A Quick Guide to the Stannp Online Platform

Getting Started

If you haven't already done so, signing up with Stannp's online platform is super quick and easy. You will only need a name and email address to sign up and most of the other form fields are optional. Additionally, you will never be asked for credit card details until you decide to post your first campaign, so if you don't want to use Stannp at this time then it will not matter.

How it Works

Conceptually, all the Stannp online platform does is take a list of addresses from a spreadsheet and place them onto a printed page that can be sent by post. For example, below is my spreadsheet with a list of fake addresses:
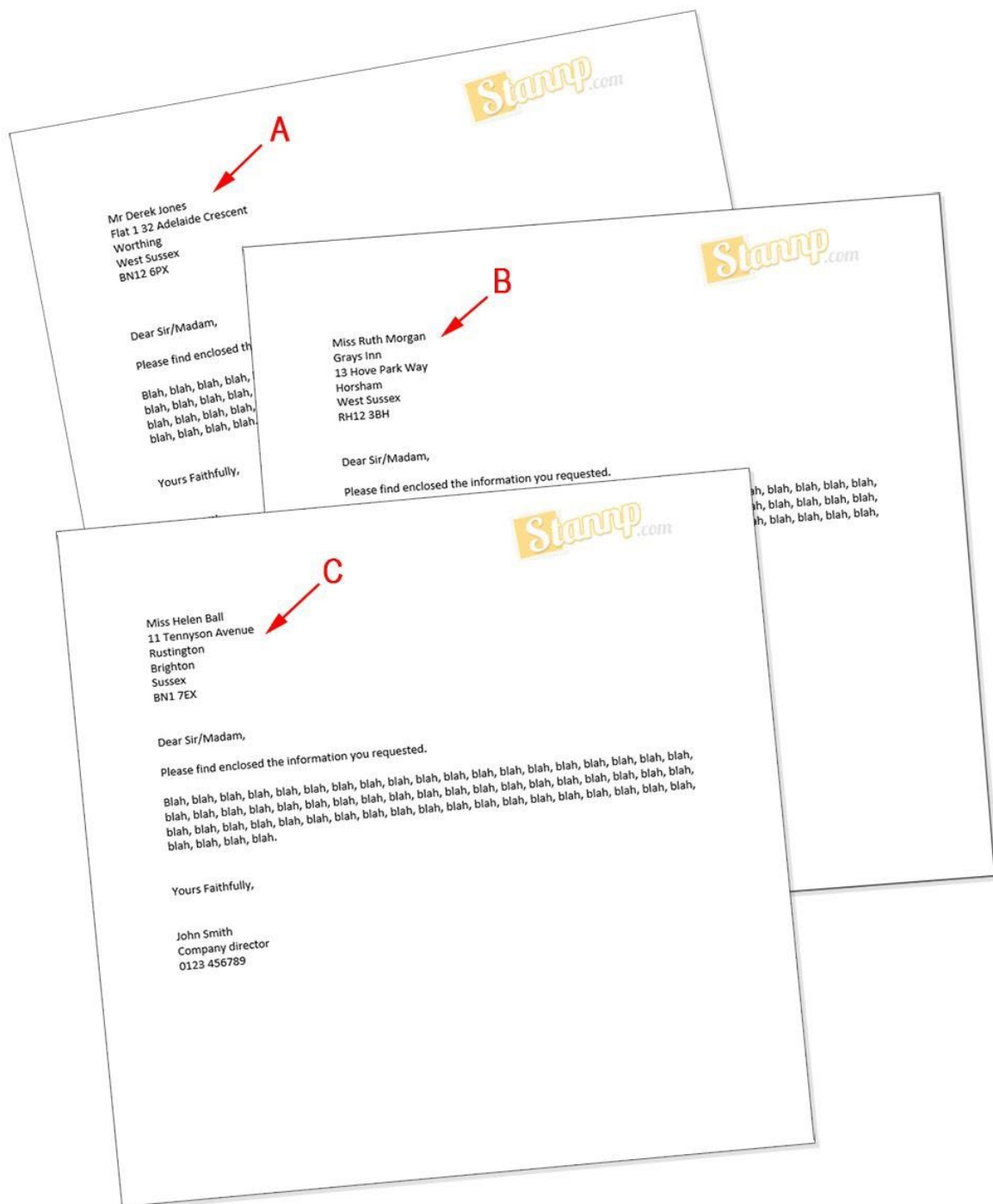
	A	B	C	D	E	F	G	H	I
1	Title	First Name	Surname	Address1	Address2	Address3	Postcode		
2	Mr	Derek	Jones	Flat 1 32 Adelaide Crescent	Worthing	West Sussex	BN12 6PX		
3	Miss	Ruth	Morgan	Grays Inn, 13 Hove Park Way	Horsham	West Sussex	RH12 3BH		
4	Miss	Helen	Ball	11 Tennyson Avenue Rustington	Brighton	Sussex	BN1 7EX		
5	Mrs	Sandra	Brookson	107 Greenbank Avenue Saltdean	Brighton	Sussex	BN1 5NJ		
6									
7									
8									
9									
10									
11									
12									

