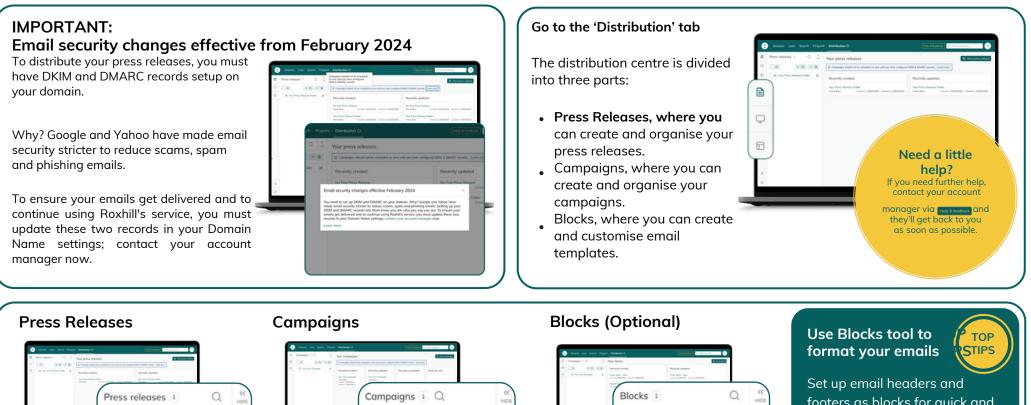
Roxhill

THE TIMES

DISTRIBUTION

How to distribute your press releases... Create and send compelling press releases that will engage your audience.



ecific press lists that

• Target specific press lists that you've perviously created, or add your own recipients.



- Blocks will help you set up custom headers and footers for your press releases.
- You can use these previouslyset-up blocks in every press release you create.

Set up email headers and footers as blocks for quick and easy customisation of your press releases and emails. Use Blocks in the Body of your press

Blocks in the Body of your press release to create standardised copy templates that you can fill in and edit.

Distribution

Note: You can only display one block per section.



• All the features and functions

you need to build your press

release email.

+ 🗅 + 🖻

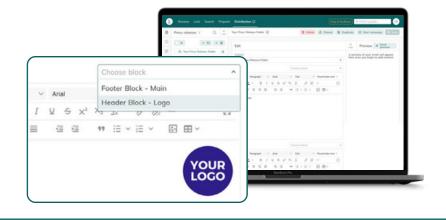
Press Releases



- Go to the Distribution tab.
- Click New press release
- Enter the name of your new press release.
- Click Create press release

Note: A preview of your email will appear on the right-hand side.

- Enter your email subject this email subject line will appear in your recipient's inbox.
- Optional: Create a new email header (company logo, etc) or select a customised header from the drop-down menu.





• To enter the body of your press release, type in or copy and paste your desired text.

Note: You can copy and paste from a Word or PDF document.

	ttpt ~	Placeholder ter	4 ~ 53
			**
	ii ~ ii ~	⊠ ⊞ ×	
Select the Browse nedia tray. Choose the file.	files opt	ion in	the
	م بينا م		:
our selected fil	e will a	ppear	IN
he media tray.			

Roxhill User Guides 💿 🐼 in

Adding an image

- Click the image button
- Position your cursor in the desired location and click.
- Resize your image by dragging the corners

your mouse. You can change the

alignment of your image with the alignment tools:

E E E E

 Image: set of the set of

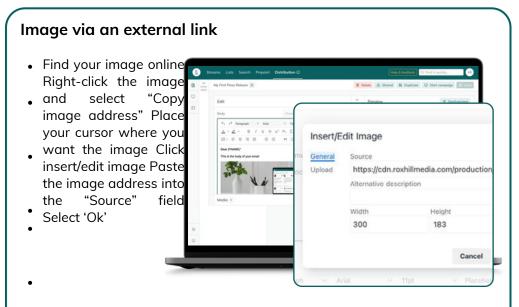
Document or image link



- Click the Copyimage or Copyink
 buttons in your media tray
- Select the text you want to link, click the hyperlink \mathscr{S} button and paste the copied link.

