Second Lesson

📅 Date	@July 18, 2023
⚙ Status	Done

Adding CSS to Scaffolding.html

```html
<!DOCTYPE html>
<html lang="en">
  <head>
    <title></title>
    <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
    <meta name="viewport" content="width=device-width, initial-scale=1">
    <meta http-equiv="X-UA-Compatible" content="IE=edge" />
    <style type="text/css">

        /* CLIENT-SPECIFIC STYLES */
        body, table, td, a { -webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; }
        table, td { mso-table-lspace: 0pt; mso-table-rspace: 0pt; }
        img { -ms-interpolation-mode: bicubic; }

        /* RESET STYLES */
        img { border: 0; height: auto; line-height: 100%; outline: none; text-decoration: none; }
        table { border-collapse: collapse !important; }
        body { height: 100% !important; margin: 0 !important; padding: 0 !important; width: 100% !important; }

        /* iOS BLUE LINKS */
        a[x-apple-data-detectors] {
            color: inherit !important;
            text-decoration: none !important;
            font-size: inherit !important;
            font-family: inherit !important;
            font-weight: inherit !important;
            line-height: inherit !important;
        }

        /* GMAIL BLUE LINKS */
        u + #body a {
            color: inherit;
            text-decoration: none;
            font-size: inherit;
            font-family: inherit;
            font-weight: inherit;
            line-height: inherit;
        }

        /* SAMSUNG MAIL BLUE LINKS */
        #MessageViewBody a {
            color: inherit;
            text-decoration: none;
            font-size: inherit;
            font-family: inherit;
            font-weight: inherit;
            line-height: inherit;
        }

        /* Universal styles for links and stuff */
        a { color: #229efd; font-weight: bold; }
        a:hover { color: #fd6350; text-decoration: none; }
        a.button:hover { background-color: #fd6350 !important; }

        /* Responsive styles */
        /* 600px or less than -> max-width */
        /* 600px or greater than -> min-width */
        @media screen and (max-width: 600px) {
            h1 { font-size: 24px !important; }
        }
    </style>
  </head>

  <body id="body" style="margin: 0 !important; padding: 0 !important;">

      <div style="color: black; font-family: sans-serif; font-size: 18px; line-height:
```

```
                28px; margin: 0 auto; max-width: 600px;">
        <!-- Logo image -->
        <center>
            <img src="./images/logo.jpeg" alt="" width="60" style="border-radius: 60px;
            display: block; margin: 0 auto;">
        </center>

        <!--Headline-->
        <h1 style="margin: 40px 0; text-align: center;">This is a heading!</h1>

        <!-- Hero Image -->
        <img alt="A red mailbox in front of plants." src="./images/hero.jpeg"
        width="600" border="0" style="display: block; max-width: 100%; min-width:
        100px; width: 100%;">

        <!-- Body code -->
        <p style="margin: 40px 0 20px 0">Lorem ipsum dolor sit amet, consectetur adipisicing elit. Saepe, delectus
            dolorum? Provident dolore necessitatibus autem culpa nihil? Magnam explicabo
            laboriosam sunt ut quo dignissimos obcaecati voluptatum? Neque fugiat quo est?
        </p>

        <p style="margin: 40px 0 20px 0">Lorem ipsum dolor sit amet, consectetur adipisicing elit. Saepe, delectus
            dolorum? Provident dolore necessitatibus autem culpa nihil? Magnam explicabo
            laboriosam sunt ut quo dignissimos obcaecati voluptatum? Neque fugiat quo est?
        </p>

        <!-- Button -->
        <a href="https://github.com/MidhaTahir">Follow me</a>

        <!-- Footer -->
        <p><a href="#">Feel free to unsubscribe. </a></p>
        <p>12345 Main St. Anywhere </p>

        </div>
    </body>
</html>
```

Your emails should not be informational
There must be some goal (some link or action attached to it)

Links and Buttons

Some guidelines:

Use descriptive links
Embrace link conventions
Don't use images for buttons

See **Buttons.html** for button examples.

Don't just say Click here!!! —> Instead use descriptive links

Embrace link conventions —> Bright blue hypertext by default in web (we need to embrace this convention in emails as well)

Many email clients disable images that are on button by default (so it is big No No)

