



*Email Builder 2.0 User Guide*

## **Major Changes and Upgrades in Email Builder 2.0**

Admail.net has created a new and improved email template system for Email Builder! With such a dramatic improvement to our existing template system, we had no choice but to call it Email Builder 2.0.

Email Builder 2.0 templates use many of the same concepts as the original templates (e.g. click to edit text areas), but adds design flexibility and improved editing features. Needless to say, there have been major changes to several of the Email Builder functions, which are described in this guide. The changes have affected, but are not limited to, the following areas:

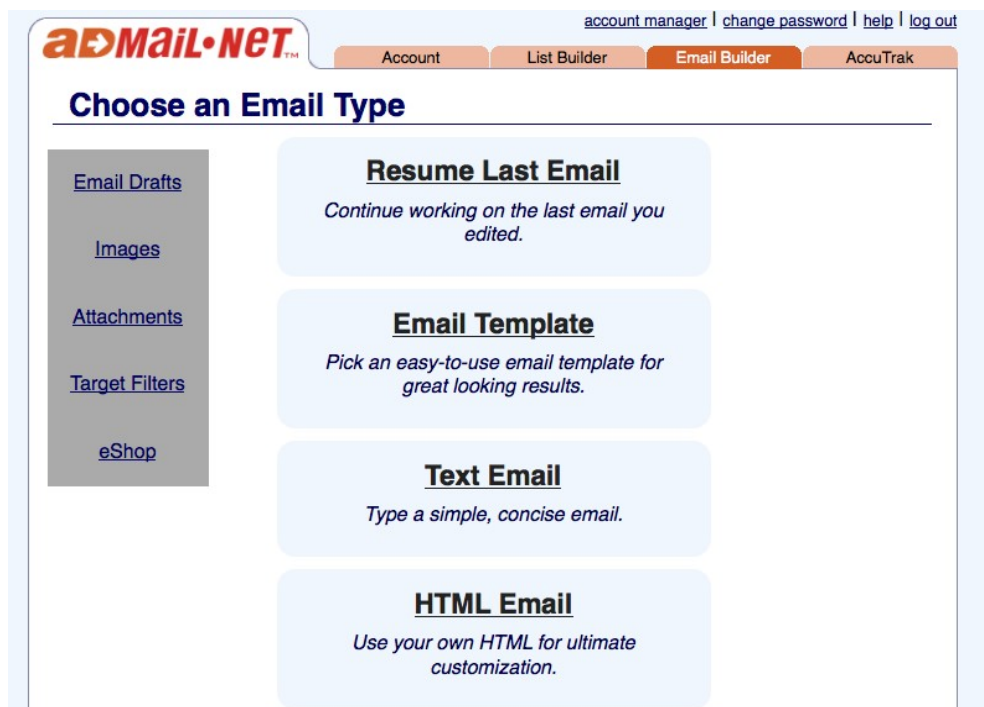
- **Creating Links / Attachments**
- **Image Library**
- **Personalization**
- **Saving Work In Editor**
- **Undo / Redo In Editor**
- **Design Mode**

*If you're familiar with our old system, don't worry! Creating and sending an email is a nearly identical process. The major changes are in designing templates and the increased compatibility of our templates with email clients. If you already know how to send an email campaign and want to read about using the new features, you can jump to page 5.*

We think you'll find our new templates easier to use and that you'll see a consistent appearance in all email programs. As always, we welcome your feedback! Call us at (800)479-6233 or email [support@admail.net](mailto:support@admail.net).

## Create and Send Email with Email Builder 2.0

You'll need to have a few things ready to start your email: a subject line and content. If your email includes images, make sure you've uploaded them to your [Image Library](#) or that you know where they're hosted online. Select [Create Email](#) from the **Email Builder** tab and you will see the following page:



This is where you select the type of email you will be sending. Click on one of the options :

- **Resume Last Email** – We save your email as you work! Choose this option if you were interrupted, or your power went out, or if you forgot to save a draft! If you've never used Email Builder, you won't see this!
- **Email Template** – Email Templates are already designed and ready for your content! We have a wide variety of templates to meet your needs.
- **Text Email** – A simple text email is an often overlooked tool. Unencumbered by pictures and fancy effects, a text email delivers a to-the-point message.
- **HTML Email** – Design your own email in your favorite HTML editor, then paste it in. You can also edit source code directly in the form.

For everything but Email Templates, you will be taken immediately to the [Address Your Email](#) page. Clicking Email Template will take you to [Select Your Template](#), where you can choose the perfect template for your campaign. After selecting a template, you will be taken to the [Address Your Email](#) page as well.

## **Address Your Email**

This is where you start creating your email! Just like writing a normal email, you will need to enter a subject line. *Do not use ALL CAPITAL LETTERS in your subject; it can be flagged as spam!* Remember, this is the first thing your member or customer sees, give them a reason to want to open your email.

