



@Mill

PROFESSIONAL EMAILING SOLUTION



TUTORIAL

**CREATING E-MAILS FROM
RSS, ATOM OR RDF FEEDS**

A tutorial on this subject could seem absurd at a first view. Indeed, why sending the content of RSS feeds by e-mail whereas many RSS readers exist? Isn't it losing all the appeal of RSS feeds?

It is obvious that the use of RSS readers is the ideal solution. However, most companies which use RSS feeds to communicate still offer the possibility to receive newsletters by e-mail in order to inform all their contacts, the RSS addicts and the others.

This tutorial aims at explaining you how eMill lets you broadcast e-mails whose contents is dynamically created using the RSS feeds to which a receiver has subscribed. Note that throughout the tutorial we speak of RSS feeds but it works exactly the same with ATOM or RDF feeds.

1. Open the project sample

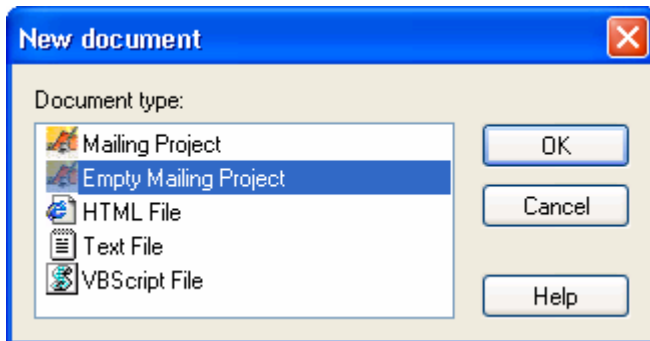
The creation of this kind of eMill project needs you to write advanced code. As we want to keep the tutorial accessible to everyone, a sample project has been created. It will allow you to simply copy and paste the code.

Open the sample from the **File > Open Start Page** menu and click on the sample called '**RSSReader**' on the right of the start page.

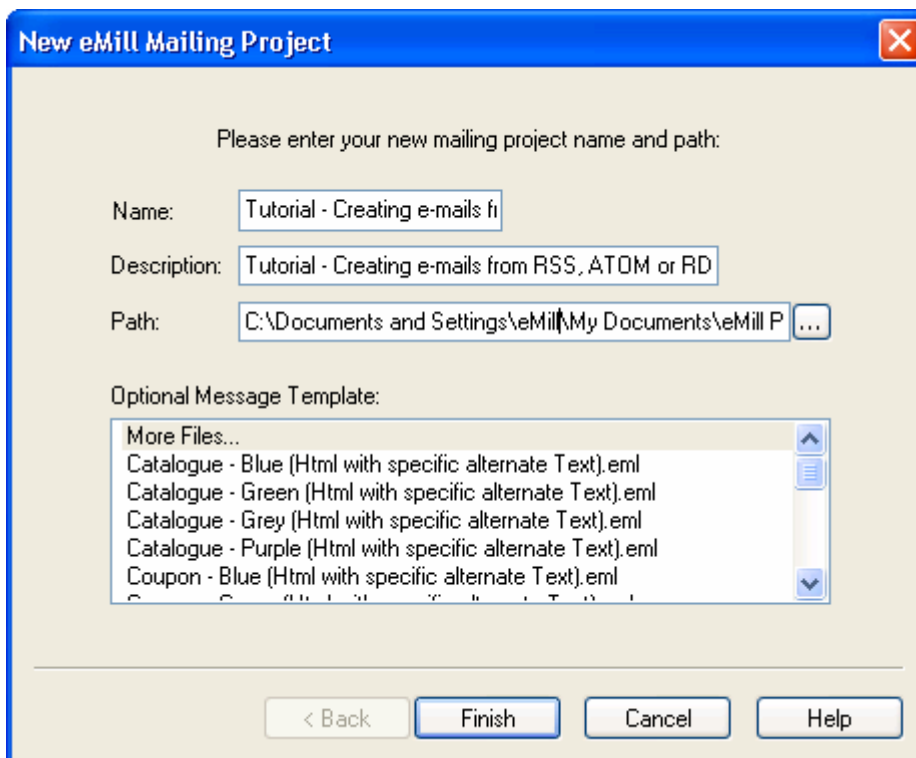


2. Create a new mailing project

From the **File > New** menu, select '**Empty Mailing Project**' and click on '**OK**'.

