

Handbook For The Newsletter Editor

Status: 5th of September 2019

With our new version of the newsletter editor you have the possibility to create newsletters to your liking. Furthermore, you can add, insert and design texts, images, buttons, as well as links as you like.

We are aware that more functions and possibilities lead to a greater complexity.

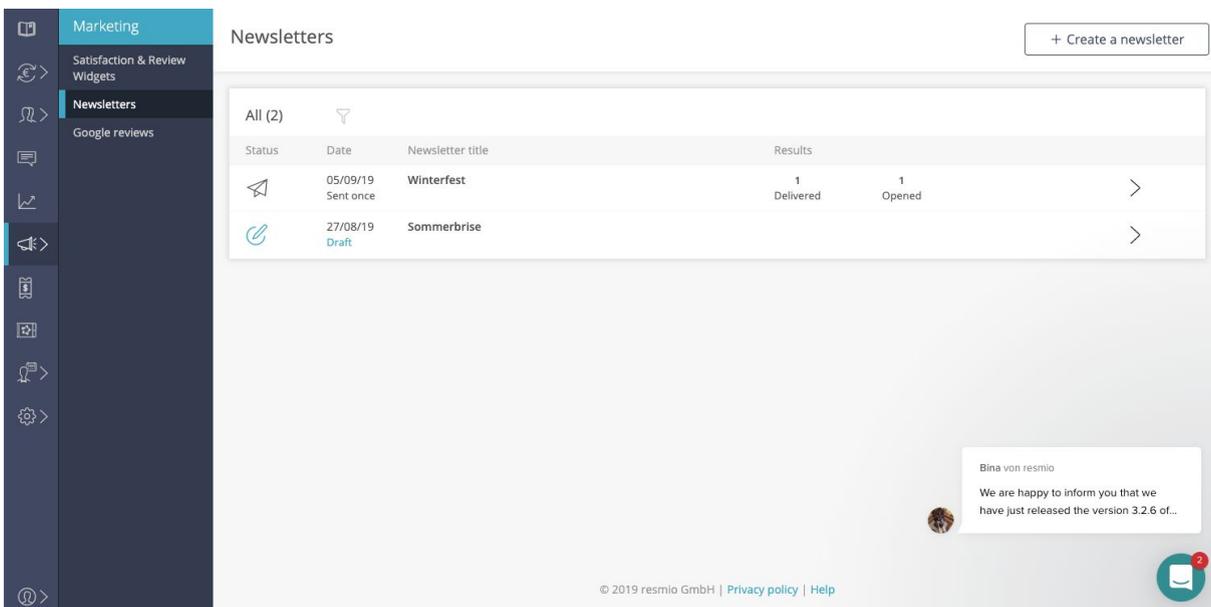
Therefore, in order to easing the handling with the editor, we have created a detailed handbook for you.

We hope that what follows helps you creating your own newsletters!

Newsletter overview

You can see all your drafts in the newsletter overview, as well as your sent newsletters.

By clicking on the button “create a newsletter” (in the upper right corner), you can create new newsletters.



The screenshot shows the 'Newsletters' overview page in the Resmio dashboard. On the left is a dark sidebar with navigation icons and labels: 'Marketing', 'Satisfaction & Review Widgets', 'Newsletters', and 'Google reviews'. The main content area is titled 'Newsletters' and features a '+ Create a newsletter' button in the top right. Below the title is a table with columns for 'Status', 'Date', 'Newsletter title', and 'Results'. The table contains two entries: 'Winterfest' (sent 05/09/19) and 'Sommerbrise' (draft, 27/08/19). A notification bubble from 'Bina von resmio' is visible in the bottom right, and a chat icon with a '2' notification is in the bottom right corner.

Status	Date	Newsletter title	Results
Sent once	05/09/19	Winterfest	1 Delivered, 1 Opened
Draft	27/08/19	Sommerbrise	

Creation of a new newsletter

When creating a new newsletter, you have the possibility to add a newsletter title and a subject, as well as, the group of recipients.

After that, you can choose one of five different design templates which you can edit as desired - or simply insert any additional content.

