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Newsletter Quick Start Guide

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# Newsletter Extranet administration

## Quick start guide

This quick start will help you get started with BugHotel Reservation System Newsletter module and will walk you through the basic steps of broadcast newsletters



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## Welcome to Bug Hotel Reservation System NextGen Edition Newsletter Module

BugHotel Reservation System NextGen Newsletter is a comprehensive solution for email marketing campaigns that allows travel administrators or hotel managers to broadcast newsletters based on several criteria's:

- Geo targeting campaigns based on Country, Zone/State/Region and/or City
- Send campaigns based on customer categories/groups

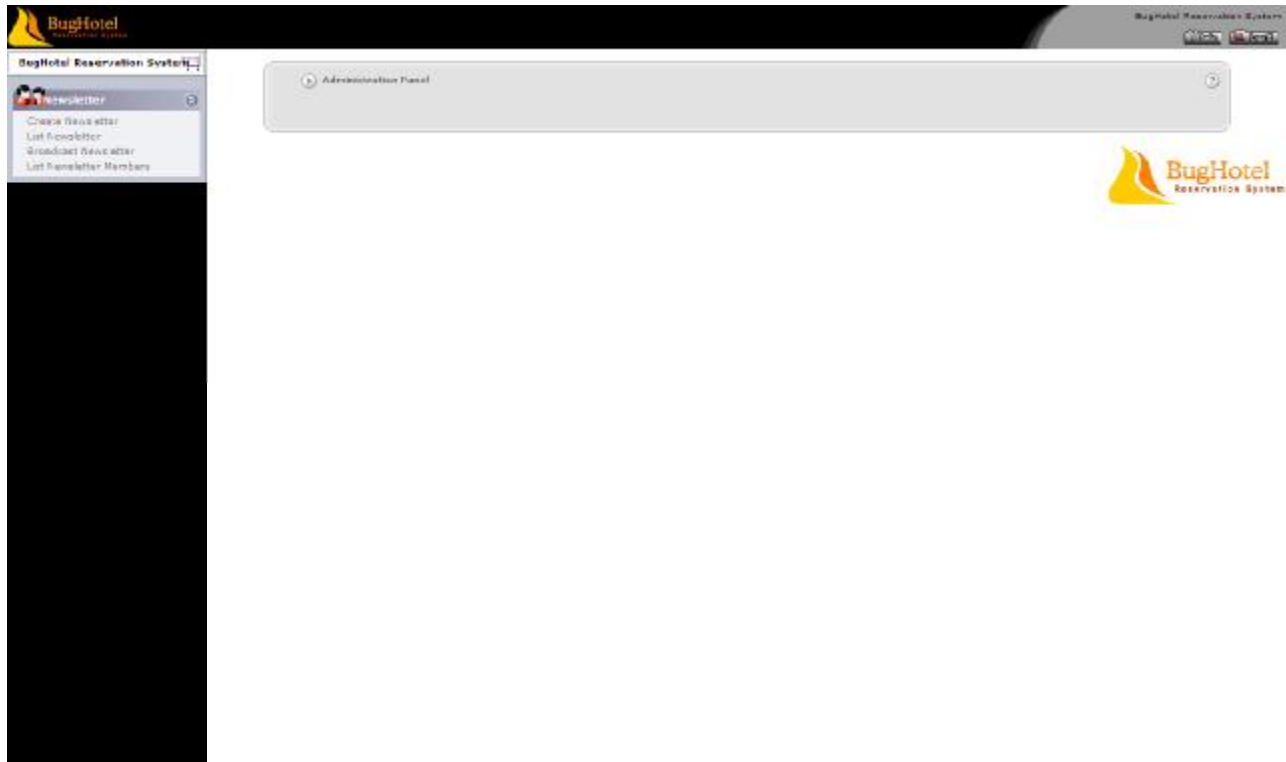
Writing a newsletter can be a very beneficial project for your business and thousands of businesses and organizations across the world use newsletters as marketing and communication tools to complement their external marketing efforts and strengthen their internal communications.

Newsletters can be broadcasted to registered members and also to the existing customers that have made reservations into your website.

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Once the log-in process is completed, the following screen is shown to user. All the options are available in the left navigation menu (Create Newsletter, List Newsletter, Broadcast Newsletter, List Broadcast Newsletter, etc...).





## 1. Newsletter

### 1.1 Create Newsletter

The option “Create Newsletter” available from the “Newsletter” menu is used to create new newsletters

A screenshot of a web application window titled "Create Newsletter". At the top, there is a text input field labeled "Newsletter name:" containing the text "Example Newsletter 2". Below this is a rich text editor area labeled "Body (HTML Format):" which contains the text "This is a example of newsletter in html format." The editor has a toolbar with various icons for text formatting and alignment. Below the HTML editor is a plain text area labeled "Body (Text Format):" containing the text "Example of newsletter in text format." At the bottom of the form are two buttons: "Submit" and "Reset".

