

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.

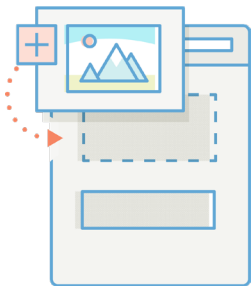


Getting your first email out the door is easy with Constant Contact. This guide will walk you through creating, customizing, and sending an email to your contacts as well as show you the in-depth reports you'll have access to.



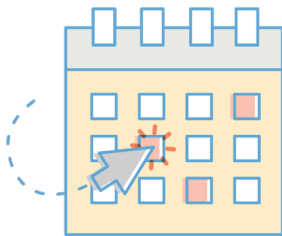
Select a Template

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.

Use Your Own Code
Create an email using your
own HTML code.

Select a template

Brand Templates **</> Custom code** Import PDF to email

Recent Standard

Start typing keywords here to search

Basic Newsletter

Flash Special

Fundraiser

Text Message

SUMMER SAVINGS

COMPANY LOGO

Brickyard

Once you've found the template you want, just click on it to select it!

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](#).

Untitled Campaign Created 2018/07/ Save Undo Redo Check for errors Preview Continue

Build Images Design

Image Text Button
Divider Spacer More

Action Blocks Plus

Shopify RSVP Poll
Donation

Layouts

From: Hearts & Tails <nancy@heartsandtails.com>
Reply: nancy@heartsandtails.com
Subject: **Lend a helping hand.**
Preheader: **Here's your opportunity to support a worthy cause.**

SUPPORT A WORTHY CAUSE
Donate Today!

Share a story with your readers: tell them who needs their help, why, and how every donation will be used. Don't hesitate to play on emotion; most charitable donations are fueled by empathy!

