

kmail

Overview

This is where you **create** your HTML emails (emails with pictures) and view reports on how successful those emails were.

Kmail is the HTML email component of Marketing in Kitomba. You can choose from a selection of pre-made kmails or create your own. You can view reports for each campaign that has been sent to see how effective it was. Use of kmail is free with Kitomba, but there are charges for each kmail sent.

kmail stand for Kitomba mail, and refers to HTML emails created with kmail.

The screenshot shows the Kmail admin interface. At the top, there is a navigation bar with 'Home', 'Templates', 'Help', 'Settings', and 'Logout' links, along with the 'kmail' logo. The main content area is divided into two columns. The left column features a promotional banner for 'Premium Templates now available!' and three template cards, each with a preview image and a price of '\$99'. The right column contains two tables. The first table, titled 'Campaigns (click campaign to view)', lists a single campaign: 'Book Online with My Salon' sent on '21-Mar-2011 18:02' with '40' total views and '122' total sent. The second table, titled 'Templates (click template to view)', lists three templates: 'Happy Birthday Free' (subject: '#CUST_FIRST#, Your birthday gift', last modified: 'today 09:48:31', last sent: 'unsent'), 'We have webbookings' (subject: 'Book Online with My Salon', last modified: 'today 09:47:46', last sent: 'unsent'), and 'Lapsed Client' (subject: 'We miss you #CUST_FIRST#', last modified: '18-Jun-2010', last sent: 'unsent').

Campaign Name	Sent Date	Total Views	Total Sent
Book Online with My Salon	21-Mar-2011 18:02	40	122

Template Name	Subject	Last modified	last sent
Happy Birthday Free	#CUST_FIRST#, Your birthday gift	today 09:48:31	unsent
We have webbookings	Book Online with My Salon	today 09:47:46	unsent
Lapsed Client	We miss you #CUST_FIRST#	18-Jun-2010	unsent



To create a kmail

1. Go to www.kitomba.com/kmail or click on the [kmail](#) link at the top of the screen.
2. Log in with your kmail log in, if you don't know this helpdesk can tell you.
3. Click **New Blank Template** to create your own kmail. This takes you to the [kmail editor](#).
4. Enter a **Template Name** (for your reference) and **Email Subject** (that will be the subject header customers will see).
5. The top window is where you create your template using the tools much like you would in a word document and add images using.
6. Click **Save** to view the email in the preview window. The kmail will be stored under [My Templates](#) and will also be listed under **Templates** on the home page.

The screenshot shows the kmail editor interface. At the top, there is a navigation bar with 'Home', 'Templates', 'Help', 'Settings', and 'Logout'. The main area is divided into two sections. The top section is for creating the template, with fields for 'Template Name' and 'Email Subject'. Below these fields is a rich text editor with various formatting options like bold, italic, underline, and font color. The bottom section is a preview window showing how the email will look to the recipient. Annotations with arrows point to the 'Template Name' and 'Email Subject' fields, the rich text editor, the 'Save', 'Send Test To Yourself', and 'Delete this message' buttons, and the preview window.

Annotations:

- Template name and email subject.
- kmail Editor options panel.
- Enter email content.
- Save, delete, and send email to a testing email address.
- Preview window.

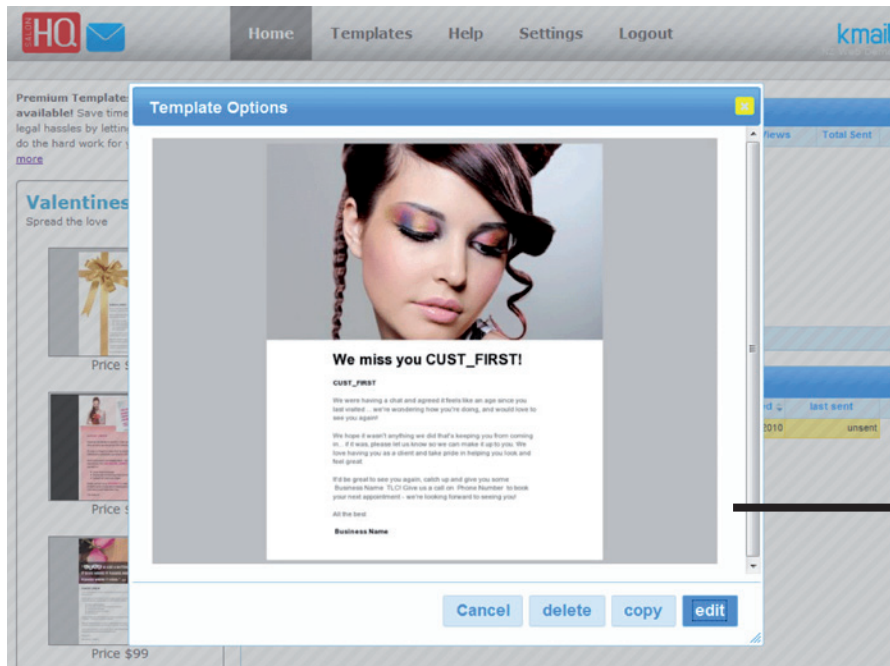
The screenshot shows the 'My Templates' list in the kmail interface. The navigation bar at the top includes 'Home', 'Templates', 'Help', 'Settings', and 'Logout'. Below the navigation bar, there are three tabs: 'Library Templates pre-prepared for you', 'My Templates things I've edited', and 'Create Blank Template'. The 'My Templates' tab is active, showing a list of three templates. Each template has a thumbnail image, a title, and a status. The templates are:

Thumbnail	Title	Status	Edited
	Happy Birthday Free	Sent/unsent	Edited:today 09:48:31
	We have webbookings	Sent/unsent	Edited:today 09:47:46
	Lapsed Client	Sent/unsent	Edited:18-Jun-2010

Annotation: My Templates list.

To edit a kmail

1. Double click on the template name on the [Home](#) page list or from [My Templates](#) to bring up the [Template Options](#) pop up.
2. To Edit the kmail click **Edit** to go to the kmail editor window.
3. Make changes and click **Save**.



Template Options pop up

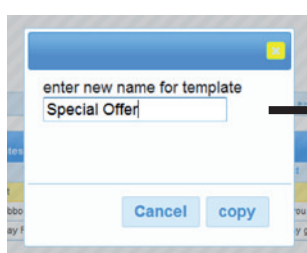
To delete a kmail

1. Double click on the template name on the home page list or from [My Templates](#) to bring up the [Template Options](#) pop up.
2. Click **Delete**, you will be prompted 'are you sure you want to delete this template?'
3. Click either **Cancel** or **Delete**.

You can also delete a template from the [kmail Editor](#) screen, see above image.

To copy a kmail

1. Double click on the template name on the home page list or from [My Templates](#) to bring up the [Template Options](#) pop up.
2. Click **Copy**, you will be prompted to enter a new name for the template.
3. Enter new template name.
4. Click **Copy**, the new copy will open up in the [kmail editor](#), make any changes and **Save**.



Name Copied template



Premium templates

Premium templates look good and the words sound good. They're all pre-tested to ensure they display correctly within the most popular email programs your clients use: Microsoft Outlook, Hotmail, Yahoo and gmail. Plus, all images provided within each template are fully licensed for promotional email use. What's more they should be a fraction of the cost of anything created by an external design agency. We've done the hard work to make your marketing easy, and once you've purchased a template you can update, change and send it as many times as you want!

To use a premium Template:

1. Click on [Templates](#) and [Library Templates](#) to show all the pre-prepared email templates.
2. Click on a template to purchase, a larger preview pop up will give the options to **cancel** or **purchase**.
3. Click **purchase** to go to the [Template Order Confirmation](#) pop up window, once you click **purchase** from here, you will be invoiced and the fee will be directly debited from your account. The kmail will then open up in the kmail editor for you to adjust and **Save**. Once saved it will be stored under [My Templates](#).

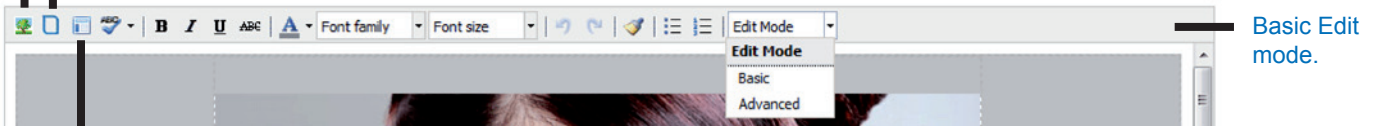
The screenshot shows the kmail website interface. At the top, there is a navigation bar with 'Home', 'Templates', 'Help', 'Settings', and 'Logout'. The 'Templates' section is active, showing 'Library Templates pre-prepared for you', 'My Templates things I've edited', and 'Create Blank Template'. Below this, there is a section titled 'Benefits of Premium Templates' with a paragraph explaining the advantages. The main content area displays three categories of templates: 'Christchurch Earthquake' (three templates, each labeled 'free!'), 'Valentines Day' (four templates, each labeled '\$99'), and 'New Client Welcome Note' (three templates). A 'Template Order Confirmation' pop-up window is overlaid on the right side, containing the following text: 'By clicking purchase you agree to pay \$99 + GST.', 'Once purchased, you may use and modify the template as many times as you wish.', and 'You will be emailed an invoice shortly and the \$99 + GST. The fee will be direct debited from your account, the date will be advised on invoice'. At the bottom of the pop-up are 'Cancel' and 'purchase' buttons. A line points from the text 'Template Order Confirmation pop up' to the pop-up window.