And this is how that list might appear on a set of basic printed letters:

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Notice that all the letters look the same except the addresses (**A, B, C**) which are substituted with the ones we put in the spreadsheet. This is commonly referred to as **Mail Merging** or **Direct Mail**. And, although the Stannp platform does infinitely more, understanding how this works is the key to understanding how to use the website.

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Campaigns & Mailing Lists

When you first log into your Stannp account you will be presented with the following page:
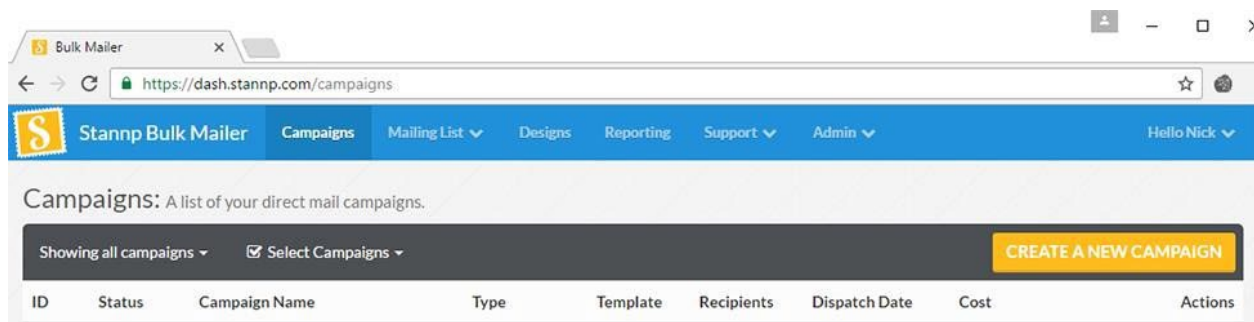
At first it looks a bit intimidating but each campaign setup is separate from all others so **nothing you do can mess anything up**. If you don't like how your campaign is going, or if you think you chose the wrong options, you can simply delete the campaign completely and start over! This guide will show you how to do that shortly.
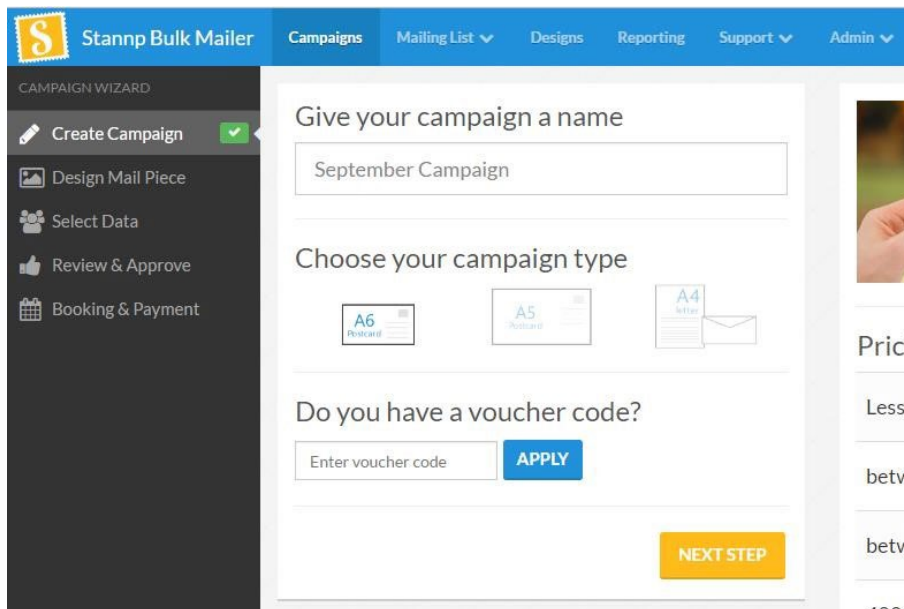
For now, the only things you really need to be concerned about is the first two buttons at the top: **Campaigns** and **Mailing list**.

