



qikli
engage

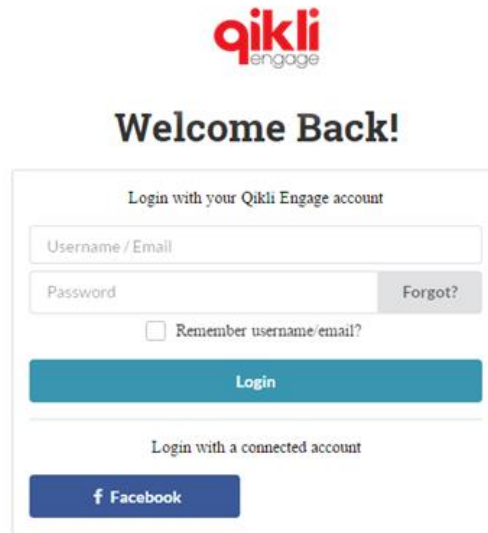
QIKLI ENGAGE USER MANUAL

Table of Contents

Step 0: Accessing your Qikli account	2
Creating an Email Campaign	2
Creating an email campaign	2
Step 1: Setup project	3
“Simple Editor” Option	3
Step 2: Design: Project	4
Step 3: Schedule	5
Choosing a List	5
Step 4: Review checklist	6
The different stages of the email process	6
Completing an email project	6
Email report	7
Report Elements	7

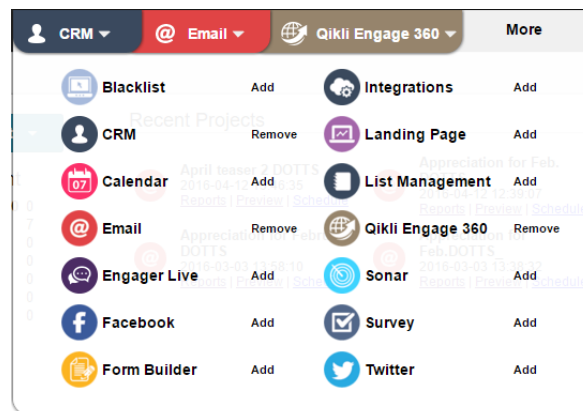
Step 0: Accessing your Qikli Engage account

Go to engage.qikli.com and log in with your Qikli username/ email address and password.



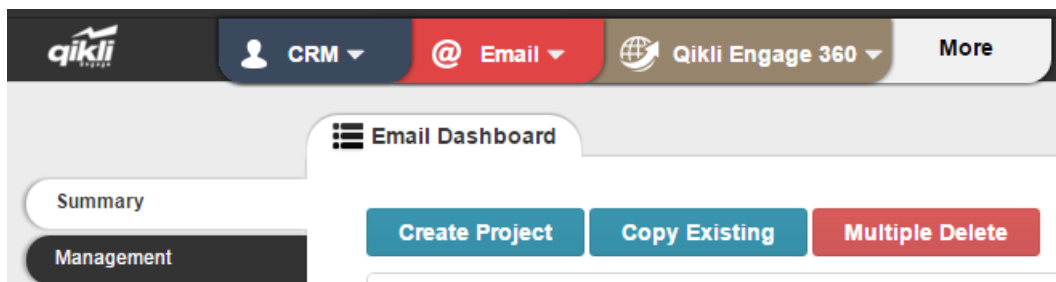
The image shows the Qikli Engage login page. At the top is the Qikli Engage logo. Below it is the heading "Welcome Back!". The main content is a login form with the title "Login with your Qikli Engage account". It contains two input fields: "Username / Email" and "Password". To the right of the password field is a "Forgot?" link. Below the password field is a checkbox labeled "Remember username/email?". A large blue "Login" button is positioned below the form. Underneath the login form is a section titled "Login with a connected account" which includes a blue button with the Facebook logo and the text "Facebook".

