



# **DESIGNING EMAILS THAT ACTUALLY WORK**



# Lindsay Siovaila

Lead Solutions Developer @ Salesforce



@lindsaylee13

Design Results

ExactTarget.

Web Version

REQUEST A DEMO

Discover  
your  
EMAIL MARKETING  
Potential

## The Path to Lifecycle Marketing Success

Get the guide with recommended ways to acquire, onboard, engage and retain new email subscribers!

Get the Guide →

Best Practice  
Guides



Email Marketing

Get the scoop on media queries and  
mobile inbox techniques.

View the Guide →

NFL Experience

Take the Field: Super Bowl XLVI      View with images      [f](#) [t](#)

**TAKE THE FIELD!**  
INDIANA CONVENTION CENTER  
JANUARY 27–FEBRUARY 4

The NFL Experience presented by GMC is the most exciting continuous event surrounding SUPER BOWL XLVI — pro football's interactive theme park offering participatory games, displays, entertainment attractions, kids' football clinics, free autograph sessions and the largest football memorabilia show ever! Open Friday, January 27 - Saturday, February 4, 2012 at the Indiana Convention Center.

A young boy in a grey long-sleeved shirt and dark shorts is running on a green field, holding a blue football in his right hand. He is wearing red and yellow athletic shoes. In the background, there are other people and some equipment on the grass.

**TICKETS ON SALE NOW**

[Ticketmaster.com](#) (866) TIX-4NFL (849-4635) | Box office at the [Indiana Convention Center](#) | \$25 for adults, \$20 for children under 12 | Group discounts available | For more information, visit [SuperBowl.com](#)

The Super Bowl Village will transform downtown Indianapolis into a fan day three...

**northern trail**  
outfitters

**OUR ENTIRE KIDS' SECTION SALES**

WITH SO MANY SAVINGS TO BE HAD,  
THIS DEAL IS OUT OF THIS WORLD.

**SHOP NOW >**

A mobile phone screen displaying a promotional offer from Northern Trail Outfitters. The offer is for their entire kids' section sales. The background features a starry night sky with two large, glowing, geometric shapes resembling celestial bodies. At the bottom, there's a photograph of a glowing green tent in a dark, outdoor setting. A teal button at the bottom right encourages users to 'SHOP NOW'.

**northern trail**  
outfitters

*Because we're thankful for you...*

**ALL SHOES 25% OFF THIS WEEK**

A mobile phone screen displaying a promotional offer from Northern Trail Outfitters. The offer is a 25% discount on all shoes for the week. The background features a white surface with a pair of black and teal trail running shoes. A handwritten-style note above the offer says 'Because we're thankful for you...'. A curly arrow points from the text to the offer box.



@lindsaylee13

Email is Your Friend;  
It Does Not Suck.

You Can Create Emails  
That Perform Well and  
Deliver Results.



