



A quick guide to...

# Creating Newsletters



## In this guide...

Learn how to create attractive, well-designed HTML and plain-text messages to engage your contacts, meet their expectations and match their preferences. You will also find out how to design the template, which can be mobile, responsive.

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# Newsletter

A newsletter is a one-time message sent to chosen campaigns, segments or manually selected recipients. The message can be sent immediately or scheduled for any specific future date.

The **Time Travel** option enables you to adjust delivery to the local time of your recipients.

A newsletter is a great tool for letting your customers know about new offers, updates and promotions.

## Create a new newsletter


1. At the top right of the web page, use the dropdown menu next to the **Your current campaign** field to select the campaign you wish to add the new newsletter to.
2. In the **Dashboard** menu, choose **Messages** and click **Create newsletter**.
3. The entire process of creating a newsletter message consists of the 5 steps that appear at the top of the screen.



## Settings

1. In **Settings**, define the **Message name** and **Subject** of your email. **Message name** appears in your list of messages; however, it is not seen by your subscribers. Click **Personalize** if you wish to add contact data fields or custom fields to the subject.

2. In the **From field**, choose an email address to appear as the sender of your message. On the right-hand side is the option to Change **Reply-to email** address that receives responses to your messages.
3. To track link clicks, enable **Click-through** by setting the **On/Off** button to the **ON** position. To enable/disable **Google Analytics** tracking, click the **On/Off** button on the same line.
4. At the bottom of the page, you can choose to **Publish & share** your newsletter on **Twitter**, your **Facebook** profile and/or your FanPage. This provides a link to your campaign web archive page. If you haven't integrated social sharing accounts inside GetResponse, click the **Add account** button.



**Message name**   
Message name will appear in the list of your messages. It will not be seen by your subscribers.

**Subject**  [Personalize](#)  
This is the subject line of your email.

**From**  [Change Reply-To](#)  
This is what appears in the From field of your recipients email client when they receive this message.

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**Track**

Click-through ☒ ON ☐ OFF Google Analytics ☒ ON ☐ OFF

**Publish & share**

**twitter** ☒ ON ☐ OFF

Account  [Add account](#)

Message  142

**facebook** ☐ OFF

5. Finally, **Save** your settings or click **Next step** to continue creating your message.

## Template

1. Choose from hundreds of templates to get you started fast and give your messages a more professional appearance. Templates are organized by industry categories. Most templates have alternate color versions, shown with dots of color below the template image.

Click any template to load it into the editor. Optionally, click the **Star icon** to add the template to **Favorites** or click the **Eye icon** to display a Preview of the chosen template.

2. To start with a blank template, click **Start from scratch** and choose the layout that suits you best.

3. To use a previously imported or saved template, click **My templates**.

4. In the **Favorites** folder are the templates you have starred.

5. The **Import** option gives you three ways you to add your own template: paste **HTML code**, upload a **ZIP** file, or paste a **URL**.

6. To create your message in text-only (without HTML elements) click **Plain text** to go straight to the text editor.

**Note:** With plain text messages, it is not possible to track the open rate. On the right-hand side of the plain text editor are options to add **Personalize** fields and **Wrap long lines**. At the bottom of the screen are buttons to add **Attachments** (max. 400 kB), send a **Test message** or save it as a **Draft** or **Template**. When finished with this stage, Save your plain text message or click **Next step**.

7. Choose **HTML code editor** if you feel comfortable writing your message from scratch in HTML. Click **Next step** to go to the **Create** step.

