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Step 1: Purchasing an RSMail! membership

When you purchase a membership for the first time, an RSJoomla! account is automatically created for unregistered users, after the purchase has been approved. The transaction along with the user details are sent on the registration email.

Upon transaction, users have 2 ways of accessing the www.rsjoomla.com account and download RSMail!:

1. Login with the user and password automatically created and sent through email, during the transaction process, using the **Customer Login** form.
2. Login with the order number received on the user email.

Login with the order number

Login with Order Number

If you did not receive your username and password, you can login with the order number and the email address you used upon purchasing.

Order Number: 1234567

Email: johndoe@domain.com (*)

Login

Username: Your username Password: ●●●●●● login

Remember Me Not a member? Register! Lost your password? Forgot your username? Login with order number

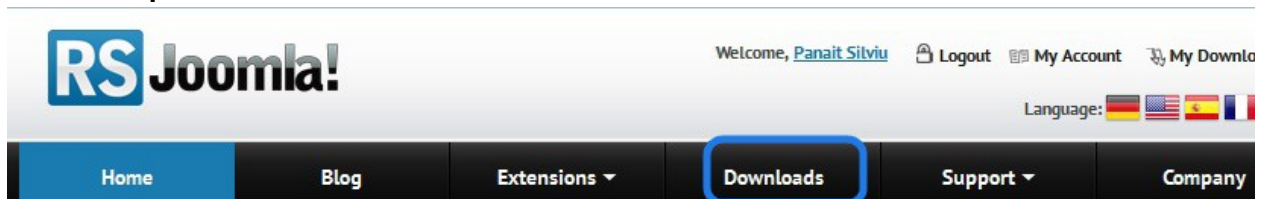
Step 2: Download RSMail!

2.1. Download the component

To download RSMail! you need to:

Step 1: login on www.rsjoomla.com with the user details or the order number received on email.

Step 2: click **Downloads** in the main menu.



Step 3: In the **My downloads** section there are listed all the user's memberships. Click “**download component**” and save the file in your desired location.



2.2. Download RSMail! language files

Additionally, if you need RSMail! translated in other languages, you can download the available RSMail! language files from **My downloads >> RSMail! >> view all plugins and modules >> RSMail! Files >> Languages** or [create your own language files](#)

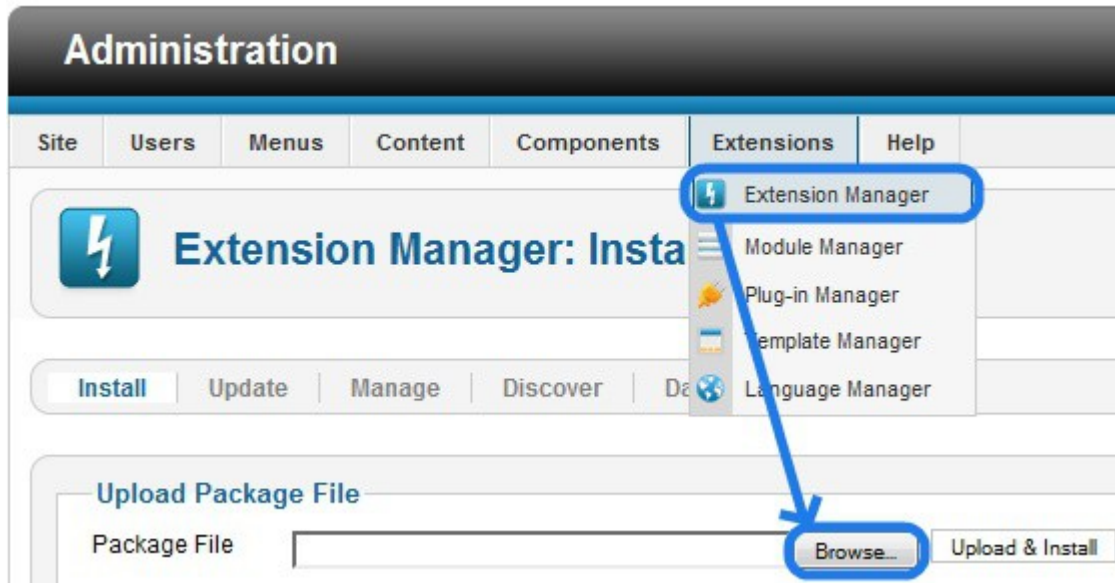
Available files:	
	Name
	..
	Arabic.zip
	Czech.zip
	Danish.zip
	Dutch
	English
	French
	German

Step 3: Installing RSMail!

3.1: Installing the component

RSMail! installs like any other component - through the default Joomla! installer.

In the backend panel, head to **Extensions >> Extension Manager >> Browse RSMail! from your computer >> Upload & Install**.



3.2: Installing the language files

The language files are installed using the same method as for the component - through the default Joomla! installer (see the above screenshot), the only condition in order to work is to have previously installed the Joomla! languages pack for frontend and backend.

1. **Install the Joomla! languages pack** (if there aren't already installed):
 - a. Head to [Joomla! language packs area](#) and choose the desired translation.
 - b. Download the corresponding Joomla! languages pack for frontend and backend.
 - c. Install the Joomla! languages pack (regular installation through the Joomla! installer): in the backend panel head to **Extensions >> Extension Manager >> Browse the Joomla! language files >> Upload & Install** e.g. If you want to use RSMail! in Dutch, first install the Dutch Joomla! languages pack for frontend and backend, from <http://joomlancode.org>
nl-NL_joomla_lang_site.1.5.20.zip
nl-NL_joomla_lang_admin.1.5.20.zip

2. **Install the RSMail! languages pack:** (regular installation through the Joomla! installer)
 - a. Download the RSMail! language files from www.rsjoomla.com – My downloads (see [Step 2.2. Download RSMail! language files](#))
 - b. In the backend panel, head to **Extensions >> Extension Manager >> Browse the RSMail! language files >> Upload**

Step 4: Update RSMail! to a newer version

RSMail! has an “*Updates*” tab, especially designed to smooth the update process.

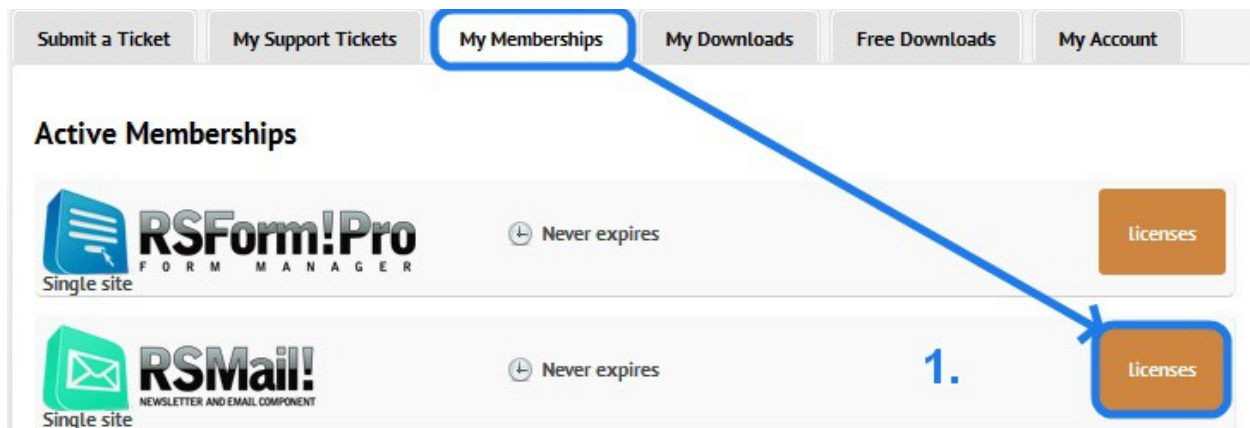
There are 2 ways to update the RSMail! component:

- **4.1 - using the “Updates” tab :**

To be able to receive updates directly in the Joomla! backend panel, you need to enter the RSMail! license codes.

Step 1:

To get this license code, login to your RSJoomla! account and in the **Downloads** section click on the My Memberships link.



The screenshot shows the 'My Memberships' section of the RSJoomla! user interface. At the top, there is a navigation bar with tabs: 'Submit a Ticket', 'My Support Tickets', 'My Memberships' (highlighted with a blue box), 'My Downloads', 'Free Downloads', and 'My Account'. Below the navigation bar, the 'Active Memberships' section is displayed. It contains two membership entries:


Membership Name	Expiration	Action
RSForm!Pro FORM MANAGER Single site	Never expires	licenses
RSMail! NEWSLETTER AND EMAIL COMPONENT Single site	Never expires	1. licenses

A blue arrow points from the 'My Memberships' tab to the 'licenses' button for the RSMail! membership, which is also highlighted with a blue box.

Step 2:

After entering the domain name, a license code is generated.

Copy the license code and paste it in the RSMail! control panel from the backend Joomla!


RSMail! 1.0.0 rev 15	
	
Installed version:	1.0.0
Copyright:	©2007-2011 www.rsjoomla.com
License:	GPL License
Author:	www.rsjoomla.com
Please enter your code to receive updates:	<input type="text" value="MYLICENSECODE"/>
2.	<input type="button" value="Update code"/>

Step 3:

Whenever you want to check new RSMail! updates, in the administrator panel head to **Components >> RSMail! >> Updates** and you will be able to download the component directly from the backend.

