

How To Create Anchor Links In ActiveCampaign

Creating Anchor Links in ActiveCampaign will allow users to click on a button and go to the portion of the email the button is linked to. Example: User Clicks Ag Program Update Button and it will move directly to that portion in the email. This is helpful if you send out an all-county program update and users can click to read the sections they are interested in.

Please also note that it is not supported on multiple email clients, as mentioned: "Anchor links are not supported in some email clients: iOS Gmail app, iOS Apple Mail, Outlook app on Android, Outlook app for macOS and AMP Emails."

28 Steps [View most recent version on Tango](#) 

Created by

Kyleen Burgess

Creation Date

April 5, 2023

Last Updated

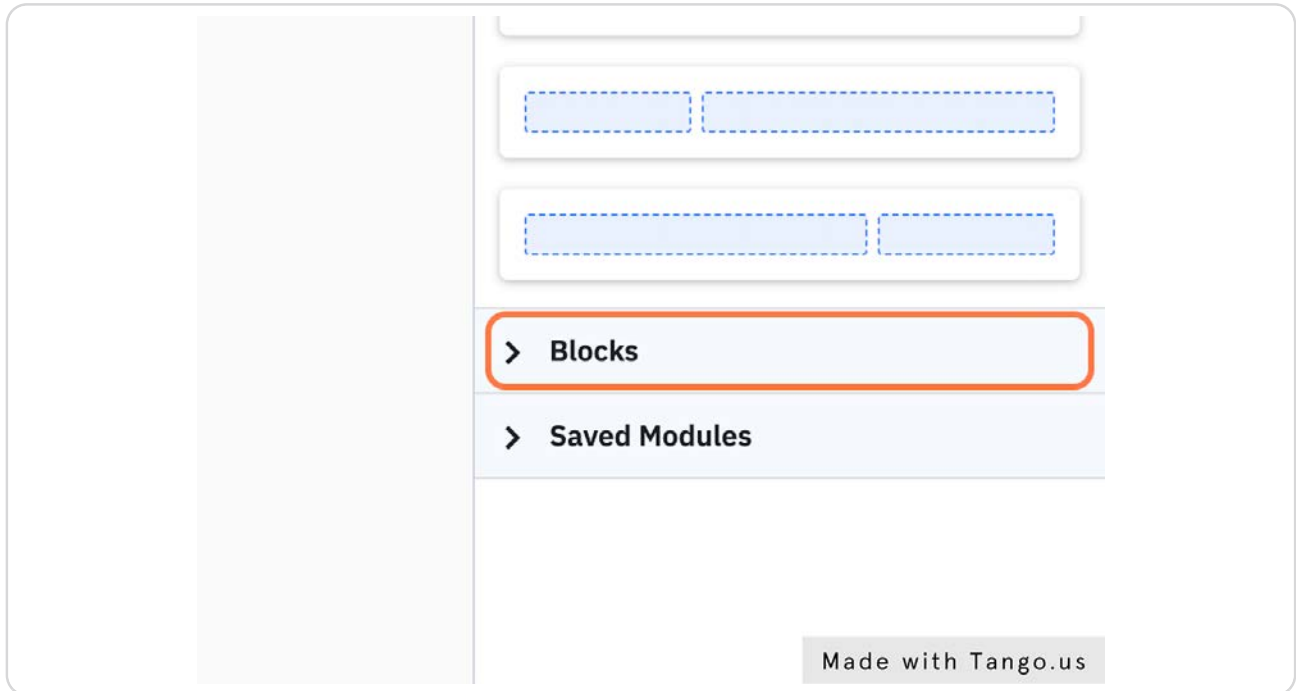
April 5, 2023

STEP 1

Log Into Active Campaign

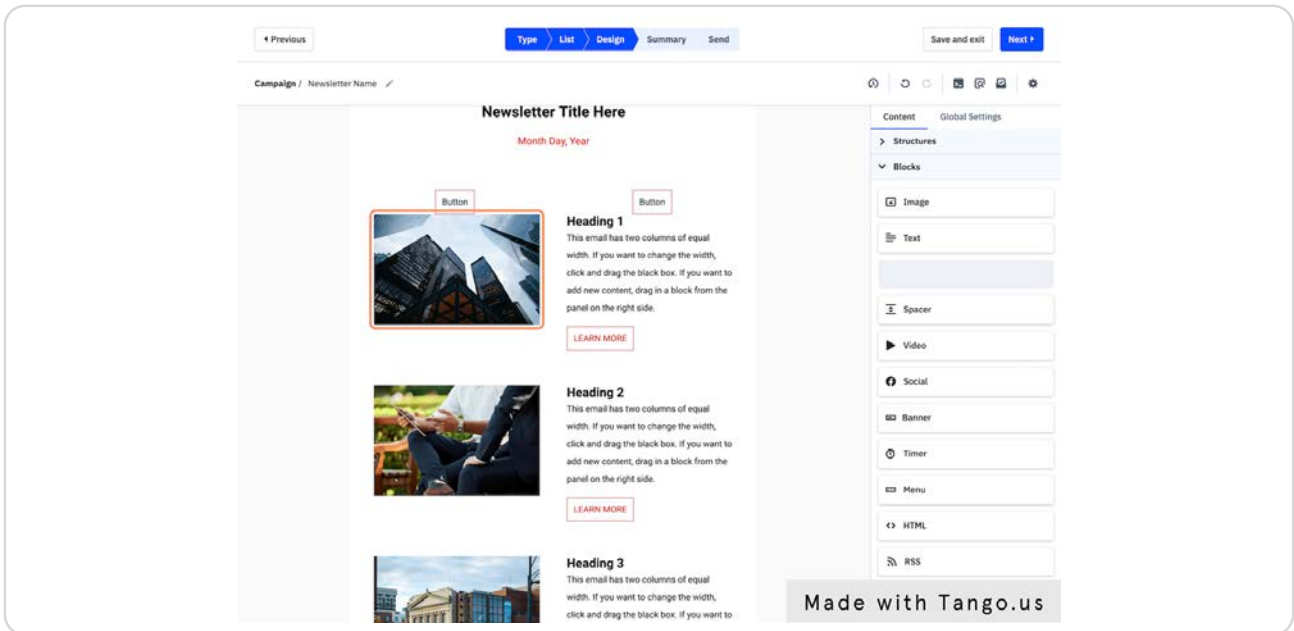
STEP 2

Click on Blocks



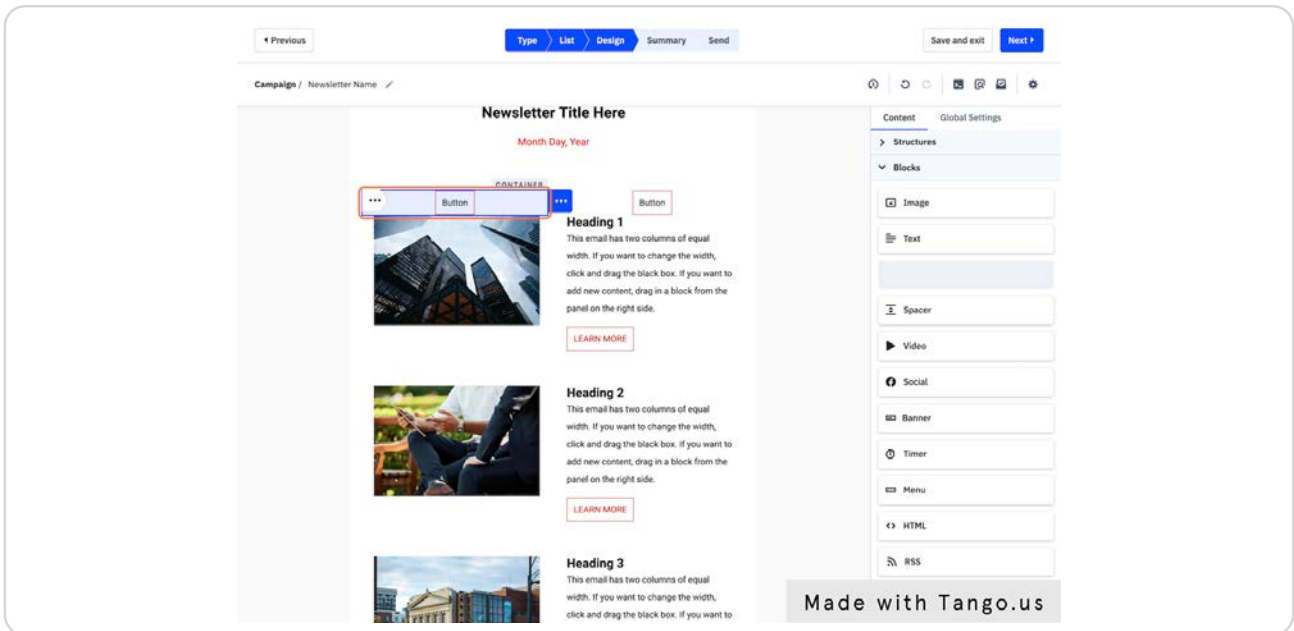
STEP 3

Drag highlighted the button blocks into the locations you wish to have your anchor links. Generally, these are at the top of your email so users can click and it will take them to the part of the email that they clicked the button for.



