



Getting Started

with

touchdown✓n

Manual to create your beautiful
and effective email campaigns

Table of content

What is Touchdown?	3
1 Introduction	3
1.1 Personalised interface	3
1.2 Dashboard	3
2 Email Marketing	4
2.1 Introduction	4
2.3 Design email template	4
2.3.1 Create new template	5
2.3.2 Custom design	5
2.4 Create email	6
2.4.1 Email information	6
2.4.1.1 Brand identity – sender	7
2.4.1.2 Brand identity – sender domain	7
2.4.1.3 Choose your email subject	8
2.4.1.4 Choose how to create the email content	8
2.4.2 Emailbuilder – detailed manual for the builder is here	9
2.4.3 Import your HTML code	9
2.4.4 Work in a plain text	10
2.5 Test your email	10
2.6 Run anti-spam analysis	11
2.7 Finalise your email	11
3 Email statistics	11
4 Email editors	13
4.1 Drag and drop Editor	13
4.1.1 Various settings	13
4.1.2 Build with DRAG AND DROP editor	15
4.1.3 Responsive layout	17
4.1.4 Save your email	17
5 Image Editor	18
6 Campaigns	18
7 Touchdown localisation	19
8 Announcements	19

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

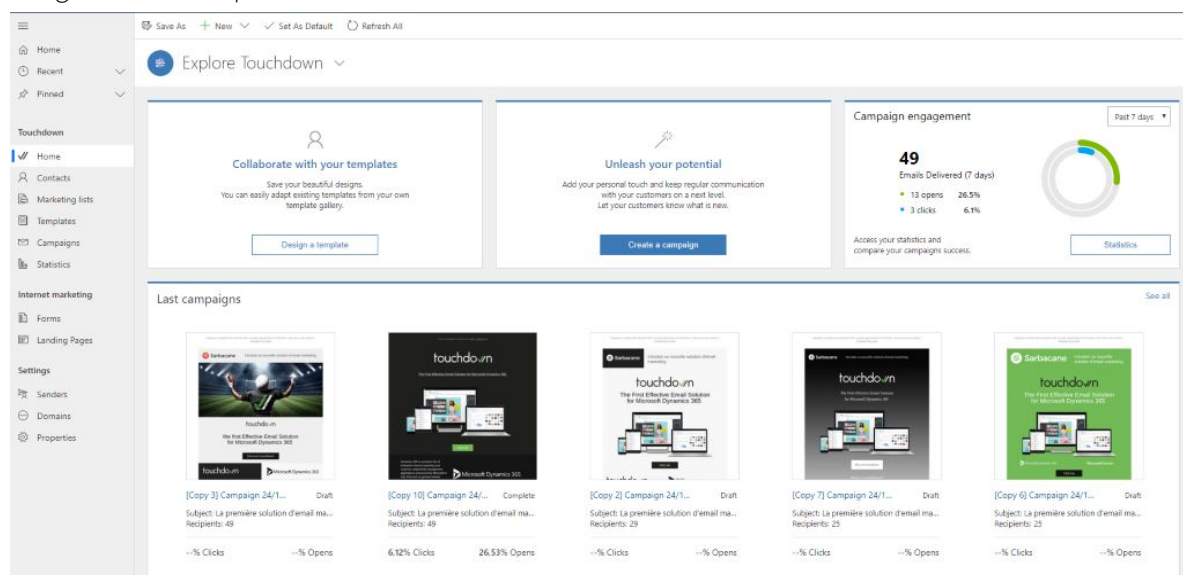
1.1 Personalised interface

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.



2 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

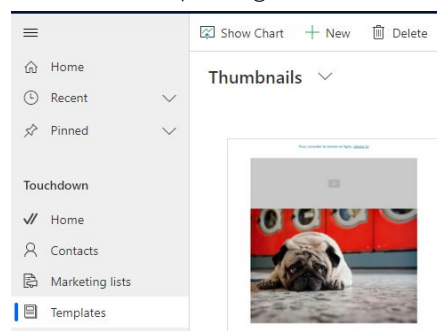
With Touchdown you can create an email in several ways.

