EMAIL TEMPLATE CREATION GUIDE

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Creating Email Templates

Once you've gotten the content of your email written, you do not have to worry about the design too much.

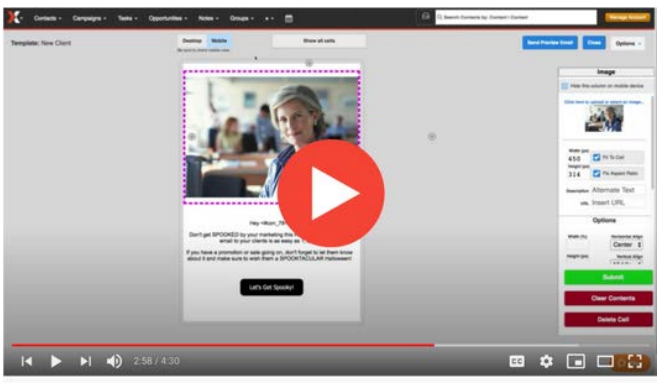
Often simple text can work even better than a beautifully designed email.

Although it doesn't hurt to have a visually appealing one that people would want to click!

These useful videos can show you how to create your own email templates on Sales Nexus:

Easily Create Email Marketing Templates with SalesNexus Company Profile

▶ Watch now



Creating Email Templates in SalesNexus

▶ Watch now

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Here are some tips about creating email templates that you may find useful:

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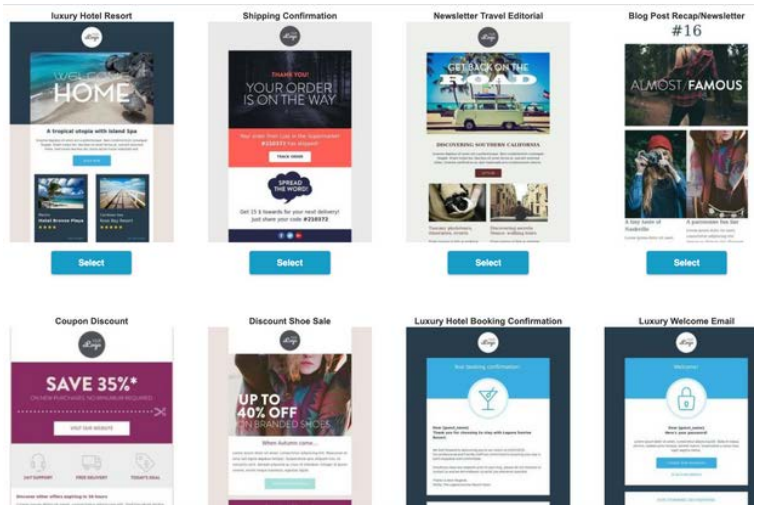
Keep it simple and clean

Don't distract from the main message and call to action.

Getting Started

Select one of the available designs



Don't worry if the design doesn't exactly match what you have in mind - you can edit it as you go along.

Give the template a name.

Use the template design as a guide, but know that you can move the blocks around, remove them, and add to them as you wish.

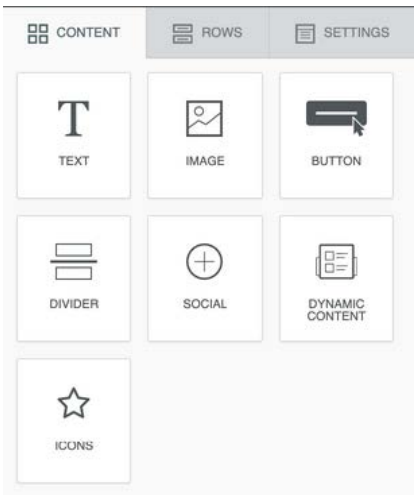
Add

Select a row design - You can have up to six blocks in one row, and adjust the width of each block.

