How to Access and Use the Standard Trail Blazer Email Templates as a Starting Point for Template Creation & Mass E-Mail Campaigns

Author: Joel Kristenson
Last Updated: 2016-05-05

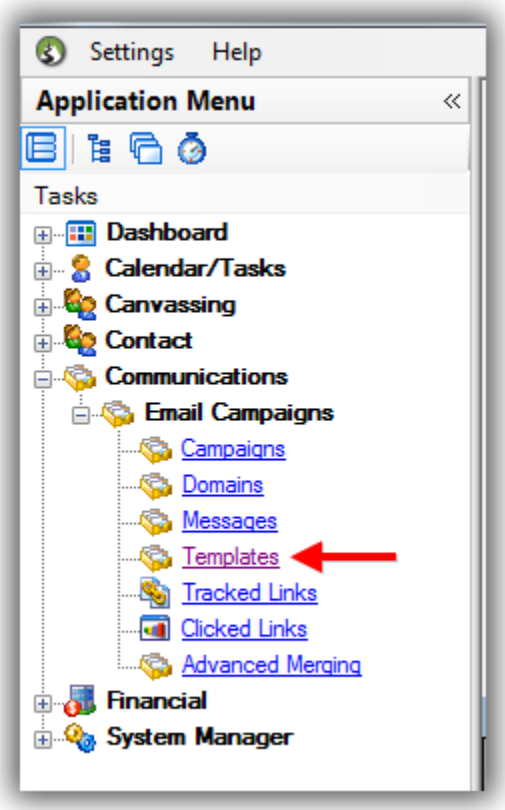
Overview

In 2015 a new feature was added allowing users to select from pre-built **'Standard Trail Blazer Templates'** to use as a starting point when creating your own templates, and to use for both individual emails and mass email campaigns. *As of the time this article was written there were about 12 to choose from, that number is likely to grow as customers put in more requests for different styles. We have some that are **fixed-width** and others that are **mobile-responsive**.*

Tip: With your **Trail Blazer** contract you get **1 free template** which we will design, and build for you if you can provide rough outline of what you want along with any examples from previous email systems, images, color scheme, social media links, etc.

Steps

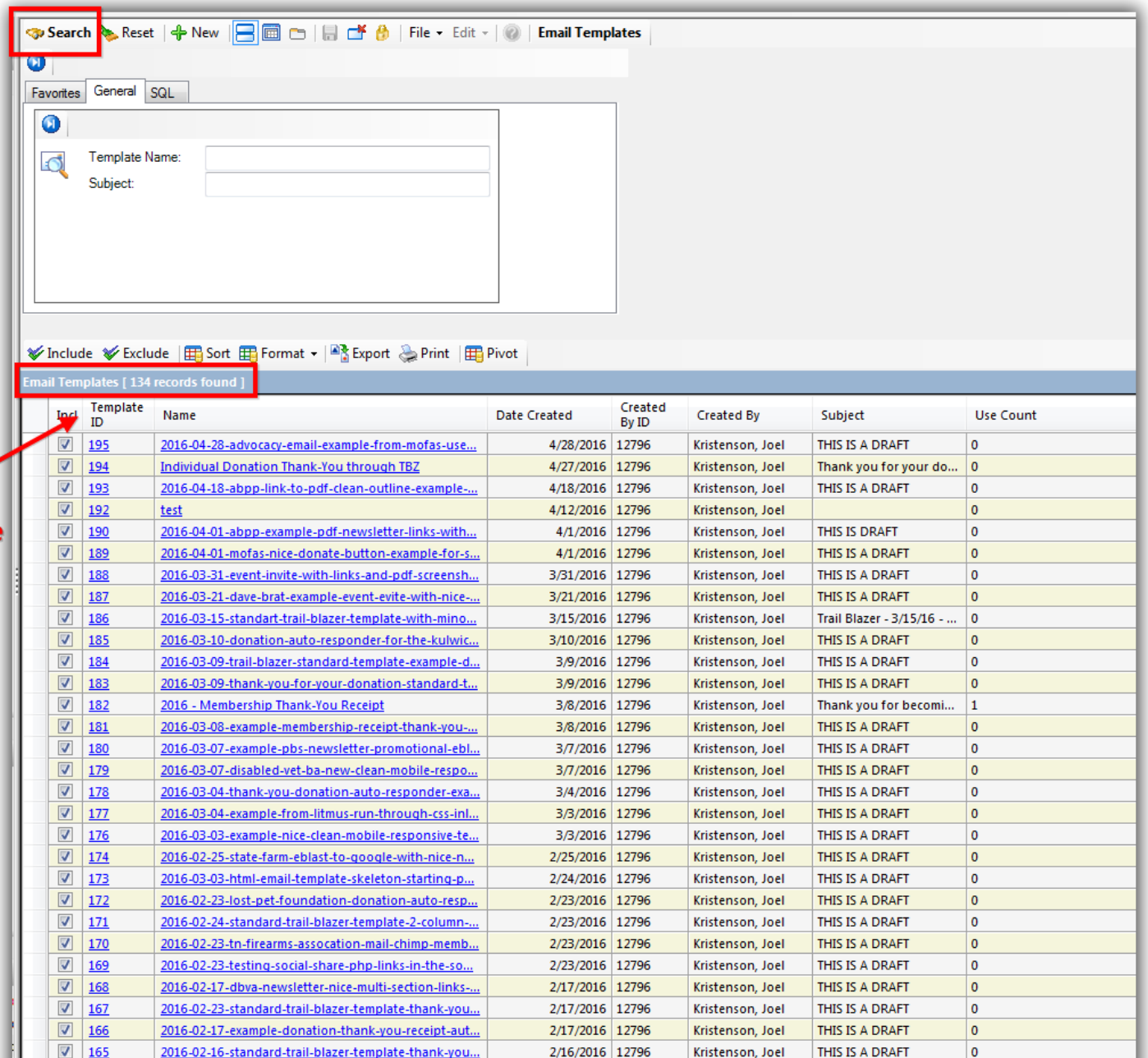
To begin creating a new template, navigate to the **Templates** list under the **Application Menu**. *Requires appropriate security clearance*.



