# Templates Made Gorgeous

Create gorgeous, responsive email templates with our powerful, yet simple, Template Editor Tool. Bam!
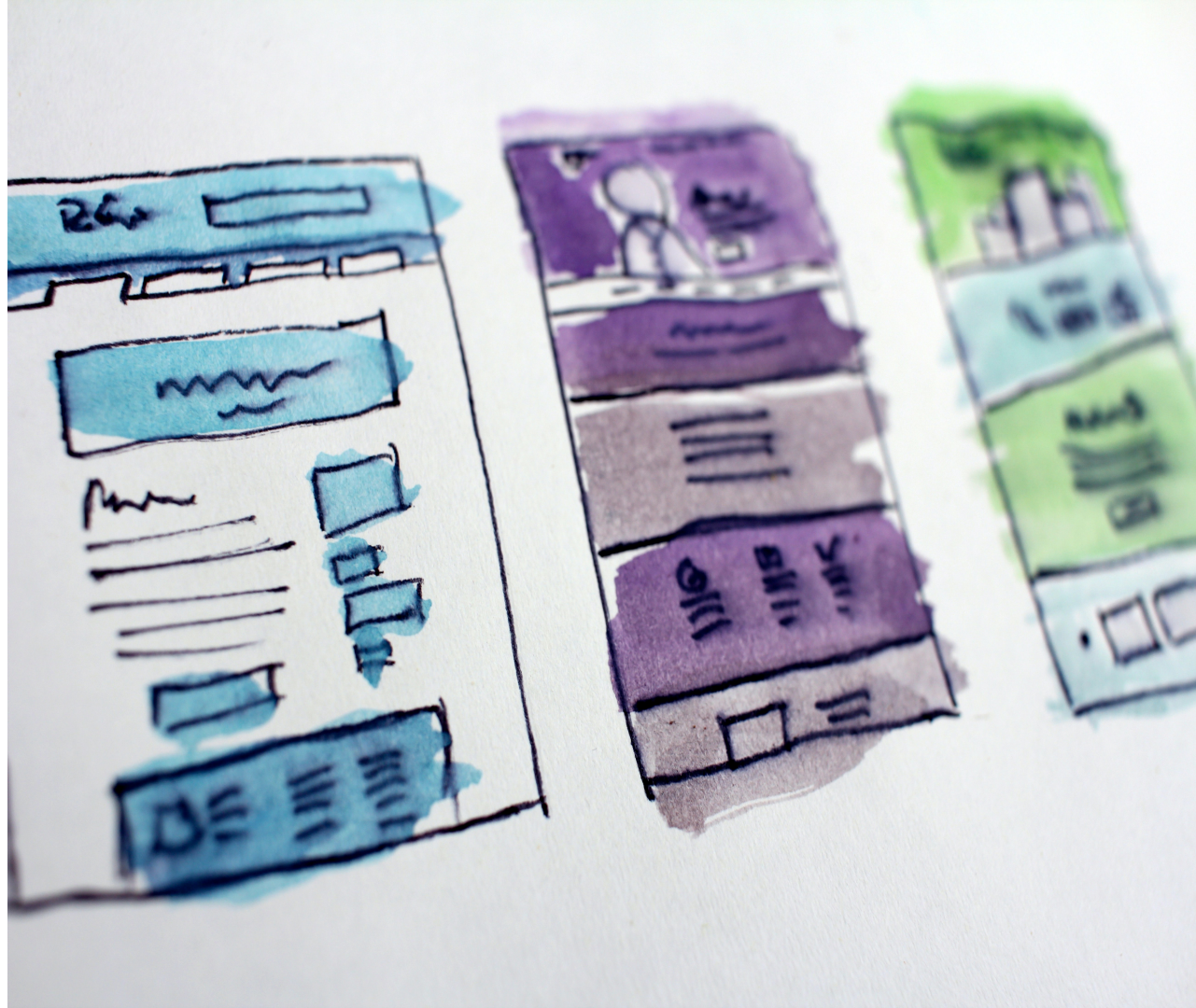
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# Erika Booth

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- Ashley from MinistryPlatform & Paul from ACST are here, too!

