



little green plane

Quick Start Guide

Using little green plane is a breeze.

If you have signed up for a free trial and want some guidance on the next steps, check out our [Quick Start Guide](#).

This gives you everything you need to create stunning designs, upload and manage your contacts and obtain key statistics about your email marketing campaigns.

We'll also show you how to schedule campaigns and integrate them with [Google Analytics](#).

If you have a specific question that we have not covered in the [Quick Start Guide](#), please contact the little green plane flight team.

“They succeed, because they think they can.” - Virgil

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# The dashboard tour

The little green plane dashboard is your central navigation for all things email. Here you will find areas to:

- Import your contacts and manage your lists under **Contacts**.
- Design, test and broadcast your templates in **Campaigns**.
- View reports, create folders and PDFs in **Reports**.
- Add extra users, view your purchase history, amend your company details and change your password in **Settings**.
- Get some assistance if you get stuck in **Help**.

The dashboard also contains an overview of:

- Your recent campaigns. These include the amount of opens, bounces, unopened and clicks that have occurred. Beneath these you can also see the industry averages to compare your results against.
- New feature releases.
- Your remaining credits with an online top-up facility.
- Your account usage.

# Importing contacts

Getting your contact list into little green plane is a doddle. Follow these simple steps and you'll be up and running in minutes.

1. Go to **Contacts** in the top navigation.
2. Click **Create a New Contacts List**. Name the folder.
3. If you have pages on your website to greet **subscribers** or give a farewell message to **unsubscribers** you can link them here.
4. Click **Create List**. You will now see your list in **Manage Contacts**. Currently you will see you have no contacts.
5. Click on the pencil next to your list name to add people to the list.
6. Save your Excel sheet as a .CSV file.
7. Click **Import Subscribers** and select the file you wish to upload. You have to certify that this is an opt-in list, which means your subscribers are happy to receive emails from you. You cannot upload role-based emails such as info@.
8. Click **Continue**.
9. Before your contacts are imported, you need to match the titles in your .CSV file (which now appear in the left hand column), to the correct fields e.g. first name.
10. Click **Import**.
11. Select either **Maintain Records** or **Update Records**. Maintain Records is used when you are creating a new list and adding only new contacts. If you are uploading names to an existing list, you must choose Update Records.
12. Click **Import** to see how many records imported correctly and which ones did not import, due to invalid email addresses. Here you can also export a .CSV file with the **Successful** or **Failed Imports** for review.
13. To see all of your data that you have uploaded, click **Finish**.

# Creating a campaign

little green plane offers four easy ways to create a campaign. Start one from scratch, use one of our free templates, upload one from Photoshop or create a version from a previous. Here's how.

1. Go to **Campaigns** in the top navigation. This screen is split into three: an area to create a new campaign, one for campaigns waiting to be broadcast and an area for drafts. If we have created a bespoke template for you this will be stored in **Templates** on the right hand side.
2. Click **Create a New Campaign**.
3. Select your required option. This time we are going to **Create From Gallery**.
4. Click the box.
5. Pick the template that you would like to use using the toggle button. Click **Continue**.
6. Create a **Campaign Name** – i.e. June newsletter.
7. Add a **From Name** – i.e. Dick Jones.
8. Add a **Reply to Email** – [dick.jones@dickjones.com](mailto:dick.jones@dickjones.com) .
9. Fill out your **Message Subject** – i.e. Last chance to book: London Air Show.
10. Under **Contacts**, tick the list(s) you wish to send your email to.
11. Click **Continue**.

# Using the editor

You are now in our Word-style editor

1. Change your copy.
2. Use our **Image Manager** (CC: add icon?) to browse for your logo and images, and edit them in little green plane.
3. Insert links to your website, to an email address, to a document or to other external sites using our **Hyperlink Manager** (CC: add icon?).
4. If you have collected personal data, use our **Personalisation** drop down to insert field information.
5. If you would like to add **Send to a Friend** or **View in Browser** options, select these using our **Code Snippets**.
6. Add or remove additional sections by right-clicking and **Insert or Delete a Row**.
7. Use the **Preview** button (CC: add icon?) to see how your design will look.
8. Click **Next Step**.

You are now in the Plain Text Content area

As some recipients may have set their email preferences to only receive plain text emails, we recommend always creating a plain text version of your email.

1. Click the **Load From HTML Source** button to draw the text from the previous version you have just designed.
2. Where there were email addresses, please add mailto – i.e. <mailto:dickjones@dickjones.com> .
3. Where there were web links, please write the whole URL 0 i.e. [www.dickjones.com/londonairshow](http://www.dickjones.com/londonairshow) .
4. Click **Next Step**.

You are now back to the little green plane checklist.

The next section you need to complete is **Test**.

# Testing

Testing is key to the success of your campaign so make sure you give it the time and attention it deserves.

1. Click **Validate Campaign** to check that all the links and images exist.
2. Click **Run Spam Test** to run your email through the industry standard checker Spam Assassin.
3. View **Spam Report** can be used at any time to see the last score your email received from running the spam test.
4. Use the **Test and View Screenshots** features to obtain an overview of what your email will look like in the most popular email clients.
5. We also allow you to preview how your email will look in a standard internet browser using the **Preview Campaign** function.
6. You can also send previews to up to five email accounts by clicking **Send Preview**.
7. When you have fully tested and are 100% happy to send the campaign, click **Schedule Campaign** to take you through to the final stage.