If you want to see your current template list click **[Search]**. *In my example there were 134, you can click on the 'Template ID' column twice to put the most recent one at the top.*

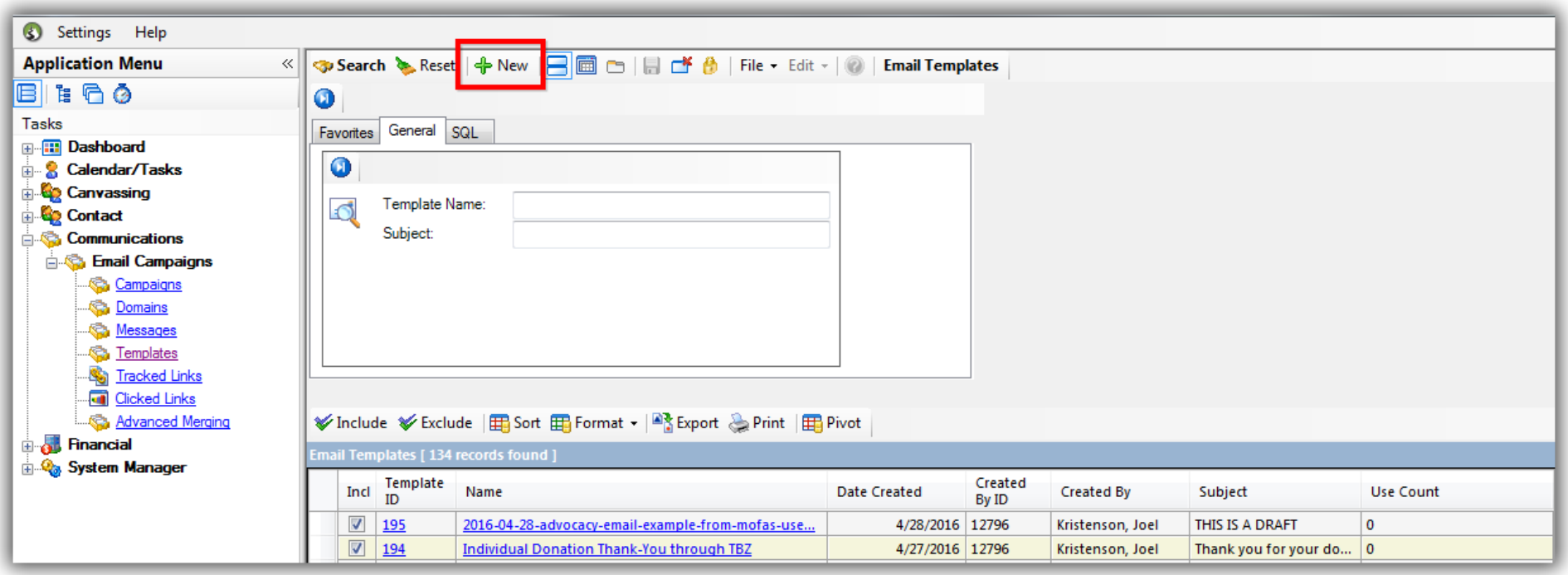
How to Access and Use the Standard Trail Blazer Email Templates as a Starting Point for Template Creation & Mass E-Mail Campaigns

Click on the 'Template ID' twice to sort by newest to oldest.



