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Visit www.realmagnet.com to learn more about how MagnetMail can help you create emails with both form and function.

**“MAGNETMAIL IS
THOUSANDS OF TIMES
BETTER THAN WHAT
WE HAD BEFORE.”**

Sharon Bond,
Senior Marketing Manager,
Association Management Center

CREATE EMAIL CONTENT

Choose from five different editing tools to create content.

Different emails have different requirements, which is why MagnetMail gives you five ways to create the content of your messages.

Check out the options below to see which ones suit your various needs:

1. **HTML Copy/Paste:** If you have in-house HTML skills or an HTML editing program like Dreamweaver, you can create the full content of your email and paste the HTML code into a blank template. This gives you full control over the look and feel and doesn't require a designed template.
2. **Branded templates and WYSIWYG Editor:** This is the most common way to create content in MagnetMail. WYSIWYG stands for "what you see is what you get" and refers to the icons that let you format your content within a designed template. You get a full range of options for fonts, colors, links, images, tables and more. This is best if you have limited HTML knowledge but want control and flexibility.
3. **NewsManager:** This is an integrated content creation tool that facilitates the publishing of email newsletters and corresponding web pages. This is a very good option for email newsletters. You just plug in your content, edit with the WYSIWYG editor, preview and publish.

The options listed above allow for flexibility when designing your messages. But with flexibility also comes the possibility of poorly designed emails and inconsistent branding. Below are two options that can mitigate the potential for these undesirable outcomes.

4. **Plug-n-Play:** This is a form driven method for creating content that relies on predefined templates and content fields. Every element of the message is set ahead of time, from font style to color to placement. You enter content into the predefined fields and the text inherits the set attributes for those fields. You do have the ability to repeat and move content pieces as you create a message. The result is a very easy interface that restricts freelance design. Plug-n-Play is great for newsletters and those users that seek greater control over their brand.
5. **Stack-n-Play:** This is a cousin of Plug-n-Play, with more restrictions on the user creating content. Like Plug-n-Play, everything is predefined, from the masthead to the content fields to the text attributes. In Stack-n-Play, however, you are not able to replicate or move content pieces. This gives you full control over what your team members can create and send.

Request a demo to get a first-hand look at the multiple ways to create messages in MagnetMail.

MAGNETMAIL = EMAIL + EVENTS/SURVEYS/MOBILE/RSS/FAX