How-To Guide

Create, Customize & Send an Email

Getting your first email out the door is easy! This How-To Guide will walk you through the steps of creating and sending an email.

Constant Contact

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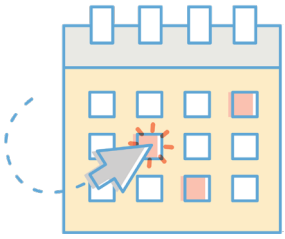
Getting your first email out the door is easy with Constant Contact. This guide will walk you through creating, customizing, and sending an email to your contacts as well as show you the in-depth reports you'll have access to.

Select a Template

Choose from our wide selection of mobile-responsive templates.

Customize the Template

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



Schedule and Send

Send your email immediately or at a future date and time.

Check Your Results

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

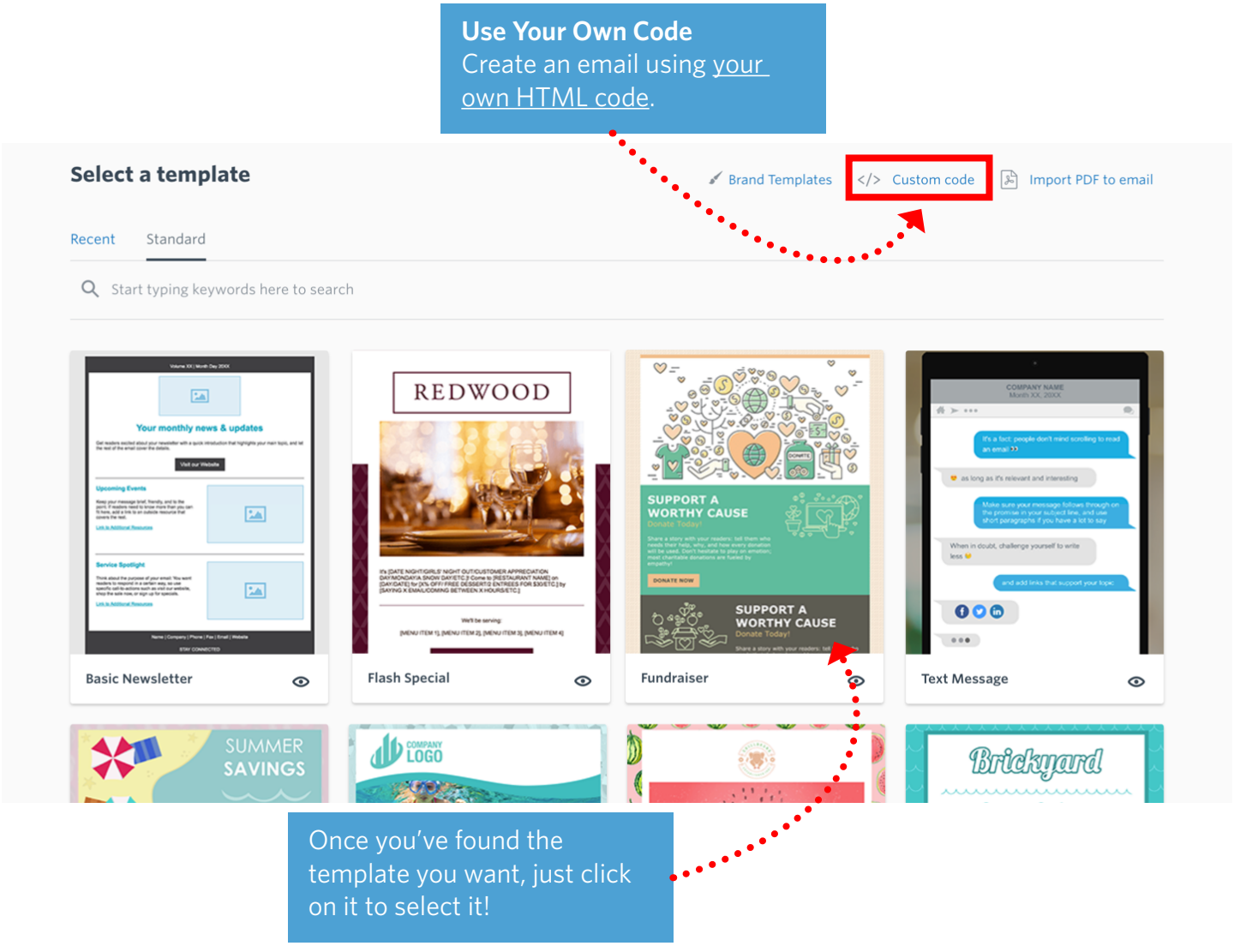
Select a Template

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

Here's how to start:

- *Log into your account.*
- *Click the* **Create** *button.*
- *Click* **Email**.

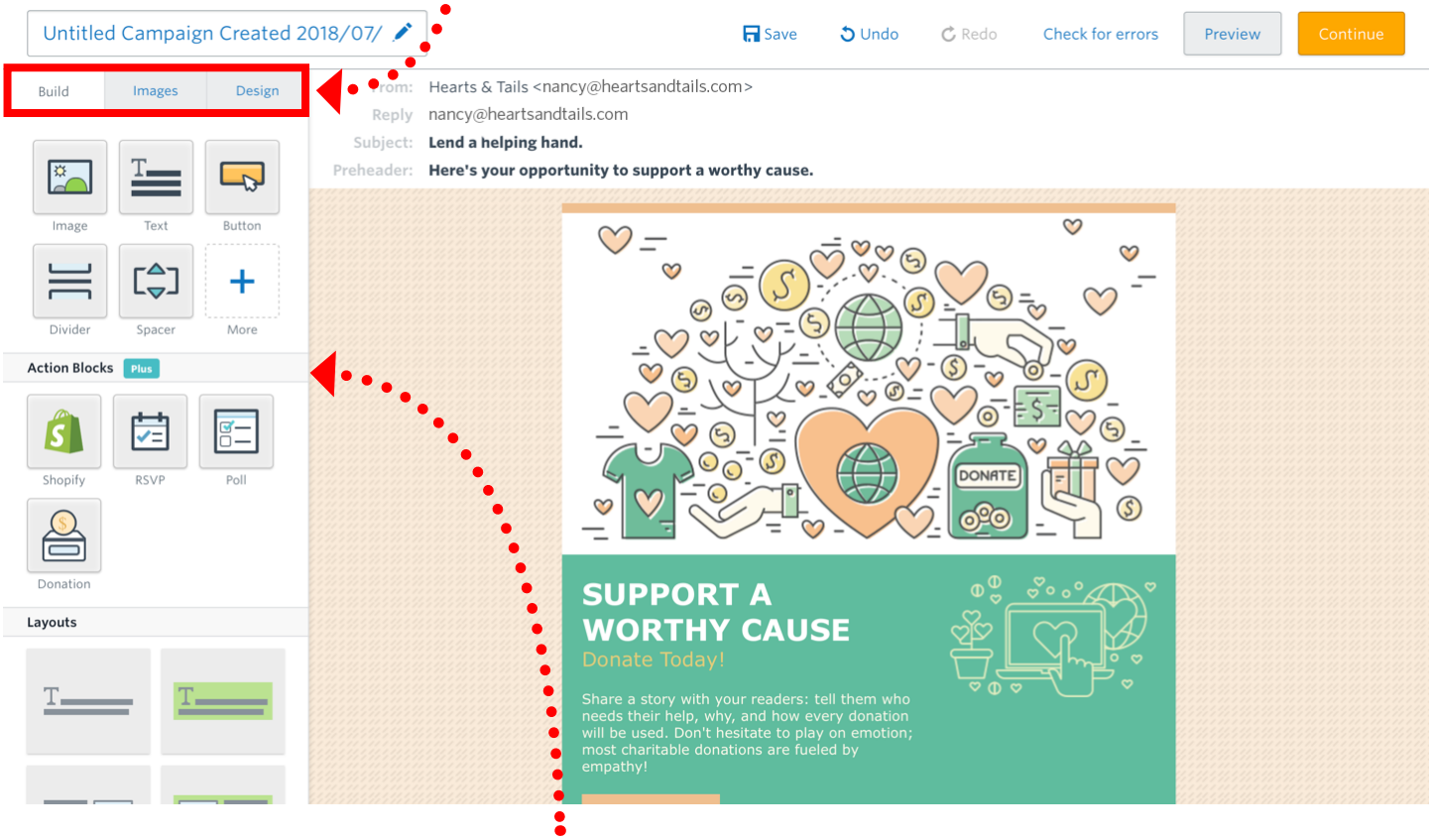
Scroll through the template options and select one that works for you. Every template can be completely customized.



