# Create a Newsletter in Constant Contact

NMSBDC has created branded templates in Constant Contact for you to customize for your center. Design, fonts and colors have been set – all you need to do is create content!

Follow these steps to create an NMSBDC-branded newsletter:

1) After logging into Constant Contact, click on the email tab

2) Choose the Standard Templates folder on the left

3) Hover over the Newsletter box and click on COPY
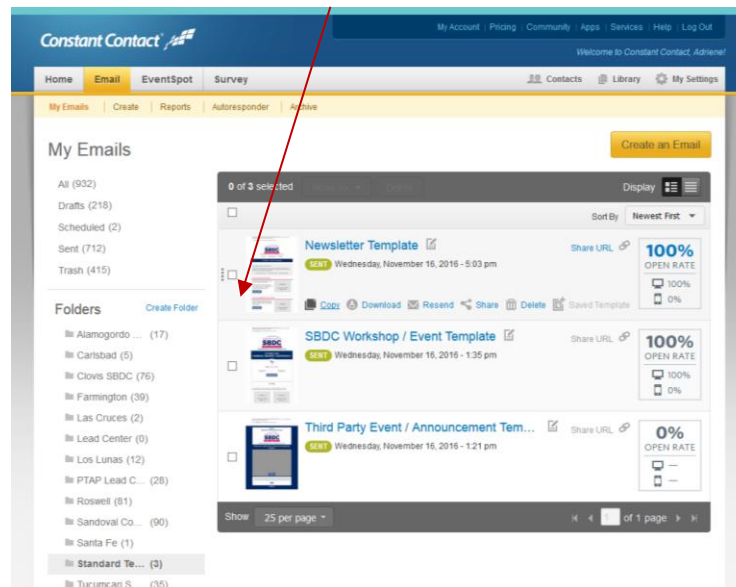
4) Rename your copy using your center location first followed by the title of the newsletter

5) Begin customizing

- **HEADER – Click on the Header to get the worksheet**
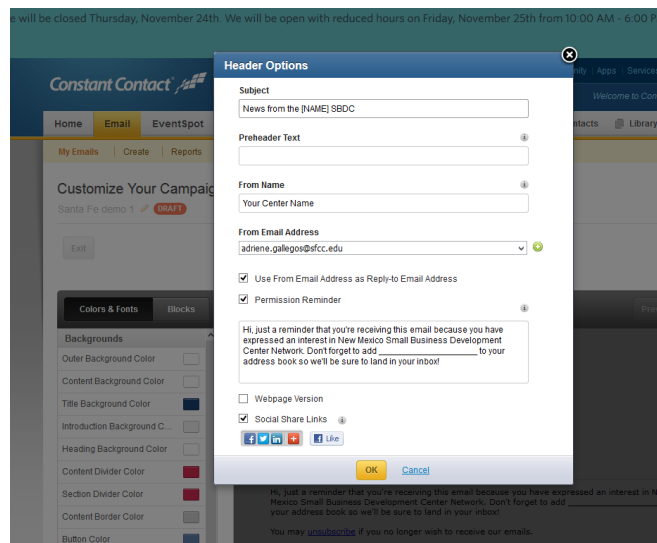
    a. Complete the **Subject** with a brief title like *Business News from the SBDC*

b. Use the ***Preheader*** to pique interest in opening to see what it's all about like *Free Social Media Marketing Workshop*

c. *REPLY* Enter the email address you wish replies to go to

d. Always include the permission-based verbiage as well as the social links

HIT OK to go on

- **LOGO BLOCK – Click on the Logo Block to edit**
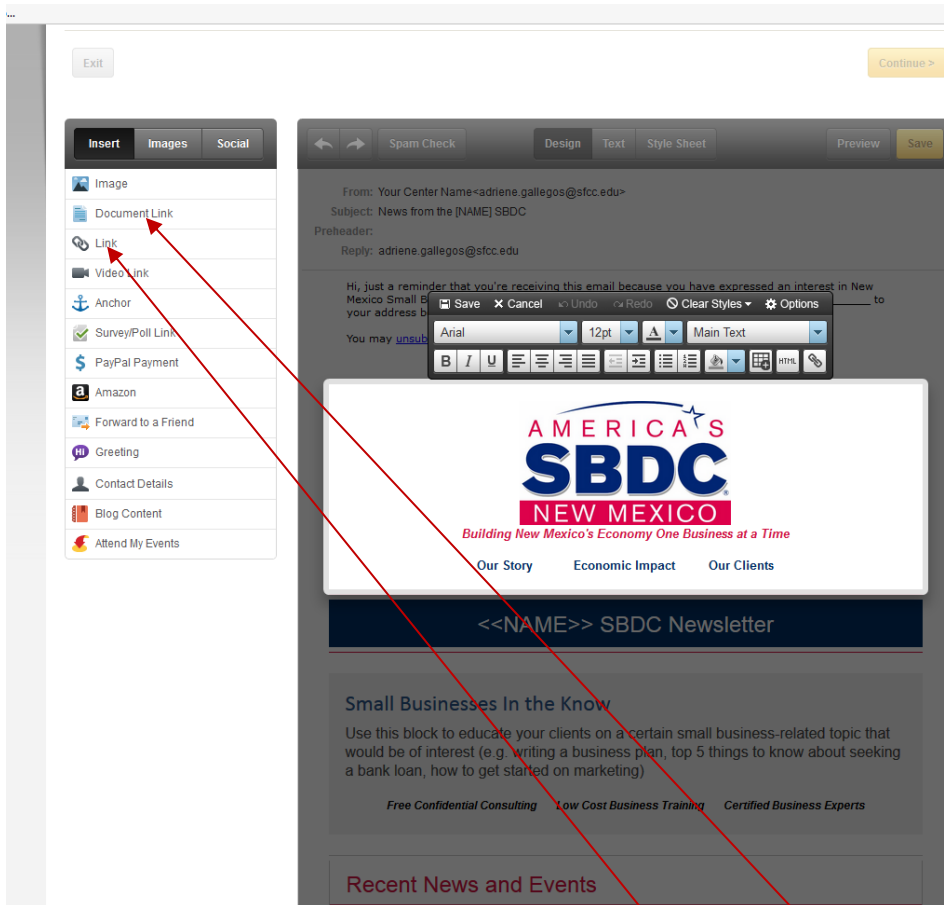
a. Customize the links to **Our Story**, **Economic Impact**, **Our Clients**