STEP 4

Once the button appears you will need to name your button.



STEP 5

Type name of button - for this example I used the words Ag Program Update

Newsletter Title Here

Month Day, Year

Ag Program Update

Button

Heading 1

This email has two columns of equal width. If you want to change the width, click and drag the black box. If you want to add new content, drag in a block from the panel on the right side.

LEARN MORE

Heading 2

This email has two columns of equal width. If you want to change the width, click and drag the black box. If you want to add new content, drag in a block from the panel on the right side.

LEARN MORE

Heading 3

This email has two columns of equal width. If you want to change the width, click and drag the black box. If you want to

Content Global Settings

Structures

Blocks

Back To Container

Link

Site https://

Add Link Action

Button label

Ag Program Update

Text style

Roboto 14 B I

If an email client doesn't support the non-standard font, a similar standard font will be used instead.

Button color #f1f1f1

Hover button color #ffffff

Text color #122629

Hover text color #000000

Made with Tango.us

STEP 6

Name the next button

Newsletter Title Here

Month Day, Year

Ag Program Update

Button

CONTAINER

Heading 1

This email has two columns of equal width. If you want to change the width, click and drag the black box. If you want to add new content, drag in a block from the panel on the right side.

LEARN MORE

Heading 2

This email has two columns of equal width. If you want to change the width, click and drag the black box. If you want to add new content, drag in a block from the panel on the right side.

LEARN MORE

Heading 3

This email has two columns of equal width. If you want to change the width, click and drag the black box. If you want to

Content Global Settings

Structures

Blocks

Back To Container

Link

Site https://

Add Link Action

Button label

Ag Program Update

Text style

Roboto 14 B I

If an email client doesn't support the non-standard font, a similar standard font will be used instead.

Button color #f1f1f1

Hover button color #ffffff

Text color #122629

Hover text color #000000

Made with Tango.us

STEP 7

Give your Button a name

The screenshot shows the Tango email editor interface. At the top, there are navigation tabs: 'Previous', 'Type', 'List', 'Design' (selected), 'Summary', and 'Send'. On the right, there are 'Save and exit' and 'Next' buttons. The main content area displays a newsletter layout with a title 'Newsletter Title Here' and a date 'Month Day, Year'. Below the title are three content blocks, each with an image and a heading. The first block is titled 'Ag Program Update' and features a button labeled '4-H Program Update'. The second block is titled 'Heading 2' and features a button labeled 'LEARN MORE'. The third block is titled 'Heading 3' and features a button labeled 'LEARN MORE'. On the right side, the 'Content' panel is open, showing 'Global Settings' and 'Structures'. Under 'Blocks', the '4-H Program Update' button is selected, and its 'Button label' is highlighted with a red box. The 'Text style' section shows 'Roboto' font, size '14', and bold 'B' and italic 'I' options. The 'Button color' is '#f1f1f1', 'Hover button color' is '#ffffff', and 'Text color' is '#122629'. A 'Made with Tango.us' watermark is visible in the bottom right corner.

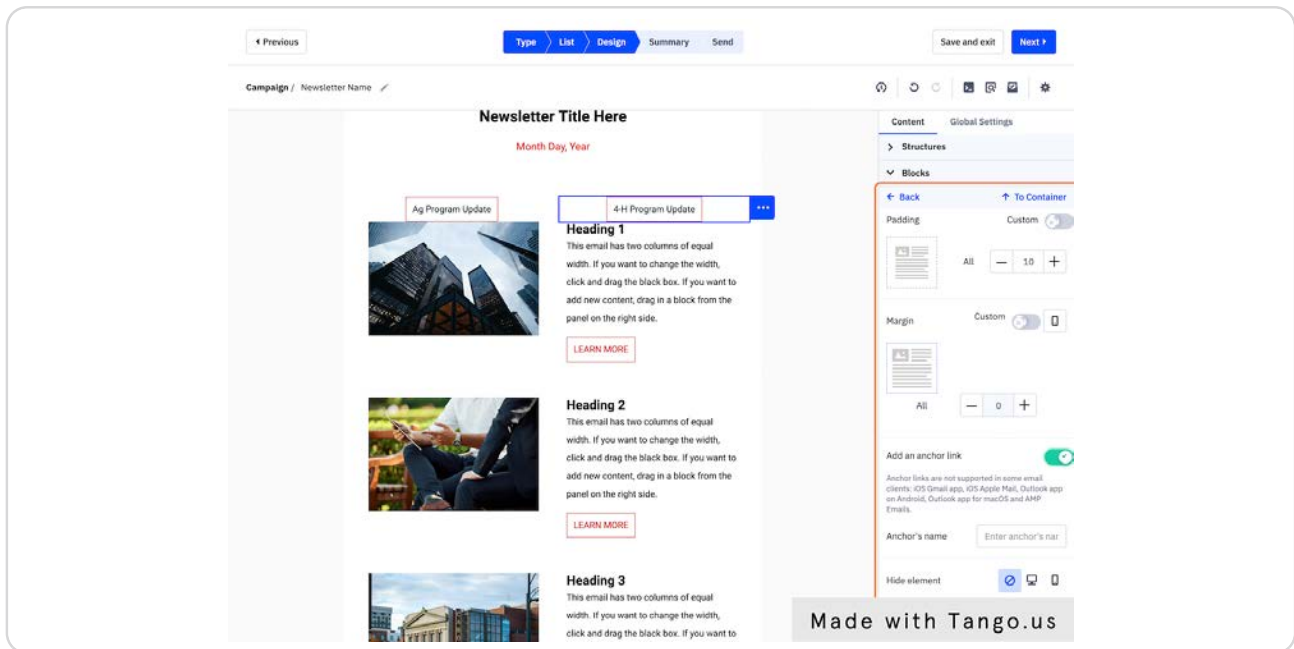
STEP 8

Click on the edit information for the button

The screenshot shows the Tango email editor interface, similar to Step 7. The main content area is the same. In the 'Content' panel on the right, the 'Blocks' section is expanded to show 'Padding' and 'Margin' settings. The 'Padding' section has 'All' padding set to '- 10 +'. The 'Margin' section has 'All' margin set to '- 0 +'. Below these settings, there is an 'Add an anchor link' section with a note: 'Anchor links are not supported in some email clients: iOS Gmail app, iOS Apple Mail, Outlook app on Android, Outlook app for macOS and AMP Emails.' There are also 'Hide element' options. A 'Made with Tango.us' watermark is visible in the bottom right corner.

STEP 9

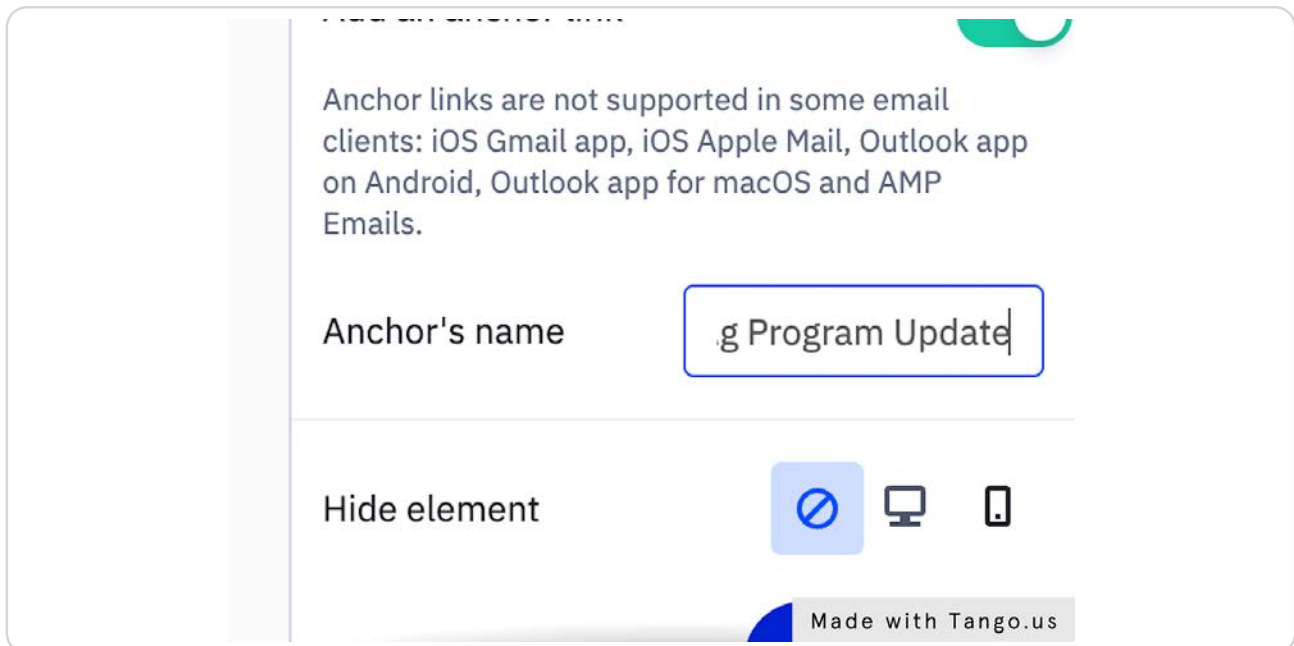
Turn on the slide button to Add an anchor link



