

Create a reusable email template

Save time and keep your emails looking consistently beautiful with a reusable branded template.



Here's what we'll go over:

Get a head start each time you send an email by creating a reusable template! Simply add the elements you'll use in every campaign, brand it with your logo and colors, add your social media links, and your template is ready to be used again and again.

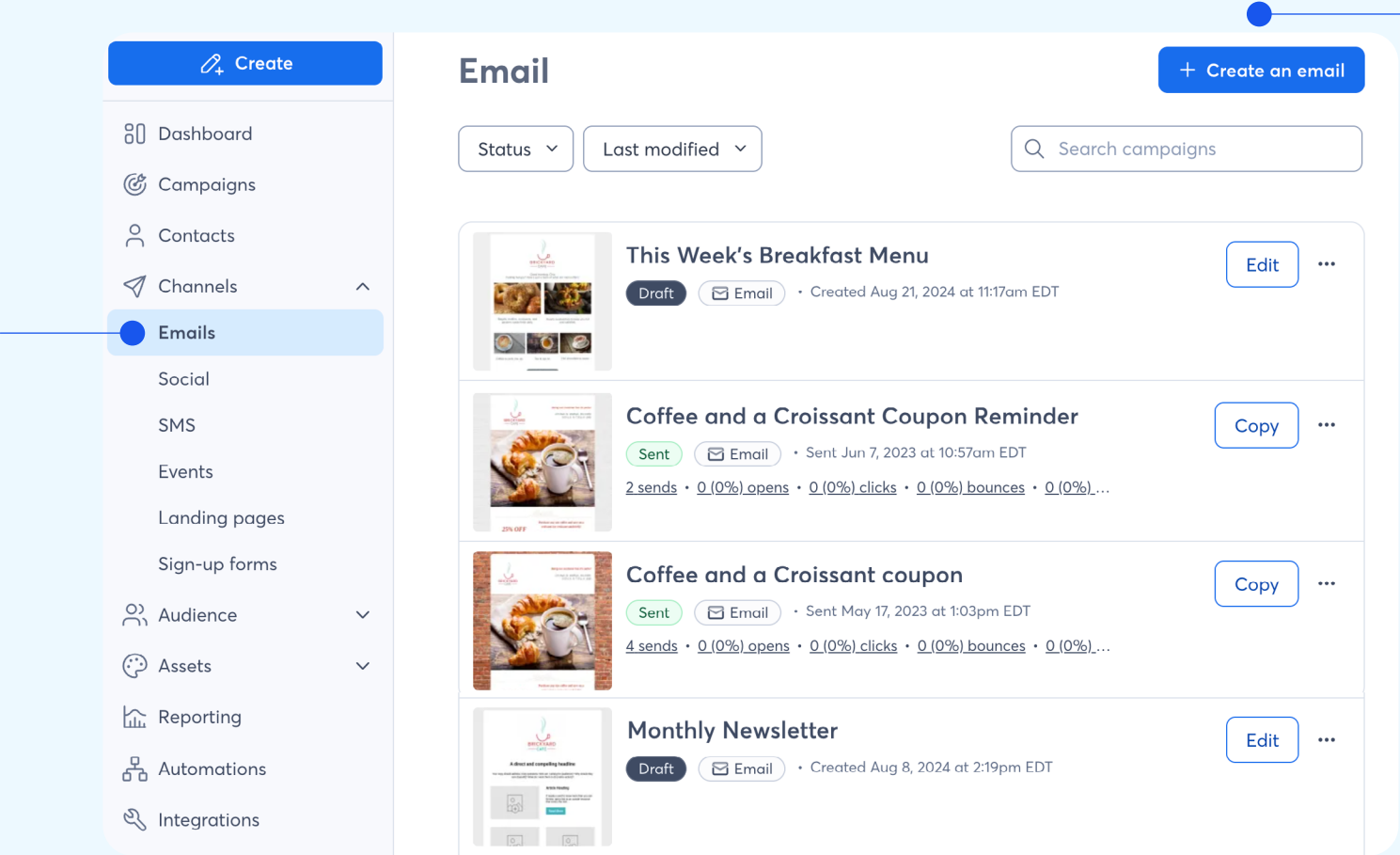
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Create a new email

To get started:

