



Update of the Campaign Monitor Templates

Tutorial

Benefits of the new templates

- Mobile first → Optimized for mobile devices
- More modern and attractive design
- Compatible with most mail clients
- More flexible in terms of its design (drag and drop)

What is to be considered when using these?

The mailings we send out should have a **uniform SCHOTT look and feel** so that our recipients can clearly recognize them as being mail from SCHOTT AG.

This means:

- Using a **key visual with the SCHOTT logo**
- Using a **preset font**
- Using **preset corporate colors** for headlines, links, buttons, etc.
- The **footer** with the contact address may not be removed or altered. Adjustments to the company contact details and social media links are OK.

When will the new template be put to use?

Please send me a mail if you are interested:

Dennis Engel / MC-1

dennis.engel@schott.com

I will set up the template in the respective BU client.

The template will then be available for use in future mailings.

Tutorial

Choose template

Create a new campaign. Then always choose the most recent mail you sent when you select the template via **'recent emails.'** This is necessary to ensure that the fonts, colors and the official footer are taken from a previous campaign.

The screenshot displays the Campaign Monitor dashboard. At the top, there is a navigation bar with 'Campaign Monitor' and 'Clients' (Schott Corporate). Below this is a secondary navigation bar with 'Overview', 'Campaigns', 'Automation', 'Transactional', 'Lists & Subscribers', and 'Integrations'. The main content area is titled 'Choose a template to get started' with a 'Template Test' link. On the left, a sidebar lists 'READY TO GO' options: 'Recent emails' (highlighted with a red box), 'My templates', 'CREATE NEW' options: 'Featured', 'Announcements', 'Newsletters', and 'Deals & offers'. Two email templates are shown in the center, both marked 'DRAFT'. The first template, titled '关于汽车内饰氛围灯, 您图像的构成是什么?', features a car interior image and a circular graphic. The second template, titled 'Invitation 25th anniversary SCHOTT in Mexico', features a gold '25' anniversary logo and text about a forum. Red arrows point from the text 'Choose the most recent mail' to the 'Recent emails' button and the first draft template.

Delete unnecessary content

The content will also be retained when you select a '**recent email**.' You can delete the individual elements by clicking on the section / module and confirming delete in the waste paper bin.

The screenshot displays an email editor interface. The main content area contains several paragraphs of text. Below the text, there is a section titled "Registration and Microsite..." with two blue buttons: "Registration" and "Event details". To the right of these buttons, a red box highlights a toolbar containing three icons: a plus sign, a trash bin, and a document with a trash bin. A red arrow points to the trash bin icon. A blue box on the left side of the interface contains the text "d see this? nts".

Template structure

Key visual area



Section 1 – single column
Text module



Section 2 – three columns
Text module
Picture module
Button



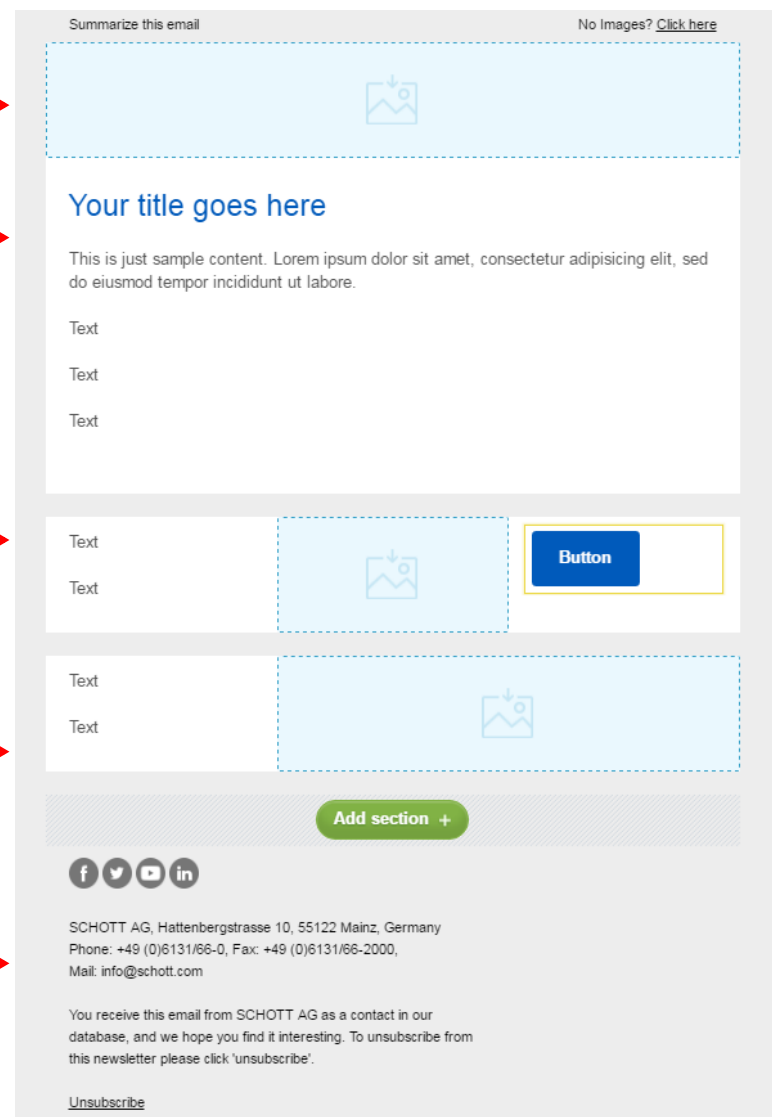
Section 3 – two columns
Text module
Picture module



