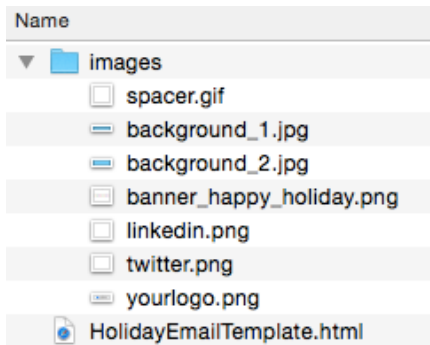


Import Holiday Email Template Into Marketo

| | |
|--|---|
| Unzip All Files | 2 |
| Upload Images To Marketo | 2 |
| Replace the Image Path in the Email Template HTML..... | 3 |
| Customize The Logo Image | 4 |
| Customize The Footer..... | 4 |
| Create the Email Template In Marketo | 5 |

Unzip All Files

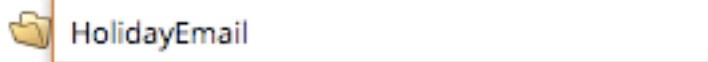
Unzip the files you downloaded to a local folder:



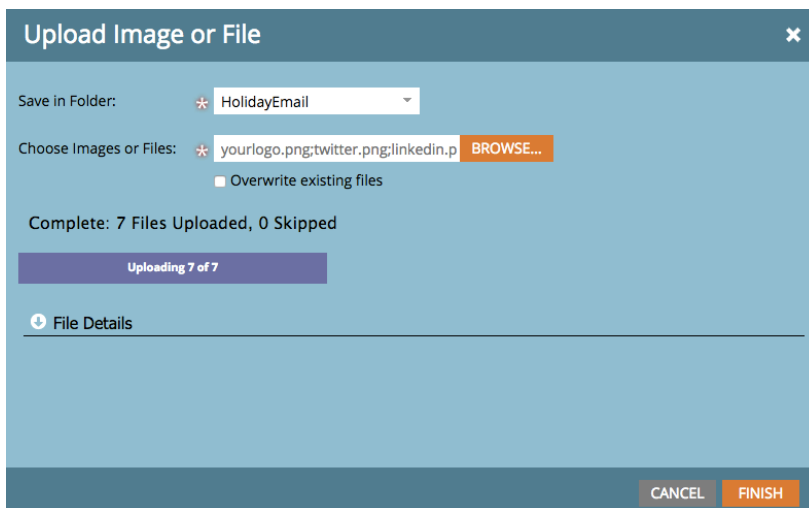
Upload Images To Marketo

Log into Marketo and go to Design Studio.

Create new folder under Images and Files:

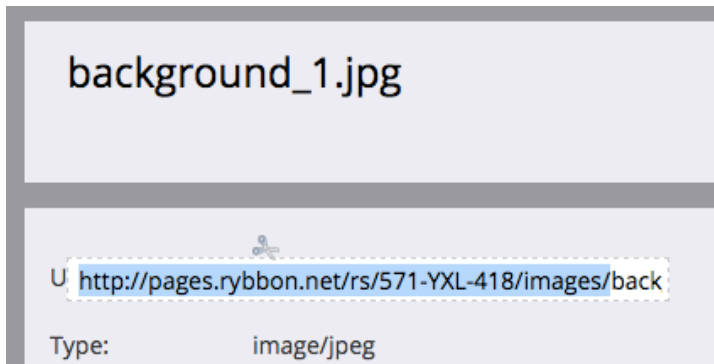


Upload all files from the local images to this Marketo folder:

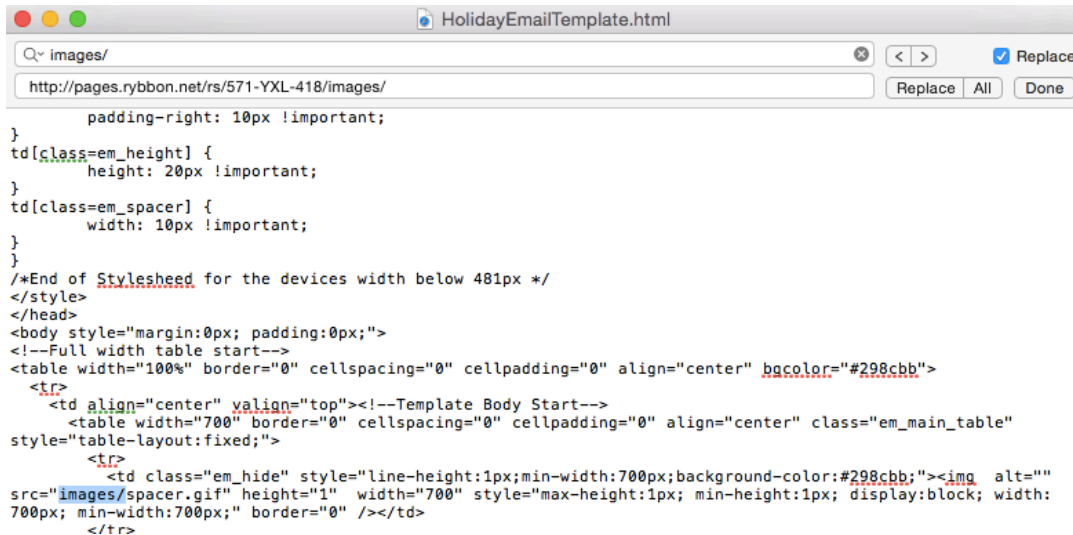


Replace the Image Path in the Email Template HTML

Locate the Image Path for Your Marketo instance. Click on one of the images you uploaded. The image path will be as show below. Select and copy the path from “http” to “images/”

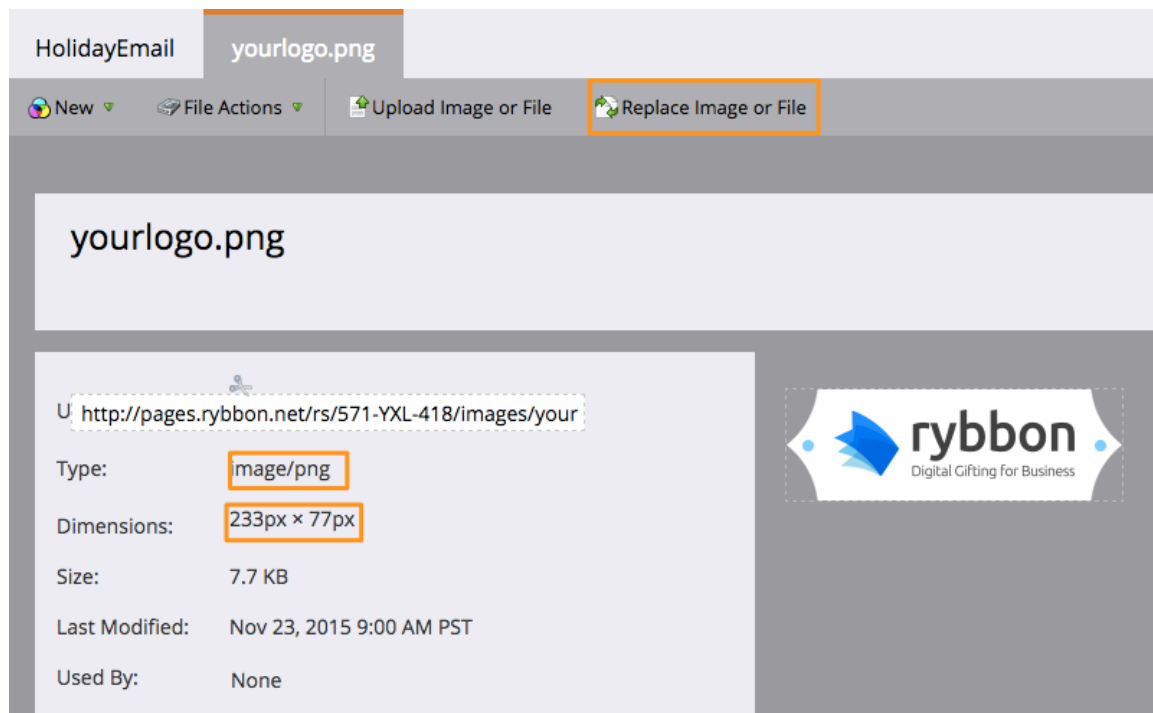


Next, open the file “HolidayEmailTemplate.HTML” in a text editor. Search and replace all instances of “images/” with the image path you located above.



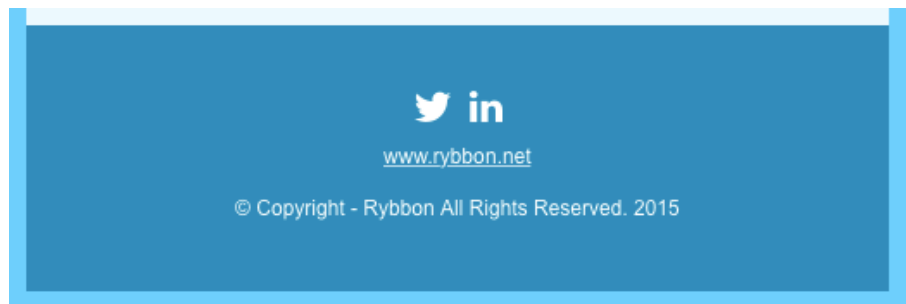
Customize The Logo Image

Click on the yourlogo.png file in Marketo. Replace this file with your own logo. Use a PNG file with transparent background and 233 x 77 size.



