

## Responsive Email Designer (RED)

### QuickStart Guide

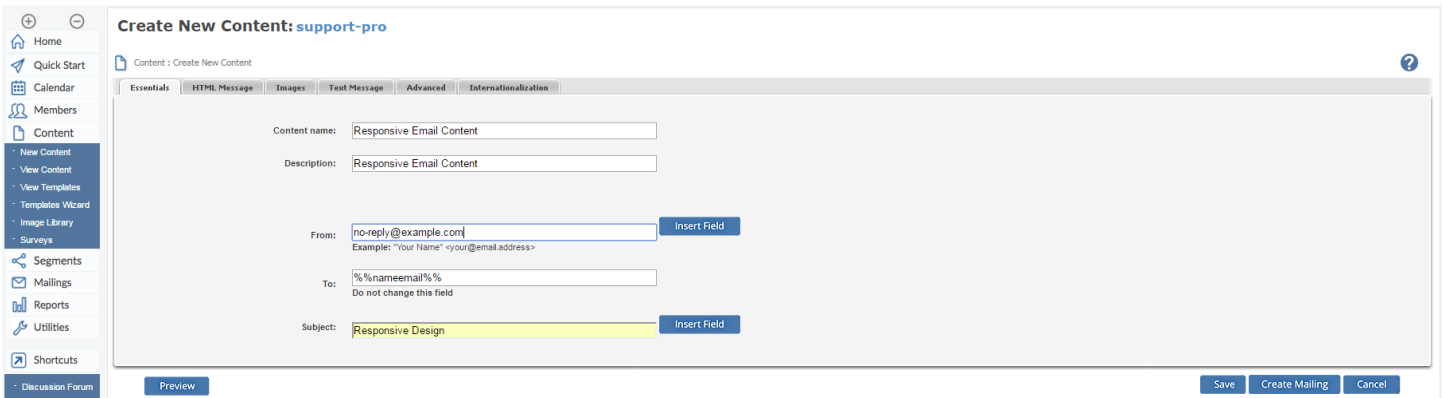
Net Atlantic's Responsive Email Designer makes it easy to create responsive HTML emails that display perfectly, no matter which device they're viewed on.

The tool's feature set includes preview options for desktop, tablet and phone-sized screens, so you can easily see how your template will scale on different screen sizes. As with the existing HTML Source Editor, you must create your content *before* you can create a mailing. Once your content has been created, the editor will appear each time that particular content is opened for re-editing.

**Note:** Content created with the stock ListManager editor is ineligible for use with RED. Therefore, previously created templates, or templates created elsewhere, must be recreated from scratch within the RED editor.

Getting started with RED is easy:

Click the **Content** button > Click the **New Content** option > Complete the **Essentials** tab



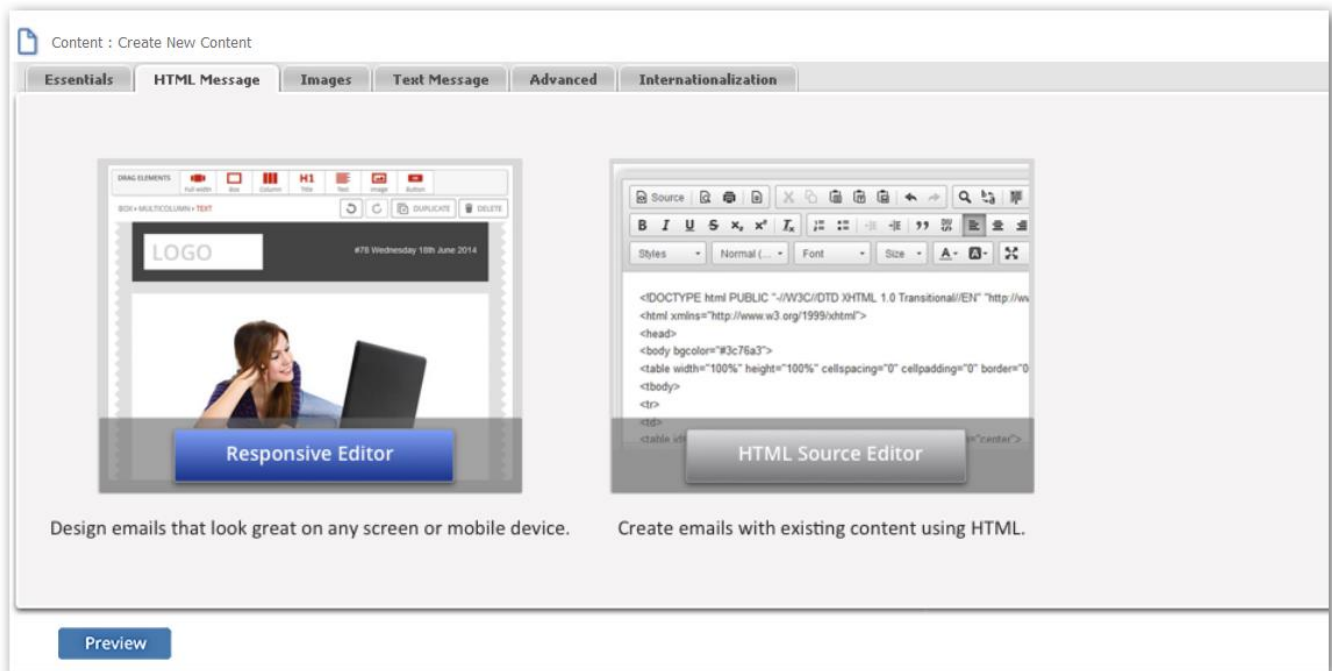
The screenshot shows the 'Create New Content' window in the Net Atlantic Responsive Email Designer. The 'Essentials' tab is selected, and the following fields are filled out:

- Content name: Responsive Email Content
- Description: Responsive Email Content
- From: no-reply@example.com (with an 'Insert Field' button)
- To: %%nameemail%% (with a note 'Do not change this field')
- Subject: Responsive Design (with an 'Insert Field' button)

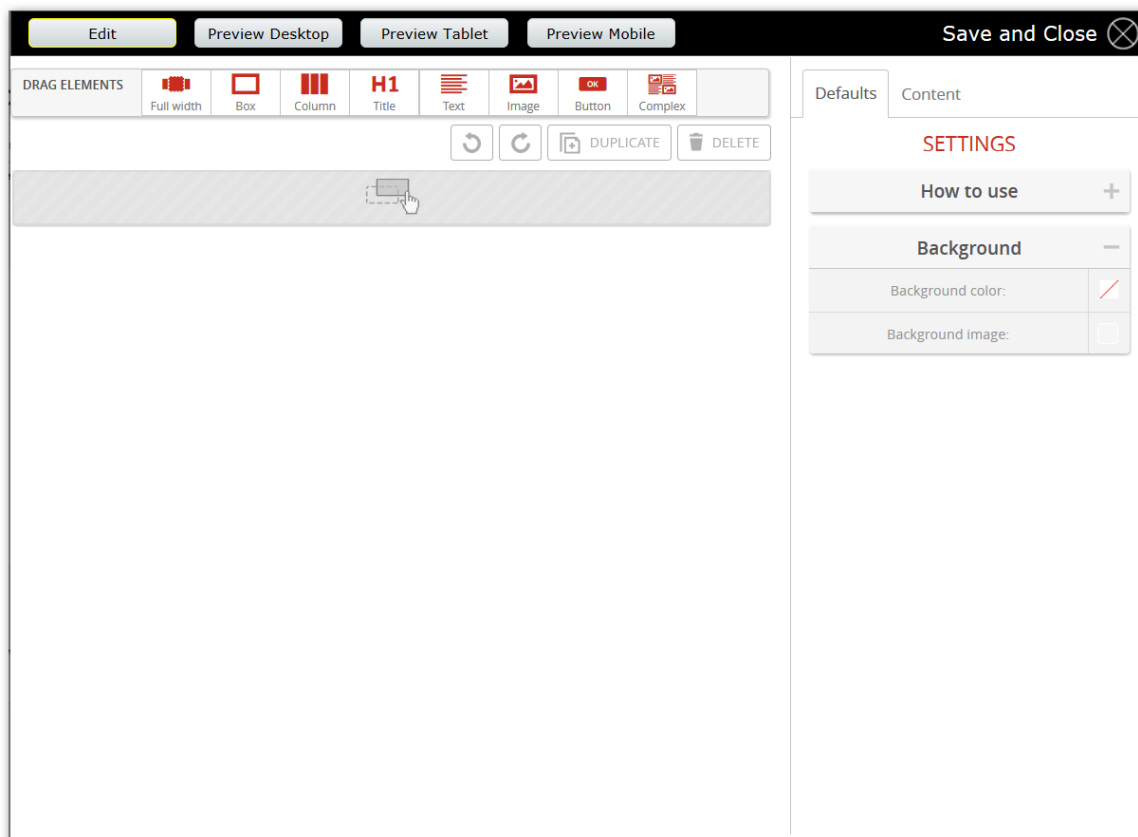
At the bottom, there are buttons for 'Preview', 'Save', 'Create Mailing', and 'Cancel'. A sidebar on the left contains navigation links like Home, Quick Start, Calendar, Members, Content, New Content, View Content, View Templates, Templates Wizard, Image Library, Surveys, Segments, Mailings, Reports, Utilities, and Shortcuts.