Using the kmail editor

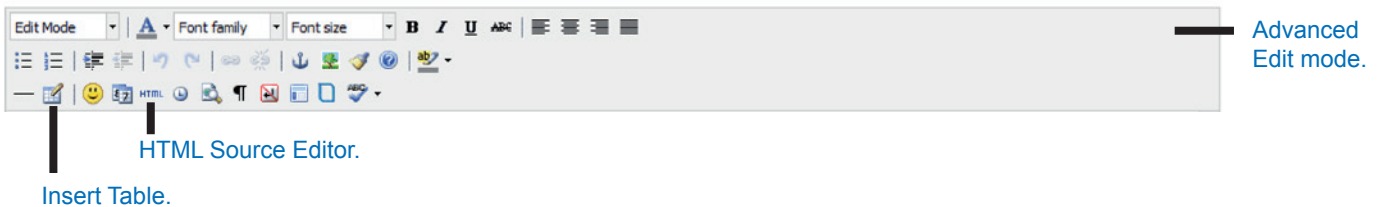
The kmail editor has 2 modes, **Basic** and **Advanced**. The main difference is Advanced lets you insert tables and also edit the HTML code directly, this is especially useful if you have a template a designer has already made for you in another application.

Insert Image and upload images.

Insert Kitomba Attributes.



Insert predefined template content - these are extra templates to get you started.

