

HamptonGolf

JONAS CLUBHOUSE ONLINE TRAINING
EMAIL MARKETING

LOGGING IN/MEMBER VIEW:

1) Go to Club Member Website (Clubhouse Online)

- a. Login – this should be the credentials set up for Admin use

2) Once you login, this is the main view that Members/ Residents can see

- a. Member Central
 - i. *Calendar to look at events that are already scheduled*
 - ii. *From here you can go directly to Club Central by clicking manage events or create events*
 - iii. *Book a tee time*
- b. Member Directory
 - i. *View Members*

3) To access Club Central, go to the far right dropdown under your name and choose 'Switch to Club Central'

OPERATING CLUB CENTRAL:

1) Dashboard

- a. Email marketing, event management, document, importing files, tee times, etc.

2) Email Marketing

- a. Dashboard – shows recent campaign and growth summary
- b. Email campaigns – where you can view the campaigns that are scheduled and create new email campaigns
- c. Media Library – stores files
- d. Contacts – add or remove contacts, also view them
- e. Lists & segments – you won't need to touch these unless you are specifically making an email list apart from the ones already established
- f. Experiments, autoresponders, reports, workflow, etc are not frequently used

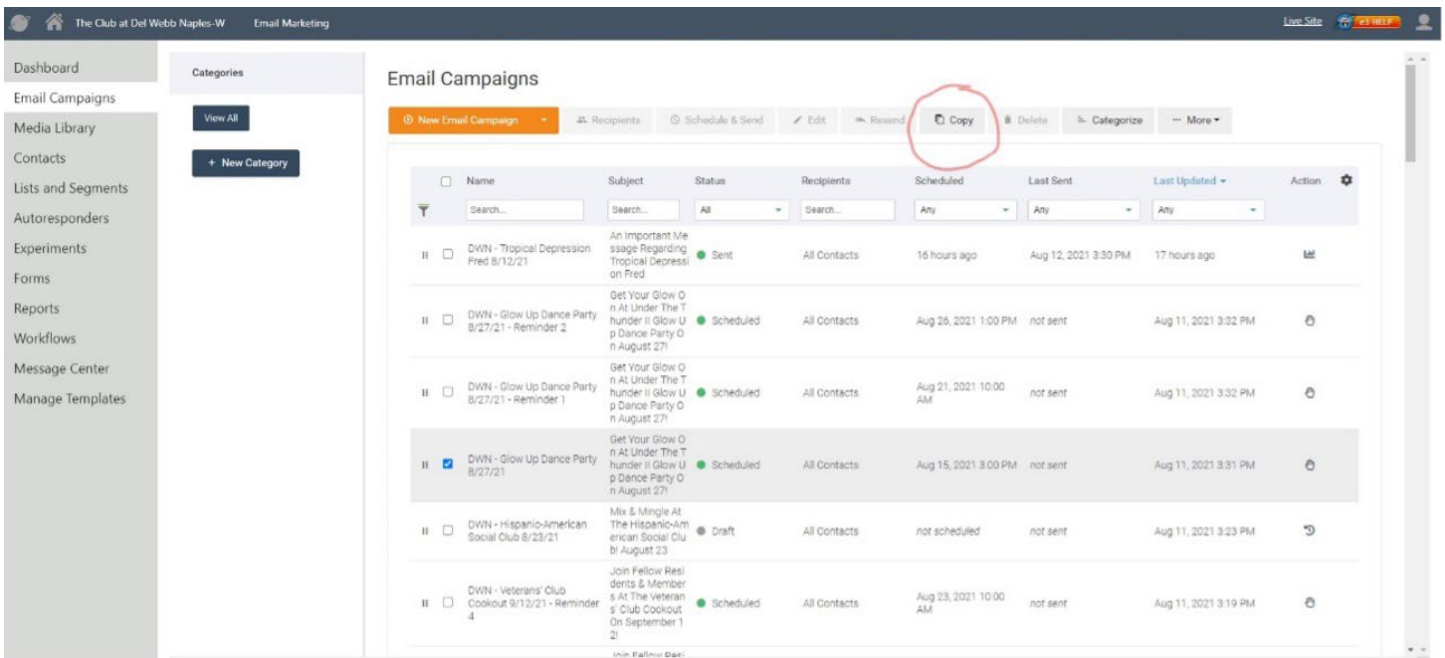
EMAIL MARKETING:

