

Editing your campaign email

You can create an email marketing campaign and then change it to fit your purposes.

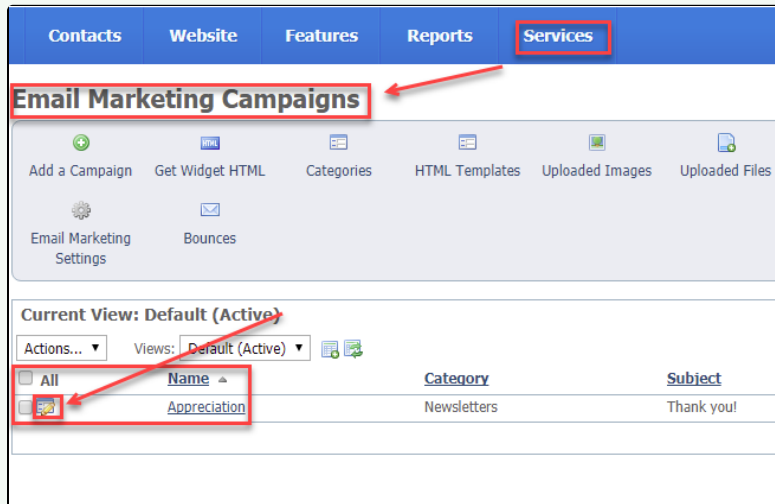
You can edit both the look of the marketing email and the contents of the message. When editing the content of your email, you can edit the plain text or the HTML content. You can edit as you create, or you can create a campaign and edit it later.

Once you've created your campaign or several campaigns, you may have a need to go back to one and edit it, either to resend it as is or to have an edited, ready-to-go custom template for a future campaign. All of your campaigns can be found in the list of campaigns, available from the **Email Marketing Campaigns** menu. That list is a data table and can be manipulated like all the other data tables in your RescueGroups.org account. If you need a refresher on how to use data tables, check out the chapter [How information is organized in your account](#).



Where do I find it?

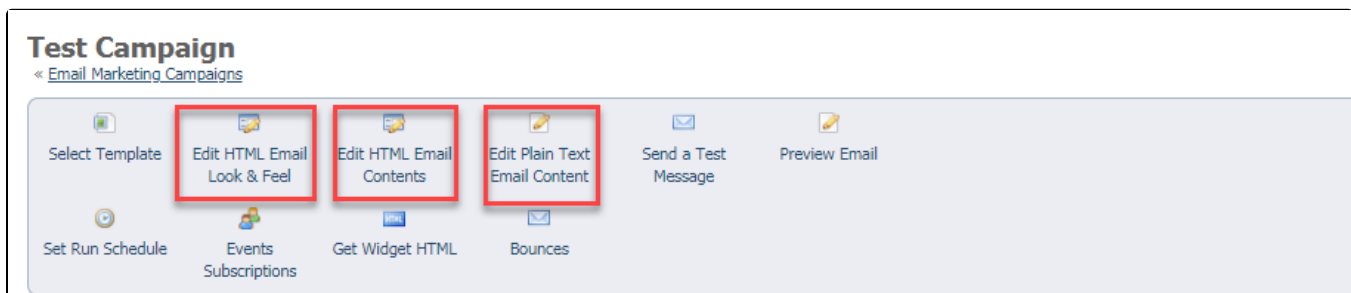
To edit an email marketing campaign at any time, go to **Services > Email Marketing Campaigns**, then click the **Edit** icon next to the campaign you want to change.



On this page:

- [Uploading and adding images for your email marketing campaigns](#)
- [Uploading and adding files for your email marketing campaign](#)
- [Saving or not saving changes](#)
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You can edit the "look and feel" of the email, meaning the font size, colors, and width. You can edit the contents of the email using HTML or as plain text.



- Click **Edit HTML Email Look & Feel** to change the colors and fonts used in the campaign. The campaign **HTML Part Builder** tool opens to the **Look & Feel** section.

