Newsletter and Email Composer

Design and send your communications quickly

Welcome to the Newsletter and Email Composer!

- User-friendly and intuitive design tool
- Create beautiful templates that staff can use and reuse to create custom newsletters, invitations, and fundraising appeals
- Launch campaigns quickly
- Features include:
  - Predesigned templates and modules
  - Responsive layout design
  - Drag-and-drop editor
  - DK Links built in to simplify linking to your organization’s Doubleknot pages

Overview

Pre-designed Templates

Creating a Newsletter and Email in Composer

Composer: General layout

- Undo, Redo -- Auto Save time & Save – Preview -- Done

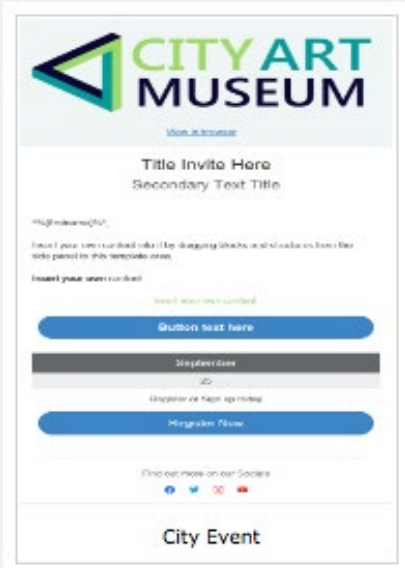
Composer: Global Configurations (Left side column Appearance Tab)

Composer: Intuitive Design Tools (Left side column Content Tab)

- Support for single-, double- and multiple-column layout throughout the message. (Structures)
- Drag-and-drop editor for content addition (Blocks)
  - Image - Buttons – Social media – Merge tags
- Pre-designed links (Modules)
  - DKLinks - View in browser link - Button dklink

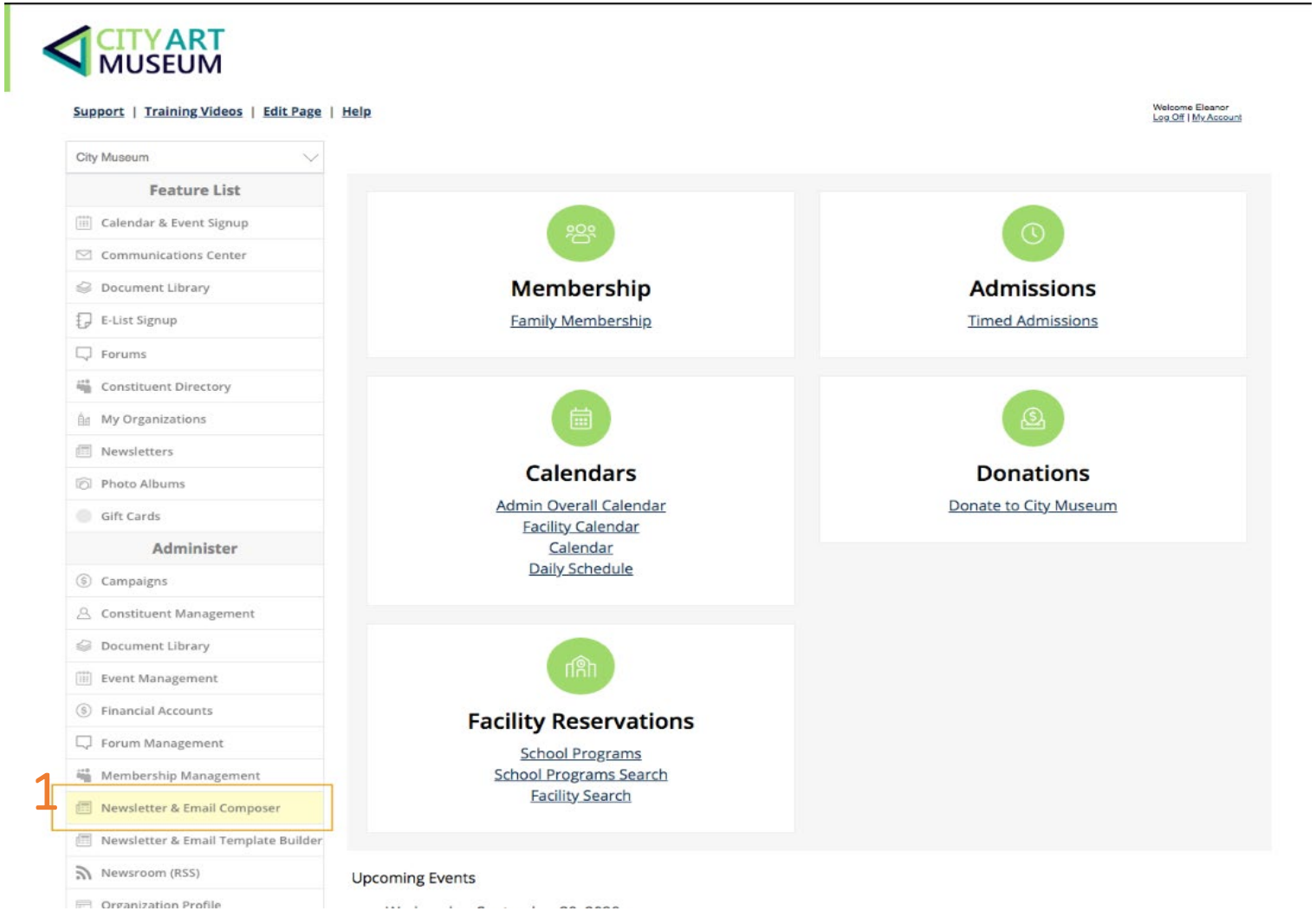
Sending a test email

Pre-designed Template Examples

Newsletters	Donation Appeals	Event Announcement	General Correspondence
City Admin Newsletter	City Donation City Thank You	 City Event	City Art Response Letter
Demo Examples			
https://stage.doubleknot.com/CMS/PageViewer.aspx?PageID=10239&preview=yes	https://stage.doubleknot.com/CMS/PageViewer.aspx?PageID=10238&preview=yes https://stage.doubleknot.com/CMS/PageViewer.aspx?PageID=10241&preview=yes	https://stage.doubleknot.com/CMS/PageViewer.aspx?PageID=10240&preview=yes	https://stage.doubleknot.com/CMS/PageViewer.aspx?PageID=10245&preview=yes

How do we create an Email or Newsletter?