Once the fields in the Essentials tab have been completed, click the **HTML Message** tab; then click the **Responsive Editor** button.




*Note: Once you have chosen an editor type for your new template, you will not be able to go back and switch to the other.*

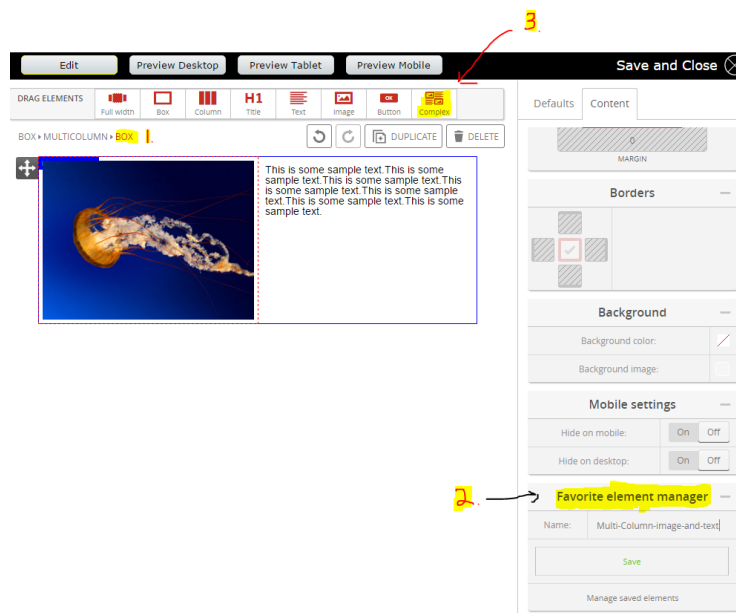


Clicking the **Responsive Editor** option opens the palette where you'll create your responsive template.



When the editor is first opened, you will see three main areas:

- **Drag Elements:** These include columns, text boxes, images and other elements that can be dragged onto the design palette. Above the Drag Elements are options for previewing your template for desktop, tablet and mobile screens directly within the editor.
- **Design Palette:** This is where you will place all drag elements for your custom responsive template. You can drag in as many elements for your basic design as you wish. You can even rearrange them into an alternate order by clicking on the  button and dragging the element left, right, up or down to another area. To delete or duplicate an element, simply select it with your mouse and click the  or  key.
- **Defaults and Content Palette Tabs:**
  - The **Defaults Palette** allows the designer to set standard template elements like background colors or images, headers and footers, typography elements like text-line height, header heights, link colors and others.
  - The **Content Palette** allows you to customize whichever drag element is currently selected. For instance, choosing an *Image* element would show customization options for alignment, position and padding, borders, and background color. Selecting the *Columns* element allows you to adjust column widths, and gives you options for mobile display and other mobile settings such as hiding and reordering columns. Try selecting all the elements to see which customizations will suit your needs.
- **Complex Elements – Box and Multicolumn elements can be saved as a Favorite Element for re-use.**
  - **1.** First select the **Box** or **Multicolumn** Element. **2.** Then enter a name for the Complex Element and click Save. **3.** Then when creating new you can drag the saved element into your new template.