Campaign HTML Part Builder - Look & Feel
 « Email Marketing Campaigns « Back to Campaign

Font Family: Select a Font Family...
 Font Size: 12 pixels

Main Background: #FFFFFF
 Main Font Color: #767676

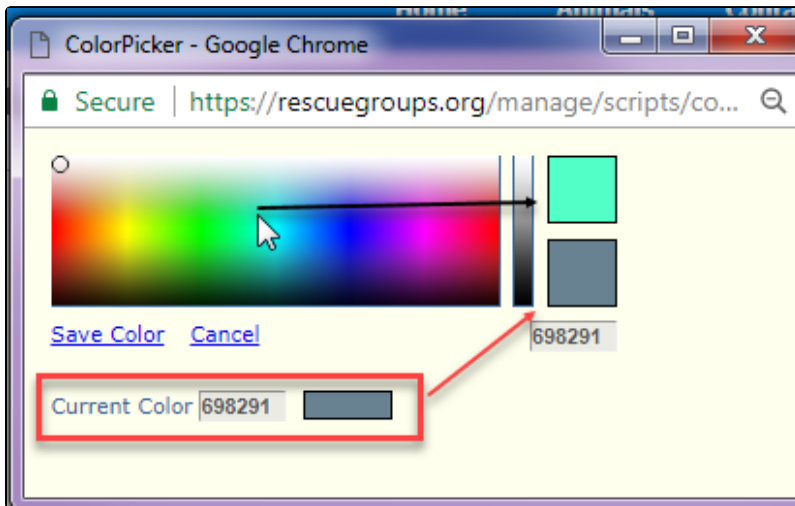
Secondary Background: #698291
 Secondary Font Color: #FFFFFF

Link Color: #F08148
 Body Width: 800 pixels

Not all selections may apply to your chosen template.

Cancel | Undo Changes | Refresh Preview | Save Changes

The **ColorPicker** icons allow you to easily select a new color and apply it to the chosen portion of the email. The current color for the portion of the email you are changing is displayed in a field beneath the color picker, and different color options are displayed to the right as your cursor moves along the color spectrum. For instructions about changing a color for your email campaign, see the section below, [Changing the colors in an email](#).



- Click **Edit HTML Email Contents** to change the text and images in your email campaign. Each section of the email can be edited separately. For instructions on editing the HTML contents, see the section below, [Editing the HTML contents](#).

Campaign HTML Part Builder - HTML Content
 « Email Marketing Campaigns « Back to Campaign

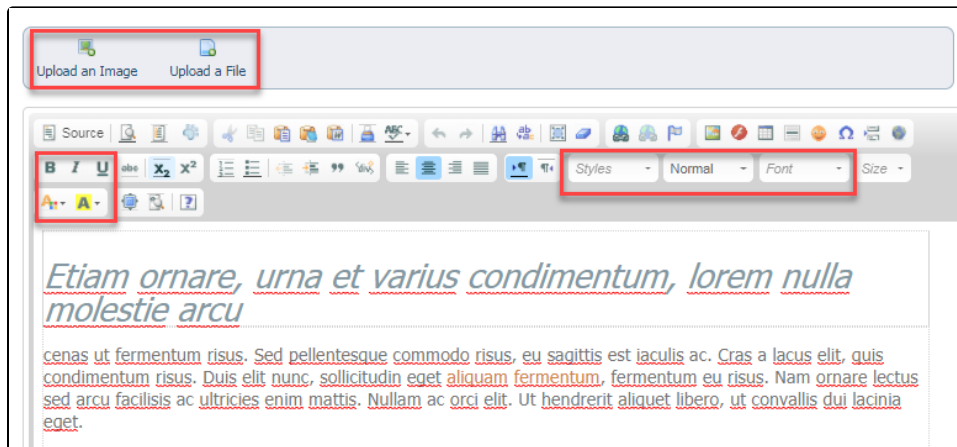
The HTML Templates are divided into content areas. Each of the content areas control a section of the content of the email. Click on a content area below to begin customizing the HTML content.

