



# CLUB CADDIE

a *Jonas* Software Company

Email Marketing Training

Create Your First Email

# Email Marketing Training

## Courses

1. Managing Contacts and Lists in the Email Marketing Tool
- 2. Create your First Email**
3. Send your First Email
4. View tracking reports for your First Email

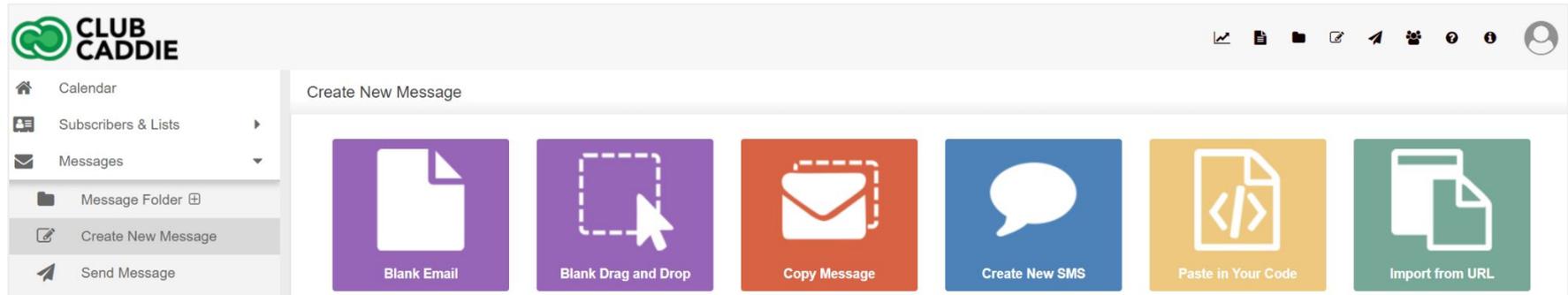
# Create Your First Email



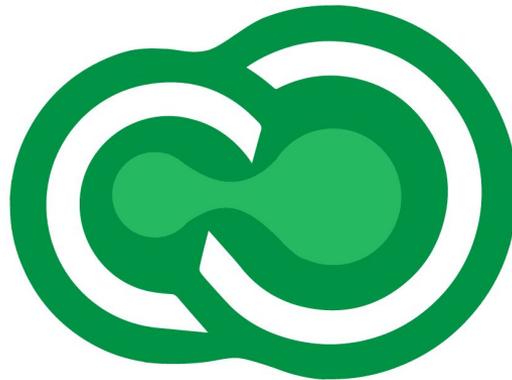
# Create Your First Email

## Create a Message

You can create an email in a few different ways. You can use the drag and drop editor, create a blank email, select a template to customize, or create a copy of a previous message.



# Use the Drag and Drop Editor

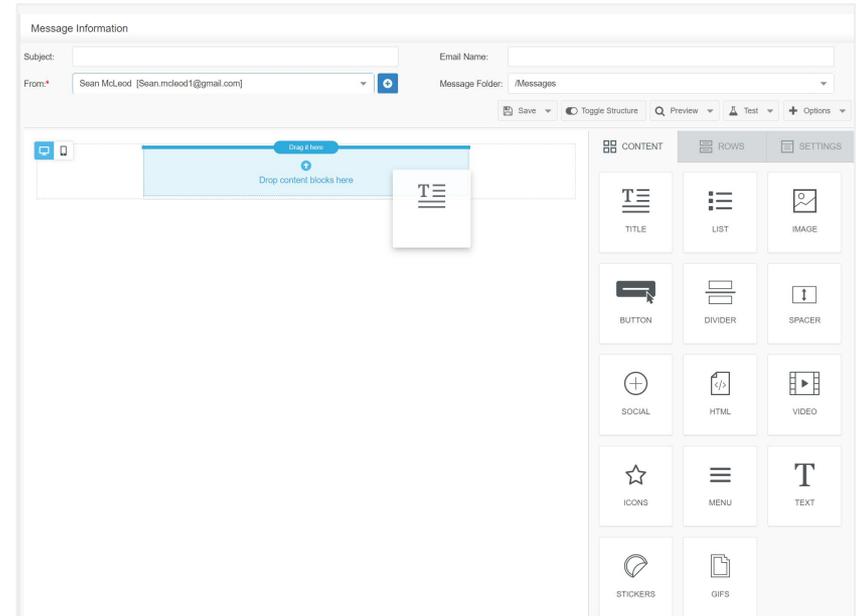


# Create Your First Email

## Create a Drag and Drop Email

To create a blank drag and drop email:

1. Click the Messages folder
2. Click Create New Message
3. Click Blank Drag and Drop Email
4. Learn more about creating messages with the [Drag and Drop Editor](#)

