

e·quinux



**Mail Designer 2**

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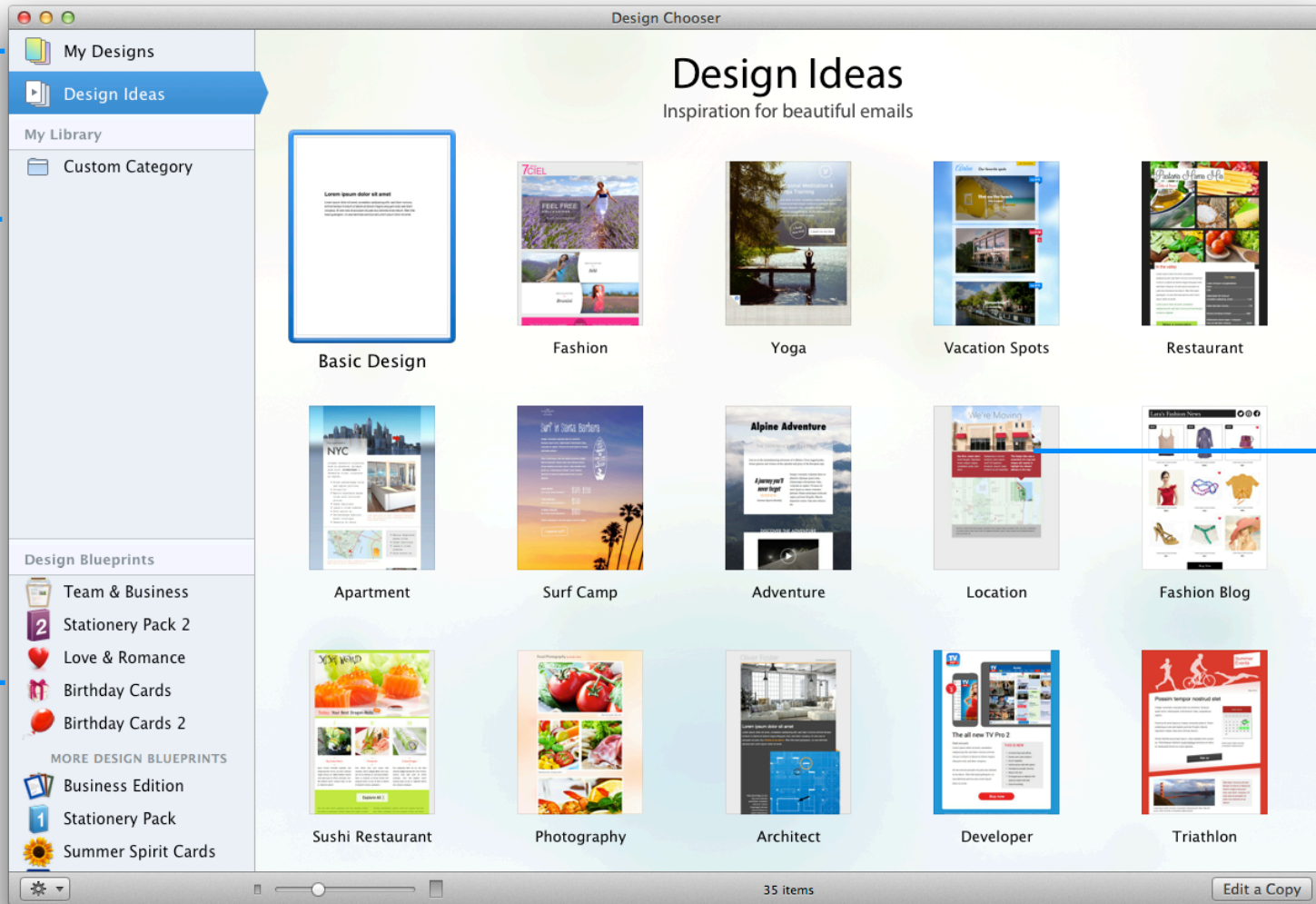
# The Design Chooser

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 created

Access templates from Design Blueprints



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.

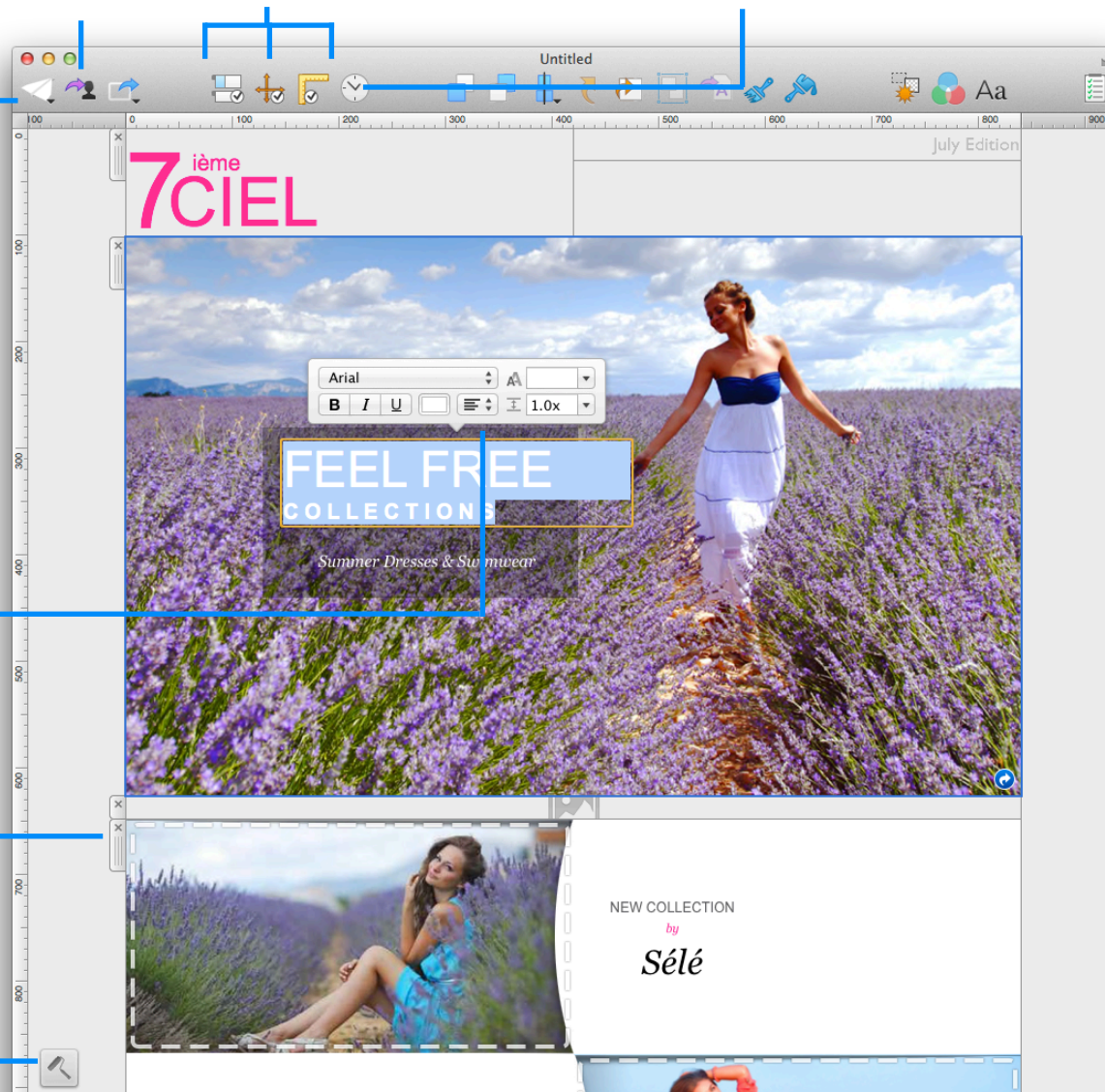
Share your template by email or lend it to another Mail Designer user

Show or hide the layout, distance indicators or rulers.

Show the Log for your template

Hit 'Send' to send your design

Check your template for any issues



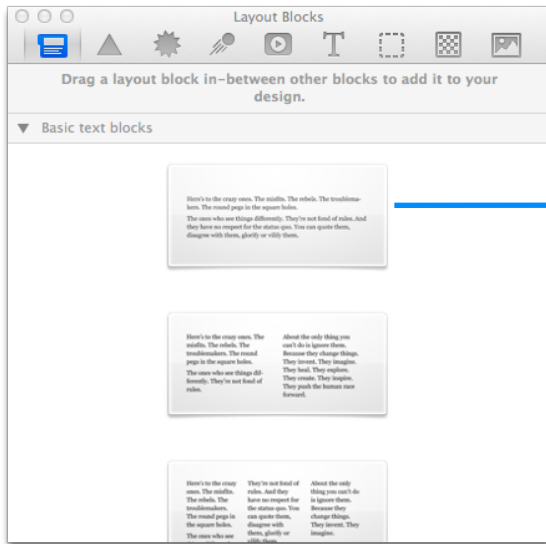
Quickly adjust your font, text spacing and other options using the font-popover.

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.

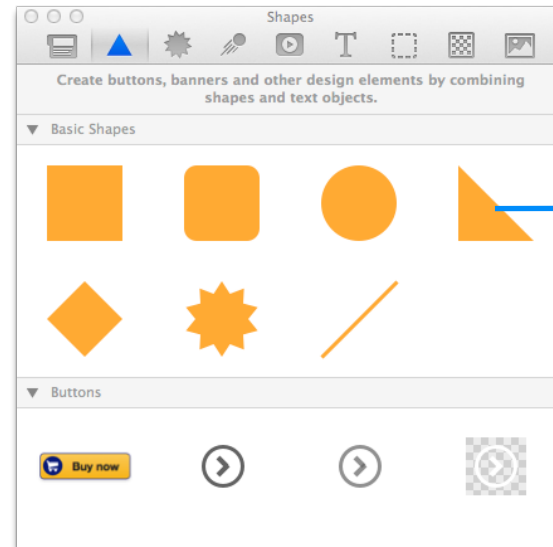
# The contents window

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.

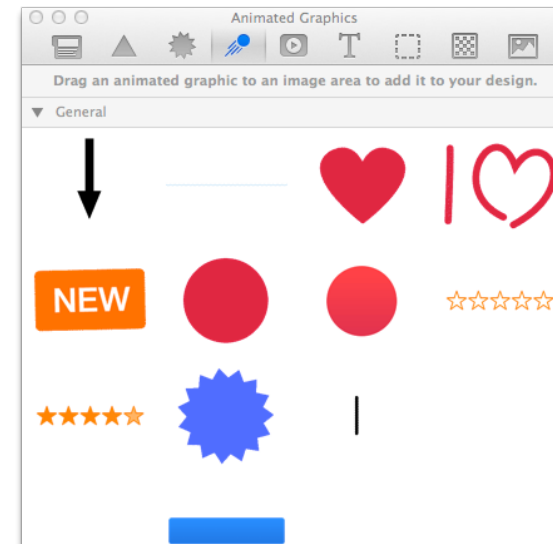
You'll see a preview how your template will appear in the Desktop and Mobile version of your template.