[Header Content](#)
[Main Content](#)
[Footer Content](#)

Cancel | Save Changes

Once you open an area of content, the WYSIWYG editor you notice elsewhere in your account is available. The familiar bold, italic, and underline

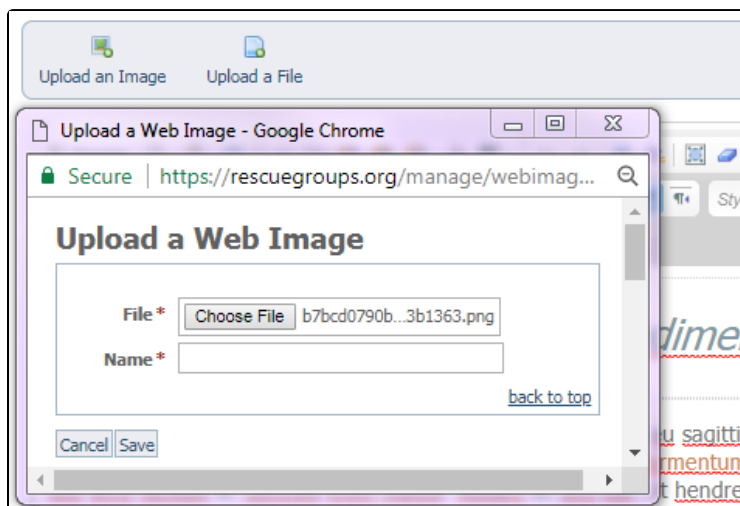
buttons, as well as the text and highlight colors are to the left, and the styles and font selector are to the right.



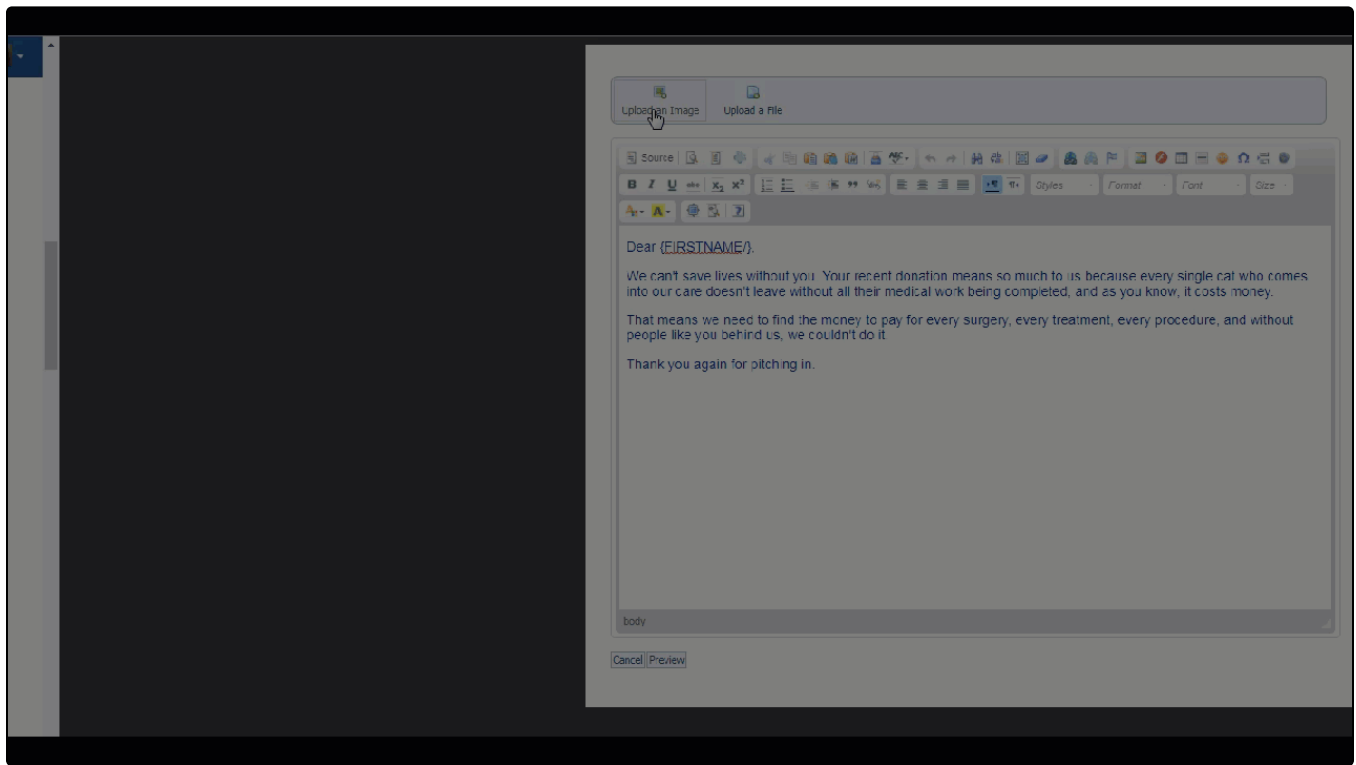
In addition, you can use HTML variables to enhance your content, such as {SALUTATION/} {FIRSTNAME/} {LASTNAME/} which inserts a greeting, such as "Happy holidays" and the first and last name of the recipient.