# The Subscriber Experience





# Design Tips





Coding Tips



# Testing & Optimizing



# Resources





# The Subscriber Experience



**The subscriber experience  
is the flow in which someone  
digests your email  
before converting.**

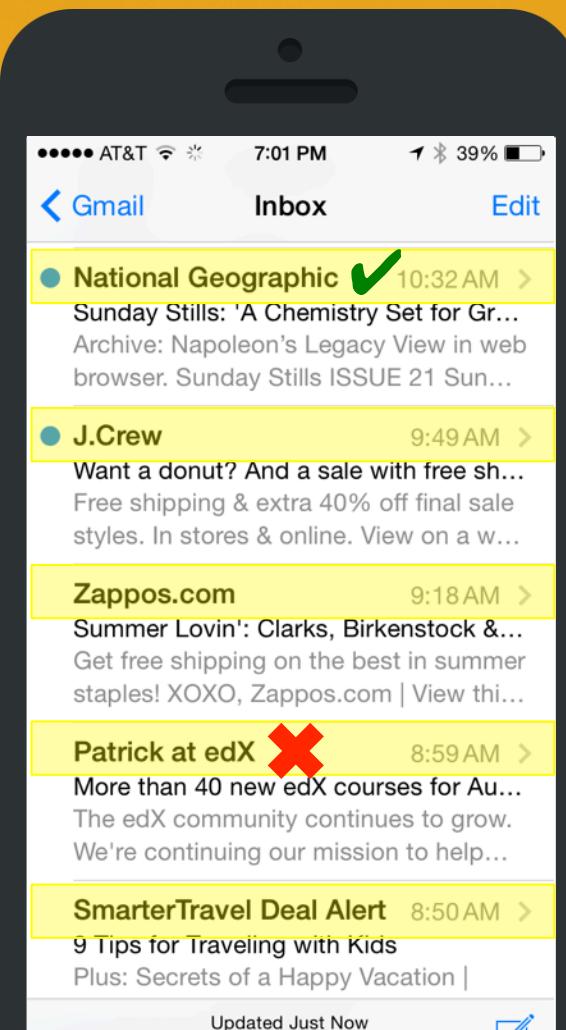


The Subscriber Experience

@lindsaylee13

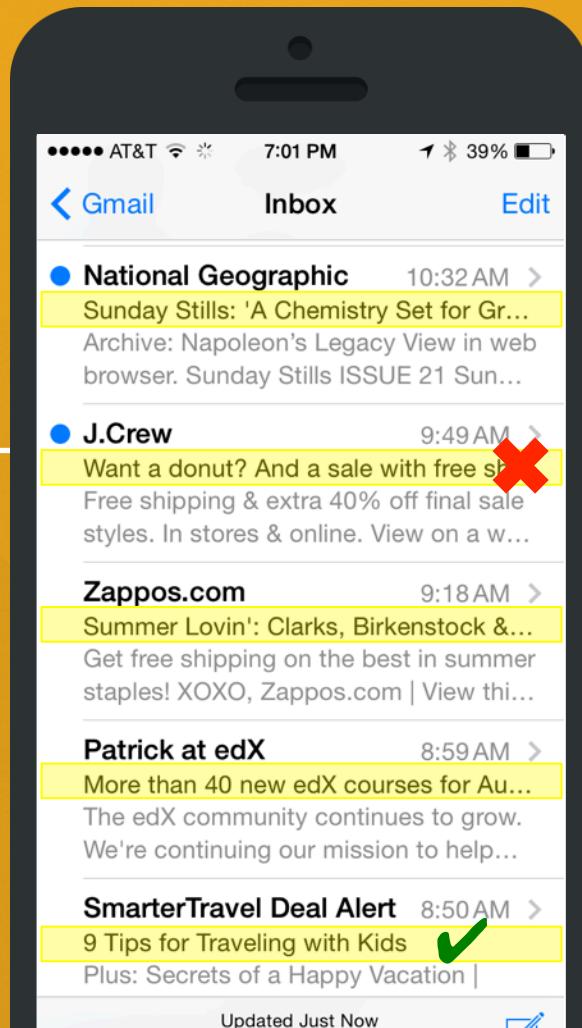
# From Name

- Top hierarchy in inbox
- ~25 characters



# Subject Line

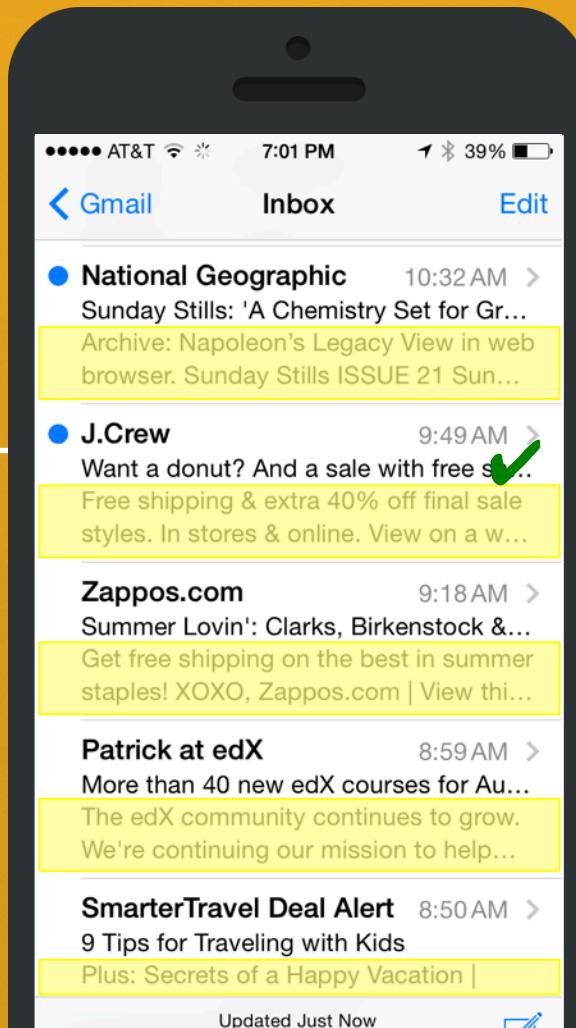
- ~ 35 characters
- Don't be mysterious



@lindsaylee13

# Preheader

Offers a brief peek into the email's content

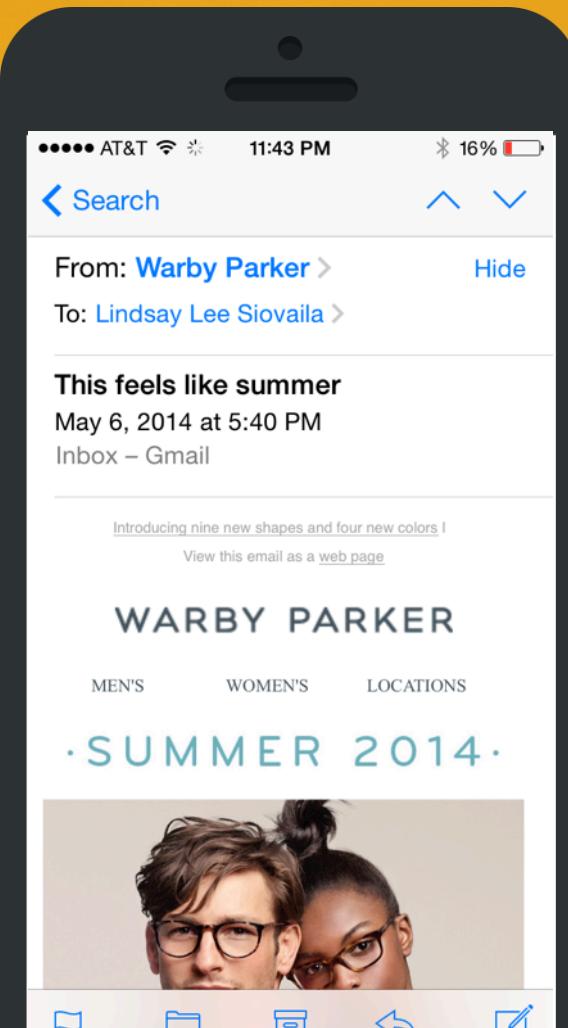


@lindsaylee13

Updated Just Now

Open

Hooray, you got this far!