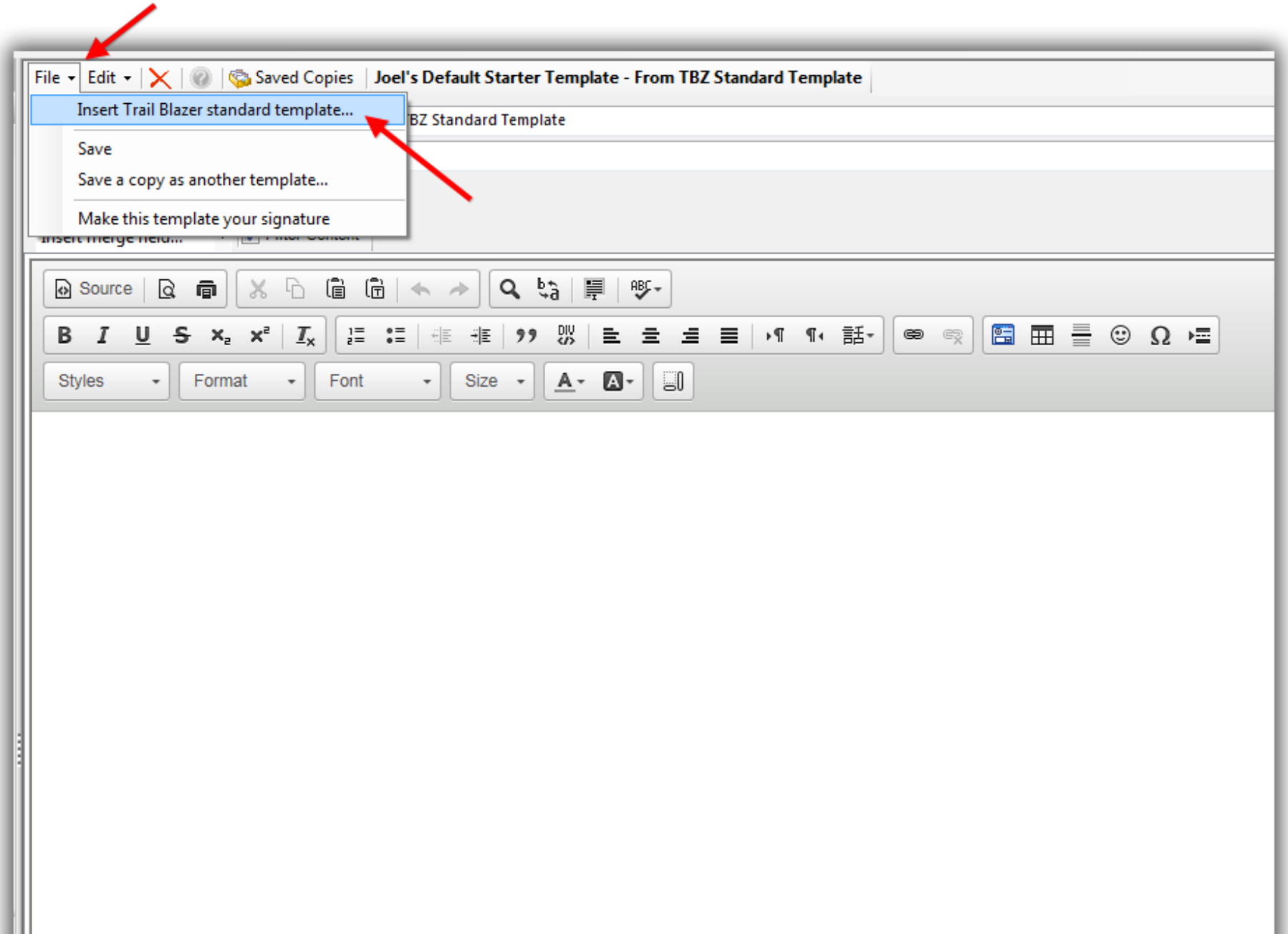
Incl	Template ID	Name	Date Created	Created By ID	Created By	Subject	Use Count
☑	195	2016-04-28-advocacy-email-example-from-mofas-use...	4/28/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	194	Individual Donation Thank-You through TBZ	4/27/2016	12796	Kristenson, Joel	Thank you for your do...	0
☑	193	2016-04-18-abpp-link-to-pdf-clean-outline-example-...	4/18/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	192	test	4/12/2016	12796	Kristenson, Joel		0
☑	190	2016-04-01-abpp-example-pdf-newsletter-links-with...	4/1/2016	12796	Kristenson, Joel	THIS IS DRAFT	0
☑	189	2016-04-01-mofas-nice-donate-button-example-for-s...	4/1/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	188	2016-03-31-event-invite-with-links-and-pdf-screensh...	3/31/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	187	2016-03-21-dave-brat-example-event-evite-with-nice-...	3/21/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	186	2016-03-15-standart-trail-blazer-template-with-mino...	3/15/2016	12796	Kristenson, Joel	Trail Blazer - 3/15/16 - ...	0
☑	185	2016-03-10-donation-auto-responder-for-the-kulwic...	3/10/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	184	2016-03-09-trail-blazer-standard-template-example-d...	3/9/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	183	2016-03-09-thank-you-for-your-donation-standard-t...	3/9/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	182	2016 - Membership Thank-You Receipt	3/8/2016	12796	Kristenson, Joel	Thank you for becomi...	1
☑	181	2016-03-08-example-membership-receipt-thank-you-...	3/8/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	180	2016-03-07-example-pbs-newsletter-promotional-ebl...	3/7/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	179	2016-03-07-disabled-vet-ba-new-clean-mobile-respo...	3/7/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	178	2016-03-04-thank-you-donation-auto-responder-exa...	3/4/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	177	2016-03-04-example-from-litmus-run-through-css-inl...	3/3/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	176	2016-03-03-example-nice-clean-mobile-responsive-te...	3/3/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	174	2016-02-25-state-farm-eblast-to-google-with-nice-n...	2/25/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	173	2016-03-03-html-email-template-skeleton-starting-p...	2/24/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	172	2016-02-23-lost-pet-foundation-donation-auto-resp...	2/23/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	171	2016-02-24-standard-trail-blazer-template-2-column-...	2/23/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	170	2016-02-23-tn-firearms-assocation-mail-chimp-memb...	2/23/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	169	2016-02-23-testing-social-share-php-links-in-the-so...	2/23/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	168	2016-02-17-dbva-newsletter-nice-multi-section-links-...	2/17/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	167	2016-02-23-standard-trail-blazer-template-thank-you...	2/17/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	166	2016-02-17-example-donation-thank-you-receipt-aut...	2/17/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0
☑	165	2016-02-16-standard-trail-blazer-template-thank-you...	2/16/2016	12796	Kristenson, Joel	THIS IS A DRAFT	0

Click the **[+ New]** button on the search tool strip to begin creating a new template.



