

e·quinux



Mail Designer

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Editing Business Edition stationery

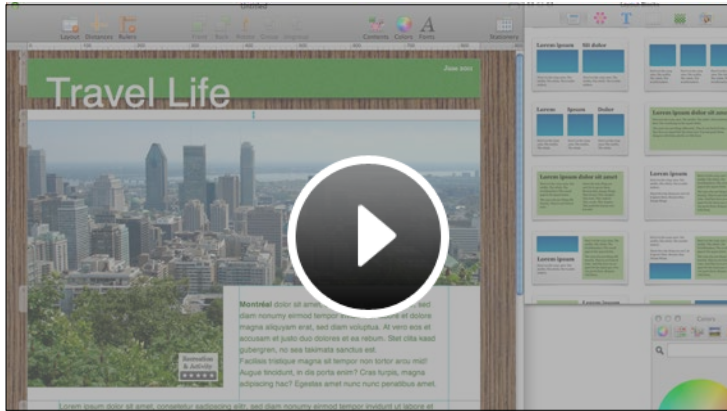
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Mail Designer: Tutorial Videos

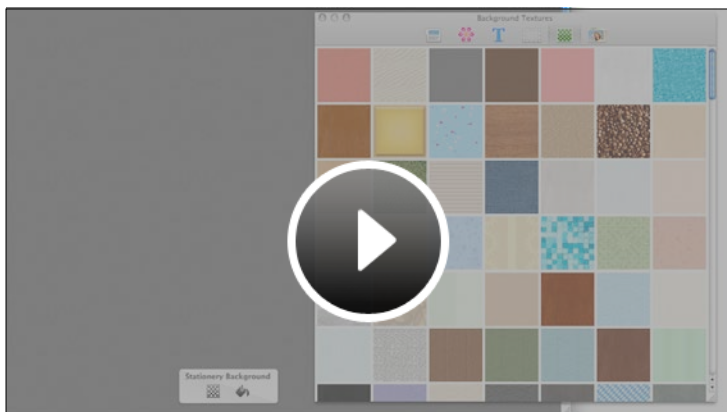
Click the links below to watch Mail Designer tutorial videos, or visit equinux.com/support/maildesigner



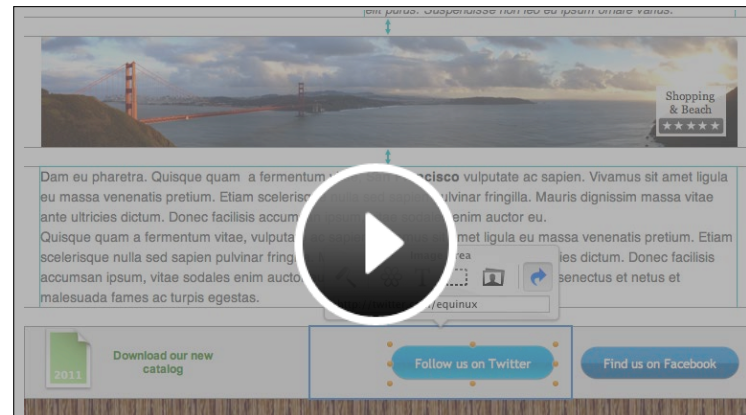
Customizing your layout



Photos and placeholders



Editing Backgrounds



Adding links

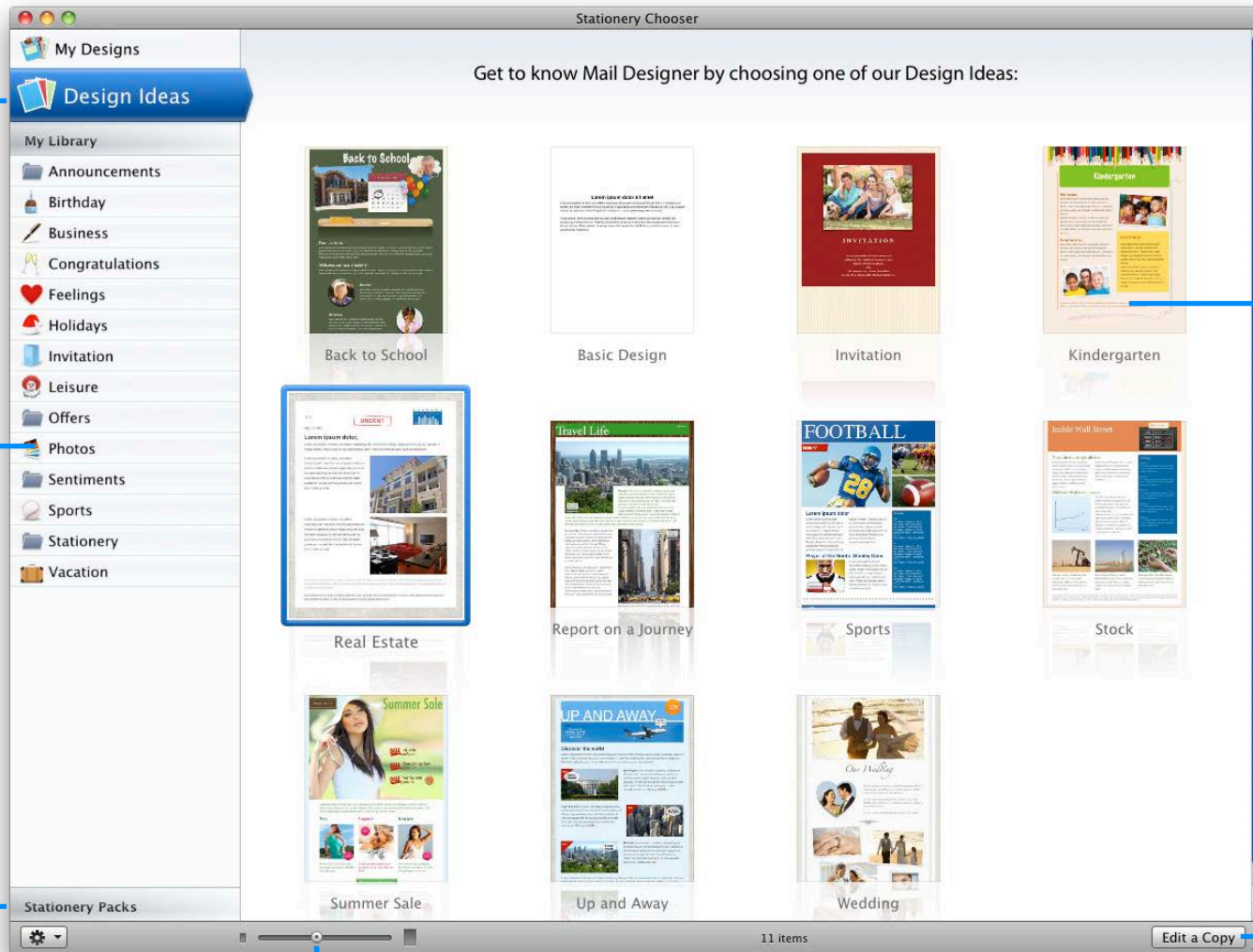
The Design Chooser

Create a new mail using a Design Idea, tweak an existing stationery template or pick one of your saved designs to send.

Any mail designs you create will show up here

Access the design categories you have in Mail

Take a look at the additional Stationery Packs we offer for more inspiration



Choose a design idea as a starting point for your design

Use the zoom slider to take a closer look at the designs

Start working on a new design based on the selected design idea

Mail Designer at a glance

Add images, edit text and re-arrange your layout – in the main document window.

Show or hide the layout, distance indicators or rulers.

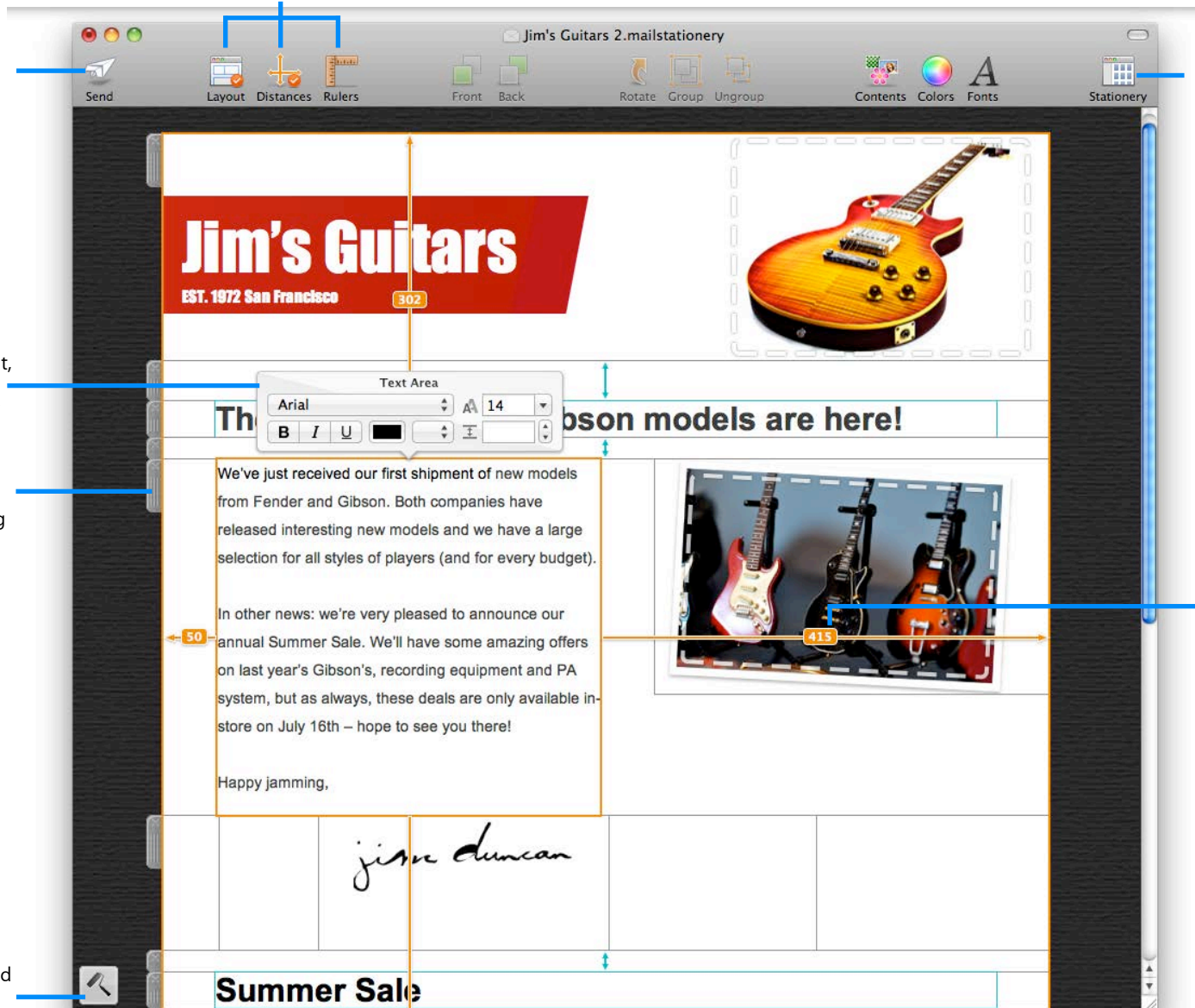
Hit 'Send' to open and send your design with Mail.

Click here to go back to the Design Chooser to pick a new design to work on.

Quickly adjust your font, text spacing and other options using the font-popover.

Grab a layout block by its handle and just drag 'n drop to rearrange your layout.

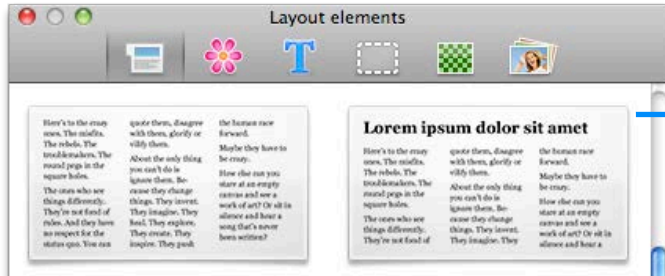
Change the background color or add a background pattern and give your design a whole new look.



