


# Create, customize, and send an email

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





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.

## Here's what we'll go over:

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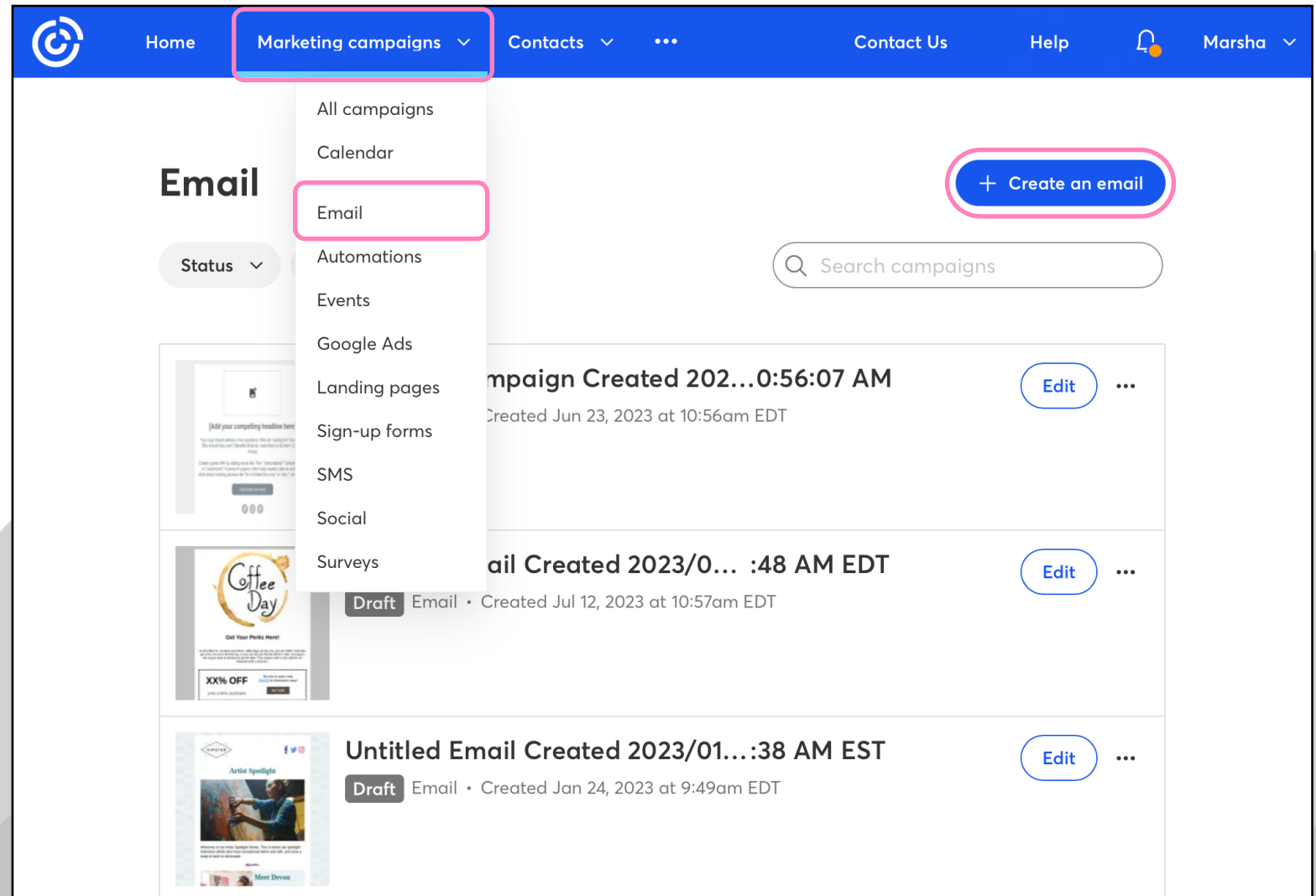
[Check the results](#)

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# 1 Create a new email

## To get started:

1. Log into your Constant Contact account.
2. Click **Marketing campaigns** > **Email**.
3. Click the **Create an email** button.



