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Administrator Topic

Marketing Email - Create

Marketing emails can be created from the Marketing Communications page. An organization might create a marketing email to promote an internal product, announce new online training, or inform employees of an upcoming mandatory security course. There are many ways organizations can use marketing emails to provide employees with important information.

To create a marketing email, go to **Admin > Tools > Core Functions > Marketing Communications**. Then, click the **Create New Email** link.

🔒 Permissions

PERMISSION NAME	PERMISSION DESCRIPTION	CATEGORY
Email - Edit From Address	Grants ability to edit the "from" address when creating or modifying an email trigger. In addition, the **Allow user to change email address** option must be selected in Email Preferences. This permission works in conjunction with the Global Email Administration - Manage permission. This is an administrator permission.	Core Administration
Marketing Emails - Manage	Grants ability to create and send ad hoc emails to populations of users based on their assigned org units, groups, or by user name. This is an administrator permission.	Core Administration

Printable Guides

What's New

Analytics

Content Studio

Cornerstone Content

Cornerstone HR

Edge/Infrastructure/Tools

General Features (Core)

- Capabilities and Skills Profile
- Copy Down Tool
- Custom Fields
- Email Administration
  - Email Preferences
  - Email Digest
  - Marketing Emails
    - Marketing Communications Administration
    - Marketing Email - Create
    - Marketing Email Template - Create
  - System Email Administration
- Galaxy Unified Navigation
- Cornerstone Gen-AI - Assist Tool (Open Beta)
- General Minimum Requirements
- Groups
- Integrations for Core/General
- Language and Translations
- Login and Welcome Page
- Mobile
- My Account
- Organizational Units
- Partner Access Administration

Add Email

Use the fields below to create a new custom email or choose a preformatted template from the select drop down.

Create e-mails using the fields below.
Click here for help.

⚠ **Note:** Files uploaded through the Image or Document Manager will be stored on a publically accessible server. The upload limit (per file) for images, documents, and templates is 3MB.

Select [New Email]
Action Send Email Event
Email Title [New e-mail] ☑ Active
From Address [   ] or [Select ▼]
Reply-To Address [   ] or [Select ▼]

Following users will receive this email:

Send To [Select OU Criteria ▼]
Language [Please select a language ▼] ☐ Include users not using this language

Tags are replaced with the corresponding values when emails are sent.

Tags Display a list of tags that can be used within the subject and body of the e-mail 🔗
Subject [   ]

| Base URL | Page URL | Image | Alternate Text | Link Expiration Date |
Deep Link [Default ▼] [Select ▼] [No Image ▼] [   ] ☐ [   ] [Insert]

Message ◉ HTML ○ Plain Text

A ▼ | Verdana ▼ | 10pt ▼ | Normal ▼ | Zoom ▼