1 Log on to Doubleknot.
In the Feature List, click Newsletter and Email Composer.

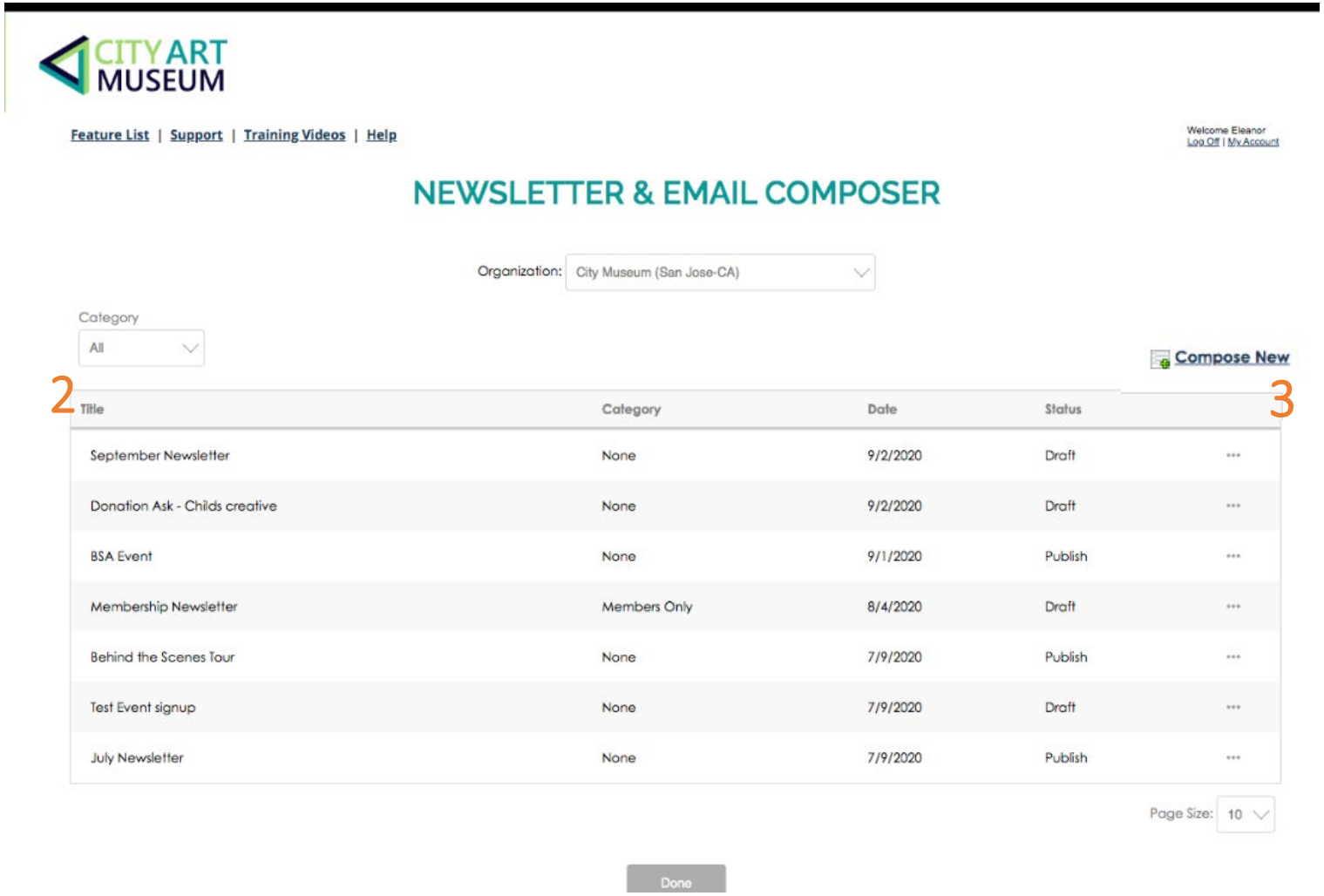


How do we create an Email or Newsletter?

1 Log on to Doubleknot.
In the Feature List, click Newsletter and Email Composer.
The Newsletter & Email Composer page is displayed.

2 The page will show a list of previously composed and saved emails and newsletters. If none are available, it will display an empty page.

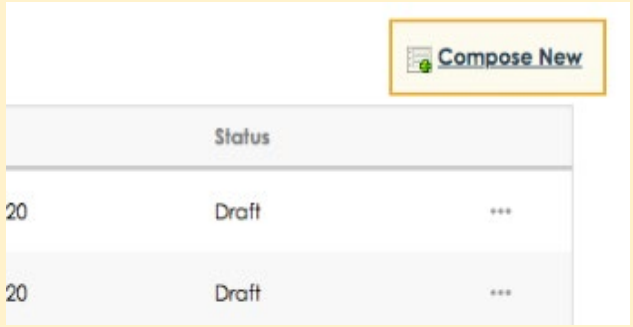
3 The Compose New link starts a new document. The three-dot menu as the right of an existing document provides actions for that item.



What do you want to do?

If you want to *create* a new email or newsletter from a template

- Select **Compose New**
- Select a Template you want to begin with. Click through the tabs to view the pre-designed, branded, or general layout templates available for you to use.
- Add your Title, Category and Status. Press **Continue**
- The Composer will open.

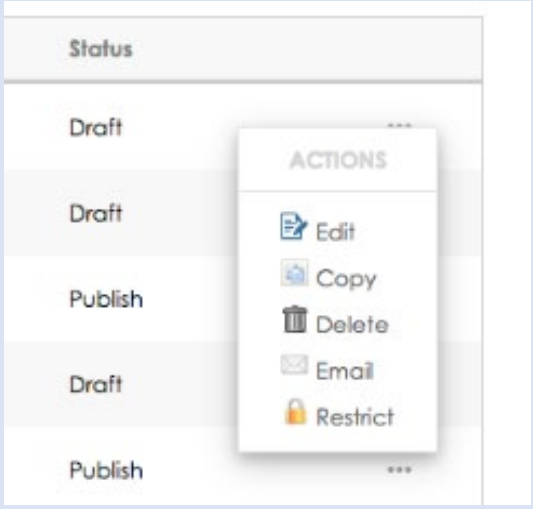


If you want to *copy* a previously composed email or newsletter

- Click the three-dot ellipses to display the Actions menu.
- Select **Copy**.
- Rename your email/newsletter.
- Press **OK**
- The Composer will open.

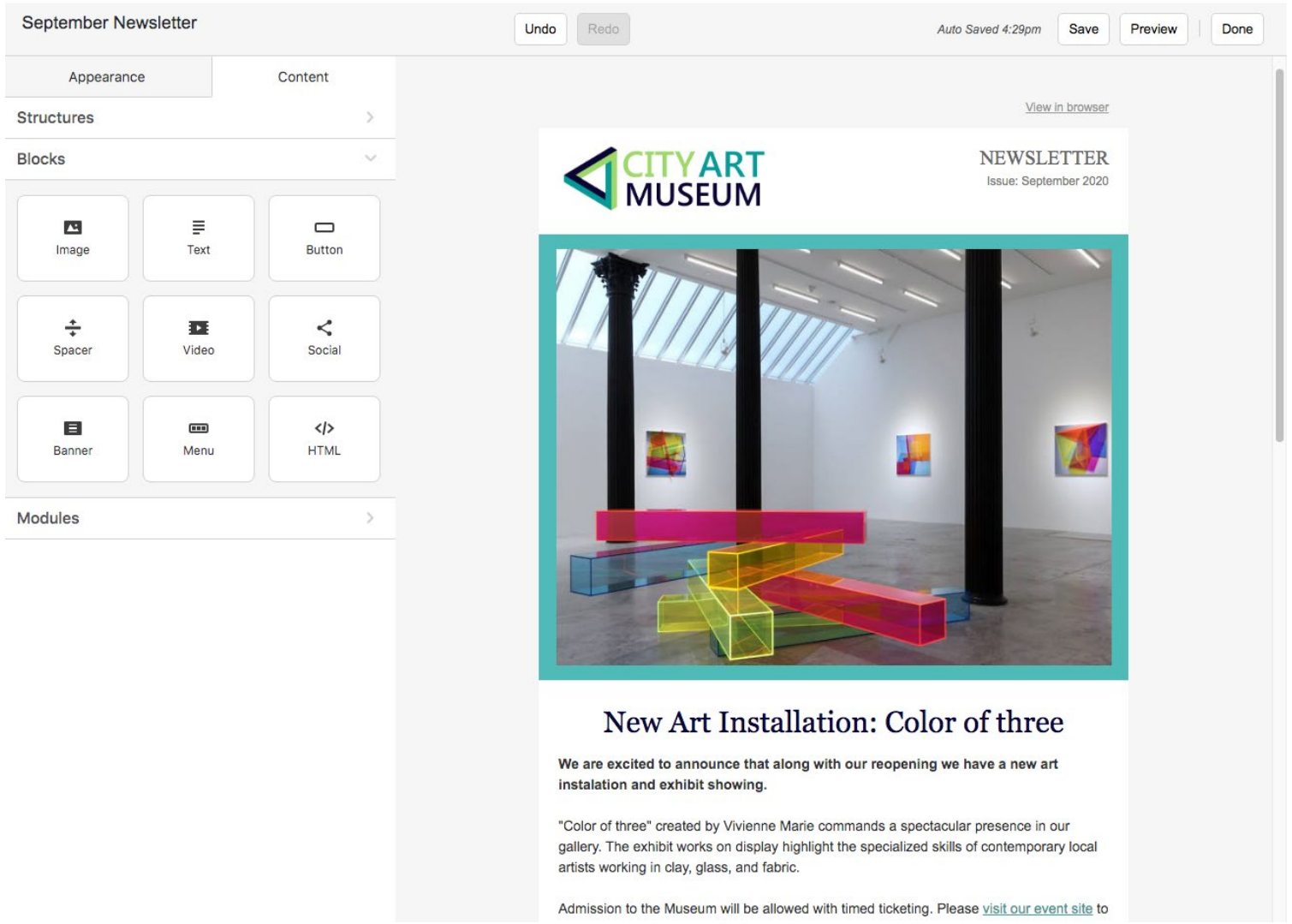
If you want to *edit* a previously composed email or newsletter

- Click the three-dot ellipses to display the Actions menu.
- Select **Edit.**
- Edit your Title, Category and Status.
- Press Continue
- The Composer will load



Composer: General Layout

- Undo, Redo
- Auto Save time, Save
- Preview – Opens a browser window with your composition
- Done – Saves and returns to composer grid
- Info Messages appear in upper right, if they need to render. These auto close or can close via the x.

