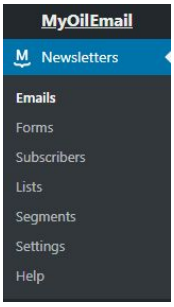
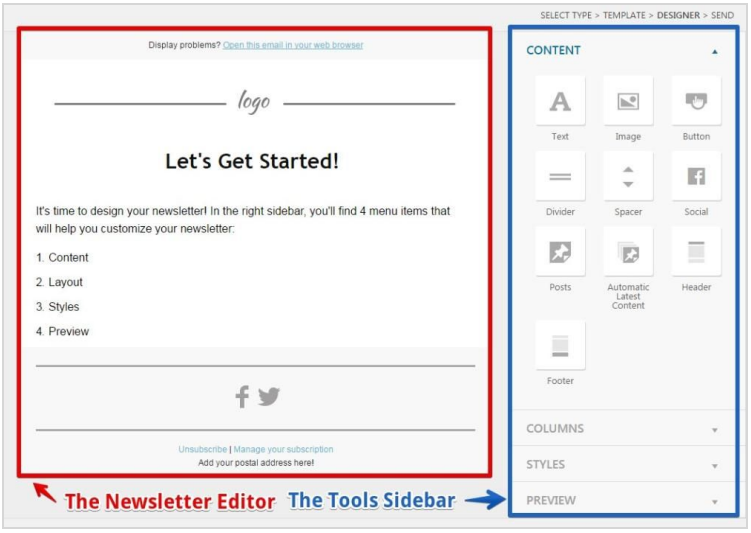
Creating Newsletters

The newsletter designer is the most important part of MyOilEmail, our Newsletters and Email Drip system. You'll probably spend most of your time using it.

In this article, we'll examine the two main parts of the designer: The Tools Sidebar and the Newsletter Editor. To get to the designer, log into your website, go to the dashboard, then choose Newsletters → Emails from the MyOilEmail section.





The Tools Sidebar

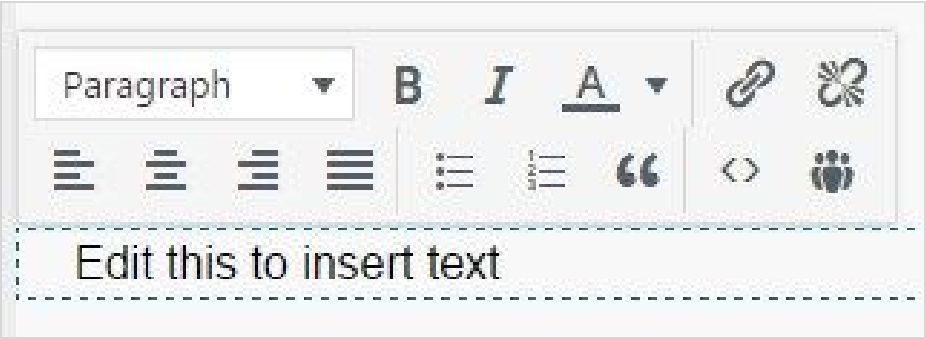
In this sidebar, you'll find four panels:

- **Content**: add buttons, widgets, and other content to your newsletter.
- **Columns**: add pre-created columns to your newsletter.
- **Styles**: a place to change your global newsletter styles. You can manually add your own CSS styles, too.
- **Preview**: view a preview of your newsletter.

The Content Panel

All of these tools are drag-and-drop. That means you simply have to grab one and drag into a *layout block* in the editor to the left.

