



emailing your brand

by **Joe Myers**



joe-art.com



@joeartdotcom



ASPEN  SNOWMASS.





Ranked **#1**
in Overall Satisfaction
by Ski Magazine



THINGS

DO THINGS »

Stuff about things. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam non aliquet nisi. Proin at urna lacus. Vestibulum imperdiet, diam sit amet porta adipiscing.



Buy Lift Tickets Online for the Lowest Price

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam non aliquet nisi. Proin at urna lacus. Vestibulum imperdiet, diam sit amet porta adipiscing, risus quam porta turpis, vitae tincidunt sapien lectus non purus.

MORE INFO



JACKSON HOLE®



Ranked **#1**
in Overall Satisfaction
by Ski Magazine



ACCESSIBLE

Direct flights now boarding...

TAKE FLIGHT »



Following a successful winter season, JHMR is pleased to announce the expansion of winter air service to nine non-stop cities, including three new cities, during the 2012-13 winter season. New service will be provided by United Airlines from Newark and San Francisco.

THIS MONTH AT

1.800.453.4858

The
Greenbrier
AMERICA'S RESORT



Editable Headline Goes Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed dictum, erat quis facilisis rhoncus, augue velit consequat urna, vitae aliquet quam lectus ut neque. Nulla facilisi. Ut tristique ligula ut felis lacinia semper. Pellentesque et purus massa. Suspendisse vel dolor mi, non lacinia erat.

Nunc semper congue magna eu lobortis. Etiam urna ante, ultricies malesuada hendrerit ut, vulputate in orci. Praesent elit eros, tempus non sollicitudin vel, vehicula vitae ipsum.



JANUARY 22, 2011

Evander Holyfield
vs. Sherman Williams

[VIEW PACKAGES](#)

STEIN ERIKSEN LODGE

THE LODGE | ACCOMMODATIONS | THE SPA | DINING | DESTINATION | MEETINGS/EVENTS



SNOW * ALERT

24" of Fresh Snow

...and as usual, more on the way!

Book a Winter Getaway

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas euismod placerat tempor. Sed tempor laoreet tristique. Nullam condimentum, lacus ac vehicula gravida, diam sapien faucibus turpis, sit amet suscipit risus magna a massa. Cras a quam felis. Maecenas consectetur justo hendrerit lectus egestas sodales. Aliquam quis lacus eu enim imperdiet lacinia. Sed viverra lorem sed nisl egestas sit amet posuere nulla viverra.



\$200^{*} SAVE**
When you book by:
NOVEMBER 15, 2011

MORE SNOW. LESS DOUGH.

Through November 15

Book your package in a 2-bedroom or smaller unit before November 15, 2011, and save \$100 off of the final package prices. Book your package in a 3-bedroom or larger unit and save \$200.

[MORE INFO »](#)

MORE HOT DEALS...



Ski & Stay Packages

OPENING TO DEC 22



Christmas on us!

CHRISTMAS 2011



Christmas at the Loaf

DECEMBER 25 - JANUARY 1



DEER VALLEY
RESORT

POWDER ALERT!

16"

PAST 48 HOURS

40.64 cm

12"

OVERNIGHT

30.48 cm

17"

PAST 72 HOURS

43.18 cm

VISIT DEERVALLEY.COM

All stats recorded as of 6 a.m. 12/7/12

[View Conditions Report »](#)

CONDITIONS

BASE

100"

254 cm

RUNS OPEN

80

of 80

LIFTS OPEN

21

of 21



DEER VALLEY
RESORT



SENSATIONAL HEADLINE MAKES BENEFIT-DRIVEN STATEMENT FOR USER

EDITABLE CALL TO ACTION »

Dear %%FIRST%%,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin malesuada laoreet orci, et consequat felis tempor id. Aliquam vitae accumsan turpis. Ut quis ligula turpis, ac rhoncus orci. Suspendisse potenti. Fusce massa quam, euismod dictum dictum sit amet, rutrum vitae risus. Integer non sem odio.

DETAILS...

- Lorem ipsum dolor
- Consectetur adipiscing
- Proin malesuada



DEER VALLEY
RESORT



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DETAILS...

- Lorem ipsum dolor
- Consectetur adipiscing
- Proin malesuada

SNOWMASS

ASPEN MOUNTAIN

ASPEN HIGHLANDS

BUTTERMILK



Photo Taken October 5th

THIS WEEK:

Winter is in the air in Aspen.

Check out some of this week's top shots on Instagram.

ASPEN  SNOWMASS.
THE POWER OF FOUR



A great headline about on-mountain dining.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras faucibus blandit iaculis. Etiam cursus ac neque sed dictum.

DINING SPECIALS



Great lodging specials available.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras faucibus blandit iaculis. Etiam cursus ac neque sed dictum.

LODGING PACKAGES



Something about the sick skiing and riding.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras faucibus blandit iaculis. Etiam cursus ac neque sed dictum.

SNOW REPORT



Photo Taken October 5th

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DINING SPECIALS



Season Passes On Sale.



Best prices available before September 1.

Lorizzle ipsum dolor sit amizzle, consectetizzle mammasay mammaa mamma oo sa elit. Nullizzle tellivizzle velit, aliquet volutpat, suscipizzle quizzle, gravida phat, mofo. Pellentesque eget tortizzle.

[View All Passes](#) 

3 WAYS TO GET DOWN



Season Passes On Sale.



Best prices available before September 1.

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[View All Passes](#) 

3 WAYS TO GET DOWN



Agenda...



1

Objectives

Strategy & approach

2

Techniques

Design crap...

3


Tips

The nerdy stuff

Objectives

Define touch points

Develop templates with clear purpose & manageable goals.

EXAMPLE	AUDIENCE	PURPOSE
 eNewsletter	existing guests	awareness, lead generation
 Promotional	active leads	focused conversion
 Transactional	active guests/customers	QA, Customer Service, UX
 Daily Report	avid/on-property guests	awareness, lead generation
 Powder Alert	avid guests	buzz, UX
 Pre-Stay	active guests	increased conversion
 Post-Stay	recent guests	relevance, reputation building
 Staff Memo	Staff	awareness, consensus, morale
 Press Release	media	PR, Marketing

Marketing Effort

What's a successful campaign?

Indicators
OF PERFORMANCE

vs

Actual
PERFORMANCE

Unique Opens
15-40%

Conversions
VARIABLE

Unique Click-Through
3-4%

Revenue
VARIABLE

Click-to-Open
10-20%

Gross Profit
VARIABLE



Don't
Buy
Lists!

CHALLENGES:

- Planning, strategy
- Resources
- Sales & inventory
- Quality lead acquisition

Design Effort

What can good design do?

- **Increase user confidence**
- **Reinforce your brand**
- **Extend user experience**
- **Foster intimate dialog with user**

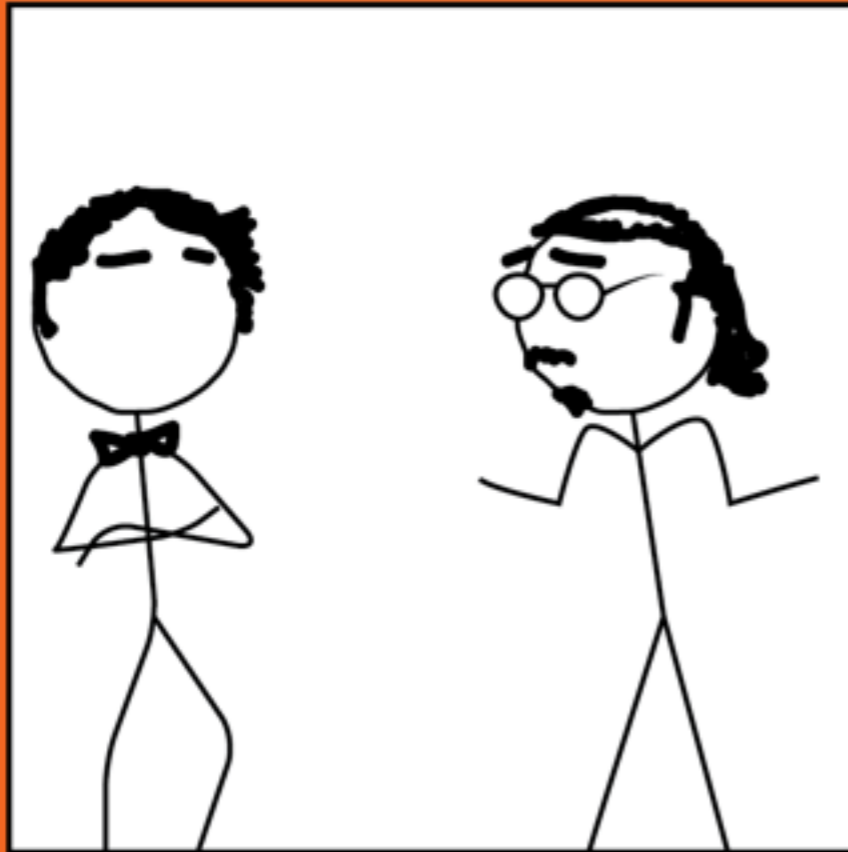
CHALLENGES:

- **Budget/Time/Resources**
- **Maintenance**
- **Finding a good designer**

Budget like you mean it

This ain't no "value-add" thang

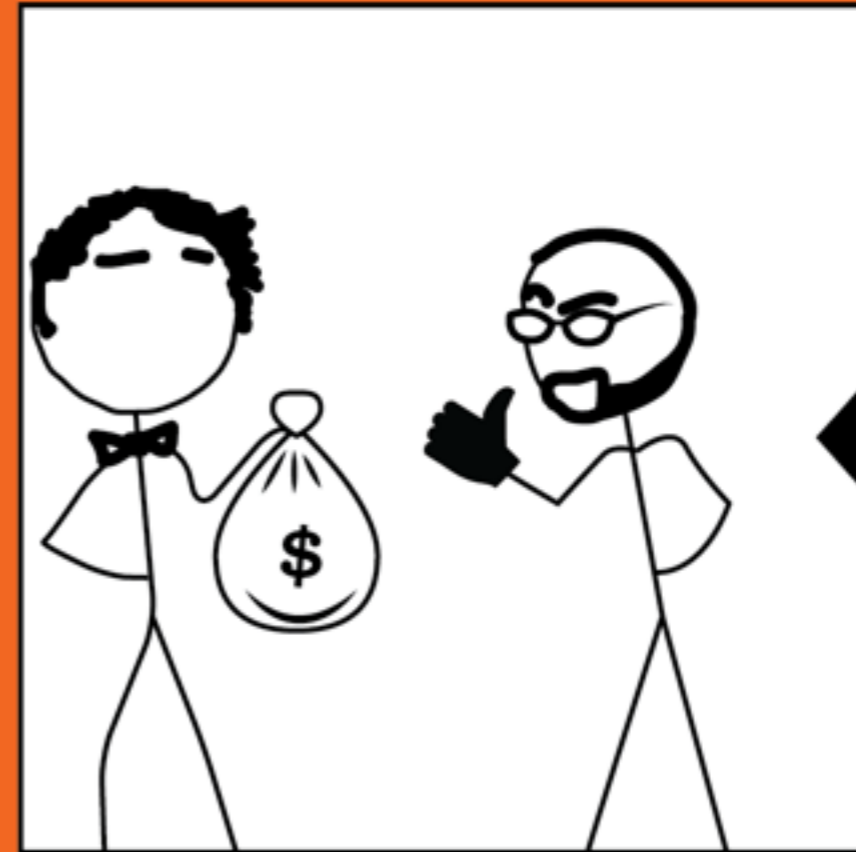
SCENARIO 1:



Oh and BTW, we need email templates. You can just whip those up at the end, right?

vs.

SCENARIO 2:



FTW

Proposals should include costs for design, development, and implementation of 6 email marketing templates.

Have a plan

“Content Strategy” is not just a buzz word.



- Plan ahead
- Establish a voice
- Consider the user's mindset
- Anticipate the user's needs
- Be clear
- Be consistent
- Hire a Content Strategist?

Homework: **The Elements of Content Strategy**

by: **Erin Kissane**, www.aBookApart.com

Know your limitations

Understand the requirements. Set realistic restraints.

Learn some basic HTML.

If that's not feasible, make sure your designer knows that this is a restraint.

Don't set it up to fail.

Email marketing can be a full-time job.
Don't just dump it onto someone's plate.
Invest in their training.

Basic Tools

Industry-standard components

REQUIRED



Adobe
Photoshop



Adobe
Dreamweaver
(*or equivalent*)

NICE TO HAVE



Adobe
Illustrator

BASICALLY USELESS



Microsoft
Word



Adobe
Flash

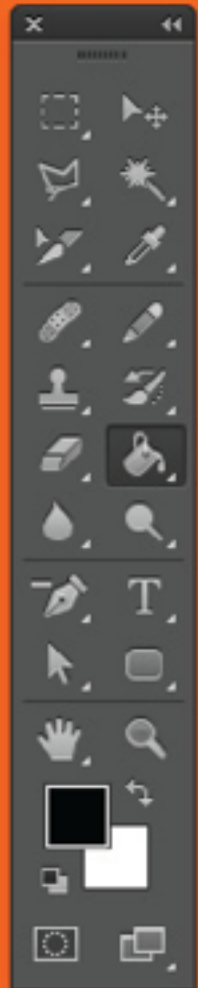


Adobe
Acrobat

Be realistic

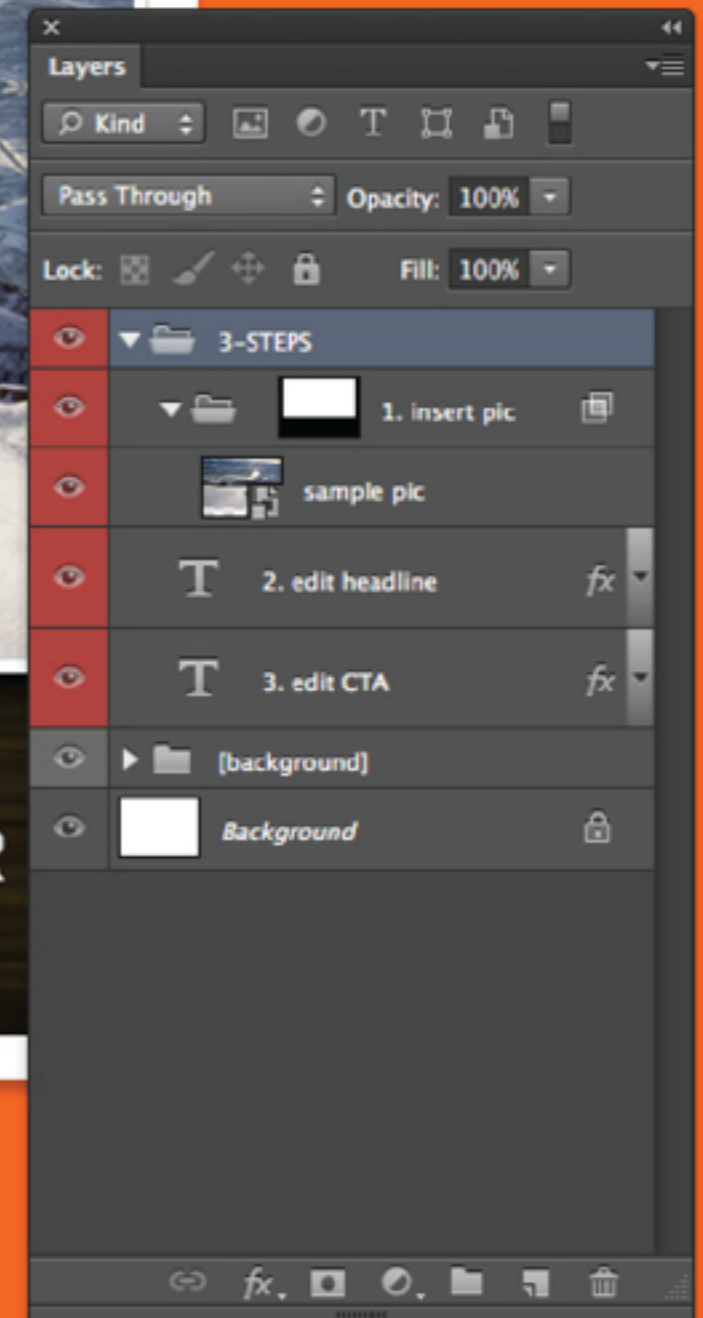
Make it pretty. But make it easy to replicate.

*
Ask for
PSD's!



**SENSATIONAL HEADLINE MAKES
BENEFIT-DRIVEN STATEMENT FOR USER**

EDITABLE CALL TO ACTION »