Customize the Template

Templates are made up of different block types that you can drag anywhere in your email. Take a moment to get familiar with the email editor below.

Build, Images, and Design
These tabs are where you can start customizing. Drag blocks into your template, add images, or change the colors.

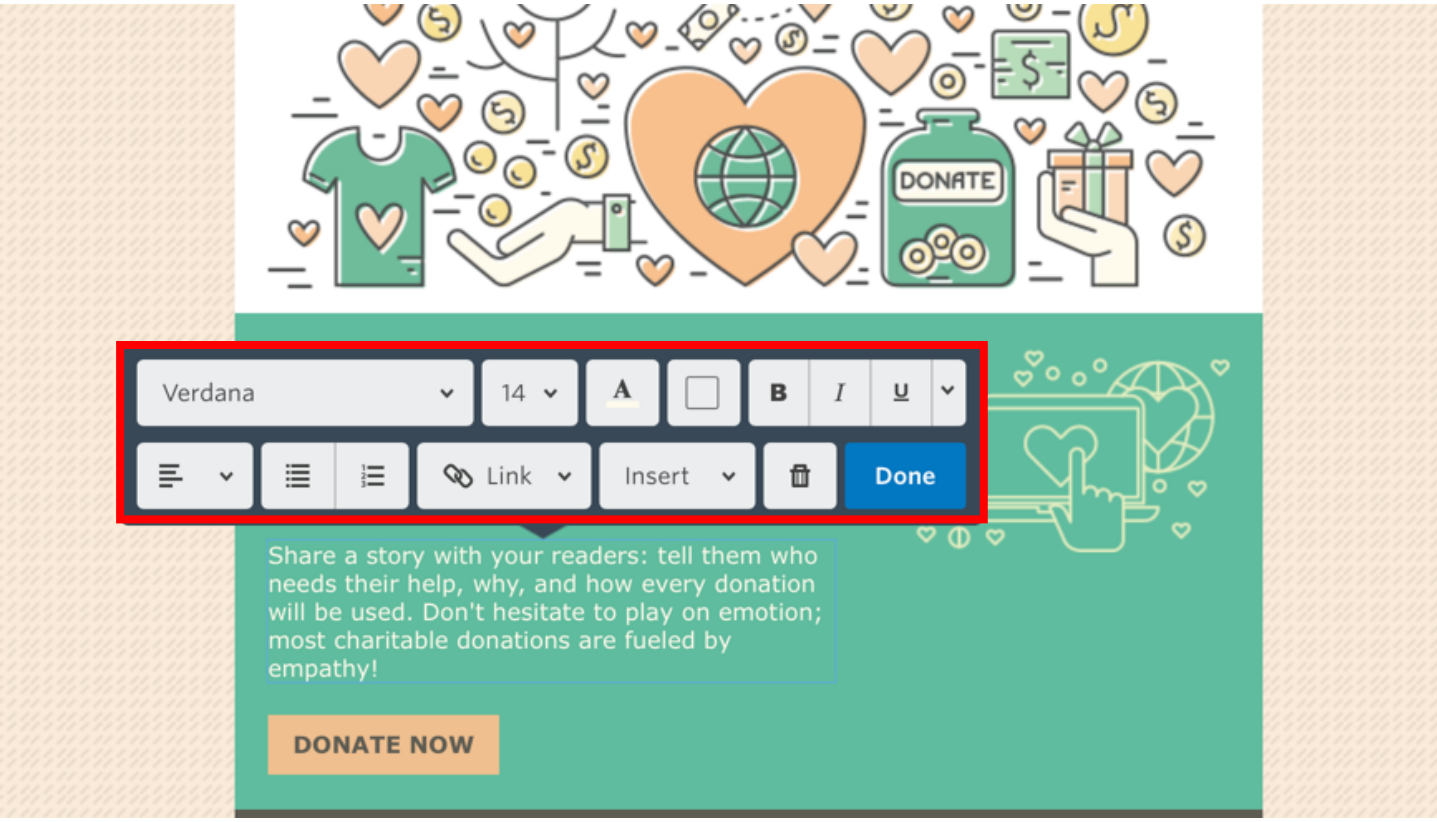


Action Blocks
These blocks inspire your readers to take action. There are a number of different action blocks available. Just drag one into your email to get started!