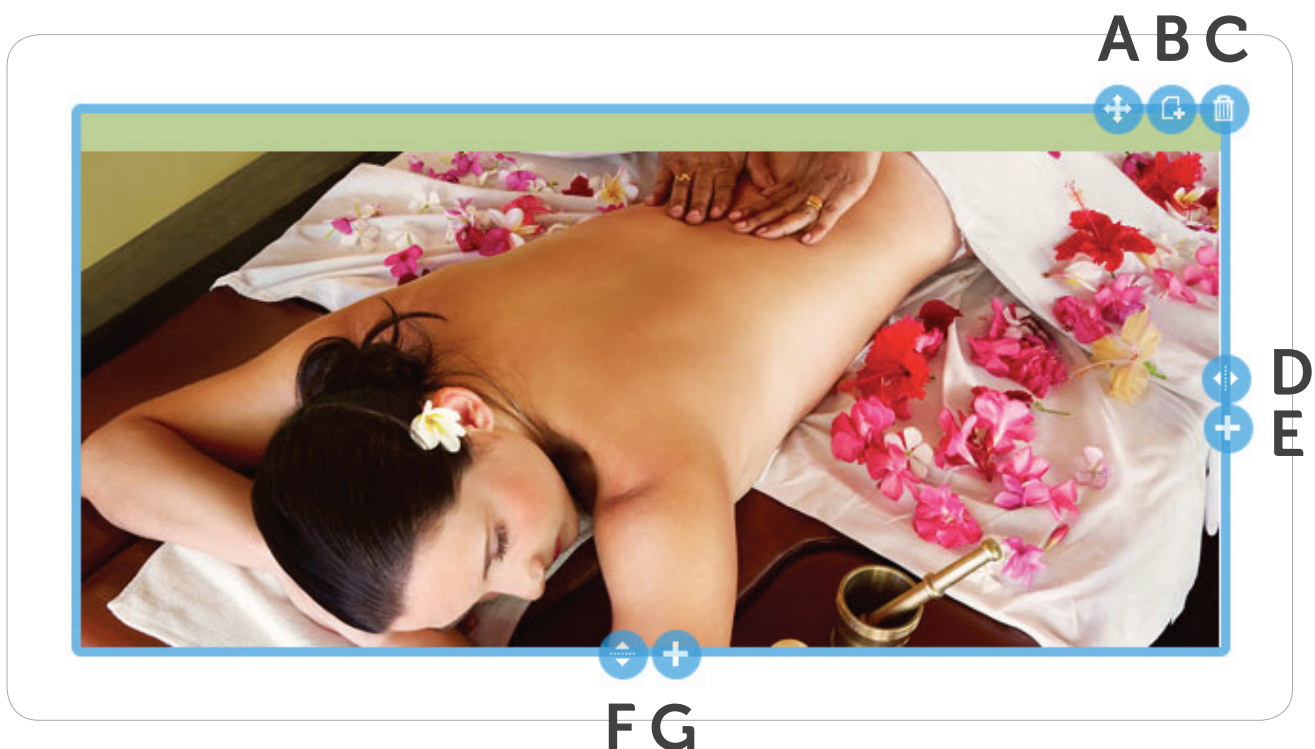
## Create

1. When you choose a template, it appears in the message editor.

On the right-hand side, choose one of the basic blocks to add to the message. They are titled: **header**, **text block**, **image block**, **image&text block**, **text&image block**, **horizontal ruler** and **button**. Click any block to drag-and-drop it or double click to add it to the template.

**Note:** The best practice is to create the message design first, then add the text and select the images.

If you want to send your message in mobile responsive format, click the Mobile Preview button located in the top right corner to complete the conversion process. Preview your template using the landscape and portrait views.



2. To edit any block in the message, hover the mouse cursor on it to make the following function buttons appear:

**A** – Drag-and-drop the block to another place in the message

- B** – Save the block in the My snippets section for reuse in any message
- C** – Remove block from the message
- D** – Change the width of the block
- E** – Resize the block horizontally
- F** – Resize the block vertically
- G** – Add new column or row to the block

3. Click any block to edit its look or content by adding your own text/image.

To change or add a picture, click the image field. Then click the **Insert/edit image** icon in the editing menu to access the content stored in your Multimedia folder. Choose an image and click **Use image** to add it to your message.



In the same menu, you can adjust the image to the size of the block; edit the position of the image; add/remove the image border; edit style, color and size; change background; or add spacing.

