

emailer quick-start guide

springbig

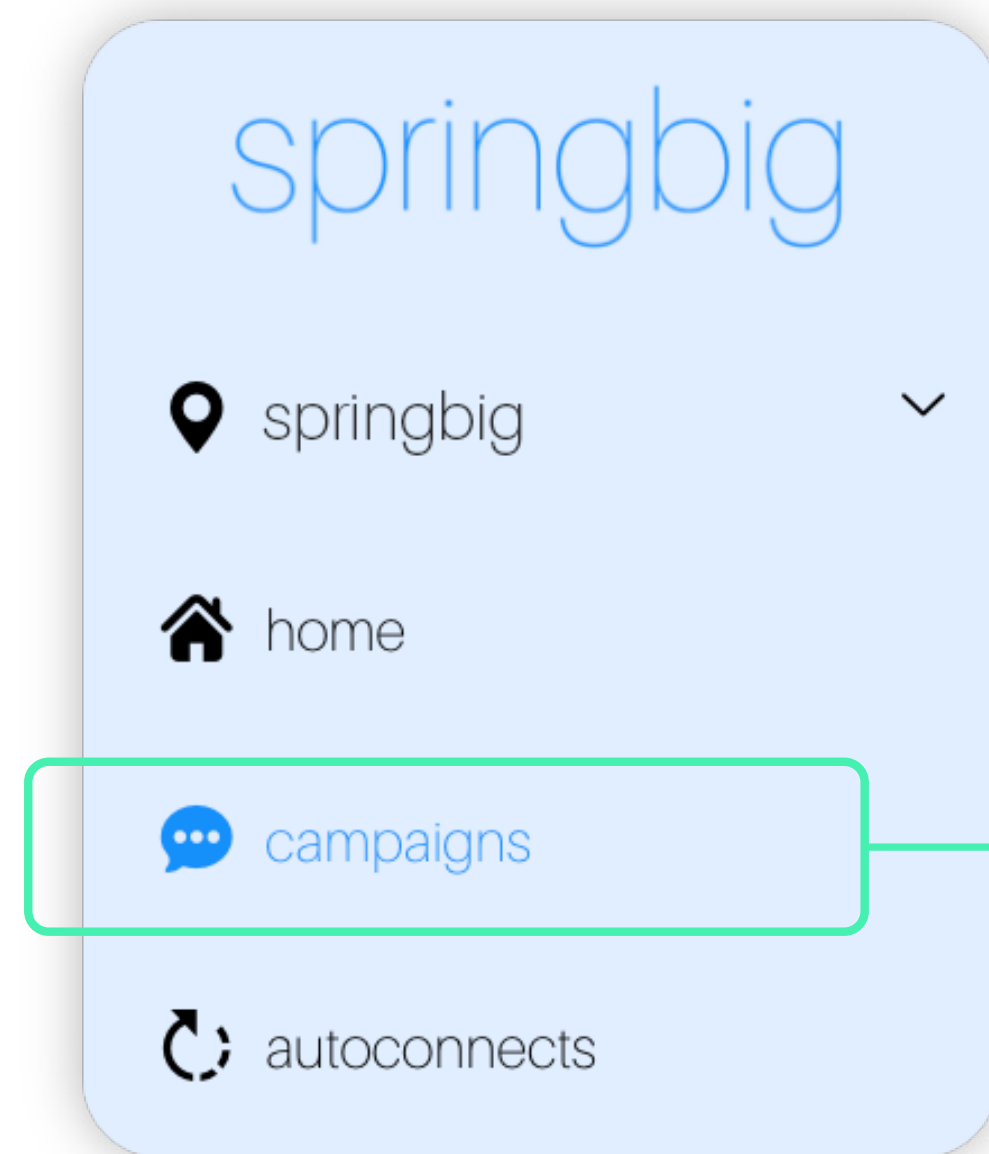
our **drag-and-drop email editor** makes it easy to create email messages within the **springbig platform**

it combines a great ease of use with many features that give you *full control* on the design of your emails

it is a drag-and-drop interface that enables you to **design professional email messages without any knowledge of HTML**, and produces code that *adapts automatically* to small screens, such as that of a smartphone or tablet

from a budtender who has never been involved in email marketing to the most experienced CMO, our new email editor can be used by anyone to create an email campaign within minutes

to get started using our email editor, you must login to your **springbig** account and create a new campaign

