

Global Widget overview

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Global Widgets are elements that are created once and can be used across multiple campaigns. They are primarily used for headers and footers of an email to reduce repetitive work.

Create a Global Widget

Making a Global Widget is a similar process to making a template in VTE, just for smaller bits of the email.

The elements in Global Widgets are nearly identical to the same elements used when making an email template, meaning options for adding an image are similar when making either a template or global widget. Only basic components are available in building Global Widgets - Dynamic Products aren't.

To make a Global Widget, follow the following steps:

1. Navigate to  **Creative > Email Global Widgets**. A list of existing widgets appears.
2. Click **Create New Global Widget**. The Visual Template Editor will open.
3. Click on **Untitled Global Widget** and enter in a descriptive name.
4. Click **Add Type** and select the type of Global Widget you want to create. These are tags only used for filtering, and have no impact on what you can create.
 - a. The options are:
 - i. Header
 - i. A Global Widget that displays in email headers.
 - ii. Footer
 - i. A Global Widget that displays in email footers.
 - iii. Offer
 - i. A Global Widget displaying an offer for customers, such as 10% Off.
 - iv. Content
 - i. A catch-all Global Widget that could be used for SMS signups, app download promos, or [Smart Content](#).

To customize your Global Widget, you can choose from the following 10 components:

- Mobile Navigation
 - Links to the homepage or other common pages, for mobile users.
- Desktop Navigation
 - Links to the homepage or other common pages, for desktop users.
- Image
 - A photo, with an optional hyperlink.


- Button
 - A larger editable link with color and font options.
- Multi-Column Layout
 - Buttons or photos within multiple columns.
- Text
 - A text box with font and link options.
- Divider
 - A line to break up elements of the widget.
- Spacer
 - An invisible line to add space between elements of the widget.
- Social
 - Built-in links to social media sites, such as LinkedIn.
- Code Block
 - Space to add custom code to your widget.


When you're finished adding components, click **Publish Global Widget**. The Global Widget is saved and ready to use in email templates.

 Bluecore recommends a maximum of 12 basic components per Global Widget.

Unlinking Global Widgets

By default, all Global Widgets are linked to the email templates that they are added to. If you need to make changes to a Global Widget but don't want it to update on every email template, you can unlink the Global Widget by completing the following steps:

1. Navigate to **Campaigns** and select **Automated Campaigns** or **One-Time Campaigns**, depending on which campaign type you need to unlink.
2. Click on the campaign and then click the **Messages** tab.
3. Click the Global Widget. The settings appear.

4. Click **Unlink Global Widget** to make edits within the template editor that don't carry over to all templates.

 Unlinking is not reversible, but if you do unlink and regret it, you can delete the smaller pieces and re-drag in the Global Widget to continue your progress with it linked.

Archiving Global Widgets

When you are done using a Global Widget in your campaigns, we recommend archiving it. This removes it from your widget library so that it won't display when you are building and updating campaigns.

Archived Global Widgets still display when filtering by archived status on the Global Widgets page.

You can activate the widget at any time.

