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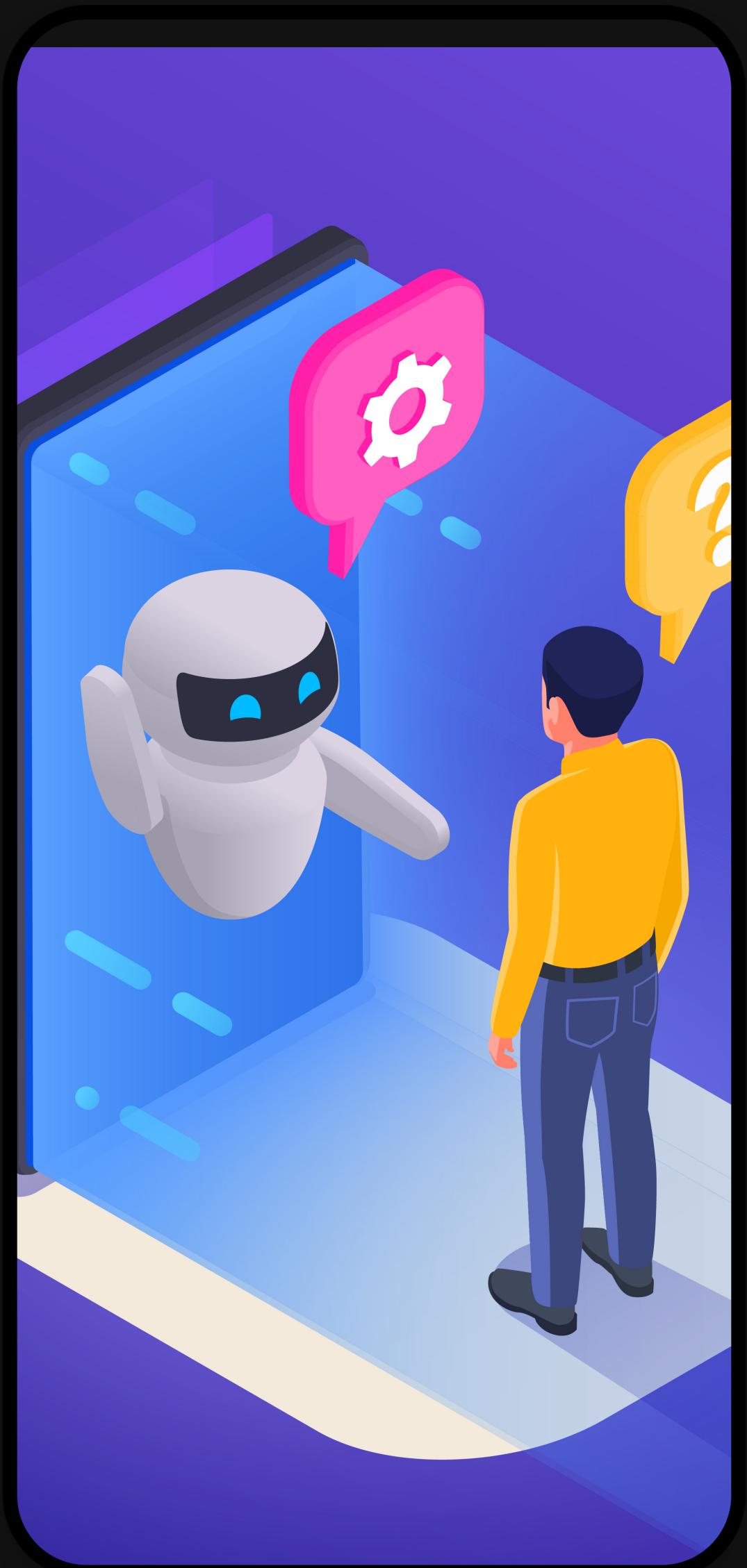
Let's talk about
HTML/CSS Basics for EMAIL





HTML/CSS for Email Templates

Welcome to this presentation on HTML/CSS for email templates. Email marketing remains a critical component of any successful marketing strategy. However, creating an effective email template that renders well across various email clients can be challenging. That's where HTML and CSS come in. In this presentation, we'll explore the basics of HTML and CSS for email templates and provide some best practices for creating effective and visually appealing email templates. Whether you're a marketer or a developer, this presentation will provide you with valuable insights into creating effective email templates that engage your audience and drive conversions



What is HTML and how is it used in email templates?

HTML (Hypertext Markup Language) is a coding language used to create content for the web. In the context of email templates, HTML is used to structure the layout of the email, including text, images, and links.

Unlike HTML used for websites, HTML for email templates requires some additional considerations to ensure that the email displays correctly across various email clients. For example, not all email clients support the same HTML features or CSS styles. Therefore, it's essential to use a subset of HTML and CSS that's widely supported.