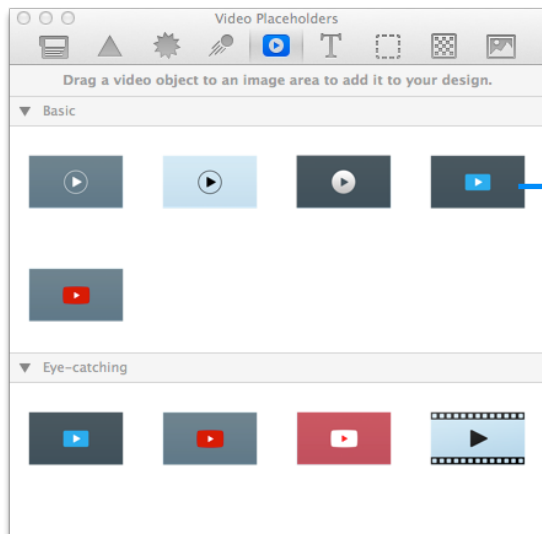
Choose a shape you want to add to your template.



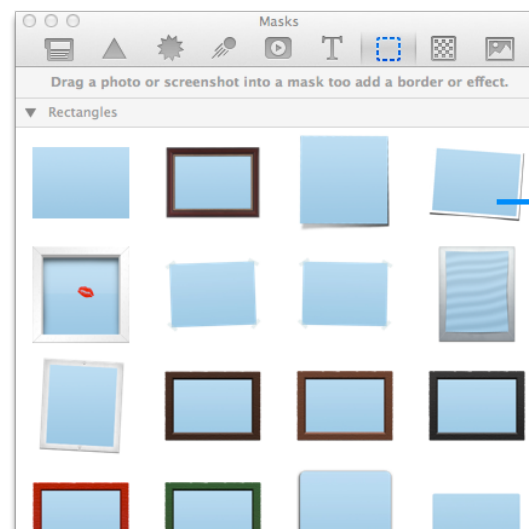
Drag graphics to your design and double-click the text to write your own.



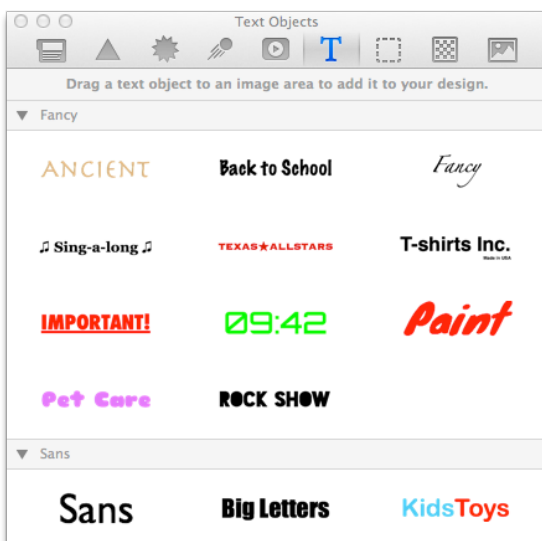
Choose an animated graphic into your design. You can use one animated graphic for every image area.



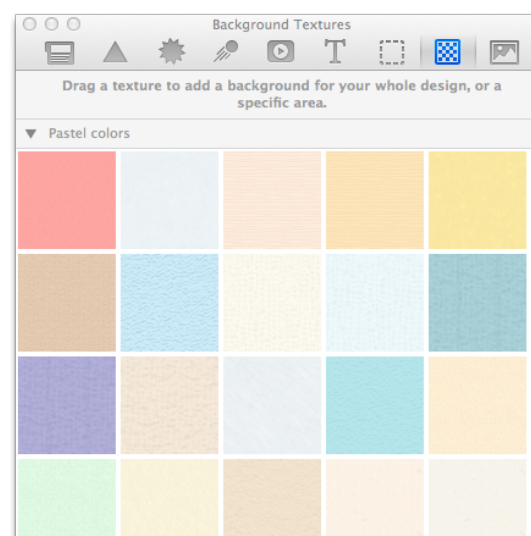
Choose a video placeholder and drag it into your template. Add then a link to a Youtube or Vimeo video.



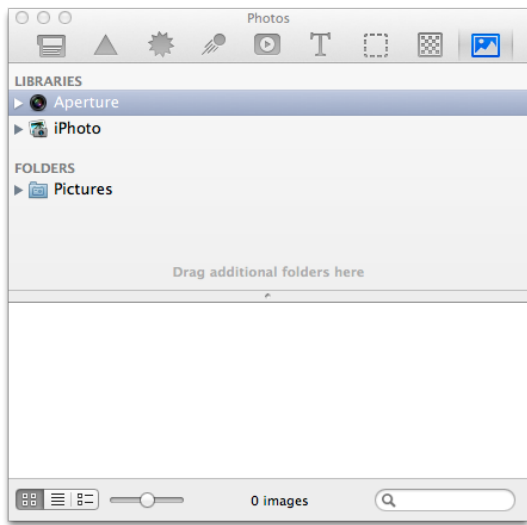
Use masks to add picture frame effects, or to resize or crop your images. You can also replace placeholders later in Mail.



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



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



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

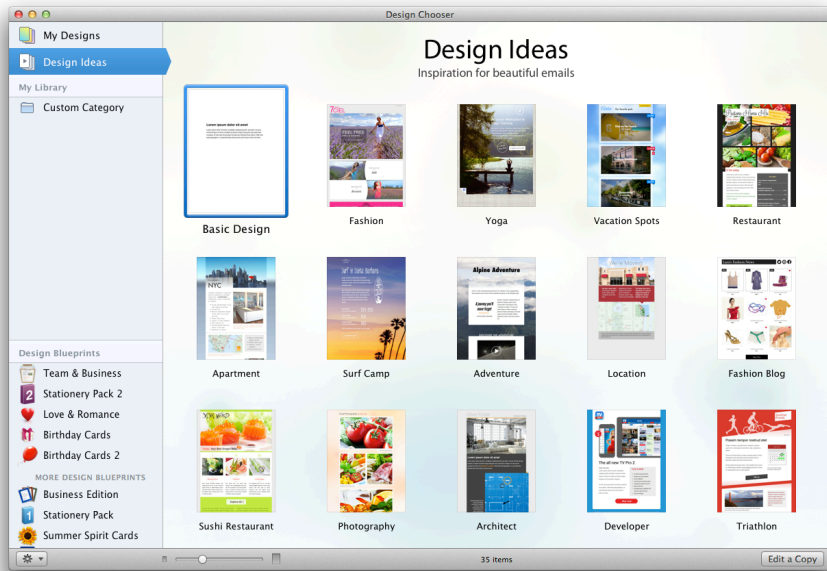


# Your first mail design

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

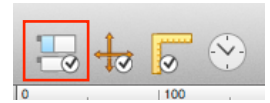
Mail Designer includes several "Design Ideas" – common email layouts that can be used as a starting point for a new email. You can also start with a template from the Design Blueprint. Just double-click a design in the chooser window to create a new design based on that Design Idea.



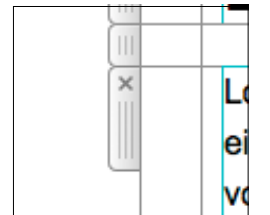
The design will open in a new window, ready for you to start editing.

## 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.



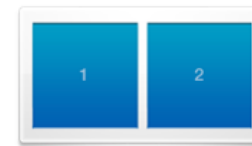
You'll notice a translucent tab attached to the left side of each block. Those are the layout block "handles", each individual layout block has one. You can rearrange a layout block by grabbing its handle and dragging the layout block into another position.



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, shapes, masks and styled text.



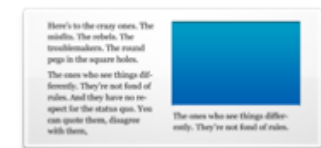
Layout block with two image areas



Layout block with text areas



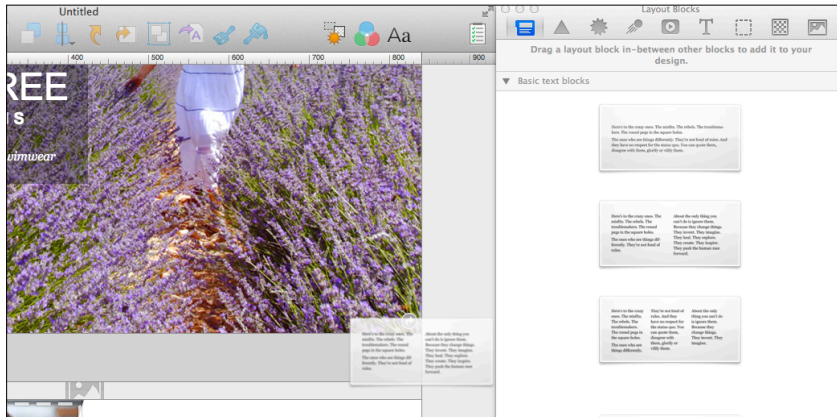
A layout block with text, text with background and image area



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.

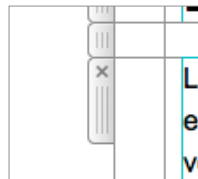


Drag a layout block into your design.

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

## Removing layout blocks

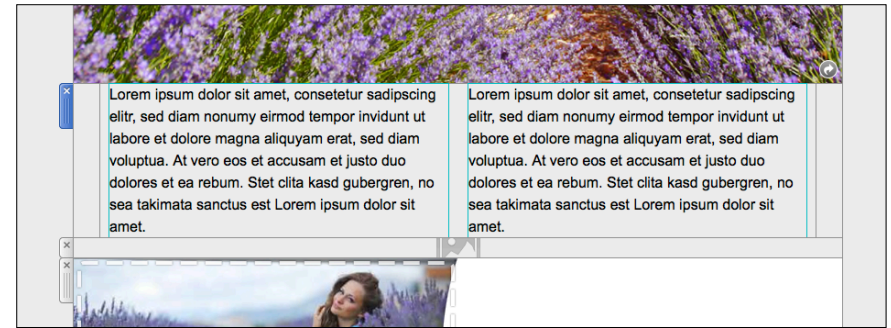
Click the “x” icon on the layout block “handle” to delete a layout block.