Within the create newsletter form the following fields are available:

- “*Newsletter name*” – This field is used to input the name of the newsletter
- “*Body (HTML format)*” – This field is used to input the newsletter in HTML format
- “*Body (TEXT format)*” – This field is used to input the newsletter in Text format

The use of the Body HTML Format and Body TEXT format, is very simple, some Email or Webmail clients do not work with HTML format (Most modern windows do but some do not or they can be blocked) for that reason, it is possible to write a newsletter using both HTML and TEXT format, email clients always favor HTML but in some cases they don't support it, if that is the case the TEXT body format is used.

### 1.2 List Newsletter

“List Newsletter” is available from the “Newsletter” menu within extranet interface and it's used to list previous created newsletters.



The screenshot shows a web interface titled "List Newsletter". It features a table with two columns: "ID" and "Newsletter Name". The table contains two rows of data. Below the table, there is a status bar indicating "Newsletter 1 - 20 of 2 Show ( 1 )" and a "Delete selected" button.

ID	Newsletter Name
1	Example Newsletter 1
2	Example Newsletter 2

Within the “List Newsletter” form it’s possible to delete selected newsletter(s). To delete a newsletter, simple check the checkbox for the desired newsletter you want to delete and hit “Delete selected” from the bottom left “List newsletter” form.

### 1.3 Broadcast newsletter

This is the main option of this module, where you broadcast your newsletter.



The screenshot shows a web interface titled "Broadcast Newsletter". It contains four dropdown menus: "Newsletter name" (set to "Example Newsletter 1"), "Country" (set to "United States"), "Zone/State/Region" (set to "Florida"), and "City" (set to "None"). At the bottom, there are "Submit" and "Reset" buttons.

tin the “Broadcast newsletter” form you need to select the Newsletter you want to broadcast and set the criteria to broadcast to.

You can for example select and target the newsletter to a given country, for that, simple select the newsletter you want to broadcast, select the country you want to broadcast the newsletter to and leave the other fields to all.

You can filter the broadcasting of newsletters by Country, Zone/State/Region and City and customer category groups in order to make specific promotions to a country, state, city or customer category.

All the criteria’s drop down boxes is stored in the database; emails will then be sent using that criterion. One important thing to take in consideration is that due to the nature email broadcast the system does not immediately send the emails but rather used the cron engine/task job previously setup to send the emails. The reason for this is that it’s technically impossible to send that many emails using the browser interface.

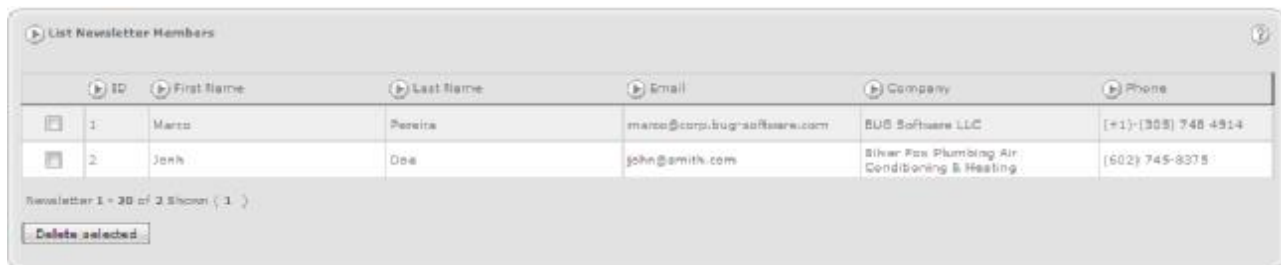


## 1.4 List Broadcast Newsletter

The List Broadcast Newsletter option lists all broadcast newsletters previously created and issued.

## 1.5 List Newsletter members

Within the “List Newsletter Members” form it’s possible to list and delete selected newsletter member(s). To delete a member, simple check the checkbox for the desired member you want to delete and hit “Delete selected” from the bottom left “List newsletter members” form.



These are not customers but rather opt-in members that joined your database.

## 2. Newsletter front end subscription module

The newsletter module can be installed in the front end reservation system and is used to provide opt-in support for your specials, newsletters, etc... these are not considered customer but rather users that did not made any reservations at all.

By default it will look like the image on the right.

**Newsletter**

Receive the best hotel deals to your favourite destinations!

\*Last Name:

\*First Name:

\*E-mail:

Phone:

Address:

City:

State:

Country:

Your e-mail will be used only for sending you special offers us. Your e-mail address is never shared or sold.



## 3. Automated email broadcasting

The file “script newsletter\_cron.php” needs to be run day or so in order for the emails to be sent automatically.

