How to create a new email⚬
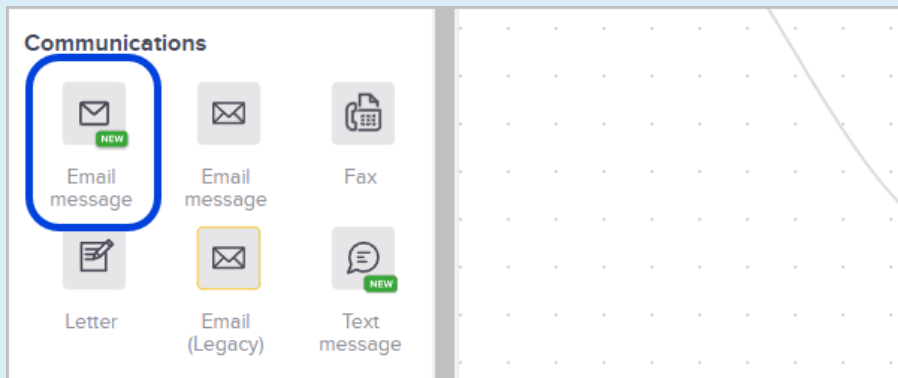
This article applies to:

Pro
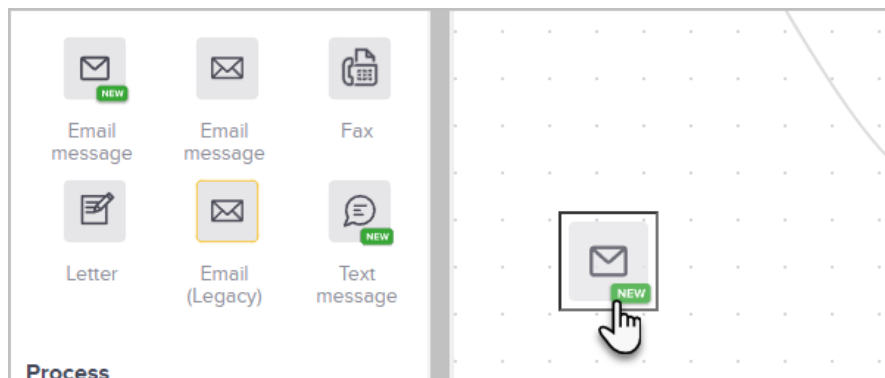Max

1. Email broadcast content
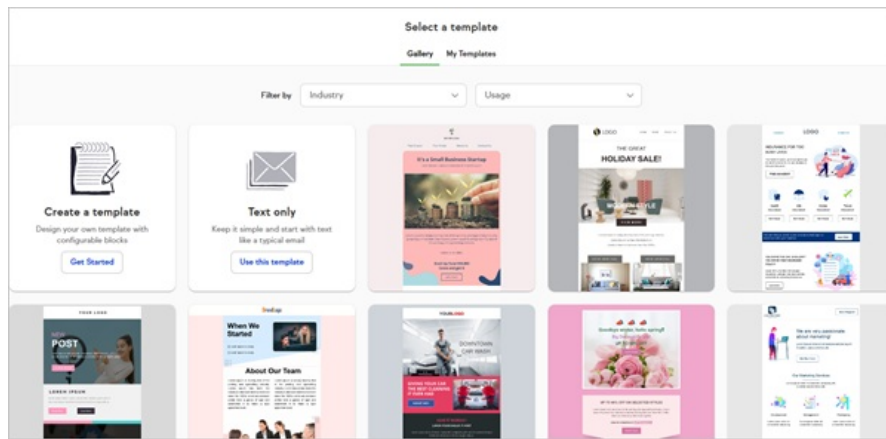
2. Edit images

3. FAQs

The new Email Builder is available when adding an email to a sequence in Advanced Automation.
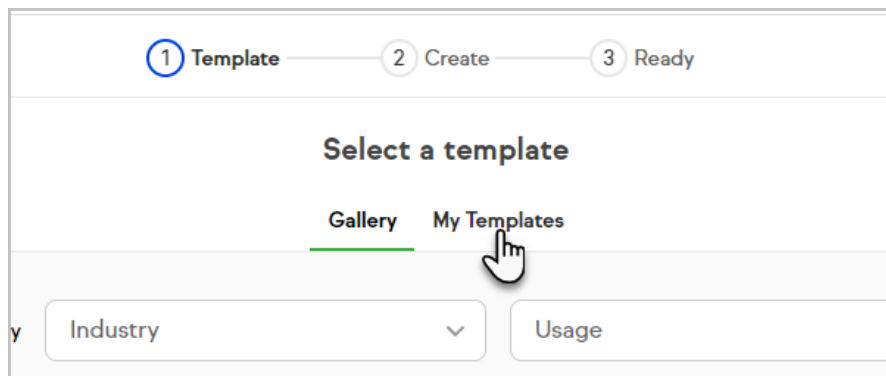

