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Introduction

System Overview

Email 101 (basics)

- need to know plain text, html, single sending and bulk sending. one paragraph only on this

What is phpList

- what phpList is for
- what it is not for (it's not a many-to-many list manager like mailman)
- how you can get it (download, install script (not advised??) hosted)

Case studies of use

- Business
 - example business?
- Charity / campaign
 - example charity
- single user
- multiple user (with different people responsible for different things)
- hosted

About this manual

- The authors
- The licence
- How you can improve it

Basic use

Logging in

Adding your first Subscribers

(just for testing)

Sending your first campaign

Very basic campaign statistics

- how many opens

- how many clicks

Growing and using a complex list

Creating your list

What is permission marketing

- What is the law in your country?
 - case study CASL
 - case study USA

Importing Subscribers (3 ways)

Using a subscribe page

Creating a Subscribe Page

- What info can and should you collect
- some notes on how to use this (but most will be in "list management" chapter)
- how to set up page to get info

Using placeholders

- Genetic (names etc)
- Sending a message to a specific interest group

List Management

Subscriptions and Unsubscriptions

- How users unsubscribe and what that means
- set up notifications (set up)
- how to resubscribe someone

Breaking down a list into smaller lists

- interest groups (using info from sign up form)

Using phpList with other software

Piwik

Prestashop

WordPress

Joomla!

Durpal

Custom website

Designing and assessing your campaigns

Templates

Creating a Template

- (we don't want to teach html though, only phpList specifics)

Using templates

Advanced Campaign Statistics

Plugins

Complex tasks

Installation

Manual

Softaculous/Fantastico

Configuration

- command line
- cpanel
- plesk
- AMAZON SES setup
- setting up php mail() settings
- setting up SMTP for sending (Add info from forum regarding DKIM and SPF) -- <http://forums.phplist.com/viewtopic.php?f=33&t=39425>
- Setting up your sending speed
- Setting up a bounce Email mailbox
- Processing Bounces
- Setting up E-mail Bounce Handling hehe!!
- Cron jobs for automatic queue sending and bounce handling

Upgrading versions

Troubleshooting

Basic Troubleshooting Techniques

- Where to look
- Using the forums - good idea! (we can use the text from community.phplist.com/users!)
- Search for your error message
- Ask a question

How to interpret common error messages

Common problems