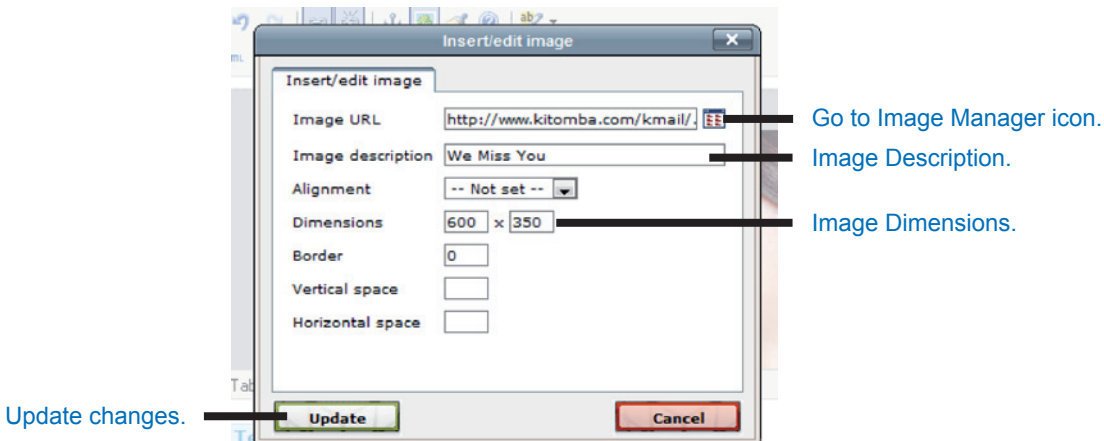


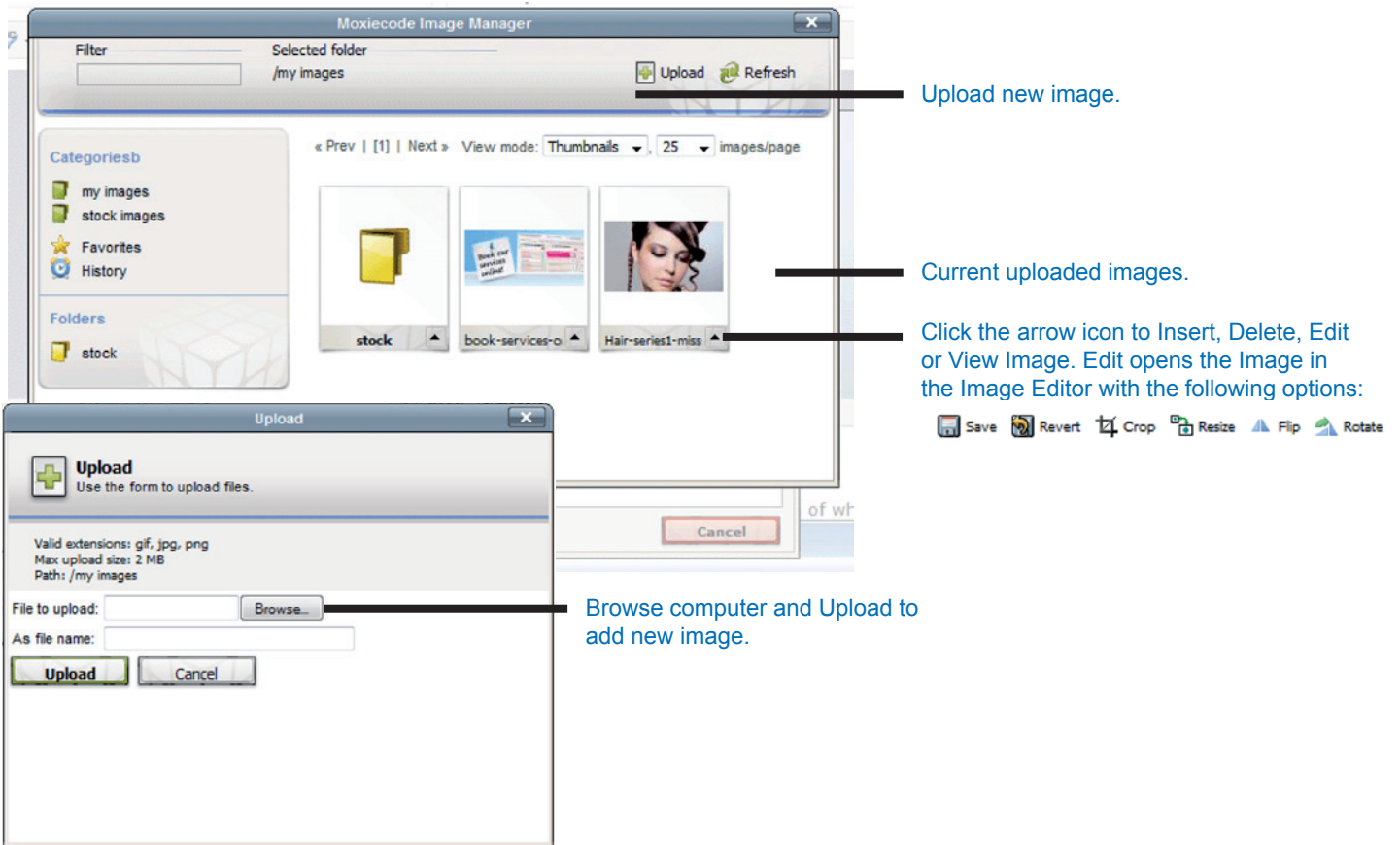
Insert/edit image

To Insert an image:

1. Click in the space you want the image to appear.
2. Click on the **Tree** icon to bring up the [Insert/Edit Image](#) pop up window.
3. Give an **Image Description**.
4. Click the icon to the right of **Image URL** field to go to the [Image Manager](#) window. Select image from list or upload a new image using the **Upload** button in the top right to bring up the [Upload](#) pop up window.
5. Use **Browse** to locate the file to upload, and click **Upload**. The new image will be displayed in the [Image Manager](#).
6. Select Image to use.

If the image looks stretched or squashed in any way, this may be because the image **Dimensions** in the [Insert/Edit Image](#) pop up window do not match that of the image itself. To check the image dimensions, locate the image file on your computer, and select it, later versions of windows will show the image details including **Dimensions** in pixels Width x Height. If no details are displayed, right click image and select **Details** from the [Properties](#) pop up, the dimensions are listed under image heading.