1. Open up a sequence in the campaign builder

2. Drag the Email message goal onto the campaign canvas

3. Double-click the goal to set it up

4. Select whether you want to **Create a new template**, a **Text only** template, or select a template from the **Gallery**.
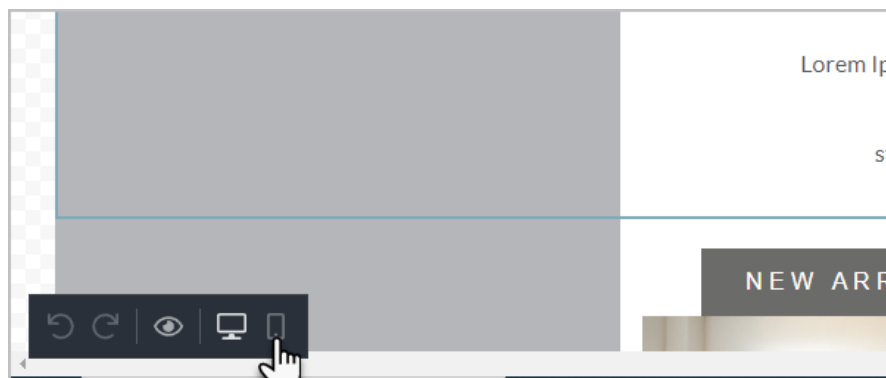
5. You can also choose from a previously saved template, a previously sent template, or a previous draft that was auto-saved
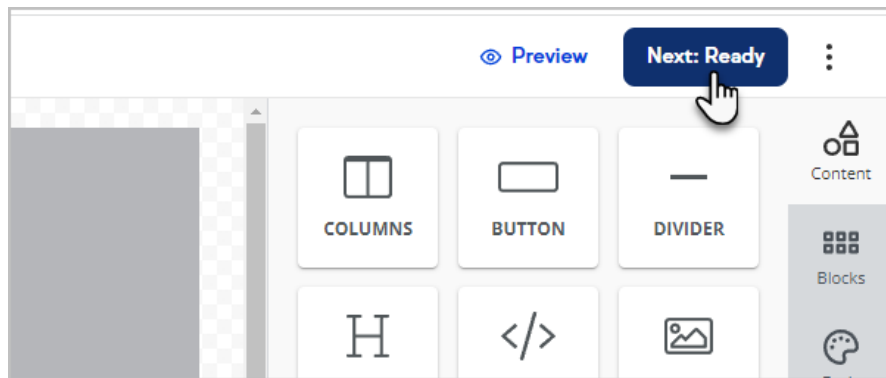

6. Note that you can send yourself a test email while creating your email template
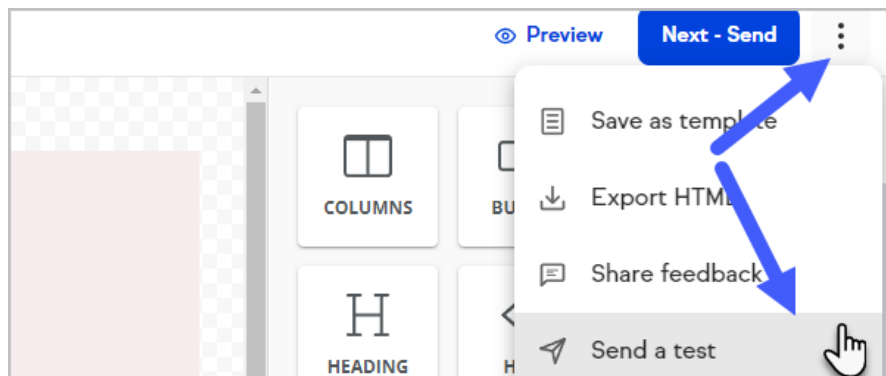
7. Click the Mobile button to edit your broadcast for mobile devices