Customize the Template

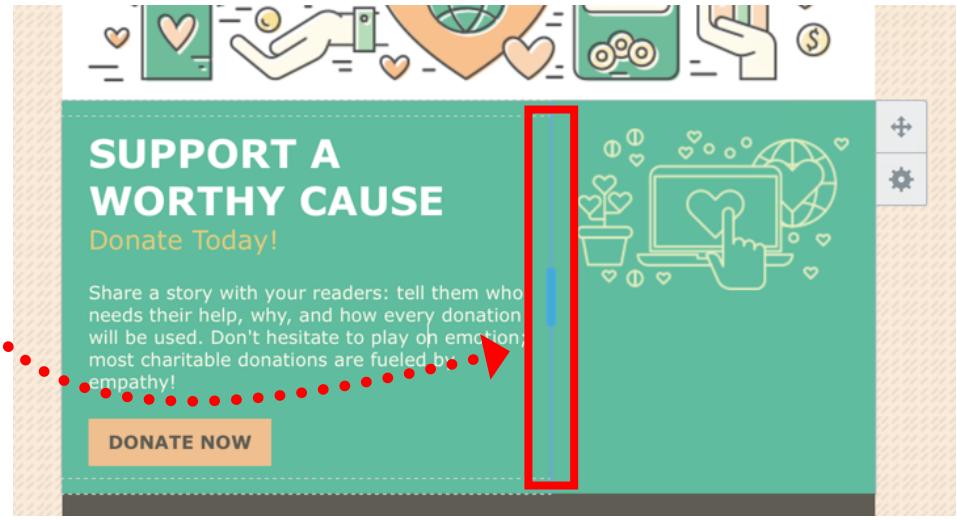
Now that you've seen the full editor, let's go over editing blocks. Every block in your template can be edited by simply clicking on it.

Once you've clicked to edit, you can change the text type, size, color, alignment, and add links. You can even delete a text block entirely if you don't need it by clicking the **Trash Can** icon.



