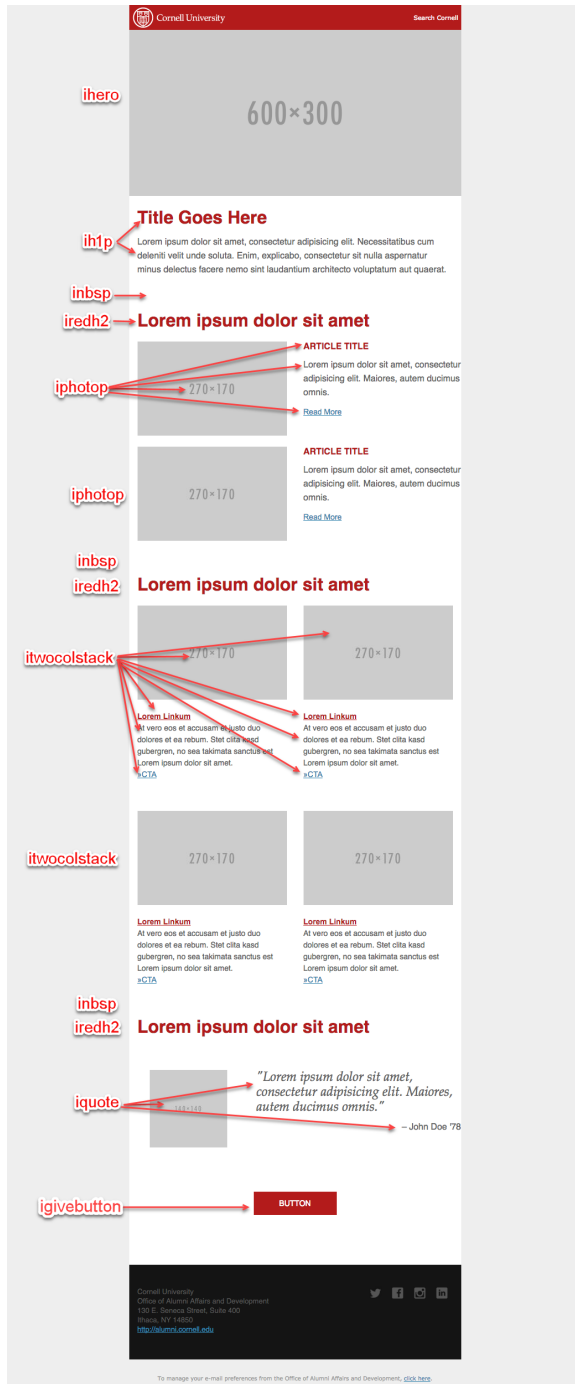


Most Engaged email - Step 2 - Litmus



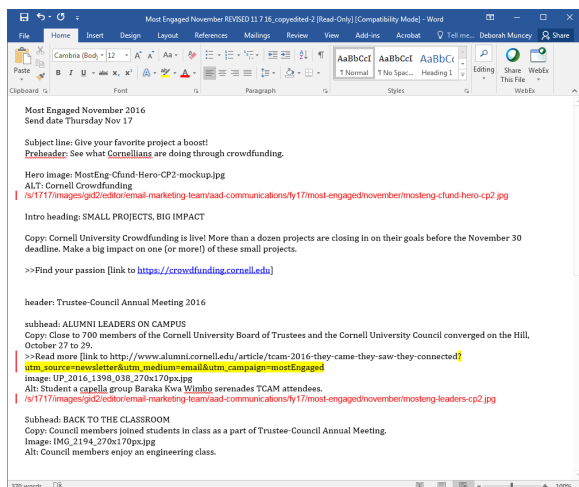
Open the wireframe for reference.

The top red banner and the footer are in iModules, so you need to start with the hero image.

Open the edited text document (your edit that includes the image urls and the utms.

This part is the actual build using Litmus. Open Litmus builder and select the "Most Engaged iModules" project.

<https://litmus.com/builder/projects>



Build the content of the email using Litmus and paste the URL for the image into the correct spot in the snippet in the Litmus builder.

Add ([?utm_source=newsletter&utm_medium=email&utm_campaign=mostEngaged](#)) at end of all alumni.cornell.edu "Read more" links.

