

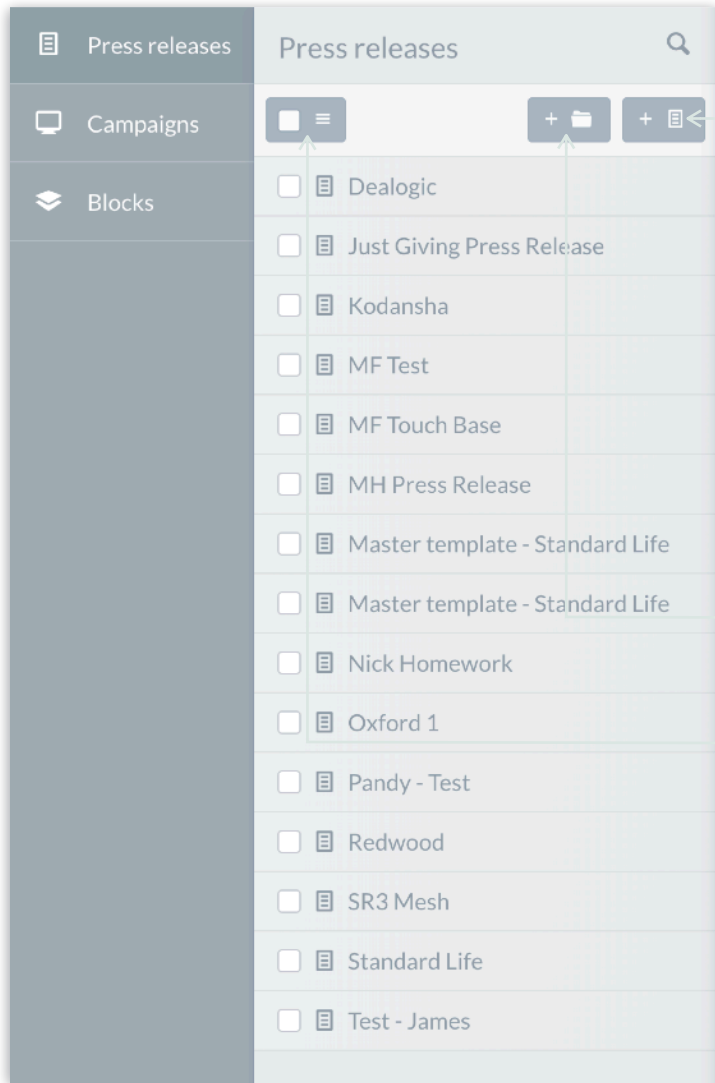
Roxhill Media Distribution

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Press Releases

Press Releases Navigation



Our Distribution is broken down into three sections which can be accessed via the navigation on the left:

Press Releases where you can design the email

Campaigns where you can create and manage your list of recipients

Blocks where you can create templates, eg. logos and signatures to be reused in different press releases

Add a **new press release** within the selected folder.

Add a **new folder** to group related items.

Use to delete press releases or move them into a folder.

Press Releases

Press Releases Landing Page

The screenshot shows the 'Press releases' landing page. At the top is a dark navigation bar with a logo 'R', links for 'Streams', 'Lists', 'Search', and 'Distribution', and buttons for 'Log in as', 'Log out', and 'Help & feedback'. A search bar on the right says 'Find it quickly'. Below the navigation bar is a sidebar with a 'Press releases' header and a list of items: 'Deallogic', 'Just Giving Press Release', 'Kodansha', 'MF Test', 'MF Touch Base', and 'MH Press Release'. The main content area is divided into two columns: 'Recently created' and 'Recently edited'. Each column contains a table of press releases with links to the release, the author's name, and the creation and update dates.

Recently created	Recently edited
Nick Homework Nick Payne Created: Mon Jul 2nd 2018 Updated: Mon Jul 2nd 2018	Nick Homework Nick Payne Created: Mon Jul 2nd 2018 Updated: Mon Jul 2nd 2018
Pandy - Test Pandora Fowles Created: Wed Jun 27th 2018 Updated: Wed Jun 27th 2018	Standard Life Barbara Villa Created: Thu Nov 9th 2017 Updated: Fri Jun 29th 2018
MF Touch Base Martine Fisch Created: Tue Jun 26th 2018 Updated: Fri Jun 29th 2018	Redwood Nick Payne Created: Tue Mar 13th 2018 Updated: Fri Jun 29th 2018
MF Test Martine Fisch Created: Mon Jun 25th 2018 Updated: Mon Jun 25th 2018	MF Touch Base Martine Fisch Created: Tue Jun 26th 2018 Updated: Fri Jun 29th 2018
Master template - Standard Life	Pandy - Test

The default view displays a list of your **most recently created** and **most recently edited** press releases.

Press Releases

Customising Your Messages

The screenshot shows an email editor interface for a message titled "Roxhill Press Release". The interface is split into two main panels: "Edit" on the left and "Preview" on the right. At the top right, there are three buttons: "DELETE", "DUPLICATE", and "SAVE". The "Edit" panel contains three sections: "Email subject" with a text input field, "Header" with a "Clear" button, a "Paste from Word" button, and a "Choose block" dropdown; "Body" with similar controls; and "Footer" with similar controls. At the bottom of the "Edit" panel is a "Media 0" section with a plus icon and the text "Drag and drop or browse files.". The "Preview" panel shows a live view of the email content, including the subject line and the body text. A "Send preview" button is located at the top right of the "Preview" panel. The interface is clean and modern, with a light gray background and white text.

Main actions allow you to edit the name, Save, Delete and Duplicate.