The screenshot shows the Tango email editor interface. The main workspace displays a newsletter layout with a title "Newsletter Title Here" and a date "Month Day, Year". Below the title are three columns of content, each with a heading and a "LEARN MORE" button. The first column is titled "Ag Program Update", the second "4-H Program Update", and the third "4-H Program Update". The right-hand sidebar contains settings for "Content" and "Global Settings". The "Blocks" section is expanded, showing "Add an anchor link" with a toggle switch turned on. Below this, there is a field for "Anchor's name" with the placeholder text "Enter anchor's name". The "Hide element" section is also visible. A "Made with Tango.us" watermark is present in the bottom right corner.

STEP 10

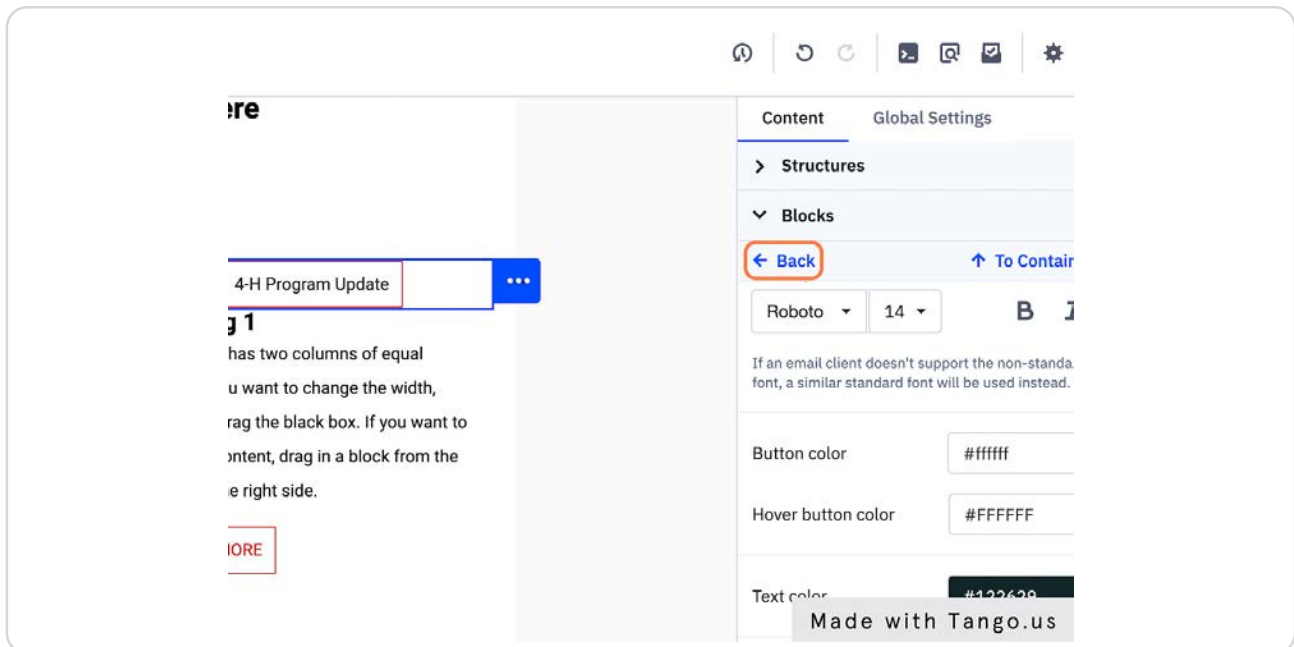
Give your anchor link a name, we just used the name of the button it is going to link to. It can be whatever you want



The screenshot shows the Tango email editor interface. The main workspace displays a newsletter layout with a title "Newsletter Title Here" and a date "Month Day, Year". Below the title are three columns of content, each with a heading and a "LEARN MORE" button. The first column is titled "Ag Program Update", the second "4-H Program Update", and the third "4-H Program Update". The right-hand sidebar contains settings for "Content" and "Global Settings". The "Blocks" section is expanded, showing "Add an anchor link" with a toggle switch turned on. Below this, there is a field for "Anchor's name" with the placeholder text "Enter anchor's name". The "Hide element" section is also visible. A "Made with Tango.us" watermark is present in the bottom right corner.