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

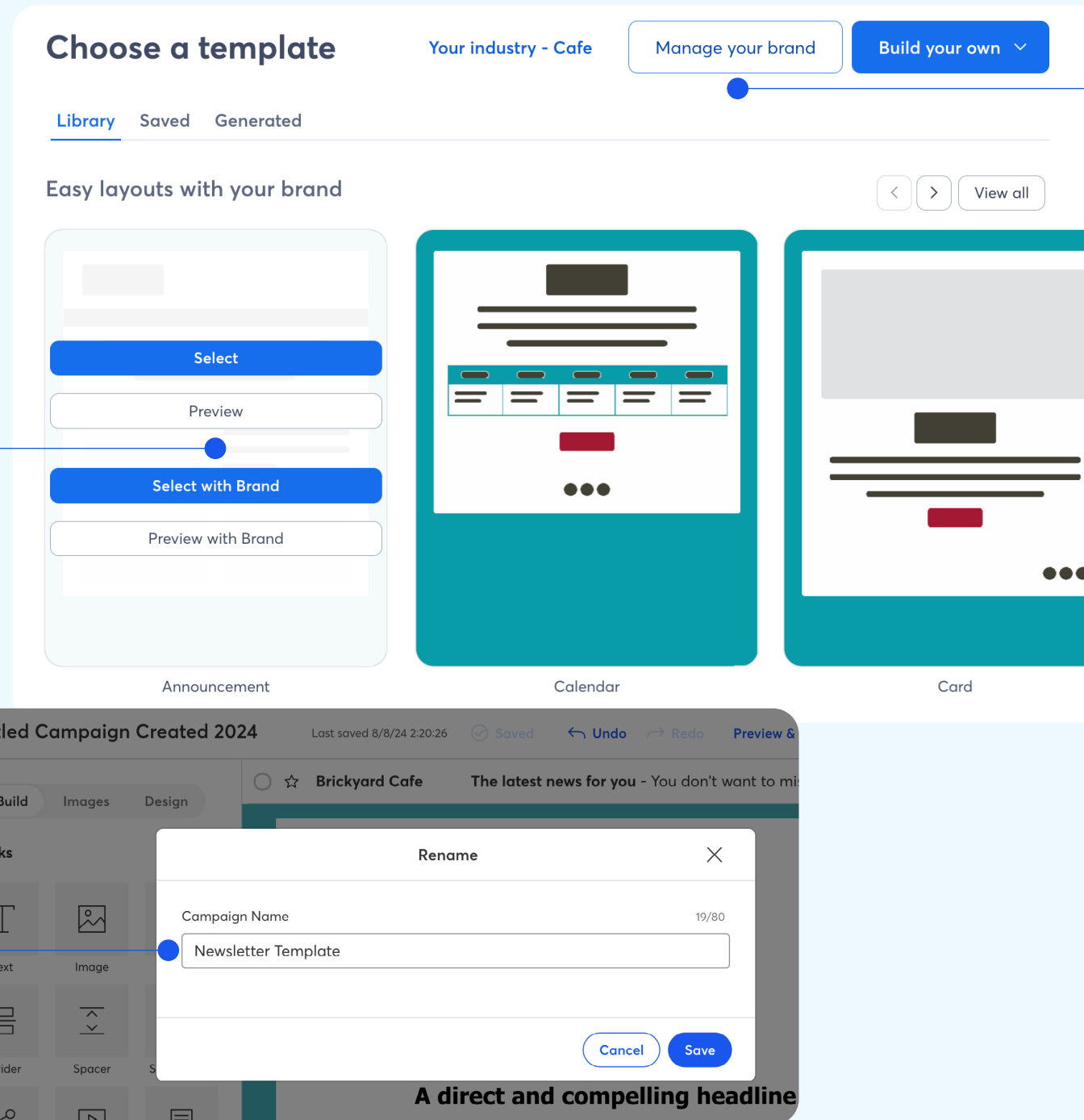


Select a template

First, [choose an email template](#) with a layout that best suits your content. Scroll through our template options and click **Select** to choose one, or **Preview** to take a closer look before selecting it. Every template is mobile-responsive and can be fully customized to fit your needs and to match your branding!

Save time and have your branding automatically applied to the **Easy layout templates** by adding your logo and colors to the [BrandKit](#) in your account and creating a template theme!

Once selected, be sure to give your template a recognizable name to make it easy to find in your account later.



Add your logo

If it's not already included, adding your logo to the template is just as easy as [inserting an image](#). Simply drag your logo from the **Images** tab and drop it where you want it to display in your email. You can also click on the image placeholder to insert your logo.

Don't forget to link the logo to your website to [make it a clickable image](#)!

