

Email Builder Extension for Magento 2

User Guide

Version 1.0.0

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I) Introduction

Email Builder for Magento 2 is a compelling set of tools for building and designing transactional emails. Its user-friendly editor enables you to create any email templates that go inline with your web design and theme. You are also empowered to customize a large number of brilliant pre-built email templates without effort.

- Intuitive drag and drop email builder
- 13+ elements supported
- 10+ stunning pre-built templates
- Expand brand's online presence
- Create dynamic email menu
- Live preview mode
- Create responsive design templates
- Other stunning features

HOW IT WORKS:

- In the backend, you first create an email template using drag & drop builder.

- After that, assign the template to the contact group that you want.

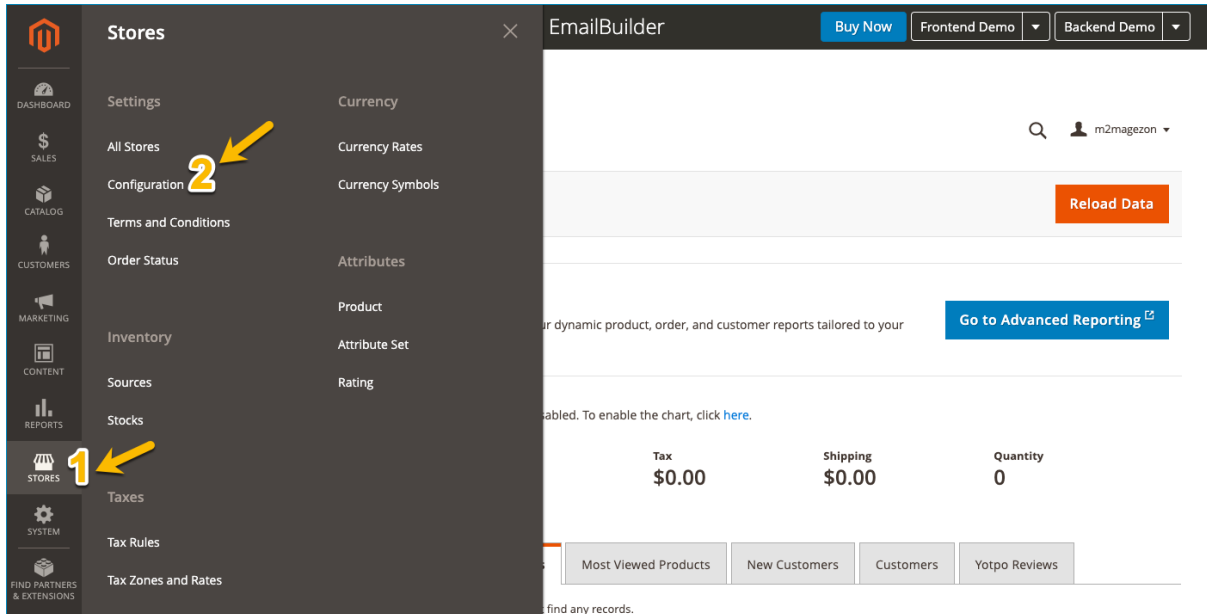
* You can create as many templates as wanted and assign them to any contact groups.

NOTE: Email Builder is developed on a core builder based on which we've built all of our builder extensions. The core builder includes elements and settings that all builder extensions have in common.

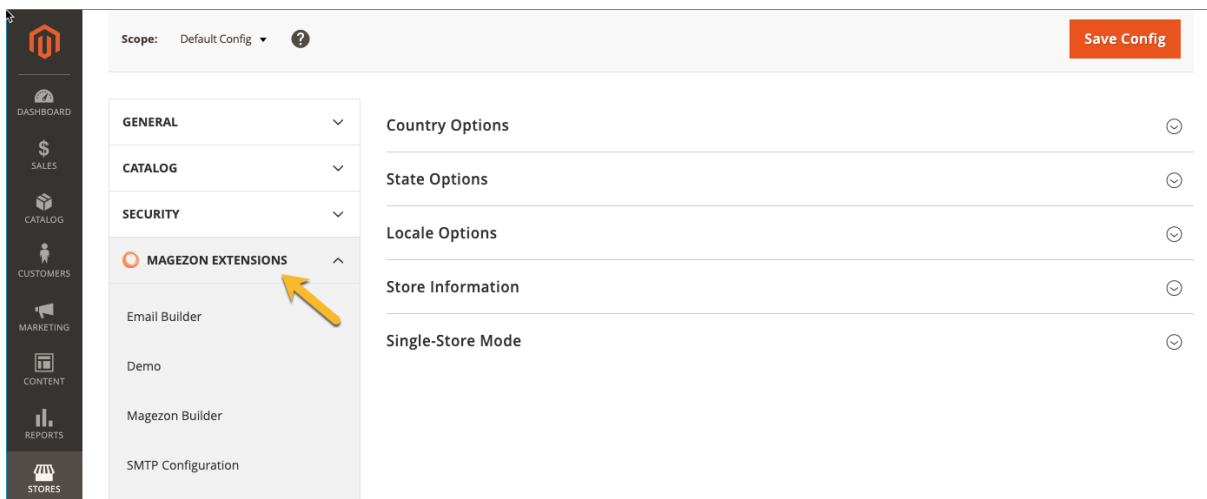
In this guide, we'll focus on elements and settings that are specific to **Email Builder** extension.

II) Where to Find Extension

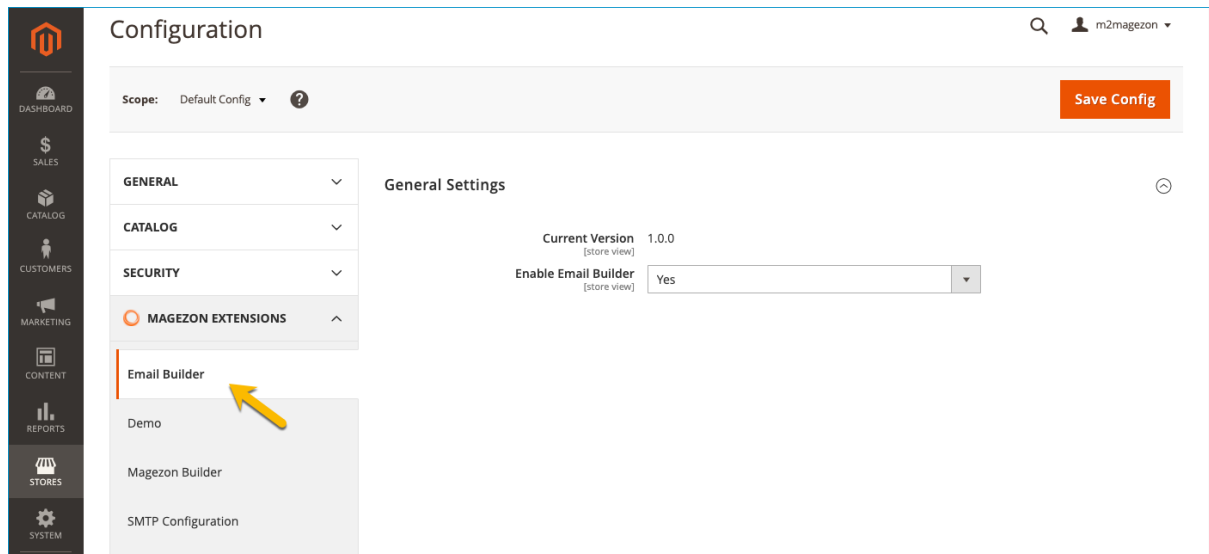
After installing the extension, navigate to **Store > Settings > Configuration**.



In the panel on the left, span **Magezon Extensions** and choose **Email Builder**.



On the right side, you can see **General Settings** including:

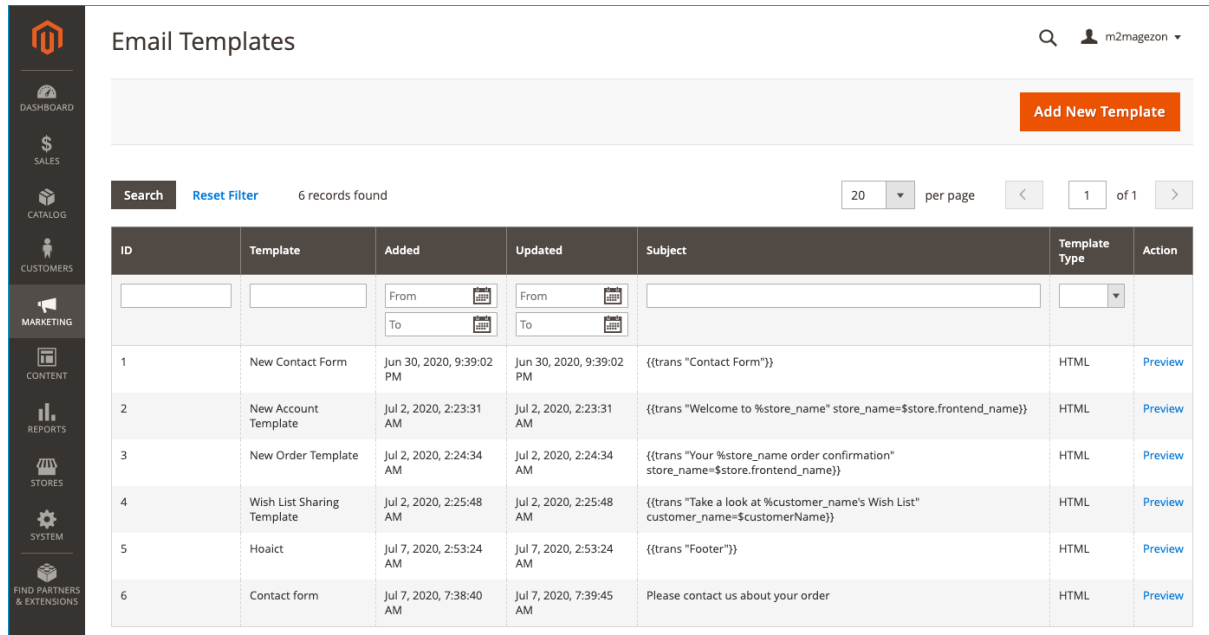






The screenshot shows the Magezon Configuration interface. On the left is a sidebar with navigation options: DASHBOARD, SALES, CATALOG, CUSTOMERS, MARKETING, CONTENT, REPORTS, STORES, and SYSTEM. The main area is titled 'Configuration' and shows 'Scope: Default Config'. A 'Save Config' button is in the top right. Under 'MAGEZON EXTENSIONS', 'Email Builder' is selected and highlighted with a yellow arrow. The 'General Settings' for 'Email Builder' are shown, including 'Current Version' (1.0.0) and 'Enable Email Builder' (Yes).

- **Current Version** of the extension.
- **Enable Email Builder**: choose **Yes/No** to enable/disable the extension.

III) Create Templates

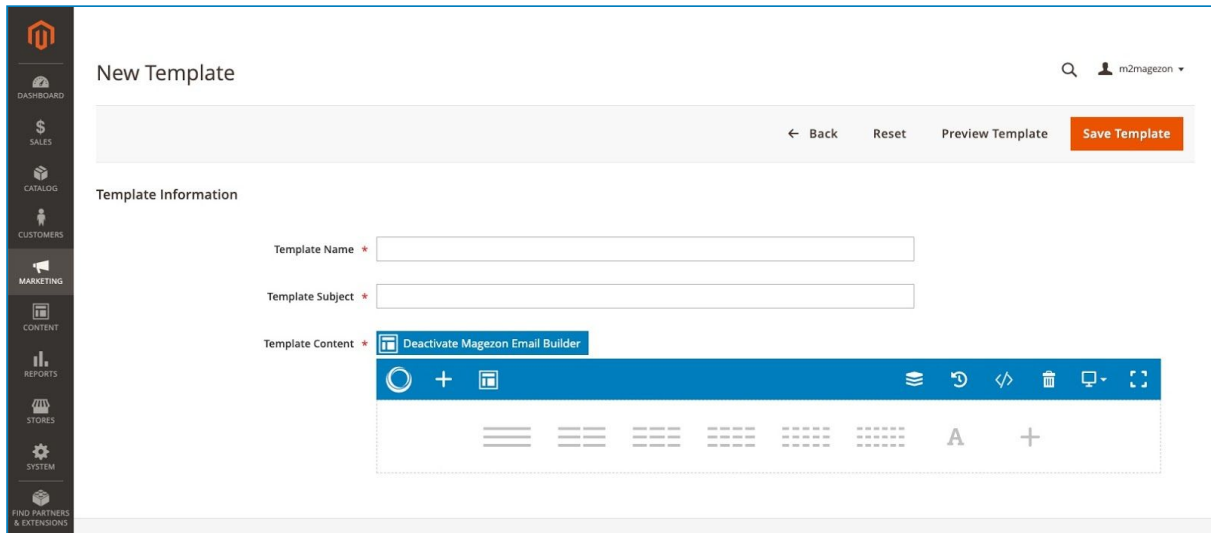
Navigate to **Marketing > Communications > Email Templates** to land on the page where you can create a new template and manage all templates you created.



