Introducing FMP

Our Fordham Messaging Platform (FMP) is powered by the Acoustic Campaign system, formerly named IBM Watson.

How to Create a Mailing

- Email / Email Campaigns

  - Check the box next to the template named FORDHAM MASTER TEMPLATE and click upon the Copy link.

  - Name your new mailing name (Tip: Begin the name with the date format YYYYMMDD for easy sorting of mailings by date). 


• Click upon your new mailing name to open the editor.

• Select ‘Email Details’.

• Enter Email Details
  o Subject Line – Enter the subject line for your mailing
o Address Settings
   o From Name (e.g., Human Resources)
   o From Address – Use a Fordham recognized email address, but note the following requirement.
     1. Requirement - Use @crm.fordham.edu in place of @fordham.edu (e.g., hr@crm.fordham.edu in place of hr@fordham.edu).
     2. This is a requirement as Fordham Messaging Platform needs to distribute the mailing from the provisioned and approved ‘crm.fordham.edu’ subdomain.

o Reply-to Address – This should differ from the From Address as follows.
   1. Requirement – Use the @fordham.edu domain (i.e., Do not use @crm.fordham.edu here). For example, use the @fordham.edu address (e.g., hr@fordham.edu).
   2. This is important to ensure that your recipients can reply to the email.
   3. Use a valid address so that recipients can reply. Donotreply@fordham.edu is not to be used.

o Contacts - to choose a ‘Contact Source’
When you click on the ‘Select Contacts’ button, you will be prompted to enter a type of Contact Source.

1. From the ‘Contact Source’ Choose “Query” from the drop down for access to pre-defined email address lists and click ‘Done’ to continue.
2. Note that a Query is a dynamic email address list that is created automatically and is up-to-date based upon its parameters at the time of distribution (e.g., a query may use to include email addresses for all students, or all employees, etc.)
HOW TO CREATE A MAILING - FORDHAM MESSAGING PLATFORM

- Email Settings – leave default settings as they are on this view.

- Inserting Content into the body of the email
  - Replace the default text shown below with your content.
  - At the top right, enter your department or school name (e.g., Human Resources)
  - Type the content in the body of template over the sample text ‘Place your content here’.
  - Note there is a ‘spacer’ row above this text row. There is another ‘spacer’ row below it. Do not enter anything within these spacer rows as it will impact proper formatting.

- The Asset Library offers you a number of building blocks that you may include in your mailing for stylized content and formatted images, as well as Headers, Buttons, etc. For
instructions on how to use the Asset Library to enhance your template, refer to the Quick Start guide called “Formatting Your Template”.

- Below are some introductory tips to building content; however, using the Asset Library is recommended as it will enable you to quickly create a professional and stylized template.

- To insert an image from your desktop, click on the blue ‘insert image’ icon

- Check the ‘Upload Image’ button and click ‘Locate’ to upload image
HOW TO CREATE A MAILING - FORDHAM MESSAGING PLATFORM
It is important to type in the ‘Alternative Text’.
- Alternate text (Alt text) is a text description that can be added to an image's HTML tag on a Web page.
- This Alt Text will be displayed if the image in the Web page cannot be displayed.
- Alt Text is also displayed when a user mouses over the image.

About image size:
- You may resize the image by changing the Width above and the Height will auto-adjust; otherwise, you may change the Height and the Width will auto-adjust.
- The image is responsive, and it will retain its original aspect ratio by default. The ‘lock’ image to the right of the Width identifies that the aspect ratio is locked.
- If you would like to alter the Width as well as the Height, click upon the ‘lock’ image to remove the aspect ratio lock first.
- Once you have inserted the image from your desktop as above, click ‘OK’ to continue.

- To insert a hyperlink
  - Highlight the text to be used in the hyperlink and click upon the ‘hyperlink’ button at left.
  - Click upon the Hyperlinks view at right, and type in the URL.
Now, you are ready to preview your template
- As you build the template body, you are working within the ‘Editor View’, at left, by default.
- Click Preview button (eye icon at top right) to see template formatted for Desktop, Mobile or Tablet view.
Dear Colleague,

The Office of Human Resources Management, in collaboration with the Title IX Office, is conducting an online workshop entitled “Harassment and Discrimination Prevention”, pursuant to “Stop Sexual Harassment in NYC Act” and New York State “Combating Sexual Harassment in the Workplace” law.

