



Marketing Email Template - Create

To create a marketing email template, go to [Admin > Tools > Core Functions > Marketing Communications](#). Then, click the **Create Email Template** link.

 [Permissions](#)

Title and Address

Complete the following information in the Title and Address section:

FIELD NAME	DESCRIPTION
Email Title	Enter a title for the email.
From Address	Enter the from address. Note: <i>You must have the appropriate permission to edit this field. In addition, the Allow user to change email address setting must be enabled in Email Preferences.</i> <ul style="list-style-type: none">A default address can be configured for the From Address field through Corporate Preferences which pre-populates all new emails with the same From address. Administrators can only select default email addresses that are active in Corporate Preferences.Email addresses must be entered in a valid email address format.
Reply-To-Address	Enter the address to which recipients can reply to the email. <ul style="list-style-type: none">A default address can be configured for the Reply-To Address field through Corporate Preferences which pre-populates all new emails with the same Reply-To address. Administrators can only select default email addresses that are active in Corporate Preferences.Email addresses must be entered in a valid email address format.

Recipient and Language

Complete the following information in the Recipient and Language section:

FIELD NAME	DESCRIPTION
Template Availability	Choose to restrict the availability of the email template to a specific OU.
Language	Select a language from drop-down. Emails only fire to recipients who are defined in the Send To field if the template matches the user's language preference when the action is performed. <ul style="list-style-type: none">Only one language may be associated to each email template.When an email is triggered, the system must check the language of the recipient.The email is only sent to users who are using the language specified for the email.The email tags always appear in English. However, if the administrator clicks the Display a list of tags link, then the descriptions of the tags appear in the language of the administrator who is viewing the tags. <p>Include users not using this language - This option is unselected by default. This option is only available when multiple languages are enabled for the portal.</p> <ul style="list-style-type: none">When this option is selected, the system does not validate the recipient's display language before sending the email. This enables administrators to create a single email trigger that will be sent to recipients