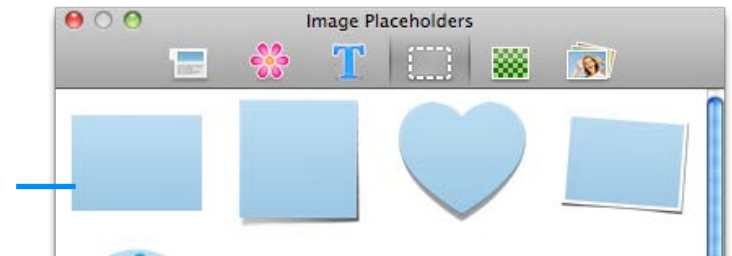
This is the distance between the element you've selected and the element your mouse is pointing at – handy for pixel-perfect adjustments.

The contents window

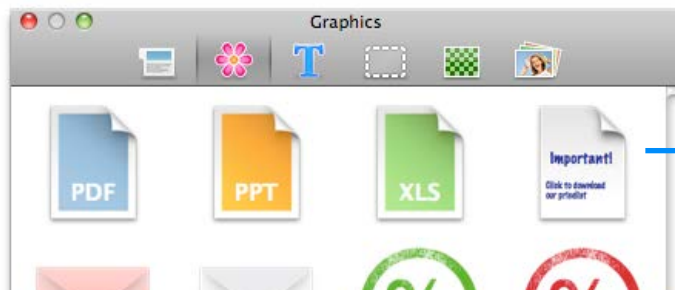
Drag and drop new layout elements, graphics, text objects, placeholders, background patterns and photos into your design.



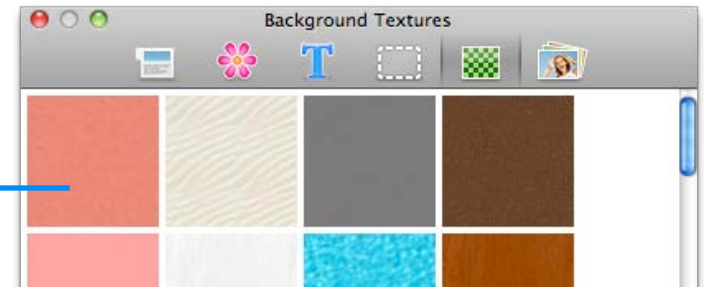
To add a layout block to a design, just drag and drop it into your design.



Use image placeholders to add picture frame effects, or to resize or crop your images. You can also replace placeholders later in Mail.



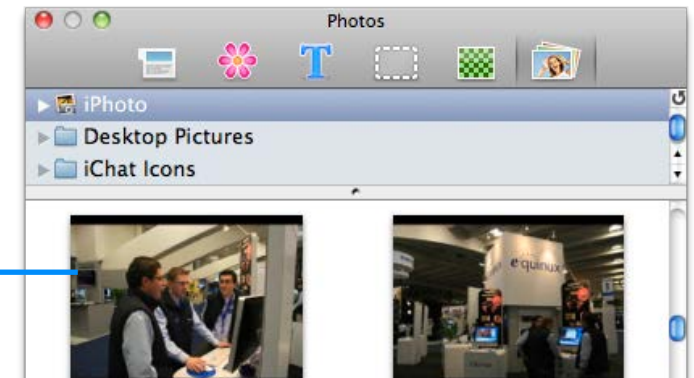
Drag graphics to your design and double-click the text to write your own.



Switch to background mode and drag in the texture you prefer.



Choose a text style, drag it into your design and then double-click to write your own text.



Add your own pictures from iPhoto, or your logos and signature from a folder.

Your first mail design

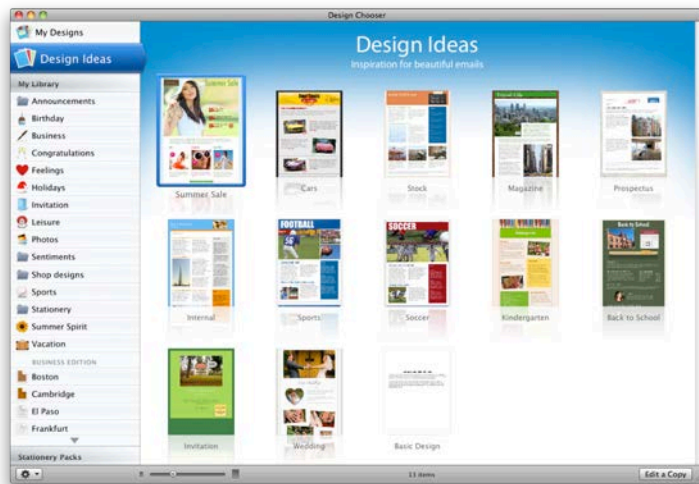
To get you started, we're going to design a new email step-by-step, explaining the options in detail as we go.

Creating a new design

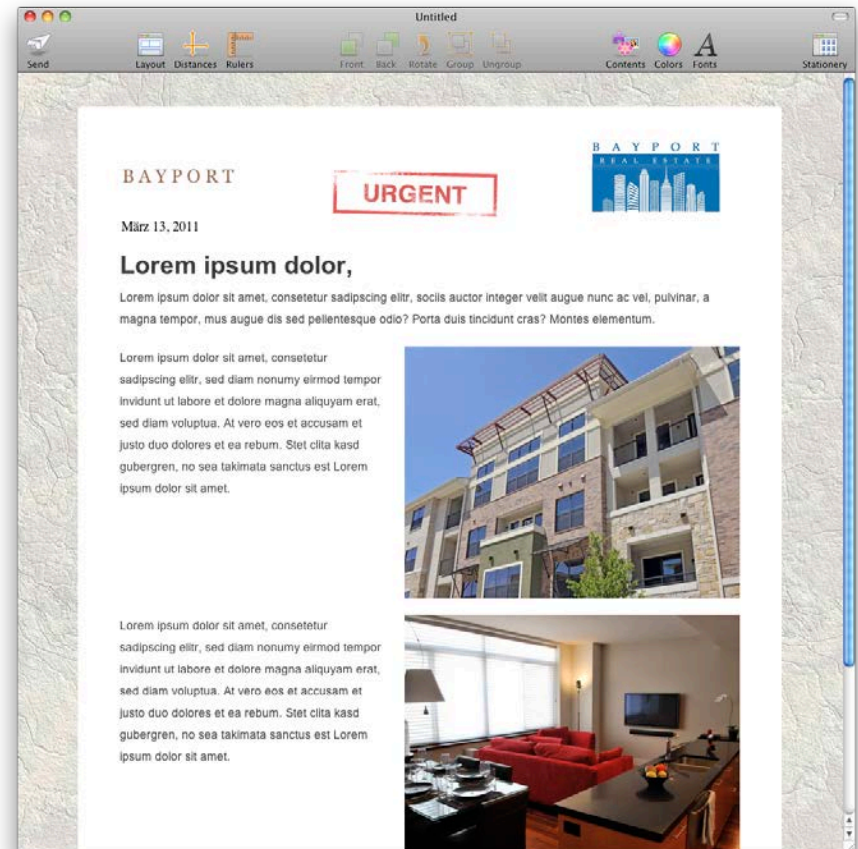
We're going to create an email design for a small business. As an example, we're going to use a local guitar shop, Jim's Guitars.

The owner, Jim, likes to keep his loyal customers up-to-date with the latest guitar news and offers. We're going to use Mail Designer to design a custom newsletter that Jim can use to keep in touch with his customers.

Mail Designer includes several "Design Ideas" – common email layouts that can be used as a starting point for a new email. Since we want to have a fairly simple, clean look, we'll start off with the "Prospectus" template. Just double-click a design in the chooser window to create a new design based on that design idea.

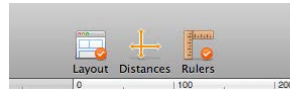


The design will open in a new window, ready for you to start editing:

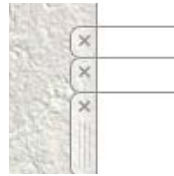


Working with layout blocks

First, make sure you can see the layout by clicking the "Layout" button in the toolbar. Click the Layout button to show or hide the frames around the stationery's layout blocks.



You'll notice a translucent tab attached to the left side of each block. Those are the layout block "handles", each individual layout block has one. You can rearrange a layout block by grabbing its handle and dragging the layout block into another position.



Layout block "handles"

Layout blocks: working with text and image areas

Mail Designer offers layout blocks that have text areas, image areas or both. A text area can only contain text, while an image area can contain images, photos, placeholders and styled text.



Layout block with an image area



Layout block with text area



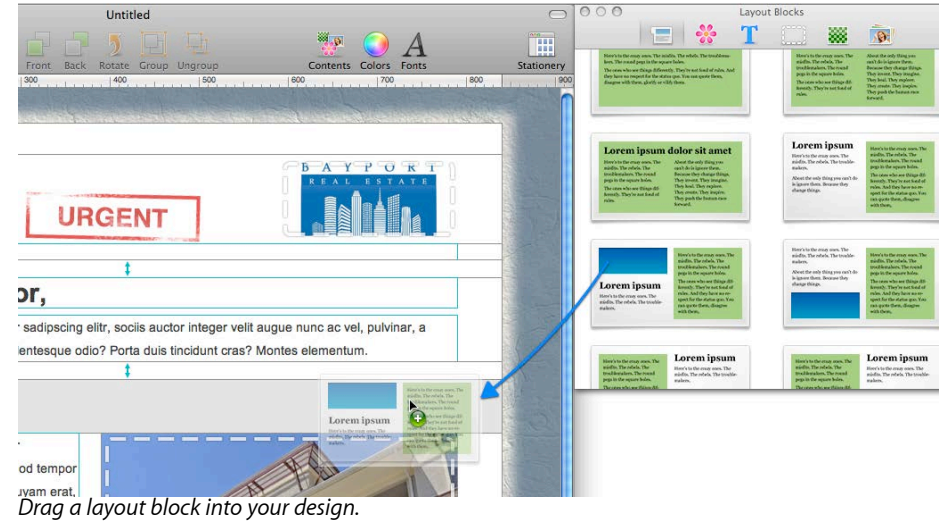
A layout block with text, text with background and image areas



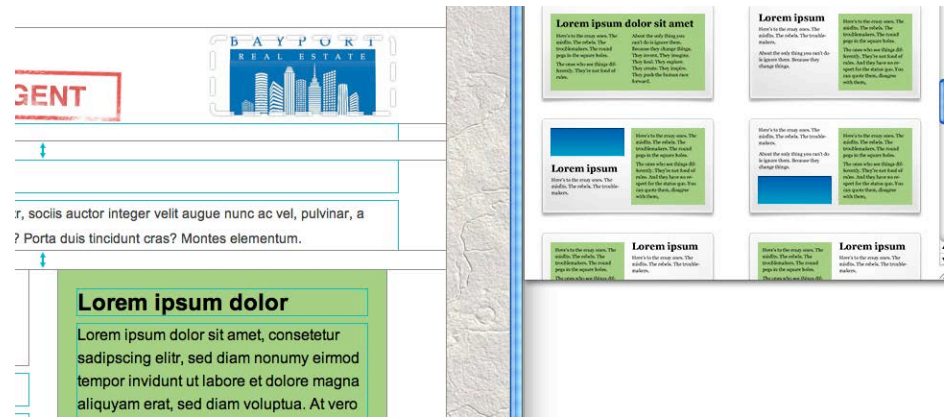
Layout block with text and image areas

Adding layout blocks

Click the "Contents" button to open the Contents panel. This contains all the design elements you can add to your Mail Design. Go to "Layout Blocks", choose one and drag it to your Mail Design. The other layout sections will slide out of the way so you can drop in the new layout block.



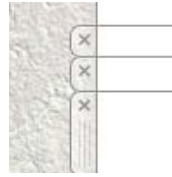
Drag a layout block into your design.



The other blocks will slide out of the way and you can drop the new layout block into place.

Removing layout blocks

Click the "x" icon on the layout block "handle" to delete a layout block.



Click "x" to delete

Adding space in-between layout blocks

You'll notice that your new layout block is very close to the top of the next layout block. This makes the design feel a bit cramped, so we need to add a bit of space in between the two blocks.



We need to add space in-between these two layout blocks

Go back to the Contents panel and drag the spacing layout block in-between the two content layout blocks.



You can then fine-tune the size of the divider by dragging the line above or between it - it should look right with about 30 pixels between the two layout blocks.

