



Image Editor

Image Editor is an additional feature added to template editor that lets you customize images in your email templates. With Image editor you can change an image or edit an existing image to suit your exact needs while sending email campaigns to your contacts. There may be many reasons you may want to change or edit the image in the email template for your campaign.

Listed below are a few examples where the image editor will be useful :

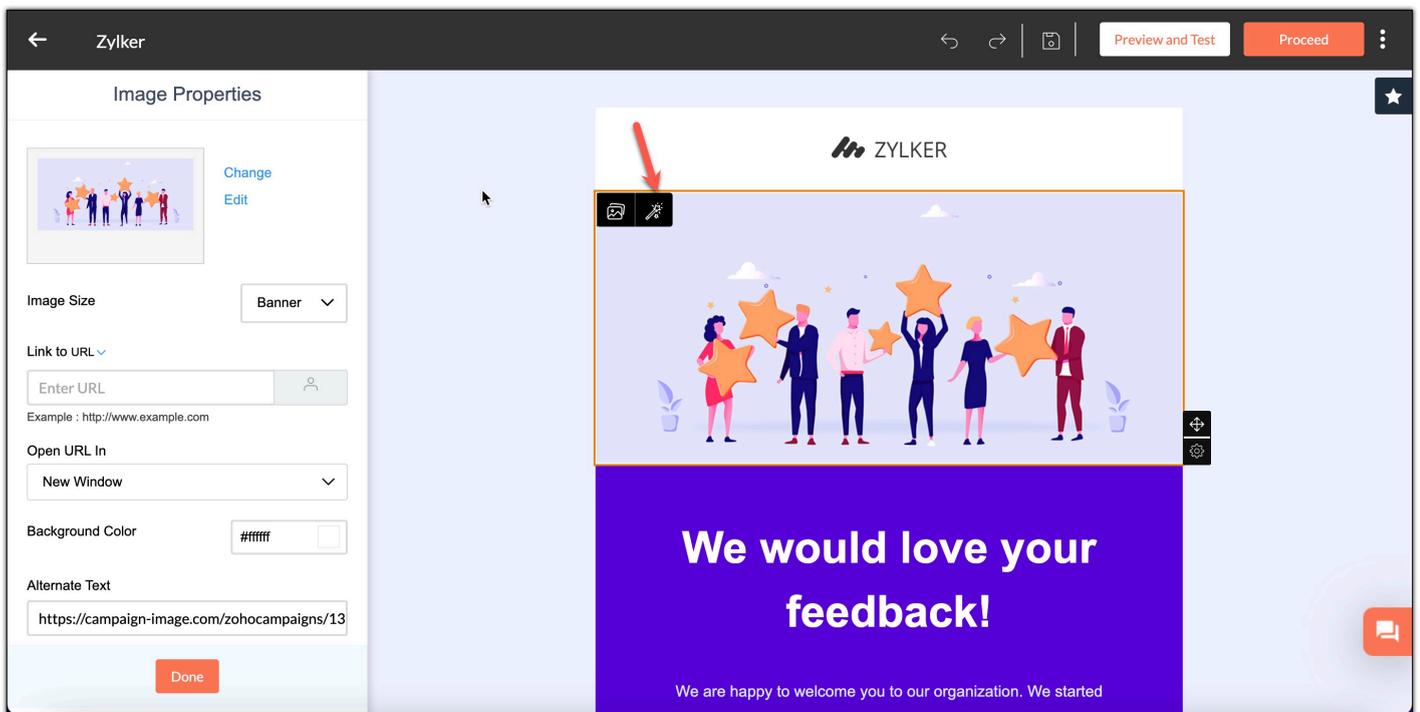
- Perform A/B test with an email campaign consisting of different images revolving around the same concept and check which campaign is received better.
- Clone a campaign with different images for a new mailing list.
- Send the same campaign with different images targeting groups of customers from various locations.
- Use the same email template for various festivals.

This guide takes you through the steps needed to edit an image in an email template.

