



Email Editor

User Guide

A complete, step-by-step reference for building beautiful emails in Reachstack

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Introduction

Reachstack includes a powerful drag-and-drop email editor. It lets you design professional, responsive email campaigns. This guide walks you through every feature — from opening the editor for the first time to previewing and saving your finished design.

What You Can Do with the Editor

- Design emails using pre-built content blocks — no HTML knowledge required.
- Build multi-column layouts by combining rows and columns.
- Upload images, add buttons, and insert social media links.
- Preview your email on desktop, tablet, and mobile before sending.
- Switch to Mobile Design Mode to fine-tune the mobile layout independently.
- Save your design at any point and return to it later.

How the Editor is Organised

When you open the email editor in Reachstack you will see two main areas side by side:

Area	Description
Stage (left)	The canvas where you build your email. Drag rows and content blocks here to design your layout.
Sidebar (right)	The control panel. Changes here update the selected element on the stage. It has three tabs: Settings, Rows, and Content.

 **Tip:** You can collapse the sidebar at any time by clicking the arrow icon between the stage and the sidebar, giving you more room to see your design.

Global Settings

The Settings tab in the sidebar controls defaults that apply to your entire email design. Every row and content block you add will inherit these settings unless you override them individually.

To access Settings, click the Settings tab at the top of the sidebar (the gear/cog icon or first tab label).

Available Settings

Setting	What it controls
Content area width	Sets the maximum width of the email body (650px is the industry standard and recommended default).
Content area alignment	Aligns the content area left or centre within the email client window.
Background colour	Sets the colour of the outer area surrounding the email (visible in email clients that show a backdrop). Default is white (#ffffff).
Content area background colour	Sets the background colour inside the content area — the main email body. Default is transparent.
Default font	Chooses the fallback font used for all text blocks unless individually overridden.
Link colour	Sets the default colour for hyperlinks throughout the email. Default is blue (#0068a5) Scotia Red colour code is: #ED1C2D
Language	Leave this blank. Declares the language for accessibility and email client rendering. Note: this will not determine the language of your template text, logos or disclaimer – that is managed separately.

 **Tip:** Set your background colour and default font before adding content. This saves time and ensures visual consistency throughout your email.

Working with Rows

Rows are the core structural element of your email. Every piece of content (text, images, buttons, etc.) must live inside a row. Think of rows as horizontal strips that stack on top of each other to build the layout of your email.

Adding a Row

- Click the Rows tab in the sidebar.
- Browse the available row layouts. Each layout shows the column structure (e.g., one column, two equal columns, three columns, etc.).
- Drag the row layout you want onto the stage or click it to add it at the bottom of the design.
- The row appears on the stage with empty column placeholders ready for content.

Row Settings

Click on a row on the stage to select it. The sidebar will update to show that row's settings:

- Row background colour — changes the colour behind the full-width row.
- Content area background colour — changes the colour only within the content columns.
- Rounded corners — adds border-radius to the content area.
- Content area border — adds a border around the content area.
- Do not stack on mobile — keeps columns side by side on mobile (off by default, meaning columns stack vertically).
- Reverse stack order on mobile — flips the column order when stacked on small screens.
- Row background image — sets an image as the row background.
- Hide on — hides the row on desktop, mobile, or both.

Working with Columns

Each row can contain one to six columns. Columns let you place different content side by side, such as an image on the left and text on the right.

Adjusting column widths

- Select a row on the stage.
- In the sidebar under Customize Columns, you will see a visual representation of the columns.
- Click and drag the separator icon between columns to resize them proportionally.
- Click on an individual column in the sidebar to select it and adjust its background colour, padding, and border.

Adding a new column

Click the + Add new button within the Customize Columns section to add another column to the selected row. A maximum of six columns is supported for email designs.

 **Tip:** For most email designs, one or two columns work best. Three or more columns can become difficult to read on mobile screens.

Reordering rows

Hover over a row on the stage to reveal the drag handle (a grid icon that appears on the left edge of the row). Click and drag it to move the row up or down in the layout.

Duplicating and deleting rows

Hover over a row to see the action icons that appear on the right side. Click the duplicate icon to copy the row (including all its content) or the trash icon to delete it.