The screenshot illustrates the process of adding a logo to a newsletter template in three stages:

- Top Panel:** The 'Newsletter Template' editor is shown with tabs for 'Build', 'Images', and 'Design'. The 'Images' tab is active, displaying a list of images with a search bar and a 'New to Old' sort option. A 'BRICKYARD CAFE' logo is visible in the list. The main preview area shows a placeholder for the logo and a headline '[Add your compelling headline here]'. A blue dot indicates the logo's position in the image list.
- Bottom Panel:** The 'Image block' editor is shown, displaying the 'BRICKYARD CAFE' logo. The 'brickyard-cafe-logo.png' file is selected, and the URL 'http://www.brickyardcafe.com' is entered in the link field. A blue dot indicates the link field.
- Right Panel:** The 'Block | Image' editor is shown, displaying the 'BRICKYARD CAFE' logo. The logo is now linked to the website URL. A blue dot indicates the logo's position in the image block.

Add or update your branding

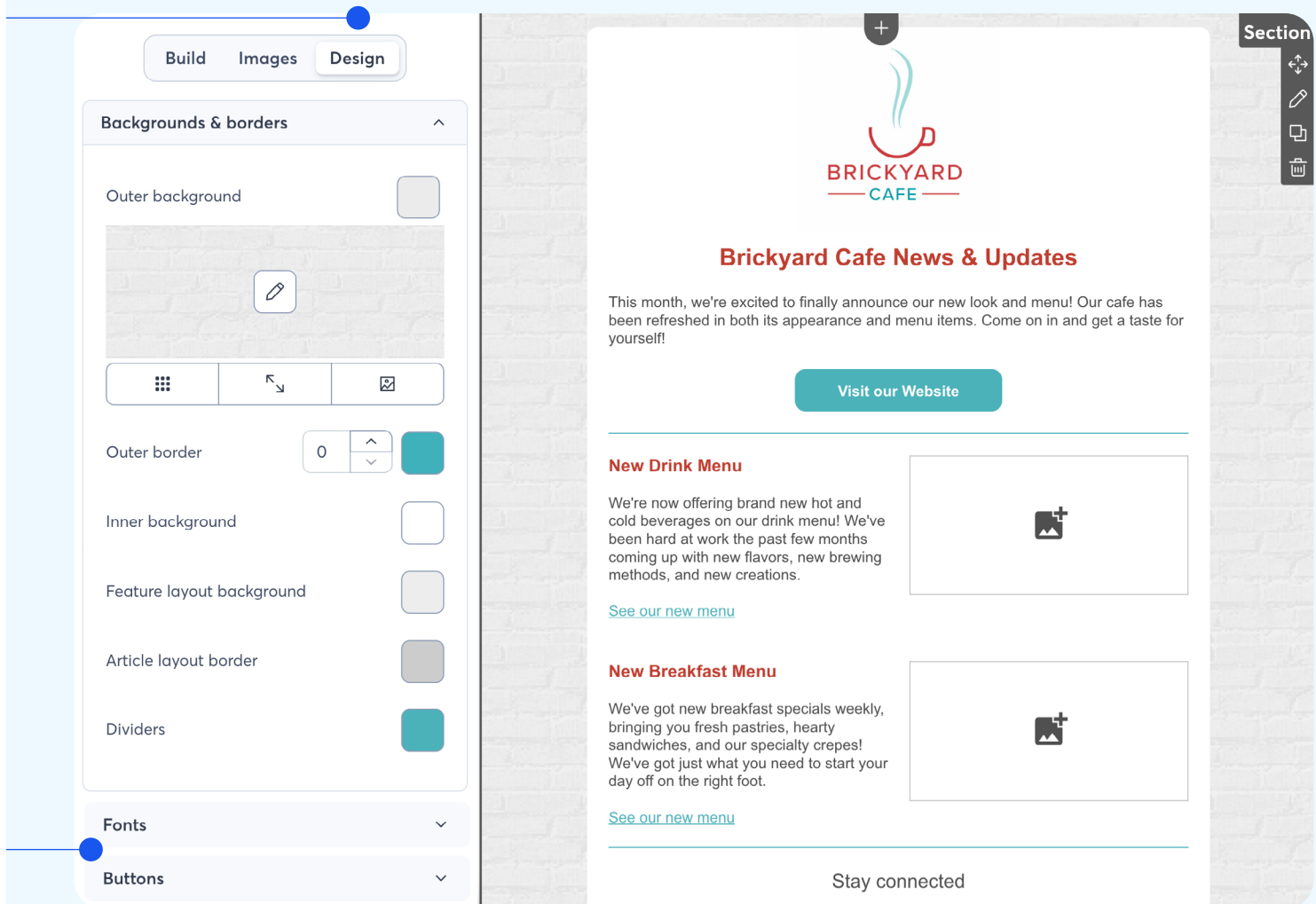
To keep your branding consistent, match your email template to your website or organization's colors and fonts.