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.

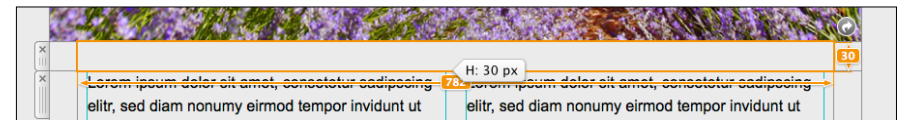


We need to add space in-between these two layout blocks

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.



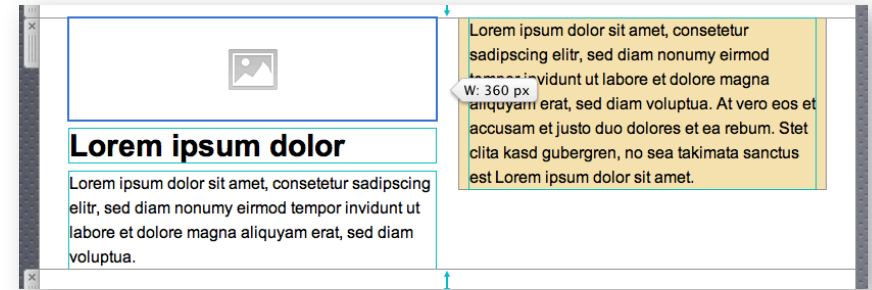
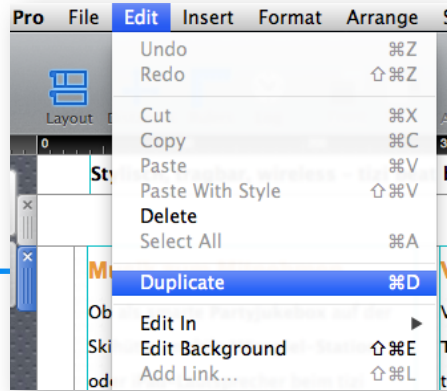
## Duplicating layout blocks

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

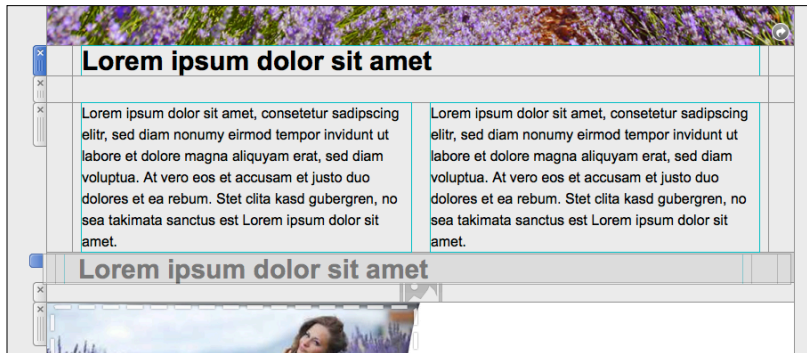
Click the selection tab to choose a layout block - then choose *Duplicate* from the *Edit* menu



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.

- ▶ 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.

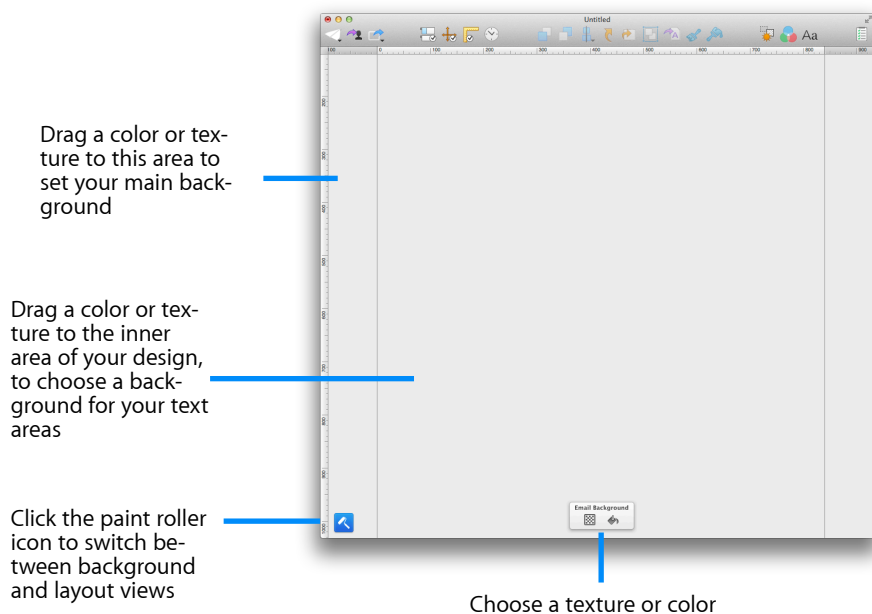
### Adjusting the size of areas within a layout block

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.

## 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:



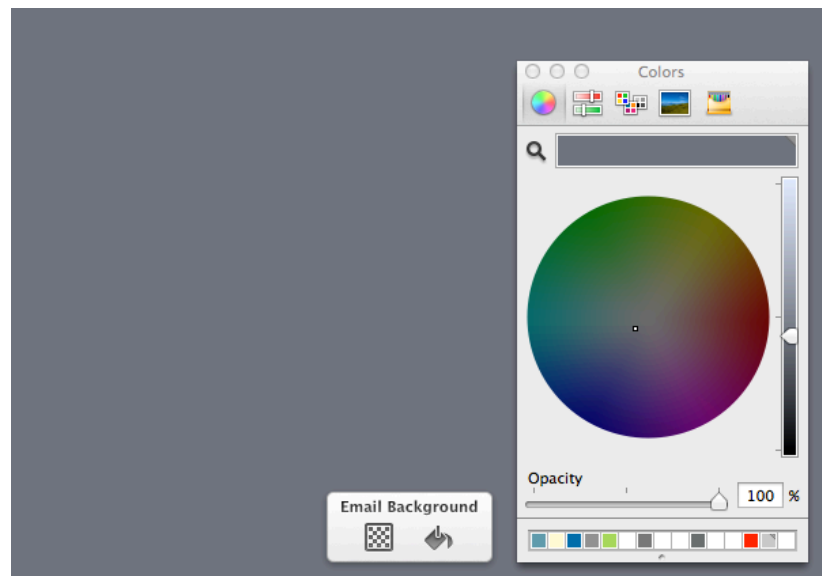
Click the 'Textures' or the 'Colors' icons to choose a background texture or a single background color to apply to your design.



*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.



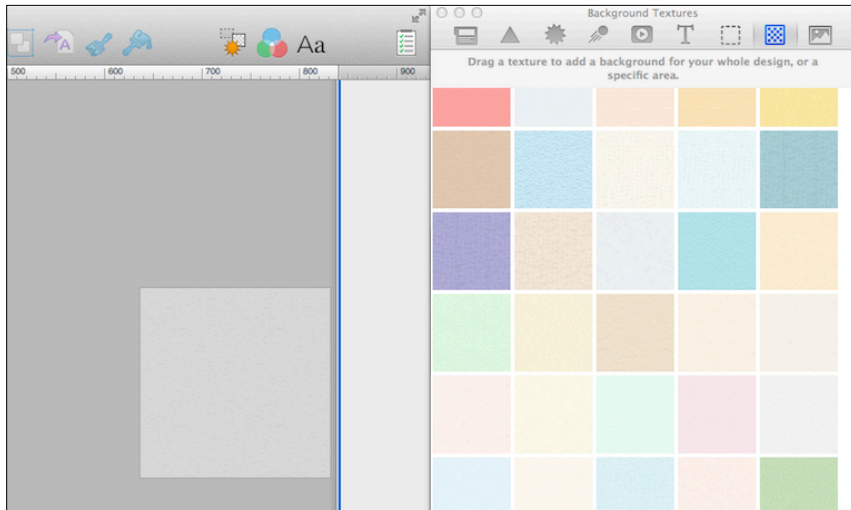
### Color picker

Click the magnifier glass in the "Colors" window and pick any color from your desktop.

### To apply a background texture

For our email, we're going to use a light grey 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 a 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 sidebars with links or other at-a-glance information.



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

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

## 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

## Working with image areas

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

Image areas are highlighted in blue in the Contents panel:

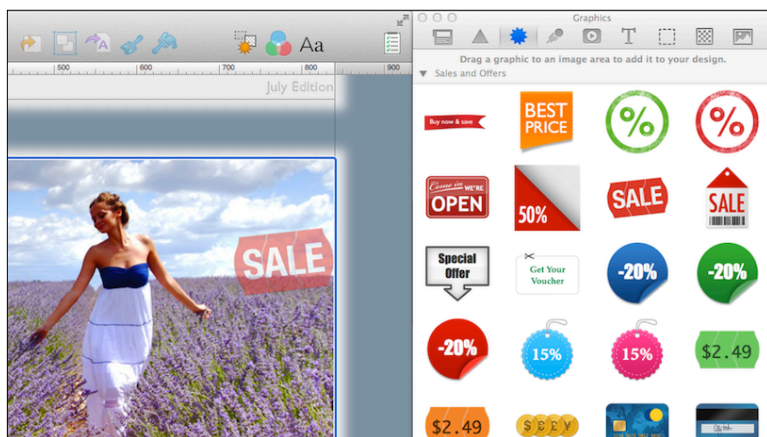


Layout block with an image area



Layout block with text and image areas

You can drag graphics, shapes, masks, photos and stylized text to these areas in your design. Mail Designer will highlight those areas where 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 graphics and shapes

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

## Duplicating objects

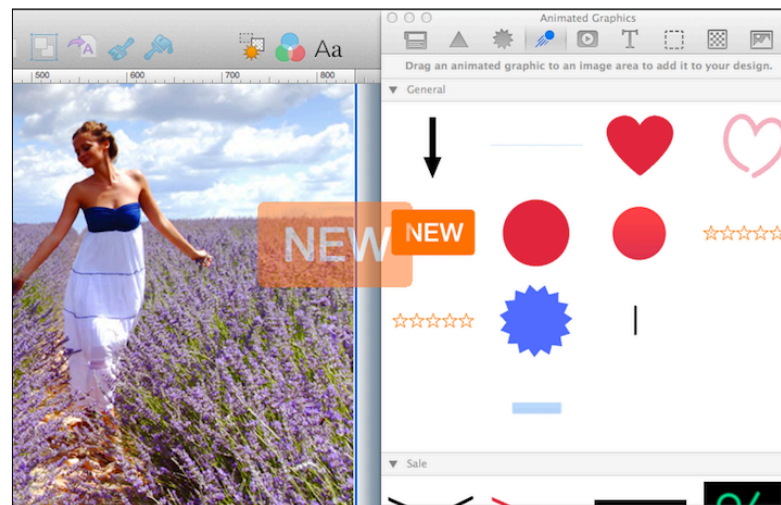
You can duplicate objects by choosing Edit > Duplicate from the menu bar. Alternatively, you can also hold down the option key and drag the object to place a duplicate in your design.



