



News Tracking

- **Create professional newsletters**
 - **Track clicks**
 - **Follow up**

Newsletter Tracking

An overview of how News works ...

Create the newsletter profile

- *the title*
- *email address it is to be sent from*
- *option to display on your website*
- *what level of tracking you desire*
- *create your own unsubscribe text or use the default*



Add the content

- *create & design your own layout using tables*
- *insert pictures, videos, etc*
- *utilise hyperlinks to other websites or documents*



View and manage your tracking feedback

- *live updates of who opened the news and what they clicked on*
- *select from a range of activities you can do with this information*



Select the recipients & send

- *specify the person groups you wish to send to*



Newsletter Tracking

Details News Text Email Recipients Tracking

Details

Subject * International Virtual Assistants Day - May 15

Show As Public News¹ Yes ▾

Start Showing News Date Also shown as News Date * 15 ▾ May ▾ 2009 

Stop Showing News Date 31 ▾ May ▾ 2009 

Date News Was Emailed 16 ▾ May ▾ 2009 

Format [Standard] ▾

Use Email Template Yes ▾
If you email the news, this determines if your standard email template is used.

Send Using This Email Address info@myworkspace.com
If left blank it will use the email address of the user that emails the news.

Header Links Browser ▾

Summary

Other

Show In Mobile News² No ▾

Tracking When Viewed &/or a Link Is Clicked ▾

Unsubscribe Text³
Leave blank for default text

Select your desired level of tracking





Newsletter Tracking

View your tracking statistics summary

View the tracking summary tab

View who the recipients were who performed this action

Details News Text Email Recipients **Tracking**

News Tracking Assistant >

Action	Link	Count
Clicked Link	vadirectory.net	25
Clicked Link	virtually.com.au	13
Opened News		299

Note: If the recipient has images disabled in their email system the Opened News Email will not be recorded.



Newsletter Tracking

View your tracking statistics detail

Use the filters to narrow down your results

Activity [Opened News] From 1 August 2009 To

Name	Action	Link	Date & Time
Secomb, Sherryl Lee	Opened News		6 Nov 2009 13:25:34
Secomb, Sherryl Lee	Opened News		6 Nov 2009 13:25:30
Brook, Fiona	Opened News		18 Oct 2009 23:50:52
Kennedy, Rob	Opened News		31 Aug 2009 19:45:56
Jackson, Kate	Opened News		20 Aug 2009 13:50:16
Rosen, Jason	Opened News		13 Aug 2009 19:25:50
Jackson, Kate	Opened News		5 Aug 2009 23:22:24
Jackson, Kate	Opened News		5 Aug 2009 23:22:24
Strongin, Tom	Opened News		4 Aug 2009 15:11:12

Save as My Report | Save Data | Mail Merge | View as PDF | eMail as PDF | **Use List (Bulk) >>**

Select 'Use List' to perform an action with this list of people



Newsletter Tracking

Follow up with your recipients

Select Contacts To

Next ?

Send Email

[No Message Template]

Blind Carbon Copy

Send SMS

Link to Event / Meeting

[New]

View/Print Using Document Template

mailing labels test

Add to Person Group

Accounts

Select an action to perform on this list of recipients

Name	Email	Mobile	Select/Unselect
Woods, Peter	tw@myworkspace.com.au	0411 755 525	<input checked="" type="checkbox"/>
Johnson, Kate	kate@myworkspace.com	0400 244 525	<input checked="" type="checkbox"/>
Hennelly, Rob		0411 525555	<input checked="" type="checkbox"/>
Evans, Sean	sean@myworkspace.com		<input checked="" type="checkbox"/>
Rowland, Bernard	bern@myworkspace.com	0411 525 525	<input checked="" type="checkbox"/>
Wright, Tom	tom@myworkspace.com.au	0400 525 525	<input checked="" type="checkbox"/>



Newsletter Tracking

What if I have more questions?

- Click on the red question mark within any form for help on that particular page
- Call your support partner (if you have one)
- Log a support issue via the 'Help' link located at the bottom of the myworkspace screen
- Contact myworkspace Help Assist on 1300 131 848