In Unix/Linux/FreeBSD usually cron is used to activate such task. Cron is a time-based job scheduler in Unix-like computer operating systems. 'Cron' is short for 'chronograph' and enables users to schedule jobs (commands or shell scripts) to run automatically at a certain time or date. It is commonly used to perform system maintenance or administration, though its general purpose nature means that it can be used for other purposes. Basically you will need to add the “newsletter\_cron.php” file from newsletter module directory and execute it in the Cron

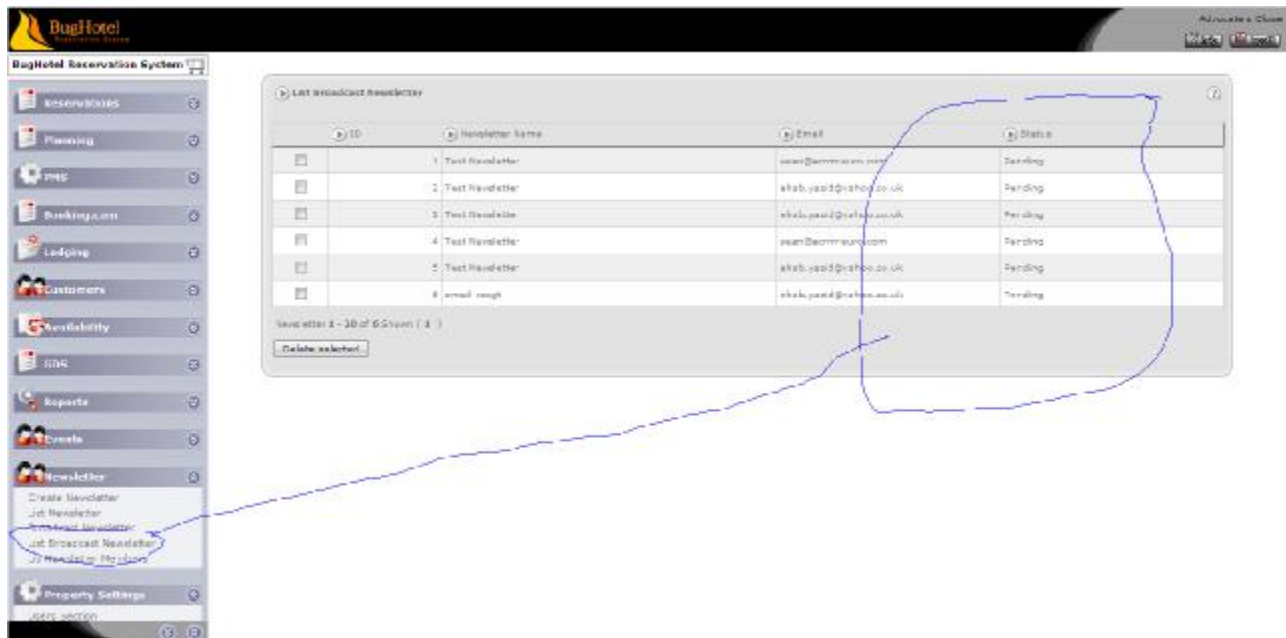
The following will broadcast existing emails at one minute past midnight each day.

```
1 0 * * * php /var/www/html/newsletter/newsletter_cron.php
```

The path /var/www/html/ usually needs to be changed to the place where the newsletter module was installed.

In a windows environment, the Windows Task Scheduler is used instead of the Linux Cron. Task Scheduler is a component of Microsoft Windows that provides the ability to schedule the launch of programs or scripts at pre-defined times or after specified time intervals.

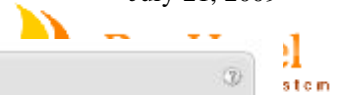
Once the newsletter\_cron.php is executed the system will send the emails to the designated destinations. In order to see if the newsletter has been sent you can use the “List Broadcast Newsletter” section to see the broadcasts in queue and the ones sent.



In the image above you can see the pending newsletters and their status. Basically all newsletters say “Pending”, this means that they haven’t started or failed to delivery.

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ID	Newsletter Name	Email	Status
<input type="checkbox"/>	1 Test Newsletter	swan@ecrm-euro.com	Sent
<input type="checkbox"/>	2 Test Newsletter	ehab.yazid@yahoo.co.uk	Pending
<input type="checkbox"/>	3 Test Newsletter	ehab.yazid@yahoo.co.uk	Pending
<input type="checkbox"/>	4 Test Newsletter	swan@ecrm-euro.com	Sent
<input type="checkbox"/>	5 Test Newsletter	ehab.yazid@yahoo.co.uk	Pending
<input type="checkbox"/>	6 email test	ehab.yazid@yahoo.co.uk	Pending

Newsletter 1 - 20 of 6 shown ( 3 )

Delete selected

Now in this “List Broadcast Newsletter” form you can see that several newsletters have been sent successfully. Just look at the “Status” column and you see some newsletter that say Pending and others that say Sent.