# Create, Customize & Send an Email

Getting your first email out the door is easy with Constant Contact. This guide will walk you through creating, customizing, and sending an email to your contacts as well as show you the in-depth reports you'll have access to.

Here are the 5 steps to create a great email:

Select a Template

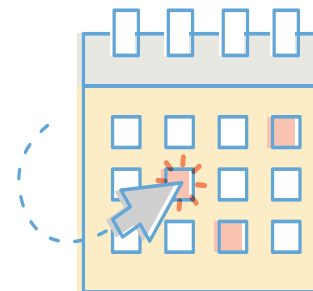Choose from our wide selection of mobile-friendly templates.
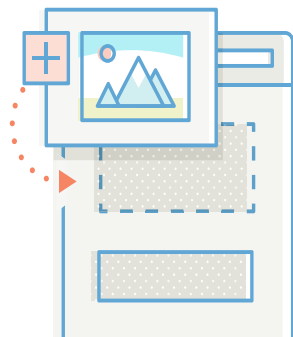
Customize the Template

Brand your email with your business' colors, fonts, and logos.

Add Contacts

Add the email addresses you've collected to your account, and organize them into lists.

Schedule and Send

Send your email right away or at a future date and time.

Email Results

View detailed reports that show how many people are engaging with your email.

Select a Template

When creating a new email campaign, the first step is choosing the right template. Browse all our mobile-responsive options and customize them to match your brand.

Here's how to get started:
- *Log into your account.*
- *Click the **Create** button.*
- *Then choose **Send an Email**.*

Now scroll through the template options and see what you like.

Once you've found the template you want, just click the **Select** button!

Use Your Own Code
You can use our custom code editor for your HTML or XHTML.
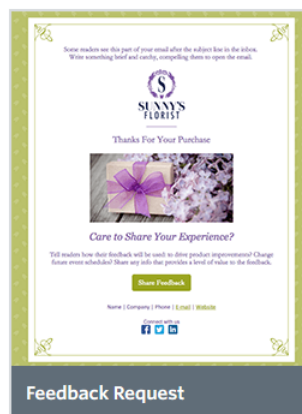
Use a PDF
Add a PDF to the the center of your email by uploading it.
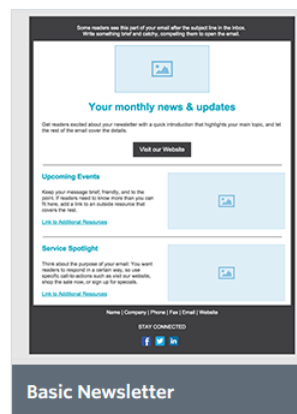
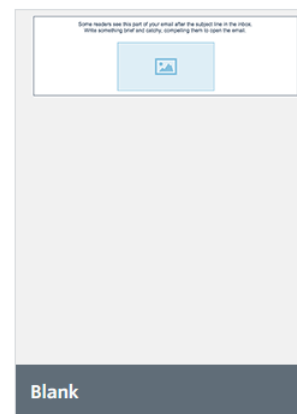← Templates   </> Custom code   🄰 Import PDF to email
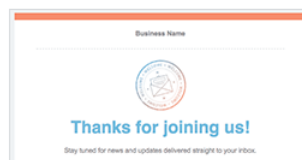
🔍 Search templates

Feedback Request
Select   Preview

Basic Newsletter
Select   Preview

Blank
Select   Preview

Special Event
Select   Preview

Get to Know the Editing Page

Templates are made up of build elements and blocks, all of which can be edited by just clicking them. So, let's take a moment to get familiar with the email editor.

Campaign Name
Name your campaign so you'll be able to find it again easily. No one sees this name but you.

Undo & Redo
Quickly reverse a mistake with these options.

Preview
It's always a good idea to preview your email as you go.