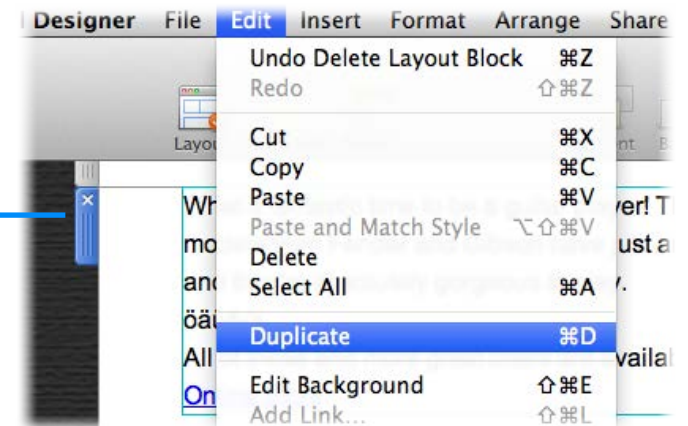


Duplicating layout blocks

If you are setting up multiple similar layout blocks, it may be easier to duplicate an existing layout block instead of choosing your font and color options again.

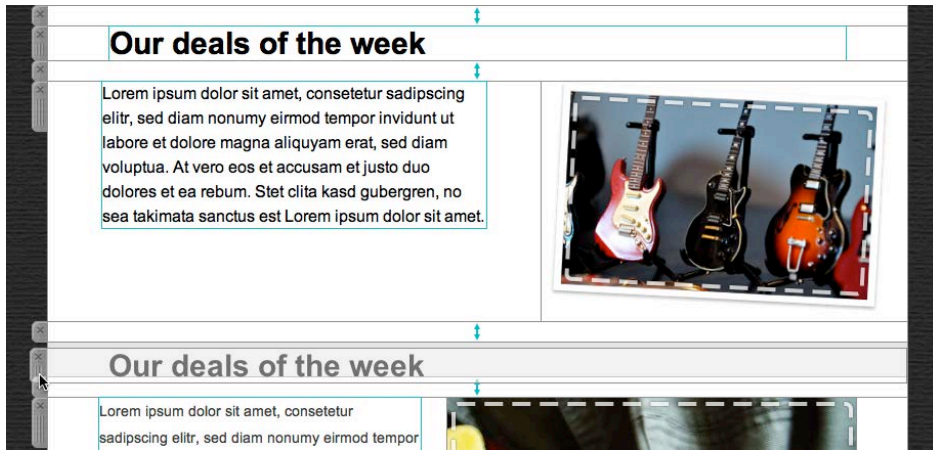
There are two ways you can duplicate layout blocks.

- ▶ Click the selection tab at the side of a layout block and choose "Edit > Duplicate" from the menu bar



Click the selection tab to choose a layout block - then choose *Duplicate* from the *Edit* menu

- ▶ Hold down the option key on your keyboard and click and drag a layout block.

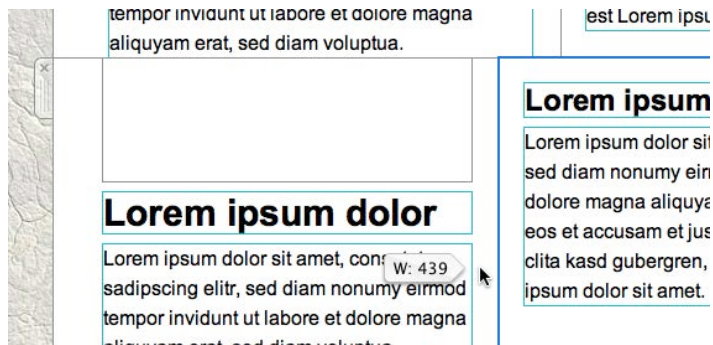


Drop it into position to create a copy of that layout block. Then edit your text and other options accordingly.

Adjusting the size of areas within a layout block

You can also adjust the width and height of layout blocks, or of sections within a layout block as well.

Just drag the dividers to adjust the width of a section within a layout block.



In a text area, you can adjust the height by adding or deleting lines of text.

In an image area, drag the dividers to adjust the height of the area.

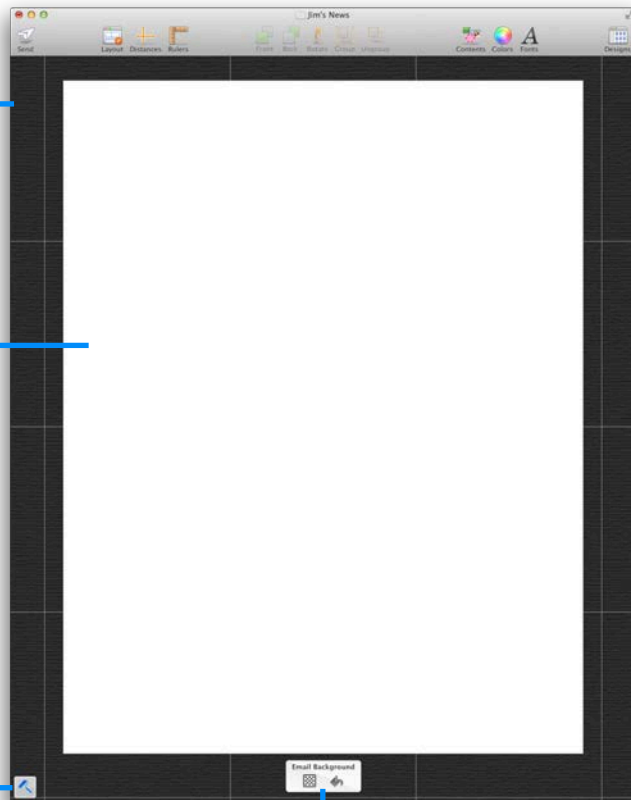
Choosing a background

There's a paint roller icon in the lower left corner of the window. Click it to switch to the background editing mode. When choosing a background, you will see two areas: the background of your text areas in the middle of your design and the surrounding background area:

Drag a color or texture to this area to set your main background

Drag a color or texture to the inner area of your design, to choose a background for your text areas

Click the paint roller icon to switch between background and layout views



Choose a texture or color

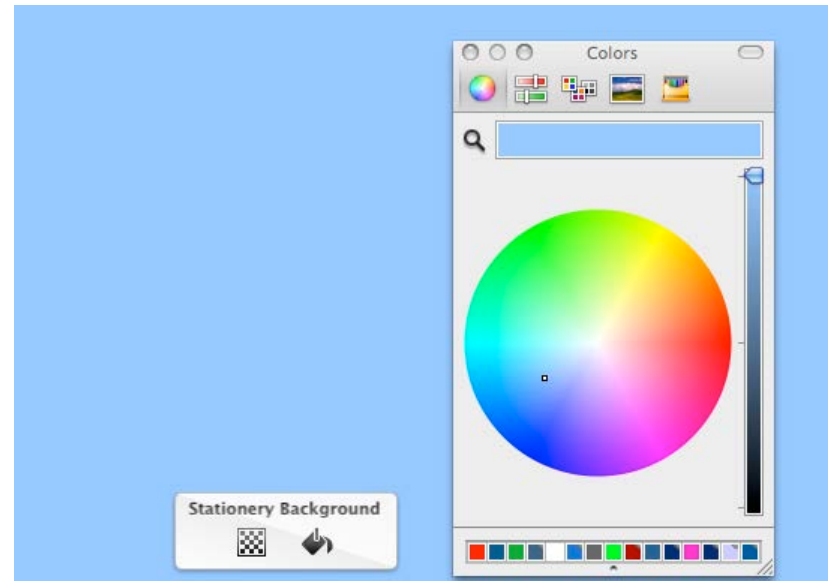
Click the 'Textures' or the 'Colors' icons to choose a background texture or a single background color to apply to your design.



Choose a texture or color

To apply a background color

Click the "Color" bucket icon to open the color picker window. Click a color or drag it onto the background to apply it.

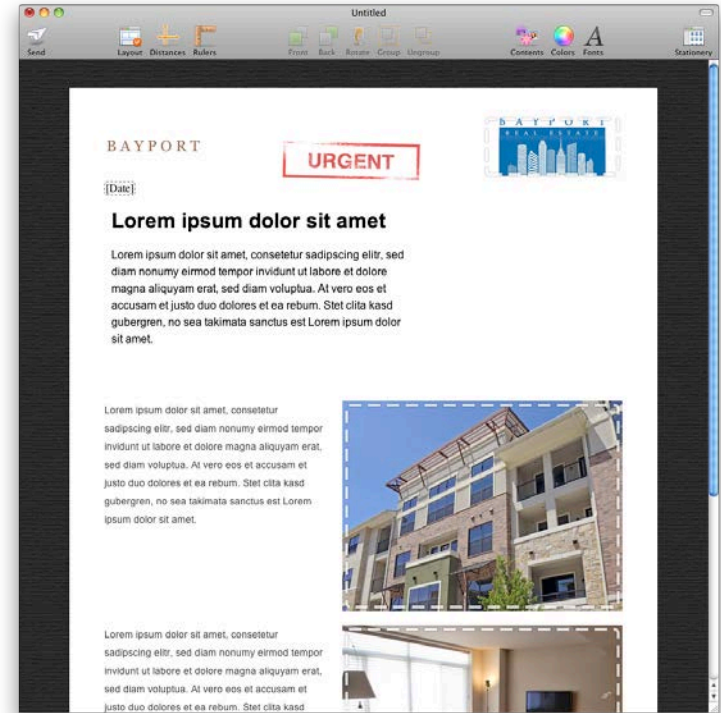
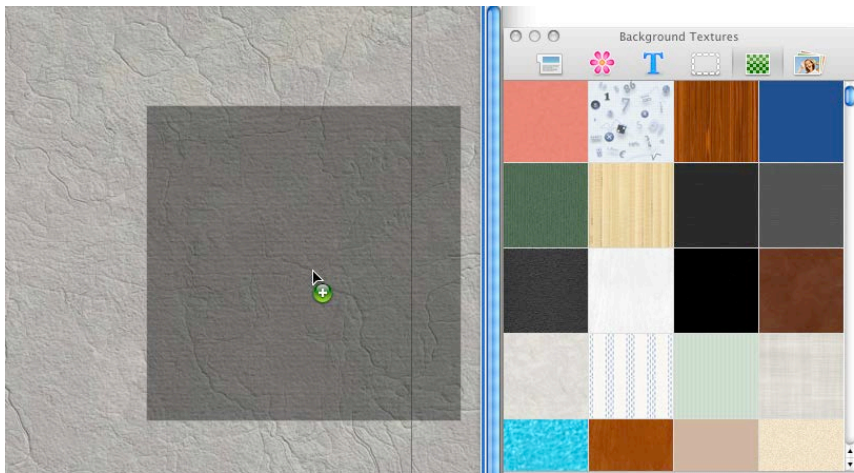


To apply a background texture

For our email, we're going to use a dark black background wallpaper texture. Click the paint roller icon to switch to background mode:



Next, click the textures icon to bring up the Contents panel and open the background textures. Then drag a texture to your background to apply it.



Custom backgrounds

You can also use one of your own photos or texture images as a background: choose the "Photos" section in the Contents panel and drag your photo or texture image to the background to apply it. Alternatively, drag in an image from the Finder, or copy and paste an image to set your background.

Applying a background to a text area

You can also choose a background texture or background color for the text areas in your design.

Choosing a background for all text areas

Switch to background mode by clicking the paint roller icon in the bottom left corner of your design. Apply a background to the middle area to apply it to all of the text areas in your design.

Choosing a background for a single text area

Choose a layout block area and click the background paint roller icon for that layout block. Now you can choose to apply (or remove) a background for just that text area.

Applying a background to a text column

Some text areas can be assigned a separate background. This can be used to create side-bars with links or other at-a-glance information.

Text areas that support backgrounds are highlighted in green in the Contents panel.



A layout block with a text area that uses a custom background

Applying a background to an image area

You can also change the backgrounds of image areas individually. Select an image area and click the paint roller icon to switch to background mode. Then drag a background texture or color into the image area to apply it.