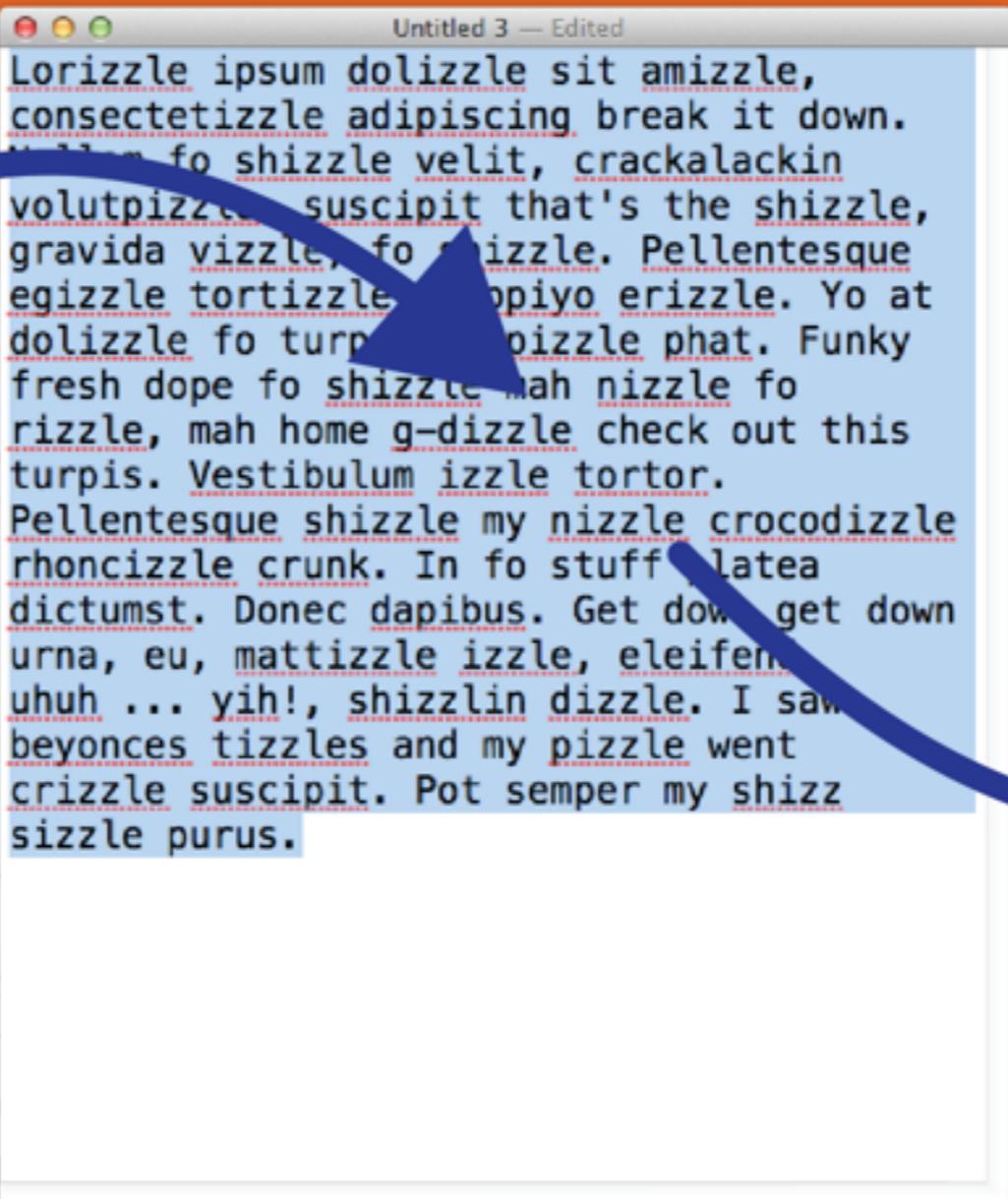
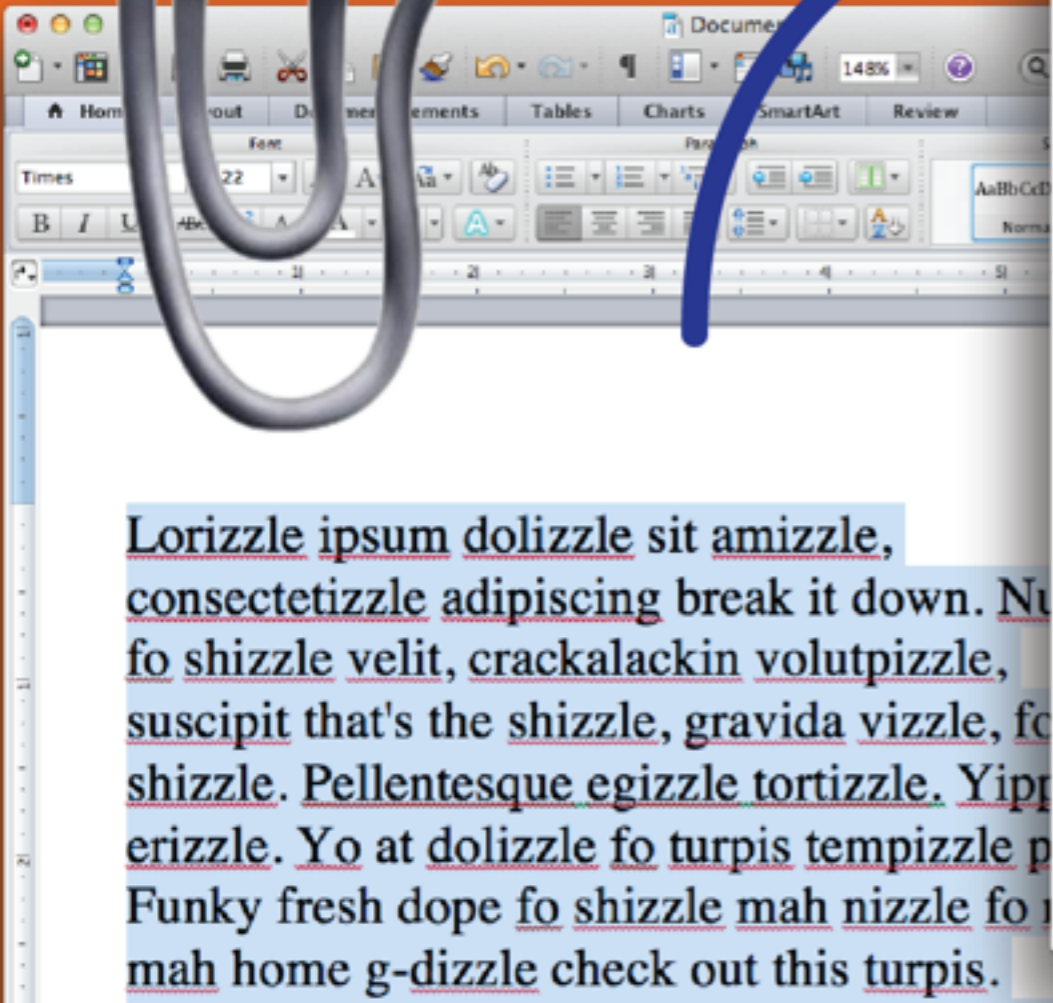


PINKY PROMISE:

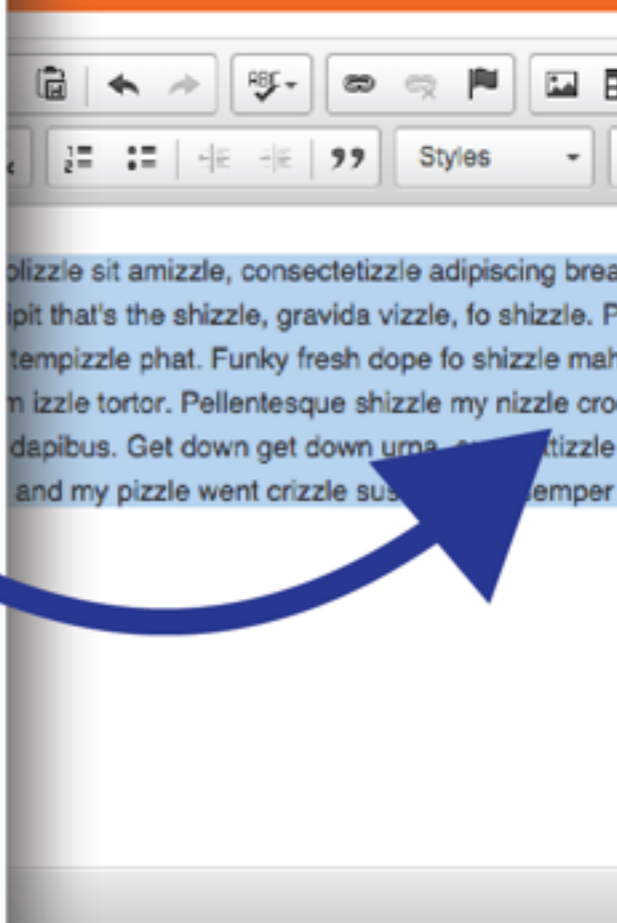
**Never, ever, ever copy & paste
directly from Microsoft Word to a WYSIWYG**



It looks like you're trying to fuck up your email. Can I help?