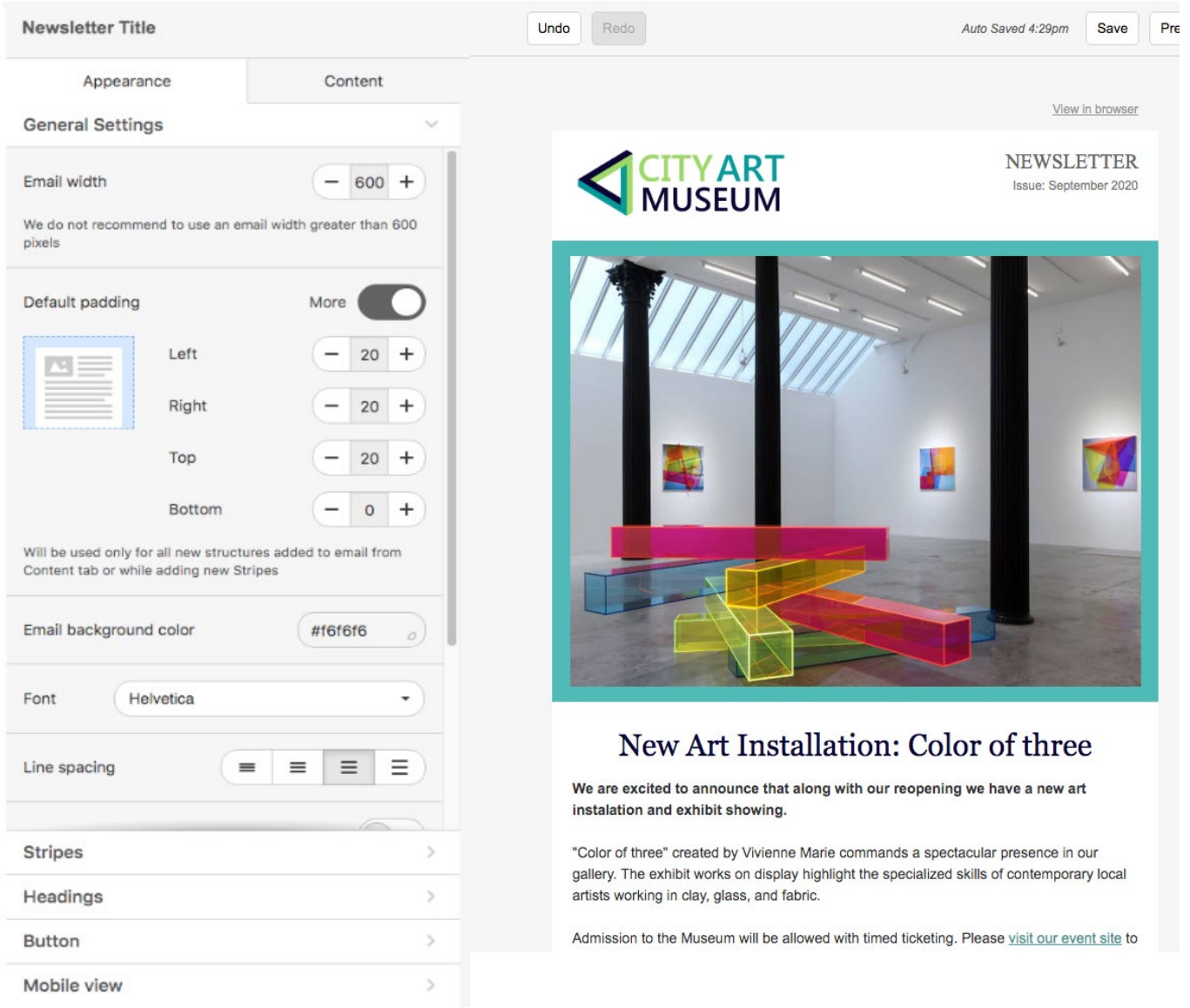


Global Configuration

Left-side column Appearance Tab

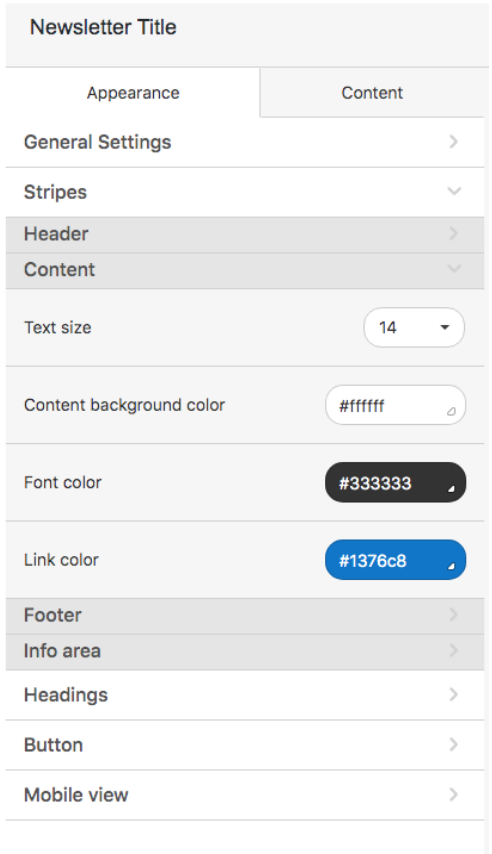
- Appearance tab allows you to configure on a global level
- Includes sections:
  - General Setting
  - Stripes
  - Headings
  - Buttons
  - Mobile View

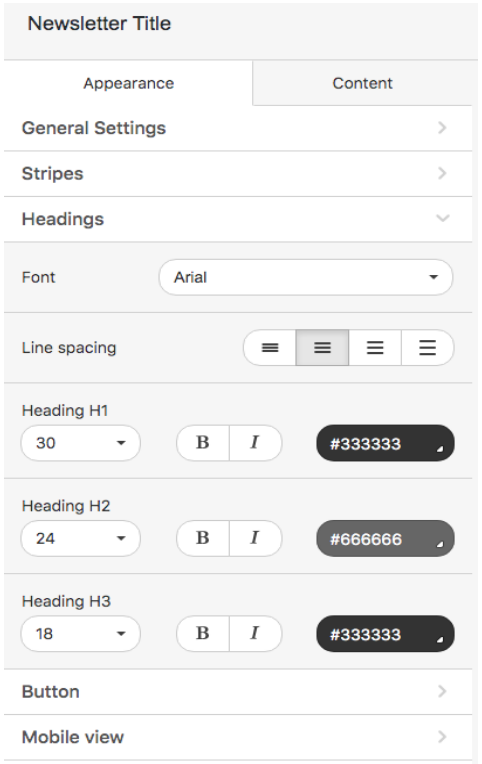
- Appearance settings will be shown project wide. However, when Blocks are dragged into content, and edited individually, these global settings will be overridden.

