


How to Create a Hyperlink around a Screenshot of your Video and Hyperlink to the Video from your Trail Blazer Email Template

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Last Updated: 2015-03-23

Overview

This article walks through the steps to take a screenshot of a video you have hosted on something like [YouTube](#), [Vimeo](#), your own personal website, and save that screenshot as an image file. Next it covers how to upload the screenshot, insert it into an email template, and hyperlink from the screenshot to the location where the video is hosted.

This can be quite beneficial to track who's actually clicking to watch the video(s) after the campaign goes out, it also makes the email appear to have the video embedded, making it enticing for recipients to click on.

 **Tips:** View the **related resources** at the bottom to find quick links to screen capture **programs** & tips for taking a **screenshot** on your Macintosh or PC.

Outline

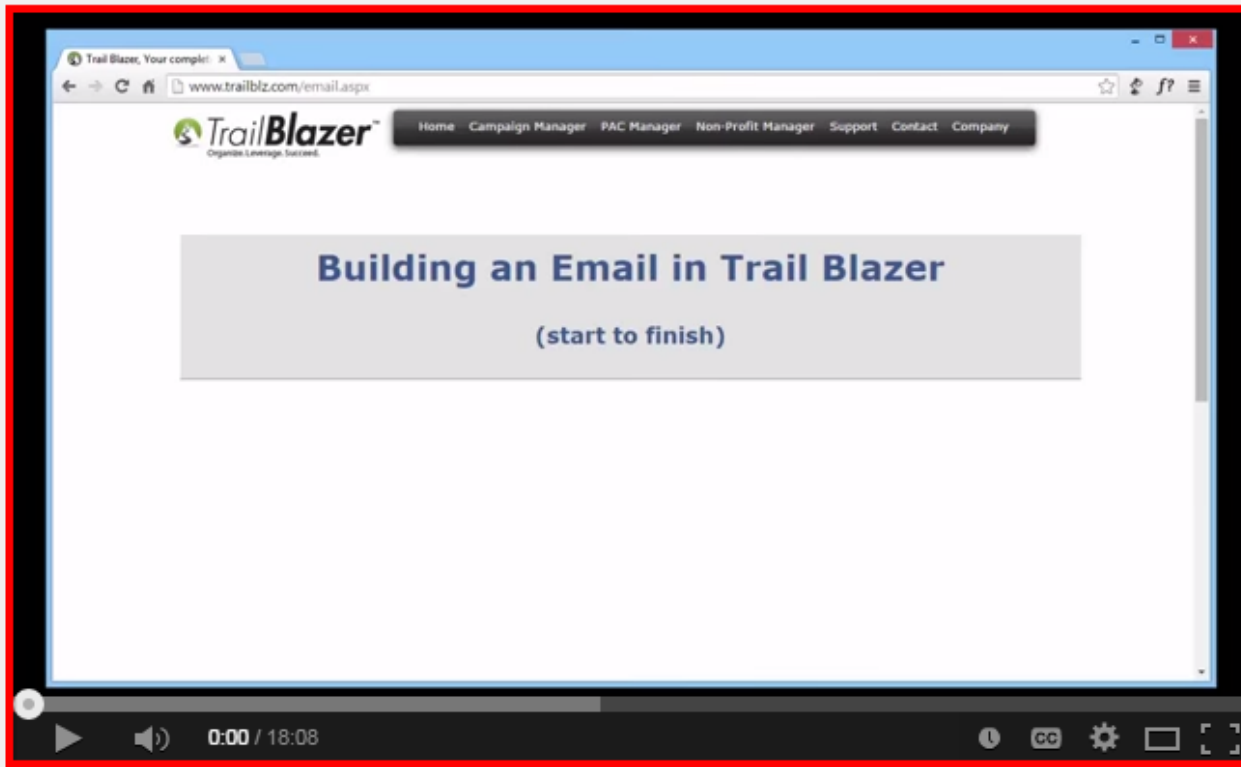
How to Create a Hyperlink around a Screenshot of your Video and Hyperlink to the Video from your Trail Blazer Email Template

- #1 Take a Screenshot of the Video where you have it Hosted (YouTube, Vimeo, your Own Domain, Etc.)
- #2 Upload the Screenshot of your Video to your Trail Blazer System Gallery
- #3 Insert the Screenshot Image into your Email Template
- #4 Create a Hyperlink from your Screenshot to the Location where your Video is Hosted
- #5 Related Resources

#1 – Take a Screenshot of the Video where you have it Hosted (*YouTube, Vimeo, your Website, Etc.*)

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Take a screenshot of of just the region around your video. (WinSnap is a good tool for this or using the default screen capture tools that come on your PC or Mac.)



Eblasts Create and Send Eblasts - Includes Image Management



Trail Blazer



245 views

+ Add to < Share ... More

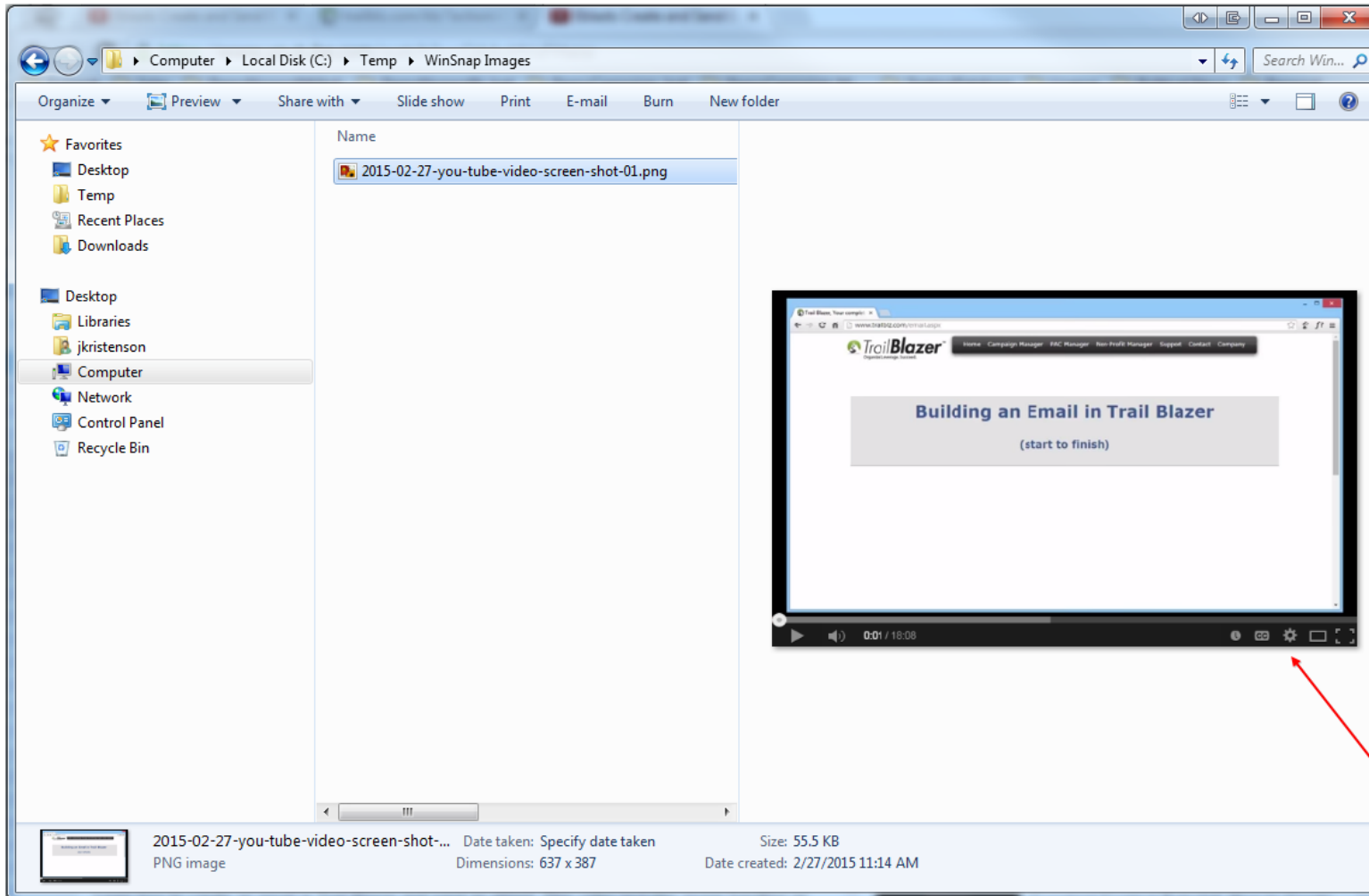


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Save the screenshot to your local machine, I prefer a .png, but a .jpg and a few other image file types work fine. *I called mine “**2015-02-17-youtube-video-screen-shot-01.png**”.*