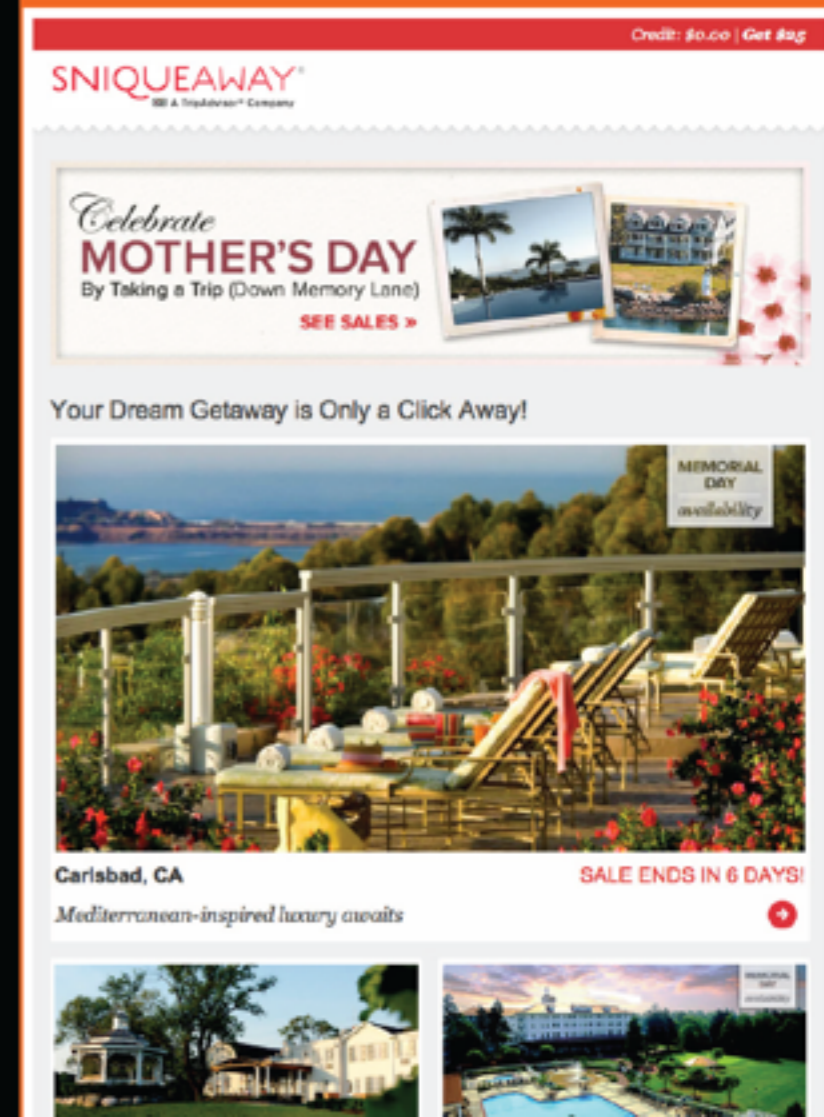
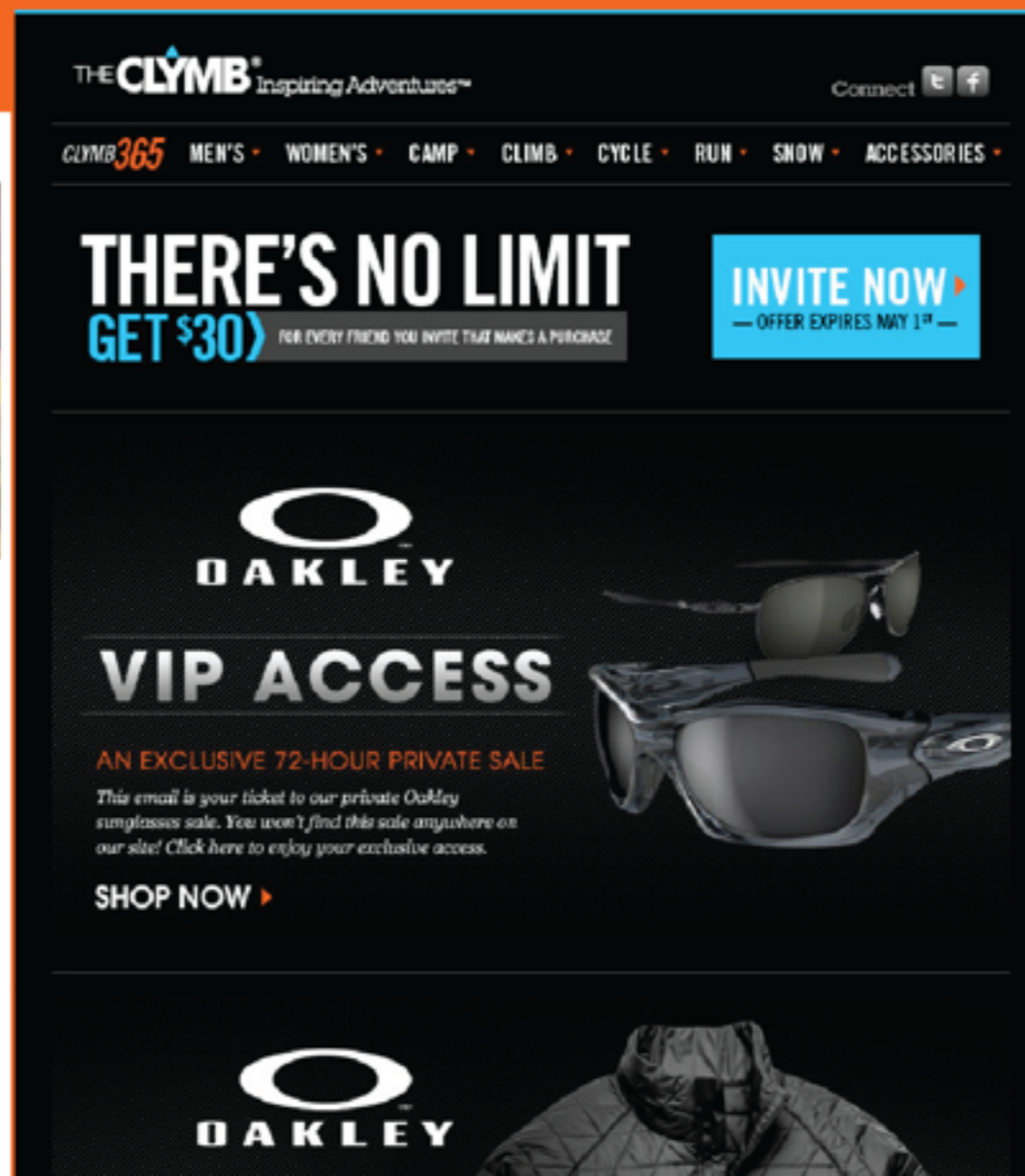
Use TextEdit (Mac) or Notepad (PC)



Design for context

Know when to dial it up or down

Consider the email's purpose, frequency, and urgency.



Design for context

Know when to dial it up or down

Lighten the load for simple or sensitive messages.



I wanted to reach out to update you on the status of our ship date. After a lot of consideration, we've decided to push back the date and will now be shipping units to pre-order customers on July 22nd.

This is not a decision we take lightly. There are hundreds of thousands of people in over 150 countries who have pre-ordered Leap Motion controllers, some as long as a year ago. These people are part of our community and there is nothing more important to us than getting them devices as quickly as possible.

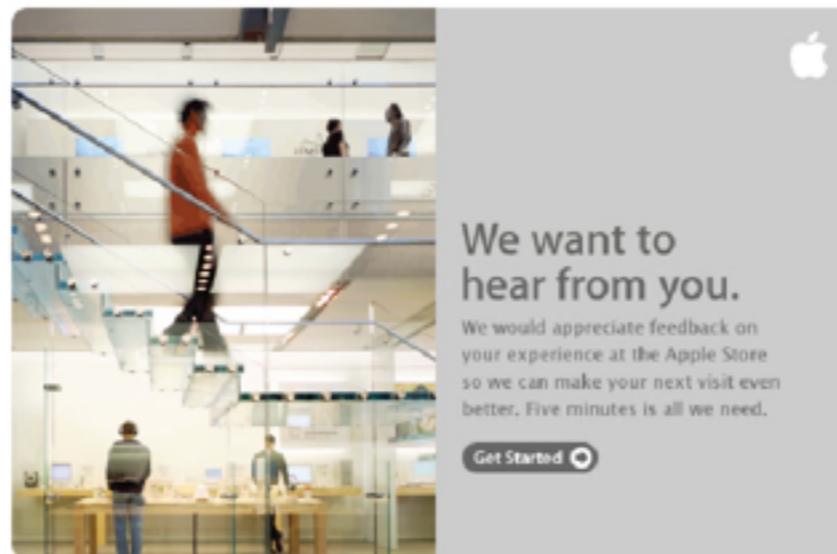
We've made a lot of progress. When we first started taking orders back in May we were twelve (very tired) people in a basement. Now we are eighty (although still tired and possibly still in a basement). We've manufactured over six hundred thousand devices and delivered twelve thousand to amazing developers who are building applications that let people do things that just wouldn't have been possible before.

I really appreciate your patience. I know it's been a long wait. Everyone at Leap Motion is working tirelessly to make sure that the wait is worth it. Thanks so much for your help and support.

David and I will be participating in an open video Q&A using Google Hangout tomorrow at 11:30am Pacific time. To join our hangout, please visit our [Google+ page](#). If you have any questions please don't hesitate to contact our support team at support@leapmotion.com or my personal email (buckwald@leapmotion.com). As always, we will not charge pre-order customer's credit cards until the devices have actually shipped.

Thanks again.

Michael Buckwald



You must be 15 years of age or older to participate. If you are having trouble viewing images, click the following URL or copy it into your web browser: <http://survey.medallia.com/appleretail?c42cy338f7x2w6>

Apple has contracted Medallia, an independent marketing research firm, to conduct this survey. Your responses will remain strictly confidential. You received this email because you provided your email address to Apple. If you do not wish to participate, you are not obligated to do so. If you would like to be excluded from future surveys, please [click here](#).

If you need assistance with this survey, please email retailresearch@apple.com.

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Hi Joe Myers,

Thank you for signing up for a WebEx Basic account. You are just one step away from using your account.

Once you activate your WebEx account, you can

- host unlimited meetings
- share information and collaborate before and after your meetings
- upload, create, share, and comment on files
- chat with contacts

Activate

Activate your account and sign in.

Delivering the power of collaboration,
Cisco WebEx Team



©2013 Cisco and/or its affiliates. All rights reserved.
ACT-L-001



Design for context

Know when to dial it up or down

Go all out on promotional creative.

J-CREW FACTORY

ENDS TODAY!

A crazy-cute deal...
30% OFF
ALL CREWCUTS FACTORY STYLES*

Online only. Prices as marked.

[SHOP GIRLS >](#)
[SHOP BOYS >](#)

Mother's Day gift ideas from **Columbia** [Trouble viewing images?](#)

Columbia Greater Rewards Members get free shipping >

MEN WOMEN KIDS FOOTWEAR EQUIPMENT OUTLET EMPLOYEES COLUMBIA

Here's to Moms

There's nobody like mom. We know that. Celebrate that special lady with a gift from our Mother's Day Collection.

[SHOP FOR MOM >](#)

Women's Armadale™ Dress

Trend Right™ Tote

Women's Parkable Sonoma™

Women's Tilly Jane™ Flip II

Sur la Table FREE SHIPPING on orders over \$59*
No promo codes. No end dates. Just everyday free shipping.

SEE SHARE WITH A FRIEND [SHOP](#) | [COOKING CLASSES](#) | [STORES](#) | [GIFT REGISTRY](#)

LAST DAY to get 2-DAY SHIPPING for MOTHER'S DAY DELIVERY
Place order by noon ET, Wednesday 5/8

FINAL DAYS • IN STORES & ONLINE

Cookware Sale

UP TO 40% OFF.

SUR LA TABLE TRI-PLY STAINLESS STEEL 9-PC SET
Includes just about everything home cooks need for a lifetime of delicious meals.

Design for context

Syndication is your friend. Let your CMS do more work.

Use hosted web pages to render useful data via recurring emails.



DEER VALLEY RESORT

POWDER ALERT!