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:

The screenshot shows the 'New User Template' interface. On the left is a sidebar with navigation options: Home, Recent, Pinned, Touchdown, Home, Contacts, Marketing lists, Templates (selected), Campaigns, Statistics, Internet marketing, Forms, Landing Pages, Settings, Senders, Domains, and Properties. The main area is titled 'New User Template' and has a 'General' tab. The form fields are as follows:

Name	*	...
Owner	*	Adriana Vrabova
Created By	*	...
Created On	*	...
Modified By	*	...
Modified On	*	...

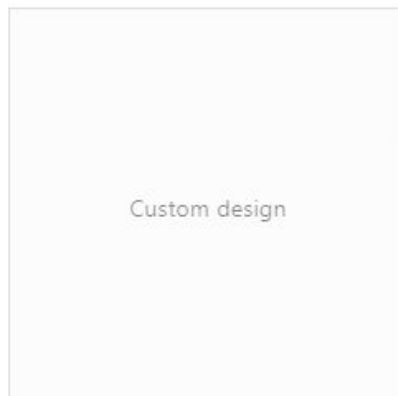
To the right of the form is a preview area with the text 'Design a new template' and a button 'Create new template'.

2.3.2 Custom design

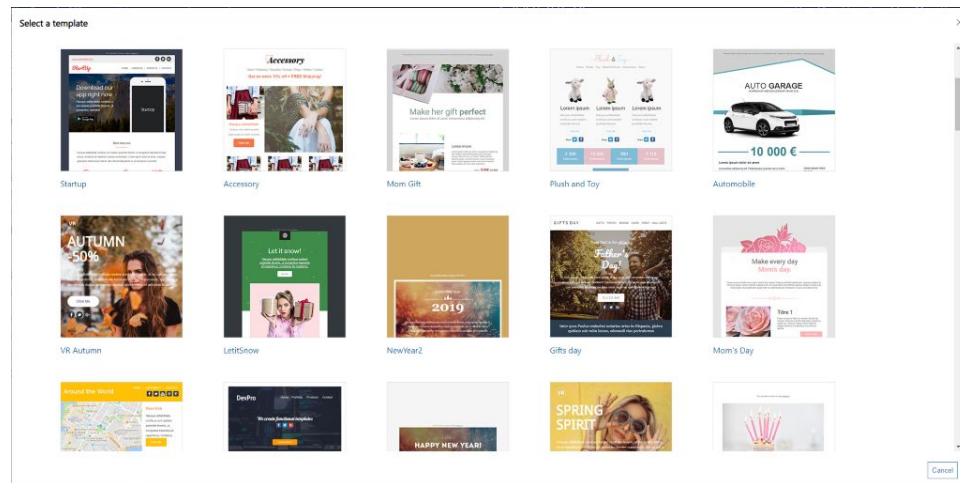
Choose whether you choose from your template or use Touchdown existing templates or click on Custom design in order to create your own template from scratch with a builder:

Select a template

My templates Touchdown templates



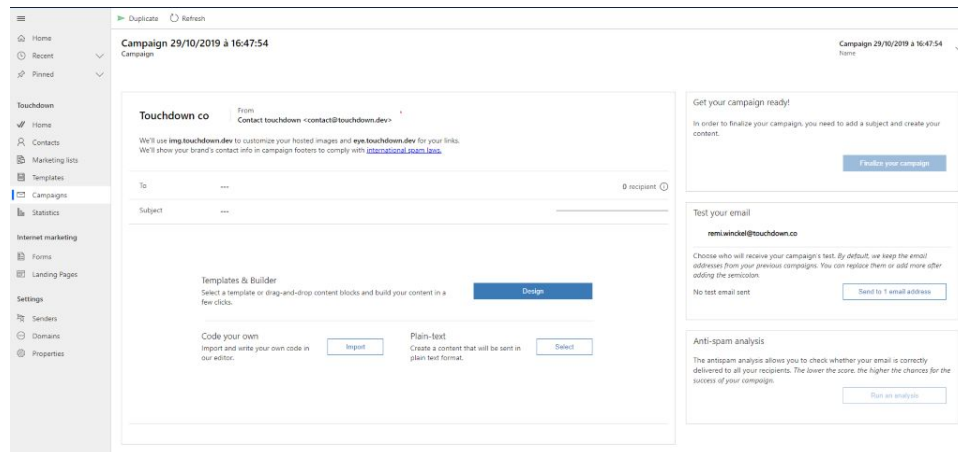
You can also adapt existing templates:



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.

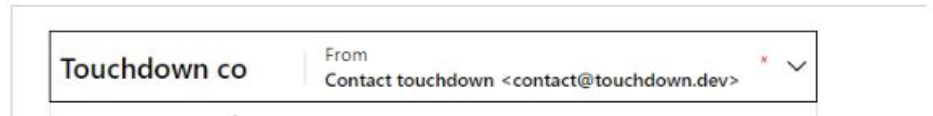


2.4.1 Email information

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

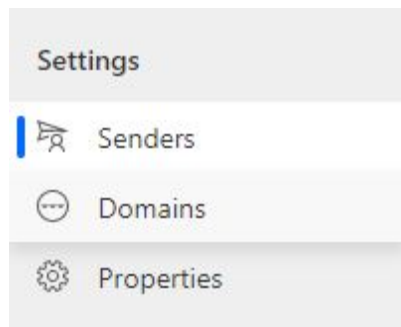
2.4.1.1 Brand identity – sender

Choose your sender information

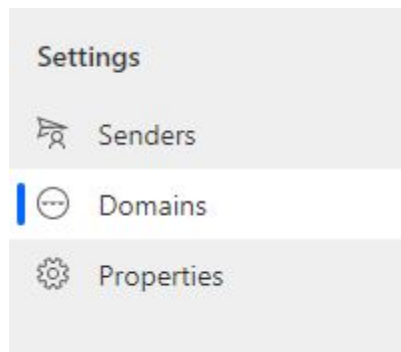


2.4.1.2 Brand identity – sender domain

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:

The screenshot shows the Touchdown email creation interface. At the top, it says "Touchdown co" and "From Contact touchdown <contact@touchdown.dev>". Below this, there is a note about using img.touchdown.dev for images and eye.touchdown.dev for links, and a link to [international spam laws](#). The "To" field is active, showing a dropdown menu with the search bar "Look for Marketing list". The dropdown lists three marketing lists: "Membres Economies" (0 member), "Membres Grands Projets" (0 member), and "fsddf" (0 member). Below the dropdown, there are buttons for "Temp Select few cli" and "New". To the right of the dropdown is a blue "Design" button. At the bottom, there are two options: "Code your own" (Import and write your own code in our editor.) with an "Import" button, and "Plain-text" (Create a content that will be sent in plain text format.) with a "Select" button.

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.

The screenshot shows three examples of email subject lines with their lengths indicated by progress bars. The first example is "This is the perfect size of your title" with a green progress bar. The second example is "This is the perfect size of your title. anything longer" with a yellow progress bar. The third example is "This is the perfect size of your title. anything longer will be illisible" with a red progress bar.