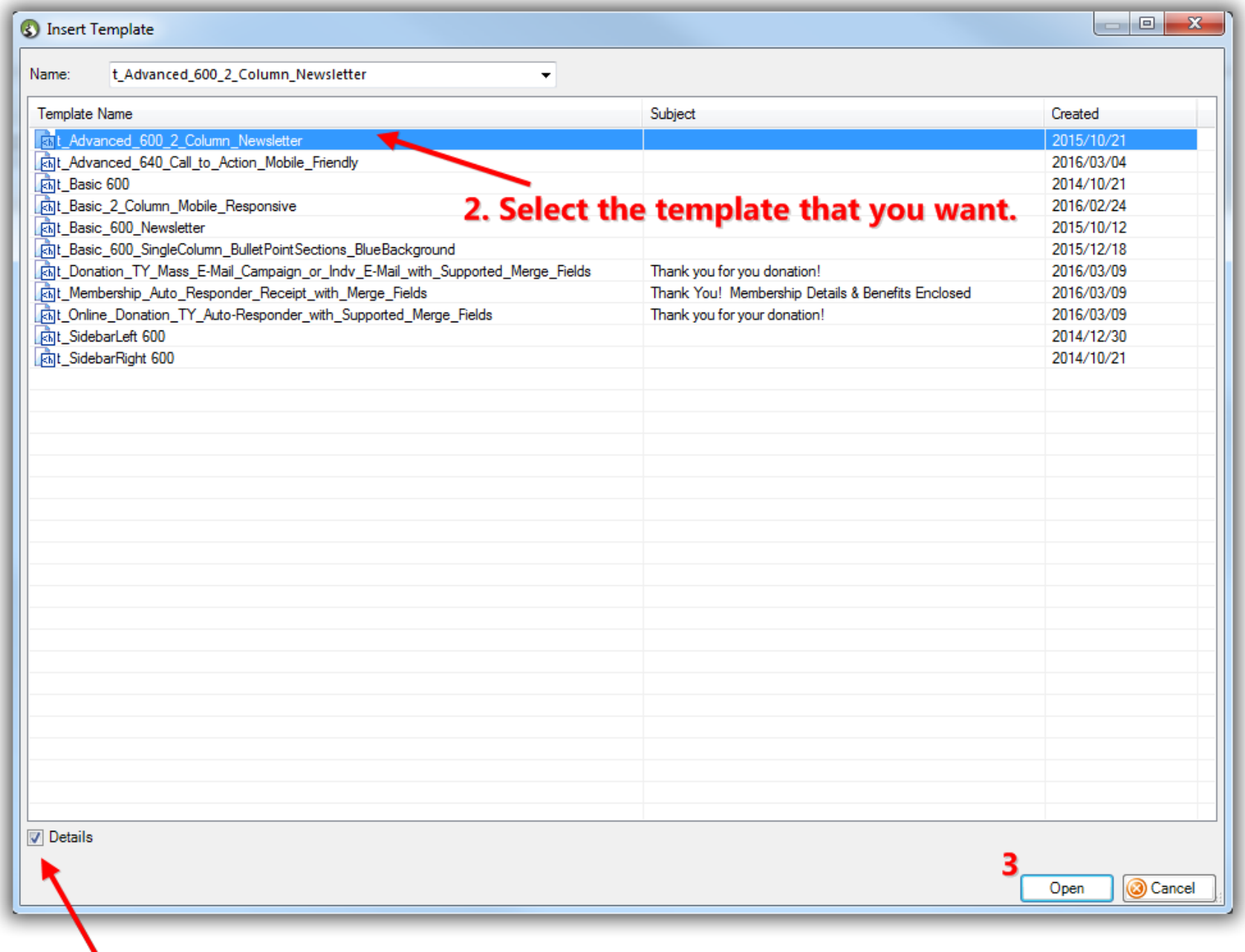
Click the **File** drop-down in the upper-left and select **Insert Trail Blazer standard template…**

How to Access and Use the Standard Trail Blazer Email Templates as a Starting Point for Template Creation & Mass E-Mail Campaigns



