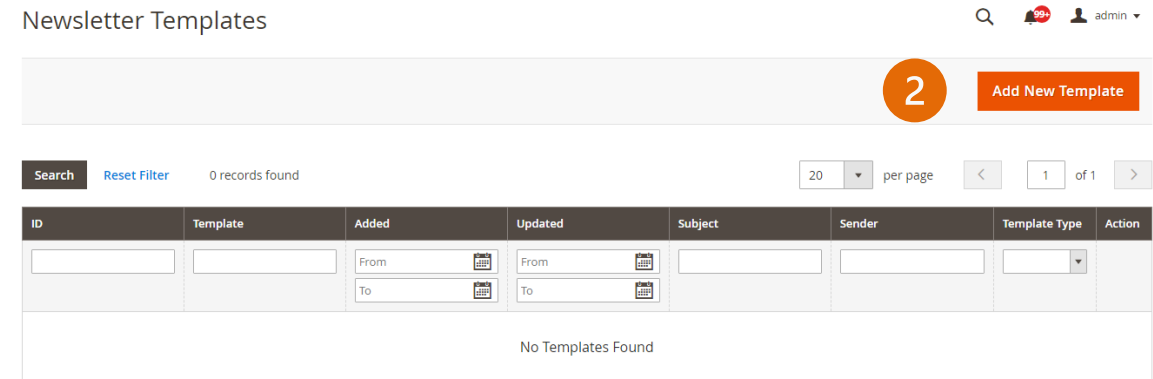
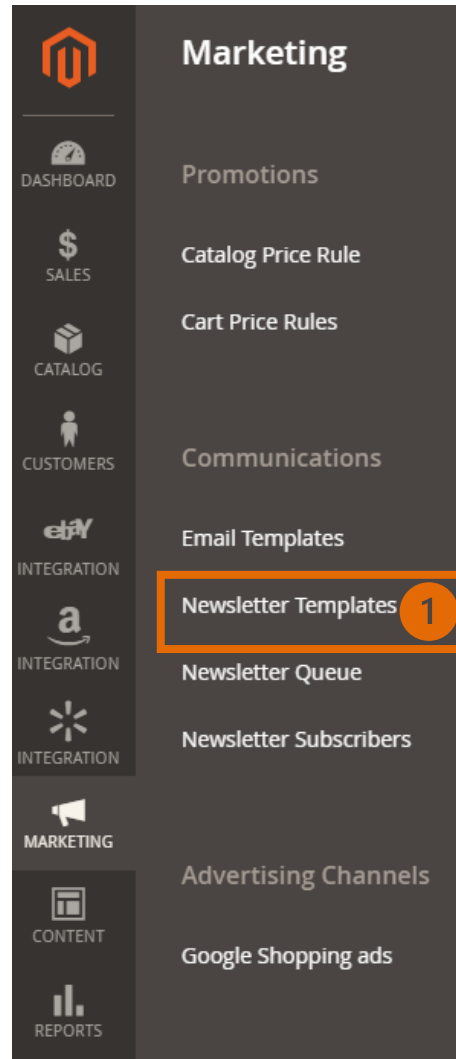


# Sending Emails

## Menu Access: Marketing > Newsletter Templates

Sending emails to your registered shoppers is a great way to get them to come back to your store to shop. Use this feature to promote products and promotions.

1. From the Marketing Menu, choose Newsletter Templates.
2. Then click the “Add New Template” orange button on the top right.



# Sending Emails

## Menu Access: Marketing > Newsletter Templates

1. Name your template.
2. Write a subject line that is eye-catching and will make your shoppers want to open the email.
3. Enter the name you want to appear in their inbox (your business name is best)
4. Enter the email address for your website.
5. Create an email! You can use the menu to create text, add photos, and create links so that your shoppers can click from your email right to your website.
6. When you're done, click the orange "Save Template" button on the top right.

← Back   Reset   Convert to Plain Text   Preview Template   **Save Template**

6

Template Information

1 Template Name \* New Products

2 Template Subject \* Check out what's new today!

3 Sender Name \* CustomerSupport

4 Sender Email \* support@example.com

5 Template Content \* Show / Hide Editor

Paragraph   **B**   *I*   U   [List Icons]   [Link Icon]   [Grid Icon]   Ω

Follow this link to unsubscribe

[{var subscriber.getUnsubscriptionLink\(\)}.](#)

# Sending Emails

## Menu Access: Marketing > Newsletter Templates

1. Once saved, you'll see the template listed on the Newsletter Templates homepage.
2. In the Action column, choose "Preview" to see the email as your customers will see it in their inbox.
3. When you're ready to send it to your registered newsletter shoppers, choose "Queue Newsletter" from the Action drop-down menu. You'll be asked to choose the date to send it (choose today's date to send immediately or choose a date in the future if you want to schedule an email).

Newsletter Templates

Search [Reset Filter](#) 1 records found 20 per page 1 of 1

[Add New Template](#)

✓ The newsletter template has been saved.

ID	Template	Added	Updated	Subject	Sender	Template Type	Action
1	New Products	Nov 3, 2020, 11:22:18 AM	Nov 3, 2020, 11:22:18 AM	Check out what's new today!	MY Online Store [support@example.com]	html	<div style="border: 1px solid #ccc; padding: 2px;"> <span>Queue Newsletter</span>  <span>Preview</span> </div>

# Sending Emails

## Launch Email

One of the **biggest early opportunities** with your new business is emailing all your contacts, friends, and family about your new business!

A **launch email** is a great way to start marketing your business. Contacting the people you know, who support you the most, is always a great idea. You will generate some buzz and they will help share your website and products with the world.

So, start with a well put together launch email covering the details of your new online business and send away!

*See example launch email:*

