TUTORIAL:
Creating Emails Using Constant Contact

Welcome - Thanks for dropping by

Powerful email marketing made easy.

See all the great things it can do for your business.

Email address **START YOUR FREE TRIAL**

No risk. No credit card required.

🛒 Buy Now »

STEP 1 / Sign Up

1. www.constantcontact.com

2. Insert your team Gmail

3. Create a password (save/share login credentials with team)

4. Enter a first and last name

5. Enter company name

6. Enter 5095555555 for phone number (so you don't get calls!)

7. Check the box for terms and conditions

8. Select "Get Started!"

9. Log in to your email– verify your account

Email

rebkacooney@gmail.com

Your email address serves as your username.

Password

••••••••••••••••••••

Your password must be 6 characters or more and cannot contain spaces.

First Name

Rebecca

Last Name

Cooney

Organization Name

Comstrat 310

Phone Number

US   +1 ▾   5095555555

☑ I've **read and agreed** to the Terms & Conditions and Mail Terms of Service.

Get Started!

STEP 2 / Set up your email template

1. Type in an address for your company.

   • Feel free to use 445 Veteran's Way, Pullman, WA 99164-2520

2. Copy/paste your mock company website url

3. Select Submit

Set up your email template

Organization Address ⓘ

Address 1

Address 2

ZIP or Postal Code

State

Select one ▾

Website Address (Optional) ⓘ

City

Country

United States (US) ▾

Submit

STEP 3 / Complete the form

1. For the first question most will note that they are new to email marketing

2. For question two select "email marketing"

3. For question three select "1-50" in the pulldown menu

4. Select "Next"

Welcome to Constant Contact

Help us customize your experience - it takes less than a minute! Just give us a little more info about you.

What is your personal experience with email marketing? Select one.

○ I'm completely new to email marketing (no experience with email marketing)

○ I have done email marketing through a general email provider such as Outlook or Gmail

○ I have used Constant Contact previously or have experience with a similar email service provider

Which of the following Constant Contact tools and services are you most interested in? Select all that apply.

☐ Email marketing

☐ Event/survey

☐ Automated emails

☐ SEO/PPC/Website

☐ Template design services

☐ Dedicated marketing support

Approximately how many email addresses does your business or organization currently have for your audience (prospects, customers, members, etc.)?

| Select | ⌄ |

Skip this step   Next

STEP 4 / Create

1. Click on the Create button

2. Select "Email"

3. You land on the Templates page – choose one that best fits your campaign goals as far as overall look of the email (with our without photos, seasonal theme, coupon focus, etc.).

Note that you can adjust color and font once you select your template. You can also build an email from a blank template using the "build, images and colors" features.

STEP 5 / Select Template

1. Review template options and select one that best fits with your campaign messaging

2. Preview the templates you like – view them in desktop vs. mobile versions

3. You can adjust colors, fonts and layout elements in editor mode

[example]

