

Configuration

Allows you to send out email blasts to your fans/clients, create specific emailing lists and create emails from content in your ISM.

Senders Tab

This is where you create your “senders,” (where the emails will be coming from)

Edit a current sender

Select the Edit icon next to their information

Add a new sender

1. Click on New.
2. Enter in the name & email address.
3. Save.

Reply-To Addresses Tab

This allows you to set-up someone internally who will receive specific emails (Billing & Invoicing, surveys, etc.) when a user replies to those emails. These emails all refer to the store emails. For example, if you select an email address in the Order Received drop-down, then if the customer replies to that email, the reply will be sent to the selected email address. If no sender is selected, then the user will not be able to reply to the email.

Once you have created all of your senders you can select who will receive the email replies for each type of system-generated email.

Plug-In Links Tab

These have to be created so that the ‘Read More’ link will work in the body of the email itself. It connects the email to the page on your website.

Creating a Plug-In Link

1. Select New.
2. You will enter a Name for it (i.e. News links or Roster page)
3. Enter the *exact* URL on your site (good idea to copy and paste the URL
4. directly). This is the URL for the main page, not the URL for the *specific* news article or player.
5. Select the type – News, Roster, or Survey (these are the only types currently available).
6. Save.

Notification Links Tab

If a Notification Link is created, it will send an email to a specified address letting them know that a specified link has been clicked in an email that was sent out. This best way to explain this probably with an example.

Coca-Cola is one of your sponsors for this season, and you are including a link to their site within one of your email blasts. They want to know how many times their link is clicked on within your email blasts. When you create a Notification Link, they will be sent an email every time a user clicks on their link.

To create a Notification Link

1. Click on New.

2. Enter the name of the link; this is what they see in the subject line of the email.
3. Enter the *exact* URL that is used in your email blast (this must match perfectly).
4. Enter the email address of the person who will be receiving the email.
5. Save.

Standard Email Text Tab

These are generic emails used for two purposes: one email that goes out to users who have forgotten their password and one email that goes out to all newly registered users of the site (must be generic).

If no text has been entered, then no email goes out.

Forgotten password email only applies to store members, not Newsletter members.

Notifications Tab

If someone wants to be notified every time that someone signs up for the site, you can enter an email address in this tab and save. They will receive an email each time someone signs up for the website.