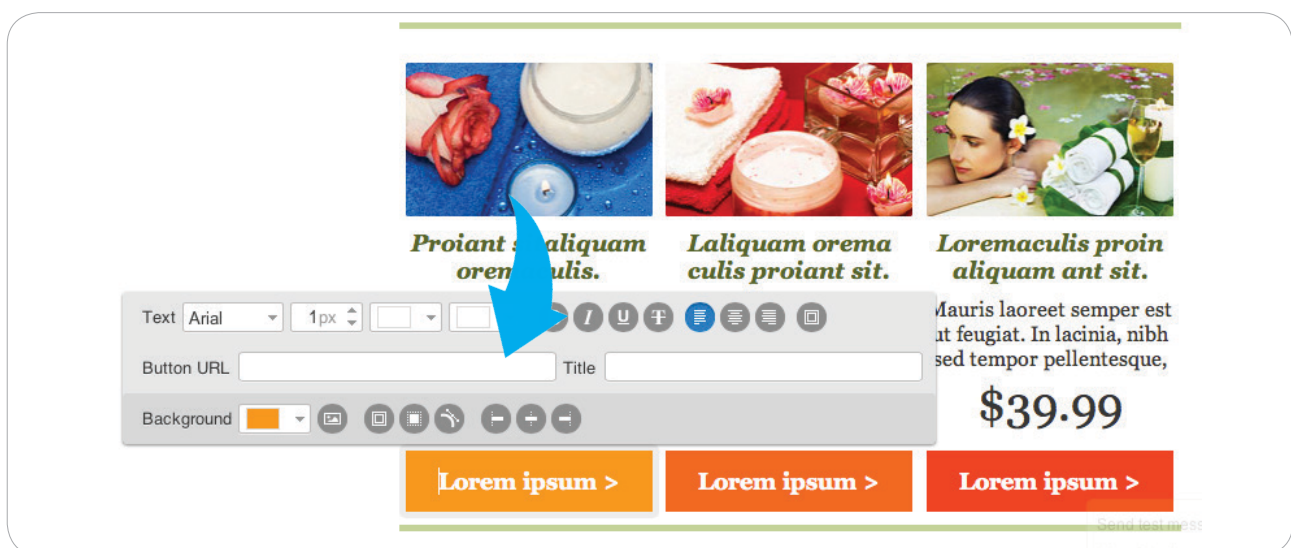
The same menu enables you to **Insert/edit a hyperlink** to the image or add an **ALT** attribute that displays text if the image is blocked by the subscriber's email program.



The menu for editing a text field looks a bit different. When you click a text block, the toolbar appears. Its functionalities include editing the size, style and color of the font. You can also choose text alignment, add **Borders** and edit **Spacing** around the text. Click **Background** to select a background color for the text or add an image instead. To add a text hyperlink, click the “**chain**” icon. To add personalization, click the “**person**” icon.



Click any **Button** block to display its editing options. In the **Button URL** field, paste the URL of the web destination to link to the button. Edit the style of the button using any of the available options. Edit the text of the button directly inside the button.





4. Use the menu at the top of the **Create** screen to edit the general parameters of the message.

In the **Message** section, edit the width and edit the email background (choose a color or insert an image). In the **Background** section, choose a background color or an image for the template. You can also set the spacing, radius boarder or use any other style of your choice. Finally, you can the edit message alignment.

5. Click the **Social sharing** section on the right-hand side of the **Create** step to drag-and-drop icons into the message. These allow subscribers to share your message in their social media accounts and enable you to track message sharing in Email Analytics.

6. In the **PayPal** section, you can find the **Buy now** buttons if your GetResponse account has been integrated with PayPal. Simply choose the button and drag it to the desired spot in the template. Remember to choose the button from the list titled **Name**.

7. The **History** section located on the right-hand side displays views of the message before you made changes to it. In **My Snippets** you can find previously saved blocks.

8. To deliver your message in dual format (HTML + Plain text) click **Plain text** at the bottom of the page and import your content from the HTML side.

9. Before sending the message, test it to find out how the message looks online. Simply click **Inbox Preview** to view the message in different email programs, browsers and mobile devices.

In the same section, you can check the **SpamScore** of your message and find out the probability that the message will be categorized as SPAM.