Move

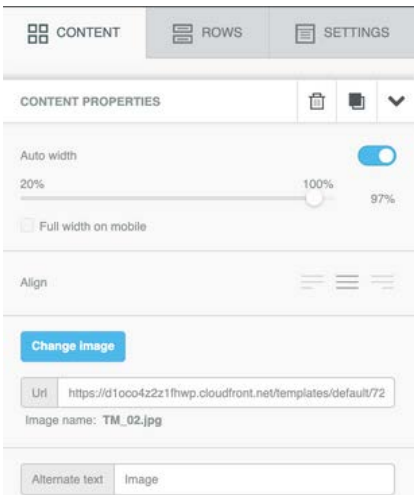
Drag your selected row onto the section you want it in your email.

Then, drag your selected content onto the row.



Edit

Fill out the fields to adjust the size, width, colors, and other details.



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Layout

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Logo

Highlight your brand by adding your logo to your email.
Place it right at the top or bottom so that it is apparent who the email is from.

Background

You can play around with the colors of your email. You may want to include your brand colors as background, button, and divider colors.

Alignment

You can also adjust the width of your email, depending on how big you want it to look on the screen.

Here are some examples

- Right Alignment
- Logo at the top
- Standard white background and black text and hyperlinks
- Social media icons at the bottom

- Center Alignment
- Banner at the top
- Black text with blue accents
- Social Media buttons at the bottom

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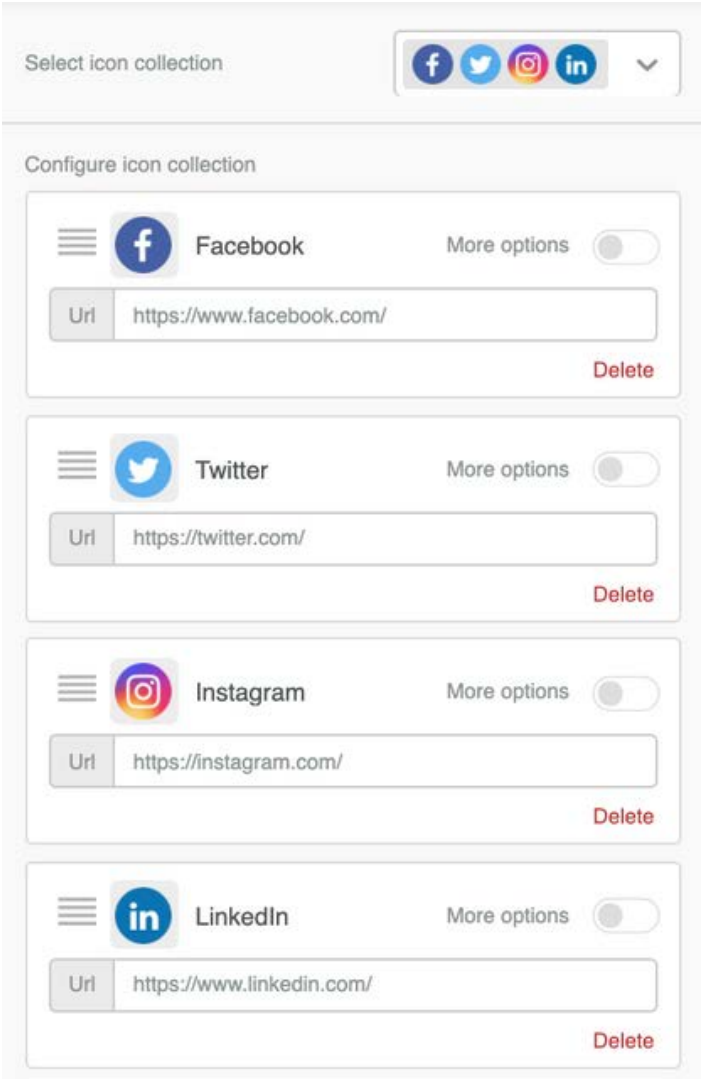

Social Media Icons

Provide lots of ways for your readers to get back to you by adding links to your social media.

Simply choose from the list of icons available, and add the link to your social media account.

Buttons

Use buttons for the call to action so that it stands out.

Buttons have these options:
-Open a webpage
-Send an email
-Make a call
-Send an SMS

Watch the video here!

