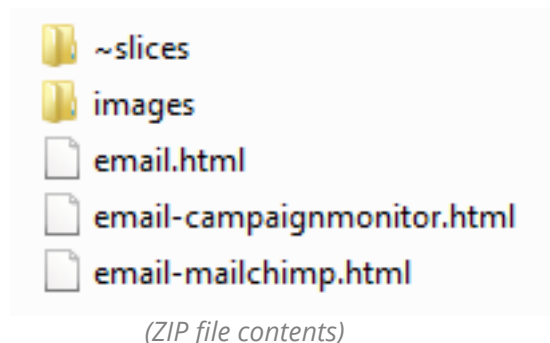# PDF Help File

Table of Contents:

I. Archive Overview

Thank you for downloading a newsletter template from www.FreeMailTemplates.com. In this short tutorial we will show you how to organize and use our templates with web based email platforms (MailChimp and Campaign Monitor) and with desktop email clients (Outlook and Thunderbird).

First, let's take a look into the ZIP file you've just downloaded. It contains:

· Folder "slices".

· Folder "images".

· HTML file "email"

· HTML file "email-campaignmonitor".

· HTML file "email-mailchimp".

Once you extract the ZIP file on your computer, the folder should look like this:

(ZIP file contents)

The folder "slices" contains a PSD file for customizing the look and feel in Adobe Photoshop. The "images" folder includes all images used in this email template. The HTML file "email-campaign-monitor.html" should be used only with Campaign Monitor. The HTML file "email-mailchimp" goes only with MailChimp. The last file, "email.html" should be used with all other web and desktop email platforms like Emma, Constant Contact, iContact, Thunderbird and Outlook.

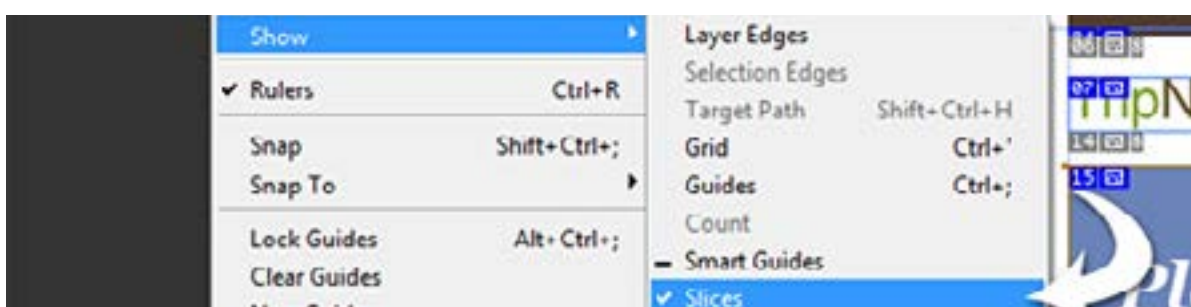## II. Customize our Templates

Basic Design Customizations

Before you upload our email template and start a campaign, you may customize the look and feel. However, if you are using MailChimp or Campaign Monitor, you would be able to replace the logo and the rest of the images by using their web editor. In case you are going to send the templates with a desktop email client (such as Outlook and Thunderbird), you'd better customize the graphics first. This will save you a lot of troubles, as replacing images in Outlook and Thunderbird could cause issues with the code. Go to the "images" folder and replace the logo with your own. Then, check the rest of the images - do they fit your taste? If you need to make some modifications, use your favourite image editor and then replace the images. Once you are done with the graphics, you could also edit the text. Use any text editor (notepad for example) and open the "email.html" file. Then replace the "lorem lipsum" text with your own. Once you are ready with all modifications, you could go on with sending the email.

