How-To Guide

Create, Customize & Send an Email

Getting your first email out the door is easy. This guide will give you the steps to create a great email.





Getting your first email out the door is easy with Constant Contact. This guide will walk you through creating, customizing, and sending an email to your contacts as well as show you the in-depth reports you'll have access to.



Select a Template

Choose from our wide selection of mobile-friendly templates.



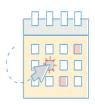
Customize the Template

Brand your email with your business' colors, fonts, and logos.



Add Contacts

Add the email addresses you've collected to your account and organize them into lists.



Schedule and Send

Send your email right away or at a future date and time.



Email Results

Check out detailed reports that show how many people are engaging with your email.

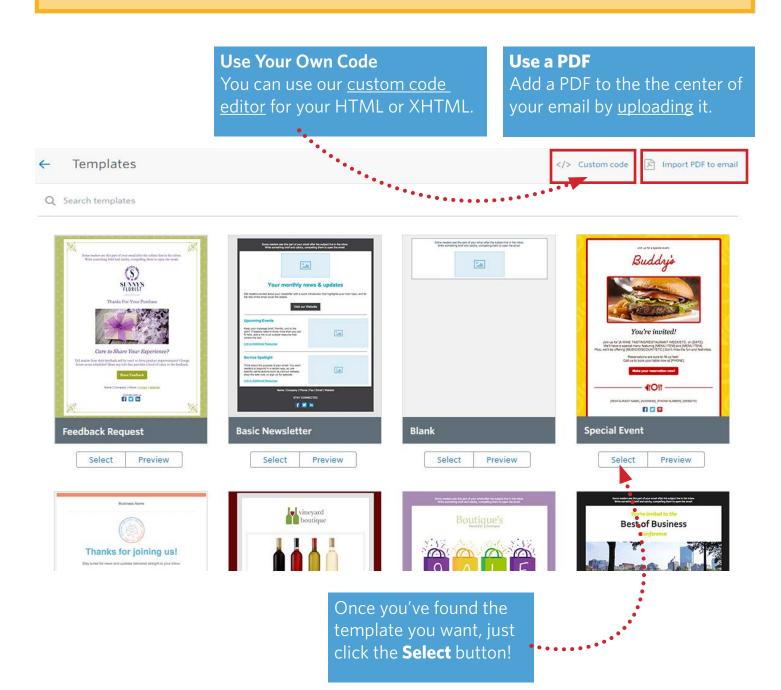
Select a Template

When creating a new email campaign, the first step is choosing the right template. Browse all our mobile-responsive options and customize them to match your brand.

Here's how to get started:

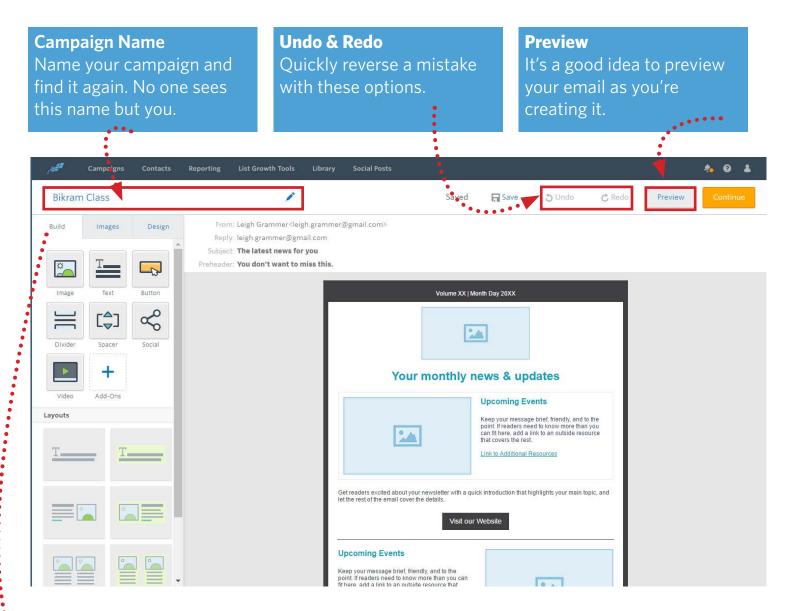
- Log into your account.
- Click the **Create** button.
- Then choose Send an Email.

Now scroll through the template options and see what you like; or use the Search field to look for templates that fit your industry or the type of email you want to send.



Get to Know the Editing Page

Templates are made up of Build elements and Layouts, all of which can be edited just by clicking them. So, let's take a moment to get familiar with the email editor.



The Menu Tabs gives you all of your editing options:

Build - <u>Drag and drop</u> build elements or layouts into your email.