ID	Template	Added	Updated	Subject	Template Type	Action
		From  To 	From  To 			
1	New Contact Form	Jun 30, 2020, 9:39:02 PM	Jun 30, 2020, 9:39:02 PM	{{trans "Contact Form"}}	HTML	Preview
2	New Account Template	Jul 2, 2020, 2:23:31 AM	Jul 2, 2020, 2:23:31 AM	{{trans "Welcome to %store_name" store_name=\$store.frontend_name}}	HTML	Preview
3	New Order Template	Jul 2, 2020, 2:24:34 AM	Jul 2, 2020, 2:24:34 AM	{{trans "Your %store_name order confirmation" store_name=\$store.frontend_name}}	HTML	Preview
4	Wish List Sharing Template	Jul 2, 2020, 2:25:48 AM	Jul 2, 2020, 2:25:48 AM	{{trans "Take a look at %customer_name's Wish List" customer_name=\$customerName}}	HTML	Preview
5	Hoact	Jul 7, 2020, 2:53:24 AM	Jul 7, 2020, 2:53:24 AM	{{trans "Footer"}}	HTML	Preview
6	Contact form	Jul 7, 2020, 7:38:40 AM	Jul 7, 2020, 7:39:45 AM	Please contact us about your order	HTML	Preview

- As can be seen in the image above, you can view all templates you created in a grid.
- To create a new template, click **Add New Template** button on the top right corner.

The edit page of the new template looks like this:



1. General Information

- Load Default Template

- **Template:** Choose types of the template you want to create
- **Load Template:** using [Load Template element](#) of Magezon Email Builder to get your desired template loaded.

- Template Information

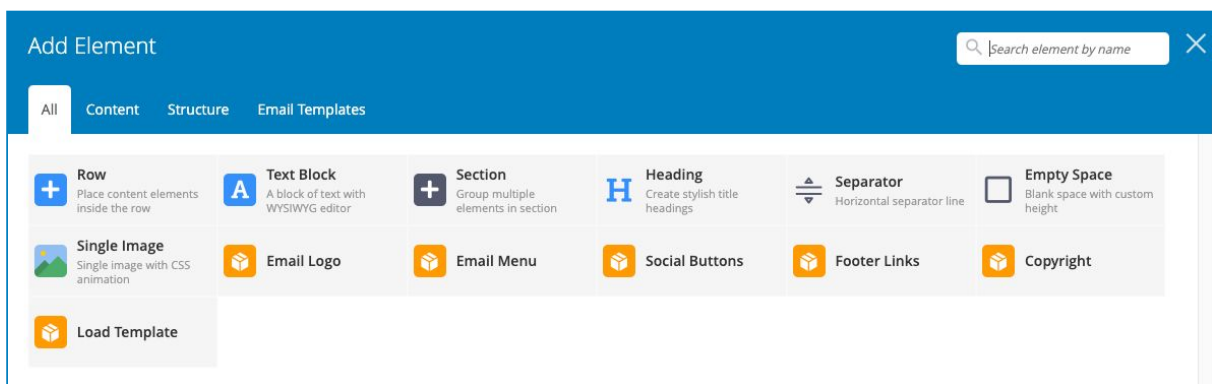
- **Template Name:** Enter a name to identify the template in the Magento Admin.
- **Template Subject:** Add plain text to use as the subject of the emails sent using the template you create

2. Magezon Email Builder

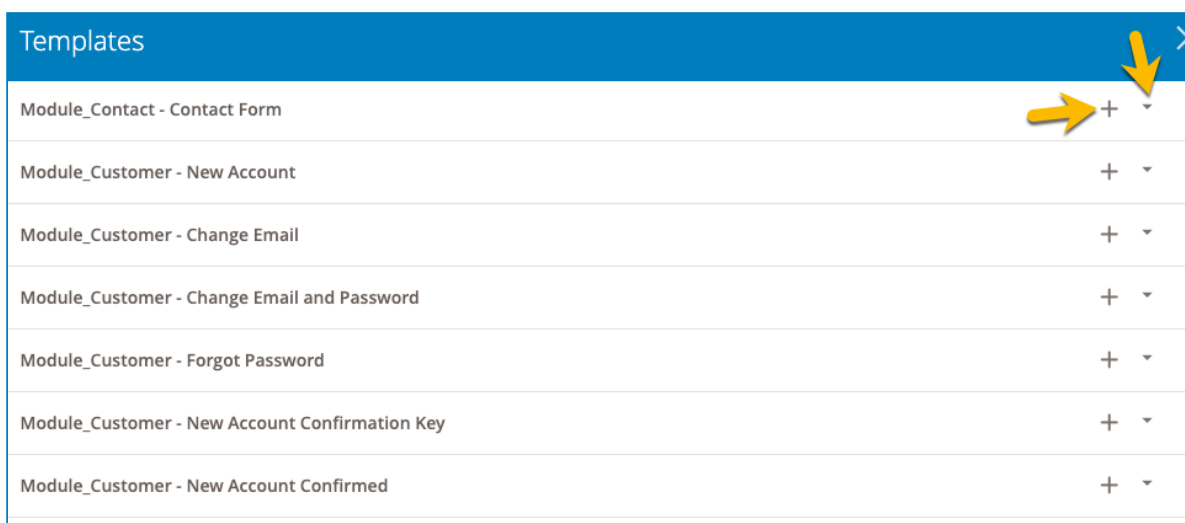
Where you create and customize email templates using the drag & drop interface.



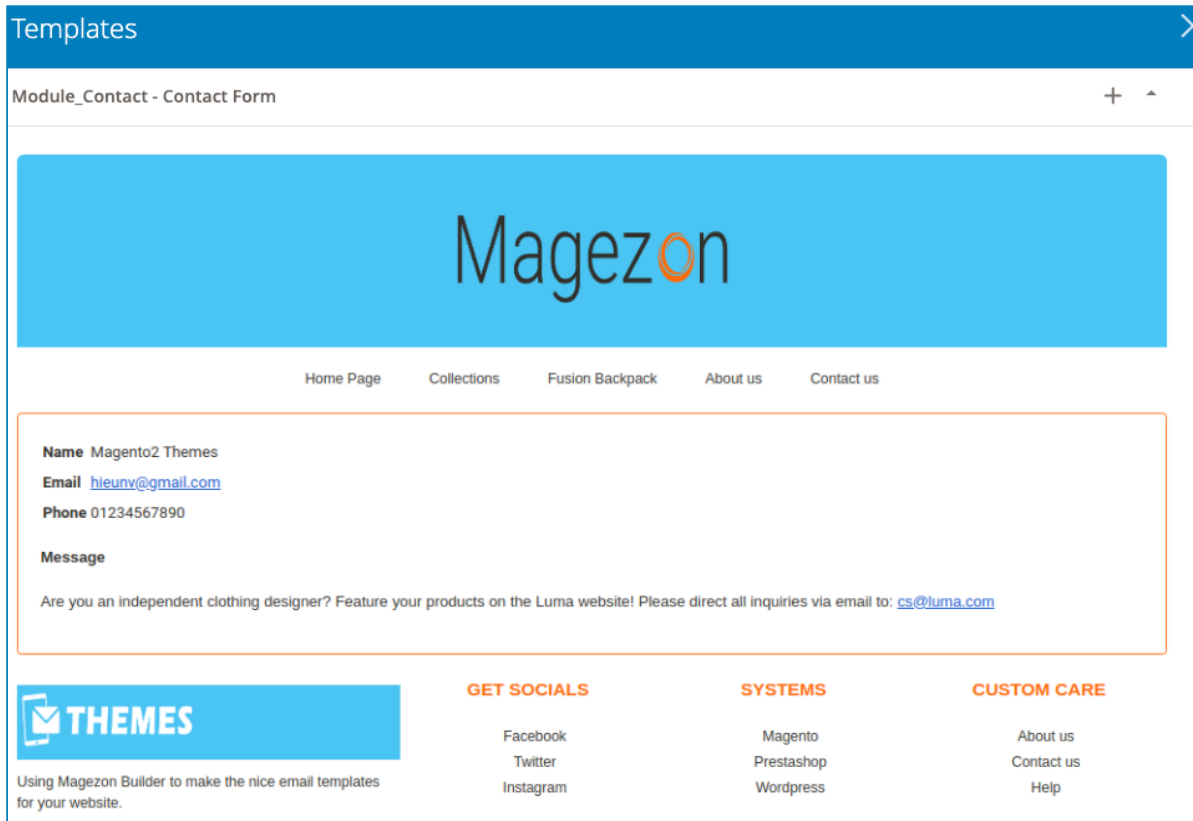
- Click the plus icon in the top bar to add elements from a popup:



- Click the icon next to the plus icon to select a template. You'll see all templates in a popup:

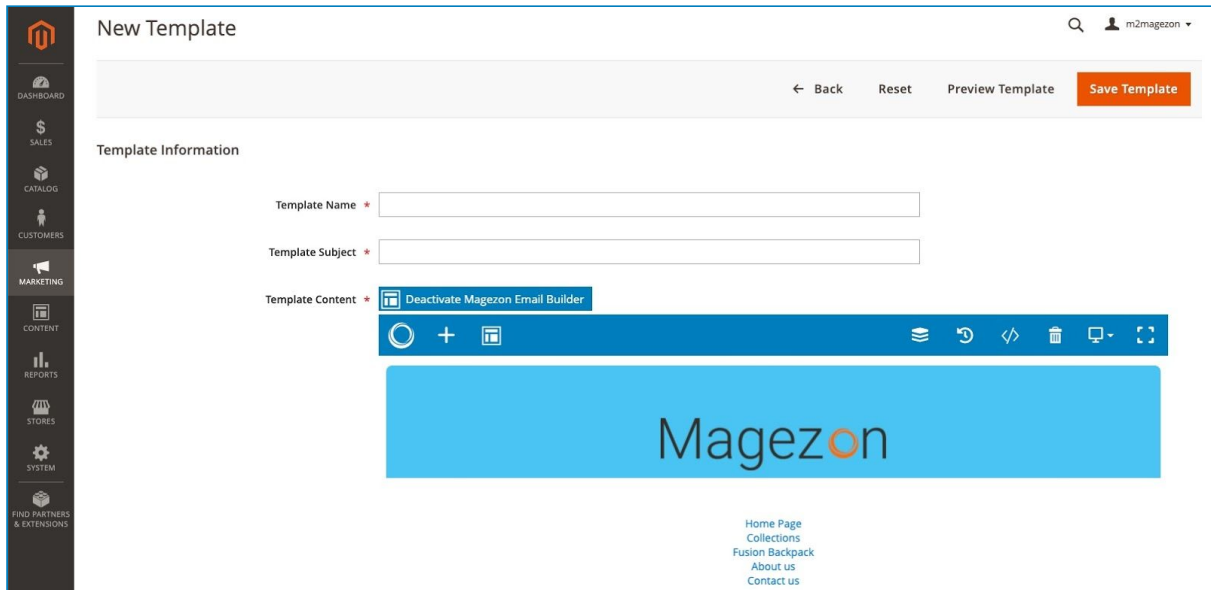


- Click drop-down icon to preview a template, like this:



The screenshot shows a preview of an email template titled "Module_Contact - Contact Form". The template features a blue header with the "Magezon" logo. Below the header is a navigation menu with links for "Home Page", "Collections", "Fusion Backpack", "About us", and "Contact us". The main content area contains contact information for "Magento2 Themes", including an email address (hleuv@gmail.com) and a phone number (01234567890). A "Message" section follows, with a promotional text and a link to cs@luma.com. The footer is divided into four columns: "THEMES" (with a subtext about using Magezon Builder), "GET SOCIALS" (listing Facebook, Twitter, and Instagram), "SYSTEMS" (listing Magento, Prestashop, and Wordpress), and "CUSTOM CARE" (listing About us, Contact us, and Help).