Hold down the Option key and drag to duplicate an object

## Adding animated graphics

Mail Designer comes with a variety of animated graphics. Drag the animated graphic you want to use in your design from the Animated Graphic section into your template.

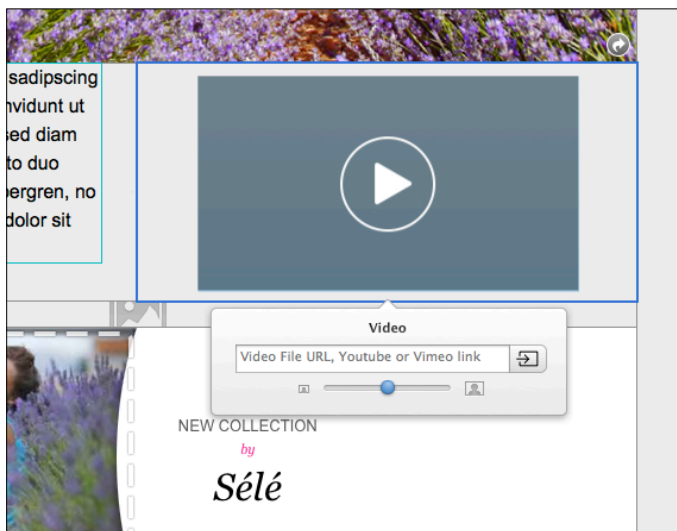


As long as the animated graphic you have added is selected, you will see the animation of the graphic.

You can also add custom gif files you've created in your design. Simply drag the file into an image area.

## Adding Video Placeholders

With Mail Designer 2 you can add a Video Placeholder to your document. After dragging the placeholder into an image area, you can enter the public link to the video.



Visit our website to find a complete list of supported video services and file types.

→ [www.equinix.com/goto/md/videoplaceholder](http://www.equinix.com/goto/md/videoplaceholder)

## Editing objects

Mail Designer allows you to manipulate your graphics and shapes in multiple ways.

### Resizing an object

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

Then 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 choose to disregard the proportions while resizing.

Click and hold the resize controls of a graphic or image and press now the Command key to resize the graphic without preserving its proportions.





Hold down the Command while resizing for more options

## Rotating objects

You can rotate an object in 90 degrees steps by clicking "Rotate" from the toolbar. Hold down the Command key before clicking one of the graphics resize controls in order to rotate the shape or mask freely. You will see that the cursor will turn into a rotate icon.

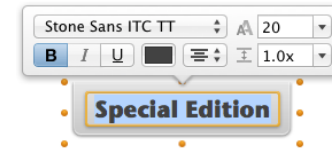
## Using objects with text

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

Choose "Graphics" in the Contents panel, choose for example the grey "Special Edition" image and drag it into an image area:



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



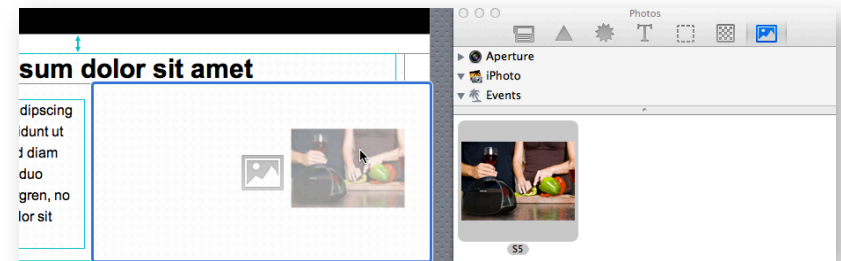
## Photos

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.

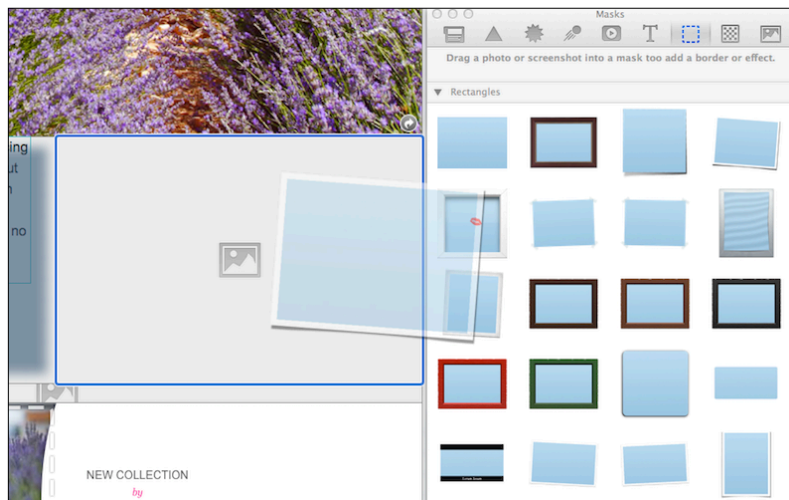
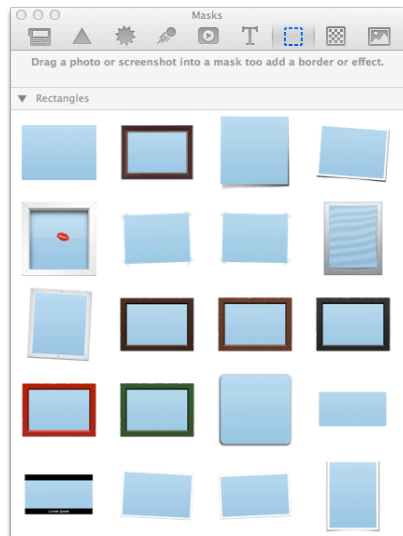
## Adding masks

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

Open the Masks 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 a mask

Pick the 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 mask we have added.

### Filling a mask with your image

After you have added a mask to your template simply drag your own photo on to it in order to apply it for your mask.

Double-click the image placeholder we just added. You'll see the image zoom slider which allows you to zoom in to your image.

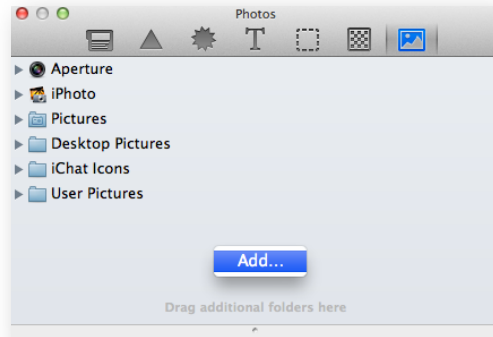


## Adding your own logos and signatures

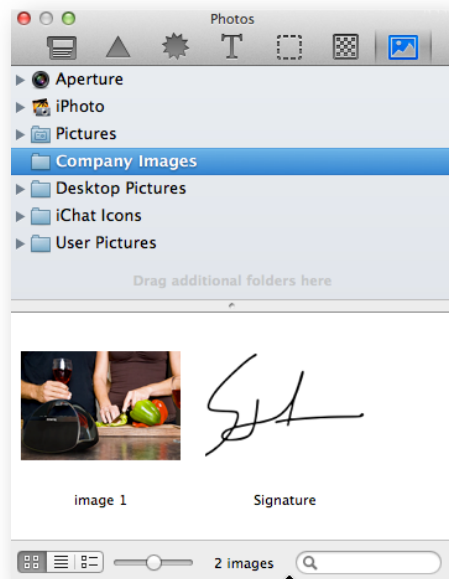
You probably have logos or a scan of your signature that you would like to frequently use in your mails designs.

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.

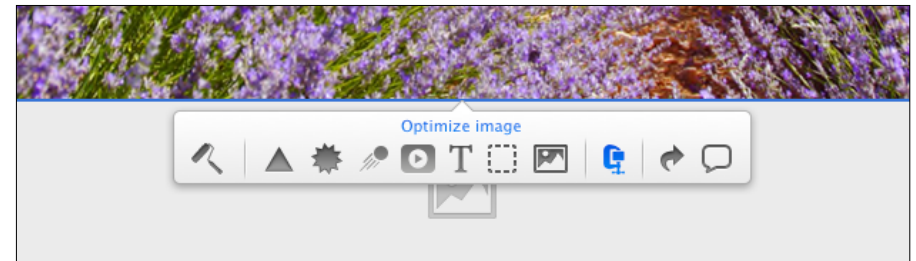


There you go! Now you can easily access your logos and other company images directly within the Contents panel.

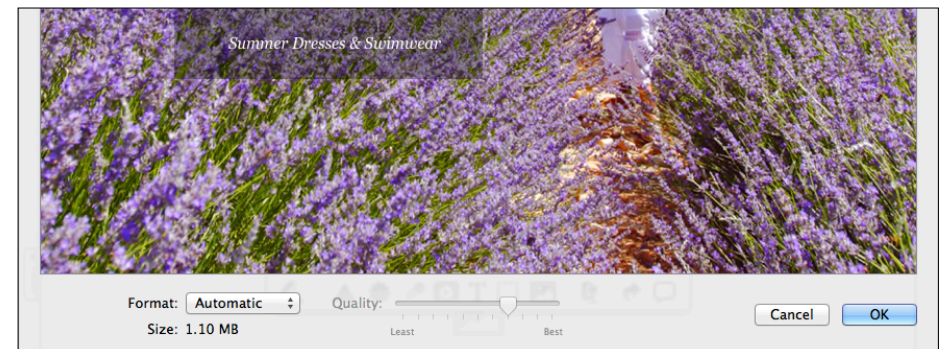


## Optimizing your Image Area

Mail Designer allows you to define the level of compression for an image area. To do so, please choose an image area and click the “Optimize image” button from the overlay menu.



You can now choose the format your image area will be saved. Select “JPEG” and drag the slider to the level of compression you want to use. You will also see the size the image area will have for a certain compression level. Best quality settings make your image sharper but will also increase the size of your template. Click “OK” for saving your changes.



## Working with text

With the design more or less complete, it's now time to work on the text of your 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.

### 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.

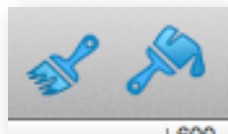


### Copy and Paste Style

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 click "Copy Style" from the toolbar. Then choose the text you would like to apply the copied style to and click "Paste Style".



### Paste text and keep style

Any text you paste into Mail Designer from a source other than a different Mail Designer document will automatically receive the style of the text area you're pasting it to.