Design adjustments using Adobe Photoshop

We've included a fully layered PSD file in the "slices" folder, which could be edited in Adobe Photoshop. Use the PSD file to replace all banners, logos, featured areas and buttons with your own text and graphics. We advise you to use Adobe Photoshop for editing our templates, as that's the best way to customize the graphics. Let's take the featured area as an example - change the text, colors and effects to fit your own taste.
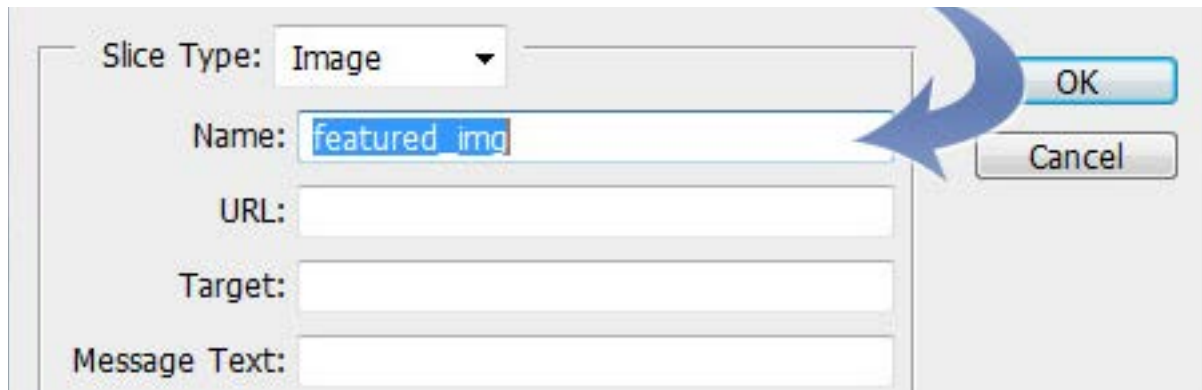
Slices

All PSD files are sliced, which means that you don't have to create slices on your own, as they are already there. Here's a quick example that will give you a clear idea how to use the slices. Start by turning on your slices from "View -> Show -> Slices":

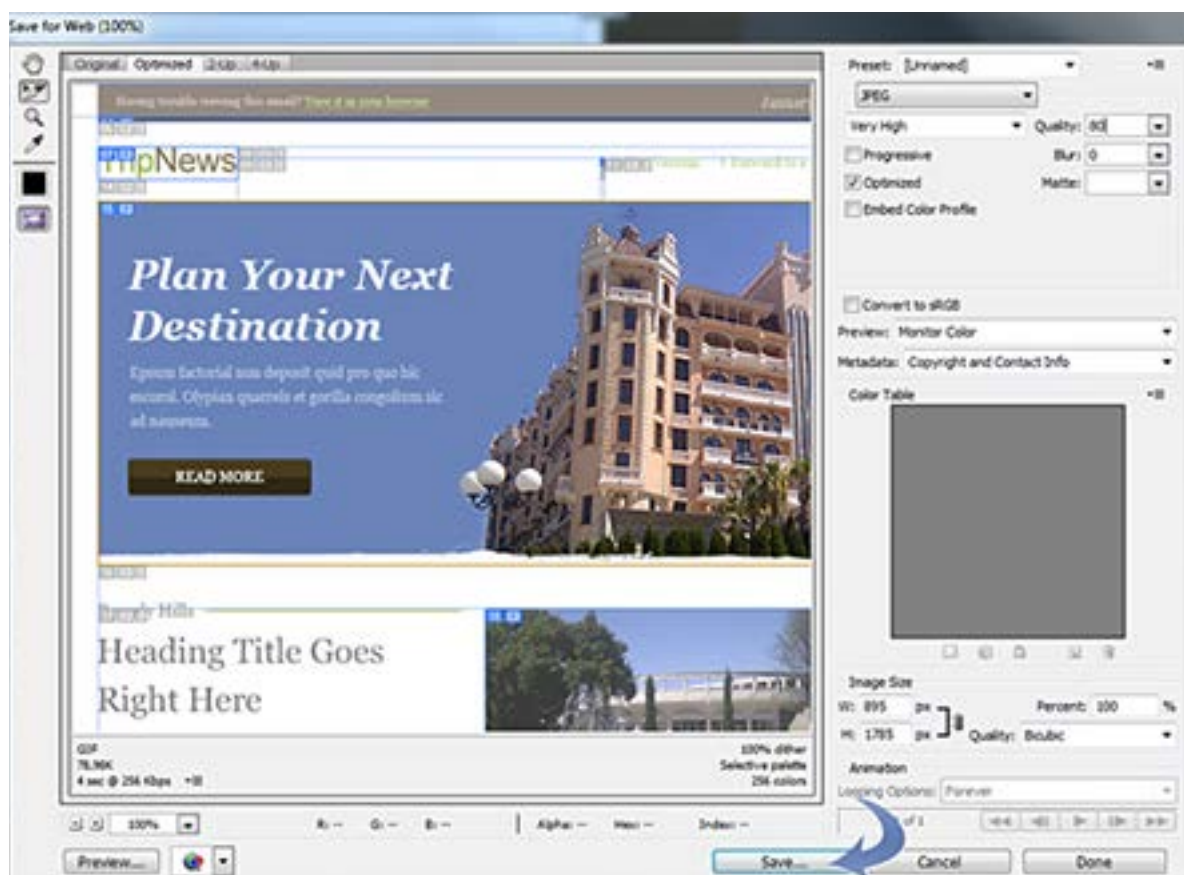*(Activate the slices from "View -> Show -> Slices")*