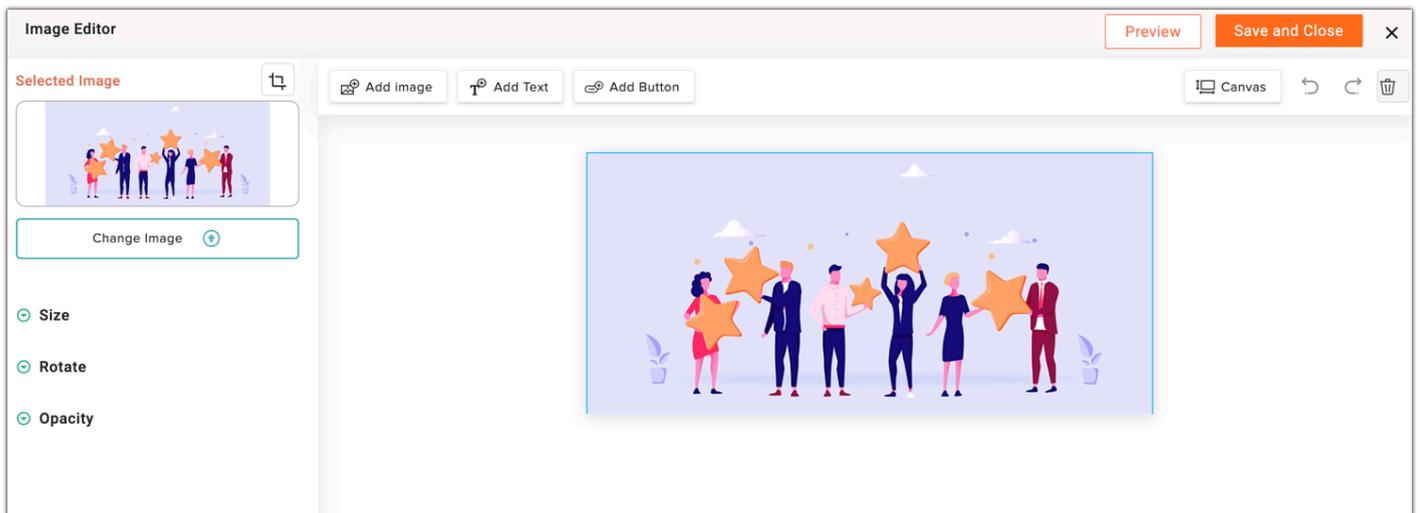
Edit an image

To edit an image in your email template :

1. From the *Navigation* toolbar, select **Email Campaigns** and click **Create Campaign** on the right-corner.
2. Select **Regular email** and click **Create New**.
3. Enter **Campaign Name** and **Topic Name**. Click **Save and Proceed**.
4. Enter the **Basic info**.
5. Click **Create Content** and choose an email template from one of the three options available :
 - Saved Templates
 - Pre-designed Templates
 - Basic Templates
6. Click **Select Template**. The email template editor opens up.
7. Click on the image you want to edit in the template and click the **Edit Image** icon on the top-left corner.



8. The image editor opens up. Edit the image displayed in the editor area.



9. Click **Preview** on the top-right to view how your edited image looks like in the template.

10. Click **Save and Close** on the top-left if you are done editing the image.

11. Click **Proceed** on the template editor page to continue creating your email campaign.

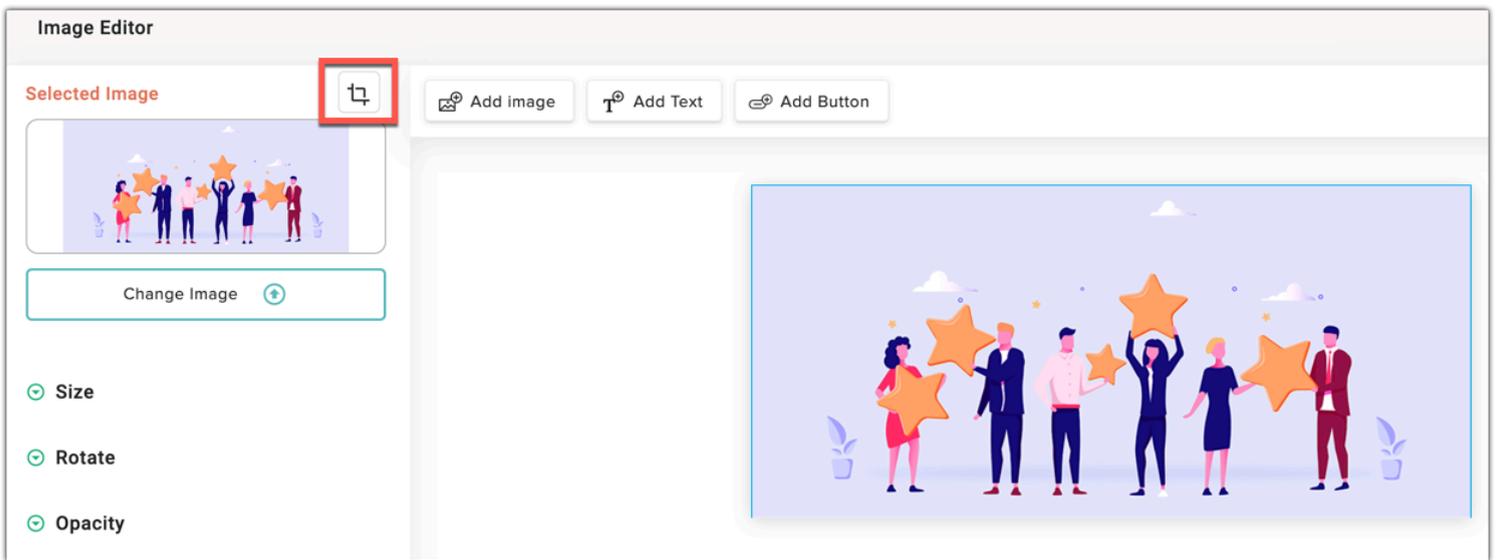
12. Select the recipients for your campaign and click **Next**.

