

FPinfomart.ca

POSTMEDIA NETWORK

Introducing the Automated Newsletter Publisher

FPinfomart Back to Basics Series

Episode #2

December, 2010

<http://blog.fpinfomart.ca>

Previous Newsletter Publisher Functionality

- Manual send only
- Include Folders (Saved or Shared)
- Set title/subject line in settings
- Choices are “compose” or “settings”
- Displays last-sent day/time
- Format choices are full-text or summaries
- All settings on a single screen

Newsletter Publisher – Previous format for List of Newsletters

Newsletter Publisher

Our Intranet Newsletter feature lets you share results with people in your organization.

Newsletters

Important News of the Day (1 folder, 1 recipient)	Sent: Jan 4 2010 4:46pm ET	COMPOSE	SETTINGS	DELETE
Weekly update from your Media Team (1 folder, 1 recipient)	Sent: Jul 29 2010 9:16am ET	COMPOSE	SETTINGS	DELETE
Kindle Competitive Intelligence (3 folders, 2 recipients)	Sent: Dec 3 2010 11:46am ET	COMPOSE	SETTINGS	DELETE
Hotels (1 folder, 1 recipient)	Sent: Sep 15 2009 10:07am ET	COMPOSE	SETTINGS	DELETE
FPinfomart Sales Newsletter (1 folder, 5 recipients)	Sent: Sep 18 2009 11:09am ET	COMPOSE	SETTINGS	DELETE
Daily News Brief - Marketing Group (3 folders, 1 recipient)	Sent: Apr 9 2010 3:24pm ET	COMPOSE	SETTINGS	DELETE

[Create a new newsletter](#)

Newsletter Publisher – Previous Settings

Newsletter Publisher - Settings

Modify your newsletter's name, recipients, and other settings here.

Newsletter Title (email subject line)

Format

- Summary of results, with links to articles
- Full articles, with table of contents

Edited By (your name, e.g. Jane Q. Editor)

Reply Address (email address, e.g. jane@example.com)

Recipients (email addresses, e.g. bob@example.com, one per line)

Folders (saved or shared)
 Amazon Kindle News



Newsletter Publisher – Previous Compose Screen

Newsletter Publisher - Compose Issue

Kindle Competitive Intelligence

Edited By: Information Centre

Replies To: jstein@fpinfomart.ca

Recipients: jstein@postmedia.com, jstein@fpinfomart.ca

Folders:

Comment (optional)

Today's newsletter is important because...

Include Items Since (based on the time you saved them to a folder)

Since Newsletter Was Last Sent: Fri Dec 3 11:46am ET

Now live: Upgrades to the Publisher including Automated Newsletter

- Automated newsletter is offered ALONGSIDE existing “manual” functionality
- All newsletters and their status listed on a single screen
- No extra charge (if you have Newsletter Publisher, you can use automated or manual or both)
- Any existing newsletter can be converted to automated and back again

New features for ALL Newsletters (automated and manual)

- Better display formatting for Outlook 2007 and 2010 (already live)
- Send date automatically appended to subject line of each issue
- Ability to modify subject line for each issue (manual-only)
- “About this Newsletter” option – if filled in will show at the top of every issue (this does NOT replace the per-issue “comment” option)
- More display options:
 - Fulltext vs. summary
 - Show or hide media analysis in peeks (tone, circulation, ad value)
 - Peek highlighting (highlighted keywords, no highlight, or headline-only (no snippet))
 - Document highlighting (highlighting in fulltext, or none)

New features for ALL Newsletters (automated and manual)

- Include Personal Profile(s) and/or Managed Profile(s) in ADDITION to Folders
- Ability to send a test run to yourself without affecting “last sent” date/time
- Delivery report after send (on screen, and e-mailed to sender) – confirms that e-mail has been sent, and to whom
- “Open in a browser” link shown at top of e-mail

Automated Newsletter features

- Set primary and (optional) secondary delivery schedule
 - e.g. “Monday through Friday at 7:00 a.m. AND Sat-Sun at 9:00 a.m.”
 - e.g. Fridays at 5:00 p.m.
- Sends everything added to selected Folders and/or Profiles since last issue sent
- Ability to send a manual “push” at anytime

New interface – Newsletters screen

Newsletter Publisher

Our Newsletter Publisher lets you share results with people in your organization.

