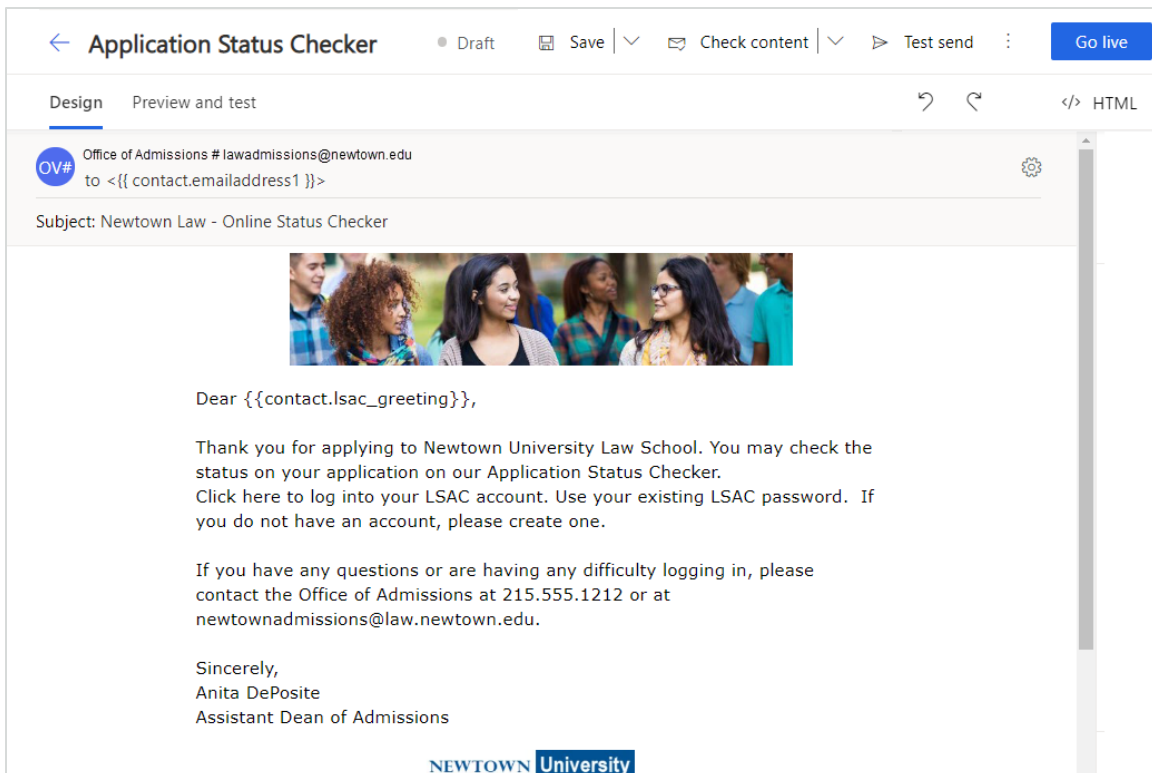Unite Education Program v6.2
Job Aid: 5466

About Email Messages

Unite provides an advanced digital-content designer for creating, styling, and previewing your email messages. The designer features a drag-and-drop interface for building and working with the design, an optional HTML editor for working directly with code, and a preview tool that shows how your design looks on various form factors (devices) and orientations (portrait or landscape). As illustrated in the picture below, you can add images and insert dynamic content to customize and personalize your email messages.

If you want Unite to automatically send email messages, you can set up customer journeys which define the conditions, triggers, and messages that should be sent. You can also manually send email messages from Unite as long as there is a person record for your recipient.

There are many places where you can send email messages in Unite. You start by selecting a person or a group of people. Then you can either start a new email message or select an existing email message. The picture below illustrates the *Email Communication* page that you use to send email messages from Unite.

The **Legal Designation** determines whether Unite should consider the email message commercial or transactional. A commercial email contains content that promotes products or services and could be considered unsolicited (spam). Commercial emails are different from transactional emails, because Unite does not send emails that have a **Marketing** legal designation to anyone who has requested to unsubscribe from promotional offers. In addition, commercial emails must include a link for recipients to unsubscribe.

A **transactional** email message contains content that is considered solicited and, therefore, does not require an unsubscribe link. Schools send transactional email messages after a person is actively engaged in admissions or has expressed a desire to receive information.

Any time an email message is sent from Unite, the sent email is saved and Unite adds an entry in the recipient's activity log on the person record.