



Create, customize, & send an email

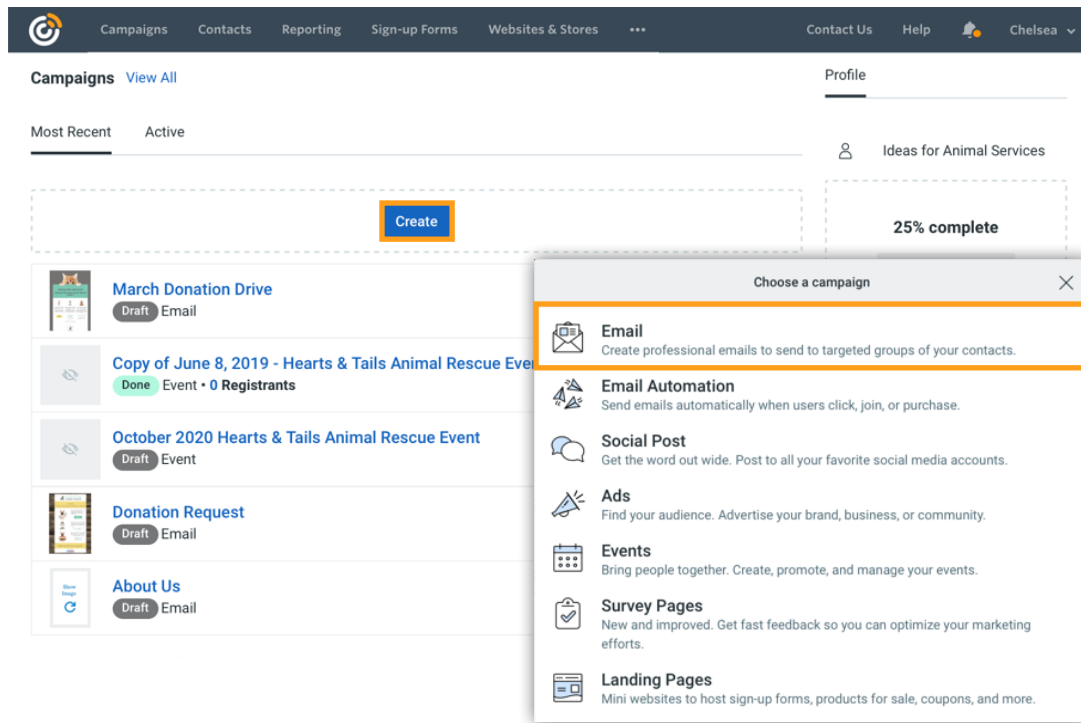
Getting your first email out the door is easy with Constant Contact! This how-to guide will walk you through the steps of creating and sending an email and checking its results.

This guide will help you create, customize, and send an email to your contacts, then check your reporting.

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.

To get started:

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



Here's what we'll go over:

- 01 Selecting a template
PAGE 3
- 02 Customizing the template
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- 03 Sending the email
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- 04 Checking the results
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01

Select a template

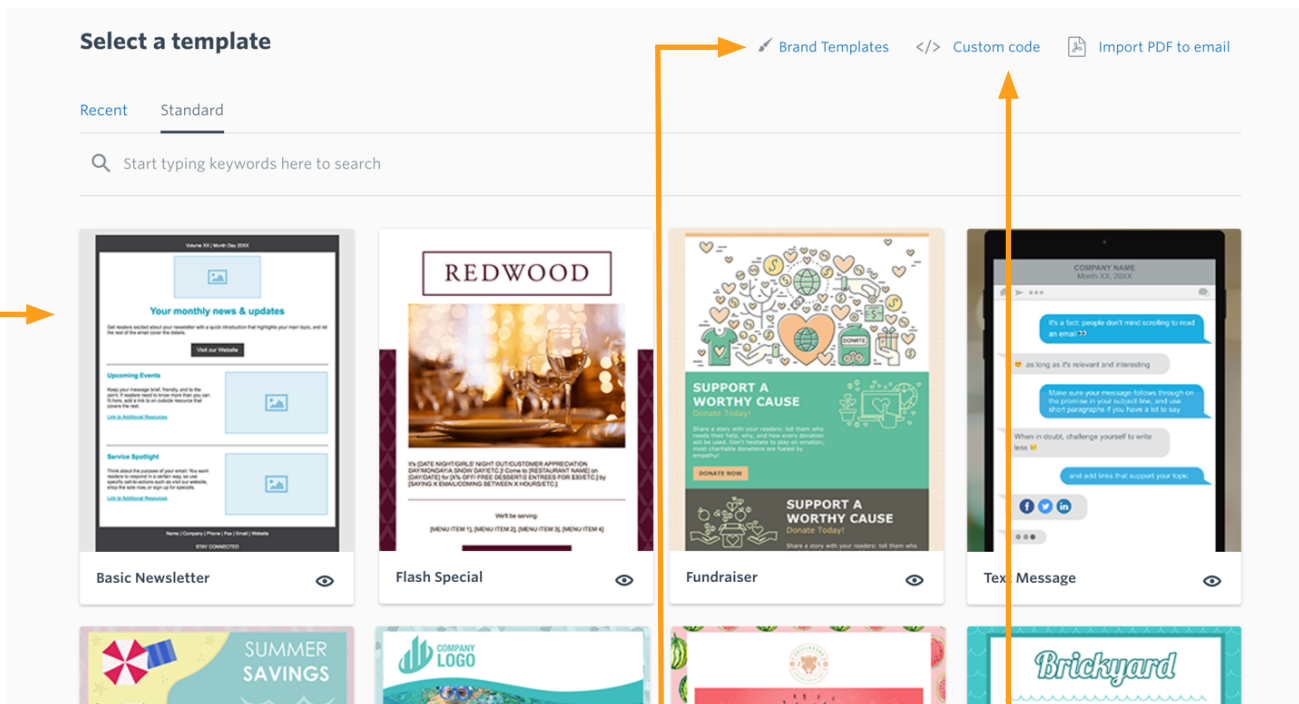
When creating a new email campaign, the first step is [choosing the right template](#).