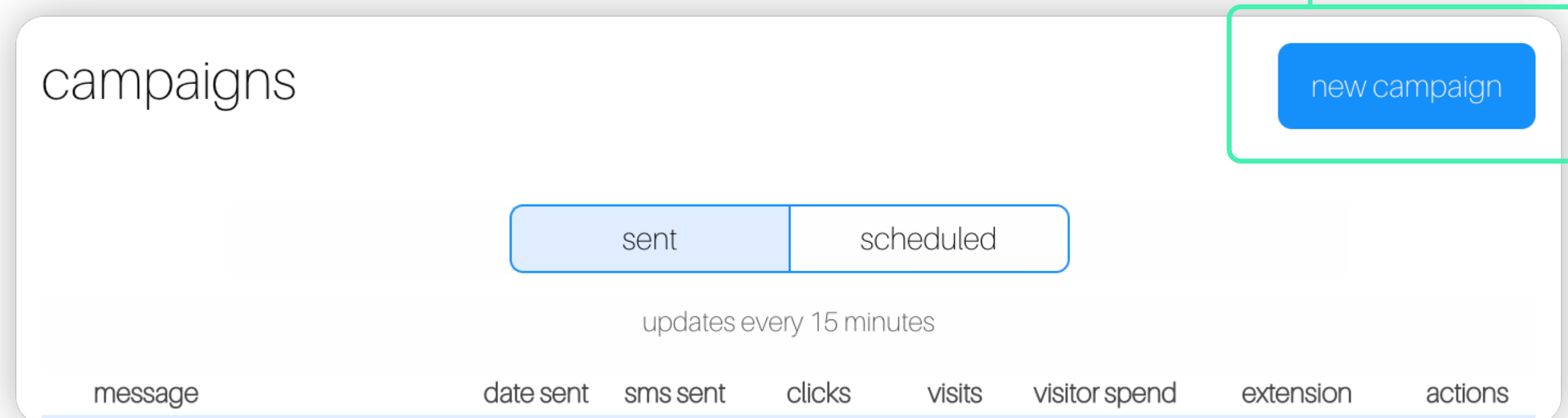


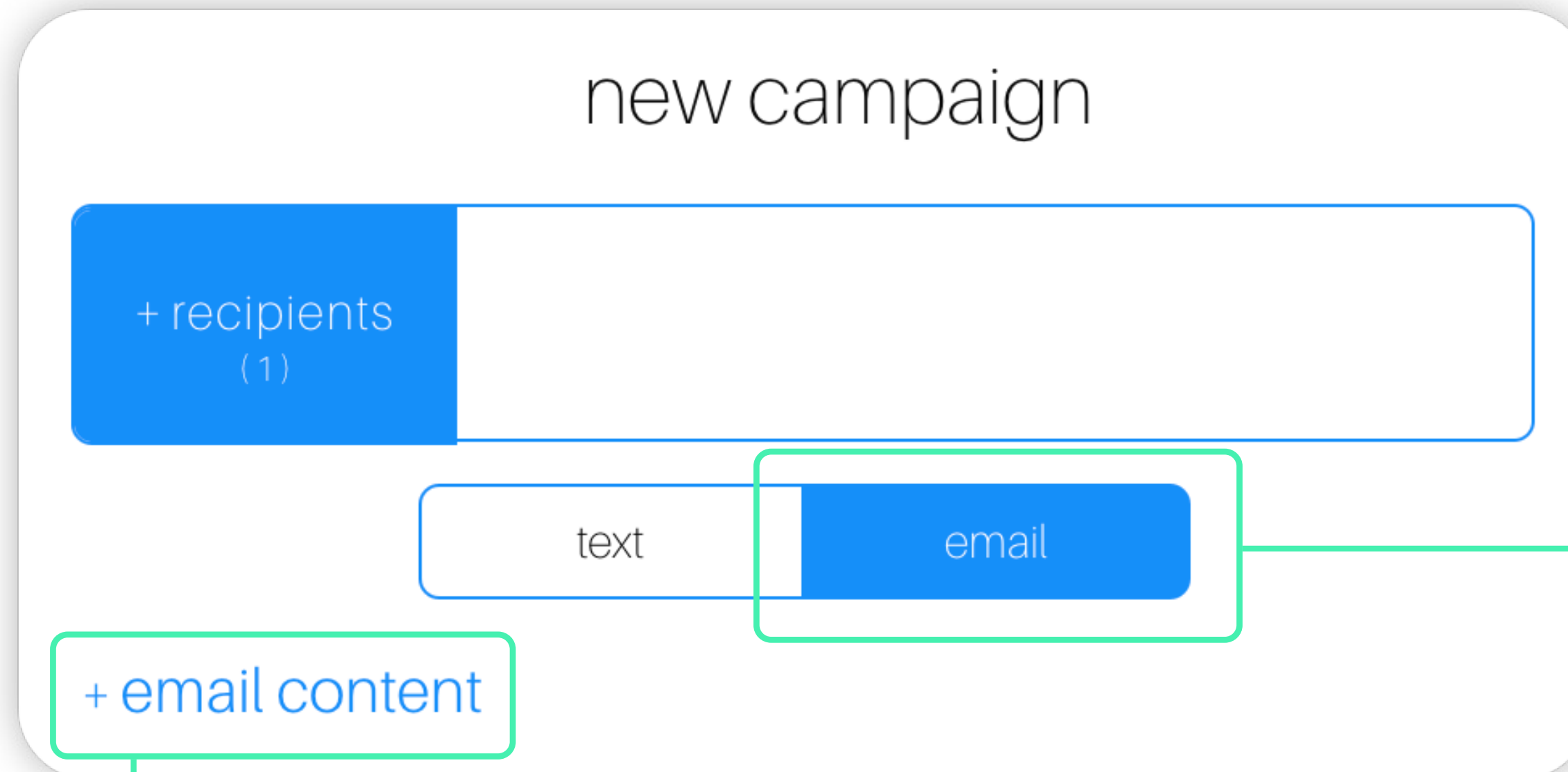
step 1.

on your **springbig dashboard**, select '**campaigns**' from the left-side menu options

step 2.

on the next page, locate and click on '**new campaign**' to begin creating your email campaign