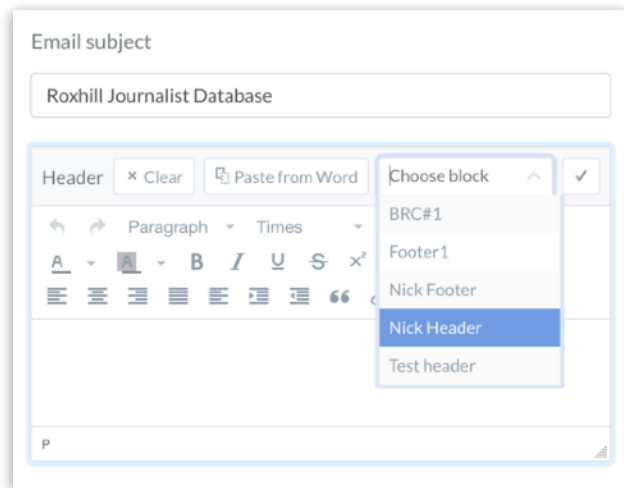
The **Edit** panel enables all amendments to the email design and content.

The **Preview** pane shows a live view of changes made to the current press release.

Upload **images and documents** to the media tray to be embedded or linked to the email.

Press Releases

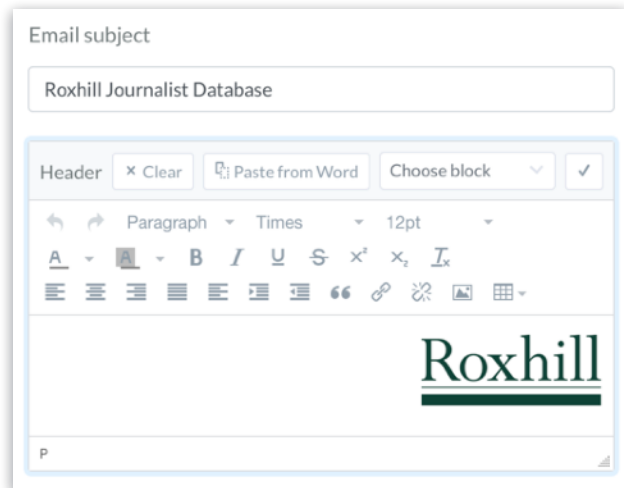
Editing Email Content



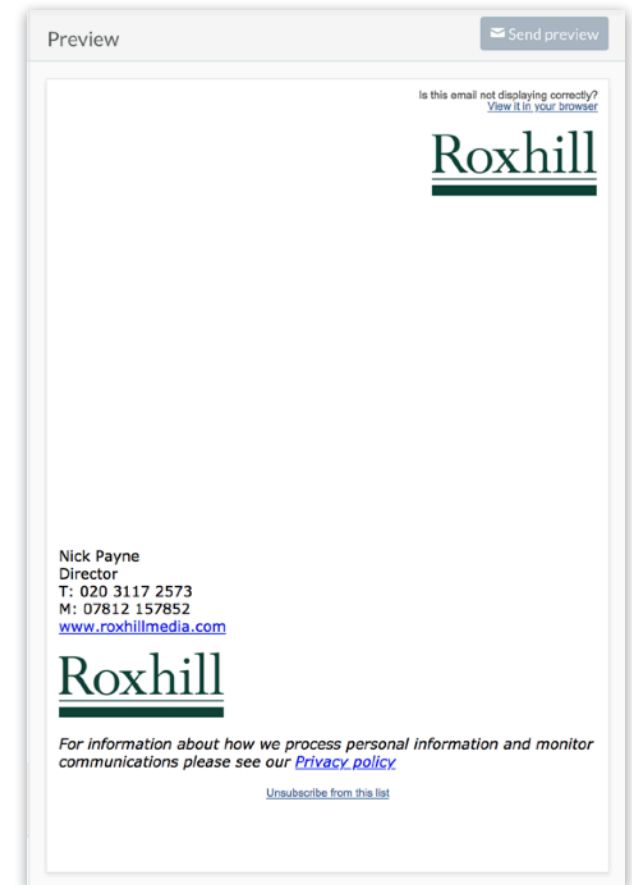
Enter the email subject.

Amend the header and footer, either using Blocks or individually.

Tip: Blocks are customisable templates, or building blocks, which can be reused across multiple press releases, eg. signatures, company logos, addresses, etc.

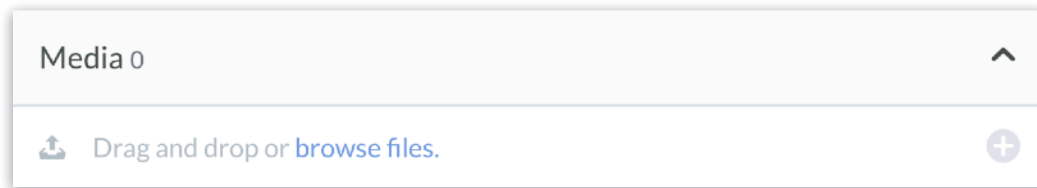


Once a Block is selected, the header appears in the email design.



