

E-Mail Template & Tokens Users Quick Guide

USERS GUIDE #05



E-Mail Template Users – Quick Guide

Creating a customized Email to send your customers is simple within the fotoShout web portal. We have created a basic Email template for you, which you're free to modify. Our Email template uses HTML tags, and fotoShout tokens. This user's guide will show you which fotoShout tokens are used, how to use them, and how to add additional tags & tokens inside an Email template.

The tokens below may be placed in the body of an Email template. If you collect **first names** of guests during an event using fotoShout, you could use the token `@Model.FirstName`

- The Template would be – Dear `@Model.FirstName`
- When the Email is delivered to your guests, the E-mail would read
- "Dear Barbara,"

If you selected the Salutation and Last name to be collected,

- The template would be set up - Dear `@Model.Name`,
- The Email sent to the guest would read; Dear Miss De La Riva,

See Below - Pages 2 & 3 for Examples

Here are the most common tokens used, they may be entered as part of your Email

`@Model.Name` (Salutation and last name)

`@Model.FirstName`

`@Model.LastName`

`@Model.EventName`

`@Email`

`@Model.UserName` (first and last name)

`@AccountName` (Company name)

`link` Used to create a link to guests image.

- Please note the syntax of the permalink as above. Permalink is a link to a url, so it needs to be like that, don't change it. You may replace the text "link" with any text you want. "Click here for your photo" or "Click This Link", etc. (when they click on *Click this Link*, it will take them to their photograph.)

Common html tags

`
` Forced Line Break

`</BR>` To end forced line break

`<p>` Placed at the beginning of a paragraph

`</p>` Placed at the end of a paragraph

`` Placed at the beginning of text to make it **BOLD**.

`` Placed at the end of text to stop making it BOLD

`<u>` Placed at the beginning of text to underline a word.

`</u>` Placed at the end of text to stop underlining.

`<i>` To start Italic text.

`</i>` To end Italic text.

`` Would populate the fotoShout logo to the right of the page

`` Would populate the fotoShout logo to the left of the page.

`<P ALIGN=Center>`

`` Would Populate the fotoShout logo to the center of the page.

``

``



Above the fotoShout logo is used as an example. Replace [fotoShout_logo.jpg](#) with anything image you wish to display within the body of your Email.

We use the following tags in our Emails to display the fotoShout logo at the bottom of the Email.

``

Example of Tokens and HTML Tags

The first image below is the **Basic Email Template** already created for you in fotoShout. The second image is where the information would be placed within the Email. You can create your own Email templates in fotoShout, or use another text editor, then copy and paste into fotoShout. Be sure and name the template for future use. Give your E-mail a subject that identifies the event your guests attended.

Create Email Template

Template
Name *

Subject *

Content *

Dear @Model.FirstName,

`<p>Thank you for joining us at @Model.EventName.</p>`

`<p>It was an honor to have you in attendance. We hope that you found the event to be joyful. Please follow this link to view your photo.</p>`

`<p>Again, we sincerely thank you for being part of @Model.EventName.</p>`

`<p>`

Sincerely,

@Model.UserName

`</p>`

Create

Cancel

If you were to use the fotoShout Basic e-mail template as is, the “tokens” would be filled in the following way. (**See Below**) The blue oversized text is to make viewing in this user guide easier.



Create Email Template

Template
Name *

Subject *

Content *

Dear Barbara, Name,

<p>Thank you for joining us at fotoShout Charity Gala</p>

<p>It was an honor to have you in attendance. We hope that you found the event to be joyful. Please follow this Link to Photograph to view your photo.</p>

<p>Again, we sincerely thank you for being part of fotoShout Charity Gala</p>

<p>|

Sincerely, D. Martin

@DCP Photography

</p>

Create

Cancel