



Johnson Email Command Centre Instructions

Overview

The Johnson Email Command Centre is designed to help make the emails you send on behalf of Johnson easier and more effective. In the past we received feedback from many of our affinity partners that there have been issues with copying and pasting Johnson emails into their email programs.

The Johnson Email Command Centre was created to make sure the communications you send out fit your needs.

The tool will provide you with a customized email formatted to work in the email client you use as well as step-by-step instructions for deploying the email in your email client.

Overview

This document outlines the following 4 easy steps for retrieving emails for the Members get More campaign using the Johnson Email Command Centre.

Step 1: Log in & change password


Step 2: Select email

Step 3: Select email client & preview email

Step 4: Send

Step 1 (Login)

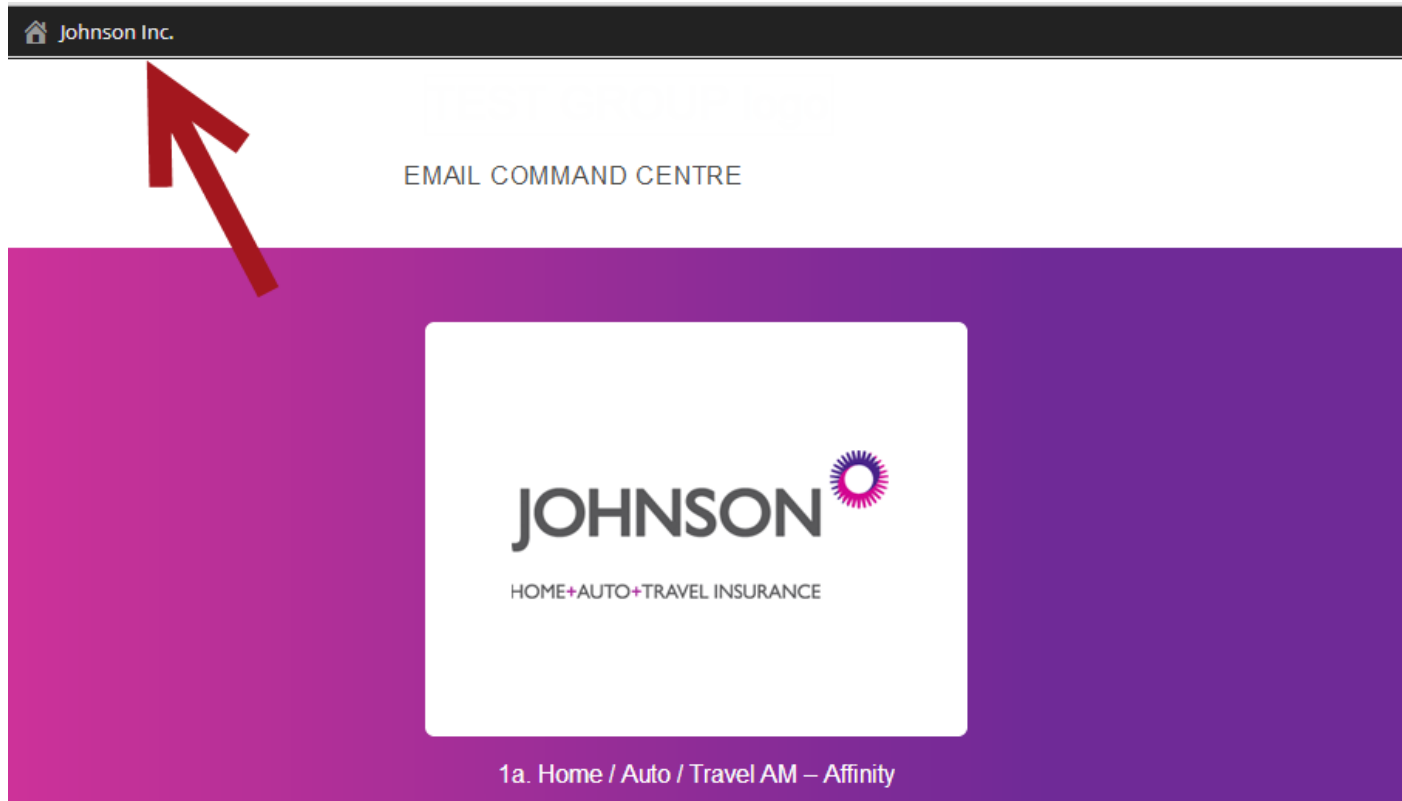
- Visit Johnson's Email Command Centre website at ecc.johnson.ca
- Enter the username and password provided to you by Johnson. If you have not received your login information please touch base with your contact person from Johnson
- Click "Log In"