Footer

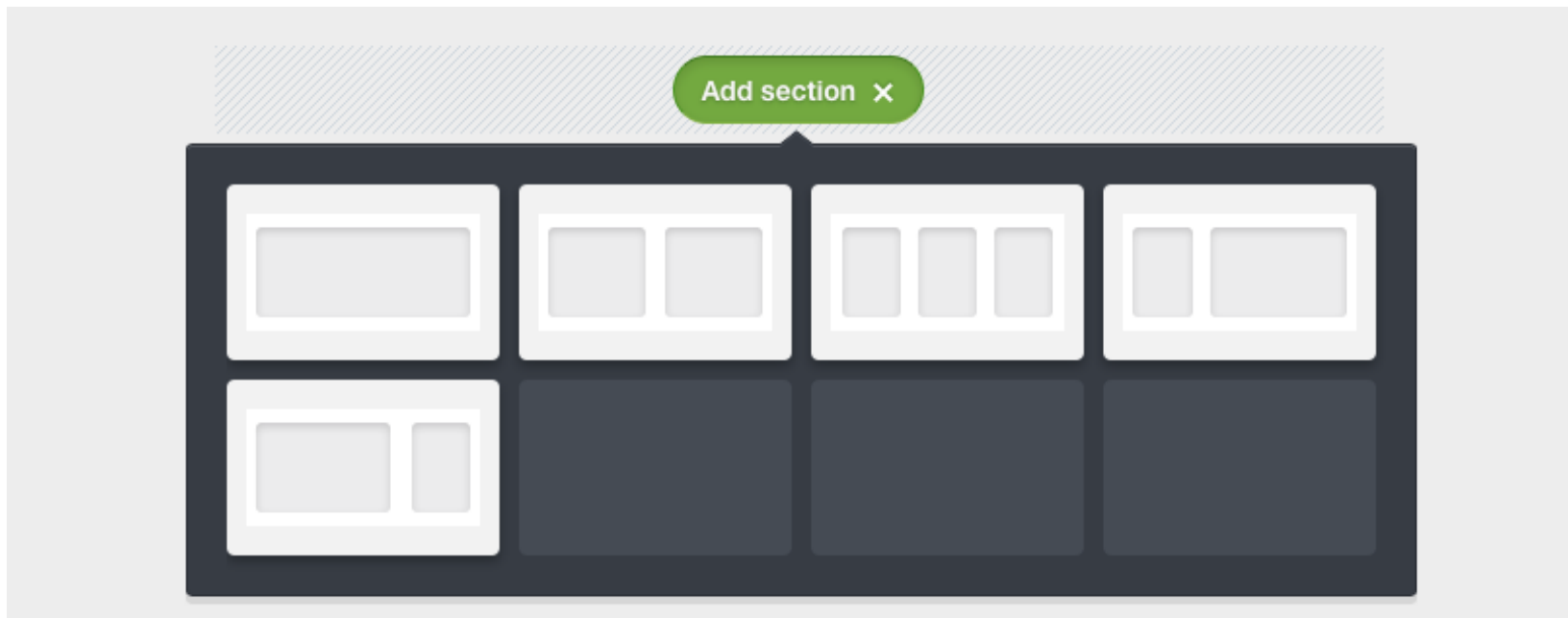


Social media buttons
Address
Unsubscribe



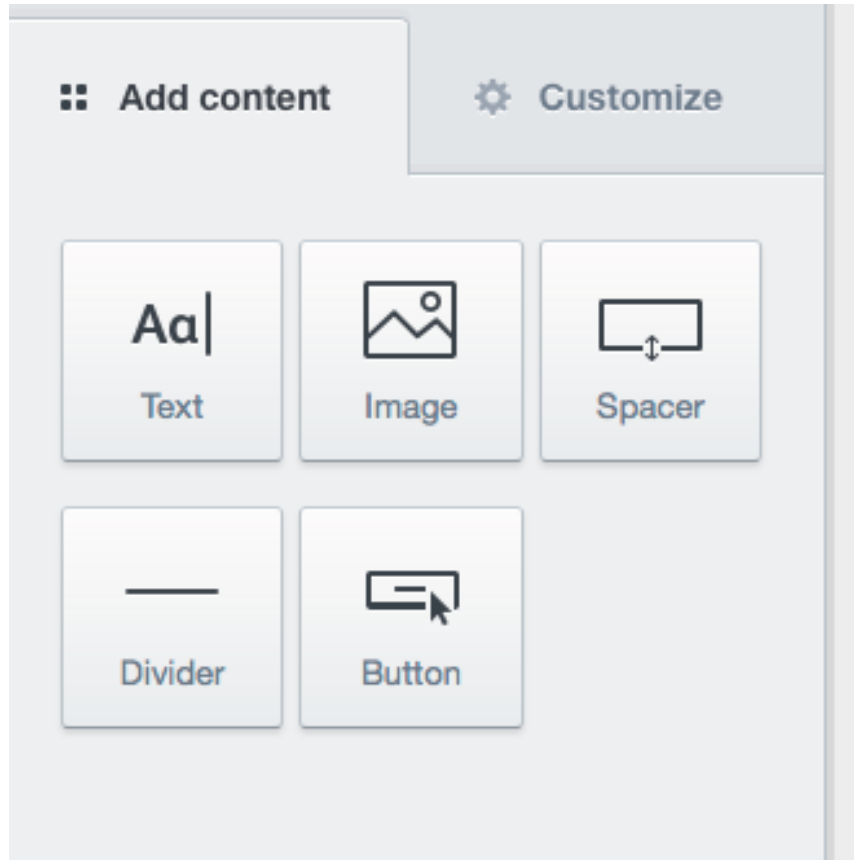
Add section

Sections are areas in the mail in which **content elements** can be placed anywhere. A section defines the **layout** (one, two or three columns). You can create any number of sections. The sections can be moved and rearranged **via drag & drop**.



Content elements / Modules

The following content elements are available to choose from:



- Text
- Image
- Spacer
- Divider
- Button

Customize

Under the tab 'Customize' **general settings** can be entered.

Nothing should be changed here because the details needed for the SCHOTT look such as font and color are predefined.

If the details are incorrect, please fill in these settings:

Heading 1: **'Helvetica'**, Color **#005ABB**

Link color: **#005ABB**

All other fonts: **'Helvetica'**, Color **#565656**

Background color: **#EDED**

Header & footer text: **'Helvetica'**, Color **#000000**;

Section background: **#FFFFFF**

Button color: **#EF8200** or **#005ABB**

When using "What's your next milestone?"

Milestones green: **#3DA434**

The screenshot shows the 'Customize' tab in the SCHOTT interface. Under the 'Colors and Fonts' section, the following settings are visible:

- Heading 1:** Helvetica (with a blue color swatch)
- Heading 2:** Helvetica (with a dark grey color swatch)
- Heading 3:** Helvetica (with a dark grey color swatch)
- Normal text:** Helvetica (with a dark grey color swatch)
- Header & footer text:** Helvetica (with a dark grey color swatch)
- Button color:** EF8200 (with an orange color swatch)
- Link color:** 005ABB (with a blue color swatch)
- Button text:** FFFFFFFF (with a white color swatch)
- Background color:** EDED (with a light grey color swatch)
