





HOW TO...EMAIL TEMPLATES & LCMG-BRANDED EMAILS


I. ENABLE TEMPLATES

1. Open Gmail.
2. At the top right, select the **Settings**  icon > **See all settings**.
3. At the top, click **Advanced**.
4. In the **Templates** section, select **Enable**.
5. At the bottom, click **Save Changes**.


II. CREATE OR CHANGE AN EMAIL TEMPLATE

1. Open Gmail and click **Compose**.
2. In the **Compose** window, enter your template text.
3. Click More  > **Templates**.
4. Choose an option:
 - a. To create a new template, click **Save draft as template** > **Save as new template**.
 - b. To change a previously saved template, click **Save draft as template** and **Overwrite Template**, choose a template and click **Save** to overwrite it.
5. (Optional) To send an email, compose your message and click **Send**.

III. INSERT A TEMPLATE

1. Open Gmail and click **Compose**.
2. Click More  > **Templates**.
3. To insert a template, under **Insert template**, choose a saved template to insert in your email.
4. Compose the rest of your message and click **Send**.

IV. LCMG-BRANDED EMAILS

1. Open Gmail and click **Compose**.
2. At the bottom of the **Compose** window, click Layouts .
3. If you haven't used layouts before, click **Default Styling**. Enter the details to build your branded email: Logos, Colors, Fonts, Images, Footer Details, Links
4. After you change your preferences, click **Save changes**. *Style changes only affect your new email layout.
5. Select a layout > click **Insert**.
6. After you add the layout to the body of your email, you can add text or images or remove sections you don't want.
 - a. If you include a button, make sure you set a link for the button.
 - b. If you add images, Google recommends you include alt text in case an image is not rendered. Alt text also helps people who use screen readers better understand your branded email. To change an image in an email template:
 - i. Click the image > **Change image**.
 - ii. Select an image, click **Next**.
 - iii. Crop the image, as needed, then click **Insert**.