Self Service Template Upload Handbook

Force24™
Marketing Automation

These are the steps you will need to follow to allow your html to be added as a self service template.

Once you have completed your build you will need to zip the html file up with a folder of images named "images".

This template will be loaded as a "master" or "account" or "published" template. A master template is not directly editable and will allow you to create versions of this template in "Your Templates". Your Templates are templates you may directly edit and the original version will be lost. Published templates are templates that do not need to be edited and are directly available for use in campaigns. Templates in the "Your Templates" or "Master Templates" must be published before they can be used in a live campaign.

Note: this is not a, "how to build a html email guide". That would be a much larger document whereas here we want to just focus on the key elements you will need to have in your html for it to be able to be loaded as a Force24 self-service template.

Where you see *** in the sample code, on the right these represent areas where you are to add content.

1.

Insert the shell of the html into your new document:

Before starting your html email build, paste the text in the top box of the right hand column into your document, overwriting all it's current content.

Save your new document as "template.html"

```
<!doctype html>
<html>
<head>
<meta charset="utf-8">
<meta name="format-detection"
content="telephone=no" />
<meta name="viewport"
content="width=device-width, initial-
scale=1.0" />
<meta http-equiv="X-UA-Compatible"
content="IE=edge" />
<title>Force24</title>
<style type="text/css">
                         body[yahoo]
.invisible-preheader{
          width:0px!important;
          height:0px!important;
          font-size:0px!important;
          line-
height:0px!important;
          display:none!important;
          color:#e8e8e8!important;
          }
          *** your CSS goes here ***
</style>
</head>
     <body style="font-size:13px; -webkit-
text-size-adjust:none; -ms-text-size-
adjust:none; line-height:100%;" yahoo="fix">
          <table width="100%"
cellpadding="0" cellspacing="0" border="0"
align="center">
               *** email content goes
here ***
          </table>
     </body>
</html>
```

2.
First table row to be invisible pre-header with SpamBotDetection:

We would advise that the first row in your email table is the invisible pre-header. This will not show in the content of your email, but will display as a descriptive subheading in certain email clients such as outlook.

You will see that the sample code to the right includes a <SpamBotDetection> tag. This needs to be included in the pre-header area and needs to carry the same inline styles and classes as the pre-header <span> tag, also it needs to contain at least 1 character we recommend using the last character of your pre-header.

```
<tr>
    <td class="invisible-preheader"
style="font-size:0px; width:0px;
height:0px; display:none; line-
height:0px;" align="center">
        <span class="invisible-
preheader" style="font-size:0px;
width:0px; height:0px; display:none; line-
height:0px;">
            ***Place your preheader
text here***
        <SpamBotDetection
class="invisible-preheader" style="font-
size:0px; width:0px; height:0px;
display:none; color:#e8e8e8; line-
height:0px; text-decoration:none;">?</
SpamBotDetection>
        </span>
    </td>
</tr>
```

3.
Add a no-tracking/view in browser link:

This is added to the email as an <a> tag with a "href" attribute of "[nonTrackingLink]". See example on the right.

We require that you include a non tracking link. This links to a browser version of the email with the tracking removed from the links. It serves two purposes. If the end user wishes to use a version of this email without cookies or if they prefer to view the email in a web browser, they can click on the link.

```
To proceed without cookies <a
href="[nonTrackingLink]">click here</a>
```

4.
Build your html template using html email best practices:

Here are just a few:

- o Build it mobile responsive.
- o Align center on all <td> tags unless otherwise required.
- o Ensure the width of the main body of your email is no wider than 600px.
- o Text should not include <p> tags or <li> tags.
- o Formatting for text should be applied as an inline style on the surrounding <td>, <span> ,<a> or <img> tag. In general classes should be applied only for responsive formatting.
- o <img> tags should always include border="0" and the "alt" attribute, even if the alt attribute is empty.
- o Indent and annotate your code correctly. Work to the principal of, "would I want to amend this document if it wasn't mine".

```
@media screen and (max-width:600px) {
        body[yahoo] .maxwidth {
            width: 100% !important;
        }
    }
    </style>
</head>
<body>
<table class="maxwidth" width="600"
cellpadding="0" cellspacing="0" border="0"
align="center">
    <tr>
      <td align="center">
          Do not use paragraph tags
<br><br>
          use br tags for paragraph
breaks
      </td>
    </tr>
    <!-- sample image row -->
    <tr>
      <td align="center">
          <img style="display:block;
font-family:Arial, Helvetica, sans-serif;
font-size:18px; text-align:left; font-
weight:bold; color:#222222;" src="images/
logo.jpg" width="143" height="53"
border="0" alt="Force24" />
      </td>
    </tr>
    <!-- end sample image row -->
</table>
```

5.
Include the unsubscribe tag at least once somewhere within the email.

For Force24 for self service templates this is <unsubscribe></unsubscribe>. treat this as you would a normal html tag i.e. you can add classes and styles to the opening tag and you can place text or images between the opening and closing tag.

Note: make sure your unsubscribe link is not within an editable text area to ensure nobody can delete it.

```
<unsubscribe style="text-decoration:none;
color:#000000;">
      Unsubscribe
</unsubscribe>
```

6.
Add the attributes that define editable content

Where you want text or an image to be editable add "Data-f24-editable" and then "Data-f24-display-name" as an attribute.

Make "Data-f24-display-name" unique and relevant to the area you want editable as this will be the text on the button displayed in the self service editing tool. See example to the right.

```
<td class="invisible-preheader"
style="font-size:0px; width:0px;
height:0px; display:none; line-
height:0px;" align="center">
          <span class="invisible-
preheader" style="font-size:0px;
width:0px; height:0px; display:none; line-
height:0px;" Data-f24-editable Data-f24-
display-name="Pre Header" >
                ***Place your preheader
text here***
          <SpamBotDetection
class="invisible-preheader" style="font-
size:0px; width:0px; height:0px;
display:none; color:#e8e8e8; line-
height:0px; text-decoration:none;">?</
SpamBotDetection>
          </span>
</td>
```

7.
If you are making a text link editable

Make the link editable by adding "Data-f24-editable" and then "Data-f24-display-name" as an attribute.

```
<a href="http://www.force24.co.uk" Data-
f24-editable Data-f24-display-name="Site
Link 01">
      Force24.co.uk
</a>
```

7.
If you are making a link editable but want the content not editable

Make the link editable by adding "Data-f24-editable" and "Data-f24-display-name" as an attribute.

Then add the attribute "data-f24-no-edit" with a value of "text".

```
<a href="http://www.force24.co.uk" Data-
f24-editable Data-f24-display-name="Site
Link 01" data-f24-no-edit="text" >
        Force24.co.uk
</a>
```

8.
If you are making a link with an image editable

First make the link editable by adding "Data-f24-editable" and then "Data-f24-display-name" as an attribute. Then add the attribute "data-f24-no-edit" with a value of "text".

Then make the image editable by adding "Data-f24-editable" and then "Data-f24-display-name" as an attribute.

```
<a href="http://www.force24.co.uk"
f24-id="HeadLogoLink" f24-name="Head
Logo Link" Data-f24-editable Data-f24-
display-name="HeadLogoLink" data-f24-no-
edit="text" >
      <img src="images/headLogo.jpg"
width="106" height="40" alt="Force24
Marketing automation" style="display:block;
font-family:Arial, Helvetica, sans-
serif; color:#fff; text-align:left; line-
height:40px; font-size:20px;" border="0"
f24-name="Head logo" Data-f24-editable
Data-f24-display-name="HeadLogo"/>
</a>
```