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 a branded template

Enter your website or Facebook URL and we'll automatically [create a template with your company's logo and colors](#).

Use your own code

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

02

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 layouts in 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](#)

Untitled Campaign Created 2018/07/ [Save] [Undo] [Redo] [Check for errors] [Preview] [Continue]

Build Images Design

Image Text Button

Divider Spacer More

Action Blocks Plus

Shopify RSVP Poll

Donation

Layouts

From: Hearts & Tails <nancy@heartsandtails.com>
Reply: nancy@heartsandtails.com
Subject: **Lend a helping hand.**
Preheader: **Here's your opportunity to support a worthy cause.**

SUPPORT A WORTHY CAUSE
Donate Today!

Share a story with your readers: tell them who needs their help, why, and how every donation will be used. Don't hesitate to play on emotion; most charitable donations are fueled by empathy!

Action Blocks

These blocks inspire your readers to take action. There are a number of different [action blocks](#) available in our Email Plus plan. Just drag one into your template to get started!

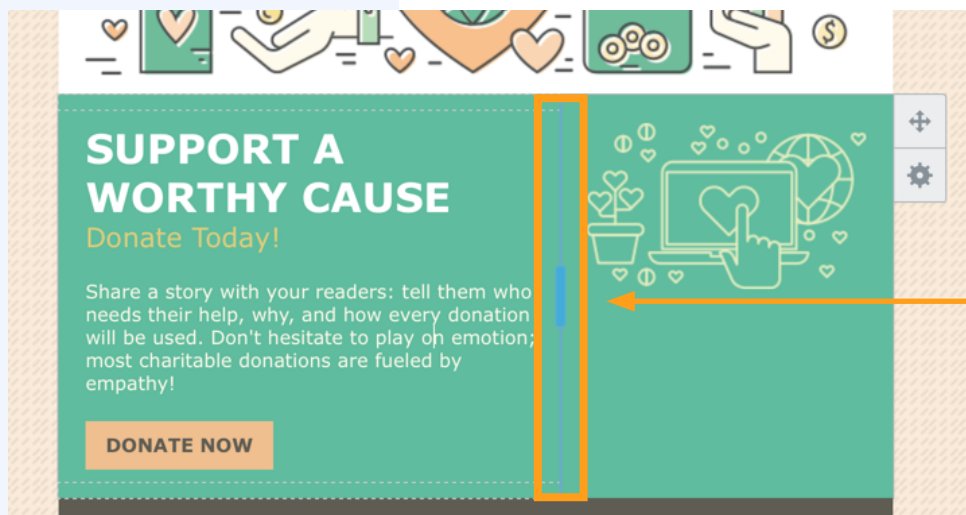
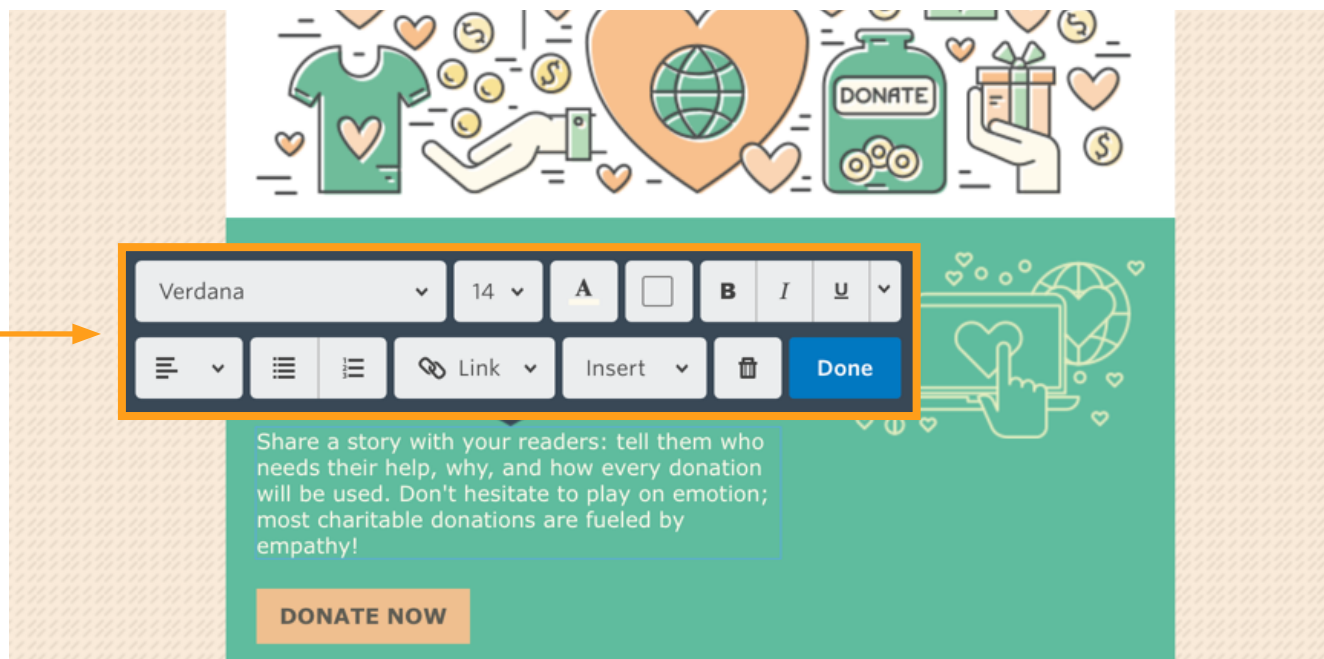
Customize the template

