Remote Branding Page Templates
for Newsletters

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Create a web page to be used as a branding template

If we do not host your website, we have found that it is most effective in the long-term for your team to create the branding pages needed for your newsletter campaign. This ensures that whenever you update your website, the changes are reflected on your newsletter web pages as well.

If this seems overwhelming, and you don't have a web developer who can do this for you, please let us know. If your site is built on WordPress, we can typically create the page for you on your server. If your site is not WordPress, don't worry, our team can create the page and then we will host them on our servers.

What you need to provide

- A subdomain for your Newsletter
  Typically, we recommend that you use a URL like http://resources.your_staffing_company.com. This needs to be setup as an A record pointed to the IP address provided by your marketing adviser.

- Your Branding Page Template URL
  The web address of the page you are creating using the instructions in this guide. The page must be publicly accessible and if the address changes, you must notify us so we can update our systems.

Creating Your Page Template

1. Create a new page in WordPress
2. Copy and paste the following code (exactly as it appears) into the text/html editor for the page:

```
<ul class="hml-nav">
        <li><a
href="http://!!!CLIENT_HALEYMAIL_URL!!!/index.smpl?arg=content_deliverable_archive&amp;aud=company">Newsletter
Archive</a></li>
        <li><a
href="http://!!!CLIENT_HALEYMAIL_URL!!!/index.smpl?arg=manage_subscriptions&amp;aud=company">Update My Info</a></li>
        <li><a href="http://!!!CLIENT_HALEYMAIL_URL!!!/index.smpl?arg=refer_friend_company">Refer a Friend</a></li>
        <li><a href="http://!!!CLIENT_HALEYMAIL_URL!!!/index.smpl?arg=Expert_Form&amp;aud=company">Ask the
Expert</a></li>
</ul>
!!!HMG_INCLUDE!!!
```

3. Publish and save the page.

Optional Advanced Topics

Template Creation Guidelines

- **Content Area:** The area in which the newsletter content will appear should be a minimum of 600 pixels wide and a white background is strongly recommended. There should be no HTML or CSS formatting applied to the !!!HMG_INCLUDE!!! code.

- **Avoid these META Tags:** Use of *expires*, *revisit-after*, and *base* meta tags will have unpredictable results when combined with our dynamic content. If you must use them, be sure to test them.

- **File names:** While we recommend .html as your file name extension, the page file name will work with most any standard file name, such as .html, .htm, .asp, .php, etc.

- **No Frames:** Frames are NOT supported. If the site requires the use of frames, additional custom programming may be required at an added cost.

Templates for Different Audiences

You may choose to use different templates based on different audiences. This allows you to have different elements on the pages based on the audience. If you choose to do this, we strongly recommend that you also create a default template as well. An example follows:

- Job Seekers/Candidates/Referrals/etc.:
  http://***Your_Branding_Template_URL***/referral.html
- Employers/Prospects/hiring Managers/etc.:
  http://***Your_Branding_Template_URL***/company.html
- Audience is not known or general resources:
  http://***Your_Branding_Template_URL***/default.html

Updating Your Templates

After the initial setup, you may update your branding page template at any time. Changes to the template are available by clearing the template cache. To do this, simply append **/?reload=1** to your newsletter URL.

http://resources.your_staffing_company.com/?reload=1

Want more details about how this works?

Check out the HaleyMail Remote Template Branding Guide for Web Developers Guide available here:
https://haleymarketing.zendesk.com/hc/en-us/articles/201610813-HaleyMail-Remote-Template-Branding-Guide-for-Web-Developers