You can personalize your subject line. Just click on “Personalize This.” Select a field from the drop down box. If you like, you can enter a substitute entry blank fields. When you're ready, click “Insert Code.” Place your cursor where you want the personalization, then click 'OK.'

***Example:***

*Select First Name, and enter “Customer“ as the substitute. When your email is sent, if a list member does not have a first name in List Builder, the word “Customer” will be inserted instead.*

If you want to send the email to an Interest Group or Target Filter, you can select them now.

*Don't worry if you change your mind later about the subject line, personalization or interest group(s). You can change them when you review you email. (More about this on page 9.)*

When you're finished, click **NEXT>>**.

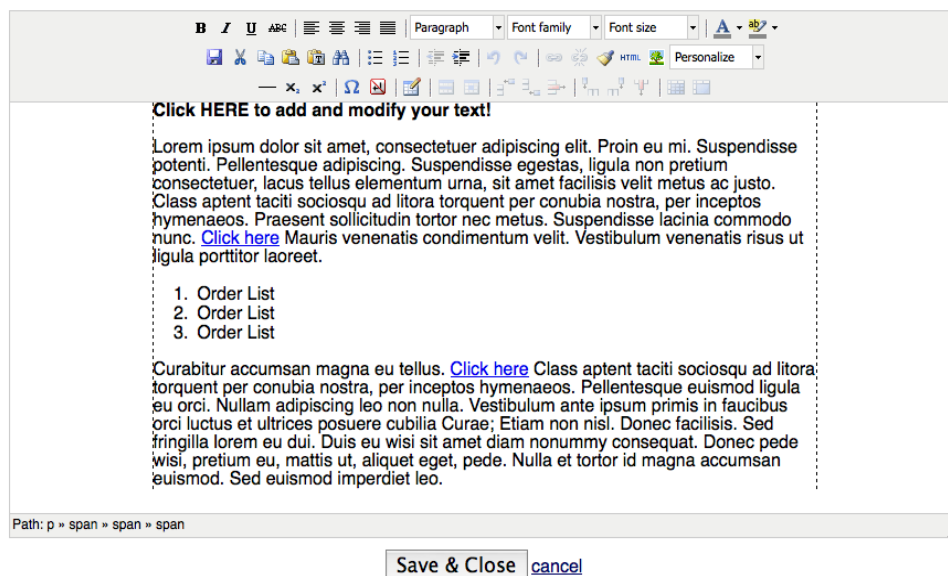
From here, things are different depending on the type of email you selected. Continue on the appropriate page.

- **Email Template, Page 5**
- **Text Email, Page 7**
- **HTML Email, Page 8**

## Using an Email Template in Email Builder 2.0

Now you are on the [Email Builder Template](#) page. The template that you selected will be displayed on the screen. You will see text that say “Click here to add and modify your text” and lots of filler text. Click on any text to bring up an advanced editor:

### Email Builder Template



Use this to write and format your email—start by deleting all of the filler text to give you a clean slate.

The editor's formatting tool bar gives you many ways to express your creativity: change font styles, sizes, color, bold, italicize, and underline words. You can justify text, use bulleted or numbered lists, insert links, and insert and resize images. You can type and edit your content however you like. When you're done editing a section of your template, click the 'Save & Close' button. If you accidentally clicked on the wrong section or made a lot of changes you don't like, click the 'Cancel' link.

### Generate a Link or Add an Attachment

*\*Attachments available to accounts with Virtual File Attachment only.*

Type the word or phrase you want to become the link, highlight it with your mouse, then click the “add a link” button (it looks like a link of a chain). A pop-up window will prompt you to either input the link URL or choose your attachment. After doing so, click the “Insert” button to complete. This also works for making an image into a link. Simply select the picture and click the link button.

You can remove a link or attachment by placing your cursor within the link and clicking the “unlink” button, which looks like a breaking chain link.

## Add Images to Your Email

Add an image by clicking the add/edit image button. A window will pop up, allowing you to either add an image from a URL, select one from our free images, or select from your [Image Library](#). To add an image from a URL, put the image location in the “Image URL” field. Images you have uploaded to the system can be found under the “Your Images” tab in the pop up. Before inserting your image you can also define dimensions, alignment, spacing, style and borders in the “Main” tab of the pop up. When you have completed your selection click “Insert” to place the image in your email.

## Personalize Your Email

Personalization can now be added by using the drop down menu in the interface. Select the personalized information type you want to include, then fill in the information in the pop-up window.

## Undo and Redo

Undo and Redo are now available in Email Builder 2.0. They are represented in the editor by a hooked arrow pointing left (undo) and one pointing to the right (redo). They allow you to undo changes and restore changes you have undone.