- Highlight the words *Our Story*. Click on **INSERT LINK**. Copy and paste the link to your Story Book (if published on YouTube) *or* save your Story Book as a pdf and upload to the document library by clicking on **INSERT DOCUMENT LINK**.

- To link the NMSBDC Annual Report to ECONOMIC IMPACT access the most recent Annual Report on the NMSBDC Intranet. Click on the year and copy the link when the document opens. Highlight *Economic Impact* and click on **INSERT LINK,** paste the link.

- Highlight *Our Clients* and click on **INSERT LINK.** Find your client success story on the NMSBDC website and copy the link to that page. Paste the link.
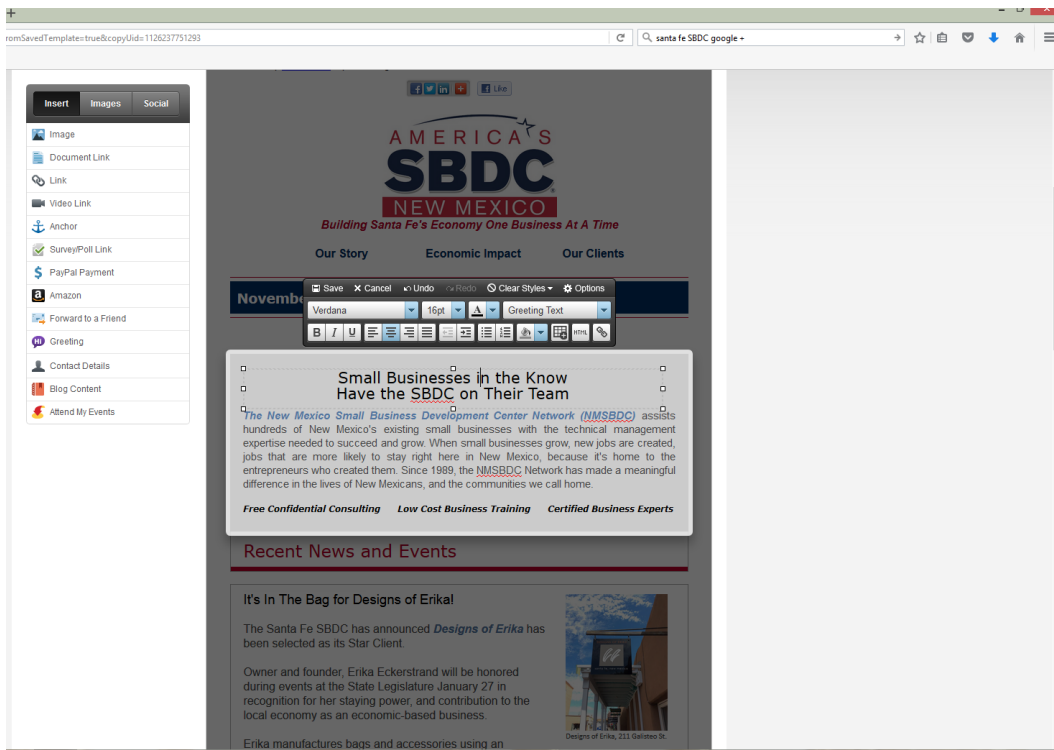
NOTE: the program will try to customize the look and color of your links – be sure to correct it if this happens so there are no different colors, underlining or italics
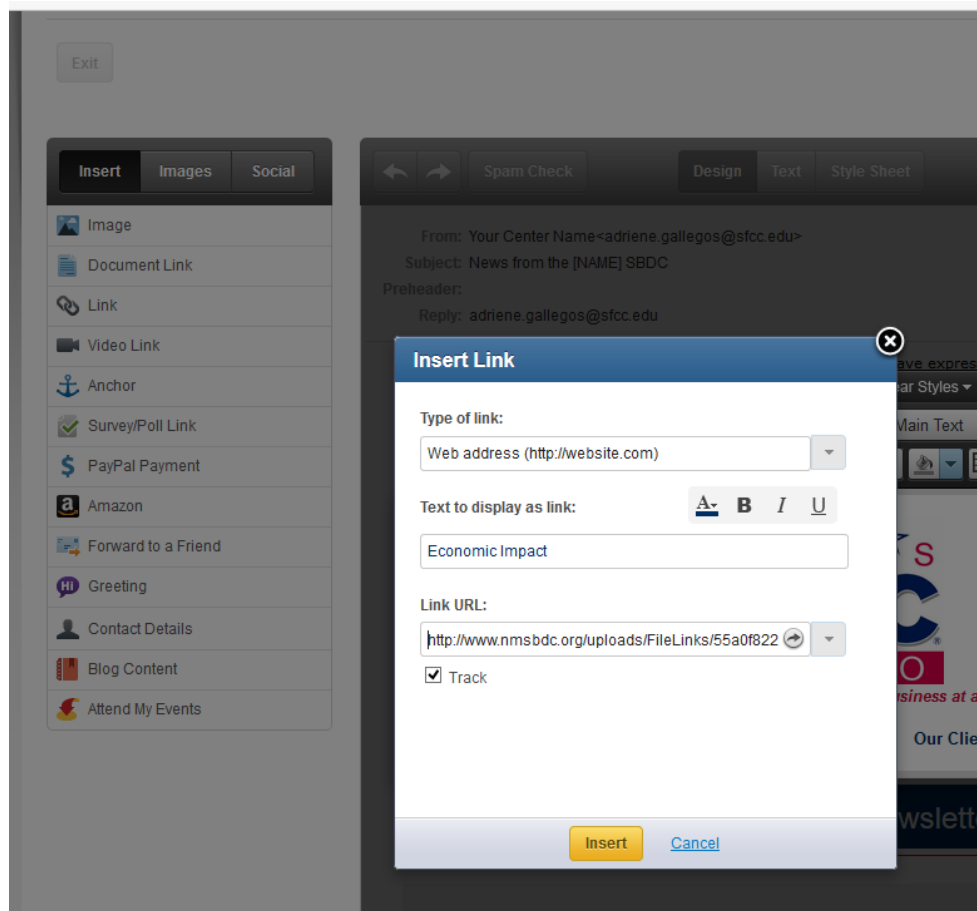
- **Title Block – Click on the Title block to customize**