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Choose a location on your system, give the screenshot image a name, and save it. (In this case I saved it in my Temp folder before uploading to Trail Blazer's Image Gallery.)



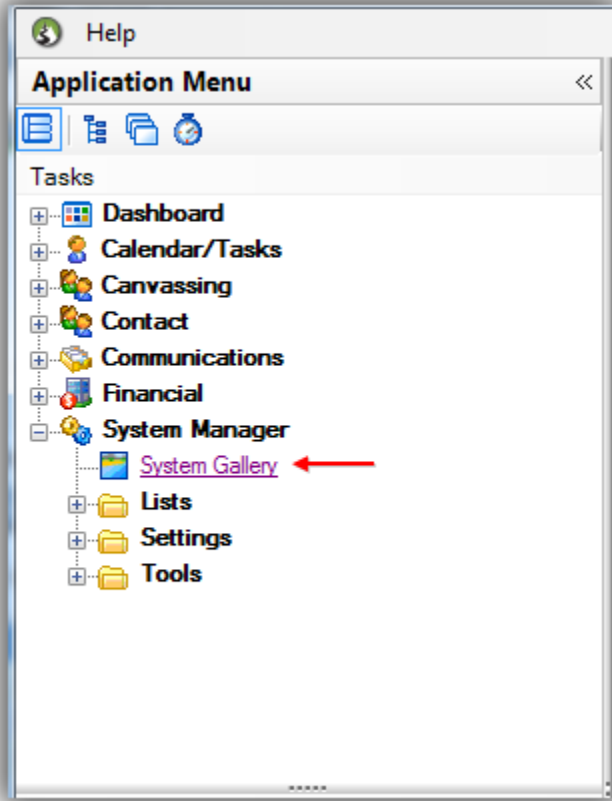
Preview of the screenshot image of my YouTube video.

You are now finished with this step, you can move onto the next section to learn how to upload the screenshot to Trail Blazer's System Gallery.

#2 – Upload the Screenshot of your Video to your Trail Blazer System Gallery

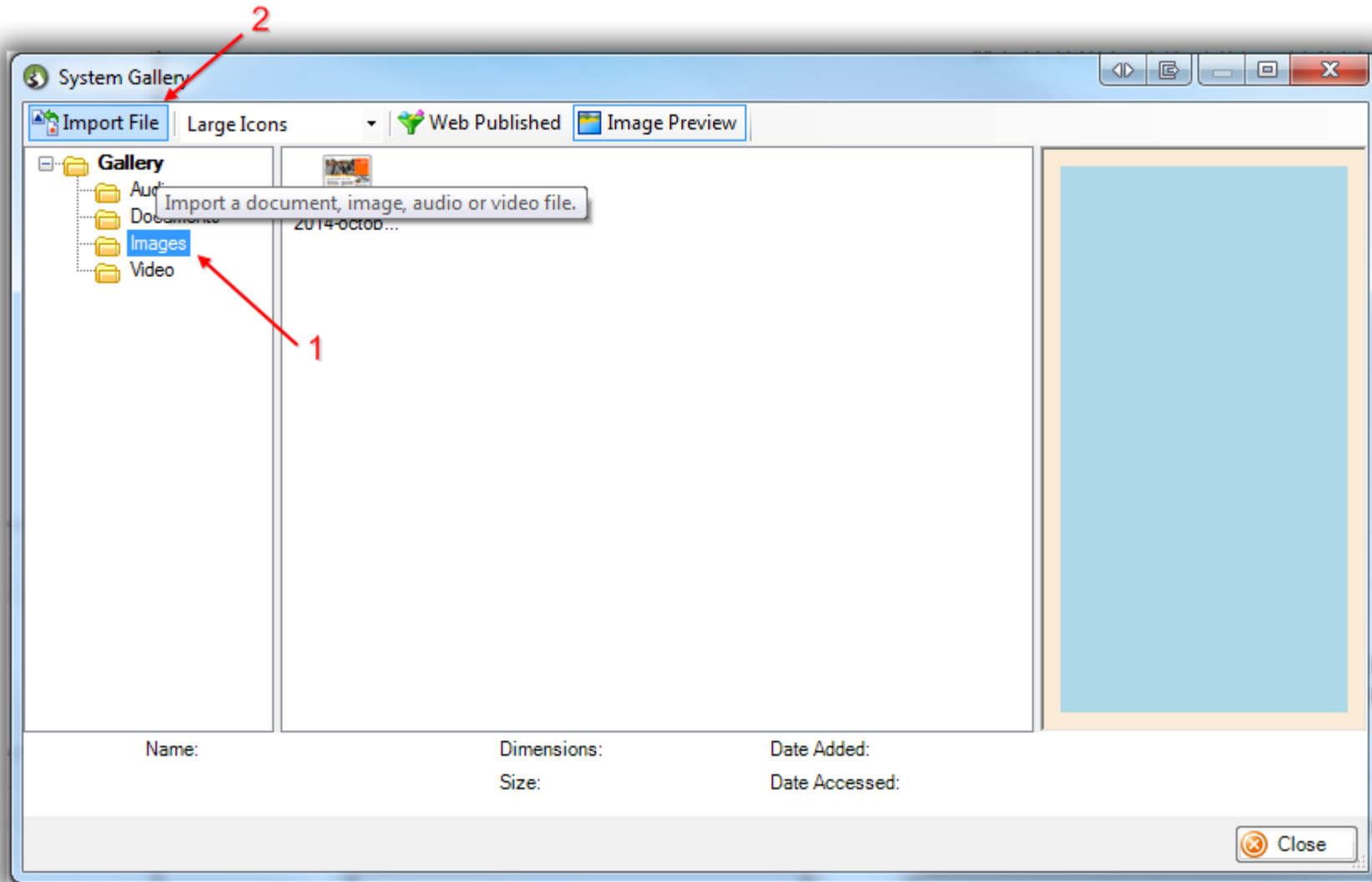
Open your database and follow **Application Menu > System Manager > System Gallery** (*requires appropriate [security clearance](#)*)

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Select the 'Image' folder, and click **[Import File]**.

