

# Course 23



## Email Marketing Course

***Knowledge is Power.***

***Stop Guessing. Start Knowing.***

**BizAdemy** 

***GoDaddy Pro PPlus Partner ★★★★★ Rating.***

# This course will cover:

## **How to Design Email Templates that Capture Interest**

- How to build exceptional email templates?
- Why email design is important?
- How to design great emails?
- What does a well-defined email look like?

 **HOW DO YOU BUILD  
EXCEPTIONAL EMAIL  
TEMPLATES?**

# **BEST PRACTICES FOR STRUCTURE**

having trouble viewing this? [view it online.](#)



Large attractive headline or statement goes here and here.

A smaller sub-headline can be placed right here. It should compliment the main headline.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Duis aute irure [inline link here](#) voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

CALL TO ACTION



Include space for a **relevant image.**

According to 3M, our brains process visual content and imagery 60,000 times faster than text.

©2012 Company Name | Company Address, City ST, 55123

You received this email because you are subscribed to Marketing Information from media junction.  
If you prefer not to receive emails from media junction you may unsubscribe or set your email preferences.

Powered by HubSpot



Hi Marketing Team,



**There's some exciting things going on! Check out our latest posts this week!**

Also, we've picked out some informative articles and great reading from around the web we think you'll find valuable too! **Happy reading!**

### **This Week on our Blog...**



#### [10 Elements of an Optimized Landing Page](#) [\[Slideshare\]](#)

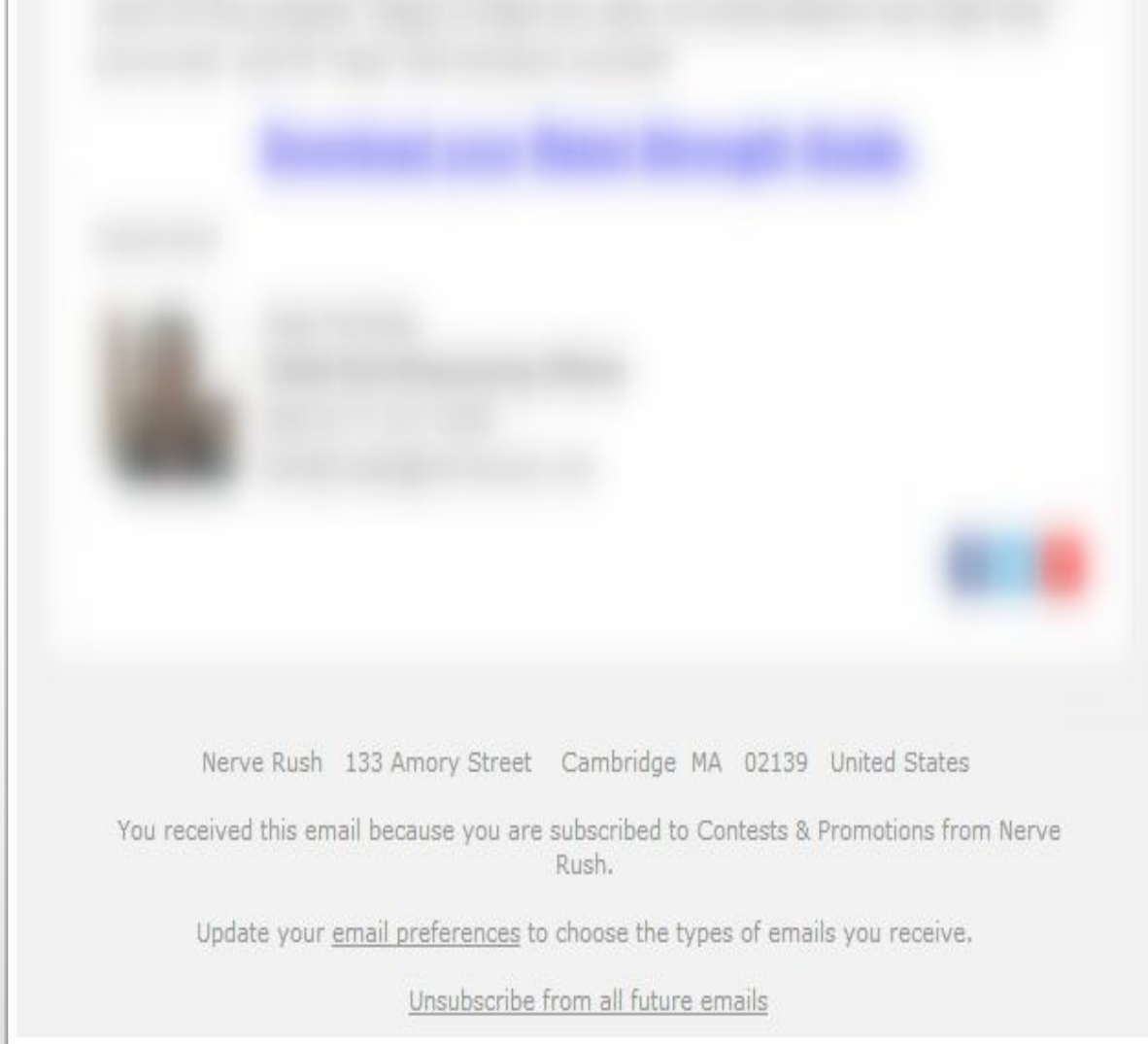
*We got a call recently from someone who has been putting a lot of money into a pay-per-click campaign and getting plenty to visitors, but none of them are turning into leads. What was he doing wrong that prevented conversions?*