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Campaigns

Just imagine your campaign as your letter or postcard design. It shows the physical thing that will actually be printed and posted. You can create a Campaign completely separately from any address list and you can attach or remove any address list to your campaign.

Clicking on the '**Create a New Campaign**' button will take you to the campaign wizard so you can design your document.

Sizes

At the moment we have three page sizes **A4** (which is a full sized letter); **A5** which is half the size of A4 and looks like a large postcard; and **A6** which is half the size of A5 and roughly the size of a UK passport. Whichever size you choose the design of your mail piece is done pretty much the same.
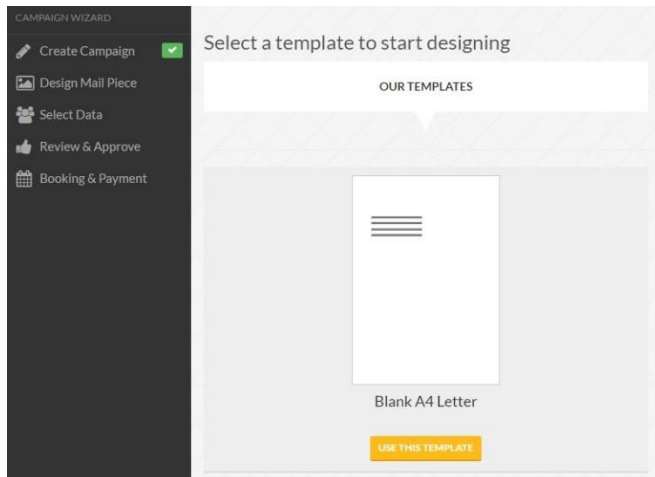
Templates

When you choose one of the above sizes you will be asked to also choose a template. The below is what appears when you select **A4 Letter**.


Templates exist to help you get started but you can also create and save your own templates. Which template you choose doesn't really matter since they can all be edited in exactly the same way. Templates exist merely to save you time, so for now, let's just click on the '**Blank A4 Letter**' template.

The Campaign Wizard

You can customise your design with the '**Design Mail Piece**' editor. This allows you to add text, a background, and any other pictures or logos that you would like to insert into your design.
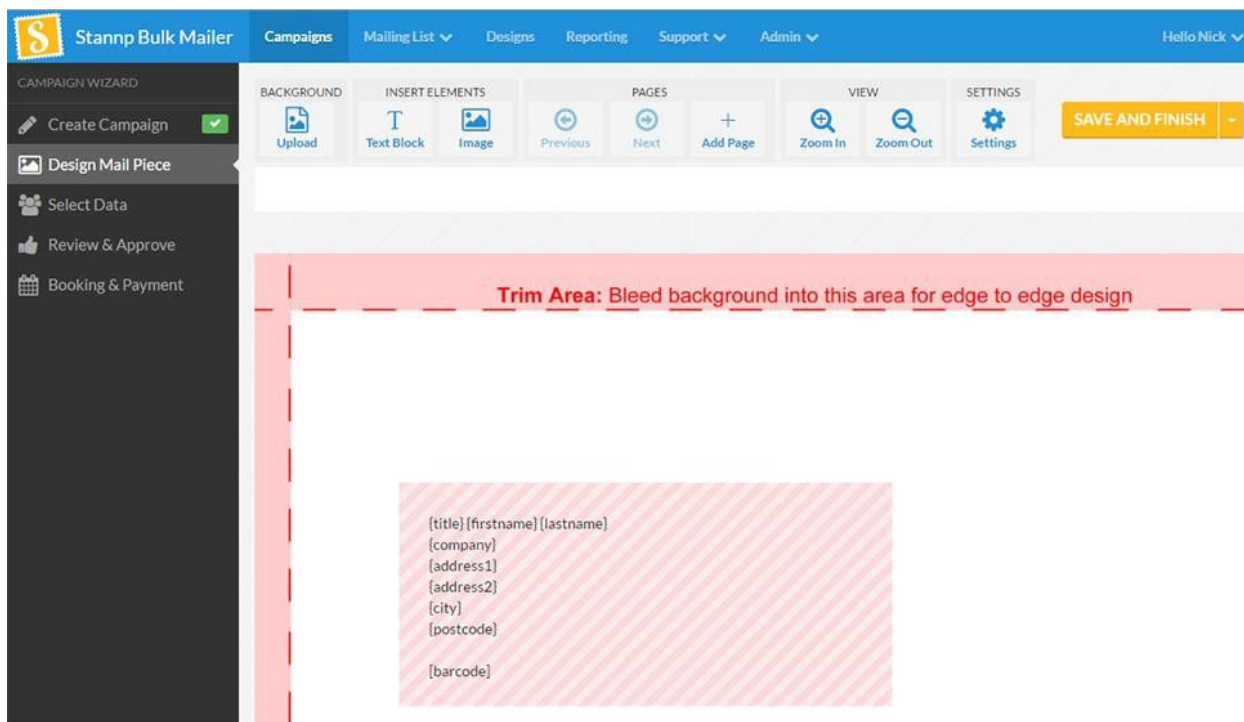
Notice the black menu bar on the left called the '**Campaign Wizard**'. This bar allows you to move quickly back and forth between the different stages of creating your mailing. **The order in which you do things doesn't matter** so you can click up and down the list in any way you see fit. The only thing to remember is to make sure that you press the "**Save and Finish**" button if you do not wish to lose the design you have been working on!