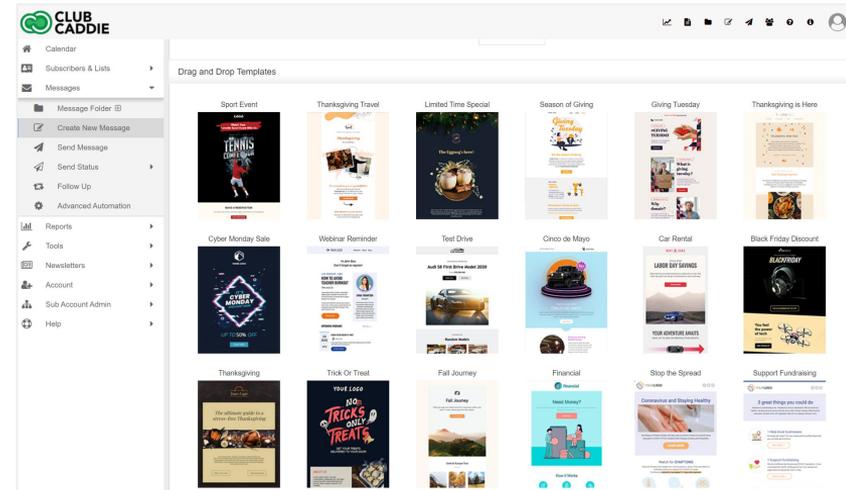


# Create Your First Email

## Use a Drag and Drop Template

To create a drag and drop message from a template:

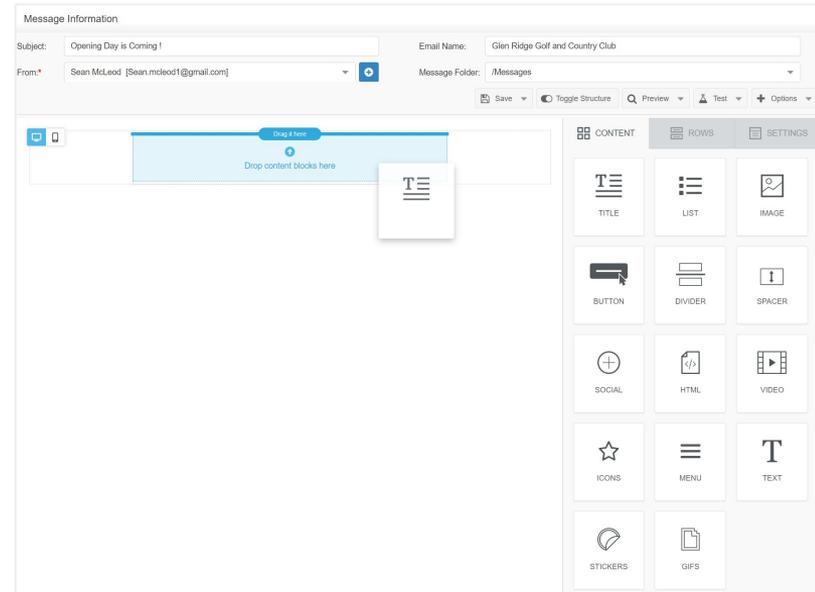
1. Click the Messages folder
2. Click Create New Message
3. Scroll down until you see Default Drag and Drop Templates
4. Click on the thumbnail of the drag and drop template you would like to use
5. Learn more about creating messages with the [Drag and Drop Editor](#)



# Create Your First Email

## Use the Drag and Drop Editor to Create an Email

1. Click the Messages folder.
2. Click Create New Message.
3. Click Blank Drag and Drop Email to create an email from scratch.
4. Type in the Subject and Email Name for your email, and save your change

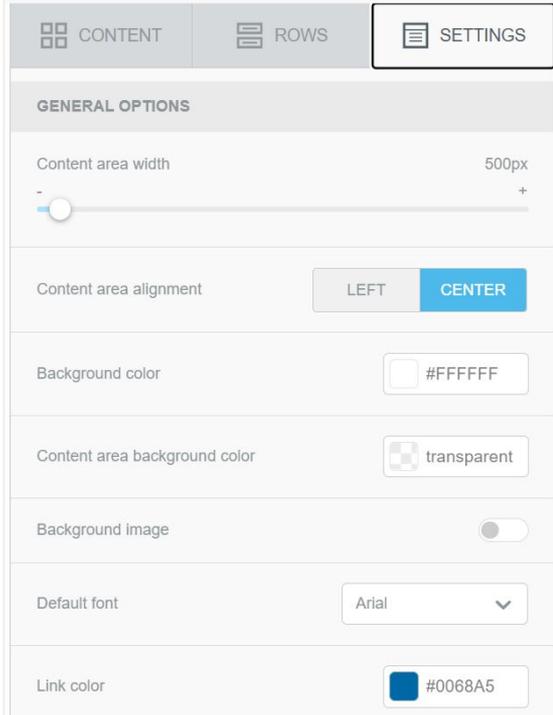


# Create Your First Email

## Drag + Drop Editor - Edit the Styles of the Message

There are three main tabs on the right side of the drag and drop editor: Content, Rows, and Settings. The Settings tab allows you to edit the overall style for the message.

