



# TreeManager User Guide

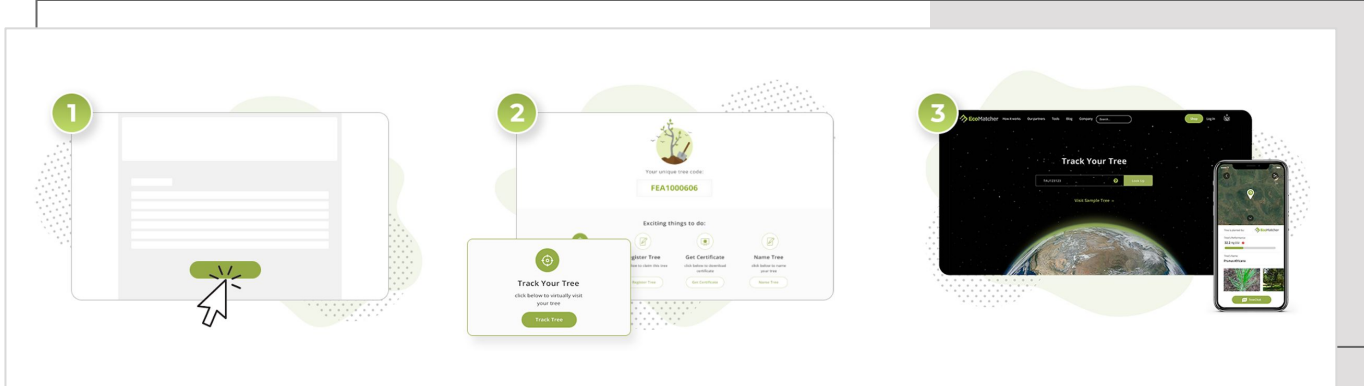
Send Trees by Email

<https://www.ecomatcher.com/>



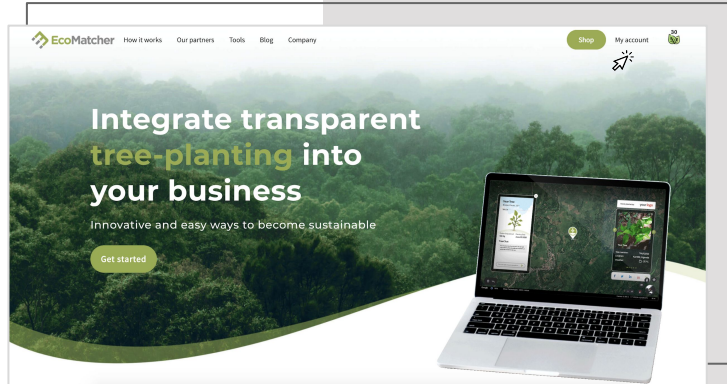
This User Guide explains the step by step process of sending *customized emails* linked to trees (①). Once your customer selects the green “Track Your Tree” button we embed in every email, the customer will be directed to a custom *landing page* offering options (②). One option is to *virtually travel* to the tree (③).

Treegards, the EcoMatcher team



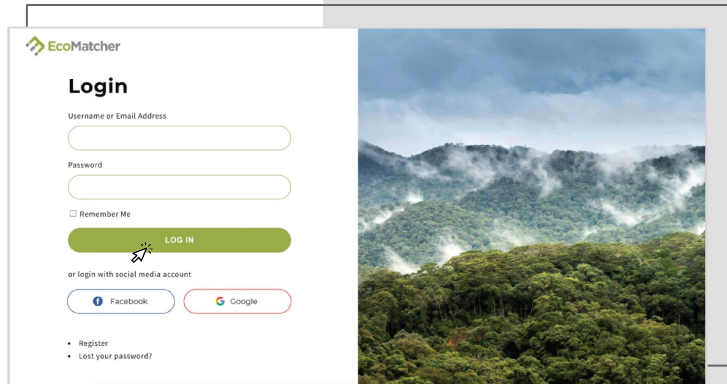
1

Head to [www.ecomatcher.com](http://www.ecomatcher.com)

