

CardSnacks

How to
Personalize the
Subject Line of
a Card

1 Go to cardsnacks.com. Select the card you want to send.

Your cards

Your uploads
Your favorites
Previously used

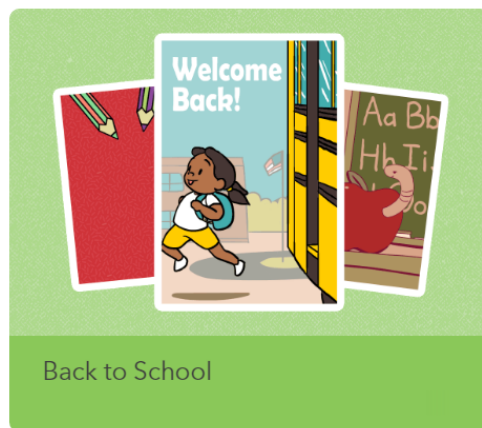
Popular

Back to School
Birthday
Get Well Soon
Good Morning
I Love You
Thank You
Thinking Of You

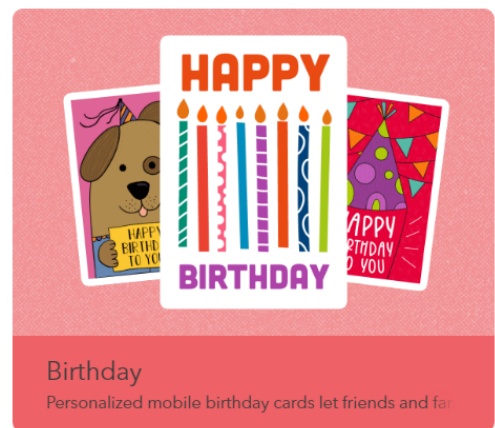
Business

Birthday - Co-Worker
Congrats
Employee Appreciation

Popular ecard categories



Back to School

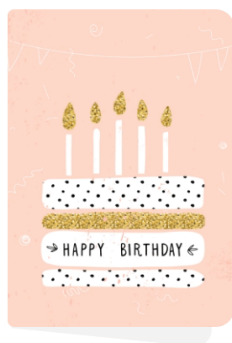


Birthday

Personalized mobile birthday cards let friends and fa



2 Personalize your card. When you're done, click "Continue".



CARD RECIPIENTS DETAILS REVIEW

STEP 1

Personalize your card

Add pages to your card:

Message
Aa
+

Gift
+

Action
+

3 Enter the first name, last name, and phone number or email of each recipient.

STEP 2

Recipients

+ Your Contacts

Who should receive your card?

| | | | |
|------------|-----------|-----------------------|---|
| First Name | Last Name | Phone Number or Email | + |
|------------|-----------|-----------------------|---|

← Back

Continue →

4 Ensure this information is correct. Then, click "Continue".

STEP 2

Recipients

+ Your Contacts

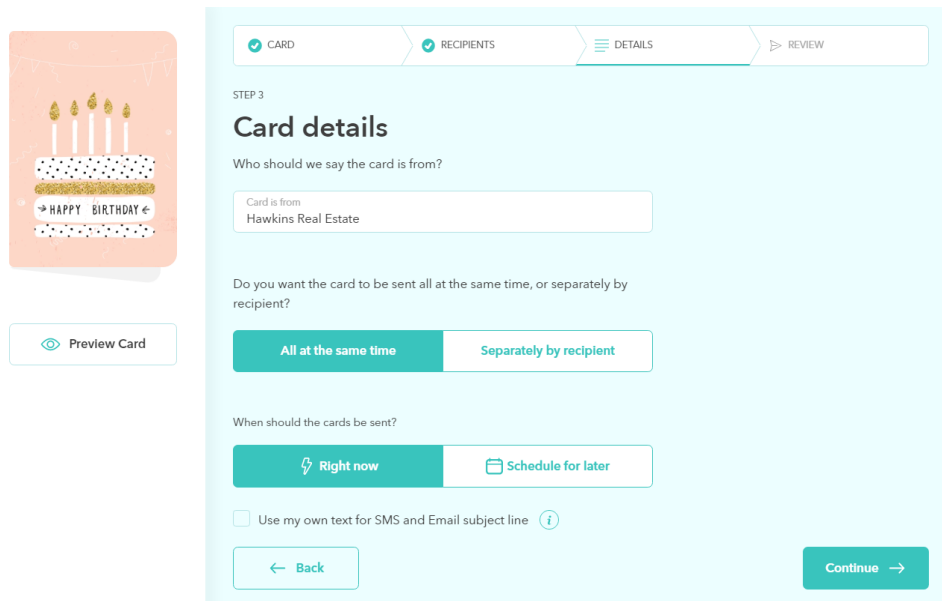
Who should receive your card?