1. Click the Settings tab.
2. Adjust the overall width of the template by clicking on the plus or minus icons next to content area width. By default this starts at 500px, so you may want to increase this up to 600px.
3. Change the background color and/or content area background colors.
4. You can also customize the default font used, and default link color.



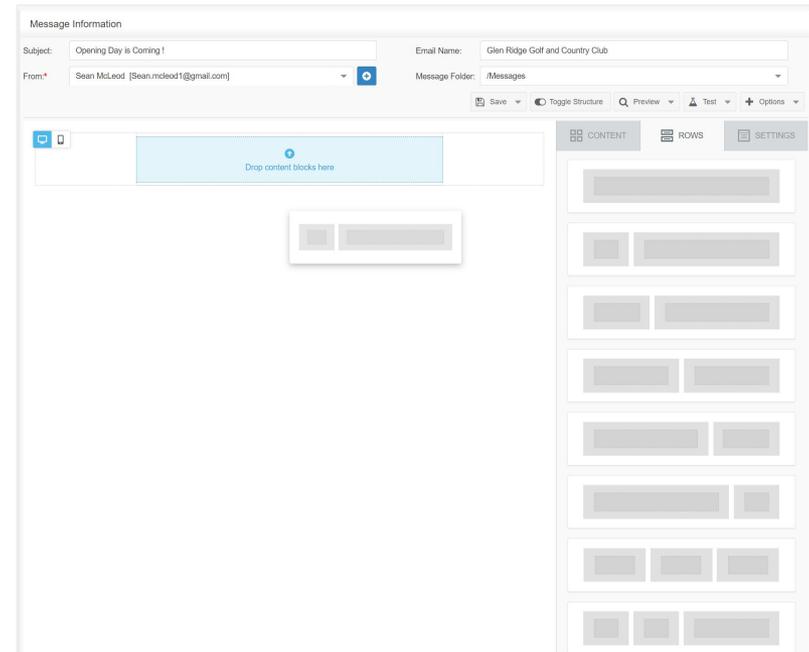
The screenshot shows the 'SETTINGS' tab selected in the editor. The 'GENERAL OPTIONS' section includes:

- Content area width:** A slider set to 500px, with minus and plus icons for adjustment.
- Content area alignment:** Radio buttons for 'LEFT' and 'CENTER', with 'CENTER' selected.
- Background color:** A color picker set to #FFFFFF.
- Content area background color:** A color picker set to 'transparent'.
- Background image:** A toggle switch that is currently turned off.
- Default font:** A dropdown menu set to 'Arial'.
- Link color:** A color picker set to #0068A5.

# Create Your First Email

## Drag + Drop Editor - Add Columns and Rows

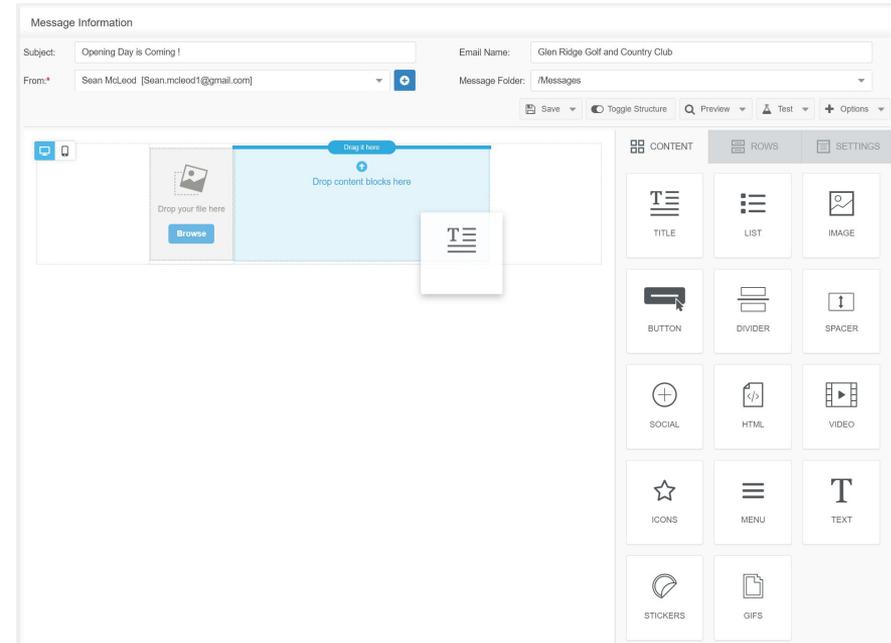
1. Click the Rows tab
2. Select and drag in the number of columns you'd like in each row of the template