On the dashboard, click on “more” to access all Qikli features

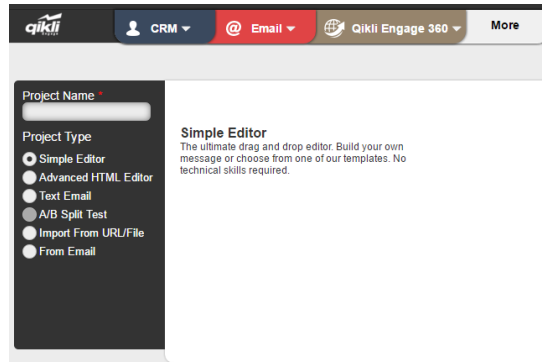


Creating an Email Campaign

Click on “email” and navigate to “create project”



Step 1: You will be taken to the “Setup Project” page where you can choose from 6 options



Email Options Explained

- The “Simple Editor” is perfect for creating basic email messages that include links, images and text.
- You should use the Simple Editor unless you are an advanced user with programming skills and you want to have more control over your HTML code.
- The “Advanced HTML Editor” is for advanced users who want to use their own HTML code. This editor gives you complete control over your code.
- A “Text Email” has only text, with no links, images or other HTML content such as text color. You can select this option if you want to make sure that subscribers who do not allow images or whose images may not show up properly still get the full version of your email. Text only is also a good option for subscribers who are viewing emails on their mobile devices, and some subscribers simply prefer to read text only emails. Text only emails cannot be tracked.
- “A/B Split Test” allows you to test the same email using different factors, such as subject lines, on small segments of your list to see which one performs better. The email application will then send the best-performing email to the remainder of the list.

When you have made your selection, and named the project, click “Next” to Design.

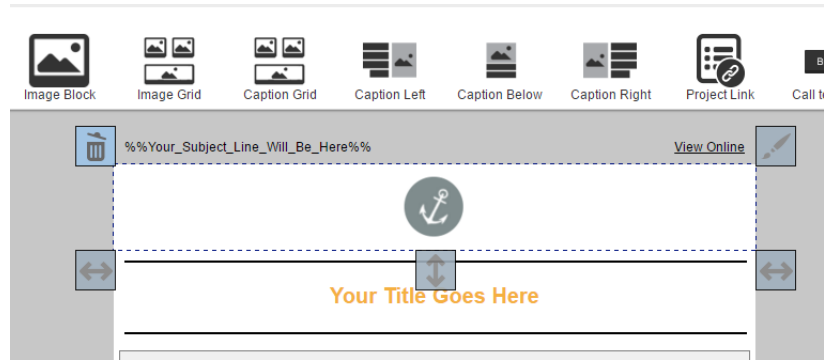


“Simple Editor” Option

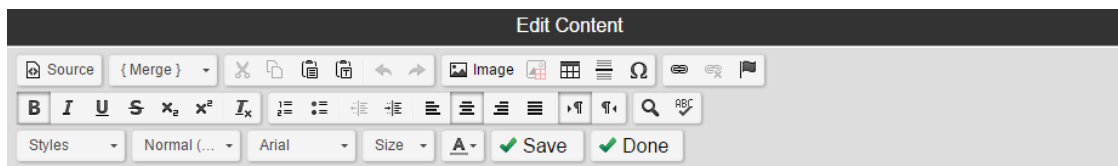
Browse and select from a wide range of pre-made templates
Click on the template you would like to use and click the “Use This Template” button when the template pops up. Example chosen below:

Step 2: Design

You will now be on a project editing page where you can begin crafting your email. Double click any of the sections to edit them and add content or click edit icon.

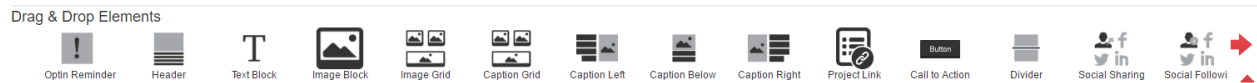


When you double click on any section, the editing options for that section will be displayed on the left side of the screen. You can click on the various options to change the color of the background, the width of the columns, add text and more.



Your Title Goes Here

Different elements will be displayed at the top of the screen that you may simply drag and drop into your email.



Project Element Settings

FOOTER

Default Style: Default

Language: (en) English

Save as Account Defaults:

Company: Company

Address 1: Address 1

Address 2:

City: City

State/Province (if Applicable): State/Province

Zip/Postal Code:

Country: Ghana

Address Alignment: Left

Address Style: Single Line

Manage Preferences Link:

Don't forget to add your company name and address to the bottom of your email. When you are satisfied, click "Next".

Step 3: You will now arrive at the “Schedule” step.

Select a send date and time, enter a subject line and sender name, and select the email address you would like to send your email message from.

