

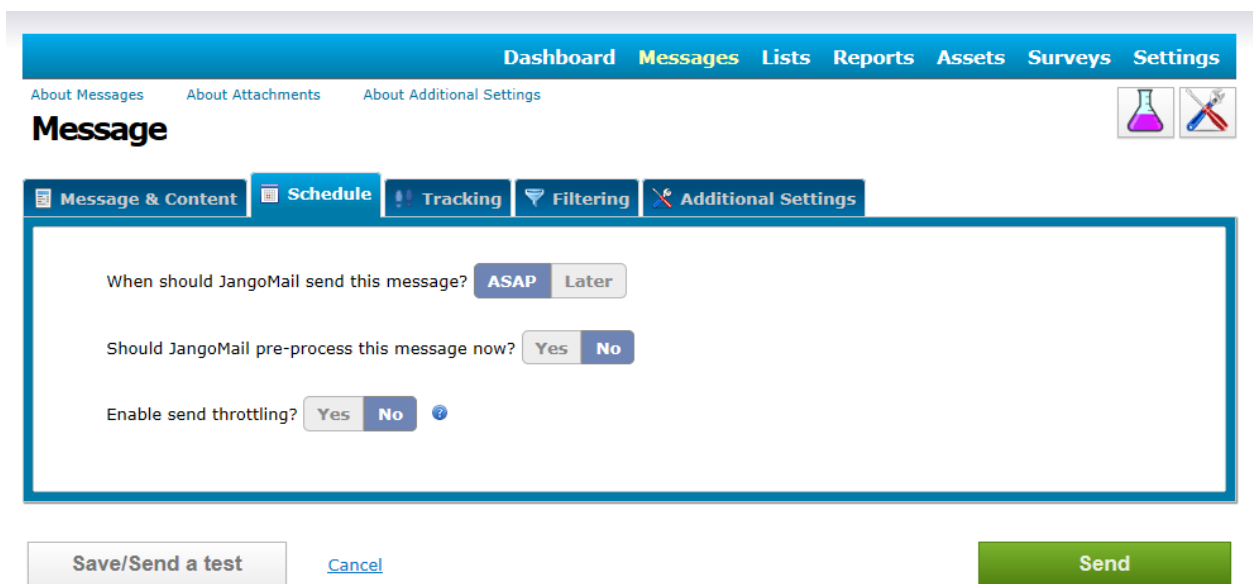
JangoMail Tutorial

Scheduled and Event-Driven Mass Emails

JangoMail has powerful email scheduling abilities. When you send a mass email through JangoMail, the email can be sent:

1. Immediately
2. Later on, at a specific date and time
3. At regularly scheduled or event-driven intervals, like every day at 9 AM for example, or after an order is placed on your web site

On the **Messages** page where you compose your mass email, there is a **Schedule** tab. It looks like this:



The screenshot shows the JangoMail interface for composing a message. At the top, there is a navigation bar with tabs for Dashboard, Messages, Lists, Reports, Assets, Surveys, and Settings. Below this, there are sub-tabs for About Messages, About Attachments, and About Additional Settings. The main heading is 'Message', followed by a sub-tab bar with Message & Content, Schedule, Tracking, Filtering, and Additional Settings. The 'Schedule' tab is active, showing three settings: 'When should JangoMail send this message?' with 'ASAP' selected and 'Later' as an option; 'Should JangoMail pre-process this message now?' with 'Yes' selected and 'No' as an option; and 'Enable send throttling?' with 'Yes' selected and 'No' as an option. At the bottom, there are three buttons: 'Save/Send a test', 'Cancel', and 'Send'.

When composing a blank email from scratch, **ASAP** is selected by default.

Sending the Email at a Later Date and Time

If you would like to have the email sent later, and only at a specific date and time, follow these simple steps:

1. Select the **Later** button.

2. Enter in the date and time. Be sure to specify a full date and time in the format mm/dd/yy hh:mm AM/PM. For example, if you want the message sent at noon on the last day of the year 2003, you would enter:

12/31/2003 12:00 PM

Also note that all times are specified in Eastern Standard Time, also known as New York time.