# Create Your First Email

## Drag + Drop Editor - Add Content

1. Click the Content tab
2. Drag in the type of content you'd like to add
  1. Text
  2. Images
  3. Button
  4. Divider
  5. Social
  6. Dynamic Content
  7. Custom HTML code

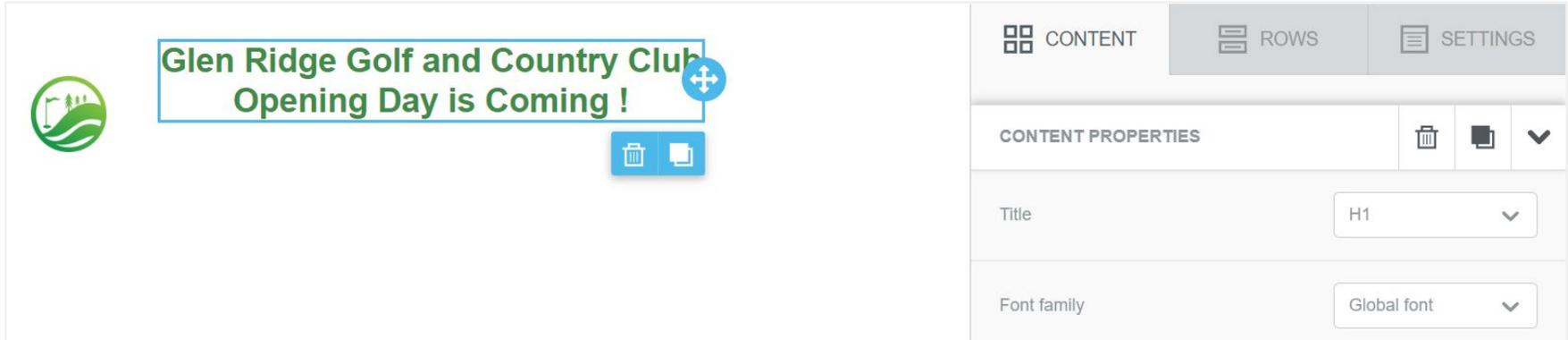




# Create Your First Email

## Drag + Drop Editor - Delete or Copy Content

When you click to highlight a piece of content or a row, you'll see two icons appear. The trashcan allows you to delete that piece of content, and the other icon lets you duplicate that section.



CONTENT		ROWS	SETTINGS
CONTENT PROPERTIES			  
Title	H1 		
Font family	Global font 		

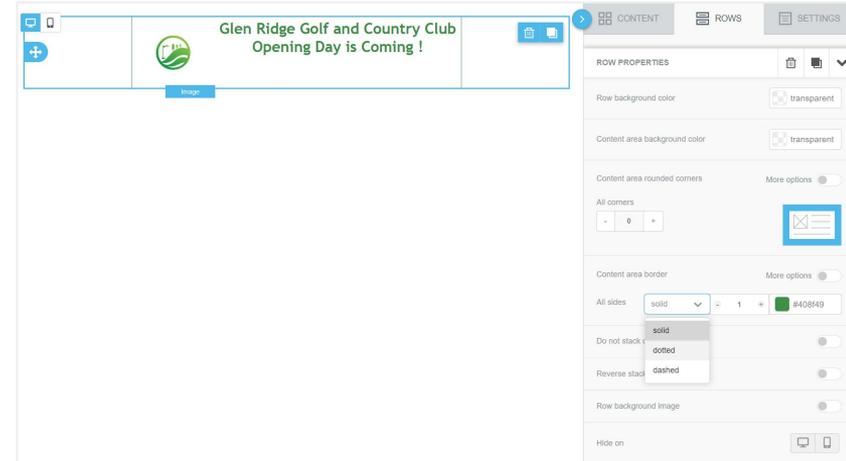
# Create Your First Email

## Drag + Drop Editor - How to Customize Borders

### 1. Add and adjust a border around any email row.

With the drag and drop editor, borders can be added to any email row. That means any structure in the row menu can have a border added along the top, bottom, right, and/or left sides. (For example, a row would be the one column or two column layout)

To add a border around these rows, simply select it, then make adjustments in the border menu on the right.



