

Create, customize, and send an email

Getting your email out the door is easy with Constant Contact! This guide will walk you through creating and sending an email and checking its results.



Here's what we'll go over:

From selecting the perfect template to viewing your results, we've got you covered! With Constant Contact, designing and sending beautiful emails is quick and easy.

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Select a template

When creating a new email, the first step is [choosing a template](#). Every template can be fully customized to fit your needs and to match your branding.

To get started:

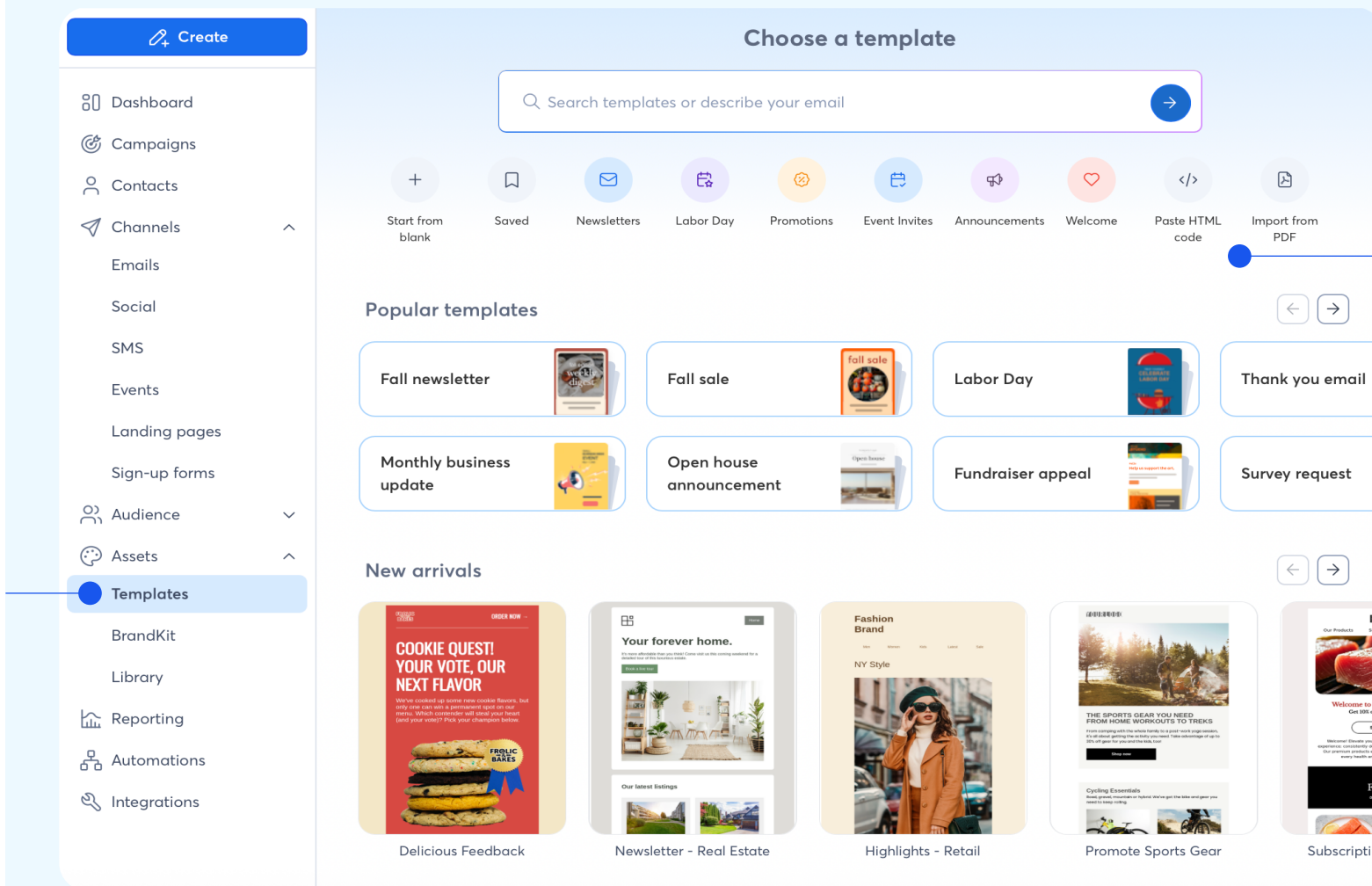
1. Click **Assets > Templates**.
2. Scroll through our template options and simply click on one to select it, or use one of the other options for creating your email:

Create from a PDF

[Import a PDF](#) to automatically create an email with an image of the first page and a button linking to the full PDF.

