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.

Here are the 5 steps to create a great email:

**Select a Template**
Choose from our wide selection of mobile-friendly templates.

**Customize the Template**
Brand your email with your business’ colors, fonts, and logos.

**Add Contacts**
Add the email addresses you’ve collected to your account, and organize them into lists.

**Schedule and Send**
Send your email right away or at a future date and time.

**Email Results**
View detailed reports that show how many people engaging with your email.
When creating a new email campaign, the first step is choosing the right template. Browse all our mobile-responsive options and customize them to match your brand.

Here's how you get started:
- Log into your account.
- Click the Create button.
- Then choose Send an Email.
Now scroll through the template options and see what you like.

Once you’ve found the template you want, just click the Select button!

Use Your Own Code
Got Code? You can use our custom code editor for your HTML or XHTML.

Have your own code? Use our Custom Code Editor
Get to Know the Editing Page

Templates are made up of build elements and blocks, all of which can be edited by just clicking them. So, let’s take a moment to get familiar with the email editor.

Campaign Name
Name your campaign so you’ll be able to find it again easily. No one sees this name but you.

Undo & Redo
Quickly reverse a mistake with these options.

Preview
It’s always a good idea to preview your email as you design it - toggle between desktop and mobile views.

Menu Tabs
These tabs show you all your editing options:

Build - Drag and drop build elements or layouts into your email.

Images - Quickly access your image Library or upload images you want to include.

Colors - Customize your color scheme to match your brand.

Know your way around the email editor? Great! Let’s start working.
Arrange Your Content Blocks

The layout, or structure of your email, is the framework to start with. You can edit and arrange the email to make it perfect.

Add Layouts by Dragging Them In
Select any build elements you want to add, then drag and drop them in place. The guidelines will show you where the element will go.

Rearrange the Sections of Your Template
Adjust the placement of the sections by hovering over the block, clicking the directional icon and then dragging it to its new location. Duplicate a Block if you love it - use it again!

Delete Sections you Don't Need
Hover over a layout to see the trashcan for an entire layout, or double-click on an element to see the individual delete option.
Style Your Email Like Your Brand

Once you’ve got all your layout in place, start branding your email with your business or organization’s colors.

- Click Colors tab.
- Click on the color swatch for the feature you’d like to change.
- Now click a new color from the palette.

Use an Image block to help you lay out your email, then add an image to that block when you’re ready.

Match your brand exactly by using the hex value for your colors. Only use 2-3 colors in your email (not counting white and black).
Add Images to Your Image Library

Start organizing your content by getting your images into your Library.

If you haven’t added images yet, click on the Images tab, then click “Upload”. From here you can add an image from:

- Social Media (only available in some packages)
- Your computer
- Or by browsing through thousands of stock images

You can sort your images by age or folder so you don’t have to scroll through your entire gallery.
Drag and Drop Images

Once you have images in your Library, drag them directly into your layout; or drag them over a placeholder image to replace it. Accidentally add the wrong image? Just double-click it to replace it with a new one.
Edit an Image

Fine-tune your images now that they’re in place by clicking on them to expose the edit image block.

Image Link
Link the image to an appropriate web-page.

Image Description
Add an image description to the **Alt** field. This is what shows if the image is blocked or won’t load.

Resize Image
You can always resize the image by dragging the arrows at the corner.

Including an image description and having your logo link to your website are both industry best practices.
Edit a Text Block

Now that you have the layout, colors, and images set, let’s jump into the heart of your email - the text! Click inside a text block and use the editor block to brand the look of your text.

Add your own content by typing it in or copy and paste your text from another document. Then you can modify it:

- Change font size, style or color. Choose from a list of web-safe fonts.
- Align the text right, center, left or balanced equally (justified).
- Add bulleted or numbered lists.
- Add a little format - Bold or Italic, your choice!
- Wanna get rid of this text element? Just click the trashcan.
- Add a personalized greeting automatically.
- Once you are done, just click Done.
Add Your Contacts

Now it’s time to add your Contacts to your account, if you havn’t done that yet. There are several ways to do this:

Just click the **Contacts** tab, then the **Add Contacts** button and choose how you want to bring contacts into your account.

Create New Contact - **Type in contacts and any details** that you’d like to store.
Add Multiple Contacts - **Paste in email addresses** or add a handful of contacts and details manually.
Add from file - **Add a spreadsheet** of contacts and all of their details all at once.
Get New Contacts - **Grow your list** with our sign-up options.
Import from Google - Import contacts **directly from Gmail**.
Import from other apps - Use **our apps** to sync contacts from Microsoft Outlook, Outlook Express, Intuit Quickbooks, ACT!, Salesforce, or even your desktop to your Constant Contact account.

You need to have **permission to email** these customers before you can send them email through Constant Contact. This is so that you’ll be compliant with **CAN-Spam** and **CASL** laws.
Schedule and Send

You’ve got your email ready and your contacts uploaded. It’s time to send your email!

Get back into your email:
- **Click Home, then next to your campaign name, click Actions > Schedule.**

**Contacts**
Select the list(s) to send the email to or type in additional contacts.

**Message Header**
This is where you’ll set up the information contacts will initially see when your email arrives in their inbox. Tell readers who the email is from and why you’re sending it.

**Time to Send**
Pick the date and time you want to send your email.

You can edit your physical address that shows in the footer of the email and not effect your account settings.
Choose Who to Mail to

Begin by choosing the Contact list(s) to receive your email.

To choose your list:

Click the blue plus icon.

Check the list(s) you want to mail to.

Click Save.

You can further narrow down and segment your lists by using Tags.
Customize The Email Header

Next, make sure your customers open your email! They need to know who the email is coming from, and what the email will contain.

**Subject**
Keep it short and sweet - 4-8 words. Avoid using all caps and excessive punctuation - that might make you look dodgy!

**From Name & From Email Address**
Make sure the From Name and From Email Address is recognizable to your audience, too. For example, use your company name!

**Reply To Email Address**
The Reply To email needs to be monitored for inquiries from your contact list - this is their direct link back to you!

*If you haven’t verified your email address, or need to verify another, click Add Another and follow the prompts.*
Finally, decide when to send your email out.

- **Send Now**
  Your email will be sent out right away.

- **Schedule For Later**
  You can schedule the email for up to 365 days in the future.

- **Additional Options**
  Get the initial reporting results of your email sent to you right away!

Once you’ve decided when to send the email, just click **Schedule**.
Check Your Results

Now that you’ve sent the email, and given your contacts time to open it, you’ll want to gauge how it did. All of that information can be found in your reports.

There are a few ways to look at your reports. You can see high-level data through the Reporting Tab or you can get into the nitty-gritty details for a specific email.

Click a hyper-linked number for the campaign to drill into your results.
Check Your Results

When you dig deeper, you can see all of the different ways your contacts may have interacted with your email. Click each status on the left to see specific contacts.

**Sent:** This is the list of everyone who was sent the email.

**Opened:** These are the contacts that **opened the email**.

**Clicked:** This will let you see the links you included and who clicked what.

**Spam:** See how many people marked your email as spam.

**Bounced:** These emails could not be delivered. Make sure you remove bounced contacts to improve your Open and Click-through Rates for future campaigns.

**Unsubscribed:** These contacts unsubscribed through this email.

**Did Not Open:** These are the contacts that didn’t open the campaign.

When you dig deeper, you can see all of the different ways your contacts may have interacted with your email. Click each status on the left to see specific contacts.

You can select contacts in any status and add them to a new or existing list. This is a great way to segment and target!