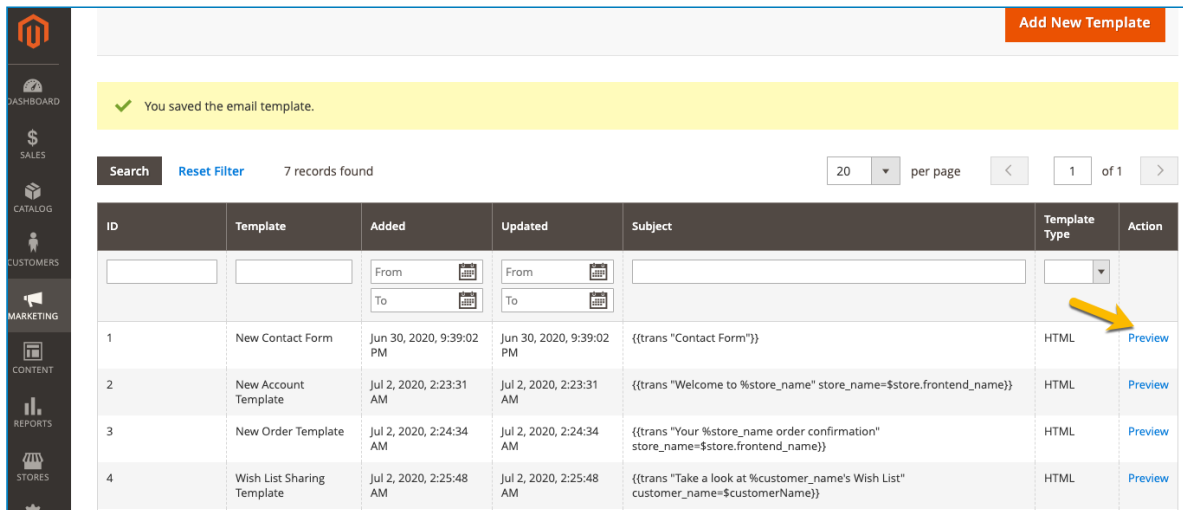
- Click plus icon to select the template. The selected template will be displayed in the builder section and you can customize it, like this:



3. Preview

Preview Template to see how the templates look on the frontend.

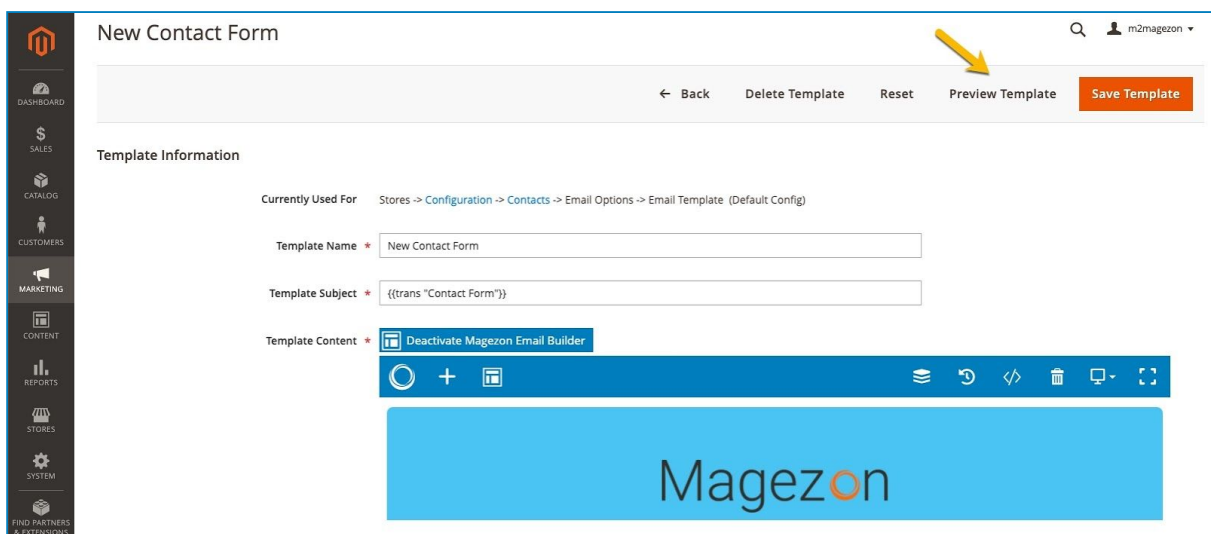
When finishing, click **Save Template** button on the top right corner to save the template. After saving, you will navigate back to the template list like this:



ID	Template	Added	Updated	Subject	Template Type	Action
1	New Contact Form	Jun 30, 2020, 9:39:02 PM	Jun 30, 2020, 9:39:02 PM	{{trans "Contact Form"}}	HTML	Preview
2	New Account Template	Jul 2, 2020, 2:23:31 AM	Jul 2, 2020, 2:23:31 AM	{{trans "Welcome to %store_name" store_name=\$store.frontend_name}}	HTML	Preview
3	New Order Template	Jul 2, 2020, 2:24:34 AM	Jul 2, 2020, 2:24:34 AM	{{trans "Your %store_name order confirmation" store_name=\$store.frontend_name}}	HTML	Preview
4	Wish List Sharing Template	Jul 2, 2020, 2:25:48 AM	Jul 2, 2020, 2:25:48 AM	{{trans "Take a look at %customer_name's Wish List" customer_name=\$customerName}}	HTML	Preview

Your new template has been saved, click on **Preview** button to preview template right at the back-end.

Another way to preview is to click on the saved template in the template list, then click on **Preview Template**



New Contact Form

← Back Delete Template Reset **Preview Template** Save Template

Template Information

Currently Used For Stores -> Configuration -> Contacts -> Email Options -> Email Template (Default Config)

Template Name * New Contact Form

Template Subject * {{trans "Contact Form"}}

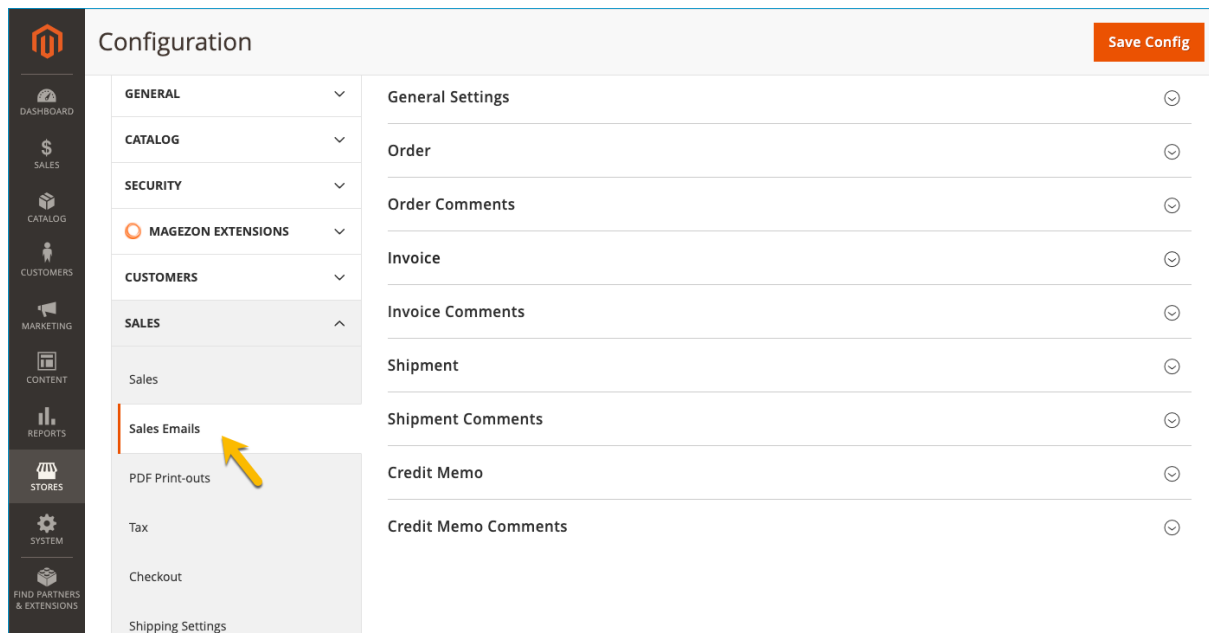
Template Content * Deactivate Magezon Email Builder

Magezon

IV) Assign Templates To Specific Contact Groups

After creating a template, you need to configure it for specific contact purposes. To make it clear, we recommend that you should read the [email template list](#) from Magento user guide to have a fully comprehensive instruction about how to assign each type of template.

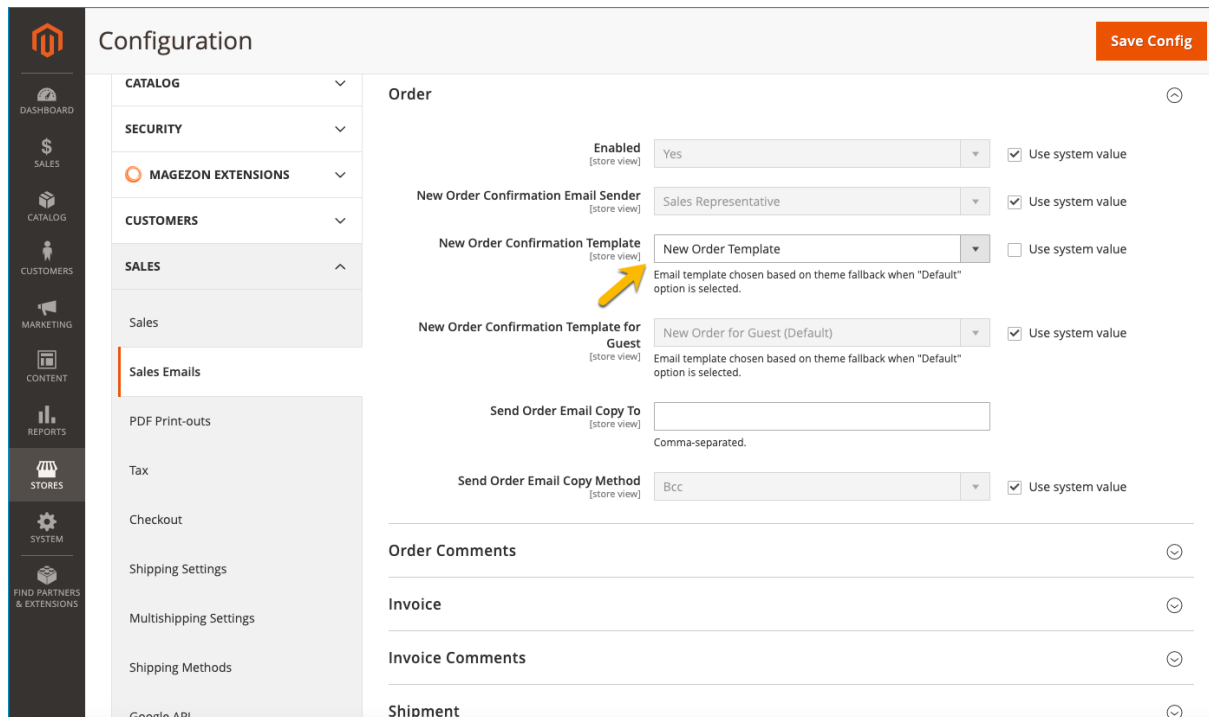
For example, if you created a “New Order Template” and want to assign it, go to **Stores > Settings > Configuration > Sales > Sales Emails.**



The screenshot shows the Magento Configuration interface. On the left is a vertical sidebar with navigation icons and labels: DASHBOARD, SALES, CATALOG, CUSTOMERS, MARKETING, CONTENT, REPORTS, STORES, SYSTEM, and FIND PARTNERS & EXTENSIONS. The 'STORES' section is expanded, showing sub-items: Sales, Sales Emails (highlighted with a red bar and a yellow arrow), PDF Print-outs, Tax, Checkout, and Shipping Settings. The main content area is titled 'Configuration' and contains a list of settings with expandable sections: General Settings, Order, Order Comments, Invoice, Invoice Comments, Shipment, Shipment Comments, Credit Memo, and Credit Memo Comments. A 'Save Config' button is located in the top right corner of the configuration area.

In the left panel, locate the section that contains the template you want to configure.

- The configuration section will be **Order** as the following figure shows.



The screenshot shows the 'Configuration' page in the Magezon admin interface. The left sidebar contains a navigation menu with categories like CATALOG, SECURITY, MAGEZON EXTENSIONS, CUSTOMERS, SALES, MARKETING, CONTENT, REPORTS, STORES, SYSTEM, and FIND PARTNERS & EXTENSIONS. The 'SALES' category is expanded, showing 'Sales Emails' as the active section. The main content area is titled 'Order' and contains several configuration options:

- Enabled** (store view): Yes (dropdown), Use system value
- New Order Confirmation Email Sender** (store view): Sales Representative (dropdown), Use system value
- New Order Confirmation Template** (store view): New Order Template (dropdown), Use system value. A yellow arrow points to this dropdown. Below the dropdown, it says: "Email template chosen based on theme fallback when "Default" option is selected."
- New Order Confirmation Template for Guest** (store view): New Order for Guest (Default) (dropdown), Use system value. Below the dropdown, it says: "Email template chosen based on theme fallback when "Default" option is selected."
- Send Order Email Copy To** (store view): [Empty text input field]. Below the field, it says: "Comma-separated."
- Send Order Email Copy Method** (store view): Bcc (dropdown), Use system value

Below these settings, there are sections for 'Order Comments', 'Invoice', 'Invoice Comments', and 'Shipment', each with a dropdown arrow icon.