Actually, the '**..and Finish**' part of the '**Save and finish**' button is not final, it just saves your work. So if you are **not** finished you can still go back and edit it again. In fact, we recommend you click '**Save and finish**' every 5-10 minutes if you are working on a detailed design. That way you will always have your latest updates saved.

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Pink Areas

Please note that there are always two areas on any campaign that are highlighted in pink. The pink outside area represents a safety zone where the page will be cut down by our print machines. This means you **do not need to add your own crop marks** to your design.

Edge-to-Edge Designs

On most home printers you can only print so close to the edge of the page without being forced to have a white border. With Stannp, if you put anything right against the edge of the page (past the red hatch marks and into the pink area), it will print completely to the very edge of the page!
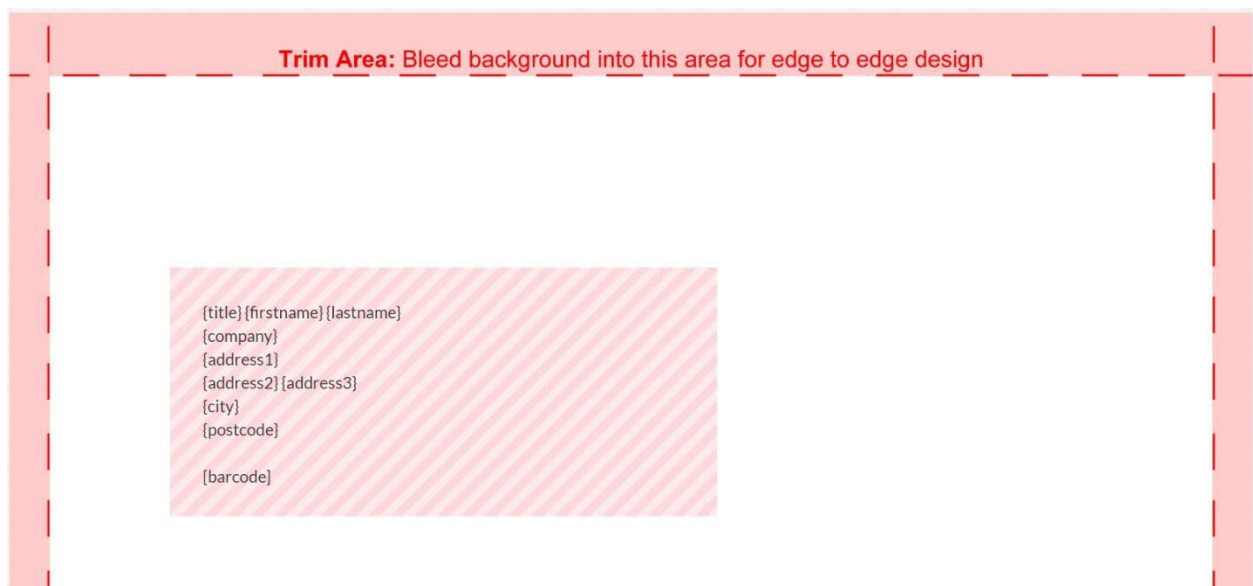
Although this is great for edge-to-edge designs there is always a slight variance of a few millimetres due to the accuracy of the page trimming machines. This is common to all commercial printers but because of this we do encourage people to keep important text and images **6mm** away from the very edge of the page - this applies to **all campaigns,** be they **A4, A5, or A6**!