Administration


- Site
- Users
- Menus
- Content
- Components
- Extensions
- Help




Updates 3.

[Lists](#) | [Subscribers](#) | [Messages](#) | [Auto-responders](#) | [Templates](#) | [Sessions](#) | [Reports](#)

[Updates](#)

 **Registration saved**

Checking for updates

 **RSMail! Single site subscription for 12 months** Your version is up to date. No new downloads are available.

- **4.2 – using the Joomla! installer:** download RSMail! from your RSJoomla! account - *View my downloads.*

In the Joomla! backend panel head to **Extensions >> Install/Uninstall >> Browse the RSMail! pack >> Upload.**

Step 5: RSMail! settings

Path: **Joomla! backend panel >> Components >> RSMail! >> Settings**

5.1 General Settings

5.1.1 The “General” tab

Here you can add the **license code** generated in your RSJoomla! account, in order to receive updates and download newer RSMail! versions directly from your Joomla! installation. (For more information about the license code and the update process see [Step 4: Update RSMail! to a newer version](#))

The **date format** configuration, allows you to set a single central point of configuration for dates that will be used throughout RSMail!. This is essentially a mask that will be applied to all RSMail! dates. A complete list of usable masks is available [here](#). By default, the *d M y H:i* mask is used.

The “**Enable absolute links**” was included in RSMail! as a response to the WYSIWYG editor intention to strip out the site name from within links or source paths. As an example, if you were using a path something like <http://site.com/path/here>, the editor was stripping the <http://site.com> part, thus making this unavailable from within email messages (since these are outside of your domain). Enabling this option, will force absolute paths and links.



Notice:

- add the RSMail! license code to handle updates easier.
- set the “Enable absolute links” to Yes, so the images with links included in newsletters will have the complete URL.

5.1.2 Notification emails

The screenshot shows the Joomla! configuration interface for notification emails. It features three tabs: 'General', 'E-mails', and 'Bounce handling'. The 'General' tab is highlighted with a blue circle and an arrow pointing to the 'Notifications' sub-tab, which is also circled in blue. The 'General' section contains three fields: 'Please enter your code to receive updates:' with the value 'GCQTU6UK13UIW082D41E', 'Date format:' with the value 'dMyHi', and 'Enable absolute links:' with radio buttons for 'No' and 'Yes' (the 'Yes' option is selected). The 'Notifications' section contains two fields: 'Enable notifications:' with radio buttons for 'No' and 'Yes' (the 'Yes' option is selected), and 'Notification e-mails:' with the value 'admin@mywebsite.com'.

Enable notifications: no / yes - if enabled, whenever a guest subscribes, a notification email will be delivered. The notification email text, can be configured directly from the RSMail! language file. For example: language/en-GB/en-GB.com_rsmail.ini (RSM_NOTIFICATION_MESSAGE label).

Notification e-mails: the email addresses that will receive the notification email. Multiple recipients can be added, separated by comma (,).

5.1.3 Import/export settings

The import/export settings affect the speed of the importing process. Hosting servers with less performance will require a smaller number of queries executed per cycle. The opposite applies for servers with high performance.

There is no real way of determining how much a server will handle apart from using a trial and error method. If, for example, you notice that the import process comes to a halt or results in a PHP error, then you should try to decrease the number of queries.

By default, RSMail! has *medium level settings*.

The screenshot shows two sections of settings. The first section, titled 'Import settings', contains a single setting: 'Number of queries(per cycle) to execute during import:' with a value of '2000'. The second section, titled 'Export settings', contains two settings: 'Number of queries(per cycle) to execute during export:' with a value of '1000', and 'Export unsubscribed e-mails:' with radio buttons for 'No' (selected) and 'Yes'.

Import settings:

- Number of queries(per cycle) to execute during import - Depending on your server performance you can increase or decrease this setting in order to optimize the importing process

Export settings:

- Number of queries(per cycle) to execute during export - Depending on your server performance you can increase or decrease this setting in order to optimize the exporting process
- Export unsubscribed e-mails: if enabled, the subscribers that were unsubscribed will be added to the export list.

5.1.4 Send options and Cron settings

As in the case of import/export settings, the Cron settings adjust the performance of the RSMail! Sending functionality. More **emails per session** will imply that the overall sending process will take up less time to send.

Send options

Number of e-mails to send per session:	<input type="text" value="100"/>
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Cron settings

Number of e-mails:	<input type="text" value="100"/>
Period of time:	<input type="text" value="Hour"/>
Check Interval (minutes):	<input type="text" value="1"/>

On the other hand, the Cron settings, offer a mean to subject to hosting provider rules that restrict the number of emails send in period of time. Though most of hosting providers do not impose a emailing restriction, there are some that impose 250 emails per hour for example.

5.1.5 Allowed files

Here you can add the file extensions allowed to be uploaded within RSMail!

e.g. If someone wants to attach a .php file and the administrator has not included the .php extension in the “Files allowed” tab, RSMail! Will block the download.

Files allowed

Extensions:	<input type="text" value="jpg
txt"/>
-------------	--



Notice:

- Be careful what type of extensions you are allowing to be uploaded because some of them might compromise website security.
- Try to limit to just a few file extensions and NEVER let executable script files (.php, .php3, .php4, .php5, .phtml) to be uploaded.

5.1.6 Redirects

The “Redirects” option allows you to set redirect links for your users after subscribing and clicking on the activate link from the generated email.

Redirects

Redirect link after subscribing:	<input type="text"/>
Redirect link after activation:	<input type="text"/>

5.2 - Email settings

Path: Joomla! backend panel >> Components >> RSMail! >> Settings >> Emails

3 types of emails are sent to the subscriber when you use the RSMail! subscription module (see step [6.2.4 Add subscribers through the RSMail! subscribe module](#)): **confirmation email**, **unsubscribe email** and the **thank you message** that displays after subscription.

5.2.1 Confirmation email:

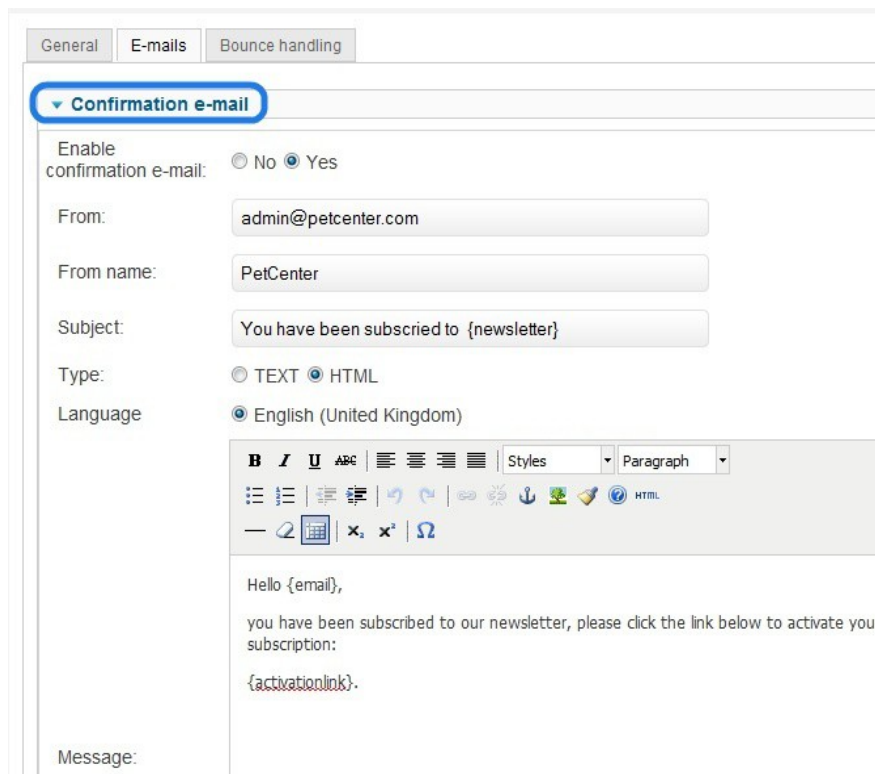
The confirmation email is sent automatically after the user subscribes to a newsletter. To personalize this email, you can use the available placeholders: *{newsletter}*, *{email}*, *{activationlink}*.

Placeholders:

{newsletter} - Returns the name of your website/company newsletter

{email} - Returns the subscriber email

{activationlink} - The activation link included in the confirmation email sent to subscriber, that will activate the newsletter subscription.



The screenshot shows the Joomla! configuration interface for a Confirmation e-mail. The interface is divided into three tabs: General, E-mails, and Bounce handling. The 'E-mails' tab is selected, and a sub-tab 'Confirmation e-mail' is active. The configuration options are as follows:

- Enable confirmation e-mail: No Yes
- From: admin@petcenter.com
- From name: PetCenter
- Subject: You have been subscribed to {newsletter}
- Type: TEXT HTML
- Language: English (United Kingdom)

Below the configuration options is a rich text editor with a toolbar containing various icons for text formatting (bold, italic, underline, text color, background color), alignment, list creation, and linking. The editor content is:

Hello {email},

you have been subscribed to our newsletter, please click the link below to activate your subscription:

{activationlink}.