Important information:

- Newsletters can only be sent to guests who have registered for newsletter's receipt and actively agreed by verifying their email address. These guests are automatically filtered by our system. That means that newsletters will only be sent to that guest group (compliant with the General Data Protection Regulation).

Guests subscribe to newsletters basically actively and independently by putting a check in the field of the widget "I want to receive exclusive offers via email from ...".

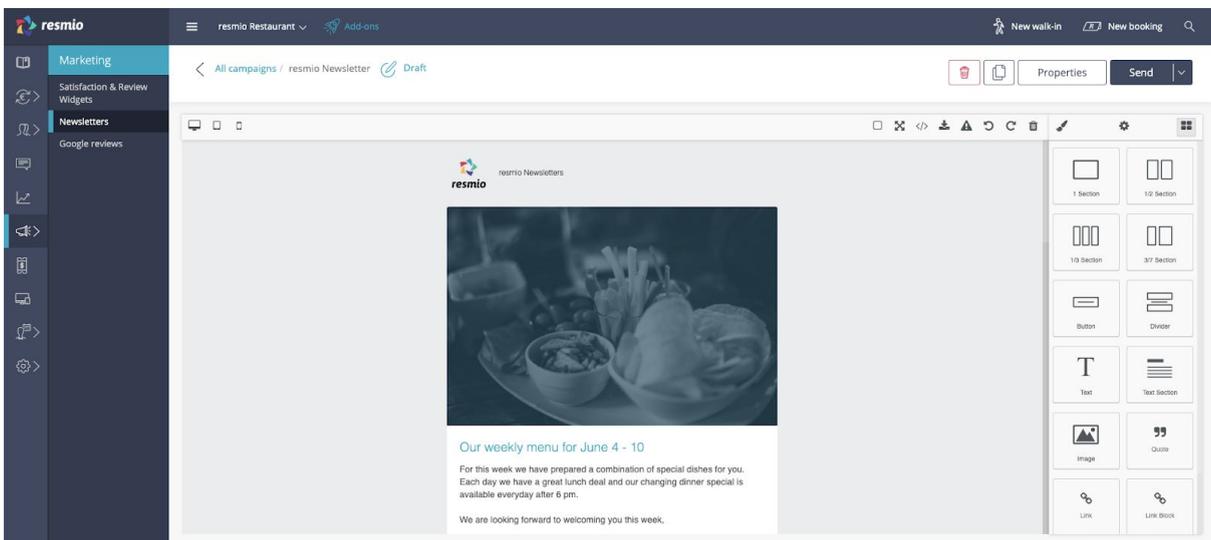
If you want to invite guests manually to your newsletters and to let them verify their email address, you can do that in the guest overview under the details in the respective guest. (Guest > Guest Details > Edit > Send verification email).

- All important information which you have indicated in your profile (email address, telephone number, website, opening hours, address) is added manually to the newsletter. However, it can be edited or deleted.
- The state of the newsletter will be saved automatically every 5 minutes.

Functionality

As following you will find explanations to all individual elements and buttons in regard to the newsletter editor.

resmio Newsletter Editor



Upper menu bar:



1. Delete newsletter

The entire newsletter can be deleted permanently with that button.

2. Duplicate: Double newsletter

By clicking on that button you can duplicate the newsletter. Another version of the newsletter is created automatically as a copy.

3. Editing the title, subject, recipient and design template

By clicking on the button “Properties” you can edit the title, subject, as well as the group of recipients, or you can choose another design template.

4. Sending the newsletter

Another window will open by clicking on the button “send”. There you can choose if you want to send the newsletter just once or automated each time someone new subscribes for the newsletter.

5. Test sending or sharing on social networks

By clicking on the button you can send a test (newsletter) or share it on social networks like Facebook, Google or Twitter.

Preview:

Preview of the newsletter on different devices:



In the upper part on the left you can view the newsletter how it would be shown on desktop, tablet or on smartphone (mobile view).

All our available templates are already responsive. That means that they adapt to the different sizes and devices.

Further options:

The following icons are shown on the upper right part of the editor:



1. Overlaying of auxiliary lines

This button displays auxiliary lines around the individual elements which show their edges and thus also the actual size and arrangement of the element. This facilitates for example moving the elements and, therefore, we recommend it while creating.

