

Email Marketing with LibraryAware

Links to help you learn more

Template Search

Find the templates you need! Check out our cheat sheet on finding the right template with keywords:

<https://libraryaware.uservice.com/knowledgebase/articles/1929457-cheat-sheet-find-the-right-template-with-keywords>

Drag & Drop Email Editor

What are the elements of a Drag & Drop email?

<https://libraryaware.uservice.com/knowledgebase/articles/1993882-what-are-the-elements-of-a-drag-drop-email>

Learn more about Folders

<https://libraryaware.uservice.com/knowledgebase/topics/14151-using-folders>

Reaching subscribers includes creating emails that are accessible to everyone. Use the WebAIM Contrast Checker if you are using colored text and/or backgrounds.

<https://webaim.org/resources/contrastchecker/>

Get more email accessibility tips

<https://libraryaware.uservice.com/knowledgebase/articles/1842232-accessibility-in-libraryaware-emails>

Do you find it time-consuming to keep recreating the same elements over and over, each time you want to include them in an email? Save yourself time and hassle by using Modules!

<https://libraryaware.uservice.com/knowledgebase/articles/1993888-managing-my-modules-in-the-drag-drop-email-edito>

LibraryAware's Template Modules offer a selection of ready-made Containers and Structures you can use to quickly pull in Book/AV records, Events, and RSS items.

<https://libraryaware.uservice.com/knowledgebase/articles/1996579-how-do-i-use-the-ready-made-template-modules-in-th>

Want to include several books or AV items in your email? Try our newest feature – the Multiple Records Block.

<https://libraryaware.uservice.com/knowledgebase/articles/2008898-how-can-i-add-multiple-book-and-av-records-in-the>

Subscribers

Learn more about managing subscribers in LibraryAware:

<https://libraryaware.uservice.com/knowledgebase/topics/14147-managing-subscribers>

Sending Email

How do I schedule e-blasts to a group of subscribers?

<https://libraryaware.uservice.com/knowledgebase/articles/98361-how-do-i-schedule-e-blasts-to-a-group-of-subscribe>

Email Metrics

Learn more about Email Metrics

<https://libraryaware.uservoice.com/knowledgebase/articles/637111-folder-metrics#email>

LibraryAware Training

Looking to learn more about using LibraryAware? We have live and recorded training perfect for new users or those looking for a refresher on key features.

<https://libraryaware.uservoice.com/knowledgebase/articles/117485-libraryaware-training-webinars>