

Create, customize, and send an email

Getting your email out the door is easy with Constant Contact! This guide will walk you through creating and sending an email and checking its results.



Here's what we'll go over:

From selecting the perfect template to viewing your results, we've got you covered! With Constant Contact, designing and sending beautiful emails is quick and easy.

Create a new email	3
Select a template	4
Customize the template	5
Send the email	7
Check the results	8



Create a new email

To get started:

1. Log into your Constant Contact account.
2. Click **Channels > Emails**.
3. Click the **Create an email** button.

Not sure where to start?
Let us do the heavy lifting
for you! Click **Create >**
Build a campaign to get an
entire campaign generated
for you based on your
marketing goal!

The screenshot displays the Constant Contact user interface. On the left is a sidebar with a 'Create' button at the top. Below it are navigation options: Dashboard, Campaigns, Contacts, Channels, **Emails** (highlighted with a blue dot and a line pointing to the 'Create an email' button in the main content area), Social, SMS, Events, Landing pages, Sign-up forms, Audience, Assets, Reporting, and Automations. The main content area is titled 'Email' and features a '+ Create an email' button. Below the title are filters for 'Status' and 'Last modified', and a search bar labeled 'Search campaigns'. A list of four email campaigns is shown, each with a thumbnail, title, status, and creation date:

- Artist Spotlight Series**: Draft, Email, Created Jan 6, 2025 at 9:09am EDT. Includes an 'Edit' button.
- Monthly News & Updates**: Draft, Email, Created Jan 28, 2025 at 10:10am EDT. Includes an 'Edit' button.
- Grand Opening**: Draft, Email, Created Jan 28, 2025 at 10:27am EDT. Includes an 'Edit' button.
- Coffee Day Promo**: Draft, Email, Created Dec 19, 2024 at 9:14am EDT. Includes an 'Edit' button.



Select a template

When creating a new email, the first step is [choosing a template](#). Scroll through our template options and simply click on one to select it. Every template can be fully customized to fit your needs and to match your branding.

Create from a PDF

[Import a PDF](#) to automatically create an email with an image of the first page and a button linking to the full PDF.

Use your own HTML code

If you have your own email design, you can create an email [using your custom HTML code](#).

Choose a template

[Library](#) [Saved](#) [Generated](#)

🔍 Search library templates

Purpose ▾

Season ▾

Holiday ▾

Industry ▾

Create your own email

Start from blank

Design your own email from scratch using our easy drag-and-drop editor.

[Build from scratch](#)

Paste your own code

Quickly bring in a fully developed email design from any external source and edit the HTML.

[Paste HTML](#)

Import from a PDF

Convert an existing PDF into an email with one easy click.

[Import a PDF](#)

Easy layouts with your brand

< > [View all](#)



Announcement



Basic Note



Calendar



Card



DID YOU KNOW?

All of our templates are mobile-responsive, ensuring that your emails look great on any device!



Customize the template

Templates are made up of different elements that you can drag anywhere in your email. Take a moment to get familiar with the email editor!

Build, Images, and Design

These tabs are where you can start customizing your template:

- [Drag elements into your template](#)
- [Add images](#)
- [Change the colors](#)



SEE HOW IT'S DONE

[Explore our drag-and-drop functionality](#) to add content and images, and adjust the layout of your email template.

The screenshot displays the email editor interface. At the top, it shows the campaign title 'Untitled Campaign Creat...', the last saved time '3/14/25 3:23:14', and buttons for 'Saved', 'Undo', 'Redo', 'Preview & Test', and 'Continue'. Below the title bar, there are three tabs: 'Build', 'Images', and 'Design'. The 'Build' tab is active, showing a grid of 'Blocks' that can be added to the email. The blocks include: Text, Image, Button, Divider, Spacer, Social share, Social follow, Video, Read more, Data table, Event, Feedback, and a 'New' block. The preview on the right shows the email content, which includes the title 'Artist Spotlight', a photo of a woman working on a large, colorful abstract painting, and a paragraph of text: 'This week we are featuring our artists Heather & Devon. Heather can be seen above making her custom art piece with her bare hands! Each piece that Heather creates is unique, beautiful, and contains hours of work and patience! All of her work will be on display in our gallery until the end of July! Please come by and admire her beautiful pieces in person..'