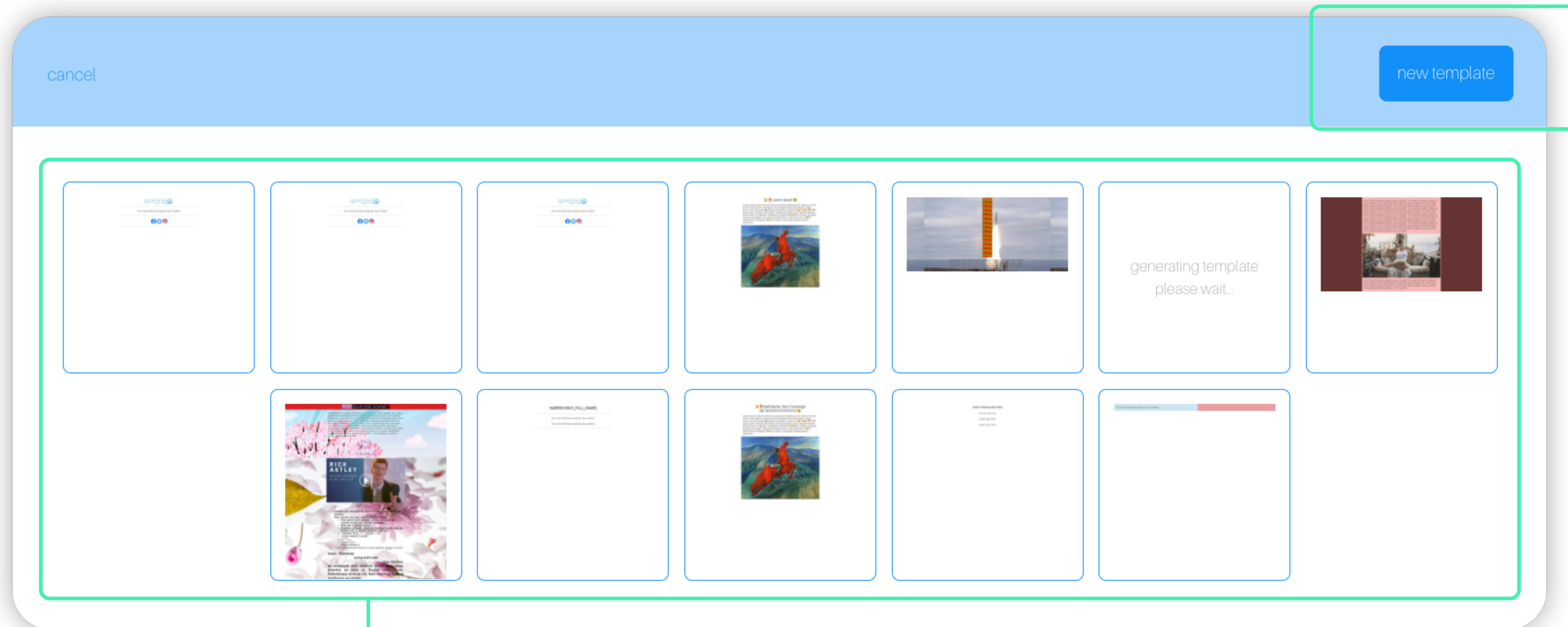




step 3.
on the next page,
click on '**email**'

step 4.
then, click on '**+ email content**'

 this will open up the **preset standard templates** available to you as well as a **new email template** in which you can enter your own HTML



 clicking here will allow you to create a **new template from scratch**. you can even add in your **own HTML**

step 5.

select the preloaded template you would like to use

step 6.

next, the **springbig email editor** will appear and you will be able to **create your new email** based on the template you selected

step 7.

once you are ready to send the campaign, click the **'SAVE'** button at the top right of the email editor screen