All slices are now visible and you can see the slice/s related to the featured area. Pick the "Slice Select Tool" and double click on the slice to see its name. It's a better workflow to check the name of the image before you save it, but it's also okay to do that later. It's your choice.

(Copy the name of the slice)

The name of the image goes in the first field "Name". Copy the name (in our case "featured_img").

Now, let's save the image. Use "File -> Save for Web" (Ctrl+Alt+Shift+S)" to export the image.

(Save as JPG, 100 Quality)

PDF Help File

Select JPG as file format and set the quality to 100. Then, select the featured area slice and hit the "Save" button at the bottom of the screen.

Then paste the name of the slice in the first field "File name" and choose "Selected Slice" from the "Slices" dropdown:

(Paste the name here and choose "Selected Slices")

Now, replace the new image with the original file located in the "images" folder.

That's it, your featured area is now ready to go! You could go over the same steps to change the rest of the graphics in our email templates. Once you are ready, just replace the new images with the original files.

III. MailChimp Integration

Organize the files for MailChimp

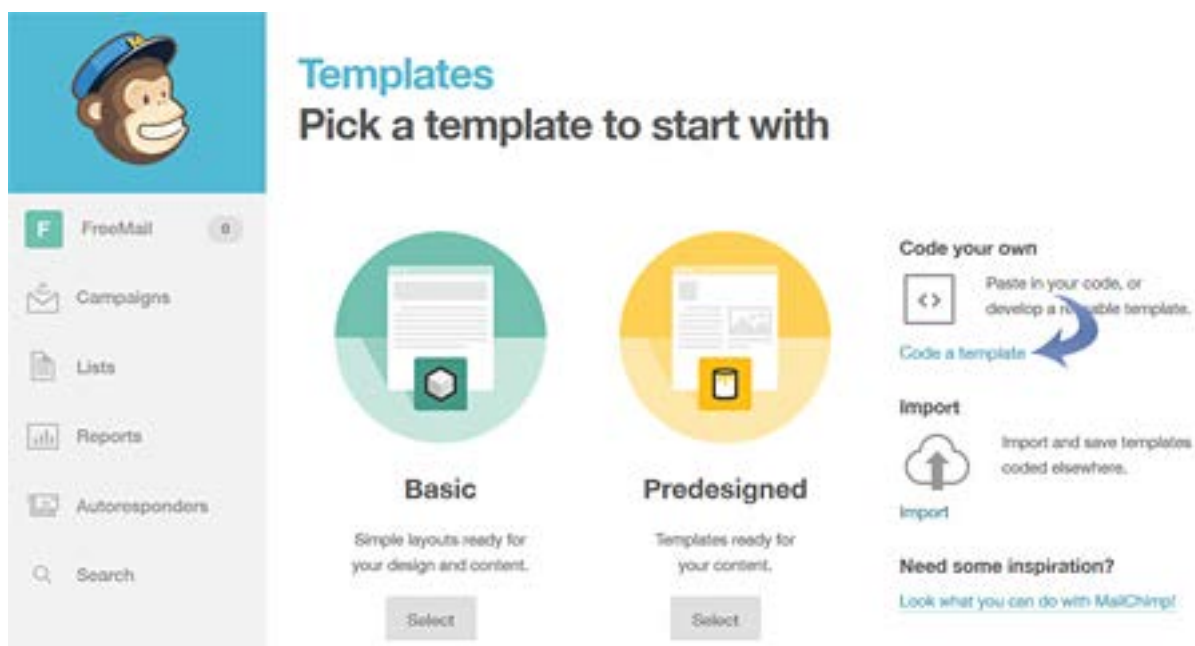Before you upload your template to MailChimp, you have to create a ZIP file that contains:

• folder "images"

• email-mailchimp.html

The name of the ZIP file is not of importance to MailChimp, so just type something that will help you to easily identify the design later.

