



MDP – Music Delivery Promotion

Instruction Manual

Date: 12/2011

Welcome to the MDP – Music Delivery Promotion tool. This instruction manual will show you the possibilities of the tool and help you to set-up everything.

Our tool works very simple:

- Manage your own promo pool
- Customize your own template
- Import your contacts, CSV-import is also possible
- Create your individual promo mail-out in a few minutes for your customers
- Send promo to all your contacts
- Get feedback reports in real-time
- See an overview of the feedbacks from each artists and download it as a pdf
- Usable for other mass mails as well

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1. Login

The direct login is at following link: www.music-delivery.de/login

You can change your password once you have logged into the tool (“User Accounts”)



The screenshot shows the MDP login interface. At the top, the MDP logo is displayed with the text 'MUSIC DELIVERY PROMOTION' below it. The main heading is 'Login'. Below the heading, there are two input fields: 'Username' and 'Password'. An orange 'Login' button is positioned below the password field. Underneath the button, there are two links: 'Forgot your Password?' and 'Signup Now!'.

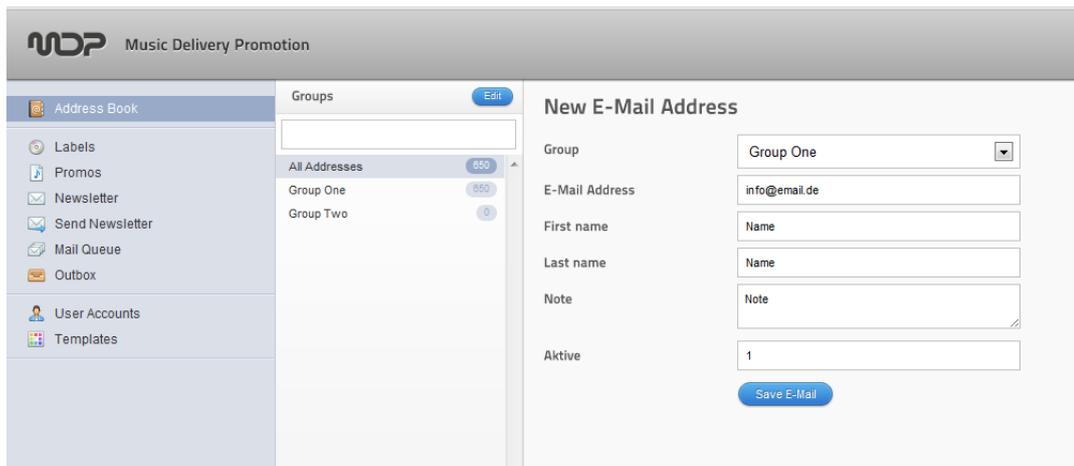
MDP login

2. Address Book

With the address book you can manage all your contacts for your individual mailings.

Groups: Edit your groups and add as many as you wish

E-Mail Addresses: Click “Add E-Mail Address”, define the group, add the names and your notes and activate the address (1 = active, 2 = inactive)



Address Book

If you have a large number of contacts you can import them via “CSV-Import“. The CSV-Export button will export your selected groups as CSV.

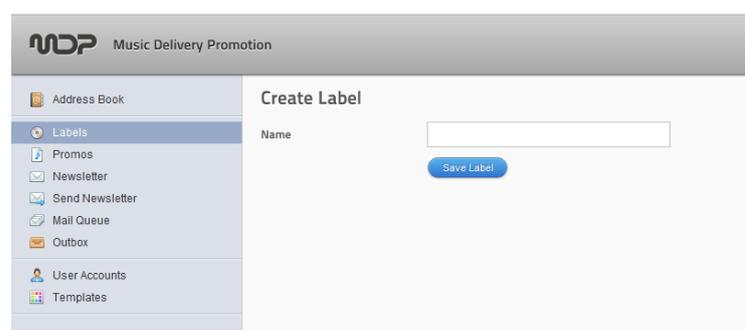


The “Unsubscriptions“ button shows you latest unsubscriptions of your contacts.

3. Labels

Add your labels which you name when you send out your promo mails. This will help you later to define the latest feedbacks which will be shown under each mailing.

The list of the latest feedbacks can be edited. The 5 latest feedbacks of the same label will be shown here.