2. Enlarging to full screen

This option enlarges the editor to full screen.

3. HTML code of the newsletter

Behind that icon you can find the HTML-Code of your created newsletter. It is generated automatically while creating your newsletter. For example, you can copy and insert it into another newsletter tool in order to continue working there.

4. HTML import

With that button you can import an existing newsletter (HTML code of a newsletter or a newsletter template of your choice). After that you can continue working on it or send it directly after import via the "send" function.

5. Source of images

This option displays or hides all images in the newsletter. That way you can see where you have inserted images and how recipients - whose email service suppresses images due to safety reasons - see the newsletter.

6. Reverse / undo

You can undo your last action.

7. Restore

This function allows you to restore your last action.

8. Deleting all elements of the newsletter

With that button you can delete all elements of your newsletter. After that you can start creating a newsletter on a blank surface.

9. Editing an element

If you have selected an element (for example text) you can customize the chosen element. With that function you can determine the width and height, the font, as well as the appearance of text.

10. Editing links and the ID of the chosen element

Here you can insert a link behind the element.

You can also assign IDs. This is useful for example when creating a relationship between elements to edit them at the same time with the same characteristics.

11. All elements

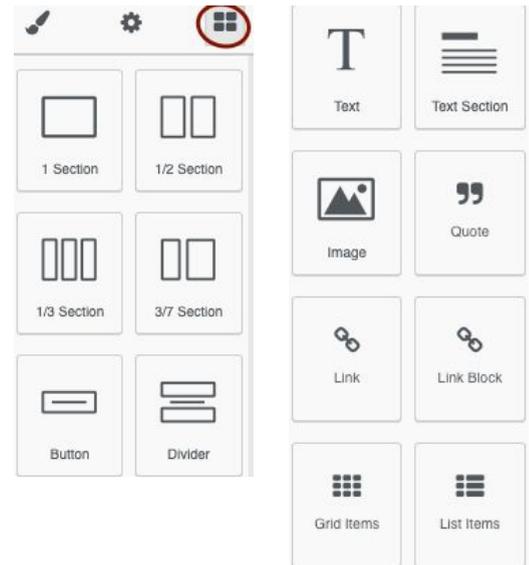
Here you can find the selection of the elements which you can drag and drop into the newsletter.

Selecting elements

Here you can add the following elements via drag and drop.

Please do not forget:

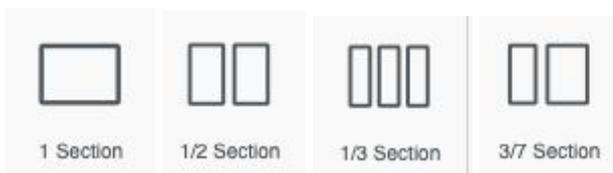
You have to select the particular element in the newsletter and click on the editing sign (brush) in order to edit it after adding.



Description of the elements:

1. Sections

You can define sections in your newsletter before adding elements like texts, buttons, etc. They behave like invisible tables and separate your newsletter - referred to the whole width of the newsletter - in invisible sections in which you can position your elements. For example: you can drag $\frac{1}{2}$ section into the newsletter and with that you have divided the newsletter into two parts. In these parts you can insert the elements.



3. Button

Here you can insert buttons. The link for the button (after clicking on the added button in the newsletter) can be inserted under the editing sign (brush).



3. Divider

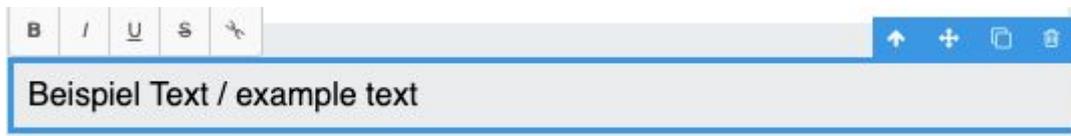
Here you can add dividing lines.



4. Text

Here you can insert additional text.

You can insert text or edit it by double-clicking.



5. Text section

Here you can add an additional text section and a title.

Double-click on the text in order to edit it.



6. Image

With that button you can add images. After dragging the image you can click on the element and on *Drop files here to click to upload*. Another option is to drag the image via Drag & Drop and to click afterwards on "add image".