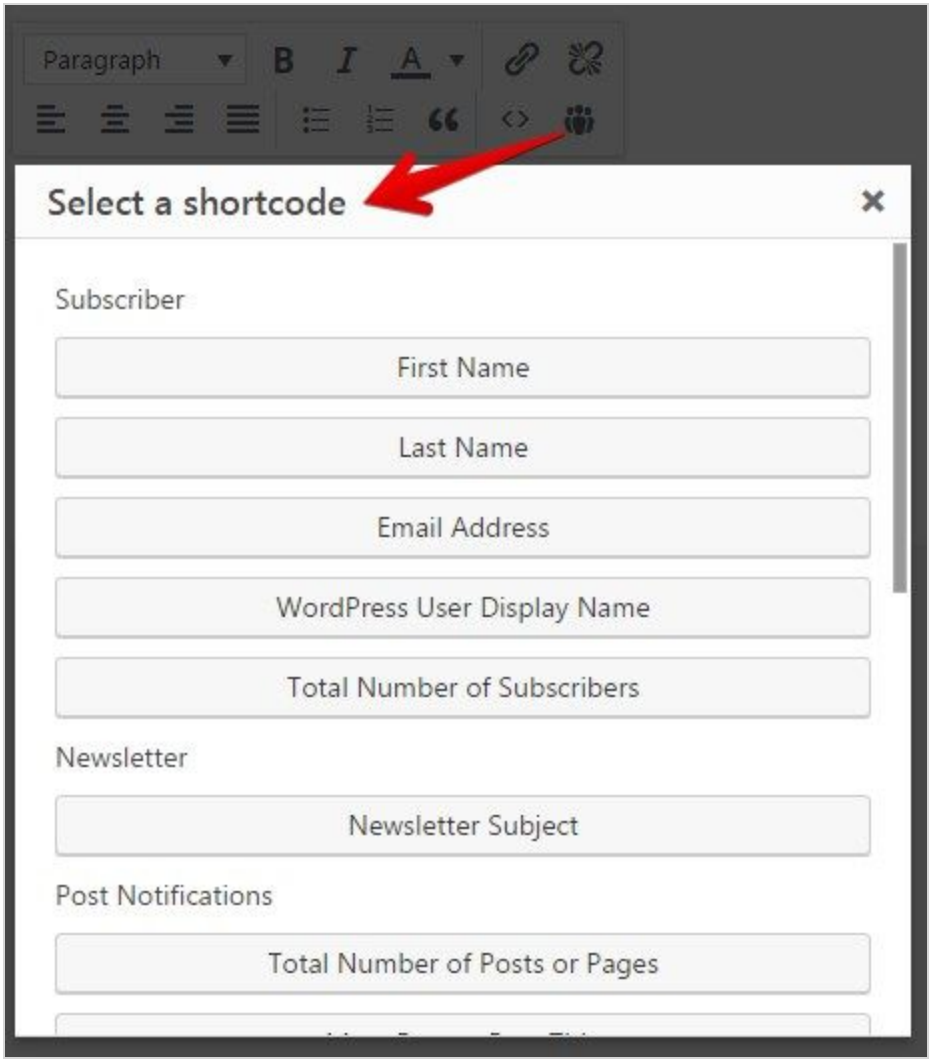
Text



This tool allows you to add text to your newsletter.It's as simple as that! You can customize the text in many ways:

- Apply the same styles to all paragraph text or all headers
- Make the text bold or italic
- Change the text color
- Add or remove a hyperlink
- Align the text to the left, right, center, or make it justified
- Use a bullet or numbered list
- Add quoted text

- Add newsletter shortcodes
- Directly modify the HTML of the text block



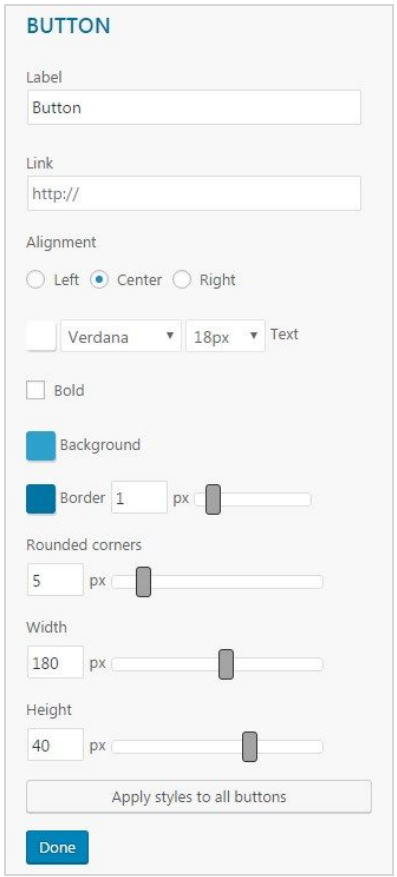
Image

This tool lets you add images to your newsletter. Pretty easy, eh? You can choose from images already uploaded to your MyOilSite website as well as directly upload new ones.

Button

This tool is used to create buttons. When you drag the button tool into your newsletter, you'll need to click on the small cog icon to edit its settings. This icon is displayed when you hover your mouse over the button block.

After clicking the cog icon, the settings will be displayed:



Most of the other tools contain an options panel similar to the one above.

Divider

The divider is useful to separate content blocks inside your newsletter. Use as many dividers as you like!

You can also increase the top and bottom margin of the divider, relative to the content above and below it. Simply hover over the divider block to see the ruler then drag up or down to change the margin value in pixels:

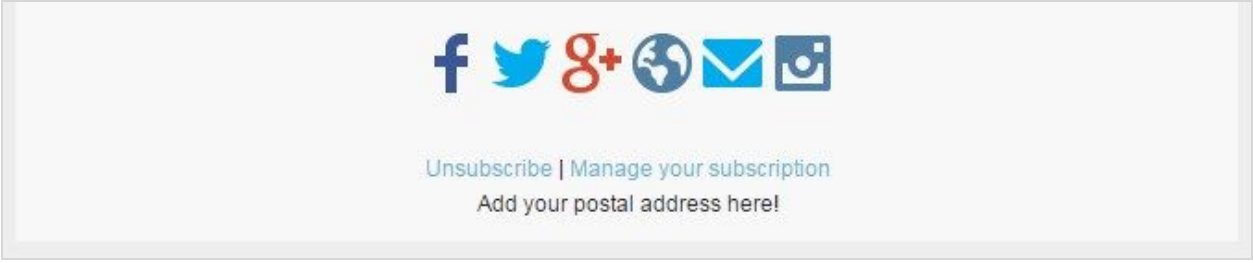
Spacer

The spacer works just like the divider. The only exception is the lack of a visible image (there is no divider bar.) It is useful for adding empty spaces or margins between your newsletter content.

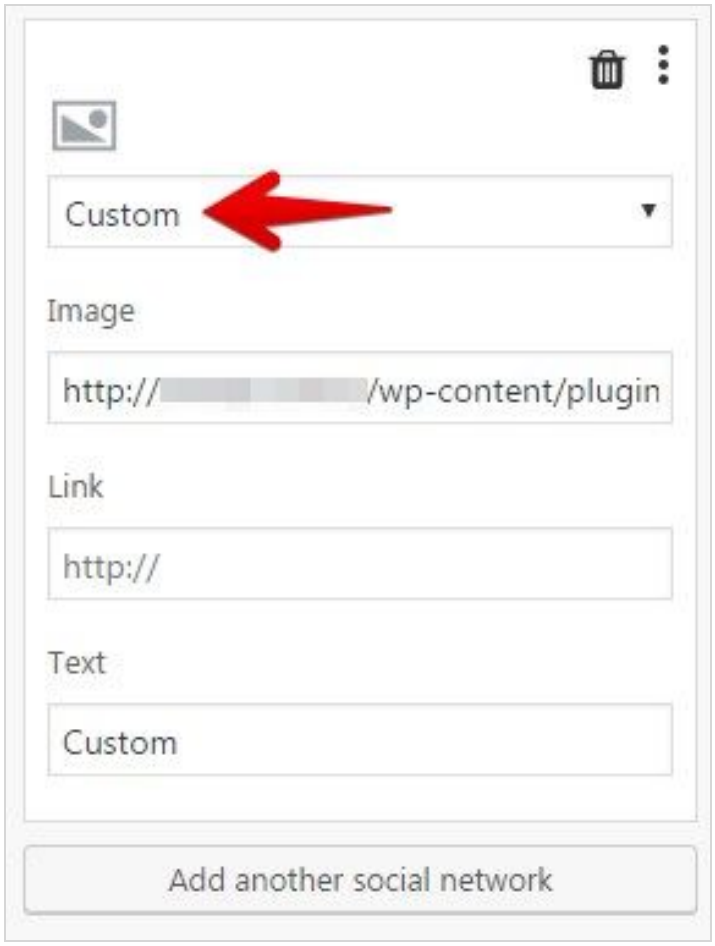
Social

This tool has two main functions:

- Add links to your social media pages, like Facebook, Twitter, and Google Plus
- Add a link to your website or a mailto (email): link

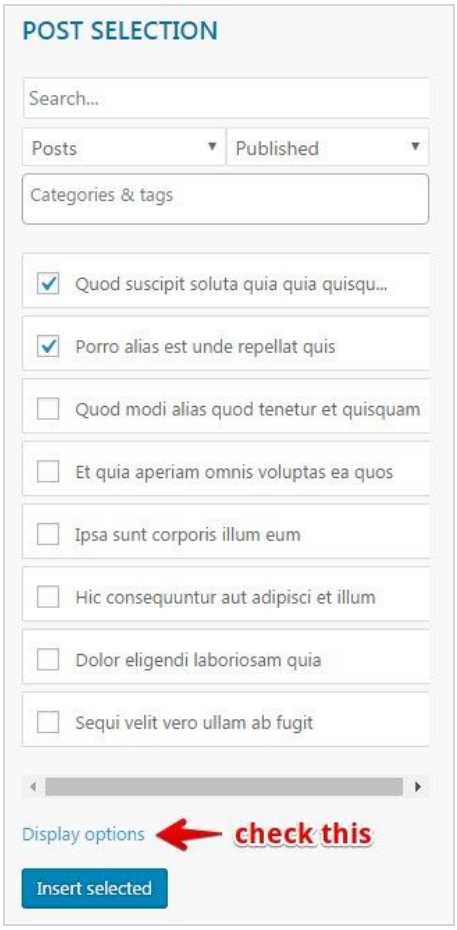


Bonus! Can't find your favorite social network among the pre-existing options? Not a problem! You can now add your own custom image from the tool settings panel:


Custom
Image
http://[redacted]/wp-content/plugin
Link
http://
Text
Custom
Add another social network

Posts

With this tool, you can easily add your blog posts or site pages to your newsletter. When you drag the tool into the editor, the settings panel will reveal the available options:



Simply select what you want to insert and click the *Insert selected* button. Don't forget to check all the existing *Display options* to modify how your posts are displayed.