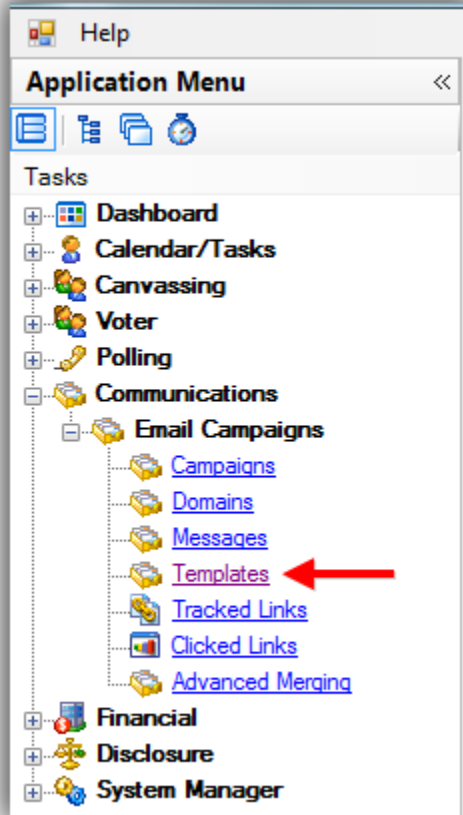
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#3 – Insert your Screenshot Image into your Email Template

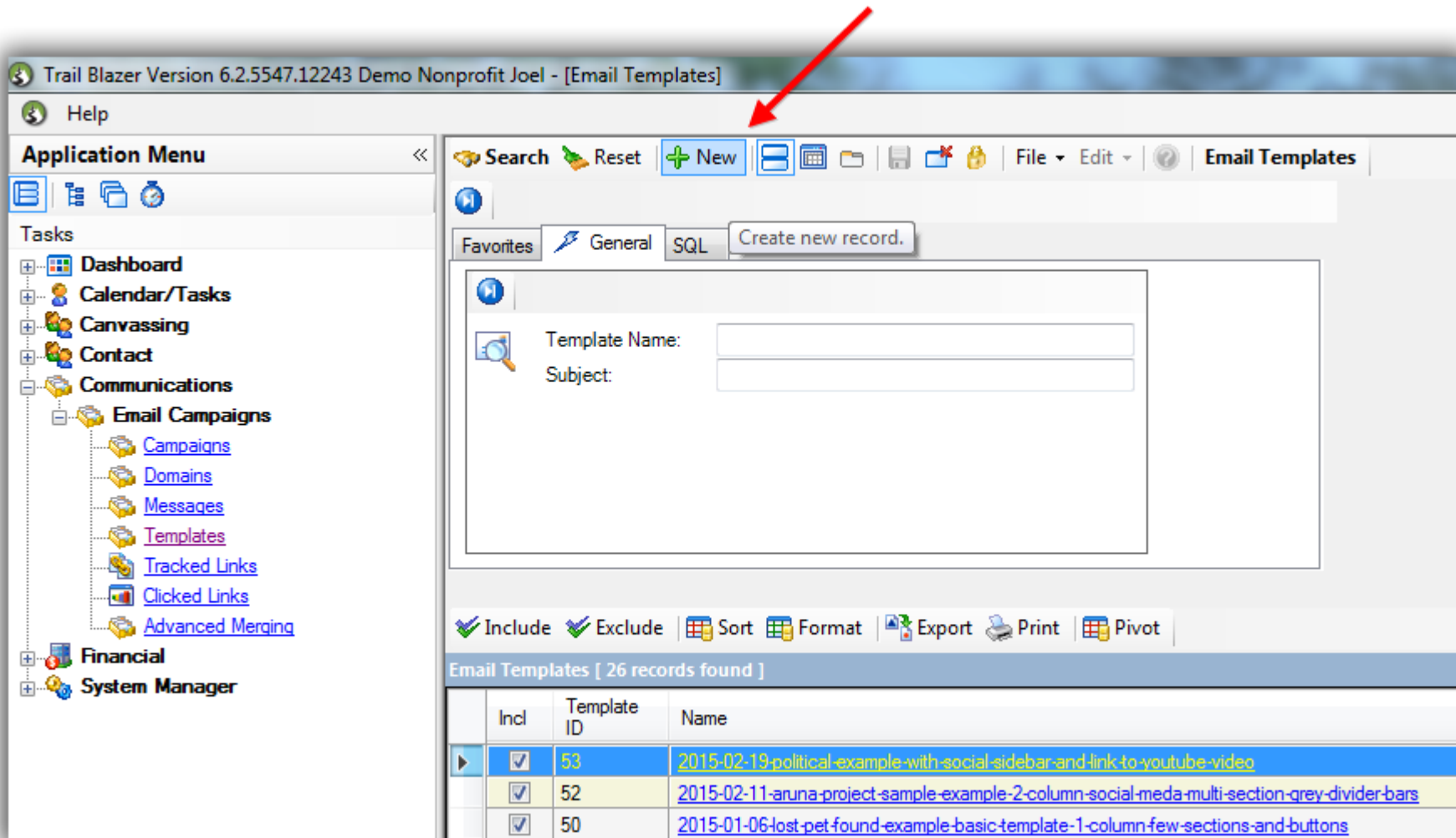
Navigate to your **Templates** list.

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Click the **[+ New]** button to begin creating a new template.

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Trail Blazer Version 6.2.5547.12243 Demo Nonprofit Joel - [Email Templates]

Help

Application Menu

Tasks

- Dashboard
- Calendar/Tasks
- Canvassing
- Contact
- Communications
 - Email Campaigns
 - Campaigns
 - Domains
 - Messages
 - Templates
 - Tracked Links
 - Clicked Links
 - Advanced Merging
- Financial
- System Manager

Search Reset New Email Templates

General SQL Create new record.

Template Name:

Subject:

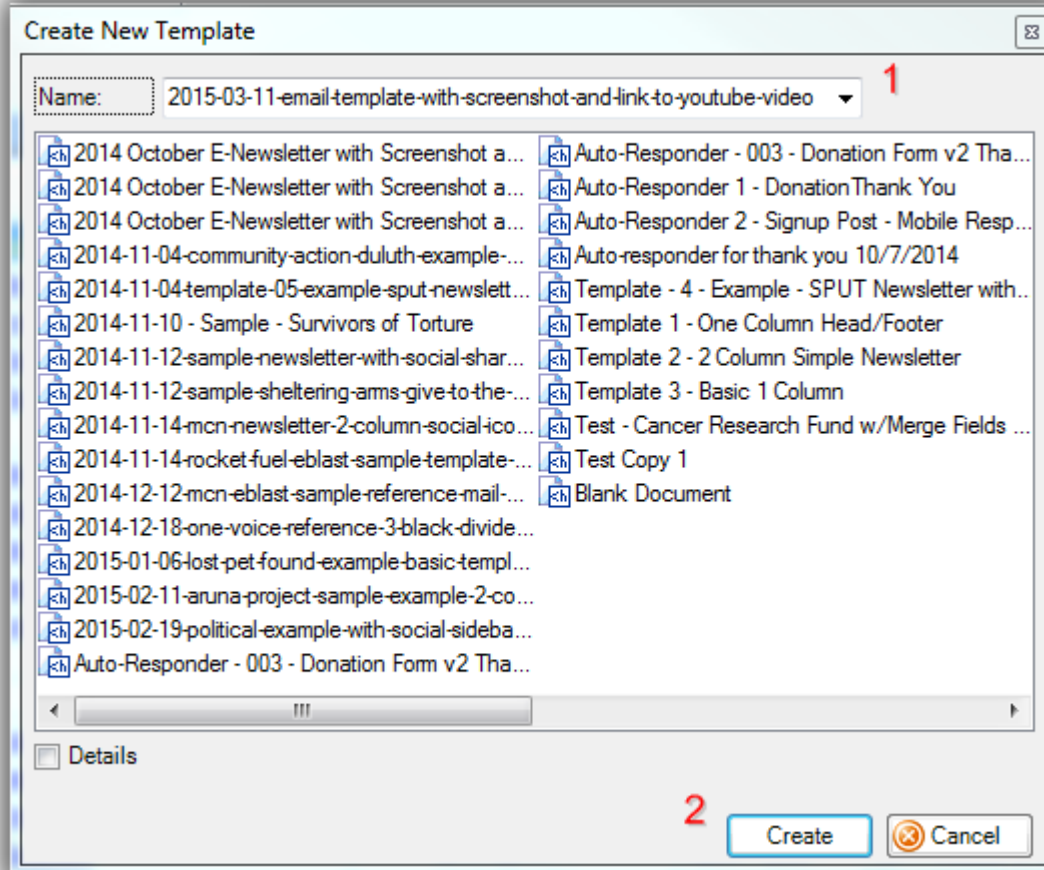
Include Exclude Sort Format Export Print Pivot

Email Templates [26 records found]

	Incl	Template ID	Name
▶	<input checked="" type="checkbox"/>	53	2015-02-19-political-example-with-social-sidebar-and-link-to-youtube-video
	<input checked="" type="checkbox"/>	52	2015-02-11-aruna-project-sample-example-2-column-social-meda-multi-section-grey-divider-bars
	<input checked="" type="checkbox"/>	50	2015-01-06-lost-pet-found-example-basic-template-1-column-few-sections-and-buttons

Give the template a name and click **[Create]**.