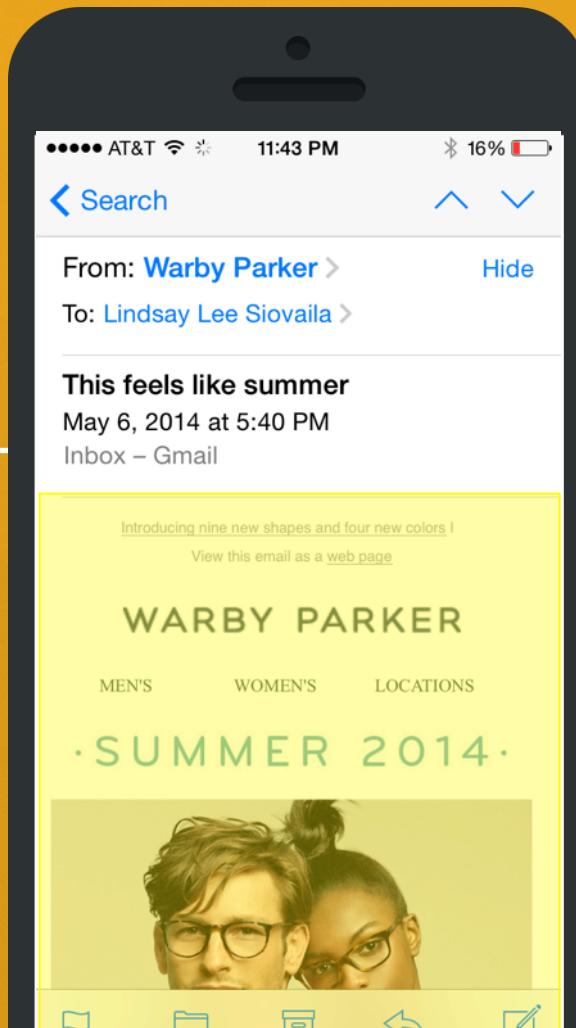


@lindsaylee13

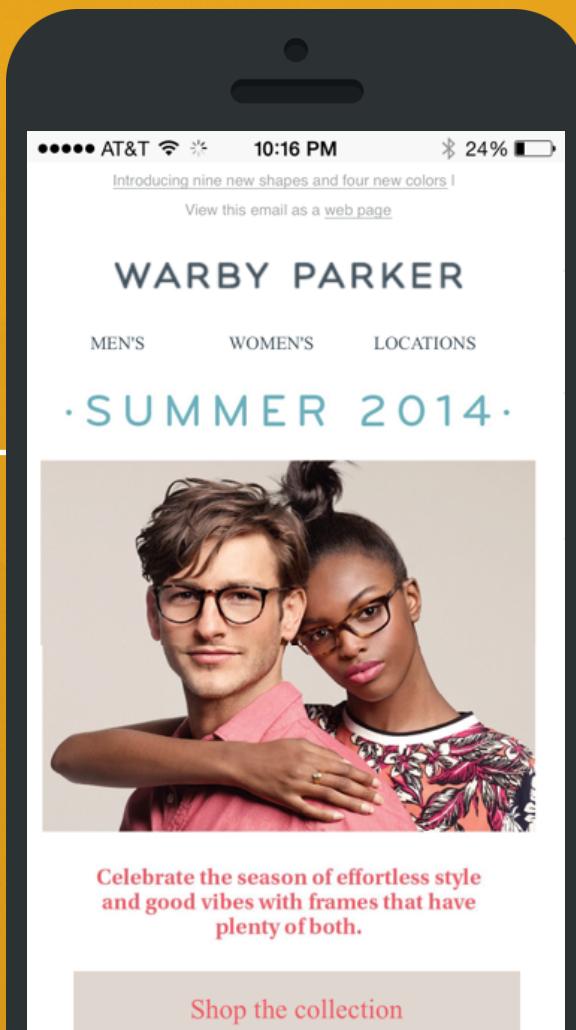
## Preview Pane

Various heights, but generally  
300px – 500px tall

People are used to scrolling,  
though



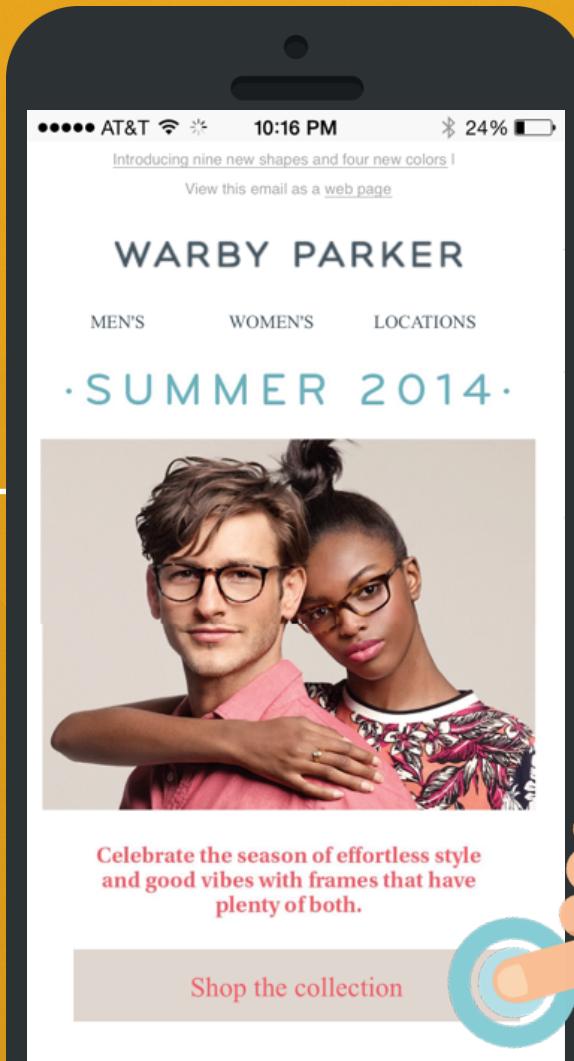
# Full Message



@lindsaylee13

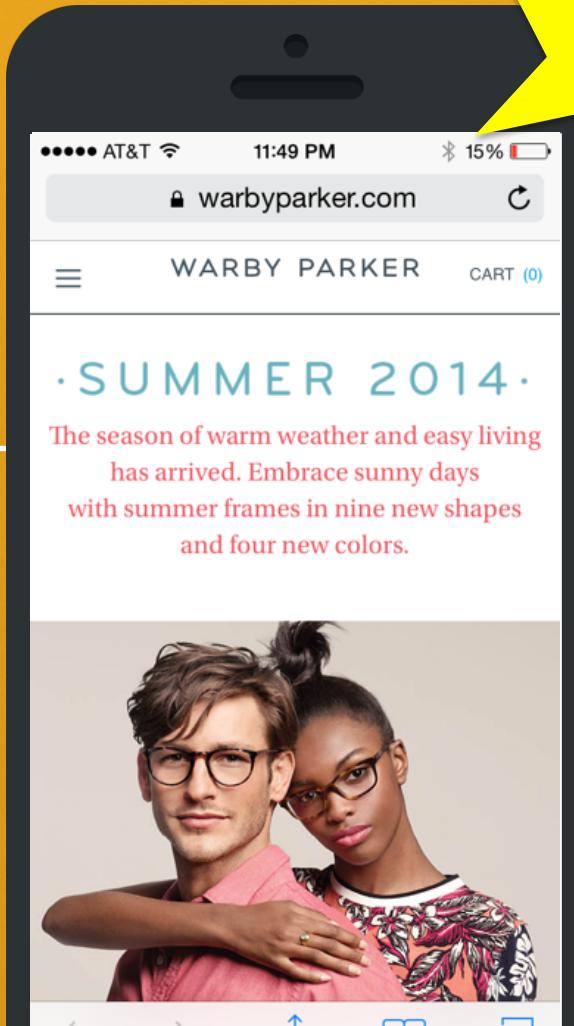
**Tap/Click**

Have a strong CTA (call-to-action) for the subscriber to take



@lindsaylee13

# Landing Page



@lindsaylee13

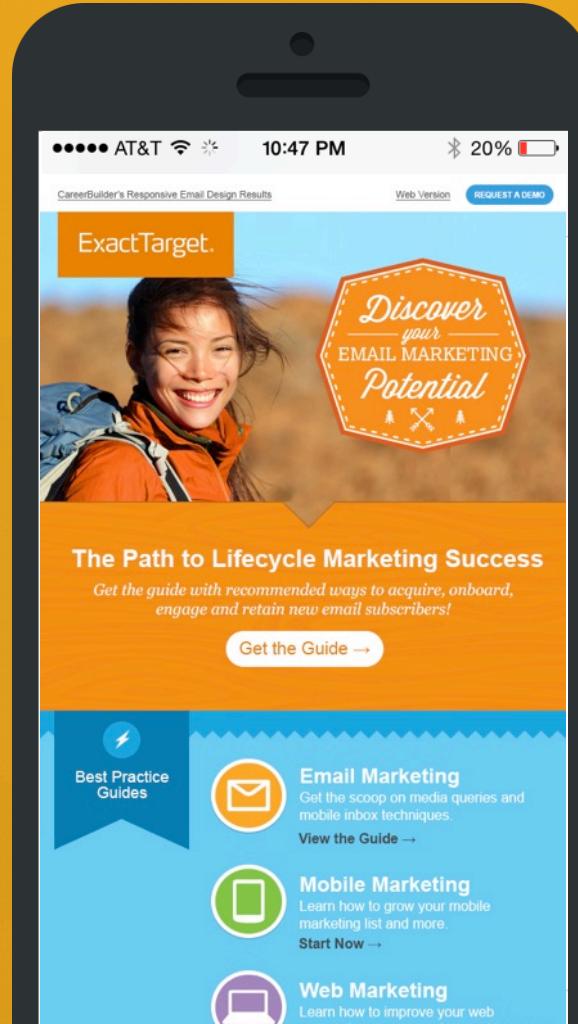


## Design Tips



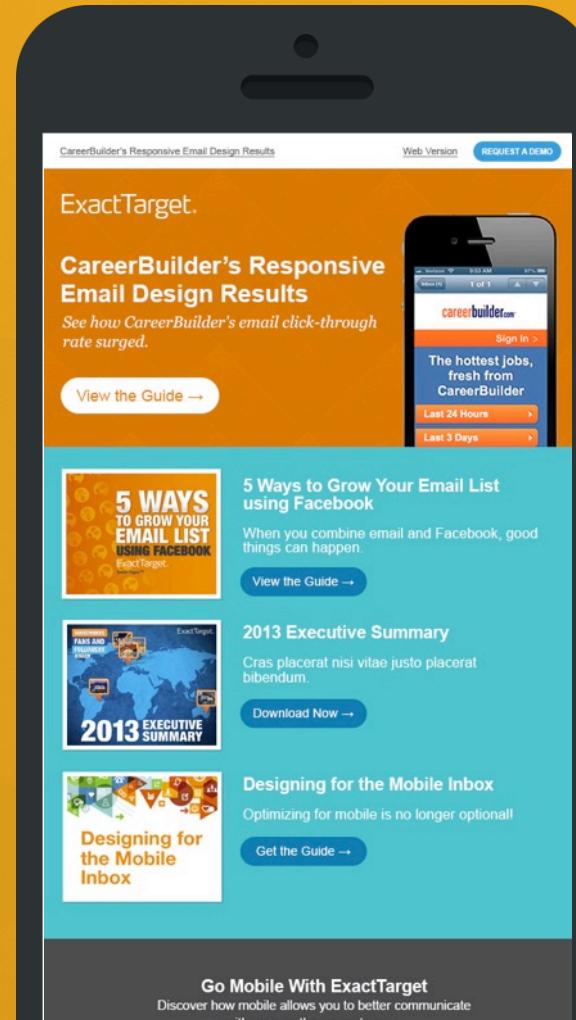
# Concise Content Over Length

- Your email is a doorway into other channels
- Tell them the essentials
- Use bullet points or highlights for longer emails