Newsletter	Schedule	Next Scheduled	Last Sent	SEND	EDIT	DELETE
Important News of the Day 1 folder 1 recipient	none	n/a	Jan 4 2010 4:46pm	SEND	EDIT	DELETE
Weekly update 1 folder 1 recipient	none	n/a	Jul 29 2010 9:16am	SEND	EDIT	DELETE
Kindle Competitive Intelligence 3 folders 2 recipients	Mon - Fri, 7:00.am Sat & Sun, 9:00.am	Dec 14 2010 7:00am	Dec 3 2010 11:46am	SEND	EDIT	DELETE
Hotels 1 folder 1 recipient	none		Sep 15 2009 10:07am	SEND	EDIT	DELETE
FPinfomart Sales Newsletter 1 folder 5 recipients	none		Sep 18 2009 11:09am	SEND	EDIT	DELETE
Daily News Brief - Marketi 3 folders 1 recipient		n/a	Apr 9 2010 3:24pm	SEND	EDIT	DELETE

(All times shown are Eastern)

Create a new newsletter template:

Annotations:

- Settings button re-named "Edit"
- New list format with more details
- If automated, schedule shown here.
- Clearer language to show this is a screen of templates, not issues.

New functionality – Settings screen 1

Newsletter Publisher - Settings

Modify your newsletter's name, recipients, and other settings here.

Newsletter Name (each issue's name will be based on this)

Edited By (your name, e.g. Jane Q. Editor)

Editor's E-mail Address (will always receive newsletter, must be valid)

About This Newsletter (optional, will be shown at top of every newsletter issue)

Recipients (email addresses, e.g. bob@example.com, one per line)

New: "About This Newsletter" printed at the top of every issue. Leave blank if you don't want this feature.

New functionality – Settings screen 2

Newsletter Publisher - Format Options

Modify your newsletter's format and display options here

Kindle Competitive Intelligence

Content

Would you like full documents included in your newsletter, or only peeks with links to documents?

Summary of results, with links to articles

Full articles, with table of contents

Duplicate Results

Some searches may return similar or duplicate items. How would you like these items handled?

I want duplicate items to be removed from results, where possible

I want all items, including duplicates, to be included in my newsletter

Media Analysis

Media Analysis information (Ad Value, Circulation, and Tone) can be shown with peeks and documents

Show Media Analysis information, where available

Hide Media Analysis information

Peek Highlighting

How would you like matching search terms to be highlighted in your search results (i.e. peeks)?

I want keywords in context, **highlighted**

I want the lead paragraph only, with no highlighting

I don't want any lead or snippet text at all, only headlines

Document Highlighting

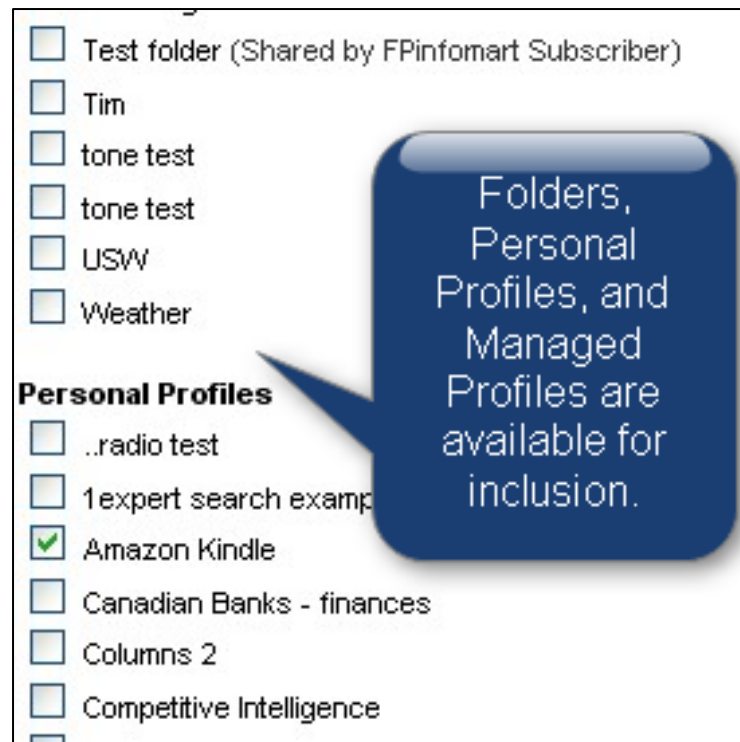
How would you like matching search terms to be highlighted in your document? (Only affects fulltext newsletters)