Register - Save Your Seat!

Start My Free Trial!

YES! I WANT MY FREE COPY

Call now

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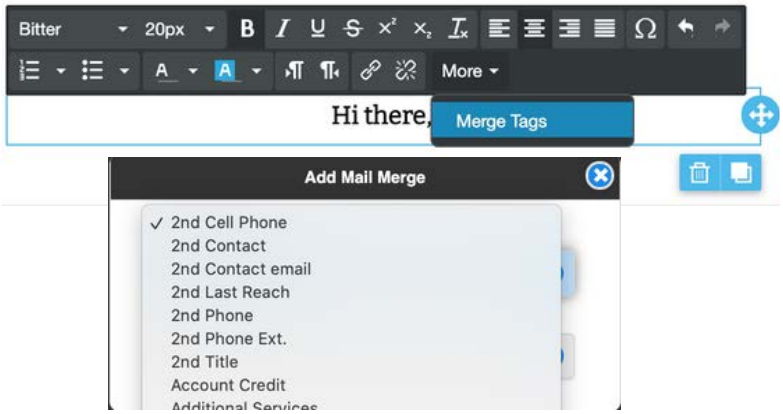
Merge Tags

Personalize it!
Merge tags are used to insert unique user data from your contact list into your emails. You can add details like names, numbers, or addresses.

Even if you're sending out an email to 1,000 different people, adding mail merge codes ensures that those details included are specific to that customer.

Add a merge tag into your text by clicking "MORE" on the tool box, and then "MERGE TAGS". It will then give you a list of fields to choose from.



When inserted into the email draft, it appears as a code.

Hey, <#con_78>

However, once you send that email out to your individual customers, their personal details will be inserted into those fields.

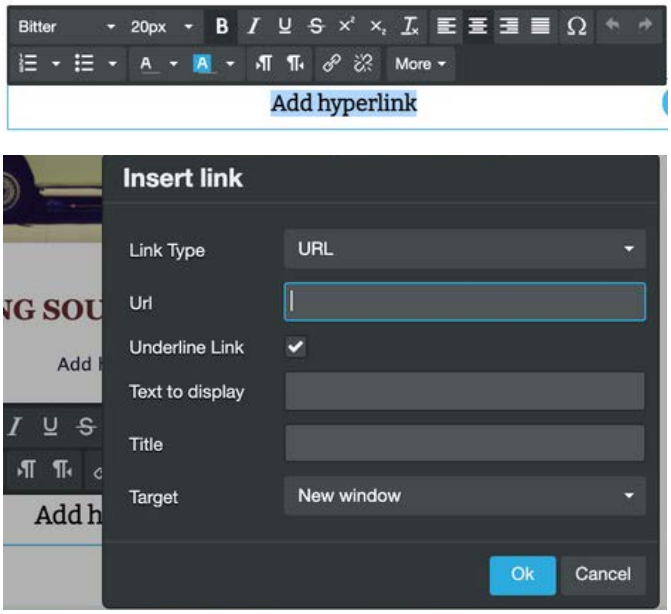
Hey, Alex!

Links

If you don't want to add buttons or images to your email, you can add links directly to your text.

Simply highlight the text you would like to feature, then click "INSERT/EDIT LINK." Then, fill out the fields with the URL and other details.

For example:



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Text

Keep text to a minimum

Your reader will likely only read a couple of sentences before they decide whether or not to delete your email.

Highlight key words

As your reader scans through your email, he or she is probably looking for key words or phrases they could relate to.

