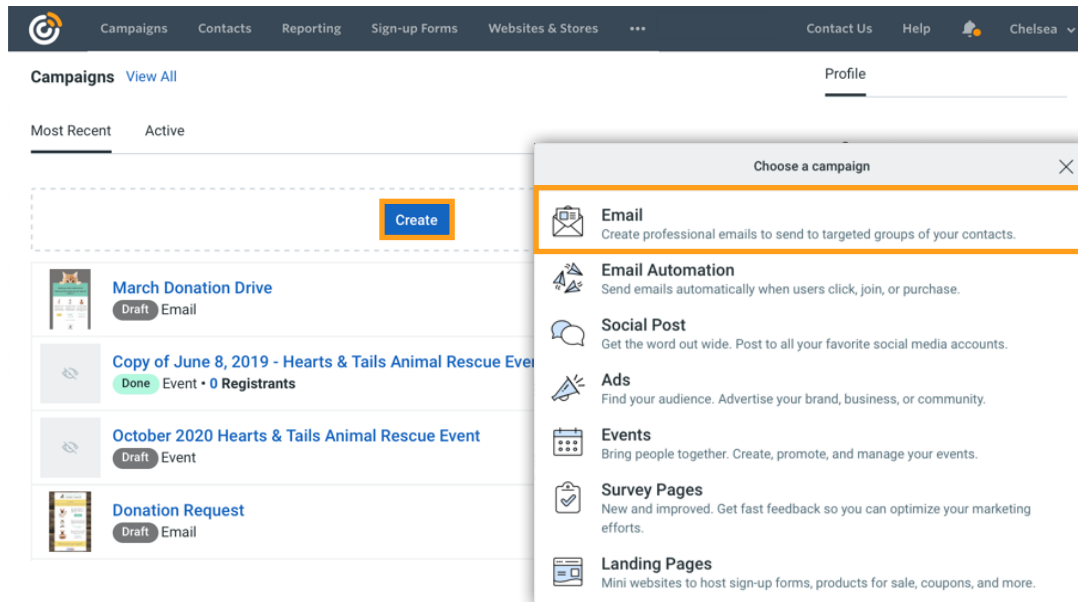**Constant Contact**

# Create a branded email template

Reusable branded templates save you time and keep your emails looking consistently beautiful.

# This guide will help you create a branded email template that you can copy and reuse for future campaigns.

With a reusable template, you'll have a head start each time you go to create an email! Simply add the elements you'll use in every email, brand it with your organization's logo and colors, add your social media links, and your template is ready to be used again and again!