# Housekeeping

## What you need to know

- All sessions are being recorded
- Use the session panel to chat, take a poll, or ask a question! Ashley and Paul are here to connect!
- KB Feedback–LOVE it
- Q&A now and at the end
- Tomorrow: *Build Your Audience (& Say Goodbye to MailChimp)*

# Roadmap

- Who, what, where, when, why, and how of the Template Editor Tool
- Build a Template: Configuration, Editor Panel, Navigation Tabs, and all the things
- Q & A

# Template Editor Tool

- **Who:** Anyone with access through a Security Role

- **What:** Power and flexibility to create super-customized templates

- **Where:** Available on the Templates page

- **When:** Emails! Newsletters! Notifications! All the things!!!

- **Why:** Beautiful communication, actionable emails, increase engagement

- **How:** Let's get to it!

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# Naming Tips

- Only templates created with the Template Editor Tool can be opened in the tool.
- Be strategic in your naming conventions for ease of use.
- Consider using merge fields in your subject line.

## Template Editor

**Template:**

⬚ New Template ▼

**Name:** *

**Subject:** *

| Pertains to Page: | |
|---|---|
| N/A | ☑ Active |

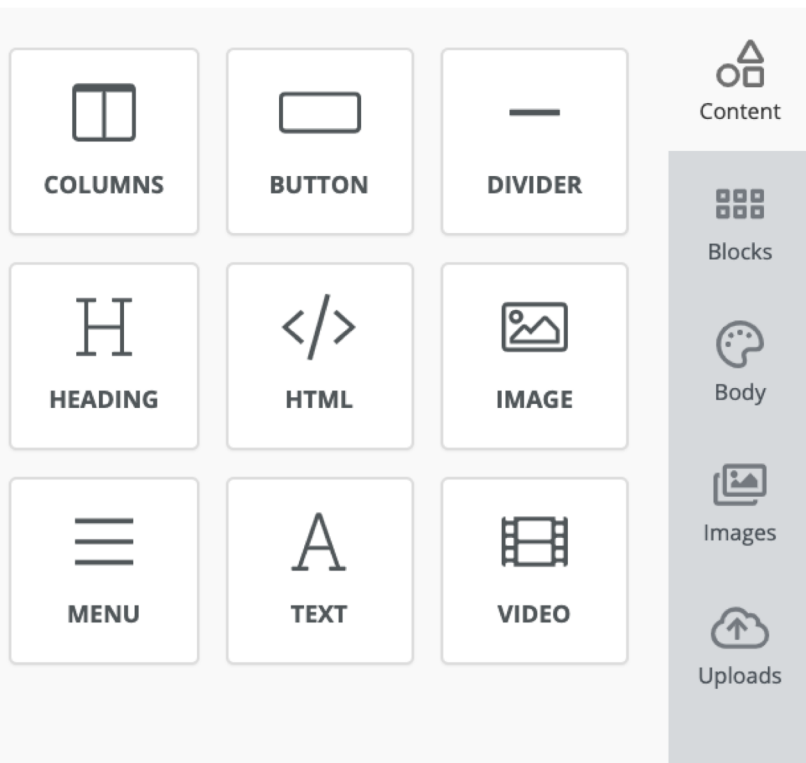| From Contact: * | Reply to Contact: * |
|---|---|
| | |

| User: | User Group: |
|---|---|
| | |

Close    Save

# Sending Configuration Tips

- Choose the Pertains to Page that your template will be sent from.
- Pertains to Page determines merge field availability and organization in the Template Editor Tool.
- Messages sent outside the New Message Tool (think Notifications) might source the From/Reply To contacts differently.
- Make yourself the User for easy access in the New Message and Template Editor Tools.
- The User Group limits access to the template in the New Message and Template Editor Tools, so choose wisely.
- Save early and often.

# Editor Panel & Navigation Tabs

- Blocks are ideal for frequently used content.
- Blocks are user specific.
- Customize the look & feel, including link color, etc.
- If enabled, royalty-free stock images are available for use.
- Any images uploaded are available to the user who uploaded them.

# Pro Tips

- Dive in! The more you use the tool, the easier it will be.
- Keep in short and sweet.
- Include accessibility to action items in multiple places.
- Use buttons to encourage engagement.
- Prefill email information for the recipient.
- Save early and often.
- Preview in desktop **and** mobile.
- Consider suppressing images, etc. in mobile.

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# THANK YOU!

## TODAY
### UNTIL 4:30 EASTERN

Expo Booths will remain open – go say hi to our sponsors (and get those keywords for bingo).

Our Chat Team will hang out to answer any Qs.

## TOMORROW
### AT 12:30 EASTERN

Doors open!! Expo Booths and Chat Team will be available. Feel free to show up "early."

Breakout sessions begin at 1:00 pm Eastern.

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