

GETTING UP AND RUNNING WITH

Marketo Email 2.0

How and why you should make the switch

Should I make the switch?

If you haven't yet made the transition from Marketo's Legacy Email Editor to Email Editor 2.0, you might be surprised to learn the updated UI is much simpler to navigate than you may have thought. The sweeping improvements Marketo has made to user friendliness and customizability will take an afternoon of your time to get used to, but the payoff is *immense*.

So what's different?

The look, that's for sure. Email editor's face lift is the first thing you'll notice when you open the new version. In addition to appearing more streamlined and generally more pleasing to look at, you'll find right away a few new features that are prominent in the redesign.

Here are some of the major changes in the Email 2.0 Editor:

- Template Picker
- Modules
- Previews
- Collapsible headers
- Stronger WYSIWYG editor
- Preheader text
- Updated Image Editor

Let's take a deeper dive into each of these new features, and how they can take your email and landing page experience to the next level.

So, what's new?

Templates, templates, templates

Marketo has opened up the farm and made a handful of brand new, responsive email templates available front and center from within the platform. In addition to these starter templates, you'll still be able to create your own and bring your previously created templates into Email 2.0. Once you've selected your template and hit "create," you'll go straight to the editing screen, where the magic begins.

Advent of content & modules

The biggest change from 1.0 to 2.0 is the breadth of content you can easily add to any email. Modules (which are elements such as blocks of text, signatures, images, contact information, social links, snippets and more) can be dragged and dropped into any email template and rearranged at your discretion.

One of the greatest benefits to this is the ability to add duplicate copies of the same module over and over, which works great for newsletters where you may want to promote 7 pieces of content in the same fashion and don't need to be boxed into a template where you only have so much space to promote it all.



With email 2.0, it really can't get any easier to design unique emails with a couple of clicks.

So, what's new? (continued)

Sneak preview capability

With Email 2.0, you can preview how your creation will appear on your recipient's end. This works for desktop as well as mobile, and is a wonderful supplemental to Litmus testing.

Editing elements, no HTML required

From within the "Content/Modules" panel, you can make just about any change to your email's elements without entering a single line of code. Content can be reorganized simply by dragging pieces up or down within the stack, and you can dive deeper into variables such as button size, color, text and more. Similar to layers within tools like Photoshop, the editing panel allows you to rename your sections to easily keep track of them, and gives the option to make content dynamic.

Collapsible headers for greater visibility

Need a little breathing room when editing your email? A new feature in Email 2.0 allows you to hide your header after you've entered information into it.

So, what's new? (continued)

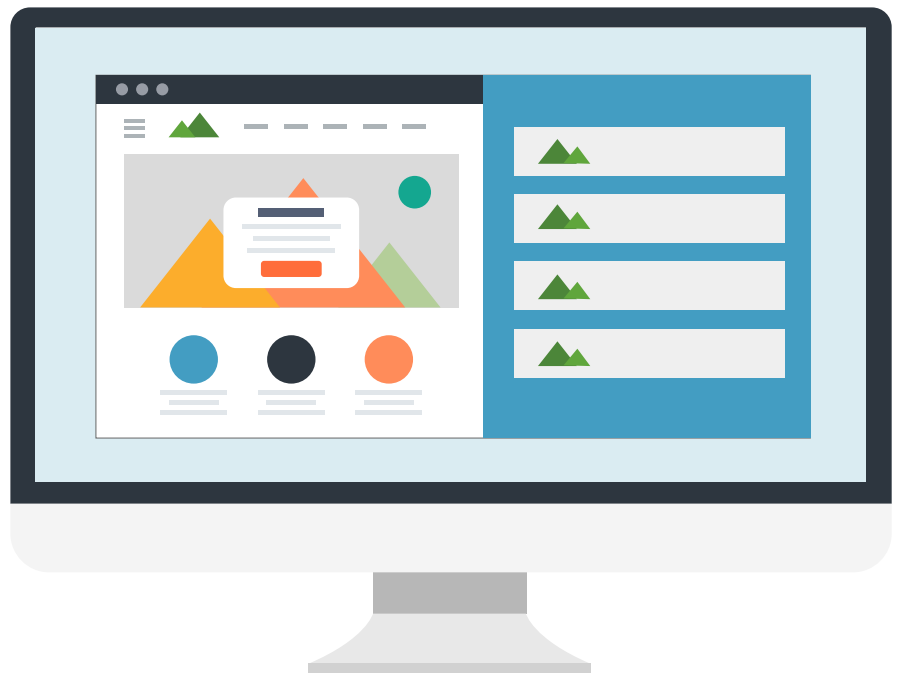
Easily editable pre-header text

The update allows you to write short, enticing bits of copy from directly within the program. Before, you had to enter a line of code to accomplish this; now it's right there for you in a text box under "edit settings." These lines of copy are crucial for open rates as they appear in a recipient's inbox immediately following the email subject.

Next-level image uploading

Another victory for simplicity. The "email actions" tab is where you'll find the options to upload an image or grab one from the web. Attaching an image from the web in Email 2.0 mirrors the experience in Marketo Design Studio, meaning it's as easy as a couple of clicks.

With email 2.0, not only are there new features to style your emails, the editor interface itself is also much more user friendly for you and your team.



Imagine the possibilities...

Play around in Email Editor 2.0 to get the hang of exactly how intuitive these updates really are. Then get to work customizing templates, popping in images with one click and crafting content that's now as easy to manage as it is compelling.

And that's just the tip of the iceberg.

Making the move to Email 2.0 is chockfull of benefits that will not only help you create emails faster, it will make them better for your readers. Not to mention, LeadMD will be there every step of the way, offering full support before, during, and after the migration process.

Want to know more about the Email 2.0 Migration process and how it can benefit your company?

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