Broadcast - create a broadcast (New Email Builder)🔗
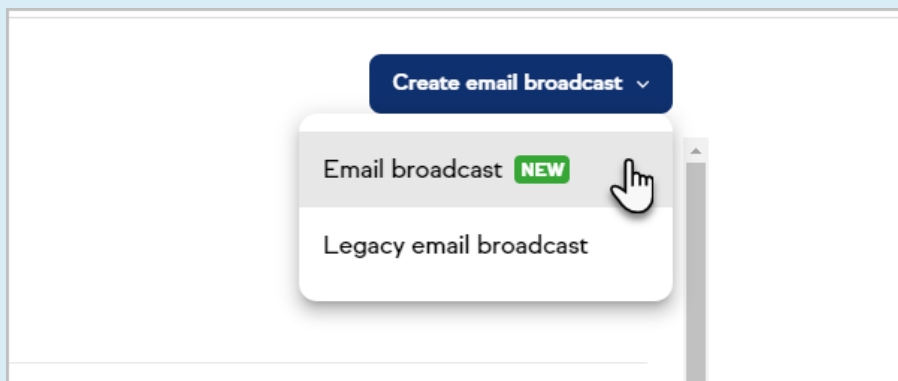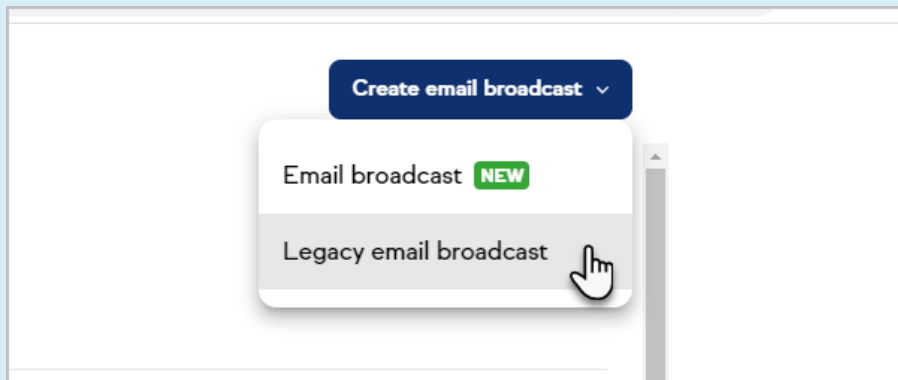
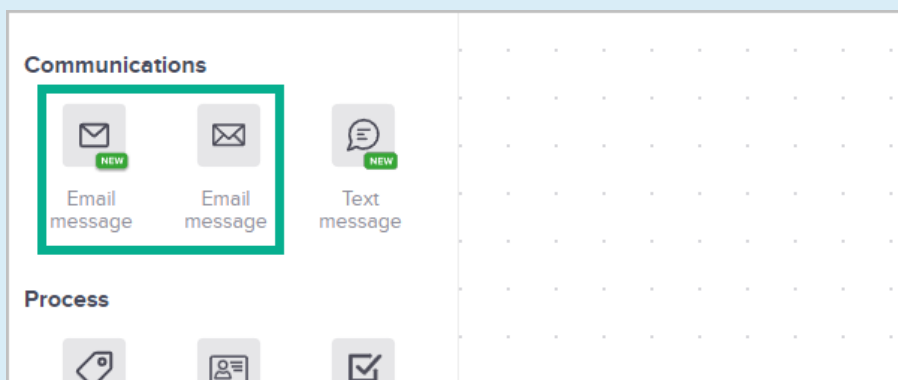This article applies to:

Pro
Max

The new email builder is the default builder when setting up a new broadcast email.
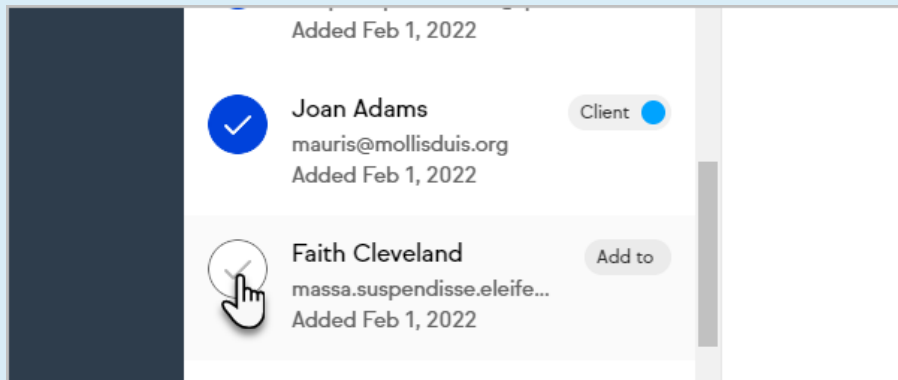