## Saving

Saving has also been improved. Each time you finish editing a section of your template, click “Save & Close.” This saves your work, closes the editor, and displays your template again. You can also click on the 'Save' button in the editing interface. This will save your current work without closing the editor.

These save options exist outside of any email drafts that you create. If you are interrupted while working, lose power, or your computer crashes, you can pick up where you last saved using “Resume Last Email.”

## Template Design

The original **Design Mode** has been replaced with a simple menu driven system. Right click on any section of your template to access a context menu that provides powerful options for template layout changes. However, these are advanced features and will be covered in the Advanced User Guide. For Mac users without a right click function, hold down the control button and then click the mouse to perform a right click.

Once the email looks like you want it too, click **Next>>**.

Now you are at the Edit Alternate Text page. We recommend that you create a text version of your email for those who cannot read HTML. *This is an automated process!* Click “Load From HTML” to bring in all of the text from your email template. Or, if you like, you can enter it yourself, or copy and paste from your favorite word processor.

### Edit Alternate Text

Compose a text version of your email for those who cannot read HTML.

[Load From HTML](#)

A screenshot of a web browser window titled "Edit Alternate Text". The window contains the following text: "Menopause The Musical - Me Magazine for June!" followed by the URL "http://www.memagazine4u.com/". Below the URL is a paragraph of text: "Hundreds of women have submitted their funniest, most embarrassing and touching menopause experiences to the Red Hot Flashbacks contest. Due to the popularity of the contest, the Red Hot Mamas have extended the deadline to September 1, 2007! So get to your keyboard and send in your story about that time hot flashes interrupted a meeting, or night sweats kept you (and your partner) up all night! The grand prize is a trip for two to New York City and a menopause makeover with a celebrity stylist!". At the bottom of the text area is a link that says "Personalize This". The window has a vertical scrollbar on the right side.

Menopause The Musical - Me Magazine for June!  
<http://www.memagazine4u.com/>

Hundreds of women have submitted their funniest, most embarrassing and touching menopause experiences to the Red Hot Flashbacks contest. Due to the popularity of the contest, the Red Hot Mamas have extended the deadline to September 1, 2007! So get to your keyboard and send in your story about that time hot flashes interrupted a meeting, or night sweats kept you (and your partner) up all night! The grand prize is a trip for two to New York City and a menopause makeover with a celebrity stylist!

[Personalize This](#)

Once you are done here, click **Next>>**. You can now continue at the Review Your Email section on page 9.

## **Text Email**

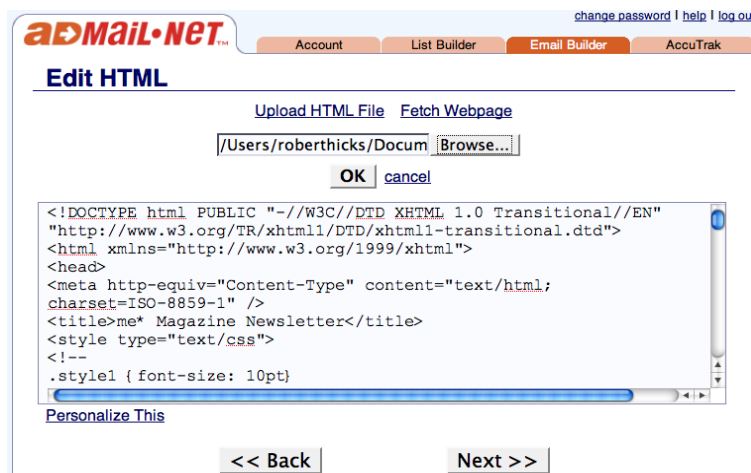
You are now at the Edit Email page where you can type the body of your message in the window provided or copy and paste from your favorite word processor.

*For the body/message of your campaign, proof it in a word processor (Word, Word Perfect, etc) and spell check your copy prior to pasting it in.*

When the content for the body of your message is entered, click **Next>>**. You can now continue at the Review Your Email section on page 9.

## HTML Email

You are now at the [Edit HTML](#) page. In the HTML window provided you can cut and paste or edit source code directly into the form as pictured below. You may also upload a HTML file from your Mac or PC, or use the unique Fetch Webpage tool to import the source code from a URL on the web.