1) How to create an email campaign

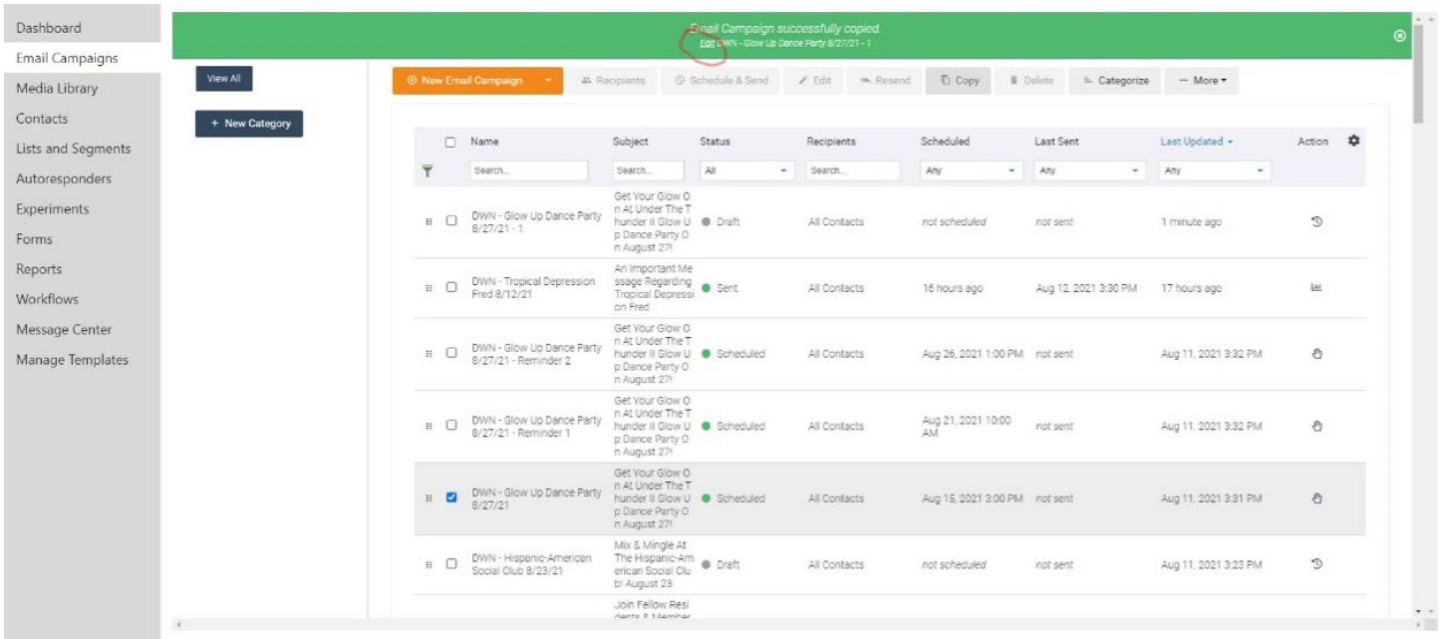
- a. There are templates from previous campaigns in place. Please use the corresponding template for the appropriate type of communication.
- b. Before creating an email, add your files to the Media Library
- c. To create an email campaign, click new email campaign
 - i. *Choose a template and build the campaign*
 - ii. *It is not suggested going this route when there are previous communications that can be copied*

2) Creating an email campaign with established template (this is the way we will do it)

- a. Click on a preexisting campaign that associates with the campaign to be developed and select copy
- b. The preexisting email and copied email will still be selected - make sure to deselect the preexisting email before editing your new email
- c. Once you choose the campaign, either click on it and click copy or you can check mark the box and click copy

