





Email Marketing

VOX 2024



Agenda

- Create an email
- Email Deliverability
- Questions and Answers





Video Available

For a review and additional information on creating an email, please see the instructions in the video on the Alumni Help Desk website.

[Create and Send an Encompass Email \(21:16\)](#)



Edit Message Detail

- Required Items
 - Name
 - Subject
 - Sender
 - Reply Handling Address
 - Subscription Category

Select the Template

- Build From Template | HTML
 - Build from Template Only
 - Building from HTML not used / No Design view! / Not supported
- Select a Template
 - Choice of Template cannot be changed
 - You can easily modify and personalize after template selection



Email Design Surface





anthology Encompass Dashboard Content Community **Email** Events Donations Memberships Forms Members Data Diagnostics Decision Analytics

Joel Demo Template 100% MORE OPTIONS EXIT SEND PREVIEW

Elements

Blocks

CONTENT

- TEXT
- IMAGE
- BUTTON
- DIVIDER

STRUCTURE

- BOX
- MULTICOLUMN

ADVANCED

- LOOP

Body

Drag & drop an element here

Details

Email content width

Width

Width 600 px

600 px is still the safest email width these days.

Emails that are wider than 600-650 px might not fit into your subscribers' email reading pane in Outlook or Yahoo Mail on smaller screen sizes like 1366x768.