Distribution

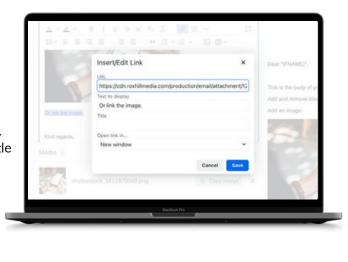
• Choose whether you want the link to open in the current window, or in a new window.



Note: To resize your image drag the arrow left or right with your mouse.

How to insert an external link

- Highlight the text you wish to hyperlink.
- Click the hyperlink
 button
- Enter your link into the URL section within the text box. Edit the text and title
- if required. Click



Custom Messages

- Press releases can be personalised using syntax, which will be replaced with any text specified in the Campaigns section. Insert
 - Insert *[CUSTOMMESS]* in the body of your email to insert each contact's personalised message.

O Changes made to lists	below will not update the lists	themselves		
Copy from List	Copy from list	^		
Add journalists by name			+ Choose journalist	^
Add your own recipients	+ Add recipient			
Solutation	First nome	Last name		
Email address	+ Add			
Mrs. Jane Doe janedoe@gmail.com	It was great to catch up	lost week!	×	×
Mr. John Doe johndoe@gmoil.com	Just touching base rega	rding our call last week.	×	×

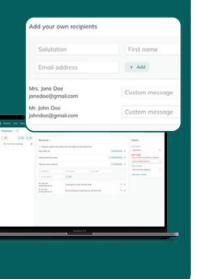
Mrs. Jone Doe Jonedoe@gmail.com	It was great to catch up last week!	×	×
Mr. John Doe Johndoe@gmail.com	Just touching base regarding our call last week.	×	×

Syntax Options

To set this up, simply copy and paste the relevant syntax into the copy of the press release, or choose a syntax from the "Placeholder text" drop- down menu.

These fields will automatically populate according to the information available once you set up your campaign.

First name: Last name:	* ALU JSTC	LNAME TATION DMMESS	* * *
Date:*		•	



Blocks

Creating new blocks

Blocks are an easy way to set up simple email headers and footers, allowing customisation of your email templates with ease. This is entirely optional.

To create a new email header or footer:

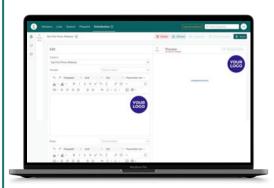
- Select the button:
 New block
- Enter the name of your block.
- Click Create block

Note: This name will only be seen internally so you can find it later.

Your block		🔁 New Mexik
Recently		Recently updated
Feeter Block		Forter Block - Main Cruster 2509/2023 Updated 2509/2023
Header Bloc		Pieader Block - Logo Created 25/09/2023 Updated 25/09/2023
		223
	New bl Block na	lock ×
	New bl Block na Your Ne	iock × me w Block ×
	New bl Block nar Your Ne Add to a	iock × me w Block ×

<text>

Adding a logo/image to your block



- Select the image icon Choose an
- image file. The file will appear.
- You can click and drag the corner
- to adjust the size of the image.

- To move your image, highlight it and drag the cursor to left or right.
- Adjust the alignment of your logo or image with the alignment tools:

Ξ Ξ Ξ

• Create multiple header and footer blocks to suit each client or type of email.



Adding a block to your press release

Your Email Subject Line Goes	Here				×
Header		Heoder	Block		^
ら (* Paragraph ~	Arial	Header	Block		
<u>∧</u> ~ <u>∠</u> ~ B I 5	1 5 x ²	K₂ <u>I</u> s	8 %	-	11
H-FSHH	a a	99 IE 1	, i≣ ~	⊡ ⊞ ×	

- Once you've created a new press release, click the 'Choose block' menu in the Header and Footer boxes.
- This will bring up a drop-down list of all the blocks you've created.
- Select the one you want.

Campaign

How to to preview press release

• If you have your desired press release open, click the

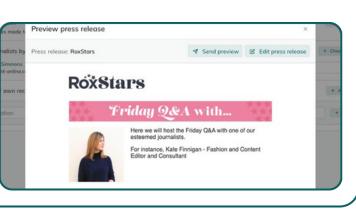
♀ Start campaign button.