 Month, year of issue
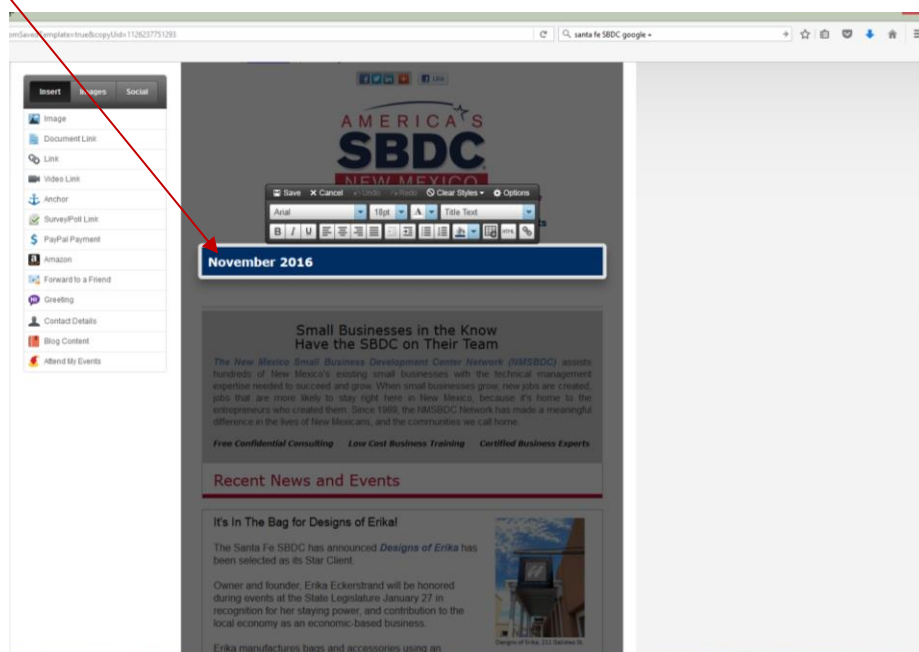
- **Intro Block**

Use this block to write something brief about this month's issue, **OR** insert the paragraph from the NMSBDC Intranet: NMSBDC Marketing, Templates, NMSBDC Boilerplate

- **Content Blocks**

-There are 3 Content blocks in the template preceded by a Heading Block. Edit the Heading Block to suit the content of each block.

-Use each Content Block to introduce or summarize a topic. Keep it brief, but enough to stimulate the reader to read on. Link out to the full story using the Learn More buttons. People don't like to scroll too much and this increases the chances that your newsletter will be read.