STEP 6 / View the :30 guide
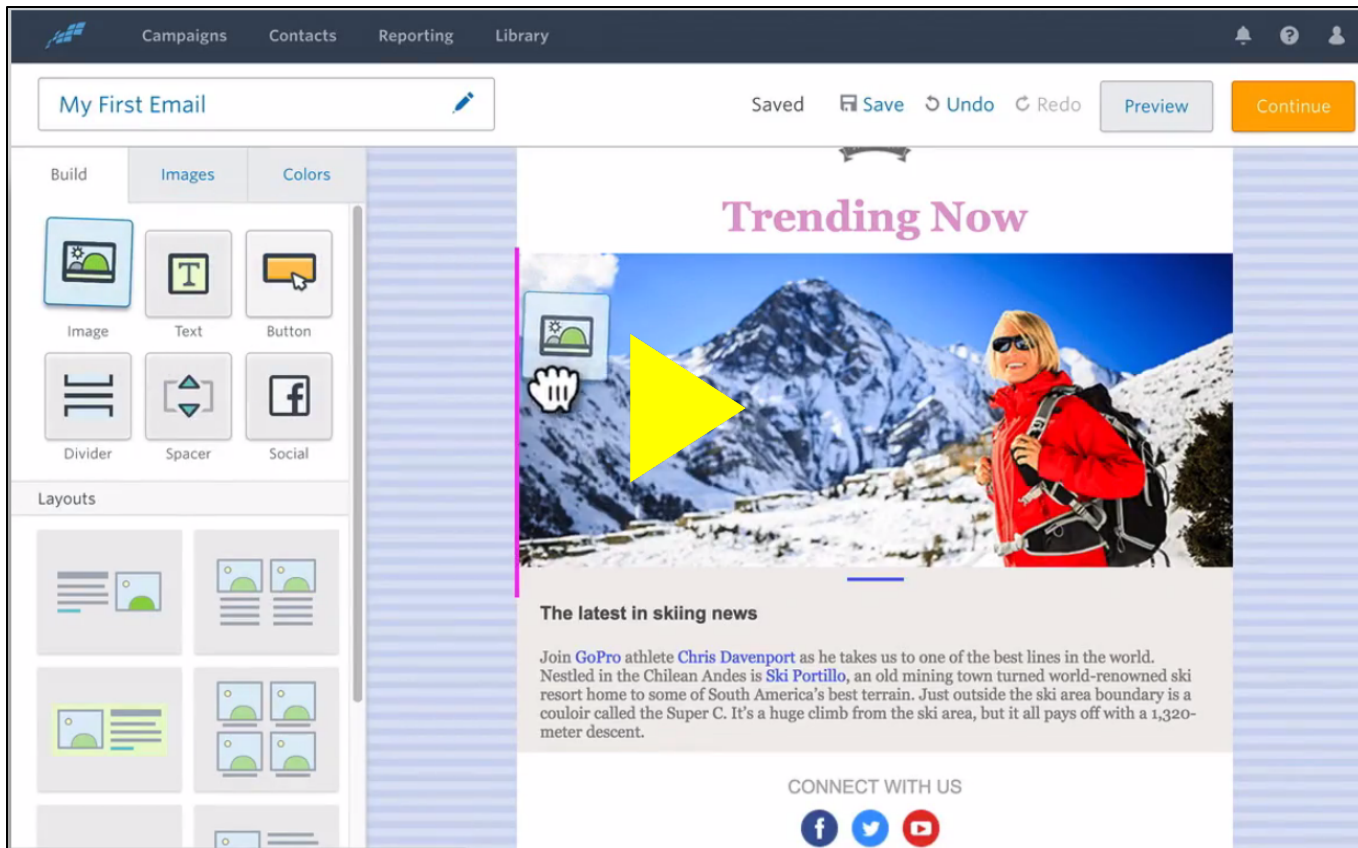
STEP 7/ **Name & Save Email**

1. At the top left – give the email a title that includes your company name and can be easily found later

2. Click "Save" throughout and frequently so you do not lose your work

Untitled Campaign Created 2017/03/17, 12:31:53 PM ✏️

1

Rename Your Campaign

*Name your campaign   18/80

Full Sail Email #1

Cancel   Save

2

💾 Save   ↺ Undo   ↻ Redo   Preview   Continue

STEP 8 / Subject Line & Pre-Header

1. Click on area for from, reply, subject and pre-header

2. Complete the form

   - "From" should be your email

   - Give your email a subject line related to campaign messaging

   - Create pre-header text related to your campaign
     (preheader text appears immediately after the subject line)

3. Click Save

From: Mock Company Emails<cooneyclasses@gmail.com>
Reply: cooneyclasses@gmail.com
Subject: **Great seeing you at the show!**
Preheader: **You don't want to miss this.**

1

From Name   Full Sail Events (mock project)

