

Emma Email's Drag-And-Drop Editor & UWM's New Base Template

Updated April 2023



In this presentation:

- What has changed?
- Using the new editor
- Using the new base template
- Tips and how-tos
- MarComm email marketing support services

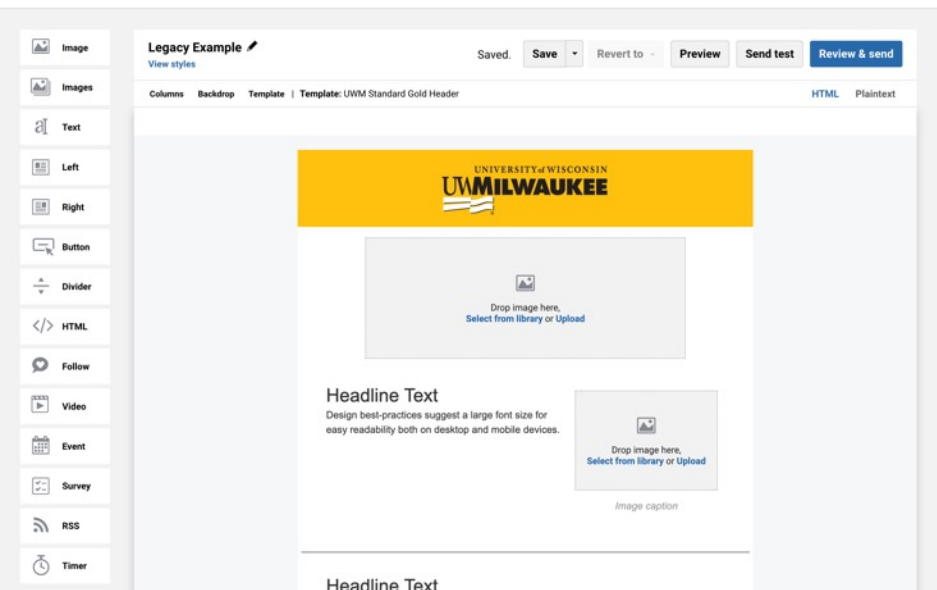
Editor Overhaul

What is Emma's "editor" and how is the new version different from what I'm used to using?

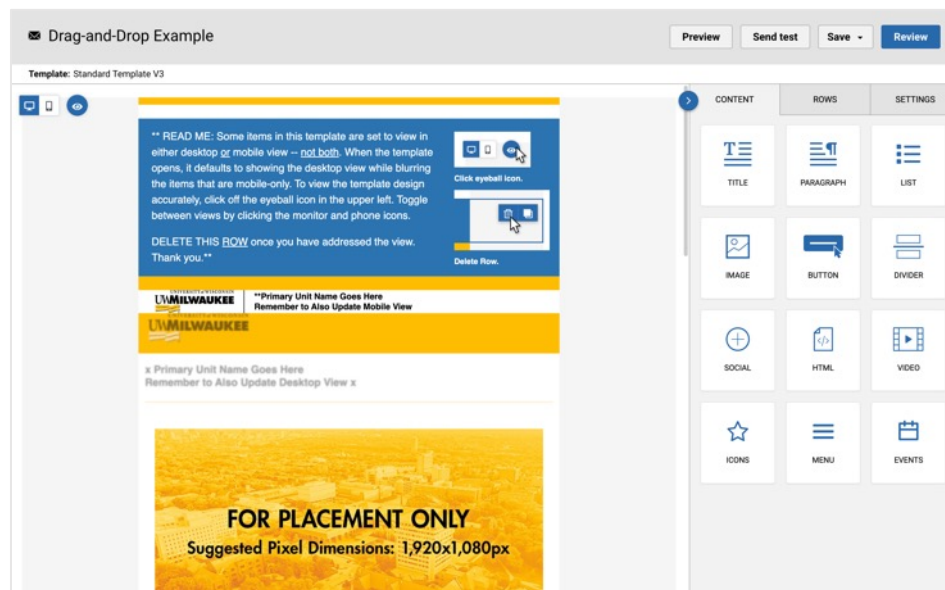
What is an “editor?”

In Emma, the editor is the tool that we use to construct an email.

Legacy (old) editor



Drag-and-drop (new) editor



What has changed?

Some of the significant changes in the new editor include:

- **Rows** with **columns** are used to structure emails
- More streamlined **content block** options
- Changes are **autosaved**
- **Undo-redo** options as well as change history
- There is **no access to HTML code**
- **Mobile design mode** allows you to not only design the email while it's in the mobile format, but also modify the design specifically for mobile or desktop

Resource: Emma Support article [*What's changed in the new drag and drop editor*](#)

Constructing Your Email Using the New Drag-and-Drop Editor

Understanding rows, columns
and content blocks

Rows, Columns and Content Blocks

Allowing for modular, responsive email structure

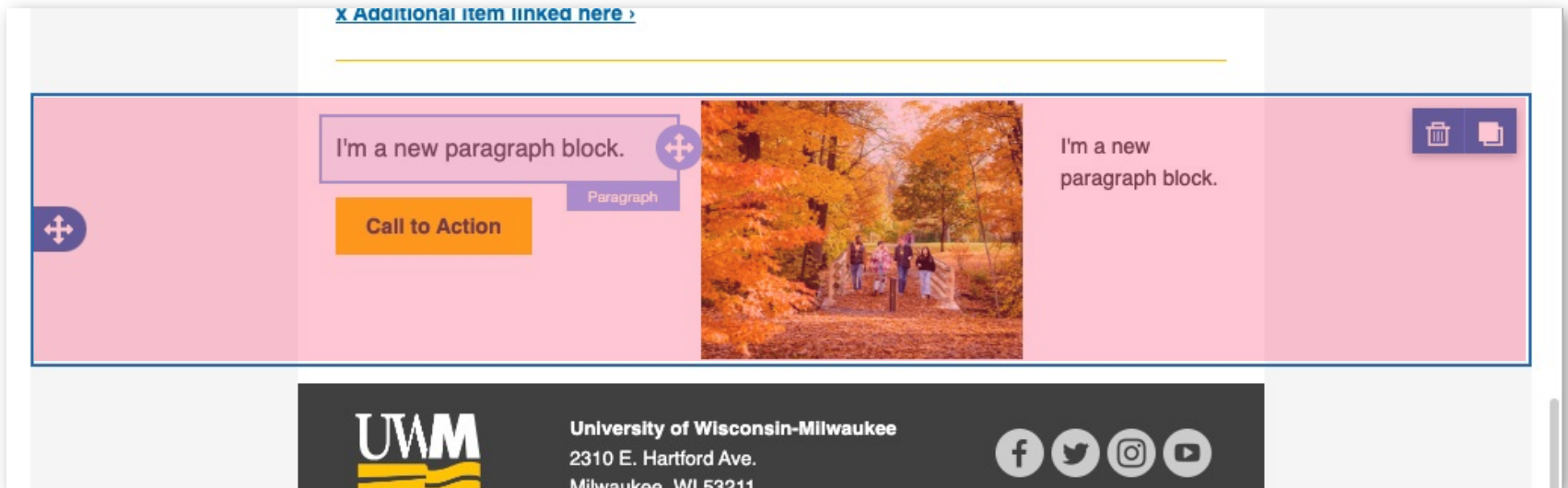
- **Rows** are containers that span horizontally across the email design.
- **Columns** divide rows vertically. You can specify a different number of columns for each row, from 1 to 6 columns.