[Mobile Friendly Website Design for B2B Companies](#)

**Non-image content**  
is equally important.

If the recipient isn't displaying  
images, what do they see?

Does the email still look visually  
engaging?



Use **unsubscribe links.**

Not only is it the law, but you cannot create a template without them.



- Make your content easy to scan

[LINK TO A LANDING PAGE ON YOUR SITE](#) (This is the really important part.)

Now wrap it all up with a pithy little reminder of how much you love them.

Aw. You silver-tongued devil, you.

Sincerely,



**Angela Hicks**

COS Design Wizard

Phone: 617-867-5309



## Consistent **email signatures.**

An email signature can have a positive effect on the email recipient.

# Test on a **mobile device.**

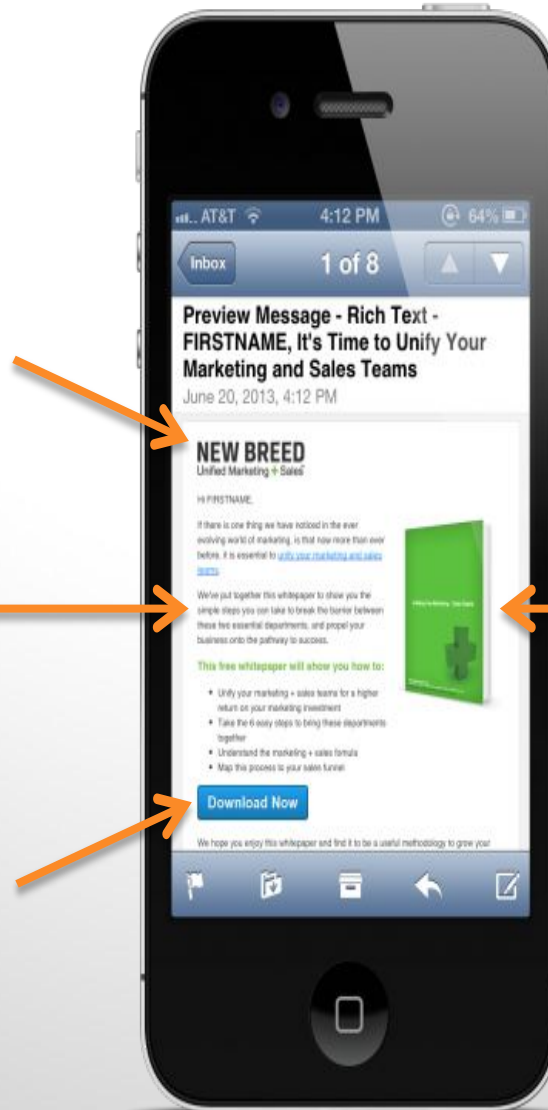
67% of email is now opened on a mobile device.

