



# CLUB CADDIE

a *Jonas* Software Company

Email Marketing Automation Training

Edit Footers

# Email Marketing Automation Training

## Courses

1. Advanced Automation
2. Content Blocks + Dynamic Content
- 3. Edit Footers**
4. Automated Messages
5. Survey Creator
6. Site Visitor Signup Box
7. Template Editor

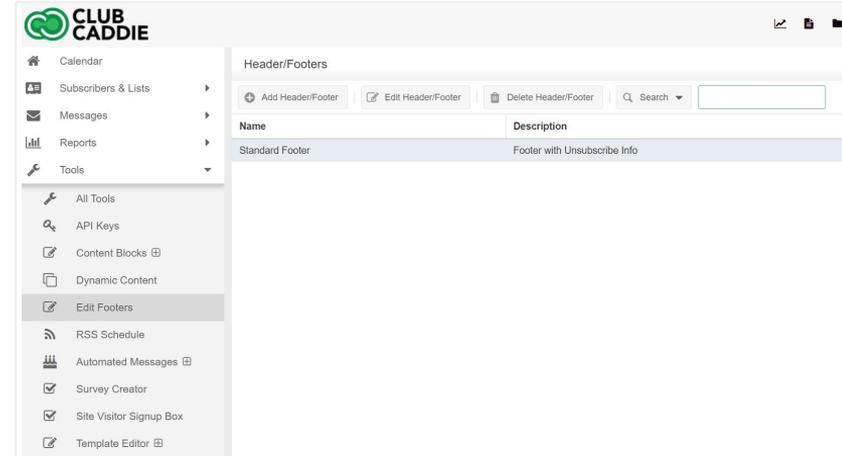
# Edit Footers



# Edit Footers

Footers appear at the end of every email sent out. The footer includes a link to Unsubscribe and company information, as per SPAM regulations. To edit the footer, please follow the steps below. Please talk to your account administrator if you cannot access the Edit Footer tool.

1. Click **Tools**
2. Click **Edit Footers**
3. Double click a footer entry or click **Add Header/Footer** to add a new one
4. Enter an appropriate name and description
5. The **HTML Footer** will appear at the bottom of the HTML emails
6. The **Text Footer** will appear at the bottom of emails seen as text only
7. The other tabs are for editing unique footers as well as the default header (Learn more: [Edit Headers](#))



# Edit Footers

Use custom fields to display the proper information, making sure to include a link to unsubscribe as well as your company's information

Click **Save**

Field	Variable
Email Address of Recipient	%%email%%
Company Display Name (populated from Account Preferences)	%%cemaildisplayname%%
Company Address (populated from Account Preferences)	%%cstreet%% %%ccity%% %%cstate%% %%czip%%
"Profile Center" with link added around text	%%profilecenter%%
Profile Center Link Only	%%profilecenter_link%%
"Unsubscribe" with link added around text	%%unsubscribe%%
Unsubscribe Link Only	%%unsubscribe_link%%
Unsubscribe Link Only with no "http://"	%%unsubscribe_lo%% OR %%unsubscribe_link_nohttp%%
One Click Unsubscribe	%%unsubscribeoc%%
Forward to a Friend Link	%%fwtf%%
Forward to a Friend Link Only	%%fwtf_link%%
Forward to a Friend Link Only with no "http://"	%%fwtflo%% OR %%fwtf_link_nohttp%%
View as Webpage Link Only	%%viewaswebpage_link%%

# Select a Default Company Footer

1. Open the **Account Folder**
2. Click **Account Preferences**
3. Find the Options section and select a **Default Footer**
4. Click **Save**

Profile Center Information

Profile Center Logo:  [Browse Server](#)

Profile Center Color:

Options

Enable exclusion lists:

Default Subscription Form URL:

Default Footer:

Advanced Options

[Edit Company CSS](#) [Edit Company Settings](#) [Generic Unsubscribe](#) [Integration Options](#)

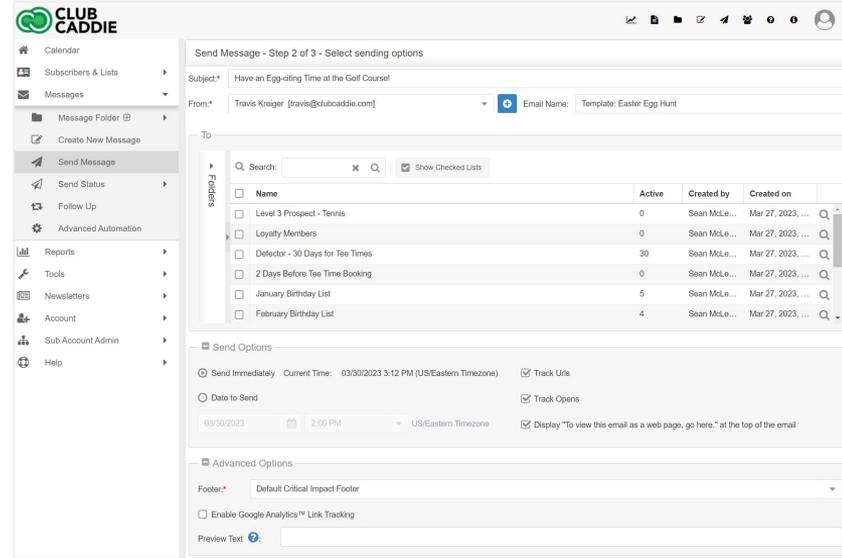
[Google Analytics Settings](#)

Enable Subscriber Score:

[Save](#) [Close](#)

# Select a Footer Unique for a Specific Send

1. Follow the steps to [Send a Message](#) until you reach Step 2 of 3 where you select the Subject, From address, and lists to send to
2. Find the section at the bottom of the screen called **Advanced Options**
3. Click the arrow next to Advanced Options to expand the section
4. Select the Footer from the drop down Footer menu



**CLUB CADDIE**

Send Message - Step 2 of 3 - Select sending options

Subject\* Have an Egg-cling Time at the Golf Course!

From\* Travis Kreiger [travis@clubcaddie.com] Email Name: Template: Easter Egg Hunt

To

Search:  Show Checked Lists

Name	Active	Created by	Created on
<input type="checkbox"/> Level 3 Prospect - Tennis	0	Sean McL...	Mar 27, 2023, ...
<input type="checkbox"/> Loyalty Members	0	Sean McL...	Mar 27, 2023, ...
<input type="checkbox"/> Deflector - 30 Days for Tee Times	30	Sean McL...	Mar 27, 2023, ...
<input type="checkbox"/> 2 Days Before Tee Time Booking	0	Sean McL...	Mar 27, 2023, ...
<input type="checkbox"/> January Birthday List	5	Sean McL...	Mar 27, 2023, ...
<input type="checkbox"/> February Birthday List	4	Sean McL...	Mar 27, 2023, ...

Send Options

Send Immediately Current Time: 03/30/2023 3:12 PM (US/Eastern Timezone)  Track Uns

Date to Send  Track Opens

03/30/2023 2:00 PM US/Eastern Timezone  Display "To view this email as a web page, go here." at the top of the email

Advanced Options

Footer\* Default Critical Impact Footer

Enable Google Analytics™ Link Tracking

Preview Text