The screenshot shows the login interface for the Johnson Email Command Centre. At the top, the word "JOHNSON" is displayed in a bold, black, sans-serif font, followed by a circular logo composed of small, colorful dots. Below the logo, there are two input fields: "Username" and "Password". The "Username" field is a simple white box with a thin border. The "Password" field is a white box with a thin border and a small eye icon on the right side, indicating it is a password field. Below the "Password" field, there is a checkbox labeled "Remember Me". To the right of the "Remember Me" checkbox is a dark purple button with the text "Log In" in white. At the bottom of the form, there are two links: "← Back to Johnson Inc." and "Lost your password?".

Step 1 (Change password)

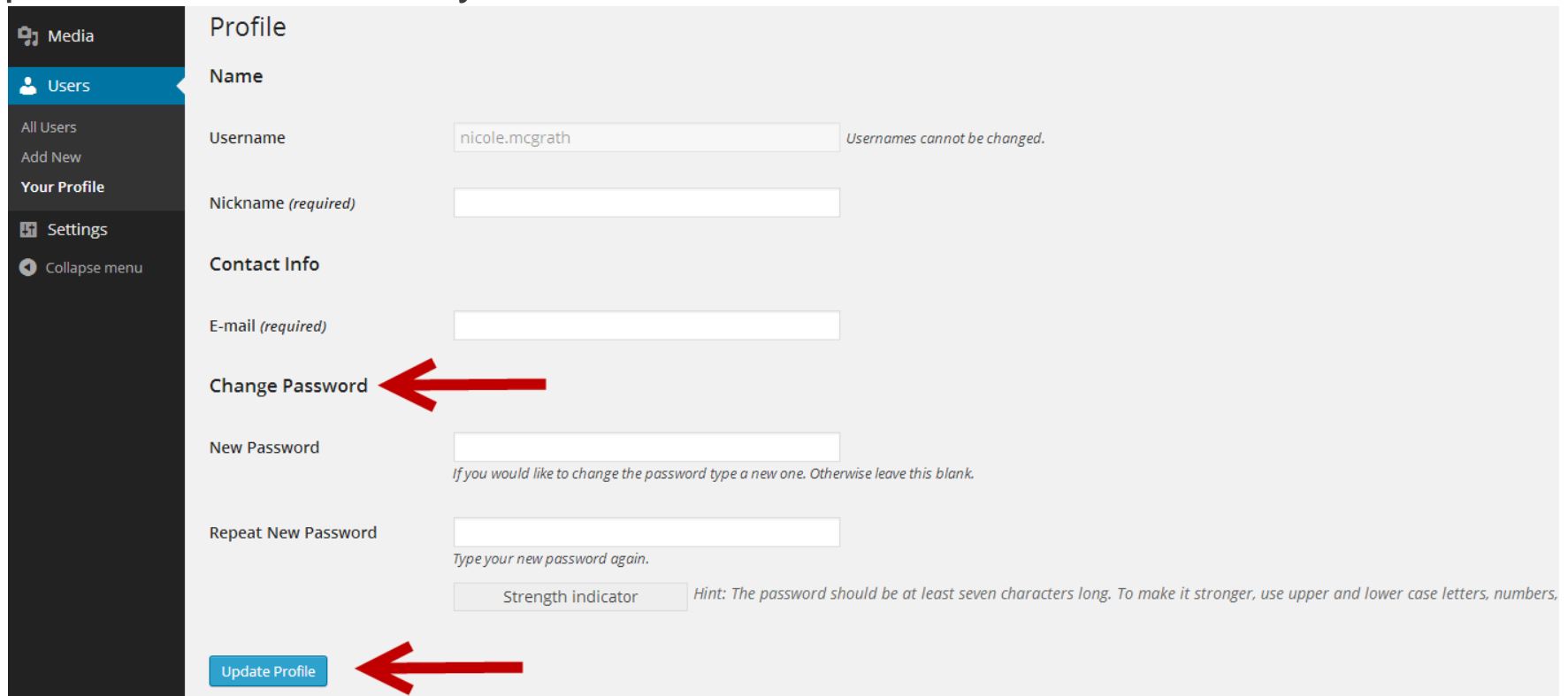
You have the option of changing your password if you like. To do this, click on “Johnson Inc” in the top left corner of the page



Step 1 (Change password)

This will take you to your profile page where you can change your password. Once you enter your new password click 'Update Profile'.