Use your own HTML code

If you have your own email design, you can create an email [using your custom HTML code](#).



DID YOU KNOW?

All of our templates are mobile-responsive, ensuring that your emails look great on any device!



Customize the template

Templates are made up of different elements that you can drag anywhere in your email. Take a moment to get familiar with the email editor!

Content, Images, and Styles

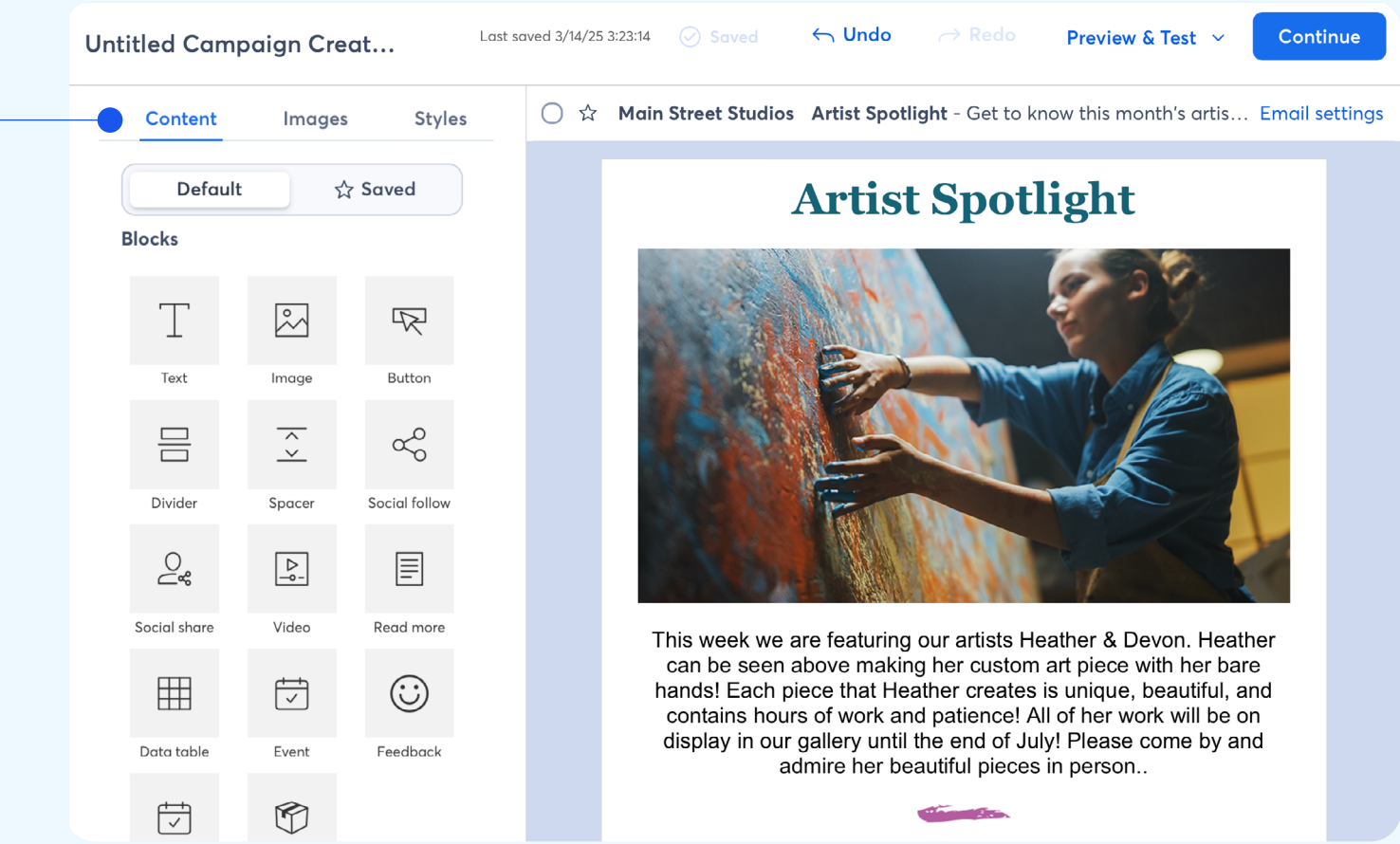
These tabs are where you can start customizing your template:

- [Drag elements into your template](#)
- [Add images](#)
- [Change the colors](#)



SEE HOW IT'S DONE

[Explore our drag-and-drop functionality](#) to add content and images, and adjust the layout of your email template.