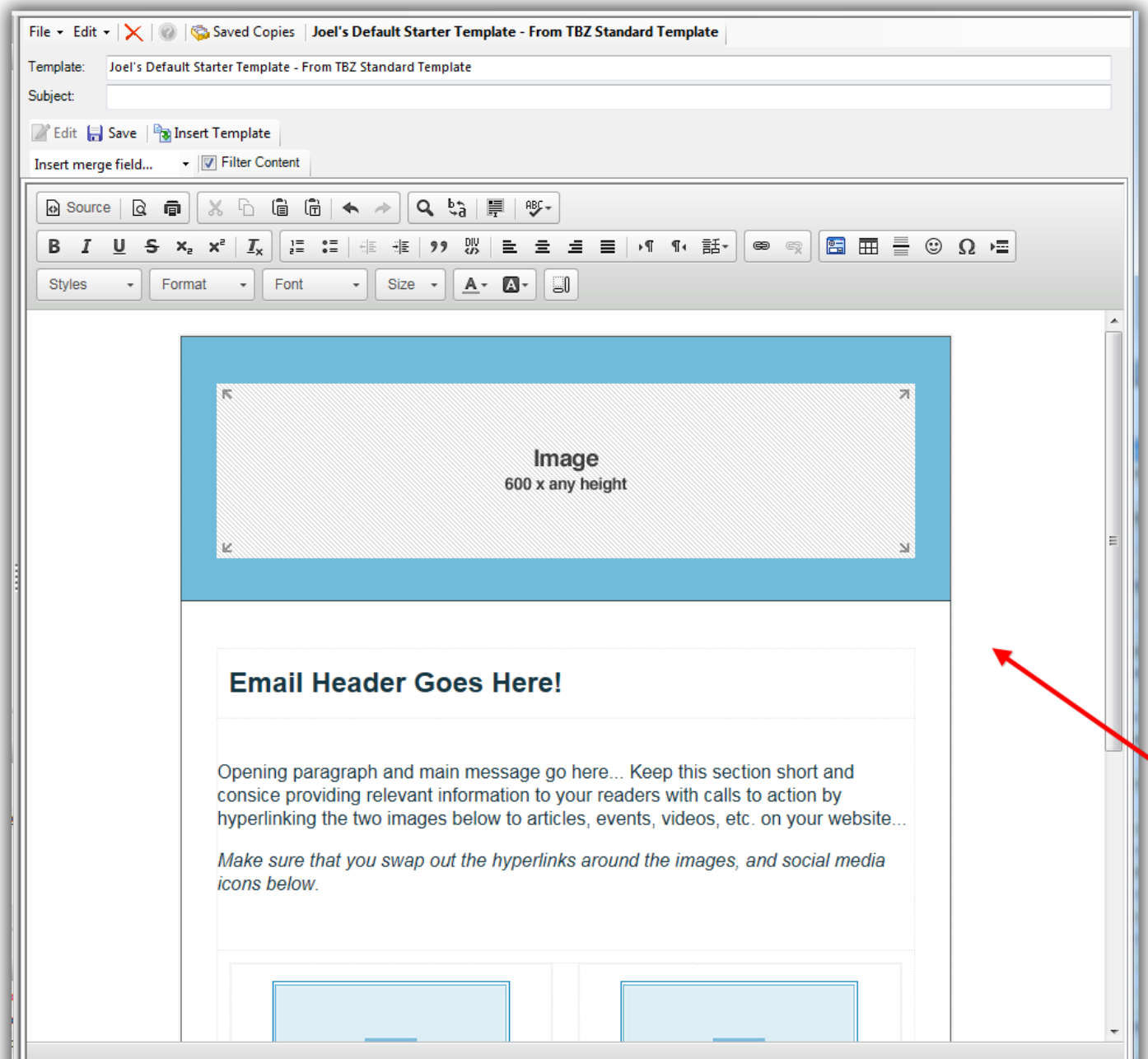
Check the box for **Details** to view more information about the templates (*such as the create date*), select the one you want to use, and click **[Open]**.
*In my example I selected a newsletter templates called "**t_Advanced_600_2_Column_Newsletter**".*

How to Access and Use the Standard Trail Blazer Email Templates as a Starting Point for Template Creation & Mass E-Mail Campaigns



You can certainly repeat these steps to view what all of the different standard templates look like and which one will work best for your needs, my example is below.

How to Access and Use the Standard Trail Blazer Email Templates as a Starting Point for Template Creation & Mass E-Mail Campaigns