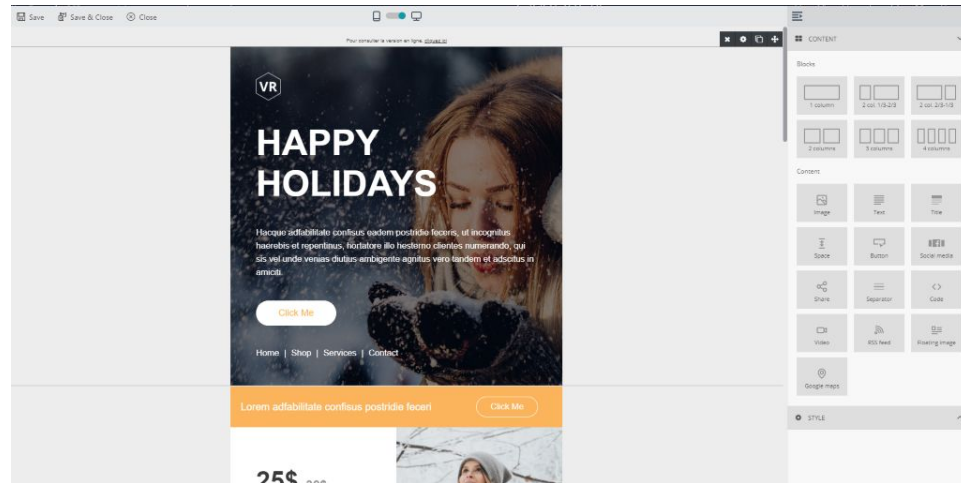
2.4.1.4 Choose how to create the email content

The screenshot shows the Touchdown email creation interface. At the top, it says "Templates & Builder" and "Select a template or drag-and-drop content blocks and build your content in a few clicks." Below this is a blue "Design" button. At the bottom, there are two options: "Code your own" (Import and write your own code in our editor.) with an "Import" button, and "Plain-text" (Create a content that will be sent in plain text format.) with a "Select" button.

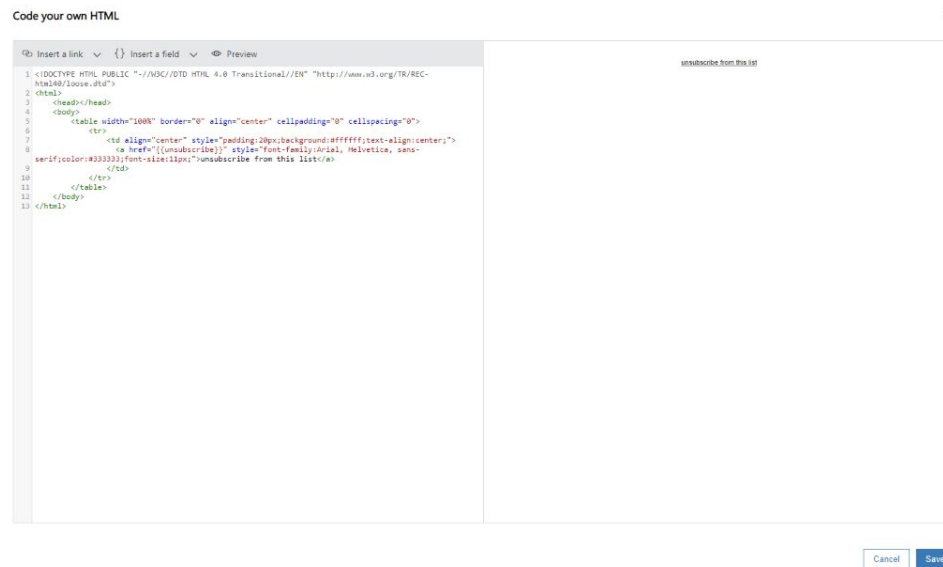
Here is where you can choose whether you will use the Emailbuilder, import your code or simply type in the plain text.

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

Edit Plain-Text Version
✕

```

Hey!
This is my first plain-text email :)

```

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.

- ✓ You're using the personalized unsubscribe form. [Edit](#)
- ✓ A plain-text version of this email will be included automatically. [Edit](#)
- ✓ You're tracking opens & clicks in your HTML. [Edit](#)
- ✓ You're using 0 B of 5 MB for image storage. [Edit](#)
- ✓ No attachment will be included in your email. [Edit](#)

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:

Test your email

test@touchdown.co;

Choose who will receive your campaign's test. By default, we keep the email addresses from your previous campaigns. You can replace them or add more after adding the semicolon.

