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Step 1: Purchasing an RSMail! membership

When you purchase a membership for the first time, a RSJoomla! account is automatically created for unregistered users, after the purchase has been approved. The transaction along with the user details are sent on the registration email.

Upon transaction, users have 2 ways of accessing the www.rsjoomla.com account and download RSMail!:

1. Login with the user and password automatically created and sent through email, during the transaction process, using the **Customer Login** form.
2. Login with the order number received on the user email.

Login with the order number

RSJoomla! - Quality Joomla! Components

If you did not receive your username and password, you can login with the order number upon purchasing.

Order Number: (*)

Email: (*)

→ Customer Login

Your username ...
.....

Remember Me

[Forgot your password?](#)

[Forgot your username?](#)

[Login with order number](#)

Step 2: Download RSMail!

2.1. Download the component

To download RSMail! you need to:

Step 1: login on www.rsjoomla.com with the user details or the order number received on email.

Step 2: in the right side, you will find a section dedicated to RSJoomla! customers: **Customer Login**. Click on **View my downloads**








Step 3: In the **Customer downloads** section are listed all the user's memberships. Click on **Downloads >> RSMail! Files >> Component >> Download RSMail! for Joomla! 1.5**

| Customer Downloads | | | | | | |
|--------------------|---|---------------------------|--------------------------|---------------------|-----------|--------|
| # | Membership | Files | Licenses | Started | Expires | Status |
| 1 | RSMail! 1 Domain Lifetime | Downloads | Licenses | 04.06.2010 03:24:17 | Unlimited | Active |

2.2. Download RSMail! language files

Additionally, if you need RSMail! translated in other languages, you can download the available RSMail! language files from **Customer Downloads >> RSMail! Files >> Languages** or [create your own language files](#)

Available files:

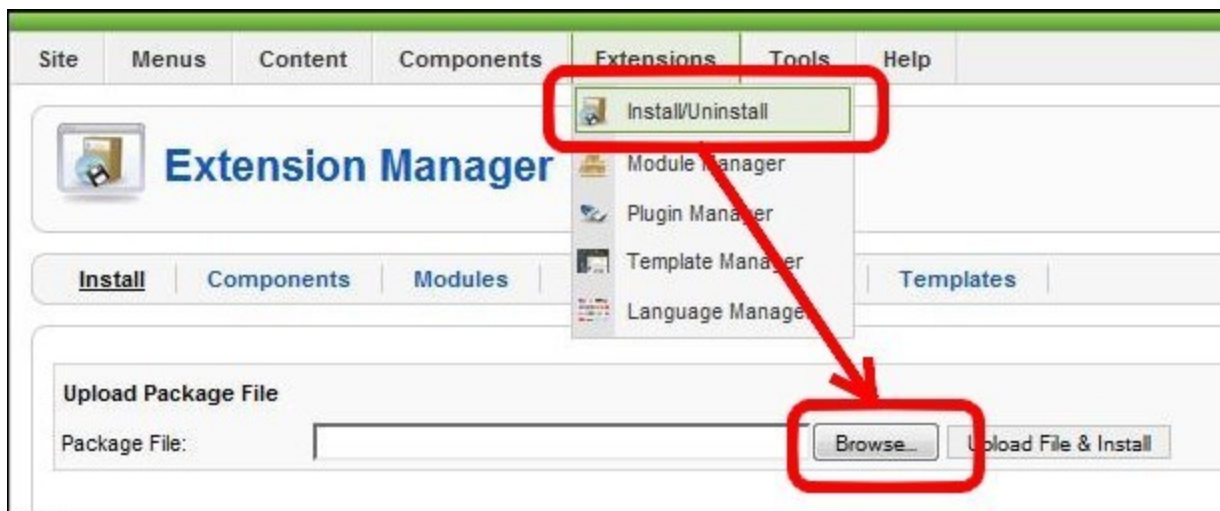
| Name |
|---|
| .. |
|  Dutch |
|  English |
|  French |
|  German |
|  Hungarian |

Step 3: Installing RSMail!

3.1: Installing the component

RSMail! installs like any other component - through the default Joomla! installer.

In the backend panel, head to **Extensions >> Install/Uninstall >> Browse RSMail! from your computer >> Upload File & Install.**



3.2: Installing the language files

The language files are installed using the same method as for the component - through the default Joomla! installer (see the above screenshot), the only condition in order to work is to have previously installed the Joomla! languages pack for frontend and backend.

1. **Install the Joomla! languages pack** (if there aren't already installed):
 - a. Head to [Joomla! language packs area](#) and choose the desired translation.
 - b. Download the corresponding Joomla! languages pack for frontend and backend.
 - c. Install the Joomla! languages pack (regular installation through the Joomla! installer): in the backend panel head to **Extensions >> Install/Uninstall >> Browse the Joomla! language files >> Upload and Install e.g.** If you want to use RSMail! in Dutch, first install the Dutch Joomla! languages pack for frontend and backend, from <http://joomlancode.org>
nl-NL_joomla_lang_site.1.5.20.zip
nl-NL_joomla_lang_admin.1.5.20.zip
2. **Install the RSMail! languages pack:** (regular installation through the Joomla! installer)
 - a. Download the RSMail! language files from www.rsjoomla.com - Customer Downloads (see [Step 2.2. Download RSMail! language files](#))
 - b. In the backend panel, head to **Extensions >> Install/Uninstall >> Browse the RSMail! language files >> Upload**

Step 4: Update RSMail! to a newer version

RSMail! has an “Updates” tab, especially designed to smooth the update process.

There are 2 ways to update the RSMail! component:

- **4.1 - using the “Updates” tab :**

To be able to receive updates directly in the Joomla! backend panel, you need to enter the RSMail! license codes.

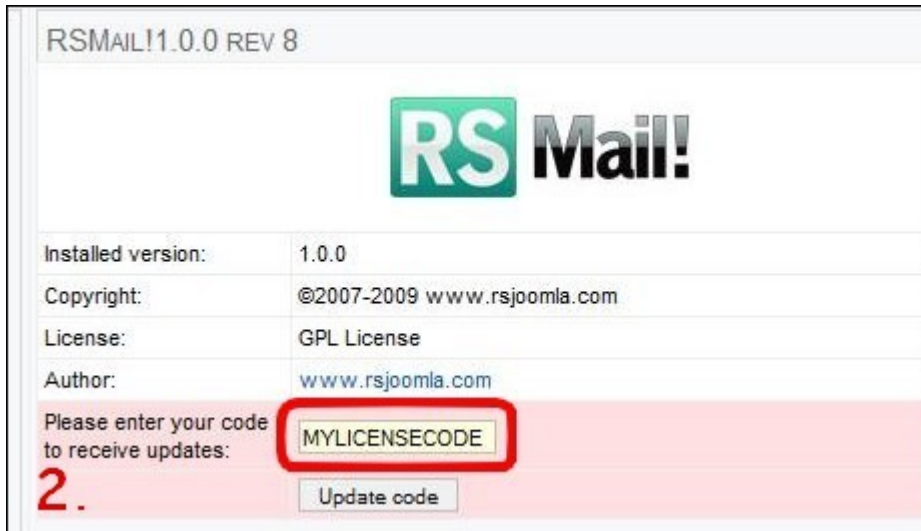
Step 1:

To get this license code, login to your RSJoomla! account and in the Customer Downloads section click on the Licenses link.

| Customer Downloads | | | | | | |
|--------------------|---|---------------------------|--------------------------|---------------------|-----------|--------|
| # | Membership | Files | Licenses | Started | Expires | Status |
| 1 | RSMail! 1 Domain Lifetime | Downloads | Licenses | 20.08.2010 02:41:29 | Unlimited | Active |

Step 2:

After entering the domain name, a license code is generated. Copy the license code and paste it in the RSMail! control panel from the backend Joomla!



Step 3:

Whenever you want to check new RSMail! updates, in the administrator panel head to **Components >> RSMail! >> Updates** and you will be able to download the component directly from the backend.



- **4.2 – using the Joomla! installer:** download RSMail! from your RSJoomla! account - *View my downloads.*

In the Joomla! backend panel head to **Extensions >> Install/Uninstall >> Browse the RSMail! pack >> Upload.**

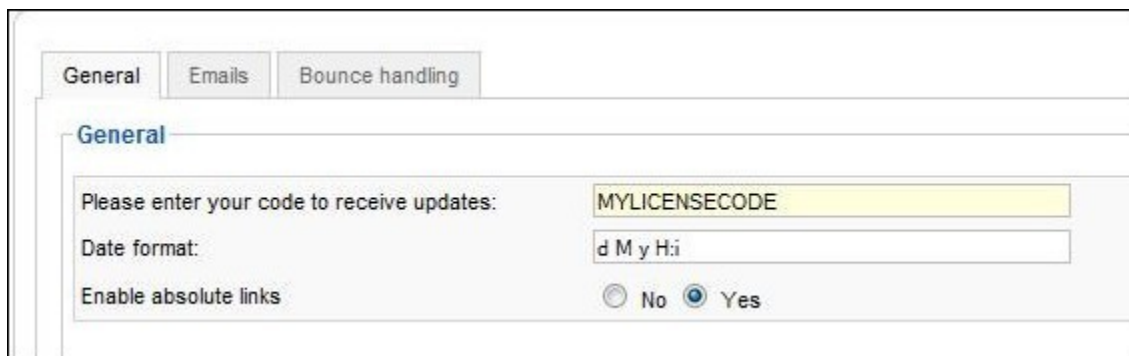
Step 5: RSMail! settings

Path: **Joomla! backend panel >> Components >> RSMail! >> Settings**

5.1 General Settings

5.1.1 The “General” tab

Here you can add the **license code** generated in your RSJoomla! account, in order to receive updates and download newer RSMail! versions directly from your Joomla! installation. (For more information about the license code and the update process see [Step 4: Update RSMail! to a newer version](#))



The screenshot shows the 'General' tab of the RSMail! settings interface. It features three sub-tabs: 'General', 'Emails', and 'Bounce handling'. The 'General' sub-tab is active and contains the following fields:

- 'Please enter your code to receive updates:' with a text input field containing 'MYLICENSECODE'.
- 'Date format:' with a text input field containing 'd M y H:i'.
- 'Enable absolute links' with two radio buttons: 'No' (unselected) and 'Yes' (selected).

The **date format** configuration, allows you to set a single central point of configuration for dates that will be used throughout RSMail!. This is essentially a mask that will be applied to all RSMail! dates. A complete list of usable masks is available [here](#). By default, the *d M y H:i* mask is used.

The “**Enable absolute links**” was included in RSMail! as a response to the WYSIWYG editor intention to strip out the site name from within links or source paths. As an example, if you were using a path something like `http://site.com/path/here`, the editor was stripping the <http://site.com> part, thus making this unavailable from within email messages (since these are outside of your domain). Enabling this option, will force absolute paths and links.



Notice:

- add the RSMail! license code to handle updates easier.
- set the “Enable absolute links” to Yes, so the images with links included in newsletters will have the complete URL.

5.1.2 Notification emails

The screenshot shows the RSMail! configuration interface with the 'General' tab selected. The 'General' tab is highlighted with a red box. A red arrow points from the 'General' tab to the 'Notifications' section, which is also highlighted with a red box. The 'Notifications' section includes the 'Enable notifications' radio button (set to 'Yes') and the 'Notification e-mails' text field containing 'admin@mywebsite.com'.

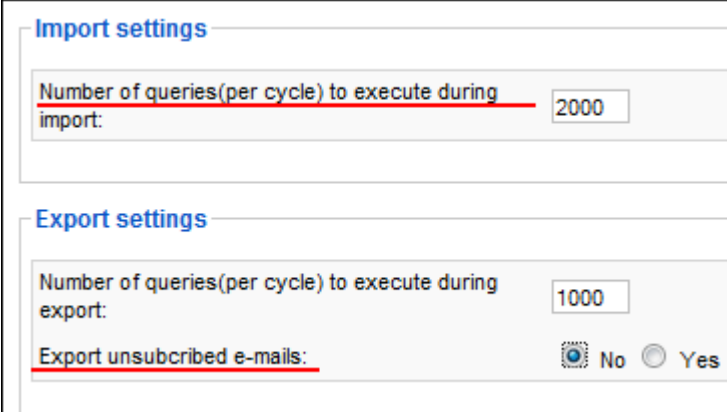
- **Enable notifications:** no / yes - if enabled, whenever a guest subscribes, a notification email will be delivered. The notification email text, can be configured directly from the RSMail! language file. For example: language/en-GB/en-GB.com_rsmail.ini (RSM_NOTIFICATION_MESSAGE label).
- **Notification e-mails:** the email addresses that will receive the notification email. Multiple recipients can be added, separated by comma (,).