- You can insert additional blocks, but be sure to add a corresponding Heading Block, and Content Spacer. Hover over the right side of the block to see your choices – Drag, Edit, Copy or Delete
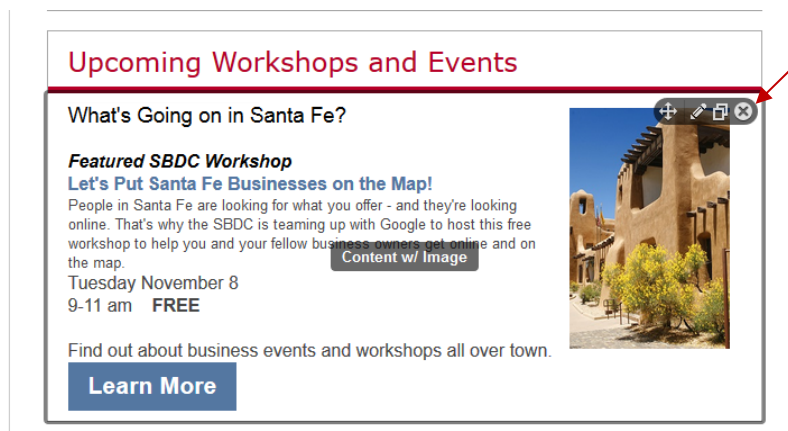

Choose Copy, and then drag to desired position.

- **Content Blocks, cont'd**

    -Insert photos or logos. Files must be JPEG, TFF, or GFF. Upload to your photo library for editing, and inserting links, then insert photo into Content Block.
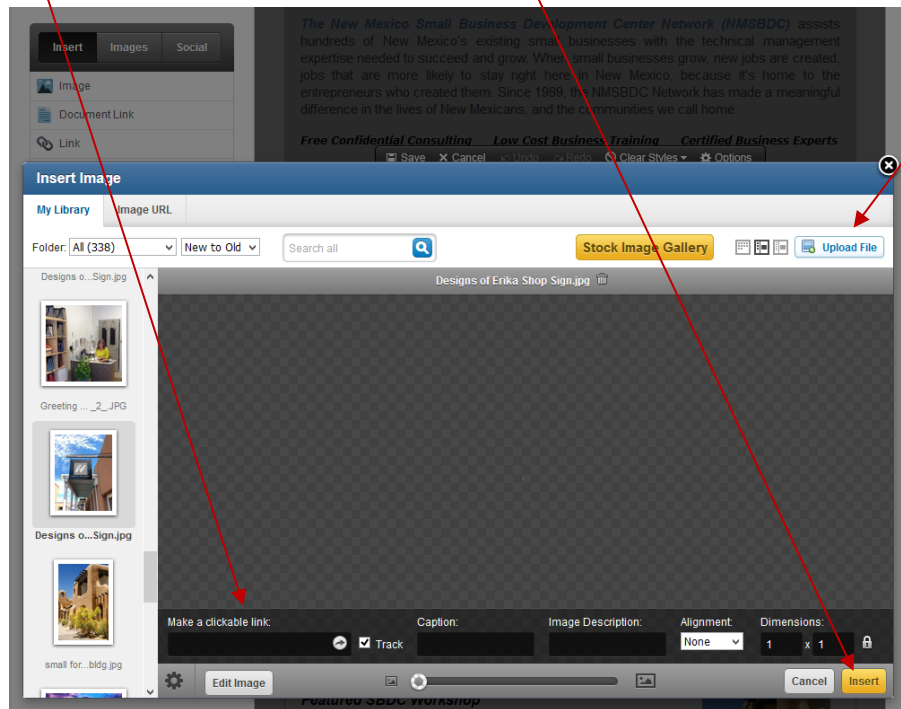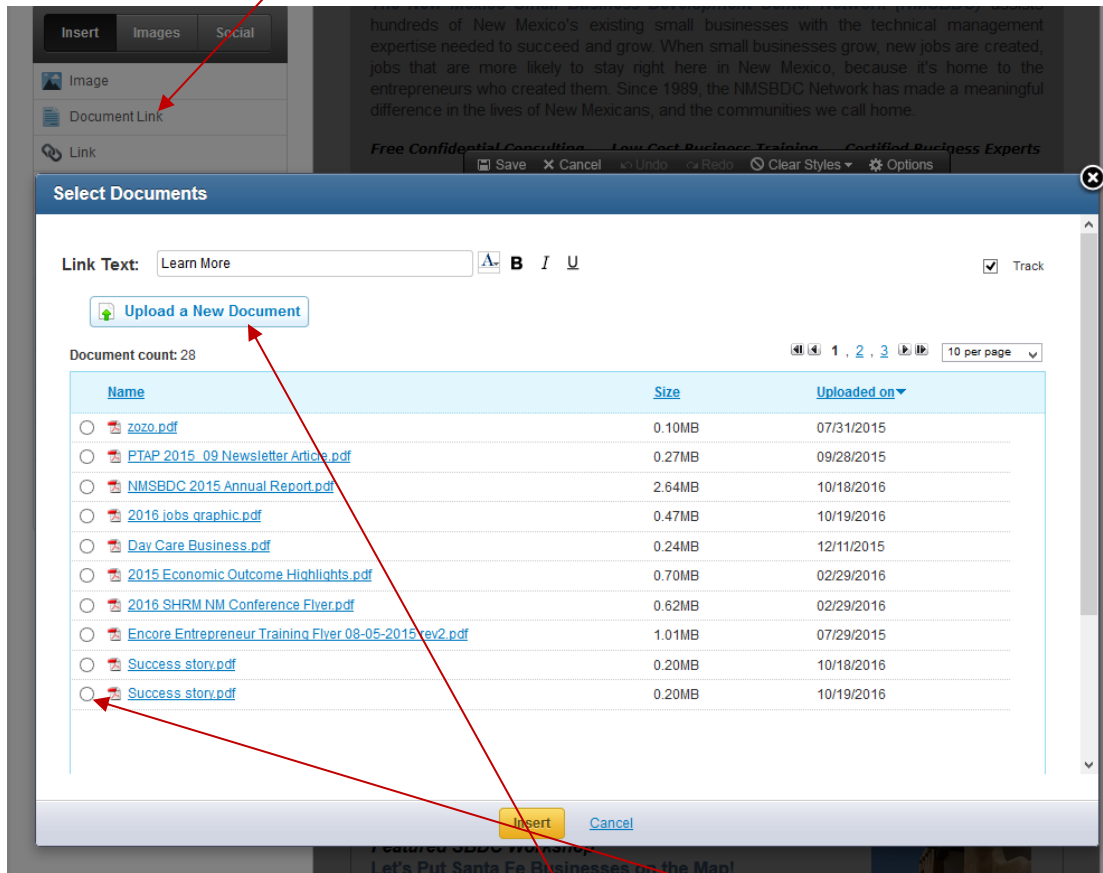