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

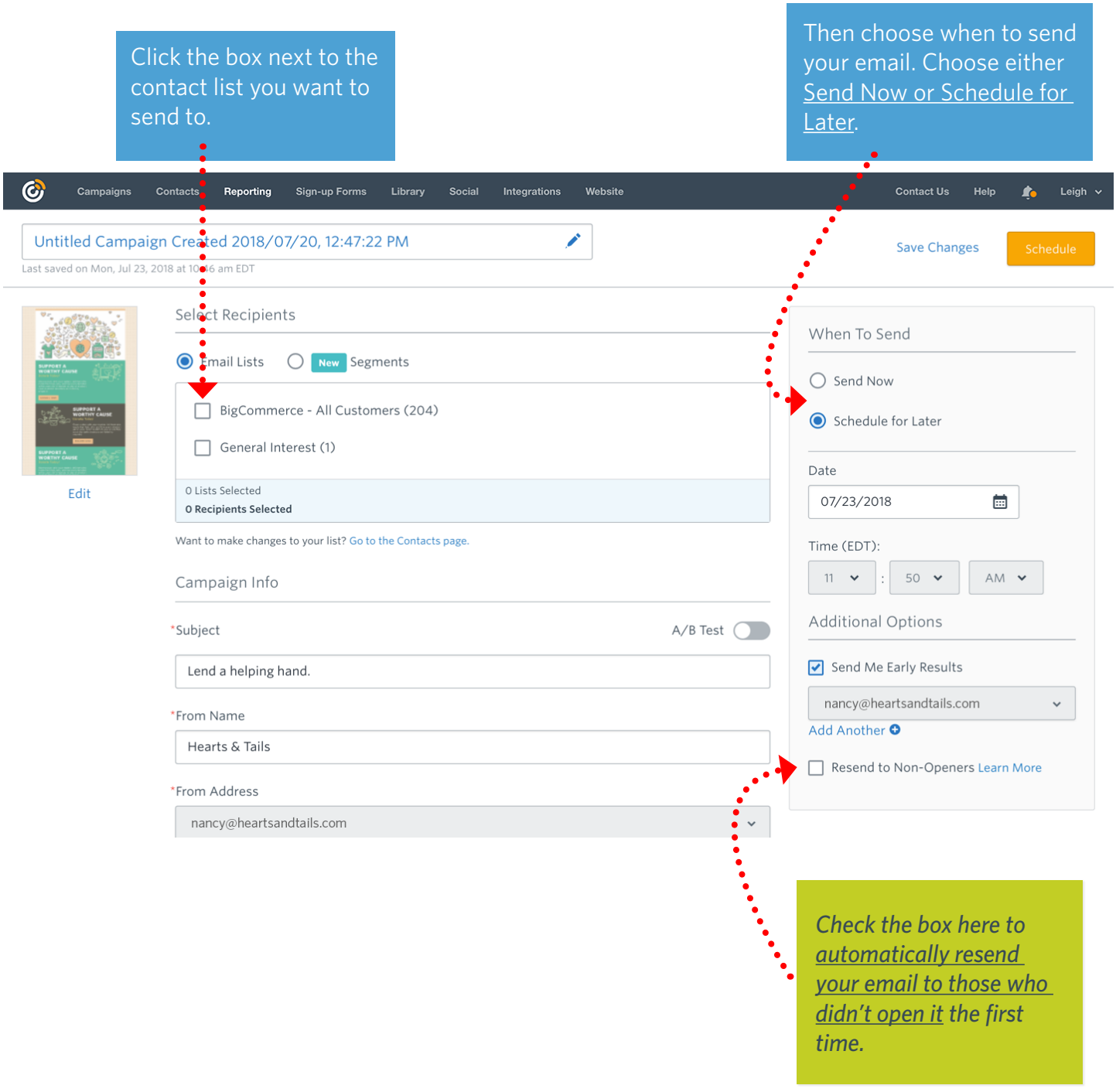
Just drag the slider to adjust.



Schedule and Send

When you're finished editing your email, it's time to schedule it to send to your contacts! When scheduling your email, you can either schedule it to send immediately, or at a future date and time.

Just select your list, and then choose when to send!