# Create Your First Email

## Drag + Drop Editor - How to Customize Borders

### 2. Adjust the width, color, and style of any border

The border menu will allow you to fine-tune the color, width, and style of a border. Select a row in the email, then set the border color and change the width.

Content area border More options

All sides solid - 2 +  #408f49

# Create Your First Email

## Drag + Drop Editor - How to Customize Borders

### 3. Add a border that goes around an entire email

In the border menu, turn on more options using the slider in the upper right corner. Now, instead of adding a border just around an entire row, we can select which sides will be bordered: either the top, bottom, right, and/or left sides.

To remove the divider between the first (header) row and the second (body) row, adjust the top and bottom borders of each one. For example, you could select the header row and, in the border menu, decrease the bottom border to 0px. Second, select the body row and decrease the top border to 0px. With the horizontal borders between each row removed, the email should have a border around just the outside.

**ROW PROPERTIES** 🗑️ 📄 ▼

---

Row background color 🎨 transparent

---

Content area background color 🎨 transparent

---

Content area rounded corners More options

All corners 📏

- 0 +

---

Content area border More options

Top	solid ▼	-	1	+	#408f49
Right	solid ▼	-	1	+	#408f49
Bottom	solid ▼	-	1	+	#408f49
Left	solid ▼	-	1	+	#408f49

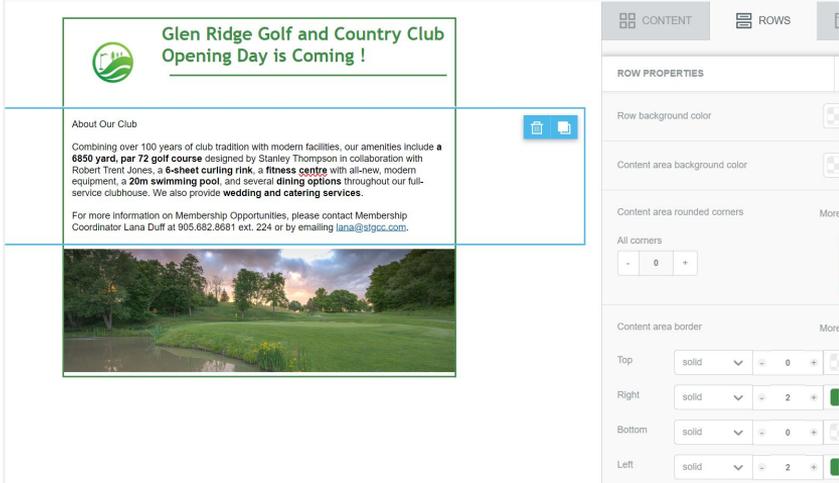
# Create Your First Email

## Drag + Drop Editor - How to Customize Borders

### 4. Add a border (or divider) between rows

Instead of a border around the outside of the email, what if we simply want a horizontal line between the header row and the main content? We can achieve this look in one of two ways. First, we can do the inverse of what we just did. We remove the top, right, and left borders from the first row, but we keep the bottom border only.

A second way of achieving this look is to remove *all* borders and simply drag in a divider from the content menu.



The screenshot displays the Club Caddie email editor interface. It features a table with two rows. The first row is the header, containing a logo and the text "Glen Ridge Golf and Country Club Opening Day is Coming!". The second row is the main content, containing text about the club and a photograph of a golf course. The right sidebar shows the "ROW PROPERTIES" panel, which includes options for "Row background color", "Content area background color", "Content area rounded corners", and "Content area border". The "Content area border" section is expanded, showing settings for Top, Right, Bottom, and Left borders, all set to "solid" with a width of 2 pixels.

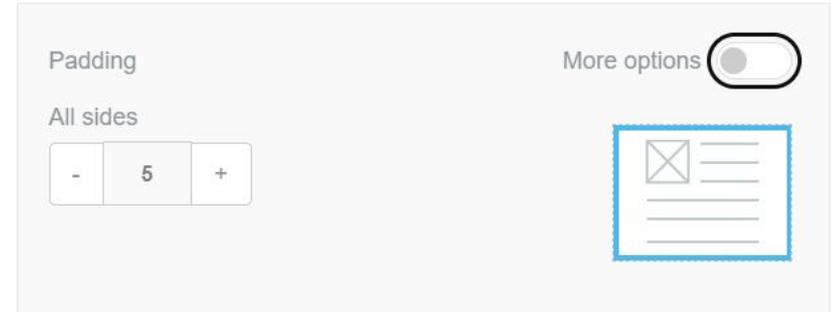
# Create Your First Email

## Drag + Drop Editor - How to Customize Padding

Padding can be adjusted around any email row or content element. This means you can increase or decrease the padding along the top, bottom, right, and/or left sides of any text block, image, or button, or even an entire row or column.