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However, the **unimportant** background parts such as pictures, blocks of colour or gradients can go right over the pink areas (past the red hatch marks) and to the page edge!

White Borders

Since the red hatching represents the **edge** of the paper, if you want a border around your design you will need to make one by keeping away from the edge. To help with this, the website has a **set margin** option. Just click on the **Settings** button at the top of your design view and you will be presented with the following dialogue box:

Here you can set the Horizontal and Vertical margins by changing the numbers in the info boxes. The numbers represent millimetres but if you want finer positioning you can move into decimal points - so **12.5** will represent **twelve and a half** millimetres.

The Address Area

The other pink area on screen is obviously the mailing address area. This area cannot be changed or edited and we encourage you to design your mail piece around this rather than over the top. The reason it cannot be changed is because Royal Mail have set out strict specifications about font type, size and positioning. This requires that we keep a light boarded area around all addresses. The advantage of following these rules is we pass on the cost savings to you. The downside is you **cannot** change the **font size** or **font type** of the **pink Address Area**. But all other fonts can be changed.

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Design Tools

Although we will not go into using every detail of the design tools in this guide you will nevertheless notice that you have a large array of tools to help you design your artwork. Most of these are self-explanatory and are used in a similar way to using a product like Microsoft word. You can: **add text** boxes, **add picture** boxes, **add a background image** and zoom in and out of your design area.
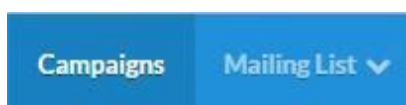
One thing to be aware of is on all **A4 Letters** you will need to press the **Add Page** button before you can move between your first page and additional pages. Each page is classed as individual, so you cannot make text flow between one page and the next like it would in a word processor. Instead, you need to make sure that the words on each page fit correctly.

Uploading using Word or PDF

Quite often we find that people already have a letter in **Microsoft Word** or as a **PDF Document**. These **can** all be uploaded but **not using the Background Upload** icon! This may seem counter intuitive but the background feature is really for pictures only.

Deleting Campaigns

Anyway, let's upload a word document. First, click on the **Campaigns** button so we can delete the one we just made:

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You will be brought back to the start screen again:

To delete the **A4 Letter**, just click on the **Select Campaign** button (**A**), **tick** the campaign we just created (**B**), and press **Delete Selected** (**C**).

We did this because we want to upload a **Word** or **PDF** document from scratch. So, like before, click on the '**Create a New Campaign**' button and select '**A4 Letter**'. But, **instead** of choosing a template, notice that there is a button that says '**Upload PDF**' - click that:
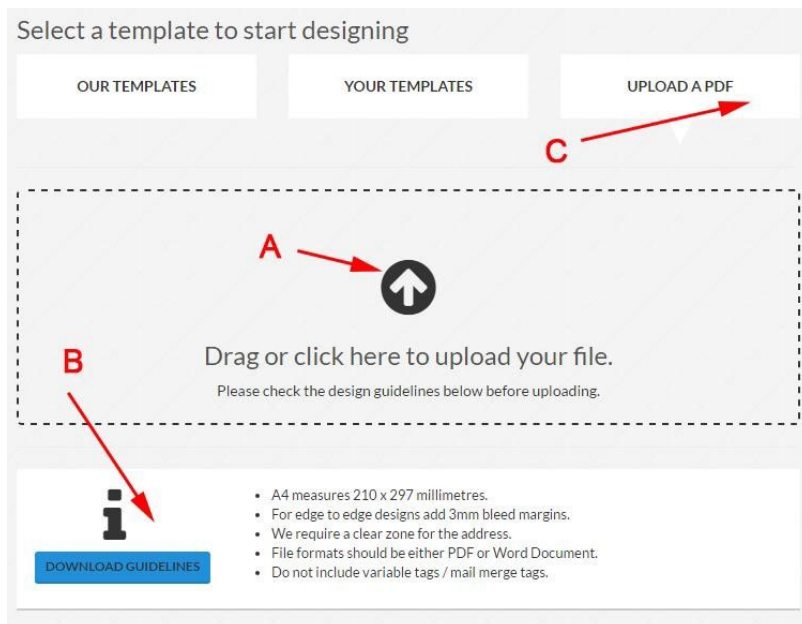

You will be presented with the following page:

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To upload your **Word Document,** click on the **arrow** and browse for it on your computer (**A**); then click upload (**C**).