If you need to use the old email builder, choose the legacy option from the drop-down. You can click here to view the legacy email builder article

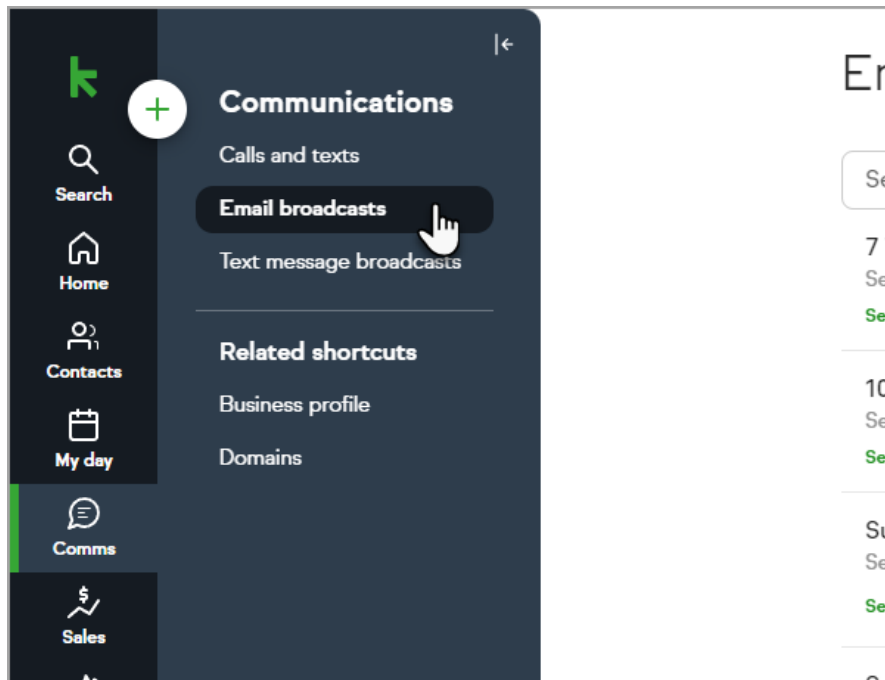The new and old Email Builder are also available when adding an email to a sequence in Advanced Automation.

Note that you can also send a broadcast from a contact search and choose to use the new Email Builder or the old one
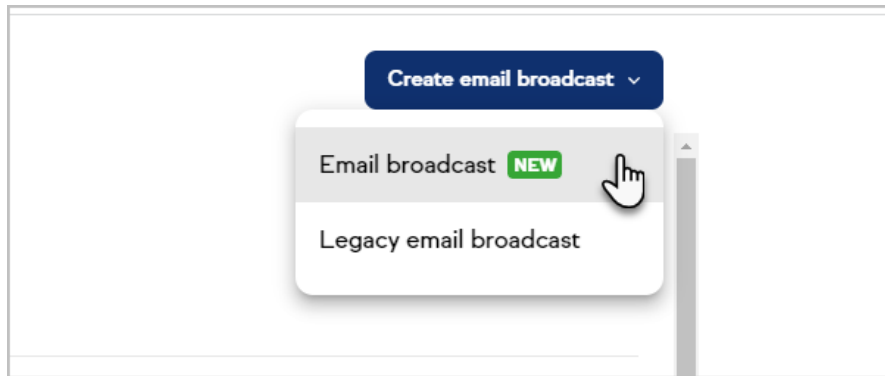