-When photo is inserted, hover at the top right corner of the image and click on the wheel. Choose alignment, right, and it will snap into place re-aligning the copy.
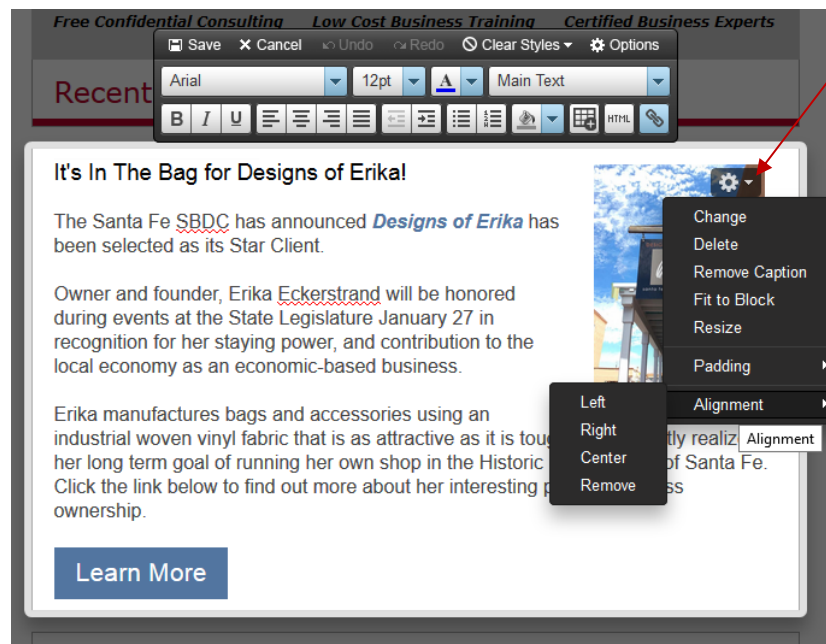
- **Content Blocks, cont'd**

-Link the Learn More button to the full article: Highlight the words *Learn More* and click on the Insert Document Link button


The window shown above will open giving you the option to select a document already in the library, or to upload a new document from your computer. These must be converted to PDF before uploading. Save your changes to the Content Bock before continuing to the next one.
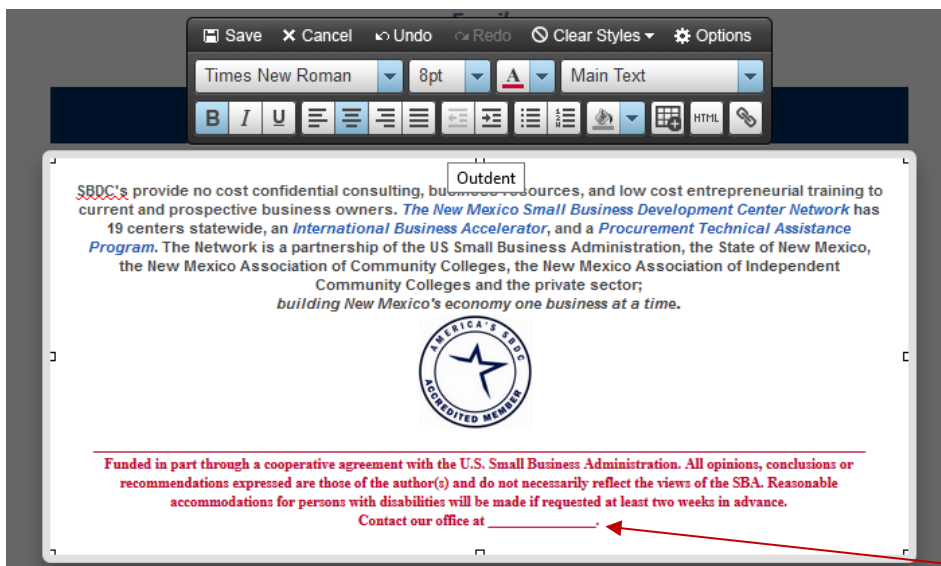
- **Contact Us Block**