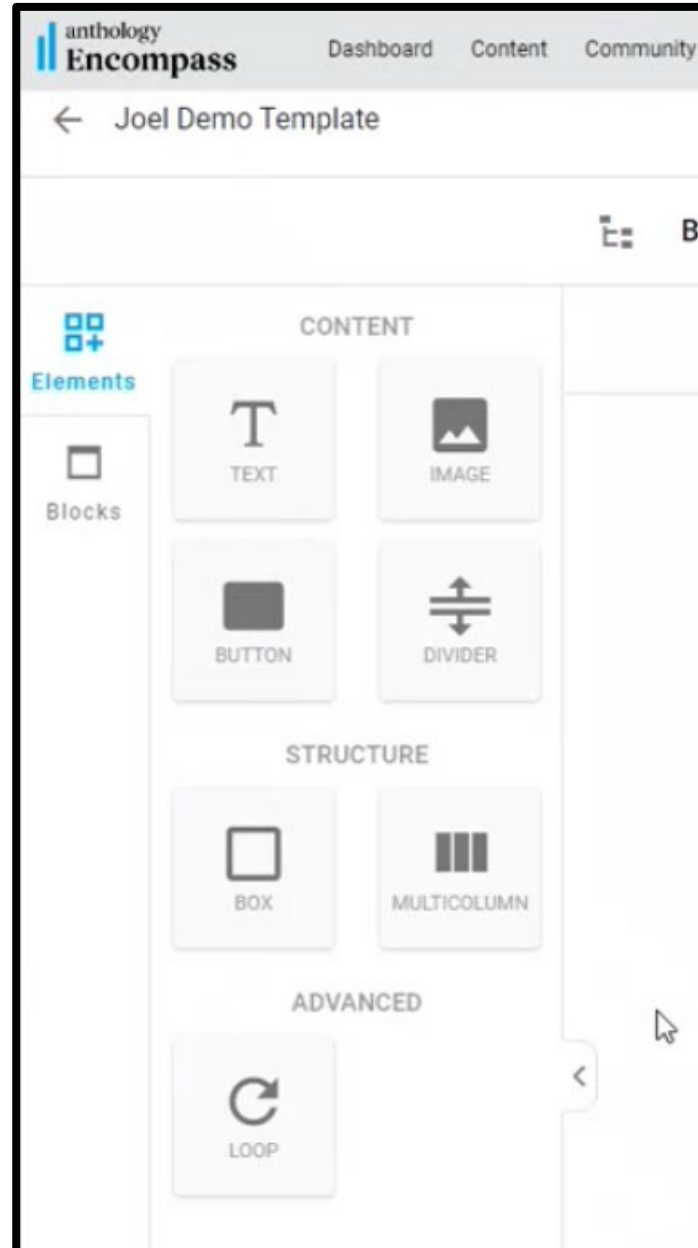
Body background

Background color transparent

Background image

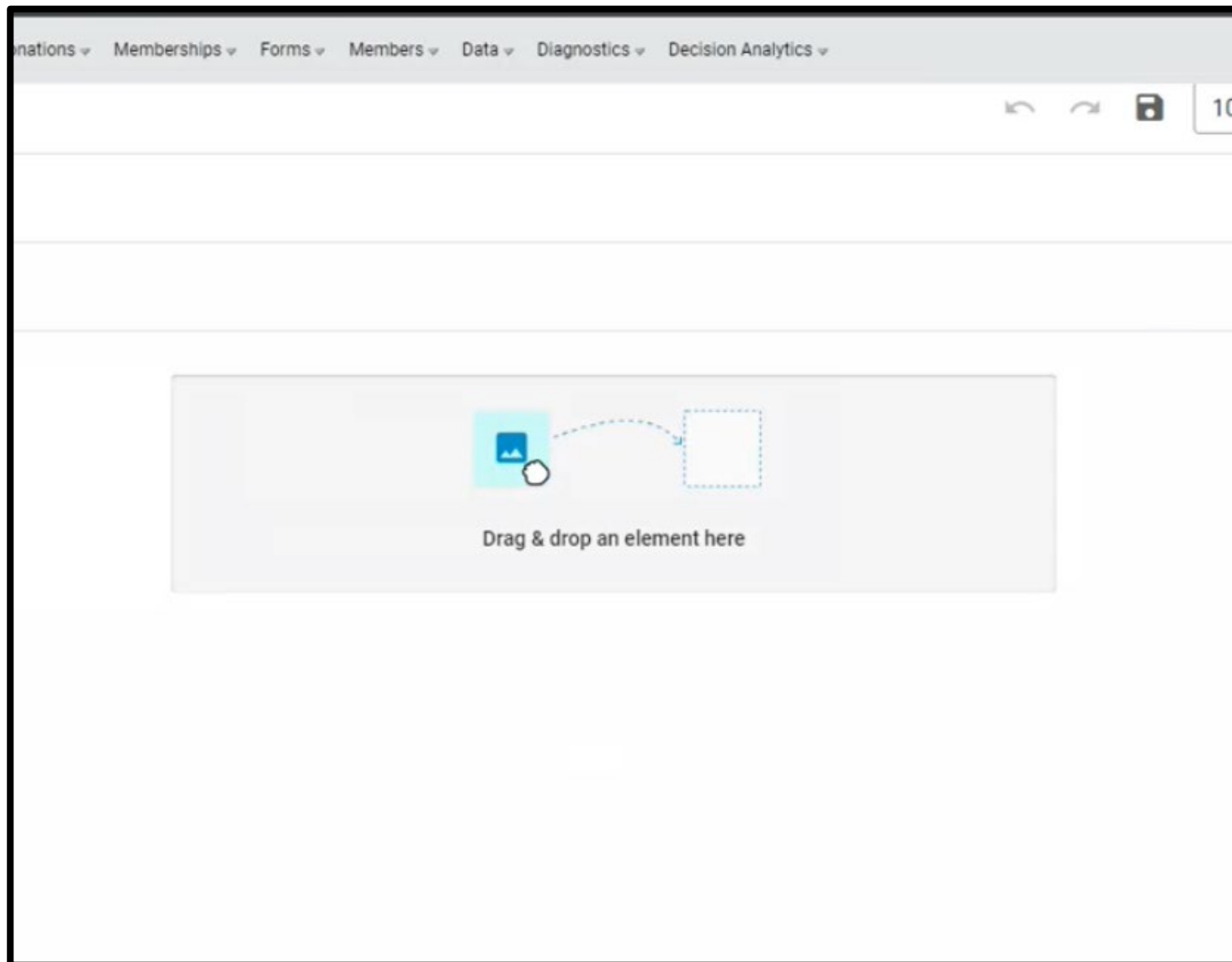


Left Section (Content Elements)





Center Section (Editing)





Right Section (Properties)

The screenshot shows a vertical panel for editing email properties. At the top right is a 'Details' link with a gear icon. Below it is a section for 'Email content width' with a dashed box icon and an upward arrow. A slider for 'Width' is positioned in the middle, with a blue dot indicating the current value. Below the slider, a question mark icon is followed by the text 'Width 600 px'. A yellow-bordered warning box contains the following text: '600 px is still the safest email width these days. Emails that are wider than 600-650 px might not fit into your subscribers' email reading pane in Outlook or Yahoo Mail on smaller screen sizes like 1366x768.' Below the warning box is a section for 'Body background' with a landscape icon and an upward arrow. It includes the text 'Background color' and a radio button selected for 'transparent', along with a color palette icon and a refresh icon.



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Body background

Background color transparent

Background image



Email Creation Demo

- Create a basic email
- Inserting
 - Pictures
 - Links
 - Document
- Specify your recipients
- Preview
- Schedule and Release





Deliverability Topics

- Email Prefs - Opting In/Out
- Email Exception Report
- Email Bounces
- Email Metrics
- Demo





Questions and Answers





Resources

[Create and Send an Encompass Email \(21:16\)](#)

- Alumni Help Desk

- [Website](#)
- [Email Marketing](#)
- Email: Alumni.Help@Dartmouth.edu
- Phone:
 - 603-646-3202
 - 855-215-9024

Support Hours

Encompass

**Weekdays 8 am - 5 pm ET,
excluding holidays**

**Accessing systems and general
technical support**

24/7



Anthology Academy

- For further instructional videos on how to use the Email tool, please visit the [Anthology Academy - Encompass](#) and select "Email Marketing". We recommend starting with this short [Email Marketing Overview](#) (3:34 min) for a general picture of how to use the email tool.
- Please note, to access Academy materials, you will need to go to [Anthology Academy](#) and set up a free account using your Dartmouth.edu email address.



[Anthology Academy](#)

Access Anthology Academy
for instructional videos.

Create a free account using
your Dartmouth.edu email
address.



Additional Resources

- [Email Exception Report](#)
- [Email Bounces](#)
- [Email Metrics](#)
- [Creating segments](#)
- [Managing Your Email Preferences](#)



Thank you