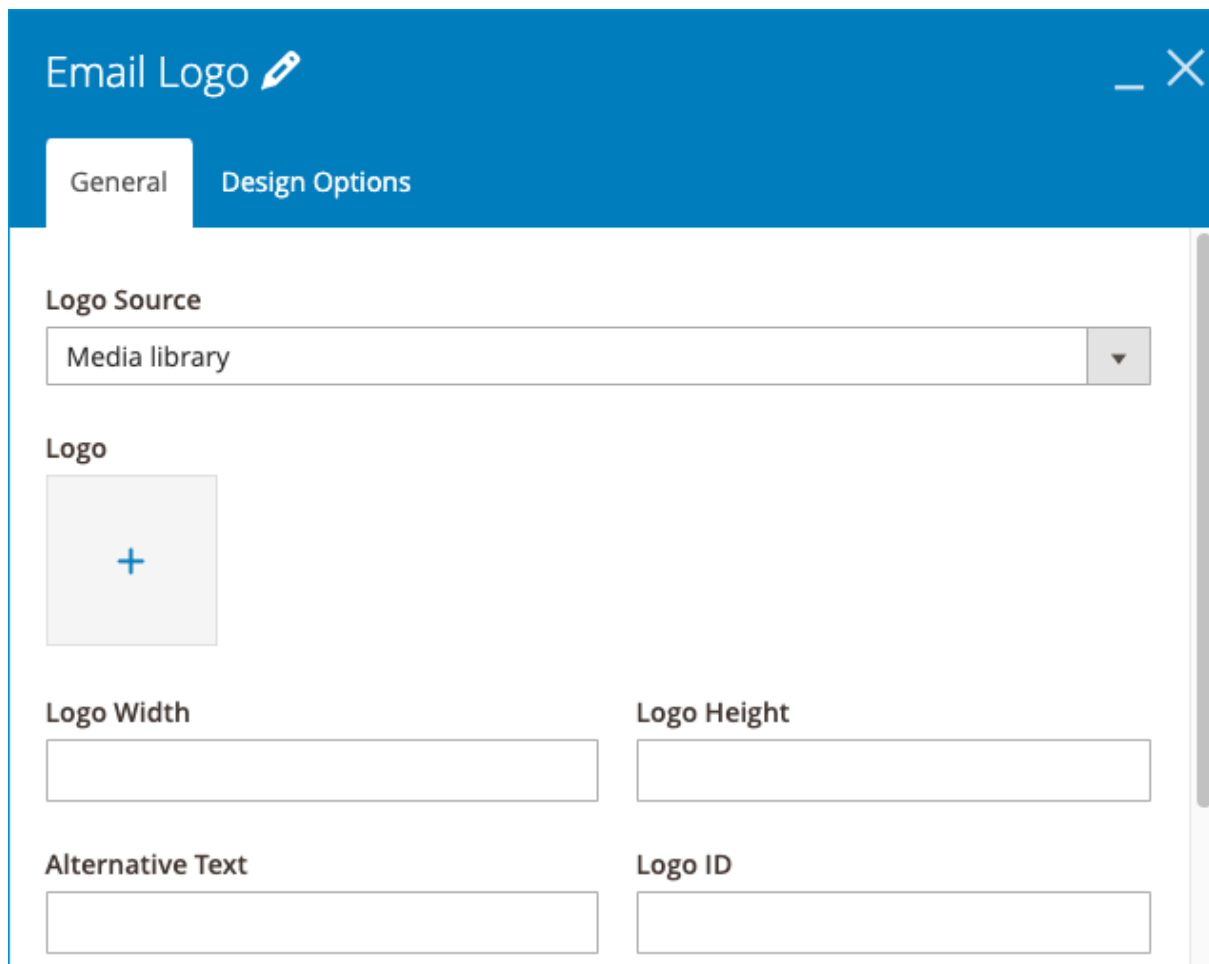
- Span **Order**, select your newly created template for **New Order Confirmation Template**.
- Click **Save Config**.

V) Elements

NOTE: Here we only list elements that are specific to **Email Builder** extension and mention settings that are specific to these elements. For other elements and settings, you can look at Magezon Core Builder guide.

1. Email Logo

Used to display the logo of your brand



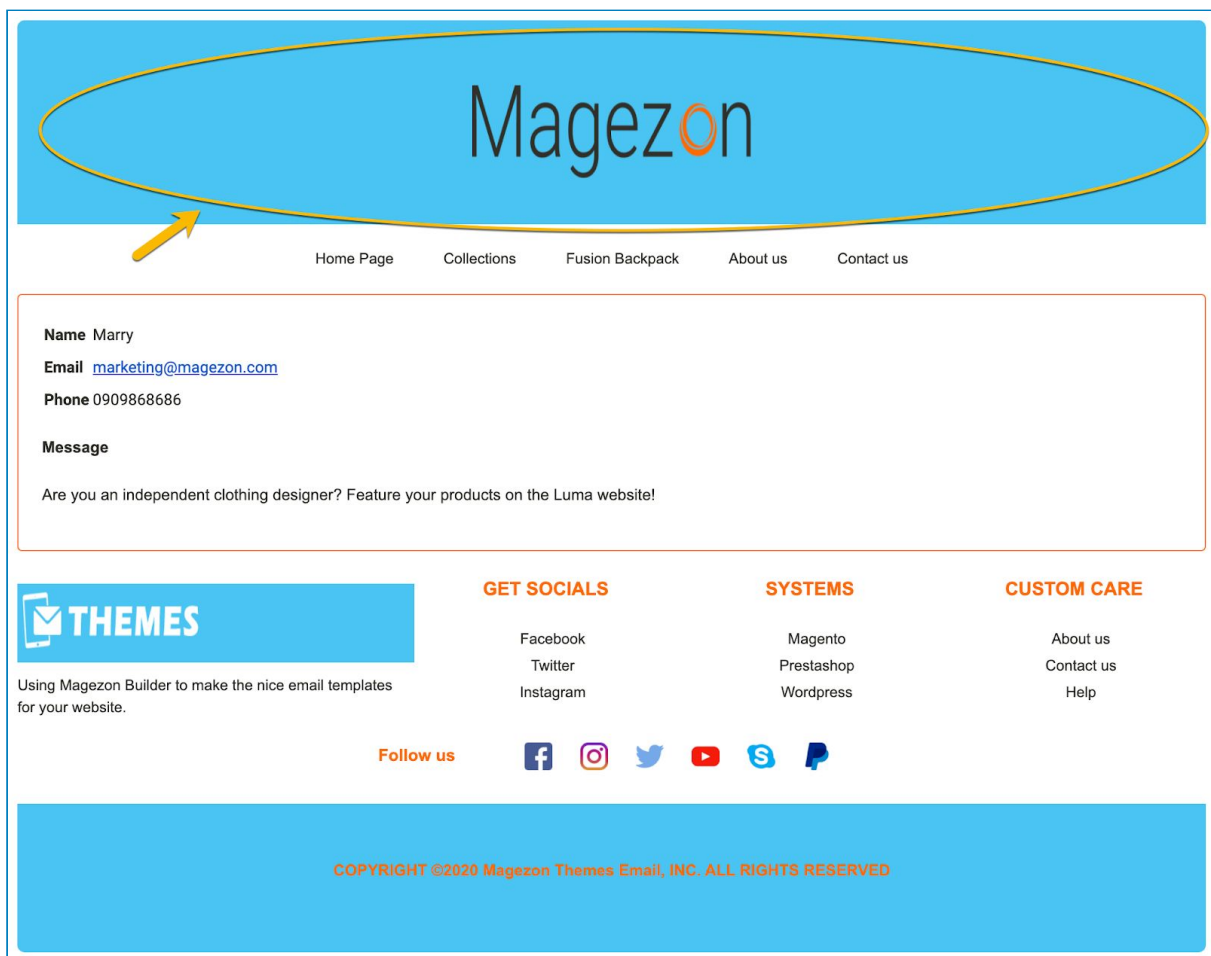
The screenshot shows the 'Email Logo' configuration panel. It has a blue header with the title 'Email Logo' and a pencil icon. Below the header are two tabs: 'General' (selected) and 'Design Options'. The 'General' tab contains the following fields:

- Logo Source:** A dropdown menu currently set to 'Media library'.
- Logo:** A square placeholder with a blue plus sign in the center.
- Logo Width:** An empty text input field.
- Logo Height:** An empty text input field.
- Alternative Text:** An empty text input field.
- Logo ID:** An empty text input field.

- **Logo Source:** Select the source of the logo. There are 2 options that are Media library/External link
- **Logo:** Click to upload a logo

- **Logo Width:** Enter the desired width of logo
- **Logo Height:** Enter the desired height of logo
- **Alternative Text:** Short description of the logo in case there are technical problems and the logo can not be displayed
- **Logo ID:** Identify logo, for example, the logo ID is A, then type "A" in Logo ID field

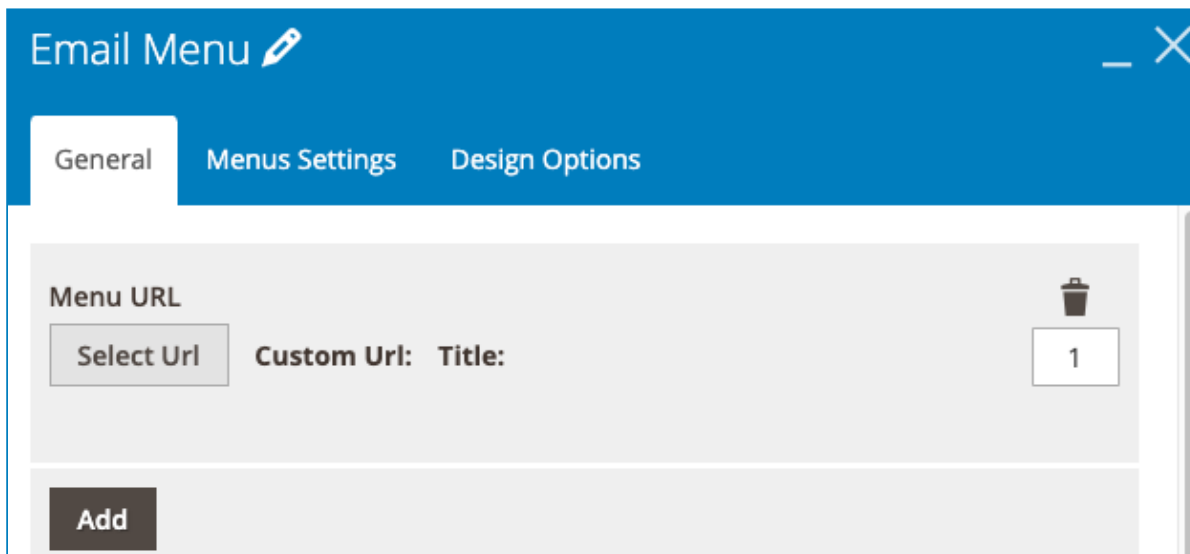
>> **Email Logo** element on frontend:



2. Email Menu

Display horizontal menu of pages in an email

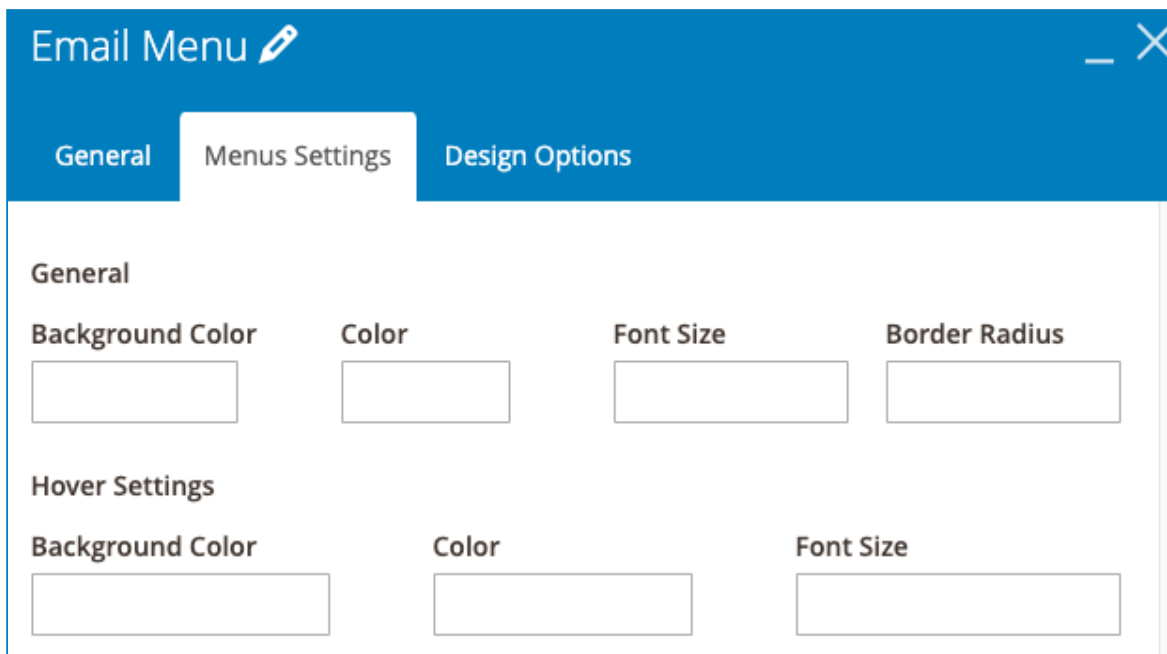
- **General** tab:



The screenshot shows the 'Email Menu' configuration window with the 'General' tab selected. The window title is 'Email Menu' with a pencil icon and a close button. The tabs are 'General', 'Menus Settings', and 'Design Options'. The 'General' tab contains a 'Menu URL' section with a 'Select Url' button, a 'Custom Url: Title:' label, and a trash icon. Below this is an 'Add' button. A small box with the number '1' is visible on the right side of the menu area.