Bullet Proof Button:
https://buttons.cm/

Buttons.html

```
<!DOCTYPE html>
<html lang="en">
  <head>
    <title>Single Columns Hybrid</title>
    <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
    <meta name="viewport" content="width=device-width, initial-scale=1">
    <meta http-equiv="X-UA-Compatible" content="IE=edge" />
    <style type="text/css">

      /* CLIENT-SPECIFIC STYLES */
      body, table, td, a { -webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; }
      table, td { mso-table-lspace: 0pt; mso-table-rspace: 0pt; }
      img { -ms-interpolation-mode: bicubic; }

      /* RESET STYLES */
      img { border: 0; height: auto; line-height: 100%; outline: none; text-decoration: none; }
      table { border-collapse: collapse !important; }
      body { height: 100% !important; margin: 0 !important; padding: 0 !important; width: 100% !important; }

      /* iOS BLUE LINKS */
      a[x-apple-data-detectors] {
          color: inherit !important;
          text-decoration: none !important;
          font-size: inherit !important;
          font-family: inherit !important;
          font-weight: inherit !important;
          line-height: inherit !important;
```

```
      }

      /* GMAIL BLUE LINKS */
      u + #body a {
          color: inherit;
          text-decoration: none;
          font-size: inherit;
          font-family: inherit;
          font-weight: inherit;
          line-height: inherit;
      }

      /* SAMSUNG MAIL BLUE LINKS */
      #MessageViewBody a {
          color: inherit;
          text-decoration: none;
          font-size: inherit;
          font-family: inherit;
          font-weight: inherit;
          line-height: inherit;
      }

      /* Universal styles for links and stuff */
      a { color: #229efd; font-weight: bold; }
      a:hover { color: #fd6350; text-decoration: none; }
      a.button:hover { background-color: #fd6350 !important; }

      /* Responsive styles */
      @media screen and (max-width: 600px) {
        h1 { font-size: 24px !important; }
      }
    }

  </style>
</head>
<body id="body" style="margin: 0 !important; padding: 0 !important;">

  <!-- Preview text for the inbox -->
  <div style="display: none; max-height: 0; overflow: hidden;">
    This will be displayed underneath the subject line. Use it wisely.
  </div>

  <!--[if (gte mso 9)|(IE)]>
  <table cellspacing="0" cellpadding="0" border="0" width="600" align="center" role="presentation"><tr><td>
  <![endif]-->

  <div style="background-color: white; color: #000000; font-family: sans-serif; font-size: 18px; line-height: 36px; margin: 0 auto; max-w

    <!-- Body copy -->
    <p style="margin: 0 0 20px 0; text-align: center;">This is a VML-based button:</p>

    <!-- Button -->
    <!-- CTA generated by buttons.com -->
    <div style="margin: 60px 0 60px 0; text-align: center;">
      <!--[if mso]>
      <v:roundrect xmlns:v="urn:schemas-microsoft-com:vml" xmlns:w="urn:schemas-microsoft-com:office:word" href="http://thebetter.email"
        <w:anchorlock/>
        <center>
      <![endif]-->
        <a class="button" href="http://thebetter.email" style="background-color:#229efd;border-radius:4px;color:#ffffff;display:inline-bl
      <!--[if mso]>
        </center>
      </v:roundrect>
      <![endif]-->
    </div>

    <!-- Body copy -->
    <p style="margin: 0 0 20px 0; text-align: center;">This is a padding-based button:</p>

    <!-- Button -->
    <table width="100%" border="0" cellspacing="0" cellpadding="0">
      <tr>
        <td align="center" style="padding: 60px;">
          <table border="0" cellspacing="0" cellpadding="0">
            <tr>
              <td bgcolor="#229efd" style="padding: 12px 18px 12px 18px; border-radius:3px" align="center"><a href="http://thebetter.emai
            </tr>
          </table>
        </td>
      </tr>
    </table>
```

```
          <!-- Body copy -->
          <p style="margin: 0 0 20px 0; text-align: center;">This is a border-based button:</p>

          <!-- Button -->
          <table width="100%" border="0" cellspacing="0" cellpadding="0">
            <tr>
              <td align="center" style="padding: 60px;">
                <table border="0" cellspacing="0" cellpadding="0">
                  <tr>
                    <td>
                      <a href="http://thebetter.email" target="_blank" style="font-size: 18px; font-family: sans-serif; font-weight: bold; colo
                    </td>
                  </tr>
                </table>
              </td>
            </tr>
          </table>

          <!-- Body copy -->
          <p style="margin: 0 0 20px 0; text-align: center;">This is a padding + border-based button:</p>

          <!-- Button -->
          <table width="100%" border="0" cellspacing="0" cellpadding="0">
            <tr>
              <td align="center" style="padding: 60px;">
                <table border="0" cellspacing="0" cellpadding="0">
                  <tr>
                    <td align="center" style="border-radius: 3px;" bgcolor="#229efd"><a href="https://thebetter.email" target="_blank" style="f
                  </tr>
                </table>
              </td>
            </tr>
          </table>

        </div>
        <!--[if (gte mso 9)|(IE)]>
        </td></tr></table>
        <![endif]-->

    </body>
</html>
```
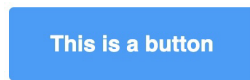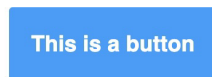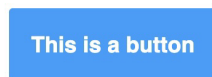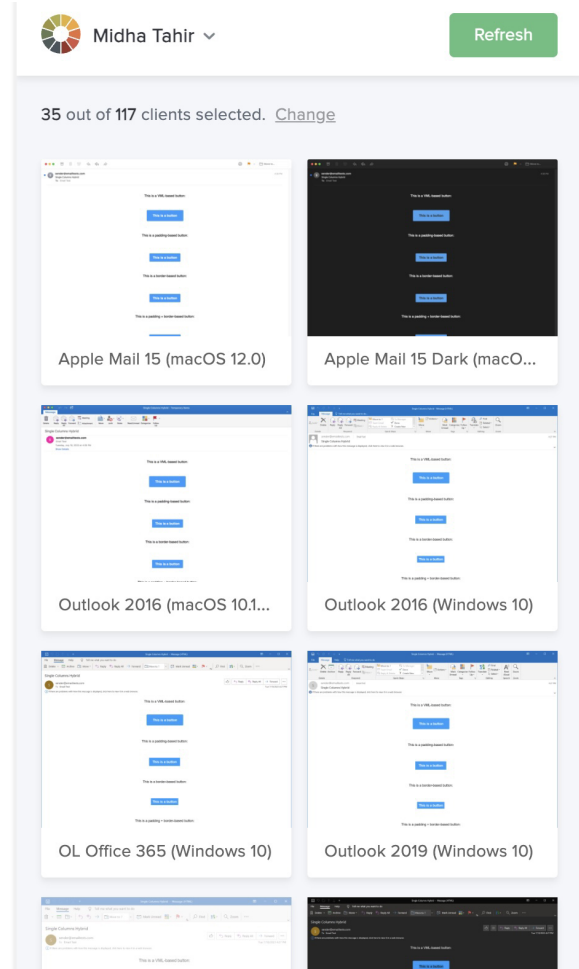
This is a VML-based button:

This is a button

This is a padding-based button:

This is a button

This is a border-based button:

This is a button

This is a padding + border-based button:

Midha Tahir ⌄

Refresh

35 out of **117** clients selected. Change

Apple Mail 15 (macOS 12.0)

Apple Mail 15 Dark (macO...

Outlook 2016 (macOS 10.1...

Outlook 2016 (Windows 10)

OL Office 365 (Windows 10)

Outlook 2019 (Windows 10)

Images in Email

Some guidelines:

Make images responsive by default!
Use alternative text
Stick to the standbys: `jpg, png, gif`

Responsive Images

Set a fixed width as an HTML attribute for Outlook.
Use `max-width: 100%; min-width: X;`
`width: 100%;` to make them adjust across screen sizes.

```
<!-- Hero Image -->
<img alt="A red mailbox in front of plants." src="images/hero.jpg"
width="600" border="0" style="display: block; max-width: 100%; min-width:
100px; width: 100%;">
```

Always describe image in alt tag

If you are using big image and it has some offer (Like 50% off) always write it in alt tag

max-width: 100% —> so image doesn't break out to any containers

min-width: 100px —→ Don't make image smaller than 100px in mobile devices

width: 100% → naturally sized

Email Marketing Tactics:

Email marketing can be a powerful tool for engaging with your audience and driving conversions. Here are some tactics to consider when implementing email marketing campaigns:

1. Build a targeted and segmented email list: Segment your email list based on demographics, preferences, or past interactions to deliver more relevant content to your subscribers. This personalization can significantly increase engagement and conversion rates.

2. Craft compelling subject lines: Your subject line is the first impression your subscribers have of your email. Make it attention-grabbing, concise, and relevant to entice recipients to open your emails. Personalization and curiosity can be effective tactics to improve open rates.

3. Create valuable content: Provide your subscribers with high-quality and relevant content that aligns with their interests and needs. Offer educational resources, exclusive promotions, industry insights, or entertaining content. Delivering value will keep your subscribers engaged and build trust.

4. Optimize for mobile devices: With the majority of people now accessing emails on their mobile devices, it's crucial to ensure your emails are mobile-friendly. Use a responsive design, concise copy, and clear calls-to-action (CTAs) that are easy to tap on small screens.

5. Use compelling visuals: Incorporate eye-catching graphics, images, and videos to make your emails visually appealing and engaging. Visual content can help convey your message more effectively and increase click-through rates.

6. Personalize your emails: Tailor your emails based on subscriber data such as name, purchase history, or browsing behavior. Personalization creates a sense of individual attention and increases the likelihood of conversions. Dynamic content and personalized recommendations can also be effective.

7. Test and optimize: Conduct A/B tests to experiment with different subject lines, email layouts, CTAs, or sending times. Analyze the results and optimize your campaigns based on the insights you gather. Continuously testing and refining your email strategy will help improve its effectiveness over time.

8. Include clear CTAs: Every email should have a clear and compelling call-to-action. Use persuasive language and design elements to guide your subscribers towards the desired action, such as making a purchase, signing up for a webinar, or downloading an ebook.

9. Automate your campaigns: Implement automated email sequences or drip campaigns triggered by specific actions or time intervals. This allows you to deliver timely and relevant messages to your subscribers, nurture leads, and re-engage inactive subscribers.

10. Monitor and analyze metrics: Pay attention to key email marketing metrics like open rates, click-through rates, conversion rates, and unsubscribe rates. Monitor these metrics regularly to understand the performance of your campaigns and identify areas for improvement.

Remember, email marketing is most effective when it provides value, maintains relevance, and respects subscribers' preferences. By implementing these tactics and continuously refining your strategy, you can build stronger relationships with your audience and drive meaningful results.