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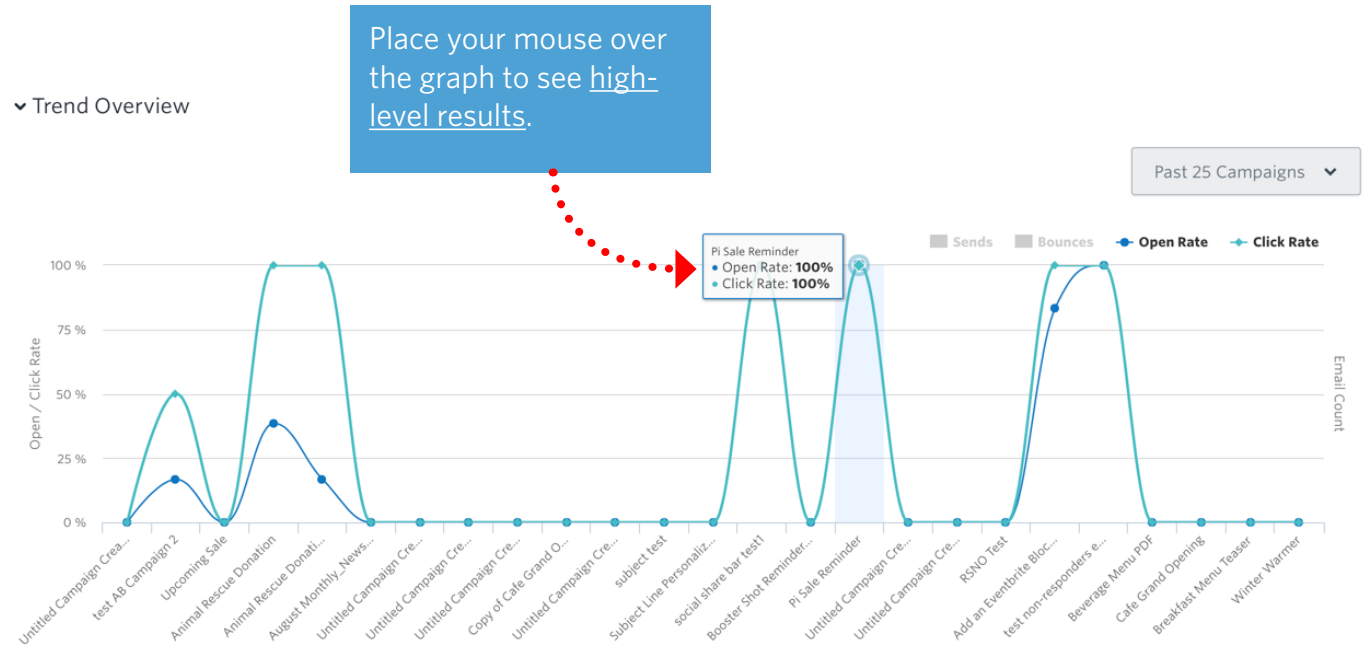
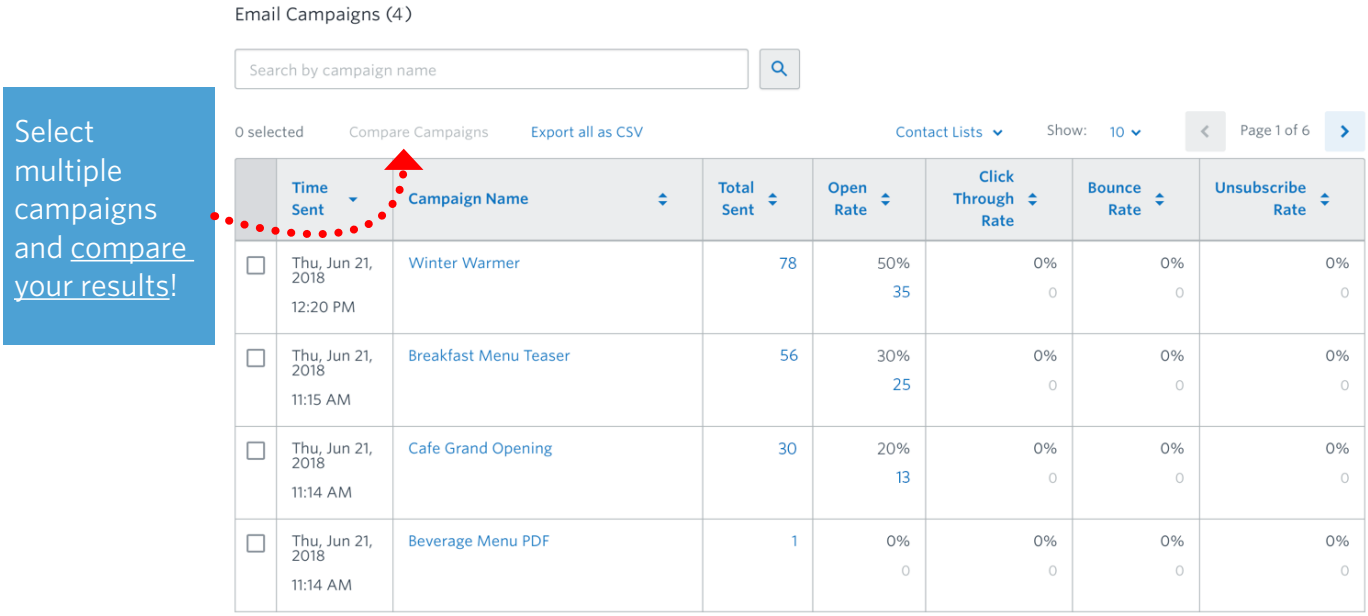
Check Your Results