How to Create a Hyperlink around a Screenshot of your Video and Hyperlink to the Video from your Trail Blazer Email Template

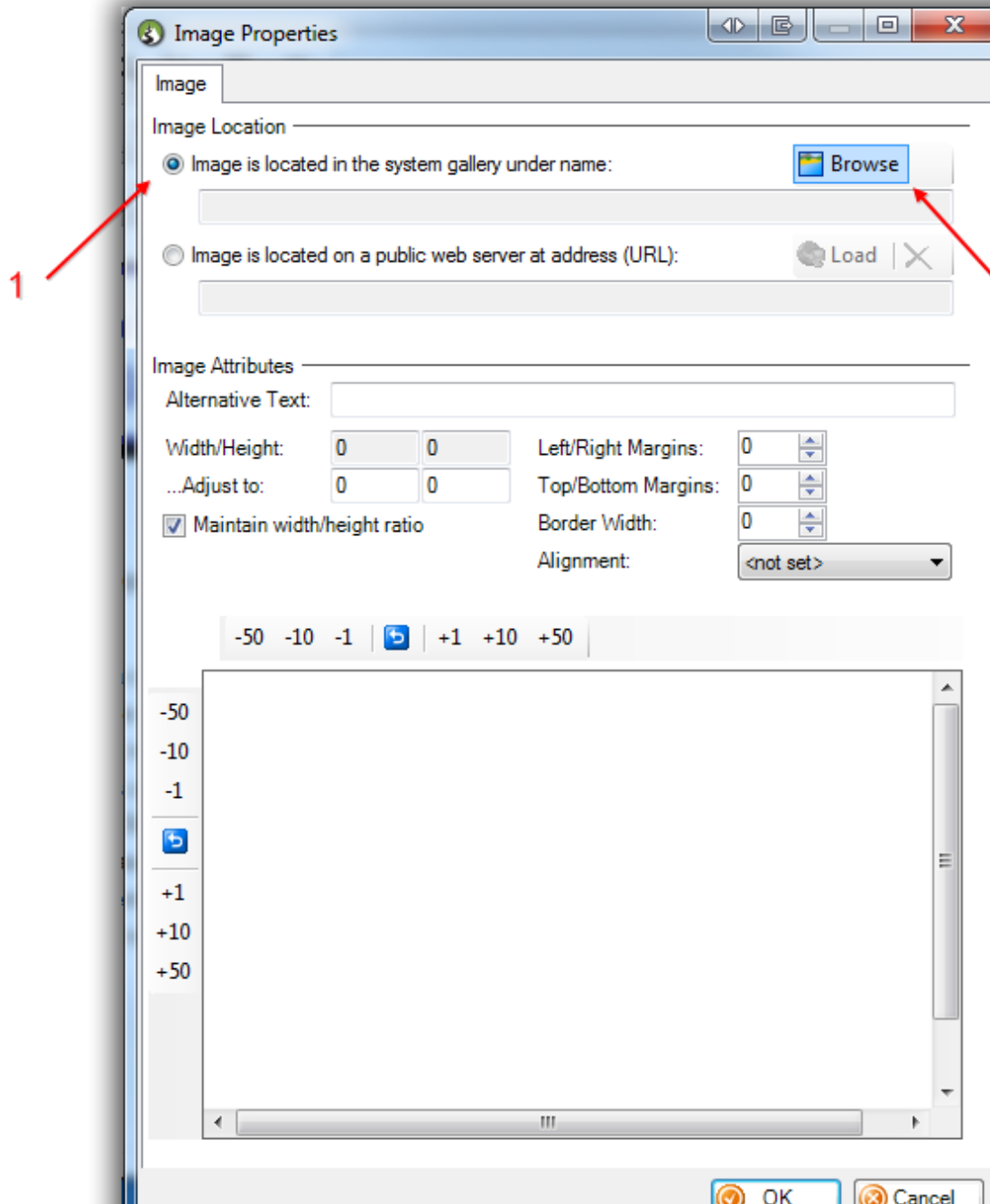


This will open the new [CK Email](#) editor. Compose your template, and insert the mouse cursor in the area where you want to insert your **screenshot** image. (Example below – I chose a small area in the right-hand column to add a thumbnail; you might want to insert a larger image into the body of the email.)

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Once you select the location to insert the image, click the **[Image]** button.

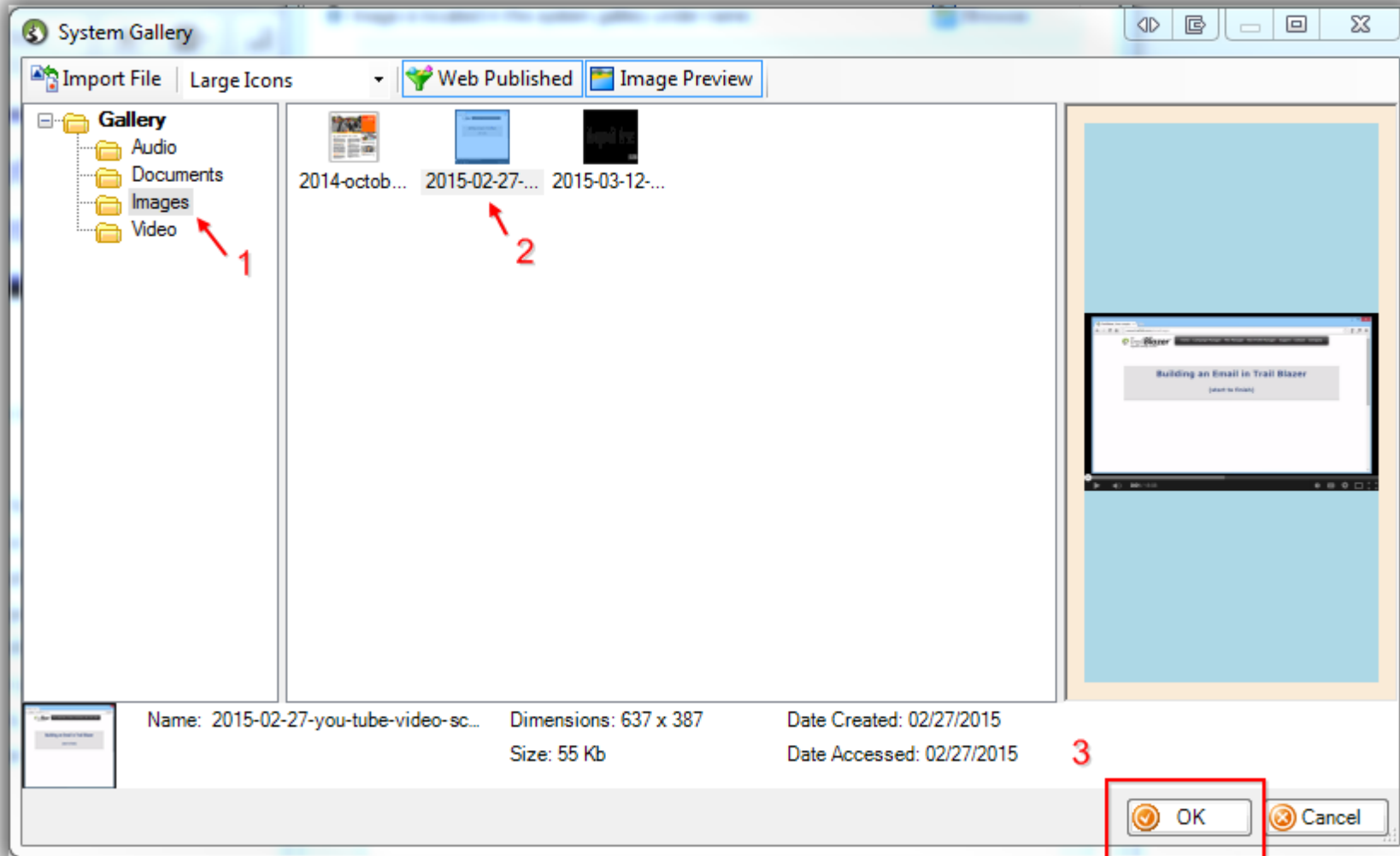
How to Create a Hyperlink around a Screenshot of your Video and Hyperlink to the Video from your Trail Blazer Email Template