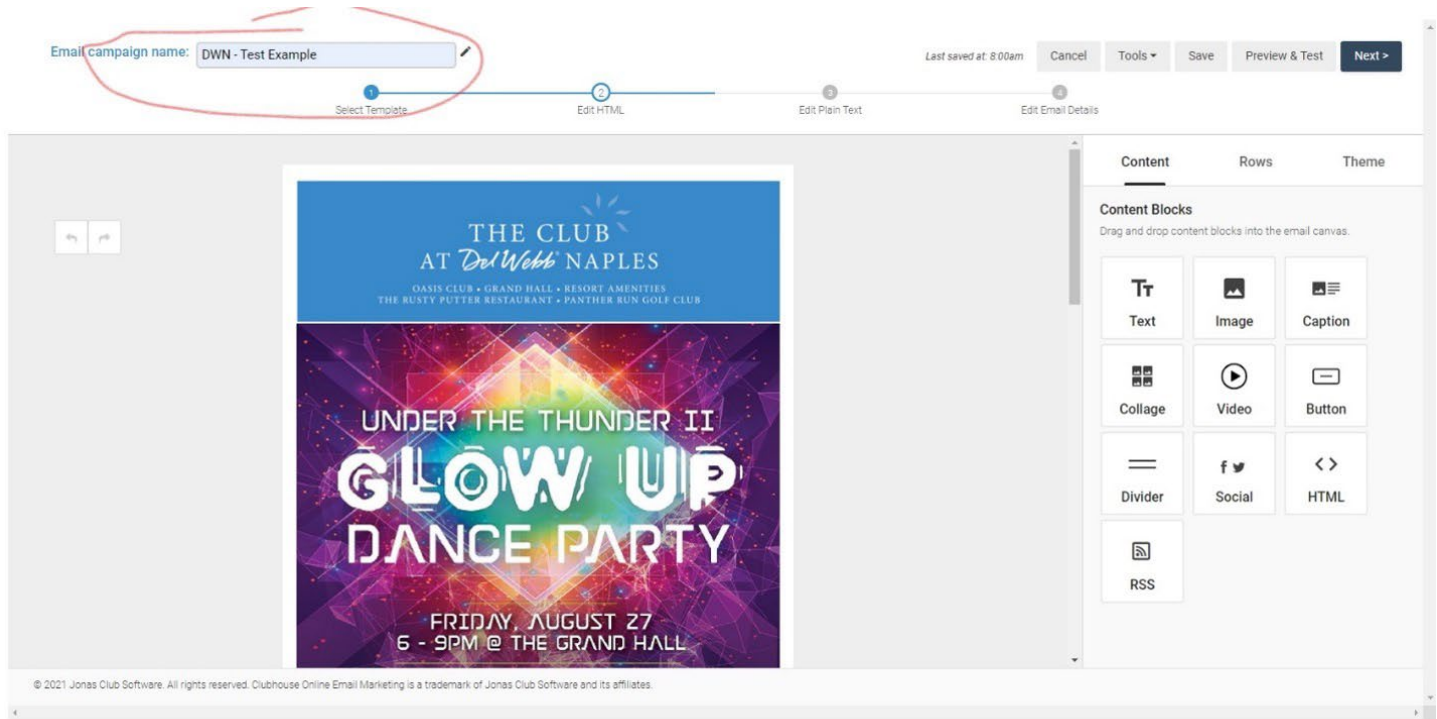


d. Next you will deselect your copied email and click edit on your new email



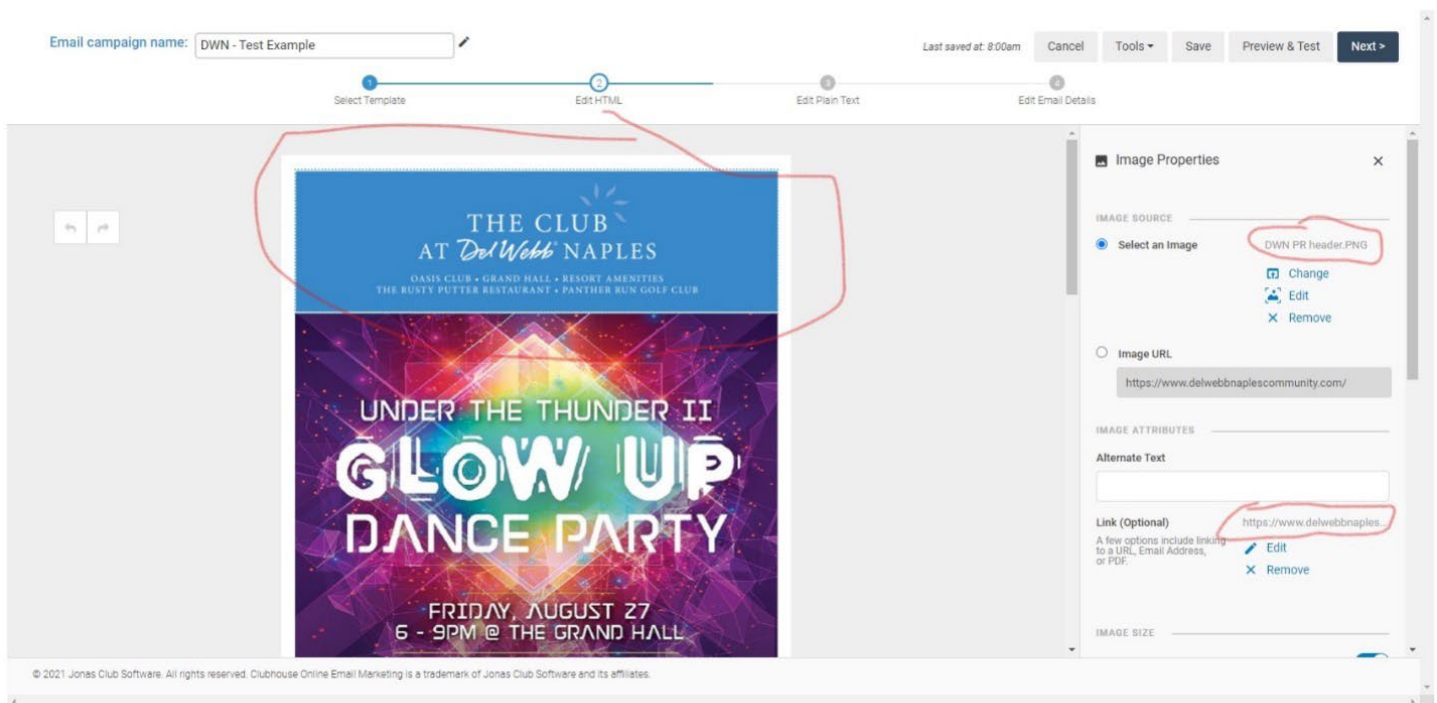
e. Rename the campaign (if it's a duplicate that just needs to be scheduled, the system will automatically add a - 1, - 2, etc. to the email)

ex: DWN - Bingo Night - mm/dd/yy



f. The header should be the Club header.

i. The image URL should be the website URL (either Club or Member website)



g. The body of the email

i. On the right you would choose Change image

1. Select upload then upload your jpeg

Email campaign name: Last saved at: 8:00am Cancel Tools Save Preview & Test Next >

Select Template Edit HTML Edit Plain Text Edit Email Details

AT Del Webb NAPLES
 OASIS CLUB • GRAND HALL • RESORT AMENITIES
 THE RUSTY PUTTER RESTAURANT • PANTHER RUN GOLF CLUB

**UNDER THE THUNDER II
 GLOW UP
 DANCE PARTY**

FRIDAY, AUGUST 27
 6 - 9PM @ THE GRAND HALL

Wear your brightest neon colors and grab your dancing shoes for a live music performance featuring Stevie J. Sealey. Light snacks will be provided. Bring your own mocktails and cocktails!

50/50 raffle and Best-Dressed Glow Up prizes to be awarded.




\$10 PER PERSON

© 2021 Jones Club Software. All rights reserved. Clubhouse Online Email Marketing is a trademark of Jones Club Software and its affiliates.

Select an image

My Files Create Folder

Search Files Search 20 files shown Upload

Name	Last Modified	Size	Type
 PR_DWN - Hispanic American So...	8/11/2021, 7:22:20 PM	157.7 KB	Image
 DWN - Glow Up Dance Party Aug ...	8/11/2021, 6:18:35 PM	187.9 KB	Image
 PR.DWN - Hispanic American Soc...	8/11/2021, 1:46:54 PM	155.1 KB	Image

