

EL Camino Health Newsletter Workflow and Tech Notes

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PASSWORDS: See Teams

Click on “Marketing Automation Icons”

1. Click on “Content” located in left side vertical nav bar menu
2. Click on “Email Template” located in left side vertical nav bar menu
3. Click on “LC Shaped by US” folder located in the sub- menu of the left side vertical nav bar menu
4. In the Email Template window hover over the appropriate “Master Template - Shaped By Us - EMAIL #” and make a copy of it.
5. Now, Hover over and Edit the newly created”Copy of Master Template - Shaped By Us - EMAIL #”.
6. Rename the “Copy of Master Template - Shaped By Us - EMAIL #” to the appropriate name.
7. Save the template.
8. Click on the “design” tab and proceed the edit the new template as necessary

Create your newly created template to make it match the new email COMP

1. Deleting unnecessary sections and blocks.
2. Adding new placeholder sections and blocks where necessary

Update copy text:

After all your new layout sections and blocks are in place, then replace the existing content of the RichText blocks with the final copy text content.

1. First coping and pasting the HTML from a previously created and debugged block into the new block. You may find useful HTML text from any old ECH Templates in the Act-on system.
2. Then edit the newly pasted HTML copy to match the comp’s copy. Replace this placeholder copy by copying and pasting the text from the final microsoft word document.

Update/add Images:

1. Reduce file size of images using: TinyPng or other image compression technology.
2. Select “Image Library” located under the “Content” section in left side vertical nav bar menu
3. Select the “LC Shaped by Us” folder

4. Upload the images by clicking on the “+” icon to the right of the image list window.
5. Return to your newly created template and edit or add any necessary image blocks then choose the appropriate image from the image library as to the image blocks.

Add/update CTA links.

- (“https:”, “mailto:”, “tel:”)

Test emails:

1. Click on “Test” button located on the right side of the top nav bar.
2. Click on “Select Test Message recipients”
3. Type the keywords of the target email address in the “Search” box then click search ICON
4. Click on email address that you want to send message to
5. Click Submit
6. Click on the “Send the test message now? ‘OK’ button
7. Review the email in the targeted email box.
8. Q.A test emails: Here is a list of QA email addresses
 - a. dnair@laughlin.com
 - b. lcqatest1@gmail.com
 - c. lcqatest1@yahoo.com
 - d. lcqatest@outlook.com
 - e. usertesting@laughlin.com

Special Editing Notes:

Blue “Share Your Story” Section

The top blue curvy image is actually a white curvy image with a transparent bottom portion. This image block is contained in a section with a blue background (##87B9DB). This architecture then gives the impression of a blue curvy image.

Also because the white curvy image must have a left and right padding of 0px the text below must be centered using a table which has 3 td sections. The text is placed in the middle “td” section. The outer td’s width is maintained by using a 1px image with a width of 40px.

General Notes:

NOTE: Due to very tight scheduling, Make a backup copy of your new Email Template at least 1 per hour.

NOTE: The Act-on spacer does not consistently work on all device/clients so you should use an image set to the appropriate width instead

NOTE: In general sections that contain left aligned copy settings for left and right padding should be 40px for non-centered copy

NOTE: Paragraph classes take precedence over span classes on iphone.

NOTE: Below are some CSS selector examples that were used in some of the email templates.

```
<style><!--
#MessageViewBody .android-native-class-nutrition-header {font-size: 30px !important; line-height: 46px !important;}
#MessageViewBody .android-native-class {font-size: 26px !important; line-height: 46px !important;}
#MessageViewBody .android-native-class-small {font-size: 14px !important; line-height: 23px !important;}
#MessageViewBody .story-of-gratitude { padding-top: 40px; padding-bottom: 40px;}
--></style>
```

```
<style><!--
@supports (-webkit-overflow-scrolling:touch) and (color:#ffff) {

.iphone-class1 { line-height: 40px !important; }
.iphone-class2 { line-height: 20px !important; }
}
--></style>
```

LAUNCH INSTRUCTIONS ***** LAUNCH INSTRUCTIONS *****

Transcript from Launch Video.

<OUTBOUND> - Located On left black NAV Bar
<New Message> Located On Sub-menu Outbound on Left black Nav Bar
<Template Message>
<Shaped by us Folder>
<Choose Shaped by us Email #> Template
Then review it - scroll down
<select> At bottom of Template review (then it opens up)

Update the "Message Title" i.e "Shaped By Us version#?-mmddyyyy" ----> "Shaped By Us 1-04132020"

Review Subject Line

Review Preview Text

Update "Sender" to "El Camino Heros <heroes@elcaminohealth>" (on video was at bottom of list)

Reply to "Same As sender"

Recipients: <Choose List or Segments>

Look for "Shaped By US" inside <"LC Shaped by Us folder">

!!!!!!DO NOT SEND TO SVMD EMPLOYEES!!!!

!!!!!!DO NOT SEND TO <"2020 04 El Camino Hospital Employee List">

3769 employees !!!!

Instead Choose <"2020 05 El Camino Health Employees">

Make sure it selects the proper list in the Selected area below. Should say "Selected 1"

<Submit>

Review screen to make sure everything is set properly. [See Fig 1]

<design> located on horizontal Nav tab at top>

Make sure everything looks good (scroll down as necessary)

<review> located on horizontal Nav tab at top>

Make sure everything looks good on HTML version

Look at black top border to left and make sure it still says "El Camino Heros

<heroes@elcaminohealth.org>"

look at black top border to right and make sure subject text is correct

<text> located on horizontal Bottom tab nav

Look at it to make sure it looks good.

<Mobile > located on horizontal Bottom tab nav

Look at it to make sure it looks good.

<Send> Top Nav

choose "Send Now" radio button

<Submit Launch Request>

Please confirm box pops update

review info

From: heroes@elcaminohealth.org
To: 2020 05 El Camino Health Employees
At current date and time
<Send> !!!!!****This is when it actually is emailed out****!!!!

Black Nav Bar on left
<Sent Messages>
on "LAST 60 DAYS list" Should see our message that was just sent out at "current time".
NOTE: EMAIL STATS ARE IN RIGHT COLUMN OF THE SCREEN.