2

From Email   cooneyclasses@gmail.com

☑ Use From Email as the Reply email address

Subject   Full Sail announces release of online ordering form
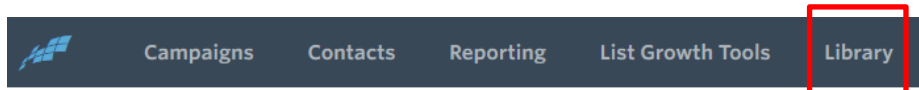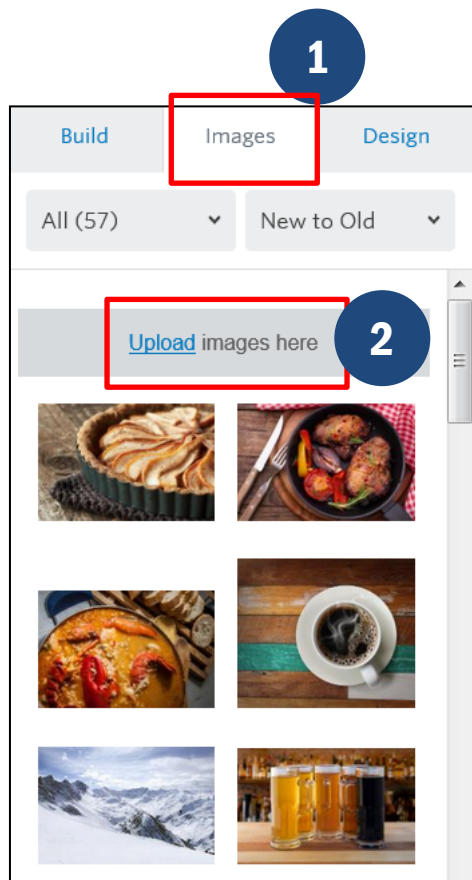
Preheader   Try it out for free.

STEP 9 / Upload Images

To edit and customize your email, you will use the menu on the left side using the Build, Images and Design tabs.
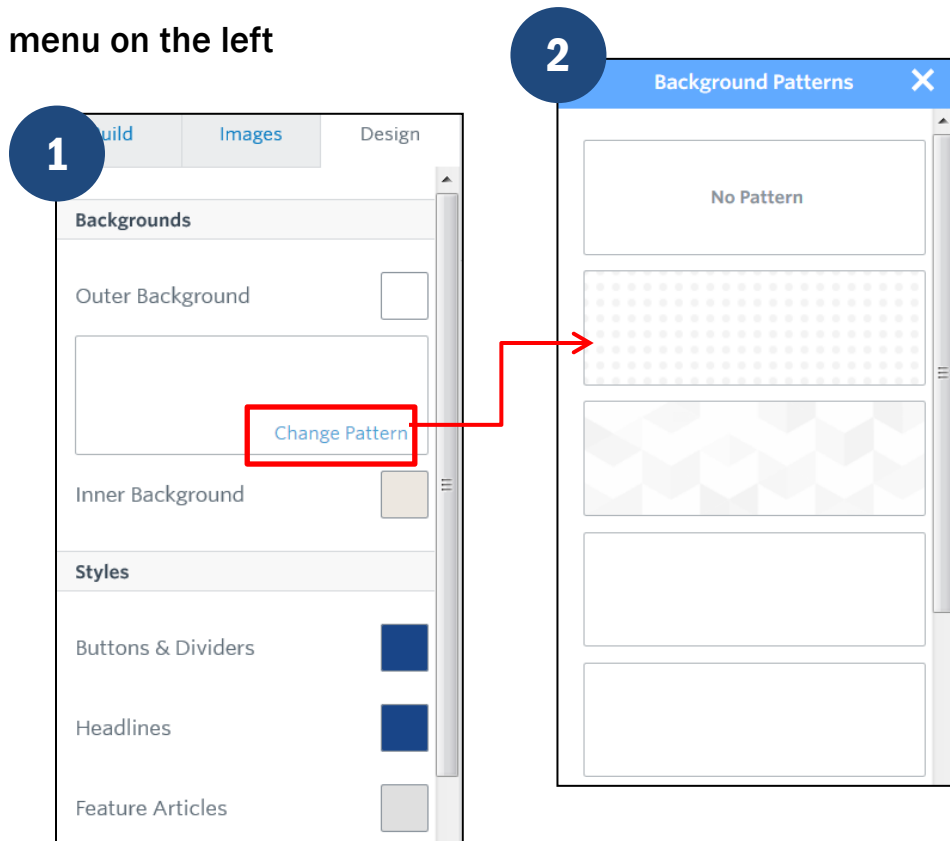
1. Click on the "Images" tab