13. Get your campaign content reviewed and send it out immediately or schedule it to be sent later.

Listed below are the various options available to edit your image :

Crop

You can crop the image to fit into the area allotted for your image in the email template or crop out parts of the image not needed for the email template. To crop the image, click the Crop icon on the top-left, select the portion of the image that needs to be cropped and click **Done**.

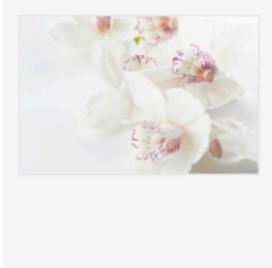


Add Image

Zoho Campaigns lets you add a maximum of two images in the canvas provided for the email template. Click Add Image if you want to add another image alongside the existing image or simply add two new images to the template. To add images :

1. Click **Add Image** on the top left.
2. Select one of the saved images from the image folder available.
3. You can also use Unsplash to find the perfect image.
 - Click **Use this image**.
 - Enter the **Title** and **Alt Text**.
 - Accept the terms of use and privacy policy for the image and
 - Click **Download**.

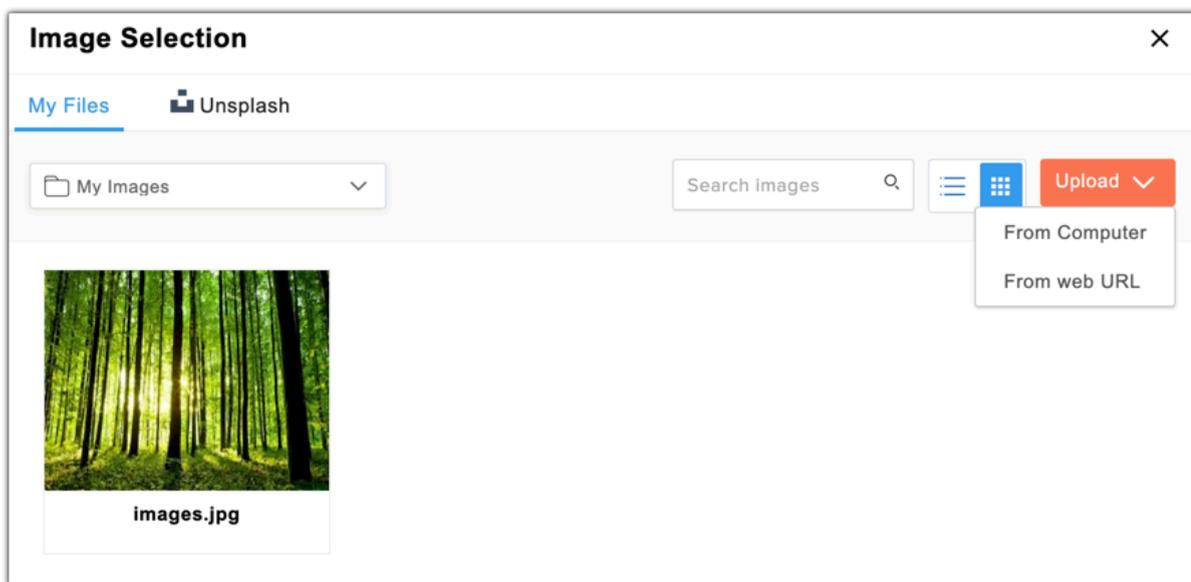
Insert Image



Size	6016 x 4016
Author	Joanna Kosinska
Unsplash Photo ID	ToV0rS9nTYs
Title	<input type="text" value="Flowers"/>
Alt Text	<input type="text" value="Bright Flowers"/>