Upload the email template to MailChimp

If you haven't used MailChimp yet, you'd better create a new account. That's the signup page: https://login.mailchimp.com/signup If you already own a MailChimp account, please proceed to the login page: https://login.mailchimp.com/
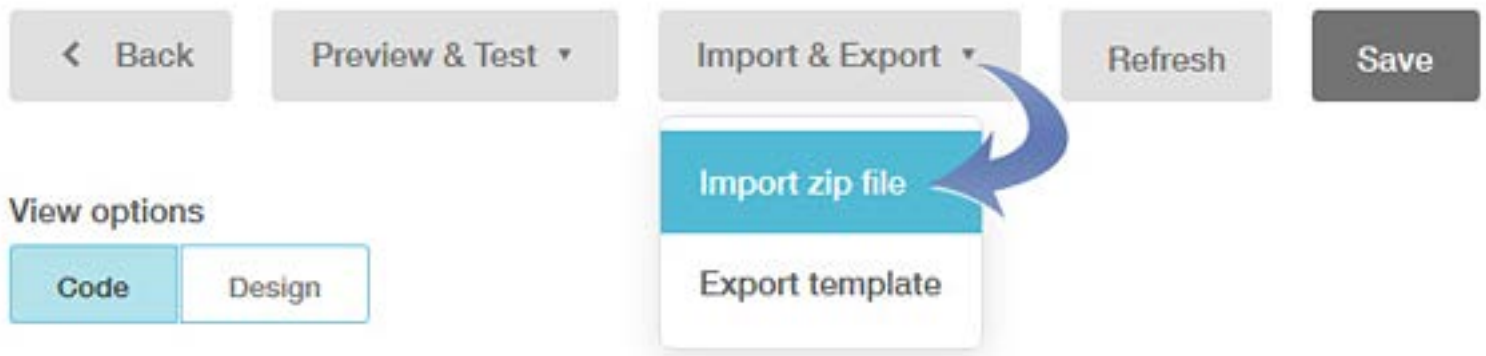
Once you've logged into your account, the Dashboard page will show up. Go to the "Campaigns" subpage by using the left navigation. Then, hit the "My Templates" button at the top of the page, which will open your email templates library. To create a new template, use the "Create Template" button. Then, press the "Code a template" text-link at the right column of the page:
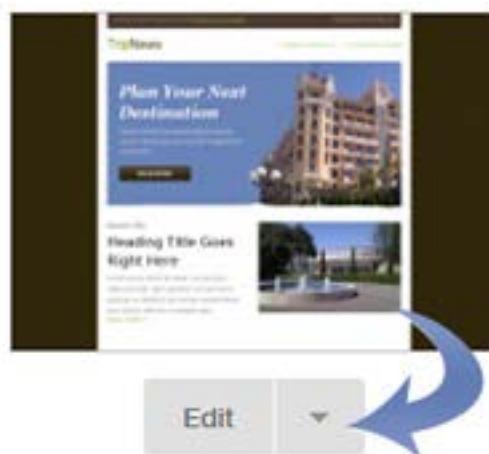

(Select "Code a template")

Then, the code editor will show up. At the top of the page, there's a row of buttons. Locate the "Import & Export" button and select "Import a zip file" from the dropdown menu. Choose the ZIP file that we've created in the previous step.

(press "Import zip file" from the dropdown menu)

Once the ZIP file is uploaded, go to the "Save" button and type a name for the template. Just type something that will remind you of that template. Don't worry, it won't be visible to the public.

Almost done. Now, it's a good idea to replace the images and text if you haven't done this yet. Go to the "My Templates" page and click the edit button below the email template.

(press "Edit" to customize the template)

MailChimp has an easy to use online editor where you can add/remove/hide/duplicate sections or drag them to new positions. Editing the text is also pretty easy, just hit the "edit" button, put your own text and then click the "Save" button. If you haven't changed the images before uploading the template, now it's a good time. Move your mouse over the image that you need changed and then press the "change" button that will appear at the top of the section.

If you want to add a link to an image, you will have to upload the image again. Select the image, press the "change" button and choose the same image from the "images" tab. Then, in the "Link to URL" field, paste your link and press "Save & Insert Image".

