

Contents

Purpose and Benefits	1
<hr/>	
Description	1
Features.....	1
How Partners Use the Send-to-a-Customer E-mail Tool	2
Forwarding E-mail Messages	4
<hr/>	
Audience	4
<hr/>	
Location on Pweb	5
<hr/>	
Setting up the Link on an HTML Page	5
<hr/>	
Subject Matter Expert	6

Purpose and Benefits

The Send-to-a-Customer E-mail Tool link can be implemented on any HTML page on Pweb as a sales tool for partners to use with their end-user customers. The tool gives HP partners the ability to easily e-mail key HP information to customers.

Benefits include the following:

- HP can easily implement partner co-marketing campaigns.
- Partners can easily distribute HP e-mails to their end-user customers to help increase sales.

Description

The Send-to-a-Customer E-mail Tool allows partners to send a specific HTML page to a customer.

For example, if the HP content owners of the new blade server technical course want partners to promote their upcoming training, they can request that the Pweb team place the following link on their "new blade server technical course now available" page:



This link enables the partner to e-mail this page to their customers.

Features


- This tool uses a basic e-mail script to send the messages. Although this script is also used by E-Mail Alerts, there is no integration between the two tools. Send-to-a-Customer e-mail recipients will typically be end-user customers and are not Pweb users.
- When customers receive the e-mail message, they cannot view the names of other recipients.
- The HTML page with the personal greeting is viewed "inline" rather than as an attachment.


Note


Recipients of Send-to-a-Customer e-mails that cannot view the message as HTML will receive a text version of the message with a link to a web-based version of the page. If this occurs, recipients need to use this link to view the page.

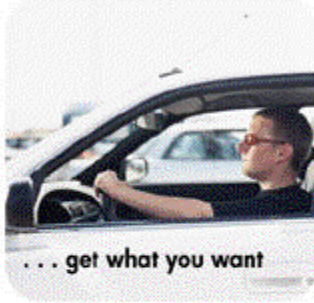
How Partners Use the Send-to-a-Customer E-mail Tool


The link, **Send this page to a customer**, is positioned on the page being forwarded to a customer, for example:

 [Send this page to a customer](#)









the idea behind the hp trade-in program is simple:
We help you redeem the value of your current HP or non-HP equip and apply it toward the purchase of brand-new HP products. HP's n trade-in program, powered by TradeUps, Inc., allows you to compl your transaction via a seamless Web interface.

how does it work?

- visit www.hp.tradeups.com² and enter details about equipm to be traded

To use this tool, partners do the following:

1. Click the **Send this page to a customer** link to open a window that describes the tool and its terms and conditions.
2. Click **I AGREE** to open an e-mail form (Figure 1) that allows users to input or copy and paste customer e-mail addresses and to construct a personal message to accompany the page.

Note

If partners click **I DISAGREE**, they return to the page they started from on Pweb.

3. Click the **SUBMIT** button.

Users are then prompted to preview the message before sending. They can choose **CONTINUE** or **EDIT**. By clicking **CONTINUE**, the message is sent. By clicking **EDIT**, users can return to the e-mail form.

send to a customer

Required: Enter recipient's e-mail address.

Required: This field is auto-filled based on the partner's Pweb user name. It can be edited.

e-mail form

e-mail recipients: (separate addresses with commas or semicolons)

from email:

from name:

comments: (50 words or less)

Required: This field is auto-filled based on the partner's Pweb user name. It can be edited.

Not required: Sender can enter a personal message to accompany the page.

The image shows a screenshot of an e-mail form titled "e-mail form" with a blue header. The form contains several input fields: "e-mail recipients:" with the value "joesmithcustomer@abc.com", "from email:" with "mbrown@bestbuys.com", "from name:" with "Mary Brown", and "comments:" with a text area containing "Joe, This is perfect for your company's needs. Regards, Mary". A "→ SUBMIT" button is at the bottom left. Four callout boxes provide instructions: one for the recipient field (required), one for the from email field (required and auto-filled), one for the from name field (required and auto-filled), and one for the comments field (not required).

Figure 1. E-mail Form

Forwarding E-mail Messages

When customers receive the message, they can forward it. However, the next group of recipients is not able to forward the message, for example:

Send 1: Partner (user 1) sends the page to a customer.

Send 2: Customer (user 2) sends the page to another recipient or set of recipients (user 3).

Send 3: User 3 cannot forward the message any further through the Send-to-a-Customer E-mail Tool.

Note

The user 2 group is required to enter their e-mail addresses in the **from email** field and their names in the **from name** field. These fields are not auto-filled for the user 2 group since this group might not be Pweb users and might not be logged on to the Pweb site while using the Send-to-a-Customer E-mail Tool.

Audience

HP partners use the Send-to-a-Customer E-mail Tool to send information to their end-user customers.

Currently this tool is accessible through the Trade-in Program. The audience includes:

- Commercial Tier 1 (segmentcomm1)
- Commercial Tier 2 (segmentcomm2)
- UNIX Tier 1 (unix1)
- UNIX Tier 2 (unix2)

This tool can be implemented on any HTML page on Pweb and can be made available to any partners that use Pweb. The specific audience depends on where the tool is used on the site. For example, if used in the Training area, the tool would use the same audience segmentation for the area in which it is used.

Location on Pweb

Although the Send-to-a-Customer E-mail Tool was initially launched for the HP Trade-in Program, it can be leveraged for other areas of Pweb.

The tool is currently found at the following location:

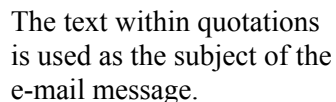
1. Starting from the secure home page, select **programs** from the left navigation panel.
2. In the **organized by program name** content unit, select **trade-in**.
3. Under **additional information and sales tools**, select **send to a customer e-mail tool**.

Setting up the Link on an HTML Page

The token `send_to_friend` is used to set up the link on an HTML page. This token can be placed anywhere on any Pweb page that uses color tags.

For example, on the Trade-In Program page, https://partner.americas.hp.com/rrc/performance/html_src/progprom/tradein/, the token is placed at the top and bottom of the page. Accordingly, the token on this HTML page is one of the first and last tags written in the code. The token immediately follows the `<body>` tag and proceeds the `</body>` tag. The following shows the `send_to_friend` token used at the top of the page:

```
<BODY BGCOLOR=#FFFFFF leftmargin="0" topmargin="0" marginwidth="0" margin-  
height="0">  
[token send_to_friend "Use HP Trade-In to get what you want"]  
<TABLE BORDER=0 CELLPADDING=0 CELLSPACING=0 width="660">
```



The text within quotations
is used as the subject of the
e-mail message.

Note

The `send_to_friend` token must be enclosed in brackets: `[. . .]`.
A message subject must be placed within quotation marks as shown in the example. Otherwise, the subject of the e-mail message will default to "HP refer a customer."

When partners send an HTML page through this tool, their recipients view the same information that the partner views. If links are present on the page to other parts of the Pweb site and customers try to click those links, they will be brought to the Pweb site and prompted to login. If they do not have a login, they will not be permitted to enter the site.

Subject Matter Expert

Tami Maggio (HP Pweb Team)