| | | | |
|-------------------------|-------------------------|--|---|
| First Name Guillermo | Last Name de la Cruz | Phone Number or Email +15555550100 | × |
| First Name Joe | Last Name Smith | Phone Number or Email joesmith@cardsnacks.com | × |
| First Name Susan | Last Name Maisel | Phone Number or Email +15555551234 | × |
| First Name Veronica | Last Name Wadsworth | Phone Number or Email veronicawadsworth@cardsnacks. | × |
| First Name | Last Name | Phone Number or Email | + |

← Back

Continue →

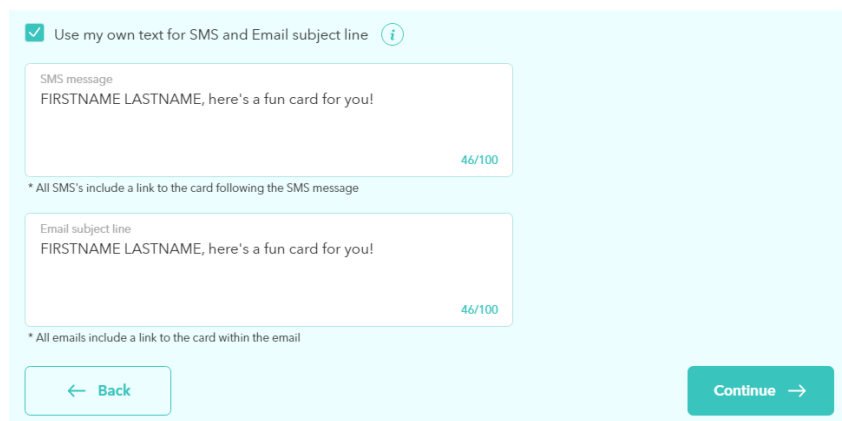
5 Enter the Card details. Then, click the box next to “Use my own text for the Email subject line” at the bottom of the screen.



The screenshot shows a multi-step process for creating a card. The current step is 'STEP 3 Card details'. A preview of a birthday card is shown on the left. The main form area contains the following elements:

- Progress bar: CARD (checked), RECIPIENTS (checked), DETAILS (active), REVIEW (next).
- Section: STEP 3 Card details
- Question: Who should we say the card is from?
- Text input: Card is from Hawkins Real Estate
- Question: Do you want the card to be sent all at the same time, or separately by recipient?
- Buttons: All at the same time (selected), Separately by recipient
- Question: When should the cards be sent?
- Buttons: Right now (selected), Schedule for later
- Checkbox: Use my own text for SMS and Email subject line (i)
- Navigation: Back (left arrow), Continue (right arrow)

6 In the text boxes, enter the subject line you want to appear in the recipient’s email and SMS message. If you want the subject line to be personalized to each recipient’s name, type FIRSTNAME LASTNAME where you want the recipient’s name to be. Note: if the recipient does not have a name entered on the “Recipients” page, it will be blank where the name is supposed to go. When you’re done, click “Continue”.

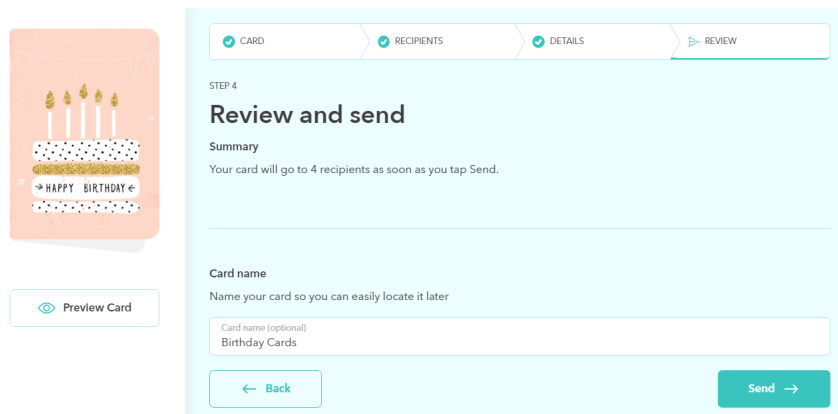


This screenshot shows the configuration for customizing the subject lines for SMS and email. The checkbox 'Use my own text for SMS and Email subject line' is checked. The form contains two text input fields:

- SMS message: FIRSTNAME LASTNAME, here's a fun card for you! (46/100 characters)
- Email subject line: FIRSTNAME LASTNAME, here's a fun card for you! (46/100 characters)

Below each input field is a note: '* All SMS's include a link to the card following the SMS message' and '* All emails include a link to the card within the email'. Navigation buttons 'Back' and 'Continue' are at the bottom.

7 Ensure that the Summary is correct. Then, name your card. When you are done, click "Send".



8 Congratulations! The cards will be sent to each recipient with a personalized subject line.