 **Note:** Deleting a row also deletes all the content blocks inside it. This action cannot be undone, so duplicate first if you want to keep a copy.

Adding Content Blocks

Content blocks are the individual building blocks of your email — text, images, buttons, and more. You add them by dragging from the Content tab in the sidebar into a column on the stage.

How to Add a Content Block

- Click the Content tab in the sidebar.
- Browse the available content blocks listed below.
- Drag the block you want and drop it into a column on the stage.
- Once dropped, the sidebar updates to show that block's settings. Edit them as needed.

Content Block Reference

Block	What it does	Best used for
Title	A large heading block with font, size, colour, and alignment controls.	Email subject restatement, section headers.
Paragraph	Rich text block supporting multiple paragraphs. Includes bold, italic, underline, strikethrough, alignment, link insertion, and merge tags.	Body copy, descriptions, instructions.
List	Bulleted or numbered list. Inherits font settings from the paragraph block.	Feature lists, steps, bullet-point summaries.
Image	Upload or link to an image. Set alt text, link URL, width, alignment, and padding.	Hero images, product photos, logos, banners.
Button	A clickable call-to-action button. Customise text, URL, background colour, text colour, border-radius, padding, and alignment.	Primary CTAs — e.g. Shop Now, Learn More, Register.
Table	An HTML table with customisable rows and columns. Supports cell padding and border styling.	Pricing tables, comparison charts, structured data.
Divider	A horizontal rule used to separate sections visually. Customise colour, thickness, and style.	Section breaks, visual breathing room.
Spacer	An invisible block that adds vertical white space.	Creating breathing room between sections.
Social	Social media icon links with pre-configured icons for Facebook, Twitter/X, LinkedIn, Instagram, and more.	Footer social links, follow prompts.

Block	What it does	Best used for
HTML	A freeform HTML block for custom code. Use with caution — some email clients may strip unsupported styles.	Custom components, tracking pixels (advanced users).
Video	Adds a video thumbnail with a play button linked to an external video URL (e.g. YouTube, Vimeo). True video playback is not supported in most email clients.	Video previews, webinar promotions.
Icons	A row of icon images sourced from a built-in icon library or uploaded.	Feature highlights with visual icons.
Menu	A horizontal navigation menu with links. Useful in email headers.	Navigation headers in newsletters.
Sticker / GIF	Animated GIF stickers sourced from GIPHY. Adds movement to your email.	Seasonal greetings, fun announcements.

Editing Content Block Properties

Every content block has its own set of properties visible in the sidebar when the block is selected. Common properties shared by all blocks include:

- **Padding** — controls the internal spacing (top, bottom, left, right) around the block's content.
- **Hide on** — hides the block on desktop, mobile, or both (useful for showing different content per device).
- **Alignment** — controls horizontal alignment of the block's content.

Editing text

Click on any text block (Title, Paragraph, or List) on the stage to open the inline text editor. A formatting toolbar appears above the selected text, offering:

- **Bold, italic, underline, and strikethrough.**
- **Text colour and background (highlight) colour.**
- **Superscript and subscript.**
- **Special characters and emoji.**
- **Insert hyperlink** — select the text first, then click the link icon and enter the URL.
- **Merge tags** — insert personalisation tokens such as first name or company name (if configured in Reachstack).
- **Clear formatting** — removes all inline styles from selected text.

Moving and reordering blocks

Hover over a content block to reveal the drag handle on its left edge. Drag it to a new position within the same column or into a different column.

Duplicating and deleting blocks

Hover over a content block to see the action icons. Click the duplicate icon to copy it or the trash icon to delete it.

 **Tip:** Hold Ctrl (Windows) or Cmd (Mac) and click multiple blocks to select them together for bulk moves or deletes — a quick way to reorganise a section.

Working with Images

Images are one of the most important elements of any email campaign. The editor makes it easy to upload and configure images directly within the canvas.

Adding an Image

- Drag an Image block from the Content tab into a column on the stage.
- In the sidebar, click the Upload button to upload an image from your computer, or enter an image URL in the URL field to link to an image hosted elsewhere.
- Once uploaded, the image appears on the stage.