Creating transparent background effects

If you would like to create design effects by giving some layout blocks a “transparent” background, try this:

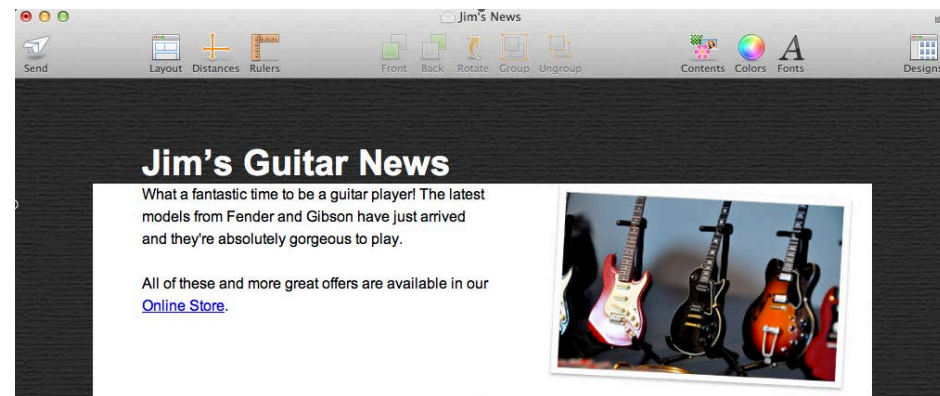
- ▶ Click the paint roller icon in the bottom left corner of your document
- ▶ Choose the middle background for all text areas
- ▶ Right-click and choose “Delete Background” from the shortcut menu

Now all of your text areas will appear with no background. Leave background selection and now selectively apply a background to all layout blocks, except those that you wish to remain “transparent”:

- ▶ Choose layout blocks, except those that are to appear “transparent”
- ▶ Click their individual paint roller icons
- ▶ Apply a background

Example

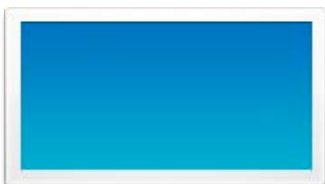
In this example, a white background has been applied to all layout blocks, except the “Jim’s Guitar News” header, allowing it to appear as though it is floating above the rest of the content.



Working with image areas

Image areas can contain images, photos, placeholders and stylized text – so you can really let your creativity flow.

Image areas are highlighted in blue in the Contents panel:



Layout block with an image area



Layout block with text and image areas

You can drag graphics, image placeholders, photos and stylized text to these areas in your design. Mail Designer will highlight those areas that you can drop images into.

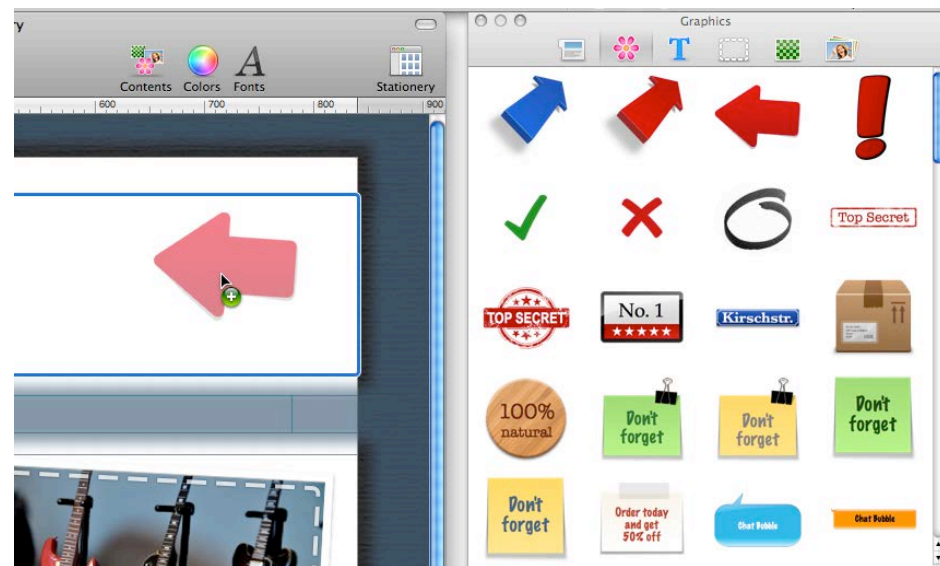


Graphics and other objects

Mail Designer includes graphics that you can use to spruce up your email design. These include sales promotion artwork as well as border designs.

Adding objects

To add graphics or another object, simply choose one from the Contents panel and drag it into an image area in your mail design.



Duplicating objects

You can duplicate objects by choosing Edit > Duplicate from the menu bar. Alternatively, you can also hold down the option key and drag the object to place a duplicate in your design.



Hold down the Option key and drag to duplicate an object

Resizing objects

You can also resize and adjust graphics using the resize controls. Click a graphic to see the resize controls.

Then just drag the graphic to the size you would like it to be.



Adjust the size of graphics using the resize controls

Resizing from the center

If you hold down the option key while resizing a graphic, it will be resized evenly from the center (i.e. it will be resized in from the edge you're dragging as well as from the opposite edge).

Resizing without constraining proportions

Ordinarily, Mail Designer preserves the proportions of a graphic when you resize it. However, you can also optionally also choose to disregard the proportions while resizing.

Hold down the Command key and resize a graphic or image to resize it without preserving its proportions.



Hold down the Command or Option keys while resizing for more options

Using objects with text

Some of the objects may contain text. You can double-click the text to replace it with your own.

We're going to use one of these graphics to create a cool header for our Mail Design.

Choose "Graphics" in the Contents panel and choose the red "Newsletter" image and drag it into the header section:



Double-click the "Newsletter" text and we can type in a custom name. You can also choose to a font and make it bigger or smaller to fit the available space:



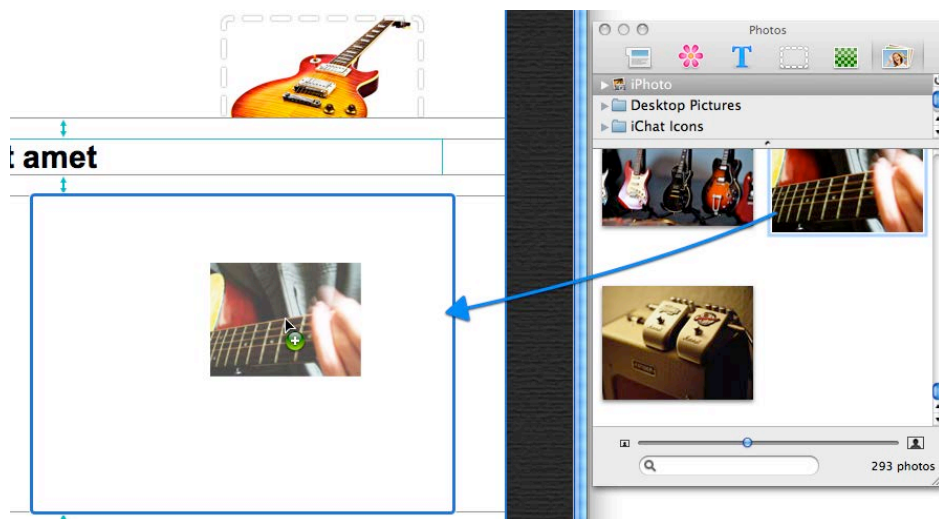
Photos

As everyone knows, a picture is worth a thousand words. Photos are a great way to grab your readers attention and immediately let them know what the email is about.

Adding photos

Open the Contents panel and choose "Photos". The photos tab gives you quick access your iPhoto and Aperture libraries, as well as other folders that contain images.

To add an image, just drag it into an image area.



Once you've dragged your image into an image area, you can use the orange resize controls along the edge of your picture to resize it.

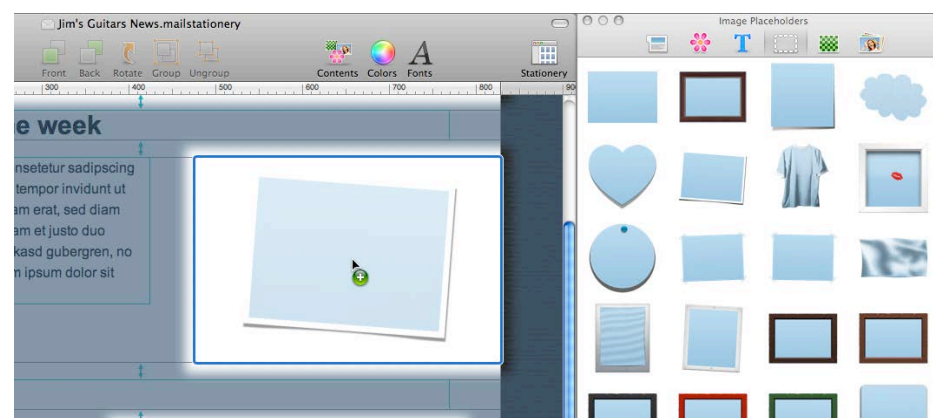
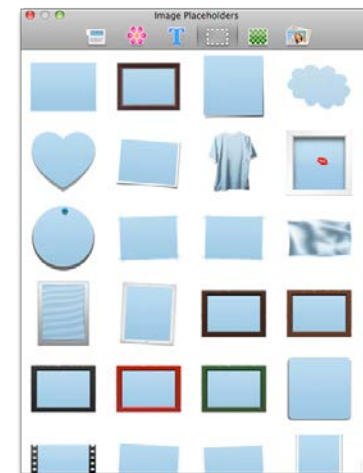
Image Placeholders

For greater flexibility, Mail Designer also includes image placeholders that can be used to crop or resize a picture and also offer interesting frame designs and masking effects.

Open the Image placeholders tab in the content window. Mail Designer includes plain placeholders, framed placeholders and even masking effect placeholders, like the t-shirt or flag designs.

Adding an image placeholder

Pick the image placeholder style that you would like to use and drag it into your design. You'll notice that Mail Designer has highlighted the image areas again, so you know which areas you can add your placeholder to.



This blue rectangle is the image placeholder we have added. It will show up in Mail as a blank area that you can use to drop your own images or photos onto.

Pre-filling an image placeholder

You can also pre-fill an image placeholder – this image will show up even if you don't add your own photo to a placeholder in Mail. Confused yet? Don't worry, it'll make sense once you see it in action.

Double-click the image placeholder we just added. You'll see the image zoom slider show up underneath, so you'll know you can now pre-define this image placeholder's image.



Now, just drag a photo onto this image placeholder and it will be set as the default image for this particular image placeholder. You can always replace this image later in Mail.

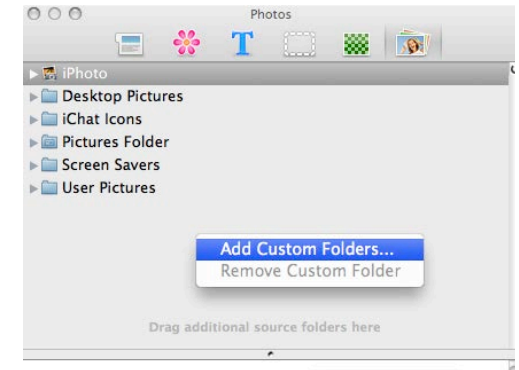


Adding your own logos and signatures

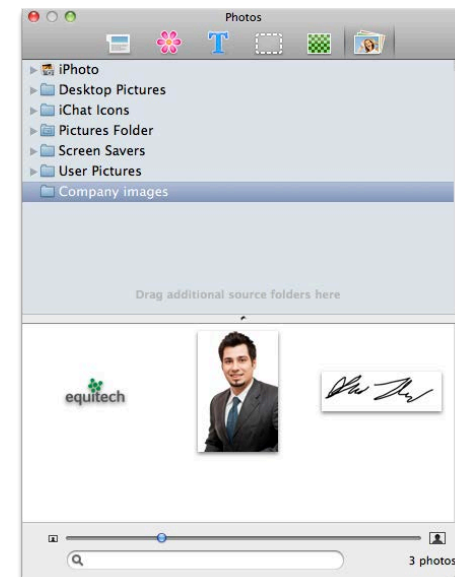
You probably have logos or a scan of your signature that you would like to frequently use in your mail designs.

You can add these to the "Photos" section of the Contents panel, so you'll be able to get to them faster.

Go to the Photos section and right-click underneath the pre-defined folders that are listed. Then choose a folder with your images that you would like to add.



There you go! Now you can easily access your logos and other company images directly within the Contents panel.



Working with text

With the design more or less complete, it's now time to work on the text of your email. Mail Designer makes it easy to create an email that you can then tweak and adjust in Mail for individual recipients, without requiring you to re-enter boilerplate text (e.g. contact details, product description signature, website link) every time you send an email.

What can text areas do?

There are two kinds of layout blocks in Mail Designer: *text areas* and *image areas*. Image areas can contain both text and images, while text areas can only include text.

You can edit a text area later in Mail, whereas text in image areas can only be altered in Mail Designer.

Editing a text area

To edit a text area in your message, just click inside a text area and start typing – simple! You can also adjust your font and text flow options by selecting text and choosing your options from the popover.



New Bass Guitar Starter Kits

For now, I'm just going to enter a rough draft of my text and I'll do the fine-tuning later when I send this message using Mail.