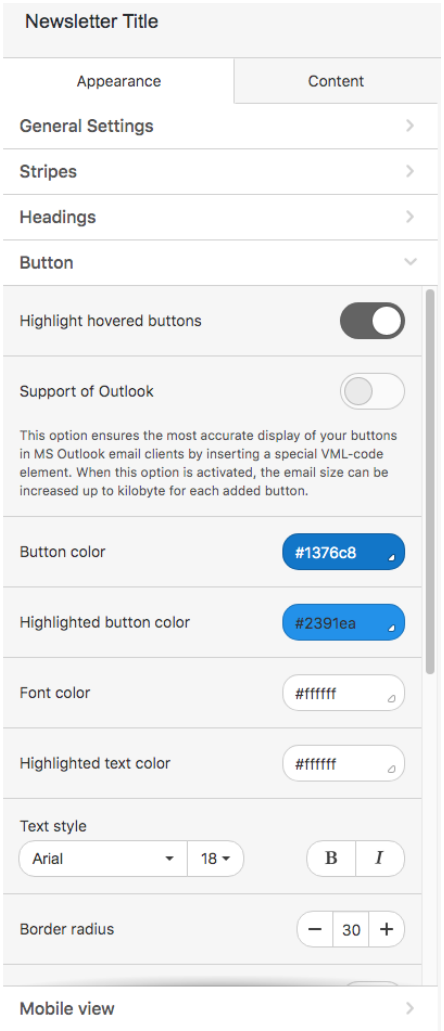


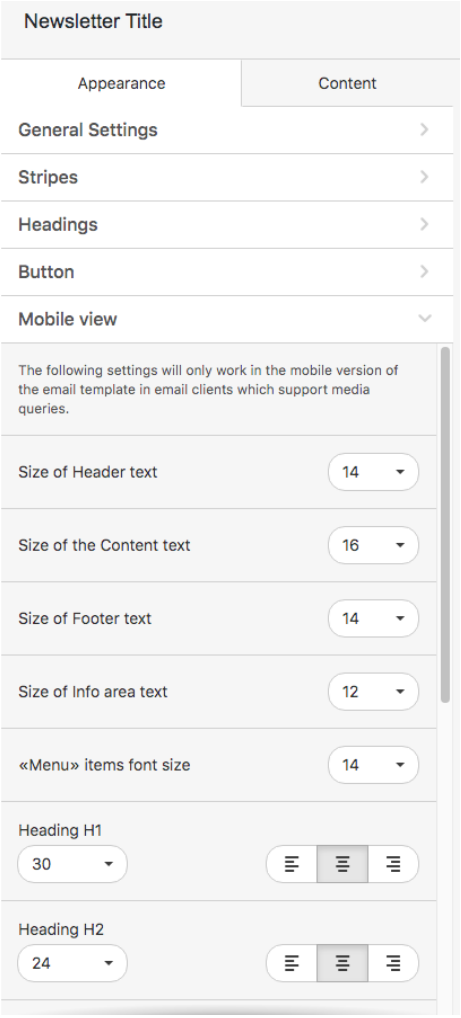
Global Configurations

Left-side column Appearance Tab





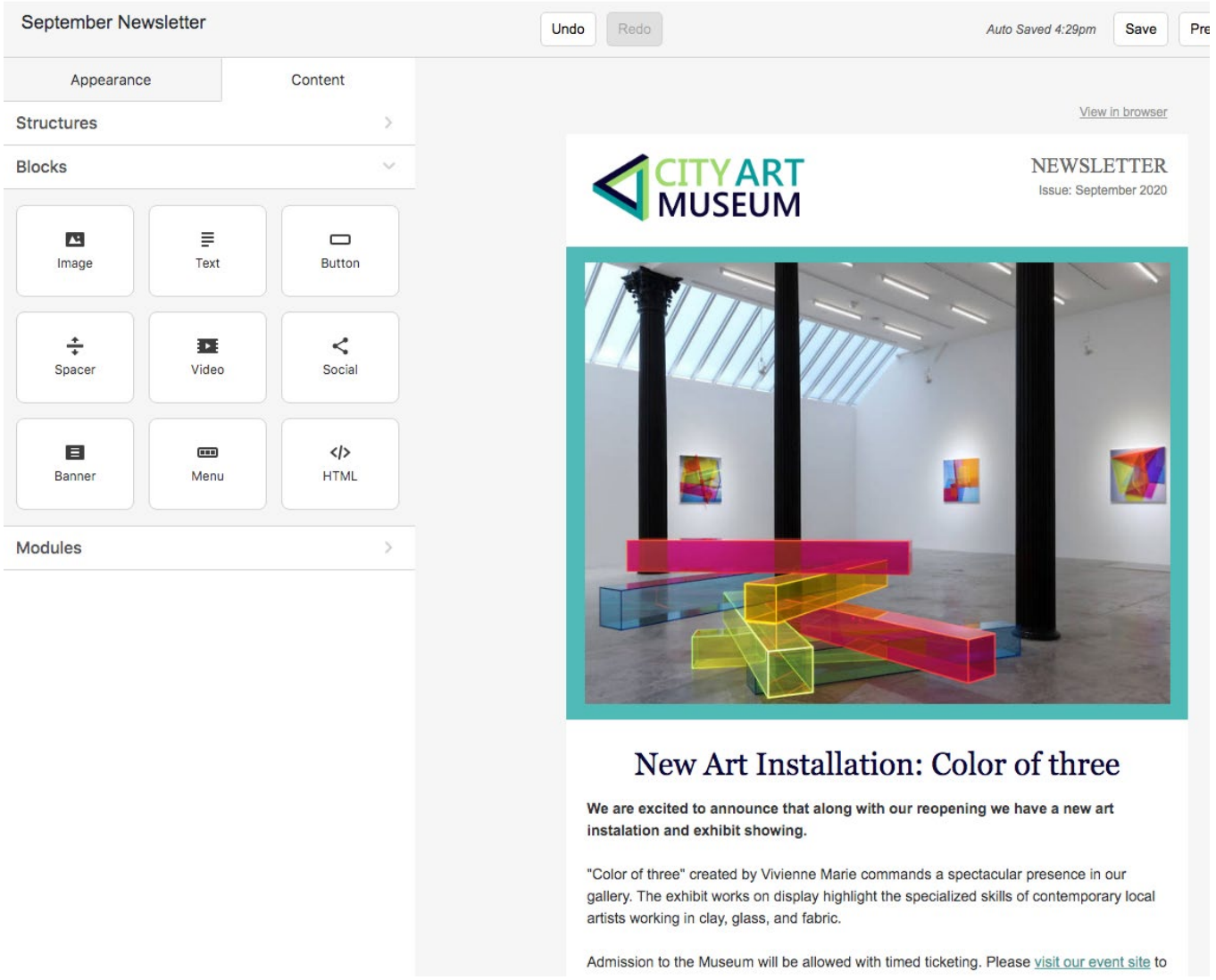




Composer: Intuitive Design Tools

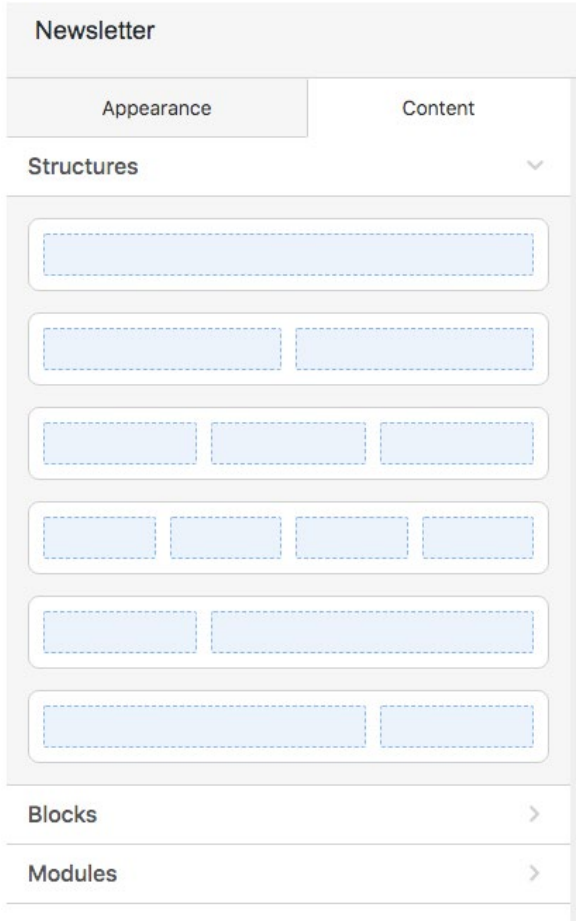
Left-side column Content tab

- Content tab allows you to build your design
- Support for single-, double- and multiple-column layout throughout the message
- Drag directly into your composition
- Pre-designed links to your Doubleknot pages
- Includes sections:
  - Structures
  - Blocks
  - Modules

