



News & Information About Email Groups

Monday, October 6, 2008

Living Naturally Announces the Launch of Groups A First Stage Function for Email Segmentation

In June, Living Naturally announced that their Email Subscribers were assigned to Groups. This function was the first step to providing Web Genius customers the ability to segment their email subscriber lists and set up permanent Groups. Along with this function is the ability to display separate sign-up check boxes for some of these Groups, specifically Email Newsletters and HES Coupons.

Now we are pleased to extend this service to Web Genius customers who would like to set up one or more segmented email lists in a defined Group. Here is a description of the service and how we recommend you use it.

General Description

- You may set up multiple Email Groups in addition to your general Email Newsletter, HES Coupons and Pre Double Opt In Groups. We recommend limiting the number for easier maintenance and give you recommendations about the best types of Groups to consider.
- Living Naturally Customer Service must set these Groups up for you.
- These Groups may be visible to your consumer customers if you wish, or they can be private.
- Retailers will see all of these groups in their Web Genius Console, Email Subscribers list and Email Campaign wizard.
- Groups that are visible can be included in your Email Sign Up along with appropriate descriptions for each of the Groups services and benefits.
- All Email SignUp areas of your website will include the ability for consumers to sign up for visible Groups, including the ecommerce shopping cart, the main sign up web page and in any future loyalty member sign up pages.
- You may edit the default descriptions of your main Email Newsletter Group.
- Customers may sign up for one or more of your email Groups.
- All of the DOI rules apply for all emails in all of the Groups.

Group Set Up

Living Naturally's customer support team **must** set up your Email Groups first. They will need the following information from you:

Group Name – this is the name of the Group that will appear in your Console Wizard and will also be visible to your customers in the Email Sign Up page and in the Confirmation email. We recommend a maximum of 30 characters

Short Description – this description will be used on the ecommerce sign up page. See Example A below. We recommend a maximum of 150 characters

Long Description – this description will show up on the Email Sign Up page which is attached to the default Newsletter Sign up and the Especials sign up page. See Example B below. We recommend a maximum of 300 characters

Email Description – this is the description that will be included on all automated DOI Confirmation emails. See Example C below. We recommend a maximum of 300 characters

Display Order – this is a number that sets the order in which the Groups appear on the sign up web pages and email confirmation.

Visible to Customers – Yes or No. If you want a Group and the description of the service and benefits of the Group to be visible to your customers, Tech Support will flag for Yes.



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Short Description: Example A

Checking out WELCOME ORDER DETAILS CONFIRM ? Help

Returning customers [click here to sign in.](#)

New Customers please fill out the form below. (* required information)

First Name: MI: Last Name:

Address 1:

Address 2:

City: State: Postal Code:

Country:

Phone:

E-mail:

Password:

Re-Enter Password:

Password Reminder:

A phrase that will remind you of your password in case you forget it.

Yes, subscribe me to email newsletters.

Yes, subscribe me to the HealthESavers Coupons bi-weekly email.

This is where your Short Description will go on the Ecommerce Sign Up page.

Long Description: Example B

Departments

Home

About Us

Buy Online

Events Calendar

Wellness Center

News & Features

Health Calculators

Health Assessments

Treatment Options

Find A Practitioner

Healthy Recipes

Ingredient Glossary

Health E-Savers

[Sign In](#)

[My Account](#)

[Contact Us](#)

[Shopping Cart](#)

[Checkout](#)

[Set as homepage](#)

[Help](#)

PROUD MEMBER OF

Natural Products ASSOCIATION™

alive

Ordering Information and Policies [Click Here](#)

WELCOME NEW SUBSCRIBER!

This is where your Long Description will go in the Email Newsletter sign up or Especials sign up screen.

You will receive a confirmation email with your details and a link to confirm your subscription. Your subscription will be completed when you click the confirmation link in your email.

Yes, I want to subscribe to Mangos Market email newsletters. These may include monthly newsletters with articles about health and wellness and periodic store news and promotions.

Yes, I want to subscribe to HealthESavers coupons from Mangos Market. HealthESavers coupons are money-saving printable coupons for natural products. They are emailed to you twice per month.

We will never sell or give away your email address or confidential information.

First Name:

Last Name:

Email:



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Email Description – Example C

• Brooksville
• Spring Hill
• Inverness

1254 Broad Street South
Brooksville, FL 34601

Thank you for signing up for Brooksville Natural Foods email subscription.

Your email subscription will only take effect when you confirm your wish to receive our email. Please enable links in your email system now. You must click the "Confirm Your Subscription" button below OR cut and paste the following address into your browser:

<http://www.getingethealthy.com/cfm.asp?g=d9089cb23ca745458362c8cee407fc51>

Please confirm that you want to receive our emails and click the Confirm button now.

CONFIRM YOUR SUBSCRIPTION

This is where the Email Description will go in the order you have selected.

These are the group(s) that you signed up for:

- You signed up for the Brooksville Natural Foods email newsletters which will be delivered in HTML format. Our emails may include monthly newsletters with articles about health and wellness, periodic store news and product promotions. We promise that we will never sell or give away your email address and other personal information.
- You signed up for HealthESavers coupons. HealthESavers coupons are emailed the first and third Tuesday in each month in HTML format. You may click and print these coupons and redeem them in our store.

If you wish to change your email address, subscription choices or unsubscribe at any time, [please click this link](#) or copy and paste this address into your browser.

After Customer Service has set up your Group(s), the group settings will be visible in the Web Genius Console in two places: the Newsletter Subscriber List in the Customers menu, and in the Email Campaigns wizard.