- **Menu URL:** enter the URL of the displayed pages
- **Add:** insert more URLs

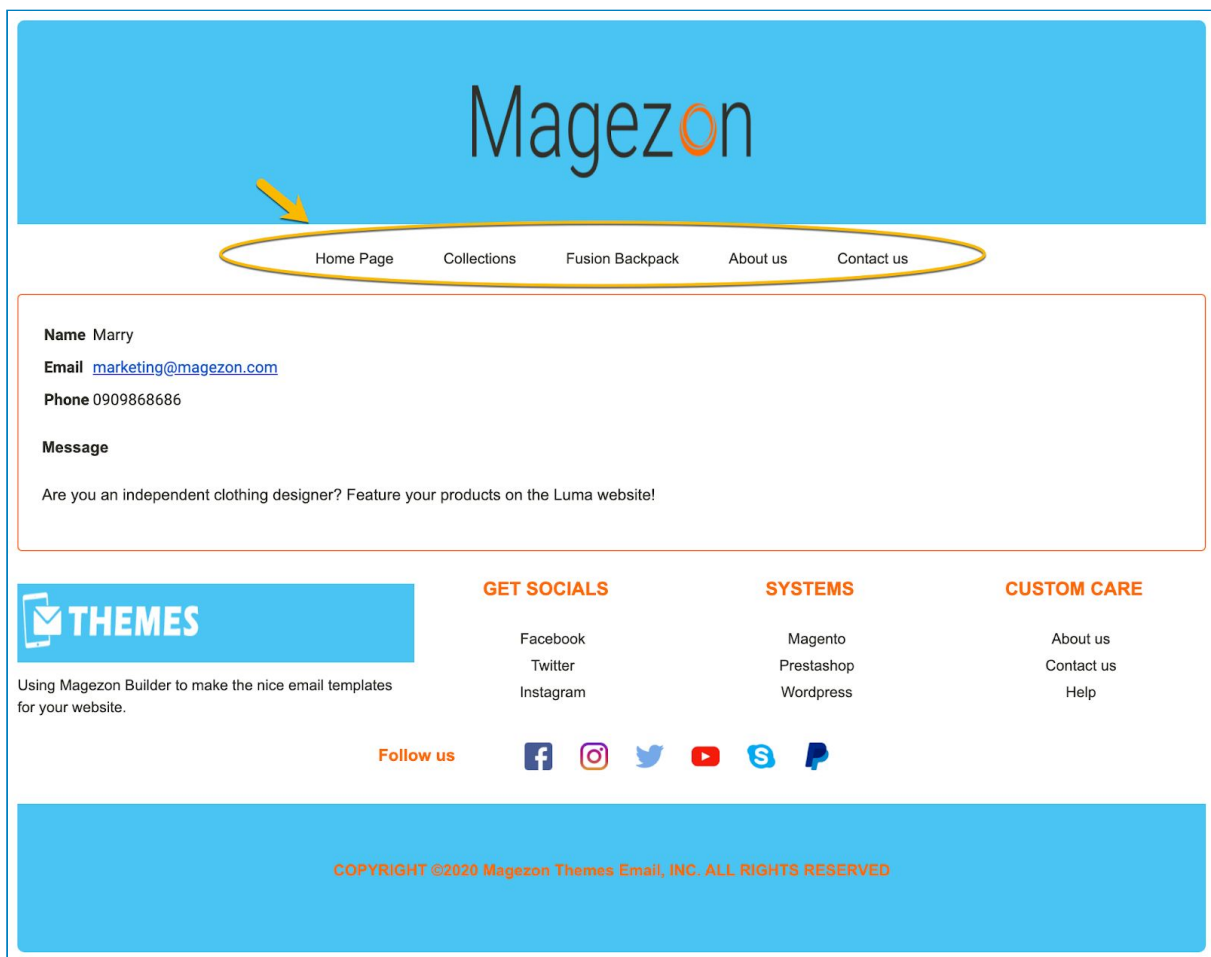
- **Menus Settings** tab: adjust the appearance of the menu



The screenshot shows the 'Email Menu' configuration window with the 'Menus Settings' tab selected. The window title is 'Email Menu' with a pencil icon and a close button. The tabs are 'General', 'Menus Settings', and 'Design Options'. The 'Menus Settings' tab is divided into two sections: 'General' and 'Hover Settings'. The 'General' section has four input fields: 'Background Color', 'Color', 'Font Size', and 'Border Radius'. The 'Hover Settings' section has three input fields: 'Background Color', 'Color', and 'Font Size'.

- **General:** settings when people do not hover mouse onto the menu
- Choose **General Background Color** and **General Color** for the menu
- Enter **General Font Size** and **Border Radius** for the menu
- **Hover Settings:** settings when people hover mouse onto the menu
- Choose **Hover settings Background Color** and **Hover Settings Color** for the menu
- Enter **Hover Settings Font Size**

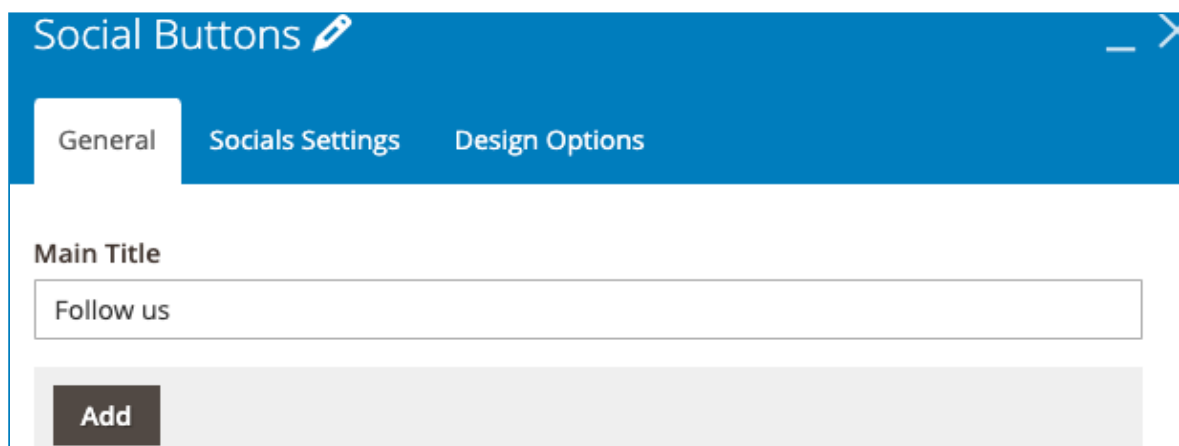
>> **Email Menu** element on frontend:



3. Social Buttons

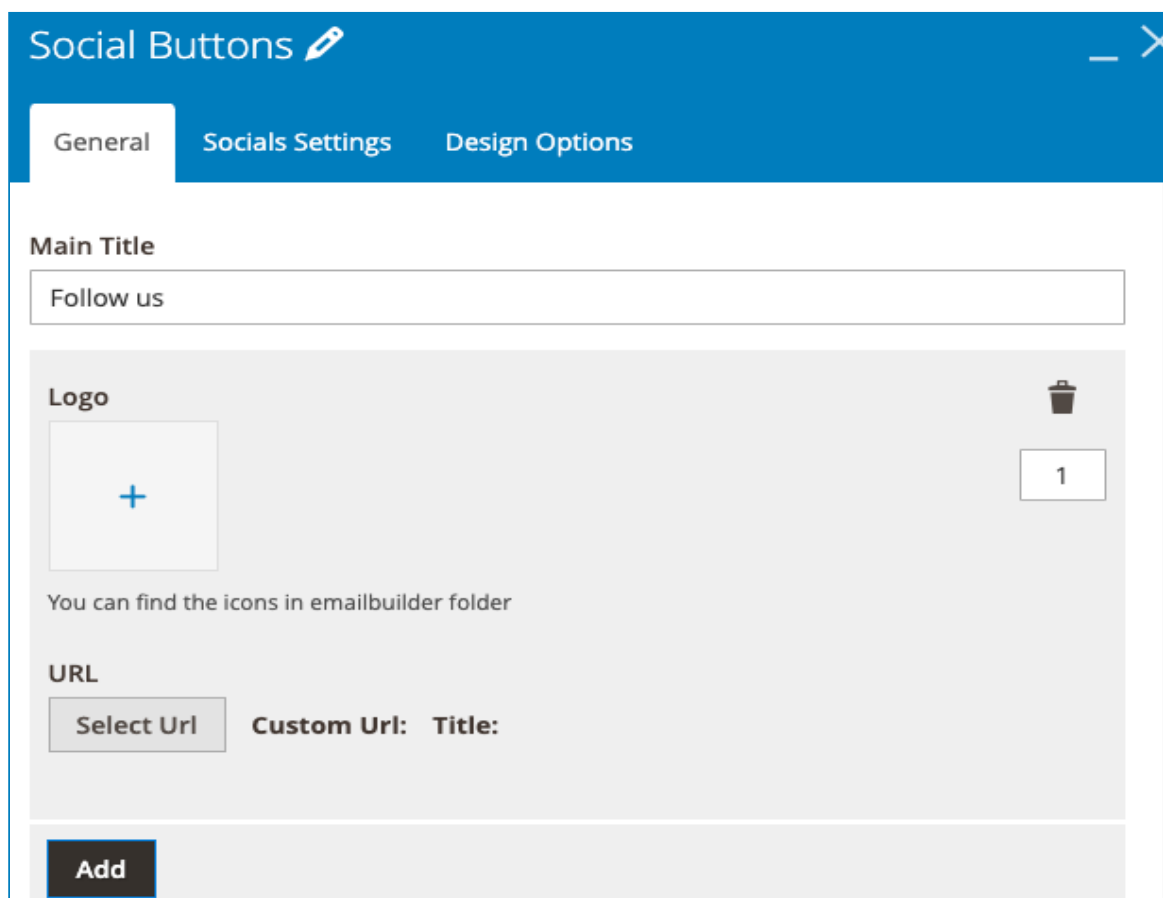
Display social network accounts on emails.

- **General** tab:



Screenshot of the Social Buttons configuration window, General tab. The window title is "Social Buttons". It has three tabs: "General", "Socials Settings", and "Design Options". The "General" tab is active. It contains a "Main Title" field with the text "Follow us" and an "Add" button at the bottom.

- Type **Main Title** of the social button
- **Add** a new social button



Screenshot of the Social Buttons configuration window, General tab. The window title is "Social Buttons". It has three tabs: "General", "Socials Settings", and "Design Options". The "General" tab is active. It contains a "Main Title" field with the text "Follow us", a "Logo" section with a plus sign and a trash icon, a "URL" section with a "Select Url" button and "Custom Url: Title:" text, and an "Add" button at the bottom.

