

Using the Email Editor

Modified on: Wed, 14 Dec, 2016 at 2:20 PM

Inbox Guru employs an industry standard WYSIWYG editor

WYSIWYG implies a user interface that allows the user to view something very similar to the end result while the document is being created. In general, WYSIWYG implies the ability to directly manipulate the layout of a document without having to type or remember names of layout commands.

When building an email inside of IG - you will first select a template. Whether it's a standard template or a MailChimp originated template, it's important to note that most of the programming work has been done for you. What you're really is using the editor to customize the template by adding your own images, colors and style.

The editor contains a toolbar that is not unlike the toolbar you would use when creating MS Word documents or PowerPoint.

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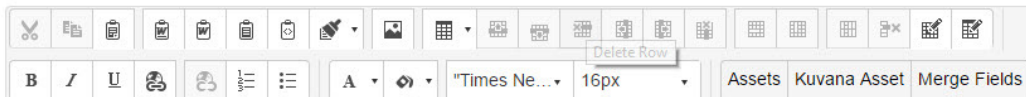
Inbox Guru

- SALES
- MARKETING
- SERVICE
- SUPPORT
- INTEGRATION
- INBOX GURU
 - Drip Marketing**
 - Email Templates
 - Landing Pages
 - Personal Lists
 - Web Activity
 - Web Dashboard
 - Sales Pilot
 - Assets

Email Campaign (Email Series 1)

Email Actions ▾

Subject



Assets Kuvana Asset Merge Fields

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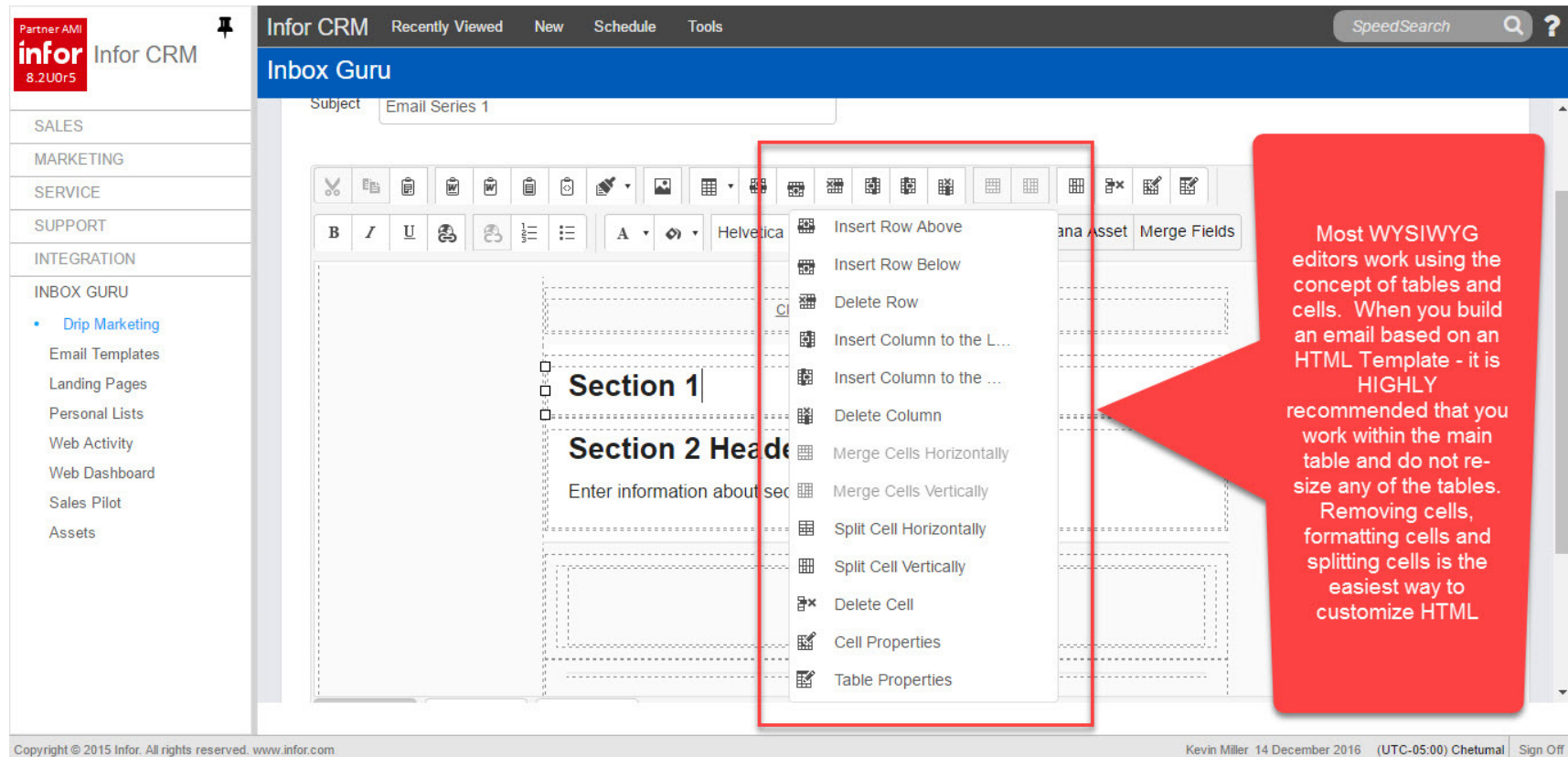
Section 1

Section 2 Header

Enter information about section 2 here

Tables and Cells

Your email template is based on a structured format that includes formatted tables and cells. Editing tables and cells is not unlike editing cells, rows and columns in MS Excel.



The screenshot shows the Infor CRM InBox Guru interface. The left sidebar contains navigation options: SALES, MARKETING, SERVICE, SUPPORT, INTEGRATION, and INBOX GURU. Under INBOX GURU, 'Drip Marketing' is selected, with sub-options: Email Templates, Landing Pages, Personal Lists, Web Activity, Web Dashboard, Sales Pilot, and Assets. The main content area displays an email template editor for 'Email Series 1'. A table is visible with sections labeled 'Section 1' and 'Section 2 Header'. A context menu is open over a table cell, listing actions: Insert Row Above, Insert Row Below, Delete Row, Insert Column to the L..., Insert Column to the ..., Delete Column, Merge Cells Horizontally, Merge Cells Vertically, Split Cell Horizontally, Split Cell Vertically, Delete Cell, Cell Properties, and Table Properties. A red callout box on the right contains the following text:

Most WYSIWYG editors work using the concept of tables and cells. When you build an email based on an HTML Template - it is **HIGHLY** recommended that you work within the main table and do not re-size any of the tables. Removing cells, formatting cells and splitting cells is the easiest way to customize HTML

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Editing a cell

If you want to edit something about a cell or the table, when you right click on it select "Cell Properties". This will bring you into the actual cell and you can do things like change size and color.