- Alternatively, select the Campaigns tab.
- Enter the name of your new campaign.

● Click New campaign

View press release in an overlay

- Click on Preview press release
- When clicking, the press release will be displayed in an overlay within the campaign interface.



Add Caston and Caston

Send a preview or edit the press release

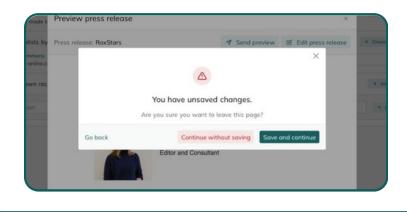
- From the overlay, you have multiple options.
- You can send a preview directly from this overlay.
- Alternatively, there's an option to edit the press release.

Editing the press release

- If you choose to edit the press release, you will be redirected to the press release editing page.
- Here, you can make the desired changes to the press release content.

Handling unsaved changes

- If you have unsaved changes within your campaign before clicking "edit press release," click Save and continue
- Remember, you will be given the option to save your changes before editing the press release.



Need a little help? If you need further help, contact your account

manager via Hep & feedback and they'll get back to you as soon as possible.



Campaigns

How to distribute your press release

• If you have your press release open, click the

You have 3 options:

- 1. Add journalists from lists
- Or, select the Campaigns tab.
- Enter the name of your new campaign.
- Click
- You now need to add your journalist contact list to the campaign.

2. Add journalists by name

3. Add your own recipients



1. Adding journalists to your lists



- Click the Copy from list button.
- Enter the name of your chosen list.
- Select your list.
- Click

2. Adding journalists by name



- Click the + Choose journalist button
- Enter the journalist's name.
- Select your list from the dropdown menu.



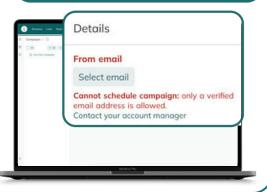
4. Verify account for sending campaign

You can only send an email if your account is fully verified, including verification of DKIM/DMARC records for the associated email domain.

- If not, you'll see the message: "only a verified email address is allowed"
- To verify an account, contact your account manager.

Email

Only verified accounts have permission to send emails. For further information, please speak to your account manager.



Custom Messages



- You'll see a Custom Message field to the right of every journalist contact.
- Type in any custom message you'd like them to see where you've used the *|CUSTOMMESS|* syntax.
- e.g. It was great to catch up with you last week!

Roxhill User Guides 💿 🚿 in

3. Adding your own recipients



- Enter the recipient's email, salutation, first and last name.
- Click + Add

Note: This function is perfect for adding colleagues and share holders to your communications. TOP

TIPS

• Once your account manager adds a new "From email," the owner of the email address will receive an email requesting verification confirmation.

	en hong buunenten uas hene bezek aktiveleges (unnerbakene) bare bakerten 6 (ansystelistional	
	No, have accessibly selfed a straf address, No, or non-tapit and grand from the address.	
	No we have \$10 and \$10	
	For size Assess Regular seals - For Versi dut agende for a entiting to it servers, for any en of its for and/on a servers, and are not its and end its addresses for four taux and/or 1, and/or reason and address on the belong - Densets age on the transp. Registrations.	
	If perform details have approach to a sample to the second, that you can not working and to see such a admission	
	Want pur for only known with factoral torus die known XD anal Japa	
	100000 mar 0.0	
	Lawn have to start using AMS in the family and the family or apprinters with the family or apprinters with the family or apprinters with the family of the f	
	All Long & London	
	Rear self-papel, ordere training whereas, whereas With static course huld to MM-forum a	
	Lasen Mond MRS Resources for ARS Concerned Address Services - English Reports Integrant Integrant Integrant Integrant Integrant Integrant Integrant	B time labour
	the standard barry or boltation (her America Barry or Contrary,	
	The have received a request to activities the areal actives to use with America XXI and America Property in region Cargos their Mathema VM, to confere their pay are activities to use the areal actives	end. If you requested this verification, pieces pr to the
_	Was find articles and Language and String Michael Michael 2010 and 2010 And 2010 And 2010 And 2010	Maria da anofi Abol Brada andi Ara
	Rearting Artis (MA), Introducing on the Antonio Sector Sector Sector Sector Sector Sector Sector Antonio 1927 arXiv:2014.0114 Sector	CONTRACTOR AND A CONTRACTOR AND
	Your request will not be processed unless you confirm the address using this URL. This link segmes 24 hours after your original or	
	If you dol NOT request to renfy this small address, do not dok on the link. Please tote that many times, the shadon ten's a plat our service, or isomeone setting up enail sending capabilities or your tarball as part of a tegitimale service, but ethnol having ful	ting alternal, but allher a moundentianding of how to ly communicated the procedure first.
	To learn more about sending small from Amazon Web Services, please wher to the Amazon MSS Developer Guide at 100, 2004 and an Amazon Physical Developer Guide at 100, 2004 and 100, 2004 and 200	ent, amount, convines Salest Developer Guide, Mellions
	Snowly	