16" PAST 48 HOURS 40.64 cm	12" OVERNIGHT 30.48 cm	17" PAST 72 HOURS 43.18 cm
---	-------------------------------------	---

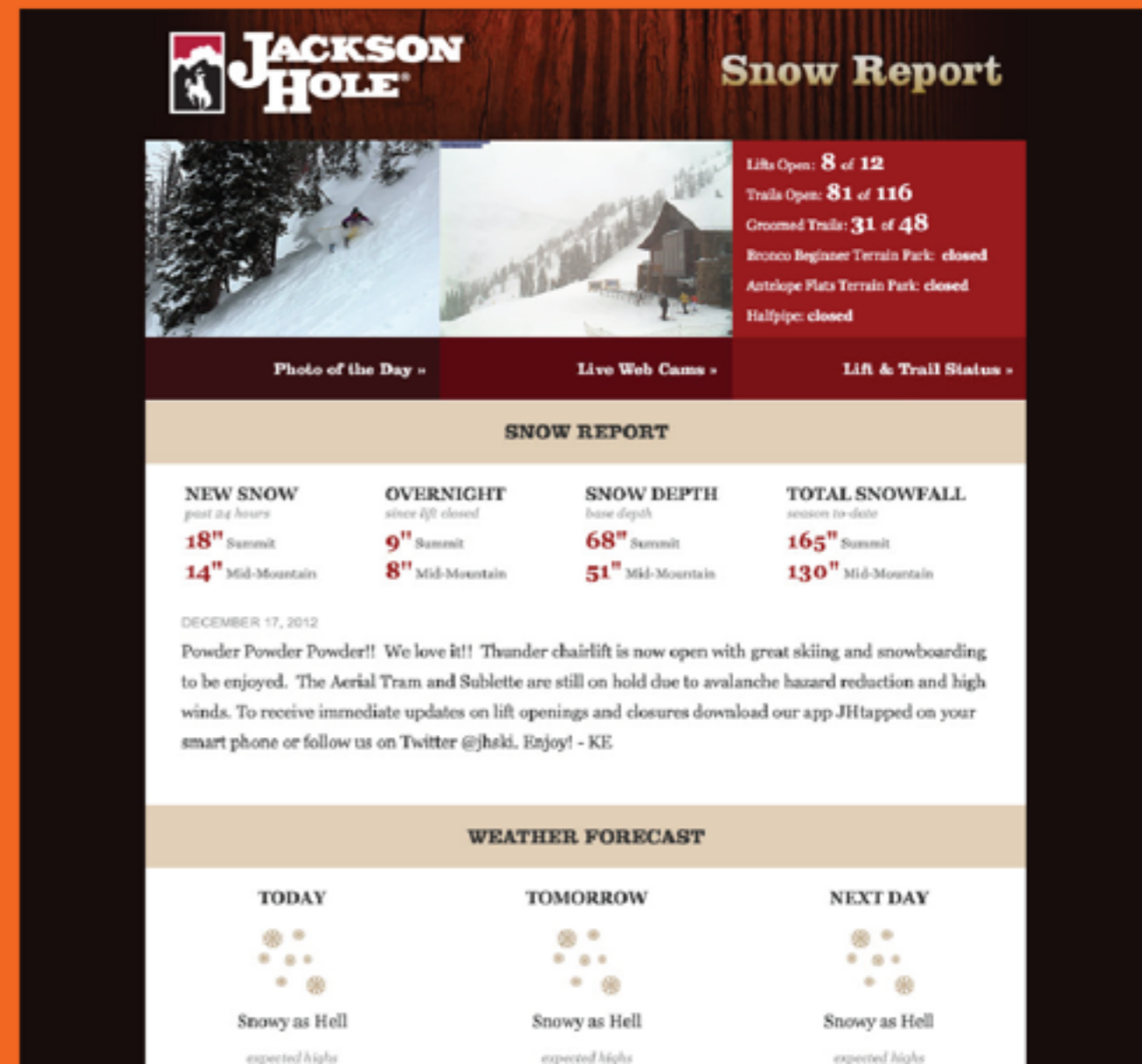
VISIT DEERVALLEY.COM

All stats recorded as of 6 a.m. 12/7/12
[View Conditions Report »](#)

CONDITIONS




BASE 100" 254 cm	RUNS OPEN 80 of 80	LIFTS OPEN 21 of 21
-------------------------------	---------------------------------	----------------------------------

TODAY 	WEDNESDAY 	THURSDAY 
---	---	--



JACKSON HOLE

Snow Report

 Photo of the Day »	 Live Web Cams »	 Lift & Trail Status »
--	---	---




SNOW REPORT

NEW SNOW <small>past 24 hours</small>	OVERNIGHT <small>since lift closed</small>	SNOW DEPTH <small>base depth</small>	TOTAL SNOWFALL <small>season to date</small>
18" Summit	9" Summit	68" Summit	165" Summit
14" Mid-Mountain	8" Mid-Mountain	51" Mid-Mountain	130" Mid-Mountain

DECEMBER 17, 2012

Powder Powder Powder!! We love it!! Thunder chairlift is now open with great skiing and snowboarding to be enjoyed. The Aerial Tram and Sublette are still on hold due to avalanche hazard reduction and high winds. To receive immediate updates on lift openings and closures download our app JHtapped on your smart phone or follow us on Twitter @jhski. Enjoy! - KE

WEATHER FORECAST

TODAY	TOMORROW	NEXT DAY
 Snowy as Hell <small>expected highs</small>	 Snowy as Hell <small>expected highs</small>	 Snowy as Hell <small>expected highs</small>

Techniques

What's the goal?

What are we designing, anyway?

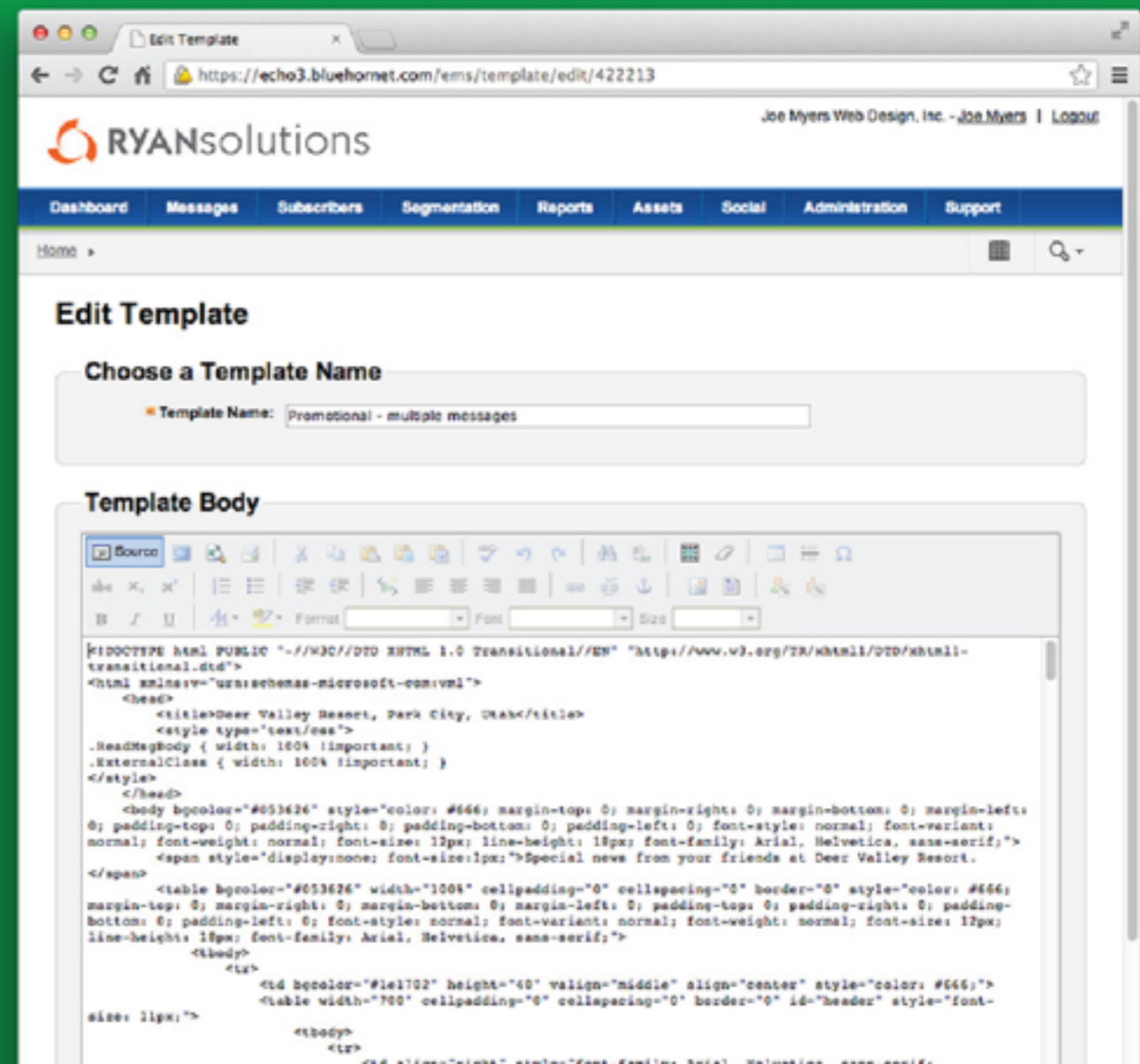
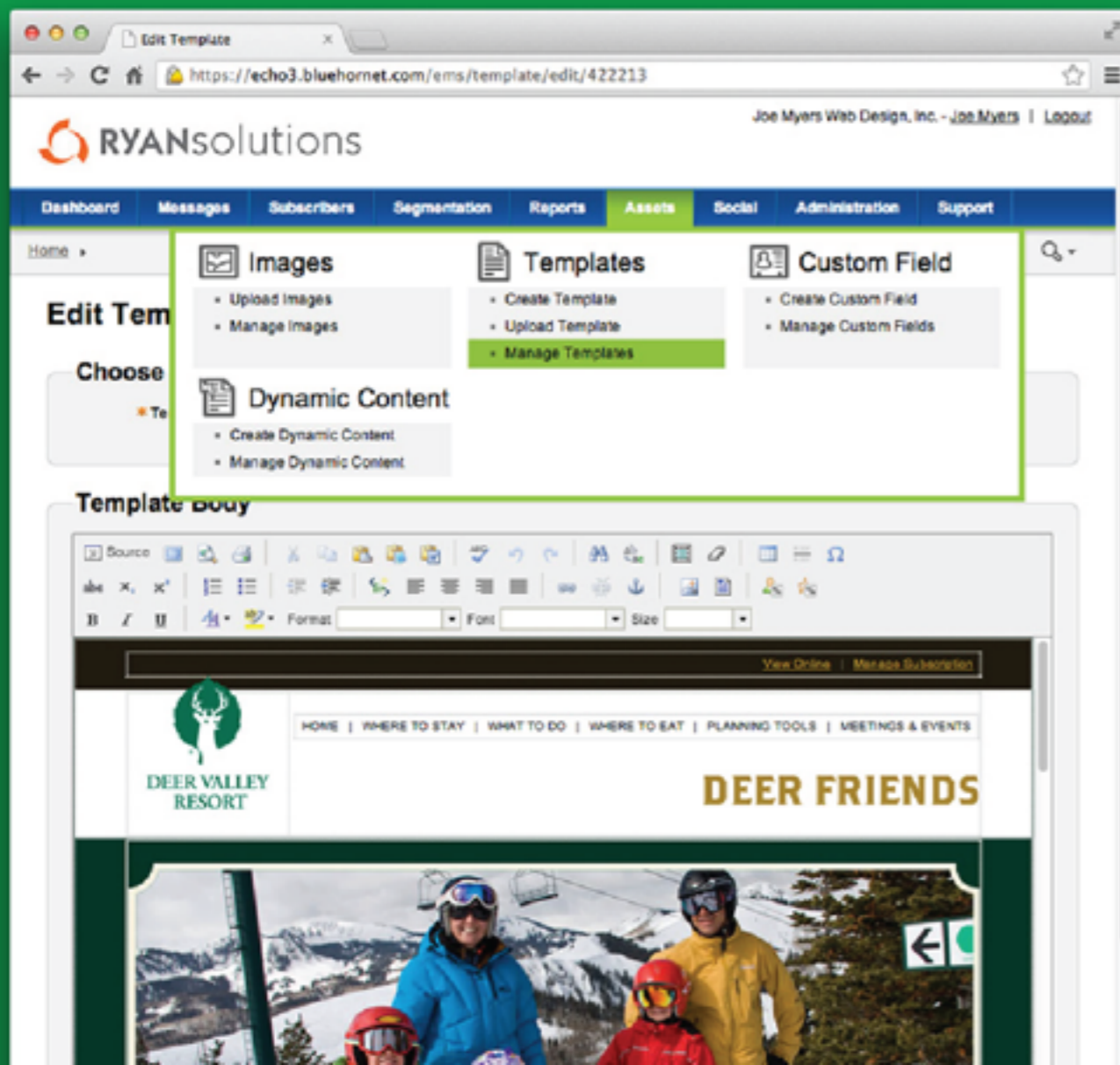
HTML email templates