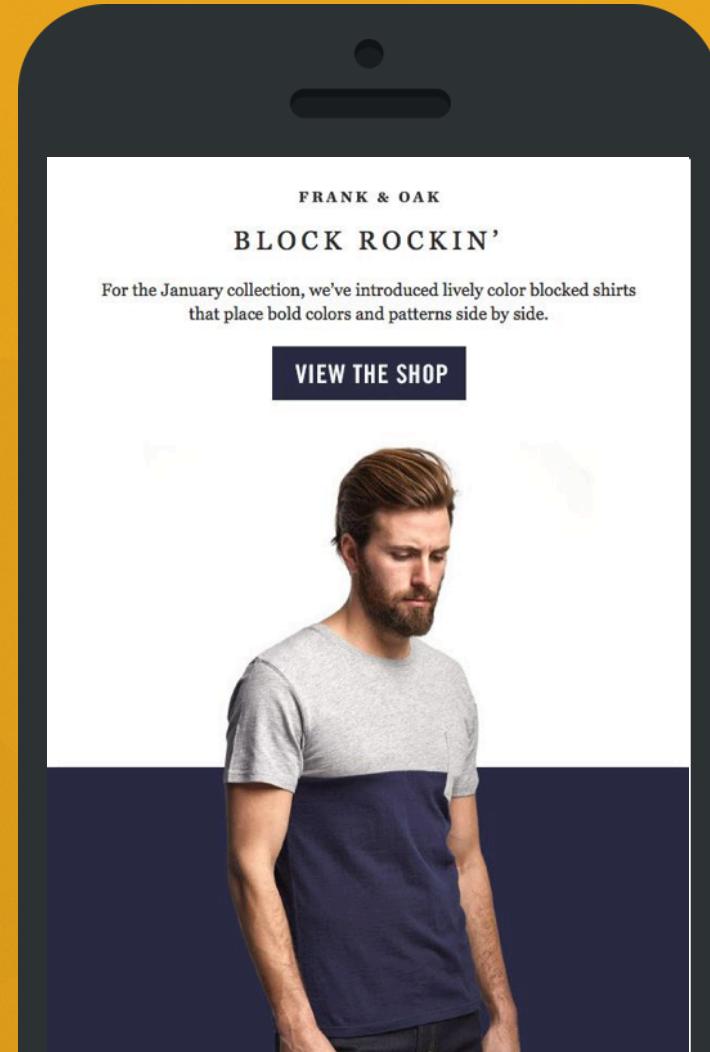
# Scannable Layout

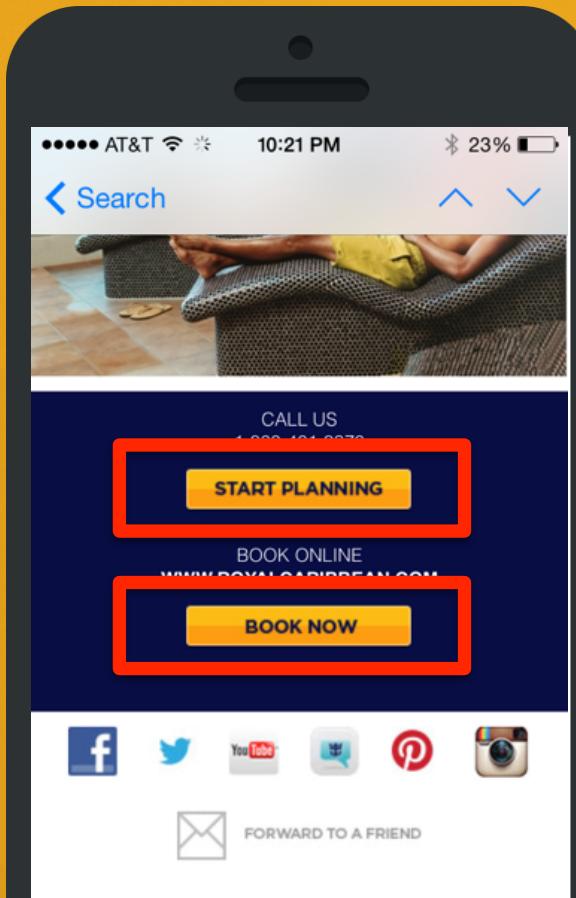
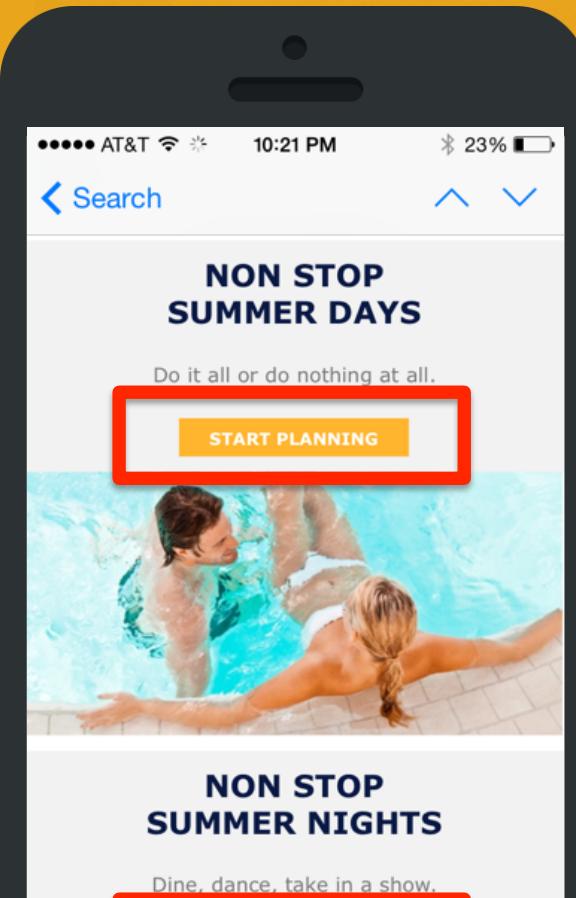
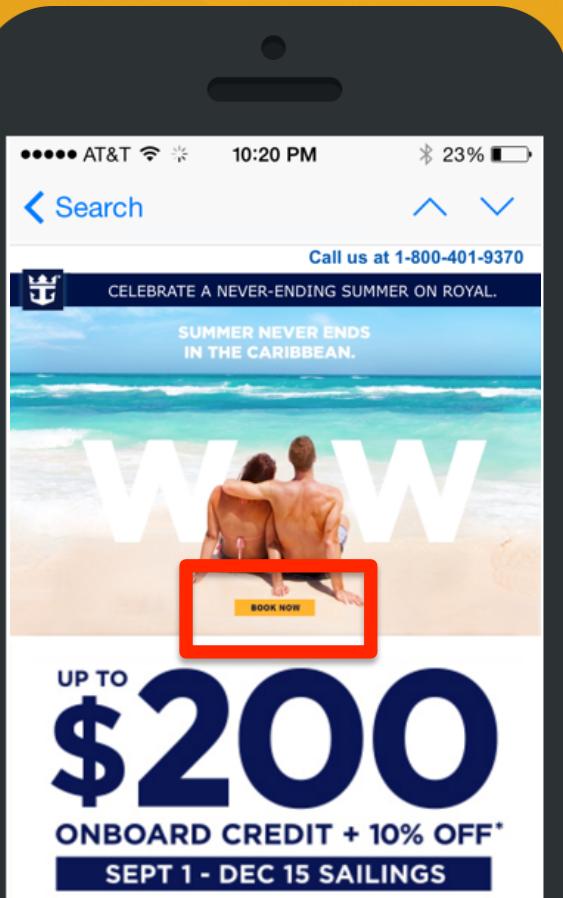
- Clear headings
- One or two column layout
- Contrast of weight and color for content distinction



# Make Your Calls to Action Obvious

- Only have a few moments to catch attention
- Can you narrow down to one main CTA?
- Repeat your main CTAs





# Be Transparent in Your Language

## NO

- Click Here
- Big Announcement!
- You Don't Want to Miss This!
- New Items

## YES

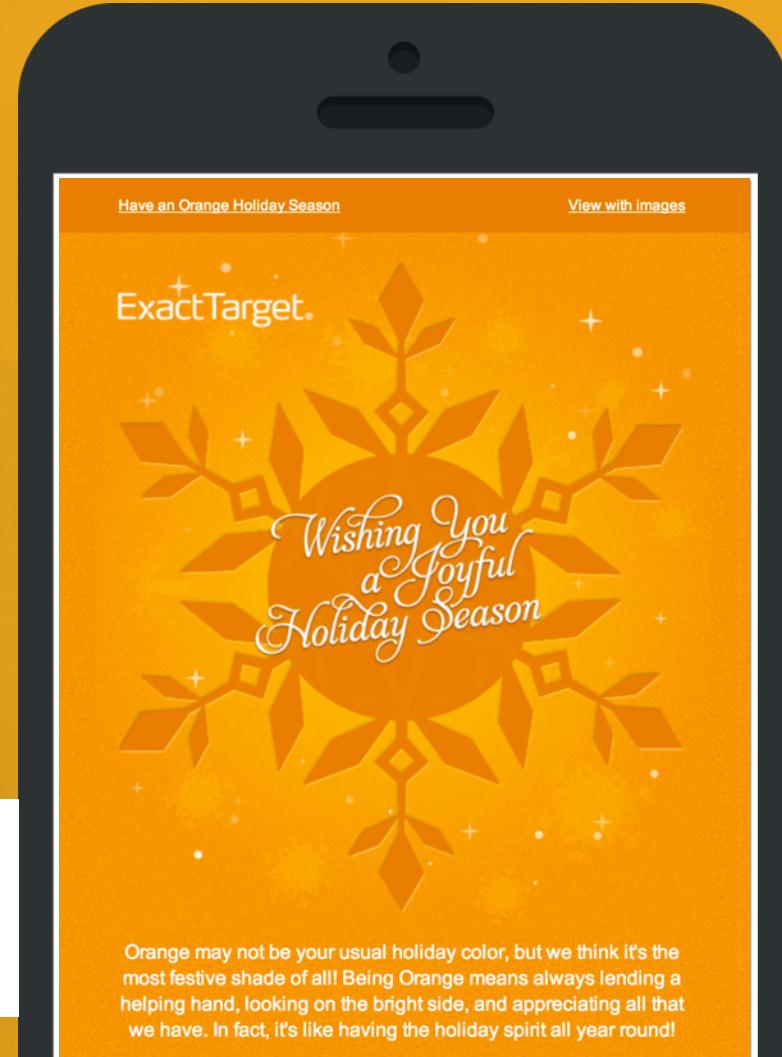
- Donate Now
- Sign Up for Our Webinar
- Start Your Free Trial Now
- We Have New Shoes

# Remember Image Blocking

- When possible, use HTML text instead of text inside an image
- Alt text is your friend

```

```



Orange may not be your usual holiday color, but we think it's the most festive shade of all! Being Orange means always lending a helping hand, looking on the bright side, and appreciating all that we have. In fact, it's like having the holiday spirit all year round!