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, you can [change the text font, size, color, alignment, and more](#), as well as [insert a link](#).

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



Your template can be customized further by changing the width of your columns.

Just drag the slider to adjust.

03

Send the email

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

When scheduling your email, you can choose to send it immediately or at a future date and time.

Just select your lists, choose when to send, and click **Schedule** or **Send**!



Tip

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

Check the boxes next to the email lists you want to send to.

Choose when to send your email.

Donation Request

Edit Save **Schedule**

Select Recipients

Email Lists Segments

Search

Select All

Adoption Event Attendees (23)

Cat Lovers (59)

Dog Lovers (68)

0 Lists Selected

0 Recipients Selected

Narrow by Tag

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

Campaign Info

* Subject

Lend a helping hand 🐾

A/B Test

Personalize

When To Send

[See our checklist](#)

Send Now

Schedule for Later

Date

11/19/2020

Time (EST)

12 : 00 PM

Additional Options

Send me early results

chelsea@heartsandtailsanimalre

[Add Another](#)

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

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

04

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.

Select up to five campaigns to [compare their results](#).

Reporting | Campaigns | Contacts | **Reporting** | Sign-up Forms | Library | Social | ... | Contact Us | Help | Leigh

Reporting Past 60 Days

Overview Download

A look at some of your top emailing stats during this time.

1,042 Sends

Opened	64%
Not Opened	33%
Bounced	3%

1,090 Opens

Desktop	98%
Tablet	0%
Mobile	2%

60 Clicks

Desktop	95%
Tablet	0%
Mobile	5%

Trends

Check out how your numbers compare over time.

Your open rate:	66%	Your click rate:	5%
vs. previous 60 days	66% —	vs. previous 60 days	7% ▼
vs. industry average	10% ▲	vs. industry average	6% ▼

Campaigns Sent from Aug 1, 2018 - Nov 30, 2018

See how all your campaigns performed during the selected time range.

2 Selected Export Selected Compare Selected

Search by Campaign Name

	Time Sent	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
<input checked="" type="checkbox"/>	Nov 15, 2018, 12:06 PM	A Special Coupon	20	5 42%	5 100%	8 40%	0 0%
<input checked="" type="checkbox"/>	Aug 28, 2018, 6:50 PM	Labor Day Special	11	2 22%	2 100%	2 18%	0 0%

Scroll down to the **Campaigns table** to view the results for each email.

Click on the hyperlinked numbers to drill down into the reports.

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

- [Create an Email](#)
- [Make a Great-Looking Email](#)
- [Create a Master Email Template](#)
- [Create an Automated Email Series](#)

Video tutorials

- [Brand Your Email With Color](#)
- [Laying Out Images in Your Email](#)
- [Adding Links to Your Email](#)
- [Insert Social Media Icons in Your Email](#)

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