I accept the [Terms of Use](#) and [Privacy Policy](#) of Unsplash

4. You can also click **Upload** to add a new image from your system or from the web.

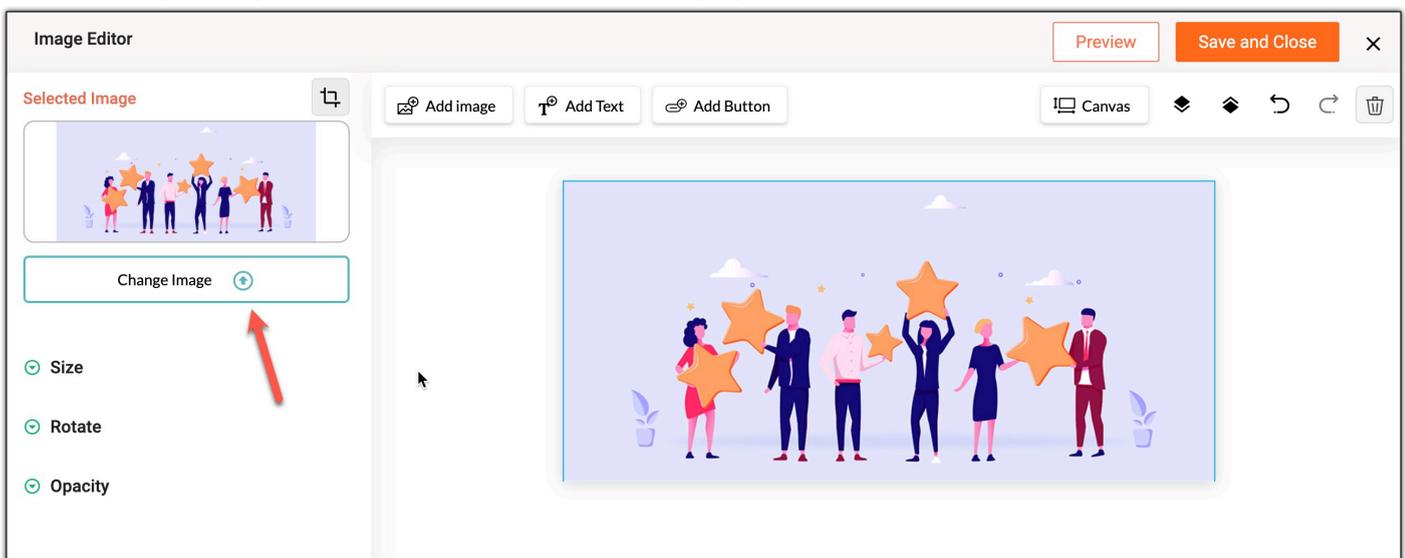


5. Choose the image from your computer and click **Open**. Then click **Use this image**. Enter a **Title** and **Alt Text** for your image uploaded from your computer.
6. Enter the **Image URL**, **Title** and **Alt Text** for your image downloaded from the web.
7. Click **Insert Image**.

Change Image

You can even change the image in your email template to suit the email campaign or the group of recipients receiving your campaign. To change the image :