Please note changing your password is optional. Feel free to keep the original password created for you.



The screenshot shows a user profile page with a dark sidebar on the left. The sidebar contains the following items: Media, Users (highlighted), All Users, Add New, Your Profile, Settings, and Collapse menu. The main content area is titled 'Profile' and includes the following sections:

- Name**
 - Username: Names cannot be changed.
 - Nickname (required):
- Contact Info**
 - E-mail (required):
- Change Password** (highlighted with a red arrow)
- New Password**: If you would like to change the password type a new one. Otherwise leave this blank.
- Repeat New Password**: Type your new password again.
- Strength indicator**: Hint: The password should be at least seven characters long. To make it stronger, use upper and lower case letters, numbers,

At the bottom of the form is a blue button labeled 'Update Profile' (highlighted with a red arrow).

Step 2 (select email)

The email(s) you have available to send will be presented to you as soon as you log in. To preview the email and view the instructions, click on the Johnson logo in the white box.

If you have more than one email available, multiple white boxes will appear.

EMAIL COMMAND CENTRE

JOHNSON 



1a. Home / Auto / Travel AM – Affinity

Step 3 (select email client)

Choose the program (email client) you will use to send out this message to your members/employees. This will format the email content to ensure it looks good in your email program.

If you do not see your email program on the list please get on touch with your contact from Johnson.

1a. Home / Auto / Travel AM – Affinity

← return to email templates

Select email client

Outlook 2013

Outlook 2013

Apple Mail

Yahoo Mail

Constant Contact

Campaign Monitor

Outlook.com

Outlook 2010

Outlook 2003

MailChimp

Gmail

QUICK

Instructions

English

Using your

template in Microsoft Outlook 2013

1. First, we want to

of the email template, so that it can be pasted into the body of the email you

are going to send. To view the visual layout, click one of the following, which will open up in a new popup window:

Step 3 (preview email)

If you would like to preview the email you will be sending click on “English” or “Français” next to the instructions tab. If you require any changes please let us know.

The screenshot shows a web interface for previewing an email. At the top left, there is a dropdown menu labeled "Select email client" with "Outlook 2013" selected. To the right, under "QUICK LINKS:", there are two buttons: "Copy EN Visual" and "Copy FR Visual". Below this is a navigation bar with three tabs: "Instructions", "English", and "Français". The "English" tab is highlighted in pink. Below the navigation bar, the text "ENGLISH TEMPLATE" is visible. Two red arrows point upwards to the "English" and "Français" tabs. The main content area displays a preview of the email template. At the top of the preview, there is a link: "Cliquez ici pour la version française." Below this, there is a purple box containing the text "GROUP LOGO HERE" and "Max width: 250px". To the right of this box is the "JOHNSON" logo with a pink sunburst icon and the text "HOME+AUTO+TRAVEL INSURANCE". Below the logo, there is a photograph of a woman sitting on a large, bold, purple word "MORE". Above the word "MORE" is the text "AS A MEMBER YOU GET MORE. THEN YOU GET".

Step 4 (send email)

Follow the step-by-step instructions for copying the email into your email program and then sending.

Select email client QUICK LINKS: [Copy EN Visual](#) [Copy FR Visual](#)

Instructions English Français

Using your email template in Microsoft Outlook 2013

1. First, we want to copy the *visual* layout of the email template, so that it can be pasted into the body of the email you are going to send. To view the visual layout, click one of the following, which will open up in a new popup window:
[Copy English Template](#) [Copy French Template](#)
2. What I mean by visual layout is the actual appearance of the email, versus the HTML code. If you try and copy the raw HTML code and paste it into the new message, it will display just as code, no design, and we don't want that.
3. With the email template open in the popup window, press **CTRL+A** on your keyboard to select the entire contents of the popup.
4. With the entire email template selected, press **CTRL+C** to copy the email.
5. Now open up Outlook, click the **New E-mail** button to start a new email, click within the body of the message, then press **CTRL+V** to paste the email template into the body.



We hope you find the new tool helpful for executing Johnson emails.

If you have feedback, experience any issues or have questions please get in touch with your contact at Johnson.