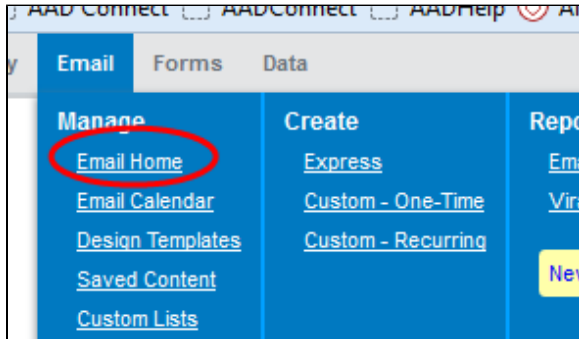
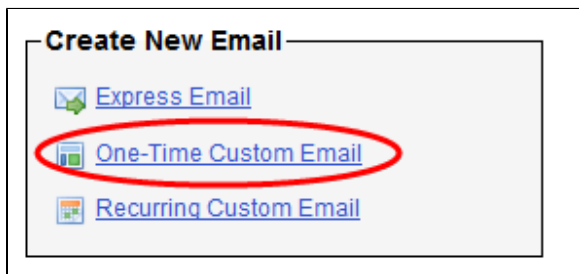


Most Engaged email - Step 1- iModules

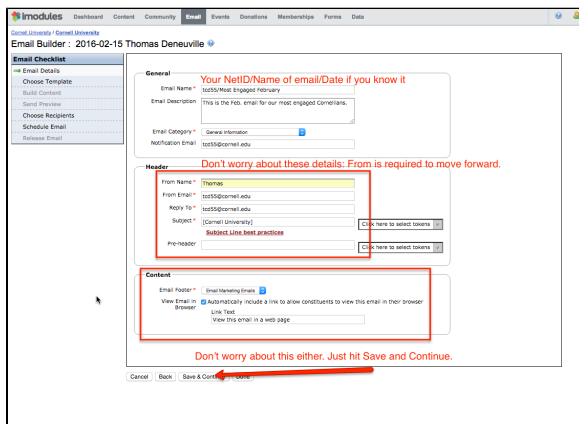
We use several applications to build this email. First all the (sized photos, copy edited text) assets should be posted in your to-do in Basecamp. You will need to download all the photos and text document first.



Open iModules [<http://cornelluniversity.imodules.com/s/1717/alumni/index.aspx?gid=2>] and select "Email Home" from the "Email" tab.



Select the "One-Time Custom Email" from the "Create New Email List"



Email Details:

General section

Email Name – "netid/name of email/date(if you know it)" so the most engaged email I'm building would be – djm6/Most Engaged November 2016

Email Description – Short description of the email.

Email Category – Leave it on "General Information"

Notification Email – automatically fills in your email address

Header section

From Name – enter your name in this field (first name only is fine)

From Email – is automatically filled in.

Reply To – is automatically filled in.

Subject – a lot of times the "subject line" is in the text document so you can fill this in, if it's not don't worry about it.

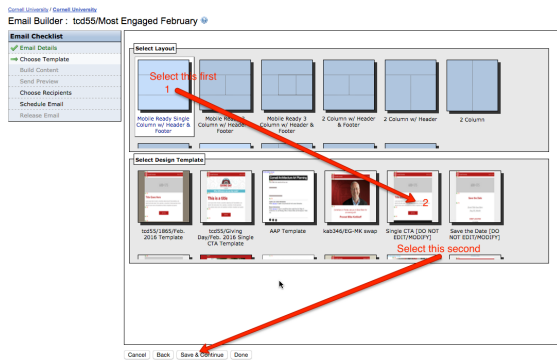
Pre-header – a lot of times the "pre-header" is in the text document so you can fill this in, if it's not don't worry about it.