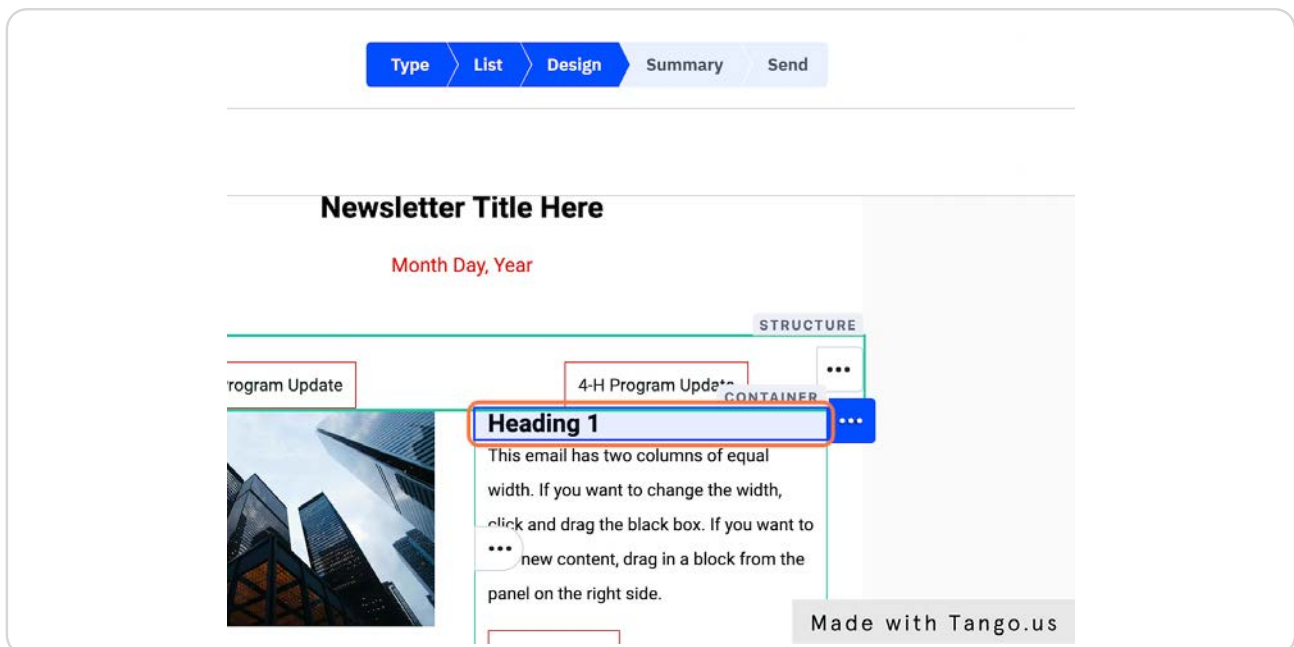
STEP 11

Click on Back inside the edit box to the right of the screen



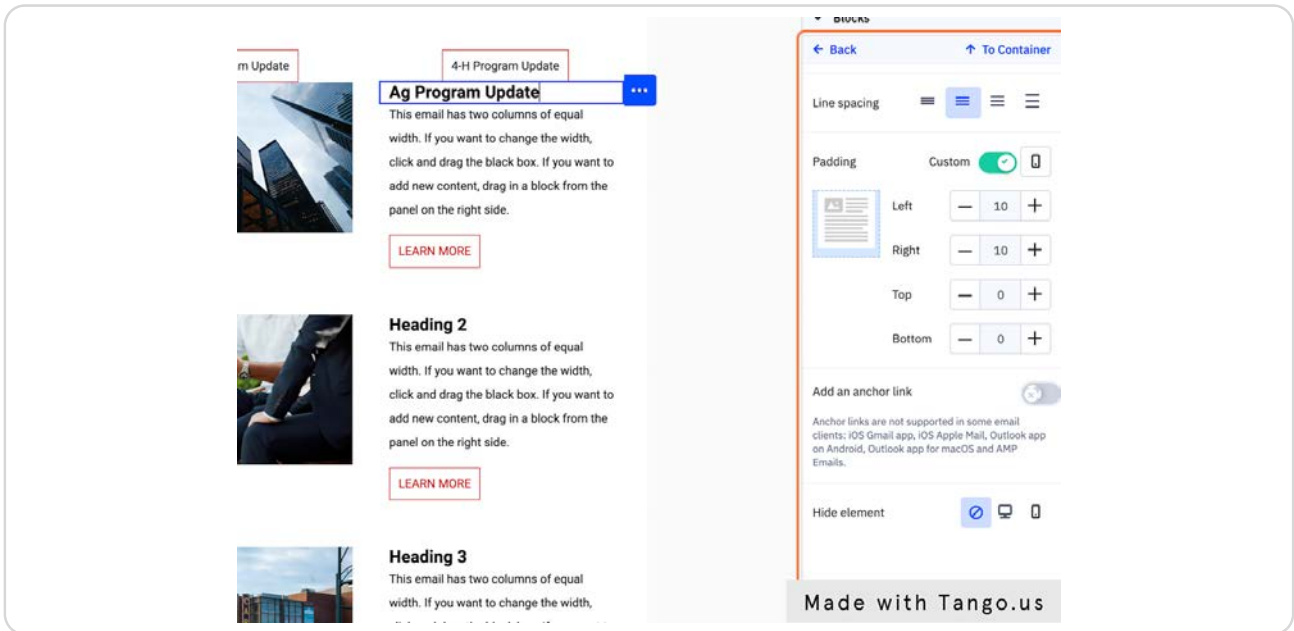
STEP 12

Now we will name the section in our emails that we want to anchor to our button



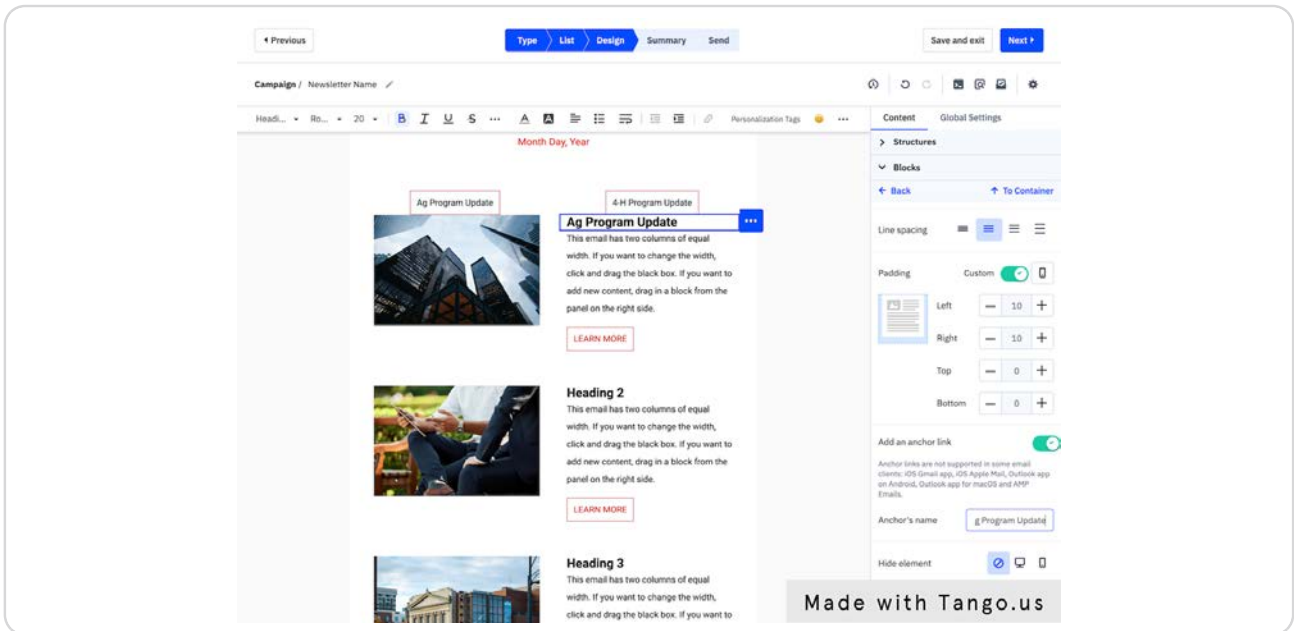
STEP 13

Replace the Heading Name for your article. Remember I used the anchor link name because this is the Ag Program Update.



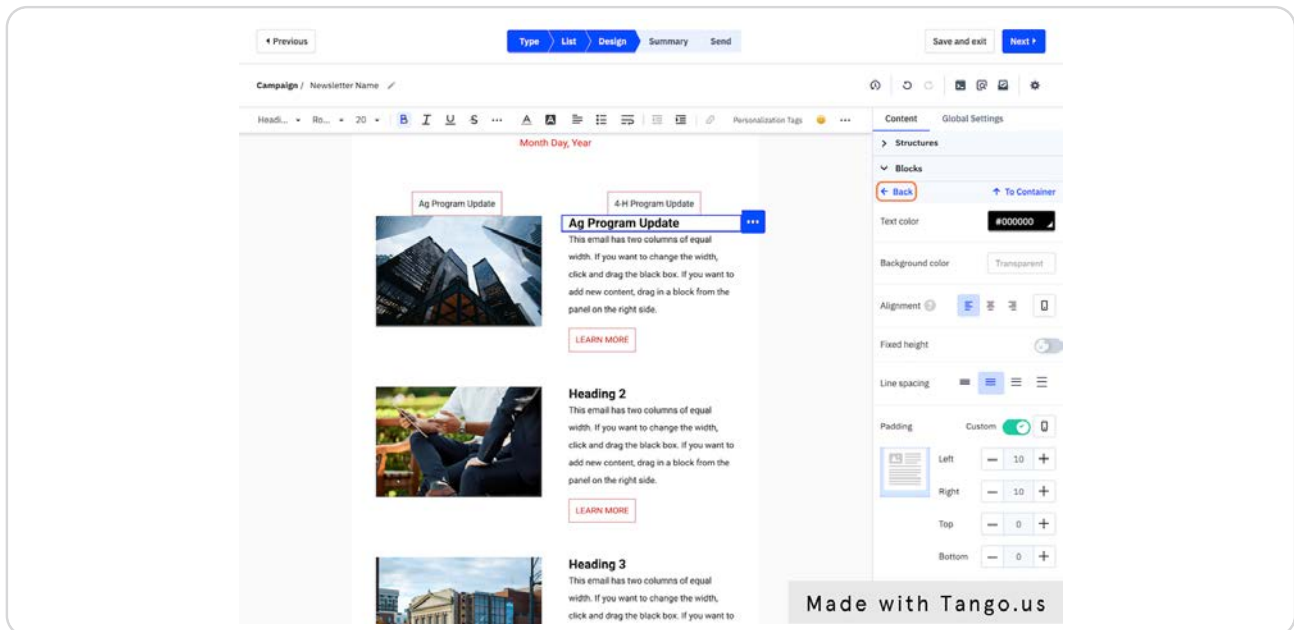
STEP 14

Turn on the anchor link slide and name your anchor. We used our heading name "Ag Program Update"