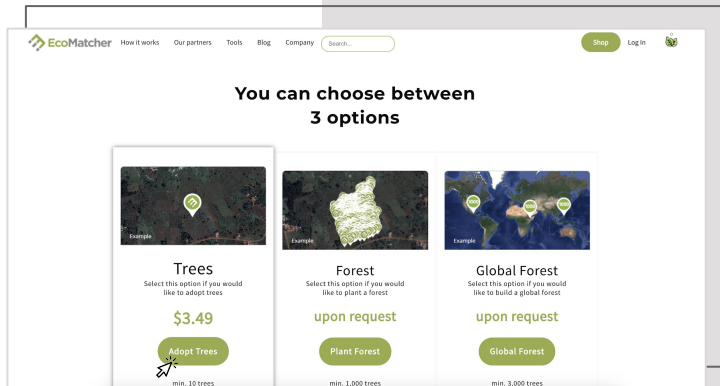


2

Log in to an existing EcoMatcher account or create a new account using “Register”.

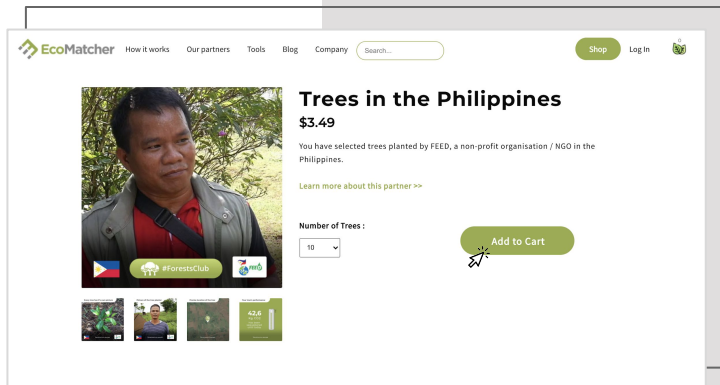


3 Click Shop on the Home page (green button) and select Trees.



4 Pick the location you wish to plant your trees and select the number of trees.

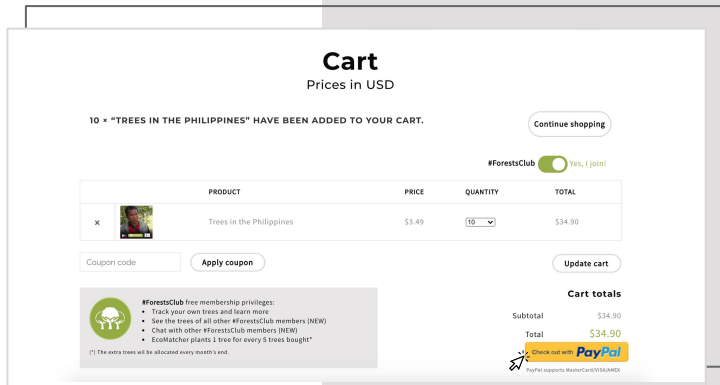
Select "Add to Cart".



5


Checkout with PayPal by selecting the yellow button.

PayPal also offers credit card payments.



The screenshot shows the 'Cart' page with the following elements:

- Header: **Cart**, Prices in USD
- Message: 10 x "TREES IN THE PHILIPPINES" HAVE BEEN ADDED TO YOUR CART.
- Buttons: Continue shopping, #ForestsClub Yes, I join!
- Table:

	PRODUCT	PRICE	QUANTITY	TOTAL
x	 Trees in the Philippines	\$3.49	10	\$34.90

Below the table are fields for 'Coupon code' and 'Apply coupon', and a button for 'Update cart'.

**Cart totals**

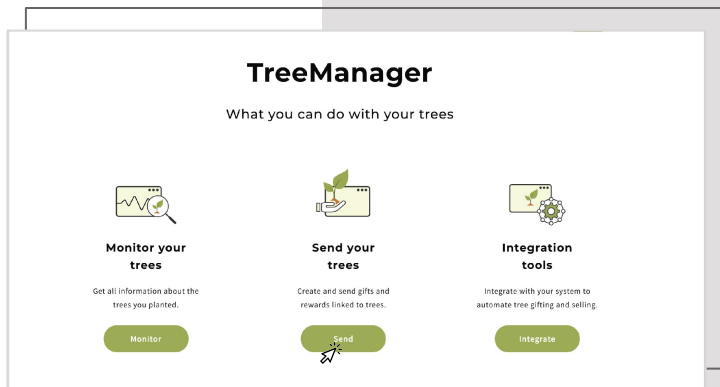
- Subtotal: \$34.90
- Total: \$34.90

A yellow button for 'Check out with PayPal' is visible at the bottom right.