Capture their attention and put emphasis on these keywords by using the text tools:

Bold
Underline
Italicize
Font color

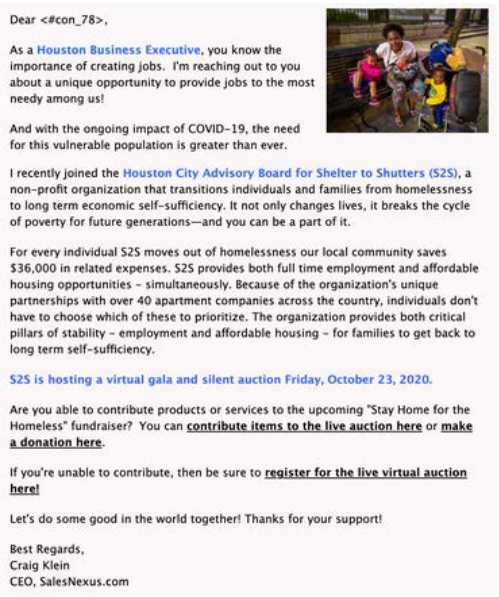
Put enough content

Some email software hide images, or images don't load properly - so there must be enough text to get the message across even without the images.

Focus

Don't overload your email with too much information.
You shouldn't be trying to sell all your products / services in one email.
Emails that are just paragraphs of long text don't come off as appealing.

For example, which of these 2 emails would you prefer reading?



Dear <#con_78>,

As a Houston Business Executive, you know the importance of creating jobs. I'm reaching out to you about a unique opportunity to provide jobs to the most needy among us!

And with the ongoing impact of COVID-19, the need for this vulnerable population is greater than ever.

I recently joined the Houston City Advisory Board for Shelter to Shutters (S2S), a non-profit organization that transitions individuals and families from homelessness to long term economic self-sufficiency. It not only changes lives, it breaks the cycle of poverty for future generations—and you can be a part of it.

For every individual S2S moves out of homelessness our local community saves $36,000 in related expenses. S2S provides both full time employment and affordable housing opportunities - simultaneously. Because of the organization's unique partnerships with over 40 apartment companies across the country, individuals don't have to choose which of these to prioritize. The organization provides both critical pillars of stability - employment and affordable housing - for families to get back to long term self-sufficiency.

S2S is hosting a virtual gala and silent auction Friday, October 23, 2020.

Are you able to contribute products or services to the upcoming "Stay Home for the Homeless" fundraiser? You can contribute items to the live auction here or make a donation here.

If you're unable to contribute, then be sure to register for the live virtual auction here!

Let's do some good in the world together! Thanks for your support!

Best Regards,
Craig Klein
CEO, SalesNexus.com

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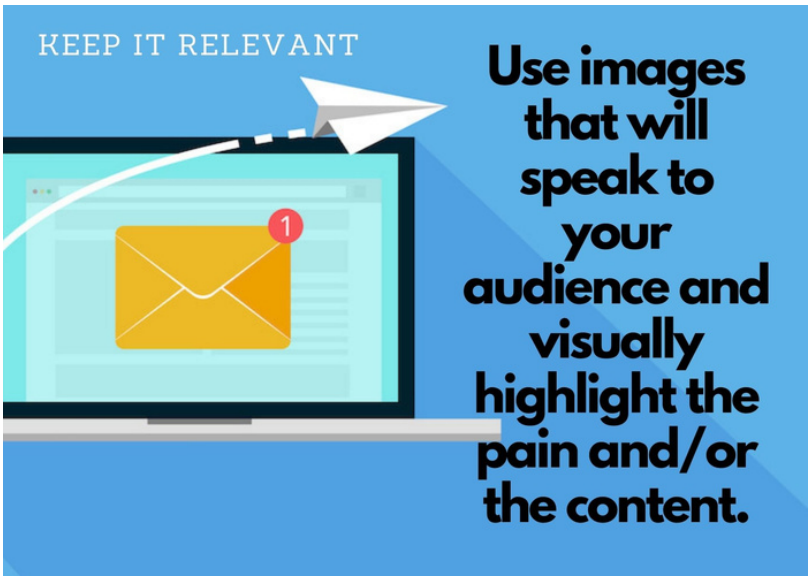
Images



Balance it out

Adding images is a good way to capture your readers' attention. They also add some aesthetic design and color to your email, making it more attractive.
However, you can't rely solely on images. Some email software doesn't show images, so your message should still be clear even with just the text.

