

DID YOU KNOW?

99%

of email users check their email every day.¹

61%

of consumers prefer to be contacted through email.¹

59%

of respondents say marketing emails influence their purchase decisions.¹

We've given you a head start to success by providing you with our easy-to-use prebuilt emails. Just follow the steps below.

If NOT using bulk email system:

1. Download the Consumer Email file, open the folder, and open the Chrome HTML Document
2. Select the entire email by pressing CTRL+a, and copy using CTRL+c
3. Create a new email and paste the email into the body using CTRL+v
4. Customize the bottom portion of the email by entering your name, agency name, address, email, etc.
5. Please change the unsubscribe disclosure (the last line of the email) to "If you do not want to receive any additional emails about this program, please reply to sender and you will be removed from the email list."

If using a bulk email system:

1. Download the Consumer Email file (the file name ends in ".html"), open the folder, and open the document in a simple text editor (opening in rich text editor and copying/pasting from rich text will break the email).
2. Select the entire email by selecting all and copying.
3. Depending on your bulk email system (i.e., Constant Contact, MailChimp, etc.) you will need to create a new email and then design it by "using your own code" or by uploading an html file. You are going to choose this option vs. using the "email builder" option.
 - a. If you are designing the email by using your own code, paste the code into the html editor and save it. From here you can edit the code, and email details (i.e., subject line, preview, and email distribution list).
 - b. If you are designing the email by uploading an html document. Navigate to the ".html" and upload the file into the bulk mail software.
 - c. Please make sure you test the email to make certain none of the links or images have broken between the copy and paste procedure.