**Net Atlantic, Inc.**

**[www.netatlantic.com](http://www.netatlantic.com)**

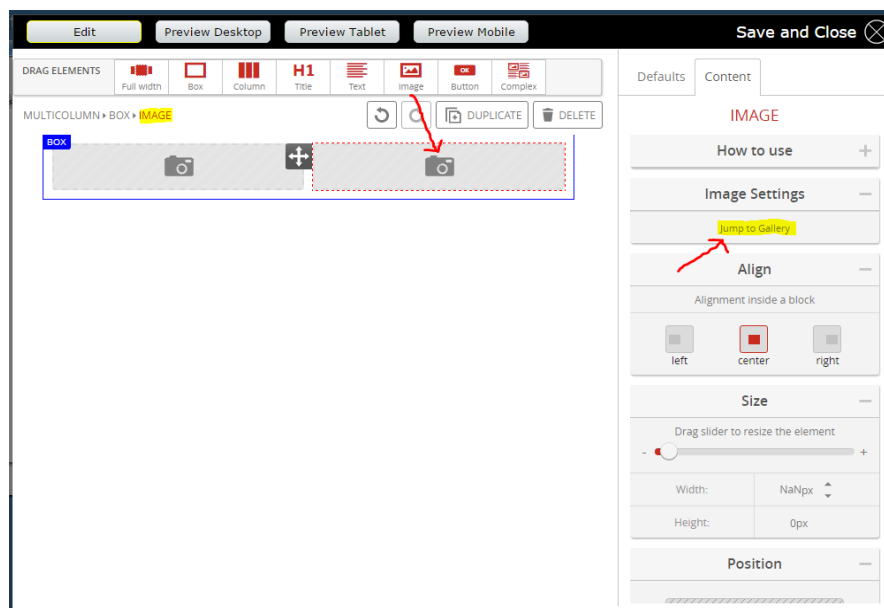
**Phone: 877.263.8285 | Email: [sales@netatlantic.com](mailto:sales@netatlantic.com)**

## Using Images with RED

Great news! With RED, you'll be using the same Image Library you've had all along in Lyris.

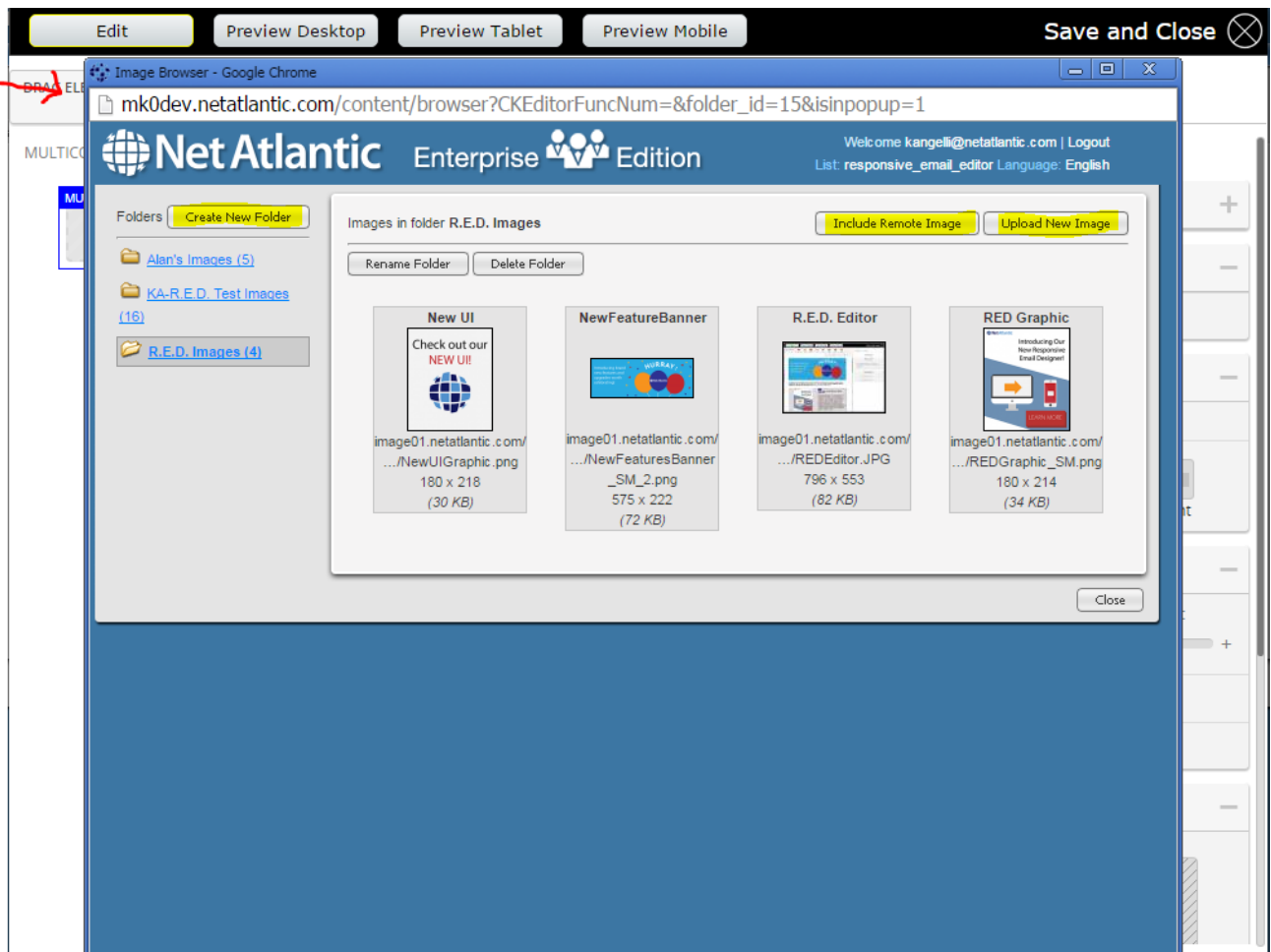
That said, the process of accessing and adding your images into your RED templates is slightly different. Here's how to do it:

- First, drag in a Box Element
- Then drag an Image Element into the Box Element
- Next, click on the Image Element to select it
- In the Image Content Settings, click *Jump to Gallery*



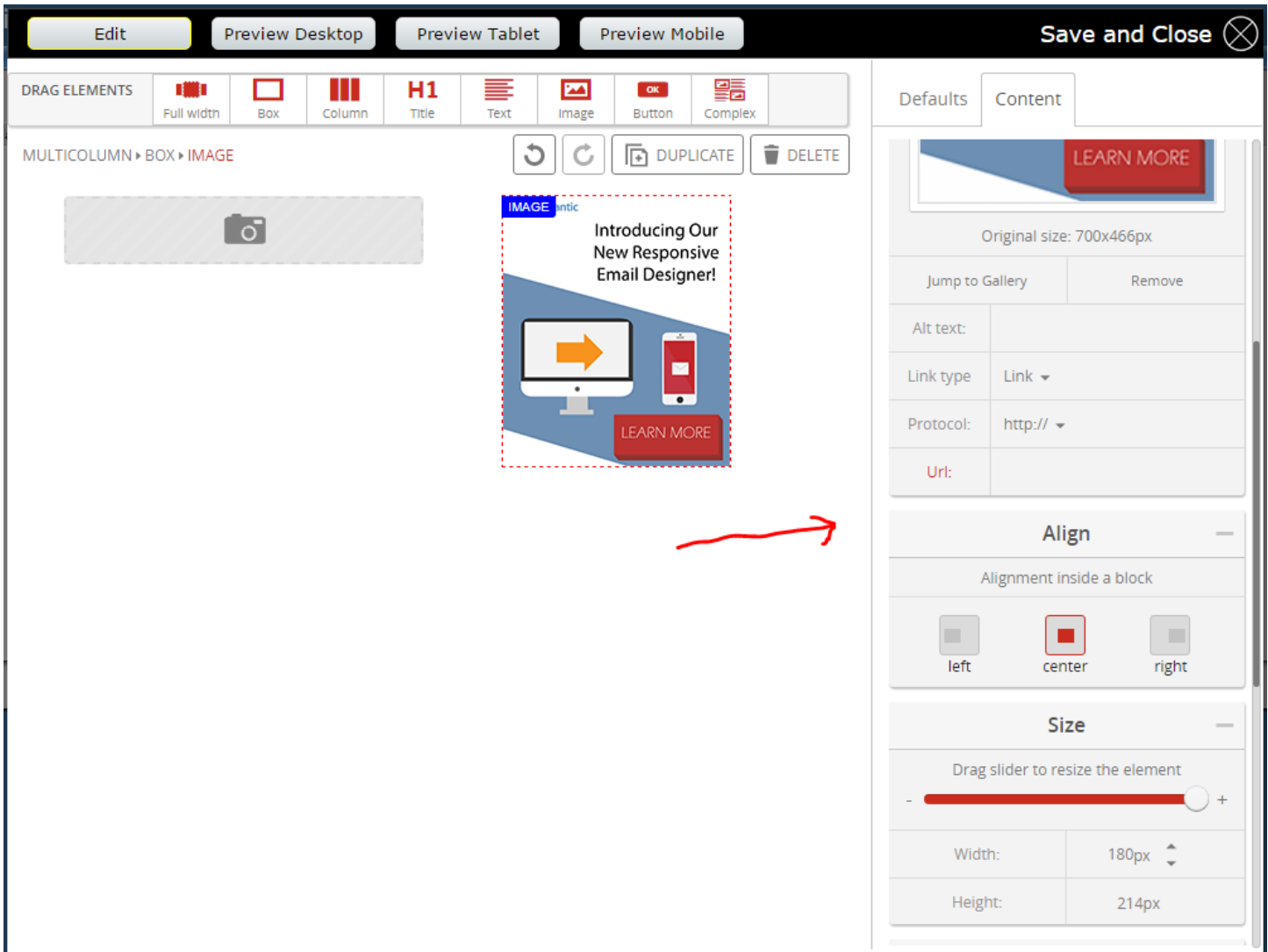
Within the Image Gallery, there are three ways to add an image to your template:

- *Select any image* that has already been uploaded to your Image Library
- *Create a New Folder and Upload a New Image*
- *Include a Remote Image* by supplying an Image URL (see screenshot on next page)



Once you have decided which image you want to use, and/or have added it to your Image Library, click on the image to add it to your previously selected Image Element.