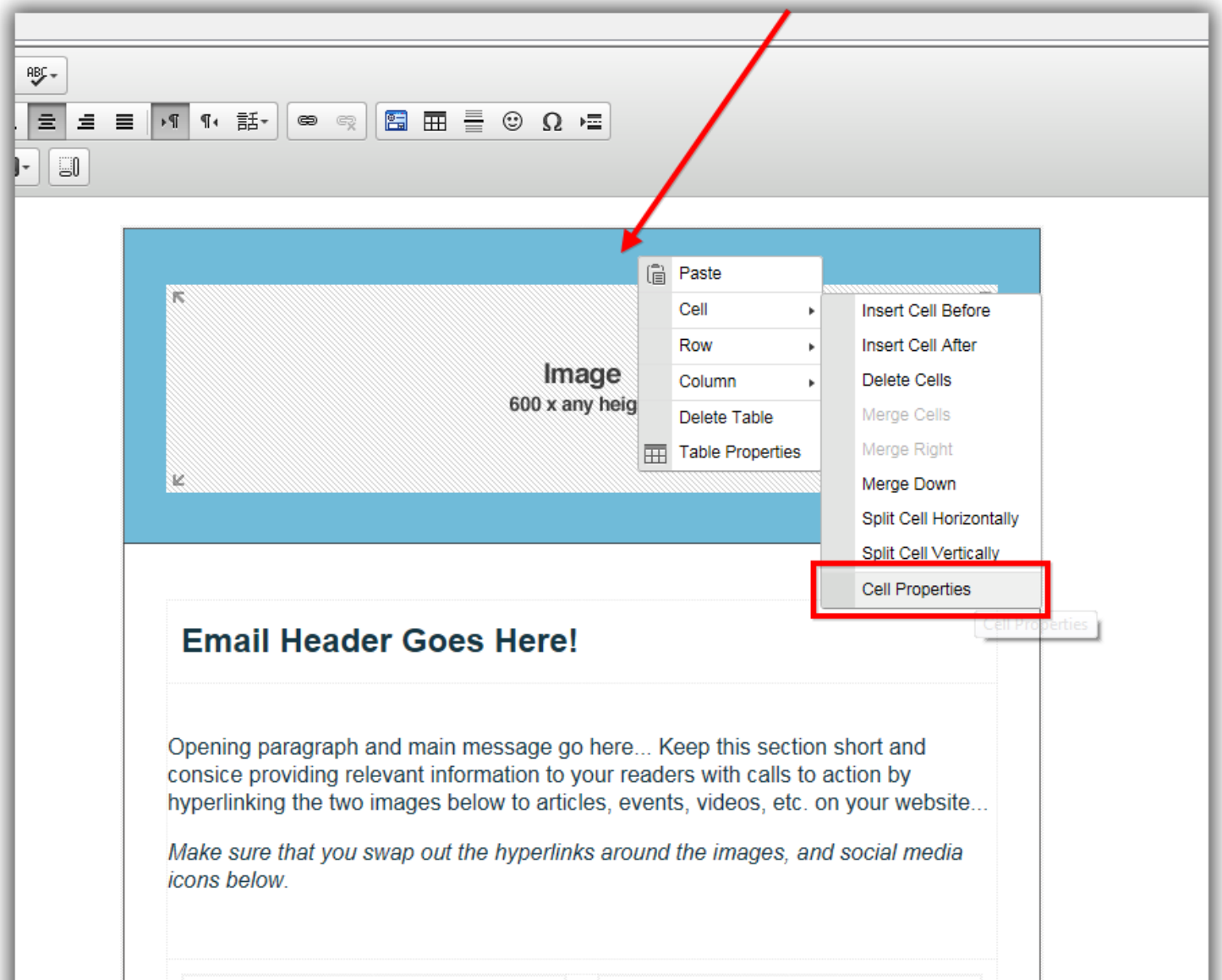
2 column standard newsletter template.

You can now swap out the hyperlinks for your own, change the font, color-scheme, etc. You can also upload and insert your own images, and documents (such as a PDF attachment).

Tip: You can **right-click** on different sections of the editor to perform many different actions (*such as styling the table, and the table cells*). This video talks about this in-depth, and this screenshot provides an example:

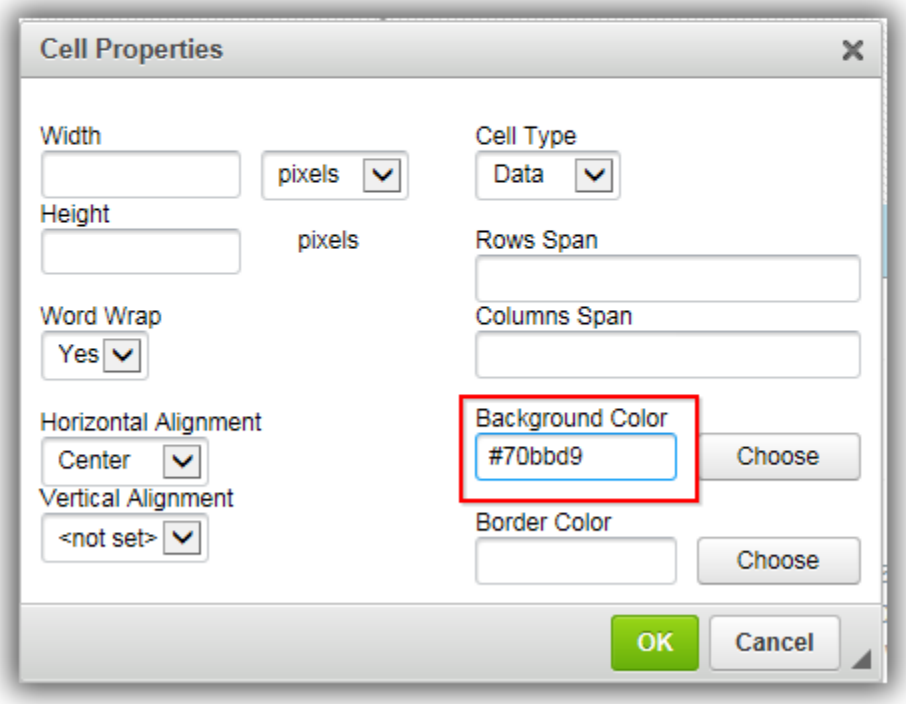
Img 1 of 2 – Right-clicking a Table Cell to Bring up a Context Menu with Action Items

Right-click different sections to bring up a context menu allowing you to perform many different actions (change height/width dimensions, colors, adding padding/spacing, etc.).