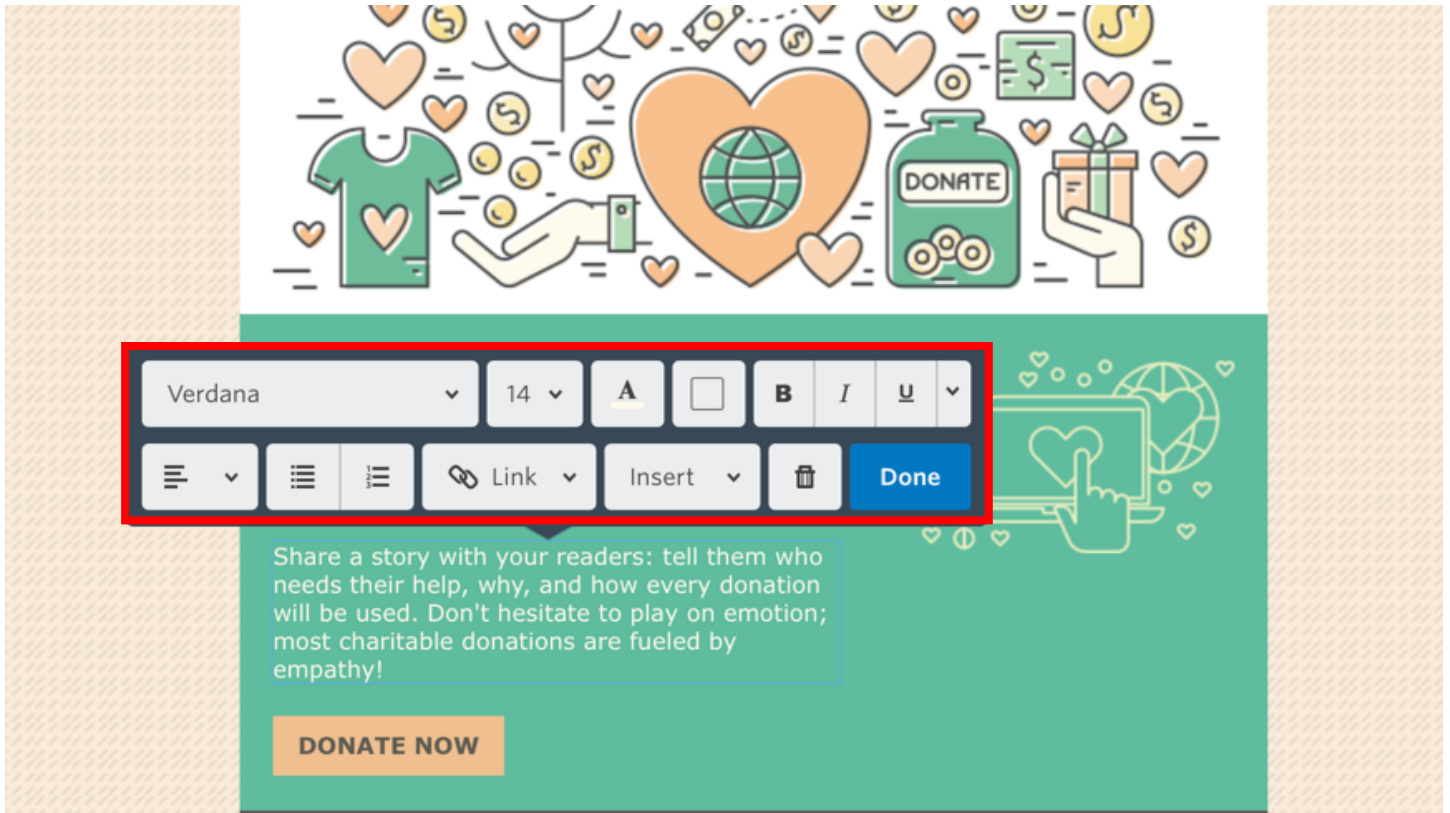
Action Blocks

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

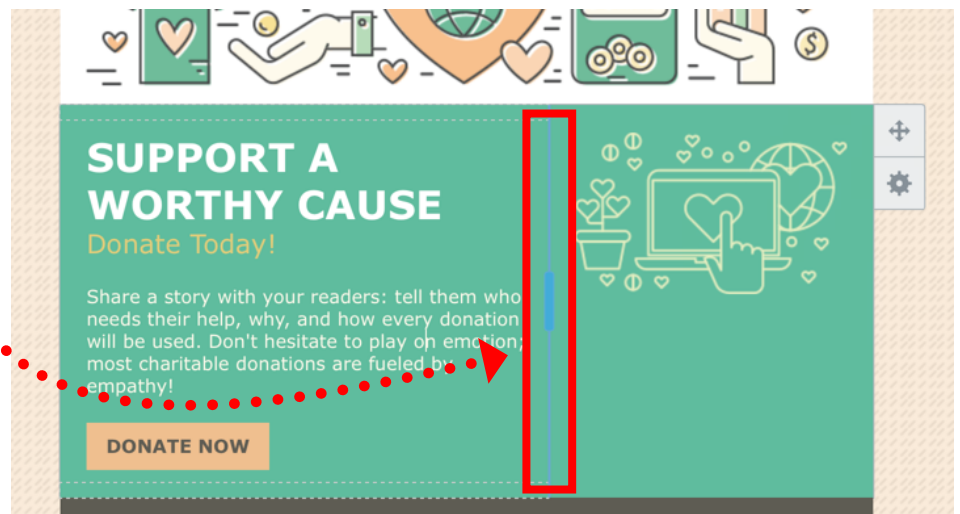
Now that you've seen the full editor, let's go over editing blocks. Every block in your template can be edited by simply clicking on it.

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!

Click the box next to the contact list you want to send to.

Then choose when to send your email. Choose either Send Now or Schedule for Later.

Untitled Campaign Created 2018/07/20, 12:47:22 PM

Last saved on Mon, Jul 23, 2018 at 10:16 am EDT

Save Changes Schedule

Select Recipients

Email Lists New Segments

BigCommerce - All Customers (204)

General Interest (1)

0 Lists Selected
0 Recipients Selected

Want to make changes to your list? [Go to the Contacts page.](#)

Campaign Info

*Subject A/B Test

Lend a helping hand.

*From Name

Hearts & Tails

*From Address

nancy@heartsandtails.com

When To Send

Send Now

Schedule for Later

Date

07/23/2018

Time (EDT):

11 : 50 AM

Additional Options

Send Me Early Results

nancy@heartsandtails.com

[Add Another](#)

