imail
LETTERS + DATA + POSTCARDS

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LET'S GET YOU STARTED

HINTS AND TIPS

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STEP ONE

Create your Mail – express mail intuitive toolbar allows you to create letters or cards ready for mailing in just a few clicks.

Ready to mail?

- Select 'New' and choose whether to create a card or letter mailing
- Access previously created templates by clicking 'Open'.
- Or if you already have a Word or PDF item ready to mail, jump straight to 'Upload print-ready item' and follow the instructions.

Click Step 2 when you have created your mail piece.

HINT
Download the free templates to your desktop and amend with your own details then 'Upload'

HINT
Select 'View all templates' to use ready to go mail templates

STEP TWO

Add your addresses – the toolbar will now allow you to enter a single address, select multiple addresses or buy new addresses

At this stage the toolbar transforms into a complete address management system allowing you to upload a single, or, multiple addresses.

Select the appropriate option then follow the on screen instructions.

Do you have a great mail piece but no mailing list to go with it?

Then select **'Buy Addresses'** to purchase quality data within a targeted postcode area.

Once you have added your addresses Move to Step 3.

HINT
Upload your CSV file to 'Check Postcodes' to cleanse your addresses

HINT
2 day items mailed on a Friday are delivered Monday, first class service, second class price!

HINT
Send mailshots on a Thursday for delivery on Saturday and watch response rates soar.

STEP THREE

Preview and Post – your last chance for one final review before posting.

Ready to mail?

- Ensure you thoroughly check the preview and post screen - what you see on the screen is what will be sent to the local express mail centre for printing.
- If you've created a mail-merge (multi-letter) mailing you'll be presented with three previews (first, middle and last).
- Opt for full-colour or a black and white letter by selecting the relevant service on the toolbar.
- Finally, select whether next day or 2 day delivery is required.

A total cost for the complete print and posting of this mailing is detailed on the right hand side. If it's now good to go simply click 'Post the Mailer' and leave the rest to us…

STEP FOUR

Manage your mailings!

Select 'Account admin' from the toolbar to access a range of powerful mailing tools.

Whether you have saved a mailing as pending for future release or want to view items you have sent, and see where they are at in the print and mail process, the Account Admin area is for you!

HINT
Save your items as pending to release for print and mailing at a later date.