Click the **Design** tab to [change the colors](#) of the inner and outer backgrounds, borders, and dividers.

Click to expand the **Fonts** section to edit the default font, size, and color of the text and links throughout your template.

You can also choose the color and style for all the buttons in your template by expanding the **Buttons** section.

Want to customize the design of your template further? Click the pencil icon to access even [more design options](#)!





Insert social media icons

Make it easy for your contacts to find you on all of your social platforms by [including links to your social media pages](#) in every email you send.

Most templates include social icons by default, but if you need, you can insert the **Social follow** block from the **Build** tab.

Don't forget to choose which networks you want to display and add the links to your social profiles!

You can also insert a **Social share** block to make it easy for contacts to share your email on THEIR social pages.

The image shows a multi-step process for inserting social media icons into an email template. It starts with a 'Build' tab in the top navigation bar. Below it, a 'Blocks' grid displays various elements like Text, Image, Button, Divider, Spacer, Social share, Social follow, Video, and Read more. The 'Social follow' block is highlighted with a blue dot. A modal window titled 'Social follow block' is open, showing a list of 'Social profiles' with fields for the network name (Facebook, Instagram, TikTok) and the profile URL. At the bottom of this modal is a '+ Add Another' button. To the right, a preview of the email template is shown. The template has a header for 'BRICKYARD CAFE' and a section titled 'Brickyard Cafe News & Updates'. It includes a paragraph of text, a 'Visit our Website' button, a 'New Drink Menu' section with a placeholder image, and a 'See our new menu' link. At the bottom, there's a 'Stay connected' section with social media icons and a 'Block | Social follow' dropdown menu. Below this, there are three 'Share This Email' buttons for Facebook, LinkedIn, and Email.



Add calls-to-action

In addition to social media icons, you should always include [a clear call-to-action](#) in your emails. Whether you're driving contacts back to your website or to a donation page, event, or coupon, be sure to give your readers a reason to interact with your email.

If your template doesn't already include a button, just [drag the Button block](#) from the **Build** tab to insert it where you want in your email.

Then be sure to add or update the link each time you use your template!

Buttons are more eye-catching than text links and can be more effective at enticing contacts to take action!

The screenshot displays an email editor interface. At the top, there are three tabs: 'Build', 'Images', and 'Design'. Below these is a 'Blocks' section with a grid of icons for Text, Image, Button, Divider, Spacer, and Social share. A blue dot highlights the 'Button' icon. To the right, a preview of an email template is shown. The template features the 'BRICKYARD CAFE' logo, the title 'Brickyard Cafe News & Updates', a paragraph of text, and a teal button labeled 'Visit our Website'. A blue line connects the 'Button' icon in the blocks grid to the 'Button' block in the configuration panel. The configuration panel, titled 'Button block', includes fields for 'Add link' (with a link icon), 'Text' (a dropdown menu), 'Button' (a dropdown menu), 'Background color' (a color picker), and 'Border' (a dropdown menu). A blue dot highlights the 'Add link' field. At the bottom of the configuration panel, there is a 'Block | Button' label and a trash icon.



Save and use your template

With your template finished, all you have to do is save it and you'll be able to select it when you go to create a new email. Everything will be ready and waiting for your content, saving you a ton of time designing emails going forward!

To save your template:

1. Locate your email.
2. Click ... > **Save as template**.

To use your template:

1. Click the **Create an email** button.
2. Click the **Saved** tab.
3. Click **Select** to use your template.

The screenshot displays the 'Email' management interface. At the top right is a '+ Create an email' button. Below it are filters for 'Status' and 'Last modified', and a search bar labeled 'Search campaigns'. The main area shows a 'Newsletter Template' card with a 'Draft' status and 'Created just now'. A context menu is open over this card, showing options: 'Copy', 'Schedule', 'Save as template' (highlighted with a blue dot), 'Preview', 'Download & print', and 'Delete'. Below the main area is a 'Choose a template' modal. It has tabs for 'Library', 'Saved' (active), and 'Generated'. The 'Saved templates' section shows two templates: 'Newsletter Template' and 'Breakfast Menu Today'. The 'Breakfast Menu Today' template is highlighted with a blue dot, and its preview is shown on the right, featuring a 'See Full Menu' button and a 'Select' button.



More resources

The possibilities for customizing your template are endless! Check out these additional resources for making your emails the best they can be.

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

Was this guide helpful?

[Create a reusable email template](#)

[Save an email as a reusable template](#)

[Add, arrange, or delete blocks in your email template](#)

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