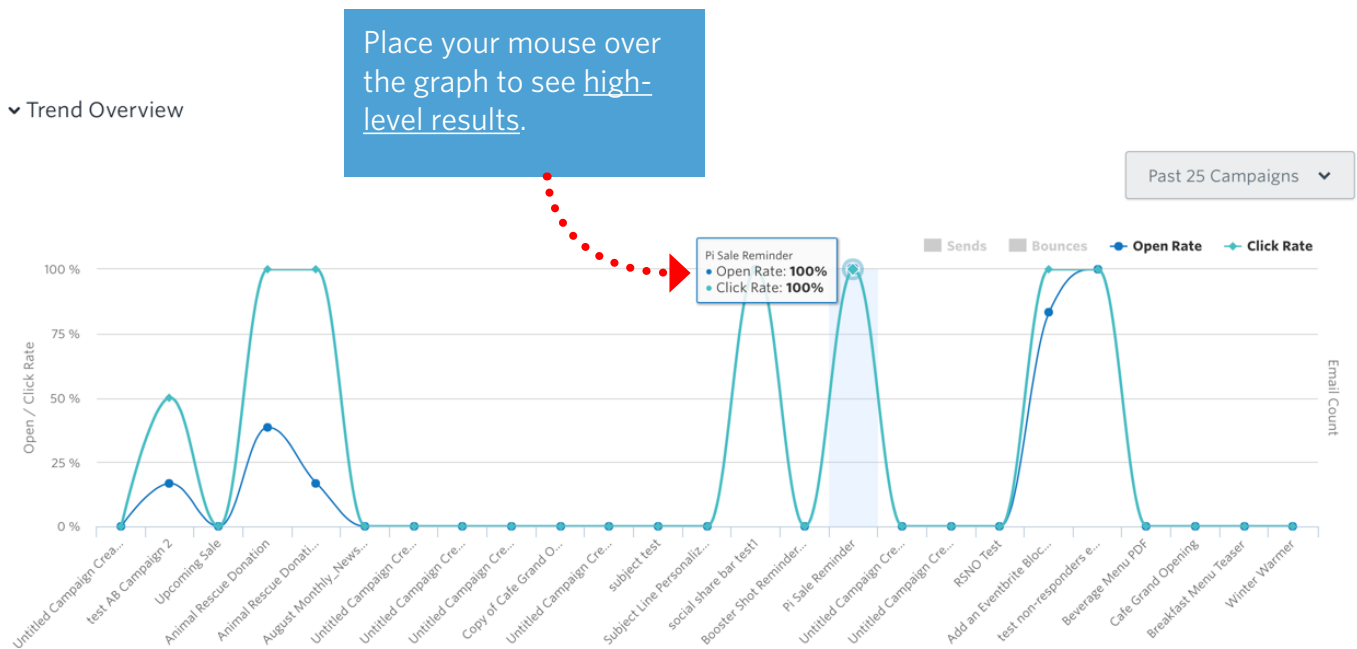
Resend to Non-Openers [Learn More](#)

Check the box here to automatically resend your email to those who didn't open it the first time.

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.



Email Campaigns (4)

Search by campaign name

0 selected Compare Campaigns Export all as CSV Contact Lists ▼ Show: 10 ▼ Page 1 of 6

	Time Sent	Campaign Name	Total Sent	Open Rate	Click Through Rate	Bounce Rate	Unsubscribe Rate
<input type="checkbox"/>	Thu, Jun 21, 2018 12:20 PM	Winter Warmer	78	50% 35	0% 0	0% 0	0% 0
<input type="checkbox"/>	Thu, Jun 21, 2018 11:15 AM	Breakfast Menu Teaser	56	30% 25	0% 0	0% 0	0% 0
<input type="checkbox"/>	Thu, Jun 21, 2018 11:14 AM	Cafe Grand Opening	30	20% 13	0% 0	0% 0	0% 0
<input type="checkbox"/>	Thu, Jun 21, 2018 11:14 AM	Beverage Menu PDF	1	0% 0	0% 0	0% 0	0% 0

Select multiple campaigns and compare your results!

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](#)

[Create a New Welcome Email](#)

[Insert and Customize a Button](#)

[Create Automated Emails](#)

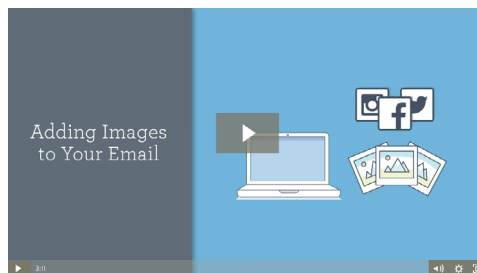
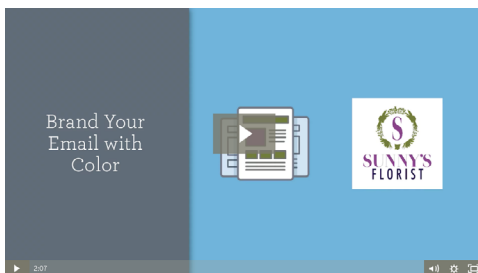
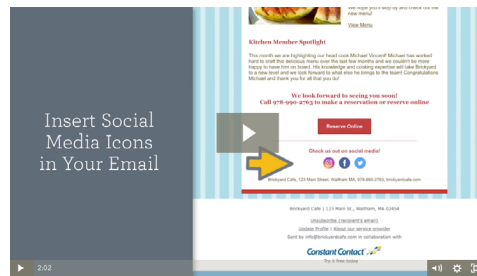
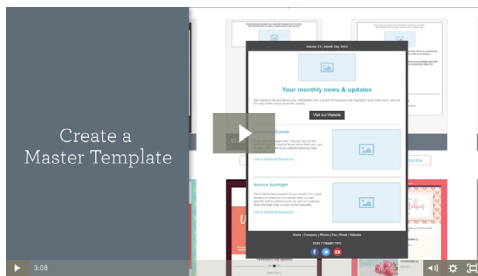
[Create Columns](#)

[Arrange Blocks and Layouts](#)

[Adjust Image Padding](#)

[Using Custom HTML Code](#)

Video Tutorials



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