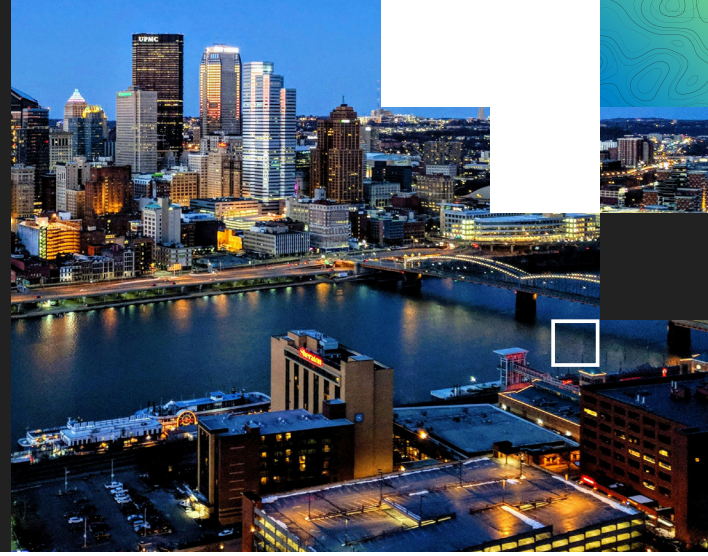


Quick Reference Guide: Building Marketing Emails

Send eye-catching, mobile-friendly emails that showcase your listing and connect with potential buyers — created in just a few clicks.



Step 1: Create a New Email Campaign

- Go to the **Email** tab
- Click **New Campaign** and choose from available templates
- Click **View Sample** to preview
- Click **Select** to enter editor and start to create
- Or use **Copy Previous** to reuse emails from another project

Step 2: Set Up Your Email Details

- **Subject Line:** Keep it short and compelling
- **Campaign Name:** (New to Market, Call for Offers, Tours, etc.)
- **From Address:** Select from dropdown
- **From Alias:** Include the name and/or company that will appear as the sender.
- **Reply-To Email:** Add email(s), separated by “;”
- **Accent Color:** Select colors from the options or enter the Hex code
- **Note:** May be locked to brand standards

Step 3: Customize Layout

- Click **Add Section** to include content blocks
- Hover over sections to **move** (arrows) or **delete** (trash icon)

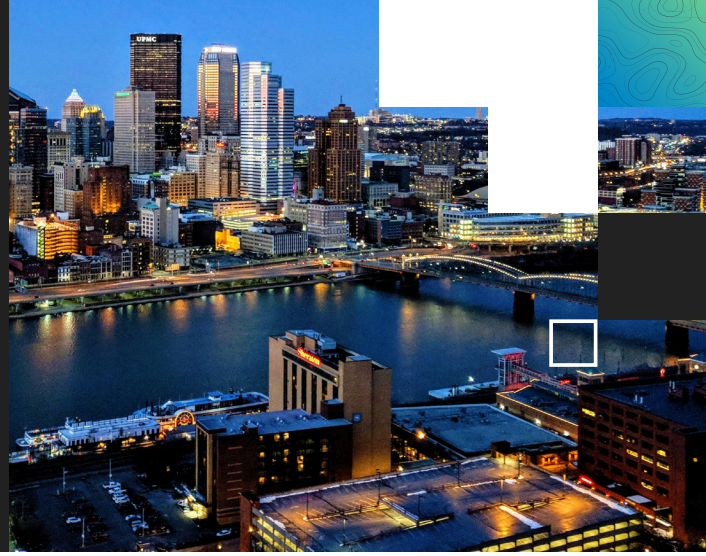
Step 4: Add Logo & Images

- **Logo:** Click Insert Logo (300px wide)
Note: Some templates may have logos pre-set
- **Images:** Click placeholder to upload (1000px wide). Use the cropping tool to adjust as needed.

Questions? Contact Us at clientservices@lightboxre.com

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Step 5: Edit Text

- Click into sections to type directly
- Use editor to **bold**, **italicize**, **link**, **bullet**, **justify**, or **add tables**
- Use the **tag icon** to personalize (project name, date, recipient name, etc.)

Tip: review the below Email Marketing best practices guide to boost deliverability, engagement, and response rates

Step 6: Button Section

- Hover over section and click on **Pencil icon** to edit button text/links or delete button

Step 7: Contact Section



- Hover over section and click on **Pencil icon** to manage contacts: **drag/drop** to update order, click on **Pencil under Display** to select which contact values to display

Tip: use the left-side panel to quickly rearrange section order

Step 8: Preview & Test

- Use **Preview in Browser**
- Send a **Test Email** to yourself (logged-in user)
- Note: Test emails are intended for those on your deal team, as they include test links and do not provide any tracking, reporting, or security. Use Generic Links/Emails to send outside of team.

Pro Tips:

- Walk through the [Broadcast Checklist](#)  before sending any emails out to ensure all other aspects of your deal are ready for launch!
- Follow our [Email Marketing Best Practices](#) 

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