7. Quote

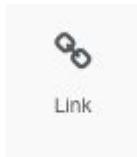
Here you can insert a text - in style of a quote.



8. Link

Here you can add links.

The link can be added under the editing sign (brush) in the field “href”.



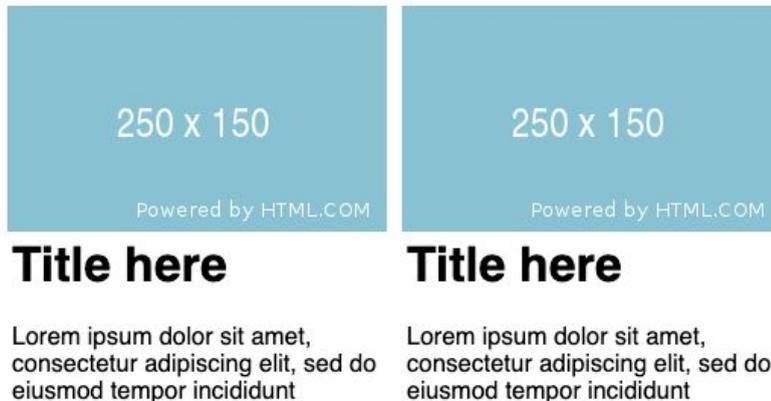
9. Link block

After dragging a link block into the newsletter there will be a blank area where you can insert a link.

10. Grid Items

This element is a template of images with signature and text which are already arranged. They can be edited, too.

The element looks as follows:



11. List Items

Here you can add a template for two elements which are arranged under each other, e.g. a list.

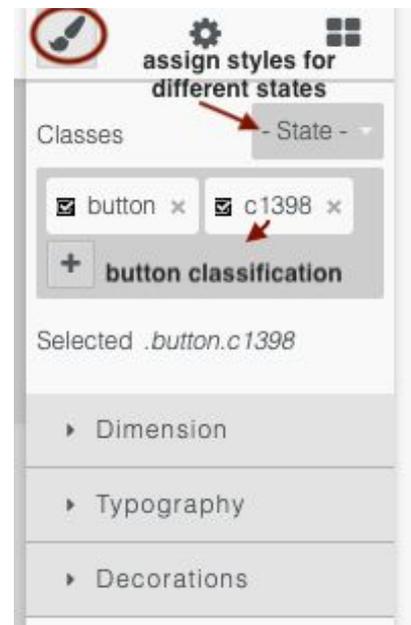
The element looks as follows:



Editing elements:

In order to edit an element, you previously have to select the element.

Example: Editing the “Book now” button



Description of the changeable characteristics:

- **Dimension**

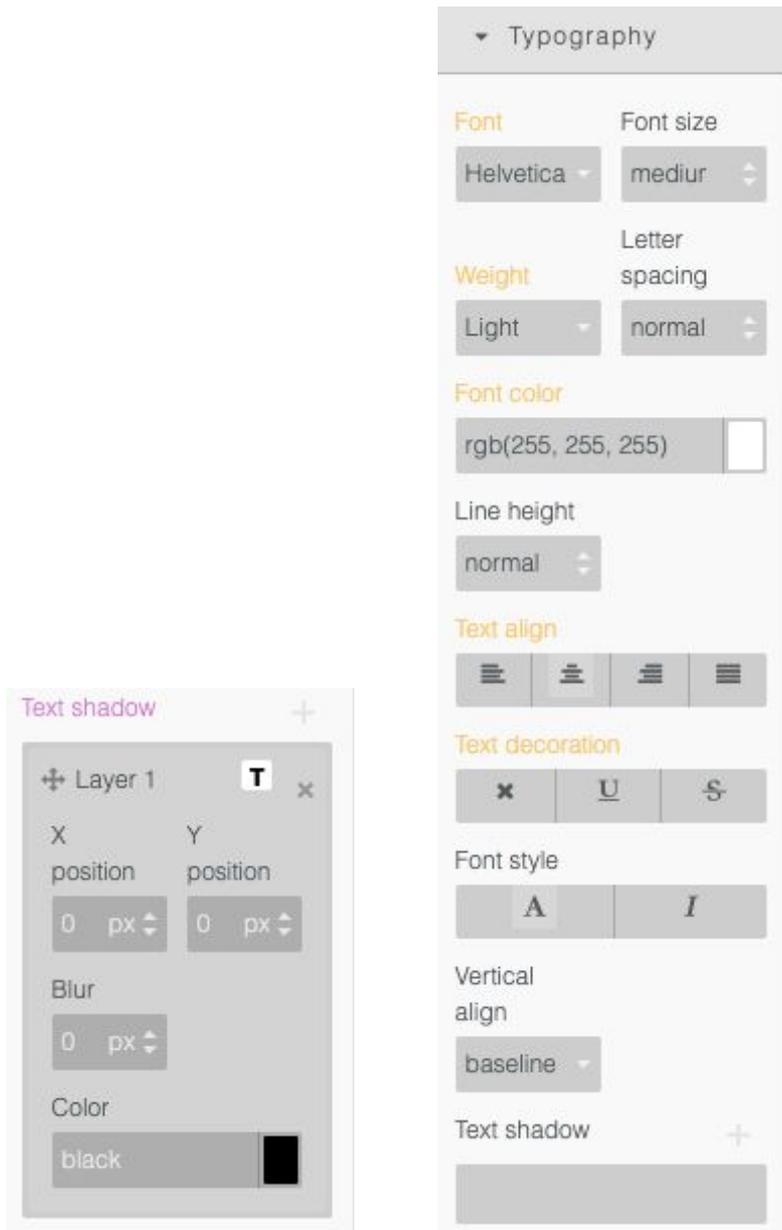
Here you can enter the size (width and height) and the spacing (Padding = Internal spacing of elements from its element boundary / Frame around the element and margins = Outer distance of elements to elements / edge). (“auto” means that the size is adapted automatically)



Dimension	
Width	Height
auto	auto
Max width	Min height
auto	auto
Margin	
Top	Right
0 px	0 px
Bottom	Left
0 px	0 px
Padding	
Top	Right
10 px	20 px
Bottom	Left
10 px	20 px

- **Typography**

Here you can edit the font: Type, size, colour, style, alignment



- **Decorations**

Here you can edit the colour and edge of the selected element

▼ Decorations

Background

rgb(0, 167, 196) 

Border collapse

No **Yes**

Border radius

Top	Right
3 px 	3 px 
Bottom	Left
3 px 	3 px 

Border

Width	Style
0 px 	solid ▼

Color

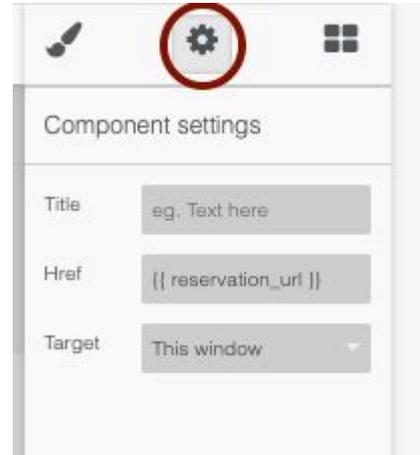
rgb(255, 255, 255) 

Background  +

Component settings

(Example: Element Button)

- **Title:** The name of the element ensures that elements are later linked and that they can be edited together (all elements with the same title get the same characteristics when designing)
- **Href:** Adding links which open the particular element when clicking (e.g. button should open resmio: Add button > click on element button > gear-icon > Href: <https://www.resmio.com> > done)
- **Target:** Is the target where / how the link opens when clicking on it
 - **This window:** The same browser window as the newsletter = Newsletter is not opened anymore
 - **New window:** Opens the embedded link in a new browser window, so that the newsletter is still opened in other windows