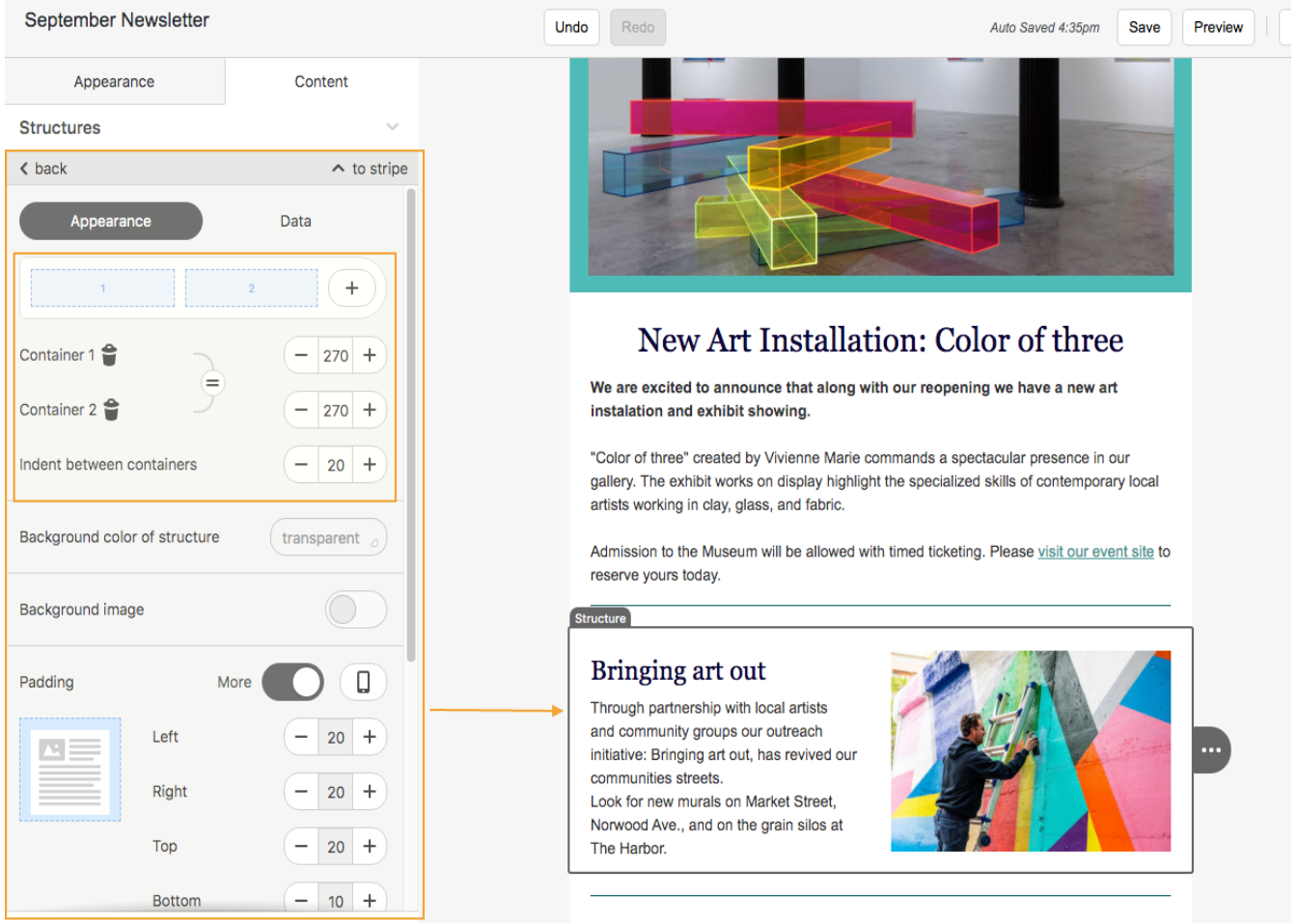


Content Tab: Structures

- Drag directly into your composition



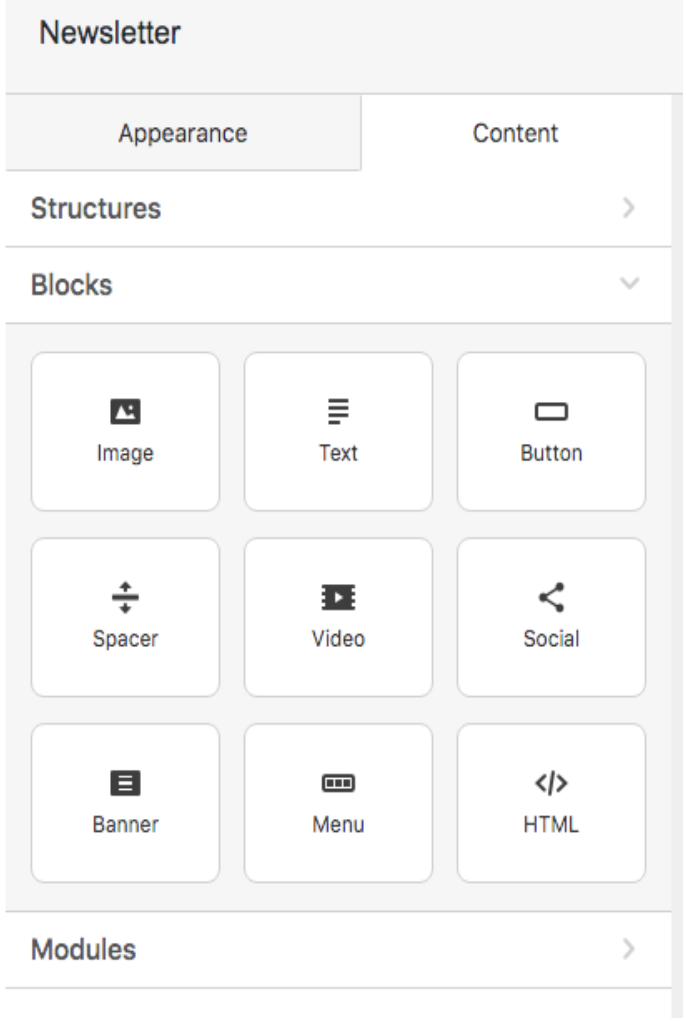
- Edit to desired design



Content Tab: Blocks

- Drag a Block directly onto your composition into a structure (Drop here is displayed in the drop zone)

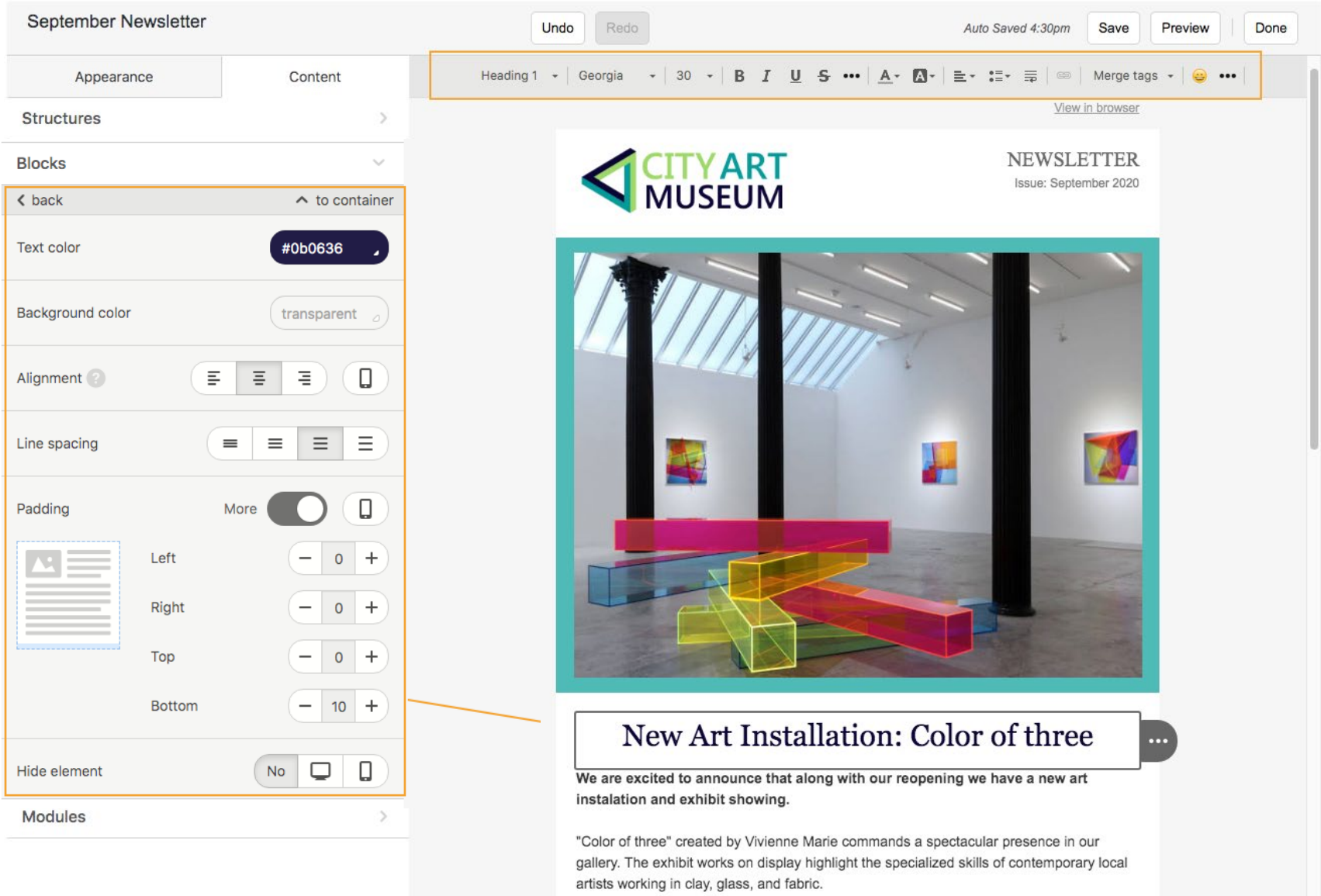
- **Text**: Allows you to add Headlines, paragraph text and Merge tags (Text editor shows at top)
- **Image or Video**: Displays previously added or can upload
- **Button**: Create an eye-catching or branded call to action (CTA)
- **Social**: Support for social media and social sharing