after saving your template, you will be redirected back to the campaign screen

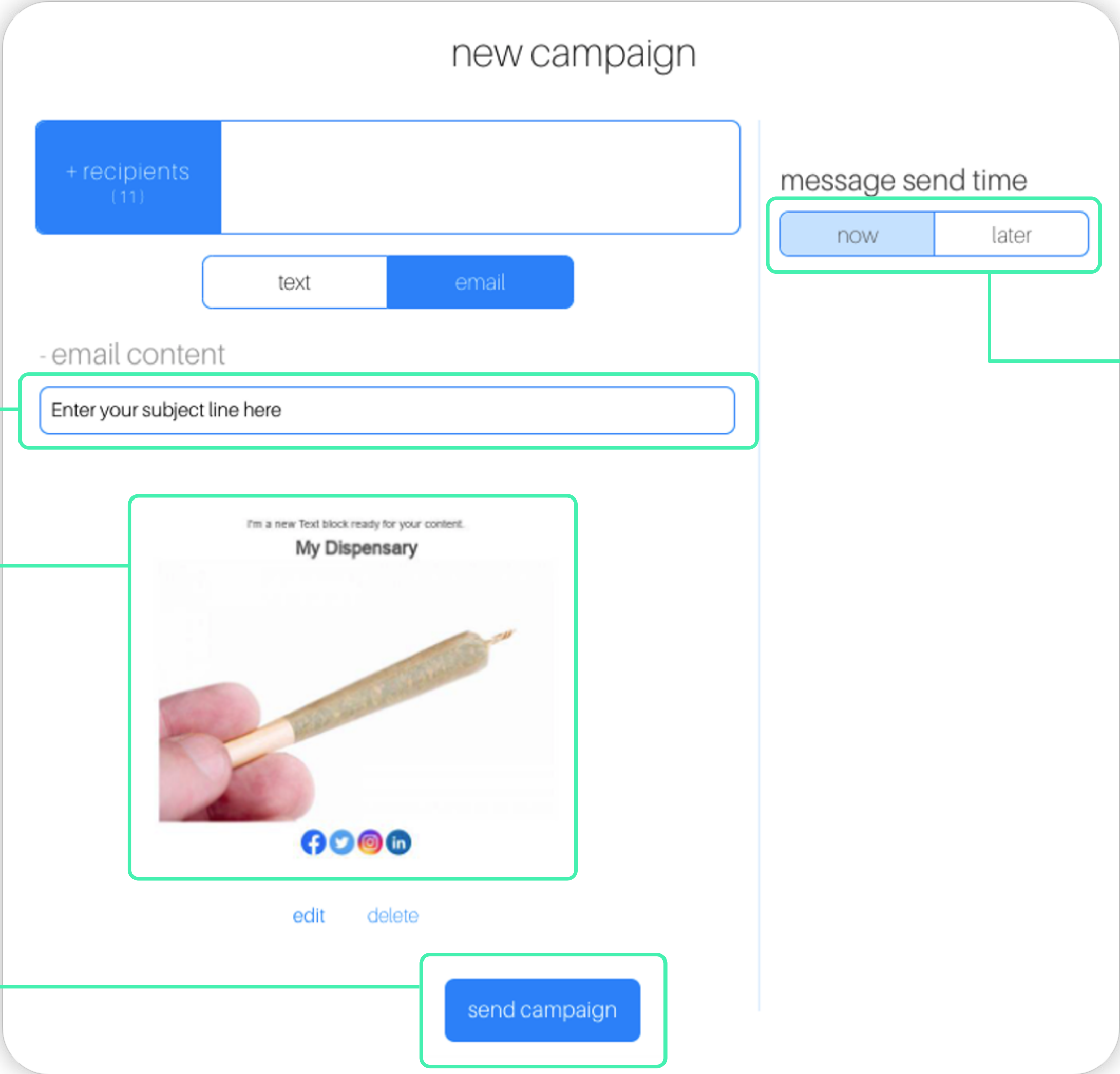
step 8.

it is **mandatory** that you use this space to **write a subject line** for your email

a **preview** of your **saved email template** will be displayed here

step 10.

once you are satisfied and have filled out all the required fields, click '**send campaign**' to send out the email to your customers



The screenshot shows the 'new campaign' interface. At the top, there's a header 'new campaign'. Below it, on the left, is a blue button '+ recipients (11)' next to a text input field. Below this is a toggle for 'text' and 'email', with 'email' selected. To the right of the toggle is a 'message send time' section with 'now' and 'later' buttons. Below the toggle is a section labeled '- email content' containing a text input field with the placeholder 'Enter your subject line here'. Below this is a preview of an email template titled 'My Dispensary' showing a hand holding a cannabis joint and social media icons. At the bottom right is a blue button 'send campaign'. Green lines connect the text blocks to their corresponding UI elements: from 'write a subject line' to the subject line input field, from 'preview of your saved email template' to the email preview, and from 'send campaign' to the 'send campaign' button.

step 9.

click to **schedule your email** to be sent now or at a specific later time

this page will breakdown the different **types of templates** that are available to you when using the **springbig** email editor

blank template:

- 🌿 if you want to create your own email **from scratch** using our drag-and-drop email editor, you can select this template and build your email as you see fit
- 🌿 you can also use the blank template to **insert your own HTML** into a HTML content block

standard pre-existing templates:

- 🌿 **springbig** has provided **3 templates** that are available to **all** merchants
- 🌿 these templates can be edited however you see fit. you can **remove and/or add elements** to the email template you choose for that specific send
- 🌿 you can find the layouts of the **3 standard templates** available at launch on **page 11-13**

this page will explain how to **create or modify a template** that you want to use for **future email campaigns**. if you are modifying a pre-existing template or building an email template from scratch via the 'blank template' and you want to save it for a future template to utilize, you can easily do that

step 1

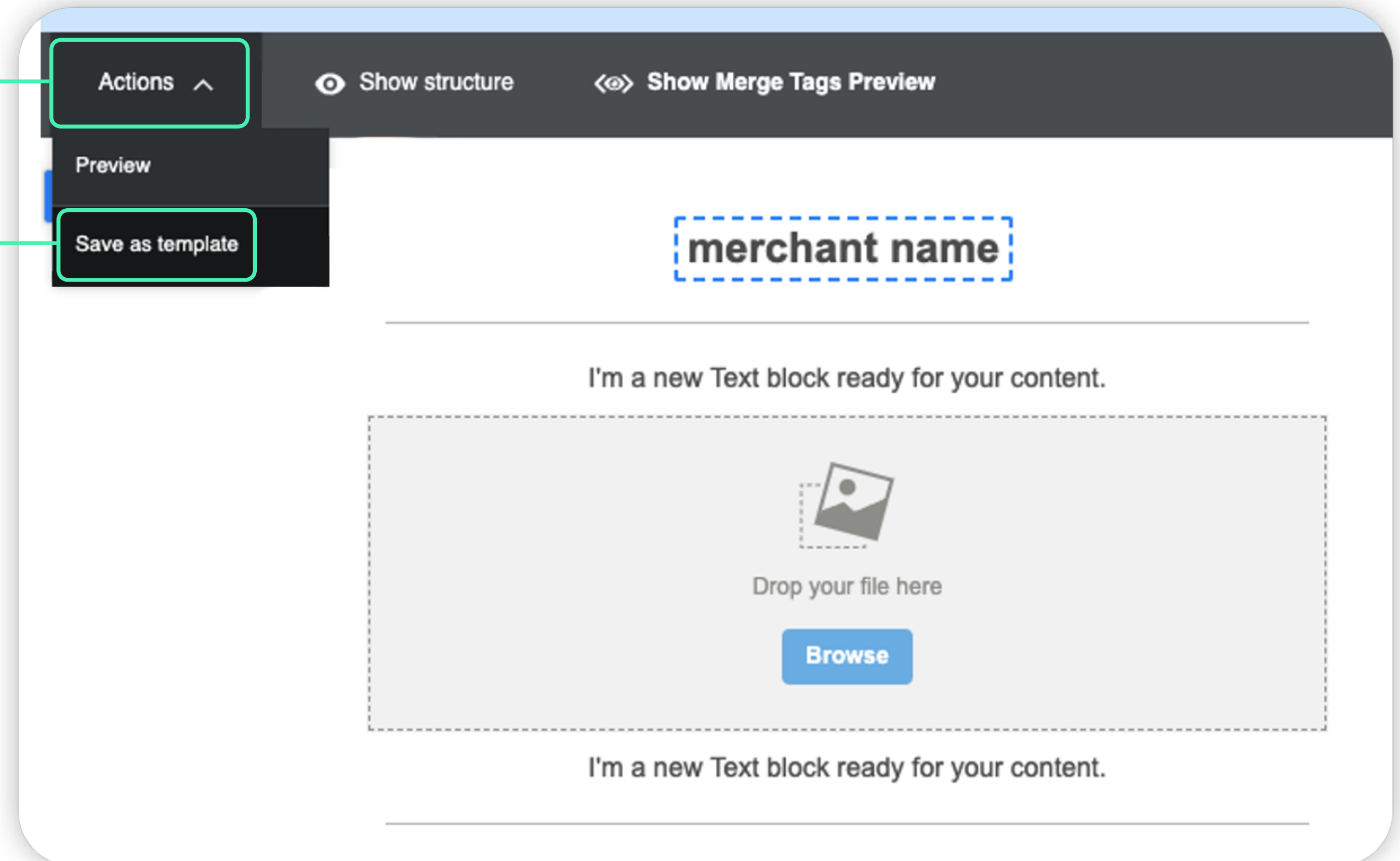
once your email is built, but before you send the campaign, *stay within* the email editor

step 2

at the top left, click '**Actions**' and then click '**Save as template**'

 please *only click this once*.