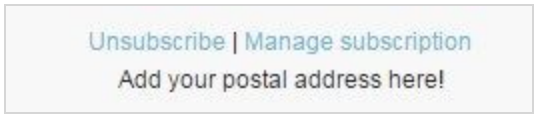
Automatic Latest Content

This tool is nearly identical to the Post tool above. The primary difference is that this tool will automatically include your latest Posts in the newsletter without having to manually add them each time you want to send a new newsletter. This tool is more useful when creating a Post Notification campaign.

Header

This tool adds a link to the browser version of your newsletter:

Footer



Like the header tool, the footer tool automatically adds the Unsubscribe and Manage Subscription links to your newsletter. These links are mandatory - you must include them in your newsletter.

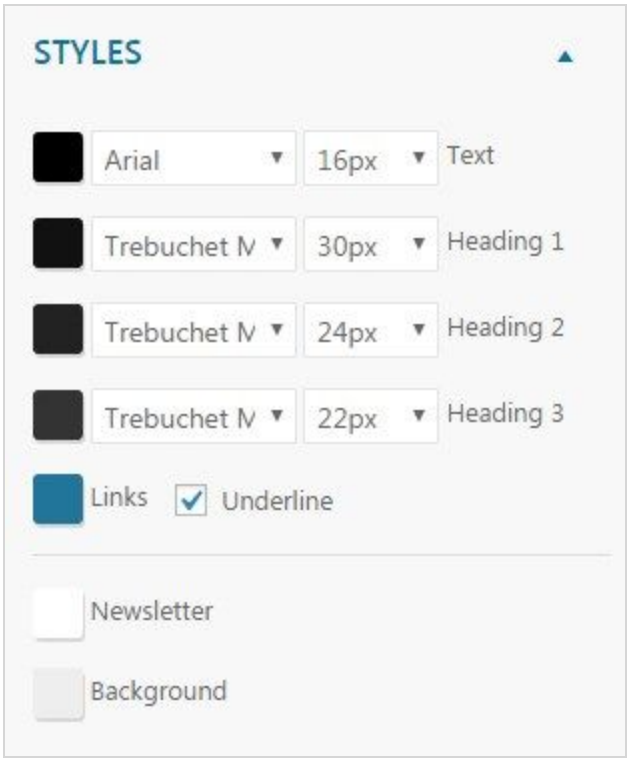
If you don't add these links to the editor, you will see the message below and you'll be unable to progress to the next step of the newsletter creation process:

The Columns Panel

The Columns panel allows you add one, two, or three columns to the editor. You can then add content in each of the columns, producing a beautifully styled newsletter!

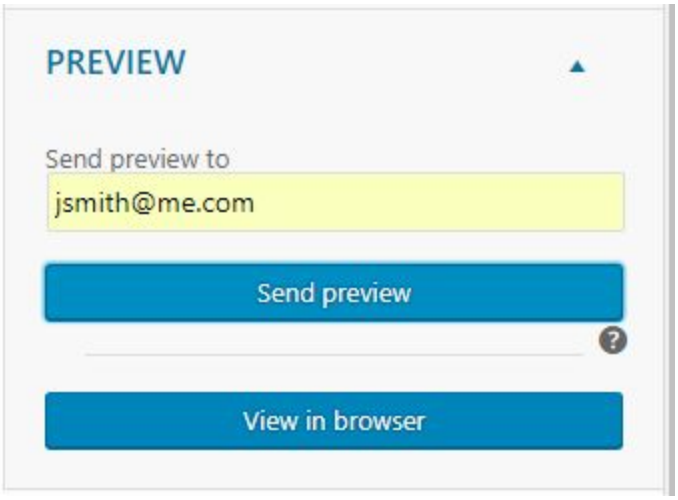
The Styles Panel

The styles panel sets the global styles for all text inside your newsletter:



You can also change the *text color* of the newsletter body, as well as the *background color* of the email itself.

The Preview Panel



This panel is very simple. You have two options:

- Send the current version of the newsletter to a specific email address
- View the browser version immediately without having to leave the designer page

The Newsletter Editor

There are basically two things you can do in the newsletter editor:

1. Drag-and drop-objects created from the tools sidebar
2. Perform three actions (*Edit Settings, Delete* or *Move*) on each object *(a text block, image, divider, spacer, Post, button, etc.*) or layout (*one, two* or *three columns)* that this object is inside.

In the image below, you will see two sets of three small grayish icons. The first item controls the actions for the image (in our example, the MyOilSite logo image) and the other are actions relative to the one column layout block.