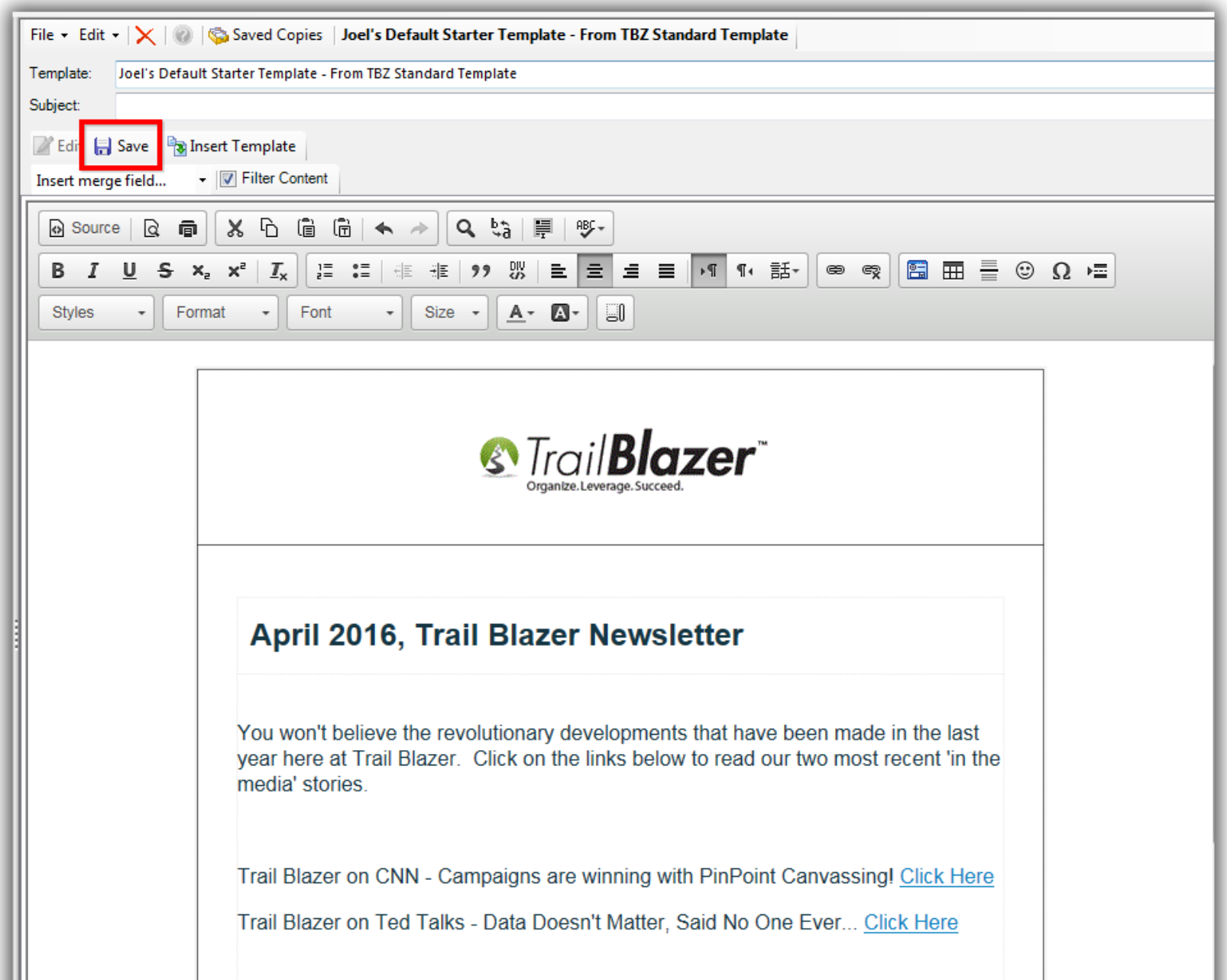
Img 2 of 2 – Example Table Sell Properties Config.

Perform many actions related to the table or cell such as: changing background colors, spacing/padding, alignments, and much more.



Once you've finished modifying your template, you can save it in the 'cloud' for future use (by all of your db users) by clicking **[Save]**.

