



# How-to-instruction on creating an email in SharpSpring

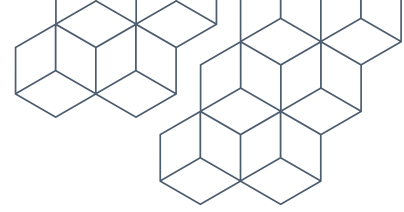
In SharpSpring you have a library of email templates to work from. They are designed with the top newsletters and email design in mind; mobile-first and tested across all email clients. From there you also have the ability to build an email template from scratch with already built modules and components for text, images, etc. Once in production mode of creating your content, you'll find the SharpSpring interface to be an intuitive drag-and-drop experience. You can access your email later either by typing in the name of the email in the left panel or going to Content > Email and going to the folder where you saved your email.

- 1 In SharpSpring's top toolbar, click, Content > Emails.
- 2 Click Create New Email.
- 3 Click a template folder.
- 4 Click + Create Email to use a template.
- 5 Name your email.
- 6 Optionally, if applicable, do the following:
  - 📦 If you have Granular Unsubscribes enabled, choose an unsubscribe category.
  - 📦 Click the Make Available as a Smart Mail in Contact Manager checkbox to send the email as a Smart Mail.
  - 📦 Click the Include "view in browser" link checkbox to have the email open in a browser window.
- 7 Click Add Email.
- 8 Click Save.

## Settings:

You will want to set up the from name, from email address, reply name and reply email address (if different) and subject line





## Testing & Launching:

Once an email has been created, you can test it to see how it looks when it is sent. These tests can be sent to specified test lists and be scheduled to be sent at specific times. Right in the SharpSpring UI you can send the email to Litmus for rendering testing. You can also schedule your message to go out, or launch at that moment. To send a test send to specific address or to yourself, click the three dots on the top right and send a preview message.

## Manipulating the Content and Layout:

The Content and Layout button allows you to access the drag-and-drop function of the email designer. Themed layouts, simple content blocks, and individual content elements are all able to be placed into an email.

Layouts in the Themed tab are prebuilt sections that are used to hold various content blocks.

Content blocks in the Simple tab are premade text or image sections that can be dragged and dropped into layout sections in the email designer.

Items in the Elements tab are, as the name implies, the basic elements that make up a content block. These elements are buttons, text blocks, and images.

Once placed in the email, the content blocks can be customized as needed by using the available features found in the Content Editor.