Our **A4 Letters** are sent using **Windowed Envelopes** like the picture below:

This means that the **first page** of your letter will need to have the send address on it. As previously mentioned, the send address is shown as a **Pink Area**. If you need exact measurements, click on the **Download Guidelines** button (**B**).

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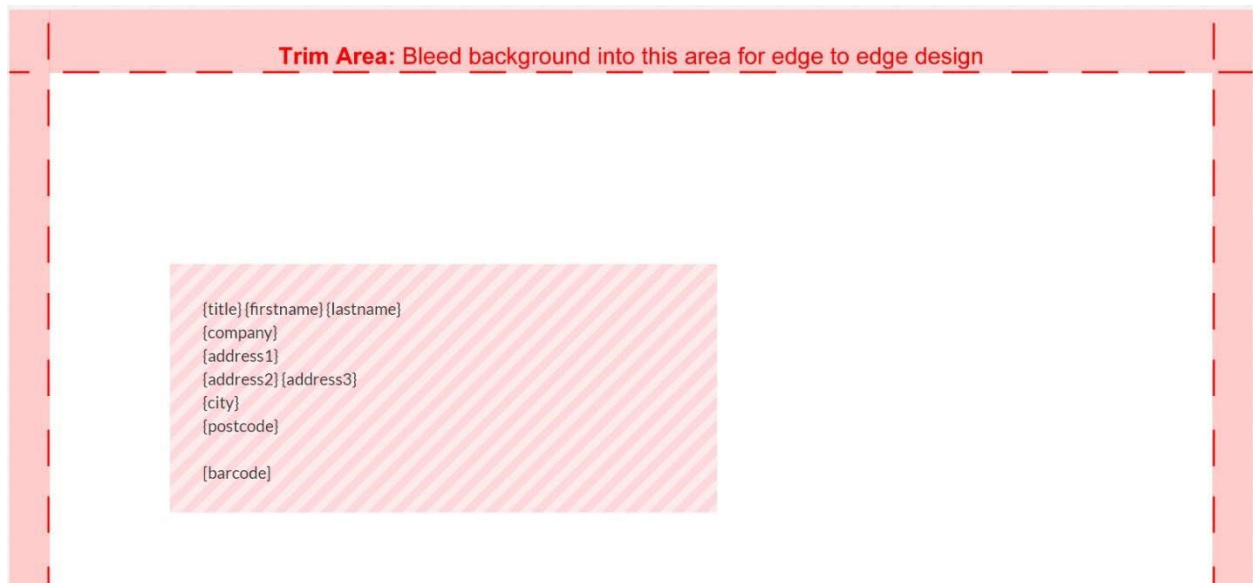Braunton Road, Barnstaple, EX31 1JZ

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Trim Area: Bleed background into this area for edge to edge design

{title} {firstname} {lastname}
{company}
{address1}
{address2} {address3}
{city}
{postcode}

[barcode]

To make a Word or PDF document fit you need to make sure that the first page of your Word Document has enough space for the address to appear. Quite often you will need to open the document in Word and add a few empty lines at the top of the first page, re-save it and re-upload. If that doesn't work, you might try reducing the font size or redesigning your letter a tiny bit more. Anyway, try it with your own document. I've called my design '**My Awesome Campaign'**. And it will appear as a draft (like the picture below) until you approve it for final print.

Campaigns: A list of your direct mail campaigns.

Showing all campaigns ▾   ☑ Select Campaigns ▾

ID	Status	Campaign Name
5414	draft	My Awesome Campaign

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![Stannp.com logo]

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Adding Personalisation

Okay, you got me! The text is uploaded but you cannot edit it! Essentially Stannp has converted your Word or PDF document into a print-quality picture! Each separate page of your document will now appear as the **background picture** for your direct mail piece and you can flick through each page using the **next** and **previous** arrow icons on your page's menu. And, because it is just a background picture, you can still add your own text, logos and other pictures on top of it!

Although this is nice if you have a very simple letter or header / footer design, it is still quite limiting. The best way to design a campaign on Stannp is to add your own text and pictures directly using the website.