5.1.3 Import/export settings

The import/export settings affect the speed of the importing process. Hosting servers with less performance will require a smaller number of queries executed per cycle. The opposite applies for servers with high performance.

There is no real way of determining how much a server will handle apart from using a trial and error method. If, for example, you notice that the import process comes to a halt or results in a PHP error, then you should try to decrease the number of queries.

By default, RSMail! has *medium level settings*.



The screenshot displays the 'Import settings' and 'Export settings' sections of the RSMail! configuration interface. In the 'Import settings' section, the 'Number of queries(per cycle) to execute during import:' is set to 2000. In the 'Export settings' section, the 'Number of queries(per cycle) to execute during export:' is set to 1000, and the 'Export unsubscribed e-mails:' option is set to 'No'.

Import settings:

- Number of queries(per cycle) to execute during import - Depending on your server performance you can increase or decrease this setting in order to optimize the importing process

Export settings:

- Number of queries(per cycle) to execute during export - Depending on your server performance you can increase or decrease this setting in order to optimize the exporting process
- Export unsubscribed e-mails: if enabled, the subscribers that were unsubscribed will be added to the export list.

5.1.4 Send options and Cron settings

As in the case of import/export settings, the Cron settings adjust the performance of the RSMail! Sending functionality. More **emails per session** will imply that the overall sending process will take up less time to send.

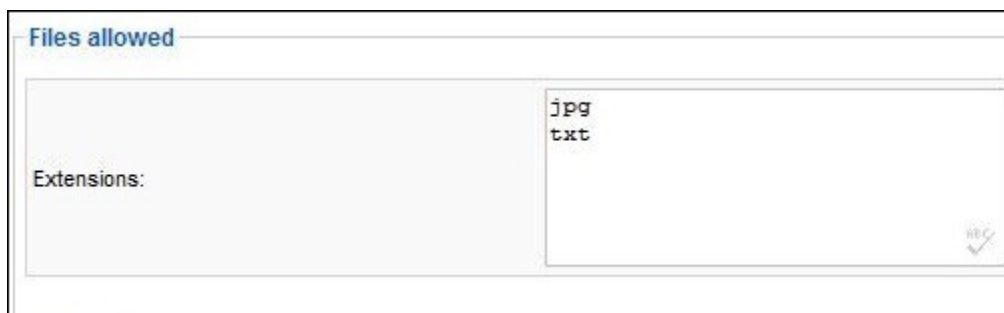


The screenshot shows two sections of the RSMail! settings interface. The first section, titled "Send options", contains a single input field labeled "Number of emails to send per session:" with the value "100" entered. The second section, titled "Cron settings", contains two input fields: "Number of emails:" with the value "100" and "Period of time:" with a dropdown menu set to "Hour".

On the other hand, the Cron settings, offer a mean to subject to hosting provider rules that restrict the number of emails send in period of time. Though most of hosting providers do not impose a emailing restriction, there are some that impose 250 emails per hour for example.

5.1.5 Allowed files

Here you can add the file extensions allowed to be uploaded within RSMail!
e.g. If someone wants to attach a .php file and the administrator has not included the .php extension in the "Files allowed" tab, RSMail! Will block the download.



The screenshot shows the "Files allowed" settings section. It features a label "Extensions:" on the left and a text input field on the right containing the text "jpg" and "txt" on separate lines. A small checkmark icon is visible in the bottom right corner of the input field.



Notice:

- Be careful what type of extensions you are allowing to be uploaded because some of them might compromise website security.
- Try to limit to just a few file extensions and NEVER let executable script files (.php, .php3, .php4, .php5, .phtml) to be uploaded.

5.1.6 Redirects

The “Redirects” option allows you to set redirect links for your users after subscribing and clicking on the activate link from the generated email.

| Redirects | |
|----------------------------------|---|
| Redirect link after subscribing: | <input type="text" value="http://www.rsjoomla.com/thank-you-page.html"/> |
| Redirect link after activation: | <input type="text" value="http://www.rsjoomla.com/activation-page.html"/> |

5.2 - Email settings

Path: Joomla! backend panel >> Components >> RSMail! >> Settings >> Emails

3 types of emails are sent to the subscriber when you use the RSMail! subscription module (see step [6.2.4 Add subscribers through the RSMail! subscribe module](#)): **confirmation email**, **unsubscribe email** and the **thank you message** that displays after subscription.

5.2.1 Confirmation email:

The confirmation email is sent automatically after the user subscribes to a newsletter.

To personalize this email, you can use the available placeholders:

{newsletter}, *{email}*, *{activationlink}*.

Placeholders:

{newsletter} - Returns the name of your website/company newsletter

{email} - Returns the subscriber email

{activationlink} - The activation link included in the confirmation email sent to subscriber, that will activate the newsletter subscription.

General | **Emails** | Bounce handling

Confirmation email

Enable confirmation email: No Yes

From: newsletter@rsjoomla.com

From name: RSJoomla!

Subject: You have been subscribed to {newsletter}

Type: Text HTML

Language: English (United Kingdom)

B I U ABC | [List icons] | Styles Paragraph

[Link icons] [Image icons] HTML

— [Table icon] | x₂ x² | Ω

Hello {email},

You recently subscribed to our {newsletter} newsletter.

Please confirm your subscription by clicking this link:

{activationlink}.

Message:

5.2.2 Unsubscribe email

This email is automatically sent after an user unsubscribes from a newsletter. There are 3 placeholders available to personalize the unsubscribe emails: *{newsletter}*, *{email}*, *{activatesubscription}*.

Placeholders:

{newsletter} - The name of your website/company newsletter

{email} - The subscriber email

{activatesubscription} - Use this placeholder to include in the unsubscribe email a link to reactivate the subscription.

General | **Emails** | Bounce handling

► Confirmation email

▼ **Unsubscribe mail**

Enable unsubscribe email: No Yes

From: newsletter@rsjoomla.com

From name: RSJoomla!

Subject: You have been unsubscribed from {newsletter}

Type: Text HTML

Language: English (United Kingdom)

B *I* U ABC | [List Icons] | Styles | Paragraph

[Rich Text Editor Icons]

Message:

Hello {email},

You have been successfully unsubscribed from {newsletter}.

If you wish to subscribe again please use this link : [{activatesubscription}](#)

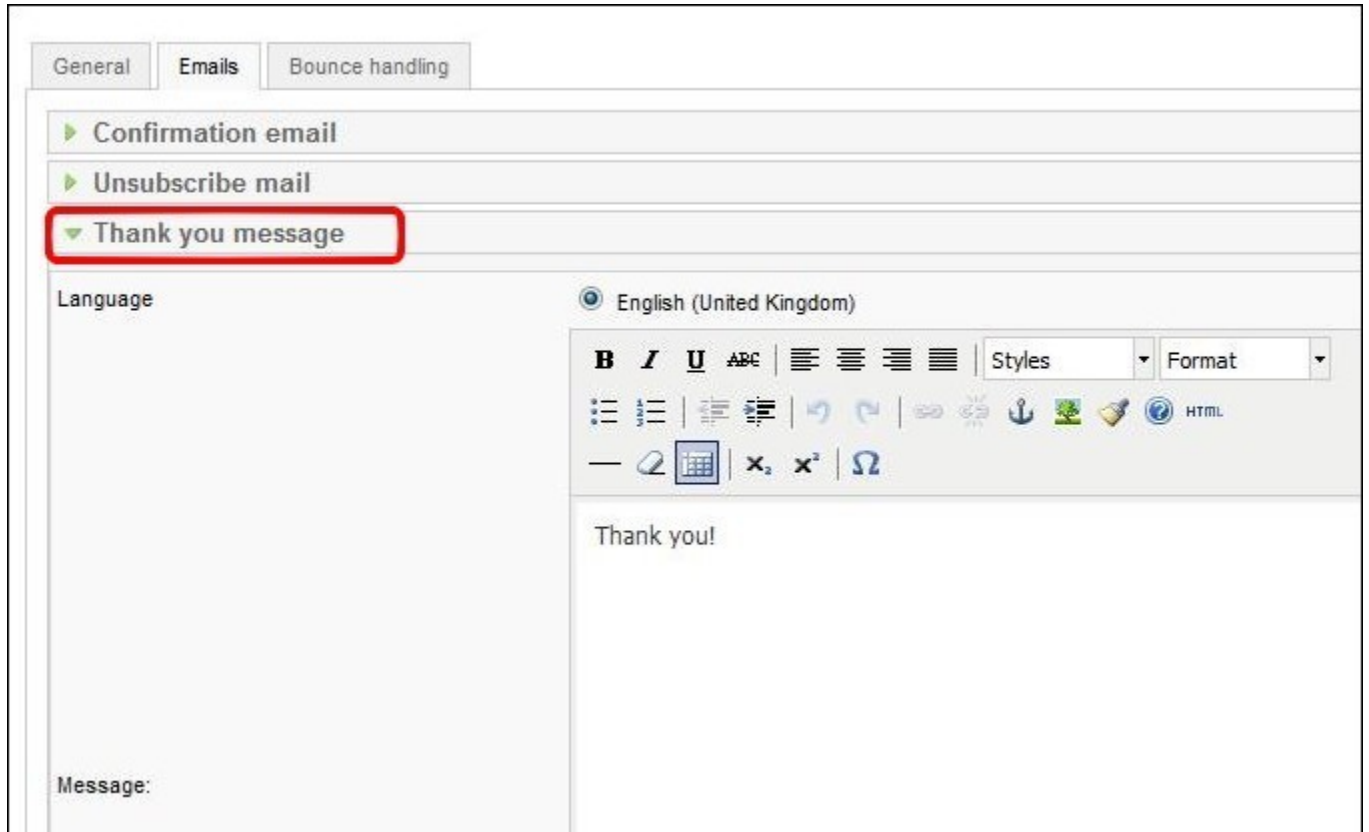


Notice:

- Once the user has unsubscribed from a newsletter, he will not be able to receive any other newsletters sent to different emailing lists. The unsubscribe process is global, and affects all the list subscriptions that a user has.

5.2.3 Thank you message

The thank you message will be displayed after the user completes the subscription, along with a Continue button (no redirection will occur).



5.2.4 Mail footer

This message will be displayed as the footer newsletter. The footer is configurable for both HTML emails and Text emails so you do not have to change it depending on the type of email that you are sending. RSMail! will automatically detect the type of message and add the correct email footer.

There are 5 placeholders available for the mail footer:

{sitename}, *{email}*, *{unsubscribe}*, *{siteneewsletter}*, *{detailslink}*.

Placeholders:

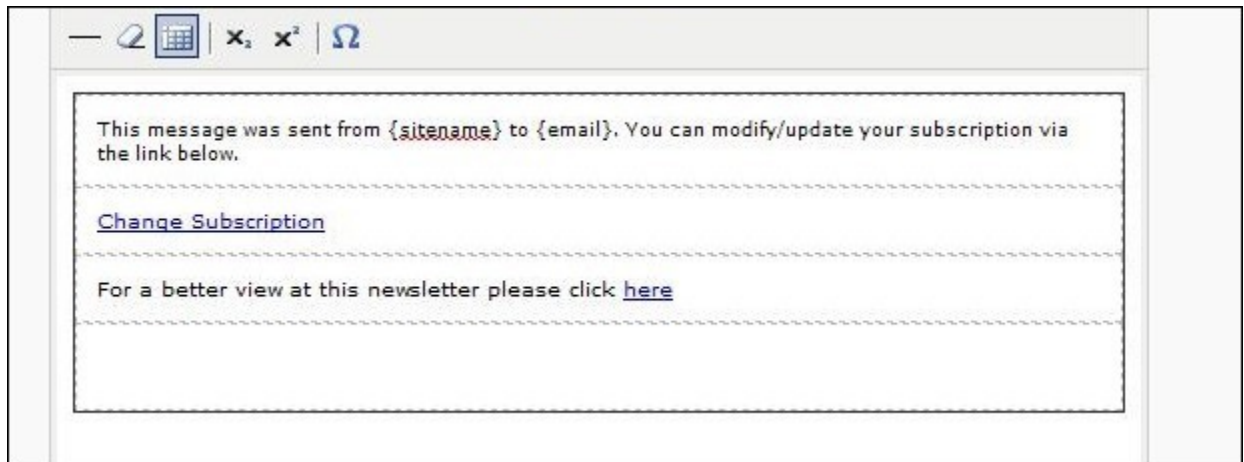
{sitename} - This placeholder is used to specify your website/ company name.

