Unsubscribe and Subscribe List Management Guide

Version 1.0
Well Develop International Limited

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1 Request for an Account

A company sends a letter to Well Develop International Limited, and request for a creation of subscribe list and unsubscribe list by:

> Content: Valid email, company name and login name
>
>> (if you have your logo, please either attach it in the email or give the hyperlink to us.)
>
> Mail: Unit E, 14/F, Po Shau Centre, 115 How Ming Street, Kwun Tong, KLN, HK
>
> Fax: 26-222-399
>
> Email:support@nextoffice.net

2 Receive an Email from Administrator

After the registration, the company received an email from Well Develop International Limited. The email content as below, which include the login name, login password, the unsubscribe and subscribe links:

Dear Customer,

Thank you for using our Subscription and UnSubscription Hosting Service.

Here is your login name and login password:
Login Name: $Login
Login Password: $Password

Please change the default password to your own password by logging in the following link:
http://www.welldevelop.com/EM/

Subscription Link assigned to your company or organization:
http://www.welldevelop.com/EM/Sub/$newfile
UnSubscription Link assigned to your company or organization:
http://www.welldevelop.com/EM/UnSub/$newfile2

This is normally a charged service of amount HK$600 per annum. However, customers of our Email Marketer HK Edition, like you, can enjoy the first year annual fee waiver.
Validity Period: $today to $nextyear

If you have any queries, please feel free to contact us by phone at 26-222-000 Monday to Friday, 9:30 AM to 17:30 PM or email to support@nextoffice.net.

Yours Sincerely,
Customer Service Manager
Well Develop Supporting Team
http://www.welldevelop.com

Fig.1 Registration Email

3   System Login

With the login name and password, the company can log onto her account (Fig. 2), and she may view the subscribe list, unsubscribe list with her company logo and edit her company information.(Fig. 3)
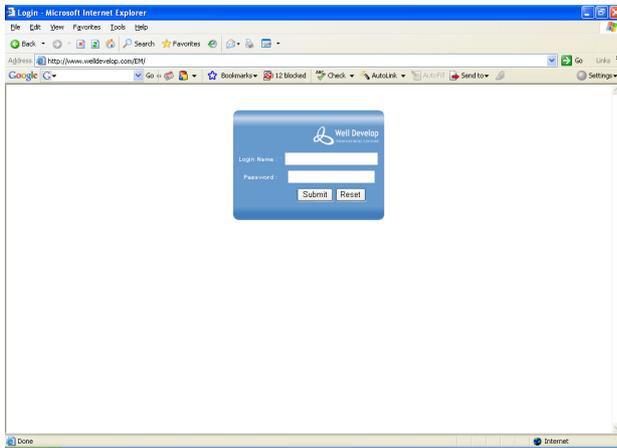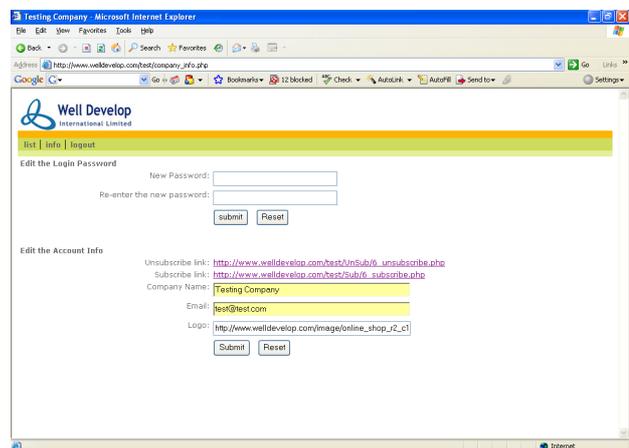

Fig.2 Login System

Fig.3 Interface of the System

4   Promotional Letter with link of Unsubscribe and Subscribe List

Here is one of the examples for writing promotional letter (Fig. 4):

```
Dear  Customer,

<Title  of  the  Campaign>

<Content>

<Unsubscribe  link>

<Subscribe  link>

Yours  Faithfully,

<Signature>

Name

Title
```