Create Label

4. Promos

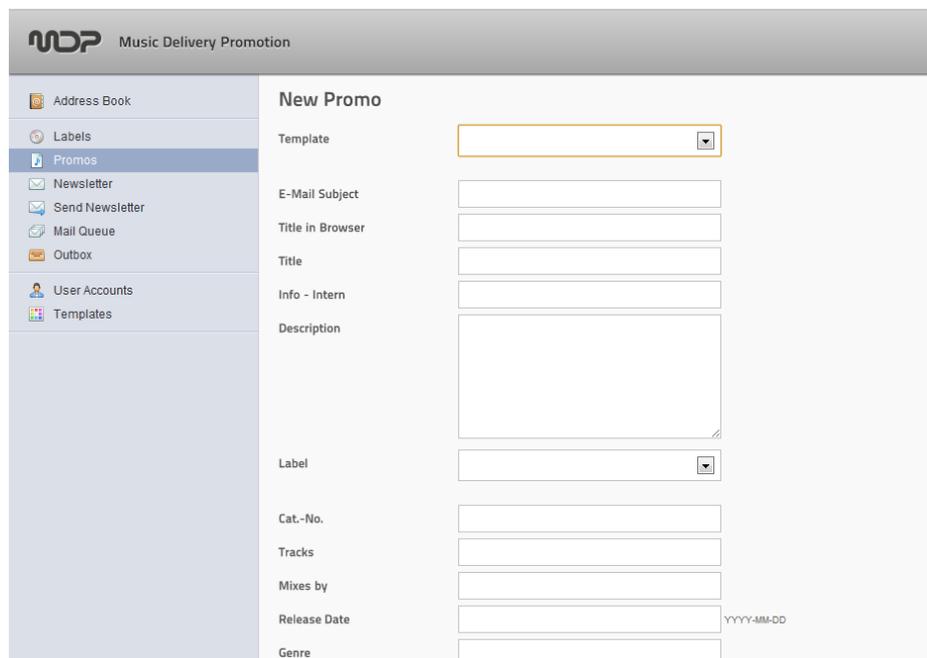
After you have set-up a label (see “Labels”) and your individual template (see “Templates”) you can start creating your promo.

Just add all the information you want to share with your clients in the mailing. “E-Mail-Subject” will be shown in the browser, “Title” will be seen when opening the email in the text information. All information are optional and can be added individual.

After you have added your cover, you can start uploading your releases. Once the track is uploaded you can also edit the information of each title. These information will be shown later in the music player.

“Create ZIP-Archive” give you the chance to zip all tracks together for the user to download at once.

Below “Tracklist” you see the latest promos which will also be shown in the mailing. Define the promos and save your promo. Next step is to send your promo to your groups (see “Send Newsletter”).



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- Address Book
- Labels
- Promos**
- Newsletter
- Send Newsletter
- Mail Queue
- Outbox
- User Accounts
- Templates

New Promo

Template:

E-Mail Subject:

Title in Browser:

Title:

Info - Intern:

Description:

Label:

Cat.-No.:

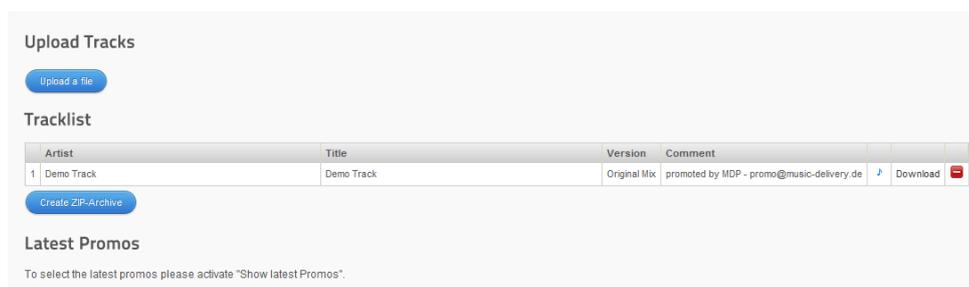
Tracks:

Mixes by:

Release Date: YYYY-MM-DD

Genre:

Create your promo



Upload Tracks

[Upload a file](#)

Tracklist

Artist	Title	Version	Comment		
1	Demo Track	Demo Track	Original Mix	promoted by MDP - promo@music-delivery.de	Download

[Create ZIP-Archive](#)

Latest Promos

To select the latest promos please activate "Show latest Promos".