{email} - This placeholder allows you to specify the subscriber email.

{unsubscribe} - This placeholder allows you to set an unsubscribe link for users that do not wish anymore to receive newsletters from your website/company.

{siteneewsletter} - This placeholder allows your subscribers to read the newsletter directly on your Joomla! website. It is included, by default in the mail footer message ("For a better view at this newsletter please click here. ").

{detailslink} - creates a link that allows your users to modify their subscription details. It is included, by default in the mail footer message ("[Change subscription](#)")



Notice:

- **When you send test emails**, the mail footer will not be displayed within the newsletter. Yet, if you wish to view how the footer looks like, create a new subscriber list (for more details about creating a subscriber list see [step 6.1. Creating subscriber lists](#)) that includes a test email (e.g. your email) and send the newsletter as usual.
- **Each of the above emails** (confirmation, unsubscribe) have a multilanguage option when sending emails (including the Thank you message too).
If you own a multilanguage website, you can enable the option "Language" for each of these emails, thus when users subscribe to your newsletter they will receive the confirmation, the unsubscribe and the Thank you message in their native language.

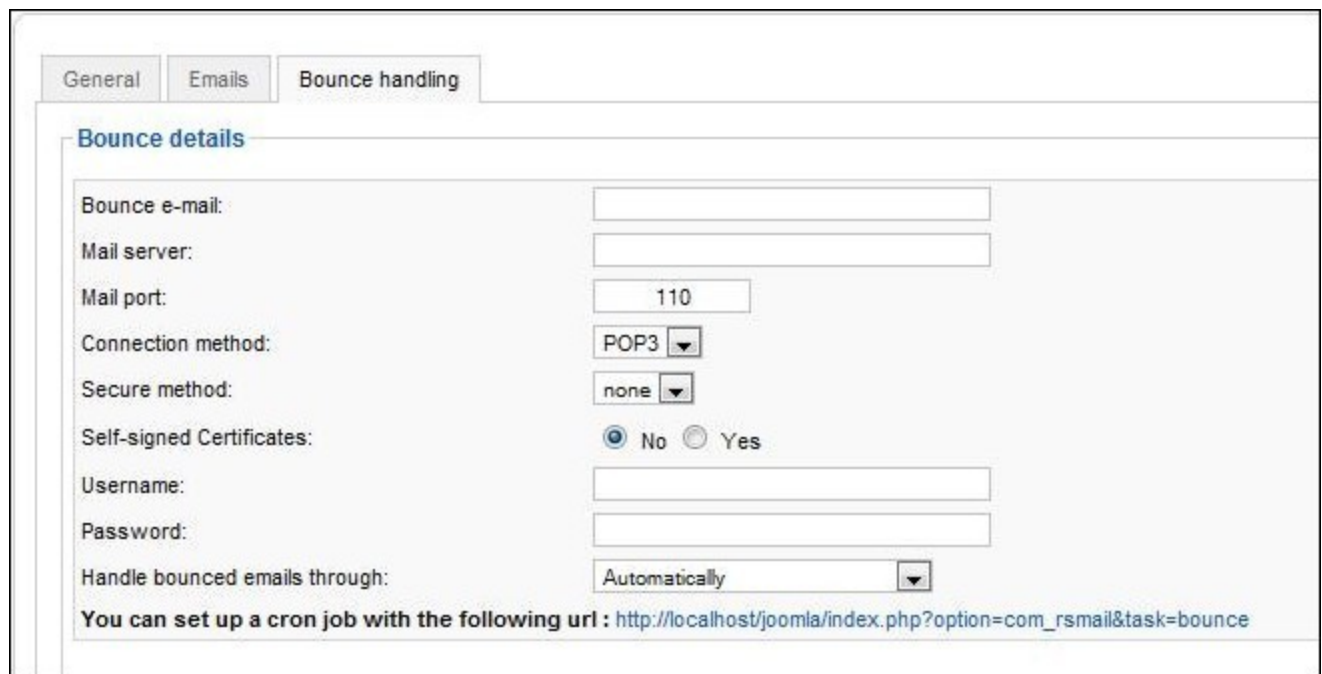
5.3 - Bounce email settings

This marketing term refers to email deliverability rate and it is an indicator of your newsletter campaign success.

The bounce email shows the rate of undeliverable emails caused by server and software issues or wrong user addresses. Basically, this percentage shows how many of your subscribers have received your emails.

E.g. A bounce rate equal with 0% indicates a 100% deliverability rate.

The RSMail! bounce email settings are available via the **Joomla! backend panel >> Components >> RSMail! >> Settings >> Bounce handling**



The screenshot shows the Joomla! RSMail! Bounce handling settings interface. It features three tabs: 'General', 'Emails', and 'Bounce handling', with 'Bounce handling' selected. Below the tabs is a 'Bounce details' section containing several configuration fields:

- Bounce e-mail: [Text input field]
- Mail server: [Text input field]
- Mail port: [Text input field with value '110']
- Connection method: [Dropdown menu with 'POP3' selected]
- Secure method: [Dropdown menu with 'none' selected]
- Self-signed Certificates: [Radio buttons for 'No' (selected) and 'Yes']
- Username: [Text input field]
- Password: [Text input field]
- Handle bounced emails through: [Dropdown menu with 'Automatically' selected]

At the bottom of the form, there is a note: "You can set up a cron job with the following url : http://localhost/joomla/index.php?option=com_rsmail&task=bounce"

The *Bounce handling* is divided into two parts: **Bounce details** and **Bounce rule**.

The *Bounce details* refer to the connection and detection part of the process. This implies the configuration of the following elements:

Bounce details:

Bounce email: the email address that will handle the bounces. All detected bounce emails will arrive at this configured address.

Mail server: address of the email server that hosts the above mentioned email address

Mail port: the email server port

Connection method: POP3 / IMAP

Secure method: yes / no

Self-signed Certificates: yes / no

Username: used for connection authentication process

Password: used for connection authentication process

Handle bounced emails through: manual / automatic / manual and automatic

- *manual:* using this method will imply that you will have to access the bounce task (http://localhost/joomla/index.php?option=com_rsmail&task=bounce) by hand, or by creating a server side cron task, that will periodically access the bounce task.
- *automatic:* the bounce process will be triggered whenever browsing through RSMail! or clicking on its URLs.

Bounce rule:

Here you can set what actions will be taken for bounce emails.

You have the option to **delete**, **forward** to other email address or **no action** for bounce emails, **automatically unsubscribe** or **delete subscribers** and how many bounce emails should RSMail! verify in a single bounce detection cycle.



The screenshot shows the 'Bounce rule' configuration form. It contains the following fields:

- Email rule:** A dropdown menu with 'Take no action' selected.
- Delete email?:** Radio buttons for 'No' (selected) and 'Yes'.
- Subscriber rule:** A dropdown menu with 'Take no action' selected.
- Number of emails to parse:** A text input field containing the value '10'.



Notice:

- You can set up a Cron job with the following URL so that bounce emails are automatically handled. Not using a Cron job, will force an administrator to trigger the process manually, when browsing through the component:

```
lynx "http://localhost/joomla/index.php?option=com_rsmail&task=bounce "
```

Step 6: Subscribers

To be able to send a newsletter you need first to create single/multiple subscribers lists and then add the subscribers.

6.1. Creating subscriber lists

Path: Joomla! backend panel >> Components >> RSMail! >> Lists

You can create an unlimited number of lists and group the subscribers by categories (**e.g.** registered users, customers, blog subscribers, etc), thus administrators can send different newsletters to subscriber lists.

e.g. If you have 3 products for selling, you can create 3 subscribers lists for each product to avoid sending information that might not interest all of your subscribers and minimize the number of unsubscribers.

- Customers that bought product 1
- Customers that bought product 2
- Customers that bought product 3

Step1:

To create a new subscriber list, in the Joomla! backend panel head to **Components >> RSMail! >> Lists** and click on the “New” icon from the right side.



Step 2:

Add the list name. By default, RSMail! will add to lists the subscriber email field (can't have a subscriber without an email).



The screenshot shows the 'Add list' interface. At the top, there is a navigation menu with tabs: Lists, Subscribers, Unsubscribers, Messages, Auto-responders, Templates, and Settings. The 'Lists' tab is selected and highlighted with a red box. Below the navigation menu, there is a form with a 'List Name' field containing the text 'Joomla! registration (*)'. A red arrow points from the 'Lists' tab to this field. To the right of the 'List Name' field, there is a table with a header row containing a '#' symbol and a row below it containing a '-' symbol and the text 'Email'. A large red number '2.' is visible in the bottom left corner of the screenshot.

Step 3:

You can customize the list by adding multiple fields to collect subscriber name, username, company, etc.



The screenshot shows the 'Add list' interface. At the top, there is a navigation menu with tabs: Subscribers, Unsubscribers, Messages, Auto-responders, Templates, Sessions, and Reports. The 'Subscribers' tab is selected and highlighted with a red box. Below the navigation menu, there is a form with a 'List Name' field containing the text 'Joomla! registration (*) - Empty list'. To the right of the 'List Name' field, there is a table with a header row containing a '#' symbol and the text 'Field Name'. Below the header row, there are three rows: a row with a '-' symbol and the text 'Email', a row with the number '11' and the text 'First name', and a row with the number '12' and the text 'Last name'. A red arrow points from the 'New field' button to the 'Add' button. A large red number '3.' is visible in the bottom left corner of the screenshot.

Below you have an example of grouping subscribers in multiple lists:

- **Joomla! registration:** includes the users that registered to your site using Joomla! registration
- **Customers:** includes your customers
- **Blog subscribers:** includes users that subscribed to your blog newsletter.



Now, we have to add subscribers for each list.

6.2. Add subscribers

Path: Joomla! backend panel >> Components >> RSMail! >> Subscribers

There are 4 ways to add subscribers: **manual add**, **import from CSV**, using the **Joomla! registration form** and trough **the RSMail! subscribe module**

6.2.1 Manual add

Step 1: In the “Subscribers” tab, click on the “New” icon from the panel located onto the right.

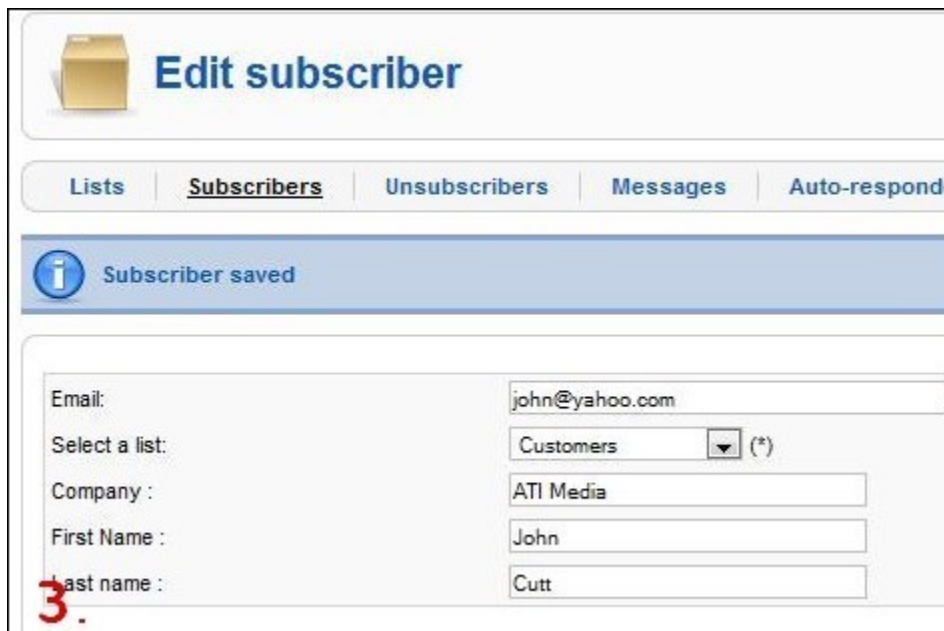


Step 2: Type the user email and select from the drop-down the list where you want to add the new subscriber.