Now is a good time to play with the image and text options of the campaign design area to see what they do. Then, when you are finished playing, you can delete the design in the exact same way that you did a moment ago. For a more in depth discussion of all the design tools check out our other tutorials and layout guides.
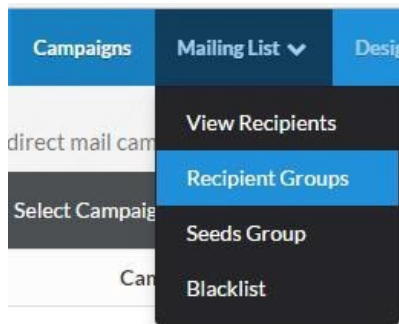
Mailing Lists

We've spent a lot of time looking at the design aspects of **direct mail** but now let's go back to the other piece of the puzzle - the **address list**. Although following the campaign wizard will let you upload an **address list** for your artwork, you can still do it at any time, even with **no letter or card designed!**

To do this just click to the **Mailing List** button and select **Recipient Groups**:

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Think of **Recipient Groups** as **Address Lists** (as in addresses inside an Excel spreadsheets). We call them **Groups** because you can add to them like you would a folder on your computer. For example, let's say you have one **address list** already uploaded and you wanted to **add** some more addresses to that list, instead of deleting the old list and uploading a new one, you can simply upload the new address to that address **Group**.

Anyway, to upload a new **address list** click on the **'create a new group button'.**

Doing this will create a new group to hold your **address list**, in this case it's called '**Group 1**':
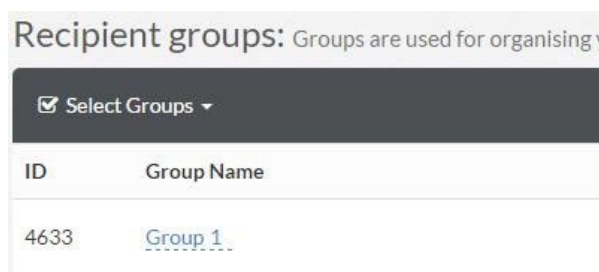
Now, to upload your addresses to this group choose the '**View Recipients'** button:

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Then you can choose to either '**Add a single recipient'** to your group or just **'import recipients'** from your Excel or CSV spreadsheet.

After choosing the import recipients option you will be presented with the following:

Your spreadsheet will be shown with a preview of some of the addresses. To make sure the website has got the columns correct, it asks you to tell it what columns are for the **address data** and which are not. To do this, just click on the drop-down boxes and select what part of the address it's used for (i.e. postcode, firstname, address line 1 and so on). Anything that is **not** part of the address should be left as '**Custom Heading.**' You can also choose to skip columns here.

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Note: for advanced users, you can add **more than just addresses** to your address lists. For example, you can also add columns containing just about **anything** such as: **Customer Reference numbers, nicknames, dates** and so on. These **extra columns can all be used to add personalisation's to your letters**. All these should have unique header names and should all also be uploaded as '**Custom Heading**'.

If your address list is new it will be uploaded with the '**New Group**' button selected. But if you would like to **add** this to an **address list** that you have previously uploaded then click the '**Existing Group'** button now.

Give your address list a name you will remember:

Finally, choose how you want to handle **duplicate addresses** in your address list. The dropdown menu offers the following options:

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The option **'Update Duplicates and add to this group'** means **remove duplicates** from the list. This is the **default option**, so you may find that your uploaded **address list** is smaller than you expected! If that is not what you wanted then you can delete the uploaded list and try it again. Deleting lists can be done in the same way we deleted campaigns earlier.

The next option is **'Insert all duplicates as unique records'**. You might want to do this, for example, if you had more than one person from the same address in your mailing list.

The final option '**Ignore duplicates found in any group'** will search through all your previous **address lists** and **not upload** the address if it finds one already exists.

Once you are completely happy hit the import data button:

Attaching an Address List to your Design

At this stage you should have a letter design and your data uploaded. All we need to do now is attach the data to the letter. Click on the **Campaigns** button again to see a list of campaigns.
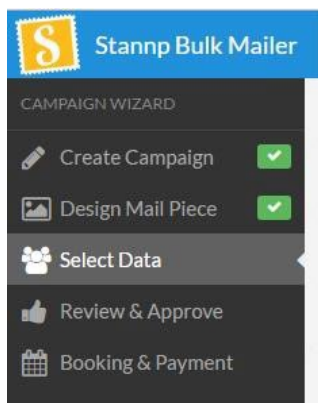
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And you should see your letter design:

Click on that to go back to your design and then click on where it says: '**Select Data'**:

And select the list we just uploaded '**My Awesome Address List'**:

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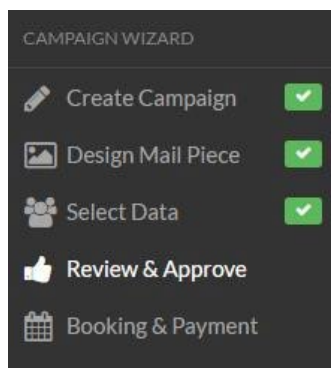ICO Data Protection Reference: ZA134992

You will be brought to a page allowing you to specify how the data should be attached to your design. The two main options (**A**) are:

- **Send All Data** – this just sends your letter to everyone in the list.