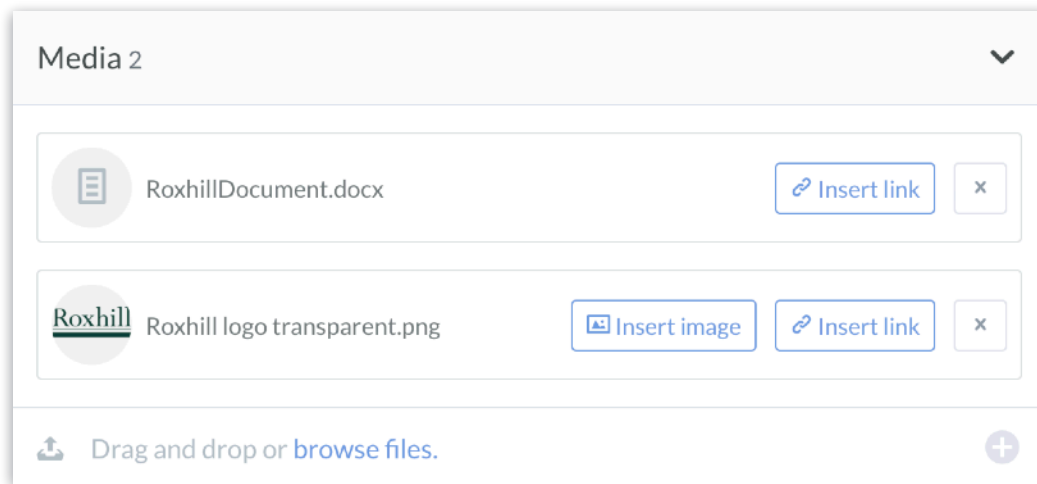
Press Releases

Uploading Images



Before adding media, the media tray displays as empty.

You can browse files on your computer or simply drag and drop directly from the folder.



Once the progress bar has reached the maximum, the uploaded media displays in the tray.

There are two types of media - documents and images.

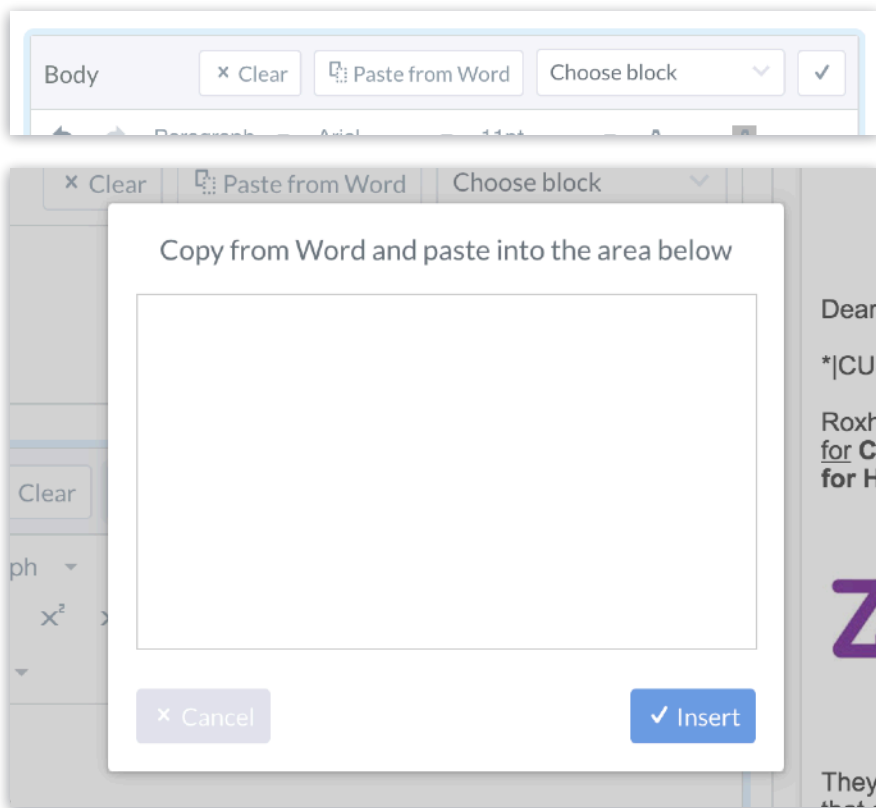
You can embed images into the email body as well as a hyperlink to the image but documents can only be linked to. This is to save on file size.

Press Releases

Tips for Editing Content

Copy & Paste from Word

The button allows you to paste your content from Word, retaining the formatting.



Custom Messages

Each email is sent out individually. As such, your press release can be personalised using syntax which will replace the syntax with any text specified in the Campaigns section.

The syntax options are as follows:

First name: `*|FNAME|*`

Last name: `*|LNAME|*`

Salutation: `*|SALUTATION|*`

Custom message: `*|CUSTOMMESS|*`

Recipient email address: `*|EMAIL|*`

Date: `*|DATE:d/m/y|*`

To use, simply copy the syntax into the press release where you want it to display.

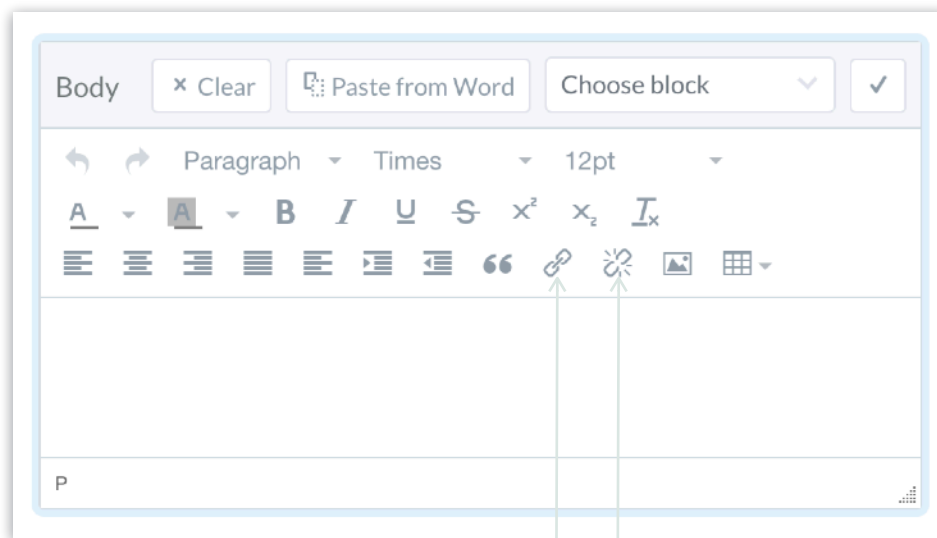
Please note that you can add custom sentences which are described [here](#).

