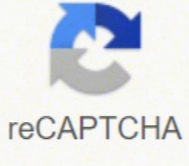




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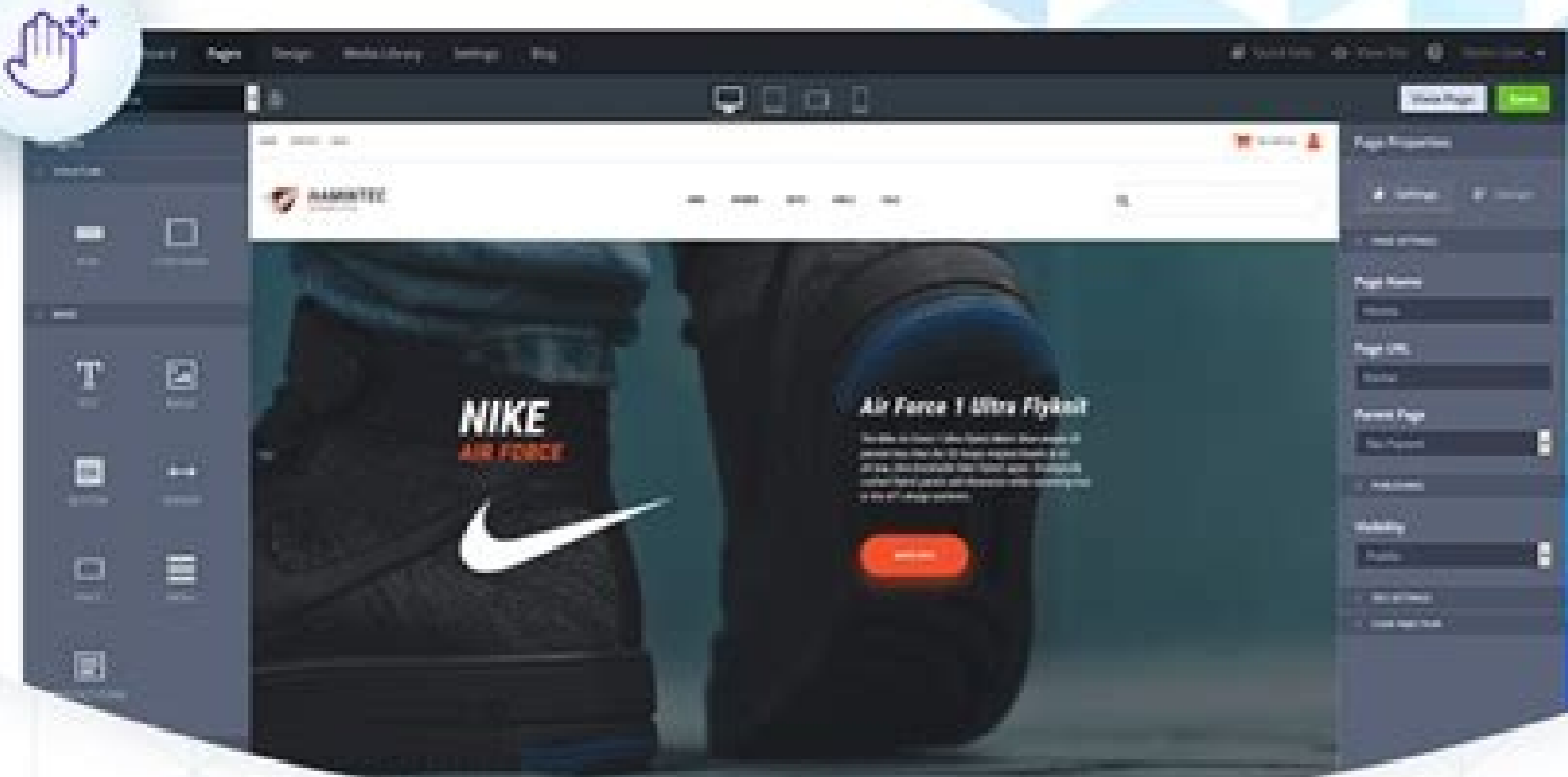


Open

Launch Your **Online Store** Within 5 Days  
and Start Getting Your First Orders!



**Drag'n'Drop** Store Builder



## 5 REASONS

to take advantage of MotoCMS  
E-commerce solution

### 1 Free 14-day online trial

Test the full functionality yourself. Create your eStore free of charge, make sure that it fits your requirements and buy it out at the end of the trial period.



### 2 Simple products management

Change products performance on the fly, manage filters, built-in product search and much more.



### 3 Payments & Stats

Accept payments from PayPal, 2Checkout, Post Finance or choose any other custom payment method. Keep all necessary statistics of your online store in one place - use admin dashboard to manage orders, customers, and products.



### 4 Product page customization

Make the product page that suits you the best - you can change absolutely everything via our drag'n'drop editor.