New York State and New York City law now make this an annual requirement for all full-time and part-time employees including exempt and non-exempt staff, seasonal and temporary workers, independent contractors, volunteers and interns.
HOW TO CREATE A MAILING - FORDHAM MESSAGING PLATFORM

- Test your hyperlinks as you preview.
- When you are done previewing your content, click ‘Save’ at the top

- If you’d like to make a copy of the template for future use, click upon the drop down to the right of ‘Save’, and click ‘Save As’.

- Now, you are ready to test.
  - Click ‘Quick Test’ to send a test to your email address. You may enter more than one email address delimited by commas (e.g., mcapurso1@fordham.edu,ahickey@fordham.edu).
A test email will be sent to the test email address(es). The subject will have a preface of ‘Test – ‘, and email body will state that ‘You are receiving this email as a test mailing’.

When you receive the test email, review the content and test any hyperlinks that you may have imbedded.
HOW TO CREATE A MAILING - FORDHAM MESSAGING PLATFORM

Test - A Test of the Fordham Master Template

Magda Capurso

You are receiving this email as a test mailing. Some contents of this email may not display and/or behave properly.

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Workshops and Training

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• Click ‘Close’ to close the Quick Test box.

• Now, you are ready to begin the distribution
  • ‘Review and Send’ at top right to prepare the mailing for distribution.

• In the ‘Contact Summary’ section, the contact source size will show the number of email addresses in the contact source (the query) that you entered above.
• Click the ‘refresh’ icon to the right of the ‘contact source size’ value in order to get an updated Estimated Send Count. This is the current number of email addresses that will be reached based upon the query that you selected.
Click Continue to Finalize Your Mailing, the system will Check Mailing Health and perform a Spam Check.
The Spam Check should score in the Green “Good” range as above. If so, click upon Continue.

Next, set the mailing schedule.
- You may schedule the mailing for immediate distribution by selecting ‘Send Now’ as below.
- Otherwise, you may click ‘Schedule’ to set a date and time for future mailing distribution.
- Click upon Continue.
- You will see the final ‘Confirm and Send’ page.
  - Click the ‘Send Now’ button at bottom right to distribute the mailing. Warning: This is the final step that will trigger the distribution. And, if you have approval access, the email distribution will be sent automatically.
  - If you do not have approval access, the designated approver for your department will receive and email to approve the mailing before it can be distributed.
If you are a designated approver

- You will receive an email notification that approval is needed.

From: The Watson Campaign Automation Team <do_not_reply@clientnotifications.silverpop.com>
Date: Fri, Oct 25, 2019 at 11:48 AM
Subject: Mailing pending approval
To: kmuller@fordham.edu

An email has been scheduled and is waiting in the Mailings “Pending Approval” screen for approval.

Sender: Magda Capurso
Sender Email: mcapurso1@fordham.edu
Mailing name: 20190502 Mailing Template (1)
Subject: A Test of the Fordham Master Template
Scheduled datetime: Friday, October 25, 2019 at 3:43:44 PM GMT

The mailing cannot be sent until you or another member of your approval group has approved the mailing for sending.

- Sign into FMP.
- From the left navigation bar, click ‘Emails’, then click upon ‘Scheduled and sent’.
Then click upon ‘Pending Approval’.

Click on the mailing from the Mailing Name column, review and click ‘Approve’.
• To view mailings
  o After the mailing has been sent, you may click upon ‘Sent Mailings’ to see recent mailings by clicking upon the link under the ‘Mailing Sent’ message.

  o Alternatively, you may view mailings at any time.
    o From the left navigation bar, click upon ‘Emails’ and ‘Scheduled and sent’.
    o The ‘Status’ column will identify any mailings that are ‘Scheduled’ with a blue marker.
    o The mailings that were ‘Sent’ will be identified with a green marker.

  o To unschedule a ‘Scheduled’ mailing
    o Click upon the three vertical dots at the right on the mailing row to see ‘Actions’ box and select ‘Unschedule’.
- The ‘Status’ of the mailing will appear as ‘Canceled’ with a red marker.

- To view mailing analytics

  - Scroll to the right to see “Opens”, the percentage of email recipients that opened the email.
  - If the email had a link, the “Clicks” identified the percentage of email recipients that clicked upon the link showing further engagement.
• For basic Reports. Click ‘Reports / Reports Classic / Single Mailing’.
The Single Mailing Report provides all Mailing names, along with the Sent date for each, and ‘Opens’ percentage, ‘Clicks’ percentage, etc.
Click upon any sent mailing for further tracking metrics.

- Clicked on the ‘Opened’ link or the ‘Clicked’ link to see the email addresses of recipients that opened the email or clicked upon any hyperlink in the email.
You may click the ‘Download Data’ link at right to export the email addresses listed.