The screenshot shows the 'Schedule' step of an email campaign setup. On the left, there is a dark sidebar with 'Test Send' and 'Preview' buttons. The main area has a 'Schedule Type:' section with three buttons: 'Send your campaign now' (black), 'Schedule for a later time' (teal), and 'Set a recurring campaign' (teal). Below this is a red 'Settings' header. The 'Subject' field is required and has a dropdown for 'Add Merge Tags to your Subject' with 'name' selected and an 'Add' button. The 'Sender Name' field is also required. The 'Sender Email Address' dropdown is set to 'foundation@dreamoval.org' with a link to 'click here' for adding more addresses. There is an optional checkbox for 'Reply to Email Address'.

In this step, you can once again preview or test send your email.

If you would like to return to the editing step of the email creation process, click “Back to Design.” When you have entered your sending information, move down to “Go to Lists.”

This screenshot shows a close-up of the 'Preview' button in the dark sidebar and the red 'Settings' header.

Choosing a “Lists”

You will choose the lists that you would like to send to. Click “Edit/Upload Lists” to select your lists. You can use an already created list or create a new list. Once you select your list, click “Continue.”

Check the box next to the lists you would like to use and click “Next”.

The screenshot shows the 'Choose Lists' interface. It features a red header with the text 'Choose Lists'. Below the header is an 'Upload List' button and a search bar with a magnifying glass icon. Below the search bar is a table with columns for 'Name', 'Contacts', and 'Emails'. The table is currently empty.

Step 4: “Review Checklist”

This enables you to review the settings before you complete the project.

Review the settings before you complete the project

✓ Setup and Design	Edit
✓ Sender	Edit
✓ Scheduling	Edit
✓ Authentication	Edit
✓ Email Authentication : SPF <small>Email will be authenticated with the system default. You can publish your own spf record to add an additional level of authentication for your message. See the Authentication tab in the Email application for more details.</small>	
✓ Email Authentication : DKIM <small>Email will be authenticated with the system default. You can publish your own spf record to add an additional level of authentication to your message. See the Authentication tab in the Email application for more details.</small>	
✓ Usage <small>You have used 26 of 2,000 total contacts from your subscription.</small>	Edit
✓ Complete Account Information	Edit

The different stages of the email process

- “**Complete**” means that the step has been completed successfully and is ready for the send.
- “**Warning**” highlights areas that could cause potential problems for your campaign, and that you may want to go back and change.
- “**Failed**” means that the step has not been successfully completed and you must fix these problems before the email campaign can be sent. If anything is marked as “Failed” the email campaign will not send.

Completing an email project

When all steps are complete click “**Complete Project**”. Your email campaign will now be sent.

There is however a temporary review and verification process to ascertain that content of the email does not breach any legislation or guidelines.

Recommendation: For immediate sends, schedule the email in advance to cater for the mandatory and regulatory checks.

Email Report

To view your reports, visit the email dashboard and click the “**Reports**” tab. Each campaign that has results to show will be displayed in the “Reports” section. Results will be displayed for open rate, click rate and so on.

If you want to search for a specific email campaign, enter the name into the “**Search**” bar and the campaign will be displayed.

You can also display campaigns by the time they were created. Simply click on the date criteria at the top of the page. For example, if you click **“7 Days”** you will be able to view only the campaigns that have been created in the past seven days.

If you would like to compare two or more campaigns against each other, check the boxes next to the campaigns you want to compare and click **“Compare Selected.”** A pop-up window will appear displaying the results for the campaigns you have selected.

Report Elements

Summary

All your email projects will be displayed on the **“Summary”** page. From this page, you are able to edit, schedule, preview and delete any of your current email projects. You are also able to create new email projects or copy existing email projects from the **“Summary”** page. If you want to search for a specific email project, enter the name into the **“Search”** bar and the project will be displayed.

Management

In the **“Management”** tab, you can view or change the status of your email campaigns, or cancel scheduled email campaigns. You may also see what is happening with any current email campaigns that are being sent, and how many emails have been sent.

Suppression

This tab shows you the email addresses that have unsubscribed from your campaigns, as well as the date they unsubscribed. If you need to add email addresses to your unsubscribe list, you can enter them in the large text box and click **“Unsubscribe these Addresses.”** You can search for a specific address by entering it into the **“Search”** bar. You may also upload a company logo on this page to personalize your unsubscribe message.

Authentication

This tab will help you to ensure high rates of deliverability when sending out your email campaigns. It lets subscribers know that it is actually your company sending the email, and not a spammer impersonating you. When authentication is enabled, some email clients will display a message such as **“Sent on Behalf of”** in the email's subject line. If you would not like this to be displayed, you can disable authentication.