After your email has sent, your results will start rolling in! You can find all of your email data on the **Reporting** tab. The **Trend Overview** graph displays your results in a visual format.

However, if you're more interested in specific numbers rather than trends, scroll down to view your results on an email by email basis. Click any hyper-linked number to drill down into the specifics.





More Resources

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

Articles

Insert a Video Link

Insert and Customize a Button

Create Columns

Adjust Image Padding

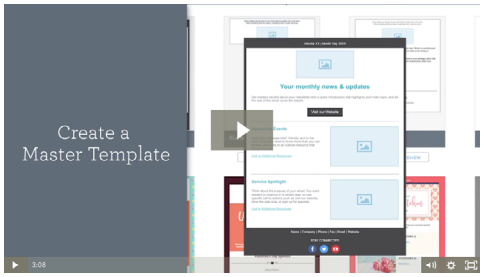
Create a New Welcome Email

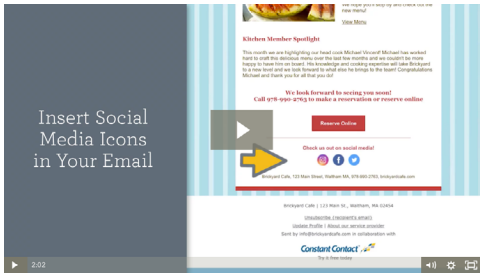
Create Automated Emails

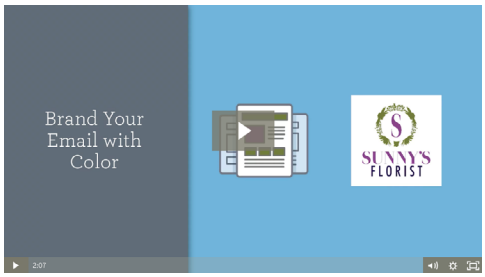
Arrange Blocks and Layouts

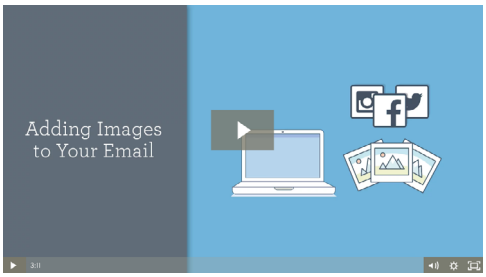
Using Custom HTML Code

Video Tutorials









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