Rows, Columns and Content Blocks

Allowing for modular, responsive email structure

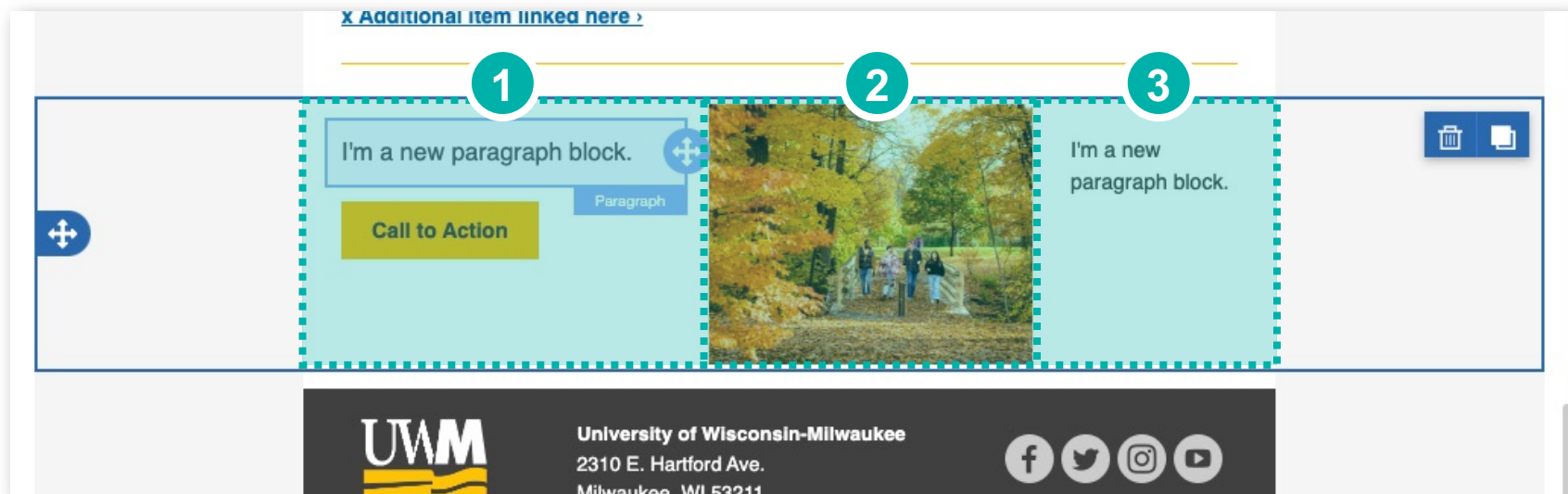
- One horizontal **row**



Rows, Columns and Content Blocks

Allowing for modular, responsive email structure

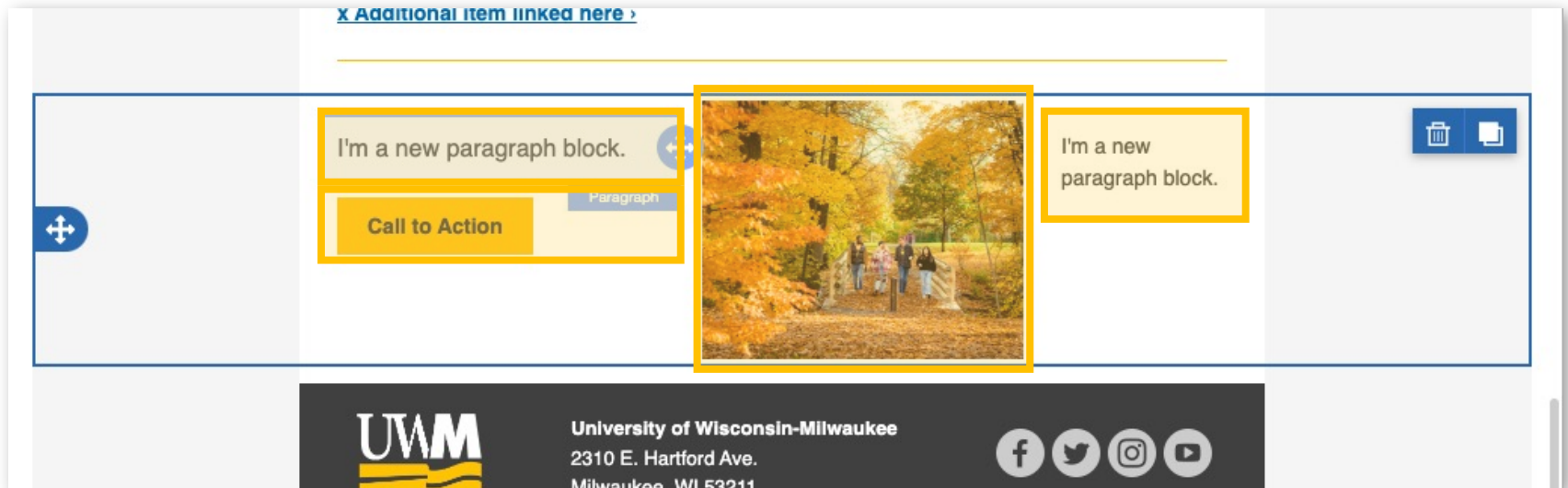
- Three **columns** divide the row vertically



Rows, Columns and Content Blocks

Allowing for modular, responsive email structure

- **Content blocks** can be stacked vertically within the columns

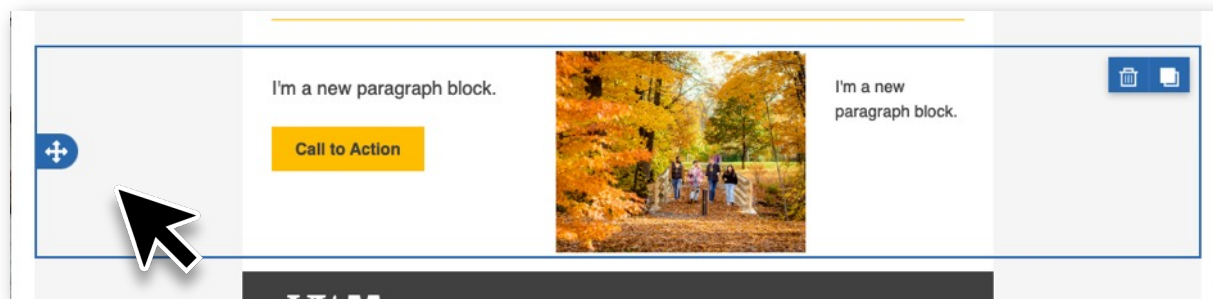


Interacting with Rows vs. Content

Knowing where to click to select a row or content block

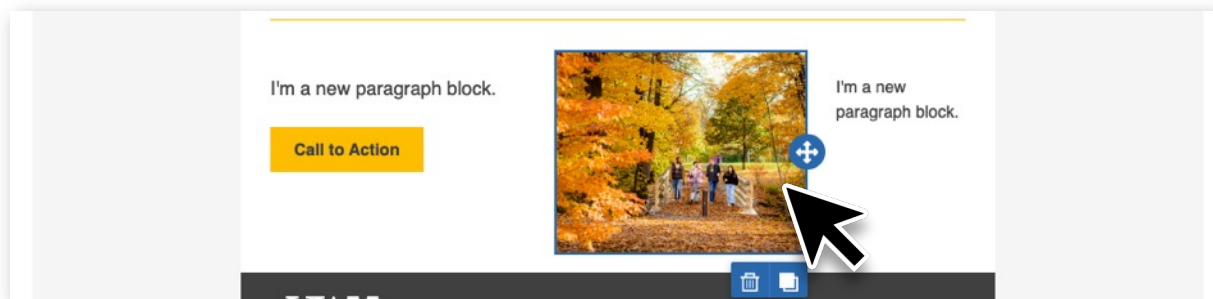
Selecting a Row

Click outside of the body of the email. A blue border will surround the entire horizontal section, including the background on either side of the body of the email.



Selecting a Content Block

Click inside the area of the content that you want to interact with. A blue border will surround that single element.



Interacting with Rows vs Content

Moving, deleting and duplicating rows and content blocks

Once selected, blue tabs will be visible along the edges of your row or content block.

Use these to:



