

Using Advanced Features





1601 Trapelo Road
Suite 329
Waltham, MA 02451
www.constantcontact.com

Constant Contact, Inc. reserves the right to make any changes to the information contained in this publication without prior notice.

Copyright © 1996-2008, Constant Contact, Inc. all rights reserved. Unpublished – Rights Reserved under Copyright Law of the United States. Use of a copyright notice is precautionary only and does not imply publication or disclosure.

This document contains proprietary and confidential information of Constant Contact, Inc. Use, disclosure, or reproduction is prohibited without the prior express written consent of Constant Contact, Inc. For inquiries regarding reproduction or distribution of any Constant Contact material, please contact legal@constantcontact.com.

Brush Up, Constant Contact, the Constant Contact Logo, Connect Up, Do-It-Yourself Email Marketing, Email Marketing 101, Email Marketing Diva, Email Marketing Hints & Tips, Listen Up, Open Up, SafeSubscribe, SafeUnsubscribe, Speak Up, Survey 101, Survey Hints & Tips and The Smart Way to Reach Your Customers are trademarks, service marks, or registered trademarks or service marks of Constant Contact, Inc. All other company and product names may be trademarks or service marks of their respective owners.

Use, duplication, or disclosure by the Government is subject to restrictions as set forth in subdivision (c)(1)(ii) of the Rights in Technical Data and Computer Software clauses as DFARS 252.227-7013 (October 1988) and FAR 52.227-19 (c) (June 1987).

Using Advanced Features

The Advanced Features give you more control over how your email displays, by allowing you to easily:

- Edit the style sheet of your email – Customize fonts and colors, change the width of columns and add personal classes.
- Edit the text-only version of your email – Tweak the text-only version to make sure it displays exactly as you intended.
- Preview and test your changes by sending a sample email to yourself.
- Restore the defaults if you decide you don't like your changes.

Note

You do not need to know HTML to edit the text-only version; you DO need an understanding of HTML before you edit the style sheet.

Edit Text Version

Constant Contact gives you the option of sending a text-only version of your email. As you create and edit your email, a text-only version is generated. After you are happy with your HTML version, you can make changes to the text-only version.

Alert

You probably want the text version of your email to have the same content as your Wizard version. To avoid confusion, do NOT edit the text version of your email until you are completely satisfied with the layout and content. Any changes made to the HTML version will not reflect in the text version once the text version has been modified. To update the text version with recent changes to the HTML, you must restore defaults.

Making Changes

To edit the text-only version:

1. When you are satisfied with your HTML layout, save your email.
2. Click Advanced Features from the links on the left.
3. Click Edit Text Version.
4. Make your changes.
5. Click Preview to review your changes.
 - View HTML Version – Click to see the HTML version of your email
 - View Printable Version – Click to see the text-only version of the email in a separate window.
6. Click Exit Preview when you are done.
7. Click Save & Return if you are satisfied with your edits, or click Cancel to discard any changes you have made and return to the layout window.

Spellcheck

It's always a good idea to do a quick spellcheck when you are done editing your text version.

To run spellcheck:

1. From the text editing window, click Spellcheck.

2. Click Options to display the various spellcheck options.
3. Choose the options you want to use, then click OK.
4. As spellcheck runs, choose how you want to deal with each highlighted item.
5. Click Apply Changes when spellcheck is complete.

Adding Links

It's very easy to add links to your text-only email. They can be either:

- A link that is not clickable (just straight text). For example,
`"Read all about us on http://www.localnews.com/storyaboutus.html!"`
This is not an active link, so it isn't clickable in most email clients.
- A link that is clickable and trackable. If you enclose a link with HTML anchor tags, it is not only an active link, it can be tracked by Constant Contact. For example,
Read all about us on
`http://www.localnews.com/storyaboutus.html!`

Or

```
<a href="http://www.localnews.com/storyaboutus.html">Read all about us online!</a>
```

Edit Style Sheet

You can use the style sheet to change font specifications for a particular class, specify a particular color (such as your company colors), adjust a column width, fine-tune your email formats and add personal classes.

Alert

Do not edit or delete class names. Doing so may "break" your template and cause the email to display incorrectly. Be careful using a font that's not already included either in the style sheet or through the Font Picker in the Wizard. If your contact doesn't have that font installed on their system, your email may not display correctly. Constant Contact has determined which fonts are most likely to be on most contact's systems, so those fonts are relatively safe to use.

Making Changes

To edit the style sheet:

1. From the email layout page, click Advanced Features.
2. Click Edit Style Sheet. The style sheet for your email displays.
3. Make your desired changes.
4. Click Preview to review your changes. (Defaults to show HTML)
 - View Text Version – Click to see the Text version of your email
 - View Printable Version – Click to see the printable version of the email in a separate window.
5. Click Exit Preview when you are done.
6. Click Save & Return if you are satisfied with your edits, or click Cancel to discard any changes you have made and return to the layout window.

Alert

Use Preview to frequently check your changes. If you find yourself in a bind, you may want to restore the default style sheet and start over.

Changing Column Width

If you want to change the width of a block, you need to change the width of the column in which it resides. This is easy to do in the style sheet. It can get tricky to change the correct column and make sure it works with the rest of the layout. Use Preview to frequently check your changes.

Alert

Do not change TemplateWidth, or edit class names. Doing so may cause the email to display incorrectly. Template width should NOT exceed 600px. Left and right columns should add up to the template with as showing in the following example.

Note

Columns are named LeftColWidth, RightColWidth, and so on.

To change the width of a column:

1. Click Advanced Features, then Edit Style Sheet.
2. Scroll through the style sheet until you find the column you want to change. You are looking for something like this:

```
.LEFTCOLWIDTH{
width:150px;
} .
RIGHTCOLWIDTH{
width:450px;
} .TEMPLATEWIDTH{
width:600px;
}
```

3. Change the width to the desired pixel width.
4. Click Preview to review your changes, and click Exit Preview when you are done.
5. Click Save & Return.

Testing Email

Preview isn't just for proofing your work; you can also set up and send a test email to yourself (or anybody else) to see how it looks in an actual delivered email.

Alert

You are limited to 50 test emails within a 24-hour period.

To send a test email:

1. Click Preview.
2. In the Email Address(es) box, type any email addresses to which you wish to send a test email. If you want to

send to more than one address, separate the addresses with a comma.

3. Add a Personal Note if you like. For example, if you are sending to someone else's mailbox, you might add a note that this is a test email.
4. If you want to test both the HTML and the text versions, select the Send both HTML & TEXT versions checkbox.
5. Click Send.

Restoring the Defaults

If you aren't happy with your changes and just want to start over, you can reset the template by clicking Restore Default. You can "reset" the style sheet, the text version of your email, or both to the Constant Contact defaults. Remember that you will lose ALL changes that have been made to the text version or style sheet.

To delete all of your changes and reset your style sheet and text version:

1. Click Advanced Features, then Edit Style Sheet or Edit Text Version.
2. Click Use Default Version, then click OK.

Or

1. Click Advanced Features, then Edit Style Sheet.
2. Click Use Defaults, then click OK.

Your changes are lost, and the text version (or style sheet) are reset to their defaults.