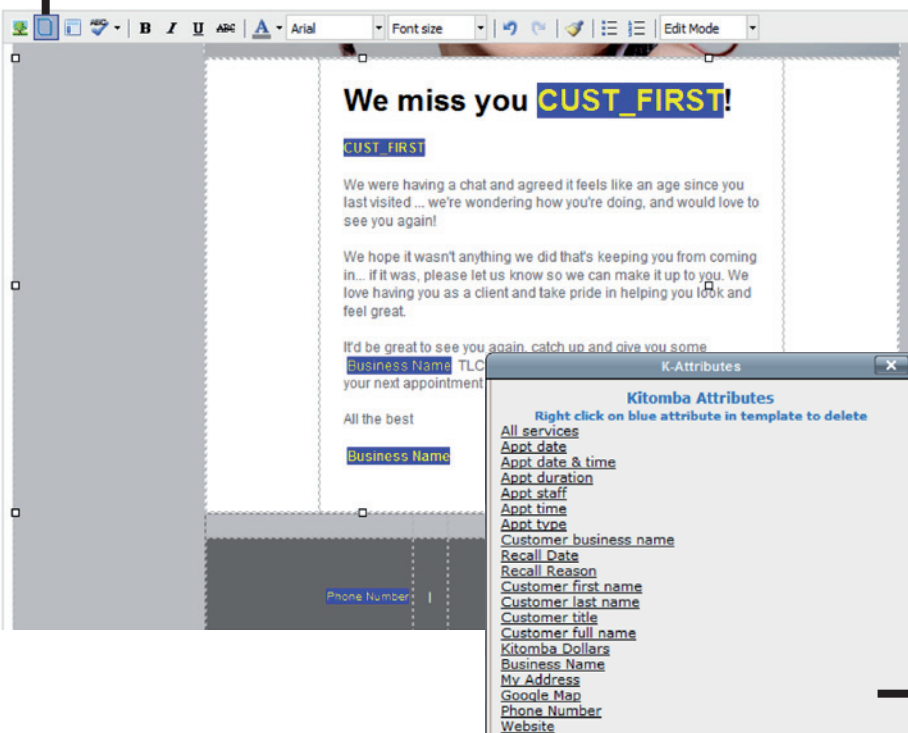




Kitomba attributes

You can use **Kitomba attributes** to personalise and tailor the message, e.g. customer's name. So for the same template send to a number of different clients, each will receive a personalised email. For example, We miss you Sarah, We miss you Steven etc.

Add Kitomba attribute.



To Insert a Kitomba attribute:

1. Click to point where you want to add attribute.
2. Select the **Kitomba Attribute** icon to bring up the **K-Attributes** pop up window.
3. Select attribute from the list to insert into gmail.

The attribute will appear as text with a blue background.

To delete a Kitomba attribute inserted into a gmail:

- Right click the **Kitomba attribute** and select **Delete Attribute** from the quick menu.

kmail Reporting

Kmail's [Home](#) page is divided into two sections: **Campaigns** and **Templates**.

Once you have made a template and sent it through Marketing in Kitomba it is then referred to as a **Campaign** and you can review the [Campaign Report](#) by clicking on the kmail name.

Book Online with My Salon Campaign name.

Hey! [what do these numbers mean?](#)

Views: 40 **Sent: 122** **View Rate 33%** How many emails sent and viewed.

original + forwarded views

Original Views: 28
Open rate: 23%

Not Read: 94
Opened: 28

Forwarded Views: 12

Forwarded views.

Original Views Forwarded Views

total cost: \$6.10 **cost per viewer: 15.3c** Cost per campaign, charger on a per kmail sent basis.

Time viewed

sent: 21-Mar-2011 18:02

Times people viewed the kmail.

Viewed in first week

Views in first week: **40**

Most recent view: 24-Mar-2011 07:14

What day people viewed the kmail starting with the day it was sent.



What this data means

Success rate

No of views divided by the amount sent, if you get more unique people viewing your kmails than you originally sent out, this will give a success rate of higher than 100%. This can happen when kmails are forwarded on.

Original views

This is the number of kmails opened from the original amount you sent for a given campaign. For example, if you sent 100 kmails out, and 80 addresses opened them, this is the 'original views' number.

Open rate

The percentage of your original kmails sent that were opened.

Forwarded views

These are the views from people you didn't originally sent too, i.e. - from forwarded emails. The blue figure represents the original people you sent the campaign to who viewed it. The green figure portion represents the forwarded views, the more area of green coloured in - the more forwarded views of your campaign. The bar underneath shows the ratio of original views to forwarded views. If there are no forwarded views- it's all blue, if there are some forwarded views, a percentage will be coloured green.

Cost

The cost per viewer is the total cost divided by the views. The total cost is 5c x the amount sent.

Time viewed

This graph shows what time of day the kmails were opened.

Date viewed

This graph shows what date the kmails were opened from the date you sent them. The duration of the graph is one week.