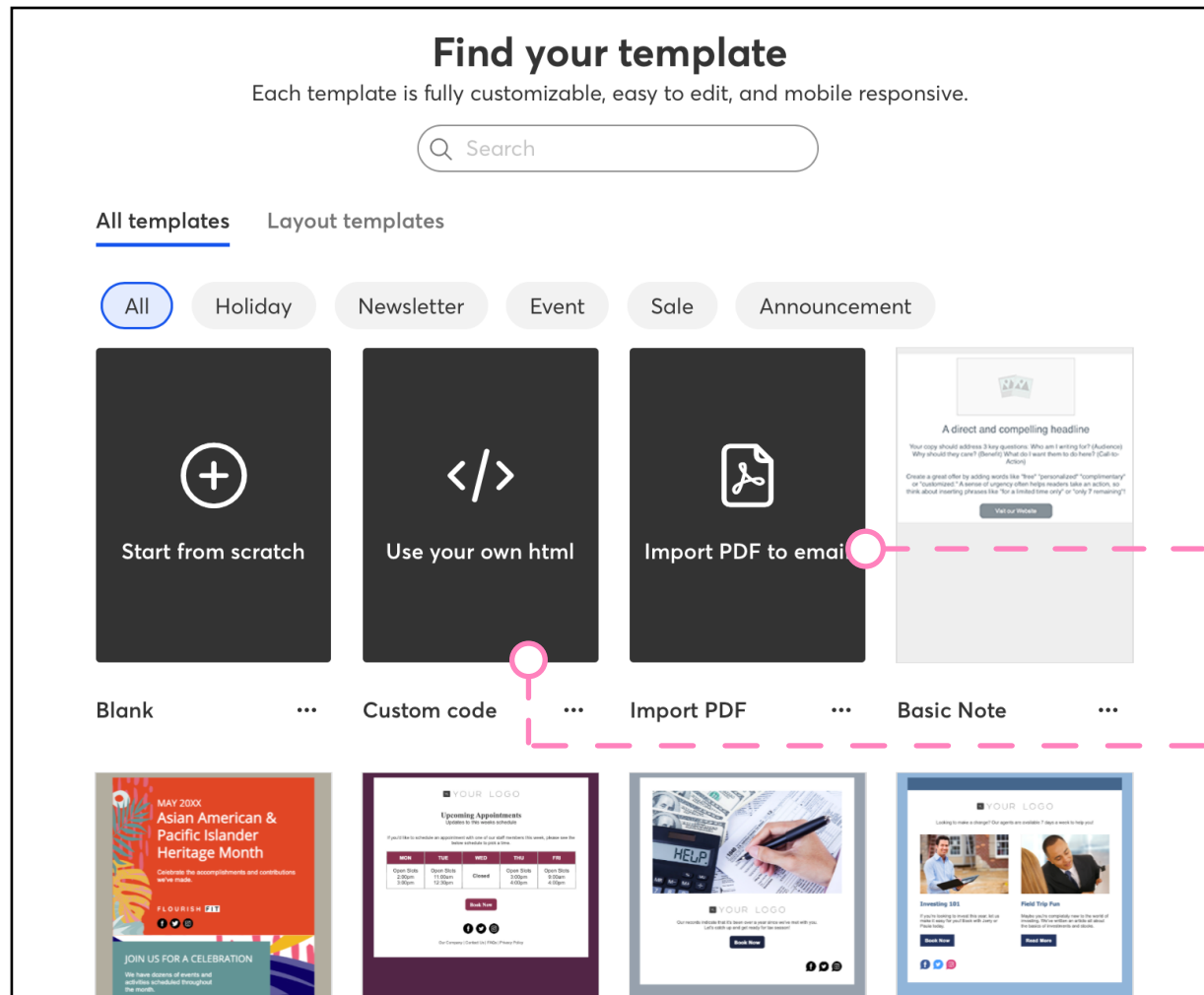
The screenshot displays the Constant Contact Marketing campaigns dashboard. The top navigation bar includes 'Home', 'Marketing campaigns', 'Contacts', 'Contact Us', 'Help', and 'Marsha'. The 'Marketing campaigns' dropdown menu is open, showing options like 'All campaigns', 'Calendar', 'Email', 'Automations', 'Events', 'Google Ads', 'Landing pages', 'Sign-up forms', 'SMS', 'Social', and 'Surveys'. The 'Email' option is highlighted. A '+ Create an email' button is visible in the top right corner. Below the navigation, there is a search bar for campaigns and a list of email drafts. The list includes:

- Campaign Created 202...0:56:07 AM** (Created Jun 23, 2023 at 10:56am EDT)
- ail Created 2023/0... :48 AM EDT** (Draft Email • Created Jul 12, 2023 at 10:57am EDT)
- Untitled Email Created 2023/01...:38 AM EST** (Draft Email • Created Jan 24, 2023 at 9:49am EDT)

Each draft entry has an 'Edit' button and a three-dot menu icon.