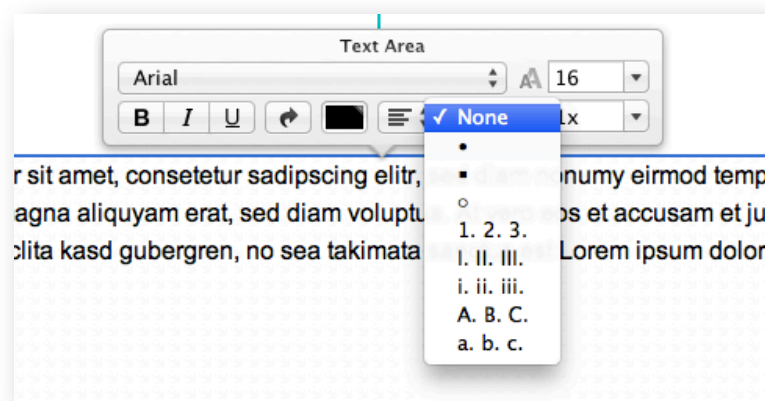
If you would like to preserve your text style, you can use the "Paste with Style" command instead.

### 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

### Add lists to text areas

Mail Designer 2 allows you to use lists in your text areas. Choose the text area which should contain a list and place your cursor on the position where you want the list to appear. Now open the list style menu from the overlay menu and choose the style you want to use for your list.

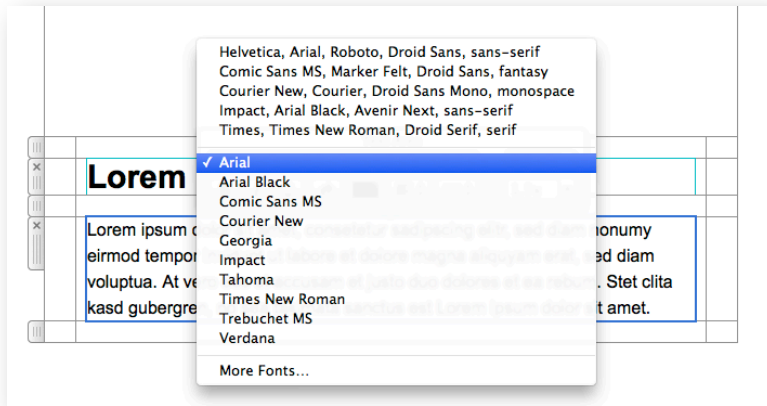


Highlight the list you have added and choose another list style from the drop down menu if you want to.

## Using a predefined Font Set

In Mail Designer you can choose from a variety of different Font Sets. A Font Set consists of multiple fonts. If the first font is not available on the computer where your recipient is reading your newsletter, the second font will automatically be applied to the text area.

In order to use a Font Set for text, select the text in your text area and choose from the font menu a Font Set.



## Editing text in an image area

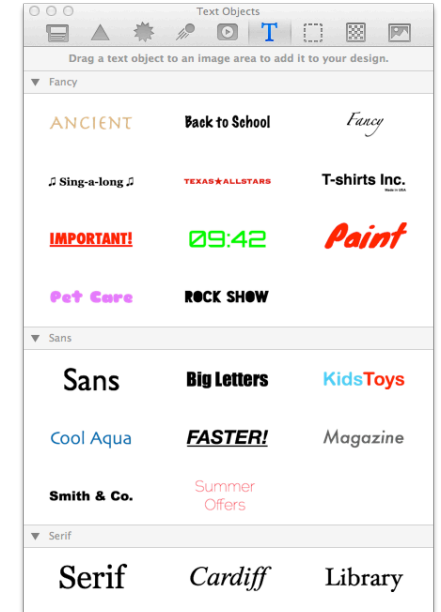
In an image area, Mail Designer offers more flexibility and you can get really creative with your text. Let's try out some creative ideas!

Open the Contents panel and choose "Text Objects".

Like every tab in the Contents window, also the Text Objects are divided into multiple subsections. This allows you to easily find the font and style you want.

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.



## 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.

## 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..."

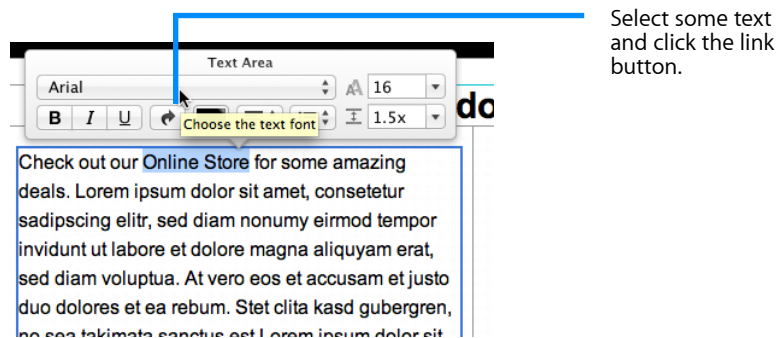
Select text somewhere in an image area, choose a special character and click "Insert" to add it to your text.

## Working with links

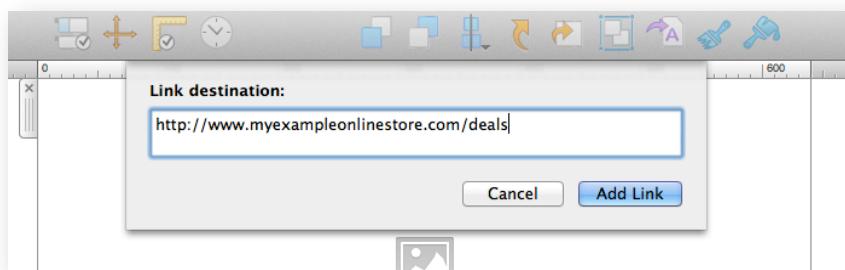
You can include links to your website, file downloads or other resources on the web in your design. Mail Designer support links for image areas as well as text links.

### Creating a text link

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



Then enter your URL in the Link destination dialog box:



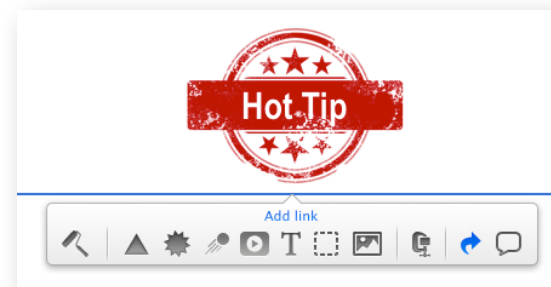
Note: you can change the color and text options of your link using the regular font options.

### 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.



A little link icon will show you for which image areas links has been embedded.



## 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.

# Collaborative working

Mail Designer has been designed for collaborative working. Work together with your colleagues on one design, leave a comment and review changes.

## Review changes and add comments

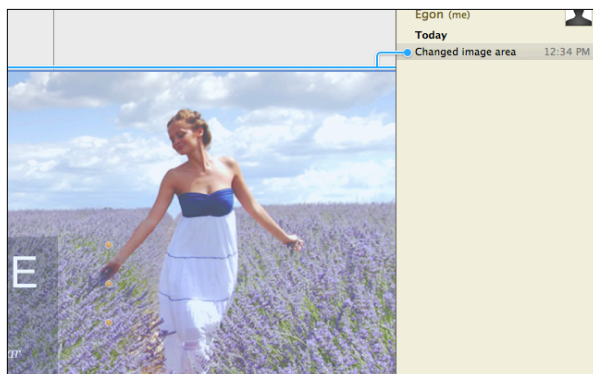
### See document changes in the Log

Collaborative working on a single document requires that you can identify who made which change in a document. With Mail Designer you can do this with ease.

Show the logging sidebar by clicking "Log" in the toolbar and click "All" in the sidebar. You will see all changes that have been made by you and your colleagues for this document.

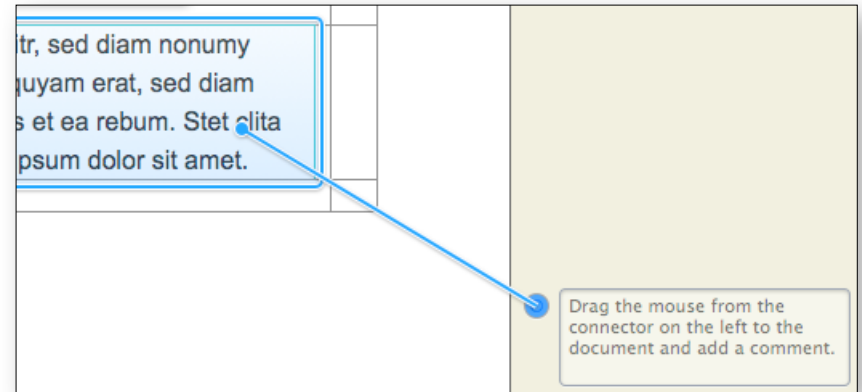


Hover your mouse over an entry to see the exact changes directly in your template.



### Leave a Comment

Mail Designer not just saves all made changes in its log, but also allows you to highlight an important text area using a comment. You can of course also add a comment for image areas.



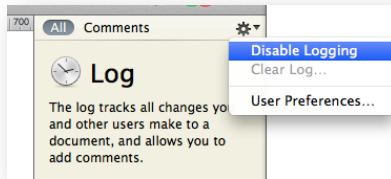
Add a comment for an area by dragging your mouse from the connector to the area you want to comment.

You can now enter the text for your comment.



## Disable Logging

In order to disable the logging for this particular document, please click the little gear icon and choose "Disable Logging".



## Clearing the Log

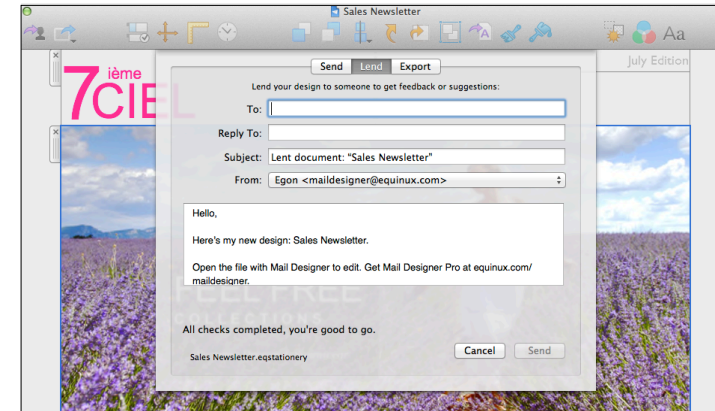
Clicking "Clear Log..." will delete the complete log for this document. Tick the option "Also clear comment", if you also want to remove all comments from the document. Please note that clearing the log will not just delete the entries made by you but from all users as well.