## Celebrating 40 years of Live Music

**Music for 40 years...**

**PIZZA**

**for 40p!**

when you buy another main course.

[Get code >](#)

Our love of live music goes back 40 years when our founder Peter Boizot opened the PizzaExpress Jazz Club in London. Jamie Cullum got his big break playing there, and now he's back to help us find the next big name in live music.

Whether you're a singer or a musician, a solo artist or in a band, whatever style of music you're into, we want to hear from you. Everyone is welcome to enter. [Find out how.](#)

## Real Talent Wanted

The Big Audition with Jamie Cullum is open for entries

until the 2nd September 2011.

The winner will receive

Jazz Club, London.

all you have to do is enter online.

[Enter Now](#)

## The Big

Audition

Jamie

Cullum

Support by [barclaycard freedom](#)

[App Store](#)

[Share](#)

[Tweet](#)

[View details](#)



## Celebrating 40 years of Live Music



**Music for 40 years...**

**PIZZA**

**for 40p!**

when you buy another main course.

[Get code >](#)

Available every day until 14th August 2011 at participating restaurants.  
Terms and conditions apply.

Our love of live music goes back 40 years when our founder Peter Boizot opened the PizzaExpress Jazz Club in London.

Jamie Cullum got his big break playing there, and now he's back to help us find the next big name in live music.

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## Real Talent Wanted

The Big Audition with Jamie Cullum is open for entries until the 2nd September 2011. The winner will receive £5000 to kick-start their career, courtesy of Barclaycard Freedom, and the chance to perform at the PizzaExpress Jazz Club, London. For your chance to get your big break, all you have to do is enter online.

**The Big Audition with Jamie Cullum**

[ENTER NOW](#)  
[pizzexpress.com/thebigaudition](#)

SUPPORTED BY  
**barclaycard freedom**

Available on the  
App Store

[pizzaexpress.com](#)

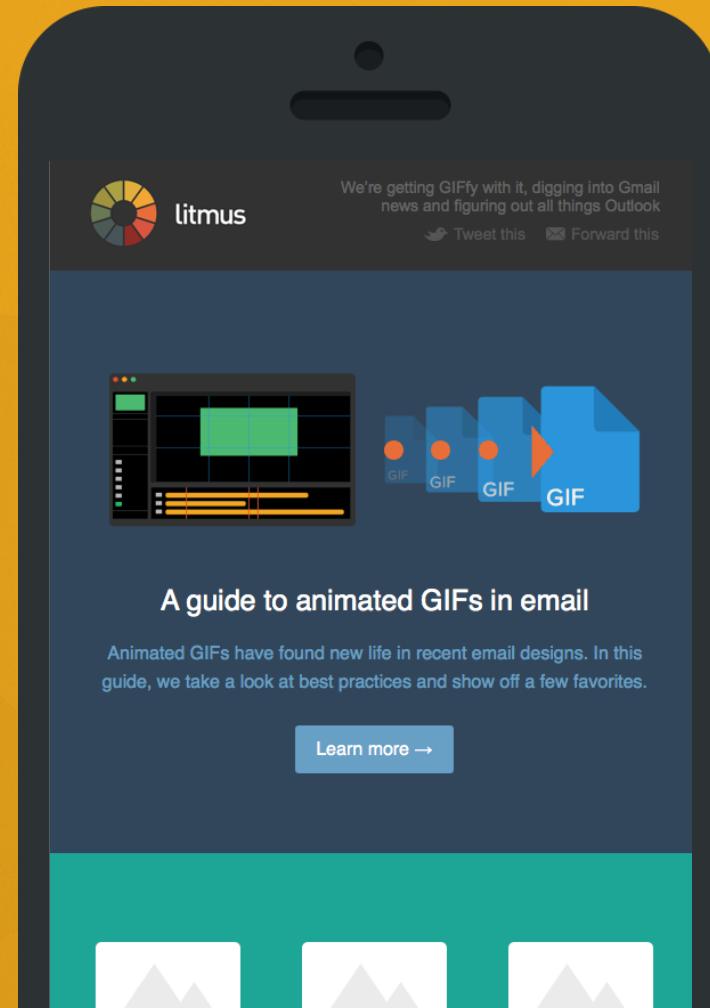
[f Share](#)

[Tweet](#)

[Email to a friend](#)

# Design with Mobile in Mind

- 55% of all opens are on mobile
- Single column layout
- Make headlines ~28px
- Body copy ~16-20px



# ...More Mobile Considerations

- Think about elements you see in apps
- What can be communicated through icons?
- Let your content breathe
- Huge buttons
- Divider lines, extra padding will never fail you

Back (1603) ^ v

From: [Code School](#) > Hide  
To: [Lindsay Lee Siovaila](#) >

New This Month July 30, 2014 at 1:38 PM

 Go from good to best with JavaScript, Go, and answer your Code School Live questions.

July at Code School



Launched: JavaScript Best Practices

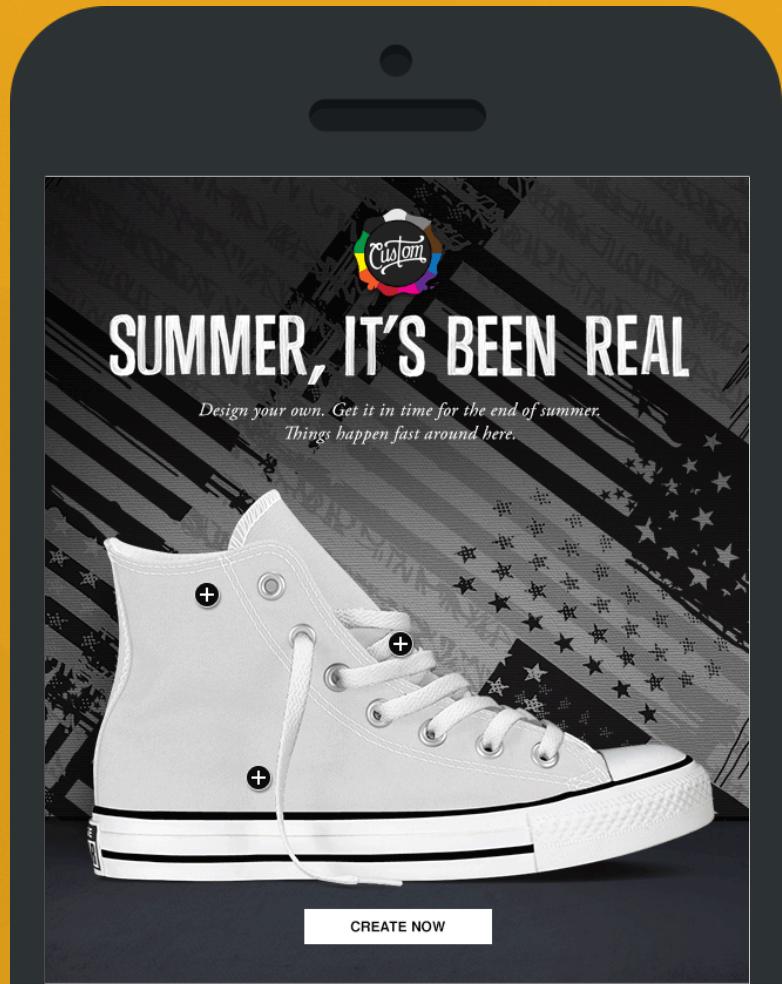
Your practices may be good, but are they the *best*? In our newest course, we'll explore time-tested techniques that will improve legibility, performance quality, and safety in your scripts.