Message:

5.2.2 Unsubscribe email

This email is automatically sent after an user unsubscribes from a newsletter.

There are 3 placeholders available to personalize the unsubscribe emails:

{newsletter}, **{email}**, **{activatesubscription}**.

Placeholders:

{newsletter} - The name of your website/company newsletter

{email} - The subscriber email

{activatesubscription} - Use this placeholder to include in the unsubscribe email a link to reactivate the subscription.

General E-mails Bounce handling

Confirmation e-mail

Unsubscribe mail

Enable unsubscribe e-mail: No Yes

From: admin@petcenter.com

From name: PetCenter

Subject: You have been unsubscribed from {newsletter}

Type: TEXT HTML

Language: English (United Kingdom) Română (România)

B I U ABC | | Styles Paragraph

— | x₂ x² |

Hello {email},

You have been successfully unsubscribed from {newsletter}.

If you wish to subscribe again please use this link : {activatesubscription}

Message:

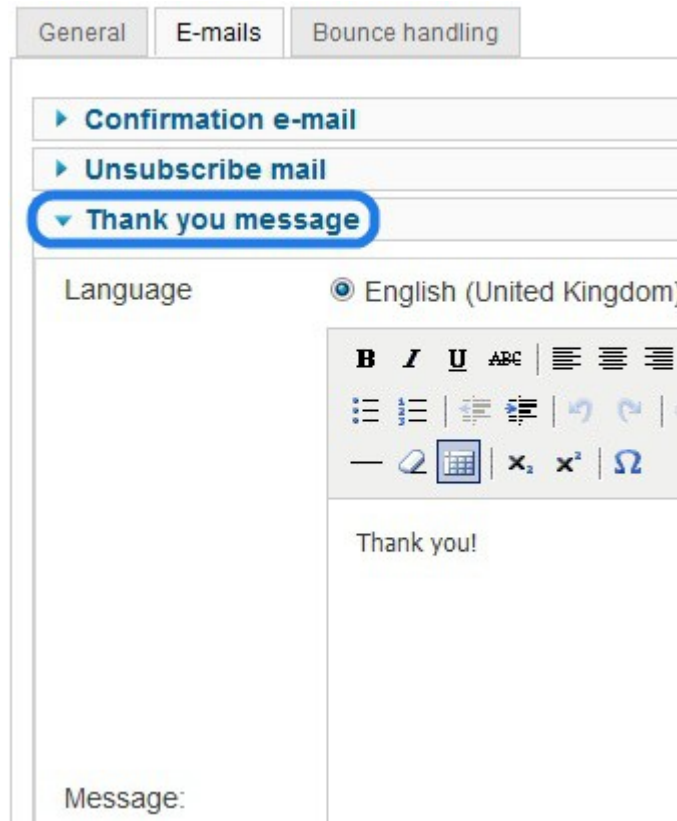


Notice:

- Once the user has unsubscribed from a newsletter, he will not be able to receive any other newsletters sent to different emailing lists. The unsubscribe process is global, and affects all the list subscriptions that a user has.

5.2.3 Thank you message

The thank you message will be displayed after the user completes the subscription, along with a Continue button (no redirection will occur).



The screenshot shows the Joomla! configuration interface for E-mails. At the top, there are three tabs: 'General', 'E-mails', and 'Bounce handling'. The 'E-mails' tab is active. Below the tabs, there are three expandable sections: 'Confirmation e-mail', 'Unsubscribe mail', and 'Thank you message'. The 'Thank you message' section is expanded and highlighted with a blue oval. Below this section, there is a 'Language' dropdown menu set to 'English (United Kingdom)'. To the right of the language dropdown is a rich text editor toolbar with icons for bold, italic, underline, text color, background color, bulleted list, numbered list, link, unlink, undo, redo, and a link icon. Below the toolbar, the text 'Thank you!' is visible in the message editor. At the bottom left of the form, the text 'Message:' is visible.

5.3 - Bounce email settings

This marketing term refers to email deliverability rate and it is an indicator of your newsletter campaign success.

The bounce email shows the rate of undeliverable emails caused by server and software issues or wrong user addresses. Basically, this percentage shows how many of your subscribers have received your emails.

E.g. A bounce rate equal with 0% indicates a 100% deliverability rate.

The RSMail! bounce email settings are available via the **Joomla! backend panel >> Components >> RSMail! >> Settings >> Bounce handling**

The screenshot shows the Joomla! RSMail! settings interface for Bounce handling. It features a tabbed interface with 'General', 'E-mails', and 'Bounce handling' tabs. The 'Bounce handling' tab is active, displaying 'Bounce details' with the following fields:

- Bounce e-mail: [Empty text input field]
- Mail server: [Empty text input field]
- Mail port: [Text input field containing '110']
- Connection method: [Dropdown menu showing 'POP3'] with a warning icon and text: 'We recommend POP3 to be used in c'
- Secure method: [Dropdown menu showing 'none']
- Self-signed Certificates: [Radio buttons for 'No' (selected) and 'Yes']
- Username: [Text input field containing 'admin']
- Password: [Text input field with masked characters '•••••']
- Handle bounced e-mails through: [Dropdown menu showing 'Automatically']

At the bottom, there is a note: 'You can set up a cron job with the following url : <http://localhost/petcente>'

The *Bounce handling* is divided into two parts: **Bounce details** and **Bounce rule**.

The *Bounce details* refer to the connection and detection part of the process. This implies the configuration of the following elements:

Bounce details:

Bounce email: the email address that will handle the bounces. All detected bounce emails will arrive at this configured address.

Mail server: address of the email server that hosts the above mentioned email address

Mail port: the email server port

Connection method: POP3 / IMAP

Secure method: yes / no

Self-signed Certificates: yes / no

Username: used for connection authentication process

Password: used for connection authentication process

Handle bounced emails through: manual / automatic / manual and automatic

manual: using this method will imply that you will have to access the bounce task (http://yoursite.com/index.php?option=com_rsmail&task=bounce) by hand, or by creating a server side cron task, that will periodically access the bounce task.

automatic: the bounce process will be triggered whenever browsing through RSMail! or clicking on its URLs.

Bounce rule:

Here you can set what actions will be taken for bounce emails.

You have the option to **delete**, **forward** to other email address or **no action** for bounce emails, **automatically unsubscribe** or **delete subscribers** and how many bounce emails should RSMail! verify in a single bounce detection cycle.



The screenshot shows a configuration form titled "Bounce rule". It contains four rows of settings:

- Email rule:** A dropdown menu with "Take no action" selected.
- Delete email?:** Radio buttons for "No" (selected) and "Yes".
- Subscriber rule:** A dropdown menu with "Take no action" selected.
- Number of emails to parse:** A text input field containing the number "10".



Notice:

- You can set up a Cron job with the following URL so that bounce emails are automatically handled. Not using a Cron job, will force an administrator to trigger the process manually, when browsing through the component:

lynx "http://localhost/joomla/index.php?option=com_rsmail&task=bounce "

Step 6: Subscribers

To be able to send a newsletter you need first to create single/multiple subscribers lists and then add the subscribers.

6.1. Creating subscriber lists

Path: Joomla! backend panel >> Components >> RSMail! >> Lists

You can create an unlimited number of lists and group the subscribers by categories (e.g. registered users, customers, blog subscribers, etc), thus administrators can send different newsletters to subscriber lists.

e.g. If you have 3 products for selling, you can create 3 subscribers lists for each product to avoid sending information that might not interest all of your subscribers and minimize the number of unsubscribers.

- Customers that bought product 1
- Customers that bought product 2
- Customers that bought product 3

Step1:

To create a new subscriber list, in the Joomla! backend panel head to **Components >> RSMail! >> Lists** and click on the "New" icon from the right side.