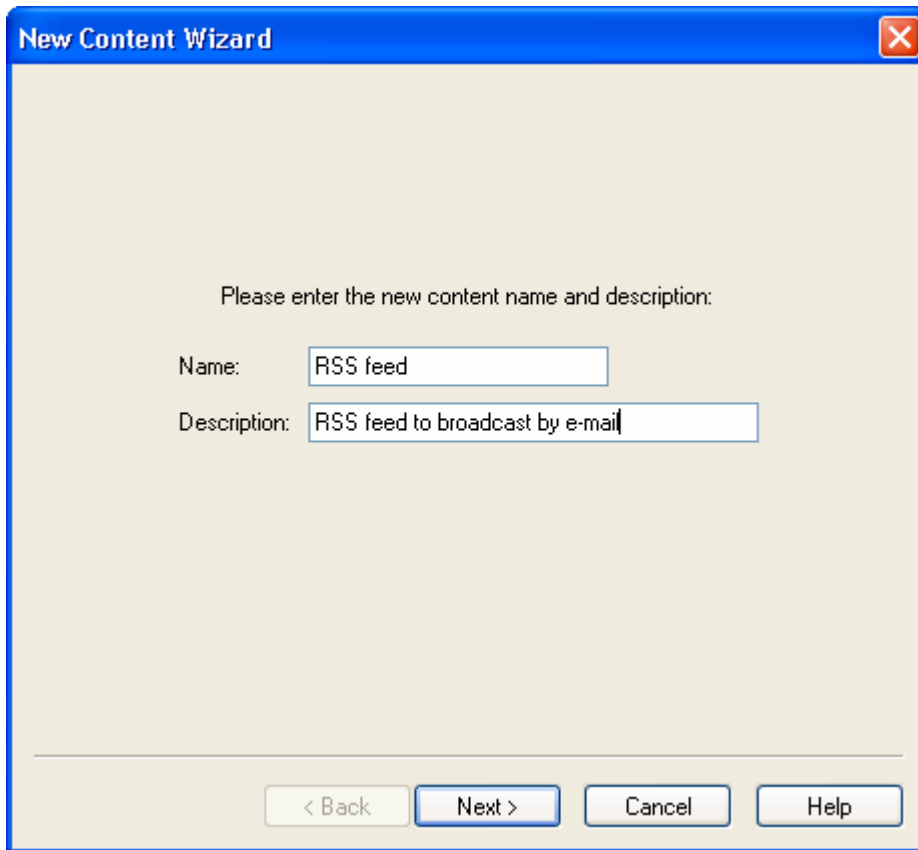


Enter a name and a description for the new project and click on '**Finish**'.



3. Create an HTML content

From the **Project > Add Content** menu, enter a name and a description for the new content and click on '**Next**'.



New Content Wizard

Please enter the new content name and description:

Name:

Description:

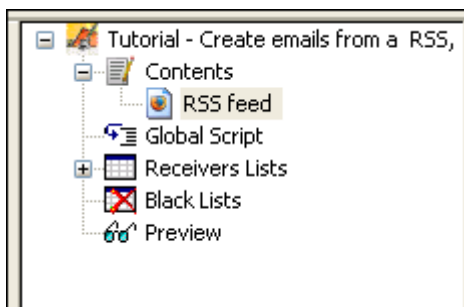
< Back Next > Cancel Help

Select **'Add a new empty content'**, **'HTML file'** and click on **'Next'**.