STEP 15

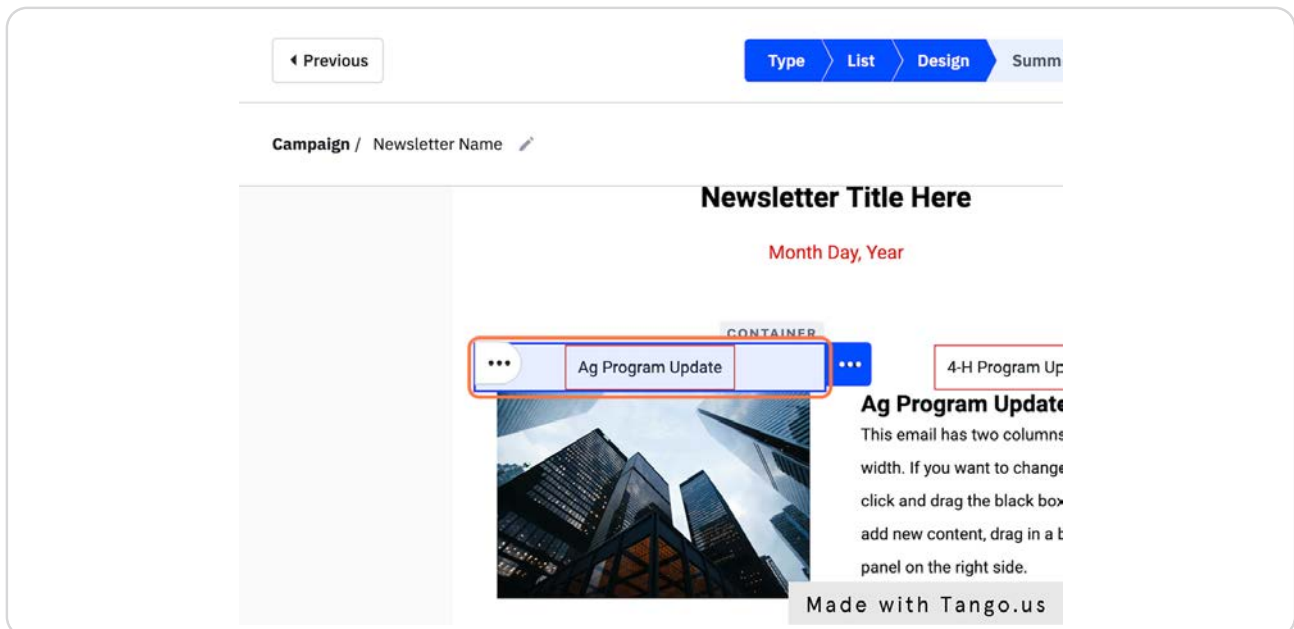
Click on Back



The screenshot shows the Tango email editor interface. At the top, there are navigation tabs: "Previous", "Type", "List", "Design" (selected), "Summary", and "Send". On the right, there are "Save and exit" and "Next" buttons. The main workspace displays a newsletter layout with three columns. The first column has a heading "Ag Program Update" above an image of skyscrapers. The second column has a heading "4-H Program Update" above an image of a person using a laptop. The third column has a heading "Heading 2" above an image of a person sitting on a bench. Below each heading is a short paragraph of text and a "LEARN MORE" button. A "CONTAINER" label is visible above the second and third columns. On the right side, a settings panel is open, showing options for "Text color" (set to #000000), "Background color" (set to Transparent), "Alignment" (set to Left), "Fixed height" (checked), "Line spacing" (set to 1.5), and "Padding" (set to Custom). A "Back" button is highlighted in the "Structures" section of the panel. A watermark "Made with Tango.us" is visible at the bottom right of the design area.

STEP 16

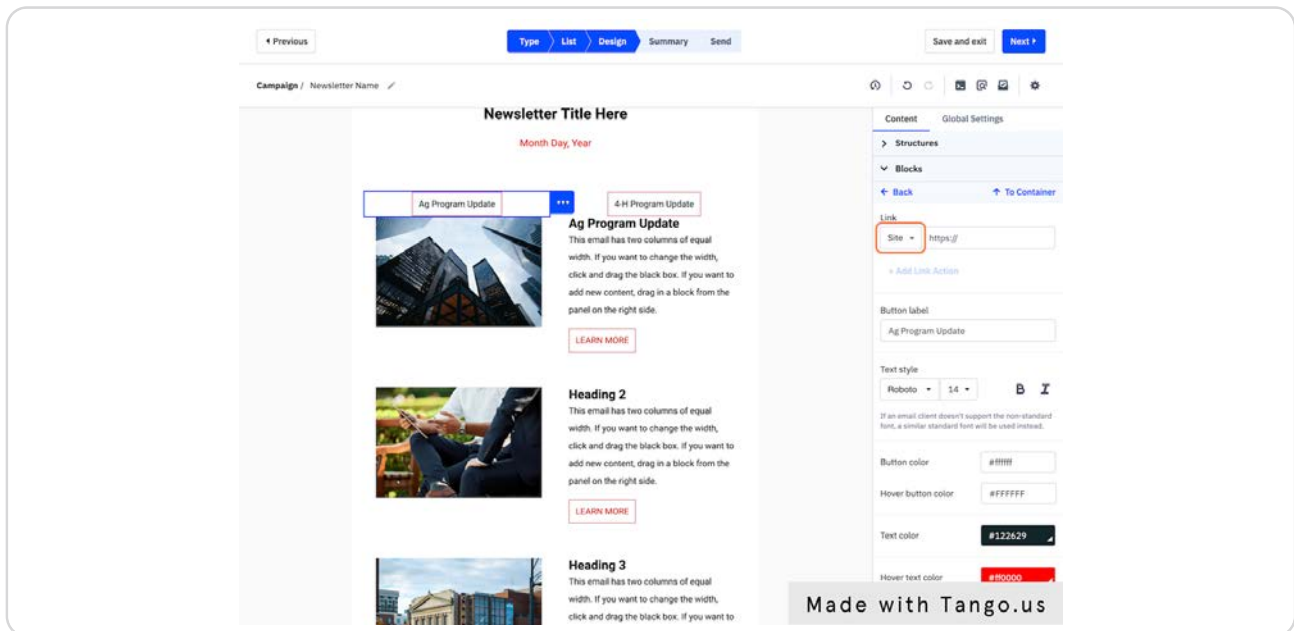
Now we want to link our anchor link to the position you want to go to in your newsletter. Our block button is prepared so now we need to click on it so we can edit the button Click on Ag Program Update.



The screenshot shows the Tango email editor interface with the "Design" tab selected. The newsletter layout is visible, featuring a "Newsletter Title Here" and a date "Month Day, Year". The "Ag Program Update" button is highlighted with a red box, and a "CONTAINER" label is visible above it. The "4-H Program Update" button is also visible. A watermark "Made with Tango.us" is visible at the bottom right of the design area.

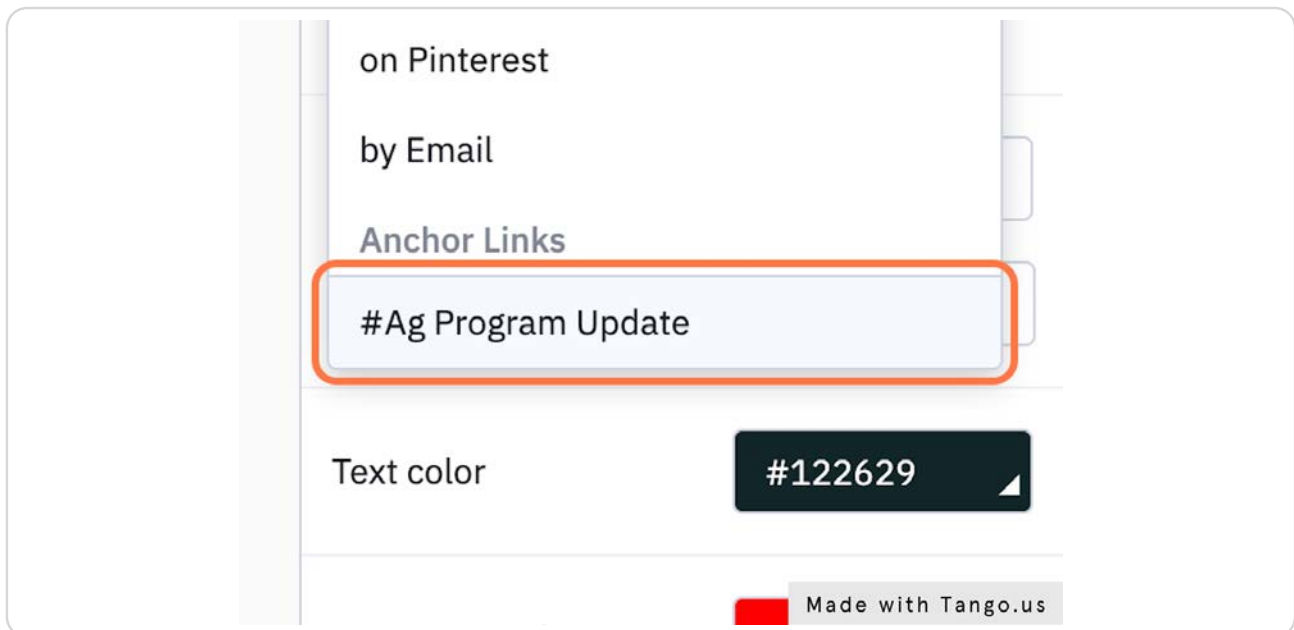
STEP 17

In the edit side for your button go to the link section and click to drop down to the name of your anchor links you created at the bottom