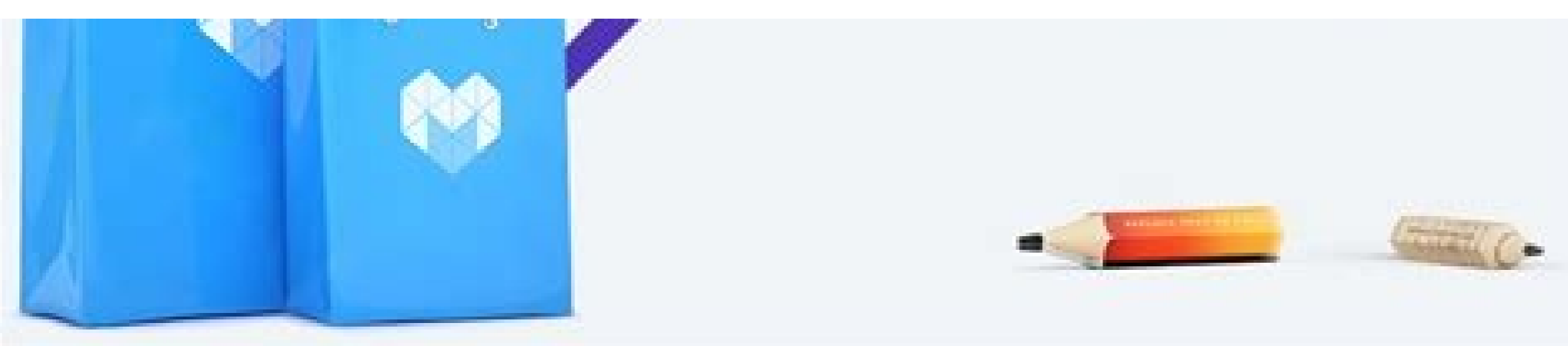


### 5 Unlimited options for each product

Use a rich collection of widgets to edit the products' colors, sizes or add any other custom features.



**Design**  
*That Sells*



**PREMIUM**  
TEMPLATE

## BOOK PUBLISHING PREMIUM DESIGN

Build your website easy, launch it fast and promote wisely with the all-in-one solution from MotoCMS



## DRAG & DROP WEBSITE CREATOR

Assemble a functional website for your business with a zillion of ready-made blocks and no single line of code

**JOHN SMITH**  
CREATIVE DIRECTOR

**CONTACTS**  
📍 Street Name, City, State  
🌐 www.company.com  
✉️ jsmith@company.com  
☎️ +0 121 456 789 324

**LANGUAGES**  
FRENCH ★★★★★  
ENGLISH ★★★★★  
GERMAN ★★★★★

**SKILLS**  
Vector Illustration ★★★★★  
Photography ★★★★★  
UI/UX Design ★★★★★

**HOBBIES**  
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# Handy Drag-and-Drop Editor

Quickly create new sections and content elements on your website pages, manage widgets and adjust settings.



# Presets Builder

Modify your widgets using a big diversity of customizable presets.

Depending on the theme and widget type, you can customize style, color, size, background, etc.