## To get started:

1. Log into your Constant Contact account.
2. Click the **Create** button.
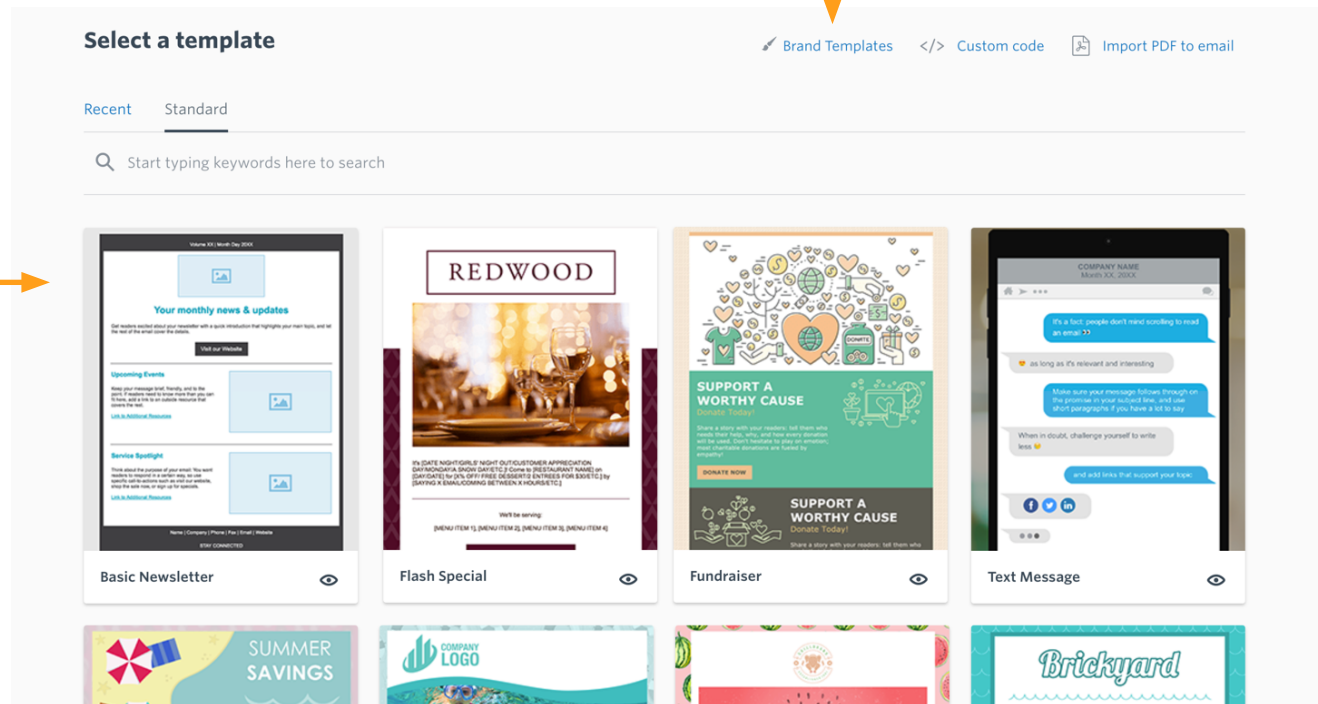3. Select **Email**.

# 01

## Select a template

First, choose an email template with a layout that best suits your content.

Scroll through our template options and click on one to select it. Every template is mobile-responsive and can be fully customized to fit your needs and to match your branding.