Copy and Paste Style

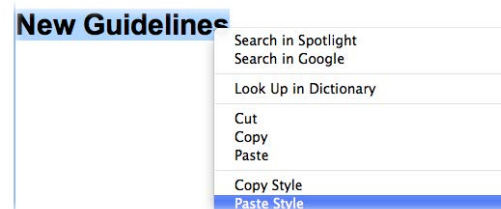
If you have added additional layout elements, you may want to copy and paste your existing font style into your new layout elements.

To copy and paste a text style

Select the text that has the style you would like to copy, then right-click and choose "Copy Style".



Then choose the text you would like to apply the copied style to, right-click and select "Paste Style":



There you go: the text style (including font option, text color and bold settings) has been pasted onto your new text:

New Guidelines

Paste text and keep style

Any text you paste into Mail Designer will automatically receive the style of the text area you're pasting in to.

If you would like to preserve your text style, you can use the "Paste with Style" command instead.

To paste and preserve the original style of your text

- ▶ Copy text that has formatting you want to preserve
- ▶ Choose "Edit > Paste With Style" from the menu bar

A note about font options

If you're in a text area, the font options in the popover only include so-called "web-safe fonts". These are fonts that can be viewed on most computers. If you're adding text to an image area, you can choose from a wider selection of fonts, as these will be displayed as part of an image, ensuring their compatibility with most email programs.

Editing text in an image area

In an image area, Mail Designer offers more flexibility and you can get really creative with your text. Let's try out some creative ideas!

Open the Contents panel and choose "Text objects".

First, we have the plain-jane "Sans" and "Serif" text elements that you can drag in to an image area to enter basic text. Click and drag the text box around to position it the way you want and choose your font and text alignment options as before.

We have also created a few other text styles using different fonts and colors.

Drag any of these text objects into an image area and double-click it to edit the text.



Special Characters

You'll notice that some of the text objects use special characters like these: ★ 🎵.

You can find lots more of these types of characters under "Edit > Special Characters..."

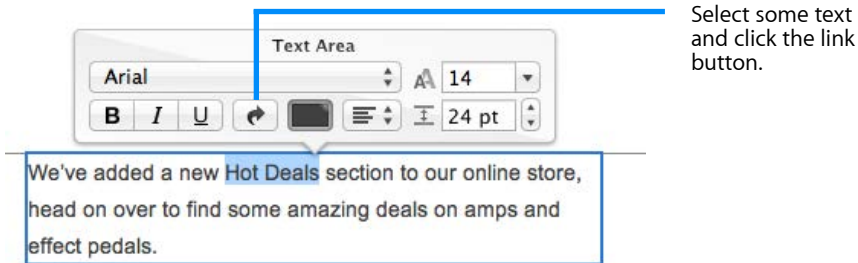
Select text somewhere in an image area, choose a special character and click "Insert" to add it to your text.

Working with links

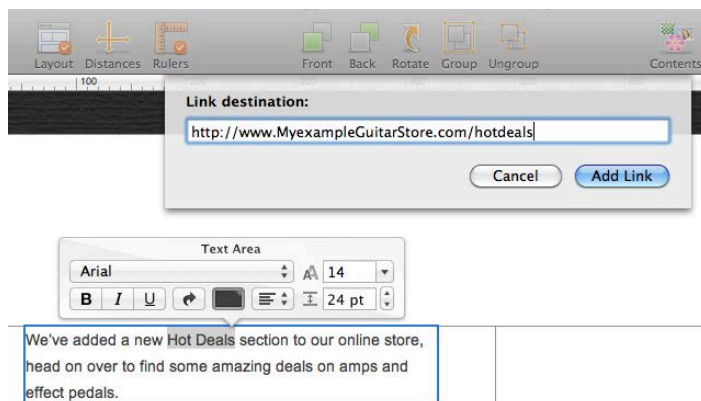
You can include links to your website, file downloads or other resources on the web in your design. Mail Designer support links for image areas as well as text links.

Creating a text link

Mark the text that you would like to turn into a link. Then click the arrow link in the popover. A dialog will slide in and you can enter your link.



Then enter your URL in the Link destination dialog box:

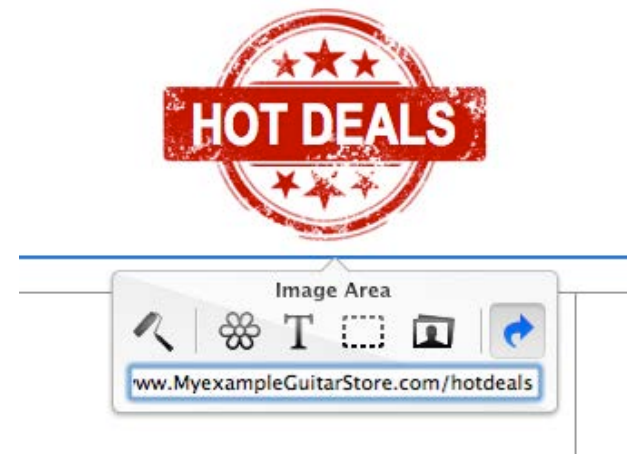


Note: you can change the color and text options of your link using the regular font options.

Creating an image link

You can create a link with an image area, so the image area will be clickable in your email. It's important to note, that as an entire image areas will be displayed as a single image in your email, you can only assign one link per image area.

To create an image area link, choose an image area in your design and click the arrow link button from the popover. Then just enter your URL. The entire image area will be "hot" and can be clicked in your final message.



Multiple links

We've included several layout blocks that contain several image areas next to each other.

You can use these blocks to create multiple image area links, e.g. in order to use multiple buttons with links to social media sites.

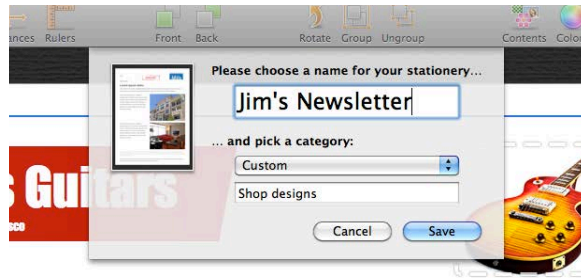


Saving and sending messages

Saving your design

Once your design is finished, you can save it to re-use later.

Choose "File > Save" from the menu bar. You can give your new stationery a name and choose a new or previously existing category to save it in:



You'll find your design in the Design Chooser under the category you saved it in, or you can also see all the designs you've created under "My Designs".

Choose your design and click "Edit" to edit or send that design.



Sending emails with your design

With the final graphical touches added, our email design is ready to be sent. There are two ways you can go about sending messages:

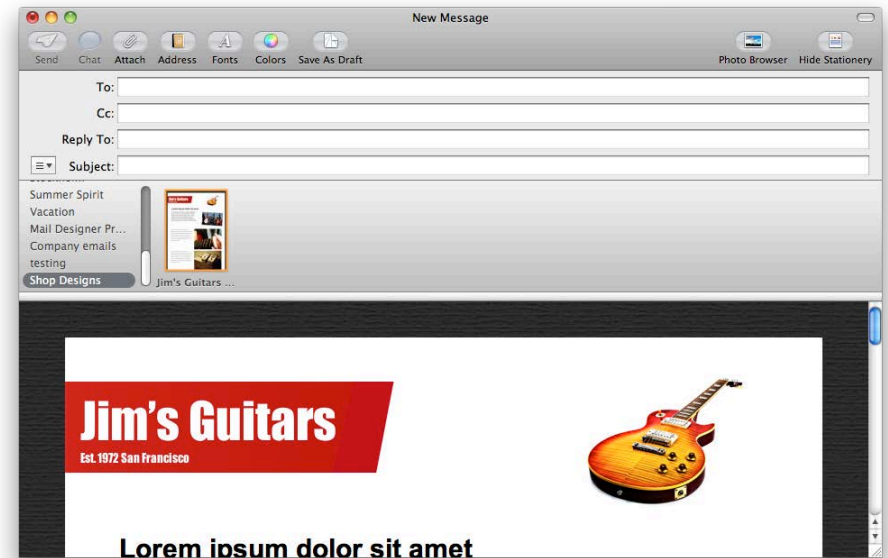
Preparing your message

Click the Send button in the toolbar to open your design in Apple Mail. You may notice Mail briefly quits and re-opens, in order to allow Mail Designer to add your new design to Mail.

Your design will be opened in a new Mail compose window. You now have an opportunity to change the text and replace any image placeholders you may have in your Mail Design.

Accessing designs in Mail

You can also open your design directly from within Apple Mail. Open a New Message window and click "Show Stationery". Then, scroll to the category you picked to open your design.



To edit or replace your text

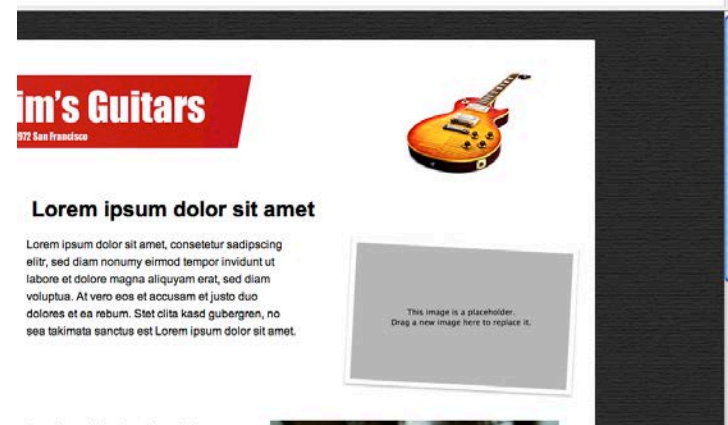
Click into one of the text areas. You'll notice that Mail has selected the entire block of text. Press the right arrow key on your keyboard once. You can now use the arrow keys to move the cursor into the position you want to start editing your text:



To replace a placeholder image

If you have image placeholders in your design, you now also have the option of replacing your placeholder images.

Just drag a photo or image into the placeholder.



Resizing images

If you notice that your new photo isn't quite the right size for your placeholders, just click it once to bring up Mail's image resizing controls. Drag the zoom slider to zoom your image in or out.

You can also click and drag your image to re-position it in the placeholders, e.g. to focus on another part of the image.

Tip

If you start typing while the entire block of text is selected, you'll delete your entire placeholder text. If you accidentally cleared your text, just hit Command+Z on your keyboard to undo and restore your placeholder text.

You may find it easier to write your entire message in Mail Designer, rather than in the Mail application. Just choose your saved design in Mail Designer, edit your text and hit "Send".

Advanced design techniques

We've covered the basic, so let's look at some of the slightly more advanced layout and design techniques you can apply to your email designs.

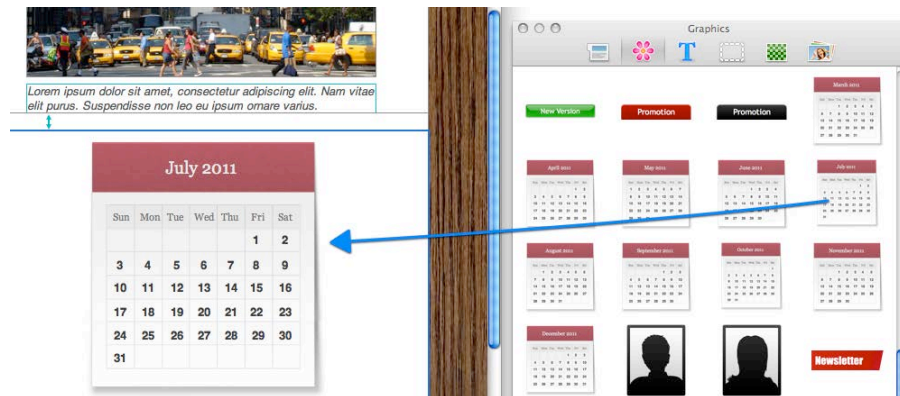
Combining design elements

You can create some interesting effects by combining multiple design elements. Mail Designer can arrange objects in layers, so you can stack objects on top of each other for eye-catching looks.