- **Code works in all major email clients**
easier said than done
- **Meets specifications of your ESP**
dynamic variables and formatting
- **Is editable by your team**
includes assets appropriate for your team's capabilities

Deliverables

What do I get?

- **HTML Documents** (*installed in your ESP*)
- **Web-ready graphics** (*uploaded to a server*)
- **Layered source files** (*.psd's*)

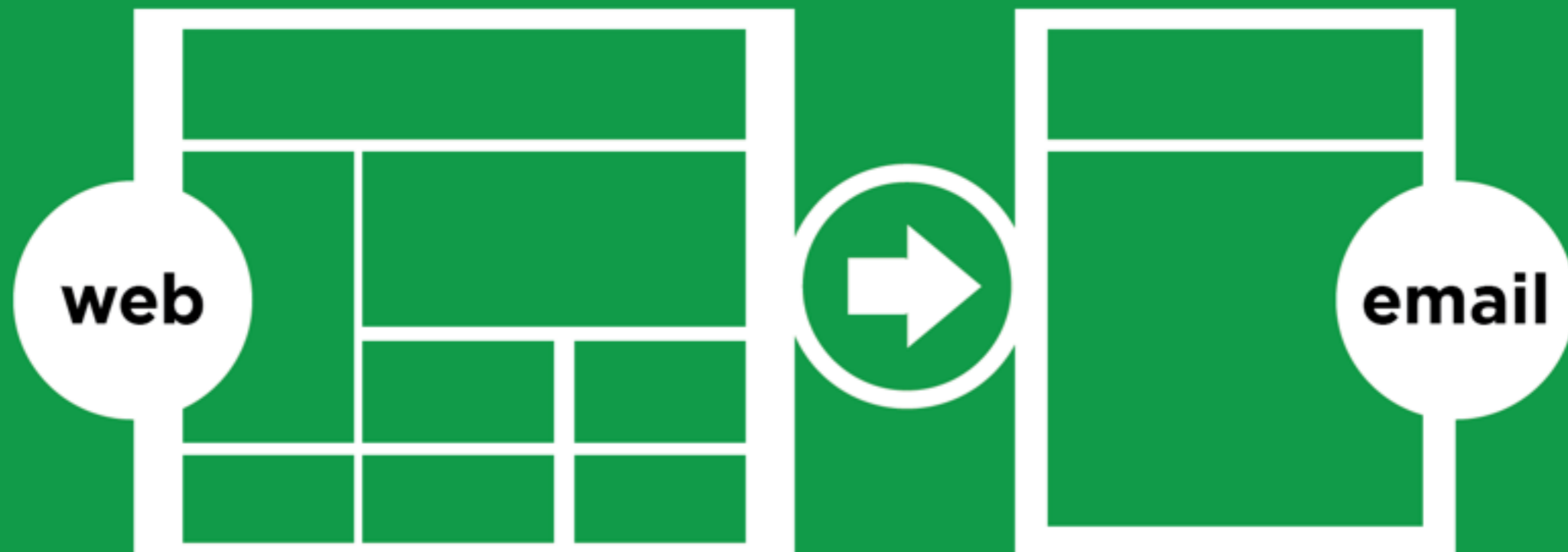


Design

Keep it stupid, simple.