In the screenshot below, you'll see that the selected image has been added to the template. You can now adjust all the settings for the selected image from within the menu on the right.

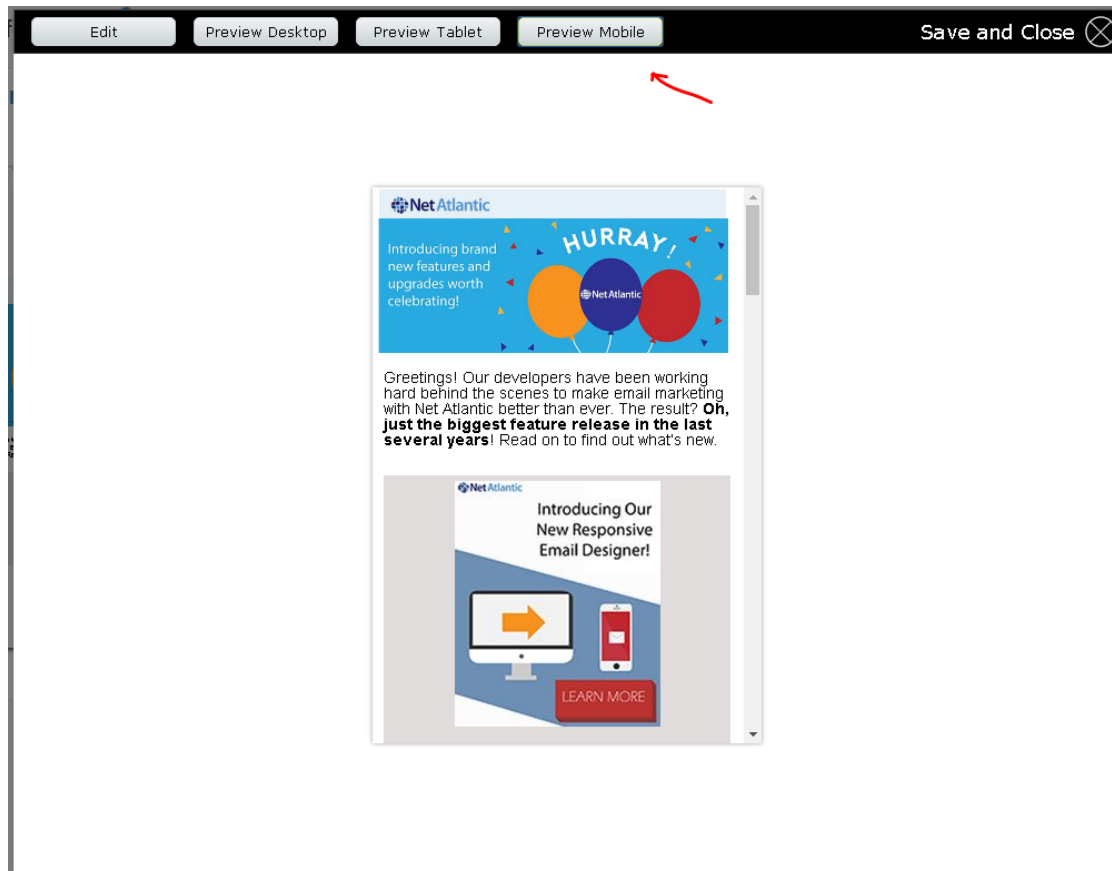


The screenshot displays the Net Atlantic email editor interface. At the top, there are tabs for 'Edit', 'Preview Desktop', 'Preview Tablet', and 'Preview Mobile', along with a 'Save and Close' button. Below these is a 'DRAG ELEMENTS' section with icons for 'Full width', 'Box', 'Column', 'H1', 'Text', 'Image', 'Button', and 'Complex'. The main workspace shows a breadcrumb path 'MULTICOLUMN > BOX > IMAGE' and a selected image element. The image is a promotional graphic for 'Introducing Our New Responsive Email Designer!' featuring a computer monitor and a smartphone, with a 'LEARN MORE' button. A red dashed border highlights the image, and a red arrow points from the image towards the settings panel on the right. The settings panel on the right has two tabs: 'Defaults' and 'Content'. The 'Content' tab is active, showing options for 'Jump to Gallery', 'Remove', 'Alt text', 'Link type' (set to 'Link'), 'Protocol' (set to 'http://'), and 'Url'. Below these are sections for 'Align' (with 'center' selected) and 'Size' (with a slider and dimensions of 180px width and 214px height).