- Upload **Logo** of the social button
- Insert the social network **URL**
- **Social Settings** tab: Adjust the appearance of social buttons

Social Buttons
_ X

General
Socials Settings
Design Options

Text Settings

Display Text	Font Size	Font Weight	Title Color	Padding Top
<input checked="" type="checkbox"/>	<input type="text" value="20"/>	<input type="text" value="bold"/> ▼	<input style="width: 30px; height: 20px;" type="color"/>	<input type="text" value="20"/>

Image Settings

Width	Height	Border Image
<input type="text" value="50"/>	<input type="text" value="50"/>	<input checked="" type="checkbox"/>

Image Hover Settings

Opacity

 ▼

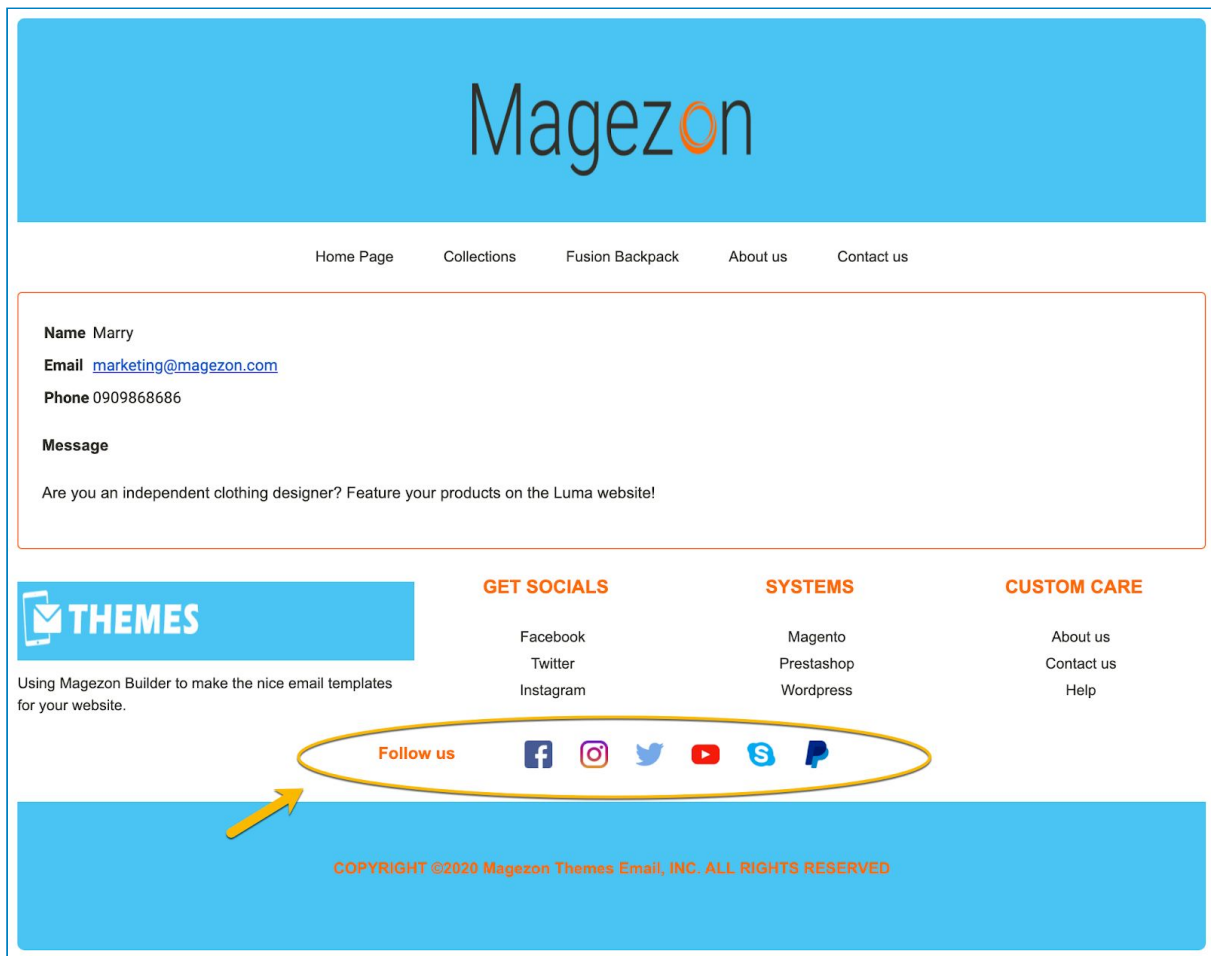
Display Types

 ▼

- + **Text Settings:** setting the text of **Main Title**
 - Turn on/off to **Display Text** or not
 - Type **Font Size** for the text of **Main Title**
 - Choose the type of **Font Weight** for the text of **Main Title**
 - Add **Title Color** and **Padding Top** for the text of **Main Title**
- + **Image Settings:** setting the image of the social button
 - Set the desirable image **Width** for the image of social button

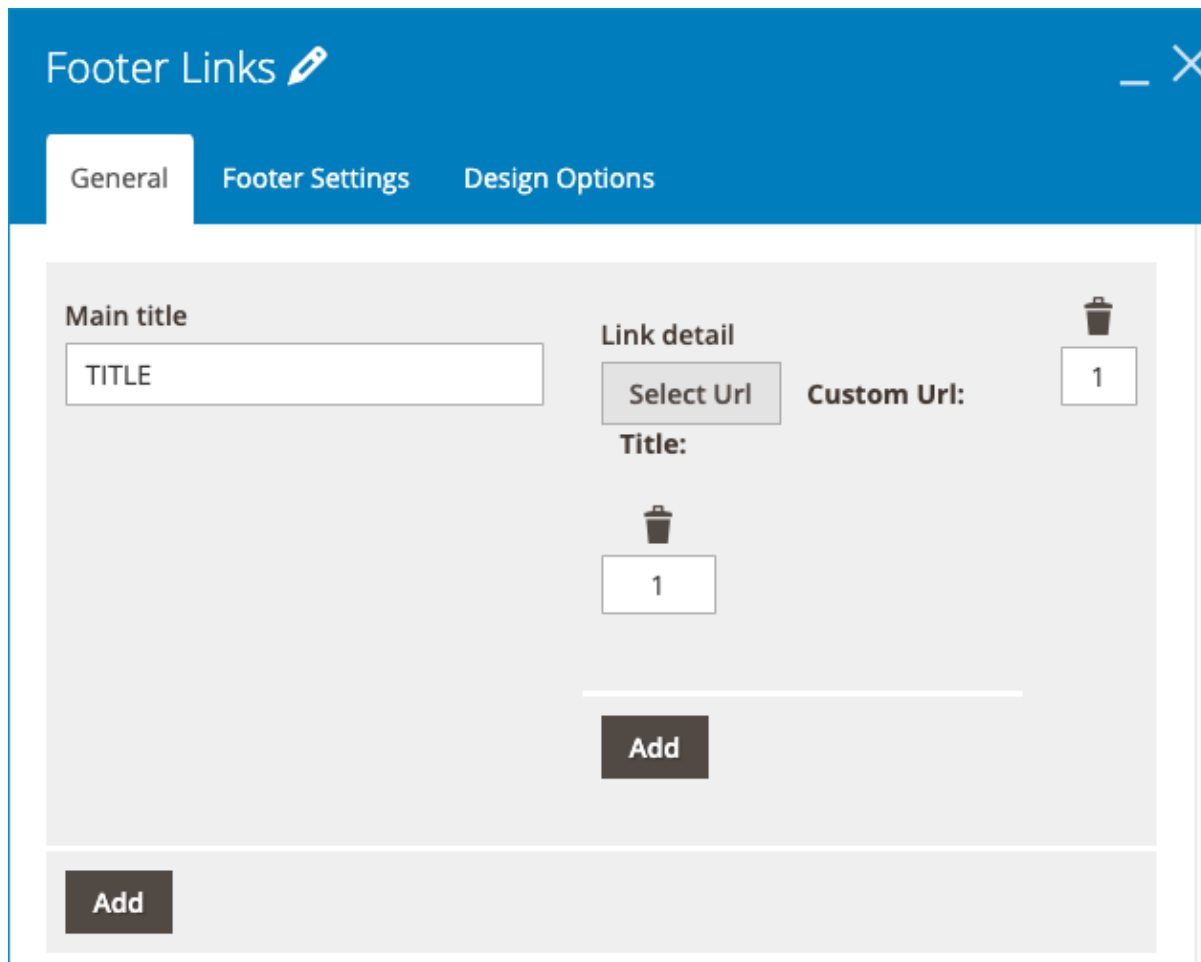
- Set the desirable image **Height** for the image of social button
- Toggle **Border Image** for the image of social button
- + **Image Hover Settings:** setting the image when hovering mouse onto it
- Select **Opacity value** for the image of social button
- Display Types: Choose **List / Bootstrap Column**

>> **Social Buttons** element on frontend:

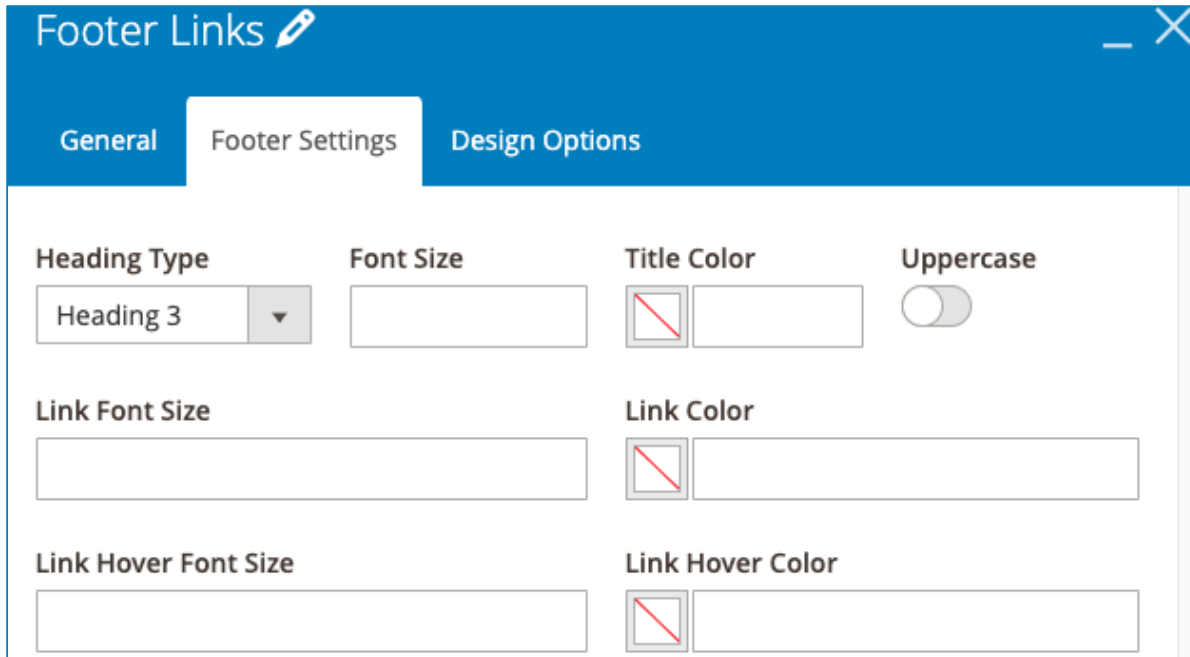


4. Footer Links

Insert related links and link groups in the Footer.

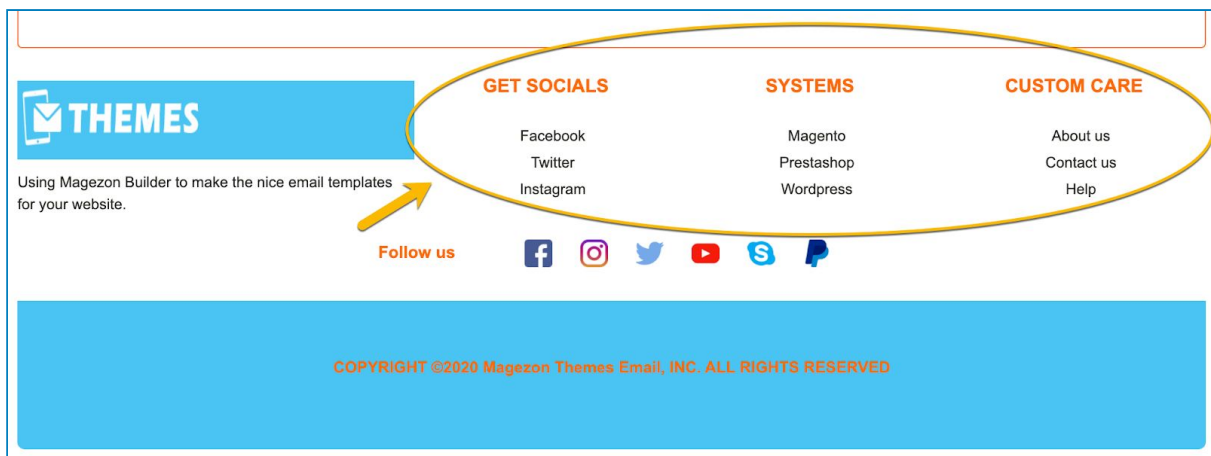


- **General** tab:
 - Type the **Main title** of the link group
 - **Link detail**: Insert an URL
 - Click **Add** under the **Link detail** to insert more links into the link group
 - Click **Add** on the bottom left to insert more link groups
- **Footer Settings** tab: Adjust the appearance of the footer link