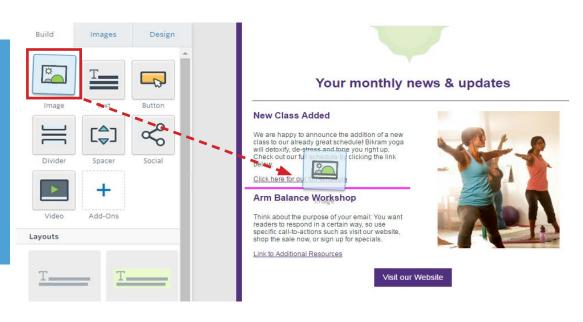
Images - Quickly access your image Library or upload images you want to include.

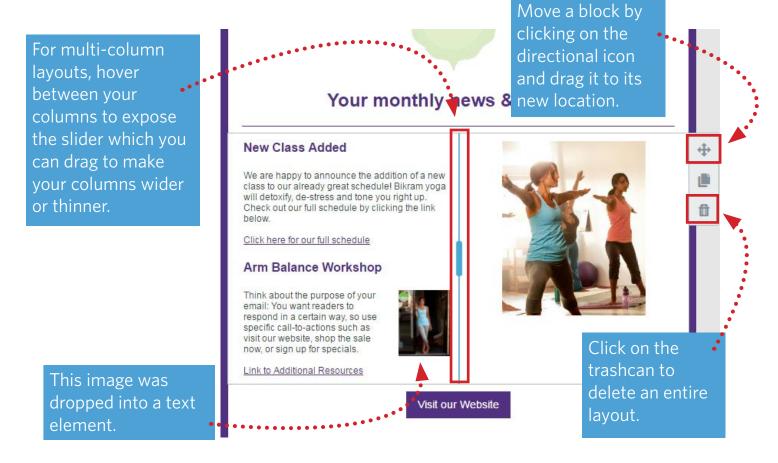
Design - Customize your color scheme to match your brand. Check out how you can <u>change colors</u> in your email, including <u>individual</u> <u>blocks</u>.

Arrange Your Content Blocks

The layout of your email can be <u>adjusted in even more ways</u>. You can add build elements by clicking on one and dragging it in. Place it above or below other elements, or within another one. If you have a multi-column layout, you can adjust the width of your columns too!

When you drag a build element into your layout, you'll see a magenta line showing you where it's going to go.
Stack elements on top of each other or embed within.

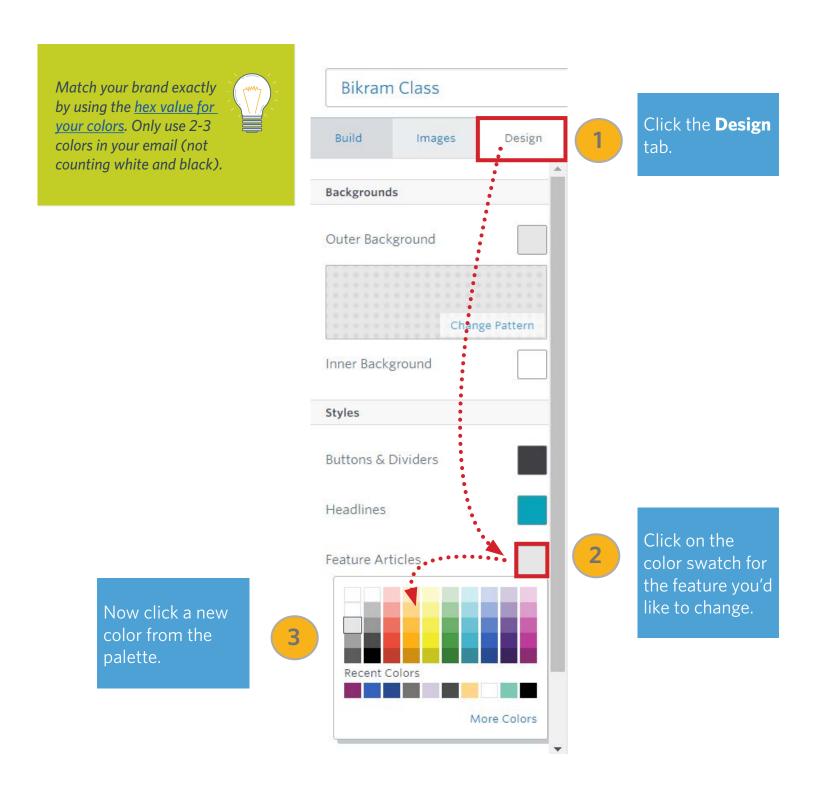




Style Your Email Like Your Brand

Once you've got your layout in place, start branding your email with your business or organization's colors.

