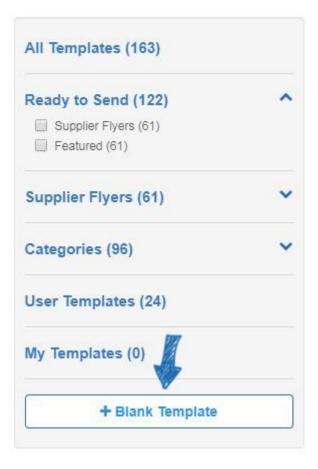


Product Support > Email Marketing > Templates & Lists > Build Your Own Email Marketing Template

Build Your Own Email Marketing Template Jennifer M - 2019-10-07 - Templates & Lists

To create a completely customized template, click on the Build My Own Template button.

## Templates



The first step is to type a name for this template and then click on the Create button.

| Personalize | ed Template                           | •              |                |                   |         |
|-------------|---------------------------------------|----------------|----------------|-------------------|---------|
|             | 90<br>                                |                |                |                   |         |
|             | Your Data and<br>Your data is safe an | d secure, and  | - 12 2         |                   | 50 50 L |
|             | administrators. No o                  | ne outside you | ir company cai | n view this infor | mation. |

A blank page will open in the Editor. In the column on the left, several elements are available which can be added to the template. The template will expand to accommodate all elements which are added.

Drag and drop elements from the column onto the template.

The left column options will change to display the element management options, enabling you to configure the element. For example, to add a header, click on the element from the left and then drag and drop it onto the template.

| Content Blocks                  |   |  |
|---------------------------------|---|--|
| HEADER FOOTER TEXT              | YOUR <b>LOGO</b> HERE   | Address, City State Zip<br>Your Website Here   |
| IMAGE 21MAGES IMAGE CARD        | To unsubscribe from */CompName/* *                              | 555-555-5555                                   |
|                                 | ESP Email Marketing is a trademark of the Adv<br>ASI. All Right | ertising Specialty Institute®. Copyright 2019, |
| 1 PRODUCT 2 PRODUCTS 3 PRODUCTS | L <sub>o</sub>  |  |
| UNSUBSCRIBE DIVIDER SPACER      |   |  |
| SOCIAL                          |   |  |
|                                 |   |  |

The column will change to display the editing options and will vary depending on the element. It is important to note that you must include the unsubscribe in your template to

be compliant with CAN-SPAM laws.

Next, use the options on the left to manage the header properties.

| Vidth Height<br>230 114<br>ITML Link (optional) | Logo          | Text Social Backgro |  |
|---|---------------|---------------------|--|
| idth Height<br>230 114<br>TML Link (optional)   | OUR LOGO HE   | No file Selected    |  |
| TML Link (optional)                             |               | Replace Image       |  |
| TML Link (optional)                             | lidth         | Height              |  |
|   | 230           | 114                 |  |
| http://   |               |                     |  |
|   | ITML Li       | nk (optional)       |  |
|   | Source Market | nk (optional)       |  |

After configuring the element, click on the Back to Content Blocks button.

You can also pull products in directly from your ESP Clipboard, Projects folders, or do a search. When you drag a product(s) element onto the template, you will be prompted to specify which product you would like you use. You can add up to three products at a time and will be able to manage the product information in the column on the left.

When you are finished editing the template, click on the Save button. It is important to make sure after creating and saving a template, you go into the Templates section, hover on the newly created template, and click on Publish to use it for a campaign.

## Templates

| All Templates (163)                | My Templates   |  |
|------------------------------------|--|--|
|                                    | Q Search   |  |
| Ready to Send (122)                |  |  |
| Supplier Flyers (61) Featured (61) | VILLE LOSO HERE Antonia Dy Tan To<br>Mar Parate Inte<br>655-655-665  |  |
| Supplier Flyers (61)               | This is a but fixed that loads proof next to see<br>image. Explore the total with proof.   |  |
| Categories (96) 🗸 🗸                | The is the failed for the second seco |  |
| User Terplates (24)                |  |  |
| My Templates (1)                   | Personalized Template  |  |
| + Blank Template                   | Updated on Oct 07, 2019<br>Created By ESP User<br>Preview [Edit   Delete ]   |  |
|                                    | Publish  |  |