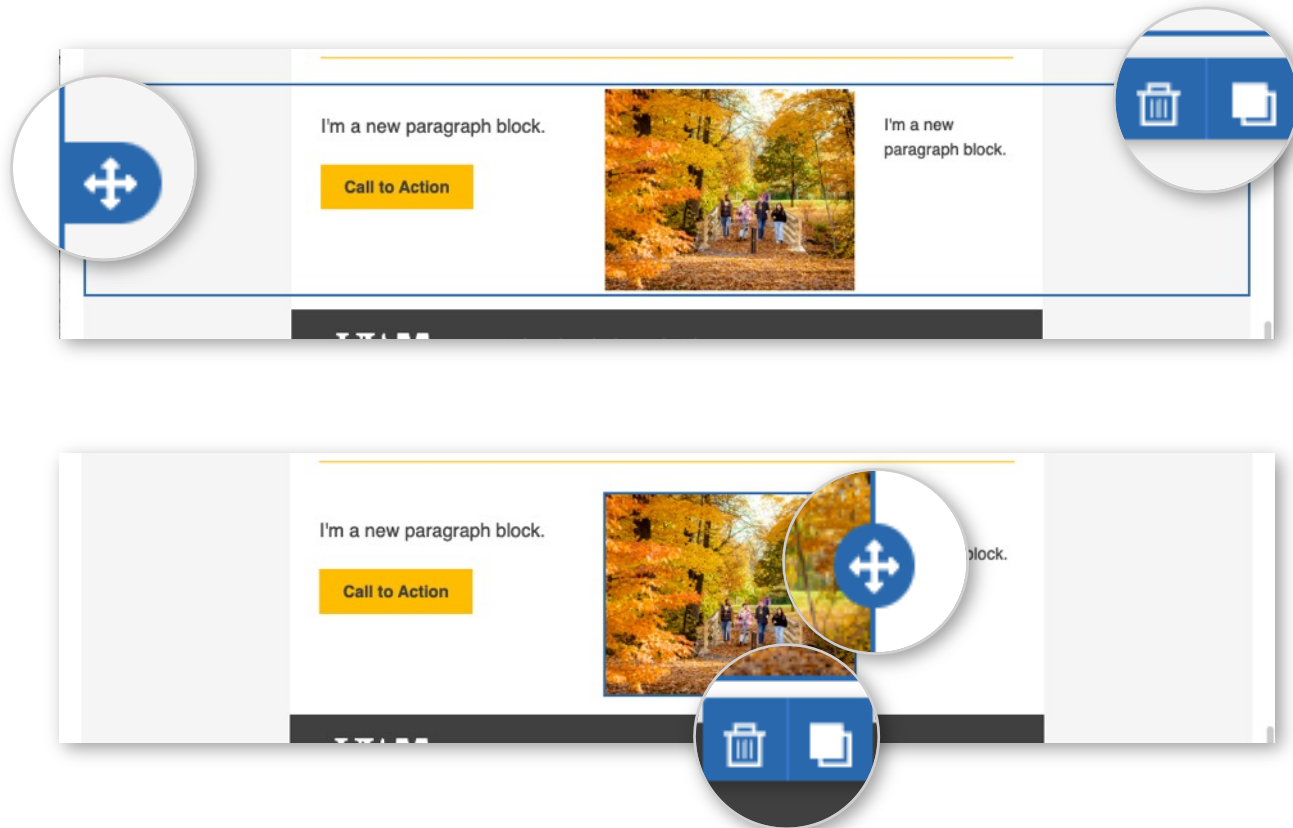
Move



Delete



Duplicate



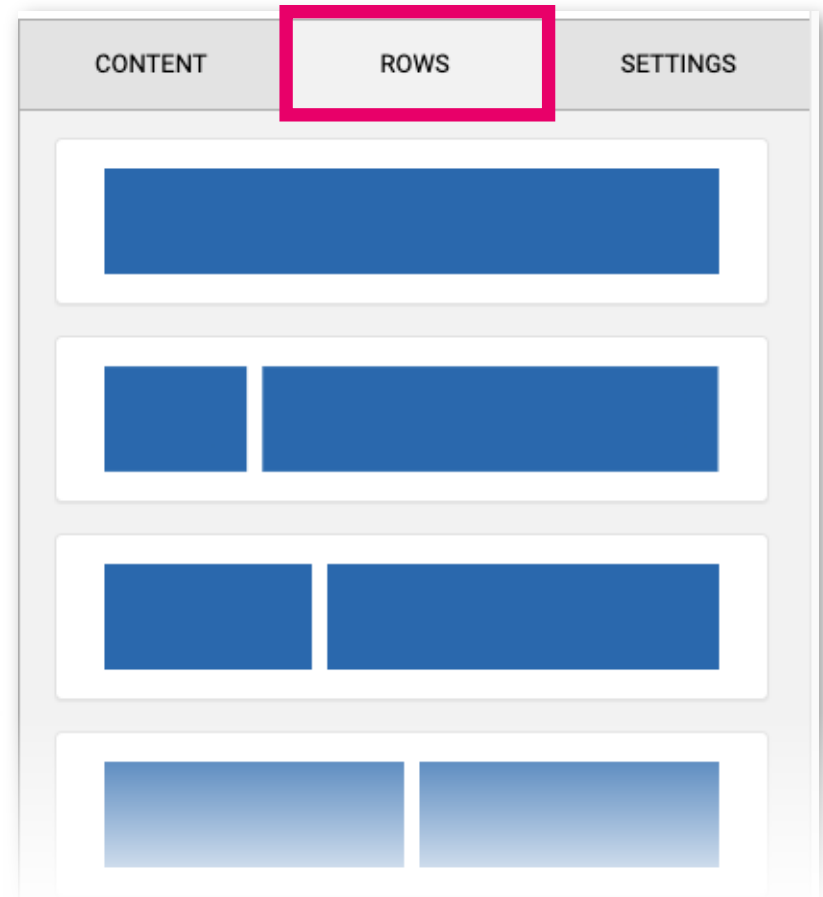
Building Rows

Using the Row Tab

One tab, two levels of detail.

Level 1 – Drag and Drop

- Access this level when no row is selected in the body of the email
- Drag from the menu an arrangement of columns that you'd like to *use as a starting point* for your new row.



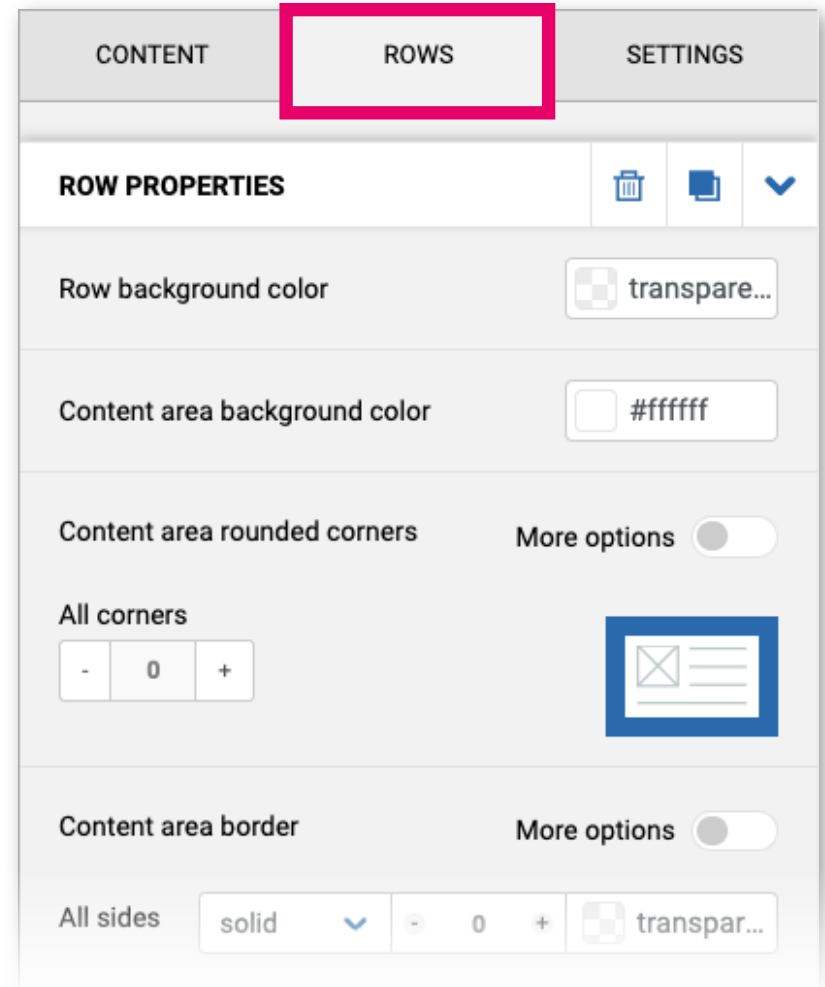
Note: Regardless of what you choose, you can always add, delete and change the width of the columns in a row.

Building Rows Using the Row Tab

One tab, two levels of detail.

Level 2 – Row Properties

- Access this level when a row is selected in the body of the email
- Edit row background, borders, stacking, visibility on desktop/mobile, etc.
- Customize column number, width, background, padding, border



The screenshot shows the 'ROWS' tab selected in a three-tab interface (CONTENT, ROWS, SETTINGS). The 'ROWS' tab is highlighted with a red border. Below the tabs, the 'ROW PROPERTIES' section is visible. It includes a trash icon, a duplicate icon, and a dropdown arrow. The 'Row background color' is set to 'transparent'. The 'Content area background color' is set to '#ffffff'. The 'Content area rounded corners' section has a 'More options' toggle and a preview of a rounded rectangle. The 'Content area border' section has a 'More options' toggle and a preview of a solid border. The 'All sides' section shows a 'solid' border style, a width of '0', and a 'transparent' background color.

Note: Column properties are found in this level of the rows tab.