1. Create a broadcast
2. Edit images
3. FAQs

Create a broadcast

1. Navigate to **Comms > Email Broadcasts**

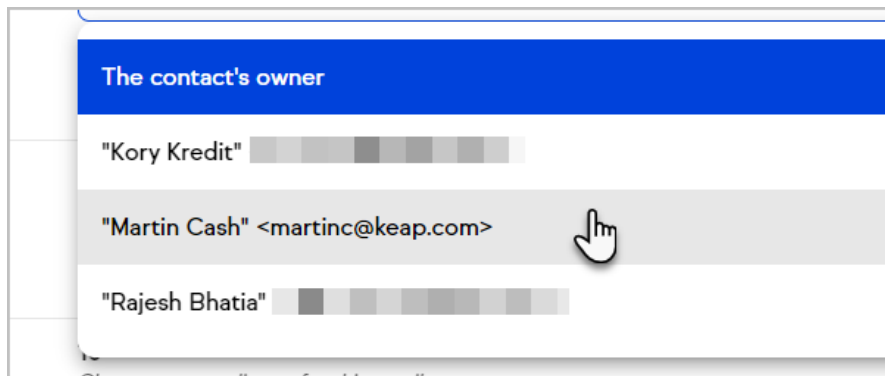2. Click **New broadcast** and select **Email**

3. From here, you can: modify the from address, enter your subject line and preview text, choose your audience, modify the send date/time, and start building your email.

4. To change the sender address, click **Edit**

5. Choose the sender from the drop-down, or set up a verified domain to create a custom email address

6. Click **Save**
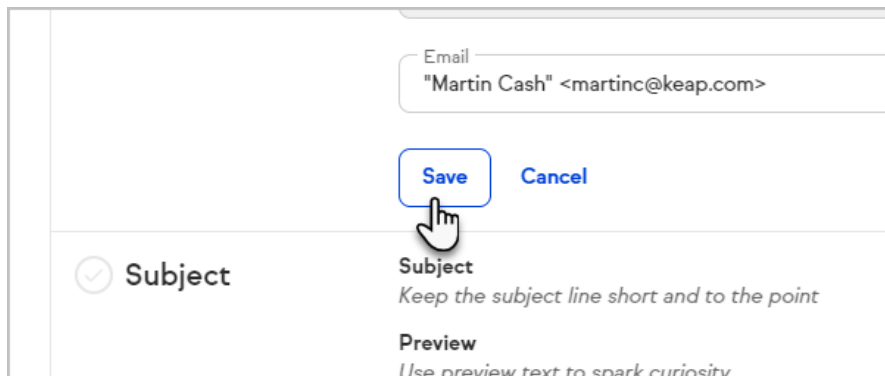
7. To add a subject line, click **Add subject**.
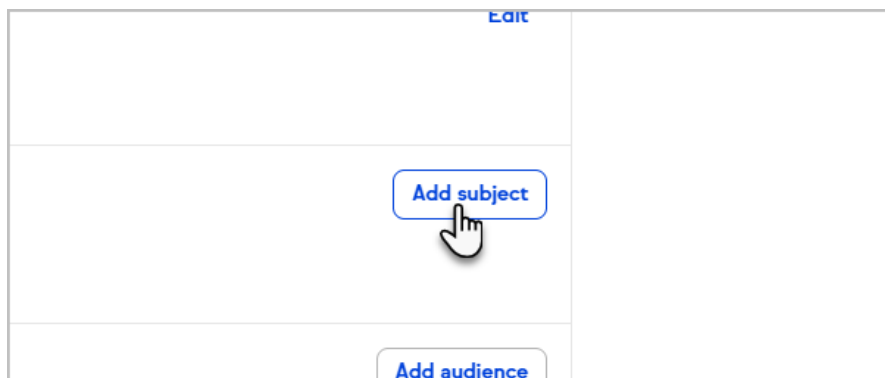
8. Enter your subject line and preview text and click **Save.** Note that you can merge custom fields and emojis into the subject line
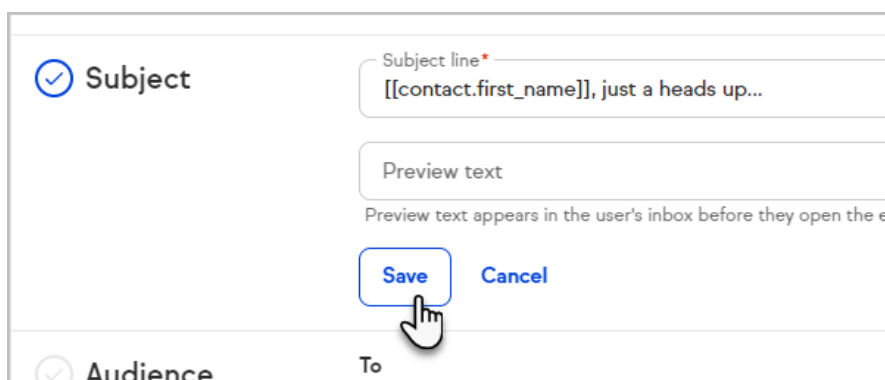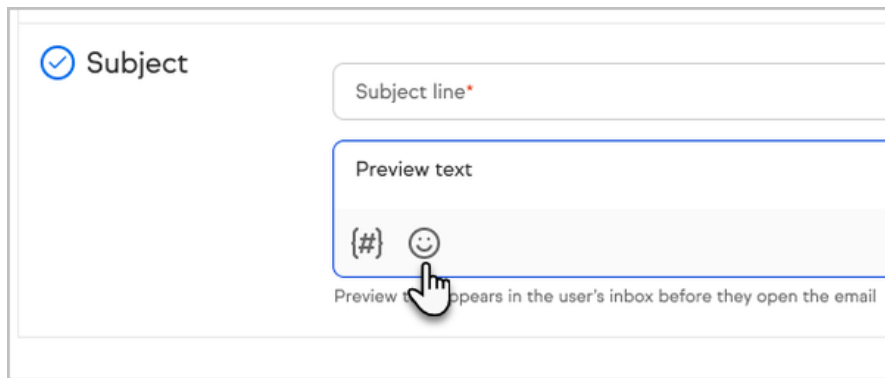
9. To choose your audience, click the **Add audience** button