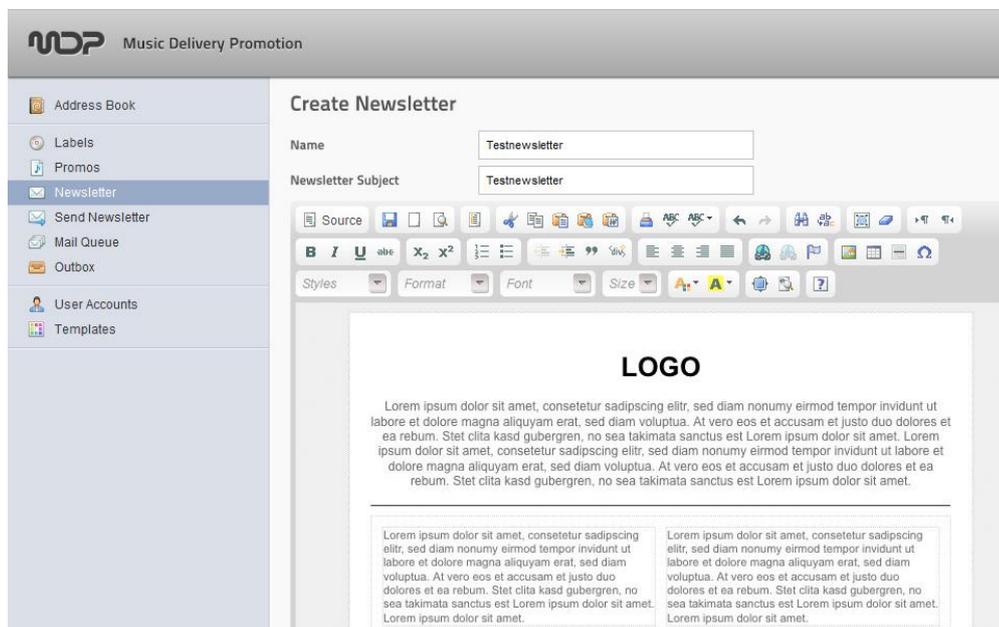
Edit all track information

5. Newsletter

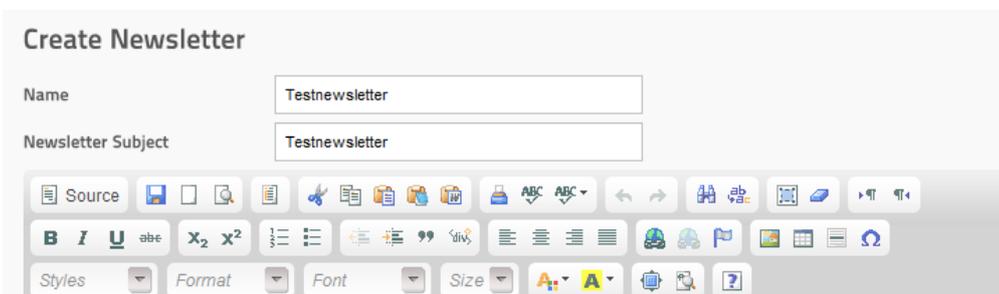
Create a unique look for your newsletter in few minutes. Use the tool-box to design your newsletter.

Add your text, upload pictures, logos, links etc. Your newsletter can be saved and easily changed for the next newsletter. Different templates can be saved for different mail-outs.

HTML code can be also used for designing you newsletter. Use the “Source” button to insert the html-code. All newsletters can be saved for different mailings.



Create your newsletter

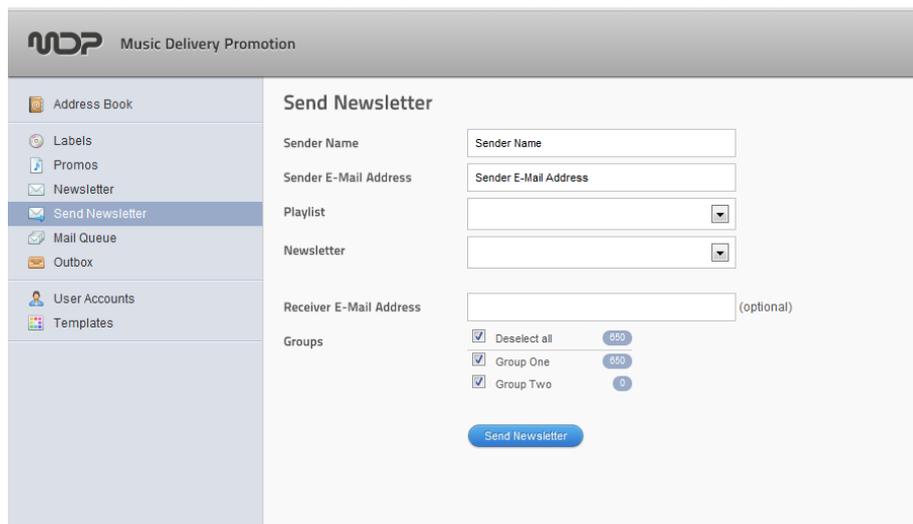


The tool-box to customize your newsletter

6. Send Newsletter

Send your promo or newsletter directly to your customers. Type in sender name (“Sender E-Mail Address” e.g. Company Name) and also the email address of the sender (e.g. promo@music-delivery.de).