10. To save the message, click [Save](#) as and choose its destination.

11. When you finish creating the message, click [Next step](#).

## Recipients

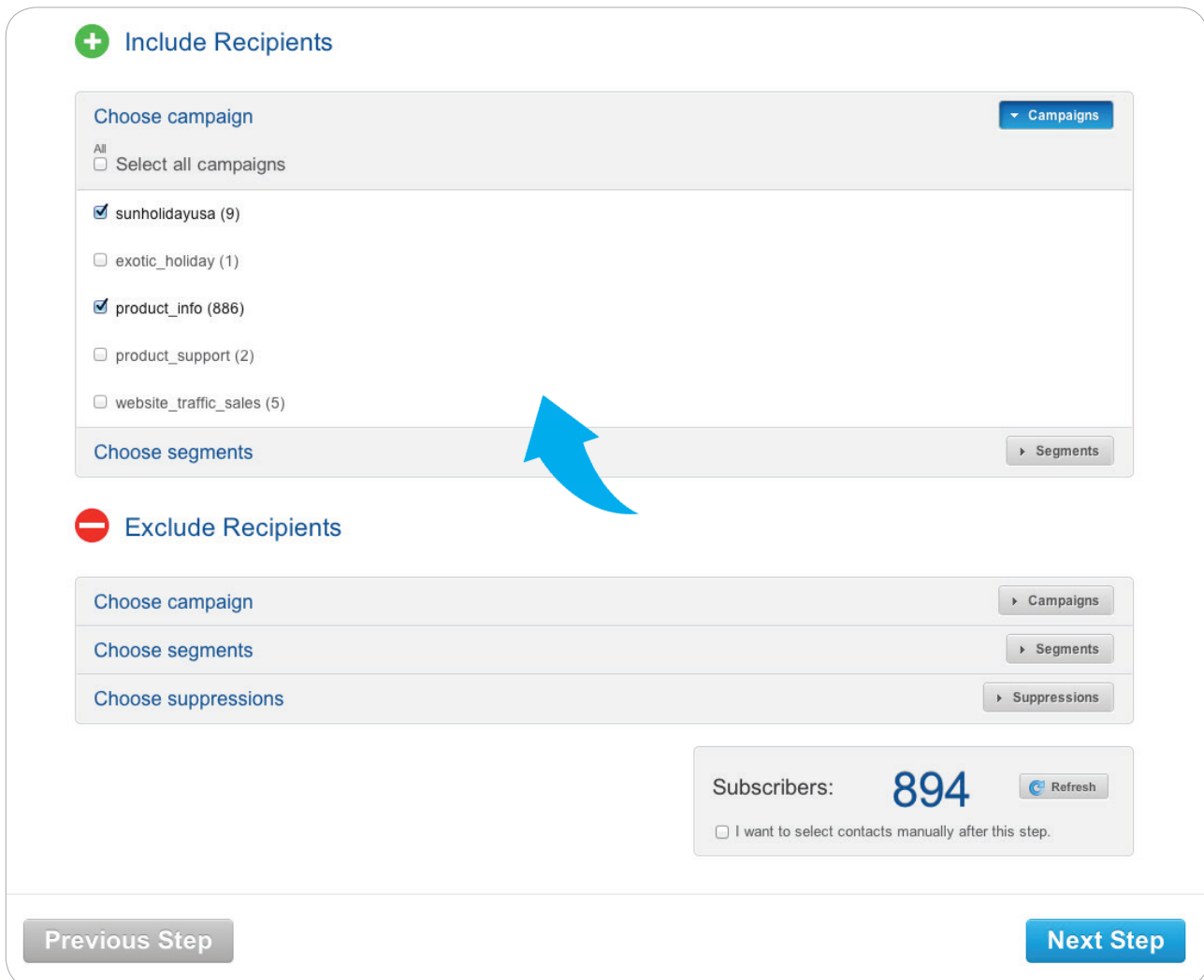
1. First, choose the recipients you would like to include when this message is sent. Check one or more campaign contact lists. If you have segmented your contacts into groups, you can select groups you would like to include.