Consider size and width

Large images can appear overbearing, while images that are too small may not be noticed or appreciated.

Images with smaller file sizes are better to use

Emails with larger images take longer to load, which means they take longer for your customers to open.

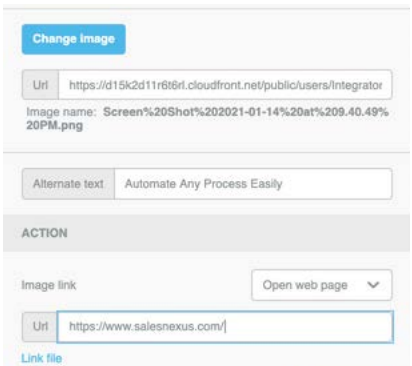
You can adjust your image dimensions on your computer to make your images smaller before you upload them onto the template maker.

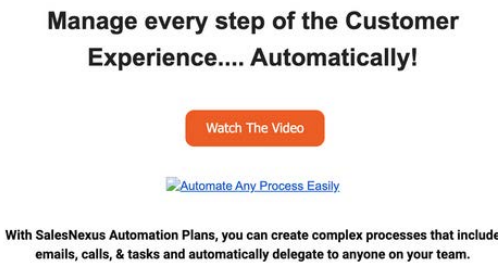
Link every image to your desired content

Make sure you add a URL/link to your images so that when a reader clicks on that image, they will be redirected to the website you added.

Use alternate text

In case your images don't load/appear, the alternate text will show up in place of the image.





Videos

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Videos get 2x the clicks that text links do!

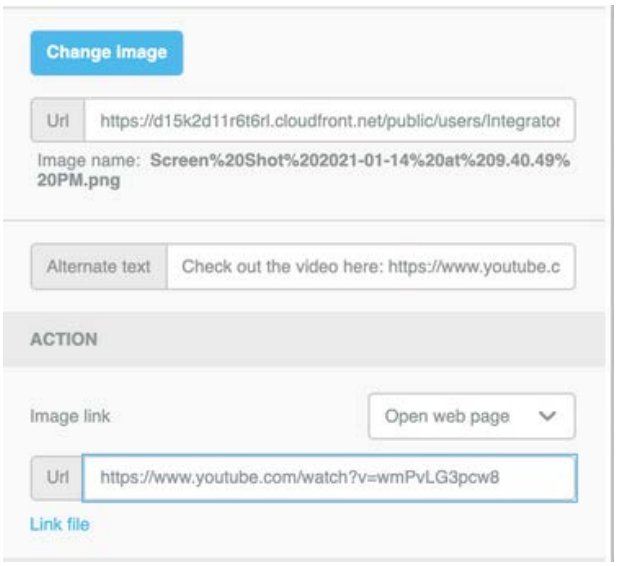
Make it apparent that you are featuring a video

Use a thumbnail image of that video. You can also use a screenshot of the video as seen on Youtube.

Edit the image by placing a play button in the center of it to make it obvious that it is a video.

You might also want to feature your social links to encourage your readers to share, or give a like/follow.

Add Alternative Text

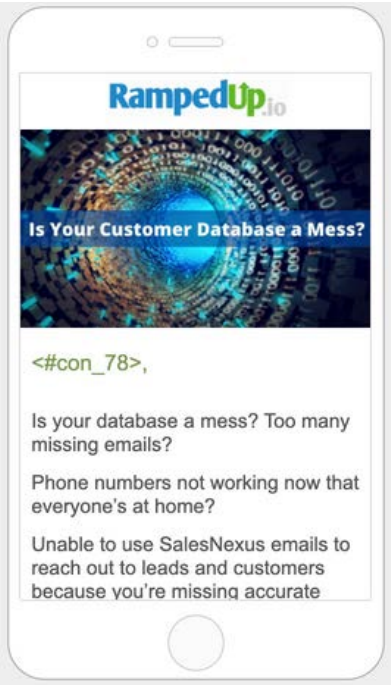


Add the alternative text, which would be a description of the video, or a link to the video - in case the image does not show up.