Menu Tabs
These tabs show you all your editing options:
Build - Drag and drop build elements or layouts into your email.
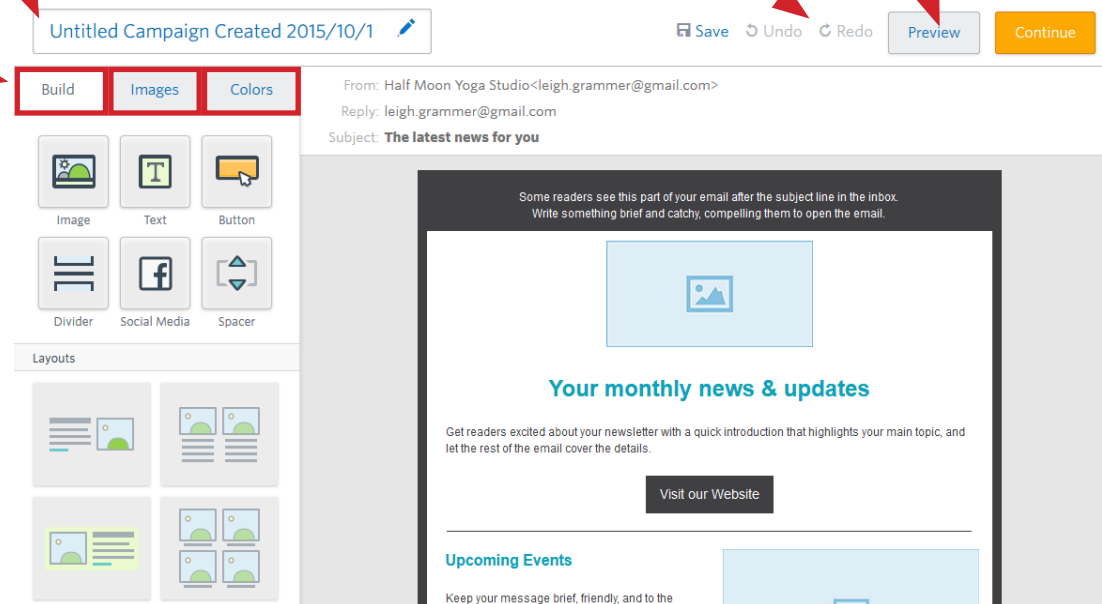*Images* - Quickly access your image Library or upload images you want to include.
Colors - Customize your color scheme to match your brand.


Know your way around the email editor? Great! Let's start working.