Setting the Email to Automatically Send on a Recurring Basis

There are situations where it may be beneficial to schedule a mass email to be sent on a recurring basis. Examples of these situations include:

1. You own an apartment building, and you want to send a mass email to all of your tenants on the 20th of every month reminding them to pay their rent.
2. You have a web site where you sell your product. You have a form on your web site for prospective customers to demo your product. Every day at 2 PM you would like an email sent to all prospective customers from the last 24 hours thanking them for their interest and informing them that a rep will be calling them shortly. This is also referred to as an event-driven email.
3. You are the webmaster for an online news web site. Every day you want the day's top news headlines emailed to all of your subscribers.

All of these situations are handled elegantly with JangoMail's recurring scheduling feature.

Setting the recurring schedule

1. First you must compose an email and save it. A message automatically saves when you send it.
2. Navigate to the **Settings** tab and click the edit icon next to **Recurring Messages** under **Sending and Receiving**.

Dashboard Messages Lists Reports Assets Surveys **Settings**

About Settings

- ▶ **Authoring**
- ▶ **List Management**
- ▶ **Reply Management**
- ▼ **Sending and Receiving**
 - About Sending and Receiving
 - DomainKeys / DKIM ✔ (1 keypairs enabled.)
 - Externally Launched Emails (Set options for sending messages from outside JangoMail)
 - Notification Events (Specify what events trigger automatic notifications to you)
 - Required Recipients ✔ ()
 - Recurring Messages ✔ (2 messages defined)
 - Smart Hosts (advanced) ✘ (0 Smart Hosts)
 - Subscription Request Handling ✔ (Default list is Customers)
 - Triggers ✔ (5 triggers defined)
 - RSS Feeds ✔ 2 RSS feeds defined

3. In the popup window, select **Add New Item**.

Welcome back, Jane Dough (BrownieKitchen)

Settings/Recurring Messages

About Recurring messages

Recurring Messages Search:

+ Add New Item + Add New Item

Subject	Description	Start	End	Frequency	Status	Created	Operations
Bring Brownies to the Office		5/31/2011 2:00:00 AM	May 13 2011 1:00AM	3 weeks	✘	4/29/2011 6:45:47 PM	▶ 📄 ✘
Bring Brownies to the Office		5/29/2011 4:00:00 AM	Apr 27 2011 4:00AM	1 days	✘	4/27/2011 3:25:01 PM	▶ 📄 ✘

+ Add New Item

Showing 1 to 2 of 2 entries

[Cancel](#)

4. Fill out your preferences for your recurring email.

Settings/Recurring Messages / Add a Schedule
About Adding or Editing a Recurring Message

Message to recur: Hot %%FavoriteCookie%% Cookies! (P) ?

Friendly Description: Order Followup ?

Send first email on: 02/15/12 ? 1200 ?

Then send every: 1 ? Minutes Hours Days Weeks Months ?

Don't send after: ? 00:00 ?

[Cancel](#)

Determining who the recipients will be when a recurring email is sent

There are situations where you may want the recurring mass email to go out to the same recipients every time (like in the apartment rent example), and there are situations you may want the recurring mass email to go out to different recipients every time (like in example 2, with the web site form).

The following general principles apply when scheduling a recurring mass email:

1. If you are sending to one or more Lists, then every time the email is sent, it will go to everybody that is a member of the List at the time the email is sent.
2. If you are filtering a List (for example, just the List members that have joined in the last week), then you have the option of setting JangoMail to send to those same recipients every time, or having JangoMail re-query your List for you prior to each email being sent.
3. If you are sending to recipients pulled from a web database, then you have the option of setting JangoMail to send to those same recipients every time, or having JangoMail re-query your web database for you prior to each email being sent.

When you schedule an email to send later, the **Schedule** tab of the Message section will have one extra option in it: **Get fresh data before sending?**

Message



Message & Content | **Schedule** | Tracking | Filtering | Additional Settings

When should JangoMail send this message?

Send at this date and time:

Get fresh data before sending?

Should JangoMail pre-process this message now?

Enable send throttling?

[Cancel](#)

If this tab is selected, then the List or web database will be queried for the appropriate recipients each time the email is sent on the recurring schedule. This is useful for event-driven situations.

If the box is left unchecked, then the recipients pulled before arriving at this page will always be the recipients each time the email is sent on the recurring schedule.

Managing Your Recurring Schedules after Composing the Email

You can fully manage your recurring mass email schedules under **Settings** → **Sending and Receiving** → **Recurring Messages**. You can add, edit, pause, and delete recurring mass email schedules from this section.