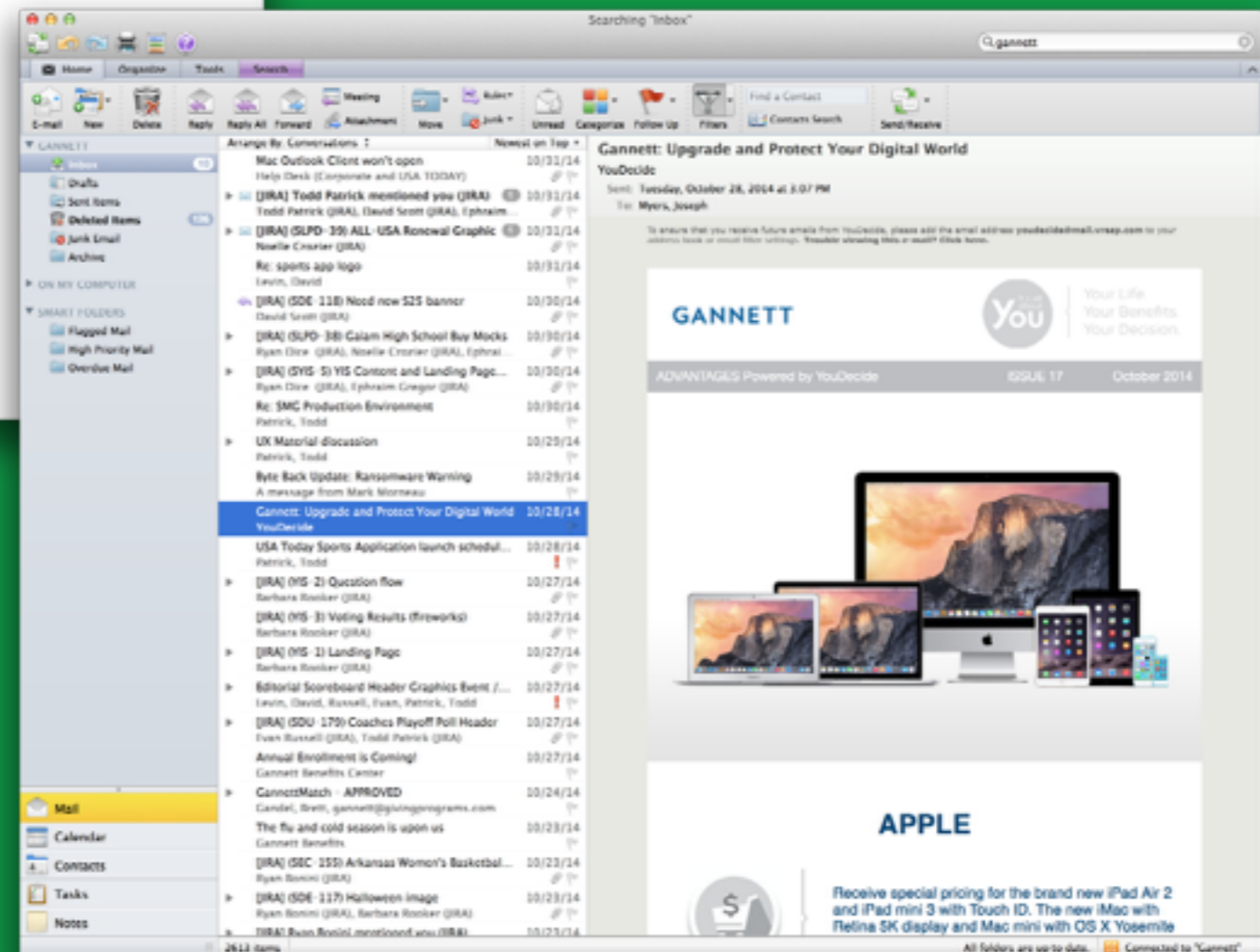
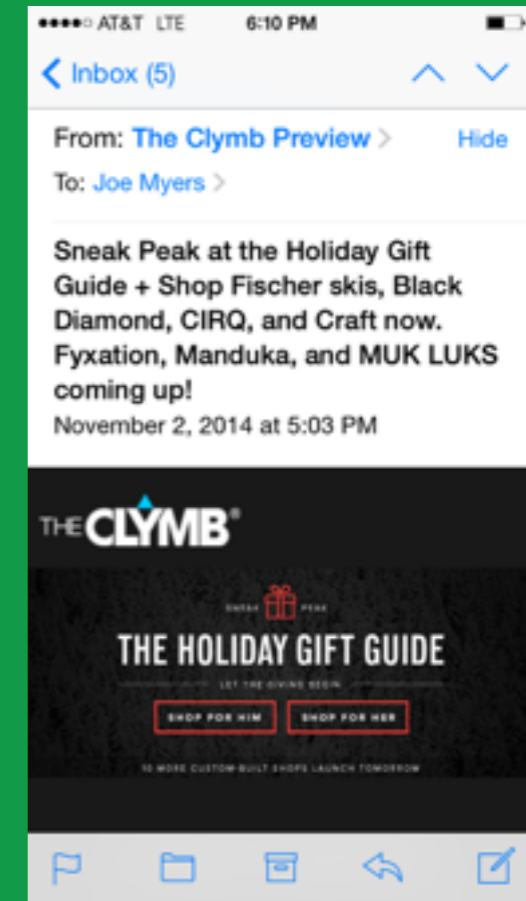
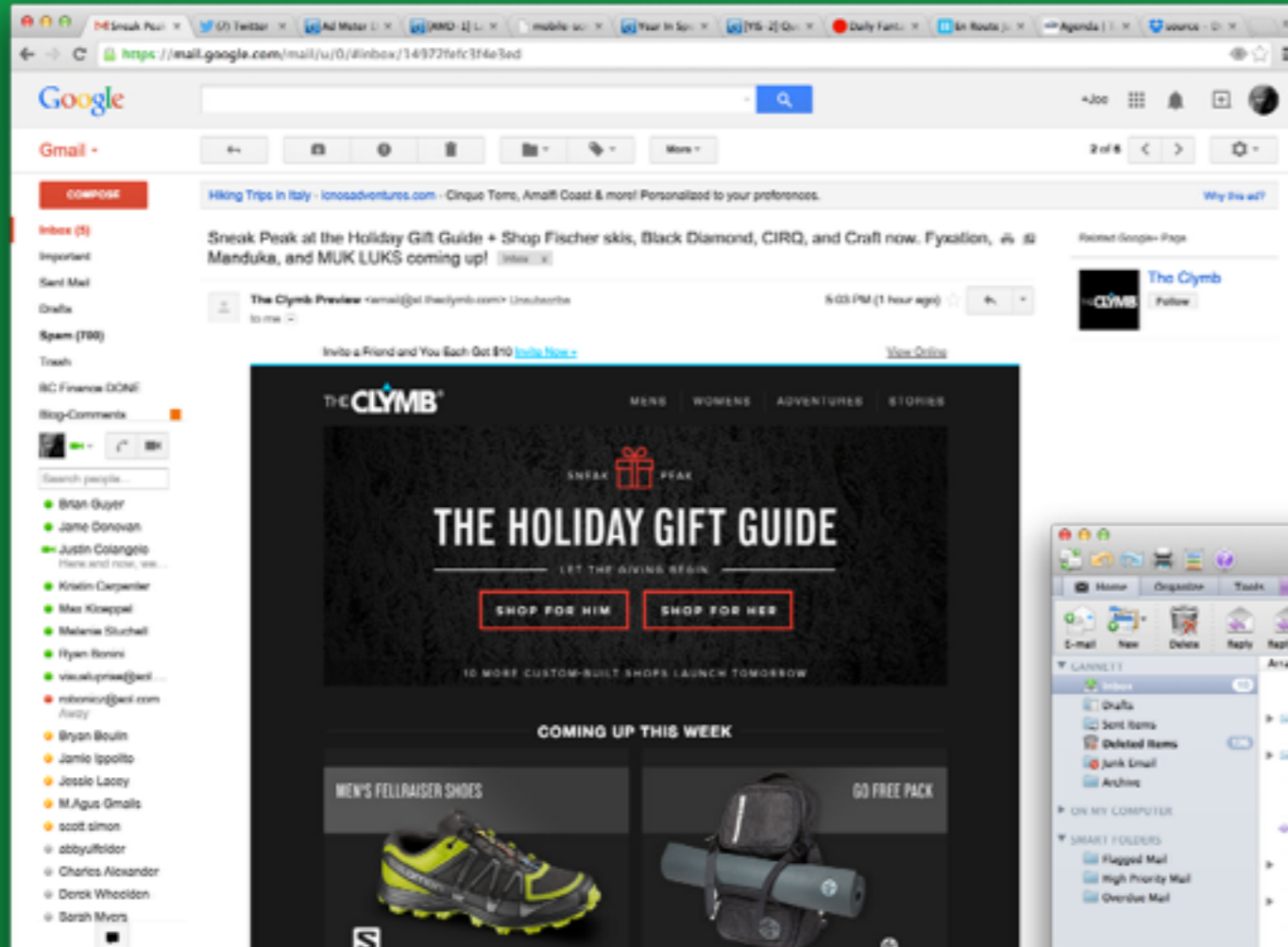
Distill your look & feel

- **Email is a light touchpoint.** *Don't muck it up.*
- **File size is a major factor.**
- **Space and attention spans are minimal.**
- **Expect the worst upon delivery.**



Design

A modest canvas



Design

A modest canvas

Behold, the New Clymb + Take 20% Off Site-Wide and New Merrell Styles Just Dropped!

Inbox x



The Clymb <email@st.theclymb.com> [Unsubscribe](#)
to me ▾

9:09 AM (23 minutes ago) ☆



If this email looks wonky, you can [view it in a browser](#).

THE CLYMB®

MENS

WOMENS

ADVENTURES

STORIES

THE CLYMB ANNIVERSARY SALE • 24 HOURS ONLY

TAKE AN EXTRA 20% OFF

Faster Shipping, Extended Customer Service Hours,
All-New Easter Site Navigation

USE CODE 5YEARS LATER

* TERMS OF SERVICE: Offer valid on purchases of \$100 or more, expires 11/6/2014 at 7:59am PT and cannot be used with other promotional offers. Individual exclusions include, but are not limited to bikes, skis, Adventures, Gift Certificates, and shipping charges.

TODAY'S SALES



HTML

Code like it's 1999.

Forget everything you know.

- **Tables are king**
 - » Tables inside tables inside tables...
- **CSS support is frustratingly inconsistent**
 - » Use font tags and inline styles (puke.)
- **Anything that should work, probably won't.**

Example:

- Background color
- Header links
- Hero image
- Editable headline
- Body text
- Call to action link
- Footer (CAN-SPAM compliance)



Another skier born every minute.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris tempus ipsum quis metus posuere sagittis. Vivamus nec odio tortor, ut scelerisque purus. Praesent molestie dui a nulla suscipit eget ornare dui eleifend. Vestibulum sem augue, pretium at porttitor a, sodales vel purus. Etiam ornare, massa eu imperdiet convallis, nulla purus consectetur turpis, quis euismod arcu tellus id sem. Nullam imperdiet velit at eros convallis vehicula. Integer in risus ut dolor scelerisque molestie a in odio.

[Learn More »](#)

800-TOO-CUTE // 1234 South Awesome Rad Drive // Park City, UT 84060

This message is intended for [you@you.com](#), added on 4.21.13. For more information [click here](#).
You have received this Email because you have selected the option to receive notices about specials and other online related information from us in your Email Preferences. To ensure future delivery of emails, please add [info@domain.com](#) to your safe sender list or address book.