Arrange Your Content Blocks

The layout, or structure of your email, is the framework to start with. You can edit and arrange the email to make it perfect.
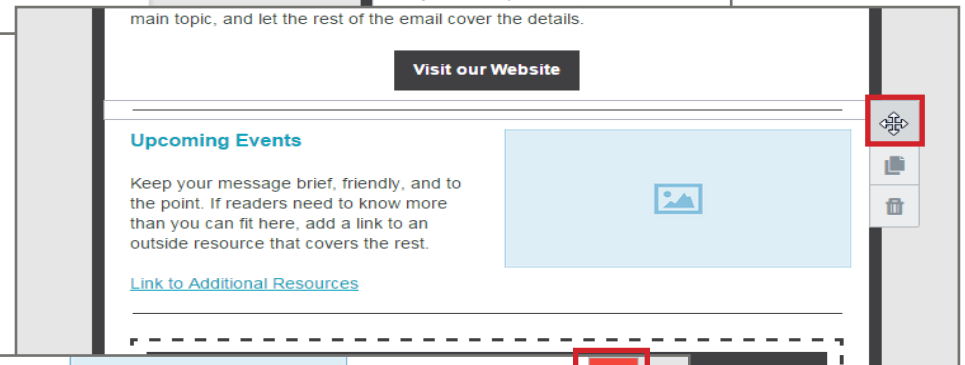
Add Layouts by Dragging Them In
Select any build elements you want to add, then drag and drop them in place. The guidelines will show you where the element will go.
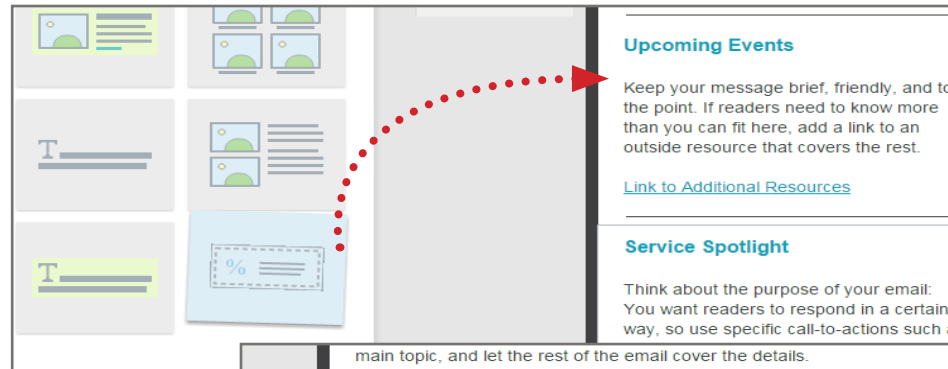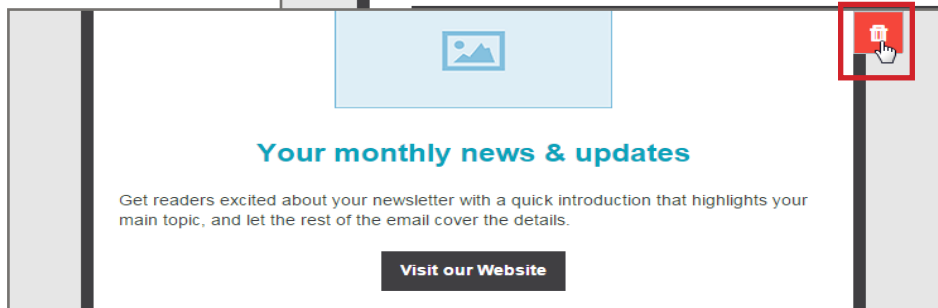
Rearrange the Sections of Your Template
Adjust the placement of the sections by hovering over the block, clicking the directional icon and then dragging it to its new location.

Delete Sections you Don't Need
Hover over a layout to see the trashcan for an entire layout, or double-click on an element to see the individual delete option.

Upcoming Events

Keep your message brief, friendly, and to the point. If readers need to know more than you can fit here, add a link to an outside resource that covers the rest.

Link to Additional Resources

Service Spotlight

Think about the purpose of your email: You want readers to respond in a certain way, so use specific call-to-actions such as main topic, and let the rest of the email cover the details.

Visit our Website

Upcoming Events

Keep your message brief, friendly, and to the point. If readers need to know more than you can fit here, add a link to an outside resource that covers the rest.

Link to Additional Resources

Your monthly news & updates

Get readers excited about your newsletter with a quick introduction that highlights your main topic, and let the rest of the email cover the details.

Visit our Website

Arrange Your Content Blocks

The layout of your email can be <u>adjusted in even more ways</u>. You can add build elements by clicking on one and dragging it in. Place above or below elements, or within another one. If you have a multi-column layout, you can adjust the width of your columns too!

When you drag a build element into you layout, you'll see a magenta line showing you where it's going to go. Stack elements on top of each other or embed within.

For multi-column layouts, hover between your columns to expose the slider that will let you make your columns wider or thinner.