6

After payment, you automatically enter the TreeManager, offering options to utilize your trees.

Select "Send" under the option "Send your trees"

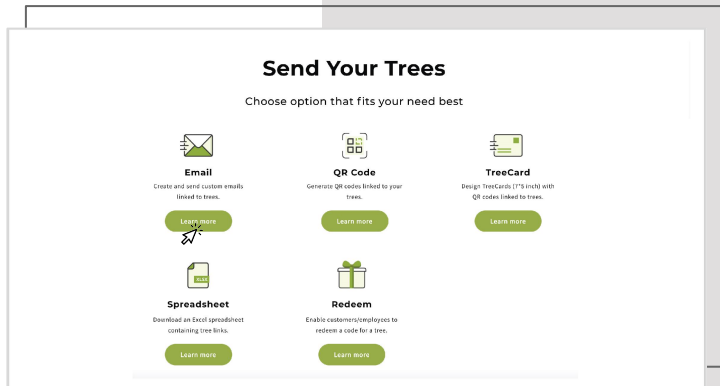


The screenshot shows the 'TreeManager' page with the following elements:

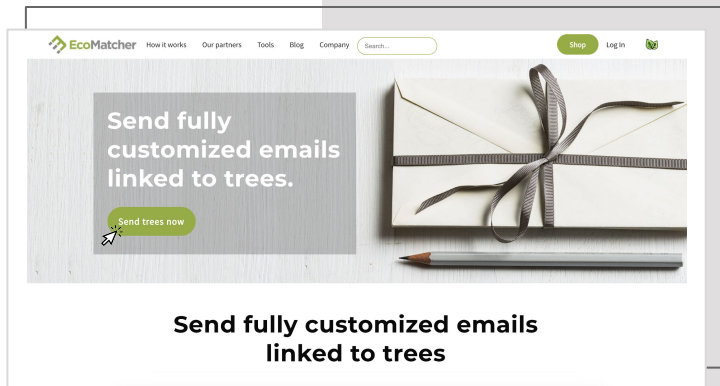
- Header: **TreeManager**, What you can do with your trees
- Three main options:

- Monitor your trees**: Get all information about the trees you planted. Includes a 'Monitor' button.
- Send your trees**: Create and send gifts and rewards linked to trees. Includes a 'Send' button.
- Integration tools**: Integrate with your system to automate tree gifting and selling. Includes an 'Integrate' button.

