

## How to create a special offer email template:

Please login to Constant Contact.com  
Click Email Marketing and then click Create  
Enter an email name, such as Special Offer and then Click next  
Choose a promotion template from the Template Categories located on the left hand side of the page  
Select "My Image" template and then click next  
Fill out the required Email Message Settings which includes the subject, from name, your email address, and reply email address.  
The rest of fields are optional.  
For this offer we'll check Webpage Version, and deselect Forward Email to a Friend  
Click next to proceed.  
For this email we are customizing our template so click trash to delete the first box, then click trash to delete the next box.  
We will delete all boxes except one the "Promotion Title" box.  
Click "Advanced Features," and then click "Edit Style Sheet"  
On the 3rd line from the top, change 1px to 0px, to eliminate a border around the box.  
Click "Save&Return"  
Click "Edit this Block"  
Click "<html> Code View"  
In a Code View, select all existing codes, and delete.

In a new browser, open [www.wsdisplay.com](http://www.wsdisplay.com)  
Go to My Account, and login  
Click the Special Offer Icon  
The WSDisplay Special Offer Email template will open in a separate popup window  
The next step varies between browsers, in Firefox, under the "View" tab at the top click "Page Source"  
Click "Select All", then "Copy" to copy the code

Go back to a ConstantContact browser window.  
In the "Code View," click "Paste" to paste the code  
Click "Update and Close" then "Save"  
Your template is now created!

Now let's customize this template.  
Click "Edit this Block"  
Hight light WS Display, then type your company name.  
If you have your own website, highlight [www.wsdisplay.com](http://www.wsdisplay.com)  
Click "Insert Link"  
Type your company's name in "Text to Display"  
Check the Web Address button, then type your URL  
Click Insert  
Insert your own price.  
You can make other changes such as expiration date, or campaign name, if needed  
Click Save

Your customized email has been created  
Click Preview  
Type your email address in Email Addresses box.  
Type test or your message in Personal Notes box  
Click Send to send a test email to yourself.  
At the top, it should say a test email has been sent.  
You can check your email inbox to review the email.  
Click Exit Preview  
Click Save

Your email has been created!  
Save & Continue to select a list of customers, and schedule the email blast.  
Or click Exit  
Your newly created email is listed in Existing Emails as a draft status.