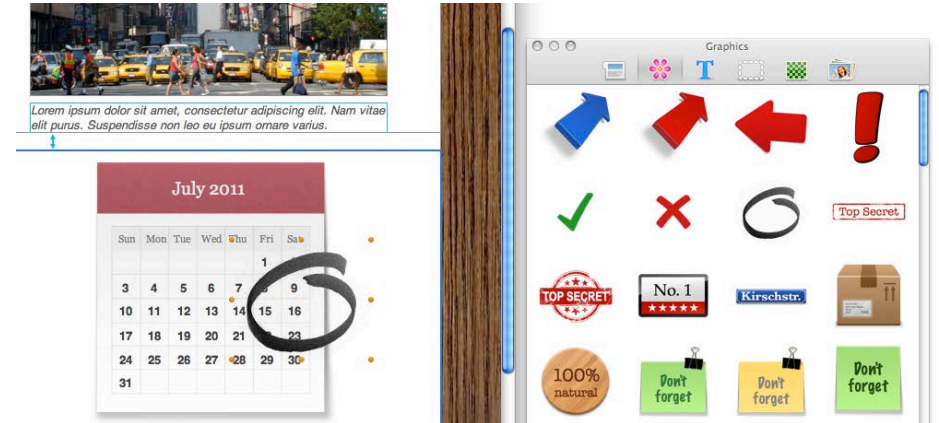
Combining graphics

Let's say we have a big sales event on July 16th that we want to announce. We can highlight that date visually by combining the calendar text element with a graphic element to highlight the specific date.

Drag in the July Calendar text object:



Now go to the graphics and drag the black marker circle onto the calendar:



Finally, grab the black circle by the orange adjustment handles, resize it, and then click and drag it into position over July 16th.

Summer Sale!

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.



Perfect! A great visual reminder to let customers know to check out the event on July 16th!

Moving objects to the front or back

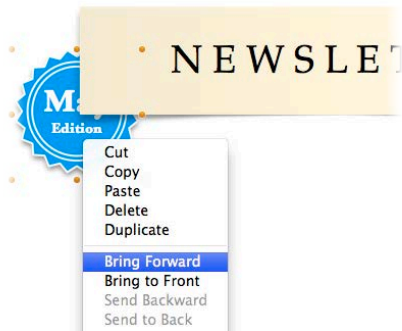
Once you start combining design elements, you may want to place certain objects in image areas in front of or behind other objects.

Moving objects

Select an object and click the “Front” or “Back” button in the toolbar. For more granular control over your layers, you can also choose “Arrange > Bring Forward” or “Send Backward” from the menu bar.



For instance, in order to place this “May edition” text object in front of the “Newsletter” banner, I right-click it and choose “Bring forward”:



That will place it in front of the “Newsletter” banner:



Grouping design elements

You can also group design elements together, making it easier to move elements that belong together around in your design.

To group elements together

Drag across two or more elements to select them together and then choose “Group” from the toolbar. Here I’ve selected three elements: the “Sale” text, the description and price and the strikethrough line:



You can now move the elements around together, and they’ll be treated as one single element, making it much easier to move them around in my design:



Ungroup the included text objects

Several of the text objects that we include are images and text objects grouped together. You can ungroup these for greater control over the look of a certain element – just select “Ungroup” from the toolbar.

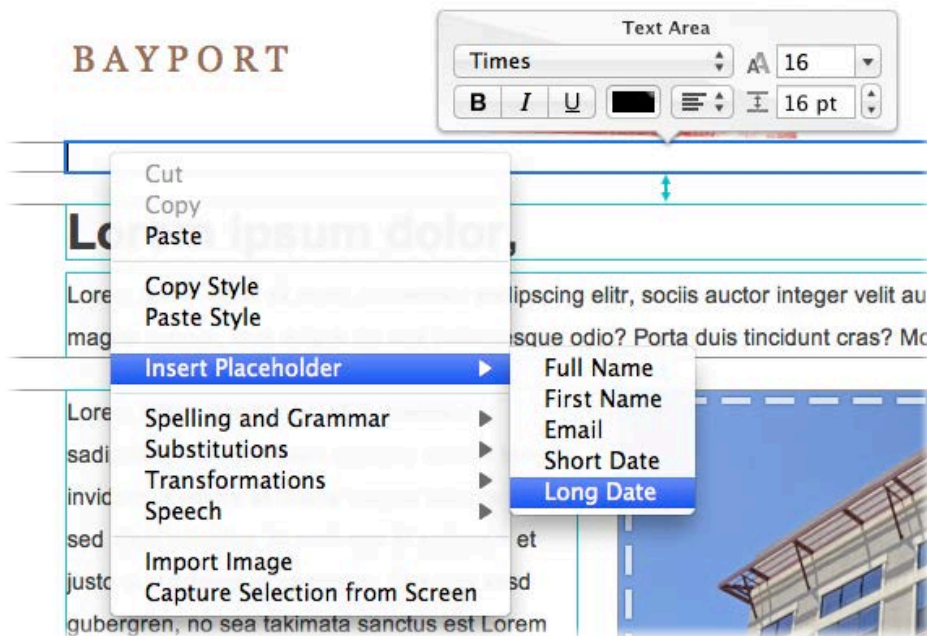
Using text placeholders

Mail Designer has the ability to use placeholders for text, so common snippets such as your name or the date can automatically be inserted into your email text.

Adding text placeholders

Choose "Insert" in the menu bar and choose one of the five available placeholders: *Full Name*, *First Name*, *Email*, *Short Date* or *Long Date*.

Alternatively, you can also right-click and insert a placeholder:

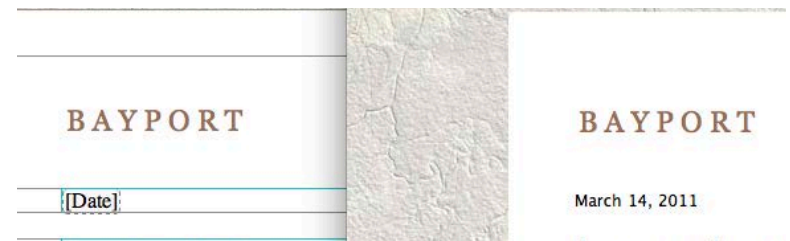


While layout view is enabled, you'll be shown the text placeholder. Turn off layout view to see the final text.

You can choose from one of the following placeholders:

Placeholder	Inserts
Full Name	The sender's full name as set in the Address Book
First Name	The sender's first name as set in Address Book
Email	The sender's email address as set in Address Book
Short Date	Today's date in short form (e.g. 07.06.2011). The date formatting is determined by your System Preferences.
Long Date	Today's date in long form (e.g. Friday, 15. July 2011). The date formatting is determined by your System Preferences.

Once inserted, the placeholder will be automatically replaced once you go to send your message in Mail:



Editing Business Edition stationery

If you own Stationery Pack Business Edition, you can also adjust and save personalized copies of those templates.

Most businesses frequently need to send out the same email, with only minor changes in the content. Now there is a way to write an email once and then save that email as a new template for easy re-use in Mail.

We've updated your Business Edition templates so they can be edited and customized with Mail Designer.

You can customize:

- The layout of the email
- Text and font options (including disclaimers, contact details, etc.)
- Photos and image placeholders

You won't be able to easily change backgrounds or certain graphics.

If you find yourself running into limitations when trying to edit a Stationery Pack design, you may want to try creating a similar design using a Design Idea instead.

More Designs?

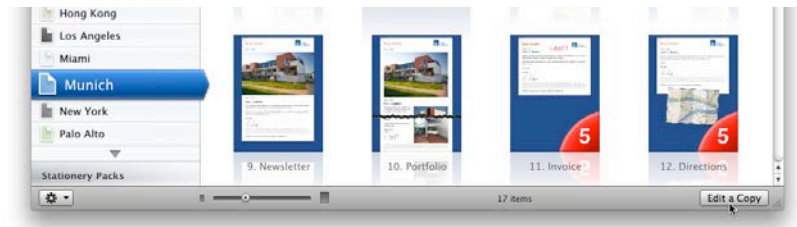
Click the "Stationery Pack" heading to see all the Stationery Packs equinix has to offer.

You can choose templates from Packs you have purchased or discover and preview new Packs. You'll be able to edit the text and photos in other templates, however the layout will be fixed.

How to customize a Business Edition design

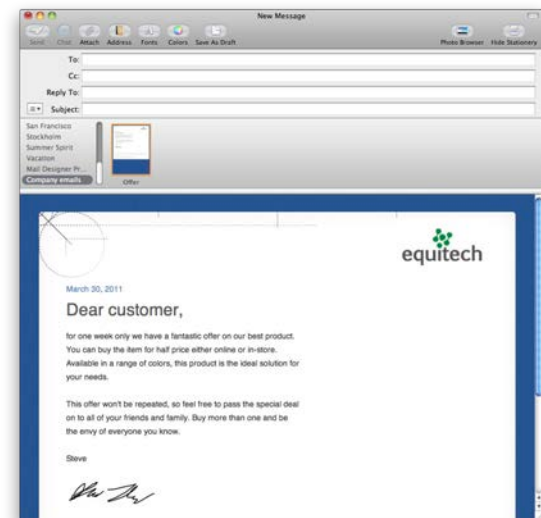
In the Design Chooser window, look under the "My Library" heading. Those are all of the stationery pack templates you currently have in Mail.

Pick a Business Edition stationery design and choose "Edit a Copy".



Edit the layout, your text and image placeholders in the email and choose "File > Save". Pick a name for your edited template and choose the category you would like to save it in.

You'll now be able to access this edited template and send it out without having to make major changes every time you want to use it.



Sharing your designs

Share your latest stationery with your friends and colleagues, so they can send their own messages based on your designs.

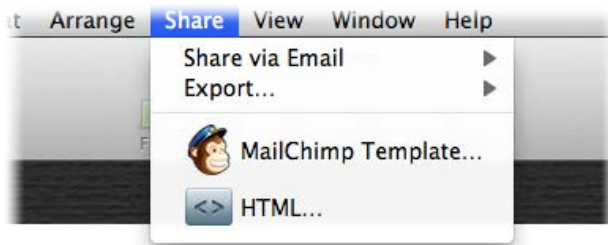
Mail designer offers several ways of sharing your design.

Share as Mail Designer Document

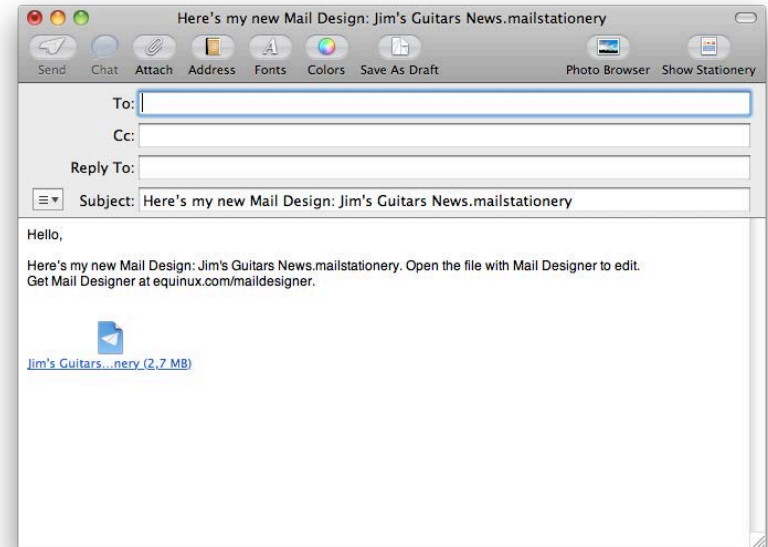
This option will create a file that can be opened in Mail Designer on another Mac. This gives you more flexibility, but also means you'll need to have Mail Designer installed on the Mac you send the file to.

Share as Apple Mail Stationery

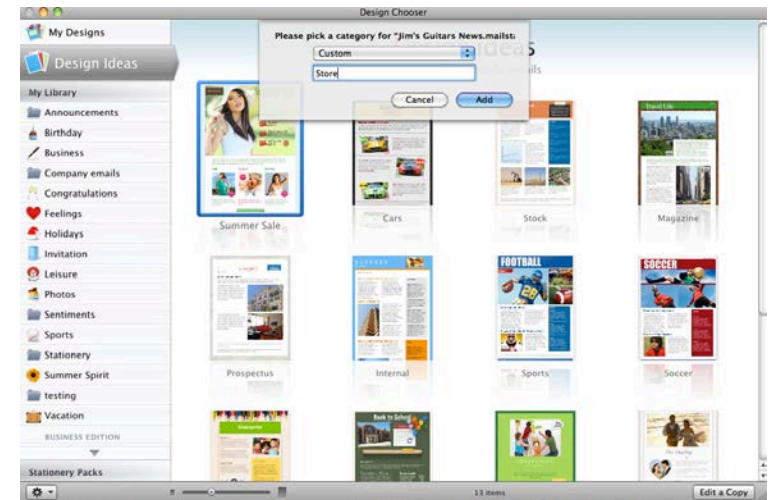
If you choose this option, Mail Designer will create a file that can be opened in Apple Mail and doesn't require Mail Designer to be installed.