• Click on the link in the email to verify your account.

Viewing your results



- Once you've sent your press release, you will be able to view your statistics over time within the 'Campaigns' tab
- All sent press releases are highlighted with an aeroplane icon

- Select the press release.A series of charts will
- appear to the right side of your screen.
- Each chart represents the number of emails
- Delivered, Opened, Clicked, Bounced, and the number
- of recipients that Unsubscribed from your campaign.
- A list of recipient names and email addresses will appear on the lower half of your screen.

Composigns vir C	1 0	I trial		5	t2 parage () B Dakes & Death
	0	Recipients 11	Summer		bruh
D Teur New Campeign		Determi	-		10
Q technol PR	1	Deturnet	 + Information	nt Operant	2010/0623 24/29
Q MARTER KINA		Opened .	 0		Alex Land
O mettel		China			Province of the second
Q Math			* Debend Dh	vs. Chiled	The strengt of the second
Q MT Deal Keel Keel		Buridean			alice 1. Real
Q Streamer (Cost Street		(maker that			If the price infestion is exclused.
Q Breat Cast Day 6.					
Q1		Recipients			
91					
01		- Recipients II		Stor	fistics
01		Alex			
01		etce Delivered		2 1	· Delivered vs Opened
01		Army			60%
01		and Opened	 _		
0.1		Care Clobed		. 1	
01		4			 Delivered vs Clicked 0%
01		pro Bourcoback			

5. Select fully verified account

12	Compaigns =: C		My Compolign 🗶		B Delete & Shared	B Datum	1000
0	DE 18	0 + 0	Recipients X			Details	
10	 B Sharks Cas B Withquilter Hell 	e • e	Gaps from List O Overgon mode to full before will not up		Number of	Front areast	
	D salas		Add journalists by name	0	Designed A	From some	
	O theme week		Add your own success		Convert of	Passa minute	
	O Carlos No O Carlos No O Cherical O Cherical	Add yes	An email address must be verified befor Campaigns should nat be scheduled or Q. Search for an email address Email address	ere it can be selected. sent until you have v Email verified	verified correct domain	DKM & DMARC recon	
	0 General	+ 4	O das wood@reshilmedia.com				
		Contraction of the local division of the loc	vinna.best@roxhilmedia.com	×			
			reji.orond@roxhilmedia.co.uk				
*			Need to odd a new email address or vi	erify an existing email	I address? Contact you	er occount manager.	
		1	Select email				_

To select an existing fully verified account

Click the Select email button.

To know if an account is fully verified, all three boxes must be checked:

- 🔽 confirms verification approved.
- 💌 confirms not verified.

Ц

• 👩 confirms verification pending.

6. Send email campaign Once you've selected your verified account, click the button to save your campaign. Click Choose the date and time you want to send the press release. Click The screen will read "Sending in progress". From here you can monitor the results of your press release.

Need a little help? If you need further help, contact your account

manager via Hep & feedback and they'll get back to you as soon as possible.