No test email sent

Send to 1 email address

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

The antispam analysis allows you to check whether your email is correctly delivered to all your recipients. *The lower the score, the higher the chances for the success of your campaign.*

0

[See details](#)

Run an analysis

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

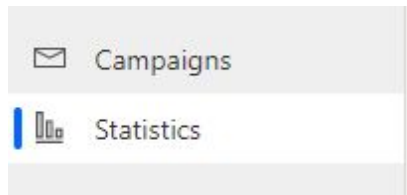


Immediate sending Send your campaign immediately.	Scheduled sending Schedule your campaign for a specific time and date.
---	--

[Send](#)[Cancel](#)

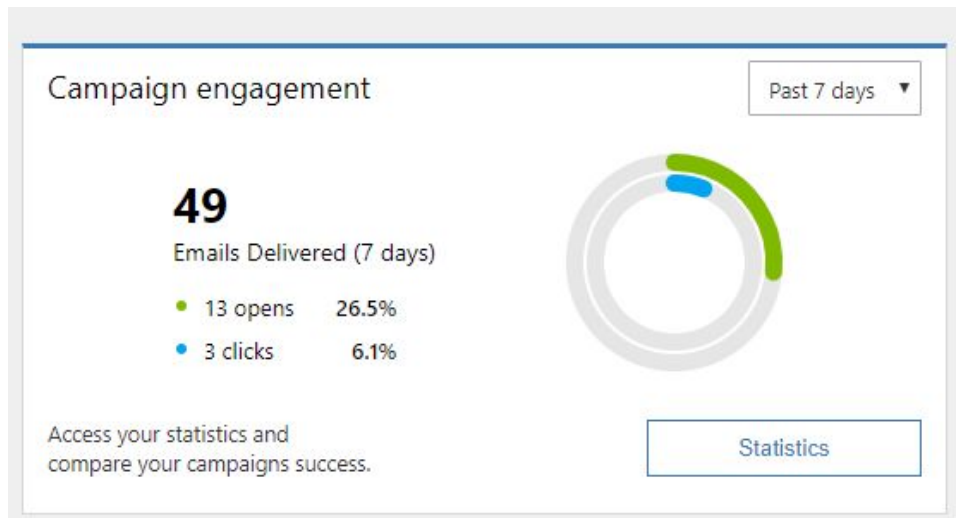
3 Email statistics

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



OR

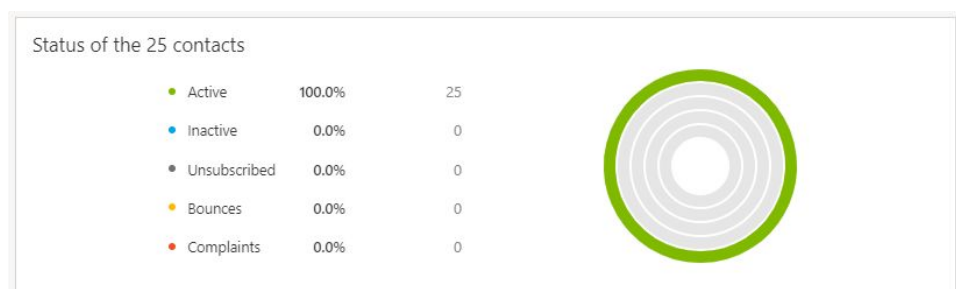
access your statistics directly from the dashboard



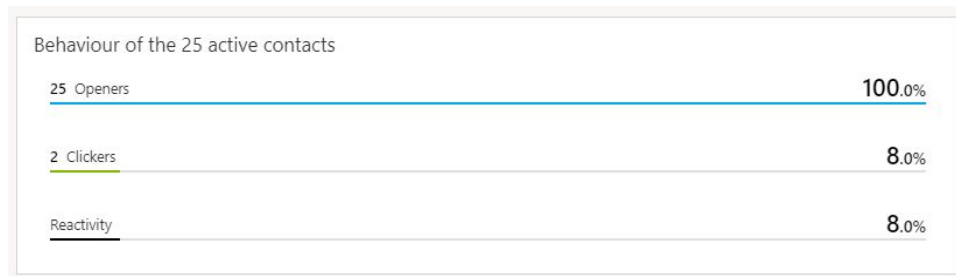
These statistics shows the overall view of the engagement during the past 7 days. You can however choose a more extended period of time; a month or a year.