Uploading and adding images for your email marketing campaigns

1. Buttons at the top of the editor enable you to upload an image or file to your website to use in your campaign. Once the images are uploaded to your website, you can select them to import into your email.
2. Click the **Upload an Image** button from the top menu bar.
3. **Choose File** button to browse your images for the one you want to use.
4. Enter a name for the image beneath the selected image file. Both the upload file and upload image popup boxes say "Choose File." However, once you open the image upload popup, you'll see the heading, **Upload a Web Image**.

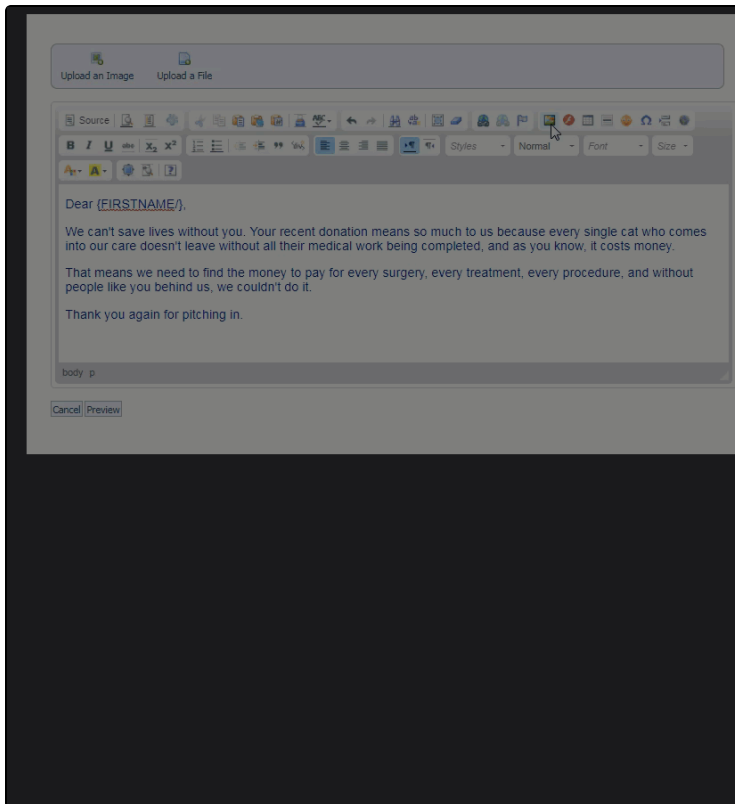


Here's an animation showing the process:



When you've uploaded the image to your website, you can add it to an email marketing campaign:

1. Open the WYSIWYG editor.
 2. Select the image icon from the menu at the top of the page.
 3. Scroll down to the field labeled *Image List*.
 4. From the list of your uploaded images, select the image you want to include.
 5. Add alternative text, if desired. (Alternative text is the text that a sight-impaired user will hear read to them when they use a reading program.)
 6. Click the green OK button.
- Here's an animation of the process of adding an image to your email:



Uploading and adding files for your email marketing campaign

Adding a file to your email marketing campaign is very similar to adding an image. In this case, files are attached to the email and not embedded in the text. Therefore, you may want to bring attention to the attached file.



NOTE

The **Security Role** pertains to the level of permissions you want to give to your volunteers for an uploaded file, and has nothing to do with the email marketing campaign itself.

Upload a File

File *

Choose File

No file chosen

Description

Inline *

☒ Yes

☐ No

Security Role

Choose one...