**Save time creating a branded template**

Click "Brand Templates" to enter your website or Facebook URL and we'll automatically create a template with your company's logo and colors!
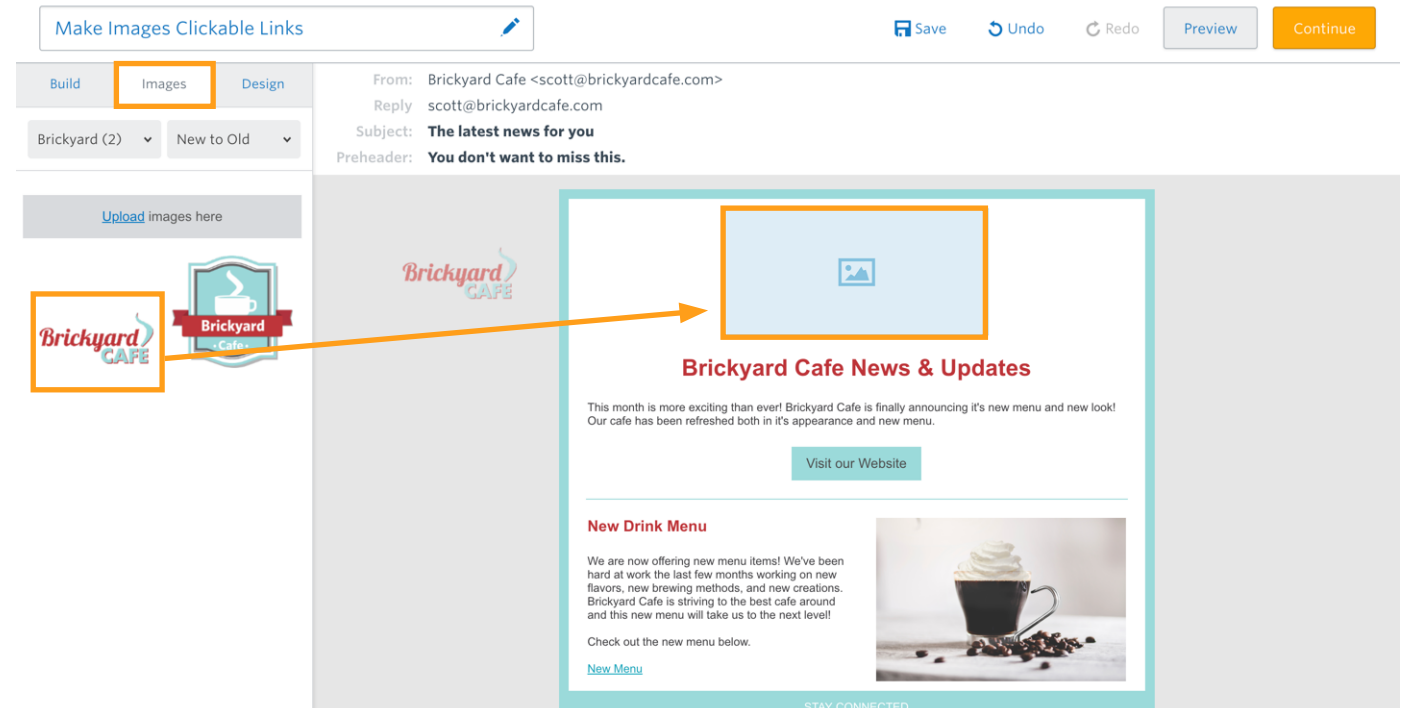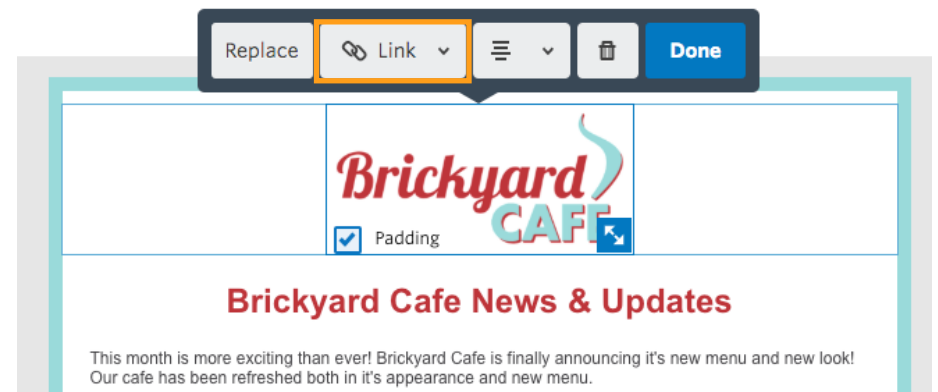
# 02

## Add your logo

Adding your logo to the template is just as easy as inserting an image.

Simply drag your logo from the **Images** tab and drop it where you want it to display in your email. You can also click on the image placeholder to replace it with your logo.



Don't forget to link the logo to your website to make it a clickable image!

# 03

# Add your branding

To keep your branding consistent, match your email template to your website or organization's colors and fonts.