Make sure to link the thumbnail image to the video URL. Your reader will be redirected to the Youtube video once clicked.

Preview

Have a look at what your completed email looks like by clicking ACTIONS and then PREVIEW.
You'll get to see how the email looks on a desktop computer or laptop, as well as on a mobile device.



The mobile version of the email may change the layout as it adjusts the sizes of images and text to fit a smaller screen.

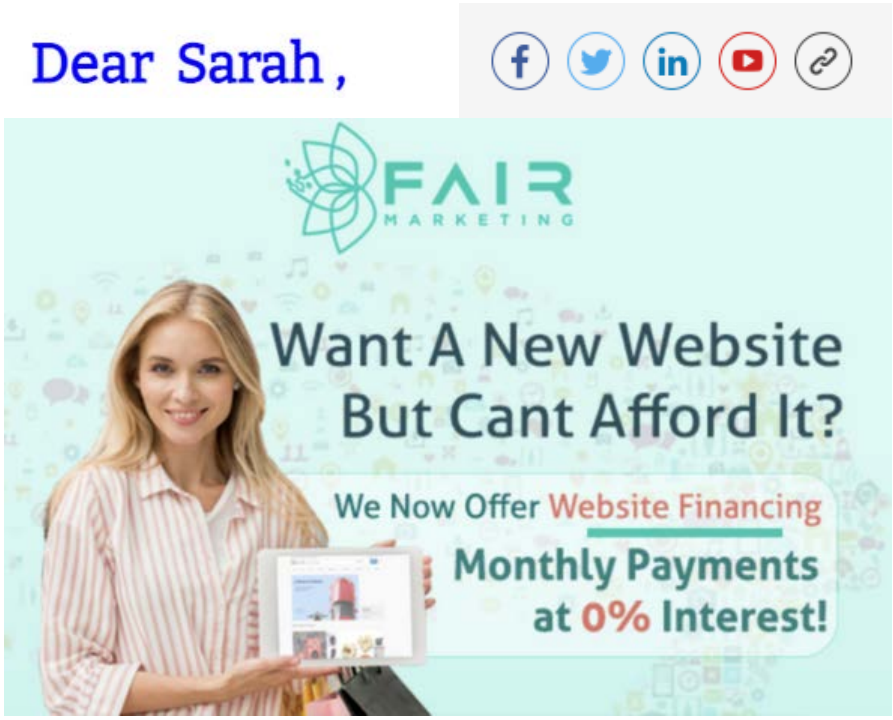
Send a test email

You can send yourself a test email by clicking the "ACTIONS" button, and then "TEST EMAIL".

Check your Spam folder as the test email sometimes lands there.

You will be able to see your email exactly as your customer will receive it.

Here's a quick run-down of things to check for in the test email:



Are the merge tags working?

Do the images appear? If not, is there alternative text in place of it?

If you click on any of the images, are you redirected to your chosen URL?

Are the buttons and links working as they should?

Is your brand logo and social media icons apparent?

Email template checklist

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Go through this checklist to make sure you've got all the elements of the email template down

- [ ] **Logo** — Make it clear who the email is from with your company logo.
- [ ] **Background** — Add your brand colors; make sure they colors don't clash and the text can be clearly read.
- [ ] **Alignment** — Be consistent with your alignment. Choose between left and center alignment.
- [ ] **Social Media Icons** — Add social media icons that link to your social media accounts.
- [ ] **Buttons** — Make your Call to Action stand out with buttons.
- [ ] **Merge Tags** — Personalize your email with merge tags.
- [ ] **Links** — Link to other websites or videos directly from the text.
- [ ] **Text** — Keep text to a minimum and use the tools to emphasize the key words and phrases.
- [ ] **Alternative Text** — Add alternative text to images and videos in case these graphics don't appear
- [ ] **Images** — Visually highlight text content with relevant images that can link to external websites.
- [ ] **Videos** — Feature a video by adding a play button to a thumbnail image.
- [ ] **Preview / Test Email** — Send yourself a test email to make sure your email is just how you want it.

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