Viewing 1-20 out of 47

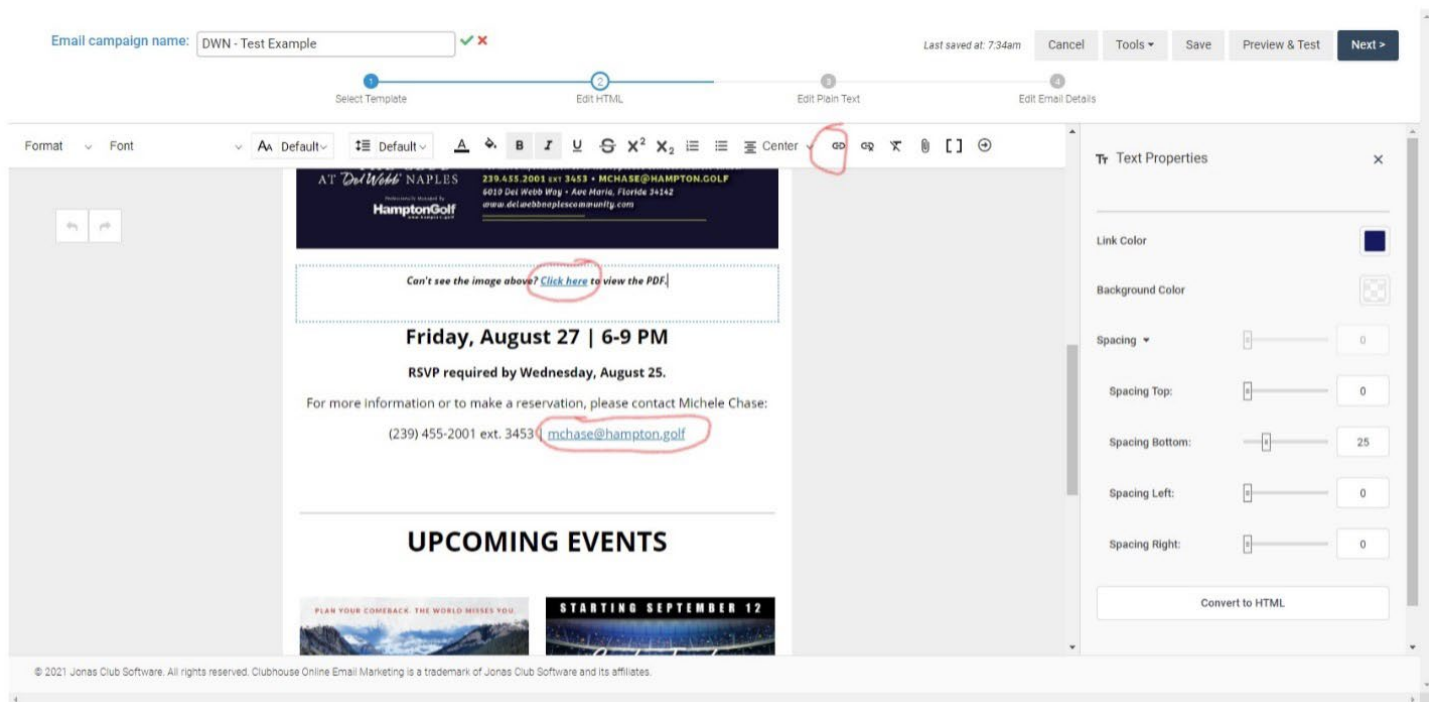
ii. Choose Link (optional) and click edit

1. This is where you would link it to the associated website.

iii. Under the body you would edit the "Click here to view the pdf"