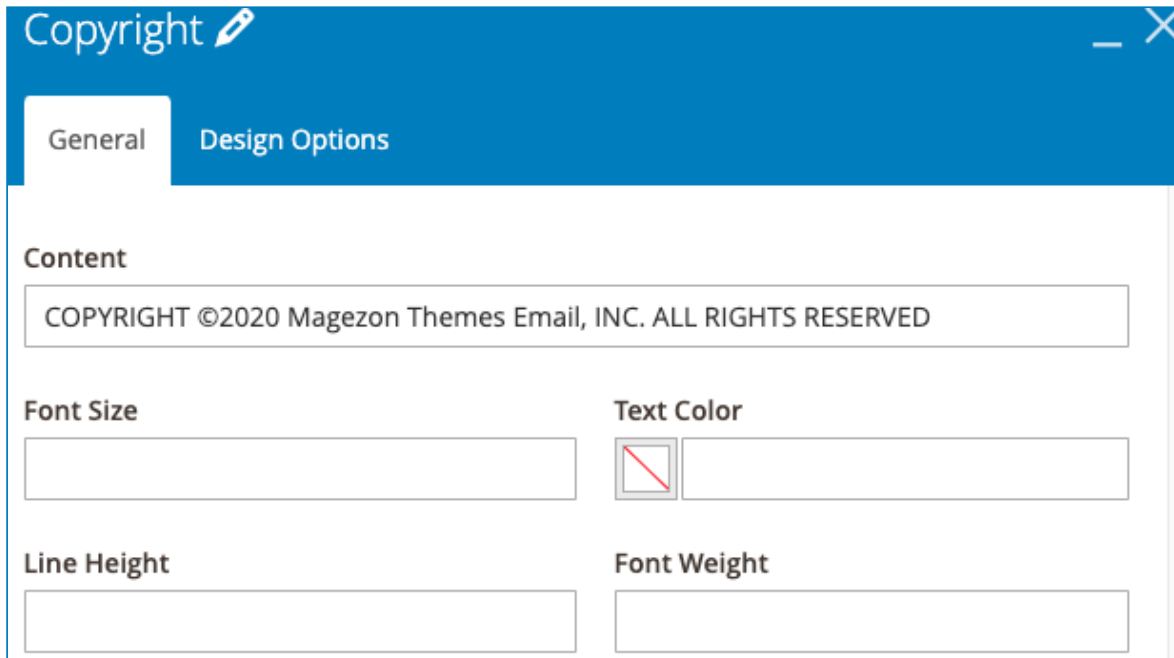
- Select **Heading Type** (from heading 1 to heading 6) for the **Main title**
- Customize title **Font Size** and **Title Color** for the **Main title**
- Customize **Link Font Size** and **Link Color**
- Customize **Link Hover Font Size** and **Link Hover Color**, which means the size and color of links will change when hovering mouse onto them.


>> **Footer Links** element on frontend:



5. Copyright

Insert and customize copyright notices



Copyright 

General Design Options

Content

COPYRIGHT ©2020 Magezon Themes Email, INC. ALL RIGHTS RESERVED

Font Size

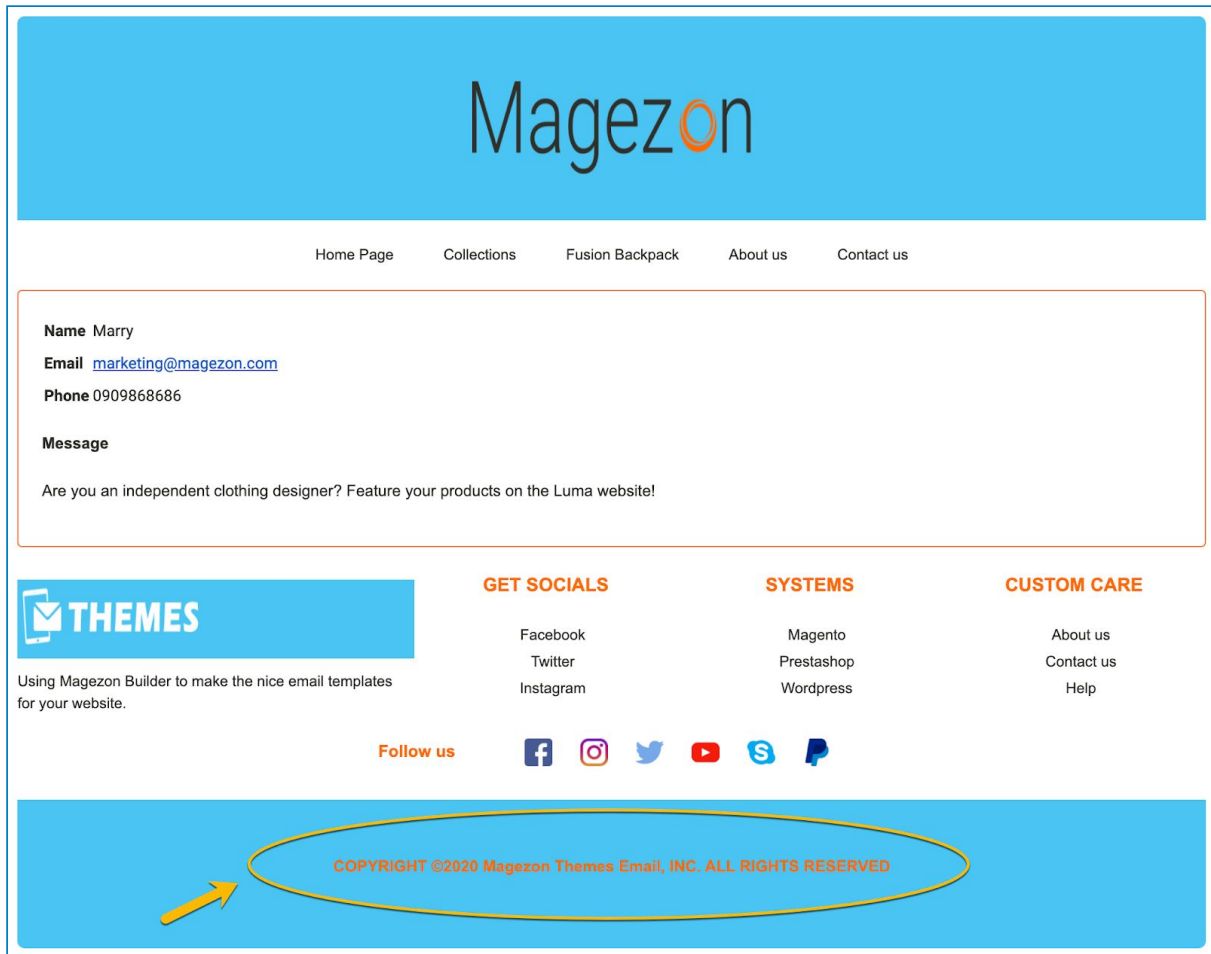
Text Color

Line Height

Font Weight

- **Content:** put the copyright notice into the field
- Select **Font Size** and **Text Color** for the copyright notice.
- **Line Height:** enter vertical distance (px) between lines of text for the copyright notice
- **Font Weight:** enter the thickness (px) of text for the copyright notice.

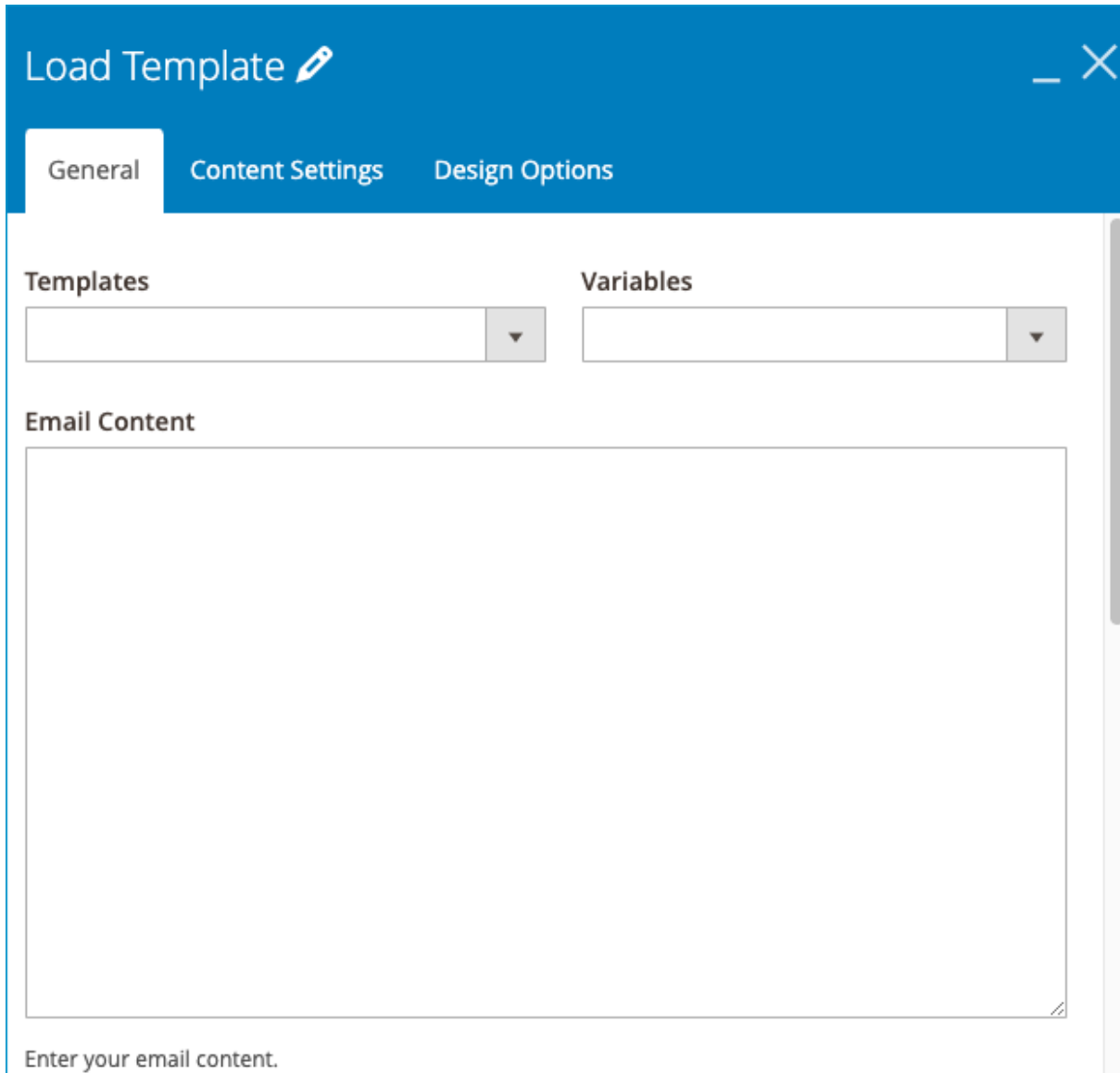
>> **Copyright element** on frontend:



The screenshot displays an email template layout. At the top, the 'Magezon' logo is centered in a blue header. Below it is a navigation menu with links: Home Page, Collections, Fusion Backpack, About us, and Contact us. A contact form section follows, containing fields for Name (Marry), Email (marketing@magezon.com), and Phone (0909868686), along with a message field. Below the form are four columns: THEMES, GET SOCIALS (with links to Facebook, Twitter, and Instagram), SYSTEMS (with links to Magento, Prestashop, and Wordpress), and CUSTOM CARE (with links to About us, Contact us, and Help). A row of social media icons is positioned below these columns. At the bottom, a blue footer bar contains the text 'COPYRIGHT ©2020 Magezon Themes Email, INC. ALL RIGHTS RESERVED', which is circled in yellow with a yellow arrow pointing to it.