Content

Email Footer - Unsubscribe link only

Click the "Save & Continue" button

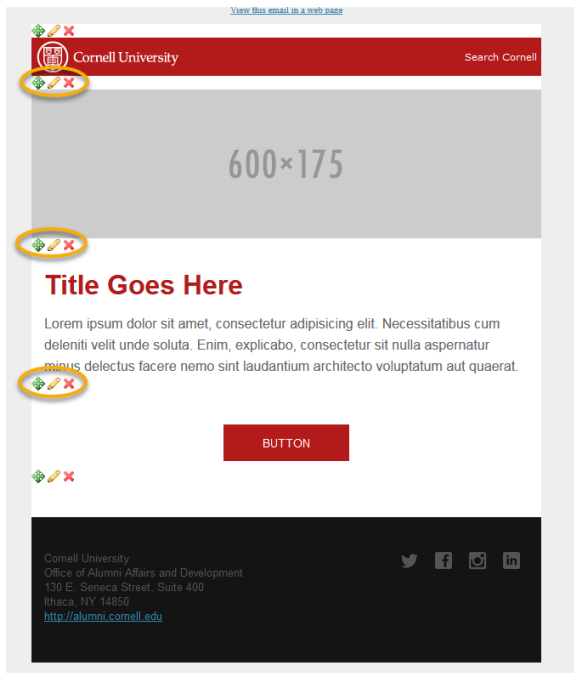
Choose Template:



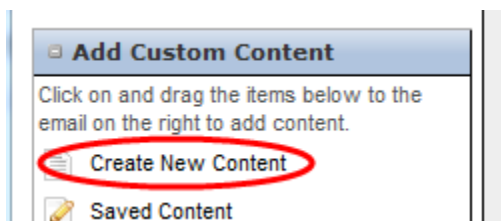
First click on the first icon on the left, this will show you the templates in that style.

Second click on the one titled "Single CTA (DO NOT EDIT/MODIFY)"

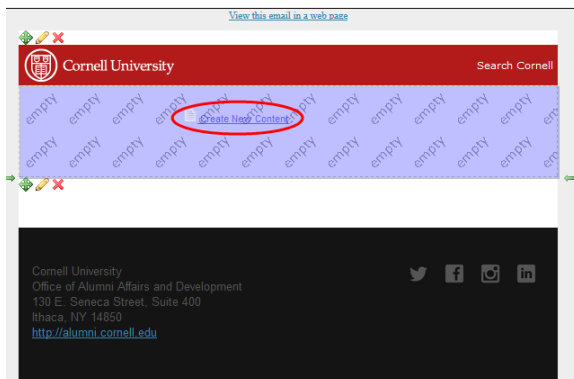
Click the "Save & Continue" button

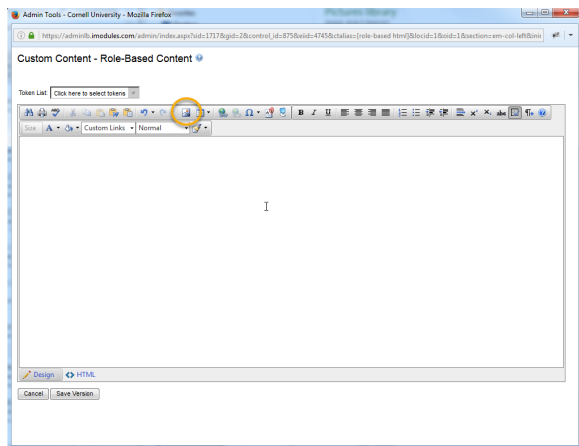


The Template will look like this. Since we will be building the email in Litmus the only sections you will need are the header at the top and the footer at the bottom. There are 3 sections in between that you can delete using the X in the highlighted areas.



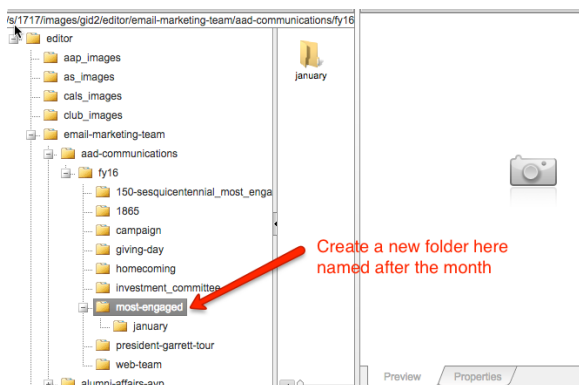
In the left column you will see "Create New Content". You need to click and drag "Create New Content" to the now empty section.