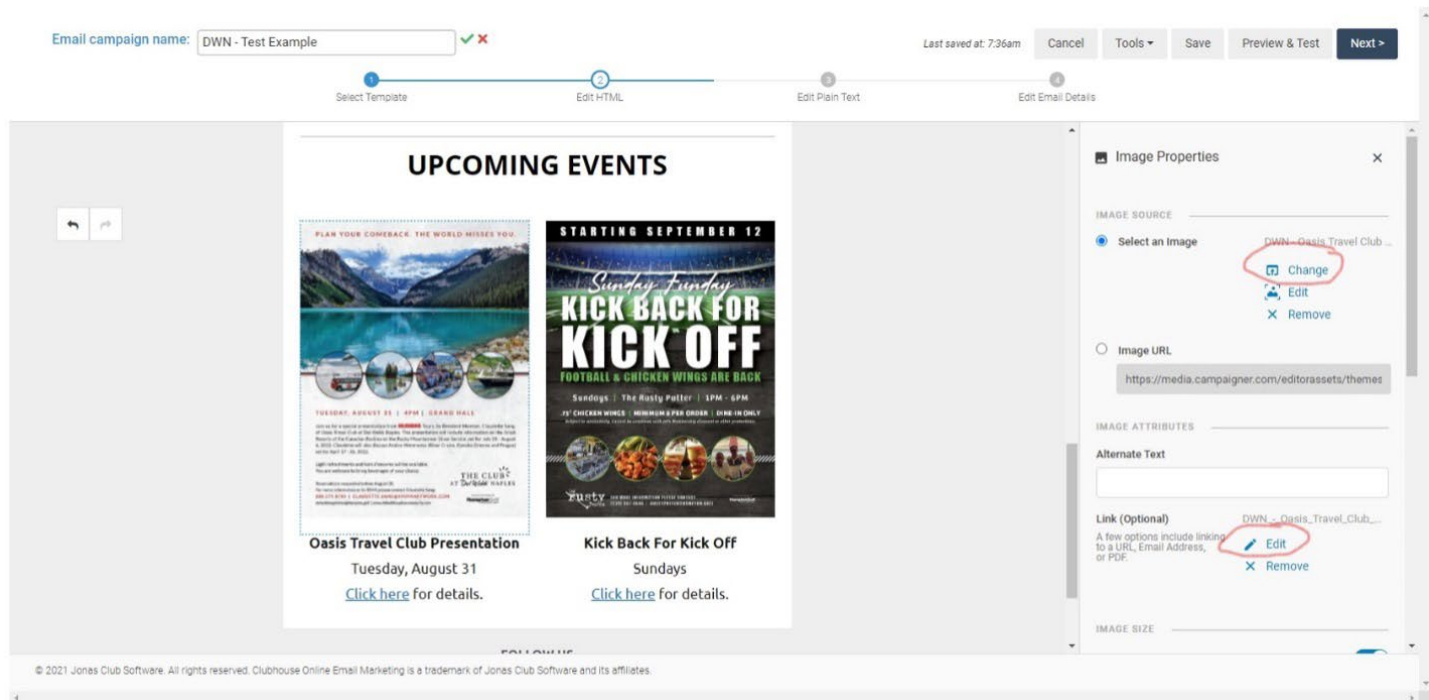
1. Highlight the click here and click the hyperlink button and click change file upload and upload the pdf you want to use.

iv. In the text area of the email, you will then add the date/ time of the event, RSVP info (hyperlink) and contact info (hyperlink email)



v. Under upcoming events

1. Click on image and edit and add jpeg then link to pdf



h. Once everything looks as you want it, click next 2 times

- i. There will potentially be a long HTML code after your first "click next", delete this and click next again
- i. The subject of the email
 - i. Choose a subject/ preheader
 - ii. Keep the from name and the from email the same
 - iii. Keep footer the same
 - iv. Click save draft

Email campaign name:

Cancel < Previous Preview & Test **Save Draft**

1 Select Template 2 Edit HTML 3 Edit Plain Text 4 Edit Email Details

Subject: * Indicates required Experiment

Merge Fields Emojis

Preheader: Experiment

Merge Fields Emojis

From Name: * Experiment

From Email: * Experiment

Reply to Email: Same as From Email:

Autoreply message: Do not respond

Reply Settings: Track email replies - replies will be redirected to the address once processed
 Do not track email replies - replies will be sent directly to the address
 This email campaign will be part of a workflow

More Options Hide

j. Proofing

i. Click preview and test

1. Use this section to proof your links - just click directly on the links to make sure they are linked properly

ii. Add your exact email address to the test email to test it (may show up in your junk email folder)

1. If you select another person's email, the preview will be sent directly to them (unlike SS)

iii. Close preview

Reply-to Email: info@hampton.golf
 Subject: Test Subject
 Preheader:
 Auto-Reply message: Do not send autoreply
 Type: Html and Plain text.
 Subscription Mgmt Forms: Default Subscription Form
 Categories:

Recipients: Select Recipients
 All Contacts

Schedule: Schedule & Send
 Schedule: None
 Delivery notification: Add Email Address