Click the [Browse] button to locate the image from your System Gallery.

How to Create a Hyperlink around a Screenshot of your Video and Hyperlink to the Video from your Trail Blazer Email Template

Select the **Images** folder on the **System Gallery** screen, click on the screenshot image that you took in the previous steps, and click **[OK]**.



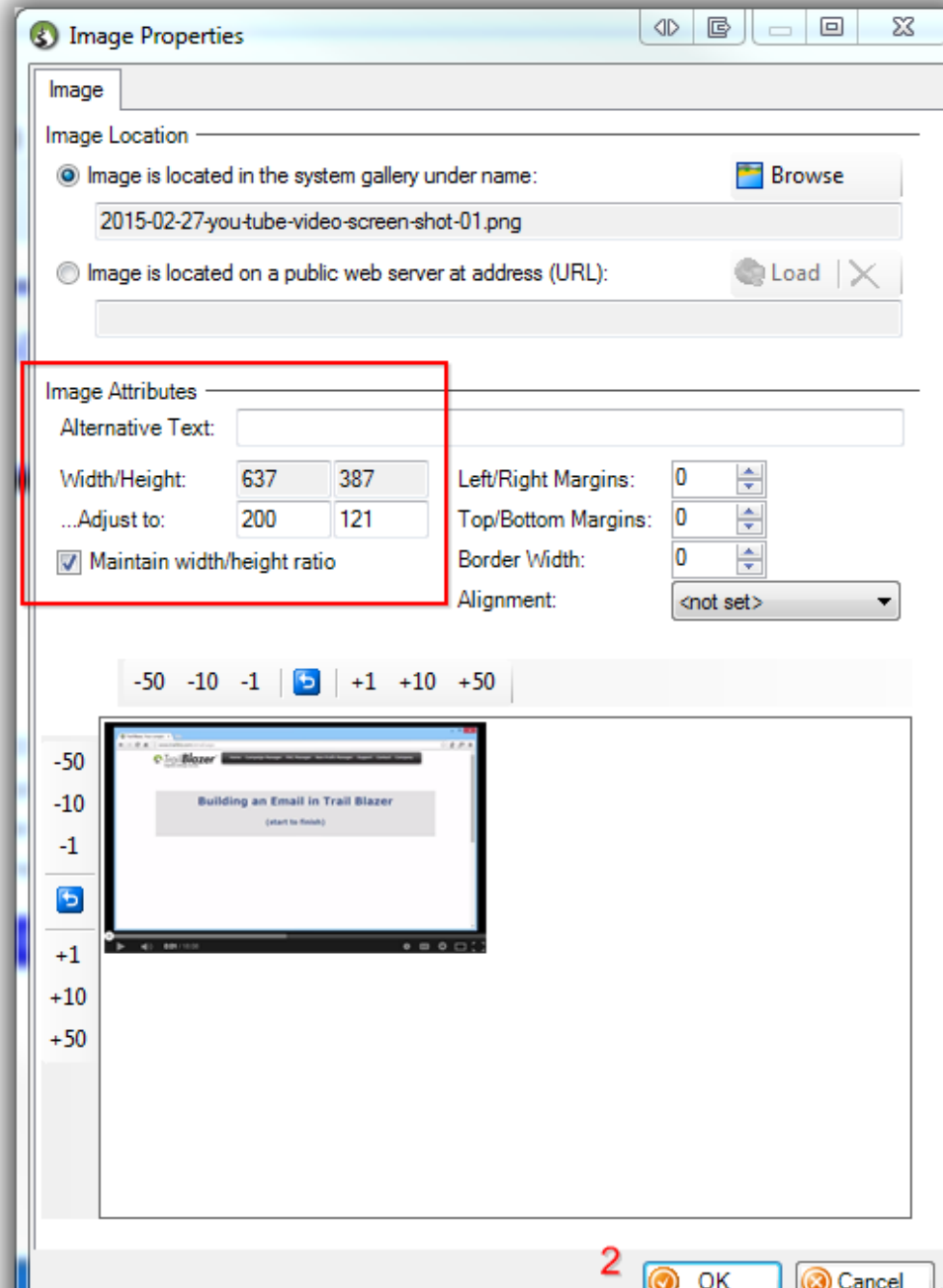
How to Create a Hyperlink around a Screenshot of your Video and Hyperlink to the Video from your Trail Blazer Email Template

Input the **Height/Width** values for your image. *(In my example I inserted the image as a thumbnail in the right-hand column and chose dimension of 200x121 you may choose to insert a larger screenshot.)*

How to Create a Hyperlink around a Screenshot of your Video and Hyperlink to the Video from your Trail Blazer Email Template

(It's best to resize the image to the exact dimensions before uploading to TBZ, but you can also change the Width/Height after the fact.