(paste the link into "Link to URL" field)

MailChimp merge tags

MailChimp provides plenty of merge tags that will help you to dynamically add content to your emails. Use these tags to personalize and customize your campaigns and list forms:

· mc:edit="text", where "text" should be unique text string

· mc:edit="title", where "title" should be unique text string

· mc:edit="image", where "image" should be unique text string

· mc:repeatable

· *|UNSUB|*

· *|FORWARD|*

· *|ARCHIVE|*

· *|UPDATE_PROFILE|*

· *|EMAIL|*

· *|LIST:ADDRESS|*

· *|LIST:COMPANY|*

· *|CURRENT_YEAR|*

· *|DATE|*

Once you are done with the design, press the "Save & Exit" button at the top of the page. Now, you can start a new campaign with our email template!
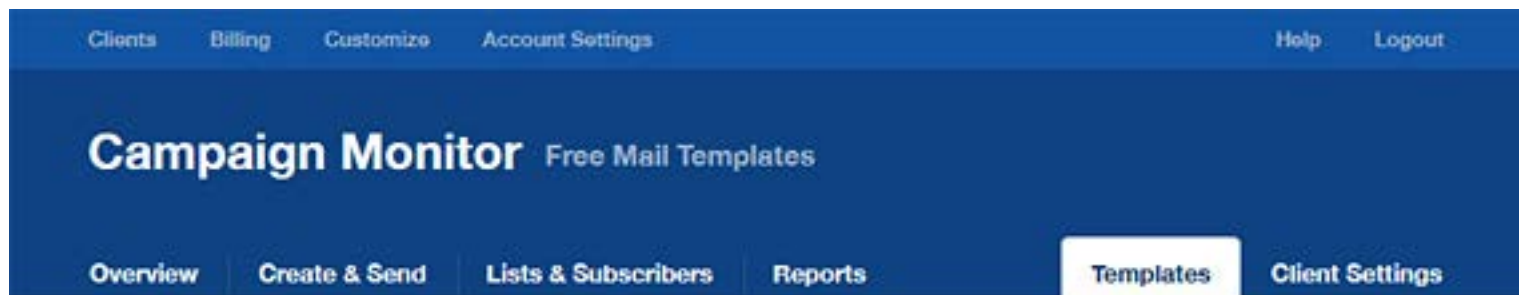
IV. Campaign Monitor Integration ▶

Organize the files for Campaign Monitor

Before you upload your template to CampaignMonitor, you have to create a ZIP file that contains only the folder "images". Do not include there the HTML file "email-campaignmonitor". It will be uploaded separately from the images.

Upload the email template to Campaign Monitor

If you haven't used CampaignMonitor yet, you'd better create a new account. That's the signup page: https://signup.campaignmonitor.com/signup If you already own a CampaignMonitor account, please proceed to the login page: https://login.createsend.com/l

Once you've logged into your account, the Dashboard page will show up. Let's go to the templates section and upload our files. Click the "Templates" button at the top of the page and then hit the "Upload your own" button.

(Press the "Upload your own" button)

Now, in the first field "Template Name" type a name that you will easily identify with the design. Then, proceed to "The HTML page" section and use the select button to choose the "email-campaignmonitor.html" file from your folder. Then, in the "All other files in zip format" section, use the select button to choose the ZIP file that we've created in the previous step. Finally, press the "Add template" button to upload the template to your personal library.

(Upload your sources to the Campaign Monitor library)

Don't worry if you haven't customized the email template before uploading to Campaign Monitor. There's an easy-to-use online editor that could help you to change images and text in a few clicks. So, let's start a new campaign and use the template that we've just uploaded.

Campaign

Go to the "Create & Send" tab and press the green button at the right sidebar "Create a new campaign". Then, you will have to enter a name of the campaign, subject and fill in an email address that will appear in the "From field" of your recipients.

Design

Now choose "Use one of my templates" and select the email you've just uploaded. The online editor will show up. Here you can change the text, add links, add/remove sections and drag them to new positions. Just use the buttons at the top of each section. If you want to add a link to an image, press the edit button once you are on that section and then hit the settings button (a gear icon on your left). Select "Add link" from the dropdown menu.

(Select "Add link" from the dropdown menu)

Then just press "Save changes" to apply the link to the image. Once you are done with the design, press the green "Preview" button at the top of the page.

Campaign Monitor tags

Here's a list of Campaign Monitor's tags that could be used in our email templates. These tags will help you to personalize the emails you send, add unsubscribe links, place automatically dates and most importantly, to create re-usable email templates.