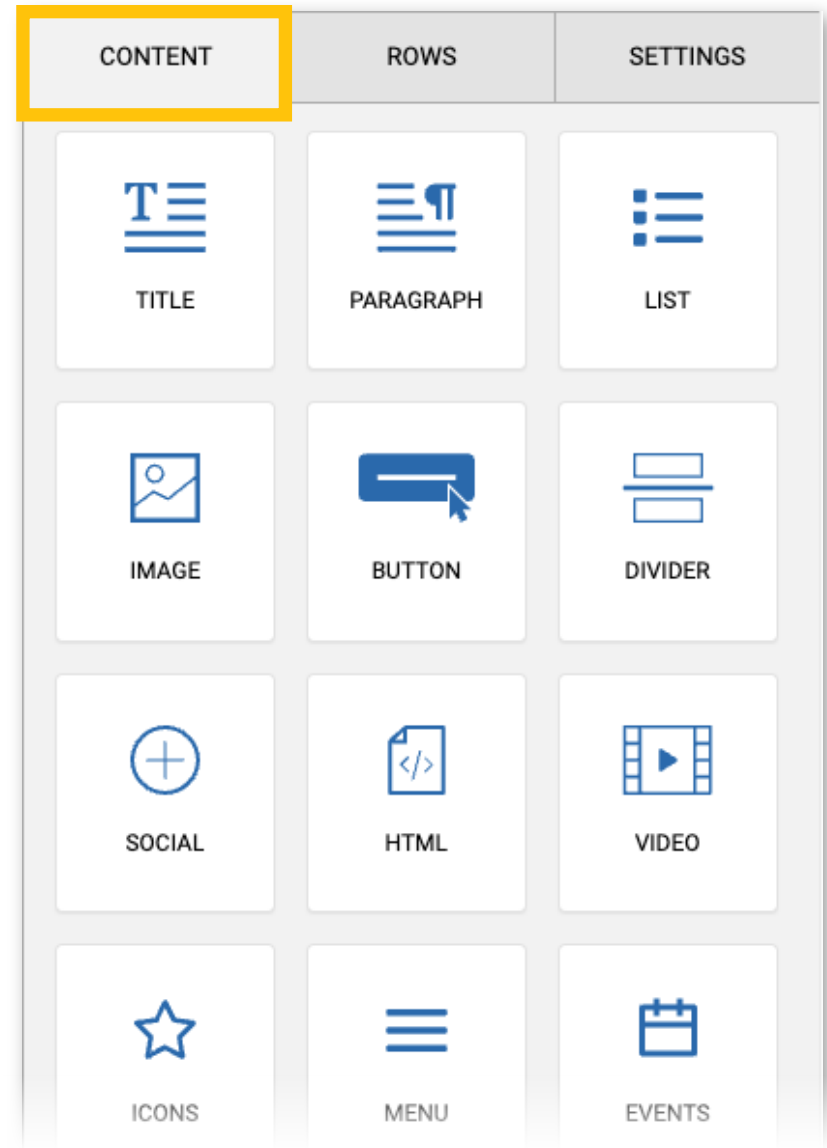
Building Content Blocks Using the Content Tab

One tab, two levels of detail.

Level 1 – Drag and Drop Content Type

- Access this level when a row is selected in the body of the email
- From the menu, drag the icon for the desired content type into a row

Note: If a row has multiple columns, drag the icon into the desired column. Multiple content blocks can stack in a single column. The row will expand vertically to accommodate the content.



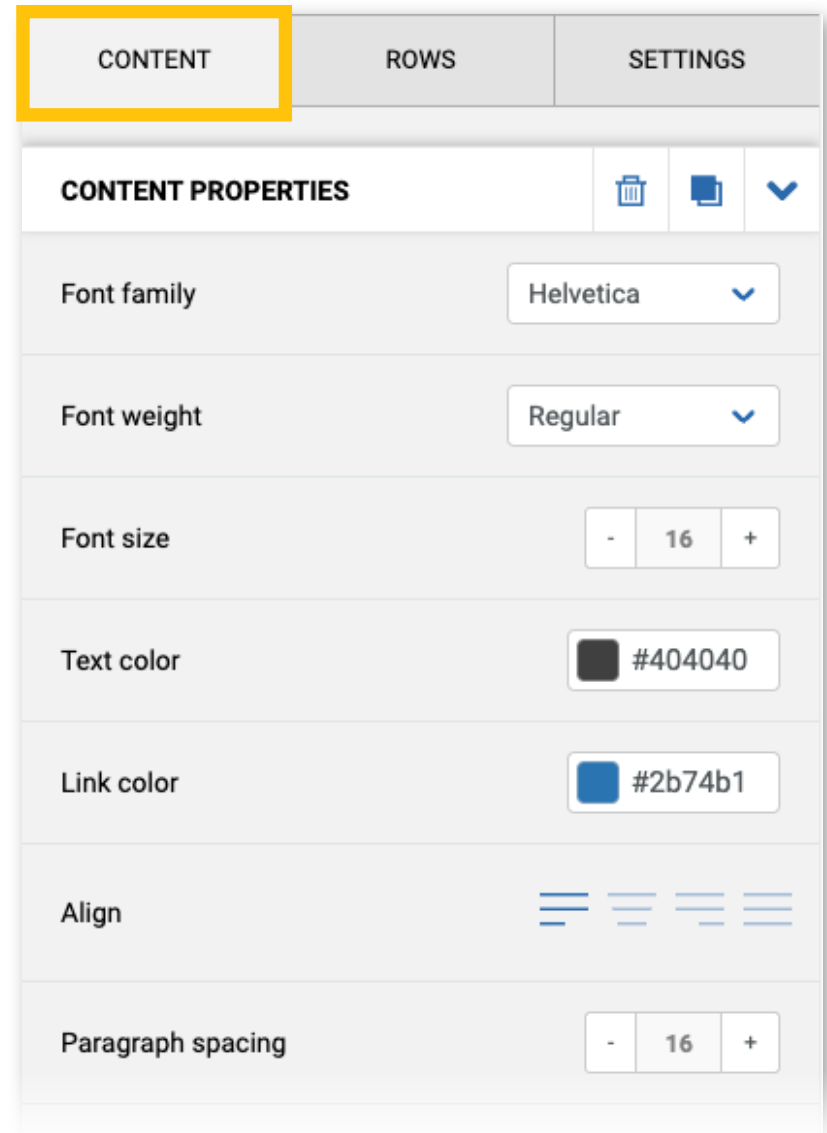
Building Content Blocks Using the Content Tab

One tab, two levels of detail.

Level 2 – Content-Specific Properties

- Access this level when a content block is selected in the body of the email
- Each type of content block has its own sub-menu of properties

Example: This is the menu you will see when you click into a paragraph content block →



The screenshot displays the 'CONTENT' tab of an email editor interface. The tab is highlighted with a yellow border. Below the tab, the 'CONTENT PROPERTIES' section is visible, featuring a title bar with a trash icon, a copy icon, and a dropdown arrow. The properties are organized into rows:

- Font family:** A dropdown menu set to 'Helvetica'.
- Font weight:** A dropdown menu set to 'Regular'.
- Font size:** A numeric input field with a minus button, the value '16', and a plus button.
- Text color:** A color picker showing a black swatch and the hex code '#404040'.
- Link color:** A color picker showing a blue swatch and the hex code '#2b74b1'.
- Align:** Four horizontal alignment icons: left, center, right, and justified.
- Paragraph spacing:** A numeric input field with a minus button, the value '16', and a plus button.