## Previewing and Saving Your Work

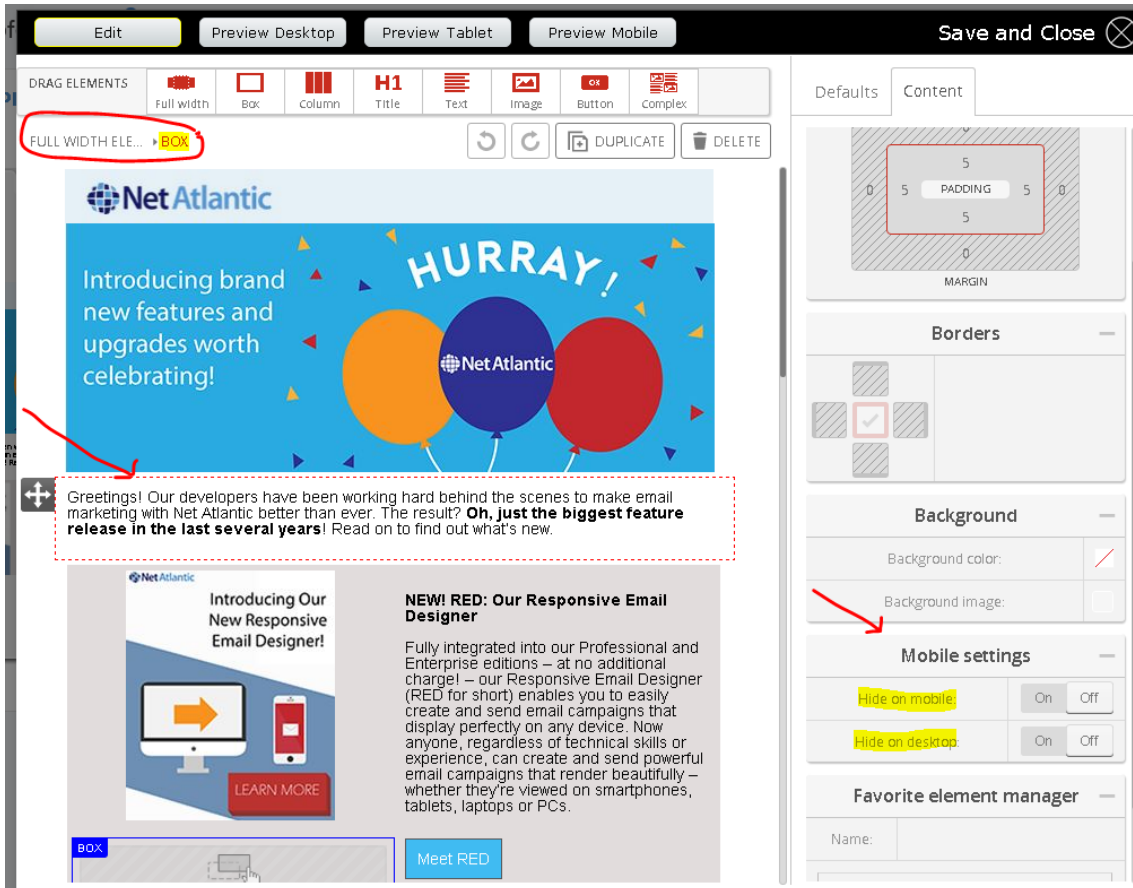
While designing your responsive template, you can preview how it looks at any point throughout the process. You can see previews of how it will look on any of the following devices:

- Desktop
- Tablet
- Mobile (shown below)