# 2 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.



## Did you know?

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

### 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](#).

# 3 Customize the template

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



## See how it's done

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

## Build, Images, and Design

These tabs are where you can start customizing your template:

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

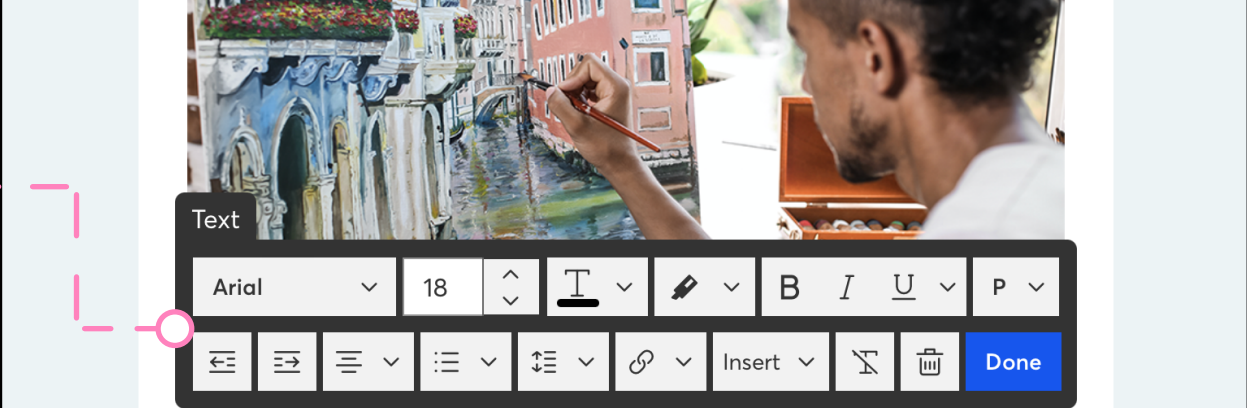
The screenshot shows an email editor interface. At the top, it says "Untitled Campaign Created 2023/07/20, 1:33:43 PM" and has buttons for "Saved", "Undo", "Redo", "Preview & Test", and "Continue". Below this is a header for "Main Street Studios Artist Spotlight - Get to know this month's artist in the ..." with an "Email settings" link. The main editor area has three tabs: "Build", "Images", and "Design". The "Build" tab is selected and highlighted with a pink circle. Below the tabs is a "Blocks" menu with icons for Text, Image, Button, Divider, Spacer, Social share, Social follow, Video, Read more, and Data table. Below the "Blocks" menu is an "Action Blocks" section with icons for Event, Poll, and RSVP. The main preview area shows an email template with a logo for "HIPSTER SINCE 1981", social media icons for Facebook, Twitter, and Instagram, the title "Artist Spotlight", a large image of a woman painting a wall, and the text "Welcome to our Artist Spotlight Series. This is where we spotlight individual artists who have exceptional talent and skill, and have a body of work to showcase." Below this is a smaller image of a woman and the text "Meet Devon".