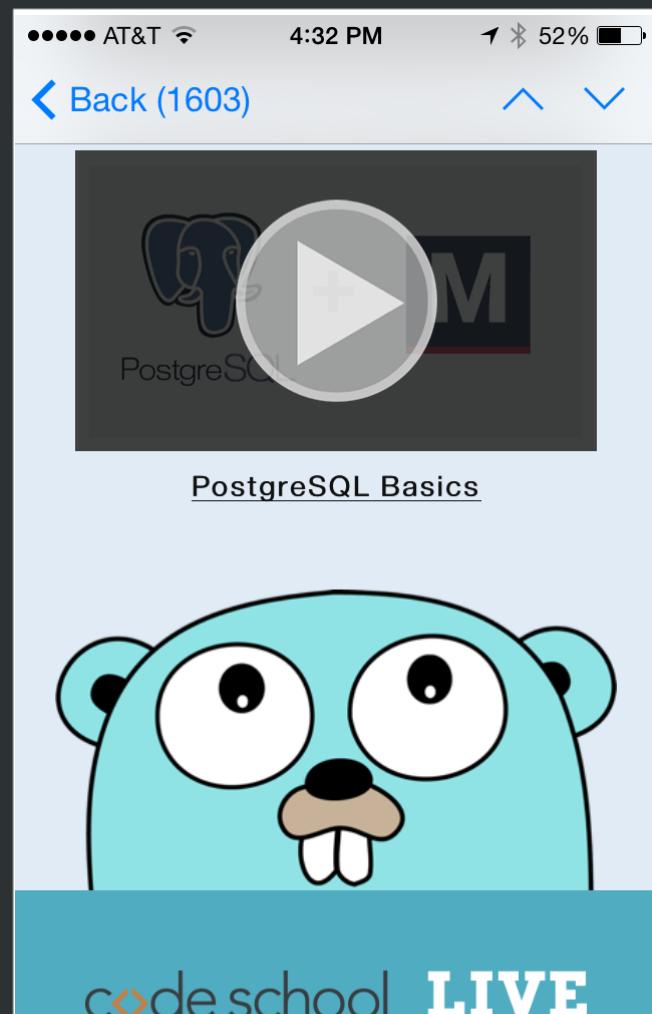
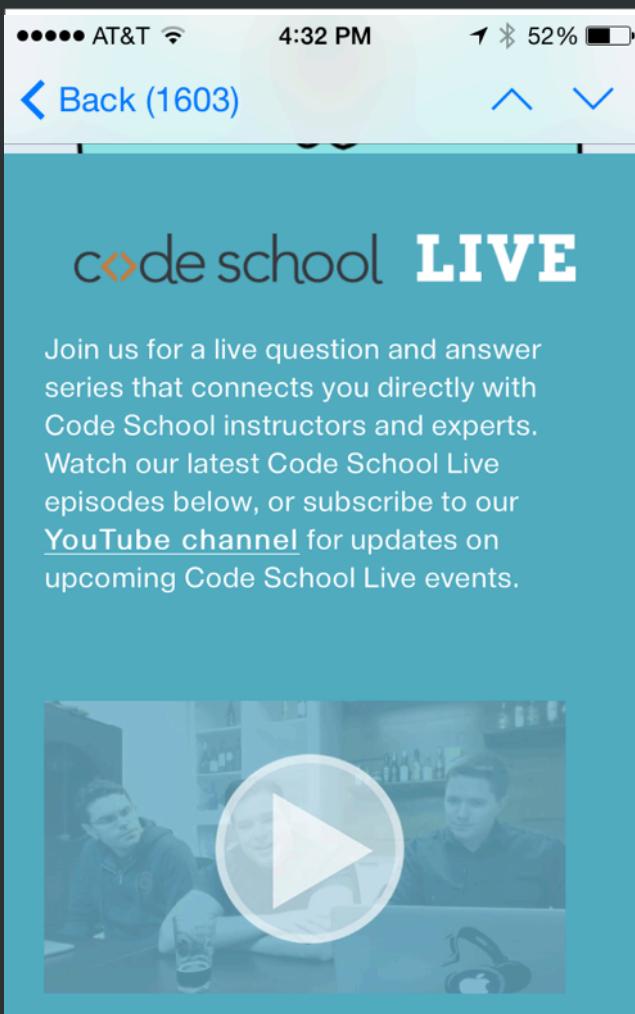
[PLAY NOW](#)

or [learn more](#)

# Fun Stuff

- Animated GIFs can add extra interactivity
- Video...







Coding Tips



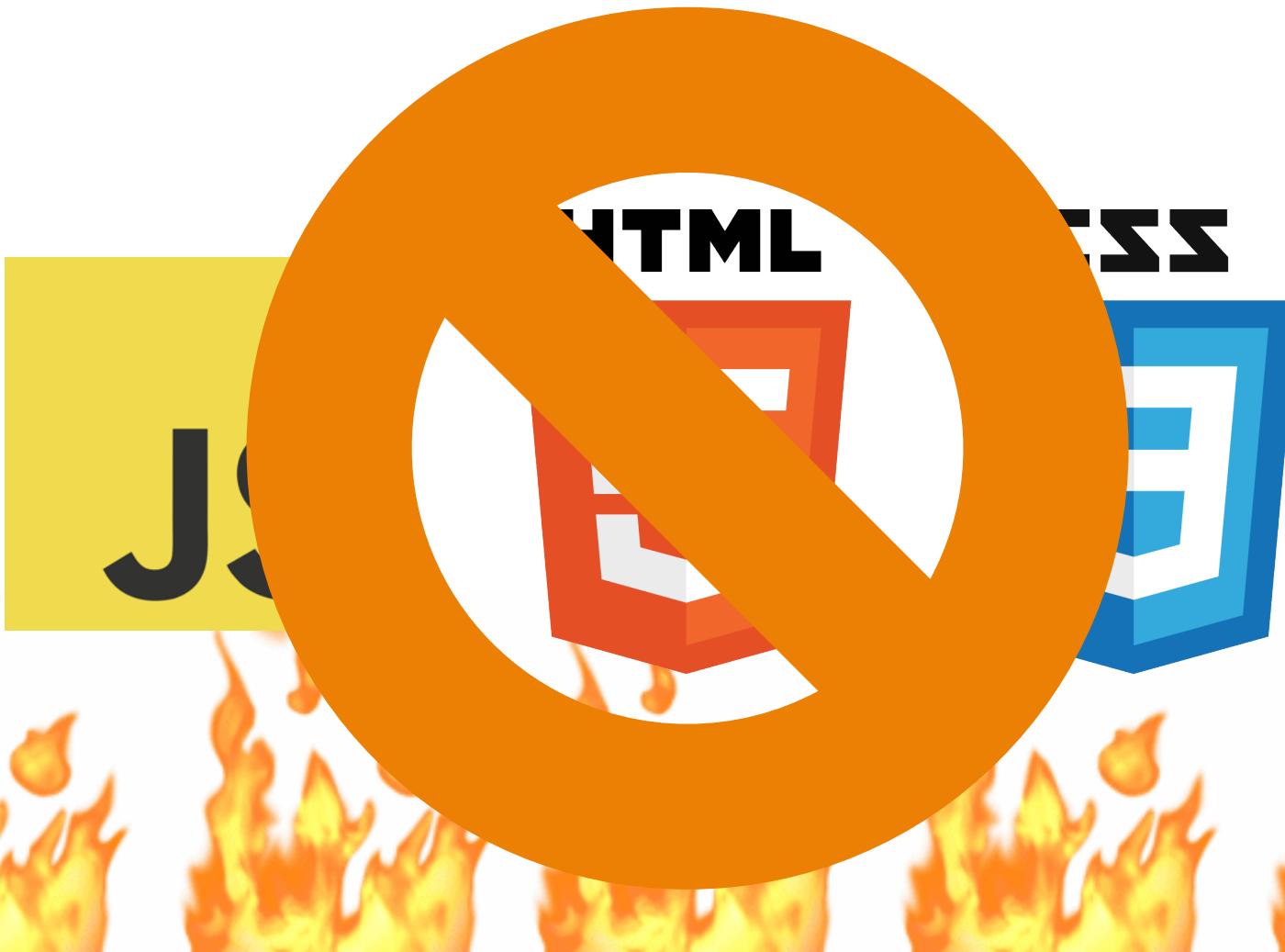
# Some Ways Email and the Web are the Same

Email		Web
HTML	✓	HTML
CSS	✓	CSS
Images	✓	Images
Text	✓	Text
Design	✓	Design
Links	✓	Links
Hierarchy	✓	Hierarchy

# Some Ways Email and the Web are Different

Email	Web
<table>	<div>
<td>	<h1>
<td>	<p>
px	em, rem, %
style="font-face"	<style>
bgcolor	background-color
padding	margin

Emails aren't controlled by stylesheets and don't need to be maintained – they are kind of one-and-done



# Time to Code Like its 1999



# Tables Your E

- Use nested tables to control the layout of your page
- Poor support for table positioning



# KYSS (Keep Your Styles Simple)

- Inline CSS
- Don't attach styles externally
- Can use some CSS3 but proceed with caution

```
<table>
  <tr>
    <td style="font-
family:Helvetica,
sans-serif; font-
size:16px; font-
weight:bold;
color:#e98300;>Hi ,
I'm text!</td>
  </tr>
</table>
```