Here's an easy way to <u>add a link to a document</u> - either as a link in your email or by making an image a clickable link.
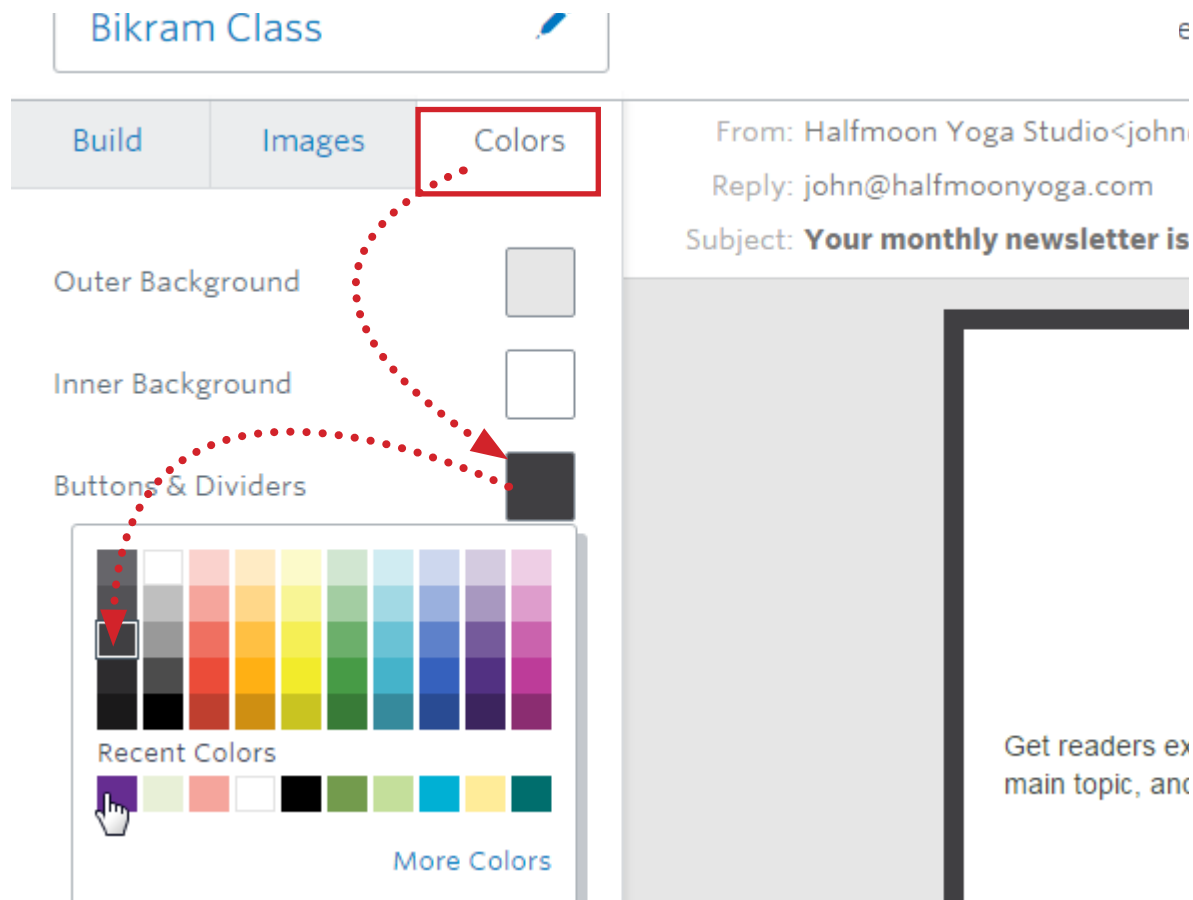
A magenta line that shows where the image will be placed.

This image was dropped into a text element.

Style Your Email Like Your Brand

Once you've got all your layout in place, start branding your email with your business or organization's colors.

- Click **Colors** tab.
- Click on the color swatch for the feature you'd like to change.
- Now click a new color from the palette.

Bikram Class

| Build | Images | Colors |

From: Halfmoon Yoga Studio<john
Reply: john@halfmoonyoga.com
Subject: **Your monthly newsletter is**

Outer Background

Inner Background

Buttons & Dividers

Recent Colors

More Colors

Get readers ex
main topic, and

Match your brand exactly by using the hex value for your colors. Only use 2-3 colors in your email (not counting white and black).