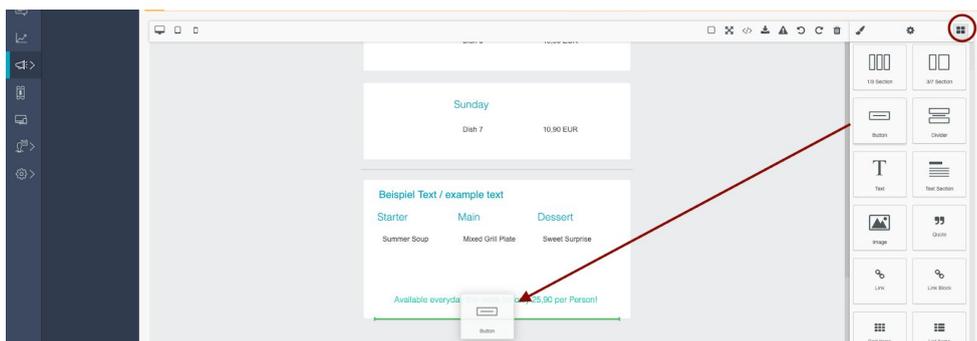


Example: Inserting button and colouring

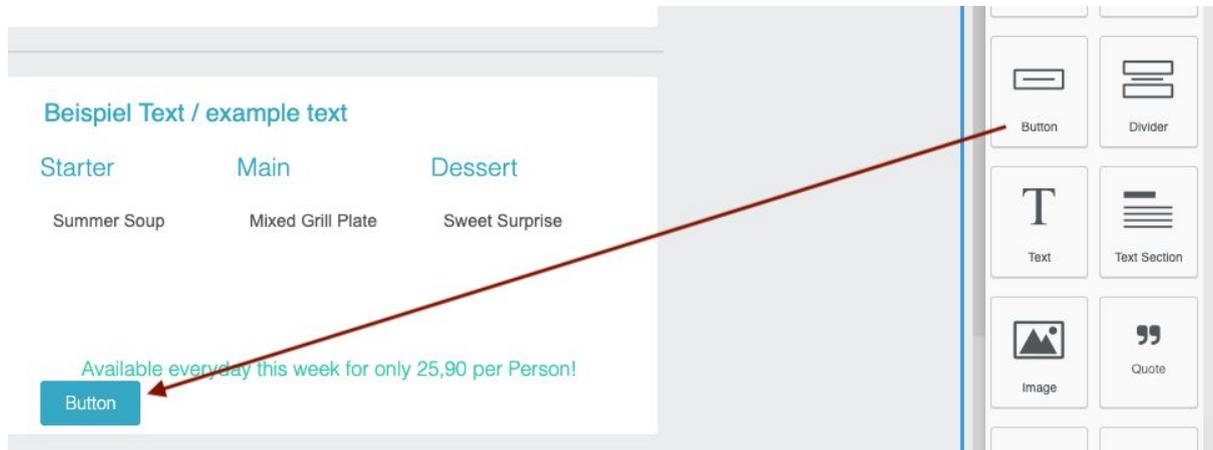
- **Step by step explanation**

First of all, click on the elements on the right top (circled in red). This makes it easy to see at a glance all selectable elements. Select the button element and drag it to the desired position in the newsletter while holding down the left mouse key. **Attention! Hold down the left mouse key! Do not double-click!**

The green line serves as a guideline which displays the position in the newsletter in which the button is inserted.



When you have found the appropriate position in the newsletter the button looks as follows:



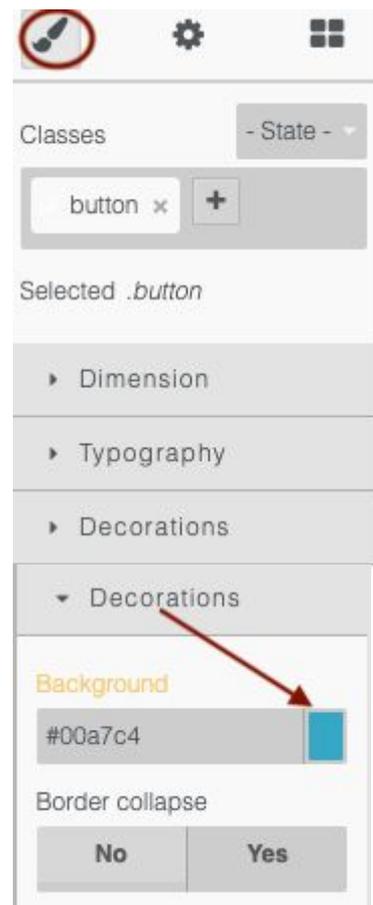
Editing:

Embedding a link to the button:

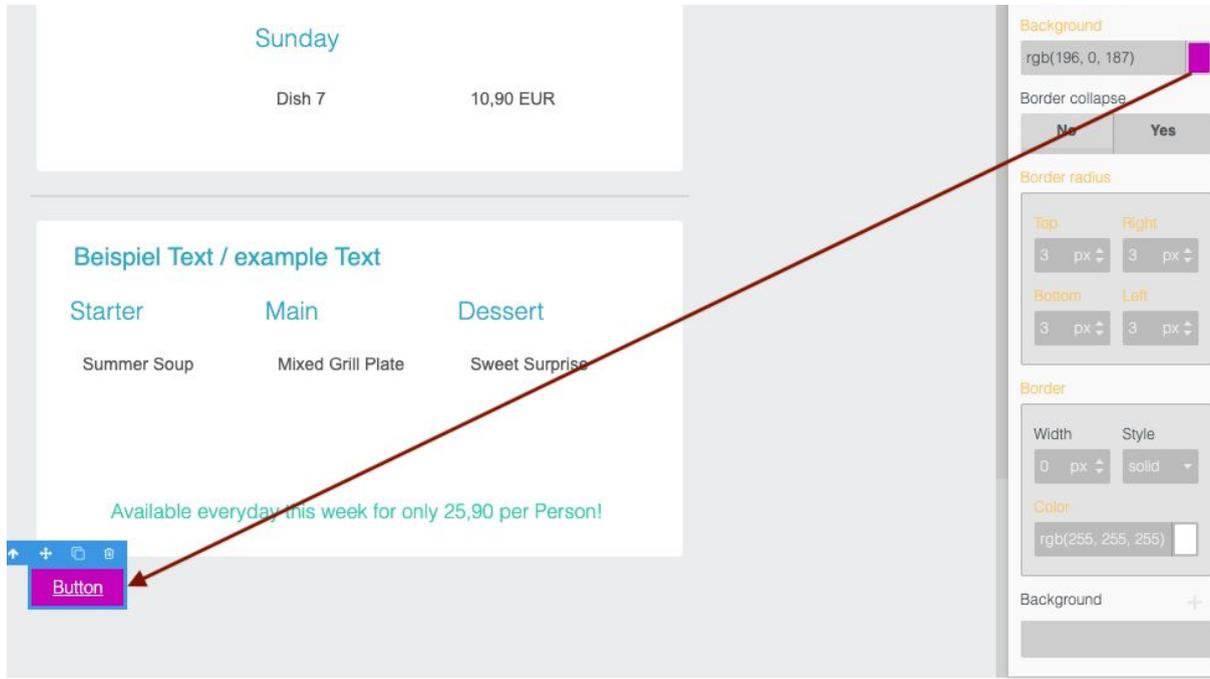
Click on the button and on the processing icon (brush) in order to add a link.

Decorations:

Open the field Decorations and click on the colour field under background in order to select another colour.



Select the desired colour and click on **ok**.



The screenshot displays a design editor interface. On the left, a menu layout is shown with a header "Sunday" and a price "10,90 EUR". Below this, there is a section titled "Beispiel Text / example Text" with sub-sections "Starter", "Main", and "Dessert". The "Starter" section includes "Summer Soup", "Main" includes "Mixed Grill Plate", and "Dessert" includes "Sweet Surprise". A green text box at the bottom of the menu says "Available everyday this week for only 25,90 per Person!". A red arrow points from a purple "Button" in the bottom left corner to a purple square in the styling panel on the right. The styling panel includes sections for "Background" (with a color picker set to rgb(196, 0, 187)), "Border collapse" (with "No" and "Yes" options), "Border radius" (with "Top", "Right", "Bottom", and "Left" settings, each set to 3 px), "Border" (with "Width" set to 0 px and "Style" set to solid), and "Color" (with a color picker set to rgb(255, 255, 255)).

We hope we could have given you a better understanding with the handbook for our new newsletter editor.

If this handbook has left any questions open, we will be more than happy to answer them.

We are glad to help you!