▼

Leave blank for Public

[back to top](#)

Cancel

Save


Saving or not saving changes

At the bottom of the editing page, there is a button to preview the current section of your email or to cancel it. Once your changes are implemented, you can also click **Preview Email** from the campaign page to see the entire email.

You can save the changes you made to your campaign, or, if you have second thoughts, you can discard the changes and start again.

Undoing changes

At any time you can click **Undo Changes** and the preview will discard your unsaved changes and reload with the saved **Look & Feel** settings.

 Clicking **Undo Changes** will cause you to lose any unsaved changes.

Discarding changes

If you decide not to save your changes, click the link **Click to discard unsaved contents**. Your changes will be available to you until you decide to either save your changes or discard them.

Leaving your changes unsaved

You can leave the page and come back later. Your unsaved changes will be waiting for you.

Changing the colors in an email

To change the colors in the email:

1. Select the colors for the background and fonts.
If you know the hexadecimal color code, enter it in the appropriate field (#ffffff).
If you do not know the hexadecimal code, click the multicolored squares to open the ColorPicker and select a color.
2. Select the font family and size.
3. Click **Refresh Preview** at any time to view your changes in the **Preview** area below.
4. When done, click **Save Changes**.

Campaign HTML Part Builder - Look & Feel

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Font Family Georgia, serif	Main Background #FFFFFF	Secondary Background #2e7523	Link Color BLUE
Font Size 16 points	Main Font Color #282828	Secondary Font Color #FFFFFF	Body Width 800 pixels

Not all selections may apply to your chosen template.

[Cancel](#) [Undo Changes](#) [Refresh Preview](#) [Save Changes](#)

Preview



Editing the HTML contents



When adding content, if you are pasting text from Microsoft Word or an email, be sure to use the **Paste from Word**, or **Paste as Plain Text** icons. This removes any non-HTML-compliant formatting. These icons are on the top row.



To change the text in the message, click the **Edit HTML Email Contents** button.



Select the part of the email message you want to change:

- Click **Header Content**, **Main Content**, or **Footer Content** to edit the contents of each of those sections of your email.

Campaign HTML Part Builder - HTML Content
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The HTML Templates are divided into content areas. Each of the content areas control a section of the content of the email.
Click on a content area below to begin customizing the HTML content.

[Header Content](#)
[Main Content](#)
[Footer Content](#)

[Cancel](#) [Save Changes](#)

Preview

For this example, we clicked **Header Content**.

1. **Edit the content** by typing in the editor (the green area in our example)
2. **Format your text using the icons** in the editor.
3. You can also **Upload an Image or File** by clicking the buttons **Upload an Image** or **Upload a File**.

[Upload an Image](#) [Upload a File](#)

Source

Styles Normal Font 48

13th Street Cat Rescue

www.13thstcats.org

13th Street Cat Rescue is a No-Kill, Non-Profit 501(c)(3) Organization
Please share this email with friends!

body div p span strong


[Cancel](#) [Preview](#)


Previewing the campaign


When you're done making changes to your campaign, click **Preview** at the bottom of the page to see your changes.


March 2012 Fundraiser Campaign


« [Email Marketing Campaigns](#)



Select Template



Edit HTML Email Look & Feel



Edit HTML Email Contents



Save HTML As a Template



Edit Plain Text Email Content



Send a Test Message


Preview Email


Set Run Schedule


Fundraisers Subscriptions


Get Widget HTML


Bounces

After reviewing your content, click **Back to Campaign**.

Campaign HTML Part Builder - HTML Content

« [Email Marketing Campaigns](#) » [Back to Campaign](#)

HTML Preview



When you've completed your changes, remember to click **Save Changes**. This step makes the changes permanent.

Campaign HTML Part Builder - HTML Content

« [Email Marketing Campaigns](#) » [Back to Campaign](#)

The HTML Templates are divided into content areas. Each of the content areas control a section of the content of the email.
Click on a content area below to begin customizing the HTML content.

[Header Content](#)
[Main Content](#)
[Footer Content](#)

Cancel

Save Changes

Preview

Displaying unsaved contents. [Click to discard unsaved contents.](#)

You can send yourself (or anyone else) a test email marketing campaign email. See the chapter [Sending a test marketing campaign email](#).

Popular Questions

We can't find any questions. Check the topic exists.

Have a question about this topic?