**Hi, I'm text!**

# Styling Block-Level Elements

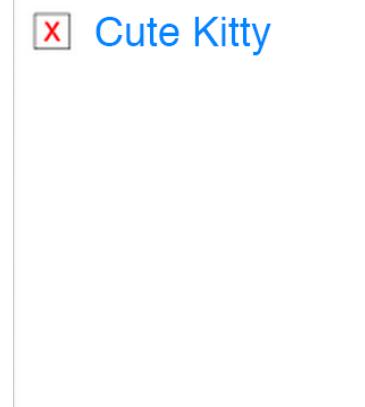
- ✖ <h1>I am a headline</h1>
- ✖ <p>I am a paragraph</p>
- ✓ <td style="font-size:24px;font-weight:bold;>This is a headline in email</td>
- ✓ <td style="font-size:18px;font-weight:bold;>This is a paragraph in email</td>

# Format Perfect Images

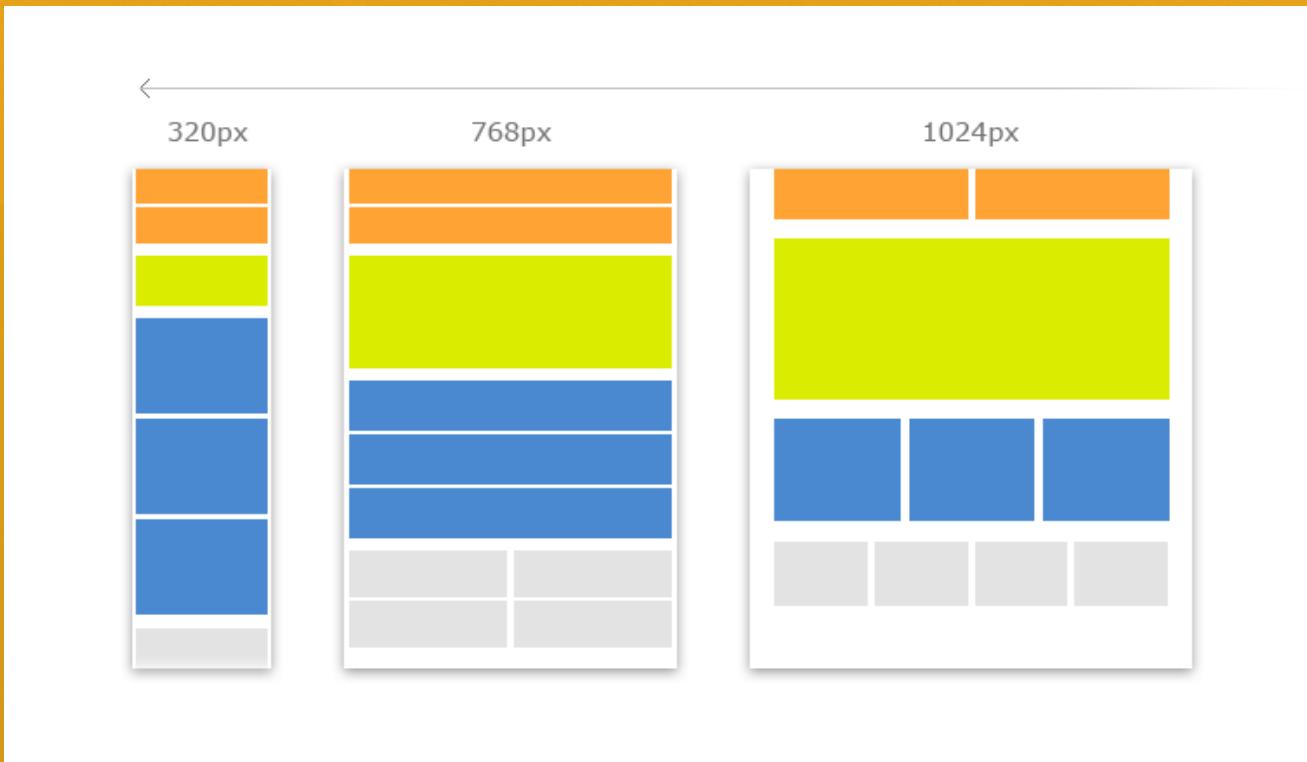
- Style alt attributes
- Set borders to “0”
- Add **style=“display:block”** to prevent gaps
- Set height and widths

```

```



# What About Responsiveness?





litmus

Do you ❤️ email? Join the club. Literally.

Tweet this

Forward this



Spot yourself? [Tweet about it →](#)

## Join us in the Litmus Community!

Email marketing is hard. From design to deliverability, there are countless questions that need answering. The Litmus Community is the place to get those questions answered.

**Access the Community Now →**



litmus



Spot yourself? [Tweet about it →](#)

## Join us in the Litmus Community!

Email marketing is hard. From design to deliverability, there are countless questions that need answering. The Litmus Community is the place to get those questions answered.

**Access the Community Now →**

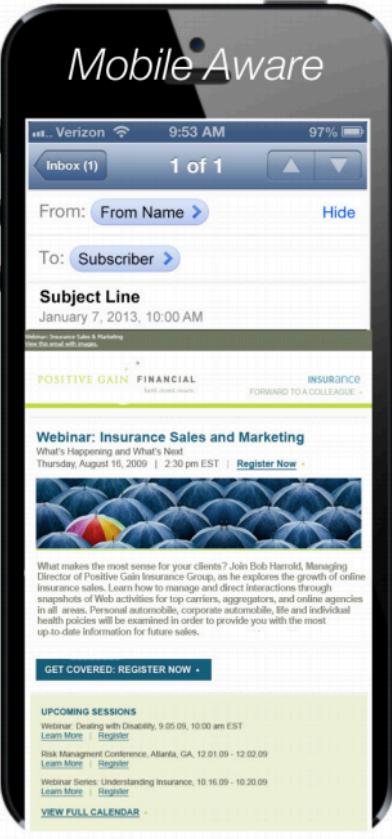
# Responsive Email Uses Media Queries

```
1  <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN" "http://www.w3.org/TR/html4/loose.dtd">
2  <html>
3  <head>
4      <style type="text/css">
5          @media screen and (max-width: 480px) {
6              table[class="container"] {
7                  width:360px !important;
8              }
9              img[class="photo"] {
10                  width:100% !important;
11                  height:auto !important;
12              }
13              td[id="preheader"]{
14                  width:auto !important;
15              }
16              td[class="row"]{
17                  width:100% !important;
18              }
19              td[class="hide"] {
20                  display:none !important;
21              }
22          }
23      
```

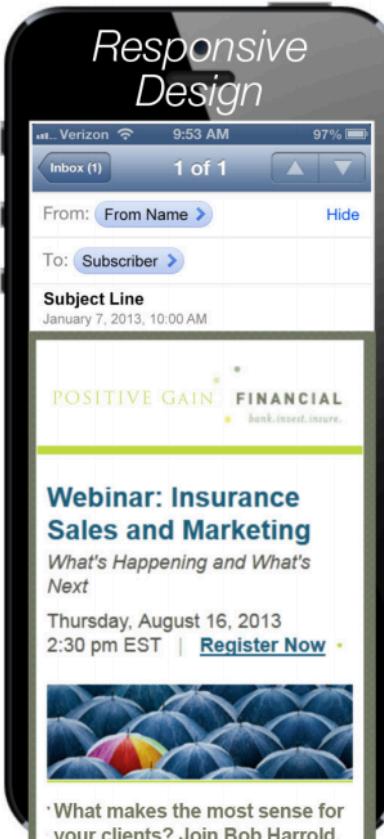
## POOR EXPERIENCE



## GOOD EXPERIENCE



## EXCELLENT EXPERIENCE



# Let's Develop It!

The rest of the night will be  
to experiment with an HTML newsletter

# Testing & Optimizing



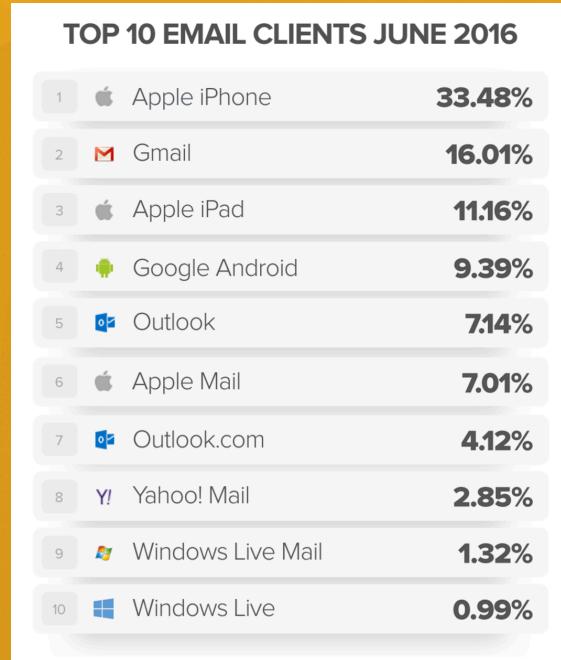
# There are tons of email clients out there