8. When you are finished building your email, click **Next: Ready**

9. Create your broadcast by adding, removing, and modifying the content and formatting of your message

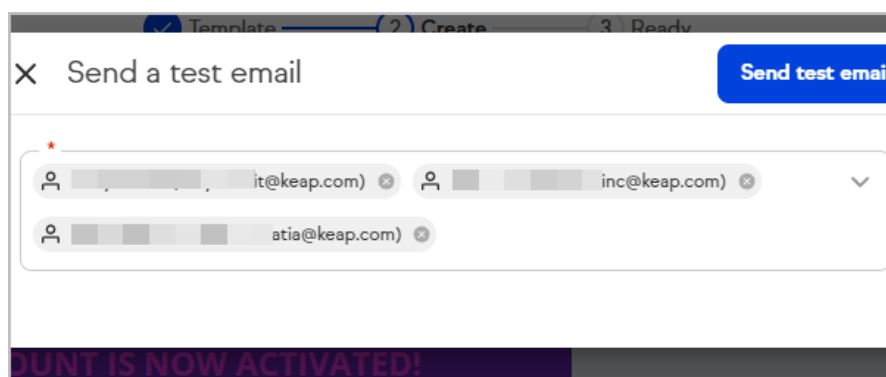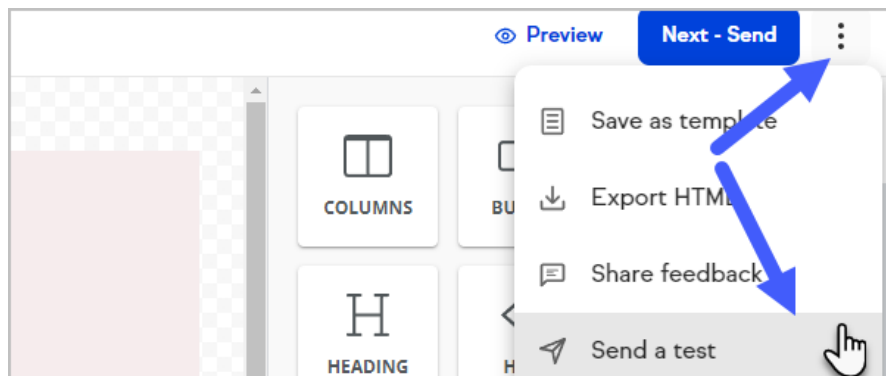10. Click the **Mobile** button to edit your broadcast for mobile devices
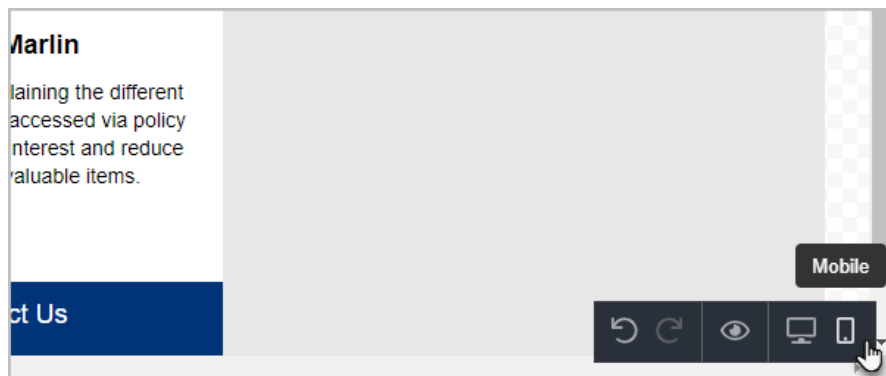
11. Note that you can send a test email to up to 6 users in your account while creating your email template