The screenshot shows the 'Add subscriber' interface. At the top, there is a header with a folder icon and the title 'Add subscriber'. Below the header is a navigation bar with tabs: 'Lists', 'Subscribers', 'Unsubscribers', 'Messages', and 'Auto-responders'. The 'Subscribers' tab is active. The main form area contains two input fields. The first is labeled 'Email:' and contains the text 'john@yahoo.com' followed by an asterisk (*). The second is labeled 'Select a list:' and is a dropdown menu with 'Customers' selected, followed by an asterisk (*). A red number '2.' is overlaid on the left side of the form, indicating the current step.

Step 3: Now you can edit subscriber information by filling the list fields. (e.g. Company, First Name, Last Name)



The screenshot shows the 'Edit subscriber' interface. At the top, there is a header with a folder icon and the title 'Edit subscriber'. Below the header is a navigation bar with tabs: 'Lists', 'Subscribers', 'Unsubscribers', 'Messages', and 'Auto-responders'. The 'Subscribers' tab is active. A blue notification bar at the top of the form area contains an information icon and the text 'Subscriber saved'. The main form area contains five input fields. The first is labeled 'Email:' and contains 'john@yahoo.com'. The second is labeled 'Select a list:' and is a dropdown menu with 'Customers' selected. The third is labeled 'Company :' and contains 'ATI Media'. The fourth is labeled 'First Name :' and contains 'John'. The fifth is labeled 'Last name :' and contains 'Cutt'. A red number '3.' is overlaid on the left side of the form, indicating the current step.

The user information will be saved in the subscribers list.



The screenshot shows a table with the following columns: #, Company, First Name, Last name, Date subscribed, and Username. A single row is visible with the following data: # 4, Company ATI Media, First Name John, Last name Cutt, Date subscribed 04 Aug 10 12:42, and Username (guest). A red '4.' is written in the bottom left corner of the table area.

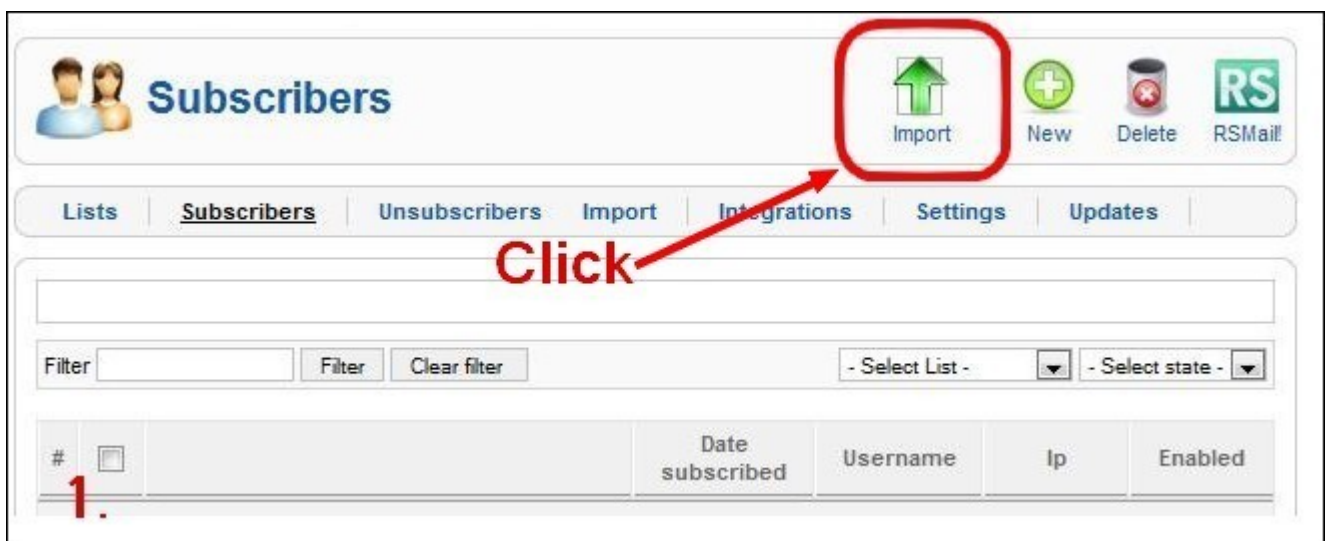
| # | Company | First Name | Last name | Date subscribed | Username |
|---|-----------|------------|-----------|-----------------|----------|
| 4 | ATI Media | John | Cutt | 04 Aug 10 12:42 | (guest) |

6.2.2 Import from CSV

The second option of adding subscribers is by importing them from a CSV file.

Step1:

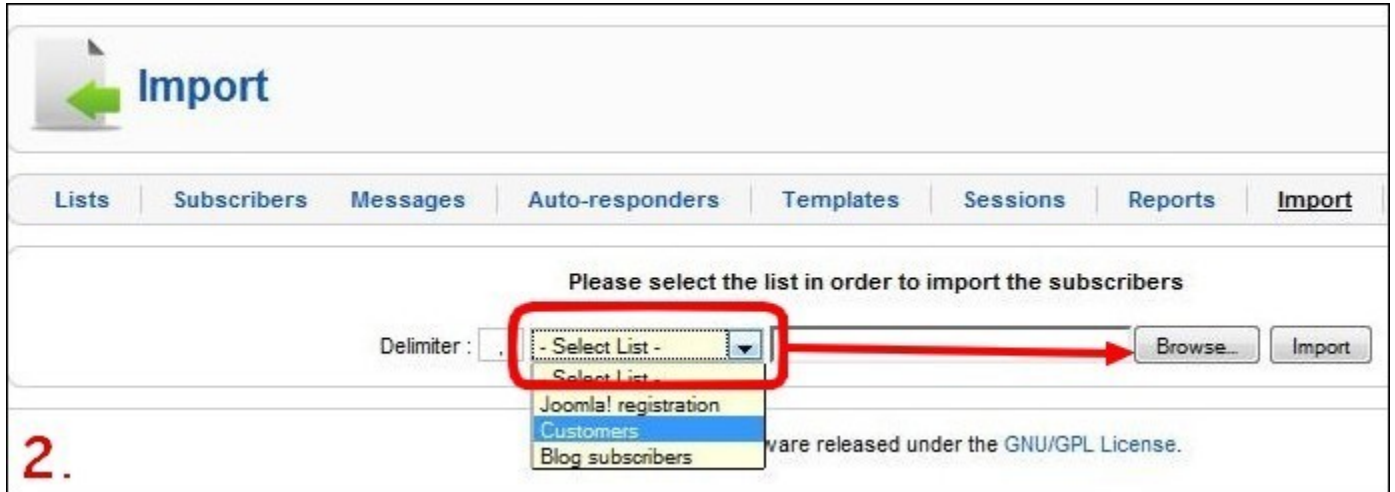
To import subscribers lists, head to **Components >> RSMail! >> Subscribers** and click on the "Import" icon from the right side.



The screenshot shows the 'Subscribers' management interface. At the top, there are icons for 'Import' (a green arrow pointing up), 'New' (a green plus sign), 'Delete' (a red trash can), and 'RSMail!'. The 'Import' icon is circled in red, and a red arrow points to it with the word 'Click' written in red. Below the icons is a navigation menu with tabs for 'Lists', 'Subscribers', 'Unsubscribers', 'Import', 'Integrations', 'Settings', and 'Updates'. Below the navigation menu is a filter section with a search box, 'Filter', 'Clear filter', and two dropdown menus: '- Select List -' and '- Select state -'. At the bottom, there is a table header with columns: #, Date subscribed, Username, Ip, and Enabled. A red '1.' is written in the bottom left corner of the table area.

Step 2:

After clicking the “Import” icon, select the list for which you want to import subscribers, browse the CSV file and click on the “Import” button.



The screenshot shows the Joomla! Import interface. At the top, there is a green arrow icon and the word "Import". Below this is a navigation bar with tabs for Lists, Subscribers, Messages, Auto-responders, Templates, Sessions, Reports, and Import. The main content area has the heading "Please select the list in order to import the subscribers". There is a "Delimiter:" field with a comma character. To its right is a dropdown menu currently showing "- Select List -". A red box highlights this dropdown, and a red arrow points from it to the "Browse..." button. Below the dropdown, a list of options is visible: "Select List", "Joomla! registration", "Customers", and "Blog subscribers". The "Customers" option is highlighted in blue. To the right of the dropdown is an "Import" button. A large red number "2." is in the bottom left corner.

Step 3:

Select the corresponding field name of each imported CSV column. The columns from the CSV files are separated by default by a comma (“,”).

If there are fields that you don’t want to be imported, select the “Ignore” option.



The screenshot shows the Joomla! Import interface with the heading "Select" in large red text. Below the heading is a table with columns for email addresses and names. The table contains three rows of data: "mary@email.com" with "Mary", "gaby@yahoo.com" with "Gaby", and "john@ymail.com" with "john". A dropdown menu is open over the first row, showing options: "- IGNORE -", "IGNORE", "Email", "First Name", "Last name", and "Company". The "IGNORE" option is highlighted in blue. A red box highlights this dropdown, and a red arrow points from the word "Select" to it. To the right of the table is a "First Name" dropdown menu. A large red number "3." is in the bottom left corner.



Notice:

- if the CSV file includes more columns than the list fields, the import cannot be completed.
- if the CSV file includes less columns than the subscriber list, the fields will be left blank in RSMail!
- the fields order in the CSV file is not important
- the columns in the CSV file must be separated by a delimiter (e.g. “,”)

6.2.3 Add subscribers from the Joomla! registration form

Path: Joomla! backend panel >> Components >> RSMail! >> Integrations >> RSMail! Joomla! Registration

Another way to add subscribers to a list is to use the built-in RSMail! Joomla! Registration Plugin. This plugin will allow you to automatically add the user info to a newsletter list.

The screenshot shows the configuration interface for the RSMail! Joomla! Registration plugin. It includes the following elements:

- Enable plugin :** Radio buttons for "No" and "Yes", with "Yes" selected.
- Add your Joomla! users into this list :** A checked checkbox.
- Add disabled/non confirmed users also :** An unchecked checkbox.
- Save users as subscribers in the following list :** A dropdown menu with "Joomla! registration" selected.
- Ask the users to agree subscribing to newsletters when registering? :** Radio buttons for "No" and "Yes", with "Yes" selected.
- Help text:** "You can assign user details to list fields, so you can use them as placeholders when sending newsletters."
- Field mapping:** Two columns of dropdown menus. The first column has "Name" and "Username" selected. The second column has "Name" and "Username" selected.

From this moment, all registered users from the “User Manager” will be copied to the subscribers list.

When a user registers through the default user registration form, it will be added in the subscribers list for registered users.



Notice:

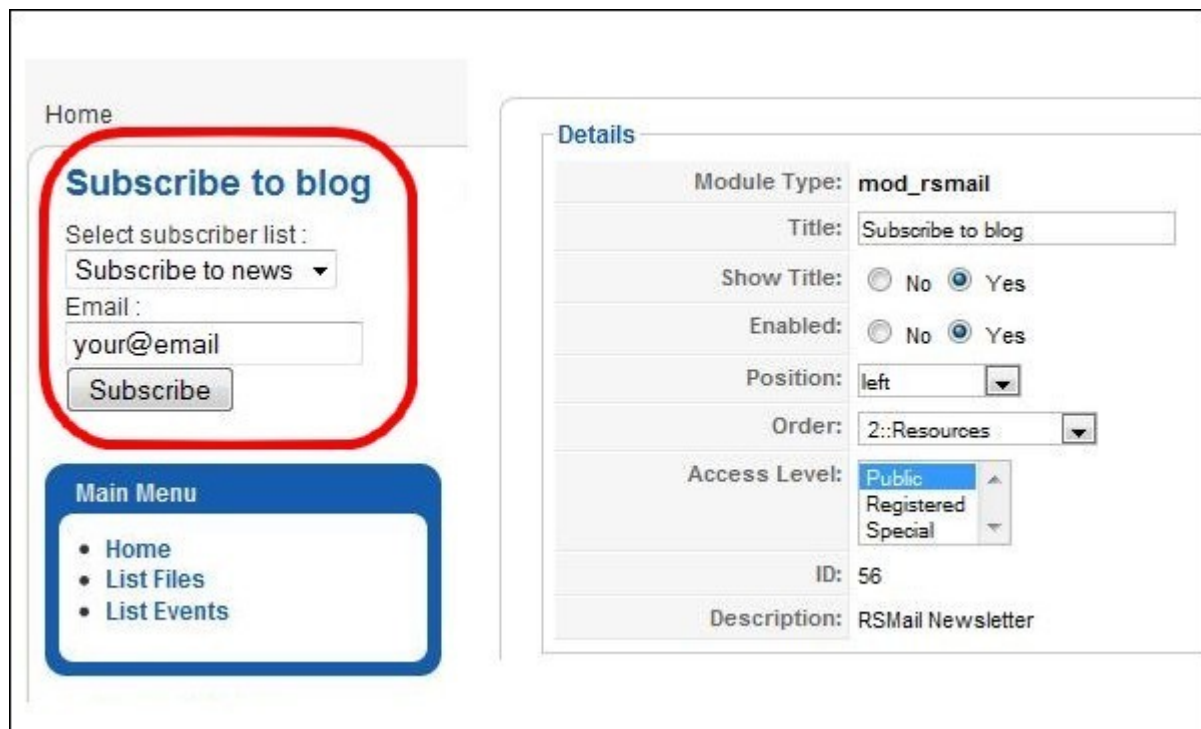
- Before activating the *RSMail! Joomla! Registration plugin*, create a separate list for the registered users with 2 fields: name and username.