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:



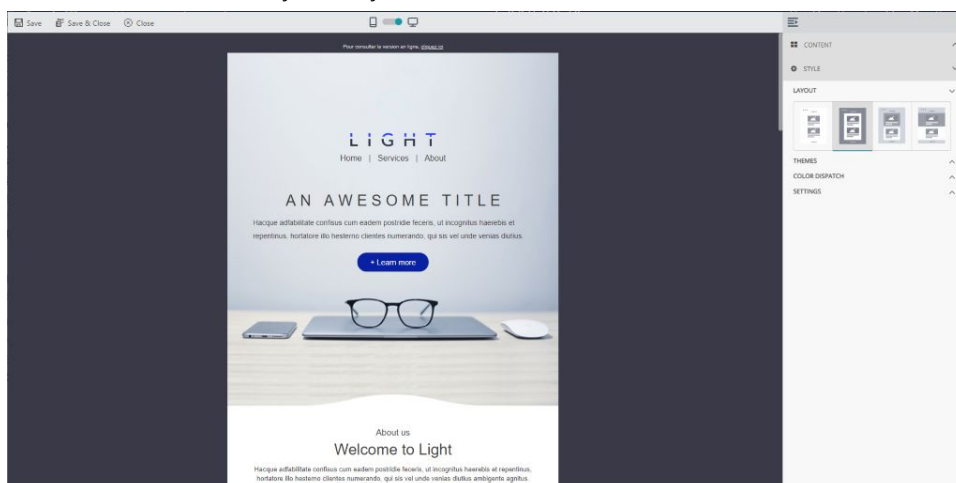
4 Email editors

4.1 Drag and drop Editor

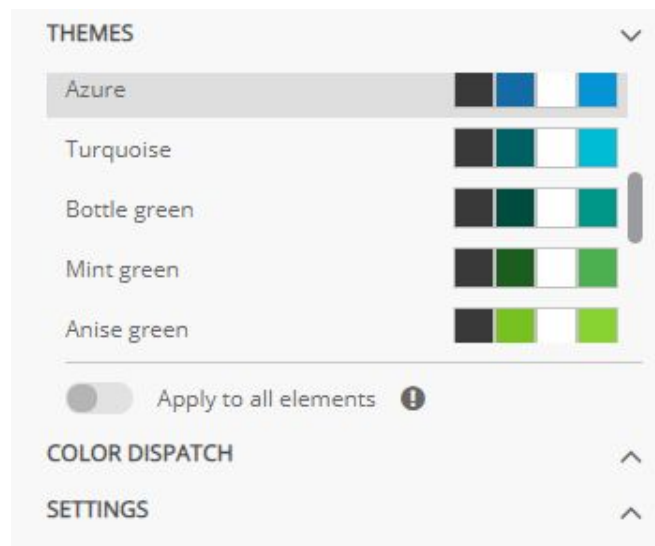
You will find yourself in our Email Editor. The following explains how to use it.