Customize the template

Now that you've seen the email editor, let's go over editing elements. Every element in your template can be edited by simply clicking on it.

Once you've clicked to edit an element, you can [change the text font, size, color, alignment, and more](#), as well as [insert a link](#) from the toolbar at the top of the editor or the panel on the left.

To delete an element entirely, click the **Trash can** icon.

Your template can be customized further by changing the width of your columns. Just drag the slider left or right to adjust.



Send the email

When you're finished editing your email, it's time to [schedule it to send](#) to your contacts!

Select the email lists you want to send to, or choose one of your custom segments.

Choose when to send your email — now or at a later date and time.

Give your recipients a second chance to see your message by checking the box to [automatically resend your email](#) to the contacts who don't open it the first time.

When you're ready, click **Schedule** or **Send now!**

Artist Spotlight Series

Email Draft

Send test

To: jhorne@twinpeakshigh... jane@packardsa... +95

From: Main Street Studios · leigh@mainstreetstudios.com

Send time

Send now
 Schedule for later
 Receive early results
 Resend to non-openers [Learn more](#)

Subject: Artist Spotlight - Get to know this month's artist in the spotlight

[Edit email](#) [Save as draft](#) [Send now](#)

Artist Spotlight

This week we are featuring our artists Heather & Devon. Heather can be seen above making her custom art piece with her bare hands! Each piece that Heather creates is unique, beautiful, and contains hours of work and patience! All of her work will be on display in our gallery until the end of July! Please come by and admire her beautiful pieces in person..

Meet Devon



TIP

Don't forget to [preview](#) and [send a test version](#) of your email before sending to your contacts!



Check the results

After your email has sent, you can find its results on the [Email Details page](#), or view the results of all your emails on the **Reporting** tab.

On this page, you'll see an overview of your [results](#), as well as how your numbers compare over time and to the industry average.

Scroll down to the **Email campaigns** table to view the results for each email. Click on the hyperlinked numbers to drill down into the reports.

[Create](#)

- Dashboard
- Campaigns
- Contacts
- Channels
- Audience
- Assets
- Reporting**
- Automations
- Integrations

Reporting

[Emails](#) [Contacts](#) [Ecommerce](#)

Overview

A look at some of your top email statistics during the selected time range.

Date Range: Past 12 Months | Compare to: Previous period

Start Date: Feb 9, 2024 | Compare Start Date: Feb 9, 2023
 End Date: Feb 7, 2025 | Compare End Date: Feb 8, 2024

[Download](#)

Email performance

- 📧 Emails sent: **20**
- ✈️ Delivered: **6**
- 📄 Open rate: **33%**
- 🖱️ Click rate: **33%**

Email campaigns

See how your campaigns performed during the selected time range.

6 Items | [Export All](#) | [Compare Selected](#)

[Table](#) | [Graph](#)

<input type="checkbox"/>	Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
<input type="checkbox"/>	Wed, Jan 1, 2025, 11:46 AM	Artist Spotlight Series	254	110 43%	42 17%	2 0%	0 0%
<input type="checkbox"/>	Thu, Jun 6, 2024, 2:23 PM	New Studio Location Grand Opening	295	170 58%	20 7%	4 1%	0 0%



More resources

The possibilities for customizing your email are endless! Your campaigns can be as simple or designed as you want. Check out these additional resources to learn more about creating emails in Constant Contact.

For even more how-to articles, tutorials, and guides, visit our [Knowledge Base](#).

[Was this guide helpful?](#)

[Get to know the email editor](#)

[Automatically apply your branding to your emails](#)

[Create an email](#)

[Create a reusable email template](#)

[Use the Content Generator to write email content for you](#)