6.2.4 Add subscribers through the RSMail! subscribe module

Path: Joomla! backend panel >> Extensions >> Module Manager >> RSMail! Newsletter

The RSMail! subscribe module allows you to display a subscription form anywhere on your site (e.g. subscribe to a blog newsletter). It is to be noted that the RSMail! Subscribe module is installed **automatically** with RSMail! component.

Subscribe module displayed in frontend (left) and module position settings (right):



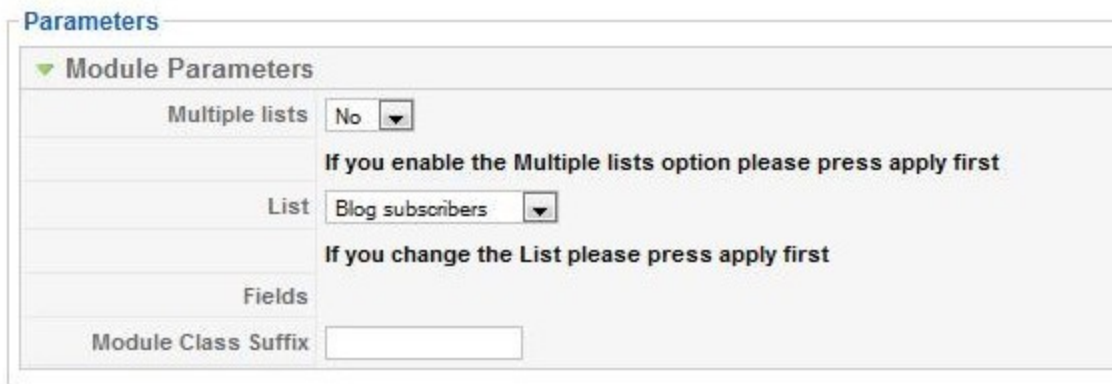
In the Module Manager (*Joomla! backend panel >> Extensions >> Module Manager*) you can adjust the module configuration options:

- the **subscribe module position and the order of the modules** appearance in the frontend (e.g. if you select the left position and the order “7:Login form”, then the Subscribe module will take the position of the Login form)
- **the access level:** set which users are allowed to view the module

RSMail! subscribe module settings:

From the Module Parameters, you can enable the subscribe module for a single list (e.g. Blog subscribers list to allow users to subscribe to your blog) or for multiple lists (e.g. send a newsletter both, for the Customers list and for the Blog subscribers list).

Subscribe Module for a single list



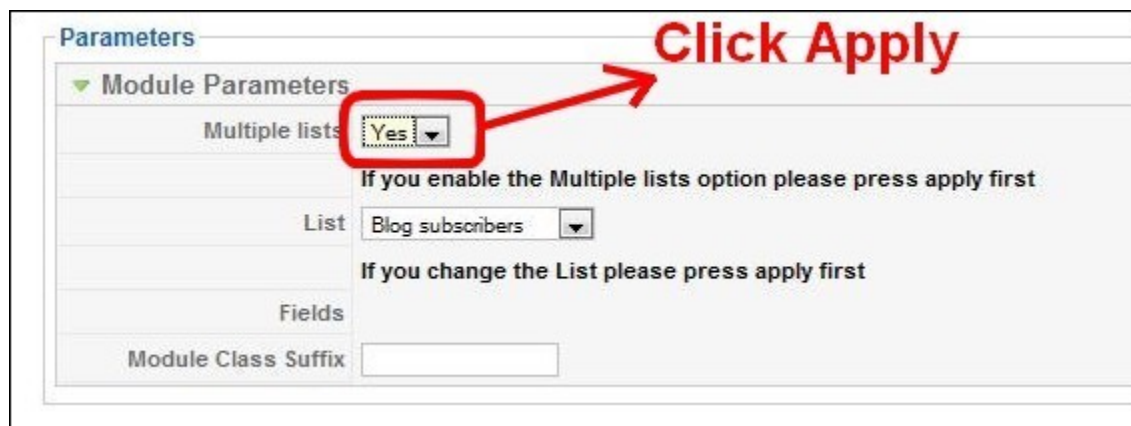
The screenshot shows the 'Parameters' section of the RSMail! subscribe module. Under 'Module Parameters', the 'Multiple lists' dropdown is set to 'No'. Below it, a note reads 'If you enable the Multiple lists option please press apply first'. The 'List' dropdown is set to 'Blog subscribers', with a note below it: 'If you change the List please press apply first'. The 'Fields' section is empty, and the 'Module Class Suffix' text box is also empty.



Notice:

- If you want to enable the subscriber module for more than one subscribers list, change the Multiple lists option to Yes and click "Apply", so you can select from the dropdown multiple subscribers lists.

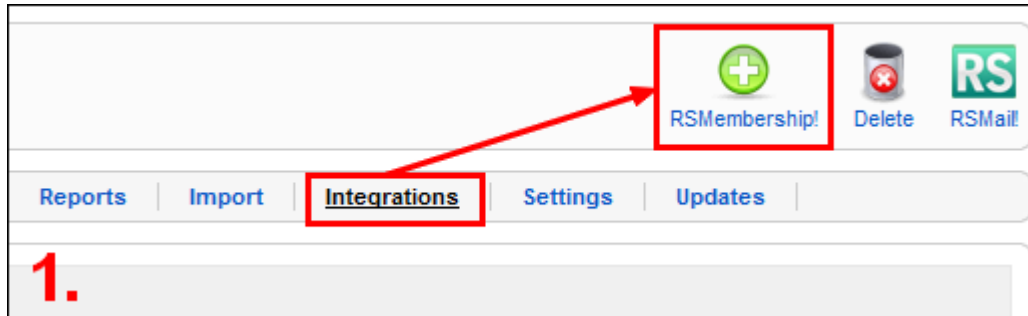
Subscribe Module for multiple lists



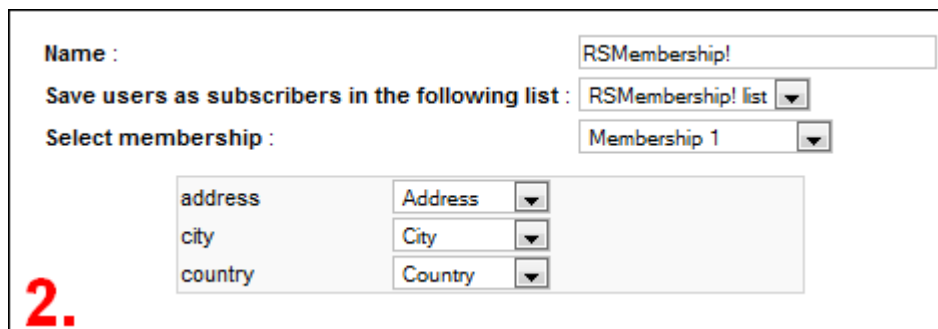
This screenshot is similar to the one above, but the 'Multiple lists' dropdown is set to 'Yes'. A red arrow points from the 'Yes' option to the text 'Click Apply' written in red above the arrow. The rest of the interface, including the 'List' dropdown and 'Module Class Suffix' field, remains the same.

6.2.5 RSMail! - RSMembership! Integrations

Using this feature you can automatically add an RSMembership! membership subscriber to a newsletter list, via the RSMail! “Integrations” tab.



Clicking on the *RSMembership!* button located on the top right corner, will open up the following configuration screen:



A screenshot of the RSMembership! configuration screen. It contains the following fields:

- Name :** RSMembership!
- Save users as subscribers in the following list :** RSMembership! list
- Select membership :** Membership 1
- address** Address
- city** City
- country** Country

A large red "2." is in the bottom left corner of the screenshot.

Selecting an RSMail! list will display a list of the current configured membership subscription fields. This will allow you to map membership fields to list columns.

Step 7: Creating a message

Path: Joomla! backend panel >> Components >> RSMail! >> Messages

There are 2 ways to create a newsletter: write it from scratch in HTML (or using a WYSIWYG editor), from a template, from articles and from K2 articles.

7.1 The message template

Step 1: Click on the “New” icon from the right panel. A new window will open to create the message.



The newsletter can be created in HTML with a WYSIWYG editor or in plain text. Edit the message and send the newsletter as described in **Step 8: Sending a message**.

Step 2 (optional): add placeholders – see [step 7.2 From a template](#)



Notice:

- your newsletter will have less chances to be marked as spam if you fill also the plain text box.
- after sending the newsletter, you have the option to save it as a template so you can use it on later campaigns.

7.2 From a template

In the “Templates” tab, you can create messages that you can use as templates for future campaigns.

To save time, RSMail! has an option to create newsletters directly from templates.

Edit the text and your newsletter is ready to be sent.

Step 1:

Click on the “From Template” icon from the right panel.



Step 2:

Select the template for your new campaign.



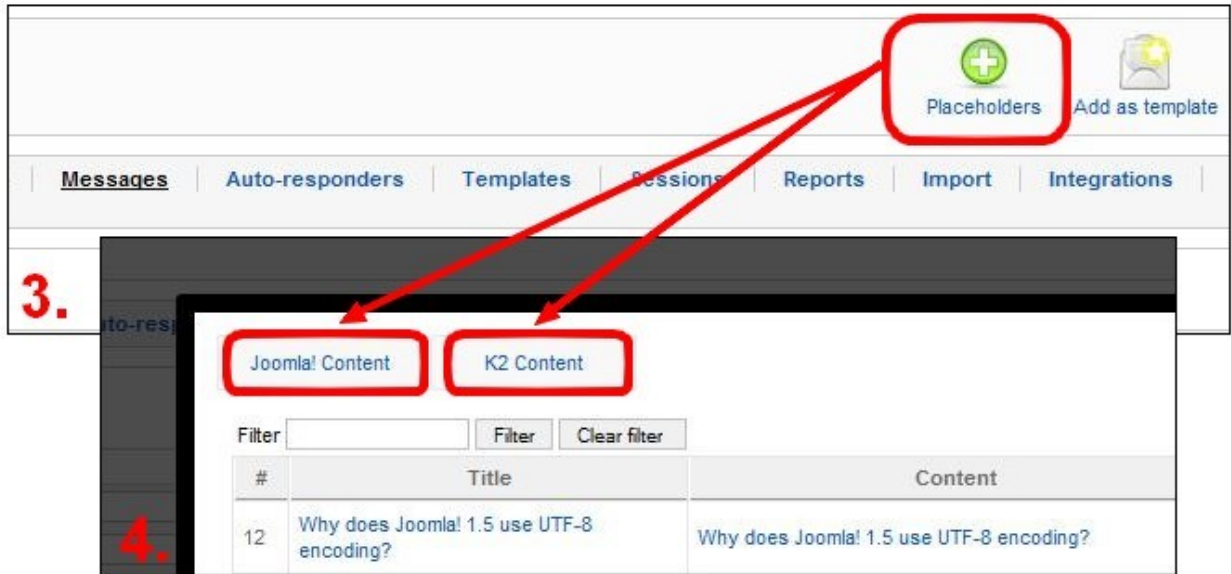
Step 3,4 (optional):Add placeholders

A new feature added to the RSMail! templates is the possibility of using placeholders in order to add content from and related to your articles (both Joomla! and K2 articles).

In order to add a new placeholder to your template you just need to click the **Placeholders** button.