2. Stock images will appear. You can use these or upload your own. Please use royalty free images from pixabay or pexels or [other sources](). You can also upload your logo here.

3. You can also upload images using the "Library" tab in the top navigation

4. Click Save

STEP 10 / Design

To edit and customize your email, you will use the menu on the left side using the Build, Images and Design tabs.

1. Click on the "Design" tab: This is where you can customize your email to match your brand color scheme. You can adjust fonts in the "Build" feature.

2. You can also adjust the background pattern or color.

3. Click Save

1

| Build | Images | Design |

Backgrounds

Outer Background

Change Pattern

Inner Background

Styles

Buttons & Dividers

Headlines

Feature Articles

2

Background Patterns ✕

No Pattern

STEP ELEVEN / **Build**

To edit and customize your email, you will use the menu on the left side using the Build, Images and Design tabs.
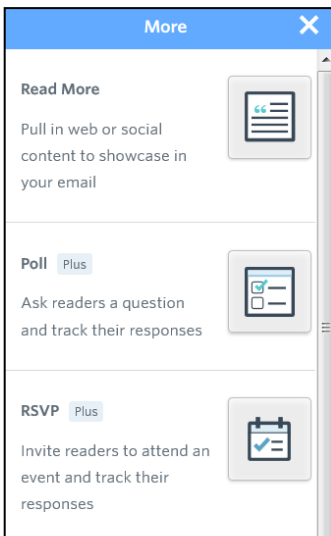
Click on the "Build" tab: This is where you can add and delete template features and layout such as images, text, buttons, divider lines, spacers, links to social media URLs, read more link, etc.
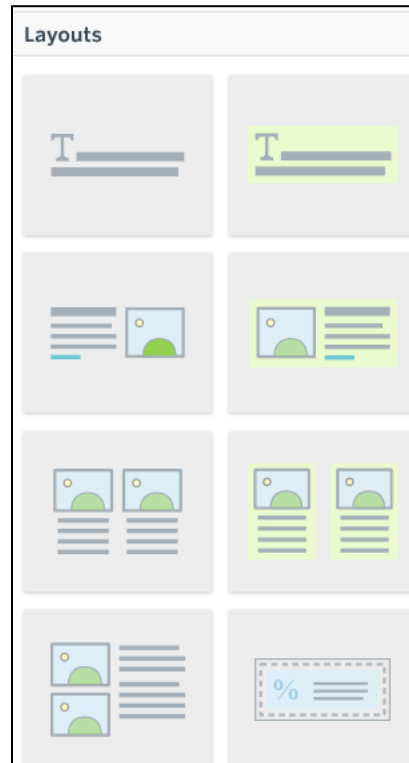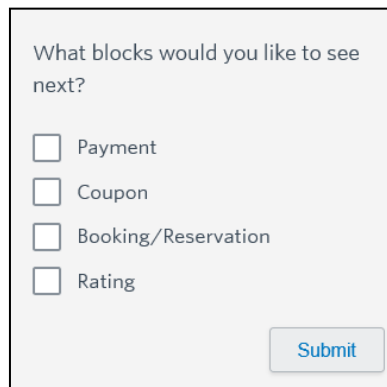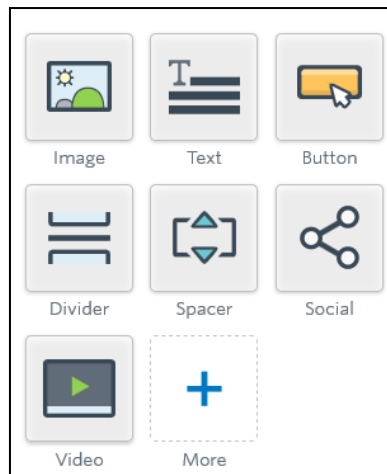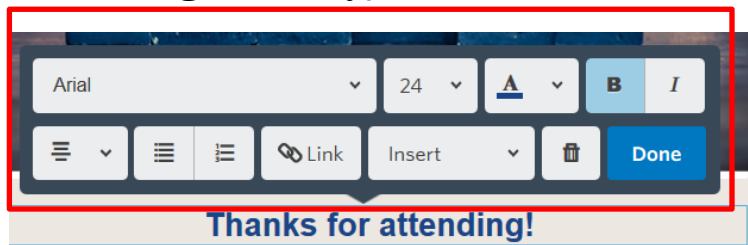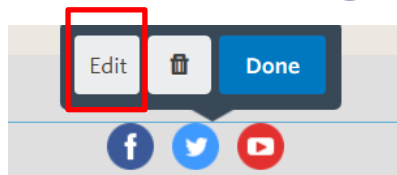
STEP ELEVEN/ **Build** continued..

