Site Visual Template Editor: Buttons

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Use buttons within your on-site campaigns to direct users to complete an action or follow a workflow. There are three different types of buttons that can be used when building a popup.

Access the Bluecore Site Visual Template Editor by following the below steps.

1. Navigate to ☐ **Campaigns** > **Site** > **Campaigns**.

2. Click **Create New Campaign**.

3. Go to the **Message tab**.

4. Click **Create from Existing** or **Create in VTE**.

5. Add a **layer**.Then, drag and drop the CTA button, Close button, or Next Screen button onto the canvas.

Call-to-action button

A call-to-action button can be used to drive a user to a specific link within the popup. For example, after they've entered their email address, direct them to continue shopping, view their coupon code, or link a specific product or page on your site.

Design

Configure a button design using the button editor or upload the button as an image using the image library.

- **Custom CSS Class Name**: Add a class name here to automatically add to the CSS layer. CSS is a common reference for the styling associated with HTML.
- **Accessibility Label**: A concise but useful description for shoppers with visual impairments or who otherwise use assistive technology.
- **Button Editing Options**: Button text, link, open the link in a new tab, size, color, font, decoration, text transform, height, letter spacing, and border.
- **Padding**: Inner top/bottom and left/right padding, overall left, right, top, and bottom padding (pixels). Padding is used to align the element in the design.
- **Container Background Color**: Change the background color of the button.

Position

You can drag and drop the element on the canvas on the right-hand side, or apply any of the below position options.

- **Left and Top Position**: Enter a percentage of left and top alignment.
- **Layer Alignment**: Select auto (horizontally/vertically), left (vertically), center (vertically), or right (vertically) alignment on the layer.
- **Stick to side**: Offset the element to a specific side (pixels). This option helps with the responsiveness of the button when the popup is resized.

Animation

- **Animation Effect**: Catch the users attention by selecting an animation for the text. Enter a start delay and a speed for the animation.

Close button

Configure a button design using the button editor or upload the button as an image using the image library.

Design
- **Custom CSS Class Name**: Add a class name here to automatically add to the CSS layer.
- **Accessibility Label**: A concise but useful description for shoppers with visual impairments or who otherwise use assistive technology.
- **Button Text**: Enter text or a simple x for a dismissive call-to-action (for example, thanks, not for me).
- **Button Editing Options**: Size, color (button and font), font, decoration, text transform, height, letter spacing, and border.

Position and Animation
The position and animation settings available for a close button follow the same options available in explained above in the call-to-action section.
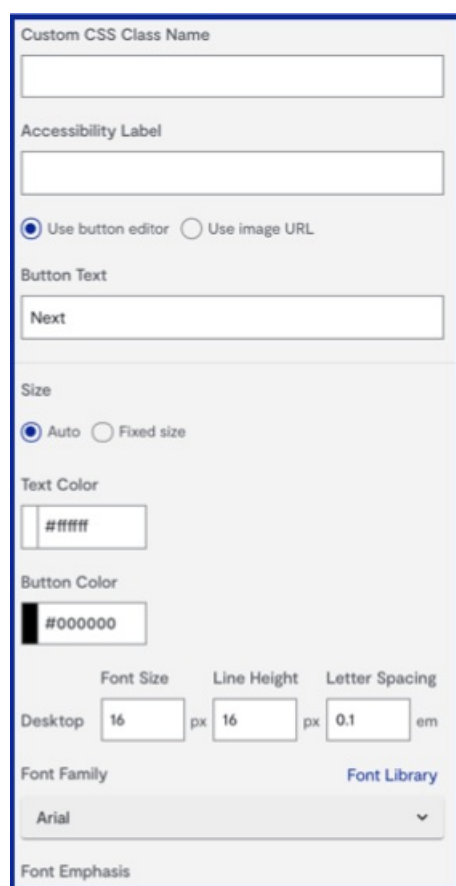
Next screen button

The next screen button is used to drive users between the different screens of the popup. It *cannot* be used to link externally from the popup.

Design

Configure a button design using the button editor or upload the button as an image using the image library.

- **Custom CSS Class Name**: Add a class name here to automatically add to the CSS layer.
- **Accessibility Label**: A concise but useful description for shoppers with visual impairments or who otherwise use assistive technology.
- **Button Editing Options**: Button text, link, open the link in a new tab, size, color, font, decoration, text transform, height, letter spacing, and border.
- **Padding**: Inner top/bottom and left/right padding, overall left, right, top, and bottom padding (pixels).
- **Container Background Color**: Change the background color of the button.

Position and Animation

The position and animation settings available for a close button follow the same options available in explained above in the call-to-action section.

Layer Options

After an element has been added to a layer, you can duplicate additional layers by clicking on the layer, then selecting the option from the *layer options* drop-down menu. Duplicate the layers themselves, or duplicate the layers to any additional screens of the popup.

| Overlay Settings | Intro Screen | Screen 1 | Screen 2 | + | → | Layer Options ⌄ |

Duplicate Layer to Current Screen

Duplicate Layer to Screen 2

Duplicate Layer to Screen 3

Duplicate Layer to All Screens

LAYERS Add Layers + Add Screen Background +

Text

Text