**Words to Avoid:** The following are just some of the phrases that attract the attention of spam filters and should be avoided within your email body copy (nb: this is NOT a complete list).

|  |  |  |
| --- | --- | --- |
| all naturalamazingbe amazed  big bucks  buy direct  cancel at any time  cash bonus  dear friend  direct email  direct marketing  do it today  fantastic deal  free  full refund  get paid  get started now  gift certificate | great offerguaranteehome employment  limited time only  lowest price  meet singles  money back  name brand  no catch  no cost  no experience  no fees  no gimmick  no obligation  no questions asked  offer expires  online pharmacy | opt inopt outorder now  please read  potential earnings  profits  risk free  satisfaction guaranteed  save $  save up to  special offer  special promotion  university diplomas  urgent  winner  work at home  you have been selected |

## full list of safe fonts:

* Arial, Helvetica, sans-serif
* ‘Arial Black’, Gadget, sans-serif
* ‘Bookman Old Style’, serif
* ‘Comic Sans MS’, cursive
* Courier, monospace
* ‘Courier New’, Courier, monospace
* Garamond, serif
* Georgia, serif
* Impact, Charcoal, sans-serif
* ‘Lucida Console’, Monaco, monospace
* ‘Lucida Sans Unicode’, ‘Lucida Grande’, sans-serif
* ‘MS Sans Serif’, Geneva, sans-serif;
* font-family: ‘MS Serif’, ‘New York’, sans-serif;
* ‘Palatino Linotype’, ‘Book Antiqua’, Palatino, serif;
* Symbol, sans-serif
* Tahoma, Geneva, sans-serif
* ‘Times New Roman’, Times, serif
* ‘Trebuchet MS’, Helvetica, sans-serif
* Verdana, Geneva, sans-serif
* Webdings, sans-serif
* Wingdings, ‘Zapf Dingbats’, sans-serif

No embedded stylesheet support (styles inline):

* Terra Mail
* T-Online.de
* Mail.ru
* Android 5.1
* Android 6.0
* Gmail App IMAP (Android)
* Windows 10 Mail

External stylesheet support:

* Android 4.4
* Apple Mail 9
* Apple Mail 10
* iPad
* iPhone (iOS 7, 8, 9 en 10)
* Lotus Notes 8
* Outlook 2007, 2010, 2013 en 2016 (Windows)
* Outlook 2011 en 2016 (Mac)
* Thunderbird
* Samsung Galaxy S4 Native Mail App

All Email Clients:

**Desktop**

* **Outlook**
* Windows 10 MailWin 10
* Outlook 2016Win 7
* Outlook 2016macOS 10.12.6
* Outlook 2013 120 DPIWin 7
* Outlook 2013Win 7
* Outlook 2011OS X 10.11.6
* Outlook 2010Win 7
* Outlook 2007Win 7
* Outlook 2003Win 7
* Outlook 2002Win 7
* Outlook 2000Win 7
* **Thunderbird**
* Thunderbird 52Win 7
* **Apple Mail**
* Apple Mail 11macOS 10.13
* Apple Mail 10macOS 10.12
* Apple Mail 9OS X 10.11
* **Lotus Notes**
* IBM Notes 9Win 7
* Lotus Notes 8.5Win 7
* Lotus Notes 8Win 7
* Lotus Notes 7Win 7
* **Other**
* Color BlindnessSimulated
* Plain TextText-only view

**Mobile**

* **iOS**
* iPhone SE

iOS 11

* iPad Pro (10.5in)

iOS 11

* iPhone XiOS 11
* iPhone 8iOS 11
* iPhone 8 PlusiOS 11
* iPhone 7iOS 11
* iPhone 7 PlusiOS 11
* iPad Pro (12.9 inch)iOS 11
* iPad MiniiOS 11
* iPad (Retina)iOS 11.0
* Gmail AppiOS 10.3.2
* Inbox by GmailiOS 10.3.2
* Microsoft Outlook

Coming Soon

iOS 10.3.2

* iPhone 6s PlusiOS 10.3
* iPhone 6siOS 10.3
* iPhone 6 PlusiOS 9.3
* iPhone 6iOS 9.3
* **Android**
* Gmail AppAndroid 6.0
* Inbox by GmailAndroid 6.0
* Android 6.0Android 6.0
* Microsoft OutlookAndroid 6.0
* Samsung Mail