Add Images to Your Image Library

[Add images to your Library](#) so they'll be readily available when you're designing your email. The **Images** tab lets you see the images you have there. Click the "Upload" link to add more to your Library.
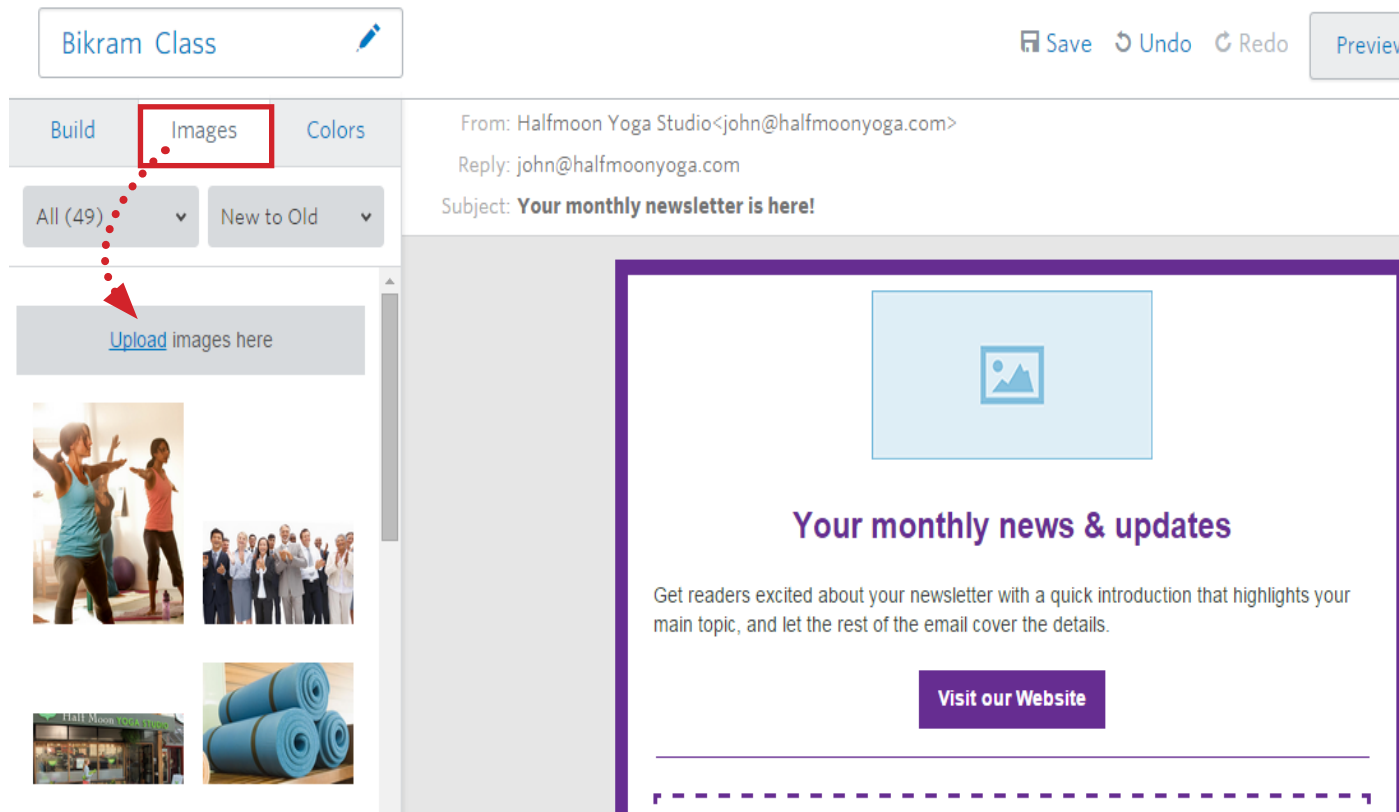
If you haven't added images yet, click on the Images tab, then click **Upload**. From here you can add an image from:

- Social Media (only available in some packages)
- Your computer
- Or by browsing through thousands of [stock images](#)

You can sort your images by age or [folder](#) so you don't have to scroll through your entire gallery.