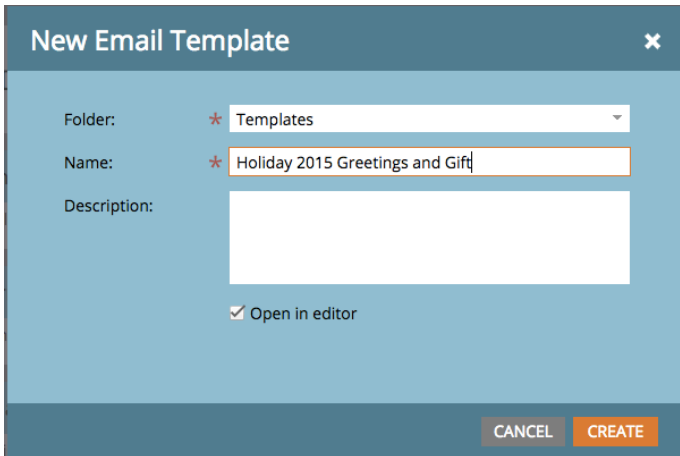
Customize The Footer

Open the HTML code in a text editor and customize the footer content as needed.



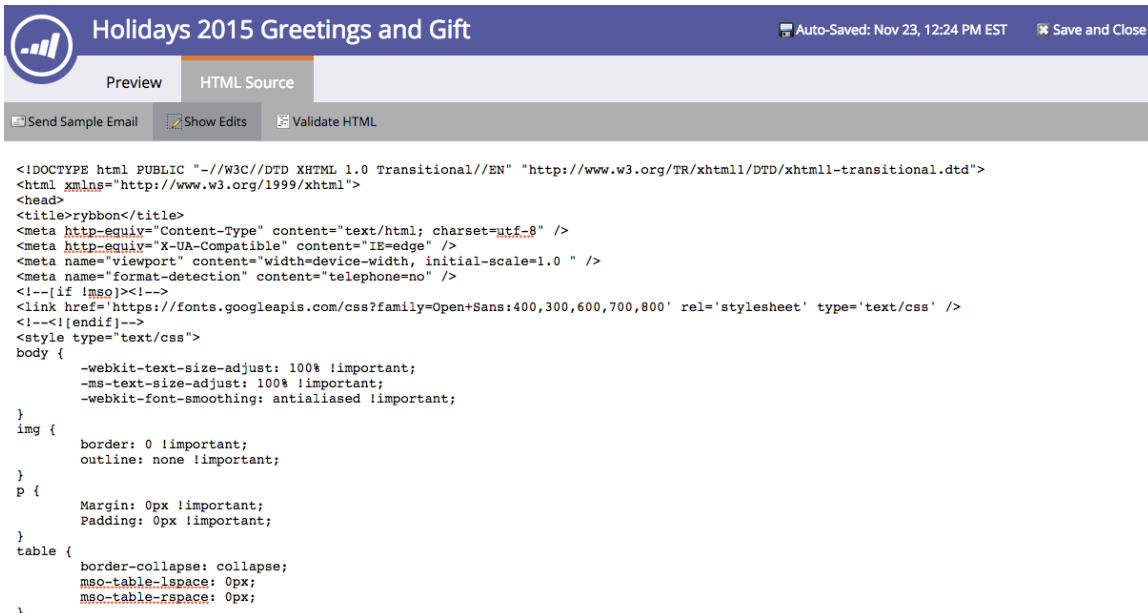
Create the Email Template In Marketo

In Design Studio, create a New Email Template



The 'New Email Template' dialog box in Marketo Design Studio. It has a title bar with a close button. Inside, there are three fields: 'Folder:' with a dropdown menu showing 'Templates', 'Name:' with a text input field containing 'Holiday 2015 Greetings and Gift', and 'Description:' with a larger text area. Below these fields is a checkbox labeled 'Open in editor' which is checked. At the bottom right are two buttons: 'CANCEL' and 'CREATE'.

In the template edit, choose HTML Source. Remove any existing HTML. Paste the entire template HTML.



The 'Holidays 2015 Greetings and Gift' email template editor in Marketo Design Studio. The top bar shows the title and 'Auto-Saved: Nov 23, 12:24 PM EST' with a 'Save and Close' button. Below the title bar are tabs for 'Preview' and 'HTML Source', with 'HTML Source' being the active tab. A toolbar below the tabs includes 'Send Sample Email', 'Show Edits', and 'Validate HTML'. The main area displays the HTML source code for the template, starting with a DOCTYPE declaration and including various meta tags, a link to Google Fonts, and CSS styles for the body, images, paragraphs, and tables.

Save and Close the template.

Approve the template.

Your holiday email template is now ready for use!