- Some key HTML elements that are commonly used in email templates include:
- Tables: Tables are used to structure the layout of the email, including columns and rows.
- Images: can be included in the email template using the `` tag.
- Links: Links can be added using the `<a>` tag, which allows the user to click on a link and be directed to a specific webpage.
- Headings: Headings can be used to structure the content and create a hierarchy of information.
- Paragraphs: Paragraphs are used to separate blocks of text and create whitespace in the email.

By using HTML effectively, you can create visually appealing email templates that grab the reader's attention and encourage engagement.



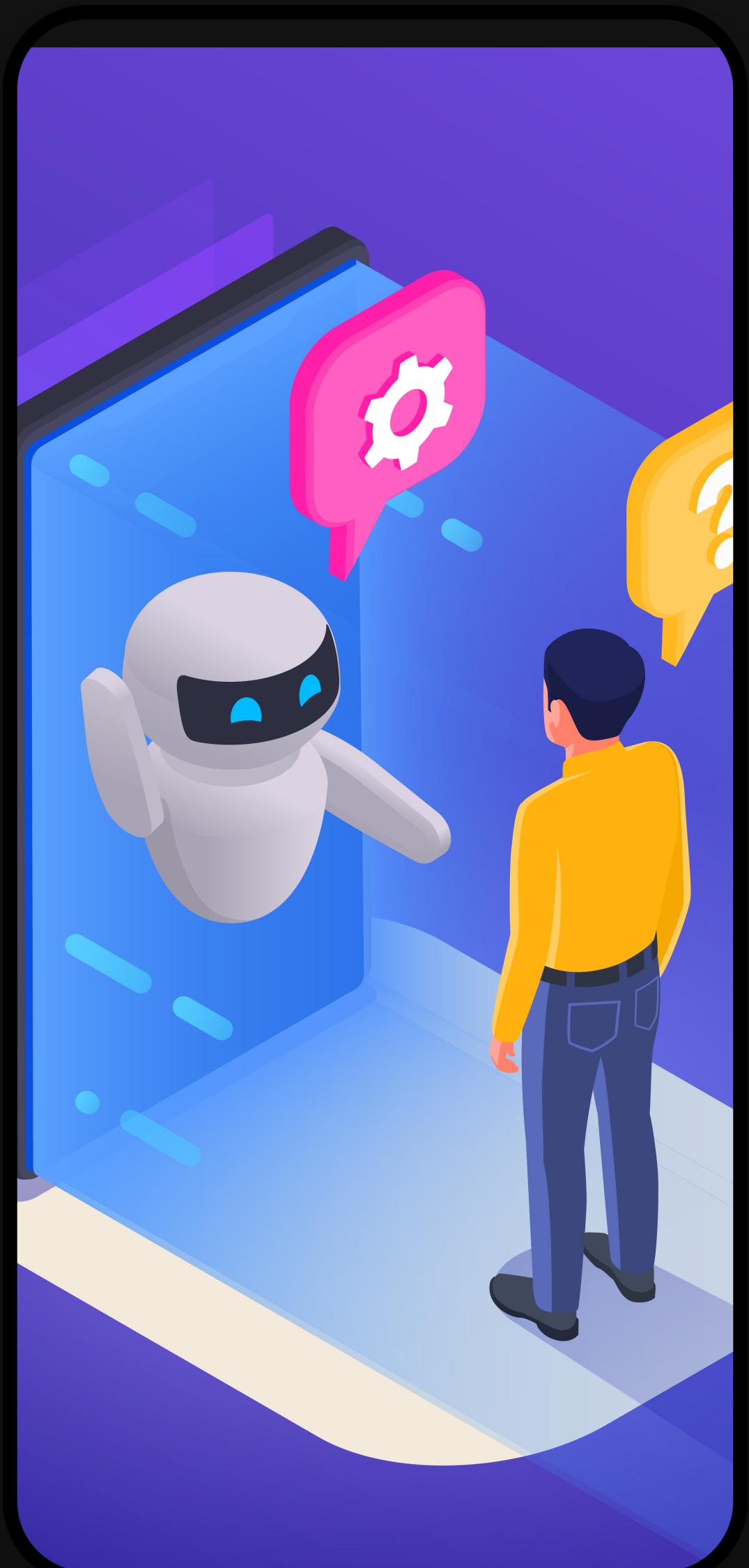
What is CSS and how is it used in email templates?

CSS (Cascading Style Sheets) is a coding language used to style and lay out content on the web. In the context of email templates, CSS is used to enhance the visual appearance of the email, including colours, fonts, and spacing.