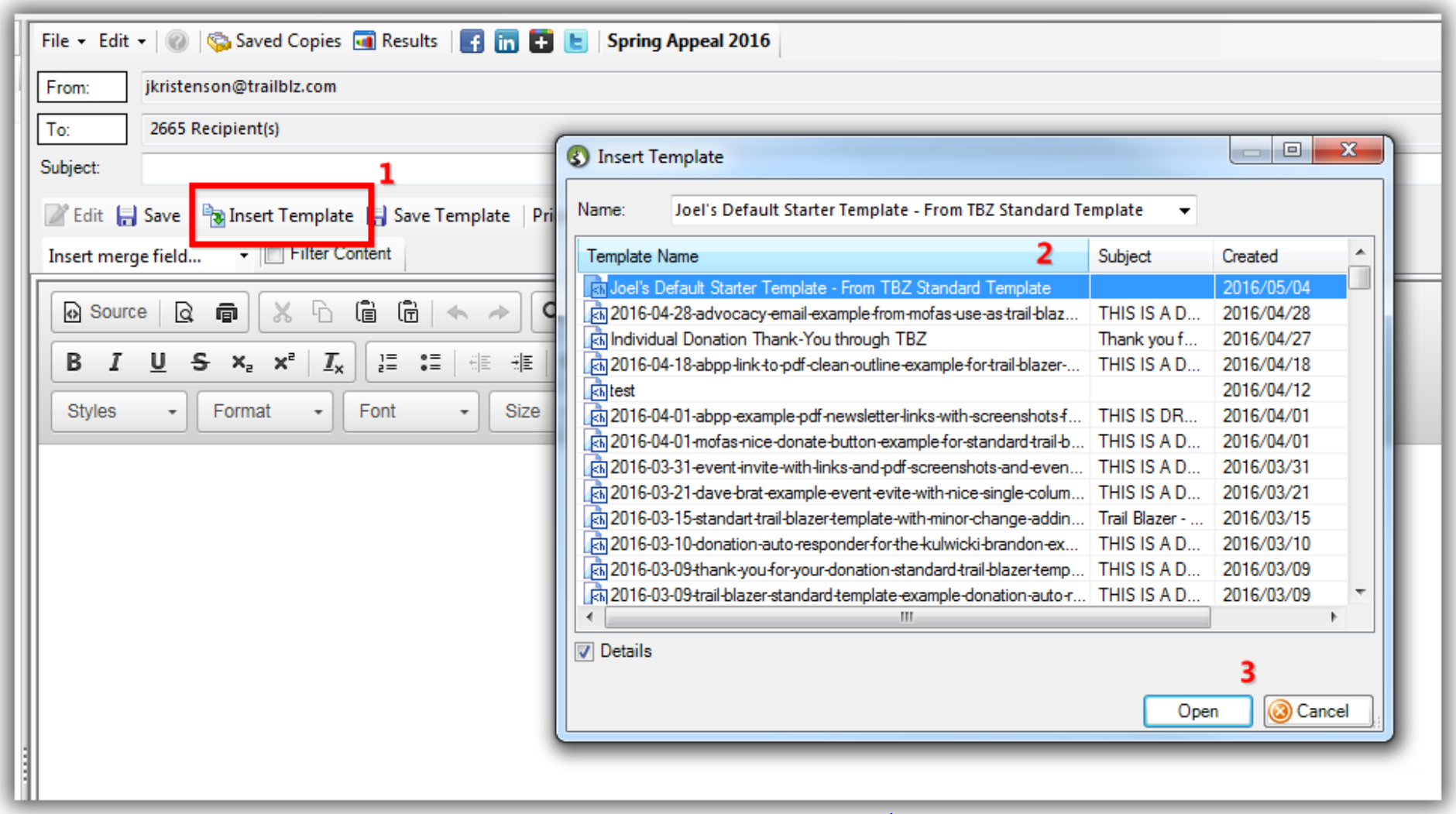
How to Access and Use the Standard Trail Blazer Email Templates as a Starting Point for Template Creation & Mass E-Mail Campaigns



You can use this template again from any other place in the system i.e. individual emails, and mass email campaigns. Here's an example from a mass email:

How to Access and Use the Standard Trail Blazer Email Templates as a Starting Point for Template Creation & Mass E-Mail Campaigns

You can insert your saved templates from any other part of the system that uses the email composer i.e. Email Campaigns, Individual Emails, and Auto-responders.



Tip: Erring on the side of simplicity goes a long way in mass email campaigns. People are bombarded with newsletters, and junk emails daily so it's very easy to get lost in the mix. Providing a concise call to action, along with some images and relevant links is a good place to start; trying to make your email template look exactly like your website is asking for trouble as email will render very differently on different clients (yahoo, AOL, Outlook, Gmail, etc.) and especially on different sized devices (phone, tablet, desktop, and now smart watches).

The **related resources** below provide links to a LOT of useful information on mass email, and template creation. If you need any help getting your email templates up to snuff please don't hesitate to call or email our live support team.

Related Resources

Article: How Do I Enable A Person To Receive Email Drafts
Article: Email Checkboxes
Article: Sending Mass Emails
Article: How to Create a Hyperlink around a Screenshot of your PDF Newsletter and Hyperlink to the PDF Document
Article: How to Create a Hyperlink around a Screenshot of your Video and Link to the Video from your Trail Blazer Email Template
Article: How to Upload Documents to your System Gallery such as PDF's, Spreadsheets, Audio Clips, Image Files, Etc.

Article: From and Reply To Email Addresses for Mass Emails
Article: Configuring your From and Reply Email Address Settings
Article: How to Cancel a Mass Email Campaign as it's Going Out & How to Reschedule a Queued Email Campaign
Article: How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after the Eblast Goes Out
Article: How to Enable Double Opt-in for All of your Trail Blazer Online iFrames Forms
Article: Email Thank You Auto-Responders
Article: Mobile Responsive Email Template – ConstantContact Reference
Article: Sample HTML Email Templates with Inline CSS
Article: Sending Out Test Emails
Video: Thank you's using mass email
Video: Eblasts Configured email settings before mass emailing
Video: Eblasts –Setting people up to receive test (draft) emails
Video: Scheduled Emails
Video: Eblasts Create and Send Eblasts – Including Image Management
Video: Donation Auto Responders with Merge Fields

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.

** 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.*