

Campaigns

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Overview

Build your newsletter based on premade templates



Reminder

Don't forget to validate each update the button  to avoid losing your work.

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Step 1 - Create a new campaign


- Go into Campaign section
- Select "New campaign"
- Edit the name of your campaign

 Campaigns  Contacts  Stats Help 

Welcome to Mailjet

You're accessing a shared account. The account owner has granted you access to the following sections.

 Campaigns Create and send campaigns. View sent campaigns and their statistics. Design and manage marketing templates.	 Contacts View and manage all the contacts from your lists and recipients of your transactional emails. Create and use segments.	 Statistics View all your sending statistics, including delivery, open and click rates from this account.
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 The **campaign name** is not visible to your reader, but only to you as contributor

Step 2 - Add the Subject

Campaign details

My Sample Newsletter
Edit name

Campaign Language 

Subject

What is the subject line of the campaign?


No subject 

While the limit is 100 characters, we recommend keeping your subject line under 70 characters for better open rates. 0/100

From

Who is sending the campaign?

 The **Subject** will be visible by your audience.

This is the title visible in the mailbox.

[blocked URL](#)

✓ If your contact list contains **several Properties or Segments**, you can use the **Insert variable** option to create customize subject

(eg. using the first name, title, etc...)

Be aware that if your contact list contains special characters you need to **import your contacts manually** or in the format "**tab separated values**" (tsv).

Step 3 - Add the sender details

Campaign details

My Sample Newsletter
Edit name

Campaign Language ⓘ English ▾

✓ Subject	Dear [[data.firstname:""]], here are the news	
✓ From	Who is sending the campaign?	Add sender
✓ Content	What is the campaign content?	Design email
✓ Contact list	Who will this campaign be sent to?	Select recipients

ⓘ The **Name and email address** are visible by your audience.

This is the title visible in the mailbox.

[blocked URL](#)

ⓘ The **Reply-to address** is facultative.

If you let the field empty, the default email address will be taken in account.

You can also use the no-reply option by using : **noreply@solvay.com**

Step 4 - Design the email

4A - Select a template

Campaign details

My Sample Newsletter
Edit name

Campaign Language ⓘ English ▾

✓ Subject	Dear [[data.firstname:""]], here are the news	
✓ From	Communication Team <sbs.communication@solvay.com>	
○ Content	What is the campaign content?	Design email
○ Contact list	Who will this campaign be sent to?	Select recipients

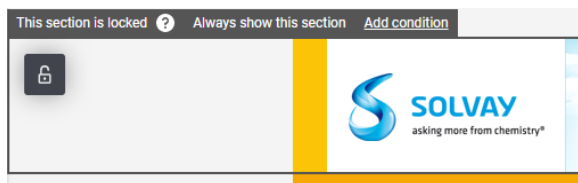
[Back to My campaigns](#) [Schedule](#) [Send now](#)

4B - Manage the sections

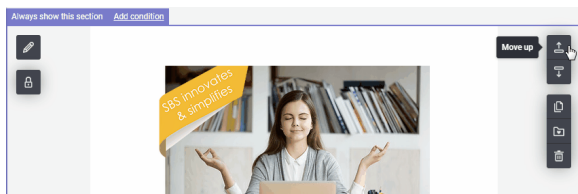
The page is separated by horizontal **sections**.

- **Gray sections** are partially or totally locked, like the header and footer and cannot be deleted for some (banner, footer).

Only certain parts can be updated.



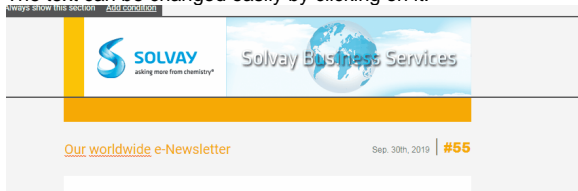
- Purple sections can be moved, edited and deleted



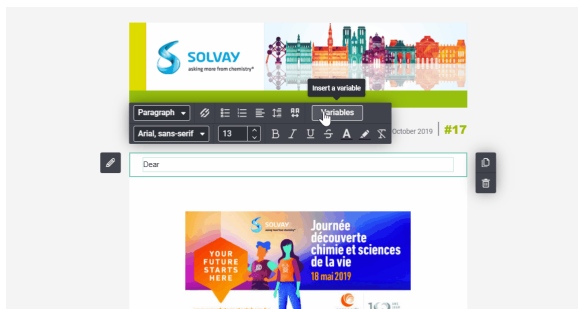
4C - Update the text

Put your cursor hover certain areas, to see what you can update.

The text can be changed easily by clicking on it.



Use "variables" to personalize parts of your text (e.g. Dear "xxx")




4D - Update the pictures

 Your pictures needs first to be stored in [Keepeek](#)

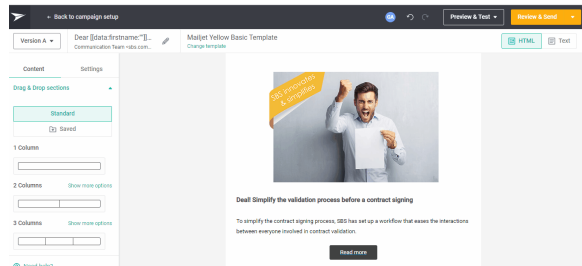
Log into Keepeek, and copy the link of the picture that you want to use.