### 1. Adjust the padding around a structure such as a row or column of content

If you see content in the main body of the email crowd against the right and left borders without any space between them, simply select it, then make adjustments in the padding menu on the right.



# Create Your First Email

## Drag + Drop Editor - How to Customize Padding

### 2. Adjust the padding around a specific piece of content (like a button, image, or text block)

Padding can be adjusted at the content level, too. This means we can select almost anything in the email—like a logo, navigation text, header text, images, or button—and increase or decrease the padding around any of its sides.

Simply select the item you want to adjust. Once it's highlighted, the same padding menu appears at the right. Turning on more options will allow you to add more padding to specific sides.



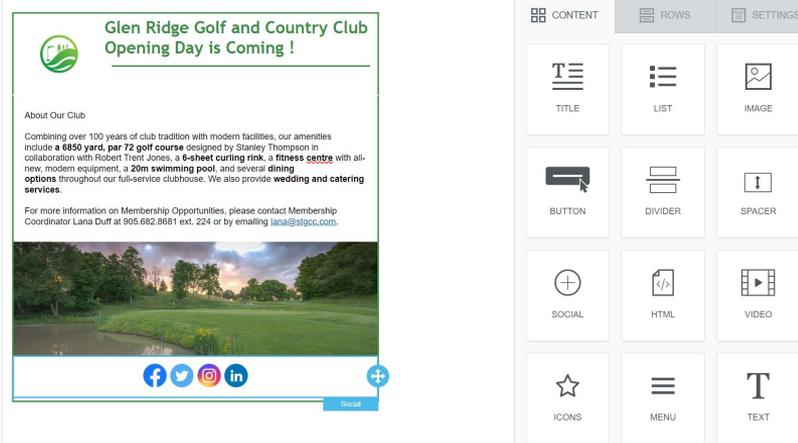
# Create Your First Email

## Drag + Drop Editor - How to Customize Social Icons

### 1. Position your social media icons

Most brands place social media icons at the header or footer of an email where readers instinctively look for standard info found in menus, like contacts and social media links. Design-wise, and from a message-comprehension point of view, it makes sense to place social media buttons at the opening or close of your email where they aren't interrupting the flow of your central message.

To add social media buttons to any email, simply go to the *Content* menu and drag and drop the Social content block into your email's row.



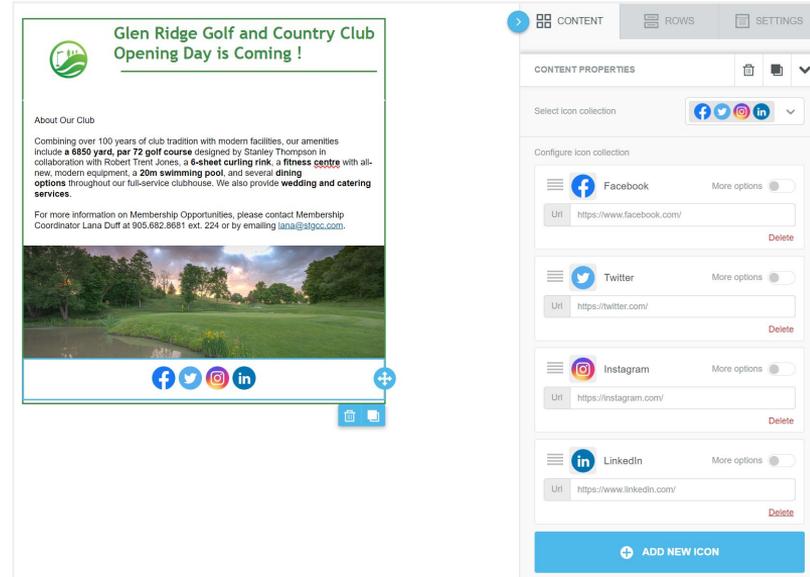
The screenshot displays the Club Caddie drag-and-drop editor interface. On the left, a preview of an email is shown. The email content includes a header with a logo, a sub-header, a paragraph of text about club amenities, and a large image of a golf course. At the bottom of the email, there is a 'Social' block containing icons for Facebook, Twitter, Instagram, and LinkedIn. On the right, a 'CONTENT' menu is visible, showing various blocks: TITLE, LIST, IMAGE, BUTTON, DIVIDER, SPACER, SOCIAL, HTML, VIDEO, ICONS, MENU, and TEXT. The 'SOCIAL' block is highlighted in blue.

# Create Your First Email

## Drag + Drop Editor - How to Customize Social Icons

### 2. Add and remove social media icons

Now that the social media buttons are positioned in the email, click on them to activate the *Content Properties* menu to make changes. Click the trashcan icon on an icon to delete it. Then, select “Add new icon” and browse for the ones you'd like to add.