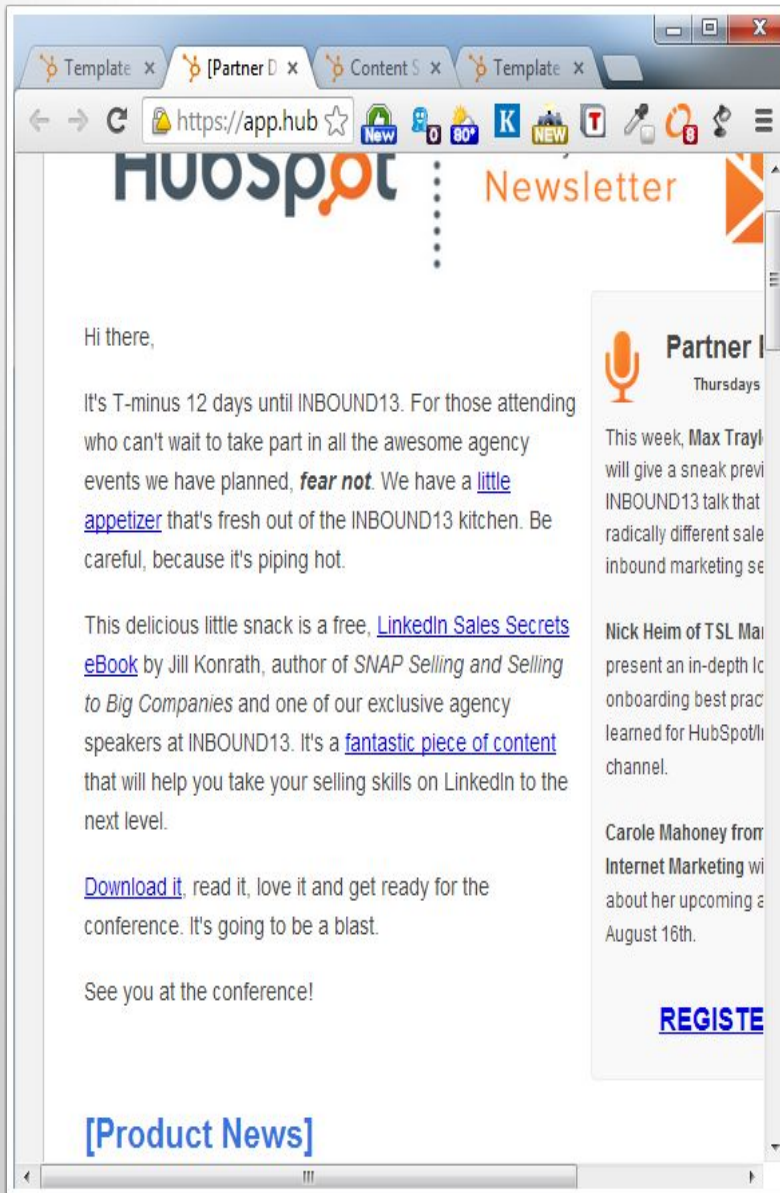
Does the logo work on a smaller screen?

Is the text legible?  
Does it zoom properly?

Do images display correctly?

Is the Call-to-Action functional?