7 Select “Learn more” under the option “Email”.



8 Select “Send trees now” and start customizing!



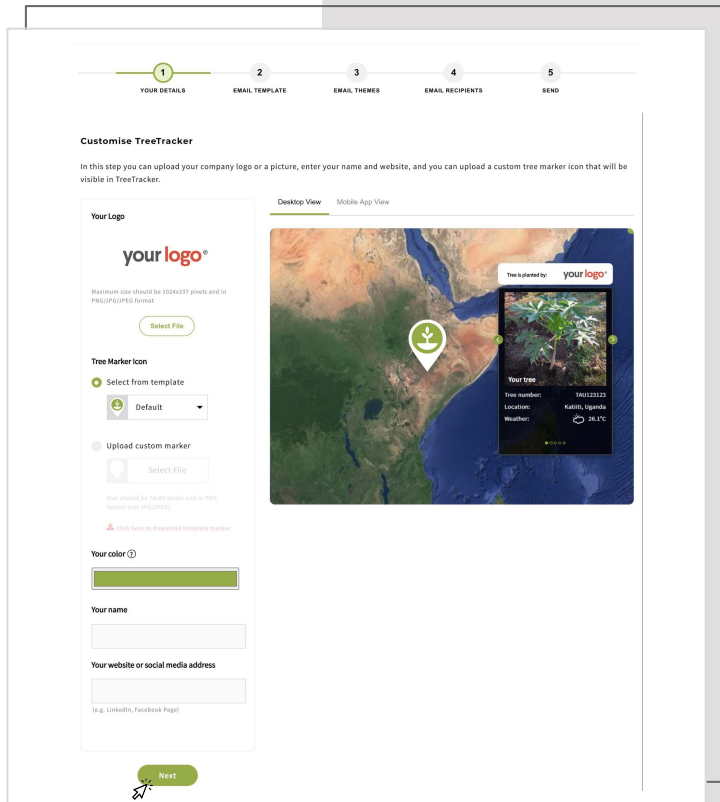
9

Upload your company's logo, which will appear below each tree when viewed.

In case you like to customize the tree pin, you can do so.

Last but not least, fill in your name, website and social media details.

Select "Next".



1 YOUR DETAILS 2 EMAIL TEMPLATE 3 EMAIL THEMES 4 EMAIL RECIPIENTS 5 SEND

### Customise TreeTracker

In this step you can upload your company logo or a picture, enter your name and website, and you can upload a custom tree marker icon that will be visible in TreeTracker.

**Your Logo**

your logo®

Maximum size should be 3024x337 pixels and in PNG/JPG/JPEG format

Select File

**Tree Marker icon**

Select from template

Default

Upload custom marker

Select File

Note should be 700x700 pixels and in PNG format (not JPEG)

Click here to download template marker

**Your color**

Your name

Your website or social media address

i.e. LinkedIn, Facebook Page

Next

Desktop View Mobile App View

TreeTracker by your logo®

Your tree

Tree number: 110212123

Location: Kati, Uganda

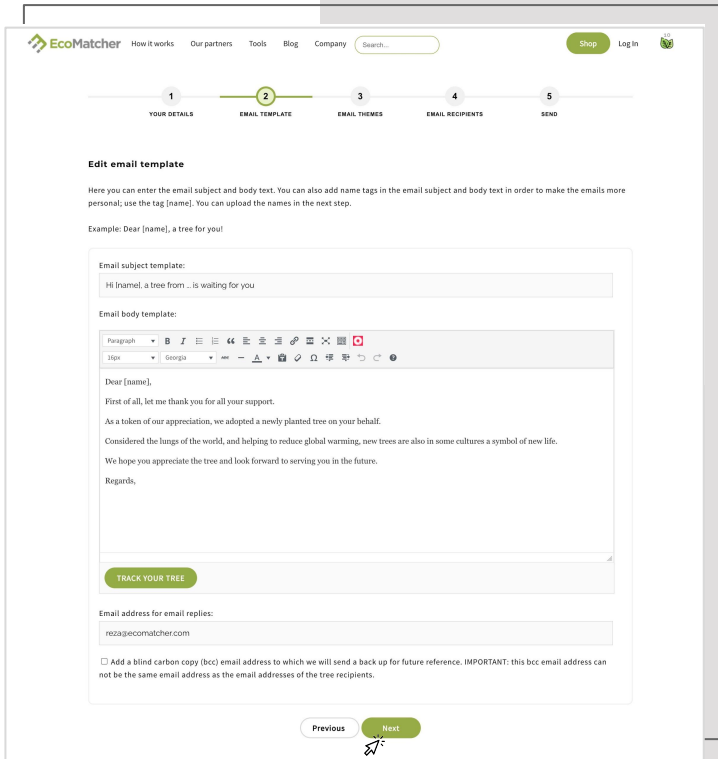
Weather: 26.1°C

10

In “EMAIL TEMPLATE” you can edit the email that will accompany the trees you sent to each of your recipients.

You can also add [name] tags in the email subject and email body in order to make the emails more personal. You can upload the names in the next steps.

Select “Next”.



The screenshot shows the EcoMatcher web interface for editing an email template. At the top, there is a navigation bar with the EcoMatcher logo, links for 'How it works', 'Our partners', 'Tools', 'Blog', and 'Company', a search bar, and buttons for 'Shop' and 'Log in'. Below the navigation is a progress indicator with five steps: 1. YOUR DETAILS, 2. EMAIL TEMPLATE (highlighted), 3. EMAIL THEMES, 4. EMAIL RECIPIENTS, and 5. SEND.