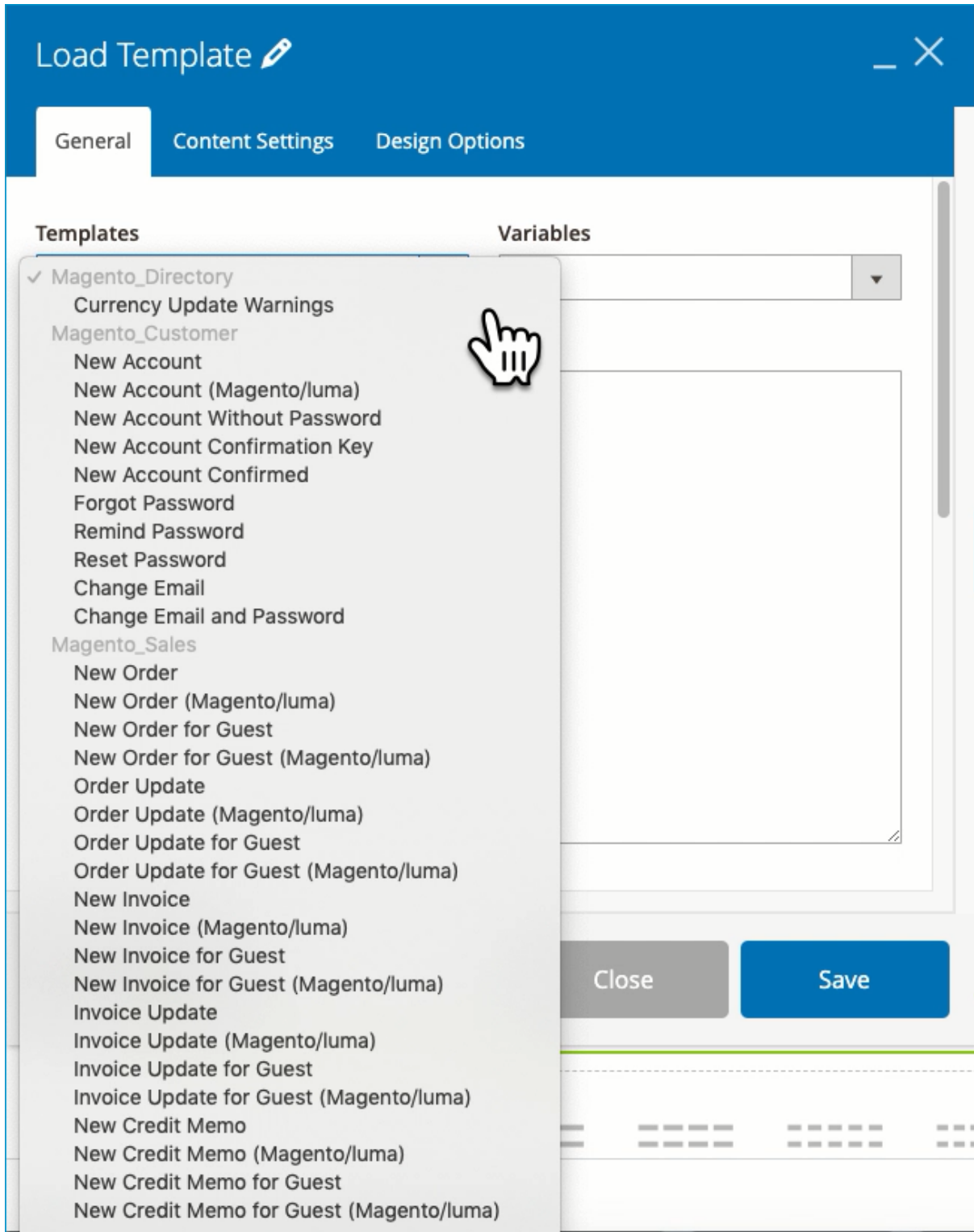
6. Load Template

The element allows users to choose a type of templates that fits the transactional purpose. Users can also add variables to the default load template.



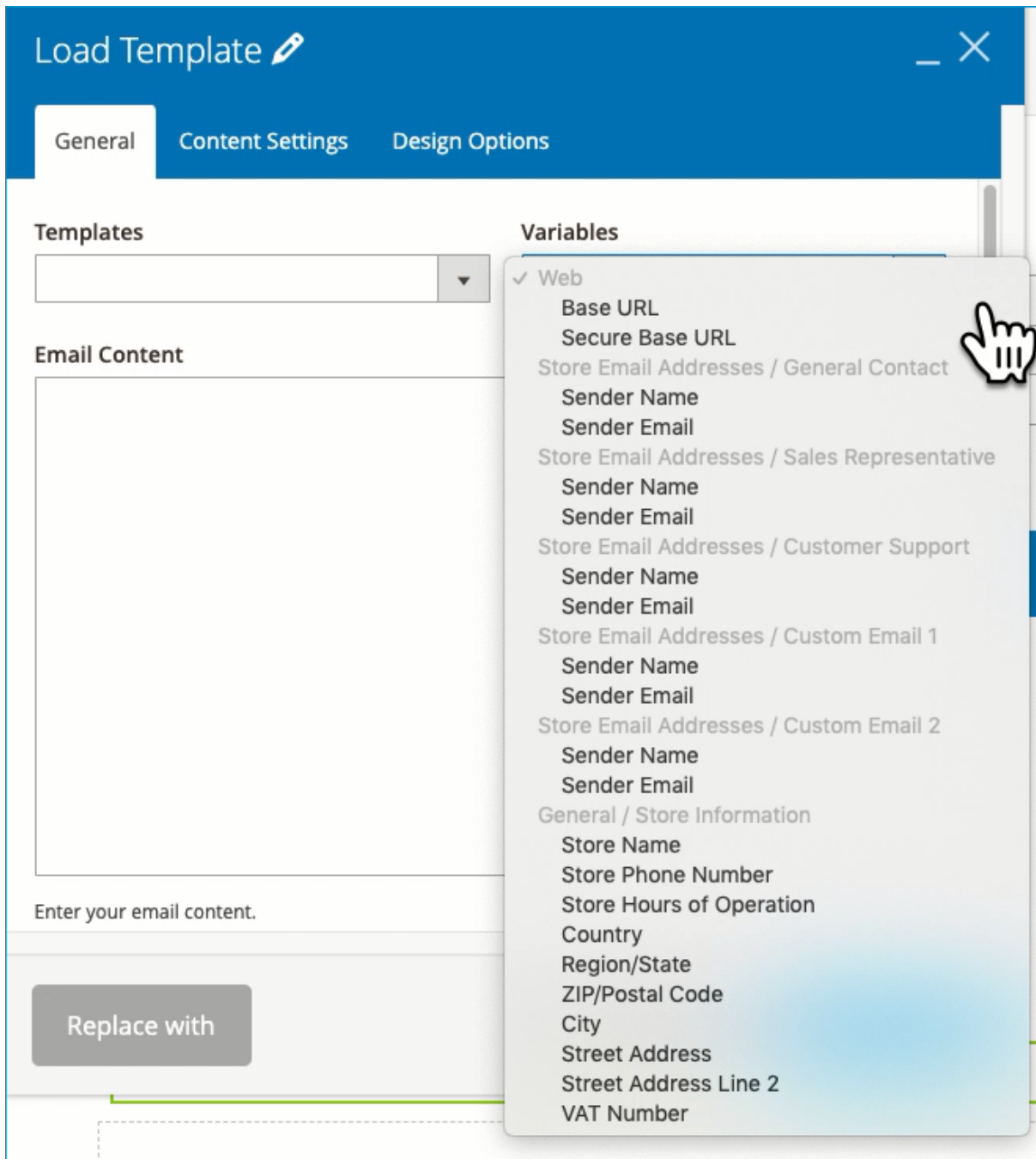
The screenshot shows a 'Load Template' dialog box with a blue header. The title 'Load Template' is followed by a pencil icon. On the right side of the header, there are standard window controls (minimize, maximize, close). Below the header, there are three tabs: 'General' (which is active), 'Content Settings', and 'Design Options'. Under the 'General' tab, there are two dropdown menus: 'Templates' and 'Variables'. Below these dropdowns is a large text area labeled 'Email Content'. At the bottom left of this text area, there is a placeholder text: 'Enter your email content.'

- **General** tab:
 - **Templates:** Choose any types of default Magento templates, like the image below:



- **Email content:** Display the content of the selected template in a form of code

- **Variables:** Add variables for the email content, we offer a large number of variables like the image below:

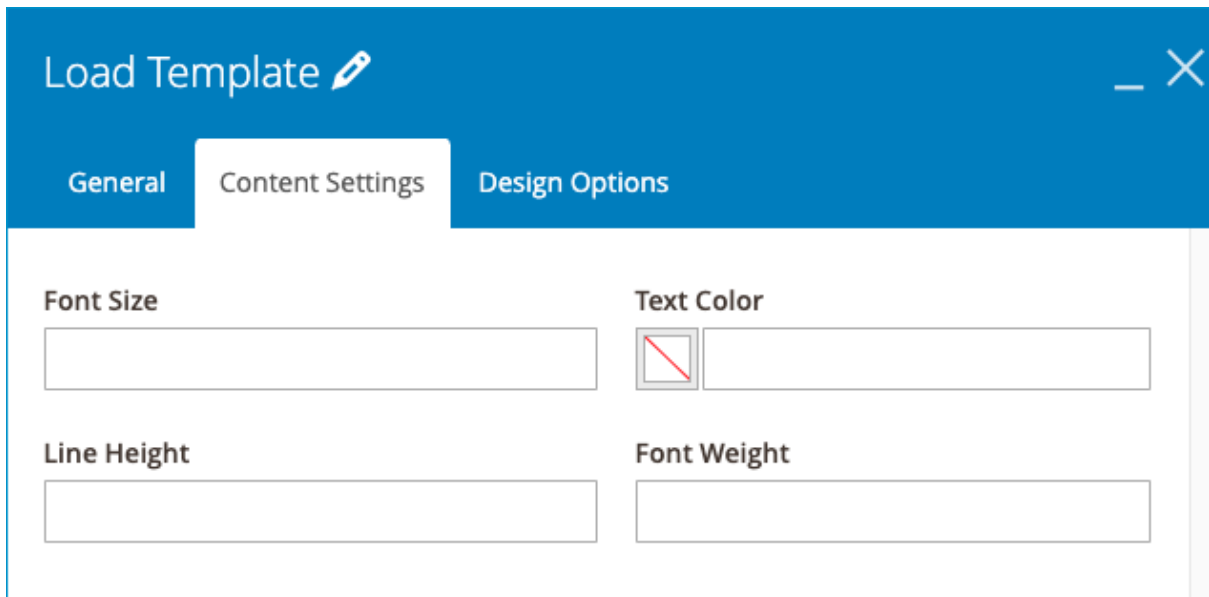


The screenshot shows the 'Load Template' window in the Email Builder. The window has a blue header with the title 'Load Template' and a pencil icon. Below the header are three tabs: 'General', 'Content Settings', and 'Design Options'. The 'General' tab is active. On the left side, there is a 'Templates' section with a dropdown menu and an 'Email Content' section with a large text area. Below the text area is a button labeled 'Replace with'. On the right side, there is a 'Variables' panel with a list of variables. A hand cursor is pointing to the 'Store Email Addresses / General Contact' variable.

Variables

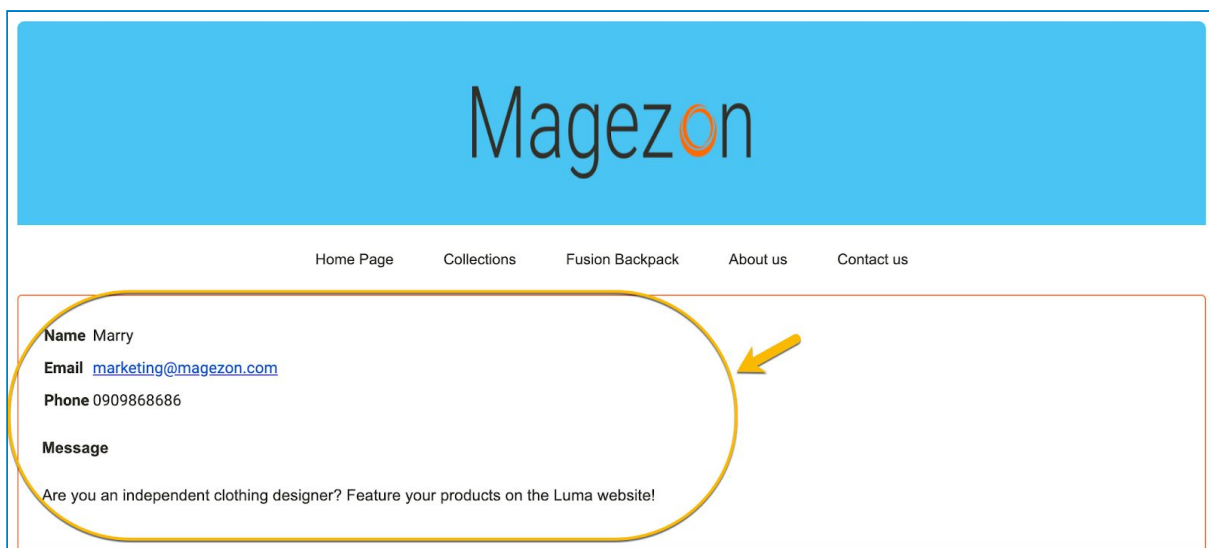
- ✓ Web
 - Base URL
 - Secure Base URL
 - Store Email Addresses / General Contact
 - Sender Name
 - Sender Email
 - Store Email Addresses / Sales Representative
 - Sender Name
 - Sender Email
 - Store Email Addresses / Customer Support
 - Sender Name
 - Sender Email
 - Store Email Addresses / Custom Email 1
 - Sender Name
 - Sender Email
 - Store Email Addresses / Custom Email 2
 - Sender Name
 - Sender Email
 - General / Store Information
 - Store Name
 - Store Phone Number
 - Store Hours of Operation
 - Country
 - Region/State
 - ZIP/Postal Code
 - City
 - Street Address
 - Street Address Line 2
 - VAT Number

- **Content Settings** tab: Adjust the appearance for the content of the template.



- Enter **Font Size** for the content of the template
- Choose **Text Color** for the content of the template
- **Line Height**: enter vertical distance (px) between lines of text in the template
- **Font Weight**: enter the thickness (px) of text in the template

>> **Load template** on frontend:



VI) Support

If you have any questions or need any support, feel free to contact us via the following ways. We will get back to you within 24 hours since you submit your support request.

- Submit contact form.
- Email us at support@magezon.com.
- Submit a [ticket](#).
- Contact us through [Skype](#): support@magezon.com.
- Contact us via live chat on our website.