10. Click the drop-down to choose from your contact groups, tagged lists, or you can start creating contacts on-the-fly.
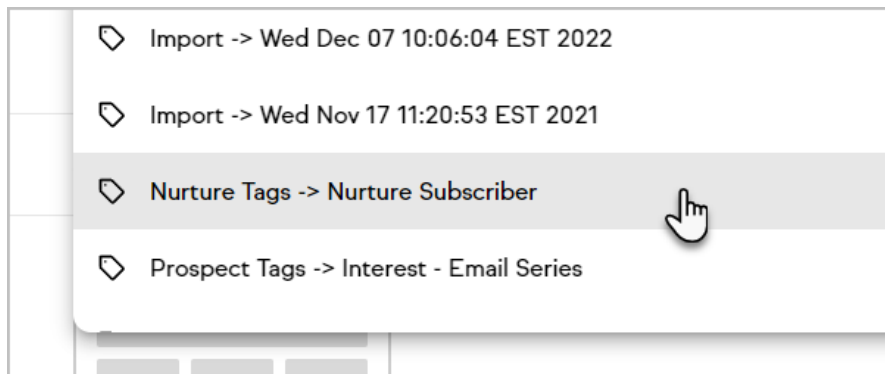
11. Click Save
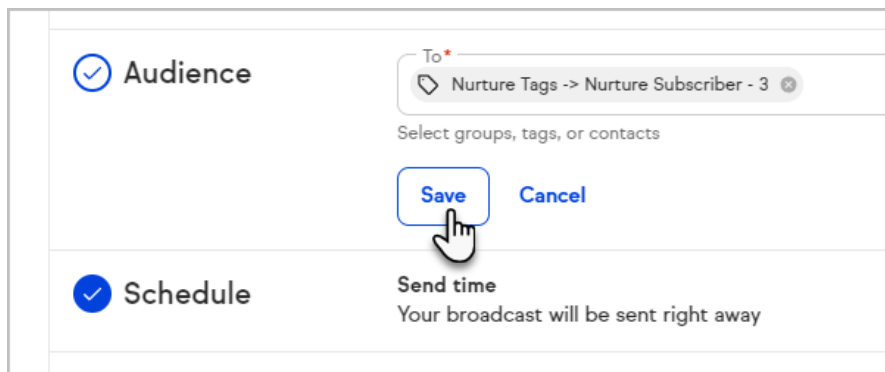
12. When you are ready to schedule your broadcast, click **Edit** in the Schedule section
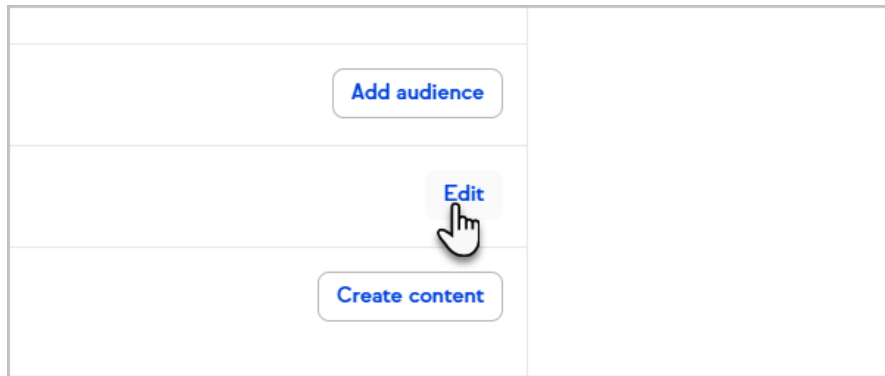
13. You can choose to send it right away or schedule it for a later