Press Releases

Tips for Editing Content

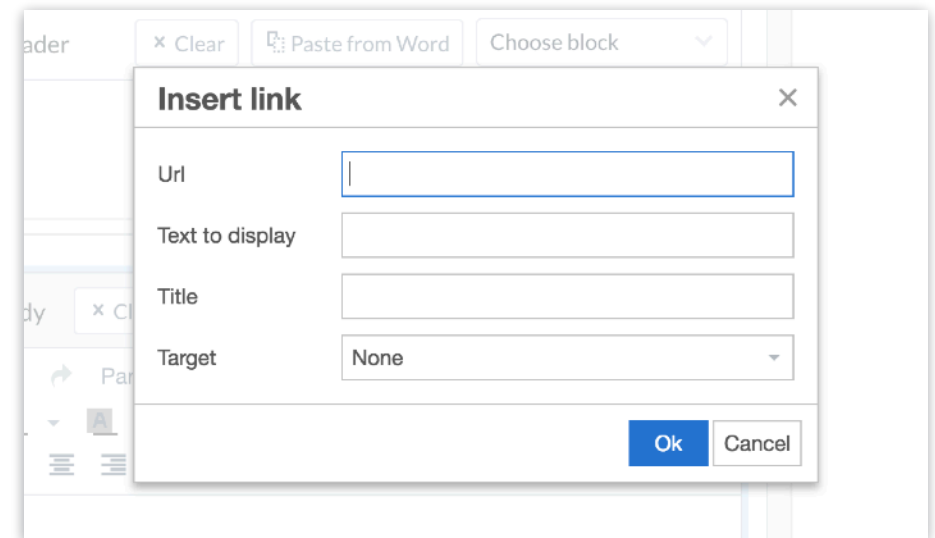
Insert a hyperlink

Select the [Insert Link] button to display a modal where you can paste the **URL**. You can also type the text that you want the hyperlink to **display**, add a **title** and select how the link will open in the browser window (**target**).



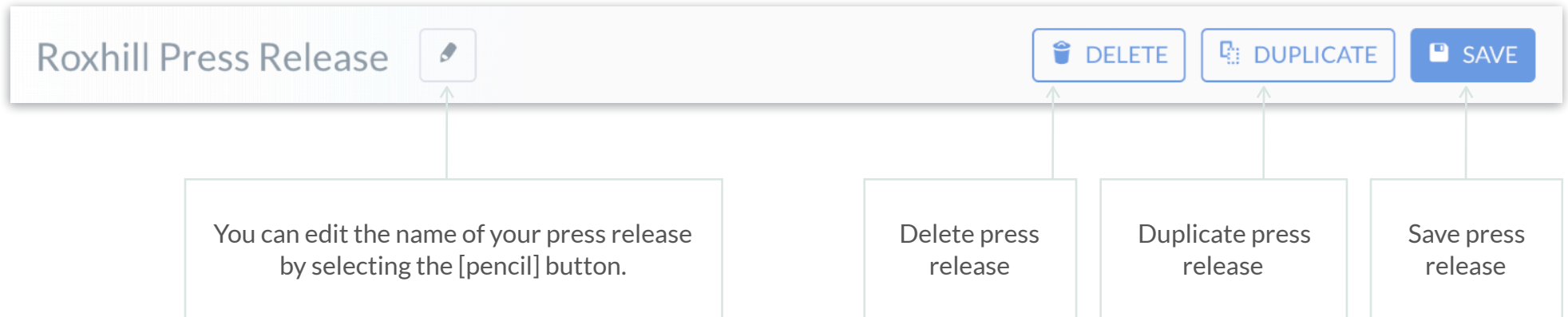
Insert / Edit Link

Remove Link



Press Releases

Main Actions - Edit, Save, Duplicate & Delete



Duplicate

To duplicate a press release, click the  **DUPLICATE** button.

Once you have selected this, a new item will appear in the left navigation under the press release you have duplicated.

This item can then be renamed.



Press Releases

Preview Send

To send a preview to your email address, click the [Send preview] button.

as

Log out

Help

Send preview

Send

example@email.com

+

Add custom email

Enter any email

Add

Team members

tony@email.com

+

claire@email.com

+

neil@email.com

+

rebecca@email.com

+

chris@email.com

+

pg@email.com

+

daved@email.com

+

phil@email.com

+

verification.user@roxhillmedia.com

+

A list of added email addresses is shown, which can be added as recipients for the preview.

You can select several email addresses.

example@email.com

+

exampleemail@gmail.com

+

myemail@yahoo.com

+

Type into the email address form field to add custom email addresses.

Add custom email

Enter any email

Add

Or you can add recipients from a list of team members below.

Team members

tony@email.com

+

claire@email.com

+

neil@email.com

+

rebecca@email.com

+

Campaigns

Campaigns Landing Page

Streams **Lists** **Search** **Distribution** [Log in as](#) [Log out](#) [Help & feedback](#)