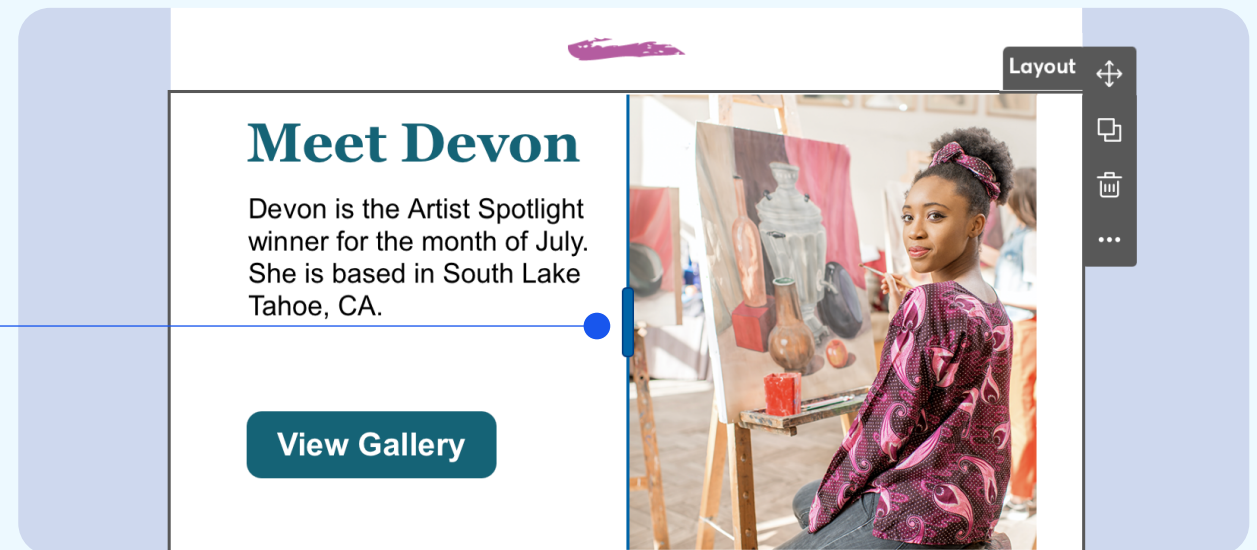
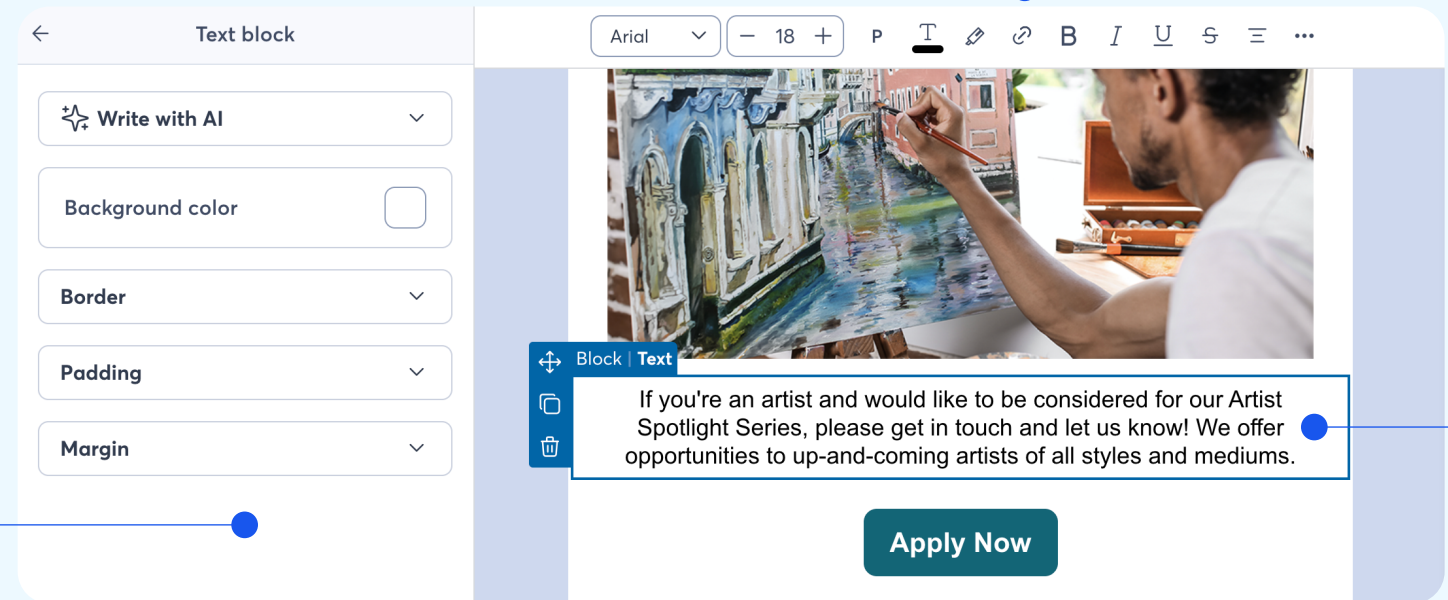
Customize the template