Choose Share from the menu bar to export or email your design.



The person opening the design will be asked to pick a category for the new design. Once it's been added to Mail Designer or Apple Mail, they'll be able to send their own emails, based on your design.



HTML Export

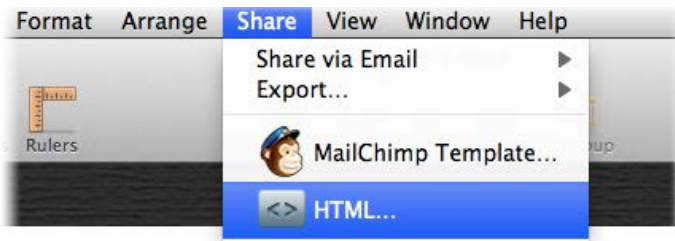
Mail Designer can export a HTML file containing your design. You can re-use your design with other services, or publish a copy as a webpage.

Once you have created your design, you can export it as HTML. This will allow you to do even more with your design:

- Upload your design to third-party newsletter services
- Offer readers with email programs that don't support HTML the option to view your message as a webpage in their browser
- Link to your newsletter directly from your website, for people that would like to see a newsletter before they subscribe

To export your design as a HTML document

- ▶ Open your design
- ▶ Choose "Share > HTML..." from the menu bar



- ▶ Choose a location to save your design
- ▶ *Optional:* If you plan on uploading your images to a separate web server, you can enter an absolute URL prefix for images.

Mail Designer will create a folder containing the HTML file and images that make up your newsletter.

Offering your newsletter on the web

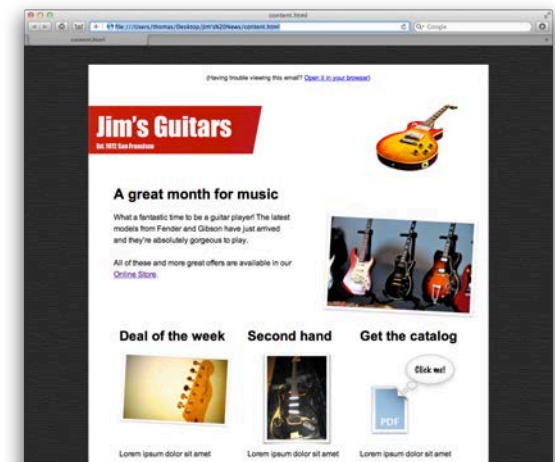
You can upload the exported HTML and image files to a web host. This would allow your readers to open your message in their web browser. This can be used to give readers an alternative way to read your message, if their email application doesn't support advanced HTML messages.

To offer your newsletter on the web:

- ▶ Export your design as a HTML document
- ▶ Upload the exported folder to a web server (via FTP, or tools offered by your host)
- ▶ Add a link to the web version of your newsletter in your email



(Having trouble viewing this email? [Open it in your browser](#))



Export to other Email Marketing Tools

There are dozens of email and newsletter services that support HTML emails. If your newsletter provider supports custom HTML templates with images, you may be able to export your design from Mail Designer and import into your tool of choice.

Preparing your design for import

Depending on your service, you may need to do import your design in one of the following ways:

- ▶ Create and upload a compressed zip archive containing all of the files you exported from Mail Designer
- ▶ Upload your HTML file and a separate zip file containing all of your images
- ▶ Copy & paste the contents of your HTML file and upload your images
- ▶ Upload all of the exported files individually

Getting help with other email marketing tools

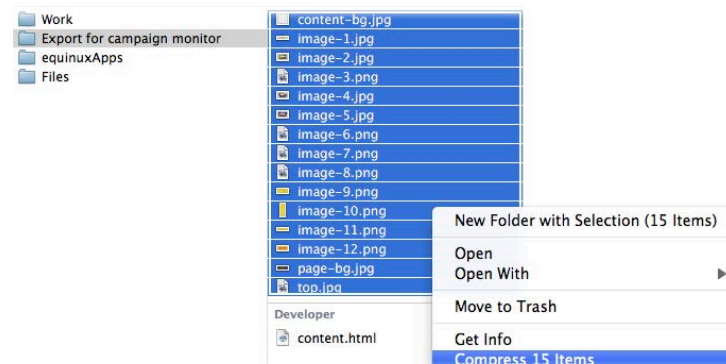
This manual Can only outline the basic steps required to upload a design to a email marketing tool. As every newsletter service works differently, you'll need to consult the documentation provided by your newsletter service to see if it is possible to import custom HTML templates and how they recommend you upload your design.

Example: Campaign Monitor

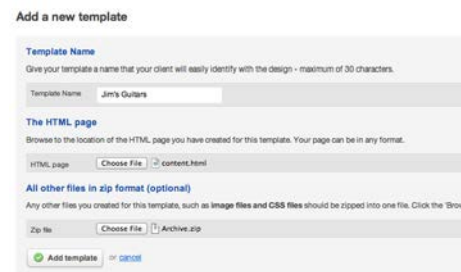
Here we'll show you how to use a design with Campaign Monitor.

How to upload your HTML export to Campaign Monitor

- ▶ Export your design using Mail Designer's HTML export
- ▶ Go to the folder with your exported design
- ▶ Select the image files in your exported design folder and create an archive containing all the .jpeg and .png files



- ▶ Sign in to your Campaign Monitor account
- ▶ Go to the Templates section and create a new template
- ▶ Choose the "content.html" file in the folder with your exported design and upload it as your HTML page in Campaign Monitor
- ▶ Choose the zip archive you create earlier and upload it



Exporting a Design to MailChimp

If you've created a newsletter design that you want to email to large number of users, you might want to send it out with MailChimp – a professional email marketing service.

While you can send your newsletter directly to your readers from Apple Mail, most email providers won't allow you to send emails to hundreds or thousands of readers at a time. That's where MailChimp comes in. This service can send emails to large numbers of newsletter subscribers at a time.

MailChimp offers free accounts to get you started, with paid accounts available for users with larger numbers of subscribers.

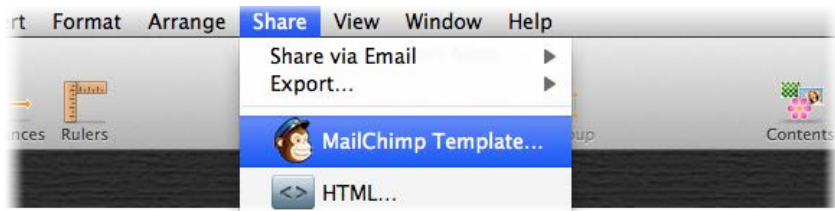


To start using MailChimp

First you'll need a free MailChimp account, so head over to their website to sign up:

→ <http://www.equinux.com/goto/maildesigner-mailchimp-signup>

Once you have a MailChimp account, open one of your templates in Mail Designer and choose "MailChimp template" from the share menu:



You'll be asked to enter your MailChimp API key:



To add your API key:

- ▶ Go to the MailChimp website and sign in to your MailChimp account
- ▶ Choose "Account > API keys & authorized apps" from the menu
- ▶ Copy your API key
- ▶ Paste it into Mail Designer

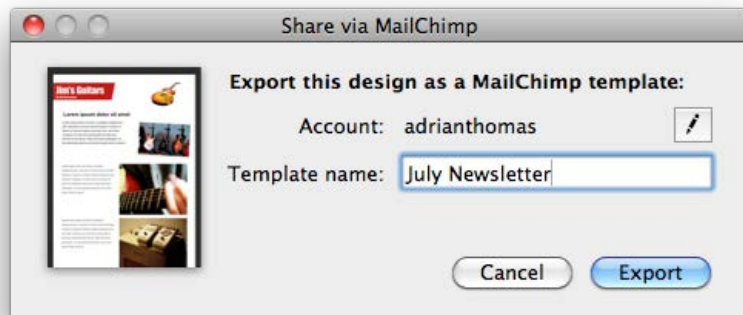
Mail Designer can store your API key in your keychain, so you should only need to set this up once.

API Key?

In order to add new templates to your MailChimp account, Mail Designer needs your MailChimp account API key, which will allow it to upload templates on your behalf.

Uploading a design to MailChimp

Once your account has been configured, your designs can be uploaded to your MailChimp account. Choose a name to save your design as and click export:



Your design will then be uploaded to your MailChimp account. You can then view it on the MailChimp website to see how it looks and use the new template in your MailChimp marketing campaigns.

MailChimp Editing and Compatibility

Editing

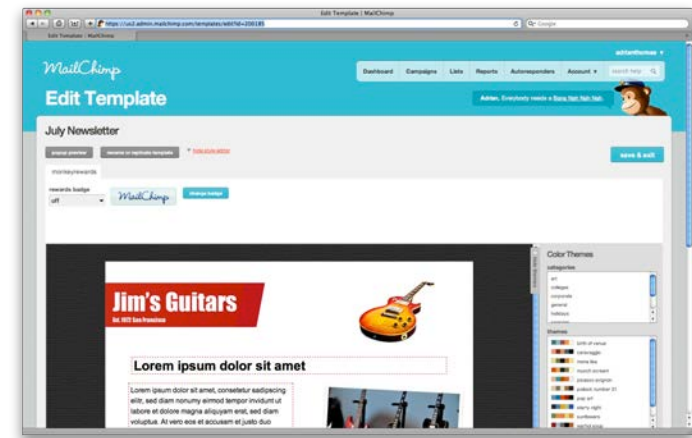
MailChimp also offers an online editing tool. However, it is usually easier to use Mail Designer for all editing and to simply upload your edited document when you're finished.

Just be sure to export your edited template with a new name, as Mail Designer can't overwrite templates already uploaded to MailChimp.

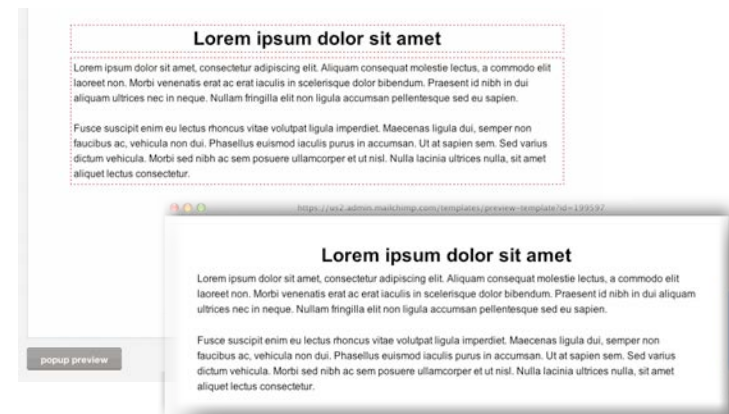
Compatibility

When Mail Designer documents are exported to MailChimp, the HTML formatting is re-interpreted by MailChimp's HTML engine.

We have tested compatibility thoroughly and have strived to ensure that designs are exported as accurately as possible.



However, it is possible that you may see some minor discrepancies with regards to the exact flow and formatting of your text (e.g. a paragraph may take up four lines of text instead of three) and MailChimp's editing preview can also sometimes display things slightly differently.



For a more precise preview, use MailChimp's "popup preview" feature or send yourself a test message through MailChimp once you have created your campaign, before sending it to recipients.

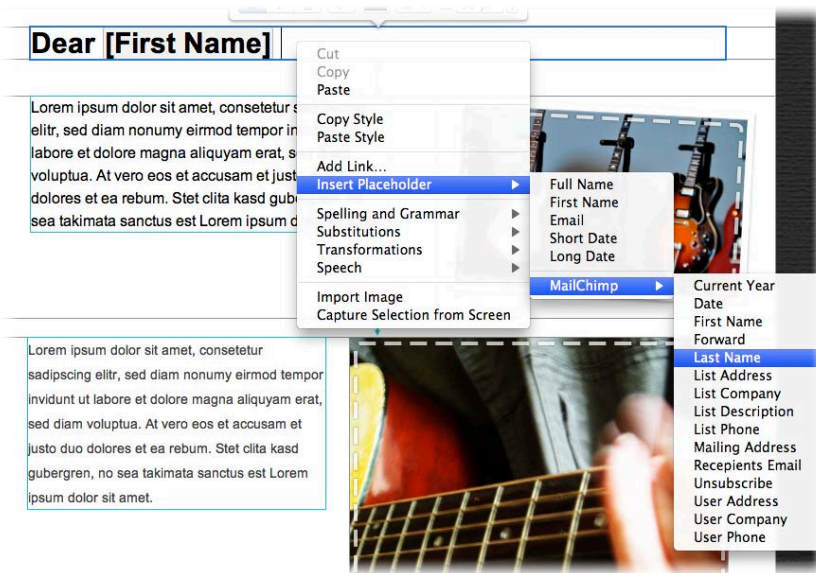
Using placeholders with MailChimp

MailChimp can use “placeholders” or “merge tags” in your design to automatically insert personalized details into your message.