Content-Specific Properties Menus

Found in the same tab, these menus reflect the type of content that you have selected in the body of the email. **Examples include:**

Paragraph Properties































CONTENT	ROWS	SETTINGS
CONTENT PROPERTIES   		
Font family	Helvetica 	
Font weight	Regular 	
Font size	 16 	
Text color	 #404040	
Link color	 #2b74b1	
Align	   	

Image Properties

CONTENT	ROWS	SETTINGS
CONTENT PROPERTIES   		
Auto width 		
20%  100% 97%		
<input type="checkbox"/> Full width on mobile		
Align   		
 		
Url <input type="text" value="https://emma-assets.s3.amazonaws.com/vk4eb/1"/>		
Image name: FPO_20190617_IMC_EH_0025_1920x1080.jpg		
<input type="text" value="Alternate text"/>		

Button Properties

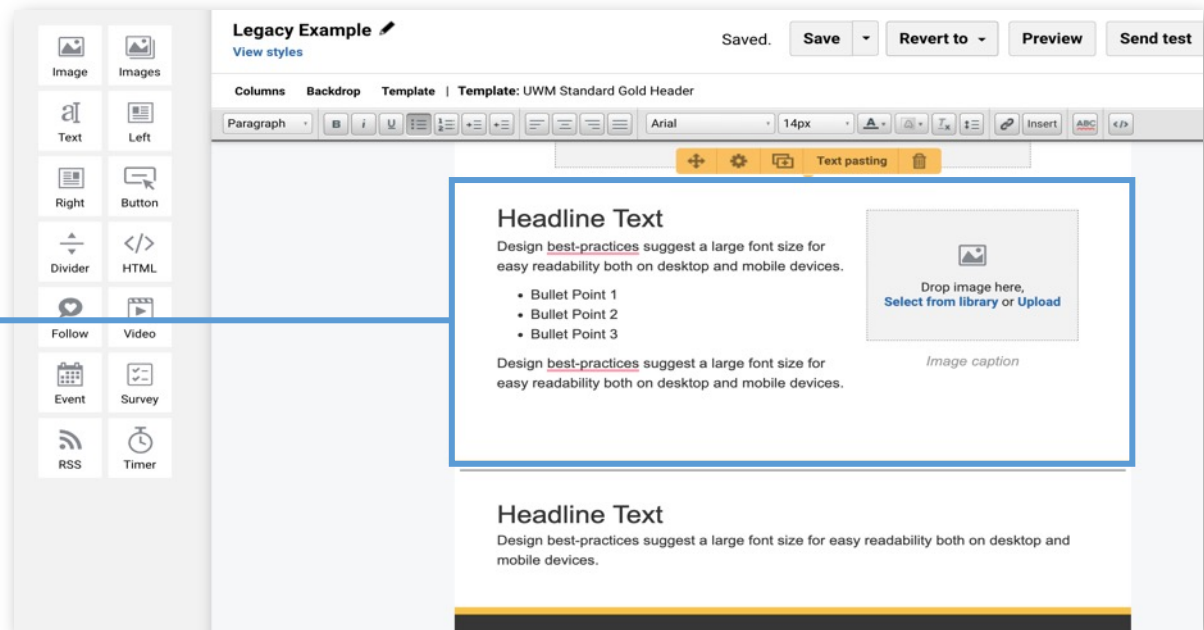
CONTENT	ROWS	SETTINGS
CONTENT PROPERTIES   		
ACTION		
Link type <input type="text" value="Open web p..."/> 		
Url <input type="text"/>		
Link file		
BUTTON OPTIONS		
Auto width 		
Font family <input type="text" value="Global font"/> 		
Font weight <input type="text" value="Bold"/> 		

New Text Style? New Text Block.

Changing between headlines, paragraph text and bullet points requires making a new content block.

Legacy (old) editor

Single Text Block
containing a header,
paragraph text and
bullet points



New Text Style? New Text Block.

Changing between headlines, paragraph text and bullet points requires making a new content block.

Drag-and-drop (new) editor

The image shows a drag-and-drop editor interface. On the left, a live preview of a content block is shown with three distinct sections: a headline, a paragraph of text, and a list of bullet points. On the right, a block palette is displayed with three columns: 'CONTENT', 'ROWS', and 'SETTINGS'. The 'CONTENT' column contains three blocks: 'TITLE', 'PARAGRAPH', and 'LIST'. The 'ROWS' column contains 'IMAGE', 'BUTTON', and 'DIVIDER'. The 'SETTINGS' column contains 'SOCIAL', 'HTML', and 'VIDEO'. Arrows point from the labels 'Title Block', 'Paragraph Block', and 'List Block' to their respective icons in the 'CONTENT' column of the block palette.

Title Block

Paragraph Block

List Block

CONTENT

ROWS

SETTINGS

TITLE

PARAGRAPH

LIST

IMAGE

BUTTON

DIVIDER

SOCIAL

HTML

VIDEO

x H1 - Primary content headline x

xx Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas sed tempus urna et pharetra pharetra massa massa ultricies mi quis hendrerit dolor magna eget est lorem ipsum dolor sit amet consectetur adipiscing elit pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas integer eget aliquet nibh praesent tristique magna sit amet purus gravida quis blandit turpis cursus in hac habitasse platea dictumst quisque sagittis purus sit amet. xx

- Bullet point 1
- Bullet point 2
- Bullet point 3

x Call to Action x

New Text Style? New Text Block.

Changing between headlines, paragraph text and bullet points requires making a new content block.


Tip: Set the top and bottom padding to '0' for the text blocks in the middle to make the text look cohesive.

x H1 - Primary content headline x

xx Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas sed tempus urna et pharetra pharetra massa massa ultricies mi quis hendrerit dolor magna eget est lorem ipsum dolor sit amet consectetur adipiscing elit pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas integer eget aliquet nibh praesent tristique magna sit amet purus gravida quis blandit turpis cursus in hac habitasse platea dictumst quisque sagittis purus sit amet. xx

- Bullet point 1
- Bullet point 2
- Bullet point 3

xx Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas sed tempus urna et pharetra pharetra massa massa ultricies mi quis hendrerit dolor magna eget est lorem ipsum dolor sit amet consectetur adipiscing elit pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas integer eget aliquet nibh praesent tristique magna sit amet purus gravida quis blandit turpis cursus in hac habitasse platea dictumst quisque sagittis purus sit amet. xx




x H1 - Primary content headline x

xx Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas sed tempus urna et pharetra pharetra massa massa ultricies mi quis hendrerit dolor magna eget est lorem ipsum dolor sit amet consectetur adipiscing elit pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas integer eget aliquet nibh praesent tristique magna sit amet purus gravida quis blandit turpis cursus in hac habitasse platea dictumst quisque sagittis purus sit amet. xx

- Bullet point 1
- Bullet point 2
- Bullet point 3

xx Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas sed tempus urna et pharetra pharetra massa massa ultricies mi quis hendrerit dolor magna eget est lorem ipsum dolor sit amet consectetur adipiscing elit pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas integer eget aliquet nibh praesent tristique magna sit amet purus gravida quis blandit turpis cursus in hac habitasse platea dictumst quisque sagittis purus sit amet. xx



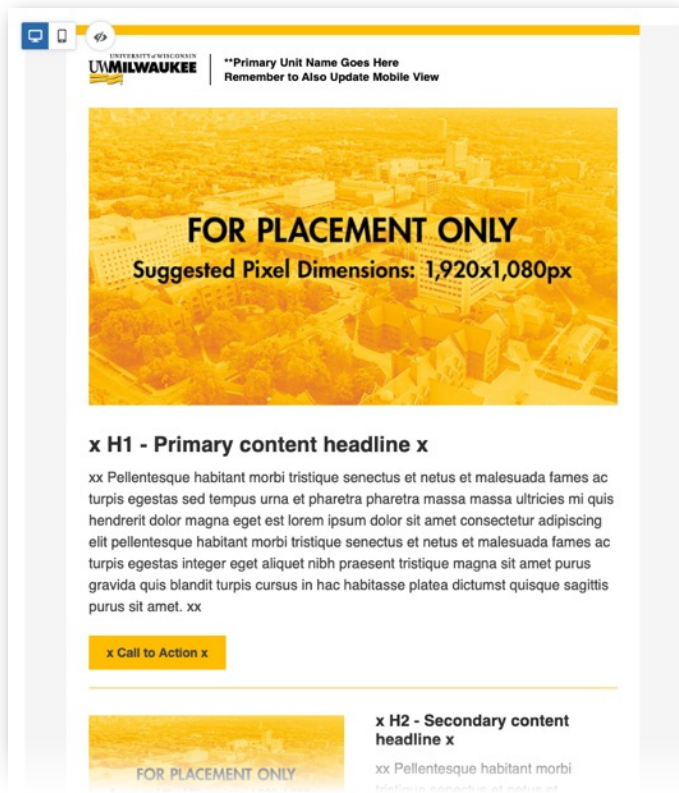
BLOCK OPTIONS
More options ☒
Padding
Top: - 0 +
Right: - 10 +
Bottom: - 0 +
Left: - 10 +

Meet UWM's New Base Template Design

A template pre-loaded with UWM's
branded styles and starting points
for constructing your content