- **Send to only UK matched** – this sound confusing at first but to save you costs Royal Mail allows us to check your address lists against their database. If the address matches you can save approximately 10p per letter sent because it saves them having to check!

Once you are happy you can save your selection (**B**).

Approving your Campaign

If you haven't already been sent to the **Approval Page** then you can go there at any time by clicking **Review & Approve** on the menu bar:

CAMPAIGN WIZARD

- ✏️ Create Campaign ✅
- 🖼️ Design Mail Piece ✅
- 👥 Select Data ✅
- 👍 Review & Approve
- 📅 Booking & Payment

To see an example of what your letter design will look like using the address list just hit the **'Download Sample'** button

DOWNLOAD SAMPLE

This will open a new page with a PDF document showing exactly how your final design will look. If you are happy with the design you can just click back on the '**Design Mail Piece**' button again to do some changes.

Again, the order you do things doesn't matter. You could ignore this and go upload another address list, or edit another design layout and come back when you have decided on what changes you needed. You can even just log out of your browser and edit it again another day.
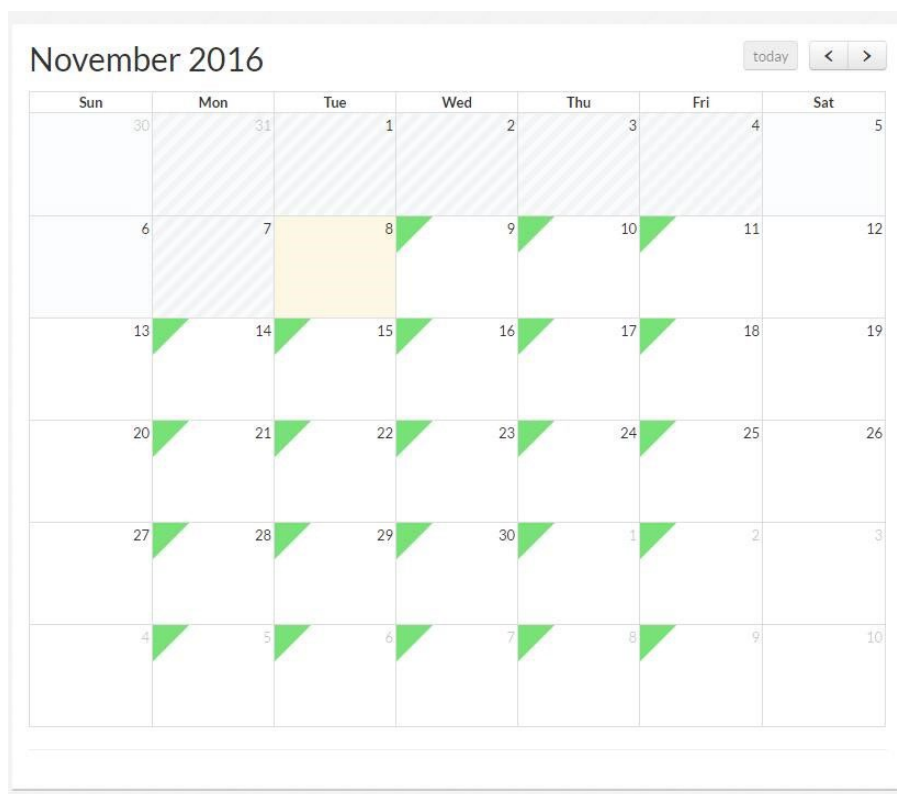
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Approving your Campaign

Once you are completely happy with your sample you can click the '**Approve Campaign'** button to pay online using our secure payment system.

It will ask you to book when you would like it sent out using our easy to use calendar:

 That's it! I hope you've found this introduction helpful. You now know how to create a simple mailing campaign from start to finish. If you would prefer to pay by **BACS** or have any further questions, please email: fraser@stannp.com or call: **01271 320 863**. We also have an online chat feature and managed account options.

Finally, to learn more about our design tools, API, and other advanced online features look out for our future guides and tutorials.

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