How to Create or Edit a Marketo Email

EMAIL - Description

12.17.15
What will this presentation teach you?

- How to edit an email from creation
- How to edit an email from a draft
- How to edit To and From addresses
- How and where to add images
- How to modify text within your email
- How to add a link to your email
- How to approve and unapprove emails
Navigating to Marketing Activities: from Marketo, click on the Marketing Activities block, or click on the Marketo power ball.
Once in Marketing Activities, navigate to the program you would like to create an email in

- In Marketing Activities, expand “Default” in the tree
- Expand “Marketo Program Templates”
- Expand “Work Space Program Templates”
Add an email to the program

- Right click the program you would like to add an email to
- Select “New Local Asset”
Select Email as your new local asset

- Select “Email”
Naming your email according to Marketo Best Practice

- Select a folder in which to store your new email
- Name your email an internal email. This is not your subject line.
- Add a description to your email
- Select a template
- Check “Open in editor”
- Click “Create”
Step 1: Edit from, reply-to, and subject

- Edit the “From Name, From Email, Reply-To, and Subject” for your email.
Edit the various header sections in your email

- To edit sections within your email template, simply double click on the section, and edit the text to customize.
Next, edit the content in your email and add tokens if necessary

- Edit the various subheaders and content of your email and add tokens by clicking on the token icon
- A "token" is a stand-in phrase in brackets that
Adding a link to your email is simple

- To add a link to your email, highlight the word to hyperlink and click the link icon.
- Copy and paste the link into the window.
To approve your email, save your draft and exit the editor

- Click on your email in the tree
- Click “Email Actions” and select “Approve”
To unapprove your email, simply follow the same steps and select “Unapprove”

- Click on the email you want to unapprove
- Select “Email Actions”
- Click “Unapprove”
To edit an existing email:

- From your program, select the email you would like to edit
- Click “Edit Draft”
To add new images/logos, navigate to Design Studio refer to “Images & Files”

- Click on the purple power ball in top left corner
- Click on Design Studio, expand “Default” in tree
- Expand “Images and Files”
- Select folder to store your new image
Right click the folder to add new images

- Right click the folder you would like to add your image to
- Select if you are uploading a saved image or if you are copying an image from a website
Upload and save your new image

- Confirm the folder in which you will save your image
- Browse your computer for the image you would like to upload
- Click “Upload”
Links to help you create and execute a Newsletter program

• **Create** a new email
• Edit your email **header**
• Edit **text** in your email
• Edit your email’s **HTML**
• Add **tokens** to an email link
• Add **images and files** to Marketo
• **Approve** your email