This will open a new window with different links related to your articles, you just need to click on the information you want to add in your template and a new placeholder will be created.

These placeholders are only replaced when the newsletter message is sent.



RSMail! automatically creates placeholders from the selected Joomla! or K2 articles, as shown below.



The syntax of the available placeholders is slightly different for Joomla! and K2 articles

Joomla articles:

- [articletitle:your_article_id] - will display the title of the article you have selected;
- [articletext:your_article_id] - will display the content of the article you have selected;
- [articledate:your_article_id] - will display the creation date of the article you have selected;
- [articleuser:your_article_id] - will display the author of the article you have selected;

K2 articles:

- [articlektitle:your_article_id] - will display the title of the K2 article you have selected;
- [articlektext:your_article_id] - will display the content of the K2 article you have selected;
- [articlekdate:your_article_id] - will display the creation date of the K2 article you have selected;
- [articlekuser:your_article_id] - will display the author of the K2 article you have selected;

After modifying the template you can send the newsletter as described in **Step 8: Sending a message**.

Available placeholders:

You can use the available global placeholders or create your own placeholders. Before sending the newsletter, RSMail! will assign to your custom placeholders one of the selected list fields.

Global placeholders:

- *{date}* : this will return the current date
- *[imgId]*: If you have image attachments, RSMail! offers the possibility to embed the actual image into the message. To accomplish this, you will simply have to add an image attachment. After the upload has been completed, in the Attachments area you will be able to view its assigned placeholder (e.g. **[img1]**).

To create your own placeholder, you simply have to use “{” and “}” symbols. E. g. “{My own placeholder}”. When entering the sending area, RSMail! Will automatically detect it and ask you with what exactly (from your list) you wish to replace it with.

| <input type="checkbox"/> | List Name | First name | My own placeholder |
|-------------------------------------|--------------------------------------|------------|---|
| <input type="checkbox"/> | Joomla! registration (6 Subscribers) | - IGNORE - | - IGNORE - |
| <input checked="" type="checkbox"/> | Customers (3 Subscribers) | - IGNORE - | - IGNORE - - DO NOT REPLACE - Email First Name Last name Company |
| <input type="checkbox"/> | Blog subscribers (0 Subscribers) | - IGNORE - | |
| <input type="checkbox"/> | test (1 Subscribers) | - IGNORE - | |
| <input type="checkbox"/> | Subscribe to news (0 Subscribers) | - IGNORE - | - IGNORE - |



Notice:

- You can send newsletters with attachments; the allowed file extensions are the ones listed in *Settings - Files allowed*.
- Before sending the newsletter to your subscribers list make a test with the “Preview email” option. After sending the test email, RSMail! will calculate the newsletter spam score.
- You can decrease your spam score by filling the plain-text version.

7.3 RSForm!Pro integration

The RSForm!Pro - RSMail! plugin allows you to create custom newsletter subscription forms.

7.3.1 Requirements

To be able to use this option you must have:

- a RSForm!Pro membership, at least 1.2.0 Rev. 24
- a RSMail! installation
- the RSForm!Pro - RSMail! plugin (this can be downloaded from your **RSJoomla! account >> View my downloads >> RSForm!Pro membership! >> Downloads >> RSForm!Pro files >> Plugins >> RSMail! Plugin.**)

7.3.2 Installing the plugin

Path: Joomla! backend panel >> Extensions >> Install/Uninstall >> Browse the file >> Upload

The RSMail!- RSForm!Pro plugin installs like any other plugin, using the default Joomla! Installer.



Notice:

- Before creating the newsletter forms, be sure that the **System - Rsmail_rsformpro_subscription** plugin is enabled within the Plugin Manager

7.3.3 Creating the newsletter form

Path: Joomla! backend panel >> Components >> RSMail! >> Integrations

Step 1: In the “Manage forms” tab from RSForm!Pro, select the form for which you want to add a subscribe option and add the RSMail! Component from the left side of the panel.



Step 2:

In the “Integrations” tab from RSMail!, click on the RSForm!Pro icon from the right side of the panel.

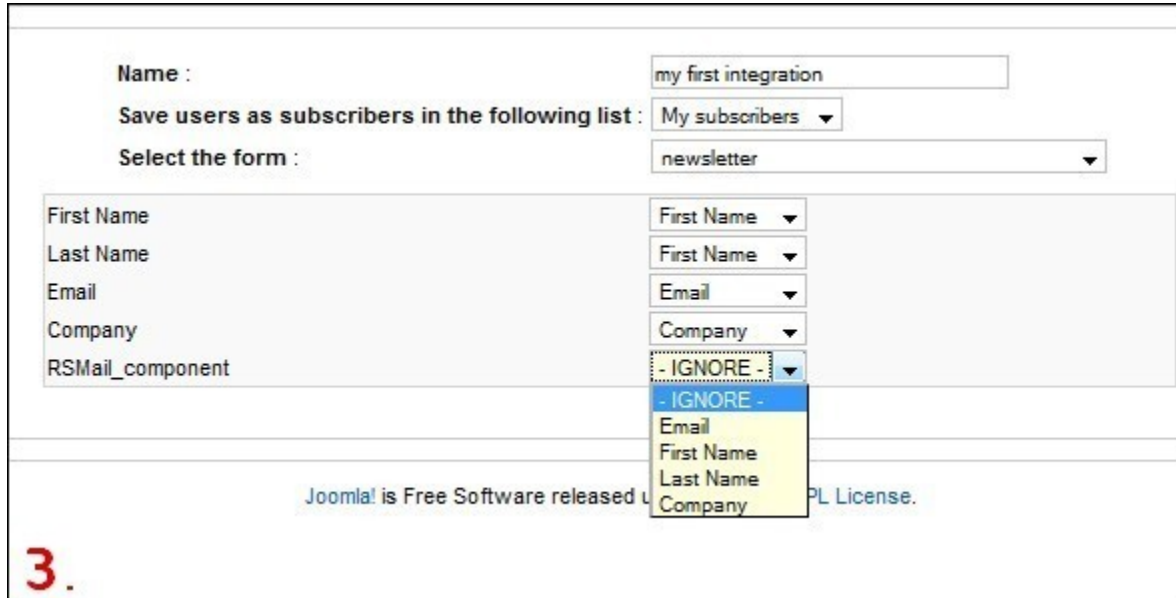


Step 3: Mapping RSMail!

Select the list where you want to add the subscribers.

Select the form for which you want to add a subscribe option.

Map the form fields with the subscriber list fields. When the selected form includes more fields than the subscriber list, these can be ignored.



The screenshot shows the Joomla! RSMail configuration interface. At the top, there are three fields: "Name :" with the value "my first integration", "Save users as subscribers in the following list :" with a dropdown menu set to "My subscribers", and "Select the form :" with a dropdown menu set to "newsletter". Below these is a table for mapping form fields to subscriber list fields:

| | |
|------------------|------------|
| First Name | First Name |
| Last Name | First Name |
| Email | Email |
| Company | Company |
| RSMail_component | IGNORE |

The "IGNORE" dropdown for "RSMail_component" is open, showing options: "- IGNORE -", "Email", "First Name", "Last Name", and "Company". A red "3." is in the bottom left corner of the screenshot. At the bottom of the interface, there is a footer: "Joomla! is Free Software released under the GNU GPL License."

Step 8: Sending a message

By now you are all set. All is left to do is to send out the actual email message.

8.1. Test spam score

Path: Joomla! backend panel >> Components >> RSMail! >> Messages >> Spam Score & Preview

Before sending the newsletter, send a test email to be sure that you have a minimum spam score, preferable under 5.00 (the lower the better).



Notice:

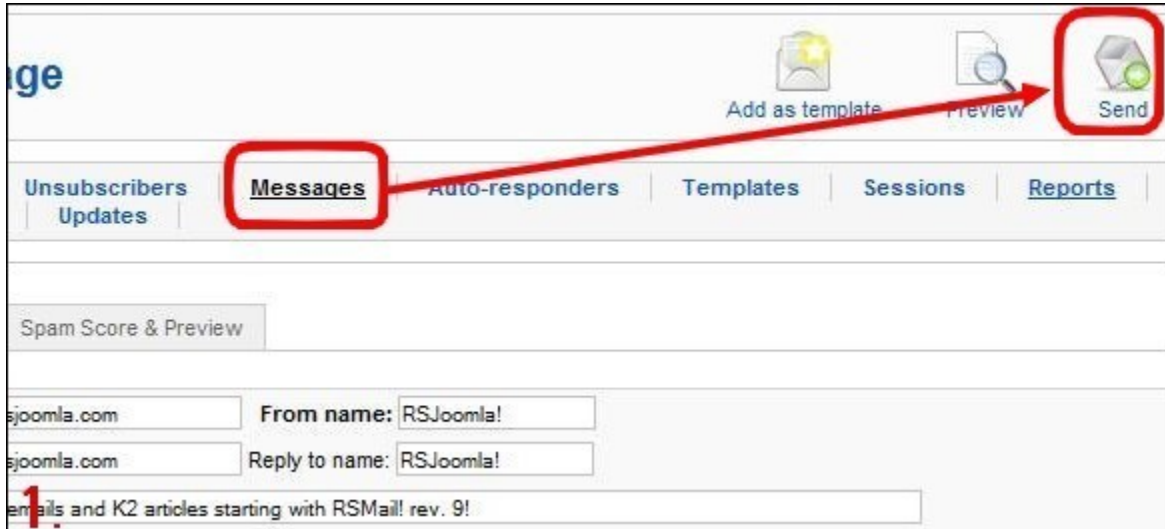
- When you send a test email, footer will not be visible; yet, if you want to view the footer create a subscribers list just for testing and send the test message as a newsletter.

The screenshot displays the Joomla! Messages management interface. At the top, a navigation menu includes 'Lists', 'Subscribers', 'Unsubscribers', 'Messages', 'Auto-responders', and 'Templates'. The 'Messages' tab is selected and highlighted with a red box. Below the navigation, a blue banner indicates 'Test email successfully sent'. Underneath, there are tabs for 'Message', 'Attachments', and 'Spam Score & Preview', with the latter being highlighted by a red box. A red arrow points from the 'Messages' tab to the 'Spam Score & Preview' tab. The 'Spam Score & Preview' section contains a 'Preview Email' sub-section with a 'Send preview email to:' input field and a 'Send' button. Below this is a 'Spam check result' section showing a message score of 0.0 and the text 'HTML MESSAGE' and 'BODY: HTML included in message'.

8.2 Sending the newsletter

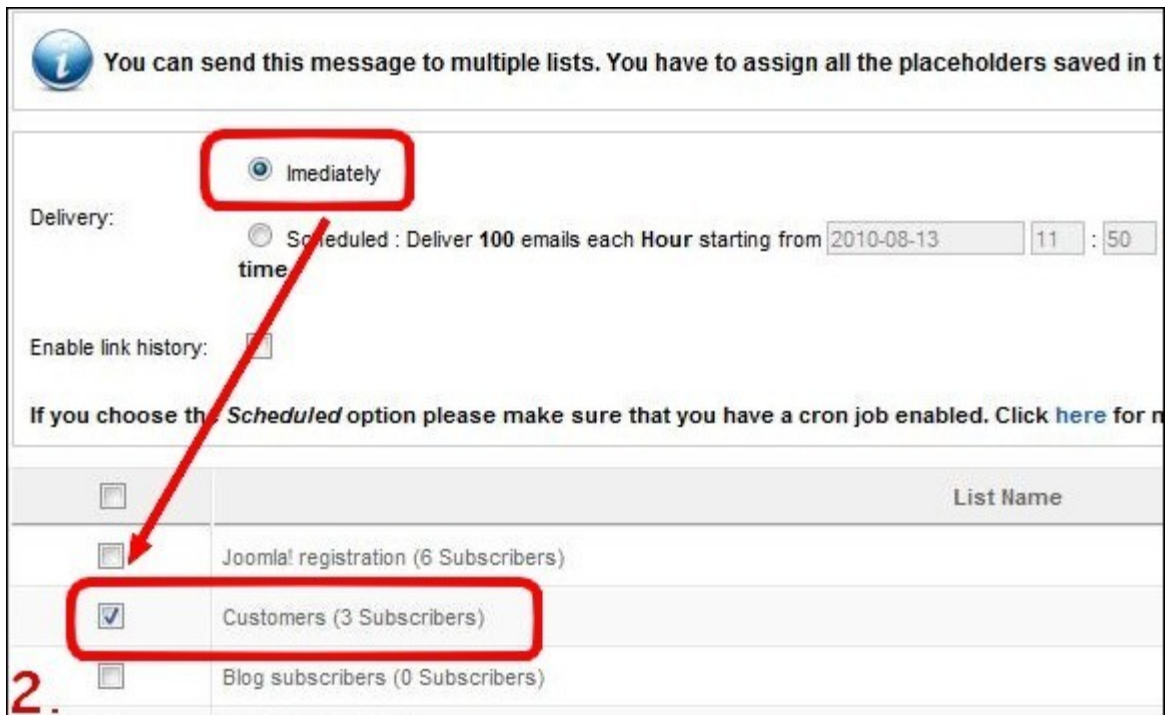
Step 1:

By default, RSMail! can send a message, to multiple subscriber lists. Just head out to **Components >> RSMail! >> Messages**, select the message and click **Send**.