CSS for email templates requires additional considerations to ensure that the email displays correctly across various email clients. For example, not all email clients support the same CSS properties, and some may have limitations on the types of CSS that can be used.

- Some key CSS properties that are commonly used in email templates include:
- Colour: Color can be applied to text and background using the colour property.
- Font-size: The font-size property controls the size of the text.
- Font-family: The font-family property controls the font used in the email template.
- Line-height: The line-height property controls the spacing between lines of text.
- Padding and margin: Padding and margin can be used to create whitespace around text and images.

By using CSS effectively, you can create visually appealing email templates that align with your brand and messaging. However, it's important to test your CSS across various email clients to ensure that it renders correctly for all recipients.

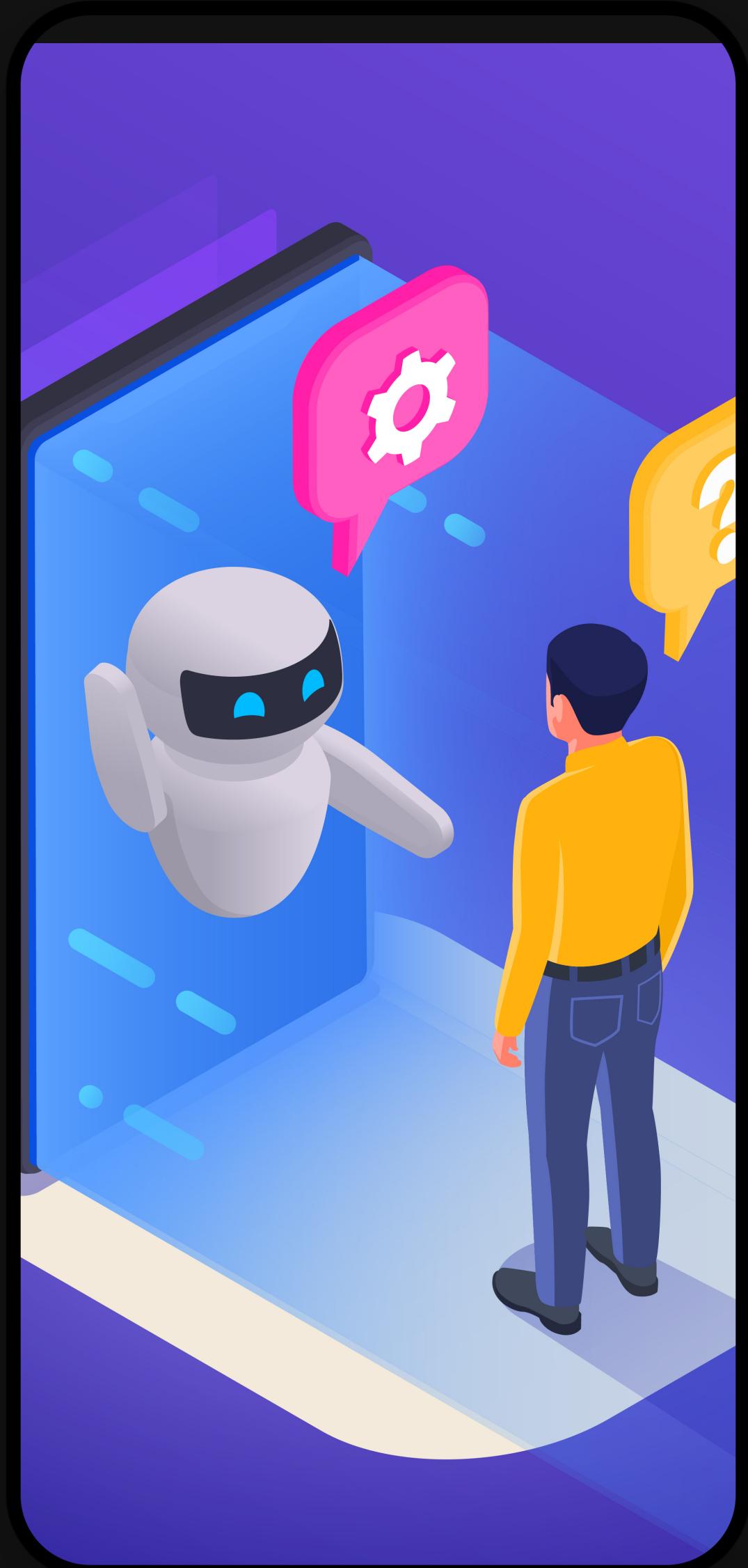


Best practices for creating effective/engaging email templates

Creating effective email templates requires careful consideration of the design, layout, and content. Here are some best practices to keep in mind when creating your email templates:

1. Use a responsive design: Your email templates should be designed to be responsive, meaning that they adjust to different screen sizes and devices. This ensures that your email looks good on desktops, laptops, tablets, and smartphones.
2. Optimise images: Images can be a powerful tool in your email templates, but they can also slow down the load time of your email. Be sure to optimise your images for the web by compressing them and reducing their file size.
3. Use web-safe fonts: Not all email clients support all fonts, so it's best to stick to web-safe fonts that are widely supported. This includes Arial, Helvetica, Georgia, Times New Roman, and Verdana.

