Microsoft Outlook
Email Template Setup

**Keys to successful
marcom campaign**

- Long-term strategy
- Editorial calendar
- Relevant content
- Special offers
- Consistency

**Contact IPC
for assistance or
more information**

480.704.477

Maximize the power of Microsoft Outlook to conduct ongoing email communications to your customers and prospects.

You can use an existing html email template or use any graphics capable application to create the initial graphics file. After the initial file is developed, follow these instructions to upload the file as a new stationary in MS-Outlook.

1. In Outlook, go to the 'Tools' menu and select 'Options'
2. Click on the 'Mail Format' tab
3. Under 'Stationary and Fonts', click 'Stationary Picker'
4. Once in the 'Stationary Picker', choose 'New'
5. Now browse to where the graphics file is located, click on the file and click select
6. Click next / click ok / click ok
7. You should be back to the main 'Tools' menu now and your new stationary should be in the dropdown list so it can be chosen when you want to use it.

Please Note: You should send emails to your customers or prospects you regularly communicate with. There are strict FTC (Federal Trade Commission) guidelines on sending unsolicited emails. It is highly recommended to follow both FTC and DMA (Direct Marketing Association) guidelines.