## Password

Must contain 8+ characters with at le

Syntax - `mc:edit=>$unique name`. Remember to do the following: Headings Body text Links Images Social links Preheader text Unsubscribe tag Address tag Turn the inline CSS setting on so that your styles are automatically inlined before sending. If you do it in any other way Mailchimp will wrap the word with the link and the text style will be changed to the default setting. Some elements can be redacted in campaigns only, not in the templates; While editing, letters often look different than how they will at the end. However in the sent letters they will have the preset look. Include Mailchimp's unsubscribe tag in your template. If all looks good you should be ready to send. This means you won't have to dig into your code in order to change text, images, or single blocks in your email. Notes: You can't place one editable element inside of another one; You can't place editable images inside editable elements; Do not upload an image with a different scale. So your unsubscribe line in the footer should look something like: Don't like these emails? In our examples you can see the name is `mc:repeatable=>content`; The blocks should not be inserted into each other; You can replace the blocks only in the campaign editor, not in the template, i.e. while you create your finished email. However, you should use this feature with caution if you don't want to bring out any errors while duplicating the blocks; The duplicated blocks can be swapped. content Notes: Repeating elements can be inserted into each other. Text And here is another precaution for the styles to stay still: first add the new text, then delete the old text. Email Marketing | Analytics Want to create your own html templates, but don't know where to start? That's why it is important to check the results in the preview mode or to send a test letter. If you add a tag, a new separate image editing window will show up. The tag is `*[UNSUB]*`. The name inside the quotation marks should be unique for every block. Highlight the edited spaces with the empty tags in order not to lose the text's styles. Mailchimp won't give you such advice, but we've learned to do this through practice. Upload your email template When asked to select a template: Choose Code your own > Import from zip Select your zip file that includes the template Wait for it to upload 3. The hidden element will be highlighted with the dim gray colour. It may risk the whole layout being displayed incorrectly; If you design your letters with images for retina, then the images will probably be displayed with full scale in the editor. Template Language is a number of Mailchimp tags. You can use it to replace or edit an image, add links and alt-text. And always test your template on the testing emails before sending it to the subscribers. Unfortunately they only support importing one at a time. How to make your templates reusable Open your Mailchimp dashboard Go to Templates > Create Template Repeat the steps above with regards to importing your template from a zip file, or you can paste in the code if you prefer Once your template is uploaded, use Mailchimp tags to identify what parts of the template are editable For example, if you want to make the whole of the body section editable, add `mc:edit=>body` to the HTML element. With Mailchimp you can either set your template as a reusable template, or if you just need to send a one off campaign you can easily copy the templates across. You don't need any unique name for this tag. Just related email content. Use the `mc:hideable` tag to hide a certain element of the letter. Doing this will bring out the image replacement menu in campaign editor. Don't worry - we're going to tell you about Template Language tool from Mailchimp. Before we start, let's zip up the template(s) you want to use. Content var 1 Content var 2 Content var 3 Notes: The blocks containing the `mc:variant` tag should be placed nearby; The name for the blocks with a choice is given in `mc:repeatable` and should be the same everywhere. You still have to dig into the code and write some tags if you want to edit your layout in the visual editor; You can't change the source structure of the layout, i.e. you can duplicate the elements of the letter, but not change their position; While editing, the text styles might get lost. No spam. You can see the result in the preview mode or in a test email; Try to add this element to all of the editable blocks so you can remove any of them at any moment. Syntax - `mc:repeatable=>content mc:variant=>variant 1`. Important! Always remember to backup the source code or you risk losing it forever. Just write `mc:hideable` in any element you need to hide. In this article we will tell you how to use the Template Language. It is enough to just place them in the layout once and you can edit your html template in the visual editor. To edit a link: highlight the part of the text that is the link (not the whole text!); write the new word; delete excess text; change the address the link leads to if necessary. They slither while they pass, they slip away across the universe. For more information on editable templates read Mailchimp's Create Editable Content Areas with MailChimp's Template Language Further reading Other email service template tutorials Intercom Customer.io SendGrid Receive email design content like this to your inbox. It is suitable for any element of the html-code. content Notes: Do not use this tag where you have used the `mc:repeatable` tag; You can hide elements in the block editor only in the campaign editor, when you are creating a finished email. Setting up RSS in Mailchimp If you want to edit images only, use `mc:edit=>$unique name` inside the tag. This tag is suitable for the block or inline elements of the html-code. How to use custom email templates for a one off campaign 1. To avoid this, first add the new text and only then delete the old text. Congratulations! You've just downloaded your set of responsive HTML email templates and are ready to start sending professional looking emails from your ESP (Email Service Provider). Now you need to put them into Mailchimp so you can use them. To do this, replace the address in your footer with their tag `*[LIST-ADDRESSLINE]*`. It can be done by placing an "mc:edit" element into the email's code. Unsubscribe. Select the files you want to zip, which should include: Non-inlined HTML template e.g. newsletter.html main.css stylesheet /img directory Compress or zip these files into one zip file Rename the file so you know what it is That should be your good to go with your email template in one zip file. This content is then editable by any one when using this template Or if you want to be more granular about it and only let people edit certain lines of text: Across the Universe Words are flowing out, like endless rain into a paper cup. The edited layout will load up as an ordinary template in the Templates tab. Now test it. Use the `mc:variant` tag if you want to create a space which allows you to choose the block type. It is pasted together with `mc:repeatable=>$block name` (this tag is used for reduplication). Prepare your files for Mailchimp as a zip file Mailchimp supports importing templates via a zip file, which is very convenient for including the CSS and image assets. Create a new campaign Open your Mailchimp dashboard Go to Campaigns > Create Campaign Select the type of campaign to send e.g. Regular Campaign Choose the list you plan on sending it to Enter your campaign information 2. Get in touch Tell us about your project and we will contact you for free consultation. This step is VERY important. And if needed just wrap the hideable element with the ... tags. The first and the most important ability is to edit text, links, and images in your emails. Edit your template Now you can replace the content with your content. Depending on whether you're paying for Mailchimp's service or not, you may be required to include their rewards badge in your footer with their tag `*[REWARDS]*`

Mailchimp also requires you to include their address tag. The text combines elements of the original guide and our own additions to the more confusing points. This method does not allow you to fully forget about any coding. This happens because in most cases an html template is used, that's why the code structure will not correspond with the one recommended by Mailchimp. `mc:edit` is used in the opening or any other content container. Use the `mc:repeatable` tag if you want to duplicate an element or a block in the visual editor. Mailchimp is a great solution for an ESP and includes features for sending marketing campaigns, 3rd party integrations, marketing automation and a powerful developer API.



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