  Edit to include your center contact phone and email, as well as any social links your center has. If your center does not have a Facebook page, link to the NMSBDC page.
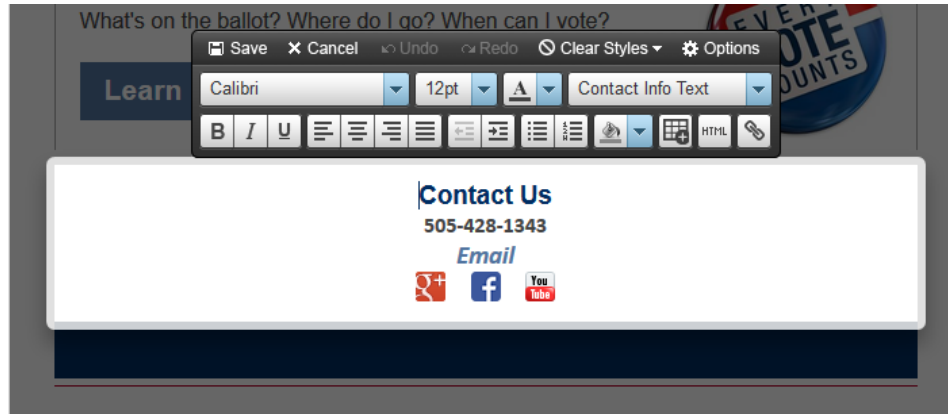
Inserting an email link is just like inserting an internet link, only you select email address from the drop down and type it in.
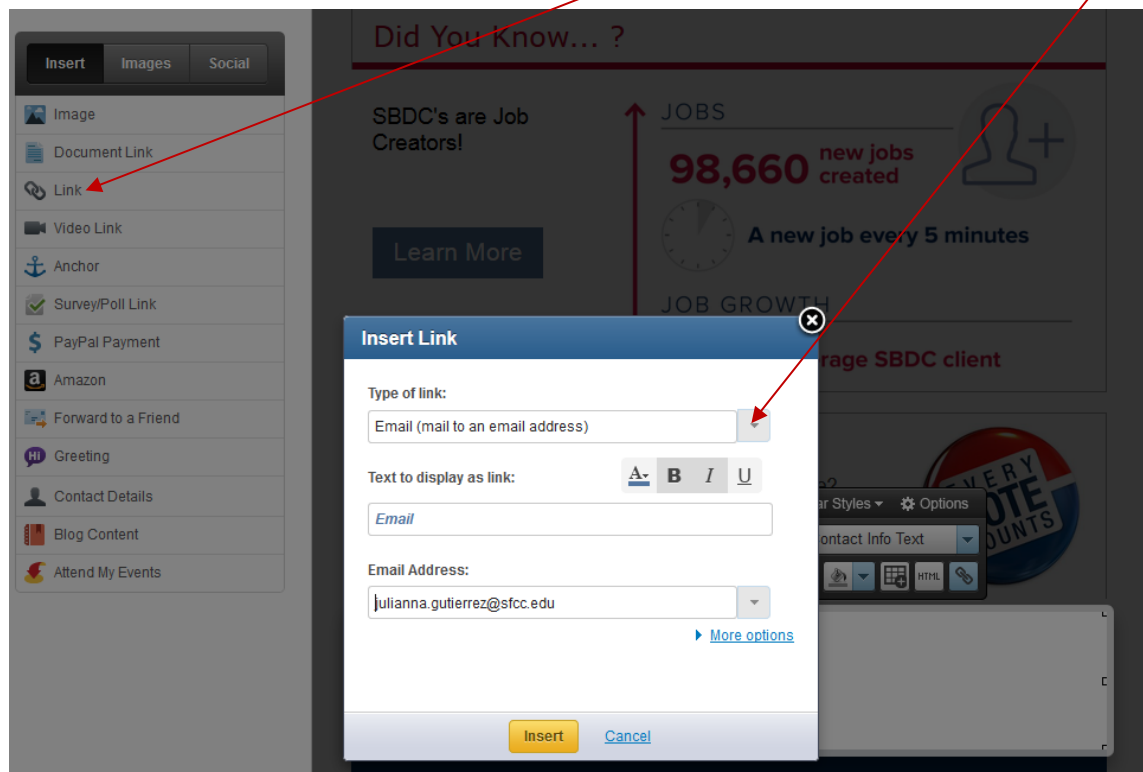
- **Accredited Logo Block**

This is the easiest one! Simply insert your center telephone number in the SBA required verbiage, save and it's done. Do not edit anything else in this block unless instructed to do so.