Managing Email Subscriber Groups

Once your Groups are set up, you will be able take the following actions:

1. Filter your list according to the Group or the Status.
2. Create new Subscriber Emails and assign one or more groups to each of the new Subscriber Emails.
3. Change the subscription settings for any subscriber, including adding and removing the subscriber from a Group list and re-subscribe an email.
4. View the subscription history for an individual subscriber.

Your Email Subscribers

To view information about a specific Subscriber, click on the user's email address. To sort your list of Subscribers, use the Apply Filter Function, the Filter By Status dropdown or the Filter By Groups dropdown. At the bottom of the page you can apply actions to Subscribers such as Unsubscribe, Delete, Subscribe, Assign Group and Remove Group. Any action that you take to update a Subscriber account will result in an email being generated and sent to that Subscriber.

Enter a letter or group of letters: **Apply Filter**

Filter By Status: Filter By Groups:

[Create a new 'Subscriber'](#)

	Email	Status	Group	Date	Name	Groups	#
<input type="checkbox"/>	1000fbrooks@livingnaturally.com	Subscribed	Frank's Test Group	6/27/2008 8:26:44 AM		5	1
<input type="checkbox"/>	1925nepw@charter.net	Waiting Double Opt In	Consumer	7/22/2008 9:38:17 PM	Nancy White	2	2
<input type="checkbox"/>	2birds@cfl.rr.com	Subscribed	Consumer	7/30/2008 9:13:28 PM	doris miller	2	3
<input type="checkbox"/>	a.a.hillard@luc.edu	Waiting Double Opt In	LN Bulk Load	6/27/2008 8:27:10 AM		1	4
<input type="checkbox"/>	aallegro@zoominternet.net	Waiting Double Opt In	LN Bulk Load	6/27/2008 8:26:44 AM		1	5

Use this page to filter your email subscribers. To edit the settings for an individual subscriber, click the Subscriber's name.



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Manage Subscriber

1000fbrooks@livingnaturally.com

Email: 1000fbrooks@livingnaturally.com
 First Name:
 Last Name:
 Date Created: 9/10/2007 5:48:58 AM
 Status: Subscribed
 Signup Source: Pre Double Opt In

Update **Cancel**

Email Groups assigned to 1000fbrooks@livingnaturally.com

Email Newsletters
 HES Coupons
 Shop Online Club

Remove

Email Groups NOT assigned to 1000fbrooks@livingnaturally.com

Pre Double Opt In Customer Group
 Frank's Test Group

Assign

Subscriber History

Date	Action	Status	Source	IP Address	Additional Data
7/4/2008 5:17:06 AM	Unsubscribed From Group	Subscribed	Pre Double Opt In	88.47.45.42	
7/4/2008 5:18:36 AM	Unsubscribed From Group	Subscribed	Pre Double Opt In	88.47.45.42	
7/4/2008 5:18:24 AM	Subscribed To Group	Subscribed	Pre Double Opt In	88.47.45.42	
6/30/2008 5:06:47 AM	Subscribed To Group	Subscribed	Pre Double Opt In	88.47.45.42	
6/30/2008 5:06:47 AM	Subscribed To Group	Subscribed	Pre Double Opt In	88.47.45.42	
6/30/2008 5:06:47 AM	Subscribed To Group	Subscribed	Pre Double Opt In	88.47.45.42	
6/18/2008 6:29:26 AM	Opted in	Subscribed	Pre Double Opt In	88.47.45.42	
6/18/2008 6:27:54 AM	Double Opt In Email Sent To Subscriber	Waiting Double Opt In	Pre Double Opt In	88.47.45.42	
6/18/2008 6:27:54 AM	Subscribed To Group	Unsubscribed	Pre Double Opt In	88.47.45.42	
6/18/2008 2:48:45 AM	Pre Double Opt In Initial State Unsubscribed	Unsubscribed	Living Naturally		

On the individual subscriber's screen, you can change the email, add or delete one or more Groups for the Subscriber and see the subscription history. This history will show actions taken by the Subscriber, by you and by the Living Naturally customer service team.

A Note about Default Groups Set by Living Naturally

If you were a customer prior to July 2008, you will have two Groups automatically set up:

1. **Email Newsletters.** This is a group that defines all of the valid email subscribers who have successfully completed the double opt-in process.
2. **Pre Double Opt-In.** This group is the list of all of your email subscribers who have not yet been processed through the double opt-in procedure or whose status is currently at Waiting Double Opt In
3. **HES Coupons.** This is the subscribers who are receiving HealthESavers coupons, if you have enabled HES on your website.

Using Groups in Email Campaigns

Sending email campaigns to the selected Groups is easy. Step 1a has been inserted into your Email Campaign Wizard after you have selected Sending to "My Newsletter Subscribers" in Step 1. Check the boxes of the Groups to whom you want to send your Email Campaign. You may select multiple Groups. See Page 5 for a Picture.

If you were a customer prior to July, 2008, you should always check the Pre Double Opt-in Group until everyone has been processed through the double opt-in cycle.

Some Groups We Recommend

- Reward Members (Private)
- Shop Online Club
- Pet's Lovers Club
- Mom's Club
- Vegetarian/Vegan
- Kid's Club
- Practitioner Referral Group (Private)
- Store Location
- Green Planet
- Gluten/Wheat Free



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Email Campaign Wizard - Step 1a - Select Email Groups

< Previous Next > Save Cancel

Target Your Campaign
Choose to send your email campaign out to one or more Email Groups.
Which Customers would you like to receive this campaign?

My Choice	Email Group	Customer Count
<input checked="" type="checkbox"/>	Email Newsletters	39
<input type="checkbox"/>	HES Coupons	41
<input type="checkbox"/>	Shop Online Club	1
<input type="checkbox"/>	Pre Double Opt In Customer Group	2
<input type="checkbox"/>	Frank's Test Group	0

< Previous Next > Save Cancel