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BC Sandpile - Applying InContext Editing to your BC site

How to enable the new ICE experience:

- Partner portal > Tools > Online Editor settings > Site > New visual editor for email campaigns
- Site settings > Beta > Upgraded Content Editor

Campaign editor modes:

- Visual editor – client mode
- Rich editor – developer's design view
- HTML – raw code

Basic ICE code:

```
<div ice:editable="{Region type}"> Default content here </div>
```

- Apply to block level elements, e.g. div, td, H1, etc.
- Apply to limited inline elements, e.g. p.

Region types:

- **line** - single line text; all formatting and break lines are ignored;
- **multiline** - multi line text; break lines are allowed, all formatting is ignored;
- **image** - change and resize image; image is server side resized using dimensions defined on the *img* tag
- **link** - change link; can insert internal (site) or external links
- **html** - html text; some formatting is allowed; partners can specify the formatting elements made available to business owners

HTML editable options:

```
<div ice:editable="html" ice:options="{Comma separated list}">
```

ICE images:

```

```

- Set a width or height attribute to enable automatic server side resizing of the image.

Repeatable regions:

```
<tr ice:editable="section">
```

- Must be added to a TR tag.
- Allows users to add extra rows with a single click.

Key BC references:

ICE experience for email campaigns - <http://forums.adobe.com/docs/DOC-2862>

Defining ICE regions (Dreamweaver) - http://kb.worldsecuresystems.com/838/cpsid_83852.html

Defining ICE regions - http://kb.worldsecuresystems.com/838/cpsid_83855.html



Suite 12, 121 Shute Harbour Rd
PO Box 911 Cannonvale QLD 4802
Ph: 07 4804 5223
info@kapowinteractive.com.au
kapowInteractive.com.au

Helpful online references:

Sample templates:

- http://www.businesscatalyst.com/Sales%20Resources/Templates_New.zip
- <http://www.campaignmonitor.com/templates/>
- <http://mailchimp.com/resources/html-email-templates/>

Subject lines:

- <http://litmus.com/blog/how-to-write-the-perfect-subject-line-infographic/subject-line-infographic>
- <http://www.imediaconnection.com/content/6909.asp>
- <http://kb.mailchimp.com/article/best-practices-in-writing-email-subject-lines>

CSS support

- Desktop only - <http://www.campaignmonitor.com/css/>
- Desktop and mobile - <http://www.emailology.org/#3>

Responsive in emails:

- <http://www.campaignmonitor.com/guides/mobile/>
- <http://mobile.smashingmagazine.com/2011/08/18/from-monitor-to-mobile-optimizing-email-newsletters-with-css/>

Preflight:

- Put all of your CSS inline: <http://beaker.mailchimp.com/inline-css>
- Compatibility check: <http://premailer.dialect.ca/>
- Convert to html email compliant code: <http://getfractal.com/>
- Email previews (paid): <http://litmus.com/>
- Email previews (paid): <http://www.emailonacid.com/>

Spam laws:

- Australia: http://www.acma.gov.au/WEB/STANDARD/pc=PC_310321
- USA: <http://www.business.ftc.gov/documents/bus61-can-spam-act-compliance-guide-business>
- UK: http://ico.org.uk/for_the_public/topic_specific_guides/online/spam_emails
- Other countries: http://en.wikipedia.org/wiki/Email_spam_legislation_by_country