4.1.1 Various settings

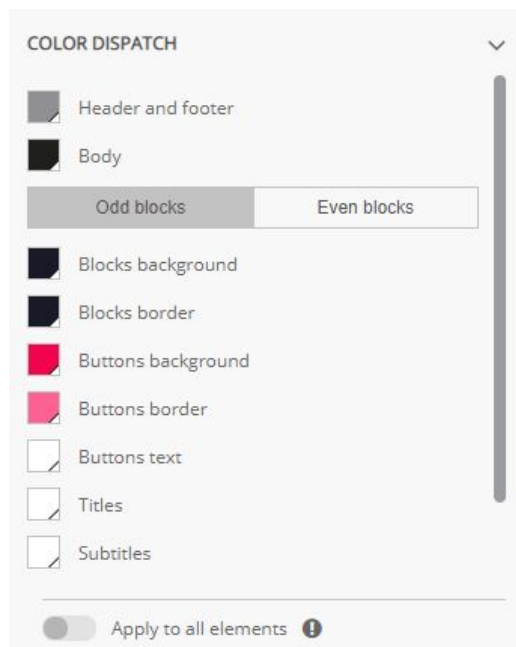
Do not hesitate to choose the layout of your email:



Change or choose the color theme :



Or choose your own color preferences:



Further adapt the setting to fit your needs:

SETTINGS

Enable mobile version

Display header

Display footer

PC version

Width

650

px

Left

Centered

Texts

Paragraph

Fonts

Arial

17

px

Line height

26

px

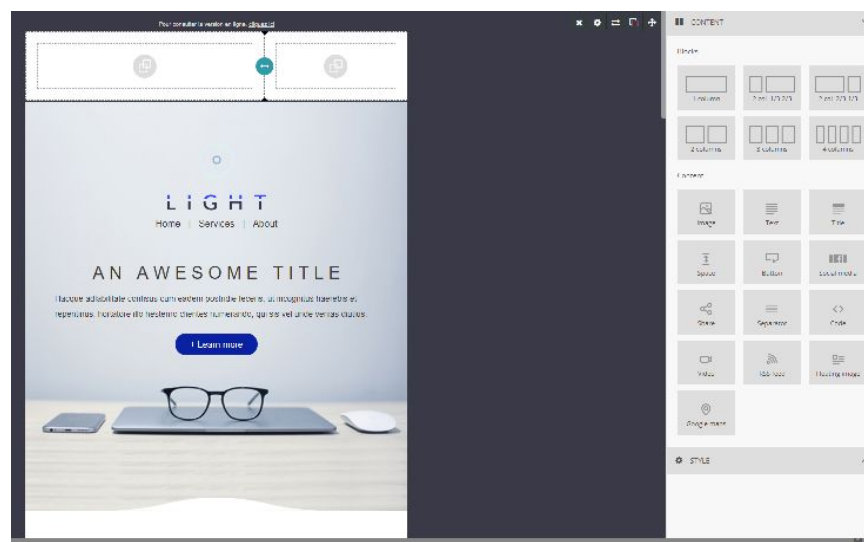
Apply to all elements

Space between blocks

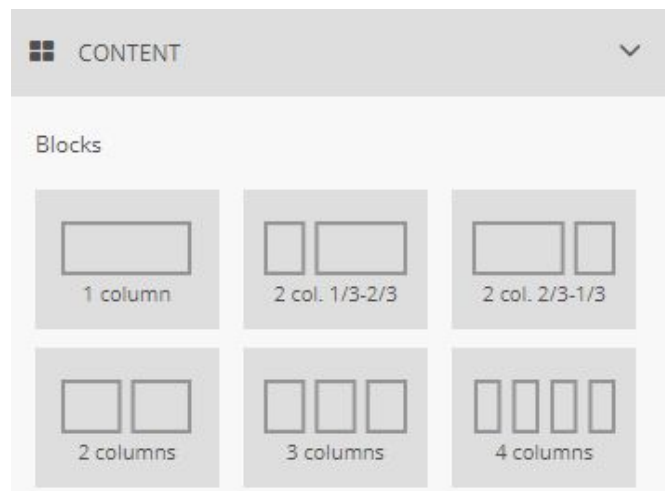
0

px

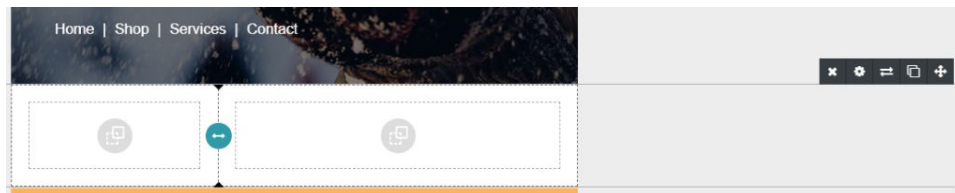
4.1.2 Build with DRAG AND DROP editor



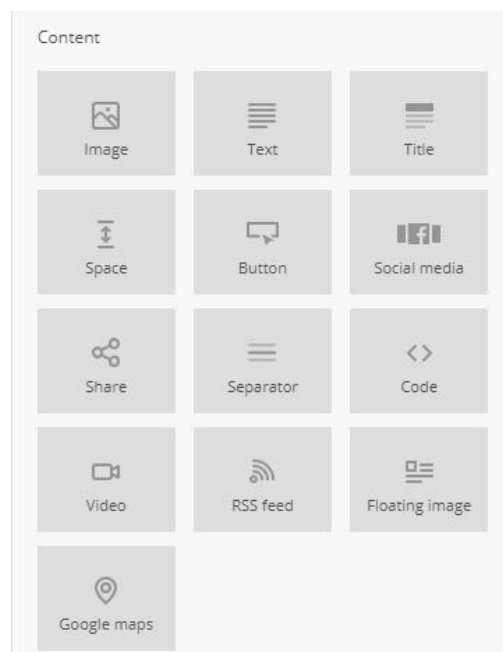
Customise your columns:

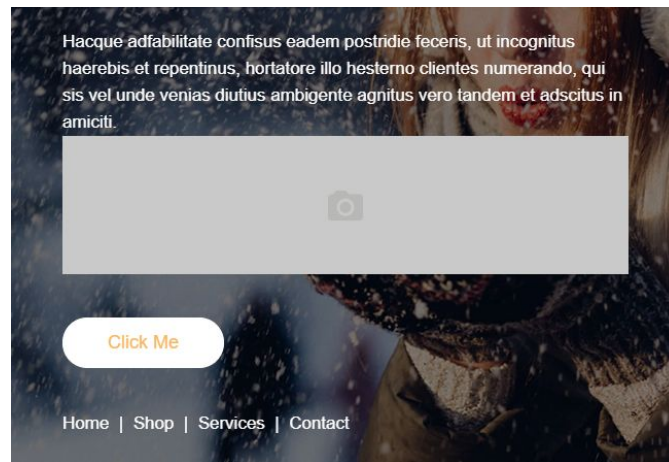


Then just drag and drop sections and content according to your plan:



Drag and drop an image or text or any following Content:





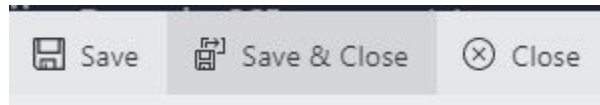
4.1.3 Responsive layout

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:



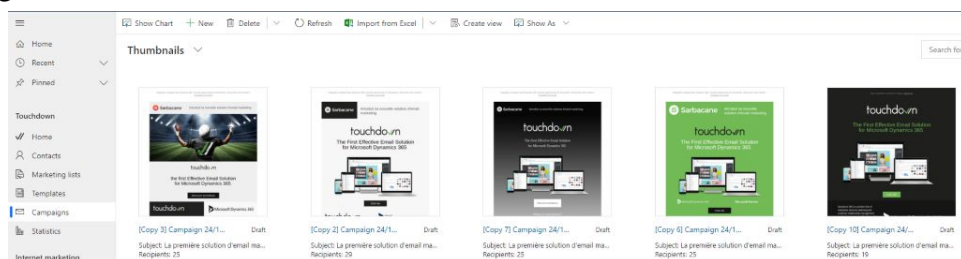
5 Image Editor

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.