By following these best practices, you can create effective and engaging email templates that grab your reader's attention and drive conversions.



How to test and troubleshoot your email templates

Testing and troubleshooting your email templates is crucial to ensure that they display correctly across various email clients and devices. Here are some tips for testing and troubleshooting your email templates:

- Use an email testing tool: There are several email testing tools available that allow you to preview your email templates across different email clients and devices. Some popular email testing tools include Litmus and Email on Acid.
- Test on different devices and email clients: Be sure to test your email templates on different devices and email clients, including desktops, laptops, tablets, and smartphones. This will help you identify any rendering issues or display problems.
- Check your HTML and CSS code: Make sure that your HTML and CSS code is clean and error-free. Even a small error can cause your email to display incorrectly in some email clients.
- Use inline CSS: Some email clients don't support external CSS, so it's best to use inline CSS to style your email templates.

By testing and troubleshooting your email templates, you can ensure that they display correctly for all of your subscribers, improving the overall effectiveness of your email marketing campaigns.



Some of the best online code editors for HTML/CSS

- CodePen: CodePen is a popular online code editor that allows you to write and test HTML and CSS code in real time. It offers a wide range of features, including live preview and collaboration tools. <https://codepen.io/>
- JSFiddle: JSFiddle is another online code editor that is specifically designed for testing and sharing HTML and CSS code snippets. It offers a simple interface and real-time code updates. <https://jsfiddle.net/>
- CSSDesk: CSSDesk is a lightweight online code editor that allows you to write and test HTML and CSS code in real time. It offers a simple interface and real-time preview. <http://cssdesk.com/>
- **Visual Studio Code is a free, open-source code editor developed by Microsoft. It supports debugging, syntax highlighting, and code completion, and has a wide range of extensions to enhance its functionality.** <https://code.visualstudio.com/>
- HTML Online: HTML Online is a simple online code editor that allows you to write and test HTML code in your browser. It offers a simple interface and real-time preview. <https://html-online.com/editor/>

NOTE: You must *ALWAYS* test the code on Litmus or Email on Acid!



Useful links for HTML/CSS Email!

- Alter Email: A free tool to help you inline CSS, remove unused CSS, clean up your text, add extra attributes, add URL tracking parameters, minify, and even prettify HTML email: <https://alter.email/>
- Bulletproof email buttons: Make beautiful and Outlook-friendly buttons with rounded borders that will work on every email client: <https://buttons.cm/>
- Litmus is mainly used for creating and testing Emails and also is a very useful source for learning Email development: <https://www.litmus.com/>
- Perfect website for learning email development and also have some free already-made static and responsive email templates: <https://www.cerberusemail.com/>
- TinyPNG uses smart lossy compression techniques to reduce the file size of your WEBP, JPEG and PNG files: <https://tinypng.com/>
- The Better Email on Design: Document for basics: email development (structure of the code). **You will find it in the google drive folder!**
- Litmus: **Username: litmus-dmnl@deptagency.com**
Password: r_dCz76r

GOOGLE DRIVE: https://drive.google.com/drive/folders/1WXvQhgGppeAtOkONmIn9cAoboKo88YNp?usp=share_link

Assessment for HTML/CSS Email!



Compatibility: The email should be compatible with as many email clients as possible, including webmail services and desktop clients. The email should be tested across multiple platforms, including mobile devices.

1. Responsiveness: The email should be responsive to different screen sizes, including mobile devices, and should adjust its layout and design accordingly.
2. Code quality: The code used to create the email should be clean and well-structured, with appropriate use of HTML and CSS standards. The code should be optimised for email clients, with inline styles and other techniques used as needed to ensure compatibility.
3. Testing and validation: The email should be thoroughly tested and validated to ensure that it meets all of the above criteria, including testing on multiple email clients and using tools like Litmus or Email on Acid.

Overall, successful email development using HTML/CSS requires a thorough understanding of email client limitations, as well as a commitment to best practices for deliverability (*for example images hosted to the server where the email is sent Salesforce Marketing Cloud, Adobe Journey Optimizer for better deliverability*), accessibility (*role="presentation" on <table> for screen readers to know whether or not to read it as a table of data*) and visual appeal.

(THE EMAIL/TEMPLATE SHOULD INCLUDE: Header, 3 Blocks, and Footer).



Thank you for your
attention!