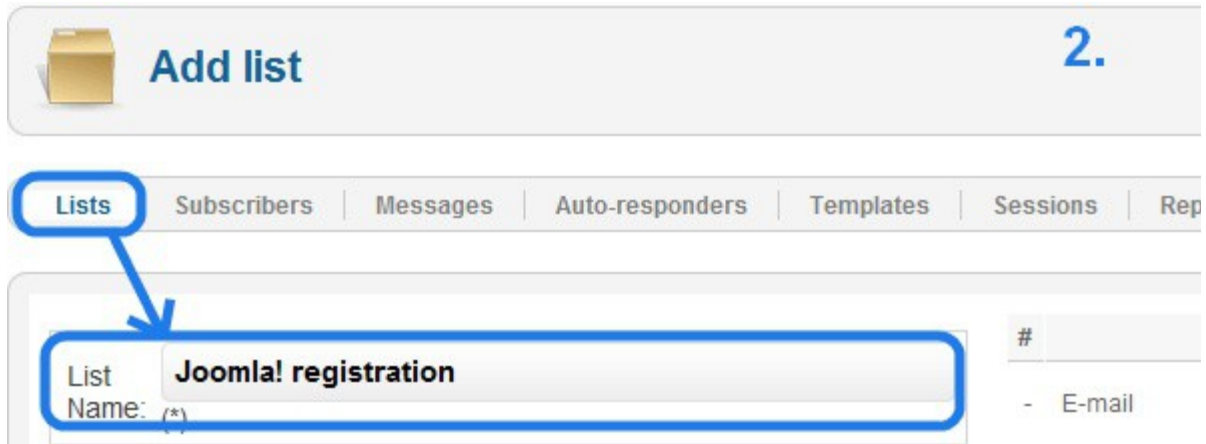
The screenshot shows the Joomla! RSMail! Lists management interface. At the top, there is a header with a folder icon, the text "Subscribers lists", an "Import" button with a green arrow icon, and a "New" button with a yellow plus icon. A blue arrow points to the "New" button. Below the header is a navigation bar with tabs: "Lists", "Subscribers", "Messages", "Auto-responders", "Templates", "Sessions", "Reports", "Import", and "Integrations". The "Lists" tab is selected. Below the navigation bar is a table with the following content:

#	<input type="checkbox"/>	List Name
1	<input type="checkbox"/>	My subscribers

At the bottom of the table, there is a "1." label and a "Display # 20" dropdown menu.

Step 2:

Add the list name. By default, RSMail! will add to lists the subscriber email field (can't have a subscriber without an email).



Add list 2.

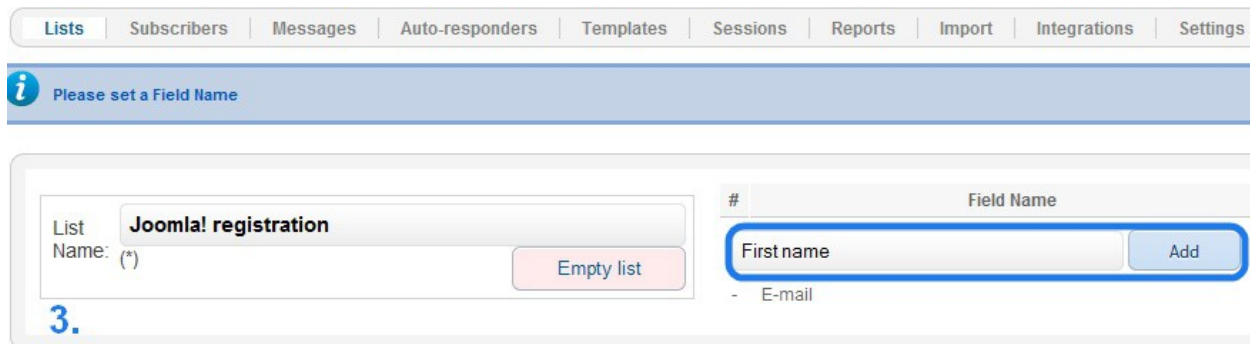
Lists | Subscribers | Messages | Auto-responders | Templates | Sessions | Rep

List Name: (*) **Joomla! registration**

- E-mail

Step 3:

You can customize the list by adding multiple fields to collect subscriber name, username, company, etc.



Lists | Subscribers | Messages | Auto-responders | Templates | Sessions | Reports | Import | Integrations | Settings

Please set a Field Name

List Name: (*) **Joomla! registration** Empty list

Field Name

First name Add

- E-mail

3.

Below you have an example of grouping subscribers in multiple lists:

- **Joomla! registration:** includes the users that registered to your site using Joomla! registration
- **Customers:** includes your customers
- **Blog subscribers:** includes users that subscribed to your blog newsletter.

Now, we have to add subscribers for each list.

#		List Name	Subscribers
1	<input type="checkbox"/>	My subscribers	0 subscribers
2	<input type="checkbox"/>	Joomla! registration	0 subscribers
3	<input type="checkbox"/>	Customers	0 subscribers

6.2. Add subscribers

Path: Joomla! backend panel >> Components >> RSMail! >> Subscribers

There are 4 ways to add subscribers: **manual add**, **import from CSV**, using the **Joomla! registration form** and trough **the RSMail! subscribe module**

6.2.1 Manual add

Step 1: In the “Subscribers” tab, click on the “New” icon from the panel located onto the right.

Step 2: Type the user email and select the list in which you want to add the new subscriber. Now you can edit subscriber information by filling the list fields. (e.g. Company, First Name, Last Name)

Lists | **Subscribers** | Messages | Auto-responders | Templates | Sessions

E-mail: johndoe@domain.com (*)

Select a list:

My subscribers

First Name: John

Last Name: Doe

Company: Company **2.**

The user information will be saved in the subscribers list.

3.

Filter Filter Clear filter - Select List -

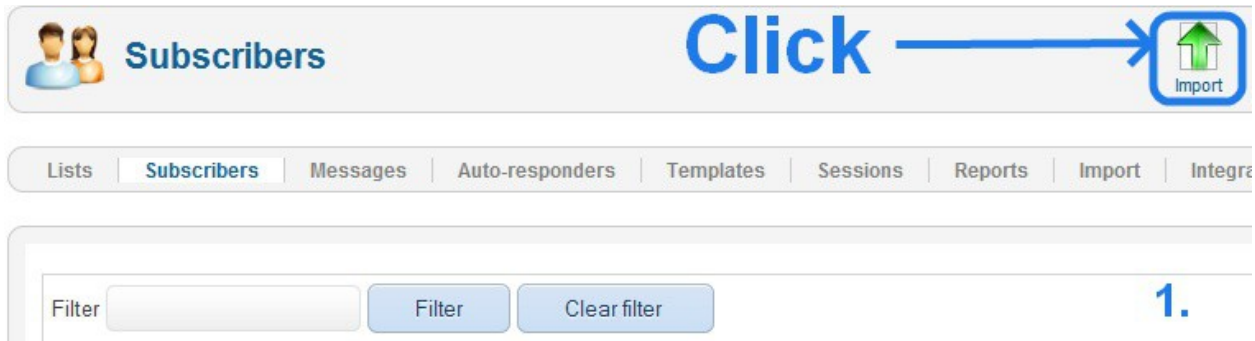
#	E-mail	Date subscribed	Username	Ip
2	johndoe@domain.com	14 Aug 12 13:37	(guest)	:::1

6.2.2 Import from CSV

The second option of adding subscribers is by importing them from a CSV file.

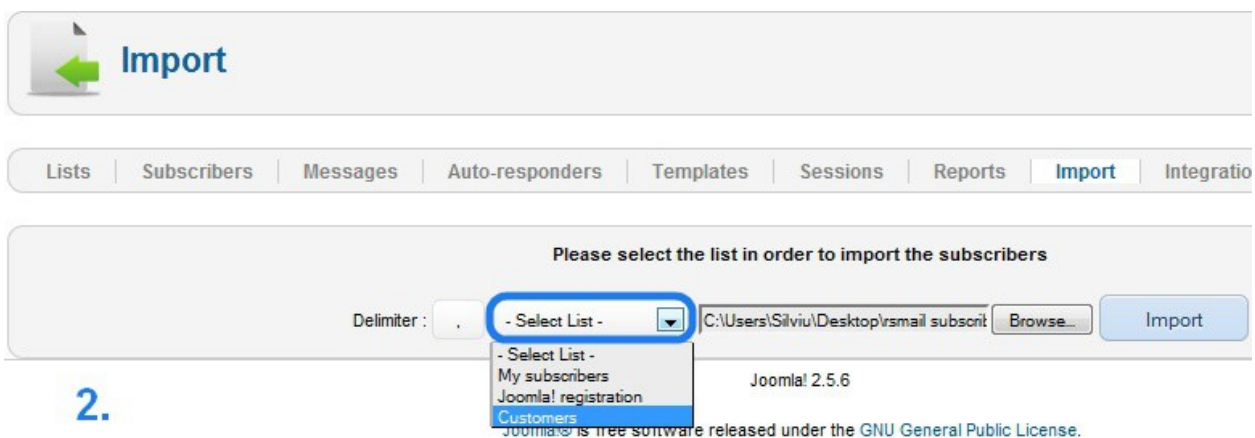
Step1:

To import subscribers lists, head to **Components >> RSMail! >> Subscribers** and click on the "Import" icon from the right side.



Step 2:


After clicking the “Import” icon, select the list for which you want to import subscribers, browse the CSV file and click on the “Import” button.



Step 3:

Select the corresponding field name of each imported CSV column. The columns from the CSV files are separated by default by a comma (“,”).

If there are fields that you don’t want to be imported, select the “Ignore” option.


 **Import**
3.

Lists
Subscribers
Messages
Auto-responders
Templates
Sessions
Reports
Import
Integrations

Select

This is a preview of your contacts. Upon hitting Import all your contacts will be imported into the database.

#	E-mail	Name
1	john@domain.com	john
2	janedoe@domain.com	jane doe

 **Notice:**

- if the CSV file includes more columns than the list fields, the import cannot be completed.
- if the CSV file includes less columns than the subscriber list, the fields will be left blank in RSMail!
- the fields order in the CSV file is not important
- the columns in the CSV file must be separated by a delimiter (e.g. “,”)

6.2.3 Add subscribers from the Joomla! registration form

Path: Joomla! backend panel >> Components >> RSMail! >> Integrations >> RSMail! Joomla! Registration

Another way to add subscribers to a list is to use the built-in RSMail! Joomla! Registration Plugin. This plugin will allow you to automatically add the user info to a newsletter list.