Editing existing template elements

a To add a link, change or remove an image, click on it to make selection

b To adjust text, click on it and you can modify the font, point size, color and formatting + add hyperlink
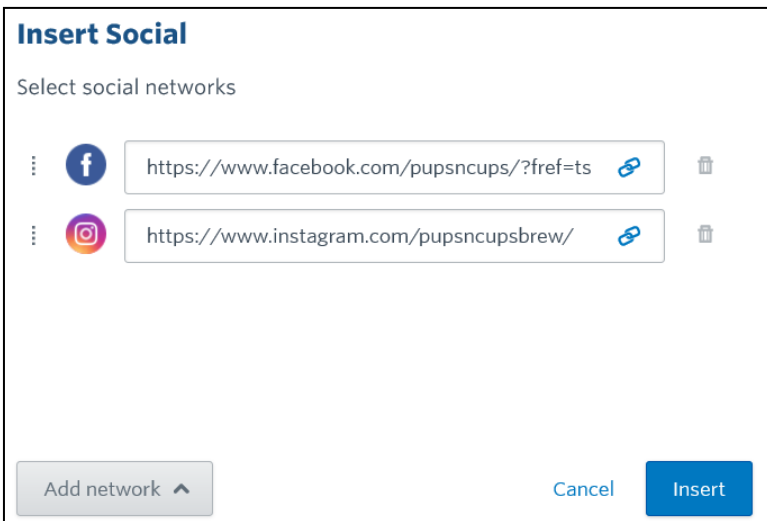

c To link your social media accounts, click on "Edit" > delete what you don't need

Insert Social

Select social networks

https://www.facebook.com/pupsncups/?fref=ts

https://www.instagram.com/pupsncupsbrew/
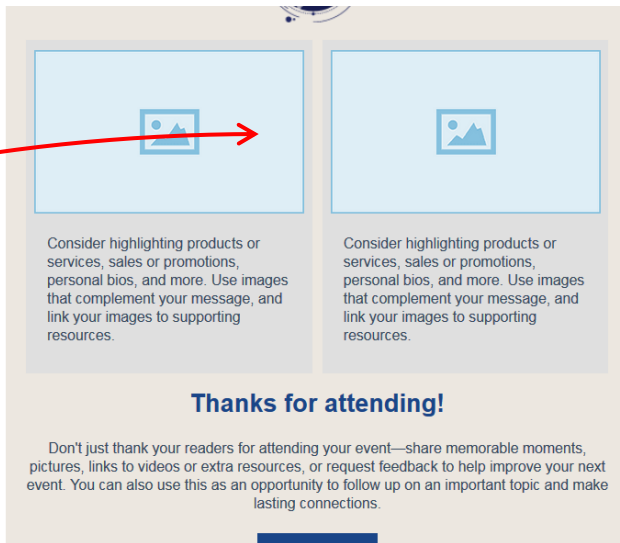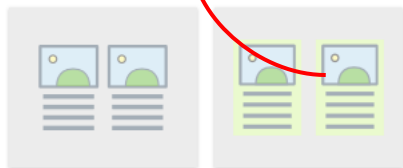
Add network