The GIVE button on all Most Engaged emails will always be

<https://securelb.imodules.com/s/1717/alumni/index.aspx?sid=1717&gid=2&pgid=3052&cid=7311&appealcode=CU190EM50>

The only changes will be updating the fiscal year as needed indicated in red above.

If the link does not work try contacting:

Rebekah Casad, rnc324@cornell.edu

Cornell Annual Fund

Program Associate, Marketing and Participation

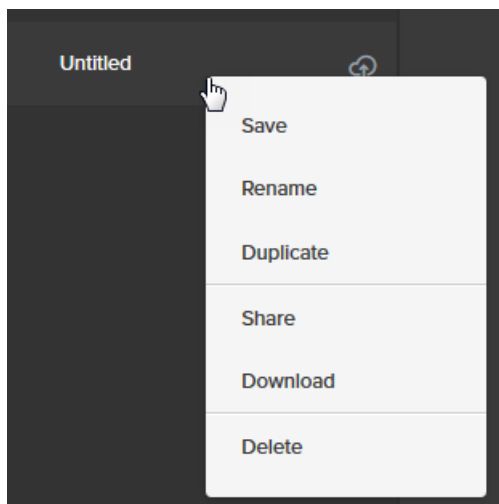
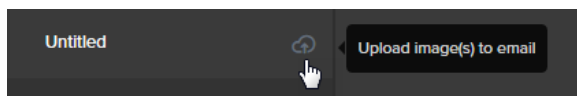
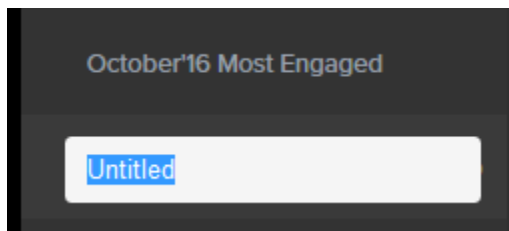
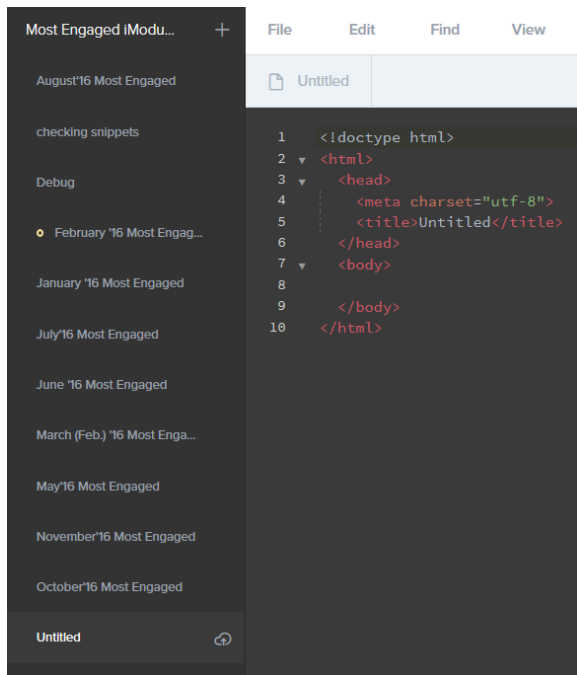
Click the plus sign to create a new email.

Click on "Untitled" to change the name naming convention is "Month 'YY Most Engaged"

Delete all the code that is automatically generated with a new email. That necessary code will be in the template in iModules.

Ignore the upload images icon, the images have been uploaded to iModules in Step 1.

The last image in this section shows where you can Save, Delete, Share, etc...



Now you can start building the email.

First is the hero image. Type **ihero** and hit the **tab** key, this will place the code snippet.

Add the link **** (if there is one for this hero image)

The white circles indicate places to put the url and the alt in his snippet.

I usually hit the return key a couple of times to put some coding space in.