Drag and Drop Images

Once you have images in your Library, drag them directly into your layout; or drag them over a placeholder image to replace it. Accidentally add the wrong image? Just double-click it to replace it with a new one.

Use an Image block to help you lay out your email, then add an image to that block when you're ready.

Edit an Image

Fine-tune your images now by clicking on them to open the editor.

| Link | Insert URL or email address here | | Unlink |

| Alt | Text to describe image | Replace | 🗑 | **Done** |
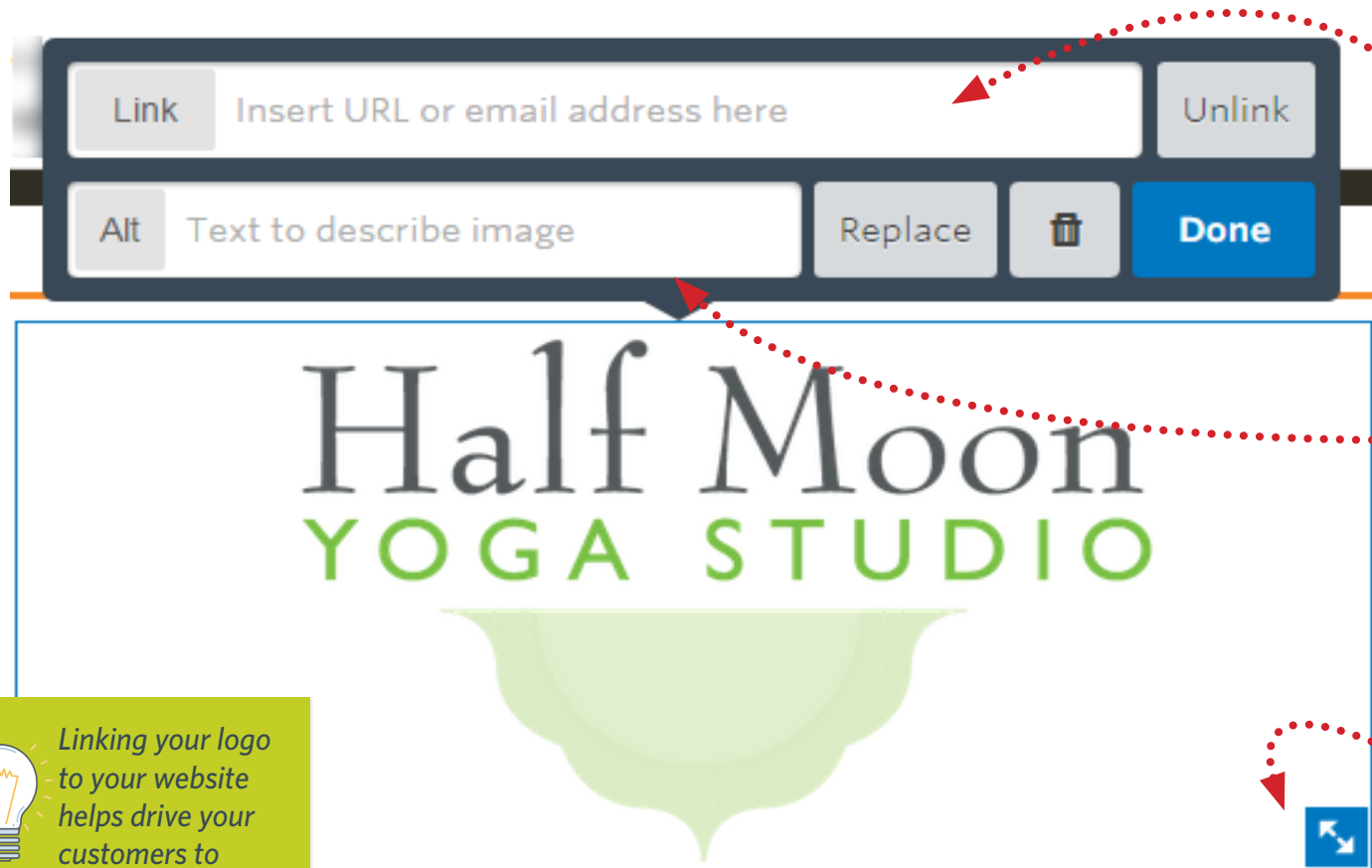
Image Link
[Link the image](#) to an appropriate web-page.