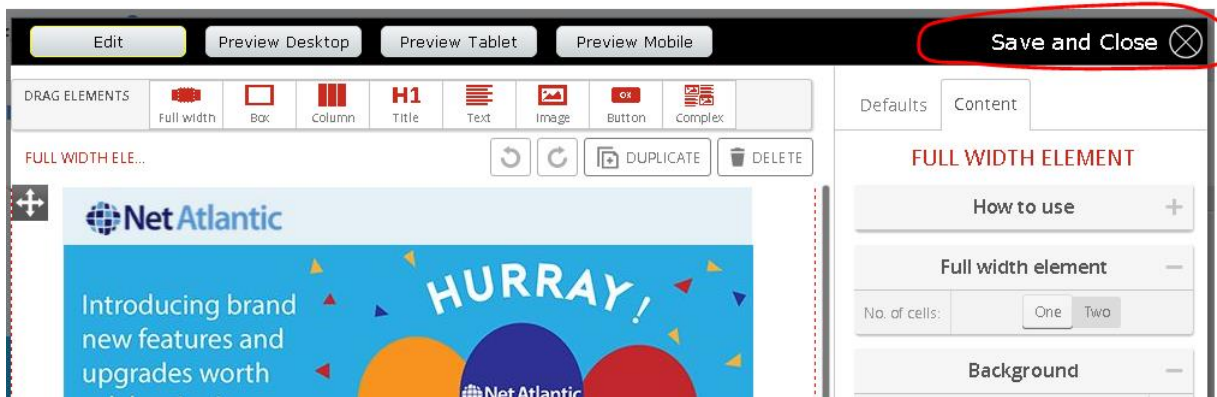
You can also change your content settings to *show or hide* specific parts of your template, depending on which device(s) it will be viewed on. This allows you to control what the user will see when your email is opened on a *Desktop, Tablet, or Mobile Device*.

To do this, select the Box or Column element you want to change, and use *Mobile Settings* in the right menu to adjust your settings.

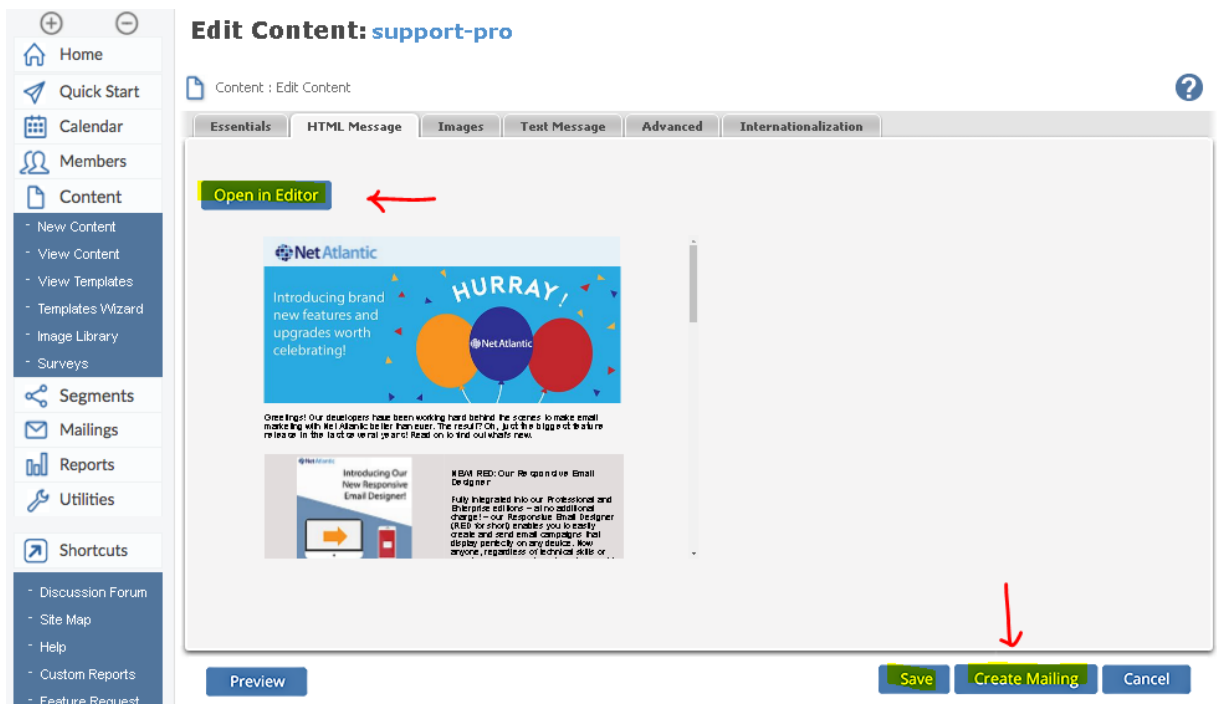




Once you're finished making your edits, you can then click *Save and Close*.



Once you've saved and closed your template, you'll see the screen below. You can save and close often as you wish as you create your email.



We hope this guide has been helpful in getting you started with RED!

If you need additional help, don't hesitate to give our support team a call at [978-219-1930](tel:978-219-1930), or send an email to [support@netatlantic.com](mailto:support@netatlantic.com).