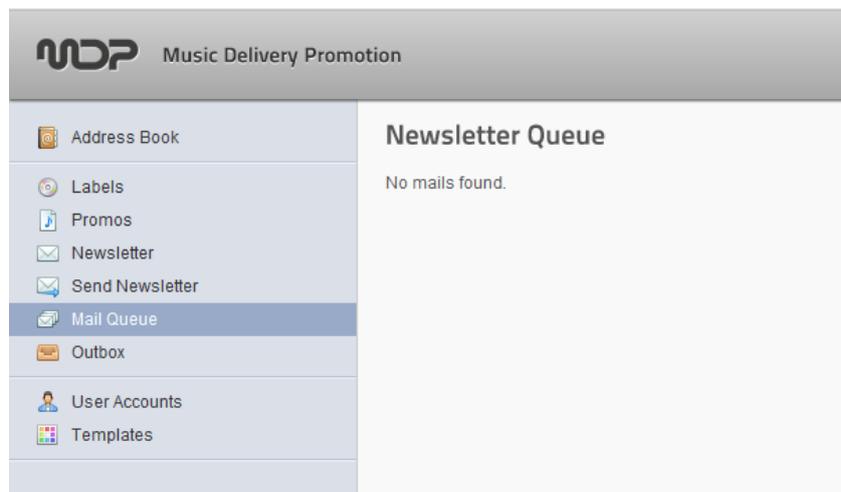
Choose your prepared playlist OR newsletter which you have saved before. Select address groups (optional: send it to one receiver) and send it out.



The screenshot shows the 'Send Newsletter' form in the MDP Music Delivery Promotion interface. The form is located on the right side of the screen, with a sidebar on the left containing navigation options: Address Book, Labels, Promos, Newsletter, Send Newsletter (highlighted), Mail Queue, Outbox, User Accounts, and Templates. The form fields include: Sender Name (text input), Sender E-Mail Address (text input), Playlist (dropdown menu), Newsletter (dropdown menu), Receiver E-Mail Address (text input, optional), and Groups (checkboxes for Deselect all, Group One, and Group Two, each with a count). A 'Send Newsletter' button is located at the bottom of the form.

Send out your mailing or newsletter

After all mails are sent out it will be shown in the “Mail Queue” → No mails found



The screenshot shows the 'Newsletter Queue' in the MDP Music Delivery Promotion interface. The sidebar on the left is the same as in the previous screenshot, but 'Mail Queue' is now highlighted. The main content area shows the title 'Newsletter Queue' and the message 'No mails found.'.

All your mails have been sent

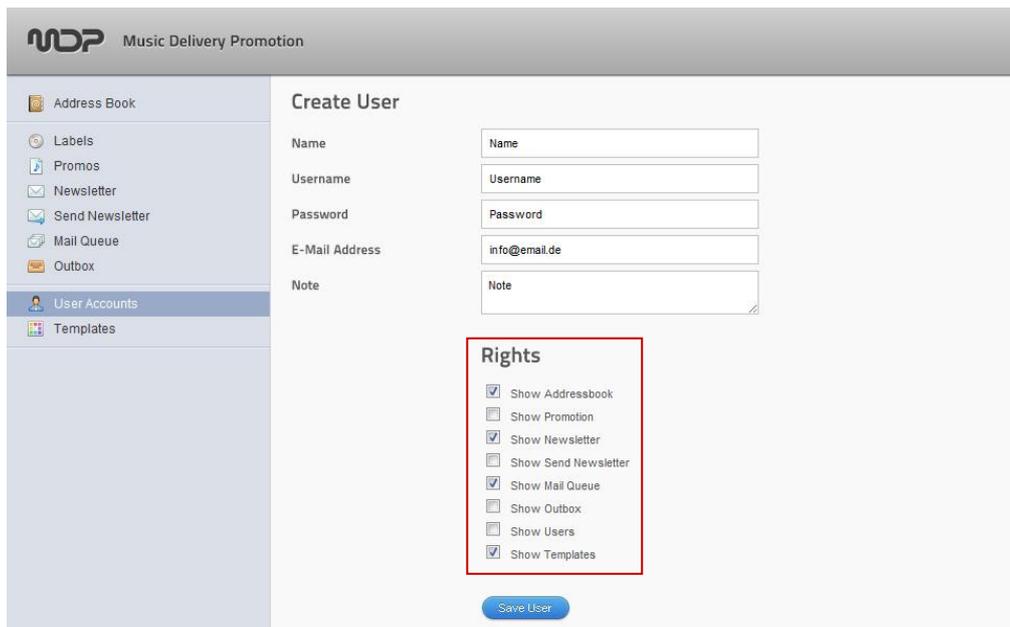
7. Outbox

In this field you will see the mailings you have sent out already. Sender, Subject, Receiver, User and the Date will be listed.