Half Moon
YOGA STUDIO

Image Description
Add an image description to the **Alt** field. This text shows if the image is blocked or won't load.

Resize Image
You can always resize the image by dragging the arrows at the corner.

Linking your logo to your website helps drive your customers to your ultimate destination! It's also an industry best practice.

Edit a Text Block

Now that you have the layout, colors, and images set, let's jump into the heart of your email - the text! Click inside a text block and use the editor block to brand the look of your text.

Add your own content by typing it in or copy and paste your text from another document. Then you can modify it:

Change font size, style or color. Choose from a list of web-safe fonts.

Align the text right, center, left or balanced equally (justified).

Add bulleted or numbered lists.

Add a little format - bold or italic, your choice!

Click the trashcan to get rid of this text element.

Add a personalized greeting automatically.

Once you are finished, just click **Done**.

Customize The Email Header

Make sure your customers open your email! They need to know who the email is coming from, and what the email will contain. Your Header is the very top of your email, above where you've been editing.

From: Half Moon Yoga Studio<john@halfmoonyogastudio.com>

Reply: info@halfmoonyogastudio.com

Subject: **Bikram Has Come to Halfmoon Yoga Studio!**

Click the top of your email in the header section to begin editing.

**From Name &
From Email Addresses**
Make sure the From Name and From Email is recognizable to your audience. For example, they know your company name.

From Name | Half Moon Yoga Studio

From Email | john@halfmoonyogastudio.com

☑ Use From Email as the Reply email address

Subject | Bikram Has Come to Halfmoon Yoga Studio!

Subject
Keep it short and sweet, 4-8 words. Avoid using all caps and excessive punctuation - you don't want to look like spam.

The Reply Email Address
Un-check the "Use From Email as the Reply email address" box to select a different address. The Reply email needs to be monitored for inquiries from your contact list - this is their direct link back to you!

From Name | Half Moon Yoga Studio

From Email | john@halfmoonyogastudio.com

☐ Use From Email as the Reply email address

Reply | info@halfmoonyogastudio.com

Subject | Bikram Has Come to Halfmoon Yoga Studio!

Customize The Email Footer

At the very bottom of your email is the Footer. By law you're required to provide your physical address. There are links for your contacts to update their Profile and information about us (Constant Contact).

This is What your Footer Looks Like
Click anywhere here to begin editing.

Half Moon Yoga Studio | 123 Main St., Waltham, MA 02451

Unsubscribe {recipient's email}
Update Profile | About our service provider
Sent by john@halfmoonyogastudio.com in collaboration with

Constant Contact
Try it free today

Edit the Footer
You can update the physical address that automatically fills in. If you want to make a permanent change, edit your Settings.

readers to respond in a certain way, so use specific call to actions such as visit our website

Physical Address

*Organization Name

Half Moon Yoga Studio

*Address

123 Main St.

*City   *State

Waltham   Massachusetts

*Postal Code   *Country

02451   United States

Why do I need this?   Cancel   Save

Half Moon Yoga Studio | 123 Main St., Waltham, MA 02451

Unsubscribe {recipient's email}
Update Profile | About our service provider
Sent by john@halfmoonyogastudio.com in collaboration with

Constant Contact
Try it free today

Add Your Contacts

Now it's time to [add your Contacts](#) to your account, if you havn't done that yet. There are several ways to do this:

> *Click the **Contacts** tab, then **Add Contacts** button and choose how you want to bring contacts into your account.*

Important: You need to have [permission to email](#) these customers before you can send them email through Constant Contact. This is so that you'll be compliant with [CAN-Spam](#) and [CASL](#) laws.