if you click it repeatedly, you will create duplicate copies of the template and *will not* be able to delete them without contacting your **client success manager**



this page will detail the *important points to keep in mind* when using **springbig's email editor**:

1. **springbig** automatically adds your **physical mailing address** and **unsubscribe link** to all emails sent out of the **springbig platform**. (*note: this is not optional*)
2. the *maximum* image size is **12 mb**
3. we *do not offer* a preference center for when your customers want to **opt out**
 -  **if a customer opts out** of your email program they will *opt out of all emails* sent through the **springbig** system
4. you *will not* be able to **delete any templates**
 -  if you need to delete a custom template, please reach out to your **client success manager**
5. if you are using your own HTML, you *must ensure* that your HTML coding is **already coded for responsive design**
 -  when using your own HTML we cannot guarantee that the email will render responsively (will render perfectly on any screen size)

6. when using a text block, if you **do not put any content** into the text block you **must delete** that text content block, otherwise the email will display the following in your email message:

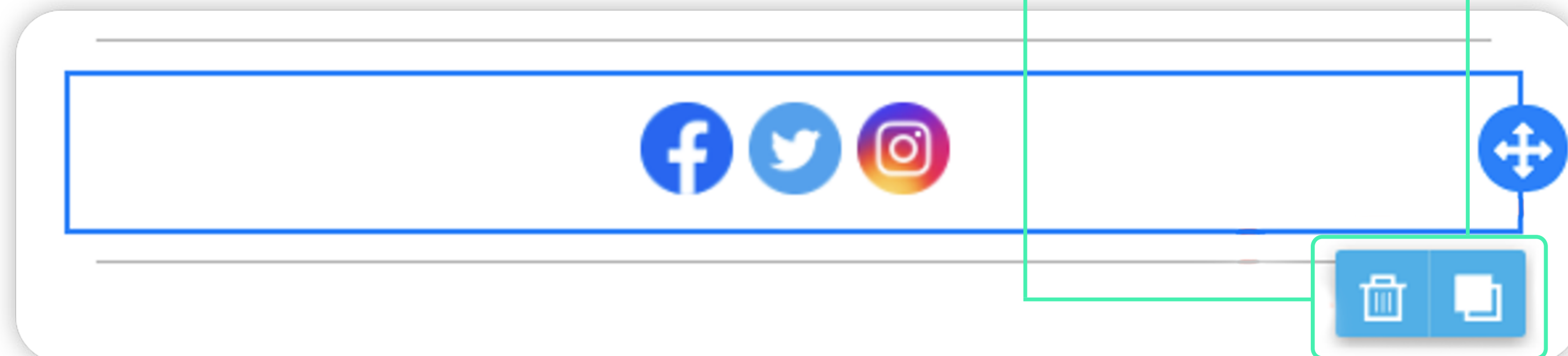
"I'm a new Text block ready for your content."

7. if you need to **delete a content block**, simply click on it and a trash bin icon will appear