- **Footer Block**

Almost as easy as the last one – Click on the block and fill in the form. Be sure the Forward and Subscription links are checked. Hit OK, and your newsletter is ready for approval.
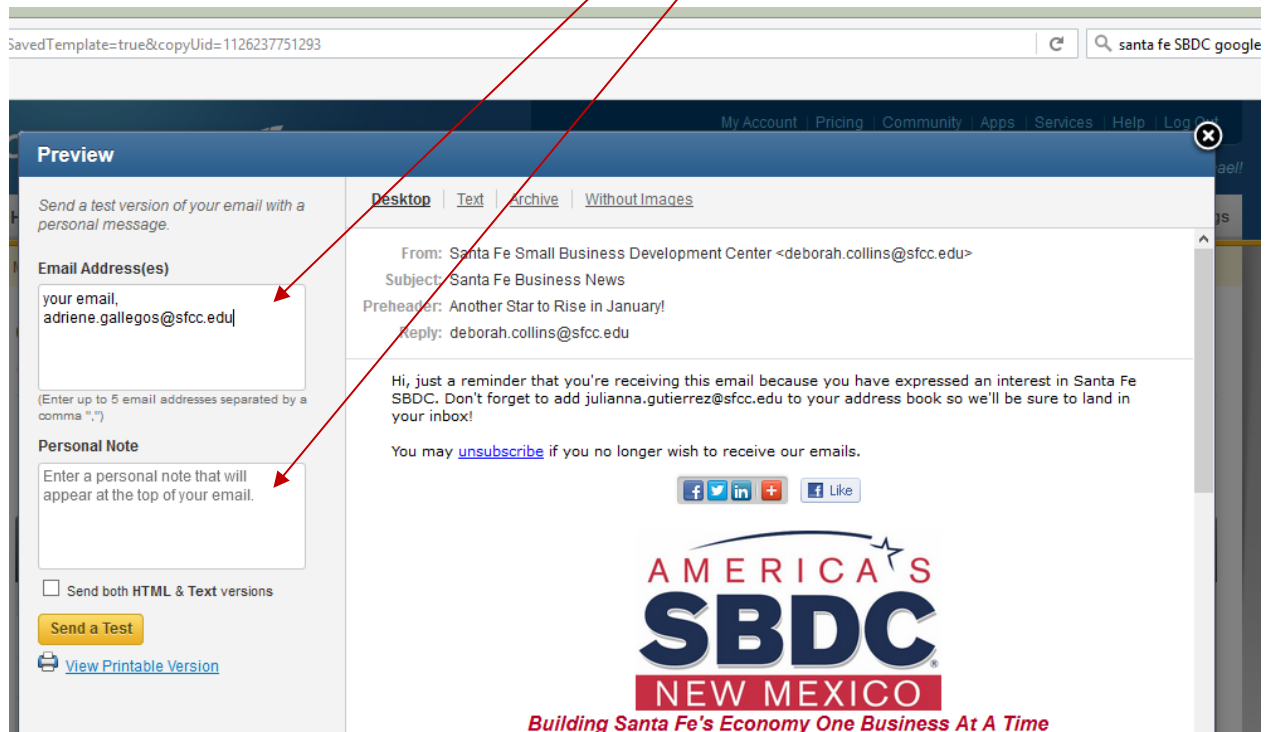
Before you send to the State Office be sure to send a preview to yourself and test the links, review spelling, and layout.