Jump Into the New Base Template

Basic building blocks give you a head start with plug-and-play email design

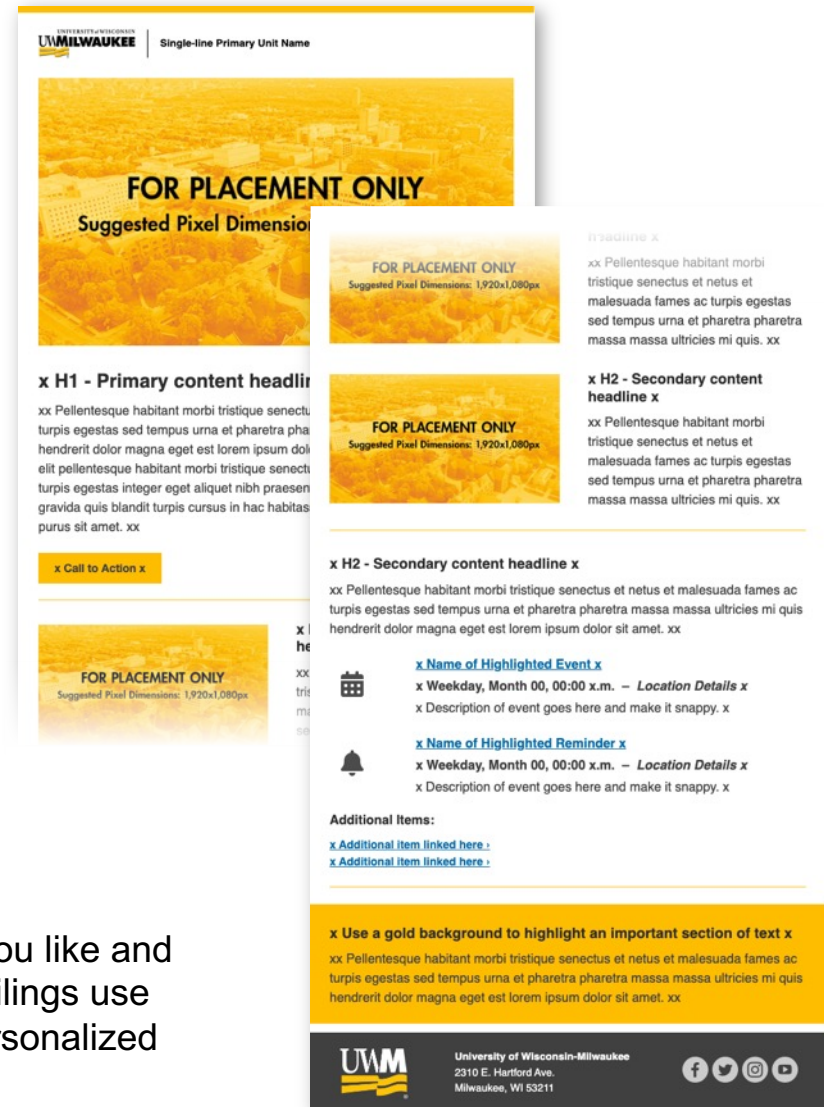


- Pre-formatted image placeholders, text boxes, buttons, etc., are ready to be updated with your content
- UWM-branded and ADA-compliant text styles and colors are programmed into the template
- Reference the pre-formatted items for guidance when creating new rows and content
- Update a few elements with your area's specific information and save it as a customized template to use over and over

Predesigned Layout Options

- This template is to be used as a starting point. Feel free to alter elements and create more from scratch!
- Swap out your own materials for the placeholder content
- The modular elements are designed to work well together when duplicated or deleted, on desktop and mobile views

Note: Not what you need for this mailing? Use what you like and delete what you don't. If you find that most of your mailings use the same few design elements, consider making a personalized template with just the elements you use most.



How-To Tips to Get You Started

A couple quick tutorials to streamline your email construction when using the new editor and template design

HOW TO: Clean Up the Header View

And get rid of that big blue box

- **The template is built with two separate header designs** – one optimized for viewing on a desktop and the other for mobile.
- Each header is programmed to only be visible in your final mailing on the view that it is intended for.
- When you open a campaign, it defaults to the desktop view while still showing *every element from both views*.
- The elements that are only visible in the alternative view (by default, the mobile view) are blurred and faded.

Default Opening View:

Desktop Header
Crisp and dark

Mobile Header
Blurry and faded



** READ ME: Some items in this list are visible in either desktop or mobile view -- not both. When you opens, it defaults to showing the items that are desktop-only. To accurately, click off the eyeball icon to show the items that are mobile-only. To accurately, click off the eyeball icon between views by clicking the mobile view icon.

DELETE THIS ROW once you have finished editing. Thank you.**

UNIVERSITY of WISCONSIN
MILWAUKEE

**Primary Unit Name Goes Here
Remember to Also Update Desktop View

UNIVERSITY of WISCONSIN
MILWAUKEE

x Primary Unit Name Goes Here
Remember to Also Update Desktop View

HOW TO: Clean Up the Header View

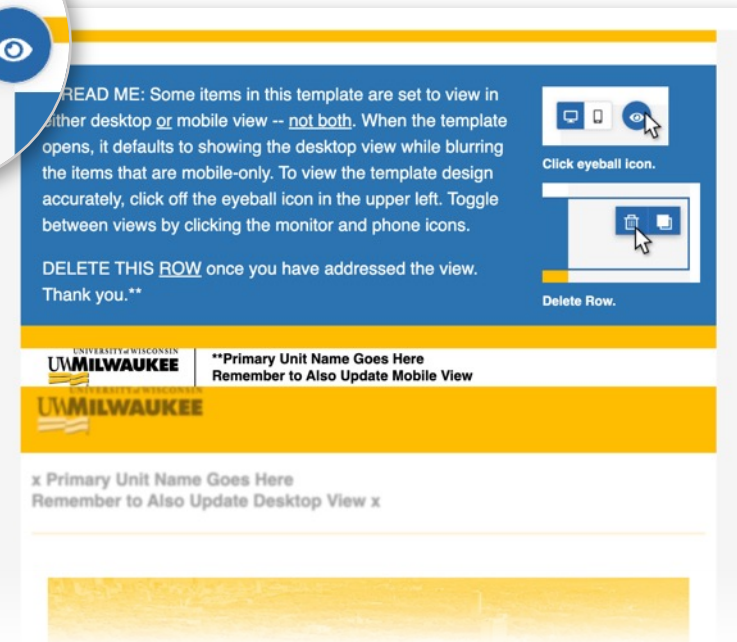
Visibility Toggles

1. Desktop View/Mobile View

Toggle between editing in desktop or mobile view.

2. Visibility ON: See all the content, including elements that will ultimately be hidden from your current view. (These "hidden" elements are blurred.)

Visibility OFF: Only see the content that will be visible in the view that you are currently editing.



Note: In this screenshot of desktop view mode, the visibility is toggled ON. The eye icon is blue, and the blurred content shows elements that will only be seen in mobile view.

HOW TO: Clean Up the Header View

Visibility Toggles

1. Toggle the visibility off by clicking the blue eye icon in the upper left of the email.
2. The eye icon will turn gray with a line through the eye graphic. Note: The blurred areas are now hidden.



HOW TO: Clean Up the Header View

Delete the Blue Box Row

3. Select the row by clicking on the gray background on either side of the body of the email.
4. With the row selected click on the trash can icon in the upper right.