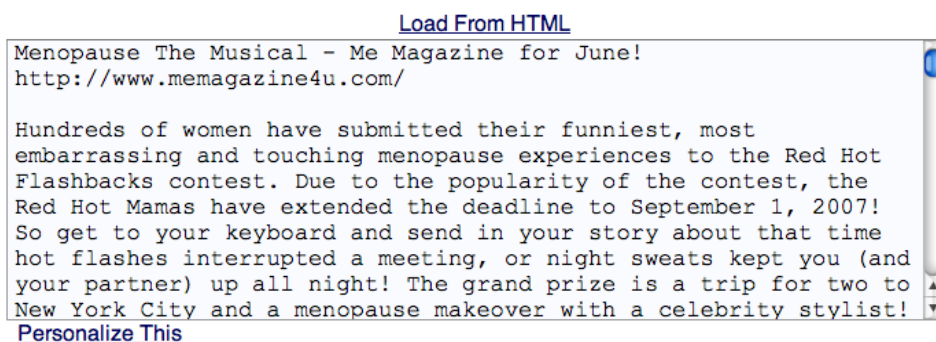
*Be careful with images in HTML. Graphic images may look fine on your desktop, but if the image URL (e.g. [http://YOUR\\_DOMAIN.COM/images/nav\\_products\\_off.jpg](http://YOUR_DOMAIN.COM/images/nav_products_off.jpg)) is not an absolute address the images will not appear once you send the email to others!*

When you are finished, click **Next>>**.

Now you are at the [Edit Alternate Text](#) page. We recommend that you create a text version of your email for those who cannot read HTML. *This is an automated process!* Just click “Load From HTML” to bring in all of the text from you email template. Or, if you like, you can enter it yourself or copy and paste from your favorite word processor.

### **Edit Alternate Text**

Compose a text version of your email for those who cannot read HTML.



Once you are done here, click **Next>>**. You can continue at the [Review Your Email](#) section on page 9.

## Review Your Email

Whichever format you chose for your mailing you should now be at the [Review Your Email](#) page. This is where you can preview your message, send a test email and save your work as a draft for later use.

The screenshot shows the 'Review Your Email' page in the adMail·NET interface. At the top, there are navigation tabs for 'Account', 'List Builder', 'Email Builder', and 'AccuTrak'. The 'Email Builder' tab is active. The page title is 'Review Your Email' with a 'Start a New Email' button. The main content area is divided into several sections: 'Subject' with the text 'My Campaign or Newsletter Subject'; 'Interest Groups' with 'Selected' set to 'Regular Customers' and 'Suppressed' set to 'None', and a 'Re-address your email' link; 'Template' with 'Track Template Links' checked and two URLs listed; 'Alternate Text' with 'Track Alternate Text Links' unchecked and two URLs listed; and 'Email Options' with three checkboxes: 'Automatically Include Street Address' (unchecked), 'Include "Problems Viewing this Email" link' (checked), and 'Use Forward to a Friend on this Email' (checked). At the bottom, there are three buttons: 'Send Test Email', 'Save as Draft', and 'I'm ready to send >>'.

Now that you've made it this far, we recommend that you save a draft of your email. Click the “Save as Draft” button and your email will be saved for later. It will show up in your “Email Drafts” page of Email Builder.

Click on the “preview” links to see how your email appears. If you need to make changes, click on any of the “Edit” links. You can also set options for your email. (Look at the preview after setting the options—any changes will be reflected there.) Make sure that all of the links in your email were detected. Check the appropriate box if you want to track clickthroughs on your links!

*To change the Subject Line or Interest Groups, just click on them! You can also click on the “Re-address this email” link—they all go to the same place.*

When you edit part of your email, make all of the changes you need, then click **I'm done editing>>**. When you're done with all of your revisions, you should save your work as a draft again. If you want to create a separate copy of your draft with these new changes, click “Create New” when it asks you. Otherwise, click “Save Over.”

Now that your email is assembled, you'll want to test it out. Click “Send Test Email” and fill in an email address. This test shows you how your email will appear in various programs. You'll be able to see what your customers will see and make changes if you need to.

Are you ready to send? Go ahead and click **I'm ready to send >>**. Don't worry, it won't send your email yet—there's a final confirmation page.

change password | help | log out

Account List Builder **Email Builder** AccuTrak

## Begin Your Mailing

|  |               |              |
|--|---------------|--------------|
| <b>Cost of This Mailing:</b>               | 1             |              |
|  | <b>Before</b> | <b>After</b> |
| <b>Your Credits:</b><br><i>From 25,000</i> | 25,000        | 24,999       |

<< Back Send

The Begin Your Mailing page shows you everything in terms of email credits (one credit per email sent). It shows the **Cost of This Mailing** and also **Your Credits** (before and after the mailing). If you don't have enough credits, you will not be able to send your email!

If your email is ready and you have all of the credits you need, you are ready to click the **Send Now** button to start your mailing. **Once you click Send Now, there is no turning back!** Your campaign will begin processing within seconds and it will be too late if you have made a mistake.

Congratulations on sending your first campaign with Email Builder 2.0! Your campaign information will be available on Accu Trak as your email is sent out. Under the Accu Trak tab select Campaign Data and then select your campaign to view details.