🌸 click the **trash bin icon** and that content block will be removed

8. if you want to **copy/duplicate an already existing content block**

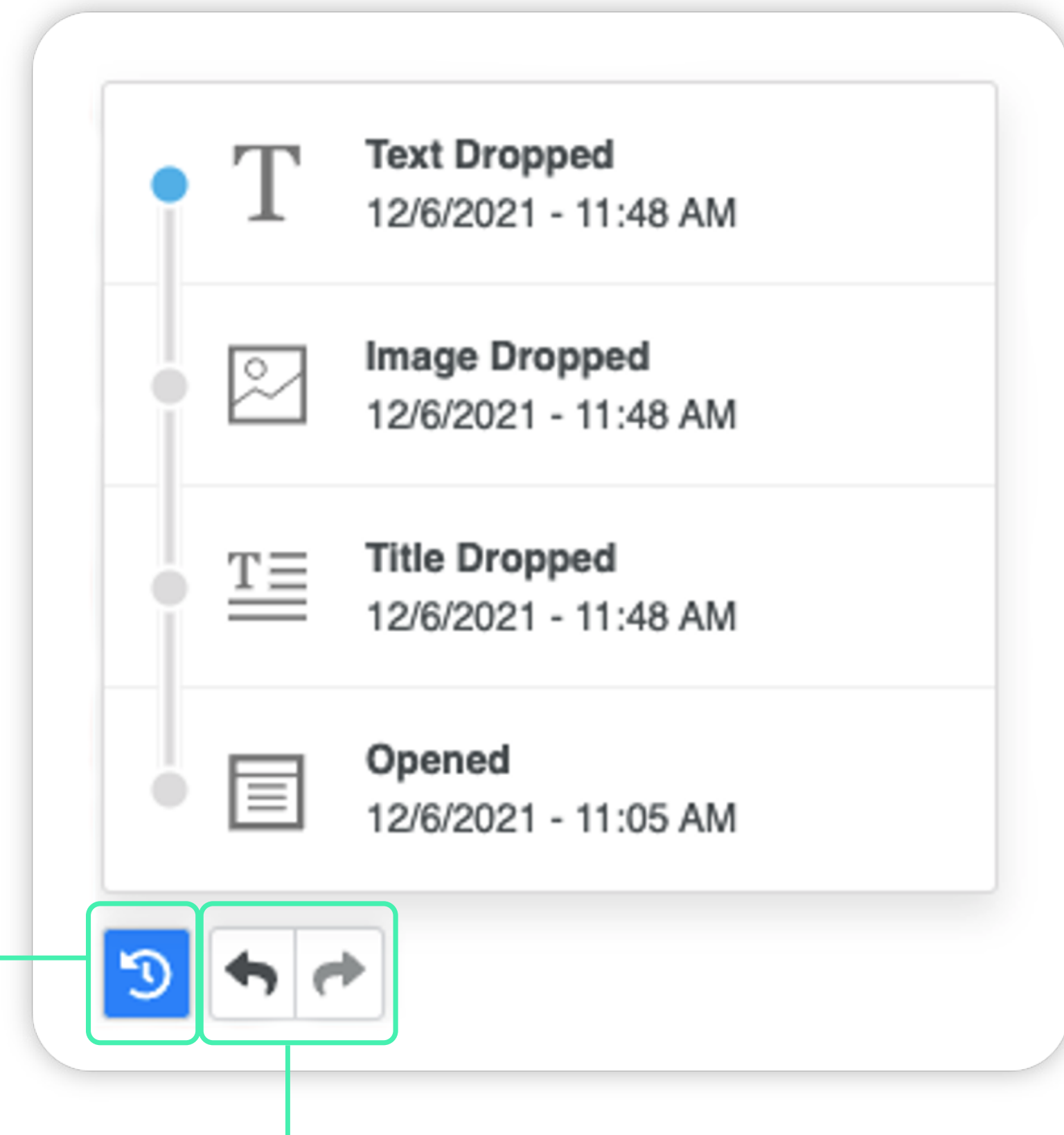
🌸 click on the content block and click on the **overlapping square tiles** next to the trash bin



9. ever made a mistake and wanted to undo it when building an email? what if you wanted to go back to several edits ago?

the **Undo feature** allows you to **rewind and fast-forward** to any point in your recent edit history

- 🌸 when changes are detected, a **compact Undo widget** displays in the bottom left corner of the stage
- 🌸 clicking on the **Undo or the Redo arrows** allows you to undo the latest edit or re-apply it.



%{MERCHANT_FULL_NAME}

I'm a new Text block ready for your content.



Drop your file here

Browse

I'm a new Text block ready for your content.

%{MERCHANT_FULL_NAME}



Drop your file here

Browse

I'm a new Text block ready for your content.

%{MERCHANT_FULL_NAME}

I'm a new Text block ready for your content.



Drop your file here

Browse



Drop your file here

Browse

I'm a new Text block ready for your content.



thank you for using
springbig 

if you have any questions, please do not hesitate to contact your
springbig client success manager