Android 6.0

* Android 5.1Android 5.1
* Android 4.4Android 4.4
* Gmail App (IMAP)Android 4.4

**Web**

* **AOL Mail**
* AOL MailExplorer
* AOL MailFirefox
* AOL MailChrome
* **Comcast**
* ComcastExplorer
* ComcastFirefox
* ComcastChrome
* **Freenet.de**
* Freenet.deExplorer
* Freenet.deFirefox
* Freenet.deChrome
* **Gmail**
* Inbox by GmailFirefox
* Inbox by GmailChrome
* GmailExplorer
* GmailFirefox
* GmailChrome
* **GMX.de**
* GMX.deExplorer
* GMX.deFirefox
* GMX.deChrome
* **G Suite**
* G SuiteExplorer
* G SuiteFirefox
* G SuiteChrome
* **Libero**
* LiberoExplorer
* LiberoFirefox
* LiberoChrome
* **Mail.ru**
* Mail.ruExplorer
* Mail.ruFirefox
* Mail.ruChrome

Email clients font support:

| Desktop email clients | @font-face support | @import support |
| --- | --- | --- |
| Apple Mail | Yes | Yes |
| Outlook 2000+ | No | Info |
| Thunderbird | No | Yes |
| Windows Mail | No | No |

| Web-based email clients | Result | Notes |
| --- | --- | --- |
| AOL Mail | No | No |
| Gmail | No | No |
| Outlook.com | No | No |

| Mobile email clients | Result | Notes |
| --- | --- | --- |
| iOS Mail (iPhone/iPad) | Yes | Yes |

**Fast facts on what makes a good email  
Here’s a quick checklist of what you should look out for when sending a mass email:**

 File size is under 30Kb (all images are hosted externally)

 Envelope information is clear: the recipient knows who has sent it and trust who it is coming from

 Subject line contains the offer details, but excludes spam triggers

 Minimal background colour (meaning that it can’t be stripped out of some email clients)

 Logo at the top left (no matter how they have their preview window set up – bottom or right, they know who the email is from)

 Consistent navigation (consumers know what to expect when they receive the email and can be linked straight through to specific areas on the site)

 Offer information is clear and at the top

 Privacy Policy link at the bottom of the email

 Includes opt-out option

**Q7) Do you know some useful Digital Marketing tools?**

**Ans:** Here are some top Digital Marketing Tools:

* Keyword Discovery
* RankWatch
* Moz
* Alexa Ranking
* Google Analytics
* Crazy Egg Heatmaps
* Favicon Generator
* XML Sitemap Generator
* SubmitExpress Link Popularity
* Digital Point Keyword Tracker
* Google Trends
* Google Keyword Planner
* Kissmetrics
* SEMrush
* Ahrefs
* Buzzsumo
* Adexpresso
* Buffer App
* MailChimp
* Unbounce
* Hasoffers

**Design EDM**

<https://mailbakery.com/blog/how-email-html-coding-differs-from-web-html-coding/>

Interactive edm:

<https://mailbakery.com/blog/improve-email-experience-interactive-design/>

Font support for edm

<https://mailbakery.com/blog/fonts-html-emails-limitations-solutions-industry-standards/>

EDM Tips & Tricks

<https://www.queness.com/post/8784/12-killer-tips-and-tricks-for-building-html-email>

Email blueprint – mailchimp

<https://github.com/mailchimp/Email-Blueprints>

Types of Dynamic emails: abandon cart, countdown , age, sex.

<https://www.emailonacid.com/blog/article/email-marketing/10-best-ways-to-use-dynamic-content-in-email>

dynamic content tool:

<https://www.emailonacid.com/blog/article/email-marketing/roundup-15-best-dynamic-content-tools-for-email>

Mass salesforce email

<https://www.youtube.com/watch?v=cjtRkC_pTec>

Email campaign set up

<https://www.youtube.com/watch?v=YLxHAg14uV4>

edm examples

<https://blog.hubspot.com/marketing/email-marketing-examples-list>

Create Survey:

<https://blog.learntoprogram.tv/creating-a-survey-form-in-html/>

browser compatibility

<http://shouldiprefix.com/>

block, clear, IE issues:

<https://www.smashingmagazine.com/2010/06/the-principles-of-cross-browser-css-coding/>

Hide elements

<https://www.sitepoint.com/five-ways-to-hide-elements-in-css/>

**Interview Questions:**

<https://h5bp.github.io/Front-end-Developer-Interview-Questions/>

<http://blog.jainamistry.com/the-job/15-interview-questions-to-test-potential-emailgeeks>

responsive design without media queries:

<https://webdesign.tutsplus.com/tutorials/creating-a-future-proof-responsive-email-without-media-queries--cms-23919>

non standard fonts:

<https://www.acumensoftwaredesign.com/css/non-standard-fonts-css-tricks>

Email testing for free

<https://litmus.com/email-testing>

client specific css

<https://templates.mailchimp.com/development/css/client-specific-styles/>