## Lend a document

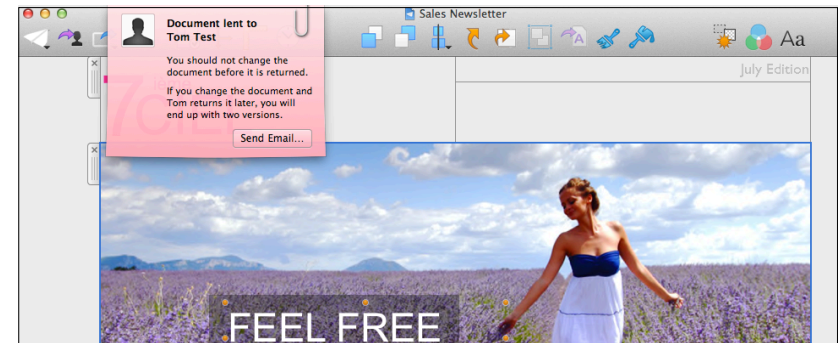
Lending a document makes it easy working on a single document with multiple colleagues from your office. Mail Designer allows you to lend a design to someone else who also uses Mail Designer on his Mac. He can make changes and give the file afterwards back to you.

If you want to lend one of your templates, follow these steps:

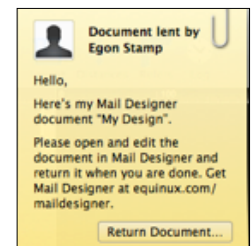
- ▶ Open your document and click "Share > Lend..." from the toolbar.
- ▶ Enter an email address and leave a short message for the recipient



- ▶ Click "Lend" for sending your message using Apple Mail
- ▶ You will see a message that informs you that the document has been lend to another user



- ▶ The template can be returned by clicking "Return Document..."



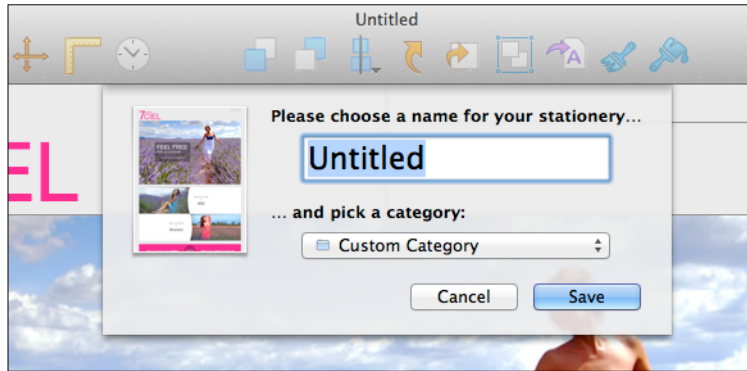


# Preparing your design for sending

## Saving your design

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

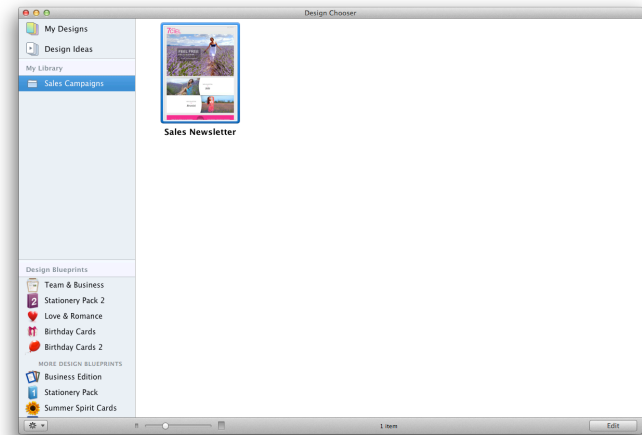
Choose "File > Save" from the menu bar.



You can give your new stationery a name. Save your design into an existing category or create a new one. You can also save your template to the section "Design Ideas":

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".

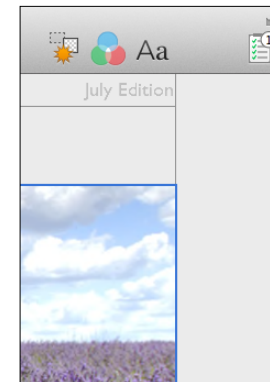
Choose your design and click "Edit" to open your design.



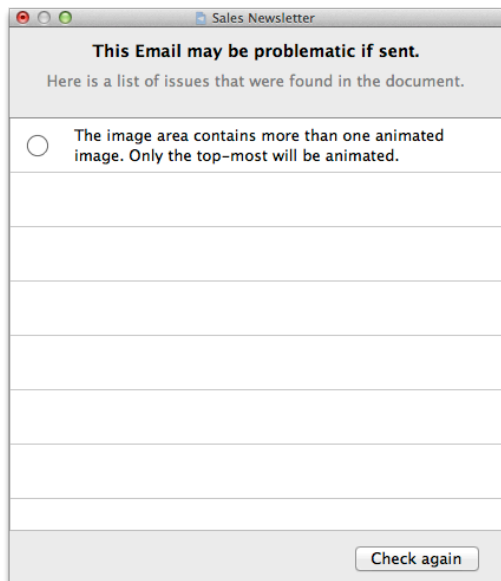
## Checking your design for issues

Mail Designer is continuously scanning your design for issues that can occur. Like too many animated graphics in your template or other things that can affect the experience of your design.

As soon as Mail Designer finds an issue you will get a notification in the top right corner of the Mail Designer window. The badge shows you, how many issues Mail Designer found



Open the check window, to see the issues Mail Designer found. You will also get a description about the issues Mail Designer found, so you can make the necessary changes.



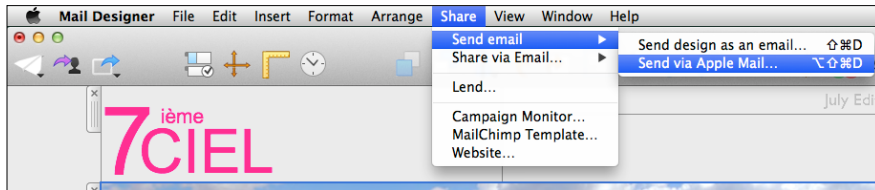
# Sending your designs

Mail Designer allows you to open your designed template in Apple Mail for sending and in addition to send it directly via Mail Designer. When sending your design via Mail Designer you can attach additional files like PDF or zipped folders to your message.

## Sending your template via Apple Mail

In order to send your message via Apple Mail, follow these steps:

- ▶ Open your document and click "Share > Send email > Send via Apple Mail..." from the toolbar.
- ▶ Your message will be opened in Apple Mail



- ▶ Enter now the email address you want to send the design to and the subject you want to use. Afterwards send your email as you normally do with Apple Mail.

## Sending your design via Mail Designer

Before you can use Mail Designer for sending your template to your recipients, we have to configure the email account you want to use.

## Configuring the Design Delivery Account

Mail Designer comes with a free mail delivery service you can use for testing your design. This account is called "Design Delivery" and can be configured in the preferences of Mail Designer.

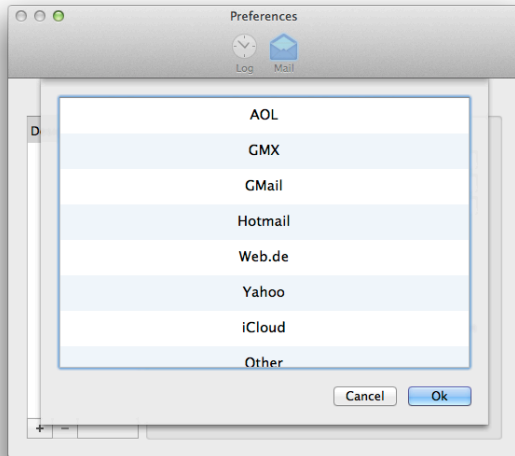
- ▶ Open Mail Designer's preferences by choosing "Mail Designer > Preferences..." from the top menu bar.
- ▶ Open the "Mail" tab and select the "Design Delivery" account.
- ▶ Enter the email address your recipient will see when receiving your message and your name.
- ▶ Click "Mail" to save your changes.

## Configuring a standard email service

With Mail Designer you can configure the most popular email services with a few easy steps and use them for sending your messages.

- ▶ Open Mail Designer's preferences by choosing "Mail Designer > Preferences..." from the top menu bar.
- ▶ Open the "Mail" tab.

- ▶ Click "+" at the end of the list and choose the account type you want to add.



- ▶ Enter the missing information like user name and password.
- ▶ Click "Mail" to save your changes.

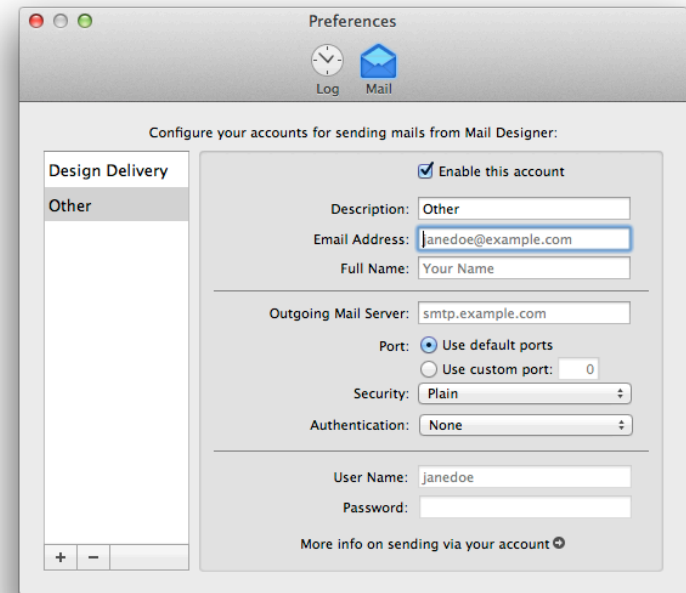
By choosing one of the standard services, all you have to do is enter a few things like the description you want to use, your email address, your name and user name and password.

Mail Designer knows all the other settings like SMTP server or port so you don't have to. After you are done, close the preference window and save the changes.

You can now add additional services or begin sending your messages.

### Configuring a generic email service

In order to set up an email service which is not already in the list of pre-configured services, please choose "Other".

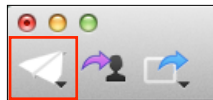


In addition to the account specific information you will now also need to enter the address for the outgoing server, the port that must be used and the authentication method.

Most services provide these information on their websites so you can easily paste them in to the settings of Mail Designer.