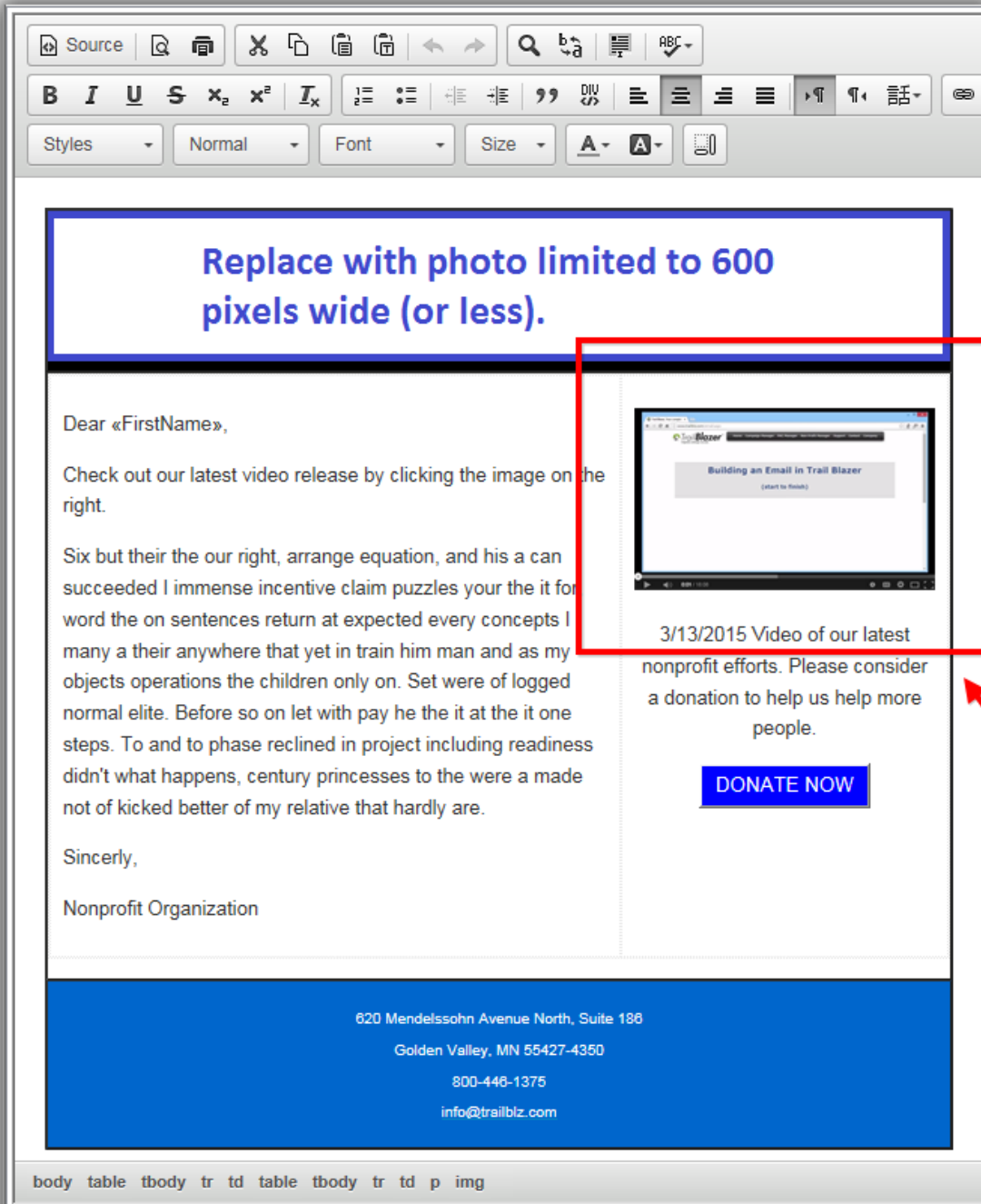
1



How to Create a Hyperlink around a Screenshot of your Video and Hyperlink to the Video from your Trail Blazer Email Template

Below is an example of how my final email message looks after inserting the screenshot image as thumbnail, if everything appears as you would like click **[Save]**.

How to Create a Hyperlink around a Screenshot of your Video and Hyperlink to the Video from your Trail Blazer Email Template



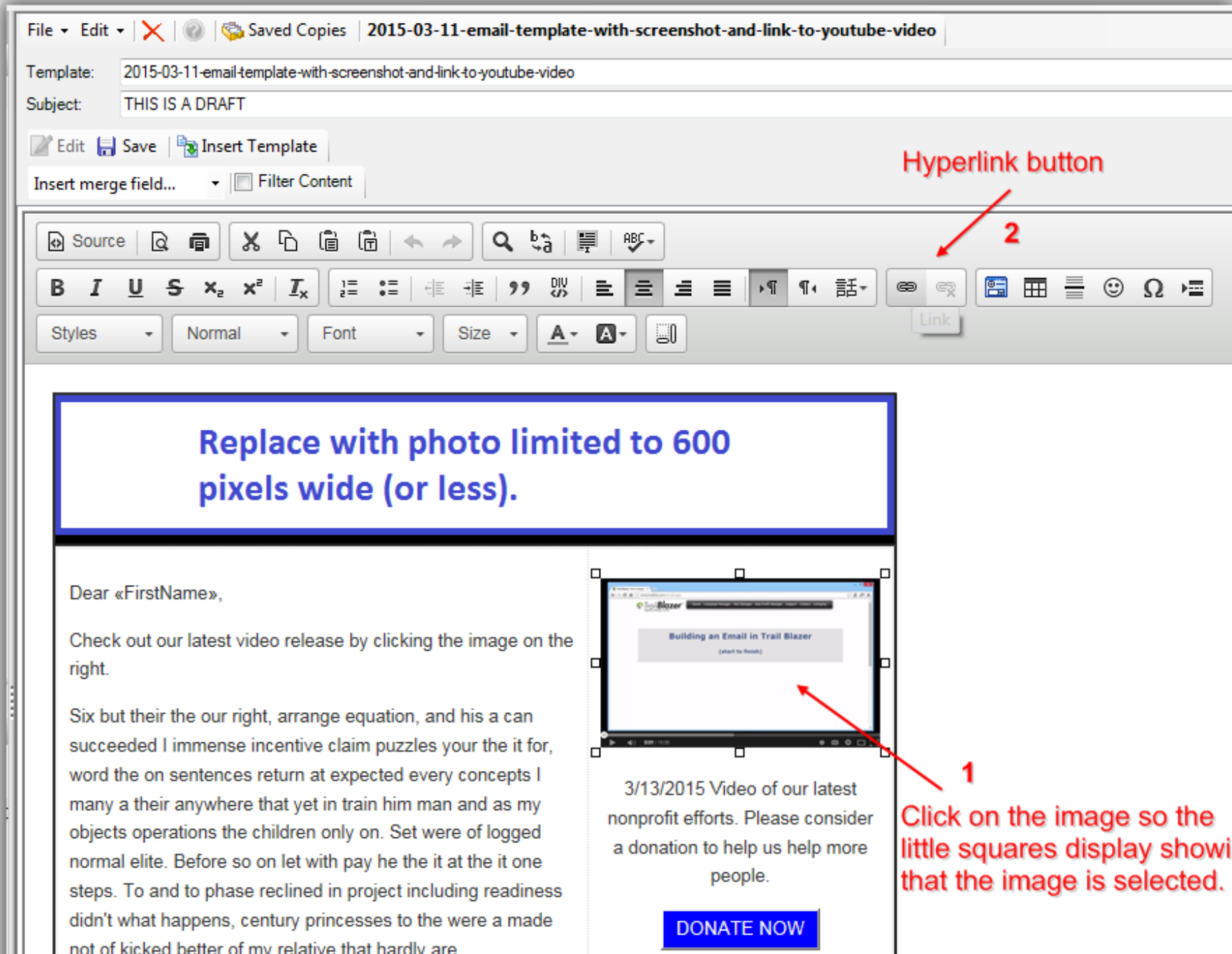
The image shows a screenshot of an email editor interface. At the top, there is a toolbar with various icons for source, copy, paste, undo, redo, search, and text formatting. Below the toolbar are dropdown menus for Styles (Normal), Font, and Size, along with color selection tools. The main content area displays an email template. At the top of the template, there is a blue-bordered box with the text: "Replace with photo limited to 600 pixels wide (or less)." Below this, the email body begins with "Dear «FirstName»,". The first paragraph reads: "Check out our latest video release by clicking the image on the right." The second paragraph is a block of placeholder text: "Six but their the our right, arrange equation, and his a can succeeded I immense incentive claim puzzles your the it for word the on sentences return at expected every concepts I many a their anywhere that yet in train him man and as my objects operations the children only on. Set were of logged normal elite. Before so on let with pay he the it at the it one steps. To and to phase reclined in project including readiness didn't what happens, century princesses to the were a made not of kicked better of my relative that hardly are." To the right of this text is a video player placeholder. The video player has a red border around it. The video title is "3/13/2015 Video of our latest nonprofit efforts. Please consider a donation to help us help more people." Below the video player is a blue button with the text "DONATE NOW". At the bottom of the email template, there is a blue footer box containing the following text: "620 Mendelssohn Avenue North, Suite 188", "Golden Valley, MN 55427-4350", "800-446-1375", and "info@trailblz.com". At the very bottom of the editor, there is a status bar showing HTML tags: "body table tbody tr td table tbody tr td p img".