Tracked links: Edit Trackable Links...
 Tracked Links: Tracking 25 of 25 links

Social Sharing: Preview... Settings...
 Copy Link: Copy Link
 Facebook: Share
 Twitter: Tweet
 LinkedIn: Share

Preview & Test **Send Quick Test** Close Email Summary

Email Campaigns

Email campaign name: DWN - Glow Up Dance Party 8/27/21 - 1

Edit Close Preview

HTML code size: 22.52 KB
Estimated email size: 678.91 KB

Show 'background' images

Send test email(s) to:

All test contacts (1)

Specific address(es)

cclements@hampton.golf

Add instructions or a personal message

Send Test Check Email


Learn more about what to check

This preview is an approximation and may appear differently in various email client software. Please send test emails and review them in your email client software.

Preview - HTML email | Preview plain text email | Hide Campaign Header | Export Campaign | Printable version

To: Ashley Larsen <alarsen@hampton.golf>
From: Del Webb Naples
From Email: Info@hampton.golf
Subject: Test Subject
Preheader:

1 of 1 test contacts
 Use default merge field values



3) Scheduling an email

- Once you have received the proof and everything looks good, you will need to schedule the campaign
- If you want to schedule to a specific list other than all contacts, then choose select recipients and choose from one of the segmented lists already made: Golf Members or Social Members

Select Recipients for Email Campaign

X

Help

Name: DWN - Test Example

Select Recipients for Email Campaign

- All Contacts (1021)
- Mailing lists and/or segments:

Recipient Lists (0)

Exclusion Lists (0)

Show: All | Mailing Lists | Segments | Selected

Refresh

Search

Search

<input type="checkbox"/>	Name	Active Contacts	Type	Last updated
<input checked="" type="checkbox"/>	SOCIAL		Dynamic Segment	Jul 19, 2021 3:07 PM
<input checked="" type="checkbox"/>	GOLF		Dynamic Segment	Jul 19, 2021 3:06 PM
<input type="checkbox"/>	Contacts added in the last 30 days		Dynamic Segment	Dec 8, 2020 1:46 PM
<input type="checkbox"/>	Contacts added or updated today		Dynamic Segment	Dec 8, 2020 1:46 PM

4 records (0 selected)

The email campaign will not be sent until you choose to schedule and send it.

Cancel

Select

c. Click schedule and send

i. To schedule at a specific time, you will click start sending on this date and time and click the date and time you want it to be sent.

ii. Click schedule and send

Email Campaigns

Email campaign name: DWN - Glow Up Dance Party 8/27/21 - 1

Recipients | Schedule & Send | Edit | Resend | Copy | Delete | More

This email campaign is ready to be scheduled or sent. **Schedule & Send**

Status: Draft

From name: Del Webb Naples
From Email: info@hampton.golf
Reply-to Email: info@hampton.golf
Subject: Test Subject
Preheader:
Auto-Reply message: Do not send autoreply
Type: Html and Plain text
Subscription Mgmt Forms: Default Subscription Form
Categories:

Recipients: All Contacts | Select Recipients

Schedule: Schedule: None | Delivery notification: Add Email Address

Schedule & Send Email Campaign

Campaign Name: DWN - Glow Up Dance Party 8/27/21 - 1

Schedule: Send one time
 Recurring Schedule: Daily

Start sending: On this date and time | Aug 13, 2021 7:41 AM

Calendar view for August 2021:

	S	M	T	W	T	F	S
31	25	26	27	28	29	30	31
32	1	2	3	4	5	6	7
33	8	9	10	11	12	13	14
34	15	16	17	18	19	20	21
35	22	23	24	25	26	27	28
36	29	30	31	1	2	3	4

When this email campaign is sent by email at alarsen@hampton.golf

Cancel | **Schedule & Send**

VIEWING THE EMAIL CAMPAIGN CALENDAR:

1) Unfortunately, it does not show in a calendar format. Campaigns are shown in a vertical list format.

2) You can change the calendar list to ascending/descending by clicking the names of the categories (scheduled, last updated, sent, etc.).

a. Click twice to get to descending - all recurring emails will show up at the top

3) Looking at the email campaign calendar, you can see when it is scheduled, who it is scheduled to, when it was last updated as well as the action that it is on.

a. The hand means stop sending, the clock means schedule and send, and the chart symbol means it has already sent and you can view the report