12. Select which Keap user the broadcast will be sent from

13. Select individual contacts or tags for your broadcast's audience

14. Enter a subject line

15. Enter preview text

16. Note that you can send yourself a test to take a look at the final result before sending the broadcast

Email broadcast content

You can use various types of content and formatting in your email broadcasts. These include:
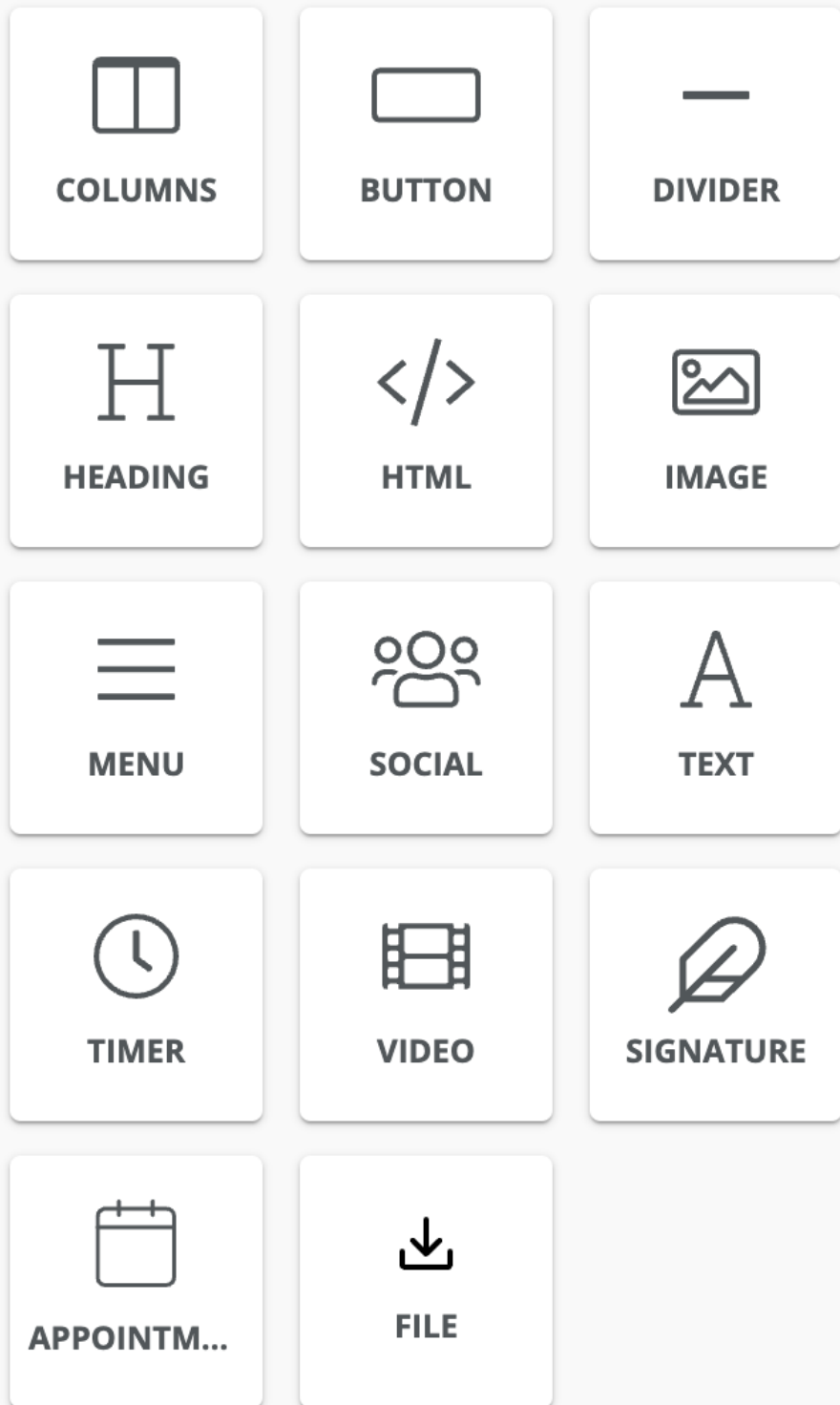
- Columns