Step 2:

Clicking on the *Send* button, will open up the below screen:



In the bottom area, as it can be seen on the above picture, for each selected list you can select what (from the list column) will replace the detected message placeholders.

Example:

Lets assume that you have a list with the following columns: *Name*, *Surname* and *Email*. In the message that you have created you have used for example the following placeholders: *{test1}*, *{test2}*, *{test3}*. Using the above configuration you will let RSMail! know that *{test3}* should be replaced with *Email*, *{test2}* with *Surname* and so on.

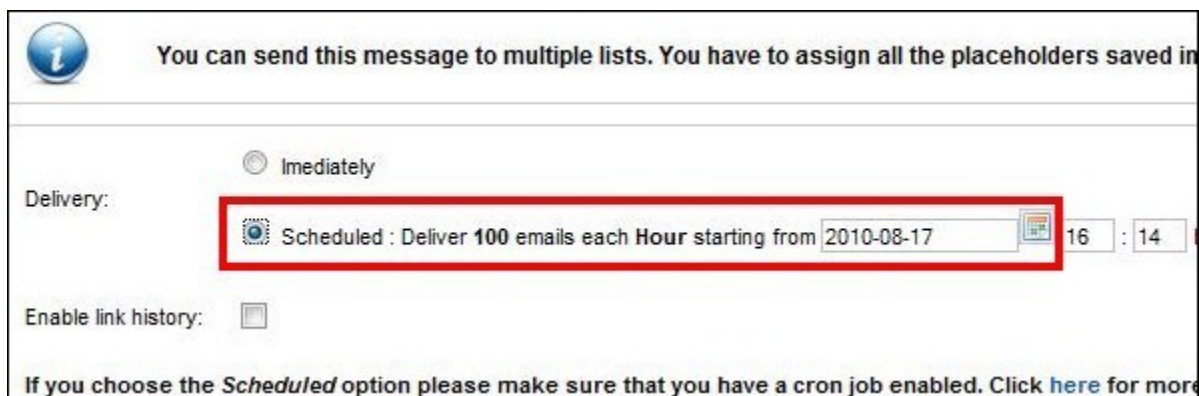
The message can be send **Immediately** or **Scheduled**.

Immediately:

Choosing *Immediately*, the RSMail! component will engage into an AJAX sending session. This session can be started, paused and stopped at any time. This process will remain active as long as the browser window is open. Once closed, the session will be dropped, but it can be resumed from the **Components > RSMail > Sessions**.

Scheduled:

Choosing the *Scheduled* option will allow you to send the email over a larger period of time. This is particularly useful when your hosting provider imposes a maximum number of emails per hour (or day).



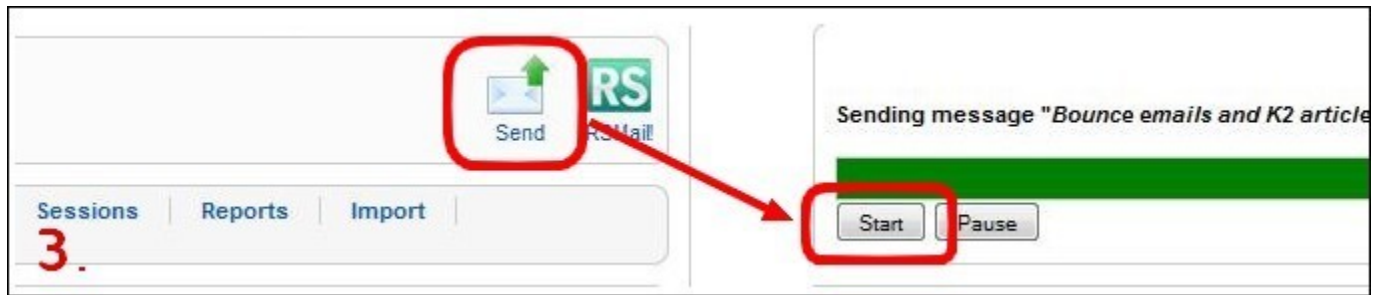
The screenshot shows a configuration window for RSMail! with the following elements:

- Information icon and text: "You can send this message to multiple lists. You have to assign all the placeholders saved in"
- Delivery options:
 - Immediately
 - Scheduled : Deliver 100 emails each Hour starting from 2010-08-17 16 : 14
- Enable link history:
- Footer text: "If you choose the *Scheduled* option please make sure that you have a cron job enabled. Click [here](#) for more"

The *Scheduled* configuration options allow you to set **when** to start the process, date and time wise, and the **frequency** of the emails.

Step 3:

Click on the “Start” button to send the newsletter.



Notice:

- You should use the date of the server, since local time may differ depending on the client and server locations.
- The frequency is configurable from the *Components > RSMail! > Settings: Cron settings*.

Besides the sending parameters, RSMail! requires a configured **Cron** on the server side. Just log on to your hosting cPanel and create a new *Cron job* with the following command:

```
lynx "http://yoursite.com/index.php?option=com_rsmail&task=cron"
```

Both sending options have the **link history** feature. Basically this will allow you to see who clicked on what link from within your email.

When the link history feature is enabled, users are able to read newsletters directly on your website and print them, using the new frontend button.

Home >> History

Main Menu

- Home
- Blog
- History

User Menu

- Your Details
- Logout

Login Form

Hi steve_matt,

Log out

Message history

| # | Message |
|---|---|
| 1 | RForm!Pro revision 34 released |
| 2 | RForm!Pro revision 34 released |
| 3 | RForm!Pro revision 34 released |
| 4 | RForm!Pro revision 34 released |
| 5 | You have recieved a email from {company} |
| 6 | You have recieved a email from {company} |
| 7 | You have recieved a email from {company} |
| 8 | <u>You have recieved a email from {company}</u> |

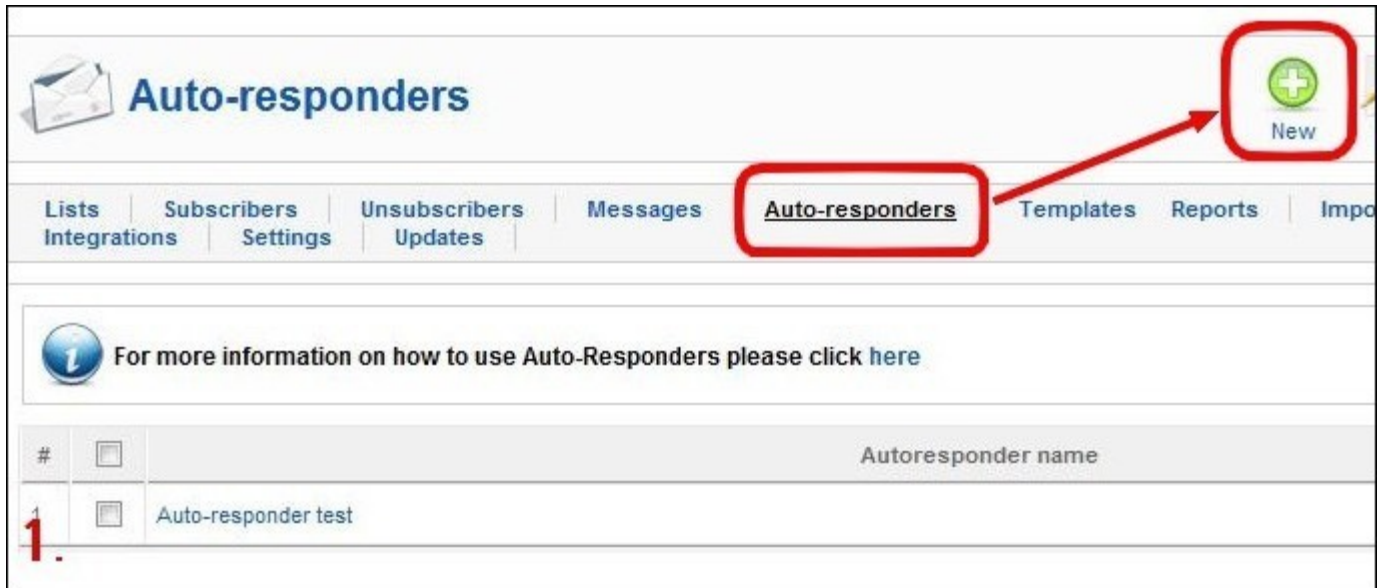
Copyright © 2011 Joomla! 1.5 webinar. All Rights Reserved.
Joomla! is Free Software released under the GNU/GPL License.

8.3 Auto-responders

An *Auto-responder* is basically a collection of messages that are sent at certain intervals between each other. This is particularly helpful for administrators to further automatize emailing campaign. The Auto-responder feature is accessible via **Components >> RSMail >> Auto-responders**.

Step 1:

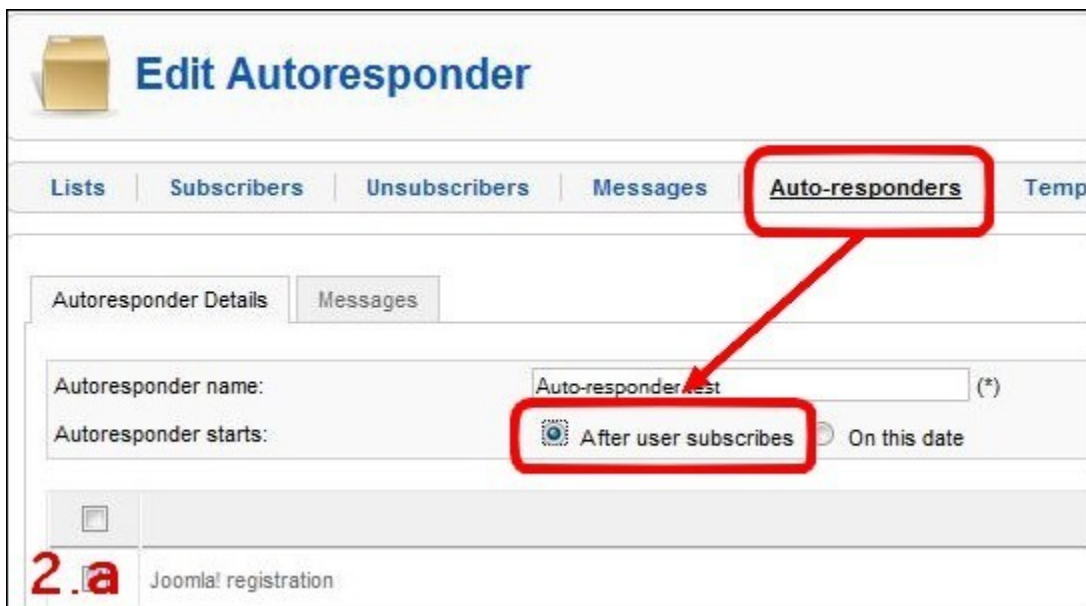
To create a new Auto-responder instance, just click on the *New* button, located on the top right corner, opening up the main configuration area of the auto-responder (see picture below).



