Getting Started with touchdown

Manual to create your beautiful and effective email campaigns
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What is Touchdown?

In a few words, Touchdown allows you to create beautiful email for your email campaigns and raise your CRM up a notch with a high deliverability. Centralise your data in Dynamics 365 and build strong customer relationships seamlessly. With Touchdown you can intuitively create your own email design or modify existing templates from the gallery, you have a constant access to your live statistics so that you can quickly know your results and then simply further communicate them with your colleagues.

1 Introduction

1.1 Personalised interface

We recommend a certain layout and combination of Dynamics components based on our expertise which would help you to get the best out of your email marketing.

1.2 Dashboard

The interface evoked in this manual might not fully match your interface layout. The intention of our proposition is to accentuate the most important and relevant parts of email marketing creation combined with contacts to give you the most comprehensible understanding and perspective of your CRM.

According to the following image, you can access several key features when it comes to email marketing such as, creating an email for your campaign, access your live statistics and overall engagement, your design templates and see the most recent emails.
Email Marketing

2.1 Introduction

Email marketing is a part of customer relationship management strategies. One email can be sent to many of your customers to keep the conversation going between you and your business. This one Email can be personalised to each individual contact of yours with different tags as a name, for example. When you create such email, it can be referred to as an email campaign as it is a set of individual email messages which have a specific purpose and are deployed across a specific time period. The purposes can vary from a sign up to a newsletter, make a purchase, etc.

The image you want to pass via such email is therefore very important and keeping your brand identity is at the core of your email campaign design. In order to be successful, there are good practices to follow to reach every customer you wish. The following sections explain how touchdown allows for such relationship between your customers and you to thrive with our email expertise.

2.2 Create an Email and its content

With Touchdown you can create an email in several ways. You can either use our Emailbuilder to simply drag and drop elements or pick a design from our Email template gallery and modify them. You can also import your HTML code, write in a plain text.

2.3 Design email template

Our Email Template Gallery includes saved Email templates which you can decide to use later or collaborate on them with your colleagues. In order to create an email template, go to the Menu item Templates and choose new:
2.3.1 Create new template

Then fill in the fields and click on “Create a new template” button on the right side:

2.3.2 Custom design

Choose whether you choose from your template or use Touchdown existing templates or click on Custom design in order to create your own template from scratch with a builder:

Select a template

My templates  Touchdown templates

Custom design
You can also adapt existing templates:

2.4 Create email

You can create an email campaign directly from your Dashboard. Simply click on “Create a campaign” button and you will get into your Email preparation interface where you can check if everything is in line in order to increase your deliverability.

2.4.1 Email information

In this interface you will see the sender and the domain that you can manage separately. For more information see below.
2.4.1.1 Brand identity – sender

Choose your sender information

2.4.1.2 Brand identity – sender domain

Always make sure you have a correct domain names registered in your Sender database:

Then match the sender with the domain just under the Sender Menu item:
Choose the marketing list in the recipient field:

2.4.1.3 Choose your email subject

Touchdown includes certain guidelines concerning the length of your email subject title to increase the visibility of your email.

2.4.1.4 Choose how to create the email content

Here is where you can choose whether you will use the Emailbuilder, import your code or simply type in the plain text.
2.4.2 Emailbuilder – detailed manual for the builder is here

The email builder is an intuitive drag and drop editor which allows for responsive and beautiful design of your email content:

2.4.3 Import your HTML code
2.4.4 Work in a plain text

Once you are done editing the content of your email do not forget to check whether everything is fine or whether your email needs some further editing. Ideally, your email would have all the verifying aspects with a green check next to them.

2.5 Test your email

If you have filled all the fields, then you are ready for the test of your Email. You can choose an email address which will verify if the email shows properly, etc. You can also add other email addresses after a semicolon:
2.6 Run anti-spam analysis

In order to avoid ending up in a spam, we added another feature which will analyse your email and will detect the possibility you have to end up in a spam folder.

*Ideally you are aiming at zero indicated with a green bar under the number.*

![Anti-spam analysis](Image)

2.7 Finalise your email

When you are done editing all the email components, you are ready to finalize your Email. You can then choose whether you want the Email to be sent Immediately or you can plan the time and date of your email to be sent.

![Campaign sending mode](Image)
3 Email statistics

You can always access your live statistics directly from the Touchdown menu:

OR

access your statistics directly from the dashboard

These statistics shows the overall view of the engagement during the past 7 days. You can however choose a more extended period of time; a month or a year. Once you accessed the statistics you see the overall interactions with the number of emails you have sent. You can also see the 5 best performing email, in the Top 5 section. You will understand which contacts are Active, Inactive, Unsubscribed, Bounce and Complaints:
From the Active contacts you can further understand their engagement in terms of Open rate, Click rate and reactivity rate:

<table>
<thead>
<tr>
<th>Behaviour of the 25 active contacts</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>25 Openers</td>
<td>100.0%</td>
</tr>
<tr>
<td>2 Clickers</td>
<td>8.0%</td>
</tr>
<tr>
<td>Reactivity</td>
<td>8.0%</td>
</tr>
</tbody>
</table>

4 Email editors

4.1 Drag and drop Editor

You will find yourself in our Email Editor. The following explains how to use it.

4.1.1 Various settings

Do not hesitate to choose the layout of your email:
Change or choose the color theme:

Or choose your own color preferences:
Further adapt the setting to fit your needs:

4.1.2 Build with DRAG AND DROP editor
Customise your columns:

Then just drag and drop sections and content according to your plan:

Drag and drop an image or text or any following Content:
4.1.3 Responsive layout

Do not forget to adapt your email to a responsive design – Touchdown has thought of it and is automatically adapting it to the screen. You can however always change it in the mobile view:
4.1.4 Save your email

Do not forget to save your design in the upper left corner of your email builder:

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5 Image Editor

The Emailbuilder of Touchdown also includes an image editor where you can pump up and edit your images directly in the builder.
6 Campaigns

Once you will create your email, it will show up with the rest of the created emails and email campaigns in the Campaigns section in the Touchdown menu.

7 Touchdown localisation

Purpose of Touchdown is to bring best email practices to its users. It is therefore essential for us to fully localise Touchdown to each market we enter. As for now, our solution is fully in English and French. In this case fully means, we offer the application and communication with the technical support with us in these languages.

8 Announcements

Prepare yourself for a new upcoming version of Touchdown which will include automation. Another upcoming update will include SMS marketing. We also plan to use Eye-tracking in our upcoming versions to help detect the hot zones of your customers and build an even more personalised email campaigns. Stay tuned or subscribe to our newsletter for more information.