1. Click **Change Image** button below the Selected Image preview on the left.



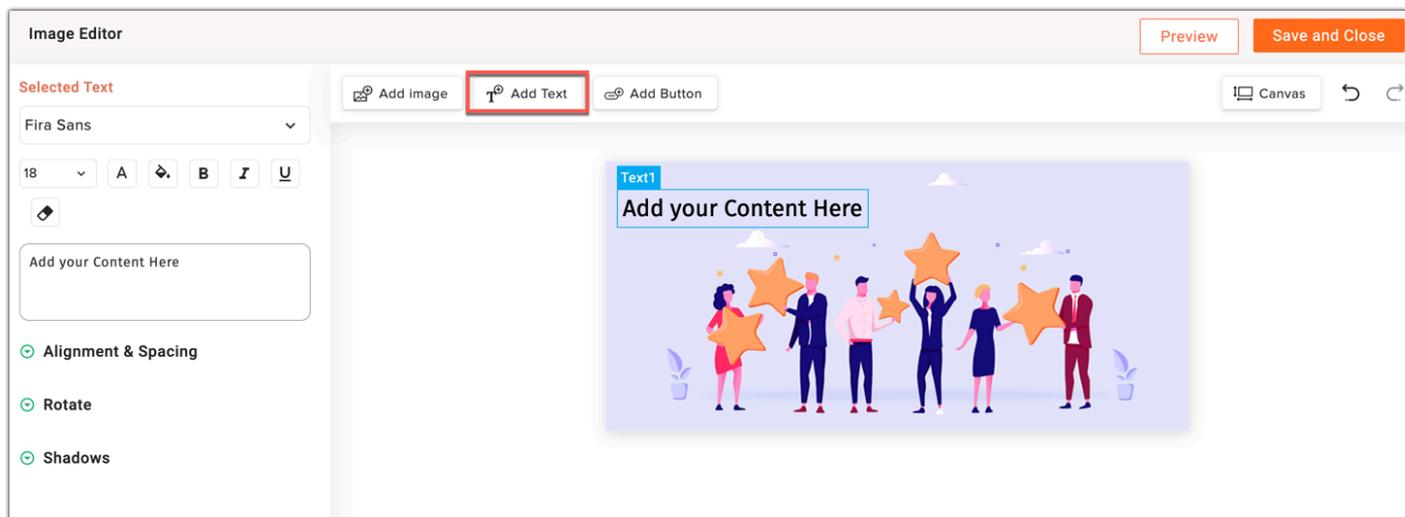
2. Select one of the saved images from the image folder.
3. Use Unsplash to find the perfect image.
 - Enter the **Title** and **Alt Text**.
 - Accept the terms of use and privacy policy for the image and
 - Click **Insert Image**.
4. You can also click **Upload** to add a new image from your system or from the web.

5. To upload a web image, enter the **Image URL**, **Title** and **Alt Text** for your image.
6. Click **Insert Image**.

Add Text

Add text to your image in the template of the email campaign to send to your contacts. To add text :

1. Click Add Text and drag the text editor to an appropriate place on the image.

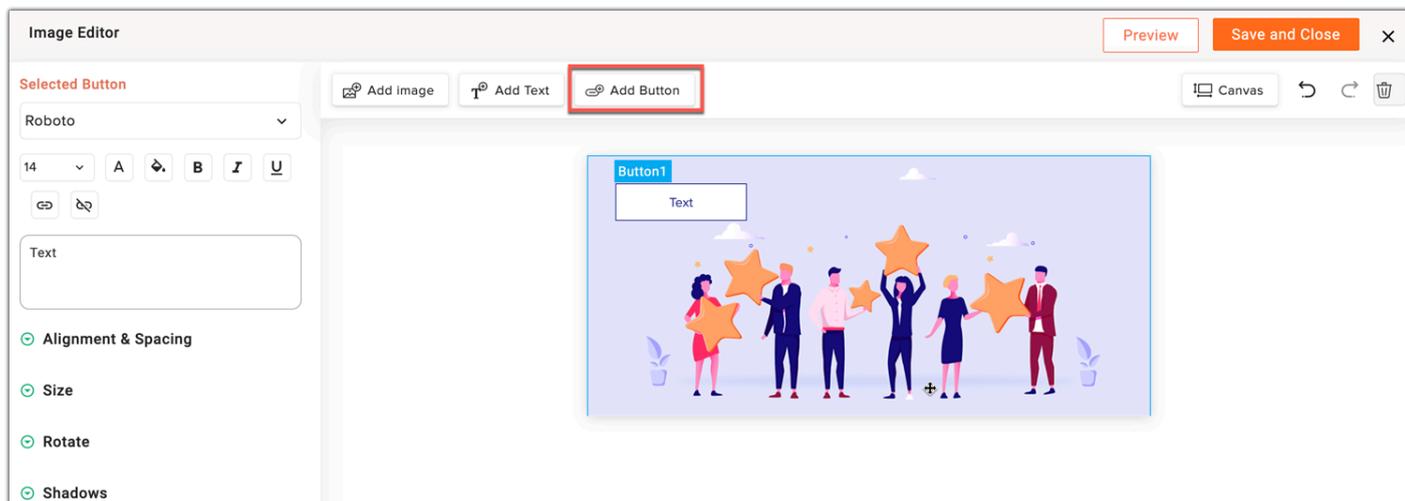


2. Enter the text to be displayed on the image in the text editor box on the left.
3. You can also format the text inside the text box on the left. Change font, add color, increase size, make bold, italic or underline it.
4. Click the Alignment & Spacing option to make changes, if needed.
5. You can also add shadows and rotate the text, if needed.