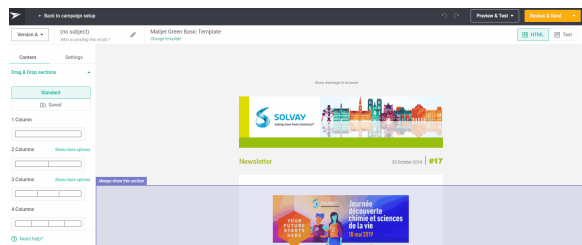
 **Reminder**

Be aware of property rights regarding the content you decide to add to your newsletter.

You can then copy/paste the link to display your image in your email.



If you don't have a "keepeek" account, you can also import an image from your computer.



4E - Import a video

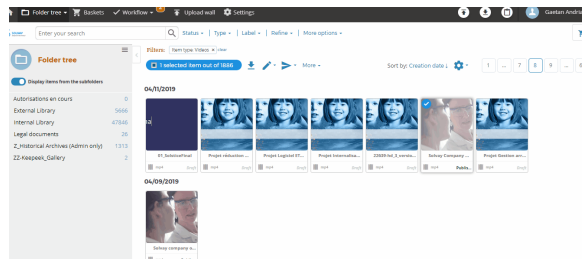


- Your **internal videos** need to be stored in Keepeek
- Your **external videos** need to be stored in Youtube

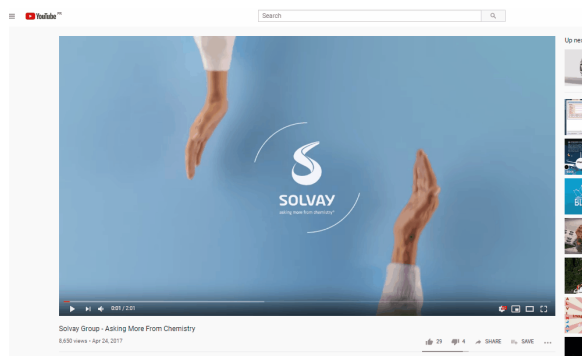


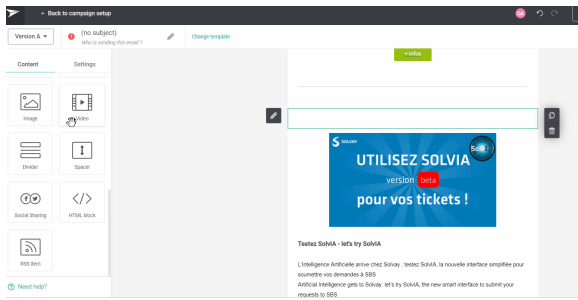
For **external videos**, follow the traditional "Sprinkl" process. In case you don't have a "Sprinkl" account please contact coms.digital@solvay.com

Copy the link from Keepeek:



Or copy the link from Youtube:






4E - Preview and test email



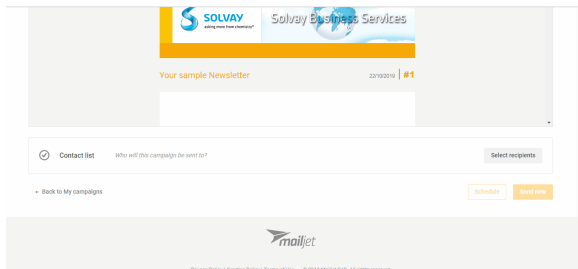
blocked URL When you do this, you can't undo previous changes.



Step 5 - Add the contact list

Warning: Prefer segmentation over importing a static contact list : **"only send to a segment"**.
See how to use segmentation feature : [Contacts](#)

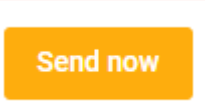
Select the list who will receive your newsletter.



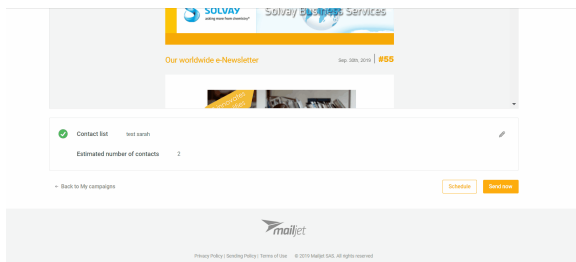
Info: See how to create a contact list

Step 6 - Send or schedule the campaign

Warning: Once sending has started, a campaign cannot be cancelled.


Be sure to test and review before clicking on the  button.

You can also **schedule** your campaign at a specific time (date and hour).



Step 7 - Duplicate an existing campaign

In case you need to send the same campaign to multiple contact lists or segments you can **"duplicate"** your original campaign and change only the contacts.

 You can duplicate you campaign without limit.