Content Tab: Blocks

Text block

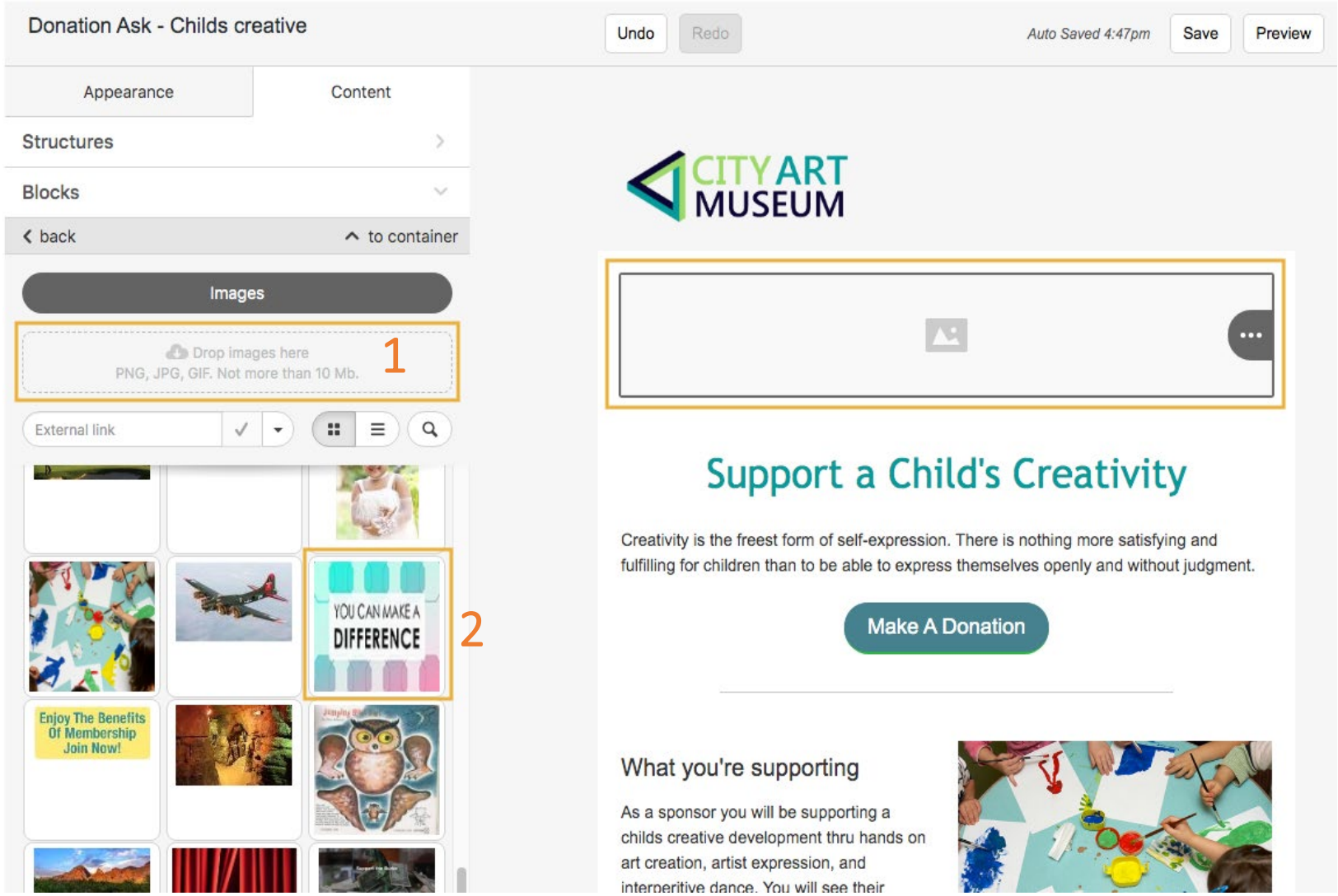
- Text editor
  - Further refine content, headings or colors
  - Add Merge tags
  - Add in text links



Content Tab: Blocks

Image block

1. To upload an image from your computer, Click the dotted upload area
   or
2. Add an already-uploaded image by clicking it in the visual list

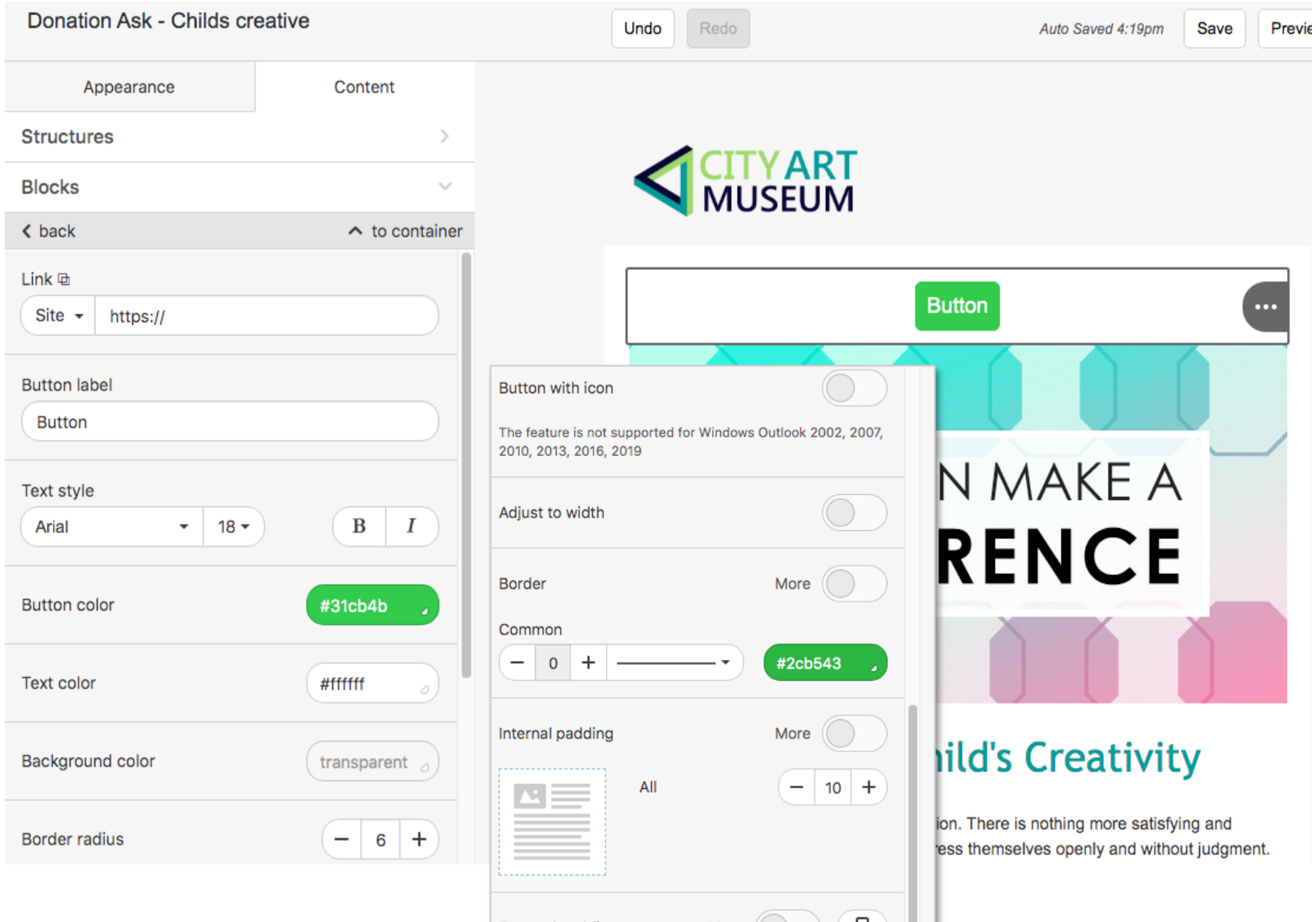


Content Tab: Blocks

Button block

- Dragging button block automatically assumes global styling (created in Appearance tab, Button section)
- You can individually modify colors, rounded edges, add border, or add an icon if you want to create a unique button