Fig.4 Example of the Promotional Letter

5   Customer Unsubscribe Action

If the customer does not want to receive the promotional letter from a company, he just clicks the unsubscribe link in the promotional letter either by automatically add the customer email into the list, says, http://www.welldevelop.com/test/UnSub/6_unsubscribe.php?email=*xxx@xxx.com* or just the link http://www.welldevelop.com/test/UnSub/6_unsubscribe.php and ask the user to enter his email and then click submit. (Fig. 5 and 6)
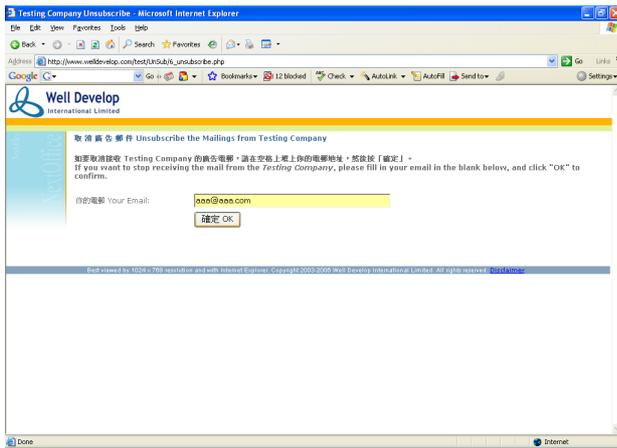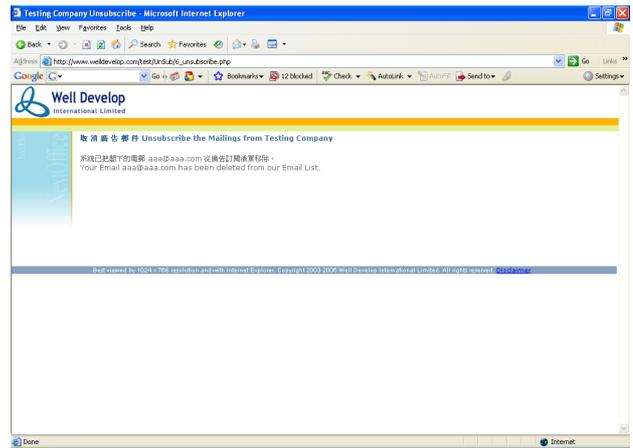
Fig.5 Unsubscribe

Fig.6 Result of Unsubscribe

6 Customer Subscribe Action

If the customer wants to receive the promotional letter from a company, he just clicks the subscribe link in the promotional letter either by automatically add the customer email into the list, says, http://www.welldevelop.com/test/Sub/*6_subscribe.php?email=xxx@xxx.com* or just the link http://www.welldevelop.com/test/Sub/*6_subscribe.php* and ask the user to enter his email and then click submit. (Fig. 7 and 8)