I want keywords **highlighted**

I don't want keywords highlighted

POSTME

New functionality – Settings screen 3



The screenshot shows a settings screen with a list of items, each with a checkbox. The items are:

- Test folder (Shared by FPinfomart Subscriber)
- Tim
- tone test
- tone test
- USW
- Weather

Personal Profiles

- ..radio test
- 1 expert search exampl
- Amazon Kindle
- Canadian Banks - finances
- Columns 2
- Competitive Intelligence

A blue callout box with a white border and a shadow points to the 'Amazon Kindle' item. The text inside the callout box reads: "Folders, Personal Profiles, and Managed Profiles are available for inclusion."

New functionality – Settings screen 4

Newsletter Publisher - Schedule

Modify your newsletter's scheduling options here

If you enable automated delivery now, your first newsletter will include results from today onwards

Kindle Competitive Intelligence

Automated Delivery

Enable automated generation and delivery of this newsletter

Primary Schedule

Day Time (all times Eastern)

Secondary Schedule (optional)

Day Time

SAVE

CANCEL

Check the "automated delivery" box to show the schedule controls. Select a primary and optional secondary delivery schedule.

Important Reminder about Templates

Newsletter Publisher

Our Newsletter Publisher lets you share results with people in your organization.

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Hotels 1 folder 1 recipient	none	n/a	Sep 15 2009 11:46am	SEND	EDIT	DELETE
FPinfomart Sales Newsletter 1 folder 5 recipients	none	n/a	Sep 15 2009 11:46am	SEND	EDIT	DELETE
Daily News Brief - Marketing Group 3 folders 1 recipient	none	n/a	Sep 15 2009 11:46am	SEND	EDIT	DELETE

(All times shown are Eastern)

Create a new newsletter template:

These are TEMPLATES – create one per content set, or group of recipients, then click SEND each time you want to send out (or automate). No need to create a new Template every day!

Quiz



Is it a feature from the PREVIOUS release, or a NEW feature?

Feature Name	PREVIOUS Feature?	NEW Feature?
Include Folders (Saved or Shared)	✓	
Format choices are full-text or summaries	✓	
Display choice Fulltext vs. summary	✓	
Ability to modify subject line for each issue		✓
Document highlighting (highlighting in fulltext, or none)		✓
Include Personal Profile(s) and/or Managed Profile(s)		✓
Set primary and (optional) secondary delivery schedule		✓
Set title/subject line in settings	✓	
Ability to send a test run to yourself without affecting “last sent” date/time		✓
Show or hide media analysis in peeks (tone, circulation, ad value)		✓
“About this Newsletter” option		✓
Better display formatting for Outlook 2007 and 2010	✓	

Feature Name	PREVIOUS Feature?	NEW Feature?
Choices are "Send" or "Edit"		✓
Displays last-sent day/time	✓	
Send date automatically appended to subject line of each issue		✓
Manual send only	✓	
Delivery report after send		✓
Peek highlighting (highlighted keywords, no highlight, or headline-only (no snippet))		✓
All settings on a single screen	✓	
Choices are "Compose" or "Settings"	✓	
"Open in a browser" link shown at top of e-mail		✓