Press releases **Campaigns** **Blocks**

MF Campaigns **Sent** **Test Campaigns** **MF test**

NEW CAMPAIGN

Recently created	Recently edited	Recently scheduled	Recently sent
Nick P Nick Payne Created: Fri Jun 29th 2018 Edited: Mon Jul 2nd 2018 No recipients	MF test Martine Fisch Created: Thu Jun 21st 2018 Edited: Mon Jul 2nd 2018 No recipients		Nick Monday Pandora Fowles Created: Mon Jul 2nd 2018 Edited: Mon Jul 2nd 2018 No recipients
Test - Pand Pandora Fowles Created: Wed Jun 27th 2018 Edited: Mon Jul 2nd 2018 No recipients	MH List Nick Payne Created: Wed Mar 28th 2018 Edited: Mon Jul 2nd 2018 No recipients		NP Homework Test Nick Payne Created: Mon Jul 2nd 2018 Edited: Mon Jul 2nd 2018 No recipients
Roxhill Test 2 Martine Fisch Created: Thu Jun 21st 2018 Edited: Mon Jul 2nd 2018 No recipients	test Pandora Fowles Created: Fri Jun 8th 2018 Edited: Mon Jul 2nd 2018 No recipients		MF Touch Base 02/07/18 Martine Fisch Created: Mon Jul 2nd 2018 Edited: Mon Jul 2nd 2018 No recipients
MF test Martine Fisch Created: Thu Jun 21st 2018 No recipients	Test - Pand Pandora Fowles Created: Wed Jun 27th 2018 No recipients		MF Touch Base 29/06/18 Martine Fisch Created: Fri Jun 29th 2018 No recipients

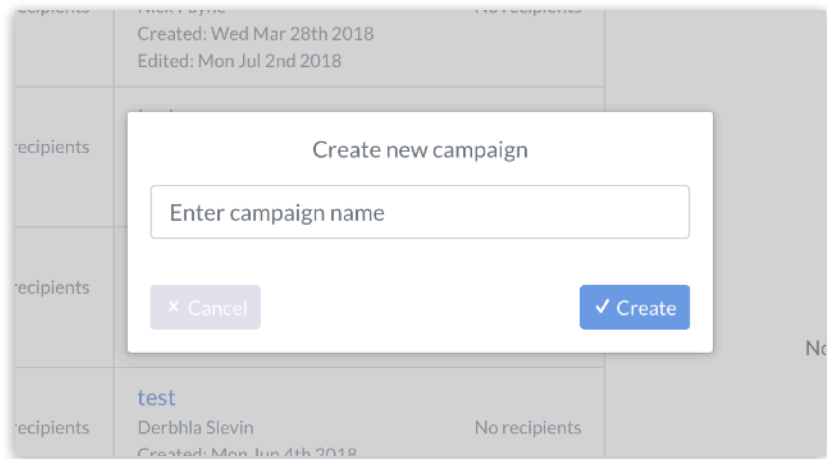
Campaigns
tab

Recently scheduled
campaigns are
campaigns which have
been instructed to be
sent at a later date.

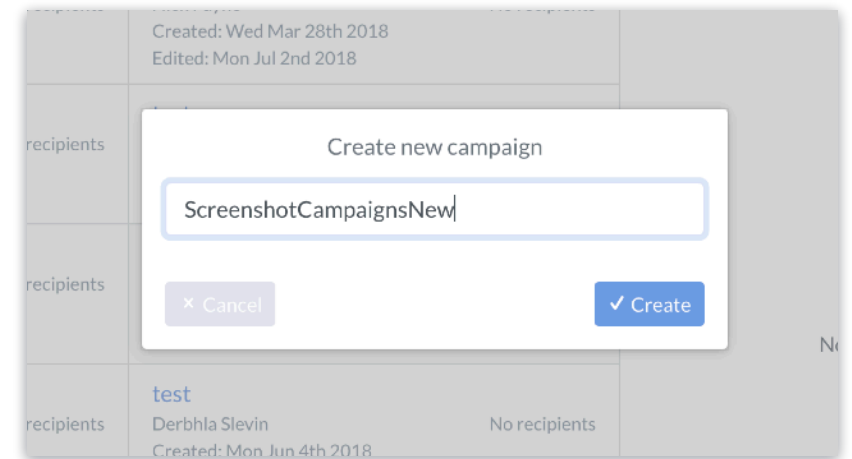
Campaigns

New Campaign

To create a new campaign, either select  or 



The screenshot shows a modal dialog titled "Create new campaign" overlaid on a blurred background of a campaign list. The dialog contains a text input field with the placeholder text "Enter campaign name". Below the input field are two buttons: a "Cancel" button with a close icon and a "Create" button with a checkmark icon.



This screenshot is identical to the previous one, but the text input field now contains the text "ScreenshotCampaignsNew".

Enter the name of your campaign into the 'Enter campaign name' field and click the  button.

Campaigns

Adding Recipients

There are three ways to add contacts to your recipients list (in combination).

The screenshot shows the 'My Campaign (Roxhill)' interface. At the top, there's a header with the campaign name and a 'DELETE' button. Below the header, a message states: 'You can add recipients from a list, by name, or add your own contacts below.' followed by a counter '0'. There are three main sections for adding recipients:

- Add journalists from lists:** Includes a '+ Choose list' button and a dropdown arrow.
- Add journalists by name:** Includes a '+ Choose journalists' button and a dropdown arrow.
- Add your own recipients:** Includes a '+ Add recipient' button and a dropdown arrow.

At the bottom, there is a form with four input fields: 'Email address' (with an icon), 'Salutation', 'First name', and 'Last name'. To the right of these fields is a '+ Add' button.

You can add **all journalists** within a list and select multiple lists. You can select or deselect individual journalists from each list.

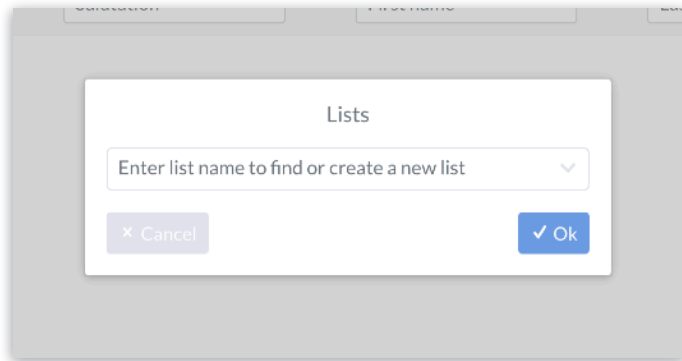
You can search for any journalist by name.