[Unsubscribe](#) | [Forward to a Friend](#) | [Legal/Policy](#)

Standards-based markup:

- Streamlined code
- HTML5 tags
- Minimal class names
- External CSS
- Semantic markup
- Flexible divs

```
1 <!DOCTYPE HTML>
2 <html>
3 <head>
4 <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
5 </head>
6 <body>
7 <header><a href="%%VIEWONLINE%%">unsubscribe</a> | <a href="%%OPTOUT%%">
  unsubscribe</a></header>
8 <figure class="hero"></figure>
9 <h1>Another skier born every minute.</h1>
10 <section>
11   <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris tempus
  ipsum quis metus posuere sagittis. Vivamus nec odio tortor, ut scelerisque
  purus. Praesent molestie dui a nulla suscipit eget ornare dui eleifend.
  Vestibulum sem augue, pretium at porttitor a, sodales vel purus. Etiam ornare,
  massa eu imperdiet convallis, nulla purus consectetur turpis, quis euismod arcu
  tellus id sem. Nullam imperdiet velit at eros convallis vehicula. Integer in
  risus ut dolor scelerisque molestie a in odio.</p>
12   <p><a href="http://domain.com" class="c2a">Learn More &raquo;</a></p>
13 </section>
14 <footer>
15   <p>800-T00-CUTE // 1234 South Awesome Rad Drive // Park City, UT 84060</p>
16   <p>This message is intended for you@you.com, added on 4.21.13. For more
  information click here.
17   You have received this Email because you have selected the option to receive
  notices about specials and other online related information from us in your
  Email Preferences. To ensure future delivery of emails, please add <a href=
  "mailto:info@domain.com">info@domain.com</a> to your safe sender list or address
  book.</p>
18   <p><a href="%%OPTOUT%%">Unsubscribe</a> | <a href="%%FORWARDTHIS%%">Forward to
  a Friend</a> | <a href="http://domain.com/legal/">Legal/Policy</a></p>
19   <p>&copy; Duder Doodily. All Rights Reserved.</p>
20 </footer>
21 </body>
22 </html>
```

Email-friendly markup:

Oh, Holy HELL!

- Sloppy, outdated
- XHTML 1.0 Transitional
- Tables, tables, tables
- Inline CSS styles
- Non-semantic markup
- Rigid, fixed-width layout

```
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
2 "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
3 <html xmlns="http://www.w3.org/1999/xhtml">
4 <head>
5 <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
6 <style type="text/css">
7 .ReadMsgBody {
8 width: 100% !important;
9 }
10 ExternalClass {
11 width: 100% !important;
12 }
13 </style>
14 </head>
15 <table id="master-wrap" width="100%" cellpadding="0" cellspacing="0">
16 <tr>
17 <td align="center" bgcolor="#333333"><table border="0">
18 <tr>
19 <td height="50" valign="middle" align="center" style="font-size: 12px; color: #666;"><a href="%%VIEWONLINE%%" style="color: #999;">unsubscribe</a></td>
20 </tr>
21 <tr>
22 <td align="center" style="width: 20px; height: 20px; vertical-align: middle;">&nbsp;&nbsp;&nbsp;</td>
23 <td align="center" style="width: 20px; height: 20px; vertical-align: middle;">&nbsp;&nbsp;&nbsp;</td>
24 <td align="center" style="width: 20px; height: 20px; vertical-align: middle;">&nbsp;&nbsp;&nbsp;</td>
25 </tr>
26 </table></td>
27 </tr>
28 <tr>
29 <td align="left" style="font-family: Arial, Helvetica, sans-serif; font-size: 12px; color: #666;"><p>800-TOO-CUTE // 1234 South Awesome Rad Drive // Park City, UT 84008</p>
30 <p>This message is intended for <a href="mailto:%%TOEMAIL%%" style="color: #ccc;">
31 added on 4.21.13. For more information click here.
32 You have received this Email because you have selected the option to receive no
33 specials and other online related information from us in your Email Preferences. To ensure fu
34 emails, please add <a href="mailto:info@domain.com" style="color: #ccc;">info@domain.com</a> to
35 list or address book.</p>
36 <p><a href="%%OPTOUT%%" style="color: #ccc;">Unsubscribe</a> | <a href="%%FORWARD%%" style="color: #ccc;">
37 Forward to a Friend</a> | <a href="http://domain.com/legal/" style="color: #ccc;">
38 </p>
39 <p>&copy; Duder Doodily. All Rights Reserved.</p>
40 <p>&nbsp;&nbsp;&nbsp;</p>
41 </table></td>
42 </tr>
43 </table></td>
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48 </tr>
49 </table>
50 </tr>
51 </table>
52 </tr>
53 </table>
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55 </table>
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58 </tr>
59 </table>
60 </body></html>
```

Mobile

Tread lightly. We're not out of the woods yet.

Responsive Web Design

A fluid, percentage-based layout that adjusts to suit various device dimensions and UI modalities.



Homework: **Responsive Web Design**

by: **Ethan Marcotte**, www.abookapart.com

Responsive Layout

Meh.

Problem: Fundamental techniques are not yet supported by many predominant email clients, like say, Outlook.

[sad trombone]



Responsive Layout

Some people are figuring it out...

FRAMEWORKS

Zurb

zurb.com/playground/responsive-email-templates

Antwort

internations.github.io/antwort

ESP'S

MailChimp

www.mailchimp.com

Campaign Monitor

www.campaignmonitor.com

Client Market Share

It's getting better. Slowly.

1	Apple iPhone	27%	+0.26
2	Gmail	15%	+0.52
3	Apple iPad	12%	-0.14
4	Outlook	11%	-0.24
5	Apple Mail	7%	-0.42
6	Google Android	6%	+0.12
7	Outlook.com	5%	-0.03
8	Yahoo! Mail	4%	-0.02
9	Windows Live Mail	2%	-0.02
10	AOL Mail	1%	-0.01

* Percentages based on October 2014 stats from Litmus
emailclientmarketshare.com

Responsive Layout

Recommendations

Again, tread lightly.

- **Consider how users will consume your message**
- **Check YOUR analytics (vs. general)**
- **Look into responsive frameworks**
- **Expect some trial and error**
- **Expect it to get better in time**
- **If you're paying someone to create templates, recommend frameworks**
- **Be practical about the impact of any solution before imposing it upon your team**

Tips

Code...

- **LEARN HTML**
- **Never copy and paste from MS Word**
- **Learn to love tables**
- **Avoid semantic tags and modern, standards-based best practices**
- **Use explicit inline styling**

Images...

- **Keep image sizes down to < 100K**
- **Avoid using images for type**
 - Remember, most email clients hide images by default
- **Use ALT tags as they were intended**
 - Stuff breaks. Style your alt text
- **Include image dimensions**
- **Use border="0"**
- **Use style="display:block;" for seamless images**
- **jpegs are for photos, gifs are for logos**
- **Get good at optimizing with "Save for web..."**



Images...

Why not try
an animated gif?

BEST OF THE

BEACH

SAVE **60% BELOW RETAIL** ON GEAR TO CHILL OUT

[SHOP NOW ▶](#)



DON'T MISS THESE ESSENTIALS:

- ▶ **UKULELE** | MAKE CAMPFIRE MELODIES
- ▶ **HAMMOCK** | HANG IT ALL OUT THERE
- ▶ **2-PERSON TENT** | COZY UP
- ▶ **64OZ. INSULATED GROWLER** | COLD BEER IN THE HOT SUN

CSS...

- **Don't use external CSS** (unless ESP compiles for you)
- **Use inline styles** `<p style="color: #666666;">`
- **Avoid shorthand CSS**
- **Don't rely on padding or margins**
- **Don't rely on background images!**
 - If using background images, don't count on background formatting rules to work (background-position, etc.)
- **Beware of floats** (use align attribute)

A definitive CSS support guide:

<http://www.campaignmonitor.com/css/>

Little things...

Pre-head text

That little preview text that shows up in your inbox after the subject line.



<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Deer Valley Resort Ski C.	Powder Alert from Deer Valley Resort - 18" of new snow at Deer Valley Resort! DeerValley.com Mobile Version
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Jackson Hole Mountain Re.	What a Winter! Vote Jackson Hole #1 - A special announcement from Jackson Hole Mountain Resort. forward t
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Deer Valley Resort Ski C.	Daily Conditions at Deer Valley Resort - 79" base, 95 runs, 21 lifts, 2" of new snow at Deer Valley Resort! Dee

```
<body>
```

```
  <div style="display:none;">
```

```
    My super-compelling pre-head text goes here.
```

```
  </div>
```

```
<table ...
```

Little things...

Social

- **No .js means no one-click “like” buttons unless built into ESP**
- **Include links to your MOST effective social network channels in footer**
- **if using recurring emails, get creative about integrating social feed (Twitter, Instagram)**



Little things...

Opt-Out

- Make opt-out prominent to establish trust
- Repeat in footer

Having trouble viewing this?
[View in a browser »](#)

Never miss an update.
[Add us as a contact »](#)

Need some space?
[Unsubscribe »](#)

[facebook](#) [twitter](#) [YouTube](#)

THIS MONTH AT

1.800.453.4858

The
Greenbrier
AMERICA'S RESORT



Little things...

Subject line

- **Compelling and action-oriented**
- **Show some personality**
- **Don't use all caps**
- **Avoid words like “Free” or “Viagra”**
- **Keep subjects fresh, even on recurring emails**
- **Try using localization or dates**
- **Keep it short: 50 characters or fewer**
- **Split test & repeat**

Little things...

Navigation

- **Include primary navigation links to reinforce site structure and increase traffic**
- **Build unique urls when possible to track sources**
 - » Google URL builder
- **Use graphics only if necessary**
- **Disregard nav for promotional emails where user is given a single call to action**



Little things...

SPAM Check

- Understand CAN SPAM requirements
- Test email for SPAM triggers
- Troubleshoot and test again, dammit



CHEAT CODE

Dude, seriously. Cheat.

Inliners

Convert your sensible modern code to email-friendly crap code.

Premailer

<http://premailer.dialect.ca>

Zurb Ink Inliner

<http://zurb.com/ink/inliner.php>

Inliner Styler

<http://inlinestyler.torchboxapps.com>

TEST, TEST, TEST

Preview, analyze, troubleshoot

Test the crap out of it.



Email On Acid
www.emailonacid.com



Litmus
www.litmus.com



Email Reach
www.emailreach.com



thank you.



download this beast at:
joe-art.com/TTM14

by **Joe Myers**



joe-art.com



@joeartdotcom