Click the **Design** tab and then click on a color swatch to edit it. You can change the colors of the outer and inner background, buttons and dividers, text and headlines, and individual block backgrounds.
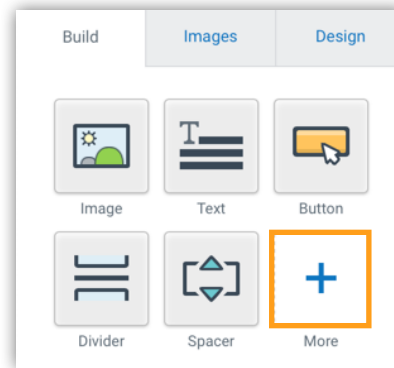
You can also edit the default font, color, and size for the text and links throughout your email template.
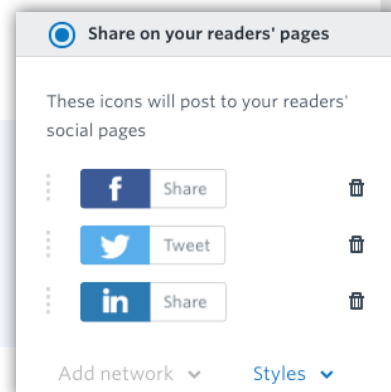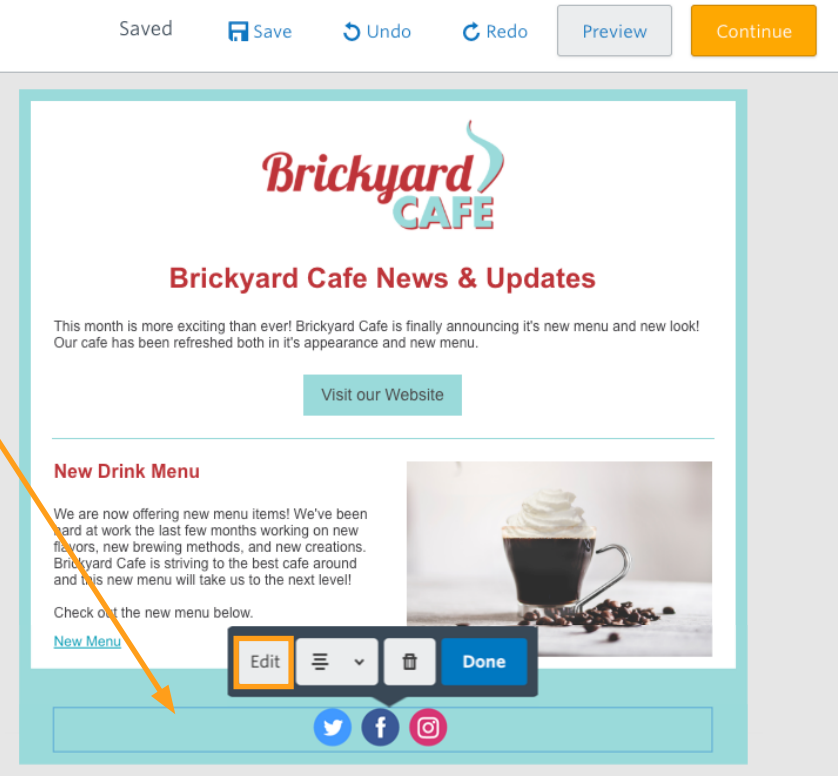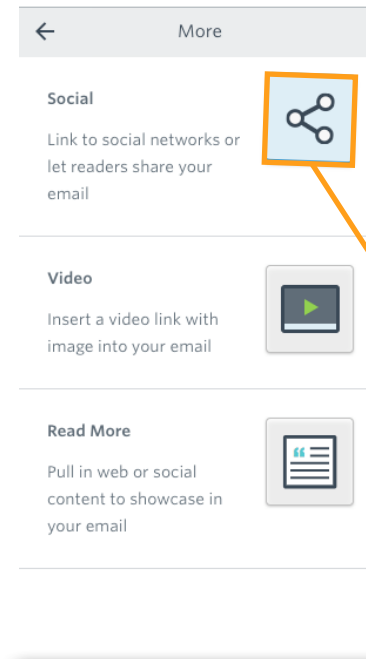
# 04

# Insert social media icons

Make it easy for your contacts to find you on all of your social platforms by including links to your social media pages in every email you send.

To insert social media icons, click **More** and then drag the social block into your template.

Click **Edit** to add your social links and choose which networks to display.

You can also insert social sharing buttons to make it easy for contacts to share your email on THEIR social pages.