You can sort all information by clicking on each field.

8. User Accounts

Here you can change your contact information (user name and password). You are able to create one more user from your company who can also login into the tool. Define rights which each user has.



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Create User

Name:

Username:

Password:

E-Mail Address:

Note:

Rights

- Show Addressbook
- Show Promotion
- Show Newsletter
- Show Send Newsletter
- Show Mail Queue
- Show Outbox
- Show Users
- Show Templates

Manage your user accounts and define the rights of one more user

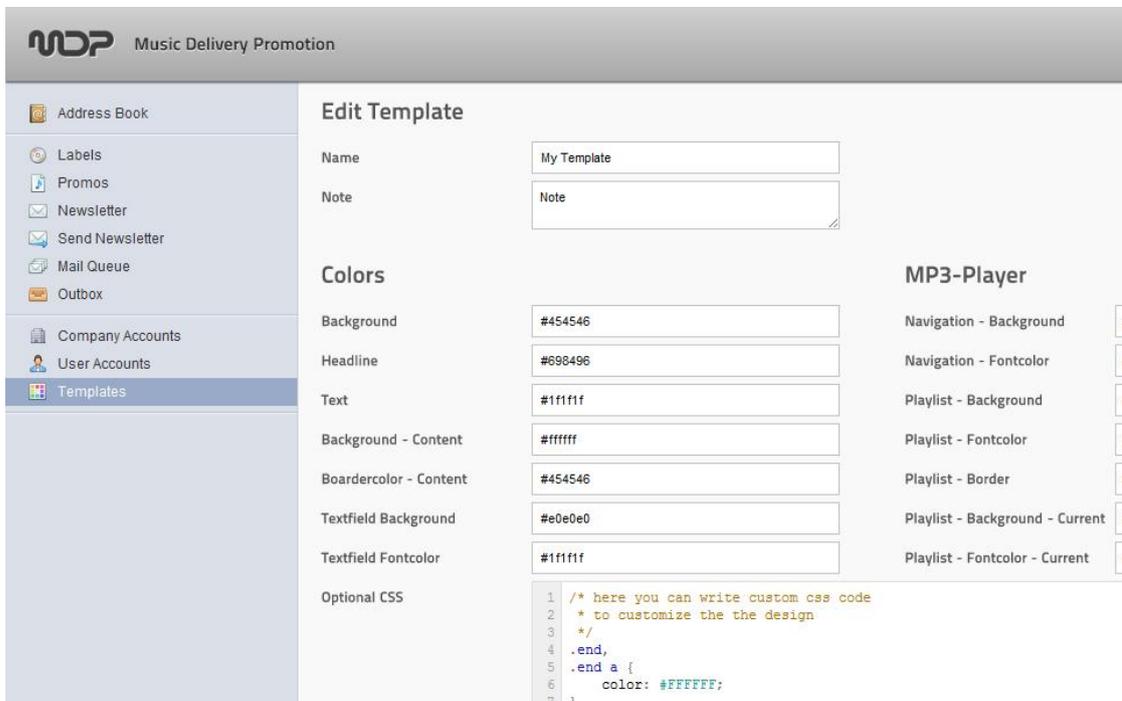
9. Templates

Create your own template with your logo, background, colors and headline. Save different templates for all your send outs.

Cascading Style Sheets (CSS) codes are also possible to create your unique design. The preview will show you the look of your template. The templates work with all email clients and web browsers. Save as many templates as you wish.

Do you need help with creating an individual template?

Please contact us for more information and prices: promo@music-delivery.de



MDP Music Delivery Promotion

Edit Template

Name:

Note:

Colors

Background:

Headline:

Text:

Background - Content:

Boardercolor - Content:

Textfield Background:

Textfield Fontcolor:

Optional CSS

```

1  /* here you can write custom css code
2  * to customize the the design
3  */
4  .end,
5  .end a {
6      color: #FFFFFF;
7  }

```

MP3-Player

Navigation - Background:

Navigation - Fontcolor:

Playlist - Background:

Playlist - Fontcolor:

Playlist - Border:

Playlist - Background - Current:

Playlist - Fontcolor - Current:

Design your individual template for your promo mailings

10. Contact Information

If you have any questions or feedback about our tool please don't hesitate to contact us.

Email: promo@music-delivery.de

Web: www.music-delivery.de

MDP - Music Delivery Promotion

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