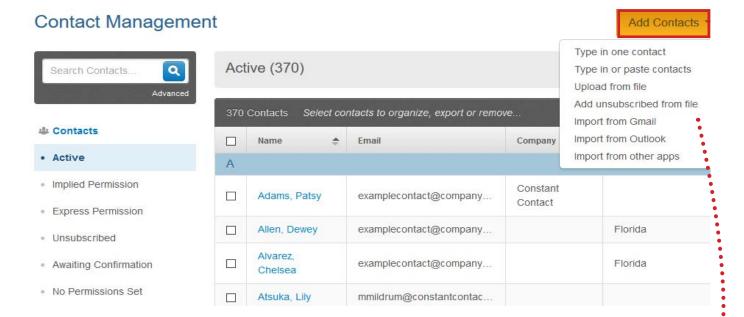
First update the template's colors with the colors associated with your brand or website.



Add Your Contacts

Now it's time to <u>add your Contacts</u> to your account, if you haven't done that yet. There are several ways to do this:

Click the **Contacts** tab, then **Add Contacts** button and choose how you want to bring contacts into your account.



How to bring in Contacts:

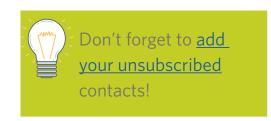
Type in One Contact - <u>Type in contacts and any details</u> that you'd like to store.

Type in or Paste Contacts - <u>Paste in email addresses</u> that you copied from somewhere else; or type in a handful of contacts and details.

Upload from file - <u>Upload a spreadsheet</u> of contacts that you either created yourself or exported from another application.

Import from Gmail, Outlook or Other Apps - Use <u>our apps</u> to import your contacts from other applications or even your desktop, or import <u>directly from Gmail</u>.

Important: You need to have <u>permission to</u> <u>email</u> these customers before you can send them email through Constant Contact. This is so you'll be compliant with <u>CAN-Spam</u> and CASL laws.



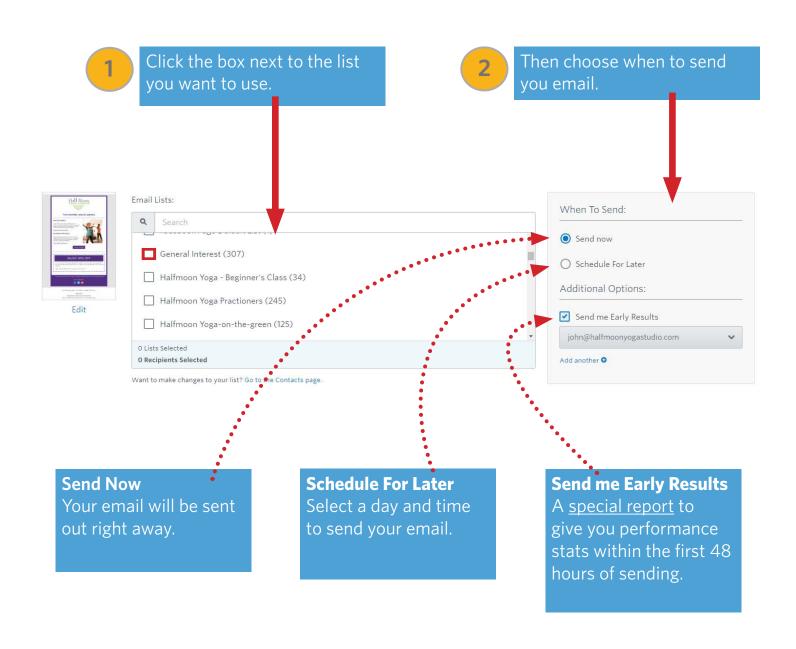


Choose Who Gets your Email and When to Mail it out

You've got your email ready and your contacts uploaded. It's time to send your email! On this screen you'll select the list of contacts who will get your email and decide when to send it out - right now or at a future time.

Get back into your email:

Click **Campaigns**, then next to your campaign name, click **Actions** > **Schedule**.



Check Your Results

Once your email is sent, and your contacts have opened it, gauge how it did. All of that information can be found in your Reports. Click on the <u>Reporting Tab</u> to see results for the emails you've sent. The hyperlinked numbers bring you to the details for a specific email.





More Resources

Your email can be as basic or as complex as you want. The most important thing is to get it out there! Check out these additional How-To's when you're ready to learn more about Constant Contact.

Articles

<u>Insert a Video Link</u> <u>Adjust Image Padding</u>

<u>Insert and Customize a Button</u> <u>Create a New Welcome Email</u>

<u>Create Columns</u> <u>Create Automated Emails</u>

Add a Mailto Link Arrange Blocks and Layouts

Tutorials

Create a Master Template

Link to your Social Media Pages from an Email

Add Links to Your Campaign

Branding Emails with Color

Add Images to your Email

How-To Guides



Create a Branded Re-usable Email Template



Add Your Contacts



Promoting Your Small Business with Email and Social Media



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