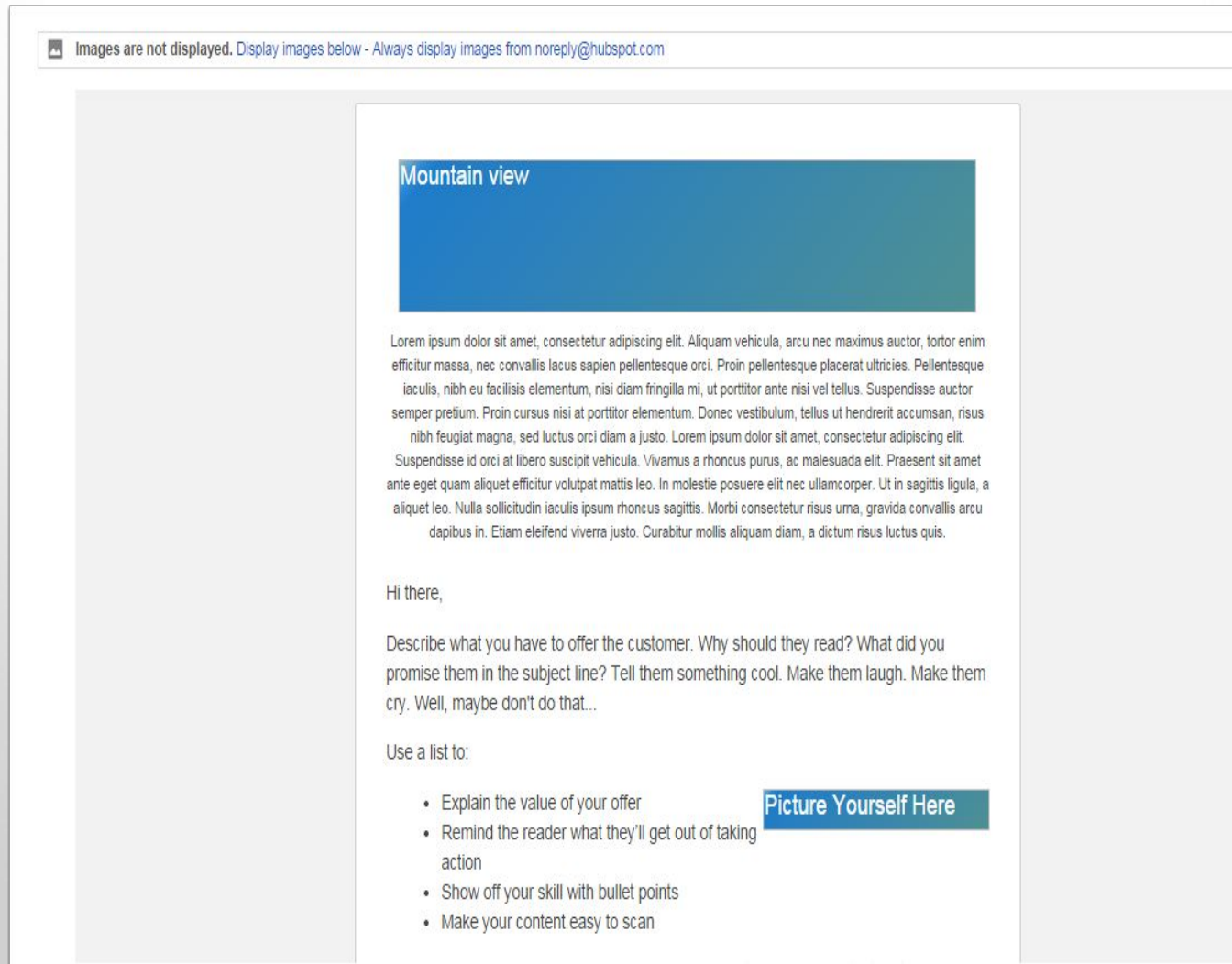




**Make sure  
responsiveness**  
is built-in to your  
email templates.

# Apply **background colors** to image modules.

The background color will load, even in email clients that have been configured to not load images.





Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam vehicula, arcu nec maximus auctor, tortor enim efficitur massa, nec convallis lacus sapien pellentesque orci. Proin pellentesque placerat ultricies. Pellentesque iaculis, nibh eu facilisis elementum, nisi diam fringilla mi, ut porttitor ante nisi vel tellus. Suspendisse auctor semper pretium. Proin cursus nisi at porttitor elementum. Donec vestibulum, tellus ut hendrerit accumsan, risus nibh feugiat magna, sed luctus orci diam a justo. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse id orci at libero suscipit vehicula. Vivamus a rhoncus purus, ac malesuada elit. Praesent sit amet ante eget quam aliquet efficitur volutpat mattis leo. In molestie posuere elit nec ullamcorper. Ut in sagittis ligula, a aliquet leo. Nulla sollicitudin iaculis ipsum rhoncus sagittis. Morbi consectetur risus urna, gravida convallis arcu dapibus in. Etiam eleifend viverra justo. Curabitur mollis aliquam diam, a dictum risus luctus quis.

Hi there,

Describe what you have to offer the customer. Why should they read? What did you promise them in the subject line? Tell them something cool. Make them laugh. Make them cry. Well, maybe don't do that...

Use a list to:

The fewer the columns, the better. **Stick to one.**

Remember the email's purpose when designing the layout. A complex design might be better suited as a web page.

# **BEST PRACTICES FOR MARKETING**

# Provide opportunities for **branding**.

Does your template automatically use the right color settings?

Email Styles

Email Body Width

600

Email Body Padding

30

Primary Font

sans-serif

Secondary Font

sans-serif

Primary Font Size

15

Secondary Font Size

12

Primary Font Color

#444444

Secondary Font Color

#999999

Primary Accent Color

#3574E3

Secondary Accent Color

#102d7b

Body Color

#####

Background Color

#f2f2f2

Border Color Options

Set email body border color automatically

Save changes



Hi there,

Describe what you have to offer the customer. Why should they read? What did you promise them in the subject line? Tell them something cool. Make them laugh. Make them cry. Well, maybe don't do that...

Use a list to:

- Explain the value of your offer
- Remind the reader what they'll get out of taking action
- Show off your skill with bullet points
- Make your content easy to scan



[LINK TO A LANDING PAGE ON YOUR SITE](#) (This is the really important part.)

Now wrap it all up with a pithy little reminder of how much you love them.

Aw. You silver-tongued devil, you.

Sincerely,

Your name

Fifth Season 555 Abbey Rd. Boston, MA 02130

You received this email because you are subscribed to Marketing Information from Fifth Season .

Update your [email preferences](#) to choose the types of emails you receive.

[Unsubscribe from all future emails](#)

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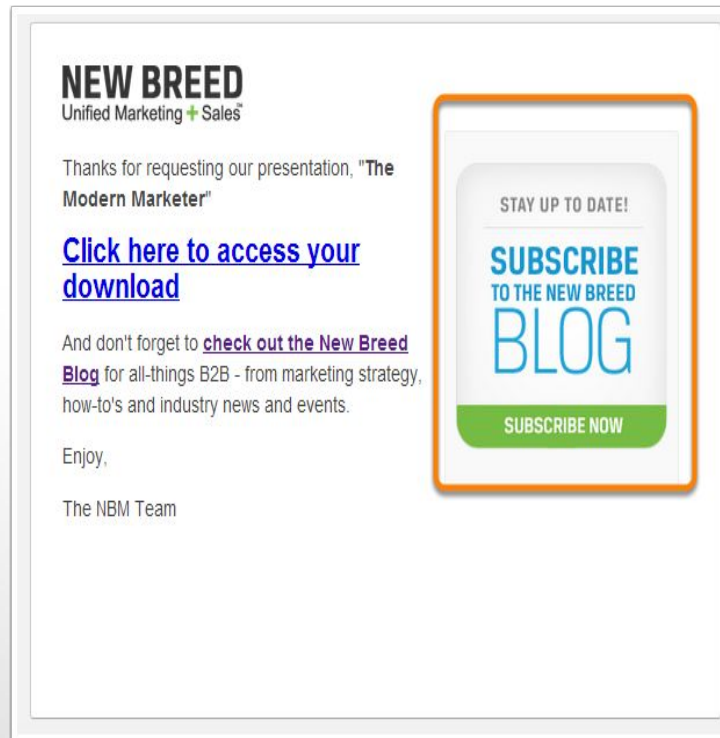
Try using an **animated GIF** for added intrigue or to illustrate a complex idea.

