

# 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.

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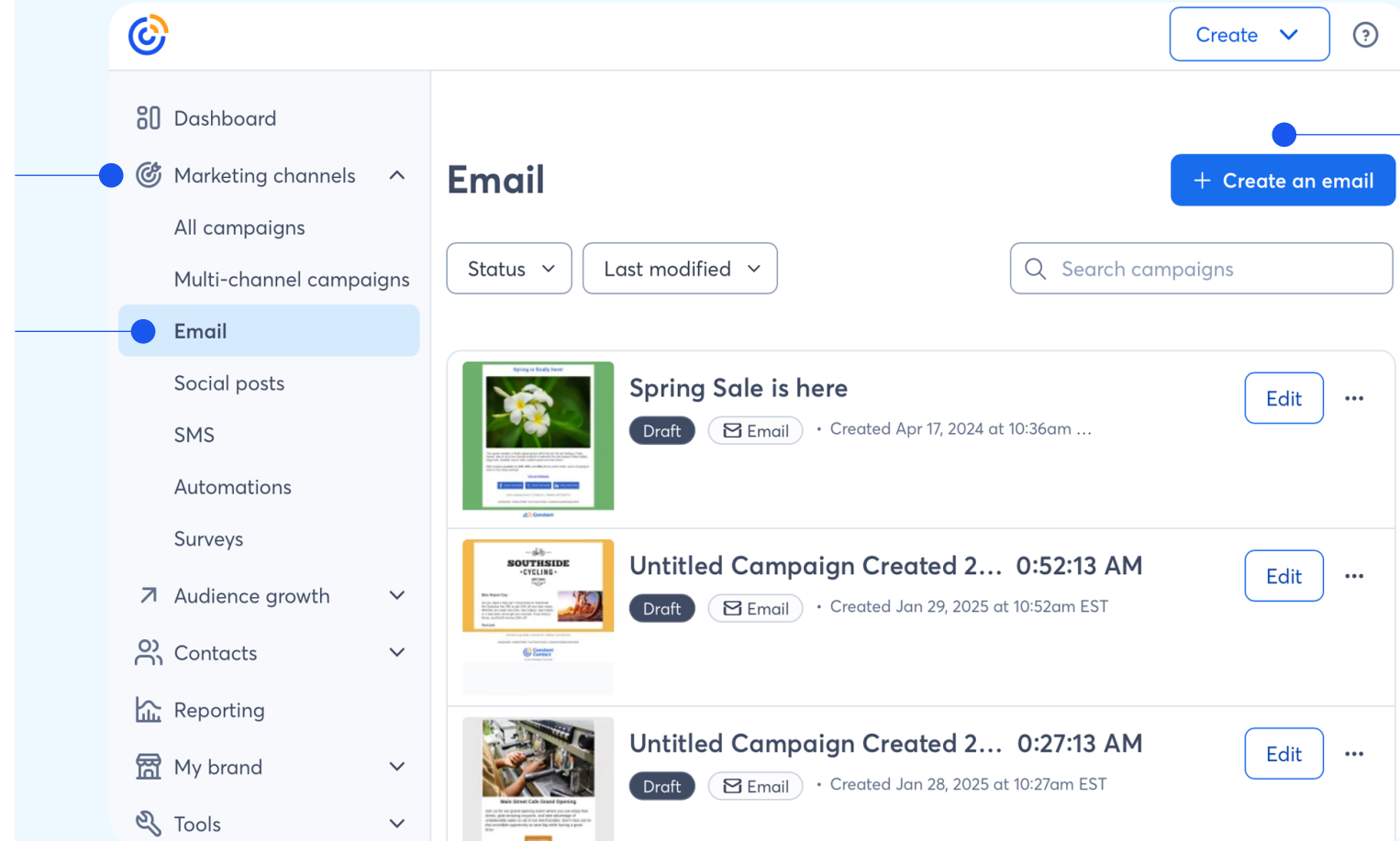


# Create a new email

## To get started:

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

Not sure where to start? Let us do the heavy lifting for you! Head to the **Multi-channel campaigns** tab to get an entire campaign generated for you based on your marketing goal!





# 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](#).



### 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 shows the email editor interface. At the top, it says "Untitled Campaign Creat..." and "Last saved 3/14/25 3:23:14". There are buttons for "Saved", "Undo", "Redo", "Preview & Test", and "Continue". Below the top bar, there are three tabs: "Build", "Images", and "Design". The "Build" tab is selected, and a blue dot is positioned above it. Under the "Build" tab, there is a "Blocks" section with a grid of 12 content blocks: Text, Image, Button, Divider, Spacer, Social share, Social follow, Video, Read more, Data table, Event, and Feedback. A "New" badge is next to the Feedback block. To the right of the blocks is a preview of the email content. The preview shows a header "Main Street Studios Artist Spotlight - Get to know this month's artis..." with "Email settings" to the right. Below the header is a large image of a woman painting a wall, with the title "Artist Spotlight" above it. Below the image is 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..".