Type in One Contact - [Type in contacts and any details](#) that you'd like to store.

Type in or Paste Contacts - [Paste in email addresses](#) that you copied from somewhere else; or type in a handful of contacts and details.

Upload from file - [Upload a spreadsheet](#) of contacts that you either created yourself or exported from another application.

Add unsubscribed from a file - Don't forget to [add your unsubscribed](#) contacts!

Add from other apps - Use [our apps](#) to import contacts [directly from Gmail](#) and other applications or even your desktop.
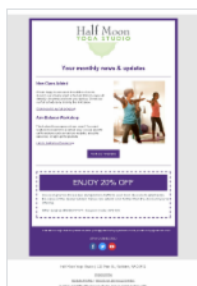
Choose Who and When to Mail

You've got your email ready and your contacts uploaded. It's time to send your email!

Get back into your email: Click **Campaigns,** *then next to your campaign name, click* **Actions > Schedule.**

1 Click the box next to the list you want to use

2 Then choose when to send you email

Email Lists:

🔍 Search

☐ General Interest (307)

☐ Halfmoon Yoga - Beginner's Class (34)

☐ Halfmoon Yoga Practiners (245)

☐ Halfmoon Yoga-on-the-green (125)

0 Lists Selected
0 Recipients Selected

Want to make changes to your list? Go to the Contacts page.

Edit

When To Send:

🔘 Send now

⚪ Schedule For Later

Additional Options:

☑ Send me Early Results

john@halfmoonyogastudio.com ▼

Add another ➕

Send Now
Your email will be sent out right away.

Schedule For Later
Select a day and time to send your email.

Send me Early Results
A special report to give you performance stats within the first 48 hours of sending.

Check Your Results

Now that you've sent the email, and given your contacts time to open it, you'll want to gauge how it did. All of that information can be found in your Reports.

Click on the Reporting Tab to see results for the emails you've sent. The hyperlinked numbers bring you to the details for a specific email.

Sort any column by clicking the arrows next to the column name.

Select up to 5 emails, then click **Compare Campaigns** for a graphic comparison of those emails.

0 selected   Compare Campaigns

Show: 10 ▾   <   Page 1 of 4   >

	Time Sent	Campaign Name	Total Sent	Open Rate	Click Through Rate	Bounce Rate	Unsubscribe Rate
☐	Wed, Jan 20, 2016 11:36 AM	Crepes al fresco menu	298	22.2% 2	50% 1	97% 289	
☐	Fri, Nov 20, 2015 3:12 PM	RSVP - Chocolate Hazelnut Crepe Tasting	28	65.4% 17	88.2% 15	7.1% 2	
☐	Fri, Nov 20, 2015 3:11 PM	Rating - Chocolate Hazelnut Crepe	28	69.2% 18	72.2% 13	7.1% 2	0% 0

Click a hyper-linked number to drill into your results.

Conclusion

Your email can be as basic or as complex as you want. The most important thing is to get your email out there! Check out these additional How-To's when you're ready to learn more about Constant Contact.

Tutorials

- **Create and Send an Email**
- **Create a Master Template**
- **Link to your Social Media Pages from an Email**
- **Add Links to Your Campaign**
- **Branding Emails with Color**
- **Schedule and Send an Email**
- **Add Images to your Email**
- **Cusomize Your Layout**

Guides

- **Create, Customize & Send an Email**
- **Create a Branded Re-usable Email Template**
- **Add Your Contacts**
- **Promoting Your Small Business with Email and Social Media**

Articles

- **Insert a Video Link**
- **Insert and Customize a Button**
- **Create Columns**
- **Add a Mailto Link**
- **Adjust Image Padding**