# Customize the template

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

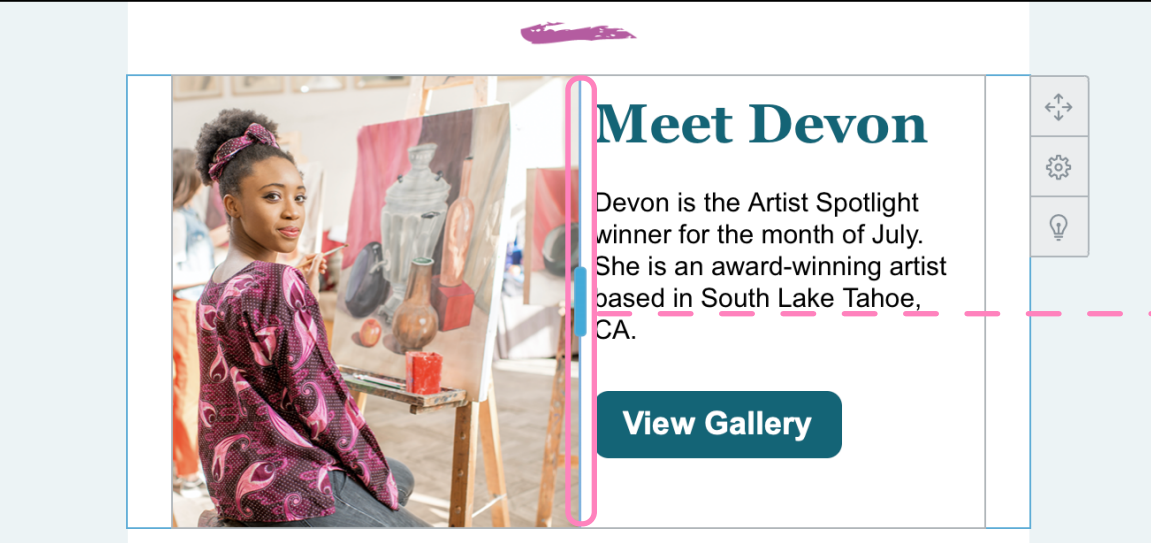
Once you've clicked to edit a block, you can [change the text font, size, color, alignment, and more](#), as well as [insert a link](#).

To delete a block entirely, click the **Trash Can** icon.



If you're an artist and would like to be considered for our Artist Spotlight Series, please get in touch and let us know! We offer opportunities to up-and-coming artists of all styles and mediums.

[Apply Now](#)



**Meet Devon**

Devon is the Artist Spotlight winner for the month of July. She is an award-winning artist based in South Lake Tahoe, CA.

[View Gallery](#)

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

# 4 Send the email

When you're finished editing your email, it's time to [schedule it to send](#) to your contacts. Just select your lists, choose when to send, and click **Schedule** or **Send!**

Artist Spotlight Series

Edit Save **Schedule**

Select Recipients

Email Lists  Segments

Art Lovers (182)

Artists (46)

Events (91)

General Interest (254)

Studio Patrons (32)

1 List Selected | 254 Recipients Selected

**Choose when to send**

Send Now Schedule for Later

Send a test email

Date

07/20/2023

Time (EDT)

3 : 00 PM

**Additional Options**

Send me early results

leigh@mainstreetstudios.com

Add Another +

Resend to Non-Openers [Learn More](#)

**Campaign Info**

Subject (Required)

A/B Test

Check the boxes next to the email lists you want to send to, or choose a segment.

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

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

Check the box to [automatically resend your email](#) to contacts who don't open it.

# 5 Check the results

**Reporting**

Past 12 Months | Click rate

**Overview**  
A look at some of your top emailing stats during the selected time range.

Download As

**23 Sends**

Metric	Value
Open Rate	26%
Unopened Rate	74%
Click Rate	26%
Bounce Rate	17%

**5 Opens**

Device	Percentage
Desktop	100%
Mobile	0%

**5 Clicks**

Device	Percentage
Desktop	100%
Mobile	0%

**Trends**  
Check out how your numbers compare over time.

Metric	Current	vs. previous 12 months	vs. industry average
Your open rate:	26%	+1%	+11%
Your click rate:	26%		

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.

**Email campaigns**  
See how your campaigns performed during the selected time range.

5 Items | Export All | Compare Selected

	Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
<input type="checkbox"/>	Jan 19, 2022, 4:10 PM	<a href="#">Artist Spotlight Series</a>	254	110 43%	42 17%	2 0%	0 0%
<input type="checkbox"/>	Jan 18, 2022, 5:13 PM	<a href="#">Main Street Grand Opening Reminder</a>	295	170 58%	20 7%	4 1%	0 0%
<input type="checkbox"/>	Jan 4, 2022, 1:53 PM	<a href="#">Main Street Grand Opening</a>	301	203 70%	20 7%	12 4%	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.

## Articles

- [Overview: The Cross Device email editor](#)
- [Create an email](#)
- [Create a reusable email template](#)
- [Create an automated path](#)

## Video tutorials

- [Brand your email with color](#)
- [Laying out images in your email](#)
- [Edit images while working on your email](#)
- [Insert social media icons in your email](#)

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