date and time. Note that you can choose to send the email based on the time zone of each contact.
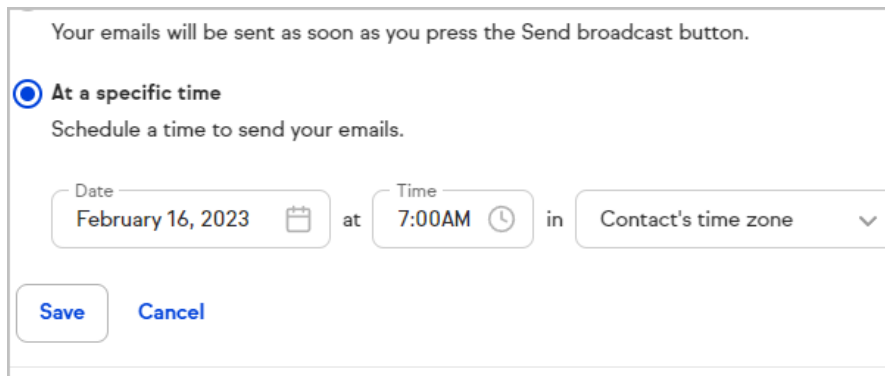
14. Click **Save**
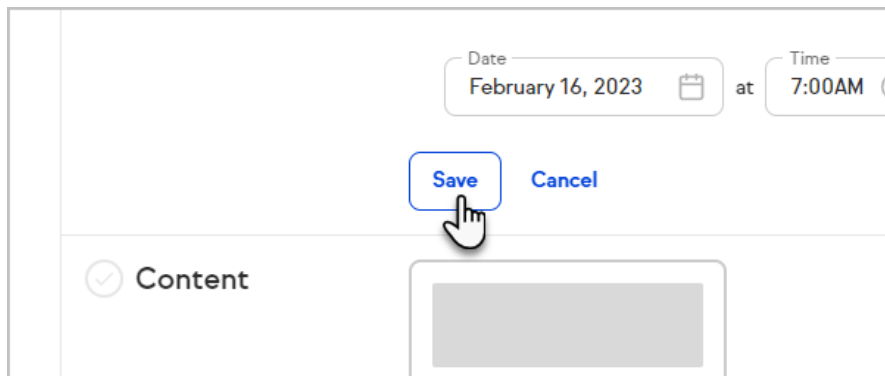
15. To start building your template or choosing from an existing template you saved or sent previously, Click the **Create content** button
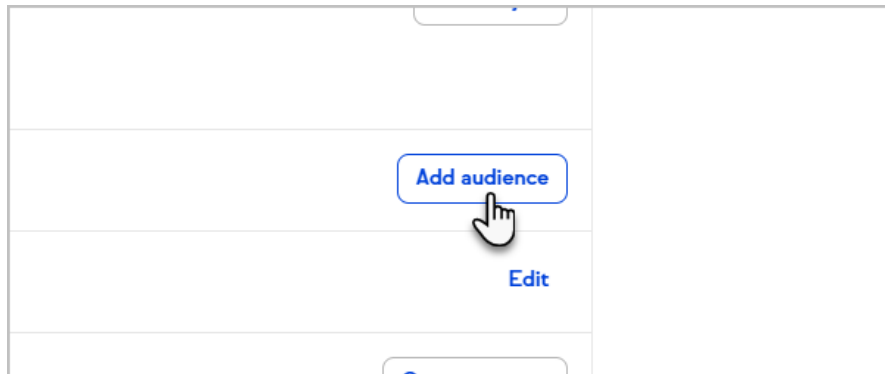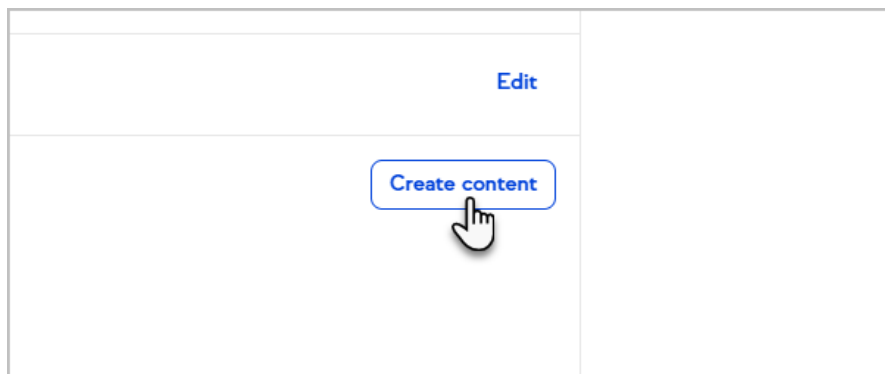