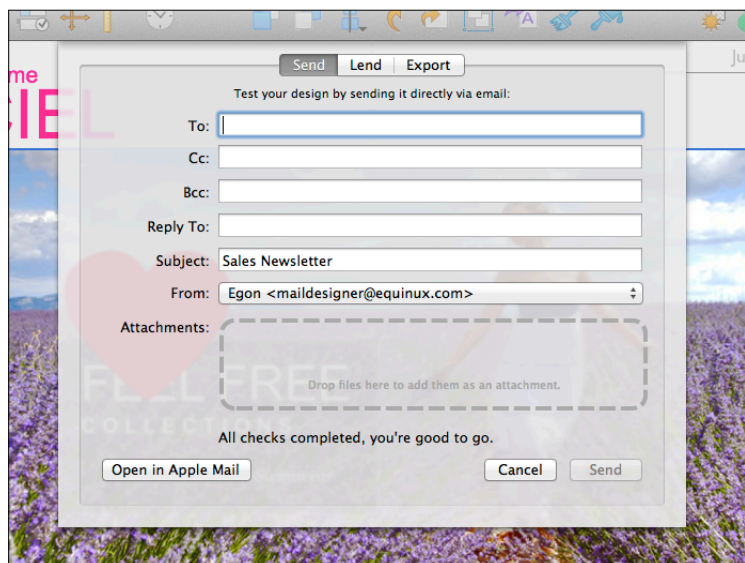
## Sending emails via Mail Designer

With the final graphical touches added, our email design is ready to be sent. To do so, click "Send" in the toolbar.

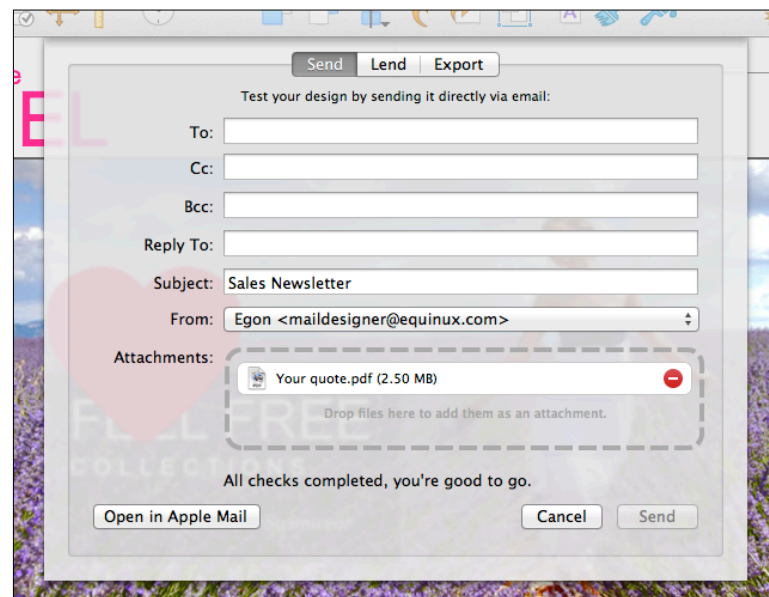


You can now enter the email addresses and the subject line for your message. Enter the name of recipients and Mail Designer will display the email address available for this name from the address book.

If you configured several email services you can choose the send service you want to use from the drop down menu.



sage.



Mail Designer shows you the name of the file you've attached and its size. You can also click the little red button at the end of the line to remove the file and attach another one.

## Adding attachments to your message

When sending your design via Mail Designer you can attach additional files to your message. This allows you to send a PDF file or a zipped folder along with your message.

To do so, drag the file you want to attach into the attachment area. Mail Designer will check your attachments and will send it together with your mes-

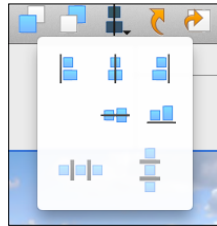
# Advanced design techniques

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.

## Aligning different objects

### Aligning single objects

Mail Designer makes it easy to align a single object to certain positions in an image area. Simply choose the object you want to align and click "Align" from the toolbar. Choose between different aligning options. Combining multiple aligning options makes it easy to center an object such as an image or text box to the center of an image area.



### Aligning a group of objects

You can not just align single objects with the border of an image area but also multiple objects with each other.

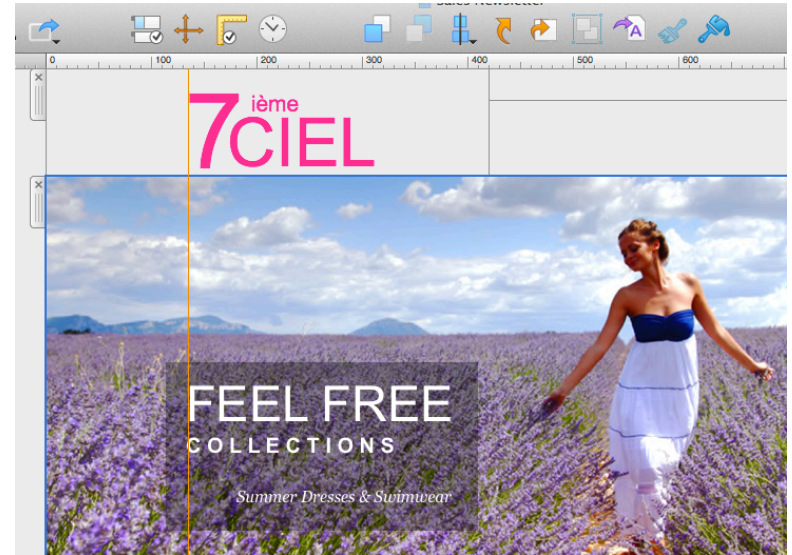
Select multiple images by shift clicking them and choose "Align" from the top menu bar. Like before you can choose from different aligning options.

### Aligning objects from different layout blocks

With Mail Designer you can easily arrange multiple objects from different layout blocks using alignment guides.

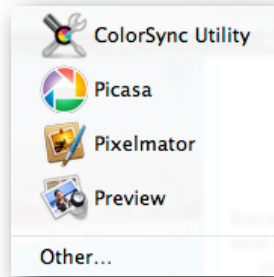
Simply drag an alignment guide from the ruler on the left into your template and position it.

Drag certain objects to the alignment guide for a professional look of your templates. You can also resize text and image areas by clicking a border and dragging it to the alignment line.



## Edit images in third party applications

With Mail Designer you can open certain images you have used for your image areas in third part applications. Just select the image you want to edit and click "Edit In" from the toolbar.



Choose the application you want to use for editing and Mail Designer will open your image in the right application.

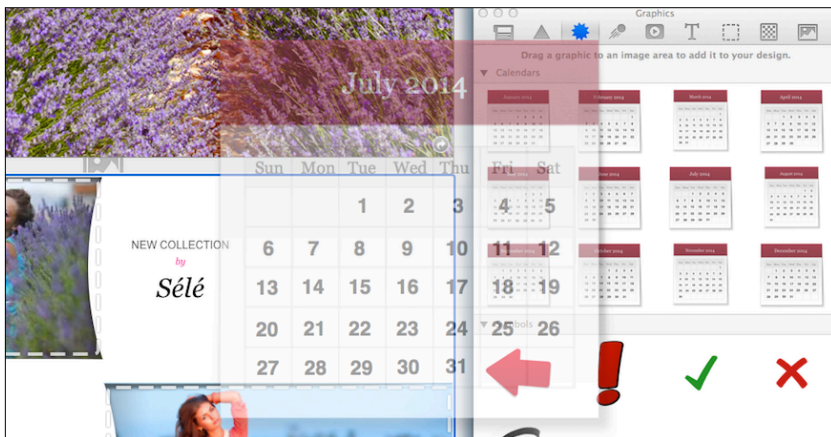
## Combining design elements

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.

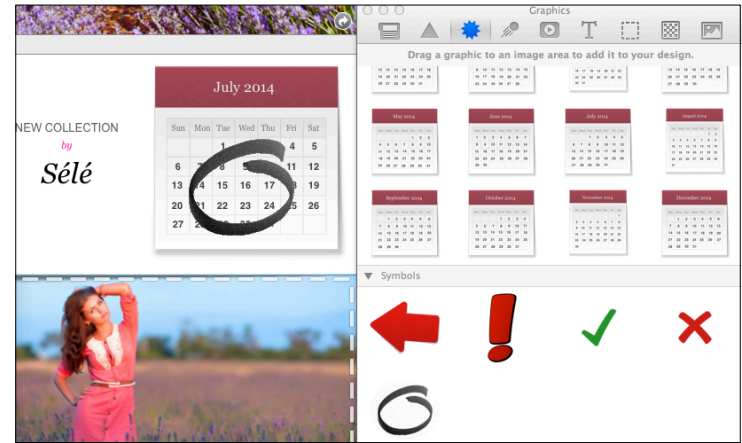
## Combining graphics

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.

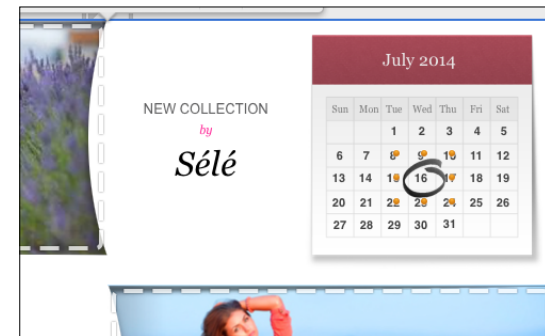
Drag in the July Calendar text object:



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.



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

## Moving objects to the front or back

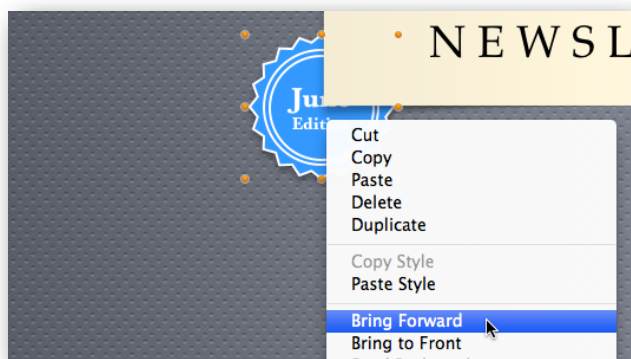
Once you start combining design elements, you may want to place certain objects in image areas in front of or behind other objects.

### 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 “June 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 we’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.



# Sharing your designs

Share your latest stationery with your friends and colleagues.

## Export your design

Mail Designer offers several ways of exporting 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.

