**Email marketing script**

**1. Introduction**

Email marketing is one of best script that provides your own email marketing services to an organization. Email marketing is nothing but sending the profitable or commercial messages to the targeted audience. The main aim of the email marketing is to attract more users who are belonging to the group of any organization or system.

**2. Description**

We are happy to provide the Email marketing script to make the small organization to achieve more customers through email. In our script the user need to register in to the email service, where the registered user need to submit the campaigns and organization details to the system. Which help the increase the business group people to know about the many upcoming products and events. **Our script used for both personal and business email services.**

**2.1 What is email marketing?**

As the number of user increases day by day in the online, the need of marketing production has been increase so; we are providing email marketing script for a successful email marketing services for those who need to extend their services.

**3. User functionality**

**3.1 User registration**

The organization that need to attract more number of users in the any system or need to give commercial ads to all subscribed user or any community , need a advertise their product they will definitely register in the email marketing services.

In the email marketing script not only that you will be able to handle **email marketing** for your own organization, but it can also become an **Email Service Provider to organization’s customers.**

User need to register with the some basic information with the **free of registration.**

* User need to register with the email
* User need to fill name and
* With the valid password

After registration the user will get the activation mail to activate the account.

**3.2 Login**

User will able login in to the lottery system with the proper valid email id and password

* After registration the use can able to login with the registration Email and password.

**3.3 Forget password**

* If the user forgets his/her password, the password will be recovered by giving the validate email id registered mail
* The only registered email id will accepted

**3.4 Dashboard**

In the dashboard the user will get to know the how to provide the service and how to use the service to the organization. **In other words the user can able to provide the service and also user cans able to user the email service for their own service to make the product popular in the target audience or any community.**

User can view the list of option in the user’s dashboard, based on this email marketing the no need to pay every month fee for the service.

* Campaigns list
* Listing
* Unique subscribers
* Total subscribers
* Templates
* API keys

**3.4 Lists**

As we have said that it is used for both personal and business service so that organization will able to add the user subscribed user in to system. In the listing where organization will able to add the new organizations ads service to the script form this campaigns will be select in the system.

**Listing where service provides will able to add the list service proving it can be personal or business service**

* General data (general details about the user)
* Notifications (notification mail to the subscribed user)
* Subscriber actions (service provide can bale to subscribed and unsubscribed the user)
* Company details (general details about the company)

**3.5 Campaigns**

In the Campaigns service provider can send an unlimited number of email campaigns (newsletters) to an unlimited number of lists containing an unlimited numbers of subscribers.
If you handle newsletter for multiple websites, you can treat those as customers and have unlimited too.

**By selecting the price plan service provide can ale to send number mail to the customer.**

**3.5.1 Groups**

Groups where service provides or user will allow send the groups mail to the customer or subscribed user for a new letters. In the groups where service provide can able to select the create list of groups, where the subscribed user can be made do group to send the mail.

**3.5.2 Custom tags**

Custom tags where it helps the service provide to send the email to the customer or subscribed user about the tags link of the company or tag line of the organization in the system.

**Price plan:** where it offering the best tool to allow the price in the on the service selected by the service provided. There feature payment gatewaylike PayPal.

**3.6 Templates**

Service provides can able to add the template email and create Email Template with rich editor and send unlimited email with your created Template in the **Multiple SMTP & PHP Mail**

**3.6.1 Mail function:** In or script we are providing the not only the SMTP server and PHP mail we are also providing the other mail function integration in the scripts Amazon , SES and tip mail.

**3.7 API key**

API key has been provided to the user **to** integrate with the mail system for remote manage subscribed user, template and listing. To make the integration more easily that other mail service script.

Simply put, our email marketing script is a newsletter system like no other out there. It’s fast, it’s full of features for which you’d have to pay top money otherwise, it’s active developed, it’s well established, has great support and most of all, it’s very affordable.

**4. Admin functionality**

Admin will get all option to edit and add in to the system. Admin can view the list of option in the system. Easily accessible admin panel so admin can view all the site statistics on the dashboard. Admin have full authority to control the site.

**4.1 Admin dashboard**

On the admin dashboard the admin can view the list of number of count of,

* **Total number of Customers**
* **Total number of Campaigns**
* **Total number of Lists**
* **Total number of Segments**
* **Total number of Unique subscribers**
* **Total number of Total subscribers**
* **Total number of Delivery servers**

Based on this admin option on the admin side dashboard, admin will get the **overall view** of the system.

**4.2 User management**

Admin will have the authority of manage the entire user in the system, with this some features. User can manage by the admin all the functionality likes,

* Admin can view the user profile
* Admin can add the user profile
* Admin can edit the user profile
* Admin can activate the user and deactivate the user
* Search the user’s in the system.

Group can be managed by the admin (create by the user for bulk mail purpose)

**4.3 Monetization**

Admin can able to manage the list of option like

* Payment gateways
* View price plans
* View orders
* Promo codes (promotional code in the system with some fixed charges user need to pay)
* View currencies
* View taxes

**4.4 Server’s management**

On the admin will able to add the new server details to the system where admin can able to active and deactivate the server in the system based on the admin purchase server the service providers can able to added the email service.

* Delivery servers: when the any email have been send to the user it delivery server will take that part
* **Bounce servers:** when adding a bounce server make sure the email address is used only for automated sending and/or reading bounce email but nothing more.
This is important since the script that checks the bounced emails needs to read all the emails from the account you specify and beside it can be time and memory consuming, it will also delete all the emails from the email account.
Important note: some SMTP servers will not allow you to use a different bounce address than the one you use to authenticate. In this case, make sure you use same account for sending and for bouncing.
* **Feedback loop servers:** when adding a feedback loop server make sure the email address is used only for reading feedback email but nothing more. This is important since the script that checks the bounced emails needs to read all the emails from the account you specify and beside it can be time and memory consuming, it will also delete all the emails from the email account.

**4.5 Domain management**

**4.5.1 Sending domains**

* With sending domains you can verify the authenticity of the domain used in the campaigns FROM email field.
* Verification is very simple, it involves adding just two DNS TXT records for the domain used in the FROM field of a campaign.
* Once a sending domain is verified, all future campaigns sent from the verified domain will be DKIM signed and will pass SPF validation, thus giving a higher inbox delivery rate.

**4.5.2 Tracking domains**

In order for this feature to work this (sub) domain needs a dedicated IP address, otherwise all defined CNAMES for it will point to the default domain on this server?
**If you do not use a dedicated IP address for this domain only or you are not sure you do so, do not use this feature**

**4.6 Email gallery and template management**

Admin will able to manage the list template and create new template for the users

* Admin will create and manage the template
* Admin will create and manage the image

**4.7 General settings**

* CMS page
* Listing pages
* Email black list
* Theme control
* Location control
* Campaigns logs