16. Select whether you want to **Create a new template**, a **Text only** template, or select a template from the **Gallery**.
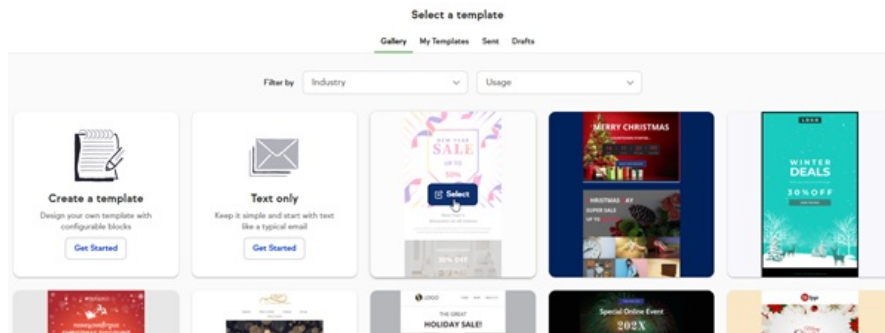
17. You can also choose from a previously saved template, a previously sent template, or a previous draft that was auto-saved
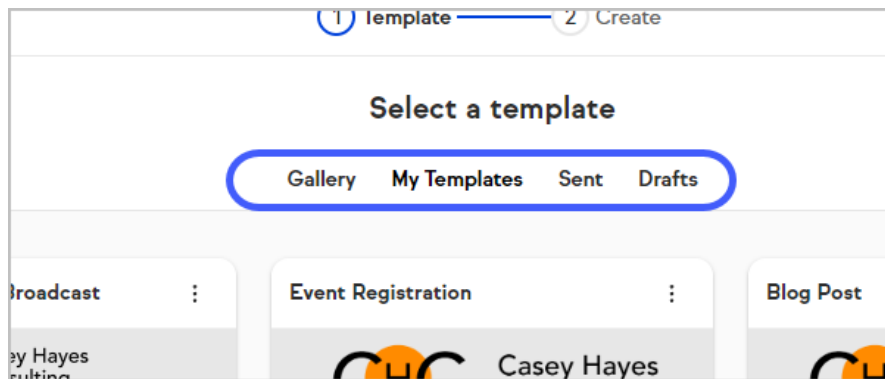
18. Create your broadcast by adding, removing, and modifying the content and formatting of your message
    Note that some email clients (e.g. Outlook Client) do not render background images and will fall back to the background color.