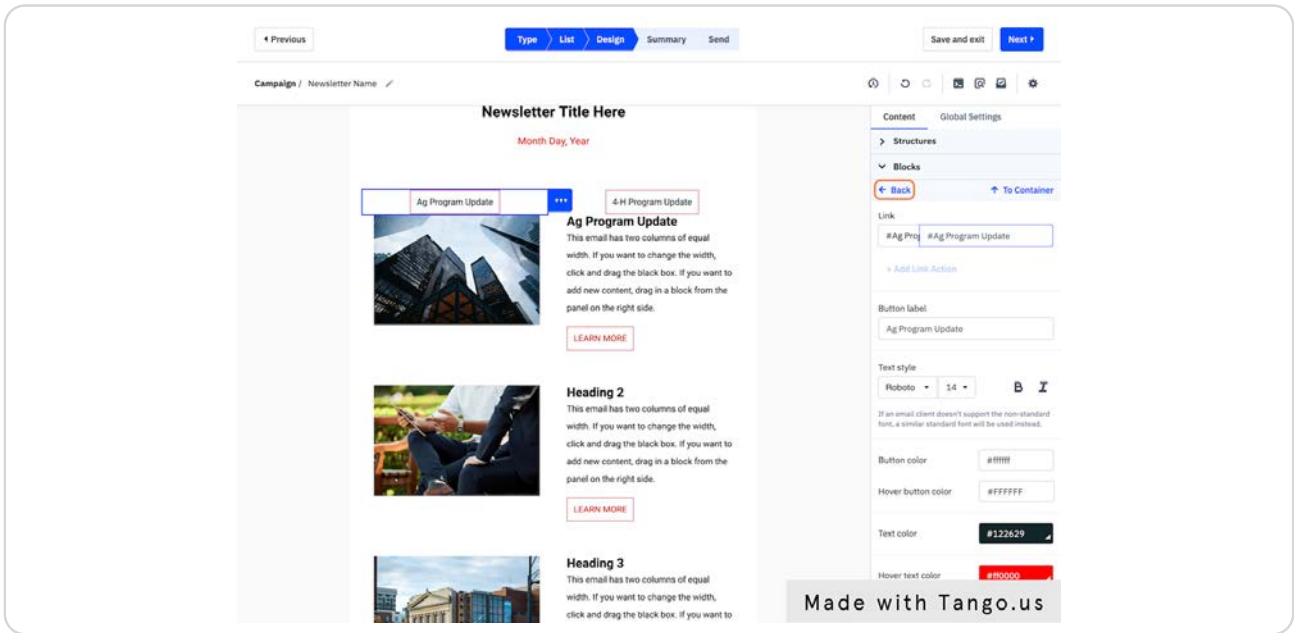
STEP 18

Here we can find our named anchor links - select the anchor link tag you want to use. In this example we are using #Ag Program Update.



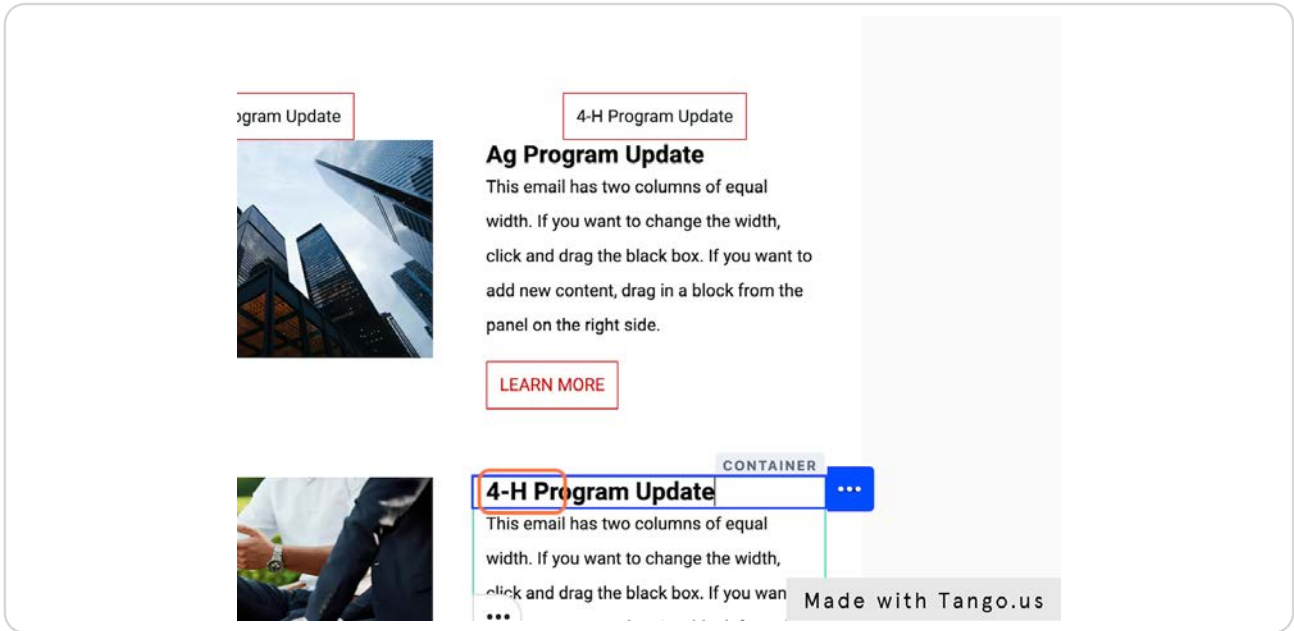
STEP 19

Click on Back, like we have done before to leave the editing section of our block



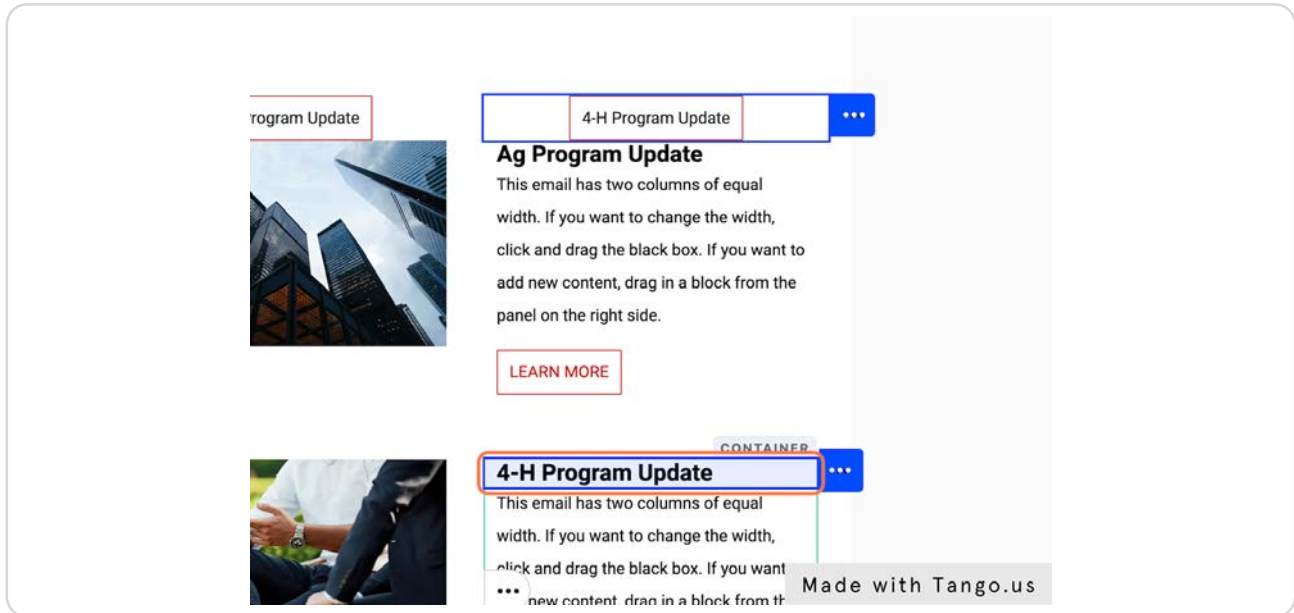
STEP 20

Now we must name our article for Heading 2, Heading 2 will be named 4-H Program Update