The main content area is titled 'Edit email template'. It contains the following sections:

- Email subject template:** A text input field containing 'Hi [name], a tree from ... is waiting for you'.
- Email body template:** A rich text editor with a toolbar. The content includes:
  - 'Dear [name],'
  - 'First of all, let me thank you for all your support.'
  - 'As a token of our appreciation, we adopted a newly planted tree on your behalf.'
  - 'Considered the lungs of the world, and helping to reduce global warming, new trees are also in some cultures a symbol of new life.'
  - 'We hope you appreciate the tree and look forward to serving you in the future.'
  - 'Regards,'
- TRACK YOUR TREE** button: A green button located below the email body editor.
- Email address for email replies:** A text input field containing 'reza@ecomatcher.com'.
- Disclaimer:** A checkbox and text stating: 'Add a blind carbon copy (bcc) email address to which we will send a back up for future reference. IMPORTANT: this bcc email address can not be the same email address as the email addresses of the tree recipients.'

At the bottom of the form, there are 'Previous' and 'Next' buttons. The 'Next' button is highlighted in green and has a mouse cursor over it.

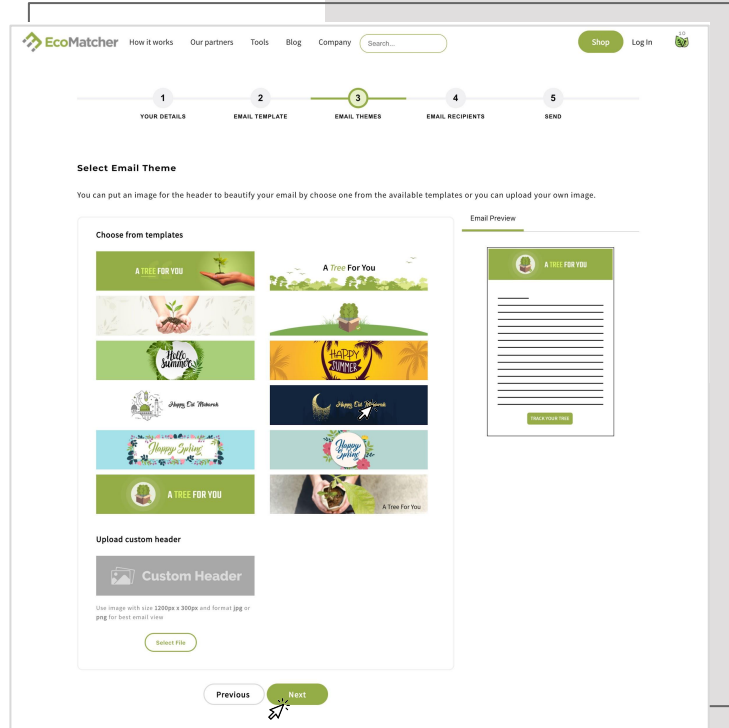


11

Select the header image for the emails that will be sent to your tree recipients.

Select from existing templates or upload your own custom header image (1200 x 300 px).

Select “Next”.



## Send a test email

Send a test email to preview what your recipient will receive. Or go direct to the options below.

### Single Email

Enter the number of trees, the tree(s) location, the preferred language of the landing page, and details about your email recipient. You can also further personalize your email message here.

### Broadcast Email

Follow strictly the Excel template to input the details of your recipients. Upload the file in xlsx format.

#### SEND TEST EMAIL

You will be sending a test email to yourself to see how EcoMatcher works. You can draft an email to yourself below.

Number of tree(s) that you want to send:

Tree location:

Default ▾

Landing page language: ①

English ▾

Enter your first name:

#### SEND SINGLE EMAIL

You will be sending a single email and you can draft an email below.

Number of tree(s) that you want to send:

Tree(s) location:

Default ▾

Landing page language: ①

English ▾

Enter name of addressee:

Enter email address of addressee:

#### SEND MULTIPLE EMAILS

You will be sending multiple emails at once through a so called "mail merge". Your email template will contain fields that will automatically be replaced by text and values from an Excel sheet that you can upload below.