# Know Your Audience

- You never know...sometimes plain text emails will do the trick
- Look for the lowest common denominator

# Email Client Market Share



*Source: Mobile, Webmail + Desktop Email Market Share Trends for the 1st Half of 2016*

# 55%

of all emails are opened on a mobile device

# Test, test, test

The screenshot shows the ExactTarget Campaign Operations interface with a yellow header and sidebar. The main area is titled "Email Testing Options" and displays three columns of testing options:

- Desktop Clients**: Includes Apple Mail (1), Apple Mail 6 OS X 10.8, Lotus Notes (4), Lotus Notes 6.5 Windows XP, Lotus Notes 7 Windows XP, Lotus Notes 8 Windows XP, Lotus Notes 8.5 Windows Vista, and Outlook (7). All are turned on.
- Mobile Clients**: Includes Android (3), Android 2.3 Android 2.3, Android 4.2 Android 4.2, Gmail App (Android) Android 4.2, Blackberry (2), BlackBerry 4 OS OS 4 with plain text, BlackBerry 5 OS OS 5 with HTML, and iOS (5). All are turned on.
- Web-based Clients**: Includes AOL Mail (3), AOL Mail Chrome, AOL Mail Explorer, AOL Mail Firefox, Gmail (3), Gmail Chrome, Gmail Explorer, Gmail Firefox, Outlook.com (3), Outlook.com Chrome, Outlook.com Explorer, Outlook.com Firefox, and Yahoo! Mail (3). All are turned on.

The sidebar on the left has icons for Home, Accounts, Reports, and Help. The top right includes links for Blog, Help, and a user profile for Abu Siddique.

# Resources



The screenshot shows the Litmus Learning Center homepage. At the top, there's a dark header bar with the Litmus logo, navigation links for SIGN UP & PRICING, FEATURES, LEARNING (which is underlined), COMMUNITY, HELP, and SIGN IN. Below the header is a secondary navigation bar with tabs for OVERVIEW, BLOG, EVENTS, and STATS. The main content area has a light gray background and features a large title "Learning Center" with a subtitle "Stay up to date with the latest email news and trends." On the left, there's a section titled "EVERYONE LOVES The Litmus blog" with a paragraph of text and a "Read the blog" button. To the right, there are four cards arranged in a grid, each representing a blog post: "7/25/2014 Know Your Speakers: Brian Graves And Brent Walter", "7/22/2014 Know Your Speakers: Vicky Ge", "7/15/2014 Know Your Speakers: Mark Reeves", and "7/11/2014 Know Your Speakers: Cori Hemmeh".

# Litmus Learning Center

[litmus.com/learning](http://litmus.com/learning)

- Email client market share
- Code tips

@lindsaylee13



## Email Design Review

from Action Rocket co.

### EMAIL INSPIRATION: 5 GREAT ANIMATED GIF EMAILS

JULY 27, 2014

Here at [ActionRocket HQ](#) we love it when an opportunity presents itself to make an animated GIF. It's a fairly old school technology, but it can be really effective when combined with the right corrective message.

Here's 5 great animated GIF emails we've spotted in our seed inbox:

#### CHANEL



# Email Design Review

[emaildesignreview.com](http://emaildesignreview.com)

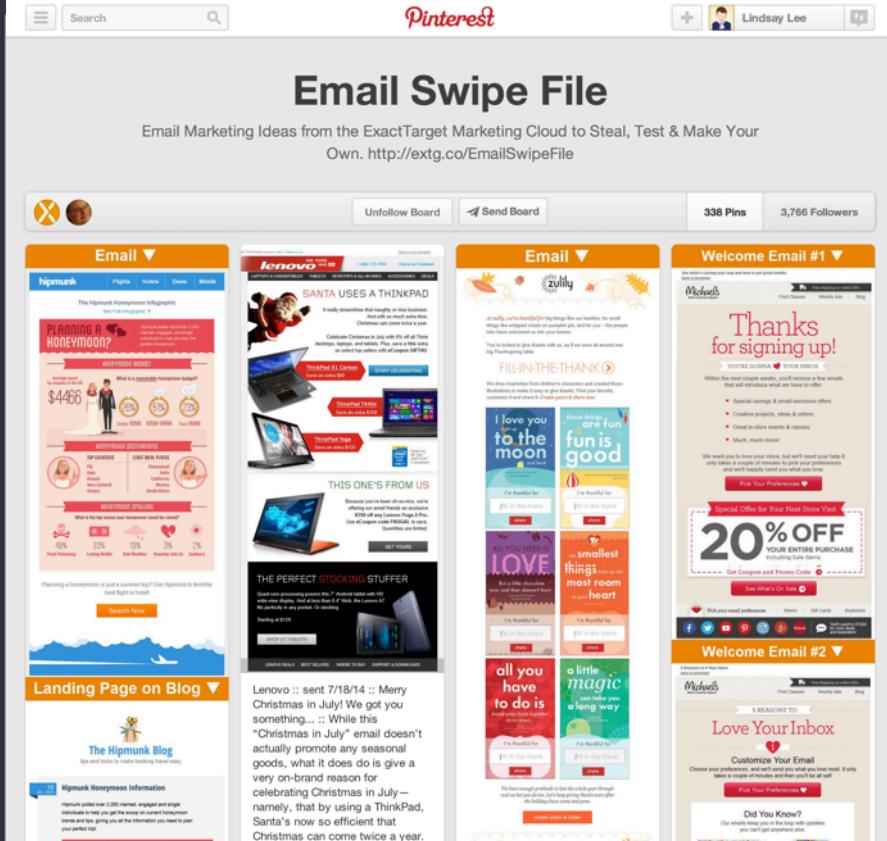
- Lots of inspirational email design

@lindsaylee13

# Email Swipe File on Pinterest

pinterest.com/marketingcloud/email-swipe-file/

- Curated examples of great email design



@lindsaylee13

**Really Good Emails**

Type & hit enter to search

**EMAIL CATEGORIES**

Select Category ▾

- Blog 📖
- Resources 📚
- Get the Newsletter ❤️
- About 🎉
- Submit 📩

**Campaign Monitor**

Elegantly simple email marketing.

**Atavist**

You're In.

Explore what's possible! You can make a story that includes one (or more) of our multimedia blocks, and mix, match, and play with our wide variety of the designs and themes. Or, invite your friends to collaborate on an original Atavist publication.

**Welcome to Atavist**

Verify Your Email

Please click the button below to verify your email.

**Delta**

It's coming up. Here's some useful info.

**DELTA**

PREP

Hi Really Good Emails.

It's almost time for your trip. Here's some info to help you along the way.

XXX → XXX	DEPART: XXX AM, WED XX JUL	ARRIVE: XXX AM, WED XX JUL	FLIGHT #: XXXXX	SEAT: XXX
XXX → XXX	DEPART: XXXXX AM, WED XX JUL	ARRIVE: XXXXX PM, WED XX JUL	FLIGHT #: XXXXX	SEAT: XXX

**YOUR FLIGHT TO XXX**

UPGRADE YOUR FLIGHT

Enjoy free drinks, extra legroom and priority to SkyPriority boarding. >>

**FOOD THAT FUELS YOU**

Dig into wholesome, delicious new flight and menu selections, available for purchase on board the flight. >>

**TOP RESTAURANTS: SAN FRANCISCO**

From Cheesecake, Babbo and Flour, we're all about it. And let's not forget the world-famous Mission District. >>

**DECA STUDIO: JAZZ MOVIES**

Get 20% off the price of a Delta Jet. All content on every flight will be free. So sit back and relax with a movie, a book or even a game of Solitaire, and more than 100 hours of entertainment. >>

**STAY INFORMED**

Keep up with the latest flight and gate information with the My Delta app. >>

**PACK IN ORDER**

Stay organized on the road. Pack clothing items for your next flight, with the easy-to-use packing lists. >>

**NORDSTROM**

GIVE THE GIFT OF GIFT CARD

RENT, DASH AND SAVE

BOOK A FLIGHT

# Really Good Emails

[reallygoodemails.com/](http://reallygoodemails.com/)

- More curated examples of great email design

@lindsaylee13

# Thank You!