- Buttons

- Dividers

- Headings

- HTML blocks

- Images

- Menus

- Social media information

- Text

- Timers

- Videos

- Appointment Booking

- File

Edit images

You can edit images within Keap's broadcast builder. First begin creating your email broadcast, then follow the steps below.
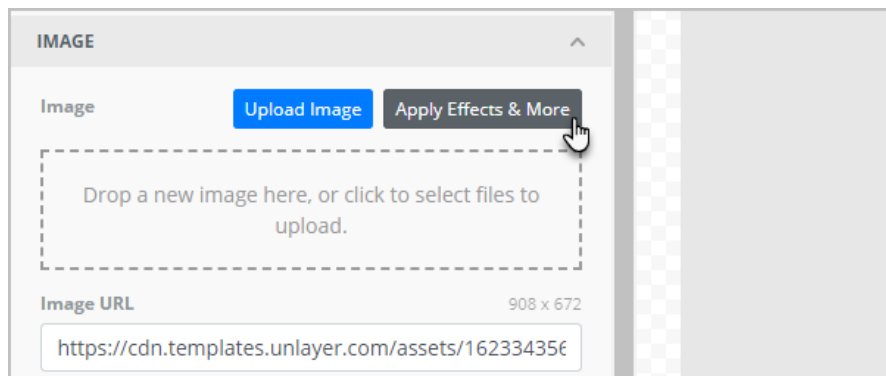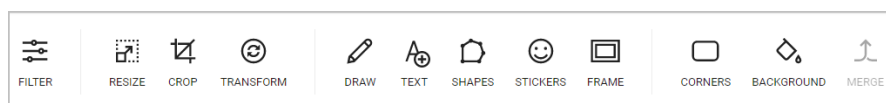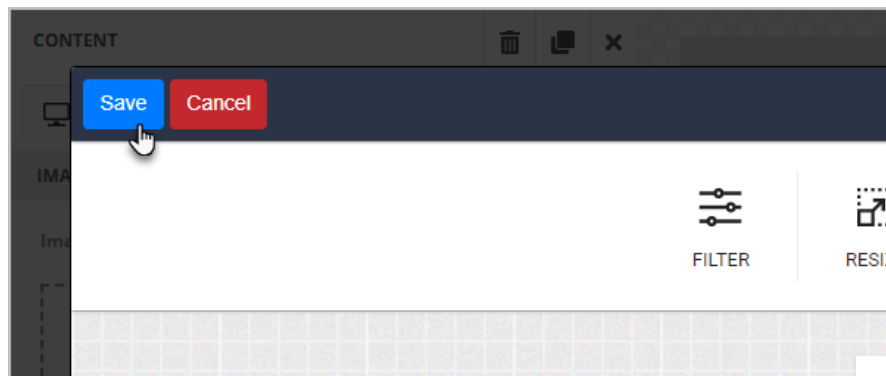
1. Select an image in your broadcast
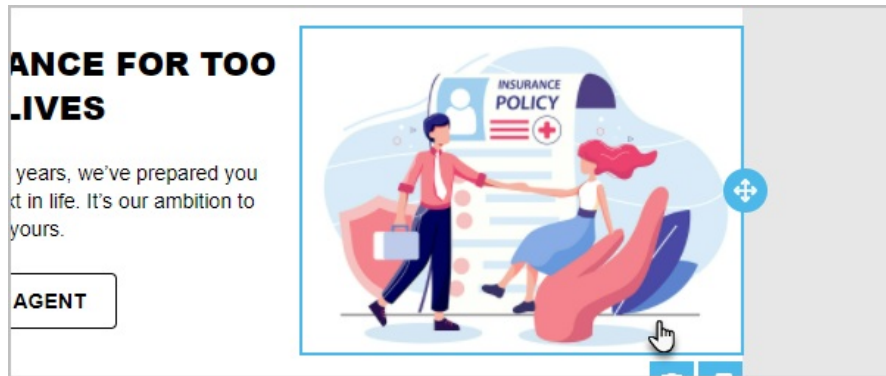
2. Click **Apply Effects & More**

3. Use the tools to edit your image

4. Click **Save** to apply your changes

FAQs

- **Can I use existing templates in the new builder?**
  Currently no. This is a high priority item for our engineering team. This is not a small lift and communications will be sent as we move closer to a resolution. You can however, recreate (and upgrade) your templates with the new email builder features.

- **If I share a Campaign that uses templates from existing builders will the campaign and those emails still work?**
  Yes! Even though, by default, the existing builder is not in the Control Panel in a Campaign Sequence any email items on the Campaign Builder canvas will automatically open and be editable in the builder in which it was created.

- **Can I tag a contact that clicked a link?**
  Yes. That function was added March 24, 2022. Learn more here.

- **Can I add a Hosted File Download?**
  Yes. There is a File object that you can drag into your template

- **Can I use custom merge fields in my email?**
  Yes. That function will be fully released June 23, 2022. See our full release notes for details.

- **Where are Campaign Merge fields in Campaign Builder?**
  The ability to select campaign merge fields in the builder is set for release by end of Q3 2022. However, they will still resolve if you copy them from another template or type them in. Follow our full release notes for details when released.

- **Where are the global fonts/settings?**
  Font types and other global options can be found in the 'Body' section of the navigation bar on the right.

- **Can I send from a custom address?**
  No. This was a deliberate choice as this had the potential for spoofed/fraudulent emails to be sent. We are working on a tool to validate your email address or domain associated with the app to be implemented by Q4 2022.

- **I don't see AB Testing in the new email builder. Will that be coming?**
  Usage stats showed less than 1% of Keap Pro/Max users use this feature. Given the low usage and large effort to implement, this is a lower priority item.

If you would like to share feedback please do so in app or via customer support feedback.

- **Can I embed a video directly into the email builder?**
  No, the video itself can't be played directly from the email due to email size limitations and for security reasons. However, using the Video element, you can link to a YouTube or Vimeo video through a preview image that's automatically generated when you insert the video's URL.

Follow our Release Notes for updates on above items and more coming often fast to the New Email Builder.