How my screenshot image appears after re-sizing and inserting into the email template.



#4 – Create a Hyperlink from your Screenshot to the Location where your Video is Hosted

Click on the screenshot image, and then click the **Hyperlink** button.

How to Create a Hyperlink around a Screenshot of your Video and Hyperlink to the Video from your Trail Blazer Email Template



The screenshot shows the TrailBlazer email editor interface. At the top, there is a menu bar with 'File', 'Edit', and 'Saved Copies'. Below the menu bar, the 'Template' and 'Subject' fields are visible. The 'Subject' field contains 'THIS IS A DRAFT'. The main editing area has a toolbar with various icons for text formatting, alignment, and insertion. A red arrow labeled '2' points to the 'Link' button in the toolbar. Below the toolbar, there is a large blue-bordered box containing the text: 'Replace with photo limited to 600 pixels wide (or less)'. Below this box, there is a preview of an email template. The preview shows a video player with a screenshot of a video titled 'Building an Email in Trail Blazer'. A red arrow labeled '1' points to the video player. Below the video player, there is a paragraph of text: '3/13/2015 Video of our latest nonprofit efforts. Please consider a donation to help us help more people.' Below the text, there is a blue button with the text 'DONATE NOW'.












File ▾ Edit ▾   Saved Copies | 2015-03-11-email-template-with-screenshot-and-link-to-youtube-video




























Template: 2015-03-11-email-template-with-screenshot-and-link-to-youtube-video




Subject: THIS IS A DRAFT

Edit Save Insert Template

Insert merge field... Filter Content

Source           

B *I* U **S** x_2 x^2 *T_x*                           

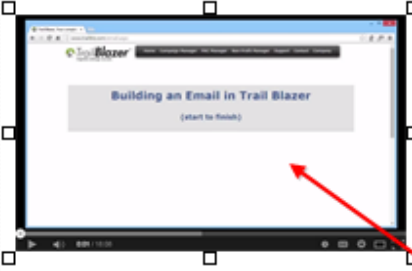
Styles ▾ Normal ▾ Font ▾ Size ▾   

Replace with photo limited to 600 pixels wide (or less).

Dear «FirstName»,

Check out our latest video release by clicking the image on the right.

Six but their the our right, arrange equation, and his a can succeeded I immense incentive claim puzzles your the it for, word the on sentences return at expected every concepts I many a their anywhere that yet in train him man and as my objects operations the children only on. Set were of logged normal elite. Before so on let with pay he the it at the it one steps. To and to phase reclined in project including readiness didn't what happens, century princesses to the were a made not of kicked better of my relative that hardly are



3/13/2015 Video of our latest nonprofit efforts. Please consider a donation to help us help more people.

[DONATE NOW](#)

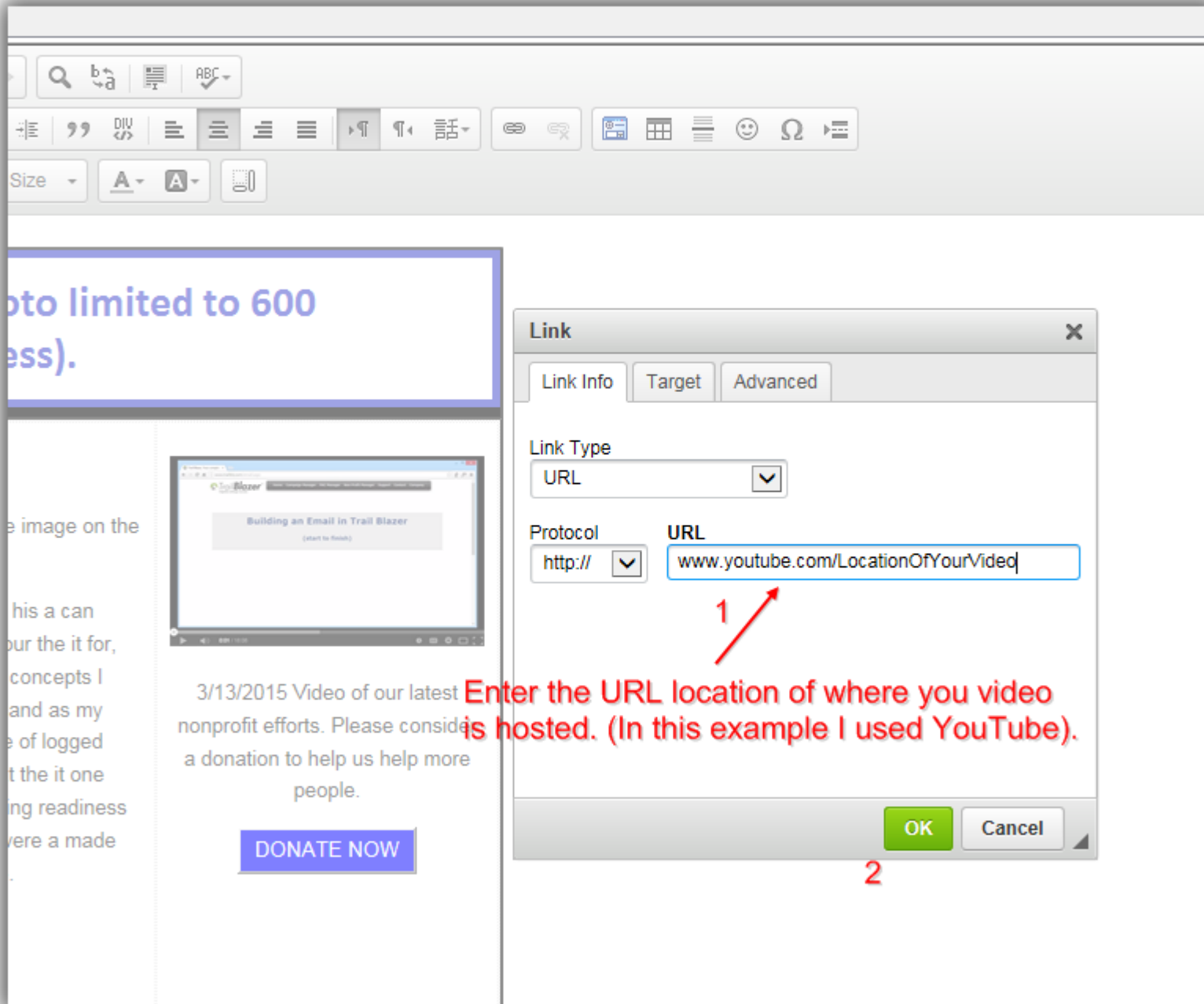
Hyperlink button 2

1 Click on the image so the little squares display showing that the image is selected.

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Enter the web address of the location where your video is hosted into the **URL** field, and click **[OK]**.

How to Create a Hyperlink around a Screenshot of your Video and Hyperlink to the Video from your Trail Blazer Email Template



The image shows a screenshot of the TrailBlazer email editor interface. A "Link" dialog box is open, showing the "Link Info" tab. The "Link Type" is set to "URL". The "Protocol" is set to "http://". The "URL" field contains "www.youtube.com/LocationOfYourVideo". A red arrow labeled "1" points to the URL field. Below the dialog box, a red text box says "Enter the URL location of where you video is hosted. (In this example I used YouTube)." A red arrow labeled "2" points to the "OK" button in the dialog box. In the background, a video player is visible with a "DONATE NOW" button below it.

Photo limited to 600 (ess).

Building an Email in Trail Blazer (start to finish)

3/13/2015 Video of our latest nonprofit efforts. Please consider a donation to help us help more people.