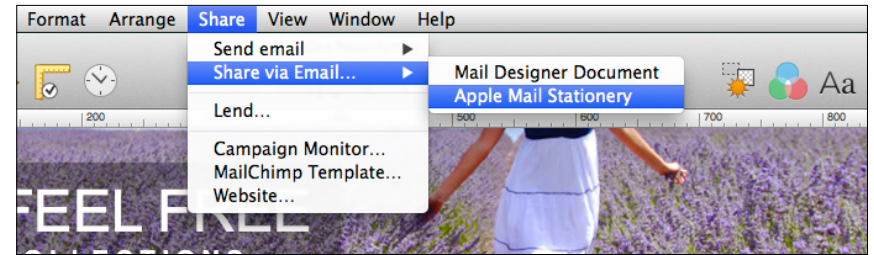
- ▶ Open the template you want to export.
- ▶ Choose "File > Export..." from the top menu bar.

### Share via Email

With Mail Designer you can share your design as email. This option will send an email with your template attached as Mail Designer document or Apple Mail Stationery files.

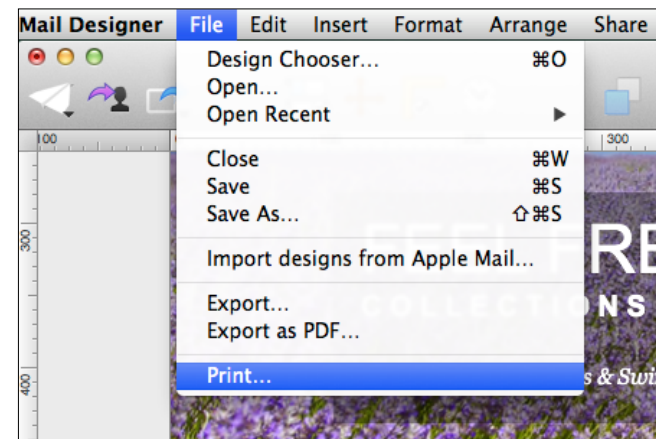
When sending as Apple Mail Stationery another Mac user can open your template in Apple Mail for sending.

- ▶ Open the template you want to export.
- ▶ Choose "Share > Share via email" from the top menu bar and select the format you want to use.



### Print your document

Mail Designer makes it also easy, printing your design in case you want to hand it directly to your customers. Print a document by choosing "File > Print..." from the top menu bar.



# HTML Export

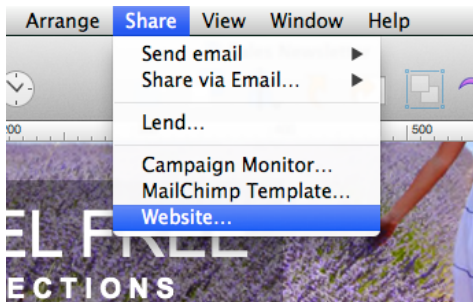
Mail Designer can export a HTML file containing your design. You can re-use your design with other services, or publish a copy as a webpage.

Once you have created your design, you can export it as website. 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 website

- ▶ Open your design
- ▶ Choose "Share > Website..." 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 website
- ▶ 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

## 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 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 an 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.

# 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.

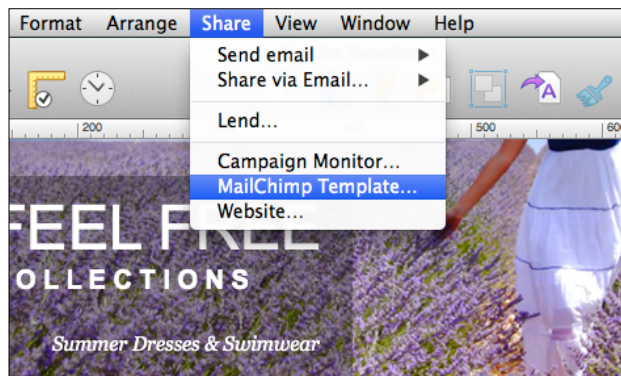


## To start using MailChimp

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.

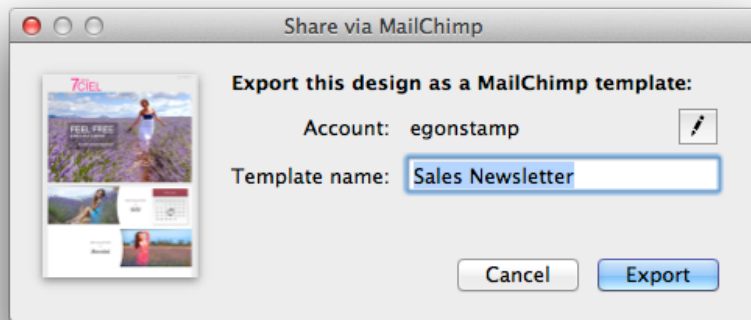
## Uploading a design to MailChimp

Before uploading your design to MailChimp, you have to add a MailChimp Unsubscribe Link to your template.

To add a MailChimp Unsubscribe Link

- ▶ click into the text area you want to add the link to.
- ▶ choose "Insert > MailChimp > Unsubscribe Link" from the top menu bar.

You can now upload your design 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.

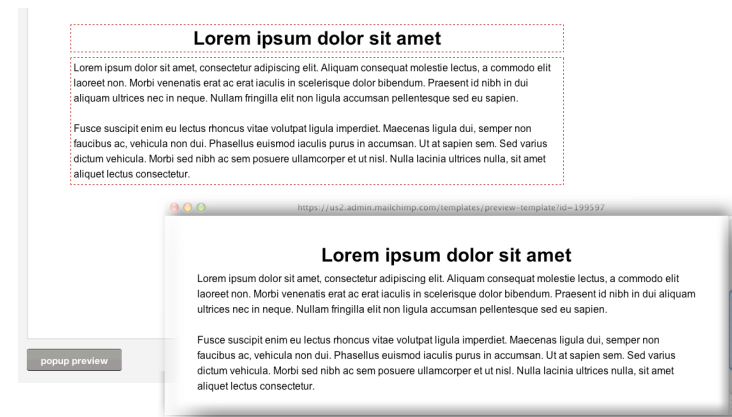
Just be sure to export your edited template with a new name, as Mail Designer can't overwrite templates already uploaded to MailChimp.

### 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 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

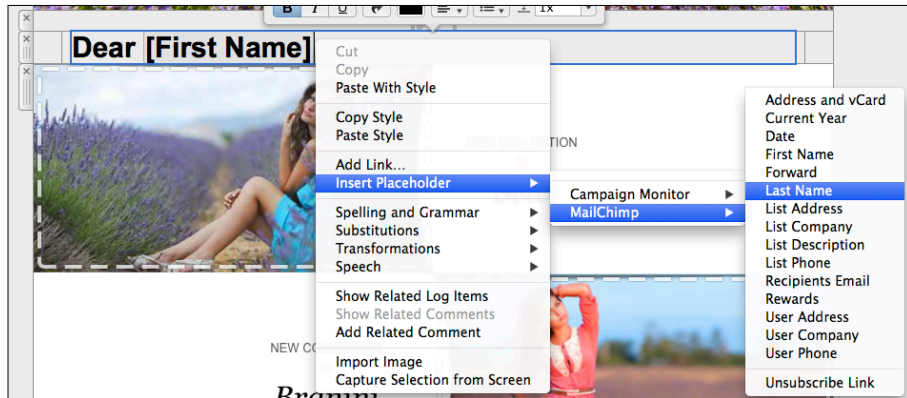
MailChimp can use "placeholders" or "merge tags" in your design to automatically insert personalized details into your message.

### 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

Placeholder	Description
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
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

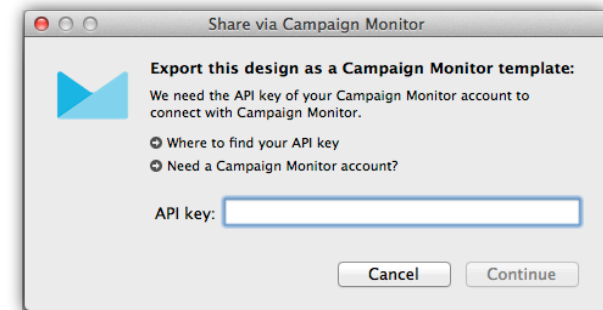
First you'll need a Campaign Monitor account, so head over to their website to sign up:

→ <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.

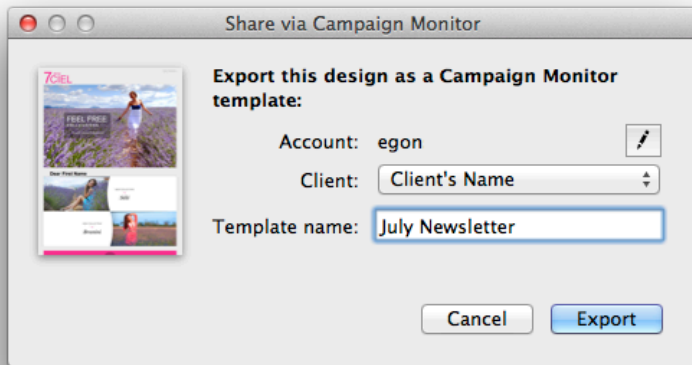
## API Key?

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 build in preview feature or send yourself a test message through Campaign Monitor once you have created your campaign, before sending it to recipients.

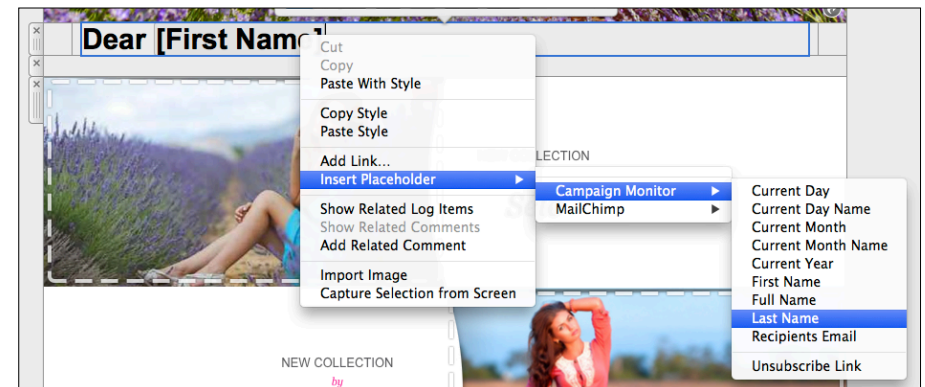
## Using placeholders with Campaign Monitor

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.



## 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

# 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](http://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
<b>Working with Objects</b>	
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 Shapes	Command-2
Show Graphics	Command-3
Show Text Objects	Command-4
Show Image Placeholders	Command-5
Show Background Textures	Command-6

Action	Shortcut
Show Photo Browser	Command-7
<b>General Shortcuts</b>	
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

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