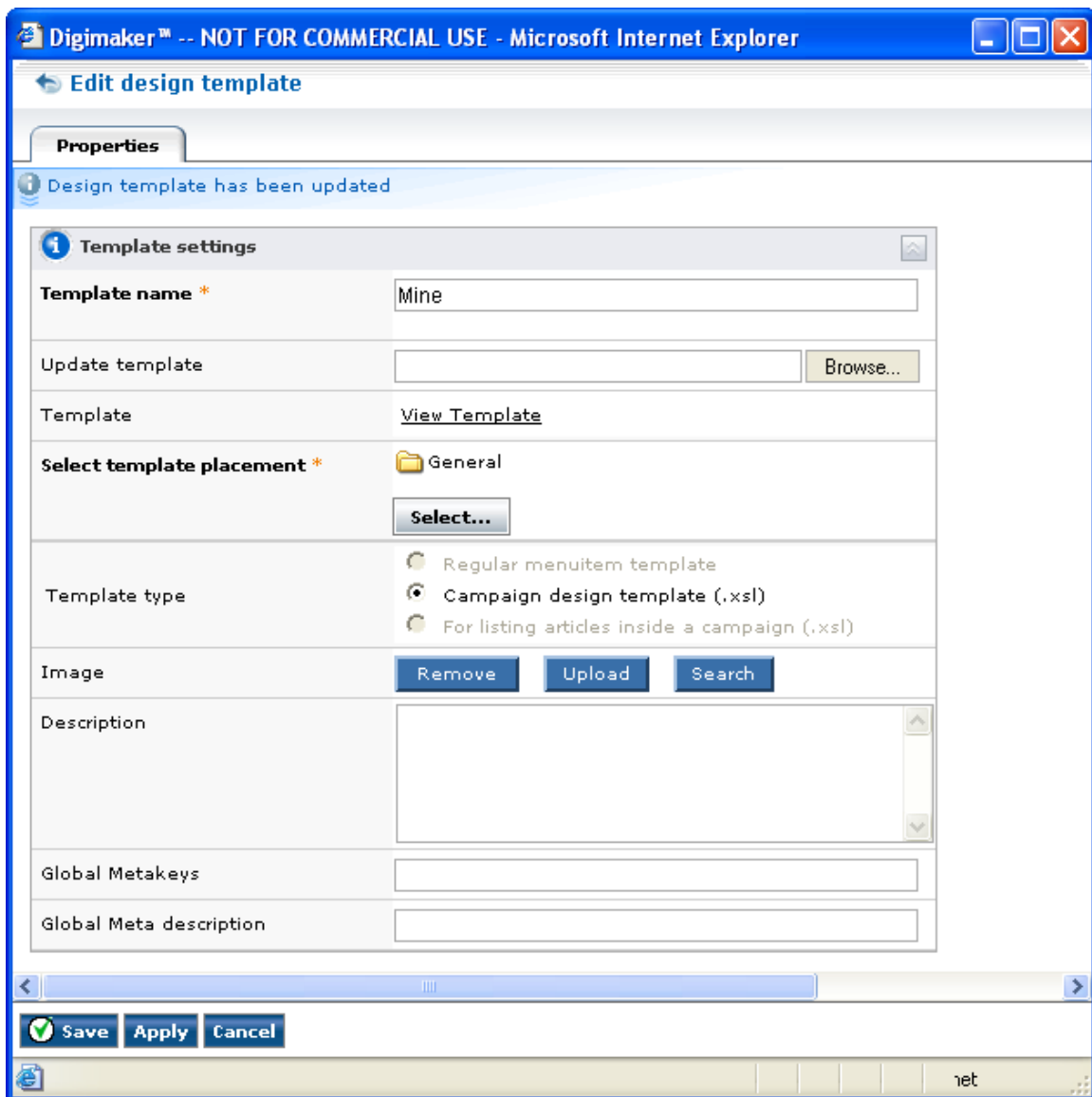


Figure 15: View Campaign Design Template

**Step 6:** Click **Save**. This displays a message that the campaign has been activated.

**Step 7:** Click **Run Now!** This sends out the campaign to all the e-mail ids in the target group.

### 1.1.1 Viewing the Status of the Campaign

The **Campaign History** tab is used to monitor the status of a campaign that is sent to a target group. To update the progress of a campaign, click on the **Refresh** button.



Last Run At	Status	# sent	# error
9/25/2006 10:10:50 PM	Scheduled for processing	0	0

Figure 17: Campaign History

- **Mail sent for the server** displays the number of campaigns sent out successfully.
- **Campaign Created** displays the date on which the campaign was created. This is the date and time when you click the **Save** button.
- **Campaign Modified** displays the date, when the campaign was last modified.
- **Start date** displays the date when the campaign was sent out, i.e., when you click **Run Now!**.
- **Expiration date** A campaign is sent out only once and the Expiration date is set to one day in advance of the Start date. If for any reason the server is unable to send the campaign then it will try for one more day after which the campaign will not be sent. The campaign will be marked as permanently failed.
- **Version** Every time you click **Run Now!**, a new version of the campaign is created and sent. For example, if a campaign is scheduled to run every day, a new version of the campaign is created everyday.
- **Number of users** displays the number of people in the target group to whom the campaign was sent.

- **Number of responses** displays the number of times the campaign has been actually opened and read. This is useful for people who use the campaign to send out advertisements and get paid based on the number of responses.
- **Number of failed** displays the number of campaigns that failed to reach the recipient. These campaigns will be sent out again until the Expiration date.
- **Number of permanent failed** is quite similar to the failed campaigns except that these campaigns are the ones that never reached the recipients for various reasons. That is these campaigns are those that the server tried to send until the Expiration date after which it stops sending.
- **Sent status** displays 0 if the campaign has been successfully sent and 1 if it is not sent.
- **View Bounce backs** Bounce backs are e-mail addresses that cannot receive emails. To remove an e-mail id from the bounce back list, select **Remove from unsubscription list**.
- **Message History** displays all the previous versions of a campaign and the number of mails that are sent including the submission date and expiration date

**Figure 18.**



**Figure 18: Campaign Message History**

To view the detailed information about a version, click on the particular version row. The details are displayed as shown in **Figure 19**.




Activity History		
Campaign title	test Manual	
Submitted on	9/25/2006 10:10:50 PM	
# sent	0	
# success	0	
# error	0	
Email Address	Mail sent at	Status
 jimthomas@digimaker.com		Ready to Send
 shashidharj@digimaker.com		Ready to Send
 vijayalakshmi.c.s@digimaker.com		Ready to Send
<a href="#">Cancel</a>		

Figure 19: Campaign version details

- **Mail sender address** is the e-mail id from which the campaign is sent out. This e-mail id appears in the 'From' field of the receiver's e-mail
- **Mail sender name** is the name of the sender of the campaign. This name appears in the 'From' field of the receivers' e-mail.