Now that you've seen the email editor, let's go over editing elements. Every element in your template can be edited by simply clicking on it.

Once you've clicked to edit an element, you can [change the text font, size, color, alignment, and more](#), as well as [insert a link](#) from the toolbar at the top of the editor or the panel on the left.

To delete an element entirely, click the **Trash can** icon.

Your template can be customized further by changing the width of your columns. Just drag the slider left or right to adjust.





Send the email

When you're finished editing your email, it's time to [schedule it to send](#) to your contacts!

Choose when to send your email — now or at a later date and time.

Select the email lists you want to send to, or choose one of your custom segments.

Give your recipients a second chance to see your message by checking the box to [automatically resend your email](#) to the contacts who don't open it the first time.

When you're ready, click **Schedule** or **Send now**!

Artist Spotlight Series

EditSaveSend now

Send test

Time and audience

Send now

Schedule for later

Audience

+ Add new contacts

List

Type to search

0 lists selected | 0 unique recipients

Segment

Automatic resends

Resend to non-openers

Learn more

Sender details

Advanced settings

Artist Spotlight

This week we are featuring our artists Heather & Devon. Heather can be seen above making her custom art piece with her bare hands! Each piece that Heather creates is unique, beautiful, and contains hours of work and patience! All of her work will be on display in our gallery until the end of July! Please come by and admire her beautiful pieces in person..

Meet Devon



TIP

Don't forget to [preview](#) and [send a test version](#) of your email before sending to your contacts!

Check the results

After your email has sent, you can find its results on the [Email Details page](#), or view the results of all your emails on the **Reporting** tab.

On this page, you'll see an overview of your [results](#), as well as how your numbers compare over time and to the industry average.

Scroll down to the **Email campaigns** table to view the results for each email. Click on the hyperlinked numbers to drill down into the reports.

Create

Dashboard

Campaigns

Contacts

Channels

Audience

Assets

Reporting

Automations

Integrations

Reporting

EmailsContactsEcommerce

Overview

A look at some of your top email statistics during the selected time range.

Date Range: Past 12 Months

Compare to: Previous period

Start Date

End Date

Feb 9, 2024

Feb 7, 2025

Compare Start Date

Compare End Date

Feb 9, 2023

Feb 8, 2024

Email performance

Download

Emails sent

20

Delivered

6

Open rate

33%

Click rate

33%

Email campaigns

TableGraph

See how your campaigns performed during the selected time range.

6 Items

Export All

Compare Selected

	Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
☐	Wed, Jan 1, 2025, 11:46 AM	Artist Spotlight Series	254	110 43%	42 17%	2 0%	0 0%
☐	Thu, Jun 6, 2024, 2:23 PM	New Studio Location Grand Opening	295	170 58%	20 7%	4 1%	0 0%



More resources

The possibilities for customizing your email are endless! Your campaigns can be as simple or designed as you want. Check out these additional resources to learn more about creating emails in Constant Contact.

For even more how-to articles, tutorials, and guides, visit our [Knowledge Base](#).

Was this guide helpful?

[Get to know the email editor](#)

[Automatically apply your branding to your emails](#)

[Create an email](#)

[Create a reusable email template](#)

[Use the Content Generator to write email content for you](#)