- **Send preview for State Office approval**
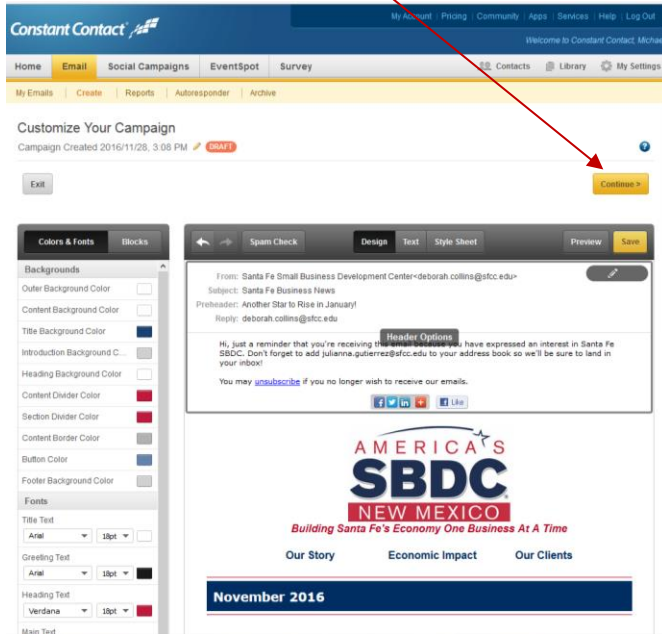 Click on Preview button
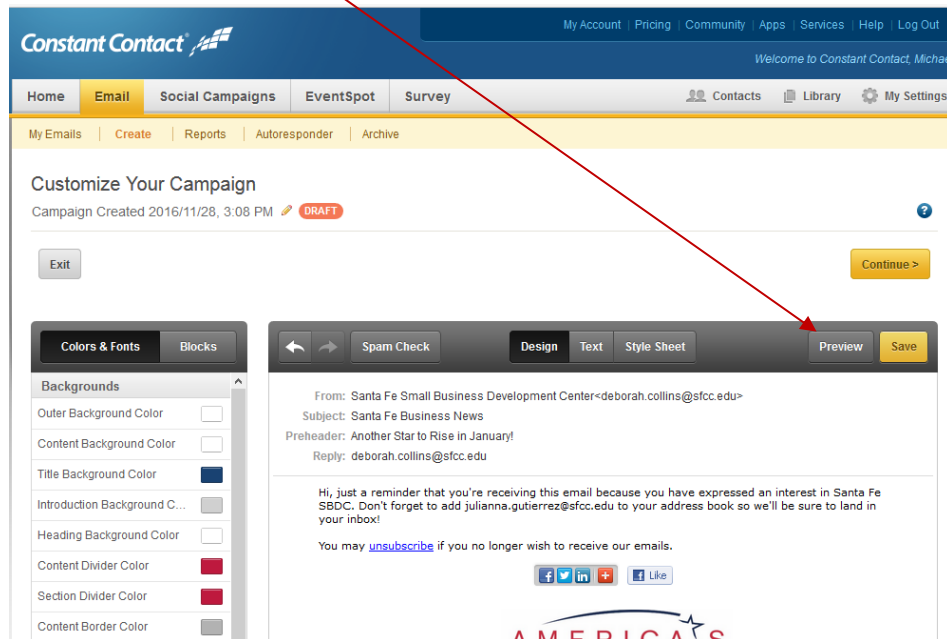
-Add your email address to the list with Adriene's. Include a note that this is for her approval. Click on Send a Test
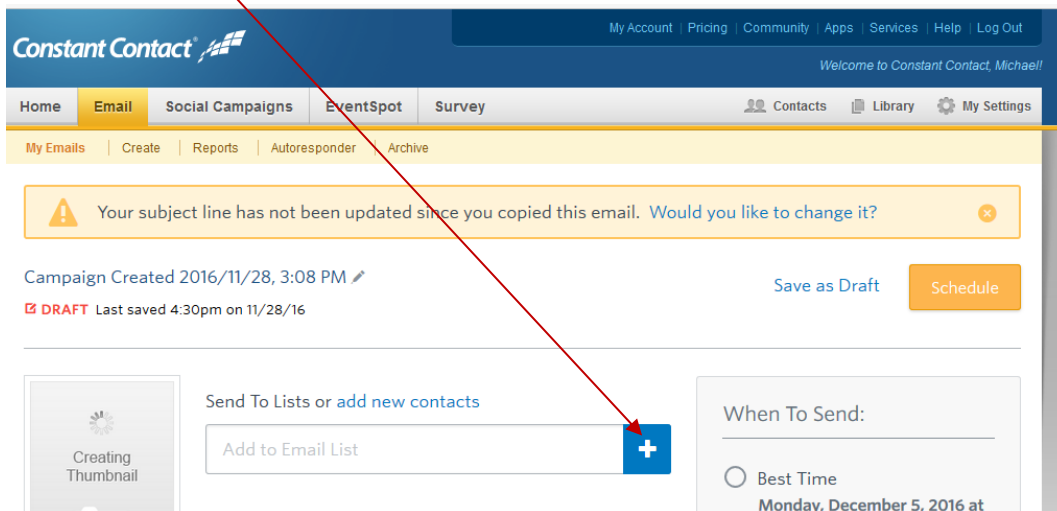
- **Send Your Approved Newsletter**

  Click on the Continue button

-Choose the lists you wish to send to – be sure to share your creation with the Network!

-Click on Save button, and they will appear above.

-Schedule your Newsletter to go out. Try to have a regular time of the month when you publish. Archive your email if you want to have access to a link that can be used later. Double check to be sure your *From* and *Reply* email addresses are correct, then click the Schedule button.

You will get a confirmation that the newsletter has been scheduled. Scroll to the bottom and click on the Social Share *Share Now* button to schedule posts to Facebook.

Housekeeping Tips

- Review your bounce report immediately, and remove addresses that don't exist or are blocked
- Review your mailing lists periodically to be sure they are current and necessary
- Always name and save your Constant Contact correspondence beginning with your center name
- Never add an email address without permission

Marketing Tips
- Review your analytics reports about a week after publishing. Compare your open rate to industry standard. Note mobile vs desktop opens
- Notice which links got the most clicks - this will help you develop interesting content
- Notice how many opt out, or report SPAM – this is good feedback too!