Integration settings:

Enable plugin :	<input type="radio"/> No <input checked="" type="radio"/> Yes
Add your Joomla! users into this list :	<input checked="" type="checkbox"/>
Add disabled/non confirmed users also :	<input type="checkbox"/>
Save users as subscribers in the following list :	Customers <input type="button" value="v"/>
Ask the users to agree subscribing to newsletters when registering?	<input checked="" type="radio"/> No <input type="radio"/> Yes

You can assign user details to list fields, so you can use them as placeholders

List fields

Name	Name <input type="button" value="v"/>
Username	Name <input type="button" value="v"/>

From this moment on, all registered users from the “User Manager” will be copied to the subscribers list.

When a user registers through the default user registration form, it will be added in the subscribers list for registered users.



Notice:

- Before activating the *RSMail! Joomla! Registration plugin*, create a separate list for the registered users with 2 fields: name and username.

6.2.4 Add subscribers through the RSMail! subscribe module

Path: Joomla! backend panel >> Extensions >> Module Manager >> RSMail! Newsletter

The RSMail! subscribe module allows you to display a subscription form anywhere on your site (e.g. subscribe to a blog newsletter). It is to be noted that the RSMail! Subscribe module is installed **automatically** with RSMail! component.

Subscribe module displayed in frontend (left) and module position settings (right):

The image shows two side-by-side screenshots. The left screenshot displays the 'RSMail Newsletter' form in a Joomla! frontend. It includes input fields for 'Email' (containing 'your@email.com'), 'First Name', 'Last Name', and 'Company', and a 'Subscribe' button. The right screenshot shows the 'Details' configuration page for the 'RSMail Newsletter' module. It includes settings for 'Title' (RSMail Newsletter), 'Show Title' (radio buttons for Show and Hide), 'Position' (left), 'Status' (Published), 'Access' (Public), 'Ordering' (1. RSForm! Pro Module Frontend List), 'Start Publishing' and 'Finish Publishing' (both set to 0000-00-00 00:00:00), 'Language' (All), and a 'Note' field. At the bottom, it shows the module's ID (87), name (RSMail Newsletter), and site.

In the Module Manager (*Joomla! backend panel >> Extensions >> Module Manager*) you can adjust the module configuration options:

- the **subscribe module position and the order of the modules** appearance in the frontend (**e.g.** if you select the left position and the order “7:Login form”, then the Subscribe module will take the position of the Login form)
- **the access level:** set which users are allowed to view the module

RSMail! subscribe module settings:

From the Module Parameters, you can enable the subscribe module for a single list (**e.g.** Blog subscribers list to allow users to subscribe to your blog) or for multiple lists (**e.g.** send a newsletter both, for the Customers list and for the Blog subscribers list).

Subscribe Module for a single list

▼ Basic Options

Multiple lists

If you enable the Multiple lists option please press apply first

List

If you change the List please press apply first

Fields

First Name

Last Name

Company

-> My subscribers

Module Class Suffix



Notice:

- If you want to enable the subscriber module for more than one subscribers list, change the Multiple lists option to Yes and click “Apply”, so you can select from the dropdown multiple subscribers lists.

Subscribe Module for multiple lists

▼ Basic Options

Multiple lists

If you enable the Multiple lists option please press apply first

List

If you change the List please press apply first

Fields

First Name

Last Name

Company

-> My subscribers

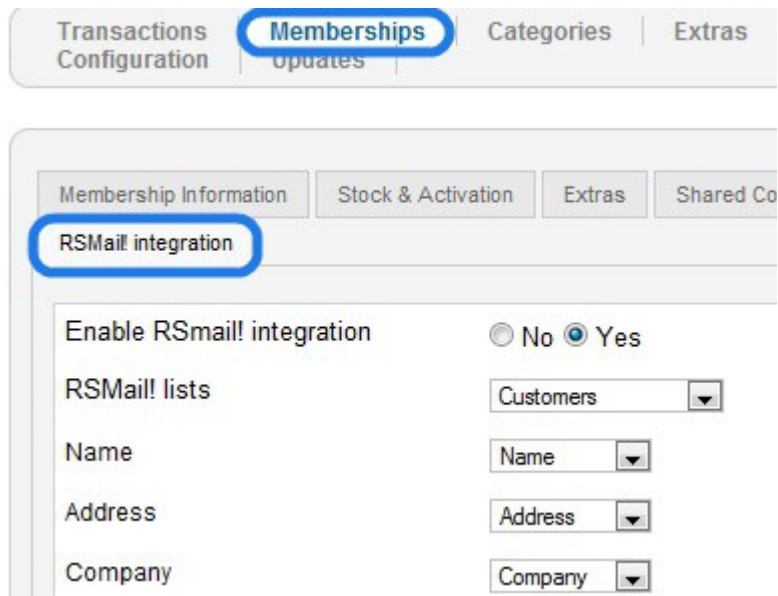
Module Class Suffix

**Click
Save**

6.2.5 RSMail! - RSMembership! Integrations

Using this feature you can automatically add an RSMembership! membership subscriber to a newsletter list, via the “RSMail! integration” tab located in **RSMembership! >> Memberships >> <Your membership>**.

In this tab you will find the following screen:



The screenshot shows the RSMail! integration configuration screen. At the top, there is a navigation bar with tabs: Transactions Configuration, **Memberships** (highlighted with a blue circle), Categories, and Extras. Below this, there is a sub-navigation bar with tabs: Membership Information, Stock & Activation, Extras, and Shared Co. The **RSMail integration** tab is highlighted with a blue circle. The main content area contains the following fields:

- Enable RSMail! integration: No Yes
- RSMail! lists: Customers (dropdown menu)
- Name: Name (dropdown menu)
- Address: Address (dropdown menu)
- Company: Company (dropdown menu)

Selecting an RSMail! list will display a list of the current configured membership subscription fields. This will allow you to map membership fields to list columns.

Step 7: Creating a message

Path: Joomla! backend panel >> Components >> RSMail! >> Messages

There are 2 ways to create a newsletter: write it from scratch in HTML (or using a WYSIWYG editor), from a template, from articles and from K2 articles.

7.1 The message template

Step 1: Click on the “New” icon from the right panel. A new window will open to create the message.



The newsletter can be created in HTML with a WYSIWYG editor or in plain text.

Edit the message and send the newsletter as described in **Step 8: Sending a message.**

Step 2 (optional): add placeholders – see [step 7.2 From a template](#)

Notice:

- your newsletter will have less chances to be marked as spam if you fill also the plain text box.
- after sending the newsletter, you have the option to save it as a template so you can use it on later campaigns.

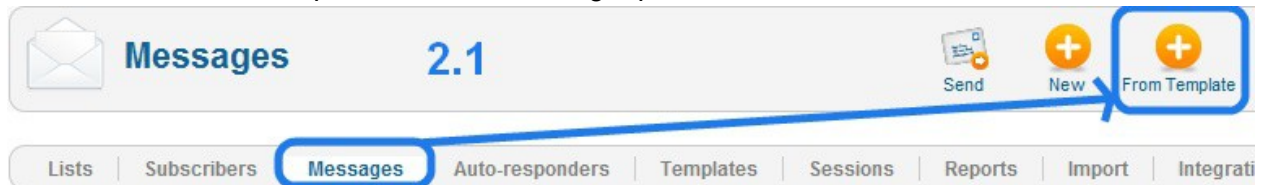
7.2 From a template

In the “Templates” tab, you can create messages that you can use as templates for future campaigns.

To save time, RSMail! has an option to create newsletters directly from templates. Edit the text and your newsletter is ready to be sent.

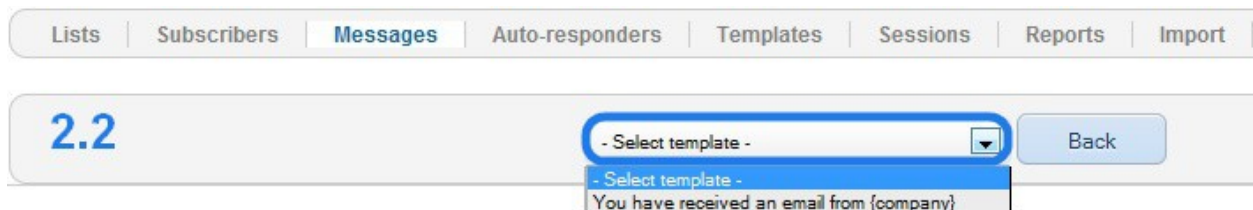
Step 1:

Click on the “From Template” icon from the right panel.



Step 2:

Select the template for your new campaign.



