

Constant Contact[®]



How To Guide:

Create a Branded Re-usable Email Template

Email Templates

Just by following the instructions in any email template that you use, you'll have a good idea of what should go where. Which is sometimes easier said than done! What if instead of a generic template staring at you, you see a template with your design and brand elements ready to go? Make one by customizing one of the email templates we provide with the elements covered in this guide. Follow these instructions to [save a master template](#).

**Branded, re-usable templates
save you time and keep your email
looking good in all email clients.**

When you use a template there will be no need to copy an old email to re-use a great design. Instead you'll select your custom template to start your next email. A template will give you all the elements you want for your email each time. You won't have to worry about forgetting something because you deleted it from the last email you sent.

Choose a Template to Customize

All our of the templates:

- Are mobile responsive.
- Give instructions within the text boxes to guide you in what to write.
- Include a Preheader to work with your subject line.
- Have web-safe colors & fonts.
- Designed to give your audience a clear call to action.

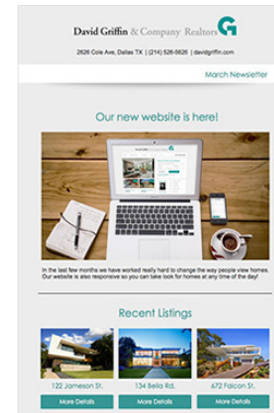
Before you finish designing, [test your template](#) to see how it will behave on a mobile device.

**Let's get started
creating your
branded template!**



Newsletter Templates

Regularly scheduled email newsletters help you stay-top-of-mind.



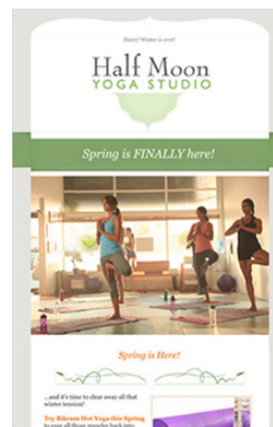
Business Letter Templates

Professional-looking follow ups and reminders will impress.



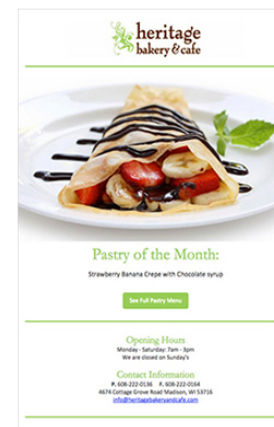
Promotional/Sales

Promote store-wide sales or reward email subscribers with an exclusive offer.



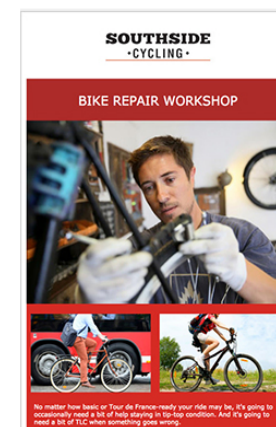
Feedback/Reviews

Collect feedback or encourage your readers to



Announcements/Cards

Send quick notes about new products or events.



Events Templates

Send email invitations or save-the-dates.

5 Ways to Brand Your Template

- 1 Add your logo
- 2 Use your organization's colors and fonts
- 3 Edit the social media icon links
- 4 Add your own disclaimers and calls to action
- 5 Make your header and footer recognizable to your contacts

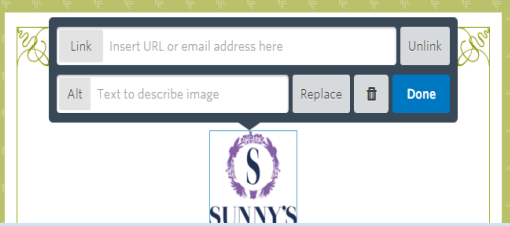
Contact our [Custom Services department](#) if you'd prefer to have a template made for you for a fee.

1 Add Your Logo

Adding your logo to your template is just [adding an image](#). You can either [edit an image](#) that's in your template, or [drag an image placeholder](#) to where you want your logo to be, then edit. Your logo should be in your Library. If it's not, just [upload it!](#) In our example, the images are [organized into folders](#). Click the image to go right to your Library. Always place your logo in the center or on the left side of your email.

Another best practice is [making your logo a clickable link](#) to your web page.

Click on the image in your template to display the editor, then paste in your URL in the Link field.