# 05

# Add a call-to-action

In addition to social media icons, you should always include a clear call-to-action in your emails.
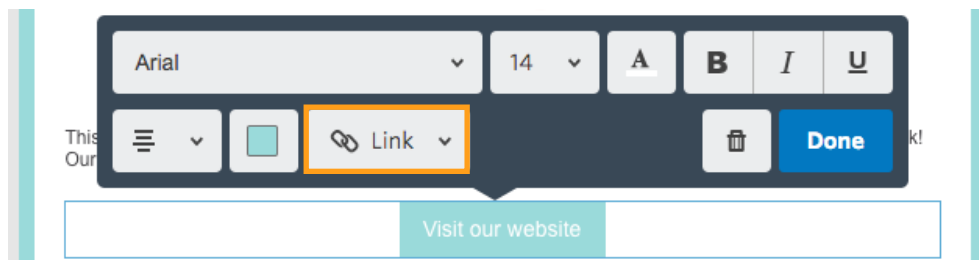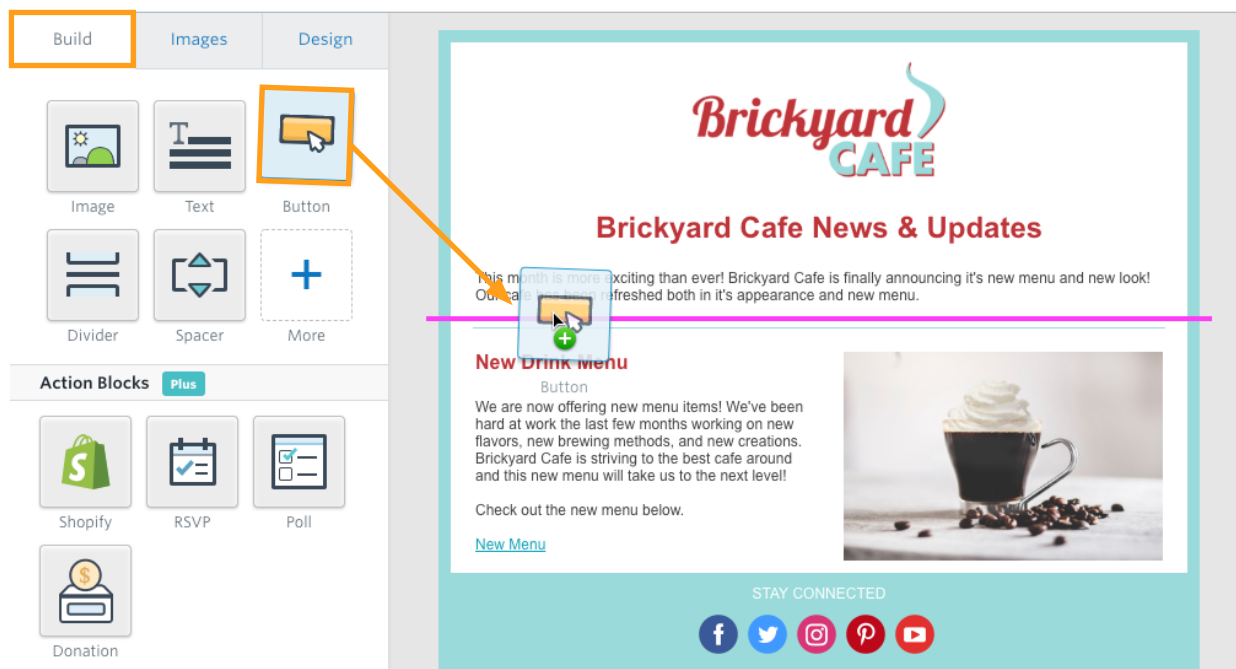
Whether you're driving contacts back to your website or to a donation page, event, or coupon, be sure to give your readers a reason to interact with your email.

To insert a button, just drag the Button block from the **Build** tab to where you want it in your email. Then be sure to add your link.



**Tip**

Buttons are more eye-catching than text links and can be more effective at enticing contacts to take action.

# 06

## Use your template

With your template finished, all you have to do is make a copy of it anytime you want to create a new email.

By copying your branded template, everything will be ready and waiting for your content, saving you a ton of time designing emails going forward!

When you're ready to use your template, go to the **Campaigns** tab, locate your template, and click **More** > **Copy**.



**Tip:** Make sure your reusable template is named something like "Master Template" so it's easy to find and copy in the future!

# More resources

The possibilities for customizing your template are endless! Check out these additional resources for making your emails the best they can be.

## Articles

- Create an Email
- Create a Master Email Template
- Make a Great-Looking Email
- Add, Arrange, or Delete Blocks, Layouts, and Action Blocks

## Video tutorials

- Using the Branded Template Builder
- Dragging and Dropping Blocks in Your Email
- Brand Your Email With Color
- Laying Out Images in Your Email

Visit our Knowledge Base for more how-to articles, tutorials, and guides.

Constant Contact