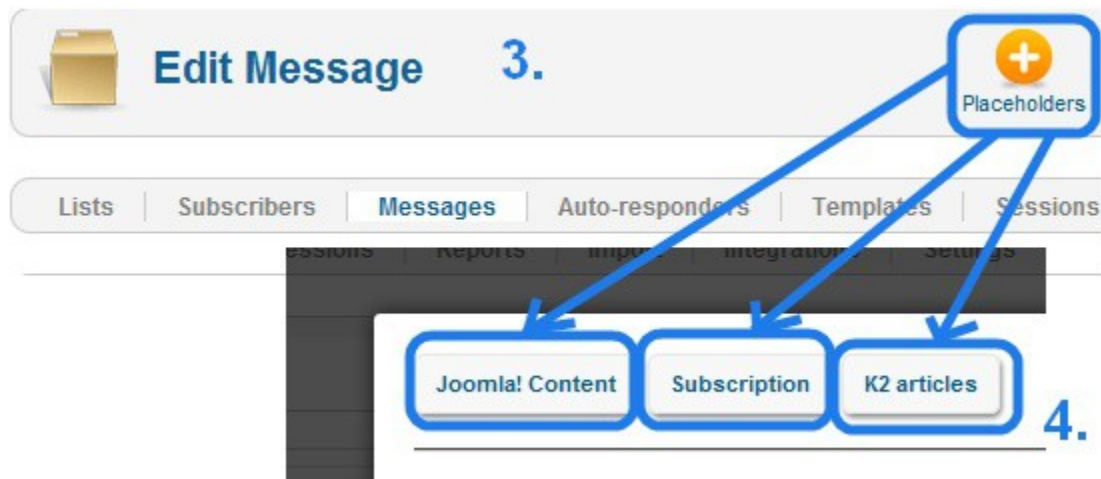
Step 3,4 (optional):Add placeholders

A new feature added to the RSMail! templates is the possibility of using placeholders in order to add content from and related to your articles (Joomla!, K2 and RSBlog! articles), RSEventsPro, RSFiles!, Sobipro and Virtuemart.

In order to add a new placeholder to your template you just need to click the **Placeholders** button.

This will open a new window with different links related to your articles, you just need to click on the information you want to add in your template and a new placeholder will be created.

These placeholders are only replaced when the newsletter message is sent.



RSMail! automatically creates placeholders from the selected Joomla! or K2 articles, as shown below.



The syntax of the available placeholders is slightly different for Joomla! and K2 articles

Joomla articles:

[articletitle:your_article_id] - will display the title of the article you have selected;

[articletext:your_article_id] - will display the content of the article you have selected;

[articledate:your_article_id] - will display the creation date of the article you have selected;

[articleuser:your_article_id] - will display the author of the article you have selected;

K2 articles:

[karticletitle:your_article_id] - will display the title of the K2 article you have selected;

[karticletext:your_article_id] - will display the content of the K2 article you have selected;

[karticledate:your_article_id] - will display the creation date of the K2 article you have selected;

[karticleuser:your_article_id] - will display the author of the K2 article you have selected;

After modifying the template you can send the newsletter as described in **Step 8: Sending a message**.

Available placeholders:

You can use the available global placeholders or create your own placeholders. Before sending the newsletter, RSMail! will assign to your custom placeholders one of the selected list fields.

Global placeholders:

{date} : this will return the current date

[imgld]: If you have image attachments, RSMail! offers the possibility to embed the actual image into the message. To accomplish this, you will simply have to add an image attachment. After the upload has been completed, in the Attachments area you will be able to view its assigned placeholder (e.g. **[img1]**).

To create your own placeholder, you simply have to use “{“ and “}” symbols. E. g. “{My own placeholder}”. When entering the sending area, RSMail! Will automatically detect it and ask you with what exactly (from your list) you wish to replace it with.

<input type="checkbox"/>	List Name	Firstname	Lastname	My own palceholder
<input checked="" type="checkbox"/>	My subscribers (1 Subscribers)	- IGNORE -	- IGNORE -	- IGNORE -
<input type="checkbox"/>	Joomla! registration (0 Subscribers)	- IGNORE -	- IGNORE -	- IGNORE - - DO NOT REPLACE - E-mail First Name Last Name Company
<input type="checkbox"/>	Customers (0 Subscribers)	- IGNORE -	- IGNORE -	

Notice:

- You can send newsletters with attachments; the allowed file extensions are the ones listed in *Settings - Files allowed*.
- Before sending the newsletter to your subscribers list make a test with the “Preview email” option. After sending the test email, RSMail! will calculate the newsletter spam score.
- You can decrease your spam score by filling the plain-text version.

7.3 RSForm!Pro integration

The RSForm!Pro - RSMail! plugin allows you to create custom newsletter subscription forms.

7.3.1 Requirements

To be able to use this option you must have:

- a RSForm!Pro membership, at least 1.2.0 Rev. 44
- a RSMail! installation
- the RSForm!Pro - RSMail! plugin (this can be downloaded from your **RSJoomla! account** >> **View my downloads** >> **RSForm!Pro membership!** >> **Downloads** >> **RSForm!Pro files** >> **Plugins** >> **RSMail! Plugin**.)

7.3.2 Installing the plugin

Path: Joomla! backend panel >> Extensions >> Extension Manager >> Browse the file >> Upload

The RSMail!- RSForm!Pro plugin installs like any other plugin, using the default Joomla! Installer.

Notice:

- Before creating the newsletter forms, be sure that the **System - Rsmail_rsformpro_subscription** plugin is enabled within the Plugin Manager

7.3.3 Creating the newsletter form

Path: **Joomla! backend panel >> Components >> RSMail! >> Integrations**

Step 1: In the “Manage forms” tab from RSForm!Pro, select the form which you want to use for the RSMail - RSForm!Pro integration. Then, go to the “Properties” tab and enable the RSMail! Integration.

Components Properties

Design

- Form Layout
- Form Theme
- CSS and Javascript

Form

- Form Info
- Form Attributes
- Meta Tags

Emails

- User Emails
- Admin Emails
- Additional Emails

Scripts

- PHP Scripts
- PHP Email Scripts

Extras

- SQL Mappings
- Conditional Fields
- RSMail! Integration**

RSMail!
NEWSLETTER AND EMAIL COMPONENT

RSForm!Pro - RSMail! plugin allows you to create custom newsletter forms with RSForm!Pro and use them in RSMail!

Use RSMail! integration ? No Yes

Action

If you allow the user to select his own subscribe option, make sure the field you use has the following values set: **subscribe** and **unsubscribe**. If these values are not found, the user will be subscribed by default.

List ID

Merge Vars

On the left side you will find the fields from RSMail! list. You can map them to RSForm! Pro fields, so that they will automatically be populated with user-supplied data.

Email

First Name

Last Name

Company

Step 2: Mapping RSMail!

Select the list where you want to add the subscribers.

Select the form for which you want to add a subscribe option.

Map the form fields with the subscriber list fields. When the selected form includes more fields than the subscriber list, these can be ignored.

On the left side you will find the fields from RSMail! list. You can map them to RSForm! Pro fields, so that they will automatically be populated with user-supplied data.

The screenshot shows a mapping interface with four rows of labels and dropdown menus. The labels are 'Email', 'First Name', 'Last Name', and 'Company'. Each dropdown menu currently displays the label it is associated with. The 'Company' dropdown menu is open, showing a list of options: '- IGNORE -', 'Last Name', 'First Name', 'Email', 'Company' (highlighted in blue), 'Message', 'submit', and 'rsmailField'.

Step 8: Sending a message

By now you are all set. All is left to do is to send out the actual email message.

8.1. Test spam score

Path: Joomla! backend panel >> Components >> RSMail! >> Messages >> Spam Score & Preview

Before sending the newsletter, send a test email to be sure that you have a minimum spam score, preferable under 5.00 (the lower the better).

The screenshot shows the Joomla! RSMail! Messages Spam Score & Preview interface. At the top, there is a navigation bar with tabs for 'Lists', 'Subscribers', 'Messages' (highlighted with a blue circle), 'Auto-responders', 'Templates', 'Sessions', and 'Reports'. Below the navigation bar, there is a blue banner with an information icon and the text 'Test e-mail successfully sent'. A blue arrow points from the 'Messages' tab to the 'Spam Score & Preview' tab. The 'Spam Score & Preview' tab is active and shows a 'Preview E-mail' section with a 'Send preview e-mail to:' input field and a 'Send' button. Below this, there is a 'Spam check result' section with the text: 'Your message score is -0.7. If the score is close to 0.0 (and lower than 5.0) you marked as spam.'