GIFs can be placed into a rich text module, image module, or added in HTML, just like any other image.



# Guide **CTA placement with modules.**

Provide your users with a fill-in-the-blank experience, in order to boost lead generation.



# Enable social sharing.

Since emails can also exist as standalone web pages, you can use social sharing modules to enable readers to share.

Feedback and feature requests can be sent directly to me at [lydia@collaborate.com](mailto:lydia@collaborate.com), invite me to a room in Collaborate, or we can schedule a call to discuss your feedback. Do you have time for a 15-minute call?

If there is anything I can do to help you get more out of Collaborate, please let me know.

I appreciate your help and advice. Thanks in advance.



Lydia Wilkins  
Customer Development Lead  
Collaborate

Download for your iPhone or Android.



© 2013 Collaborate. All rights reserved



Kibits Corp. 181 Newbury Street Sixth Floor Boston MA 02116 USA

You received this email because you are subscribed to Product Updates from Kibits Corp..

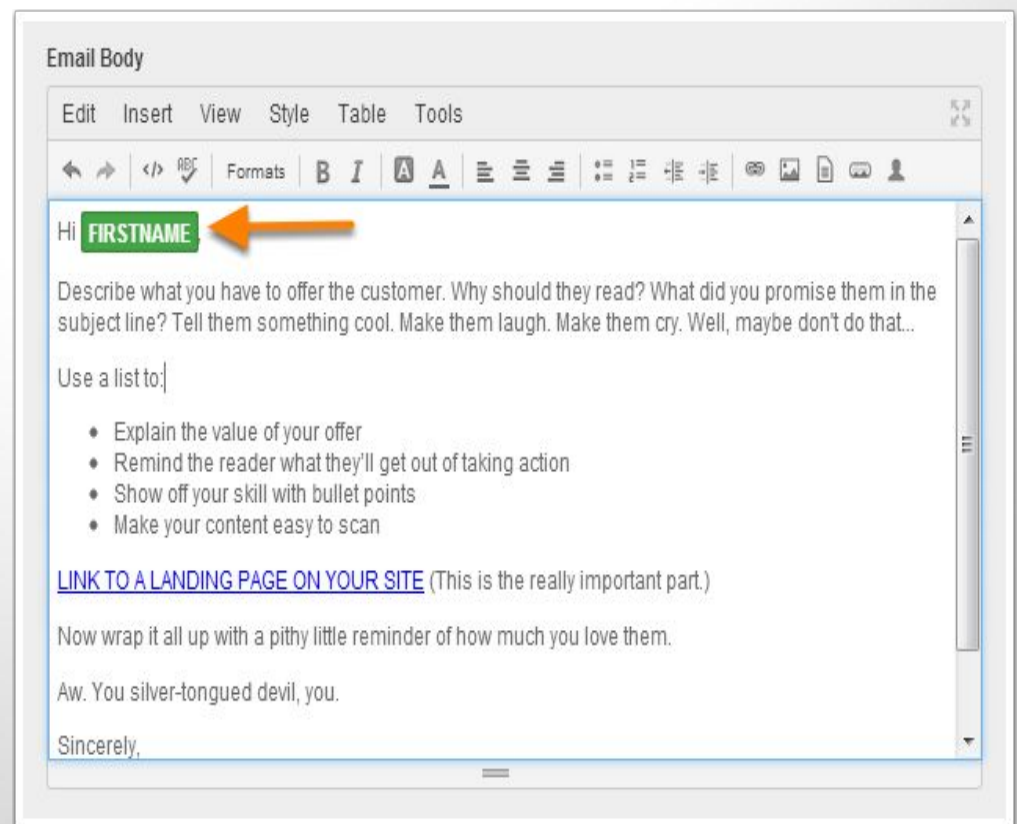
Update your [email preferences](#) to choose the types of emails you receive.