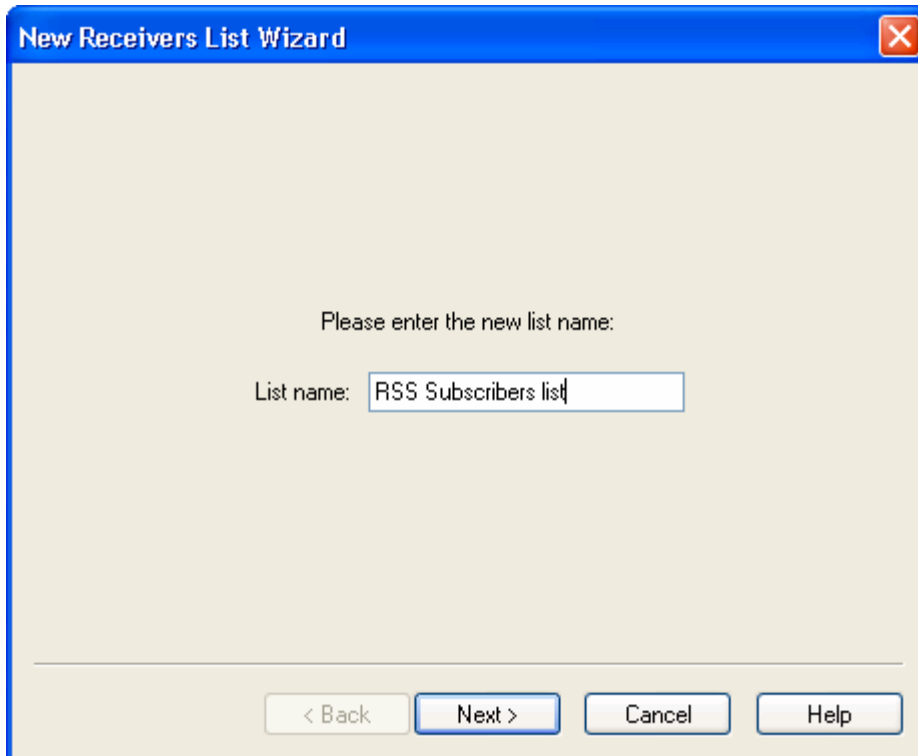
Click on **'Finish'**

The new content is now displayed in the project tree under **'Contents'**.



4. Add a receivers list

From the **Project > Add Receivers List** menu, enter a name for this new list and click on **'Next'**.



New Receivers List Wizard

Please enter the new list name:

List name:

< Back Next > Cancel Help

Select the data source type. For more details on the different data sources available, please refer to the appropriate help section.

Click on **'Next'** and **'Finish'**

Note: The receivers list must include a column called 'Feeds' including the address of the RSS feed at which each receiver is subscribed. To add a column in the list, go to the **Project > List > Add New Column**.

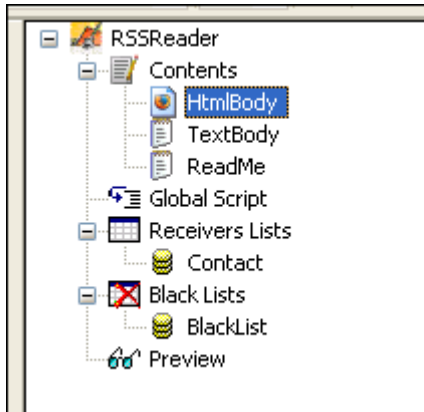
If a receiver is subscribed to several RSS feeds, enter the addresses in the same column separated by a comma.

FirstName	LastName	Feeds
Daniel	Wayne	http://news.google.com/nwshp?hl=en&tab=wn&q=&output=rss
Vincent	Skywalker	http://rss.news.yahoo.com/rss/world
Gregory	Corleone	http://newsrss.bbc.co.uk/rss/sportonline_world_edition/front_page/rss.xml
Franck	Baggins	http://rss.cnn.com/rss/si_nba.rss ; http://rss.cnn.com/rss/si_nfl.rss ; http://r...
Philippe	Potter	http://rss.cnn.com/rss/edition.rss ; http://rss.cnn.com/rss/cnn_world.rss
Jules	Winnfield	http://news.google.com/nwshp?hl=en&tab=wn&q=&output=atom
Sam	Gangli	http://www.mozilla.org/news.rdf

5. Create the content of the message

In order to create dynamically the content of the message using the RSS feed addresses indicated in the 'Feeds' column of the list, you have to enter advanced code called 'VB Script'. Thanks to the '**RSSReader**' sample project, this step is accessible to everyone.

Open the '**RSSReader**' project and click on the '**HTMLBody**' content in the project tree.



Switch to the 'HTML' view by clicking on the 'HTML' button at the bottom of the editor.



Select the whole code and go to the **Edit > Copy** menu.

Go back to your project, click on the content you have just created, switch to the 'HTML' view (the button is at the bottom of the editor) and go to the **Edit > Paste** menu.

Advanced users are able to browse the code and modify it to adapt it to specific uses.

The creation of this project is now over. In order to check if everything is correct, click on 'Preview' in the project tree. In this mode, you are able to display for each receiver the content dynamically created using the RSS feed to which they are subscribed.



6. Appendix

Appendix 1: Modify the design of the message

To change the way the content of the message is displayed, you must edit the CSS code located between the `<style>` (line 461) and `</style>` (line 505) tags.

To have access to this code, click on the content in the project tree and switch to the 'HTML' view (the button is at the bottom of the editor).

Here are the details for each CSS elements:

- **body, table:** Define the font type, the font size and the font colour used by default in the message.
- **table.header, table.footer, table.body:** Define the type, the width and the color of the border around the RSS feed title and articles.
- **table.header:** Define the font color of the RSS feed title.
- **td.headertext, td.footertext:** Define the position of the RSS feed title and of the footer if it exists.
- **td.footertext:** Centre the footer text if it exists.
- **img:** Define the absence of borders around the email images.
- **hr:** Define the style of the line between each RSS feed article.
- **a:** Define the link style.
- **a :hover:** Define the link style when the mouse is over it.