You can add any recipients not on Roxhill, providing you have their email address, salutation, first and last names.

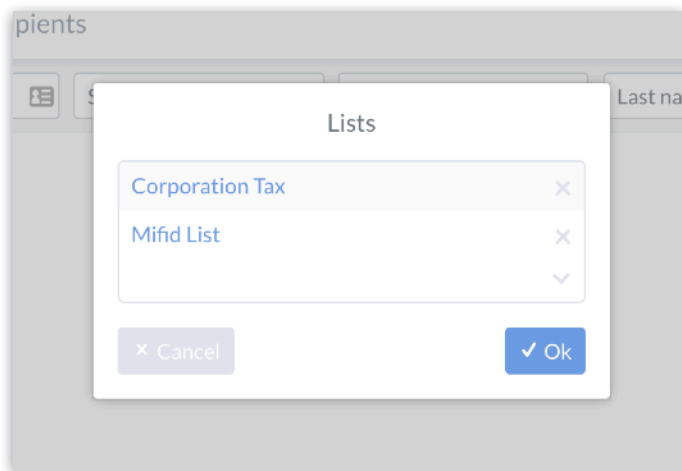
Note: Any journalists marked up with a GDPR status of 'rejected' will be automatically excluded from your campaign, if added via a List.

Campaigns

Add journalists from list



You can select a list from the dropdown or search by name.



It is possible to add multiple lists.

List name

Journalist names within lists

Total number of added recipients

You can add recipients from a list, by name, or add your own contacts below. 151

Add journalists from lists (151) Choose list

Mifid List (41)		x
Alex Hamilton	alexanderh@ibsintelligence.com	Custom message x
Amanda Newman	amanda.newmansmith@centaurmedia.com	Custom message x
Andrew Delaney	andrew@a-teamgroup.com	Custom message x
Anna Irrera	anna.irrera@thomsonreuters.com	Custom message x
Ben Wright	ben.wright@telegraph.co.uk	Custom message x
Caroline Wheeler	caroline.wheeler@sunday-times.co.uk	Custom message x

Optional: add a custom message per recipient, which is displayed when you enter `*|CUSTOMMESS|*` into your press release.

You can find more details on [page 8](#).

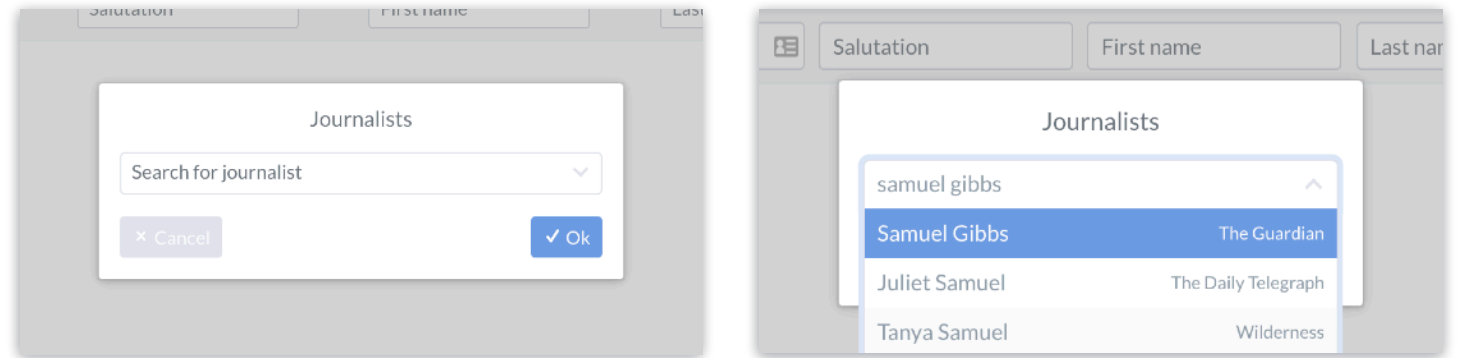
Remove an entire list or each journalist individually

Campaigns

Add journalists individually

You can search for journalists by name in the search box.

Once selected, the journalist is added to your list of recipients.