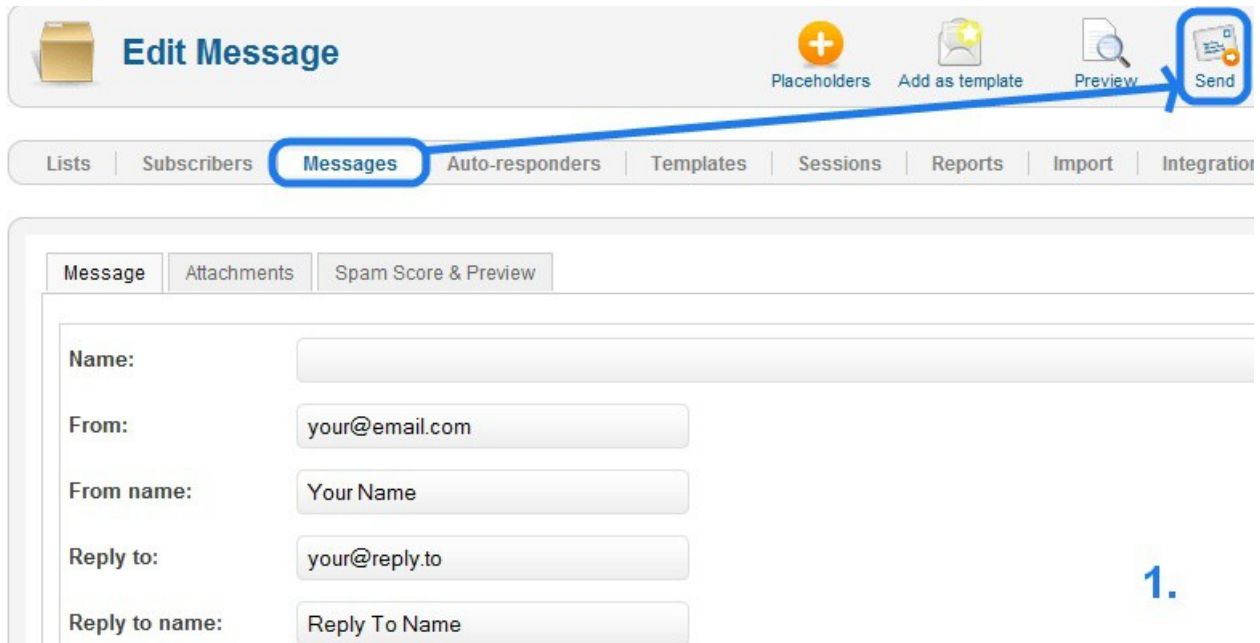
 **Notice:**

- When you send a test email, footer will not be visible; yet, if you want to view the footer create a subscribers list just for testing and send the test message as a newsletter.

8.2 Sending the newsletter

Step 1:


By default, RSMail! can send a message, to multiple subscriber lists. Just head out to **Components >> RSMail! >> Messages** , select the message and click **Send**.



The screenshot shows the RSMail! Messages management interface. At the top, there is a navigation bar with a folder icon and the text "Edit Message". To the right of this bar are four icons: a plus sign labeled "Placeholders", a document with a star labeled "Add as template", a magnifying glass labeled "Preview", and a document with a checkmark labeled "Send". Below this bar is a horizontal menu with tabs: "Lists", "Subscribers", "Messages" (which is highlighted with a blue circle), "Auto-responders", "Templates", "Sessions", "Reports", "Import", and "Integration". Below the menu is a form with three tabs: "Message", "Attachments", and "Spam Score & Preview". The "Message" tab is active. The form contains several input fields: "Name:" (empty), "From:" (containing "your@email.com"), "From name:" (containing "Your Name"), "Reply to:" (containing "your@reply.to"), and "Reply to name:" (containing "Reply To Name"). A blue "1." is placed to the right of the "Reply to name:" field. A blue arrow points from the "Messages" tab to the "Send" button.

Step 2:

Clicking on the *Send* button, will open up the below screen:

 You can send this message to multiple lists. You have to assign all the placeholders saved i

Delivery: Immediately 2.1
 Scheduled : Deliver 100 e-mails each Hour starting from 2012-08-16
 time, not your computer time.

Enable link history:
 Enable opens history:

If you choose the *Scheduled* option please make sure that you have a cron job enabled. [Click here](#)

<input type="checkbox"/>	List Name	First name	Last nam
<input checked="" type="checkbox"/>	My subscribers (0 Subscribers)	First Name <input type="text"/>	Last Name <input type="text"/>

In the bottom area, as it can be seen on the above picture, for each selected list you can select what (from the list column) will replace the detected message placeholders.

Example:

Lets assume that you have a list with the following columns: *Name*, *Surname* and *Email*. In the message that you have created you have used for example the following placeholders: *{test1}*, *{test2}*, *{test3}*. Using the above configuration you will let RSMail! know that *{test3}* should be replaced with *Email*, *{test2}* with *Surname* and so on.

The message can be send **Immediately** or **Scheduled**.

Immediately:

Choosing *Immediately*, the RSMail! component will engage into an AJAX sending session. This session can be started, paused and stopped at any time. This process will remain active as long as the browser window is open. Once closed, the session will be dropped, but it can be resumed from the **Components > RSMail > Sessions**.

Scheduled:

Choosing the *Scheduled* option will allow you to send the email over a larger period of time. This is particularly useful when your hosting provider imposes a maximum number of emails per hour (or day).



The *Scheduled* configuration options allow you to set **when** to start the process, date and time wise, and the **frequency** of the emails.

Step 3:

Click on the “Start” button to send the newsletter.



Notice:

- You should use the date of the server, since local time may differ depending on the client and server locations.
- The frequency is configurable from the *Components > RSMail! > Settings: Cron settings*.

Besides the sending parameters, RSMail! requires a configured **Cron** on the server side. Just log on to your hosting cPanel and create a new *Cron job* with the following command:

```
lynx "http://yoursite.com/index.php?option=com_rsmail&task=cron"
```

Both sending options have the **link history** feature. Basically this will allow you to see who clicked on what link from within your email.

When the link history feature is enabled, users are able to read newsletters directly on your website and print them, using the new frontend button.



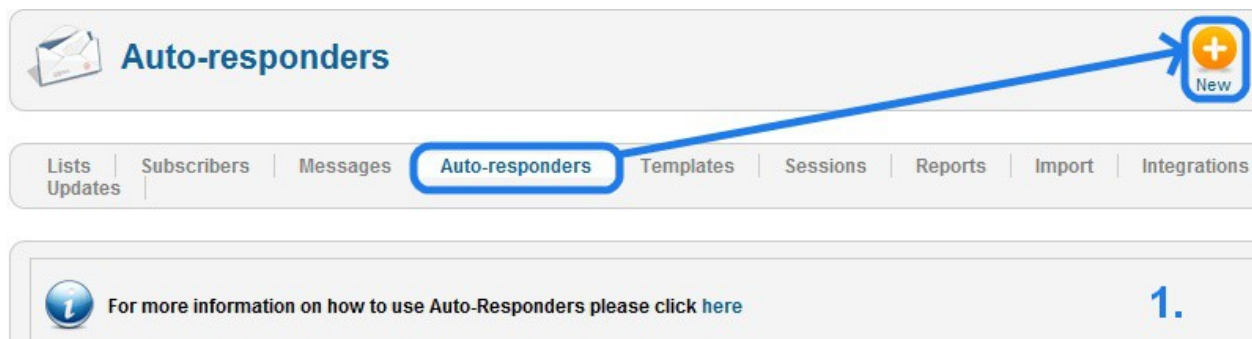
The screenshot shows a Joomla! frontend interface. On the left, there are two menu boxes: 'Main Menu' with items 'Home', 'Blog', and 'History' (the 'History' item is highlighted with a red box); and 'User Menu' with items 'Your Details' and 'Logout'. Below these is a 'Login Form' with the text 'Hi steve_matt,' and a 'Log out' button. On the right, there is a 'Message history' section with a table listing 8 messages. Red arrows point from the 'History' menu item to the first four messages in the list. The messages are: 1 RSForm!Pro revision 34 released, 2 RSForm!Pro revision 34 released, 3 RSForm!Pro revision 34 released, 4 RSForm!Pro revision 34 released, 5 You have recieved a email from {company}, 6 You have recieved a email from {company}, 7 You have recieved a email from {company}, 8 You have recieved a email from {company}. At the bottom of the message history section, there is a copyright notice: 'Copyright © 2011 joomla 1.5 webinar. All Rights Reserved. Joomla! is Free Software released under the GNU/GPL License.'

8.3 Auto-responders

An *Auto-responder* is basically a collection of messages that are sent at certain intervals between each other. This is particularly helpful for administrators to further automatize emailing campaign. The Auto-responder feature is accessible via **Components >> RSMail >> Auto-responders**.

Step 1:

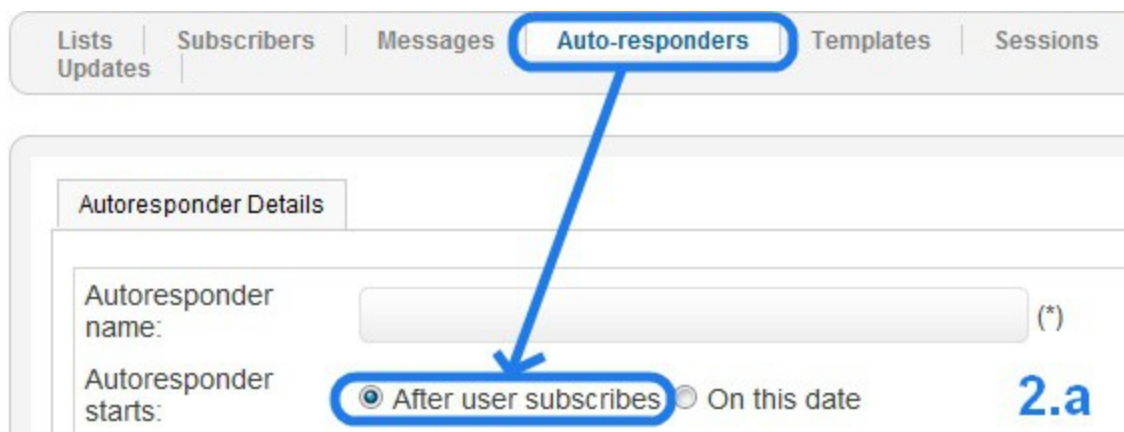
To create a new Auto-responder instance, just click on the *New* button, located on the top right corner, opening up the main configuration area of the auto-responder (see picture below).