# Scheduling campaigns

You have two options when sending out a campaign. You can either choose to send immediately or schedule a send date and time.

1. If you want to send the email out straight away, keep the **Send Immediately** toggle button selected.
2. If you would like to send it out at a later date, select the **Schedule Send** button.
3. Click the calendar icon to select your date.
4. Click the clock icon to select your time slot.

# Google Analytics

If you use Google Analytics to track the statistics of your website you can flag up any referrals you receive from your email campaigns with little green plane's Google Analytics feature.

1. Click the **Use Google Analytics** box.
2. Add a **Campaign Source** – i.e. little green plane.
3. Add a **Campaign Name** – i.e. June newsletter.

Click send. You're done.

# Using the reports

Reporting is where you can get an overview of the impact of your campaign. Reporting is available to see as soon as the campaign has left the server and will update constantly. By refreshing your page, you will be able to see these updates.

1. Click on **Reports** in the primary navigation.
2. This will take you to the overview of all your sent campaigns. This page shows how many people received it, the date and time it was sent and what lists you sent it to.
3. Use the graph icon to **View Statistics**, the envelope to **Preview Campaign**, the envelope with the triangle to **View the Spam Report**, the PDF doc to **Convert Newsletter to a PDF**, the PDF graph to **View Stats as a PDF** and the orange plane to **Send Again**.
4. **Click View Statistics.**

## You are now viewing the statistics dashboard

**Open Activity** allows you to see who has opened your email. Each recipient who has opened the email will be displayed in alphabetical order. There will also be a graph above the names showing who and at what time people have opened these emails. You can alter the time period at the top to see when people have opened emails over a set period of time.

**Click Activity** will present, in alphabetical order, who has clicked on the email.

To see both the open and click activity in a graph, just click on the **Open/Click Activity** option on the right-hand menu.

To see which links were the most popular, click on **Top Links**. There is a list of these links showing the number of clicks each received. This is also displayed in a graph above, showing the percentage of all clicks.

little green plane also has the capacity to track where the client has opened the email and plot this on a **Google Map**.

We have two options to do this; the first being **Geographic Opens**.

**Geographic Opens** will plot where exactly the email has been opened and at what time using the IP address of the recipient. Plotting IP addresses alone can sometimes be unreliable as these aren't always a true reflection of where your contacts actually are. The high usage of mobile devices means people often read emails whilst on the move. You really want to know actual, physical location of where the interest is based, not where they happen to be when they open or click.

You can do this using our **UK Postcode Plotter**. If you upload a contact list with a UK postcode for each contact and run a campaign, you will be able to plot the location of where they are based.

You also have the option to view the email addresses that have bounced and what type of bounce they are within the **Bounce Report by Bounce Type** section.

**Bounced Emails** are emails that have not been received by the recipient.

We also allow you to view what domains the emails have bounced from within the **Bounce Report by Domain** area. This is a handy way of spotting issues with certain domains.

# Settings

In Settings, you can view your purchase history, add users, change your password, amend your user details and complete your company details.

We will not allow you to send emails without filling in your company details. These go in the footer and is a legal requirement.

To complete your user details

1. Click the **Settings** tab in the primary navigation.
2. Click **User Details**.
3. Add your name, email address and telephone number.
4. Click **Submit**.

To change your password

1. Click **Change Password**.
2. Enter your old password.
3. Add your new password.
4. Confirm this new password.
5. Click **Submit**.

To add a user

1. Click **Add User**.
2. Complete the details for the new user (name, email, telephone).
3. Ask them to complete their username and password.
4. Confirm password.
5. Click **Submit**.
6. They will now have access to your account but have a separate login.

To add your company details

1. Click **Company Details**.
2. Complete the main email address, the main contact, company name, the address, telephone, website and company registration number (if you have one).
3. Click **Submit**.

# About us

little green plane helps you create highly personalised campaigns to build long and meaningful relationships with your clients. With UK email, telephone and web chat support with our expert client captains, little green plane gives you more.

We're on hand to help anyone from an email marketing first-timer to blue chip organisations. What's more, all our customers receive the same features and levels of comprehensive reporting regardless of spend. Give your email marketing a lift with little green plane's four simple steps:

- **CREATE** your email with our Word-style editing system, templates or import a design file
- Upload infinite **CONTACTS** in Excel and let us handle any unsubscribes and duplications
- **DELIVER** your emails effectively using our rigorous testing system
- Get a detailed **REPORT** to track your results

## Join the Mile High Club

little green plane's Mile High Club is completely free and provides you with VIP promotions, guides and tips to take your email marketing to a whole new level. We'll send you regular emails providing offers, insights and ideas that are only available to Club members.

Sign up to our Mile High Club today to find out why we offer the Best of British email marketing. [www.littlegreeplane.com/milehighclub](http://www.littlegreeplane.com/milehighclub)