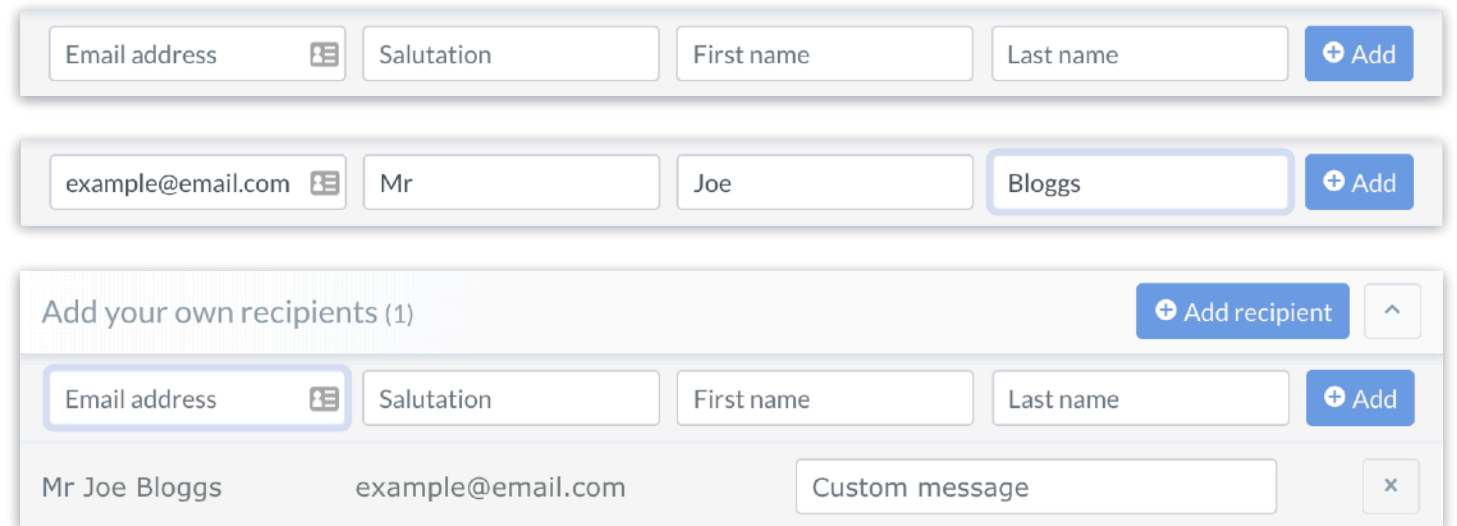


The image shows two screenshots of a 'Journalists' search dialog. The left screenshot shows the search box with the text 'Search for journalist'. The right screenshot shows the search results list with 'Samuel Gibbs' selected, and other results like 'Juliet Samuel' and 'Tanya Samuel'.

Add your own recipients

You can add your own recipient by adding email address, salutation, first and last names.

Once added, a new line is created and the email address box becomes the focus to add the next.



The image shows three screenshots of the 'Add your own recipients' form. The first screenshot shows the form with fields for Email address, Salutation, First name, and Last name. The second screenshot shows the form with the email address 'example@email.com' and salutation 'Mr' entered. The third screenshot shows the form with the recipient 'Mr Joe Bloggs' added to the list, and the email address 'example@email.com' entered.

Campaigns

Email Campaign Details

Details

From name

Joe Bloggs

From email

verification.user@roxhillmedia.com X v

Press release

Roxhill Press Release X v

View press release

Enter a **from name** for your campaign.

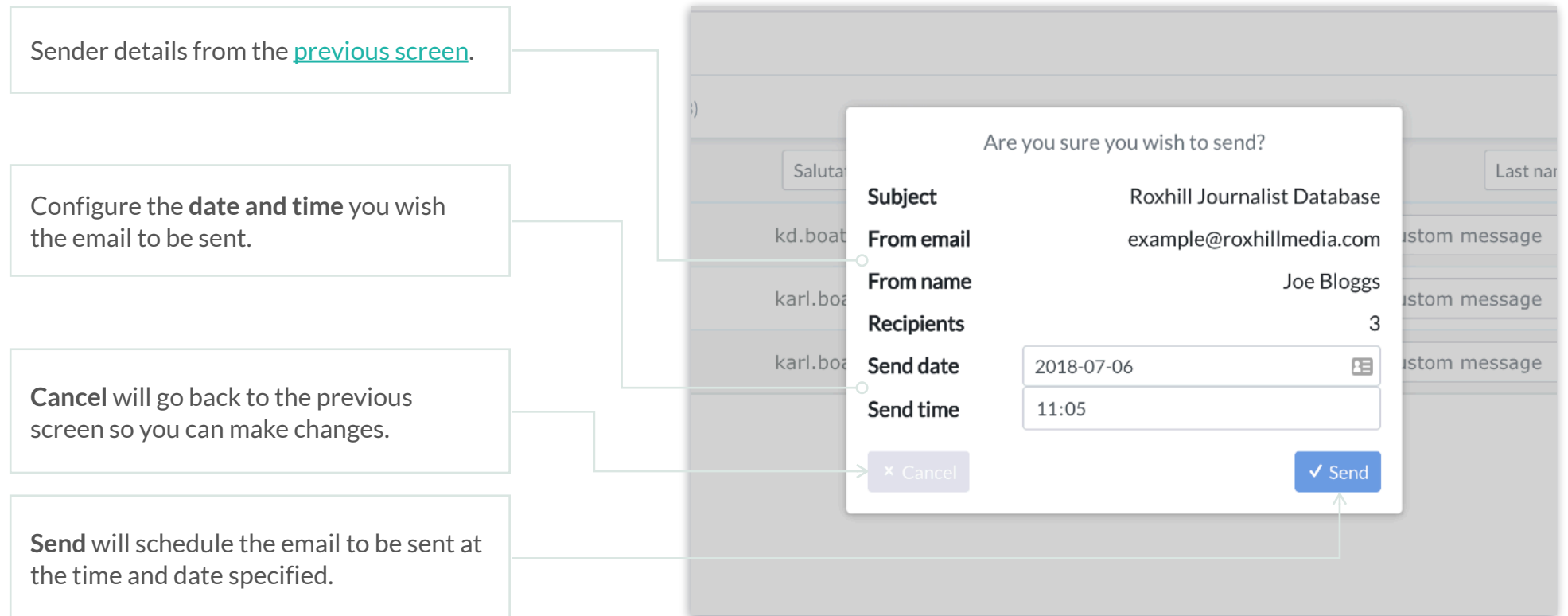
Select a **from email address** from the available options.

Select a **press release** to be used for your campaign.

View the associated Press Release.

Delay Send

Once you press [send] within the main actions, the delay send modal appears.



Sending Emails

Emails which are **scheduled to send** but have not yet been sent are displayed as below. At this time, you are able to cancel the schedule and duplicate the campaign with all its recipients.

Once the email sends, you will **not be able** to cancel this.