Image Settings

- Alt text — always add descriptive alt text. It is displayed when the image cannot load and is essential for accessibility.
- Link URL — makes the entire image a clickable link. Enter the destination URL here.
- Width — set the image width in pixels. The editor will constrain the height proportionally unless you unlock aspect ratio.
- Alignment — aligns the image left, centre, or right within its column.
- Padding — adds space around the image.
- Auto-width — when enabled, the image scales to fill its column automatically (recommended for responsive designs).

 **Tip:** Keep images under 1 MB where possible. Large images slow down email load times and can trigger spam filters.

 **Note:** Always add alt text to every image. Many email clients block images by default, so readers rely on alt text to understand your email.

Working with Buttons

Buttons are your primary call-to-action elements. A well-designed button drives clicks and conversions.

Adding a Button

- Drag a Button block from the Content tab into a column on the stage.
- Click the button on the stage to select it.
- In the sidebar, edit the button label, destination URL, and styling.

Button Settings

- Text — the label displayed on the button (e.g. Shop Now, Download Report).
- URL — the destination when the button is clicked. Always use the full URL including https://.
- Background colour — the fill colour of the button.
- Text colour — the colour of the button label.
- Border radius — controls how rounded the button corners are (0 for a sharp rectangle, higher values for a pill shape).
- Width — set to auto to fit the text, or a fixed pixel value to create a full-width button.
- Padding — the internal spacing inside the button around the text.
- Alignment — positions the button left, centre, or right within its column.

 **Tip:** Use a high-contrast colour for your button so it stands out clearly against the background. A bright, on-brand colour typically performs best.

Mobile Design Mode

By default, the editor stage shows the desktop version of your email. Mobile Design Mode switches the stage to a phone-sized canvas so you can see and adjust exactly how your email will appear on mobile devices.

Activating Mobile Design Mode

- Look for the device-toggle icons at the top of the editor stage (desktop monitor icon and phone icon).
- Click the phone icon to switch to Mobile Design Mode.
- The stage shrinks to mimic a mobile screen width.
- Continue editing — most changes apply to both desktop and mobile.

Mobile-Only Settings

Some properties in the sidebar display a phone icon next to them when you are in Mobile Design Mode. These settings only apply to the mobile version of your email and do not affect the desktop view. Common mobile-only settings include:

- Font size overrides for text blocks.
- Hiding specific rows or content blocks (using the Hide on setting — choose Desktop to show them only on mobile, or Mobile to hide them on mobile).
- Do not stack on mobile — prevents columns from stacking vertically on small screens.
- Reverse stack order on mobile — useful when a two-column row should show the right column first on mobile.

 **Tip:** Always check your design in Mobile Design Mode before finalising. More than half of emails are opened on mobile devices.

 **Note:** Changes made while in Mobile Design Mode that affect a non-mobile setting will still apply to both versions. Only properties marked with the phone icon are mobile-exclusive.

Previewing Your Email

The Preview feature lets you see how your email will look on different devices before you send it. It is an approximation based on popular device dimensions — always test in real email clients for critical campaigns.

Using the Preview

- Click the Preview button in the top toolbar of the editor.
- The preview panel opens showing your email rendered on a desktop screen.
- Use the device icons (desktop, tablet, mobile) to switch between screen sizes.
- Toggle Dark Mode to see how your email looks when recipients have dark mode enabled on their device.
- To close the preview and return to editing, click Exit Preview or the X button.

Preview Options

- Desktop — shows the email at full width (approximately 600 px content width).
- Tablet — shows a medium-width view (approximately 768 px).
- Mobile — shows a narrow view (approximately 375 px), with columns stacked as they will appear on phones.
- Dark mode toggle — simulates how email clients with dark mode will render your colours.
- Custom size — type a specific pixel width or use the arrow keys to adjust by 1 px at a time.
- Share preview — generates a preview URL you can share with colleagues or clients for sign-off.

⚠ Note: The preview is an approximation. Always send a test email to yourself and check it in the actual email client.

⚠ Note: Always save any changes before previewing your email or the changes will be lost

Saving Your Design

Your email design is saved within Reachstack. We recommend saving regularly while you work.