To use MailChimp placeholders

- ▶ Go to a text area within your design
- ▶ Right-click and choose “Insert Placeholder > MailChimp”
- ▶ Choose the placeholder you would like to add

A placeholder will be inserted into your text, which will later be replaced with information from your MailChimp account.



MailChimp placeholders explained

Placeholder	Description
Address and vCard	Your details, as stored in your MailChimp account. Includes your address and a download link for your vCard
Current Year	Inserts the current year
Date	Inserts the current date
First Name	Adds the recipients first name
Forward	Include a link that can be clicked for forward your newsletter to other recipients
Last Name	Adds the recipients last name
List Address	Adds your address, as stored for a particular list
List Company	Adds your company name, as stored for a particular list
List Description	Includes a description of why your customers are receiving this email, as stored for a particular list.
List Phone	Include your phone number, as stored for a particular list
Recipients Email	Adds the recipients email address
Unsubscribe	Adds an unsubscribe link
User Address	Add your postal address, as stored in your MailChimp account
User Company	Add your company name, as stored in your MailChimp account

Placeholder	Description
User Phone	Add your phone number, as stored in your MailChimp account

More on MailChimp

This manual covers the basic steps required to upload your design as a MailChimp template.

To learn more about the other MailChimp features (e.g. managing recipient lists, using merge tags, customizing the MailChimp footer at the bottom of emails), please visit the MailChimp support pages for detailed information:

→ <http://www.equinix.com/goto/mailchimpsupport>

Exporting a Design to Campaign Monitor

Campaign Monitor makes it easy to send email newsletters to a large number of users and is also ideal if you're designing newsletters for clients. Export your design directly from Mail Designer.

While you can send your newsletter directly to your readers from Apple Mail, most email providers won't allow you to send emails to hundreds or thousands of readers at a time. With Campaign Monitor you can send your emails to large numbers of newsletter subscribers at a time.

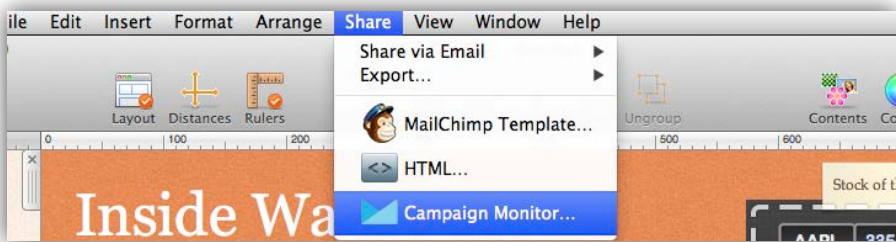
Campaign Monitor offers different packages that allow you to send a certain amount of messages. You can either pay monthly or pay by campaign.

To start using Campaign Monitor

First you'll need a Campaign Monitor account, so head over to their website to sign up:

→ <http://www.equinix.com/goto/maildesigner/plugins/campaignmonitor/signup>

Once you have a Campaign Monitor account, open one of your templates in Mail Designer and choose "Campaign Monitor..." from the share menu:



You'll be asked to enter your Campaign Monitor API key:



To add your API key:

- ▶ Go to the Campaign Monitor website and sign in to your Campaign Monitor account
- ▶ Choose "Account Settings" from the menu
- ▶ Copy your API key
- ▶ Paste it into Mail Designer

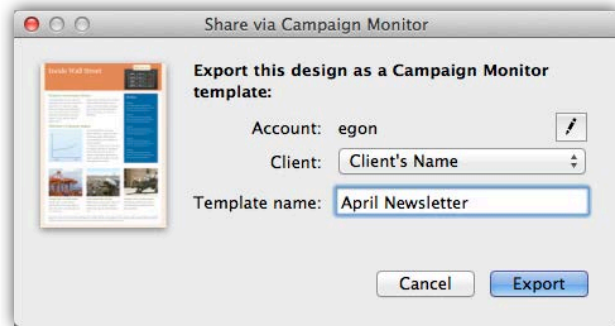
Mail Designer can store your API key in your keychain, so you should only need to set this up once.

API Key?

In order to add new templates to your Campaign Monitor account, Mail Designer needs your Campaign Monitor account API key, which will allow it to upload templates on your behalf.

Uploading a design to Campaign Monitor

Once your account has been configured, your designs can be uploaded to your Campaign Monitor account. Choose a name for your design and a client you want to use the design for. Afterwards click “Export”:



Your design will then be uploaded to your Campaign Monitor account. You can then view it on the Campaign Monitor website to see how it looks and use the new template in your Campaign Monitor campaigns.

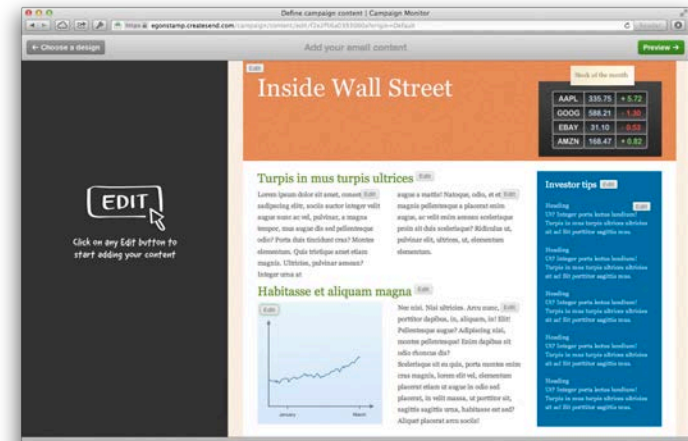
Campaign Monitor Editing and Compatibility

Editing

Campaign Monitor also offers an online editing tool. However, it is usually easier to use Mail Designer for all editing and to simply upload your edited document when you're finished.

Compatibility

When Mail Designer documents are exported to Campaign Monitor, the HTML formatting is re-interpreted by Campaign Monitor's HTML engine. We have tested compatibility thoroughly and have strived to ensure that designs are exported as accurately as possible.



However, it is possible that you may see some minor discrepancies with regards to the exact flow and formatting of your text (e.g. a paragraph may take up four lines of text instead of three) and Campaign Monitor's editing preview can also sometimes display things slightly differently.



For a more precise preview, you can use Campaign Monitor's built in preview feature or send yourself a test message through Campaign Monitor once you have created your campaign, before sending it to recipients.

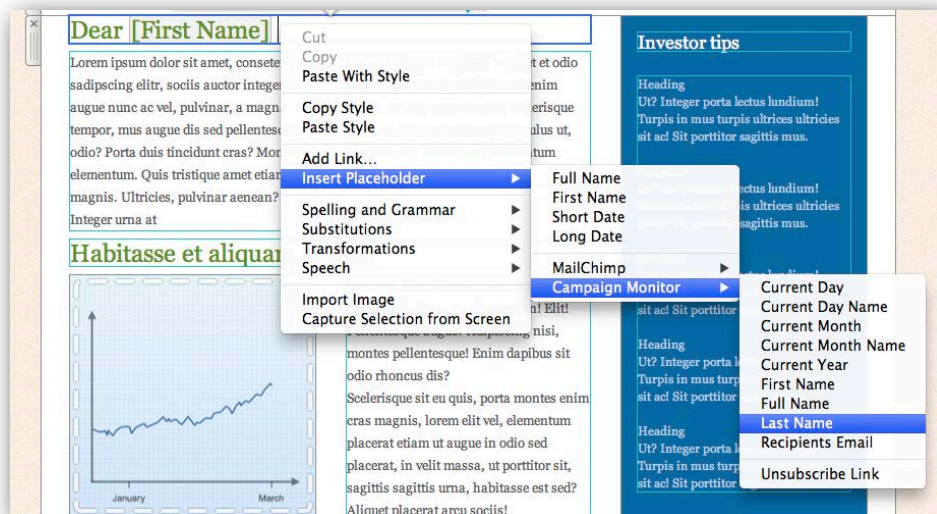
Using placeholders with Campaign Monitor

Campaign Monitor can use “placeholders” in your design to automatically insert personalized details into your message.

To use Campaign Monitor placeholders

- ▶ Go to a text area within your design
- ▶ Right-click and choose “Insert Placeholder > Campaign Monitor”
- ▶ Choose the placeholder you would like to add

A placeholder will be inserted into your text, which will later be replaced with information from your Campaign Monitor account.



Unsubscribe Link

Any templates you want to upload to Campaign Monitor must include an unsubscribe link.

To add an unsubscribe link to your template, please insert the Campaign Monitor placeholder „Unsubscribe Link“.

Campaign Monitor placeholders explained

Placeholder	Description
Current Day	Inserts the current day
Current Day Name	Inserts the name of the current day (e.g. Monday)
Current Month	Inserts the current month
Current Month Name	Inserts the name of the current month (e.g. April)
Current Year	Inserts the current year
First Name	Adds the recipients first name
Full Name	Adds the recipients full name
Last Name	Adds the recipients last name
Recipients Email	Adds the recipients email address
Unsubscribe Link	Adds an unsubscribe link

More on Campaign Monitor

This manual covers the basic steps required to upload your design as a Campaign Monitor template.

To learn more about the other Campaign Monitor features (e.g. managing recipient lists, managing clients, customizing the unsubscribe page), please visit the Campaign Monitor support pages for detailed information:

→ <http://www.equinix.com/goto/campaignmonitorsupport>

Appendix: Compatibility

While most modern email applications will display Mail Designer messages beautifully, there are a few email programs that might not always get it quite right. Here are a few tips...

As with all HTML-based documents, a Mail Designer message may be displayed slightly differently, depending on the email program being used to read it.

Compatibility examples and tips

We have created a special web page with a gallery that shows what your readers might see when they open a Mail Designer message in their email application.

You'll also find tips on how to improve compatibility and offer your readers alternative ways to view your messages.

→ www.equinix.com/goto/maildesignercompatibility

Basic Compatibility Tips

Backgrounds

Certain email programs (notably Outlook 2007 and 2010) have issues displaying several layers of backgrounds. To maximize compatibility, assume that your primary background color will show up and make sure the font colors you choose will work with that color.

Sidebars

A sidebar layout item may not always be displayed as intended, particularly if it has a separate background color. You may want to place sidebar details in a regular layout element instead, for best compatibility.

Choosing Fonts

It's best to stick to the "web-safe" fonts. These are shown in Mail Designer by default when choosing a font within a layout block. If you choose another font, it may not be displayed on your recipient's computer as intended.

Include a compatibility link

Export your newsletter as a HTML web page and include a link to it in your email, allowing readers with older email clients to read your newsletter in their browser as you intended it to be displayed.

Appendix: Keyboard Shortcuts

Action	Shortcut
Working with Objects	
Copy	Command-C
Cut	Command-X
Paste	Command-V
Paste with style	Command-Shift-V
Duplicate	Command-D
Bring Forward	Option-Command-Shift-F
Bring to Front	Command-Shift-F
Send Backward	Option-Command-Shift-B
Send to Back	Command-Shift-B
Rotate Left	Option-Command-Shift-R
Rotate Right	Command-Shift-R
Group	Option-Command-G
Ungroup	Option-Command-Shift-G

Content panel

Show layout elements	Command-1
Show Graphics	Command-2
Show Text Objects	Command-3
Show Image Placeholders	Command-4
Show Background Textures	Command-5
Show Photo Browser	Command-6

Action	Shortcut
General Shortcuts	
Show colors	Command-Shift-C
Show Fonts	Command-T
Show / hide layout	Space
Show / hide Rulers	Command-R
Hide Mail Designer	Command-H
Hide other applications	Command-Option-H
Close window	Command-W
Quit Mail Designer	Command-Q
Minimize	Command-M
Show this manual	Command-?

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Manual revision 1.1

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"my new guitar" by [Iburiedpaul](#)

"Epiphone Les Paul Standard" by [Martin](#)

"Fender Pedals and Amp" by [CharlieTPhotographic](#)

"Gibson SG in Original Case" by [catsper](#)

"telekaster" by [steve lodefink](#)

"Day 18: Telecaster" by [Theodore Lee](#)

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