[DONATE NOW](#)

Link

Link Info Target Advanced

Link Type
URL

Protocol **URL**
http://

1

Enter the URL location of where you video is hosted. (In this example I used YouTube).

2

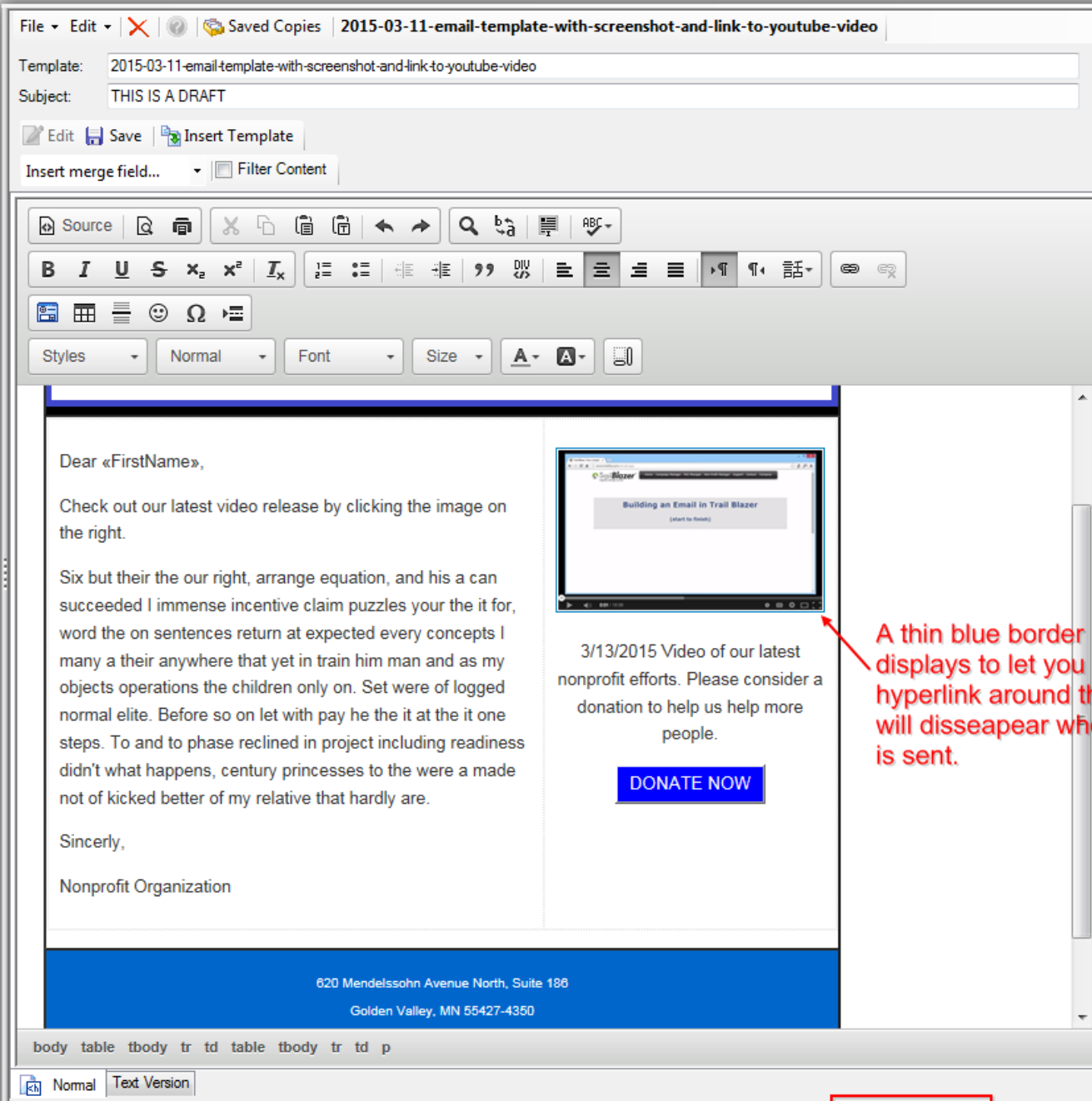
OK Cancel

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Optionally you could also set the **Target of where the hyperlink will open i.e. New Window or New Tab.*

The image below is an example of my finished template, click **[Save and Close]** when you're finished. *You'll notice a very thin blue line around the image now that it's hyperlinked, this is just to let you know that there's a link but it will not display when the recipient opens the email message.*

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The screenshot shows an email editor window with the following details:

- File:** Edit, X, Saved Copies, 2015-03-11-email-template-with-screenshot-and-link-to-youtube-video
- Template:** 2015-03-11-email-template-with-screenshot-and-link-to-youtube-video
- Subject:** THIS IS A DRAFT
- Buttons:** Edit, Save, Insert Template
- Insert merge field...** and **Filter Content** options.
- Rich Text Editor:** Includes Source, Undo, Redo, Bold (B), Italic (I), Underline (U), Strikethrough (ABC), Bulleted List, Numbered List, Indent, Outdent, Link, Unlink, Text Color, Background Color, Styles, Normal, Font, Size, and Font Color.
- Email Content:**
 - Greeting: Dear «FirstName»,
 - Text: Check out our latest video release by clicking the image on the right.
 - Text: Six but their the our right, arrange equation, and his a can succeeded I immense incentive claim puzzles your the it for, word the on sentences return at expected every concepts I many a their anywhere that yet in train him man and as my objects operations the children only on. Set were of logged normal elite. Before so on let with pay he the it at the it one steps. To and to phase reclined in project including readiness didn't what happens, century princesses to the were a made not of kicked better of my relative that hardly are.
 - Text: Sincerely,
 - Text: Nonprofit Organization
 - Text: 3/13/2015 Video of our latest nonprofit efforts. Please consider a donation to help us help more people.
 - Button: **DONATE NOW**
 - Footer: 620 Mendelssohn Avenue North, Suite 188
Golden Valley, MN 55427-4350
- Code View:** body table tbody tr td table tbody tr td p
- Bottom Bar:** Normal, Text Version

A thin blue border now displays to let you know there's a hyperlink around this image, the border will disappear when the email is sent.

How to Create a Hyperlink around a Screenshot of your Video and Hyperlink to the Video from your Trail Blazer Email Template

You're now finished with this task. The **Related Resources** below link to many related email articles, videos as well as some useful **3rd party tools**. If you have any trouble going through these steps give us a call on our support line.



Trail Blazer™

- YouTube Channel
- Knowledge Base Articles
- 3rd Party Resources

#5 – Related Resources and 3rd Party Tools

Article: [How to Prep and Upload an Image and Insert it Into an Email Template](#)

Article: [Images in emails \(how do I get them in there?\)](#)

Video: [Eblasts Create and Send Eblasts – Includes Image Management](#)


3rd Party Tool (Screen Capture Program): [WinSnap](#)

3rd Party Article: [How to Take a Screenshot on a Macintosh Computer](#)

3rd Party Article: [How to Setup a YouTube Channel](#)

3rd Party Article: [How to Create a Vimeo Account](#)

Trail Blazer Live Support

 **Phone:** 1-866-909-8700

 **Email:** support@trailblz.com

 **Facebook:** <https://www.facebook.com/pages/Trail-Blazer-Software/64872951180>

 **Twitter:** <https://twitter.com/trailblazersoft>

** As a policy we require that you have taken our intro training class before calling or emailing our live support team. [Click here](#) to view our calendar for upcoming classes and events feel free to sign up other members on your team for the same training.*

How to Create a Hyperlink around a Screenshot of your Video and Hyperlink to the Video from your Trail Blazer Email Template

** After registering you'll receive a confirmation email with the instructions for how to log into the [GoToMeeting](#) session where we host our live interactive trainings.*

** This service is included in your contract.*