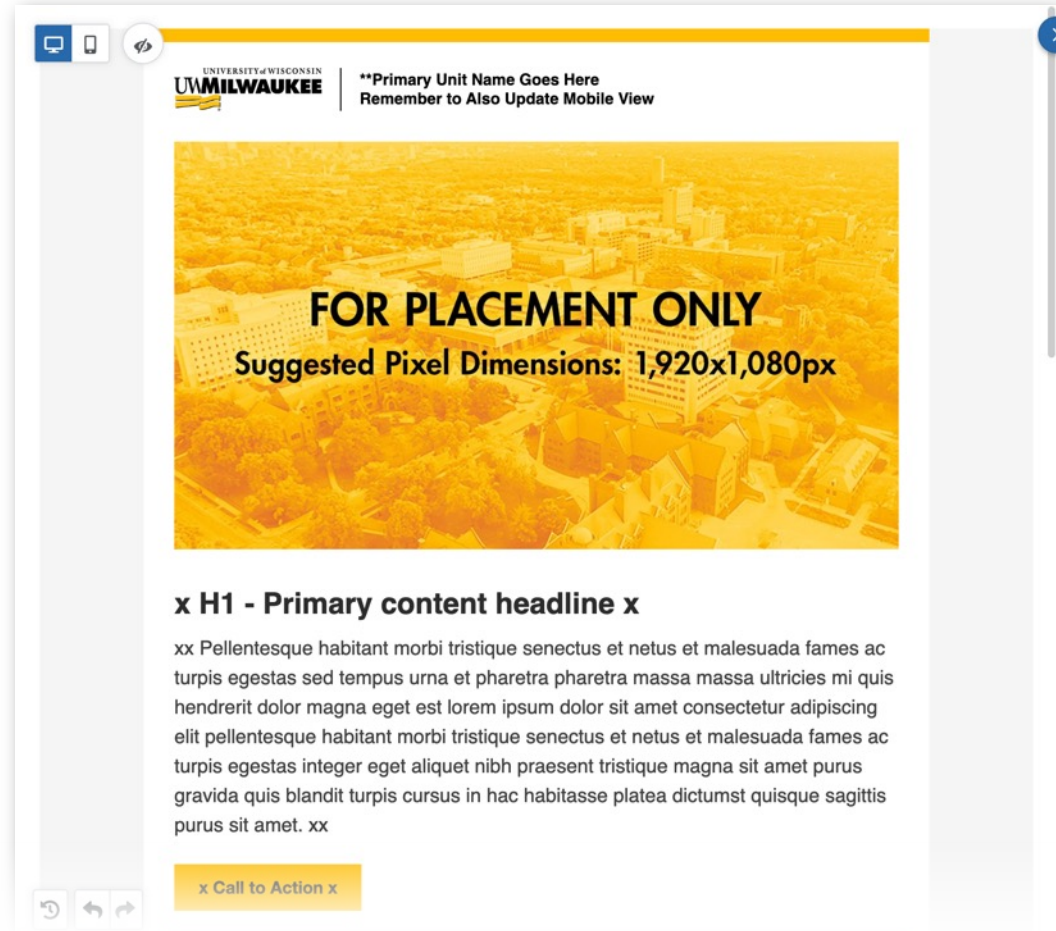


HOW TO: Clean Up the Header View

Done! Now the header you see reflects how it will show up in your audience's inboxes.

Remember:

- Update the placeholder header text in both desktop and mobile view.
- Regularly check between mobile and desktop views to ensure that the edits that you make in one translate well into the other.



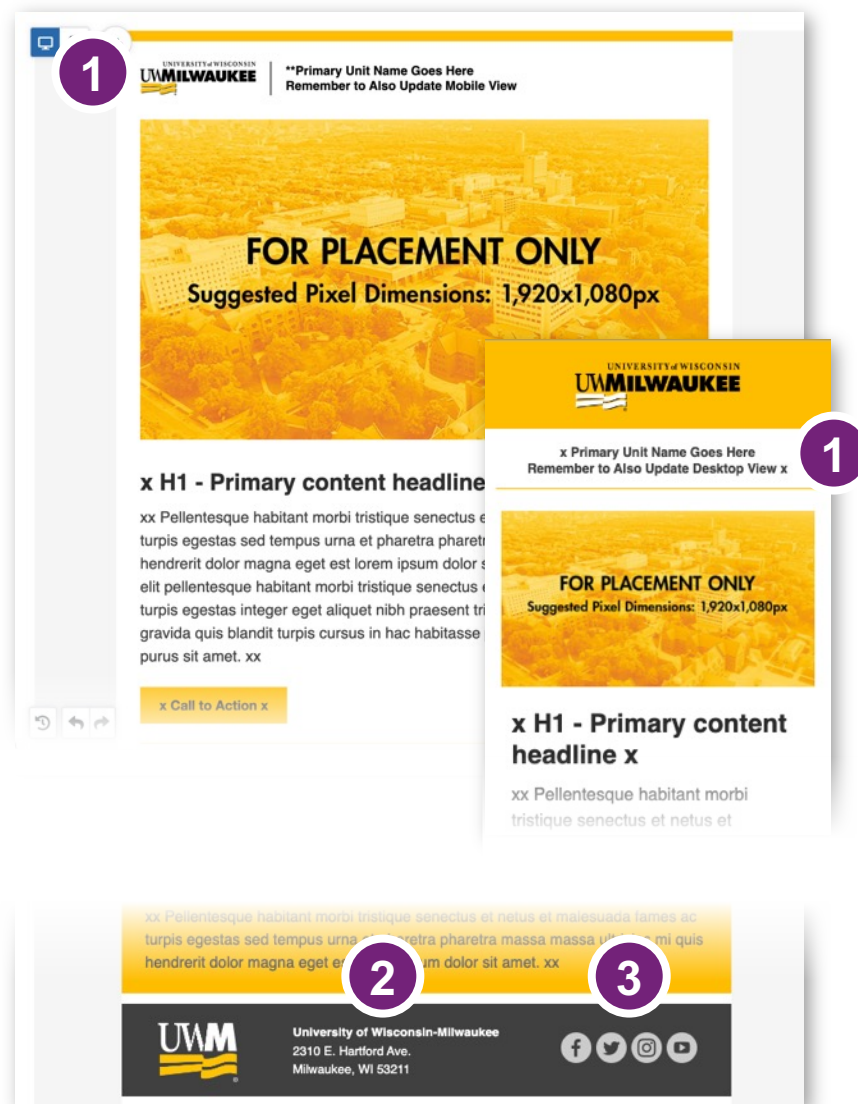
HOW TO: Customize the Base Template

Faster start-up with one-time changes

There are three areas in the base template that you should consider updating every time it's used:

1. **Header** on both desktop and mobile views
2. **Address** in the footer (optional)
3. **Social links** in the footer (optional)

You may save these updates as a customized template in your subaccount. This way, you only need to make them once.

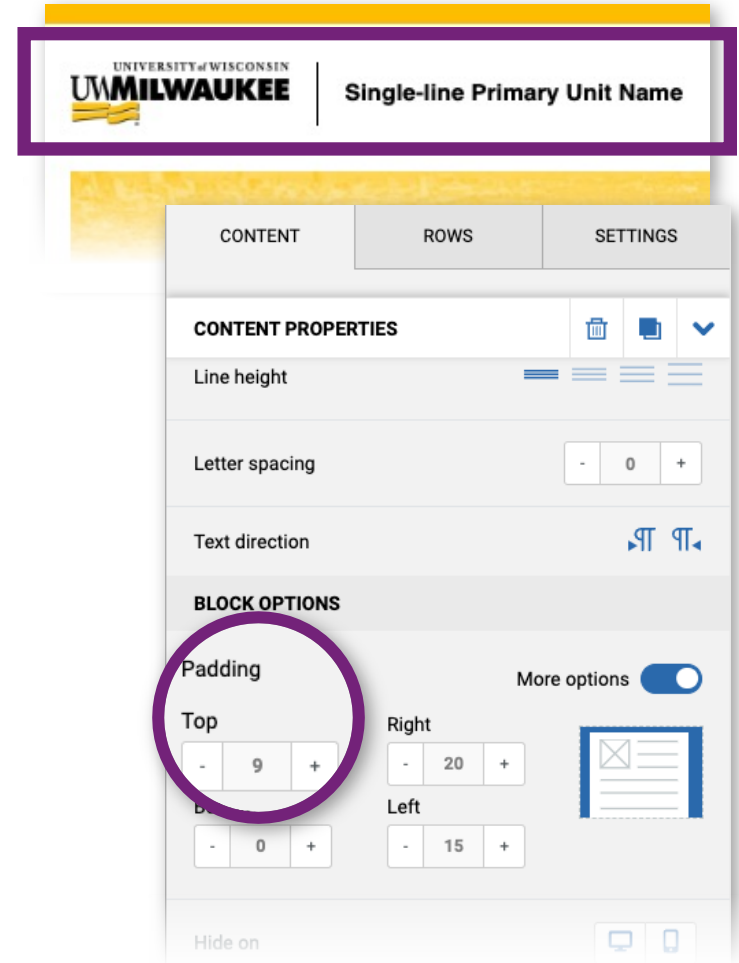


HOW TO: Customize the Base Template

Update the Header

Replace the header text with your unit's name.

