

Step-by-step Instructions on utilizing our html email templates to send mass emails

Step 1: Get an email service provider (ESP)

ESP's allow you to:

- Create email templates and/or use pre-made templates
- Maintain a subscriber list, uploaded by the user
- Send email to multiple people at once
- See statistics and reports of email campaigns to measure success

There are 100's of ESPs to choose from. Prices vary and some have free options for minimal sends.

Step 2: Get an html file

Use your own template or download any of our html email templates by clicking on the download html button. You'll find your downloaded file on your computer, wherever your download settings specify.

Look for this: [Download HTML \(5 KB\)](#)

Step 3: Get an html code editor

There are professional tools such as Adobe Dreamweaver that help you with this or simply use notepad or a text editors for this type of link editing.

Step 4: Copying html code into the html text editor

Click on the downloaded html file to open it up in a browser. Once open, right click and select view page source. Select and copy all of the raw html text. Open your html text editor and paste the selected text into the editors window.

```
14 html,
15 body { margin: 0 auto !important; padding: 0 !important; height: 100% !important; width: 100% !important; }
16 .small-text { -ms-text-size-adjust: 100%; -webkit-text-size-adjust: 100%; }
17 table, td { mso-table-lspace: 0pt !important; mso-table-rspace: 0pt !important; }
18 table { border-spacing: 0 !important; border-collapse: collapse; margin: 0 auto !important; }
19 table table { table-layout: auto !important; }
20 img { -ms-interpolation-mode:bicubic;}
21
22 *[x-apple-data-detectors], .x-gmail-data-detectors,.x-gmail-data-detectors *, .aBn { border-bottom: 0 !import
23 </style>
```

Step 5: Updating links and logo in the html code

Don't be intimidated by the raw html code. Locate the view course or name on the button you are trying to update the url for. Right above that text will be a url link that starts with an href. The link is everything that is between the quotation marks after that href. Simply copy the link you want to put in there, we'd suggested a direct link to the course description page on your ed2go website. Continue that process through all links in the email. To update the logo on the top find the src="http://ed2golive.com/email/partner/your-logo.jpg" and replace that with a link to your logo. You can copy that url from your .edu site logo in most cases. Once you've updated all link, click save and then click on html file to test all links.

```
href="https://www.ed2go.com/courses/information-technology/security/ctp/certified-ethical-hacker?utm_medium=email&utm_source=partner&utm_campaign=pmsemaitemplate_it" target="_blank" style="font-family: 'Open Sans',Helvetica, Arial, sans-serif; font-size: 15px; color: #000000; line-height: 16px; font-weight: bold; letter-spacing:2px; text-transform:uppercase; text-decoration: none;">View Course</a>
```

Step 6: Sending email

Follow the same steps as above to highlight and select the updated html raw text. Open your ESP and follow the on screen steps to copy that html text into a window that will display your email. You'll follow the regular email send directions for that ESP, including linking it to a .csv list that you have previously uploaded, supplying a from address, and providing a Can-Spam approved footer. All ESPs are slightly different but are fairly intuitive. You can also Google instructions on setting up your email send for your specific ESP.

Email Best Practices

- Set a recurring task/reminder to send emails consistently but do not inundate.
- Provide proper opt-out options and follow CAN-SPAM laws.
- Build and clean your list regularly. Some ideas are to ask for subscribers on your website, include former in-classroom AND online students, school alumni, contacts from local businesses, undergraduate-enrolled students as a supplement, high school CTE coordinators, and more.