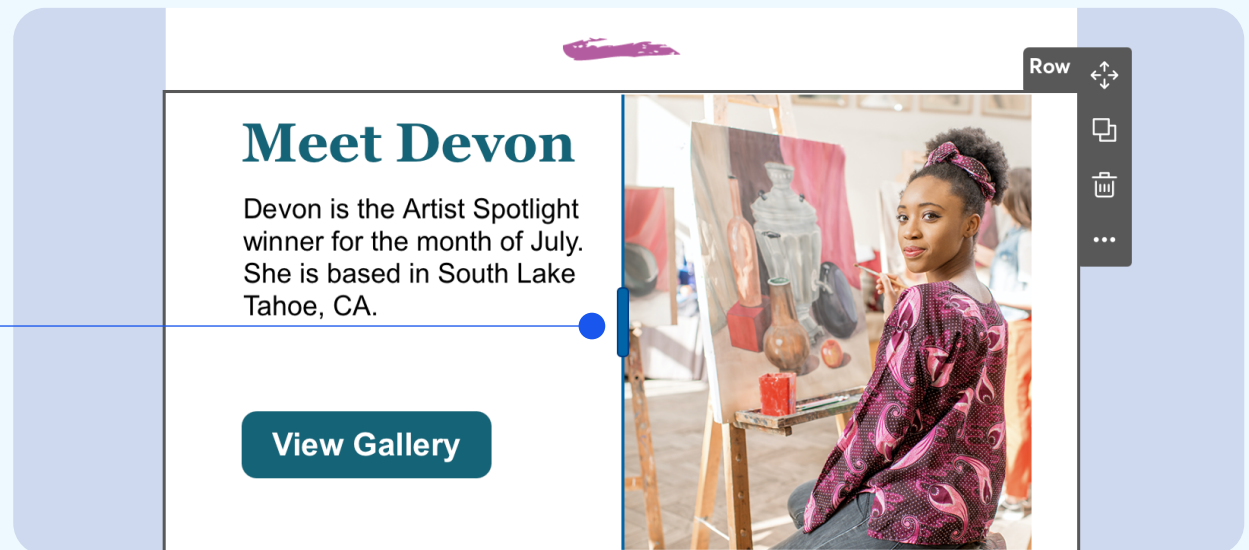
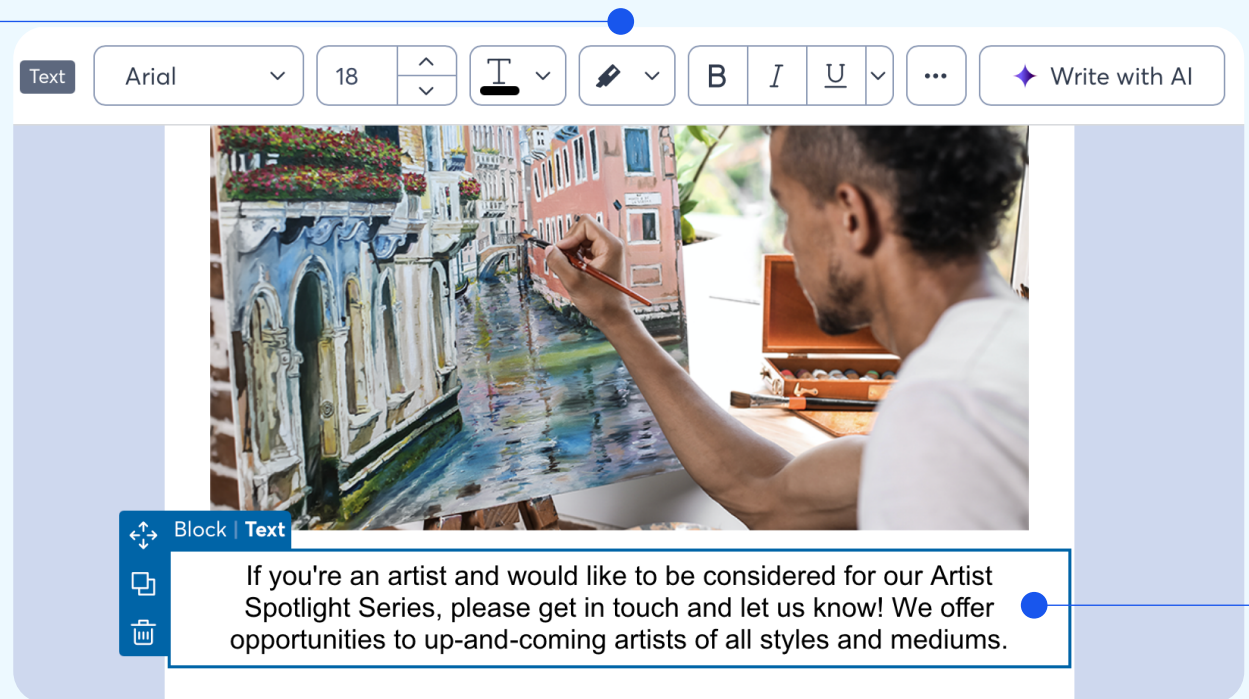
# Customize the template

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.

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!

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

Use the toggle to 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!**

### 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

*i* Want to make changes to your list? [Go to the Contacts page.](#)

**Campaign Info**

Subject (Required) A/B Test

**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](#)



## 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.

- Dashboard
- Marketing channels
- Audience growth
- Contacts
- Reporting**
- My brand
- Tools

## 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 | End Date: Feb 7, 2025 | Compare Start Date: Feb 9, 2023 | 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](#)

<input type="checkbox"/>	Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
<input type="checkbox"/>	Wed, Jan 1, 2025, 11:46 AM	<a href="#">Artist Spotlight Series</a>	254	110 43%	42 17%	2 0%	0 0%
<input type="checkbox"/>	Thu, Jun 6, 2024, 2:23 PM	<a href="#">New Studio Location Grand Opening</a>	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](#).

## Articles

- [Get to know the Cross Device Email Editor](#)
- [Create an email](#)
- [Create a reusable email template](#)
- [Use the Content Generator to write email content for you](#)

## 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](#)