(All line numbers are for this example only)

I usually do all three places for the story url first or last (lines 6, 13, & 21)

- Article
- Article image (this needs the image url you put in the text document)
- Image alt

- Article title

- Article body

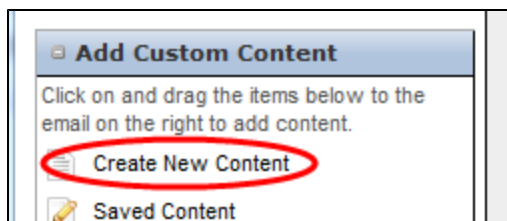
- CTA



If you named the email using the naming convention mentioned in Step 1, you will be able to search on your netid and bring back all your emails in the draft section.

Click on "Build Content"





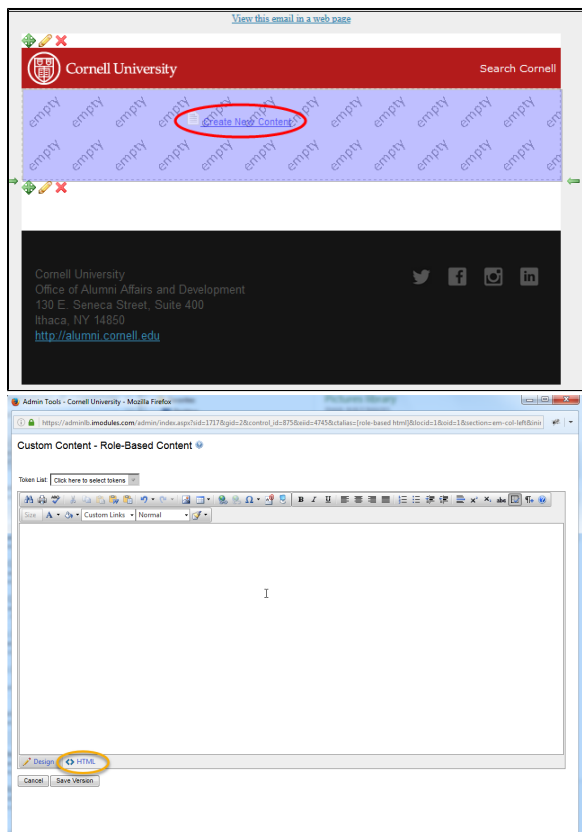
Drag and drop the "Create New Content" to the "empty" content section.

The custom content section will open.

Click the "HTML" tab indicated by the yellow circle.

Copy and paste the code you just built in the Litmus builder. You can take a quick look to make sure you got everything from the builder by clicking on the "Design" tab.

When you are done click the "Save version" button below the "HTML" tab.



Preview the content here and then click the "Save and Load Content" button

Content Version Display Priority

Default for Everyone

Create New Version

Content Reuse Options

☐ Save Content for Reuse

Save and Load Content

Version Name: De
Display Priority: 1
Audience: Everyone

Content Preview

Cornell University / Cornell University

Email Builder : tcd55/Most Engaged February

Email Checklist

- ✓ Email Details
- Choose Template
- Build Content
- Send Preview
- Choose Recipients
- Schedule Email
- Release Email

Design Tools

- Open Preview
- Skin Builder
- Custom CSS

Add Custom Content

Click on and drag the items below to the email on the right to add content.

- Create New Content
- Saved Content
- Editable
- Saved Content

When the email is ready open preview

View this email in a web page

Cornell University

A decade of differ

Click on "Build Content", then "Open Preview"

Copy the url and paste it into a browser. Take a screen shot and put aside, we will use this later when we put it into inVision.

Cornell University / Cornell University

Email Builder : tcd55/Most Engaged February

Email Checklist

- ✓ Email Details
- Choose Template
- Build Content
- Send Preview
- Choose Recipients
- Schedule Email
- Release Email

NOTE: When the email is ready, move on to the Send Preview step.

Reply to Address:

Add Recipients:

Additional Comments:

Customize email content based on Roles

Customize email content based on Date

Save as a Design Template

Choose a Design Template based on this email

Send Preview

Add:

tcd55_runme@previews.emailonacid.com

as a recipient and send preview

Cancel Back Send & Continue Done

Click on "Send Preview" and enter the tcd55_runme@previews.emailonacid.com in the "Add Recipients" field and click the add button (remove your email if you want) then click "Send Preview"

Acid Testing email

Next move on the the acid test: Acid Testing email