- *Do not upload a logo graphic to the header.*
- **If your unit has an existing UWM logo lockup**, please keep the same number of lines (one or two). If it has two lines, break to the second line in the same place.
- **If your unit has one line of text**, center it vertically (desktop view only):
 - In the content properties menu on the right, scroll down to the **Padding** controls
 - Update **Top** to 9



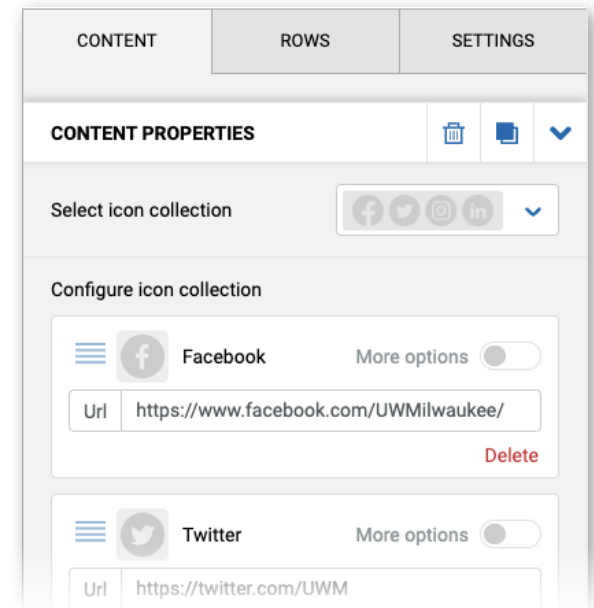
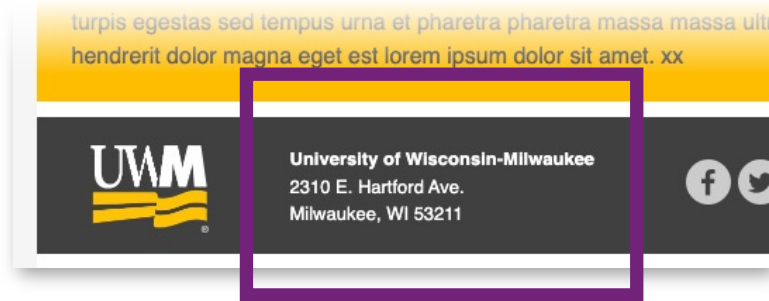
HOW TO: Customize the Base Template

Update the Footer Address

This step is optional. If you have a relevant physical address, replace the generic UWM address while keeping the top line bold and the following lines regular weight.

Update the Social Links

This step is optional. If you have relevant social media links, click into the content block and use the content properties menu to update URLs, add, and subtract social links. Otherwise, you can leave the generic UWM links that are already plugged in.



HOW TO: Create Templates from Campaigns

Creating a template is a great way to streamline your campaign creation when you know that future emails will use the same design foundation. **Examples include:**

- Updated headers and footers for your area
- Newsletters sent regularly
- Announcements or letters from leadership
- Invitations for events that repeat every year or semester



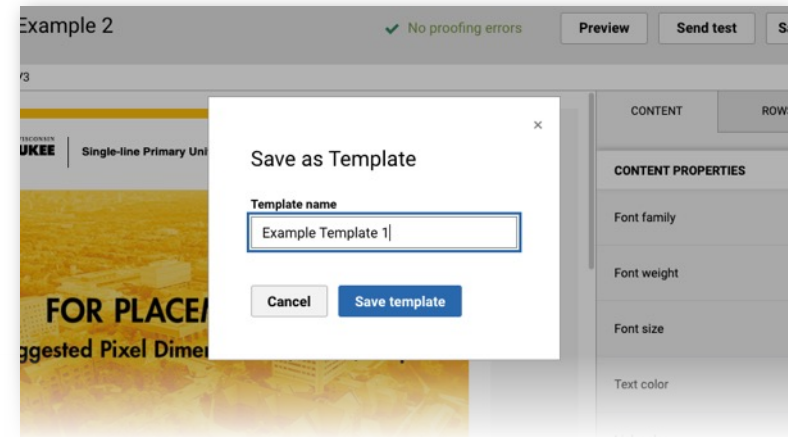
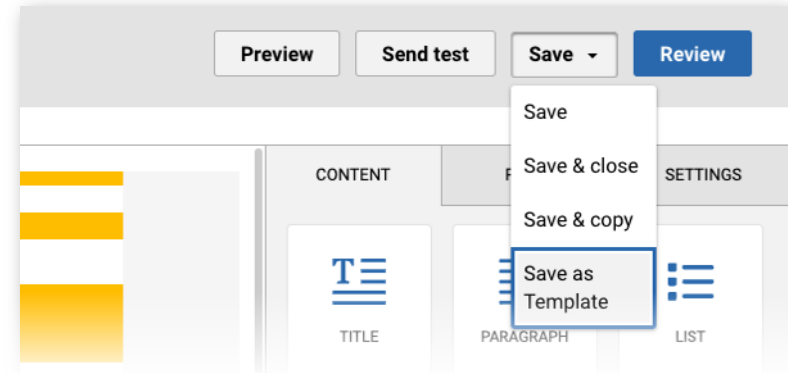
Note: Even small changes that you know you'd have to make every time you create an email can be worth streamlining with a customized template.

HOW TO: Create Templates from Campaigns

1. Create a campaign in your account and design it up to the point that you want to preserve in a template
2. In the upper right of your screen, click on the **Save** menu and select **Save as Template**
3. Name your template

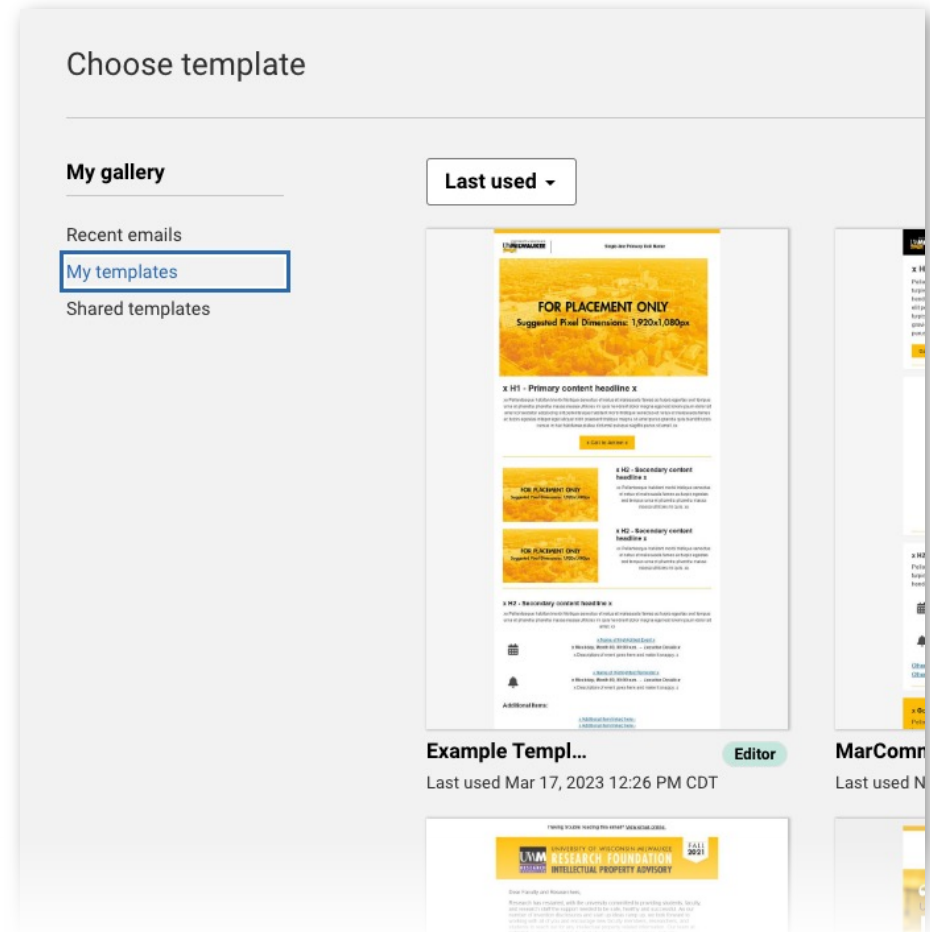
Note:

- The name of your campaign will not be affected
- Your campaign will still exist in your drafts, and editing, deleting, or sending it will not affect the saved template
- Put the most important info at the beginning of the template name – only the first dozen or so characters will be visible when viewed in My Templates



HOW TO: Create Templates from Campaigns

The next time you create a new campaign, you will see your new template saved under the **My Templates** option in the menu on the left.



MarComm's Team is Here for You

Ready to help you make your best
mailings yet!

MarComm's Email Marketing Services

- Quarterly email marketing updates
- Questions and tech support
 - Email email-marketing-support@uwm.edu

Paid Services:

- Customized template design or migrating existing legacy templates to the new editor
 - \$75/hr – approx. 1-5 hours depending on the template
- Individual training and/or working sessions
 - \$75/hr – approx. 1.5-3 hours

Thank you!

MarComm Email Marketing Team
email-marketing-support@uwm.edu