Cancel   Insert

STEP 11 / **Build** continued..
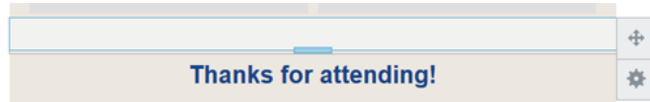
Tips when bringing in "Build" features

a

Drag elements from the Build menu into your email
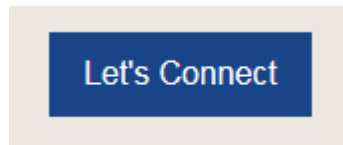
b

Add spacers to break up content

Spacer

Thanks for attending!

Consider highlighting products or services, sales or promotions, personal bios, and more. Use images that complement your message, and link your images to supporting resources.

Consider highlighting products or services, sales or promotions, personal bios, and more. Use images that complement your message, and link your images to supporting resources.

Thanks for attending!

Don't just thank your readers for attending your event—share memorable moments, pictures, links to videos or extra resources, or request feedback to help improve your next event. You can also use this as an opportunity to follow up on an important topic and make lasting connections.

c

Use a Button for a call to action

Button

Let's Connect
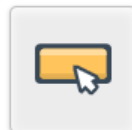
STEP 12 / **Preview Your Email**

1. Click on Preview

2. Preview your email on desktop vs. mobile

3. Send a test email (enter up to 5 email addresses

4. Check over the content, image quality and that all of your links work

1

Preview   Continue

2

Email Preview

🖥 Desktop   📱 Mobile

Send a Test Email

3

Send a test email

Enter up to 5 email addresses

cooneyclasses@gmail.com

+ Add another email

Personal Note

Enter a personal note that will appear at the top of your email

No Thanks   Send a Test

STEP 13 / Create Contact List

Disclaimers and setup...

1. Select "Contacts" from the top navigation menu

2. Add contacts one at a time or upload an Excel file with name and email addresses

The most important note regarding email distribution is that YOU MUST NOT send your email to anyone who has not opted in to receive them.

*   Create a Contact List of a **MINIMUM OF 10** names/emails for your company – manually entering contact information of friends, family and blog subscribers who agree to receive emails as part of your educational experience.

STEP 14 / Distribute Your Email

After you have created your email, sent a test email, made corrections if needed and created your distribution list, you are ready to distribute your email.

1. Locate your email by selecting the "Campaigns" button in the top navigation menu

2. Click on the "Actions" button > pull down menu > select "Schedule"

3. Make sure the appropriate email list(s) is selected

4. Check over your Subject line and From name

5. Verify correct "From" email

6. Set date for distribution

1

| Campaigns | Contacts | Reporting | List Growth Tools | Library |

2

Actions ⌄

Copy
Delete
Edit
Preview
Schedule

3

Email Lists:

☐ 310 Spr17 Student Emails (39)

☐ Generic (1)

5

From Email Address:

cooneyclasses@gmail.com

4

Subject:

Full Sail announces release of online ordering form

From Name:

Full Sail Events (mock project)

6

When To Send:

◯ Send now

◉ Schedule For Later

Date

03/17/2017 📅

Time: PDT

12 ⌄ : 00 ⌄   AM ⌄