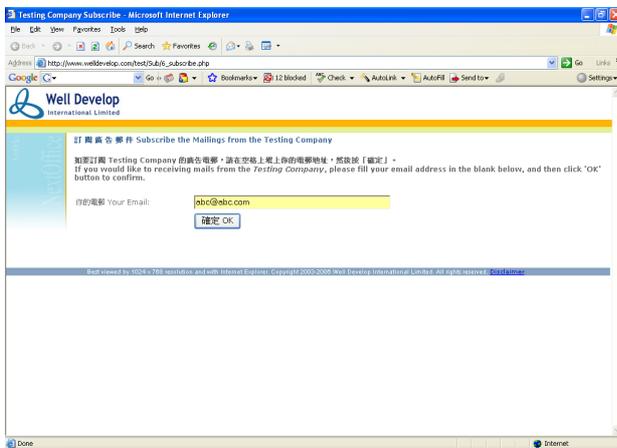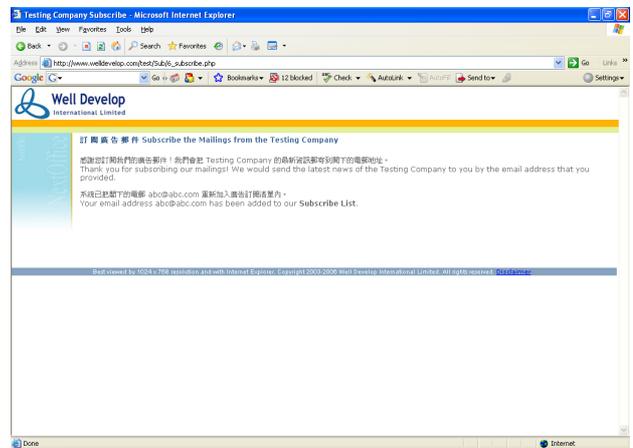Fig.7 Subscribe

Fig.8 Result of Subscribe

7 Subscribe List

After the customer subscribe action, the system stores all the records in the database. The company only need to log onto the system and click the "Subscribe List" button, a list would be shown by date in descending order. (Fig. 9)
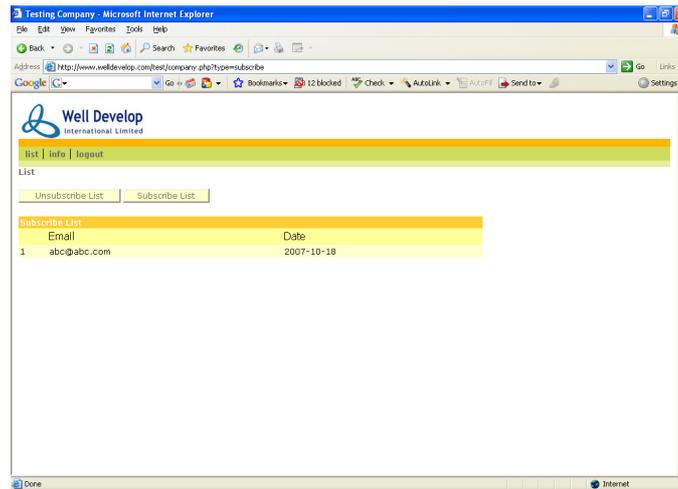
Fig.9 Subscribe List

8   Unsubscribe List

After the customer unsubscribe action, the system stores all the records in the database. The company only need to log onto the system and click the "Unsubscribe List" button, a list would be shown by date in descending order. (Fig. 10)
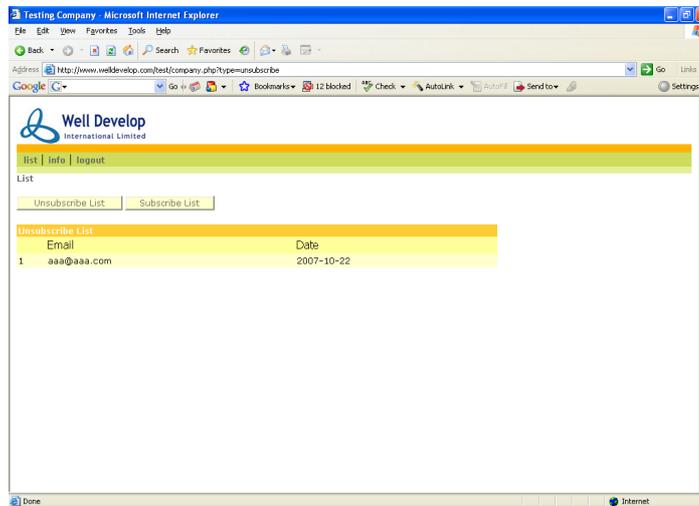

Fig.10 Unsubscribe List

~The END~