** Use for external links or non-Doubleknot pages. For Doubleknot button links use modules*

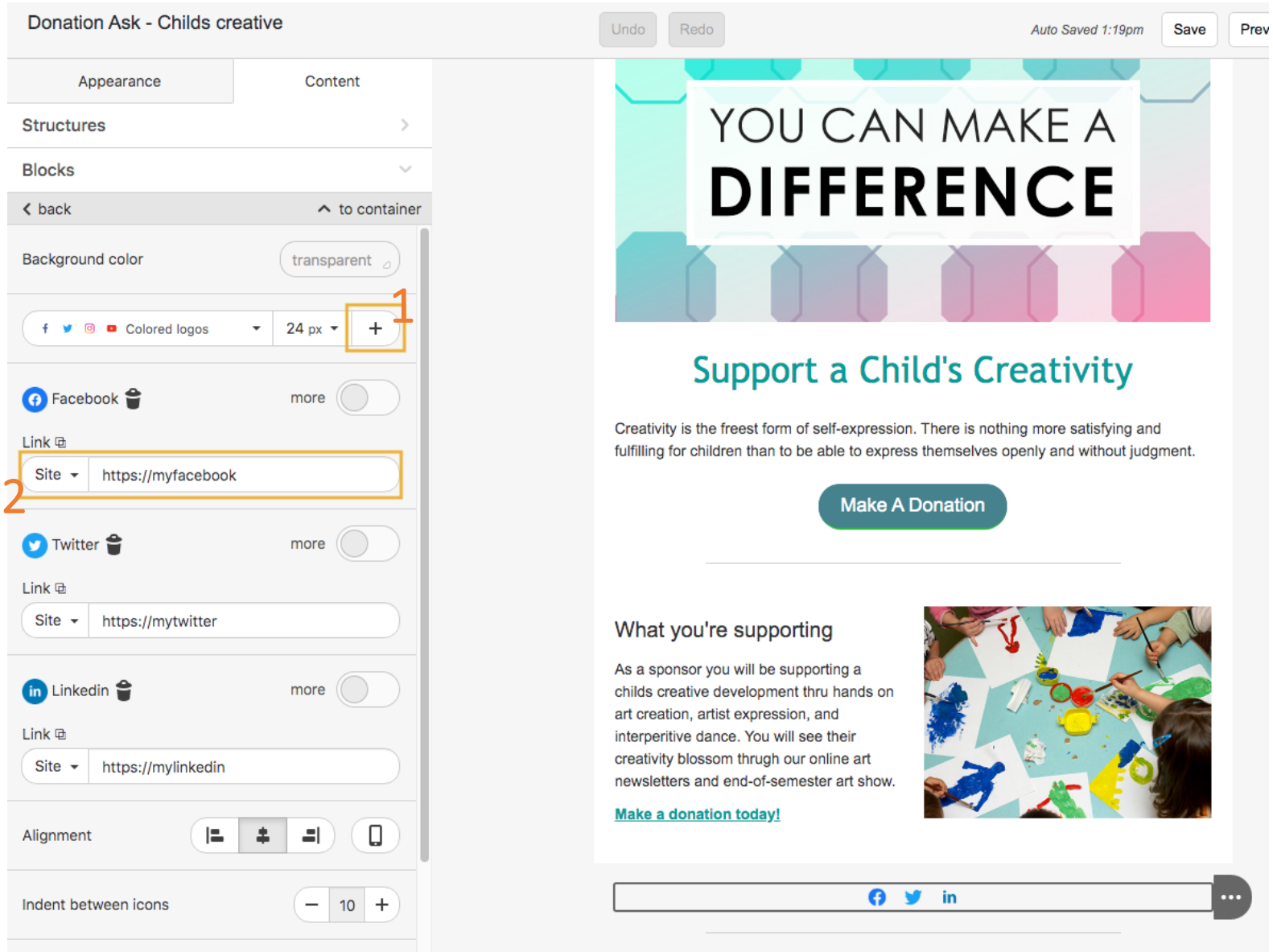


Content Tab: Blocks

Social Media

1 • Plus icon gives a wide range of icons to choose from social or media

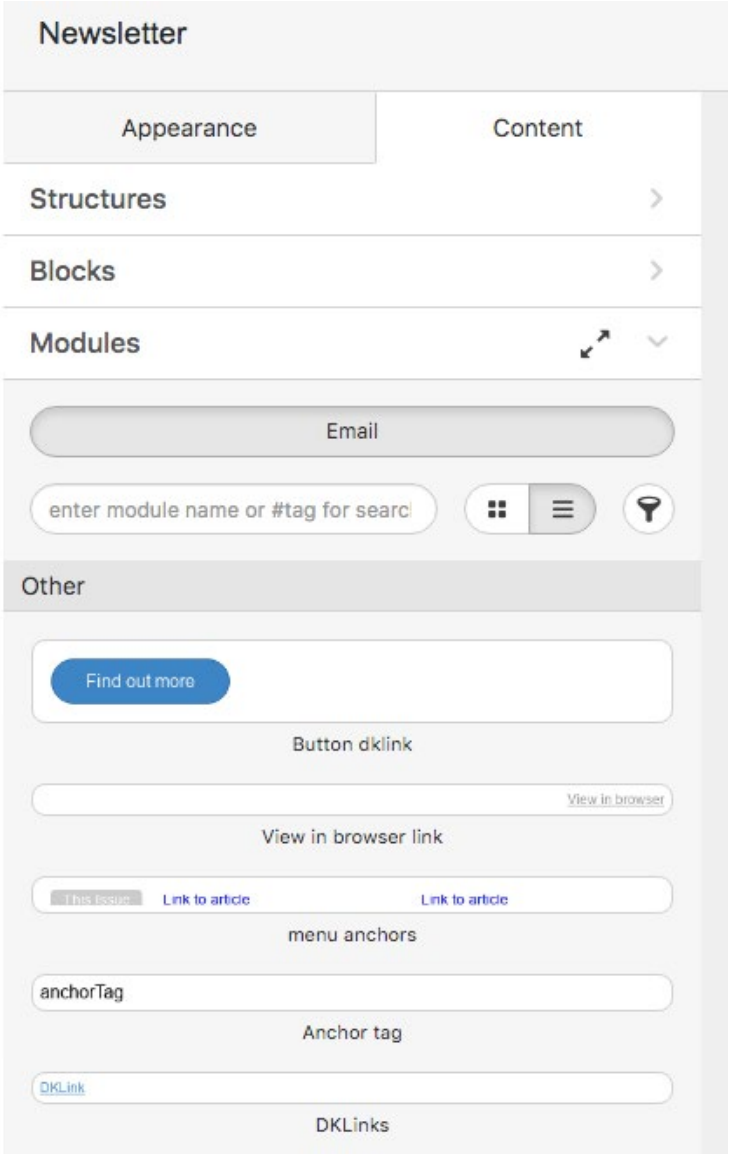
2 • Under Link, choose the type
- General includes
  - Site: http, https
  - Mail: mailto:
  - File: ftp, ftps
  - Skype: skype
  - Tel: tel
  - Sms: sms
  - Other Protocol type (dklinks)
- Share options also available
  - Ex. share your donation on Facebook, Twitter



Content Tab: Modules

- Pre-defined to easily link to your organization's Doubleknot pages.

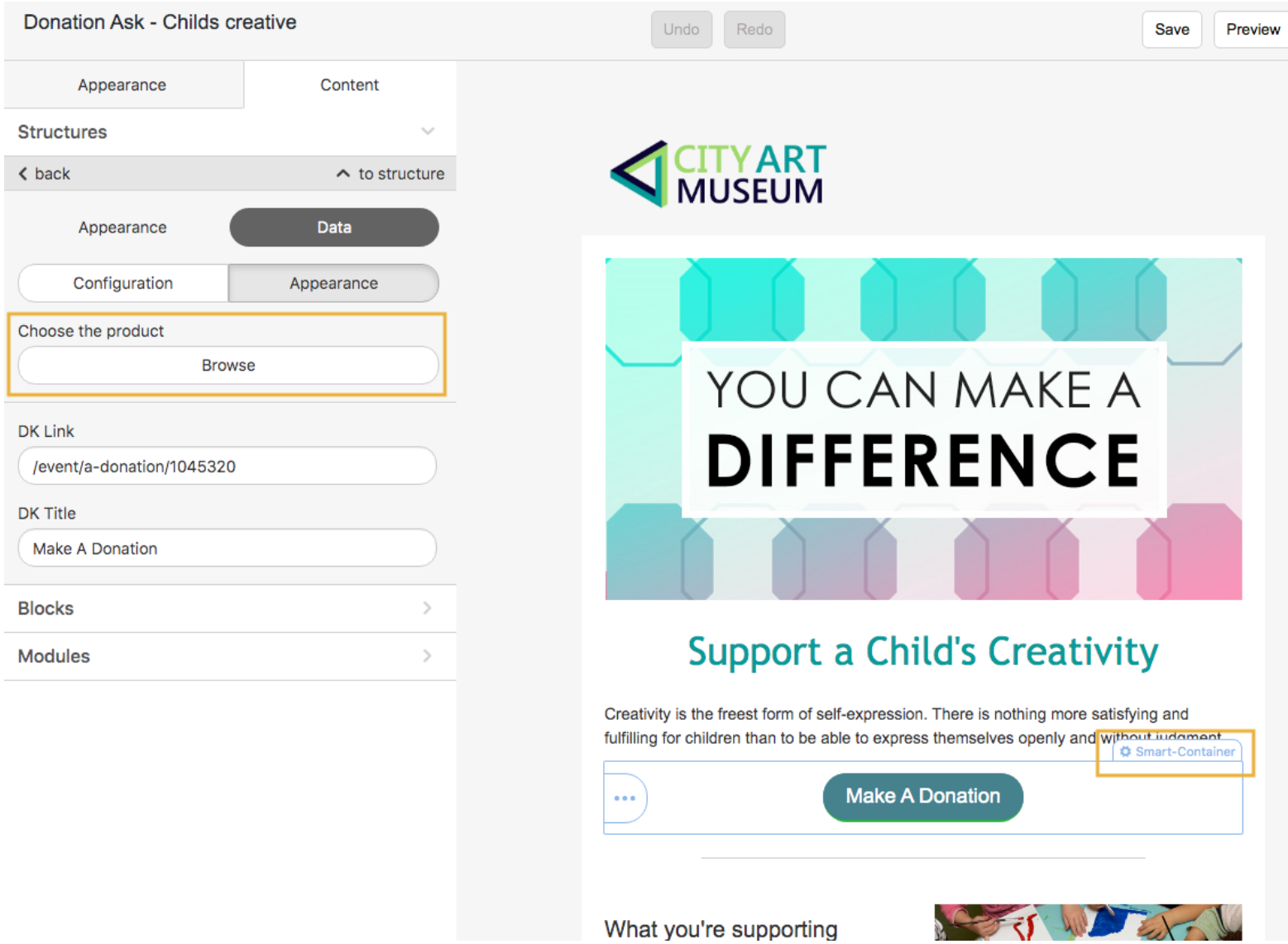
- Modules include:
  - DKLinks
  - View in browser link
  - Button dklink
  - Anchor tag/menu anchor (not supported by all email clients)