2 Use Organization or Website Colors

Use a color picker like [Color Cop](#) or [Color Schemer Online](#) to find the **exact** colors of your logo, website, or blog. Sample the color you want, then click on a color block in the Colors tab, then add in the color value to make it match. Only use 2-3 colors (besides black and white) in your template.

The image shows a screenshot of an email template editor for 'Sunny's Florist'. The main preview area displays a 'Thank You Flowers' email template with a header 'Sunny Day Flower Power' and a photo of tulips. Below the photo is a '21ST CENTURY THANK YOU' message. The editor interface includes a 'Colors' tab with color swatches for 'Outer Background', 'Inner Background', 'Buttons & Dividers', and 'Headlines'. A 'Color Cop' tool is shown with RGB values (R: 194, G: 207, B: 38) and a hex code (#C2CF26). A red dotted line connects the hex code to a color swatch in the editor. The email preview shows a header with 'Sunny's Florist' logo and 'Thanks For Your Purchase' text. A blue callout box at the bottom right says 'Make sure to match your font colors by editing each text element.'

3 Connect Social Media Icons

Whether you know it or not, customers look for you on social media. Edit the social media icons in your template and insert your social media addresses. [Add whatever social platforms](#) you're missing. If the template you're working on doesn't already have social media icons, just drag one in from the Build palate. Click on the trashcan icon to remove the icons you're not using.

The screenshot shows an email template editor interface. At the top, it says "Thanks For Your Floral Purchase" above a photo of a gift box. Below that is a section titled "Please tell us about your experience" with a "Share Feedback" button. A red box highlights the social media icons (Twitter, Instagram, YouTube) next to the button. A red dotted arrow points from this box to an "Insert Social" dialog box. The dialog box has the title "Insert Social" and the instruction "Select social networks". It lists several social media options: Facebook (with a URL field), Instagram, Pinterest, Youtube, and Google+. At the bottom of the dialog, there is an "Add network" button, a "Cancel" button, and an "Insert" button which is highlighted with a red border.

You need to edit the social media icons!

- Double click on the social media box, then add in your social media addresses.
- Remove any platforms you don't use.
- Click **Insert** when you're done.

4 Add Content You Always Use

If you will always have a Sign Up button, or a disclaimer, or a list of services, make sure to add it to your template! An image block can remind you where place a new image each time. You can always remove a placeholder if a particular email doesn't need it, but it's good have it appear in the template so you don't forget it.



5 Recognizable Header and Footer

After you click **Continue**, you can [edit the information in the header and footer](#) - the **From name**, **From email**, and update the physical address, if what is displaying isn't correct. Remember, your [Preheader](#) (which is a text block in the template) and Subject need to work together.

Why the Header and Footer are Important


Have you ever not opened an email because you weren't sure who it was from?


Don't let the email you send out sit unopened in someone's Inbox!

[Improve the open rate](#) for all of your email campaigns by making your email recognizable. Your header and footer should make it clear:


- Who the email is from. If the default **From Name** isn't right, change it!
- Have a recognizable **From Email** so the receiver knows right away that they should open it.

Now your contacts will know that your email isn't spam.

Thank You Flowers 


 **DRAFT** Last saved on April 1, 2016 at 9:55 AM


Send To Lists or add new contacts


Add to Email List 


Subject:
Care to share your experience?

From Name:
Sunny's Florist

From Email Address:
info@sunnysflorist.com 

Add another 

Reply To Email Address:
info@sunnysflorist.com 

Add another 

Physical Address:
This will appear in the footer of your email.
Sunny's Florist
123 Main St.
Waltham, MA 02451
[Edit address](#)

More Resources to Customize With

There's lots of customization you can apply to your template. Here are some additional resources to make your template the best it can be. And once you've got a few campaigns sent, you might find that having multiple templates will help you get the right email built quickly. Creating a new template every now and then will keep your emails looking fresh! The white links are video tutorials.

Format the template

[Add Dividers](#)

[Add Spacers](#)

[Add an Image Block](#)

[Add a Button](#)

[Customize your Layout](#)

Images

[Add Images](#)

[Using Folders in Library](#)

[Add an Image to Your Email](#)

Color & Text

[Style Text](#)

[Change Colors](#)

[Brand your Email with Color](#)

Use Links

[Add Text Links](#)

[Add Video Link](#)

If you prefer, [watch videos](#) to learn how to customize your template.



Watch a video tutorial on how to create an email template.