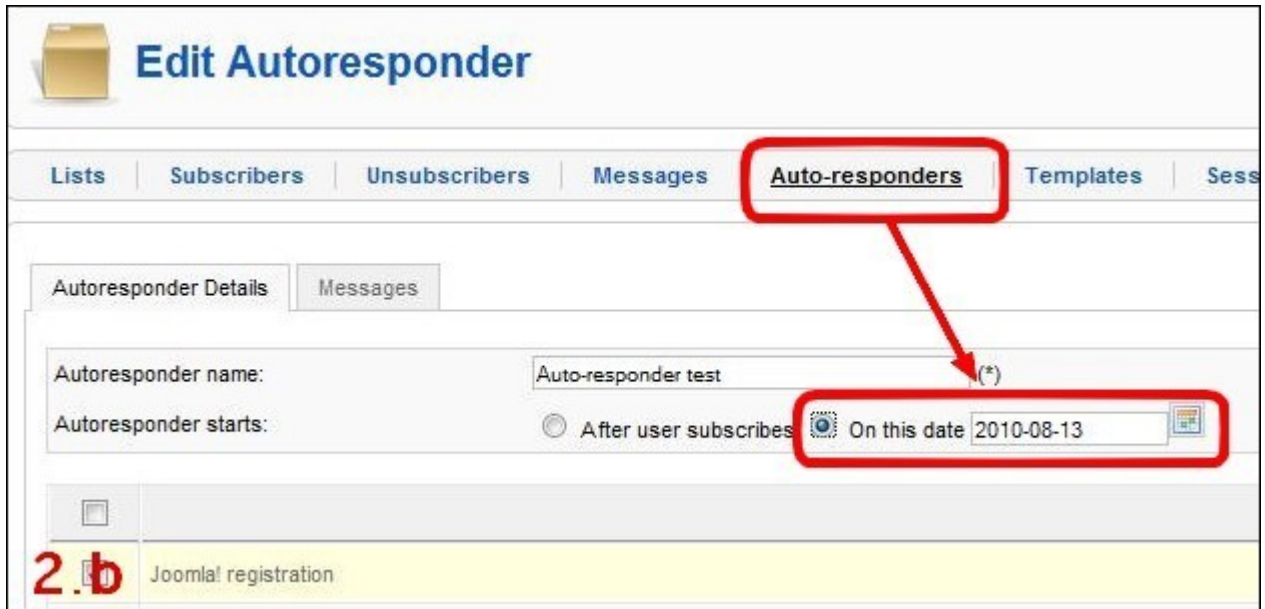
Step 2:

There are two types of Auto-responders, that differ in their trigger point:

2.a After the user subscribes: Using this type, will imply that the user will receive the array of messages (starting from the beginning) upon its subscription.

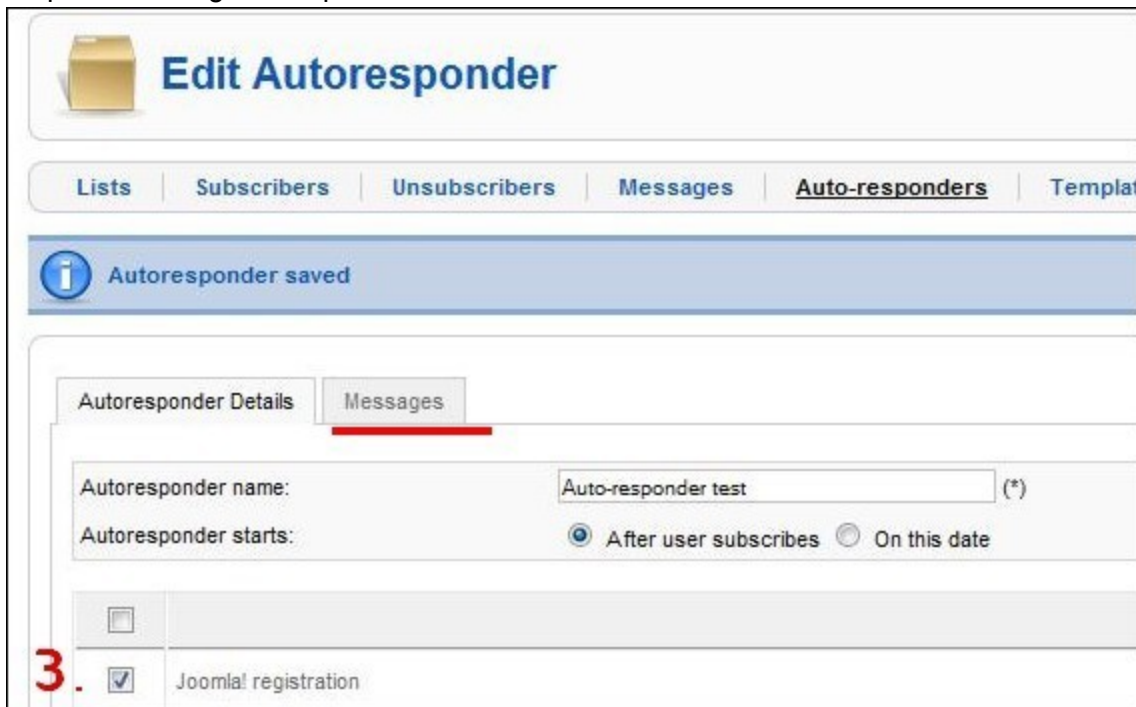


2.b On this date: This type implies the using of a fixed date. If a guest will subscribe at later date then the auto-responder start date, it will receive the message scheduled for that particular period (not ones that have passed).



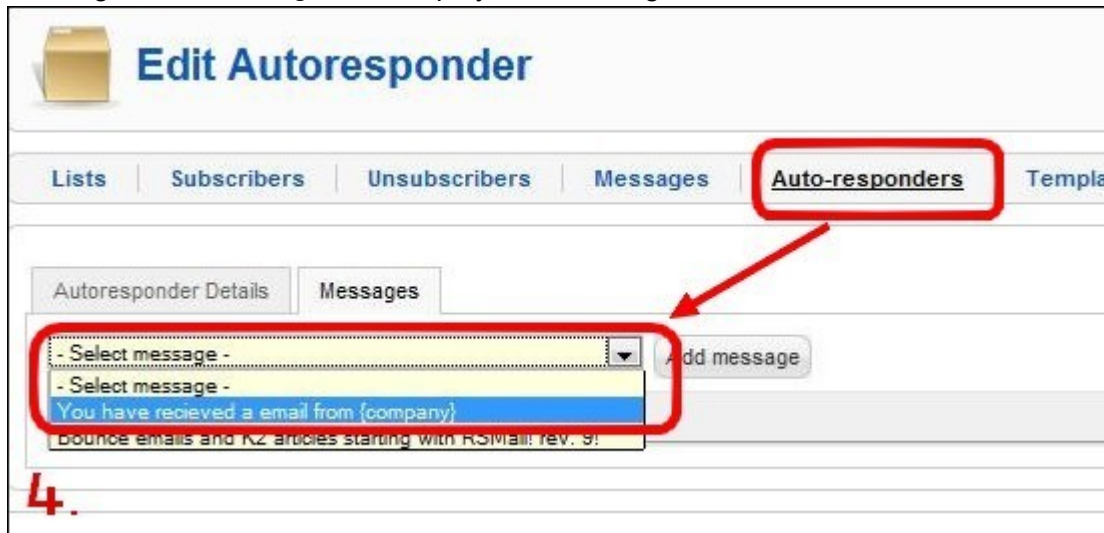
Step 3:

Selecting a *subscriber list* and clicking on the *Apply* button will open up the 3rd step of the auto-responder configuration process:



Step 4:

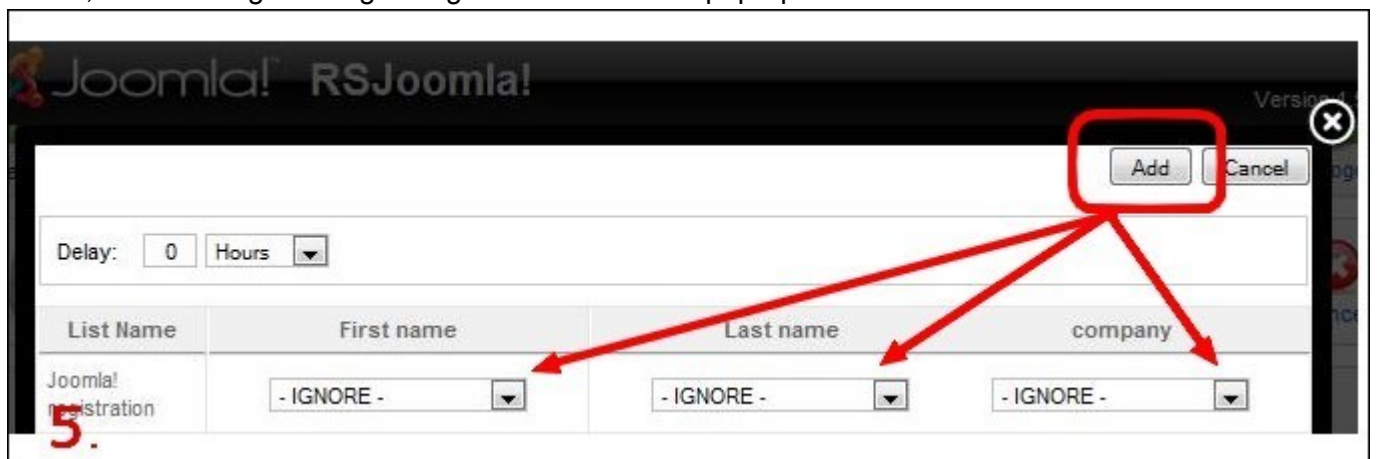
Clicking on the *Messages* will display the following screen:



Step 5:

This area will allow you to **configure the message array** that will be used in the Auto-responder session.

To *Add a message* simply select one and click on the *Add message* button. Performing this action, the following sending configuration screen will pop-up:



The same simple placeholder assignment process from the normal message *sending configuration* will be applied here as well.

Besides the placeholder assignment, the message **Delay** would also have to be specified. The delay can be be **x hours/days/months**. Setting *0 hours*, will imply that the message will be sent

when the guest subscribes or on that date (with an additional delay, depending on the Cron availability).



Notice:

- The *Auto-responders* feature also requires a **Cron job**:

```
lynx "http://yoursite.com/index.php?option=com_rsmail&task=autoresponders"
```

- The delay is **progressive**, meaning that it will be applied from last previous message that was sent.

Step 9: Reports, Statistics and message history

Path: Joomla! backend panel >> Components >> RSMail! >> Reports

The “Reports” tab offers important statistics for each of your campaign newsletters.

9.1 Message statistics

After sending the message (see [Step 8.2 Sending the newsletter](#)), RSMail! records important statistical data about the number of opens, click links, unsubscribers, released emails and bounce rate.

The screenshot shows the Joomla! RSMail! Reports interface. The 'Reports' tab is highlighted with a red box and a red arrow pointing to the 'Message Statistics' section. The statistics are as follows:

| Message Statistics | Value |
|--------------------|--------|
| Opens: | 4 |
| Unique opens: | 3 |
| Unsubscribes: | 2 |
| Released: | 6 |
| Bounce rate: | 0,00 % |

Opens: how many times has the email been opened; it includes multiple email opens by a single subscriber.

Uniques opens: the number of unique emails opens.

Unsubscribers: the number of users that decided to unsubscribe from your newsletter

Released: the number of emails that have been delivered by RSMail!

Bounce rate: a special report that allows you to measure the newsletter deliverability and the campaign efficiency. A bounce rate equal with 0% indicates a 100% deliverability rate.

Number of clicks: Below the report you will find a list with the links included in the newsletter along with the number of clicks: unique and total clicks.

9.2 Unsubscribers

Frontend:

Users can unsubscribe using the email footer via the “Change Subscription” link. The subscriber will be redirected to the unsubscribe form page.



The screenshot shows a form with a text input field containing the email address "steve_matt@ymail.com" and a button labeled "Unsubscribe" below it.

You can edit the mail footer by following the instructions described in the [Step 5.2.4 Mail footer.](#)

Backend:

In the “Reports” tab, for each newsletter you will find along with the other statistical data, the list with unsubscribes.



| Message Statistics | |
|----------------------|----------|
| Opens: | 4 |
| Unique opens: | 3 |
| <u>Unsubscribes:</u> | <u>2</u> |
| Released: | 6 |
| Bounce rate: | 0,00 % |



Notice:

- Each time an user unsubscribes from your newsletter, it is automatically removed from all newsletter lists.

The purpose of this guide

This guide is designed to assist you, step by step, in configuring, preparing and sending newsletters with the RSMail! component.

We've also created a RSMail! Quick Guide, that includes all important steps that you must follow to be able to quickly send newsletters.

Additionally, we've launched the [RSJoomla! TV Channel](#) to support our components with a series of video tutorials and presentations.

The RSMail! Documentation can be found [here](#).

For any other questions, please submit a ticket to the [RSJoomla! support department](#).