**Note:** To segment contacts, go to the [Contacts](#) menu and click [Search contacts](#). From there you can select the parameters.

2. Next, choose the recipients you would like to exclude when this message is sent. You can exclude contacts that belong to one or more campaigns and contacts that belong to one or more segments. You can also exclude any suppression lists that you have created in [Contacts >> Suppression lists](#).

3. After you choose contacts, the counter should refresh automatically. If you click [I want to select contacts manually](#) you will be able to choose individual contacts from your list.

At any time you can return to the editor by clicking [Previous step](#).



**+ Include Recipients**

Choose campaign ▼ Campaigns

☐ Select all campaigns

☒ sunholidayusa (9)

☐ exotic\_holiday (1)

☒ product\_info (886)

☐ product\_support (2)

☐ website\_traffic\_sales (5)

Choose segments ► Segments

**- Exclude Recipients**

Choose campaign ► Campaigns

Choose segments ► Segments

Choose suppressions ► Suppressions

Subscribers: **894** 🔄 Refresh

☐ I want to select contacts manually after this step.

[Previous Step](#) [Next Step](#)

## Summary


In the final step is a summary of your newsletter. To change any section again, click Edit.



1. Here you can find the Subject assigned to the message, the **From** address, and the tracking and social sharing options enabled. Also included are the name of the template chosen, formatting of the message, the number of Recipients to receive the message and SpamScore feedback.




2. To send the newsletter immediately, click the **Send now** button.


3. To choose any other date and hour for your message to be delivered, click **Schedule**. Enable **Time Travel** to adjust delivery time to recipient's local time by setting the button to the **ON** position. Click **Send** to schedule the message.

### Message summary for: My first newsletter

**Message subject:**  
Hello [[firstname]]! Here is your welcome pack.  
From: GetResponse Team <noloop@implix.com>, Tracking: Click-through / Google Analytics / Share (Twitter/)

**Template:**  
Health & Beauty / Deluxe Green 

**HTML message:**  
 SpamScore (0.60)  [Inbox Preview unreviewed](#) (preview your email on 20+ email browsers and make sure it looks great)

**Recipients:**  
894 / 2 campaigns [Edit](#)

Previous step

**Schedule**

**Send Now**

## My Newsletters

Select **Messages** in the dashboard menu and click **My newsletters** to find your delivered messages, drafts and archive.

1. The **Newsletters** tab (shown by default) presents your newsletter history. In the **Campaign** section select the campaign that you are looking for. Under **Actions** (the gear icon) you can edit the message and resend it (**re-use**), **send a test**, view **Statistics**, **archive** the message or **preview** it. The **On** button publishes the message in the newsletter directory. In the **Delivered** section you can see how many contacts were sent with the message. You can also sort your messages by name, date and type (in progress, delivered, scheduled as well).

2. Other tabs allow you to view drafts of messages that you have saved, and the messages archive.

### Manage newsletters

Newsletters

Drafts









Archive

Create new

☐ hot\_mallorca

In progress, Delivered, Scheduled

Sort by: Date

<input type="checkbox"/> 	<b>It's Hot!!!</b> sent on: 2013-08-09 05:27 View online <input checked="" type="checkbox"/>	<div>SENT</div> <div>  <div>201</div> </div> <div>DELIVERED 201</div>
<input type="checkbox"/> 	<b>Holiday offer!</b> sent on: 2013-07-10 08:55 View online <input checked="" type="checkbox"/>	<div>SENT</div> <div>  <div>40</div> </div> <div>DELIVERED 40</div>
<input type="checkbox"/> 	<b>It's Hot!!!</b> sent on: 2013-07-10 08:46 View online <input checked="" type="checkbox"/>	<div>SENT</div> <div>  <div>47</div> </div> <div>DELIVERED 47</div>
<input type="checkbox"/> 	<b>Click and see our offer!</b> sent on: 2013-07-09 09:53 View online <input checked="" type="checkbox"/>	<div>SENT</div> <div>  <div>45</div> </div> <div>DELIVERED 45</div>