Now you need to upload the images for the email into iModules.

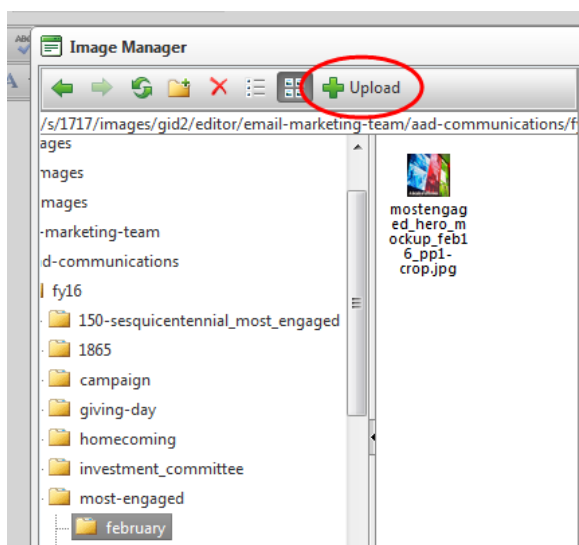
Click on the photo icon highlighted in the image on the left.



You will need to locate the folder that you will be adding the email's assets to.

The path is:

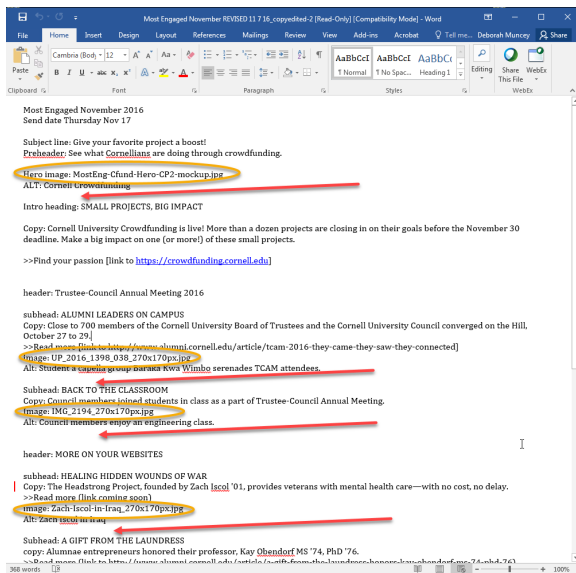
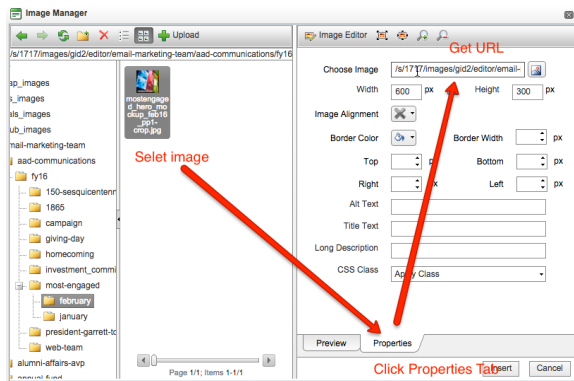
email-marketing-team / aad-communications / fyXX (current fiscal year) / most-engaged / (create new folder for month)



Click on the new folder and click the upload button.

After you have uploaded all the images, you need to get the urls to put in the emails code in the Litmus builder.

Select the image and click on the properties tab. Copy the URL in the "Choose image" field and paste it into the text document where each of the corresponding images are to appear. This makes it easier when you start populating the email in Litmus because all the information is in one place.



Another piece of information you will want to add to the text document is the "utm". If the CTA (link) to the story is an alumni.cornell.edu article you need to add the following utm to the end of the url.

?
utm_source=newsletter&utm_medium=email&utm_campaign=mostEngaged

for instance if the link is <http://alumni.cornell.edu/article/tcam-2016-they-came-they-saw-they-connected> you would need to add that line at the end.

When you are done, you can close iModules, open Litmus and start building.

Most Engaged email - Step 2 - Litmus

Continue on to [Most Engaged email - Step 2 - Litmus](#)