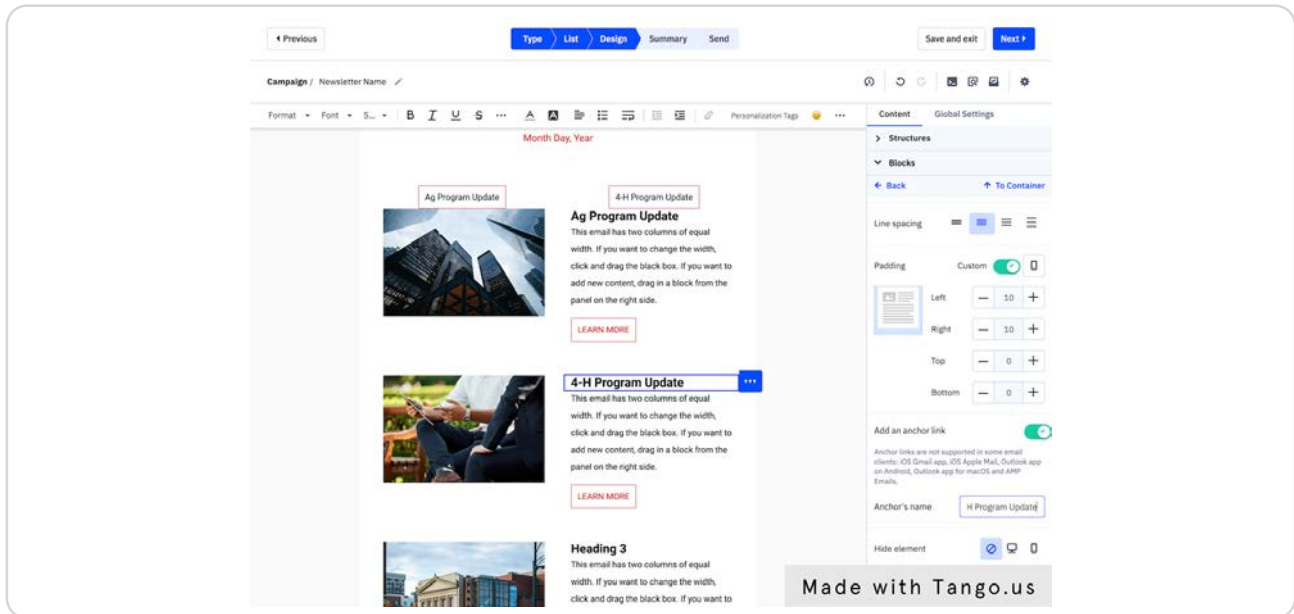
STEP 21

Once we have named our Heading 2 we will Click on 4-H Program Update Heading so we will get the edit box to the right of our screen.



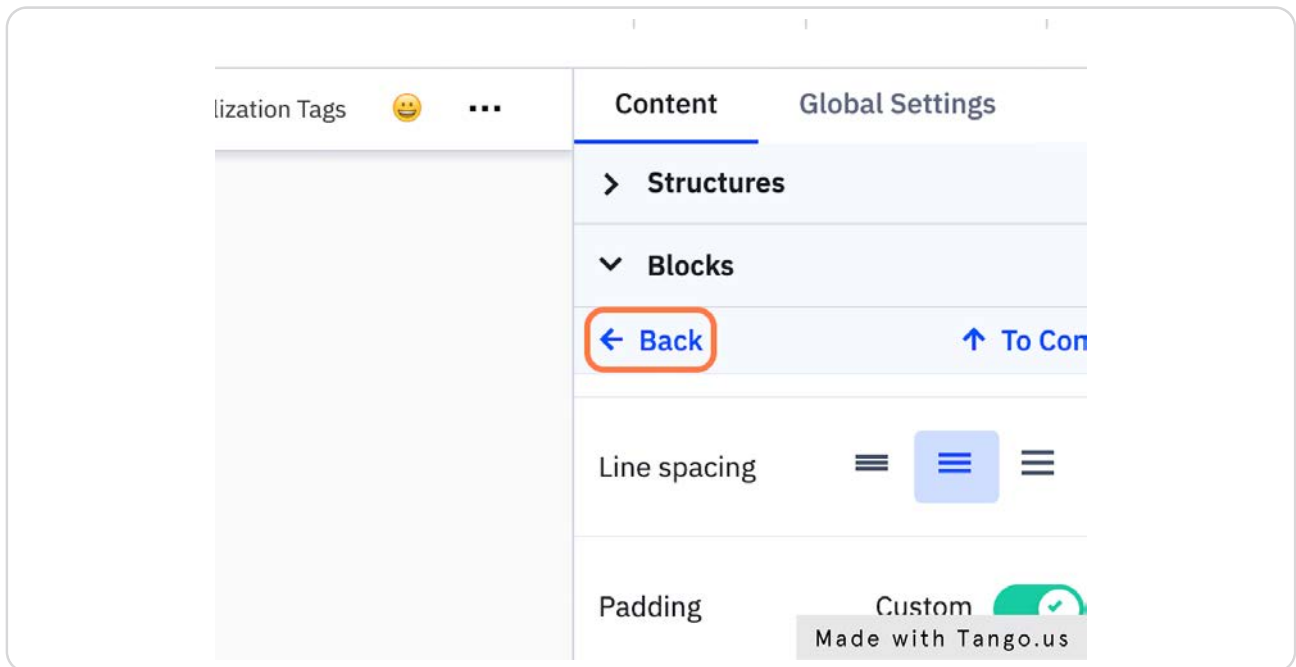
STEP 22

In the edit portion on the right-hand side: We need to slide to turn to Add an anchor link. You will then name your anchor link. We named this anchor 4-H Program Update so that it matches our buttons and heading titles.