Step 2:

There are two types of Auto-responders, that differ in their trigger point:

2.a After the user subscribes: Using this type, will imply that the user will receive the array of messages (starting from the beginning) upon its subscription.



2.b On this date: This type implies the using of a fixed date. If a guest will subscribe at later date then the auto-responder start date, it will receive the message scheduled for that particular period (not ones that have passed).

Lists Updates | Subscribers | Messages | **Auto-responders** | Templates | Sessions


Autoresponder Details

Autoresponder name: (*)

Autoresponder starts: After user subscribes **On this date** **2.b**

Step 3:

Selecting a *subscriber list* and clicking on the *Apply* button will open up the 3rd step of the auto-responder configuration process:

 **Edit Autoresponder**

Lists Updates | Subscribers | Messages | **Auto-responders** | Templates | Sessions | Reports

i Autoresponder saved

Autoresponder Details | **Messages**

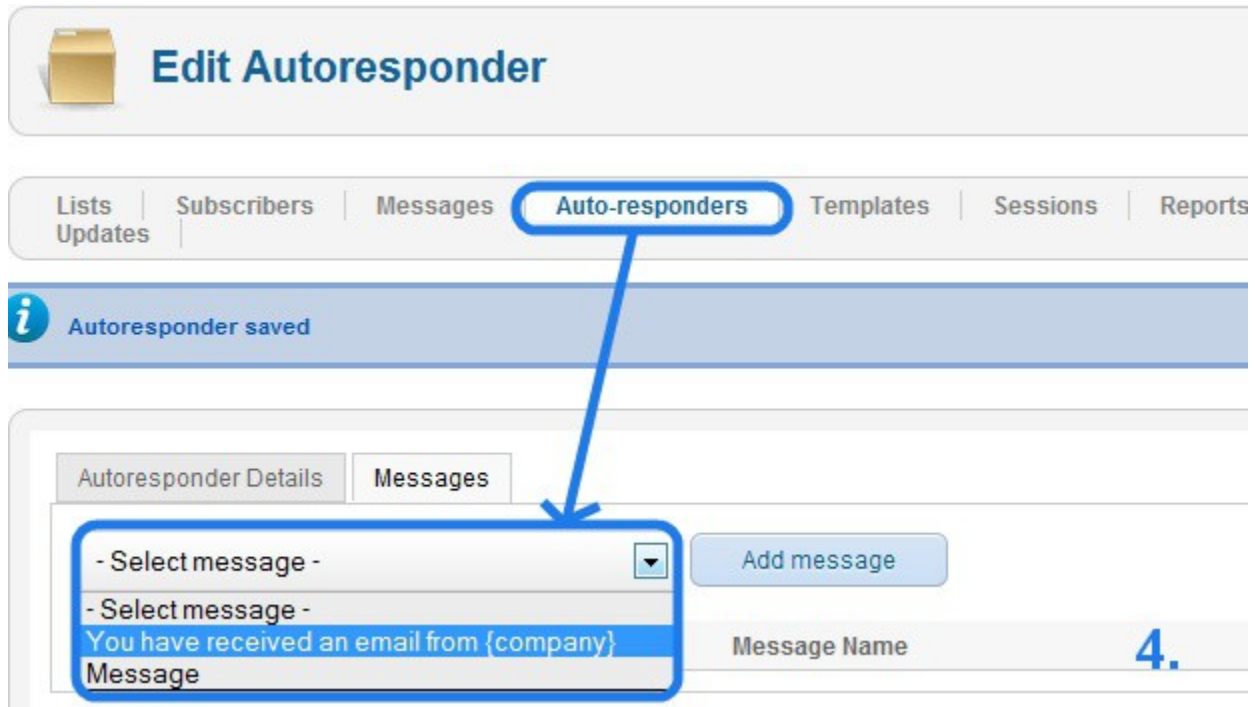
Autoresponder name: (*)

Autoresponder starts: After user subscribes On this date

My subscribers List Name **3.**

Step 4:

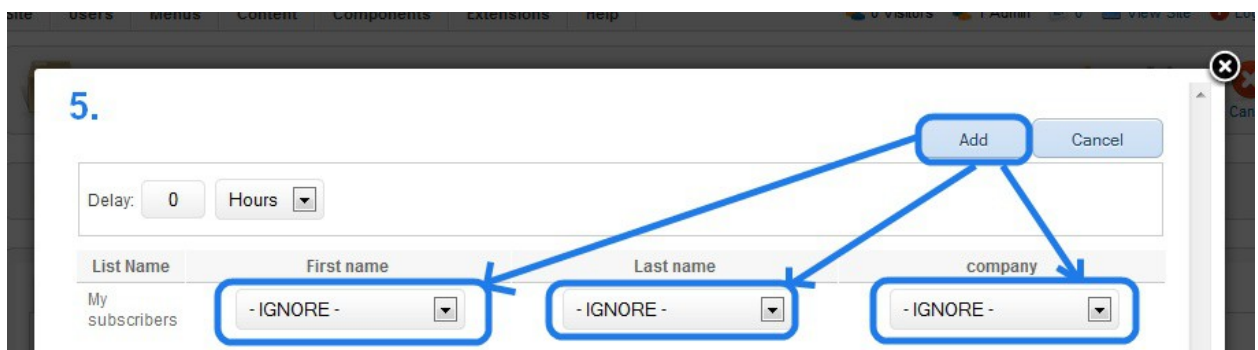
Clicking on the *Messages* will display the following screen:



Step 5:

This area will allow you to **configure the message array** that will be used in the Auto-responder session.

To *Add a message* simply select one and click on the *Add message* button. Performing this action, the following sending configuration screen will pop-up:



The same simple placeholder assignment process from the normal message *sending configuration* will be applied here as well.

Besides the placeholder assignment, the message **Delay** would also have to be specified. The delay can be be **x hours/days/months**. Setting *0 hours*, will imply that the message will be sent when the guest subscribes or on that date (with an additional delay, depending on the Cron availability).

 **Notice:**

- The *Auto-responders* feature also requires a **Cron job**:

```
lynx "http://yoursite.com/index.php?option=com_rsmail&task=autoresponders"
```

- The delay is **progressive**, meaning that it will be applied from last previous message that was sent.

Step 9: Reports, Statistics and message history

Path: Joomla! backend panel >> Components >> RSMail! >> Reports

The “Reports” tab offers important statistics for each of your campaign newsletters.

9.1 Message statistics

After sending the message (see [Step 8.2 Sending the newsletter](#)), RSMail! records important statistical data about the number of opens, click links, unsubscribers, released emails and bounce rate.

Opens: how many times has the email been opened; it includes multiple email opens by a single subscriber.

Uniques opens: the number of unique emails opens.

Unsubscribers: the number of users that decided to unsubscribe from your newsletter

Released: the number of emails that have been delivered by RSMail!

Bounce rate: a special report that allows you to measure the newsletter deliverability and the campaign efficiency. A bounce rate equal with 0% indicates a 100% deliverability rate.

Number of clicks: Below the report you will find a list with the links included in the newsletter along with the number of clicks: unique and total clicks.

Lists | Subscribers | Messages | Auto-responders | Templates | Sessions | **Reports** | Import

Message Properties

Message name:
Subject: You have recieved a email from {company}
Sent: 16 Aug 12 02:48
Total e-mails: 2
Total errors: 0

Message Statistics

Opens: 0
Unique opens: 0
Unsubscribes: 0
Released: 2
Bounce rate: 0,00 %

Url

9.2 Unsubscribers

Frontend:

Users can unsubscribe using the email footer via the “Unsubscribe” link. The subscriber will be redirected to the unsubscribe form page.

Backend:

In the “Reports” tab, for each newsletter you will find along with the other statistical data, the list with unsubscribes.

Message Statistics

Opens: 4
Unique opens: 3
Unsubscribes: 2
Released: 6
Bounce rate: 0,00 %



Notice:

- Each time an user unsubscribes from your newsletter, it is automatically removed from all newsletter lists.

The purpose of this guide

This guide is designed to assist you, step by step, in configuring, preparing and sending newsletters with the RSMail! component.

We've also created a RSMail! Quick Guide, that includes all important steps that you must follow to be able to quickly send newsletters.

Additionally, we've launched the [RSJoomla! TV Channel](#) to support our components with a series of video tutorials and presentations.

The RSMail! Documentation can be found [here](#).

For any other questions, please submit a ticket to the [RSJoomla! support department](#).