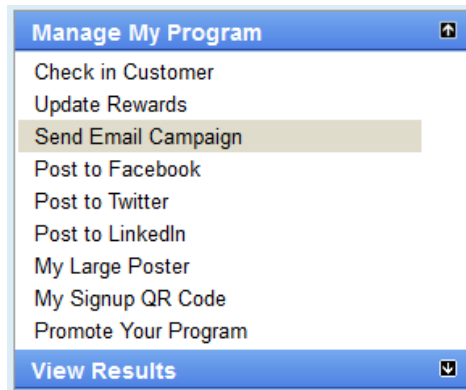# HOW TO SEND AN EMAIL CAMPAIGN

STEP 1: Go to Send Email Campaign Page

Login to your Riiwards account on www.riiwards.com. Select "Send Email Campaign" from the

Manage My Program
- Check in Customer
- Update Rewards
- Send Email Campaign
- Post to Facebook
- Post to Twitter
- Post to LinkedIn
- My Large Poster
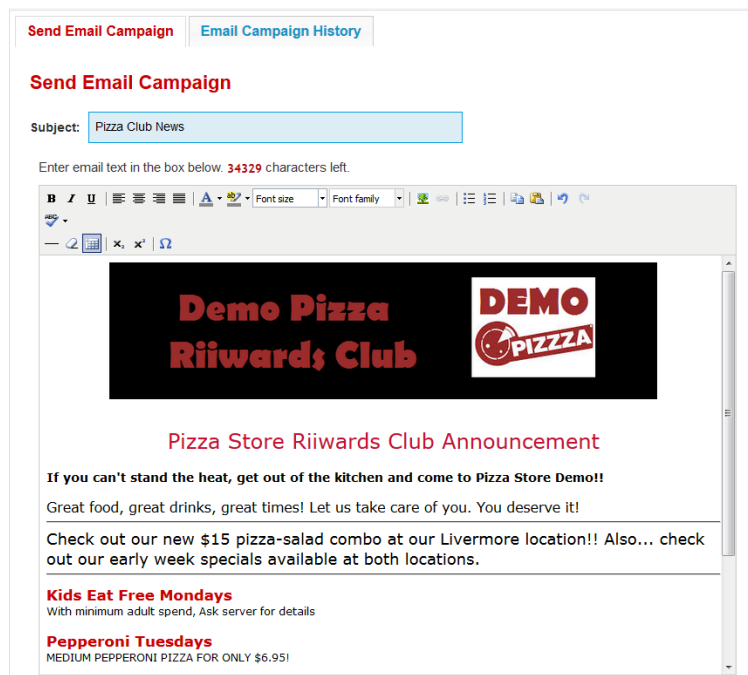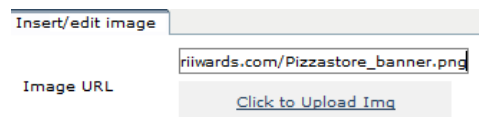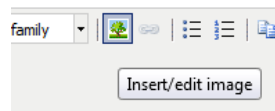- My Signup QR Code
- Promote Your Program

View Results

STEP 2a: Create a New Email

Use the embedded text editing capabilities to enter the email text.

Note:
You can insert images by copy & paste from a different web site. Or click on the Insert Image menu item and paste the images url
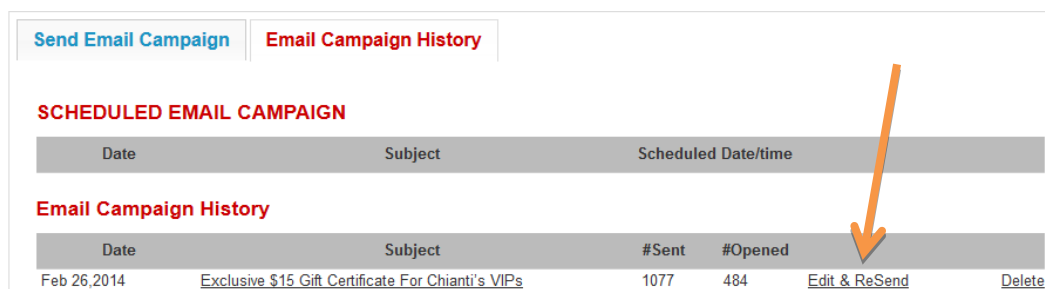
Insert/edit image

Image URL   riiwards.com/Pizzastore_banner.png

Click to Upload Img

Send Email Campaign   Email Campaign History

Send Email Campaign

Subject: Pizza Club News

Enter email text in the box below. **34329** characters left.