19. Note that you can send yourself a test email while creating your email template
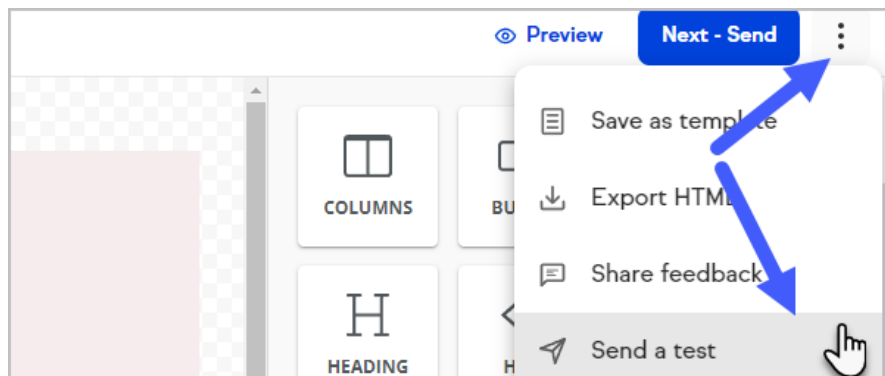
20. Click the Mobile button to edit your broadcast for mobile devices
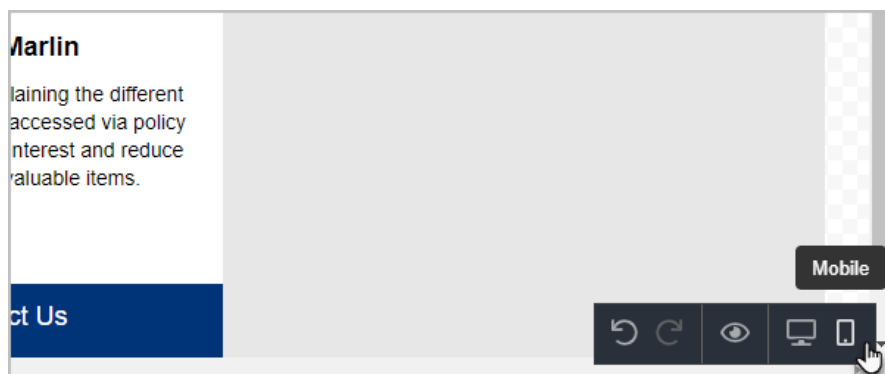
21. When you are finished building your email, click**Save and exit**
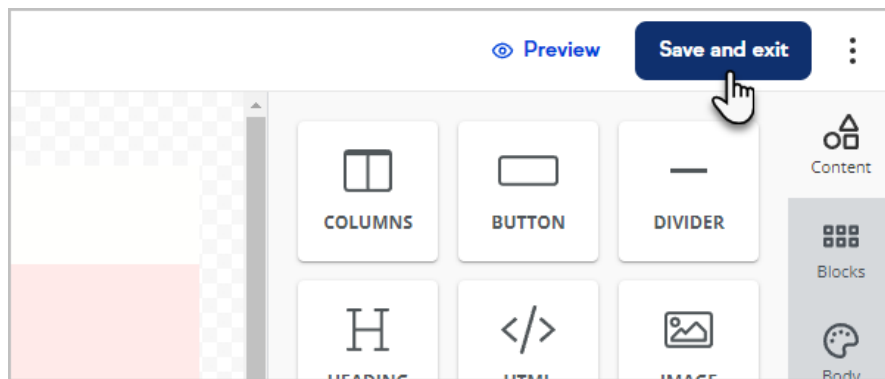
Edit images