- <singleline>
- <multiline>
- <img editable>
- <repeater>
- <unsubscribe>
- <forwardtoafriend>
- <webversion>

- <preferences>
- <currentday>
- <currentdayname>
- <currentmonth>
- <currentmonthname>
- <currentyear>
- [email]

Recipients

In this step you will have to select who will receive this campaign. You may choose a list that has already been made or import new subscribers. Either way, we suggest you to send emails only to people that have opted to receive emails from you.

Snapshots

Next comes the snapshot. Here you can preview your settings and make final edits if necessary.

Test

Generally, a manual test is a good idea, as most of the email clients display email designs differently. We have already tested our emails to a wide range of email clients, so you should test the email template only if you have made considerable changes. If not, just press the "Skip the test" button.

Schedule

In this step you can choose whether to send the campaign immediately or have a schedule. Take your time here to plan precisely the frequency of sending the email campaigns. Experiment with sending emails during different periods of the day and decide whether it's better to send emails on business days or during the weekends.

V. Other Email Platforms

Our email templates could be used also on other email platforms such as Constant Contact, Emma and iContact. Use the same "images" folder combined with the HTML file "email". You can also send our email templates by using a desktop email client such as Outlook and Thunderbird. Here are the steps that you should follow:

Thunderbird:

1) First you have to upload all images to your hosting. Login to your server via **FTP**, go to the root folder - usually "**public_html**", "**www**" or "**html**". Create folder for your email images and name it "**mail-images**".

2) Upload **all images** from the **folder "images"** to your FTP folder **"mail-images"**.

3) Now open "**email.html**" with any text editor (notepad for example) from the archive you have downloaded.

4) Replace **all image source paths**, so all images point to your hosting - **http://yourdomain.com/ mail-images/image.gif.** You can do that by using the option "Find and replace" - find "**images/**" and replace it with "**http://yourdomain.com/mail-images/**"

5) Now that you have changed the images, open **email.html** with your browser to make sure all images are loaded.

6) Open **Thunderbird** and press "**Write**".

7) Click on the message area and then press "**Insert" - "HTML**". Copy all the html code from "**email.html**", paste it there and then click "**Insert**". And that's it! You're now ready to send your template!

Outlook

1) First you have to upload all images to your hosting. Login to your server via **FTP**, go to the root folder - usually "**public_html**", "**www**" or "**html**". Create folder for your email images and name it "**mail-images**".

2) Upload **all images** from **folder "images"** to your FTP folder "**mail-images**".

3) Now open "**email.html**" with any text editor (notepad for example) from the archive you have downloaded.

4) Replace **all image source paths**, so all images point to your hosting - **http://yourdomain. com/mail-images/image.gif**. You can do that by using the option "Find and replace" - find "**im- ages/**" and replace it with "**http://yourdomain.com/mail-images/**".

5) Now that you have changed the images, open "**email.html**" with your browser to make sure that all images are loaded.

6) Open Outlook and click on "**New**".

7) Click on "**Attach file**".

8) Select the html file - **email.html**, click on the "**Insert**" button **drop down menu** and select "**Insert as Text**".

9) You're now ready to send your template!

Useful Articles

Here are some useful articles that will help you with your email campaigns:

· **MailChimp help resources**: http://mailchimp.com/resources/guides/getting-started-with-mailchimp/html/

· **How do I upload and edit images in MailChimp?** http://kb.mailchimp.com/article/how-do-i-upload-an-image

· **How do i create new list in MailChimp?** http://kb.mailchimp.com/article/how-do-i-create-a-new-list

· **How to import a list in MailChimp:** http://kb.mailchimp.com/article/how-do-i-create-and-import-my-list

Premium Email Templates from **www.ChocoTemplates.com**

Email Template Coding Services from www.MailBakery.com

MailBakery helps you code email newsletters. They simply convert your design (PSD, PNG, AI, etc.) into a hand coded email friendly html which is compatible with all major email applications.

They offer 2 price options depending on completion time. Both options include maximum possible compatibility with different email clients. In addition they can integrate the coded template.

Supported email platforms:

• Outlook (even 2007)

• Apple Mail

• Windows Live Mail

• Yahoo! Mail

• Gmail

• Thunderbird

• Hotmail

• Lotus Notes