Add Button

Add a button to your image in the template of the email campaign if you need your contacts to perform an action. To add button :

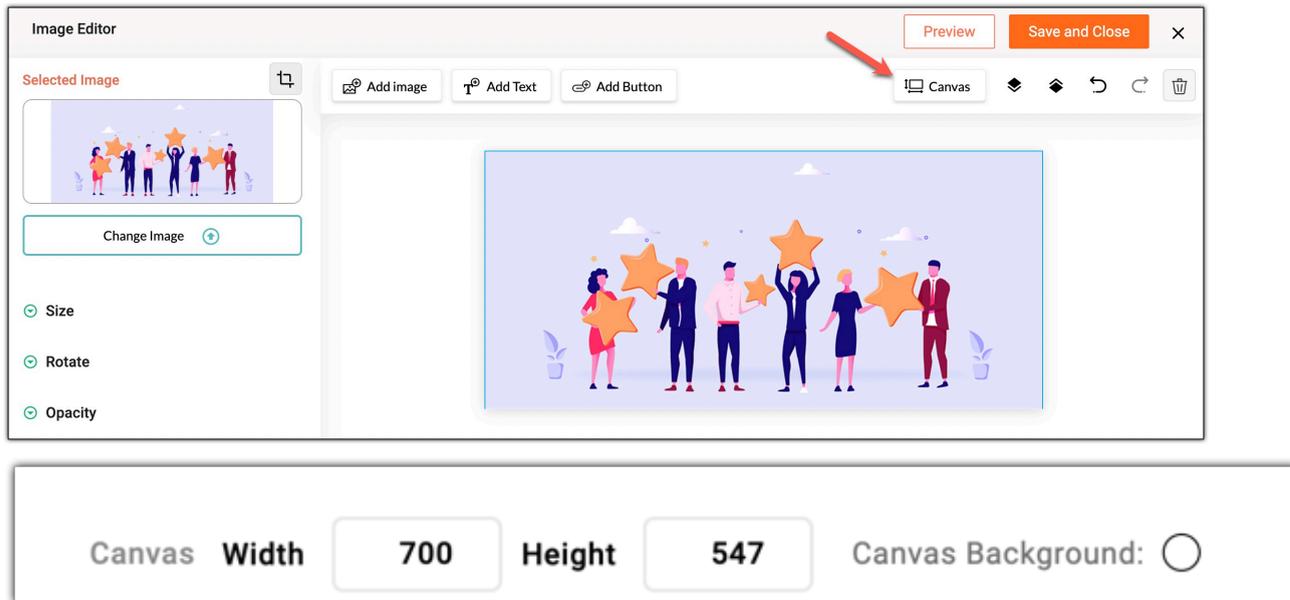
1. Click **Add Button** and drag the text editor to an appropriate place on the image. You cannot add more than one button.



2. Enter the text to be displayed on the button in text editor box on the left.
3. You can also format the text on the left. Change font, add color, increase size, make bold, italic or underline it.
4. Add a **link** to the button or remove the link from a button.
5. Click the **Alignment & Spacing** and **Size** drop down to make changes to the button, if needed.
6. You can also add **shadows** and **rotate** the button, if needed.