Demo Pizza Riiwards Club   DEMO PIZZZA

Pizza Store Riiwards Club Announcement

If you can't stand the heat, get out of the kitchen and come to Pizza Store Demo!!

Great food, great drinks, great times! Let us take care of you. You deserve it!

Check out our new $15 pizza-salad combo at our Livermore location!! Also... check out our early week specials available at both locations.

Kids Eat Free Mondays
With minimum adult spend, Ask server for details

Pepperoni Tuesdays
MEDIUM PEPPERONI PIZZA FOR ONLY $6.95!

NOTE:

For your convenience the Riiwards.com team will gladly design a professionally looking **email template** for you. Please email support@riiwards.com for support.

STEP 2b: Or Modify Existing Email

As an alternative to creating a new email please click on the tab "Email Campaign History". Select a previously sent Email, click on "Edit & Resend". The email will be automatically opened in the email editor.

To edit the email content, place your cursor at the text you want to change and edit it using the menu items provided in the icon bar highlighted below. Editing works similar to word editors. You can insert and delete images. Place your mouse over each icon to find out what it does. For help email support@Riiwards.com.

Enter email text in the box below. **24711** characters left.

You are receiving this email since you are a Casa Orozco VIP. You can unsubscribe via link below.

STEP 3: Test Email

In order to check the result, we recommend that you send a test email to yourself

Send Test Email to Me   Email will be sent to riiwards3@gmail.cor

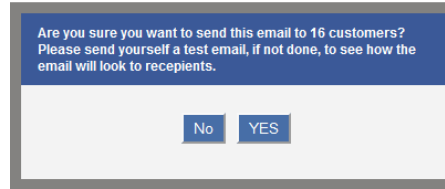## STEP 4: Send Email to Customers

There are several options in sending the email to your customers:

A) Go ahead and click the button "Send Email Campaign".

Send Email Campaign   Email will be sent to (1073) customer email

A dialog will pop up to confirm before sending the emails.

Are you sure you want to send this email to 16 customers? Please send yourself a test email, if not done, to see how the email will look to recepients.

No   YES

B) Select "Selected Segments" and choose the customer segments you would like to send the email

Send to: All ○   Selected Segments ●

Last Visit:	● Any date (16)	○ > 2 Weeks Ago (13)	○ > 4 Weeks Ago (13)
	○ > 6 Weeks Ago (12)	○ > 8 Weeks Ago (12)	○ Never (0)
Time Visited:	☑ Morning (16) 2am – 11am	☑ Noon/Afternoon (4) 11am – 6pm	☑ Evening/Night (12) 6pm – 2am
Gender:	☑ Male (5)	☑ Female(6)	☑ Unknown (5)
Age Group:	☑ <=30 (2)	☑ 31-40 (1)	☑ 41-50 (5)
	☑ 51-60 (2)	☑ 61+ (1)	☑ Unknown (5)

C) If you want to send the emails at a later date, select "Send Later". The email campaign will be scheduled and sent out at the chosen date and time.

Send Now: ○ Send Later: ●   Select Date DATE March 17 201

Select Time 07 AM ▼ : 30 ▼

Congratulations!
You are finished with sending the Email Campaign.

After emails have gone out, the email as well as number of customers sent to and the email opening rate will be shown

Send Email Campaign	Email Campaign History

SCHEDULED EMAIL CAMPAIGN

Date	Subject	Scheduled Date/time

Email Campaign History

Date	Subject	#Sent	#Opened		
Feb 26,2014	Exclusive $15 Gift Certificate For Chianti's VIPs	1077	484	Edit & ReSend	Delete