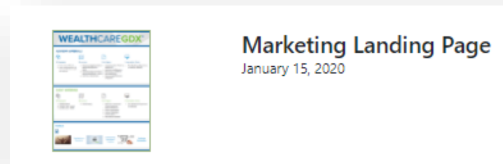
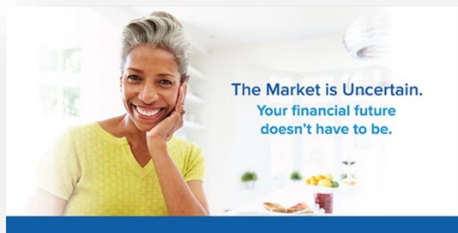
# **How to:** Wealthcare Email Campaigns

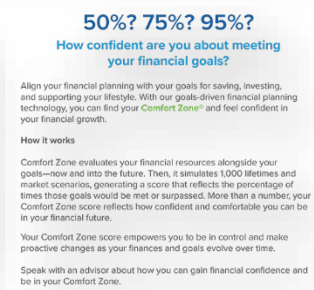
This guide will show you how to use a Wealthcare designed email campaign on an email platform such as Act-On, Mail Chimp, Constant Contact, etc. All Wealthcare email content can be found on the [Marketing Landing Page](#).

Step 1 –Access the Marketing Landing Page clicking on the linked image to the right or Open the GDX360 Resources tab > Choose Marketing Landing Page from the Marketing section.

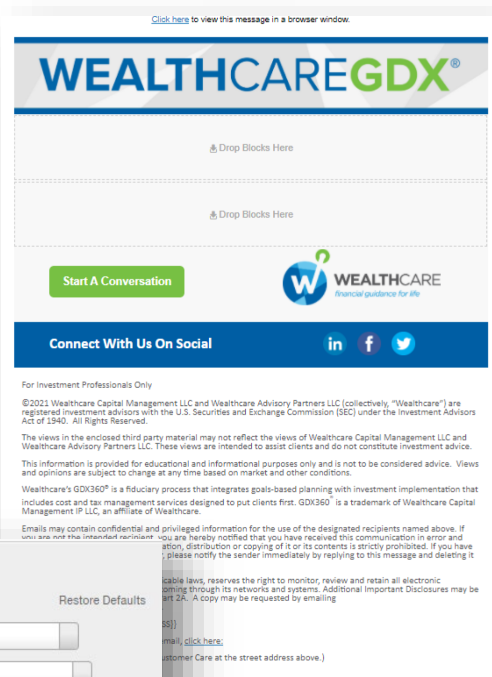



Step 2 – Go to Marketing Campaigns > Choose Campaign > Scroll to Email Assets > Click on Email Header Picture > Right Click > Save Image As. Then, Click on Email Copy > Right Click > Save Image As. You may also need to save them to your email platform's Image Library.



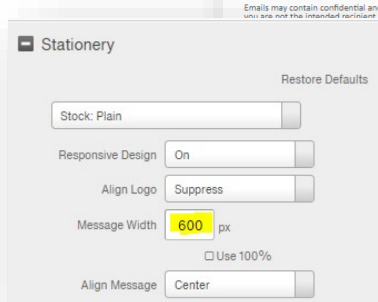

Step 3 - Sign in to your email platform of choice



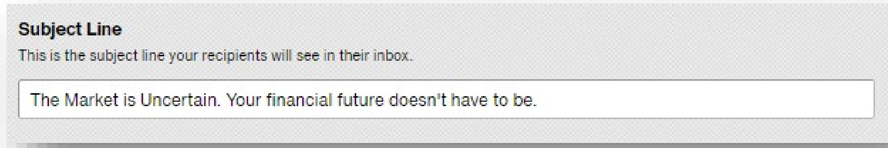

Step 4 – If you have an email template created, start a new email campaign draft. If not, create an email template. We recommned templates include:

- Your logo (link your website to your logo)
- Header
- A call to action button
- Social media links
- A Wealthcare/LPL approved disclosure

We also recommned you use a stationary size of 600px for optimal mobile view.



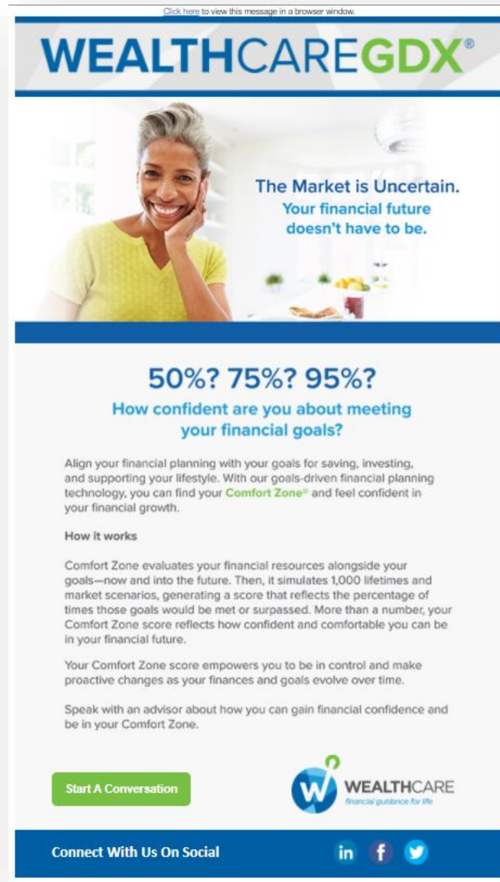
Step 5 – Add a subject line to your campaign. Your email subject line is your first (and maybe your last) impression on users.




Step 6 – Add your saved Email Header picture and Copy to the email. Then copy and paste the body of the email.

Step 7 – Add your marketing list (if you do not already have one saved). Make sure you add your name and email to the list so you get sent a copy when it starts circulating.

Step 8 – Schedule your campaign to be sent.




Listen to a recording of the marketing team walk you step by step through adding Wealthcare content to an email platform. The password is WCM_2021.

*****Please note…any Email you wish to send must be approved by Wealthcare and LPL compliance (if you are WCAP Hybrid) first.**