You can edit images within Keap's broadcast builder. First begin creating your email broadcast, then follow the steps below.

> Note that some email clients (e.g. Outlook Client) do not render background images and will fall back to the background color.

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

Are YouTube shorts URLs supported in the new builder?
No, not yet. In the meantime, here is a workaround for the video thumbnail:

- Copy the code of the video (the mix of characters at the end /shorts/897a6sdf876)

- Put the code part at the end of the URL, like this:
  https://www.youtube.com/watch?v=897a6sdf876

Can I use existing templates in the new builder?
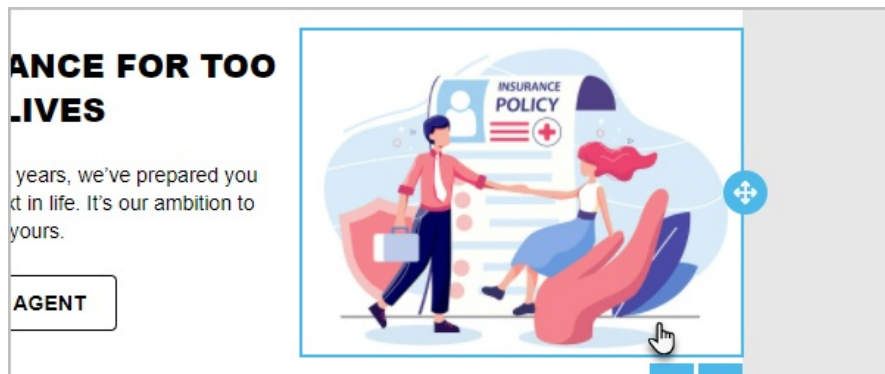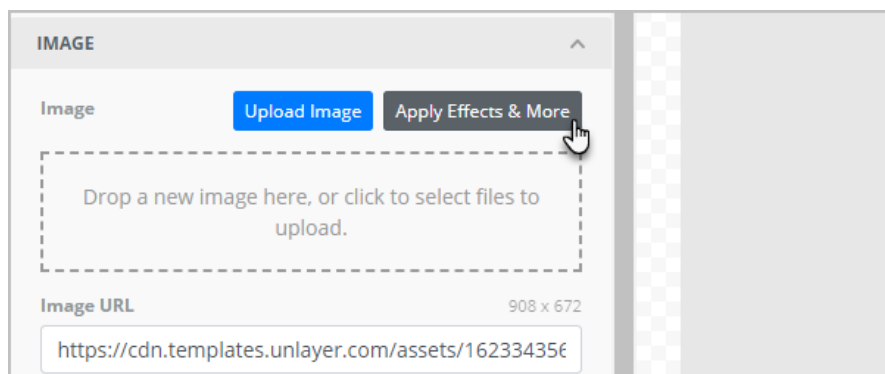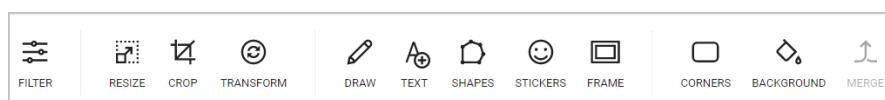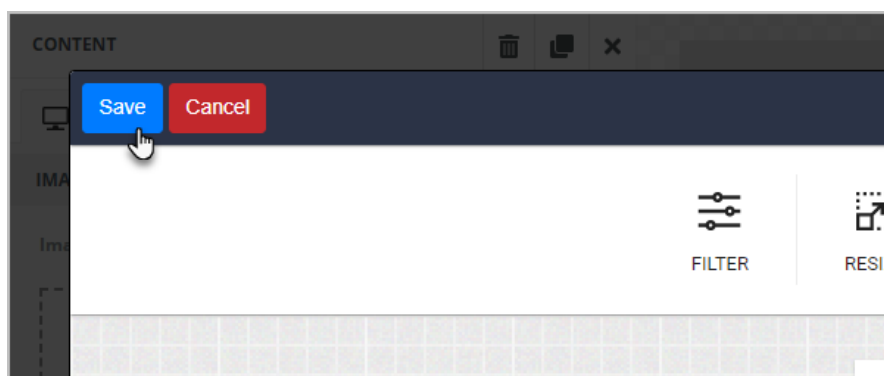Currently no. This is a high-priority item for our team. Communications will be sent as we move closer to a resolution. You can, however, recreate (and upgrade) your templates with the new email builder features.

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. You can apply up to 10 tags to the same link.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. See our full release notes for details.

Where are Campaign Merge fields in Campaign Builder?
Campaign Merge Fields can be found inside campaigns/Actions/ Merge fields. Campaign Merge Fields are supported for content publishing.

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.

Are all fonts supported in all email clients?
Some email clients (Outlook, Gmail, Apple Mail, etc) might only support some fonts. To ensure the font you selected will be supported, the following fonts are the best

web-safe fonts for HTML and CSS:

- Arial (sans-serif)

- Verdana (sans-serif)

- Tahoma (sans-serif)

- Trebuchet MS (sans-serif)

- Times New Roman (serif)

- Georgia (serif)

- Garamond (serif)

- Courier New (monospace)

- Brush Script MT (cursive)

Can I send from a custom address?
Yes. you can add any address from a domain that you have validated.

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.