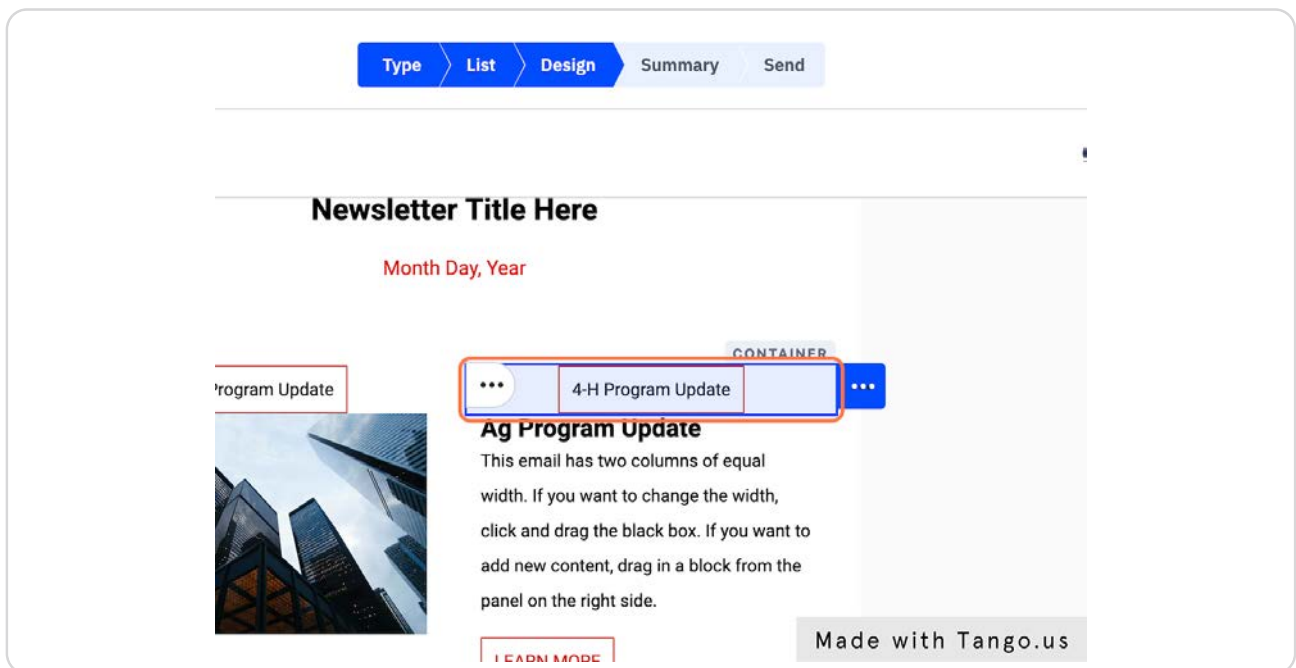
STEP 23

Click on Back in the edit box



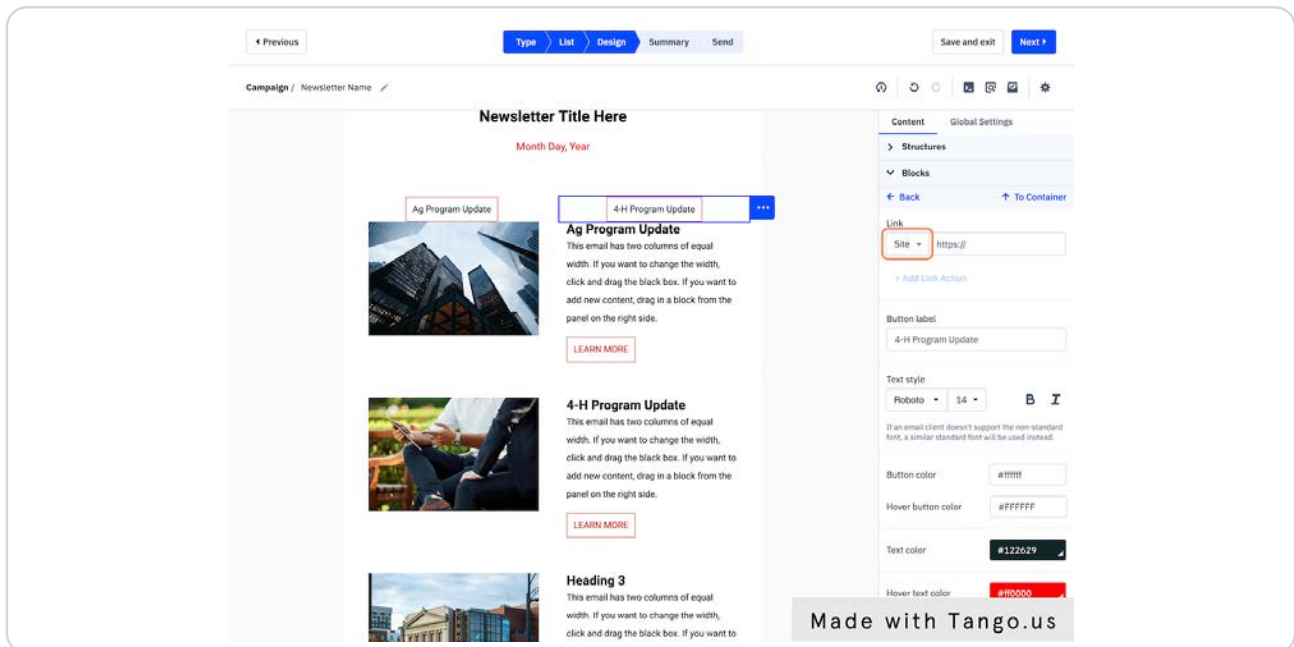
STEP 24

Link your 4-H Program Update button to your 4-H Program Heading/Article



STEP 25

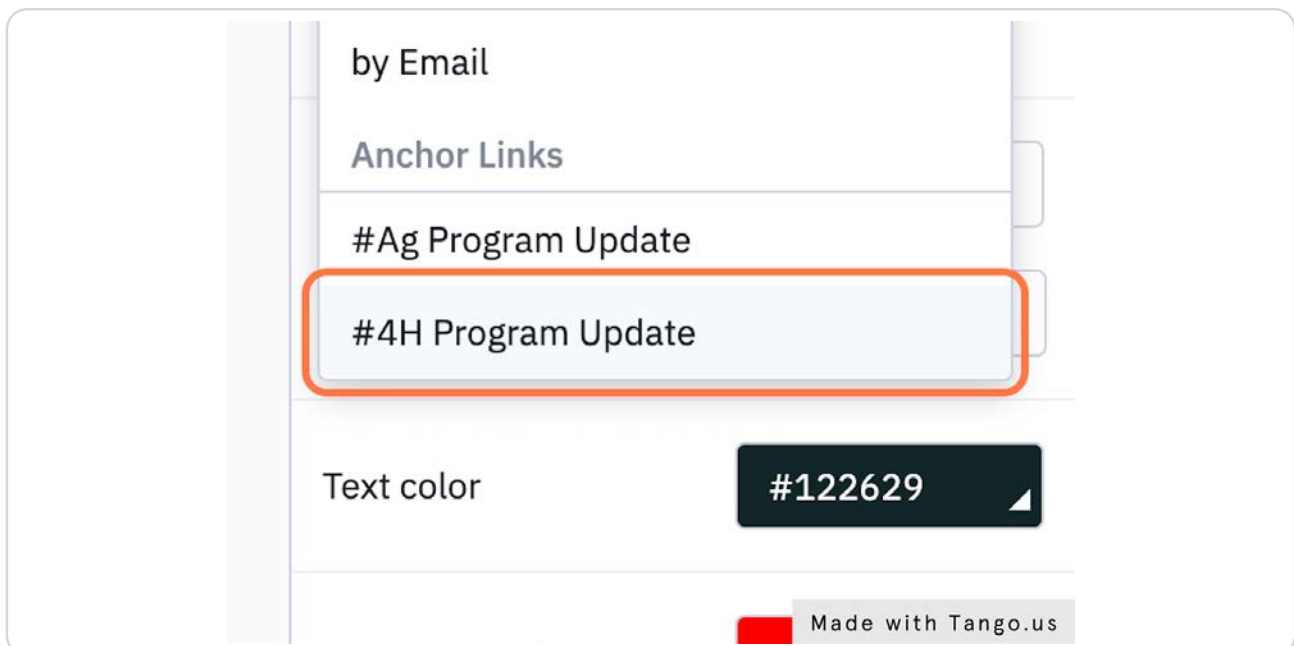
Once your edit button comes up on the right side Click on Site...



The screenshot shows the Tango editor interface. At the top, there are navigation buttons: 'Previous', 'Type', 'List', 'Design', 'Summary', 'Send', 'Save and exit', and 'Next'. Below this is a header area with 'Campaign / Newsletter Name' and 'Newsletter Title Here'. The main content area displays a newsletter layout with three columns. The first column has a header 'Ag Program Update' and a 'LEARN MORE' button. The second column has a header '4-H Program Update' and a 'LEARN MORE' button. The third column has a header 'Heading 3' and a 'LEARN MORE' button. On the right side, there is a settings panel with 'Content' and 'Global Settings' tabs. The 'Content' tab is active, showing 'Structures', 'Blocks', and 'Link' sections. The 'Link' section has a 'Site' dropdown menu highlighted with a red box, and a 'https://' input field. Below this are 'Button label', 'Text style', 'Button color', 'Hover button color', 'Text color', and 'Hover text color' settings. A 'Made with Tango.us' watermark is visible in the bottom right corner.

STEP 26

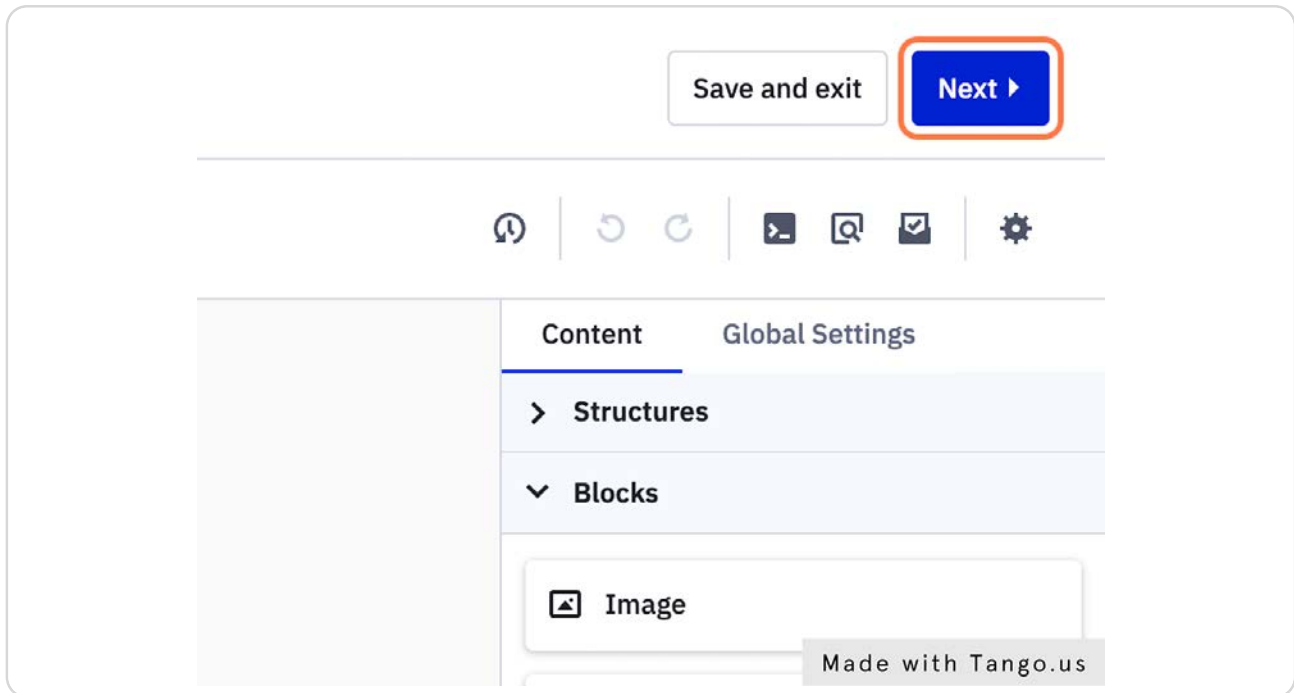
A drop-down menu will open Click on Anchor Links and select #4H Program Update



The screenshot shows a close-up of the settings panel in the Tango editor. The 'Anchor Links' section is expanded, showing a list of anchor links: 'by Email', 'Anchor Links', '#Ag Program Update', and '#4H Program Update'. The '#4H Program Update' option is highlighted with a red border. Below this, the 'Text color' setting is visible, showing a color picker with the value '#122629'. A 'Made with Tango.us' watermark is visible in the bottom right corner.

STEP 27

Our newsletter is finished! Let's send a test email to ourselves to make sure our links and anchors work.



STEP 28

Enter your email address in the test section to get the newsletter in your inbox! Check your test email to make sure your anchors work and that your newsletter is formatted how you would like.

Created in seconds with

Tango