You currently have not added any recipients for your cause units.

- Please use Excel to upload the names and email addresses, names and number of trees you want to give per name.
- Your Excel sheet should use this format:
  - 1st row, Column A: email
  - 2nd row, Column B: name
  - 3rd row, Column C: trees
  - 4th row, Column D: language

	A	B	C	D
1	email	name	trees	language
2	Bob@gmail.com	Bob	2	en
3	Katy@yahoo.com	Katy	5	fr
4	Etc	Etc	Etc	Etc

Available language:

English = en, 中文 = zh, Español = es, Nederlands = nl, العربية = ar, Italiano = it, Français = fr  
 Bahasa = id, Deutsch = de, Português = pt, Italiano = it, Français = fr

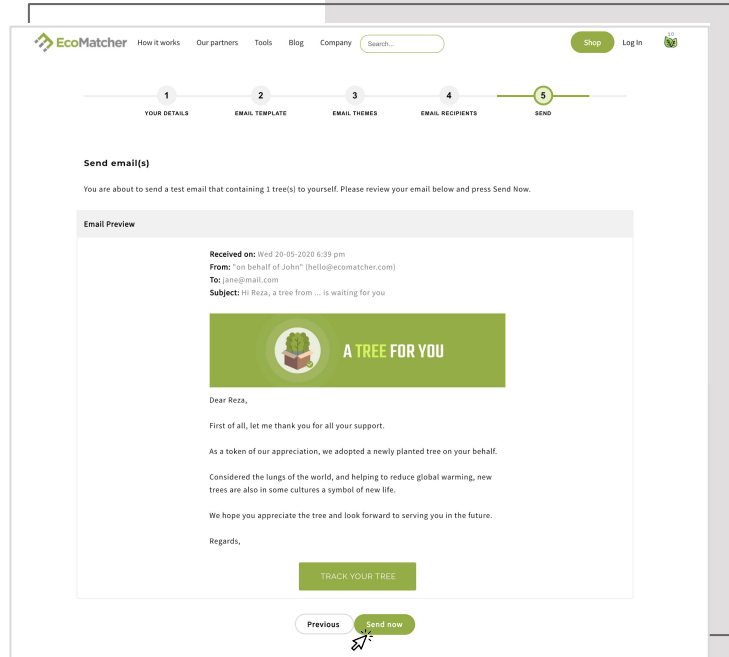
- Save file in .xlsx format

Select File

13

Preview the finalized draft of your email message to your recipient(s).

Click “Send now” and EcoMatcher will send all emails linked to your trees.



The screenshot shows the EcoMatcher web interface for sending an email. At the top, there is a navigation bar with the EcoMatcher logo, links for 'How it works', 'Our partners', 'Tools', 'Blog', and 'Company', a search bar, and buttons for 'Shop' and 'Log In'. Below the navigation is a progress bar with five steps: 1. YOUR DETAILS, 2. EMAIL TEMPLATE, 3. EMAIL THEMES, 4. EMAIL RECIPIENTS, and 5. SEND. Step 5 is currently active and highlighted in green.

The main content area is titled 'Send email(s)' and contains the following text: 'You are about to send a test email that containing 1 tree(s) to yourself. Please review your email below and press Send Now.'

The email preview section, titled 'Email Preview', shows the following details:

- Received on:** Wed 20-05-2020 6:39 pm
- From:** "on behalf of John" (hello@ecomatcher.com)
- To:** jane@mail.com
- Subject:** Hi Reza, a tree from ... is waiting for you

The email body features a green banner with a tree icon and the text 'A TREE FOR YOU'. Below the banner, the email content reads:

Dear Reza,

First of all, let me thank you for all your support.

As a token of our appreciation, we adopted a newly planted tree on your behalf.

Considered the lungs of the world, and helping to reduce global warming, new trees are also in some cultures a symbol of new life.

We hope you appreciate the tree and look forward to serving you in the future.

Regards,

At the bottom of the preview, there is a green button labeled 'TRACK YOUR TREE'. Below the preview, there are two buttons: 'Previous' and 'Send now', with a mouse cursor clicking on the 'Send now' button.

14

You will get a message that all emails have been sent.