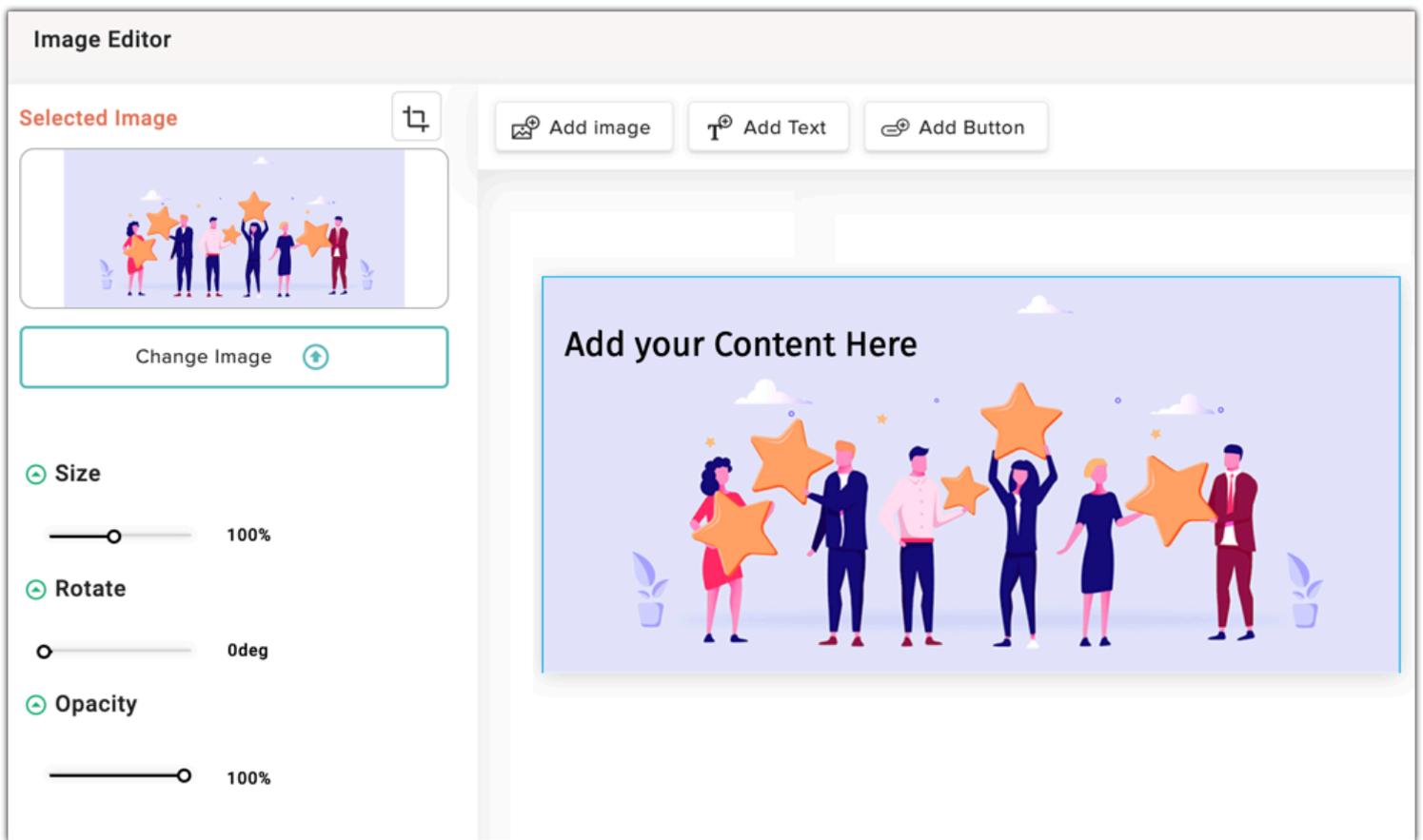
Edit Canvas

The canvas is the surface on which an image is placed. Zoho campaigns lets you change the canvas height, width and background. To edit the canvas, click **Canvas** and make the necessary changes.



Additional options

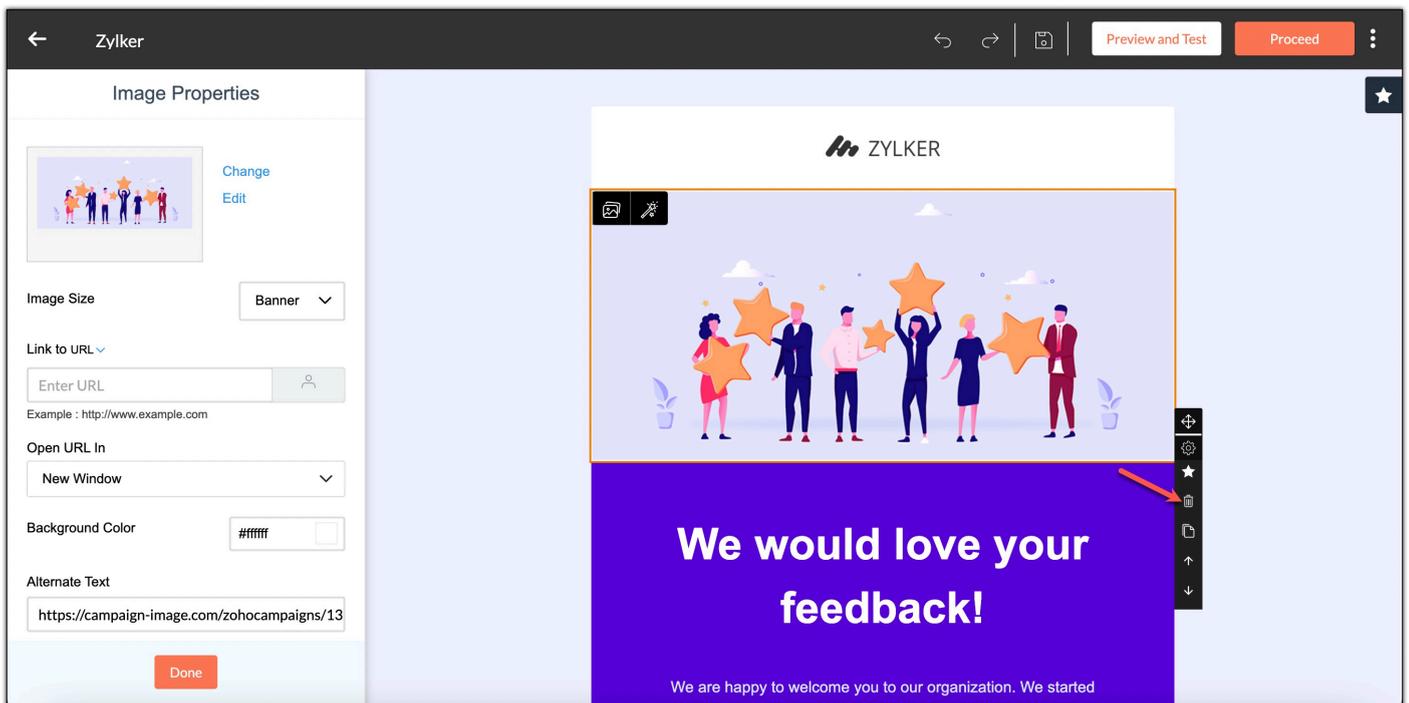
You can also edit the size of an image, rotate the image and change its opacity. Navigate to the left of the editor and click on the Size, Rotate and Opacity drop downs to adjust the image accordingly.