The screenshot displays the email editor interface. On the left is a preview of an email titled "Glen Ridge Golf and Country Club Opening Day is Coming!". The email content includes a logo, a heading, a paragraph about club amenities, a contact information paragraph, a landscape image, and a row of social media icons (Facebook, Twitter, Instagram, LinkedIn) with a plus sign for adding more. On the right is the "CONTENT PROPERTIES" configuration panel. It shows a "Select icon collection" dropdown with social media icons. Below is a "Configure icon collection" section with four entries: Facebook, Twitter, Instagram, and LinkedIn. Each entry has a "More options" toggle, a "Uri" input field with a pre-filled URL, and a "Delete" button. At the bottom of the panel is a blue "ADD NEW ICON" button.

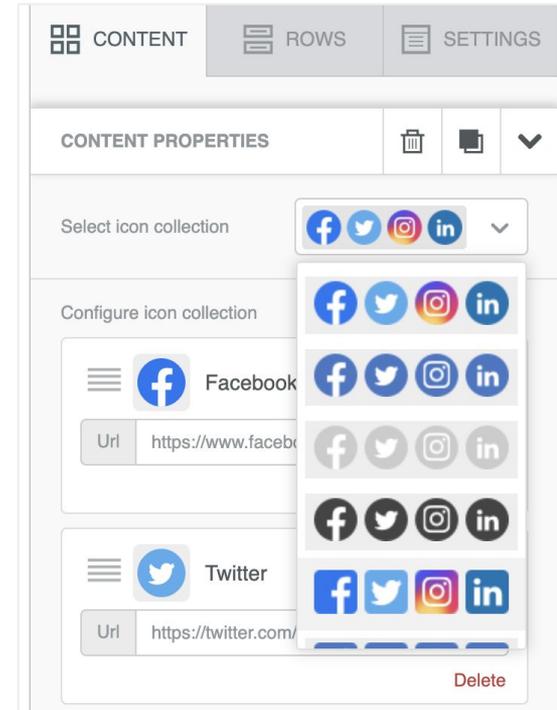
# Create Your First Email

## Drag + Drop Editor - How to Customize Social Icons

### 3. Customize the social media icons

Remember to link each social media icon to the appropriate account. Simply click “Edit” for each icon and add the appropriate URL.

Now that we have the buttons we need, we can format them in one easy step. The *Select icon collection* option is the first formatting choice in the *Content Properties* menu. From this menu, you can select the style of social media icons to use.

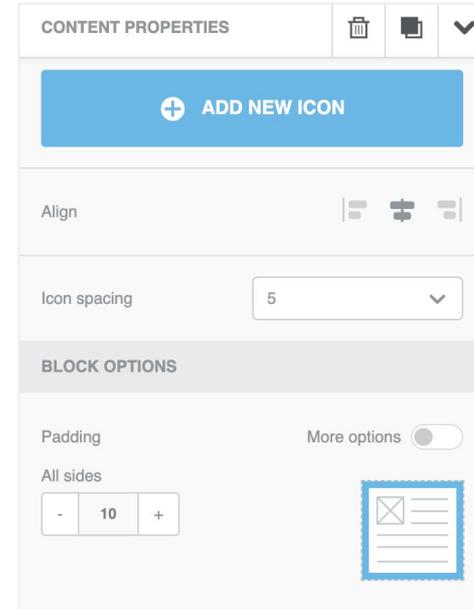


# Create Your First Email

Drag + Drop Editor - How to Customize Social Icons

## 4. How to apply alignment, spacing, and padding

Back in the *Content Properties* menu, beneath the collection customization options, you have three more properties to configure: Align, Icon spacing, and Padding.

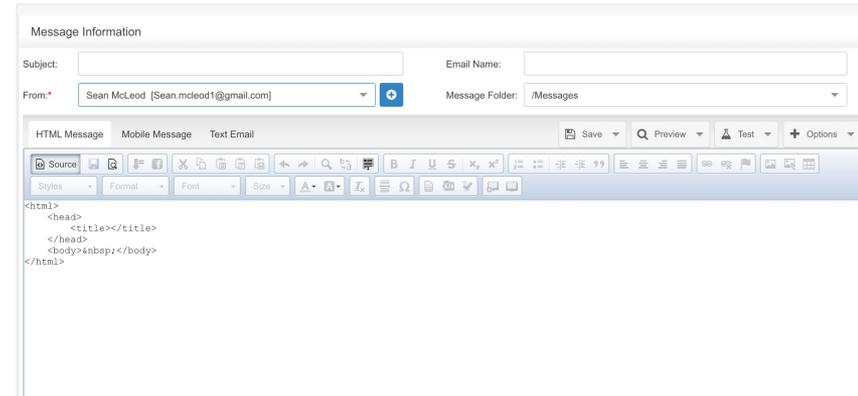


# Create Your First Email

## Use Custom HTML to Create an Email

To create a blank email:

1. Click the Messages folder
2. Click Create New Message
3. Click Blank Email to create an email from scratch (You can edit the email using HTML by clicking on the Source button on the top left of the toolbar.)
4. OR click Paste in Your Code if you want to directly paste your HTML code into the editor. (To preview your email in the WYSIWYG editor after pasting in your HTML code, click Source)
5. Click Save



# Create Your First Email

## Insert Email Content

1. Type in the Subject and Name of your email
2. Enter the body of your email in the large box. You can format it using the tools below.
3. To save your progress, click Save. Or, when complete, click Save and Close.
4. To send a test email, click the Send Test Email button.

Message Information

Subject:  Email Name:

From:\*   Message Folder:

HTML Message  Mobile Message  Text Email

 Save

Hi Stan,

Thanks you for your interest in joining the Glen Ridge Golf and Country Club.

Before we meet next week for your tour of the facility we'd love to tell you a bit about our Club. Combining over 100 years of club tradition with modern facilities, our amenities include a 6850 yard, par 72 golf course designed by Stanley Thompson in collaboration with Robert Trent Jones, a 6-sheet curling rink, a fitness centre with all-new, modern equipment, a 20m swimming pool, and several dining options throughout our full-service clubhouse. We also provide wedding and catering services.

For more information on Membership Opportunities, please contact Membership Coordinator Lana Duff at 905.682.8681 ext. 224 or by emailing [lanad@grgcc.com](mailto:lanad@grgcc.com).

Kind regards,

Sean McLeod  
General Manager

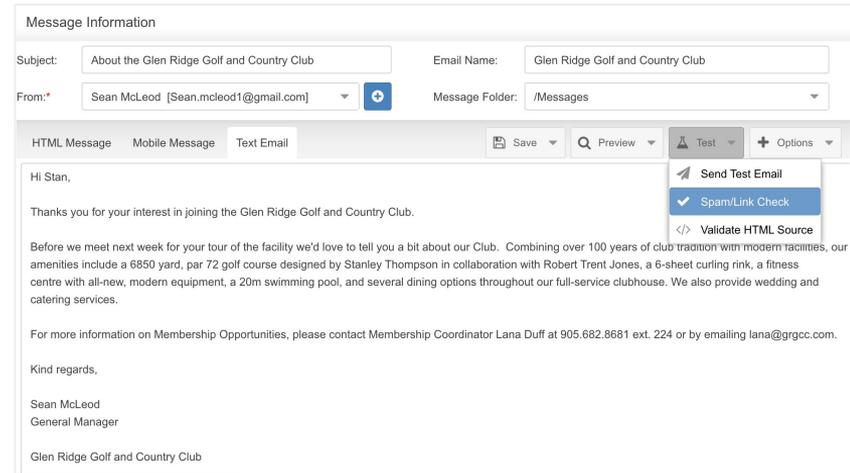
Glen Ridge Golf and Country Club

# Create Your First Email

## Spam Report / Link Verification Tool

You can also check the quality of your email to find broken links and check for spam indicators. To do this:

1. Click Test, then Spam / Link Check. The dialogue box appears letting you know the results of the test. You will receive a spam score based on a scale of 100.



The screenshot shows an email client interface for an email from Sean McLeod to Stan. The 'Test' menu is open, and 'Spam/Link Check' is selected. The email content includes a thank you message and details about the Glen Ridge Golf and Country Club.

Message Information

Subject: About the Glen Ridge Golf and Country Club      Email Name: Glen Ridge Golf and Country Club

From: Sean McLeod [Sean.mcleod1@gmail.com]      Message Folder: /Messages

HTML Message    Mobile Message    Text Email    Save    Preview    Test    Options

Hi Stan,

Thanks for your interest in joining the Glen Ridge Golf and Country Club.

Before we meet next week for your tour of the facility we'd love to tell you a bit about our Club. Combining over 100 years of club tradition with modern facilities, our amenities include a 6850 yard, par 72 golf course designed by Stanley Thompson in collaboration with Robert Trent Jones, a 6-sheet curling rink, a fitness centre with all-new, modern equipment, a 20m swimming pool, and several dining options throughout our full-service clubhouse. We also provide wedding and catering services.

For more information on Membership Opportunities, please contact Membership Coordinator Lana Duff at 905.682.8681 ext. 224 or by emailing lana@grgcc.com.

Kind regards,

Sean McLeod  
General Manager

Glen Ridge Golf and Country Club

Send Test Email  
Spam/Link Check  
Validate HTML Source