How to Save

- Click the Save button in the top toolbar at any time.
- A confirmation message will briefly appear confirming the design has been saved.
- To exit the editor and return to Reachstack, click Exit or the back arrow — you will be prompted to save if there are unsaved changes.
- **IMPORTANT: Do not preview your email without first saving your changes or your changes will be lost**

Auto-Save

The editor auto-saves your work periodically in the background. However, we recommend clicking Save manually after completing significant sections to avoid any risk of data loss.

Accessing Saved Designs

All saved email designs are accessible from the Campaigns or Templates section in Reachstack, depending on where you created the design. Click on any design to re-open it in the editor.

 **Tip:** Before you navigate onto the next step of the email campaign setup, make sure you save your work.

Tips and Best Practices

Design

- Keep your email width at 600 px. This is the recognised standard and renders well in all major email clients.
- Use no more than two fonts — one for headings and one for body text. This keeps the design clean and avoids rendering issues.
- Leave plenty of white space. Crowded emails feel overwhelming. Use Spacer blocks generously.
- Limit your colour palette to 2–3 brand colours.
- Place your most important content and call-to-action in the top third of the email (above the fold).

Images

- Always add alt text to every image.
- Use JPG for photographs (smaller file size) and PNG for graphics with transparent backgrounds.
- Keep total email file size under 100 KB where possible — large emails load slowly and may trigger spam filters.
- Do not make your email image-only. Many email clients block images by default, so text-only recipients need something to read.

Mobile

- Check every email in Mobile Design Mode before sending.
- Use single-column layouts for important content — they are the most reliable across all devices.
- Make buttons at least 44 px tall so they are easy to tap on touchscreens.
- Keep subject lines short — they often get cut off after 40–50 characters on mobile lock screens.

Accessibility

- Use a minimum font size of 14 px for body text (16 px is ideal).
- Ensure sufficient colour contrast between text and background — aim for a contrast ratio of at least 4.5:1.
- Add descriptive alt text to all images so screen reader users understand your content.
- Do not rely on colour alone to convey important information — some readers are colour-blind.

Troubleshooting

Issue	What to do
The editor is slow to load.	Refresh the page and try again. Clear your browser cache if the problem persists. The editor works best in the latest version of Google Chrome or Mozilla Firefox.
My image is not showing.	Check that the image URL is correct and the file is publicly accessible. If you uploaded the image, try re-uploading it. Always add alt text as a fallback.
Text formatting looks wrong in my email client.	Some email clients (particularly Outlook on Windows) do not support certain CSS fonts or styles. Use web-safe fonts like Arial, Georgia, or Verdana for maximum compatibility.
My columns are stacking on mobile when I don't want them to.	Select the affected row, then in the sidebar enable the Do not stack on mobile option.
I accidentally deleted a row or block.	Use Ctrl + Z (Windows) or Cmd + Z (Mac) to undo the deletion immediately.
My design looks different in the preview vs. the actual email client.	The preview is an approximation. Send a test email to yourself and check it in the real email client for an accurate view.
The editor is not saving.	Check your internet connection. Try saving manually using the Save button. If the issue continues, contact the Reachstack support team.

Glossary

Term	Definition
Alt text	Descriptive text attached to an image that displays when the image cannot load. Also read by screen readers for accessibility.
Content block	A single design element — such as text, an image, or a button — that you drag onto the stage.
Dark mode	A display setting that inverts or adjusts colours to show light text on a dark background. Many email clients support this.
Merge tag	A personalisation placeholder (e.g. <code>{{first_name}}</code>) that is replaced with real subscriber data when the email is sent.
Padding	The empty space inside a block or cell, between the content and the block border.
Preview URL	A shareable link that opens a read-only preview of your email design in a browser.
Responsive design	A design approach where the layout adapts automatically to the screen size of the viewer's device.
Row	A horizontal band across the email that acts as a container for content blocks. Rows can be divided into multiple columns.
Sidebar	The right-hand panel in the editor where you configure settings for the selected row or content block.
Stage	The left-hand canvas in the editor where you build your email layout visually.

Need help? Contact the Reachstack support team at support@reachstack.com