Delete an image

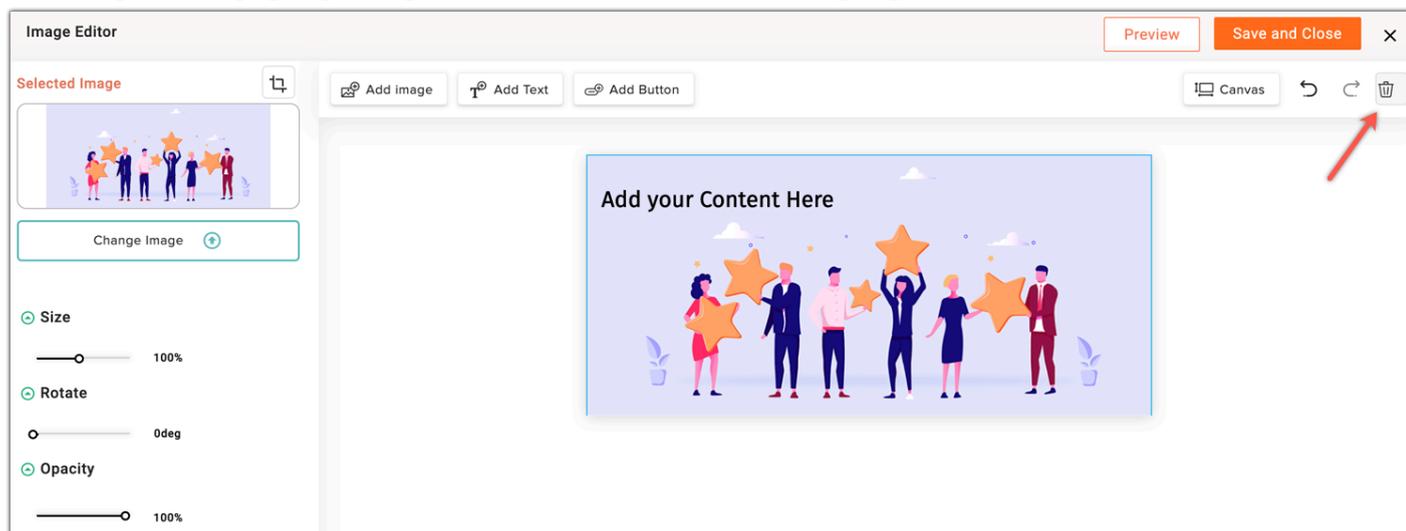
You can delete the image from the template if you don't require it in the content that you will be sending to your contacts.

1. Choose the campaign from which you want to delete the image.
2. Click on the image you want to delete and click the **Delete** icon on the bottom-right corner.



3. Likewise, click on the image you want to delete and click the **Edit** icon on the top-left corner.

4. The image editor page opens up. Click the **Delete** icon on the top-right.



To learn how to edit your email template for your campaign, click [here](#).