Content Tab: Modules

DKLinks, Button dklink, View in browser

- Drag module into desired structure, make sure smart-container is highlighted
- Once smart-container is selected you will see a Browse button in the left panel under the label Choose the product.
- Click Browse to load the popup that will link your Doubleknot pages



Content Tab: Modules

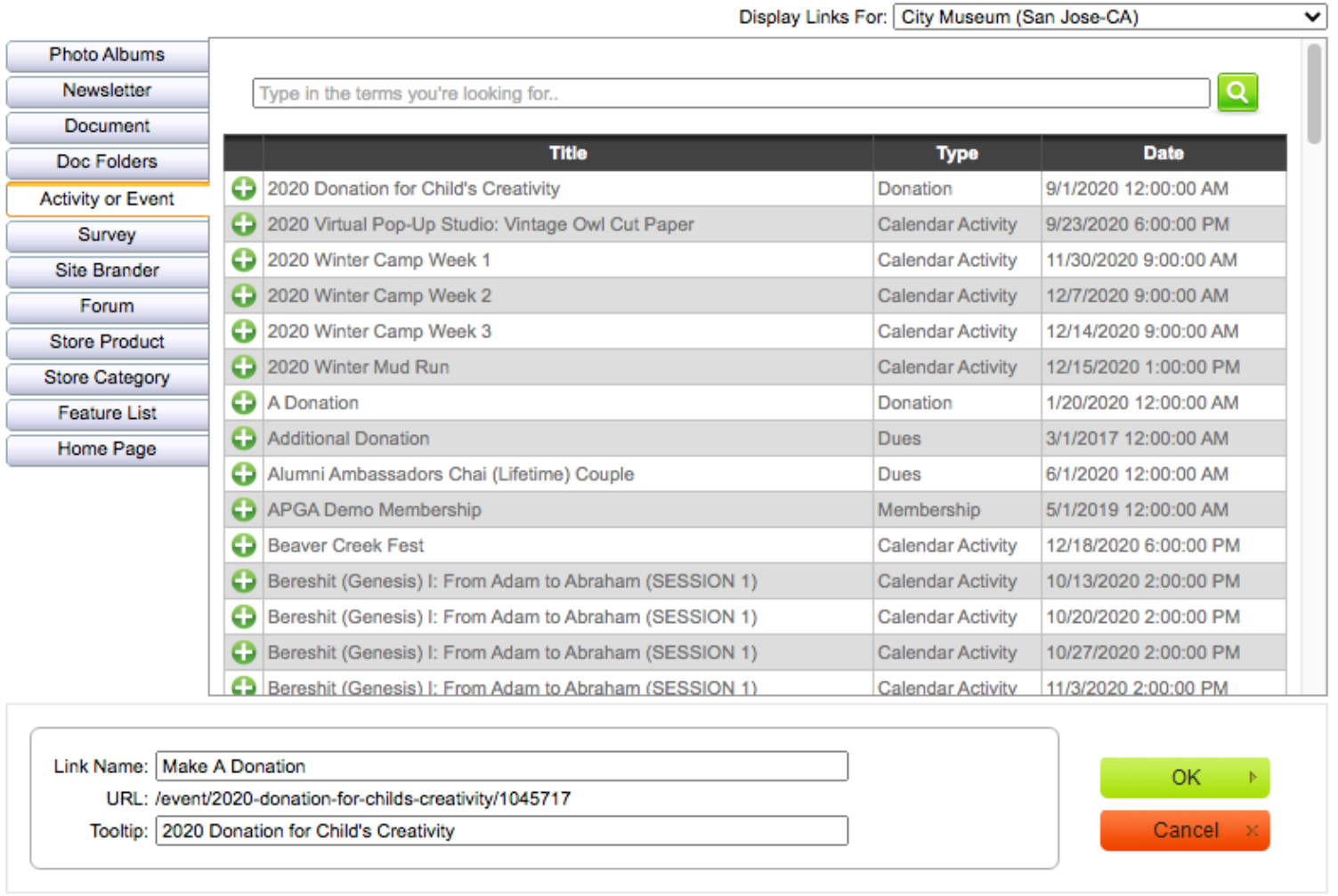
Popup for DKLinks

- When you click Browse, a popup to choose a Link to a previously saved Event, Activity, Newsletter, etc will display
- Choose what you want to link

- Make sure link name is what you want the link or button to display in your email/newsletter

- Click OK – popup will close

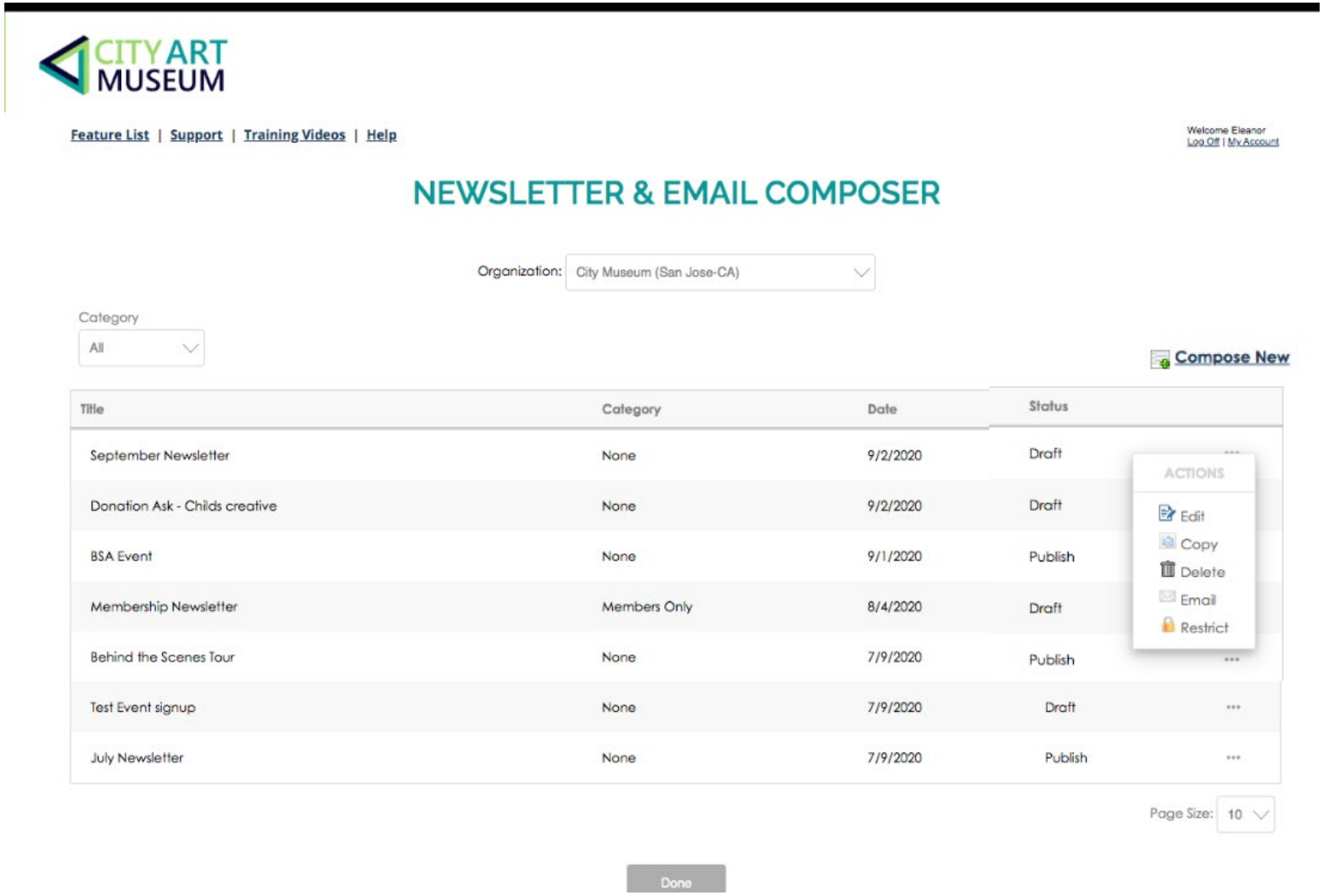
- Your dkLink is now set



How do we send an Email or Newsletter?

1
- Navigate back to Newsletter and Email Composer page.
- Click the three-dot ellipses to display the Actions menu.
- Select **Email**.
- This will navigate you to the

2
Message center.
- Enter a Recipient or List
- Add a Subject Line
- View email that will be sent (do not edit here, if something needs to be fixed return to Composer to Edit)
- Add any additional field info
- Choose when to send
- You will be navigated to Communication Center



Want this feature?

Contact us

We are more than happy to add this permission to your organization.

Please send an email to support@doubleknot.com
Subject line: Enable New Newsletter Composer
Please make sure to note what organization you are from