The screenshot displays the email campaign interface for 'Roxhill Ad 1'. At the top, a status bar indicates 'Sending in 7 minutes' in red text, with 'CANCEL' and 'DUPLICATE' buttons. Three callout boxes point to this area: 'Amount of time left until send' points to the timer, 'Cancel the scheduled send' points to the CANCEL button, and 'Duplicate the campaign' points to the DUPLICATE button. The main content area shows '3 recipients' and a list of metrics: Delivered (0), Opened (0), Clicked (0), Bounceback (0), and Unsubscribed (0). A 'Details' panel on the right shows 'Sent' status as 'Sending in progress', 'From name' as 'Joe Bloggs', 'From email' as 'example@roxhill.com', and 'Press release' as 'Roxhill Press Release', with a 'View press release' button. A sidebar on the left shows 'Karl's' and 'Roxhill Ad 1' with a red clock icon. A callout box points to this icon with the text: 'Icon indicates that the campaign is scheduled to send'.

Amount of time left until **send**

Cancel the scheduled send

Duplicate the campaign

Karl's Roxhill Ad 1

3 recipients

Delivered 0

Opened 0

Clicked 0

Bounceback 0

Unsubscribed 0

0%

Delivered vs. Opened

0%

Details

Sent Sending in progress

From name Joe Bloggs

From email example@roxhill.com

Press release Roxhill Press Release

[View press release](#)

Icon indicates that the campaign is scheduled to send

Sent Campaigns

Email Statistics

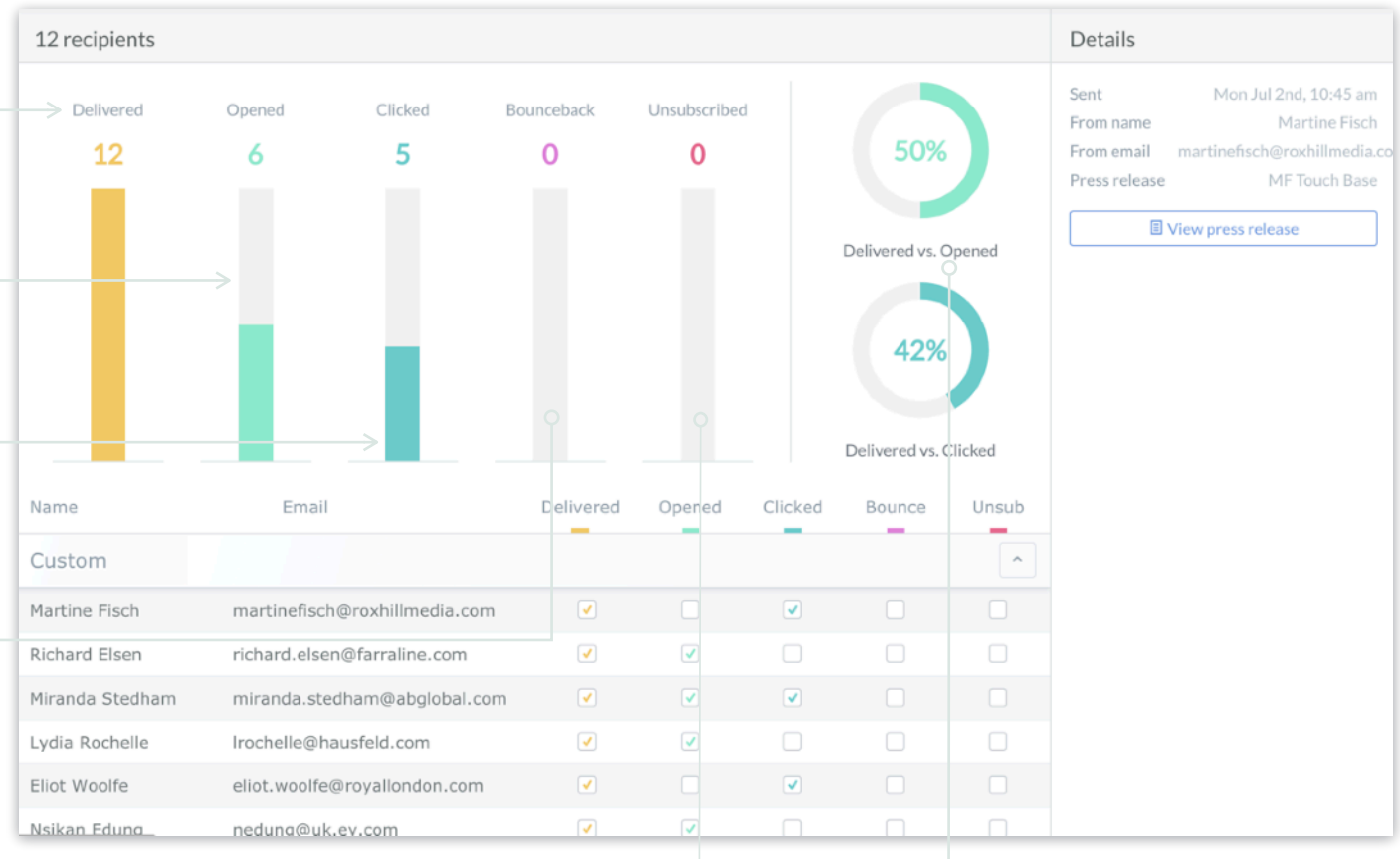
Total number of emails delivered to their intended recipients.

Number of recipients who opened the email.

Number of recipients who clicked on links.

Number of emails which did not hit the inbox of the intended recipient.

Anyone who has unsubscribed **should not** be included in future correspondence. It is advised that you **keep your lists up to date** and remove any journalists who have unsubscribed.



These graphs show the amount of opened emails and clicked emails as a percentage of the total number delivered.

Contact

If you have any questions

For any questions or if you need any advice, please contact our account managers, by email or phone:



help@roxhillmedia.com



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