

# Manage templates with [!DNL Adobe Experience Manager]{#aem-assets}

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## Create a template in [!DNL Adobe Experience Manager]{#create-aem}

1. Navigate to your [!DNL Adobe Experience Manager] author instance and click Adobe Experience at the upper left corner of the page. Choose **[!UICONTROL Sites]** from the menu.
2. Access **[!UICONTROL Campaigns > Name of your brand > Main Area > Email]**.
3. Click **[!UICONTROL Create]** and select **[!UICONTROL Page]** from the dropdown menu.
4. Select the **[!UICONTROL Adobe Campaign Email]** template and name your newsletter.
5. After creating your page, access the **[!UICONTROL Page information]** menu and click **[!UICONTROL Open Properties]**.
6. Customize your email content by adding components, such as personalization fields from Adobe Campaign.. [Learn more](#)
7. Once your email is ready, navigate to the **[!UICONTROL Page information]** menu and click **[!UICONTROL Start workflow]**.
8. From the first drop-down, select **[!UICONTROL Approve Adobe Campaign]** as workflow model and click **[!UICONTROL Start workflow]**.
9. A disclaimer will appear at the top of your page stating, **This page is subject to the workflow Approve for Adobe Campaign**. Click **[!UICONTROL Complete]** next to the disclaimer to confirm the review and click **[!UICONTROL Ok]**.
10. Click **[!UICONTROL Complete]** again and select **[!UICONTROL Newsletter approval]** in the **[!UICONTROL Next Step]** drop-down.

Your newsletter is now ready and synchronized in Adobe Campaign.

## Import an Adobe Experience Manager template{#aem-templates-perso}

Once the Experience Manager template is available in Adobe Campaign Web as a content template, you can identify and incorporate the necessary content for the email, including personalization.

1. In Campaign Web, from the **[!UICONTROL Deliveries]** menu, click **[!UICONTROL Create delivery]**.
2. In the email template window, select the built-in **[!UICONTROL Email delivery with AEM content]** template.
3. Enter a **[!UICONTROL Label]** for the delivery and configure additional options based on your needs:
  - **[!UICONTROL Internal name]**: assign a unique identifier to the delivery.
  - **[!UICONTROL Folder]**: store the delivery in a specific folder.

- **[!UICONTROL Delivery code]**: use this field to organize your deliveries based on your own naming convention.
- **[!UICONTROL Description]**: specify a description for the delivery.
- **[!UICONTROL Nature]**: specify the nature of the email for classification purposes.

4. Define an **[!UICONTROL Audience]** to your email. [Learn more](#)
5. Click **[!UICONTROL Edit content]**.
6. From the **[!UICONTROL Edit content]** menu, click **[!UICONTROL Select AEM content]**.
7. Browse through your AEM template and select the one to import to Campaign Web.
8. If changes are made to your templates directly in Adobe Experience Manager, simply select **[!UICONTROL Refresh AEM content]** to have the latest version of your template.
9. To remove linkage between Experience Manager and Campaign or to further personalize your Experience Manager template in the Email designer, click **[!UICONTROL Unlink AEM content]**.
10. If you added personalized content to your Experience Manager template, click **[!UICONTROL Simulate Content]** to preview how it will appear in the message using test profiles.

[Learn more on preview and test profiles](#)

11. When viewing the message preview, any personalized elements are automatically replaced with the corresponding data from the selected test profile.

If needed, additional test profiles can be added through the **[!UICONTROL Manage test profiles]** button.

Your delivery is now ready to be sent.