- Section background:** FFFFFFFF (with a white color swatch)

Footer

The footer **remains unchanged**. The **official address can be changed**, if necessary, . Simply click on the address and edit it directly in the field. The social media buttons can be turned on and off and be replaced with the appropriate links to the US channels in US-specific mailings.

The screenshot displays a configuration interface for an email footer. On the left, a sidebar contains social media link settings with checkboxes and input fields:

- Facebook: <https://www.facebook.com/SCI>
- Instagram: <http://>
- LinkedIn: <https://www.linkedin.com/com>
- Pinterest: <http://>
- Twitter: https://twitter.com/SCHOTT_DE
- WhatsApp: <http://>
- YouTube: <https://www.youtube.com/user>

Below the sidebar are sections for "Share this email" and "Other settings".

The main preview area shows the email content:

- Text: "Anexo al presente e-mail encontrará información detallada del evento, así como las alternativas de hoteles." and "Apreciaremos mucho nos apoye a confirmar su presencia a este evento."
- Section: "Registration and Microsite..."
- Buttons: "Registration" and "Event details" (both highlighted with yellow boxes)
- Footer: Social media icons (Facebook, Twitter, YouTube, LinkedIn) and contact information: "SCHOTT AG, Hattenbergstrasse 10, 55122 Mainz, Germany", "Phone: +49 (0)6131/66-0, Fax: +49 (0)6131/66-2000, Mail: info@schott.com".

Annotations with red arrows and text:

- "Edit social media link" points to the Facebook link field in the sidebar.
- "click!" points to the social media icons in the footer preview.
- "Edit address" points to the contact information text in the footer preview.

Please do not hesitate to contact me if you have any further questions.

