

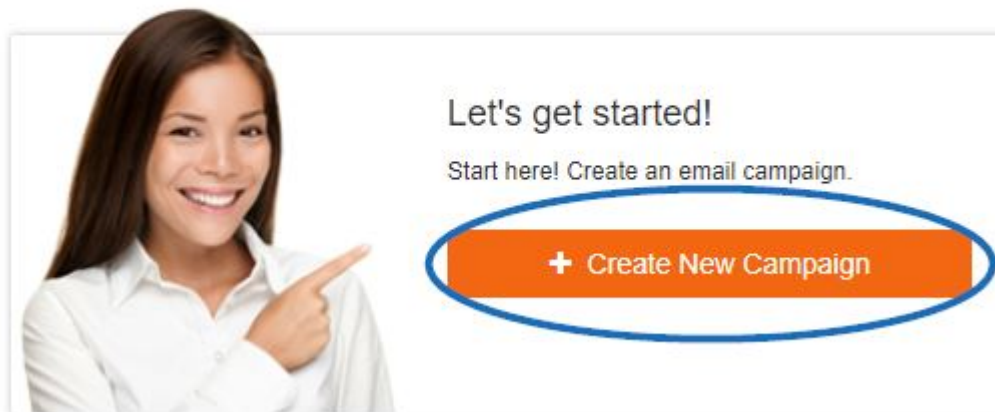


Create an Email Marketing Campaign

Jennifer S - 2019-10-07 - Email Campaigns

To create a new email marketing campaign, click on Get Started from the Email Marketing Dashboard or go to the Campaigns section and click on Create Campaign. For some helpful tips on creating email campaigns, check out some [best practices for email marketing](#).

Dashboard



Enter a name for the campaign. The name of the campaign will not be seen by the recipients, so it is suggested that it be something easy to remember.

The owner name will be automatically filled in based on the ESP User account and cannot be edited. The owner will receive all notifications and replies related to this campaign.

Next, enter the subject line for the email and the email address that should be displayed in the from field.

When you are finished entering information, click on the Next button.

Name your campaign

Give your campaign a name that it is easy for you to remember.

Owner

The owner will receive all of the notifications and replies.

Write a subject line [?]

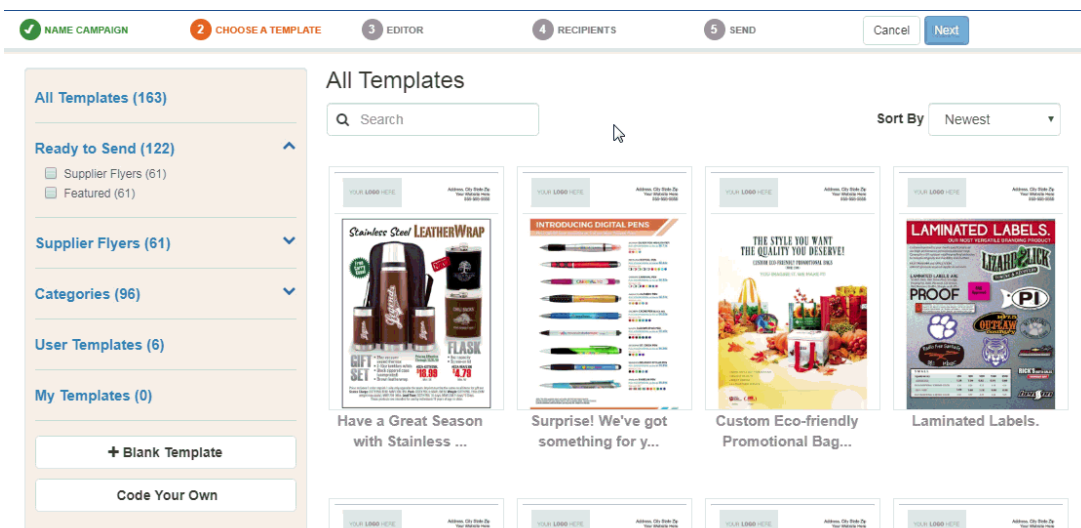
This text will display in the Subject field in your recipient's email client.

Who is it from?

This will display in the From field.

Select a template from the available options. Hover on a template to view a thumbnail preview and then click on the one you would like to use.



The screenshot shows the 'CHOOSE A TEMPLATE' step of a five-step campaign creation process. The progress bar at the top indicates the current step is 2. Below the progress bar, there are five tabs: 'NAME CAMPAIGN', 'CHOOSE A TEMPLATE', 'EDITOR', 'RECIPIENTS', and 'SEND'. The 'CHOOSE A TEMPLATE' tab is active. On the left side, there is a sidebar with filters: 'All Templates (163)', 'Ready to Send (122)' (with sub-filters for 'Supplier Flyers (61)' and 'Featured (61)'), 'Supplier Flyers (61)', 'Categories (96)', 'User Templates (6)', and 'My Templates (0)'. At the bottom of the sidebar are two buttons: '+ Blank Template' and 'Code Your Own'. The main area displays 'All Templates' with a search bar and a 'Sort By' dropdown set to 'Newest'. A grid of four template thumbnails is visible, each with a title and a preview image. The first thumbnail is titled 'Have a Great Season with Stainless ...' and shows a stainless steel flask. The second is 'Surprise! We've got something for y...' and shows various digital pens. The third is 'Custom Eco-friendly Promotional Bag...' and shows a colorful promotional bag. The fourth is 'Laminated Labels.' and shows various laminated labels. A mouse cursor is hovering over the second template.

After selecting a template, you will be automatically brought into the [template editor](#), where you can fully customize the template for your campaign.