[Unsubscribe from all future emails](#)

Powered by HubSpot

# Use or suggest **Personalization Tokens**.

Personalization tokens can pull information from the end user's Contacts database, generating email copy that feels like it was written just for them.



# Your Top Banner Here {640x150}

Use a cool image. Convince your audience to read further or to click on this image.

## A catchy headline. Something Powerful...

Describe your today's offer/topic in a few words, right after your headline.

### Sidebar Box 1

Add your latest news, blog posts or other good stuff.

[Read more »](#)

### Sidebar Box 2

Use this box to add additional content or don't use it at all, this is optional.

[Read more »](#)

### Sidebar Box 3

Use this box to add additional content or don't use it at all, this is optional.

[Read more »](#)

Describe what you have to offer the customer. Why should they read? What did you promise them in the Subject Line? Tell them something cool. Make them laugh. Make them cry. Well, maybe don't do that...

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras rhoncus pellentesque ultricies. Etiam laoreet semper orci sit amet posuere. Nullam leo lacus, tempor sed congue lacinia, vestibulum nec felis.

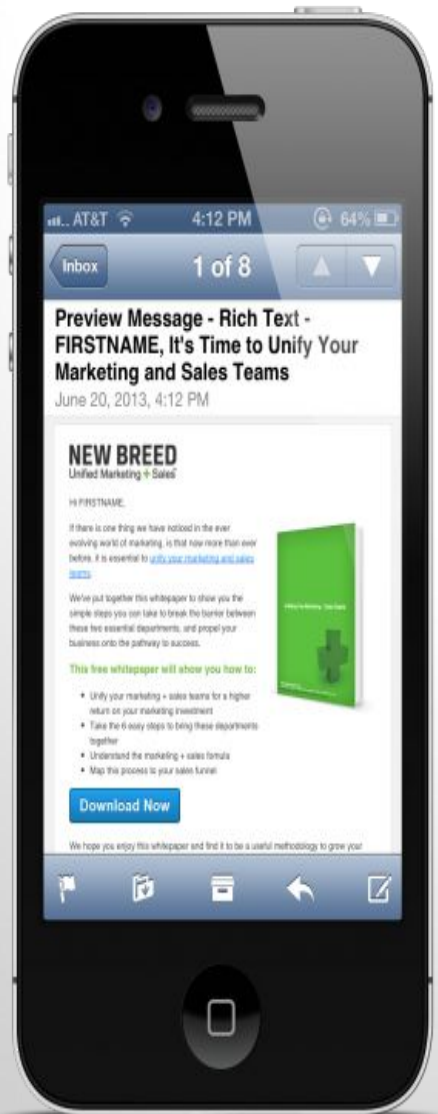
Maunis sit amet sapien tellus. Cras rhoncus pellentesque ultricies. Etiam laoreet semper orci sit amet posuere. Nullam leo lacus, tempor sed congue lacinia, vestibulum.

And don't forget to add a Call-To-Action button. This is a very important part.

Call to Action Button

# Set default text that **describes intention.**

You won't be there to help guide your users through your templates. Setting default text that describes your vision will help them use it successfully.




**Test your email** on a smartphone or tablet.

### Emails Opened:

67% are opened on a mobile device.

41% are opened on an iPhone.

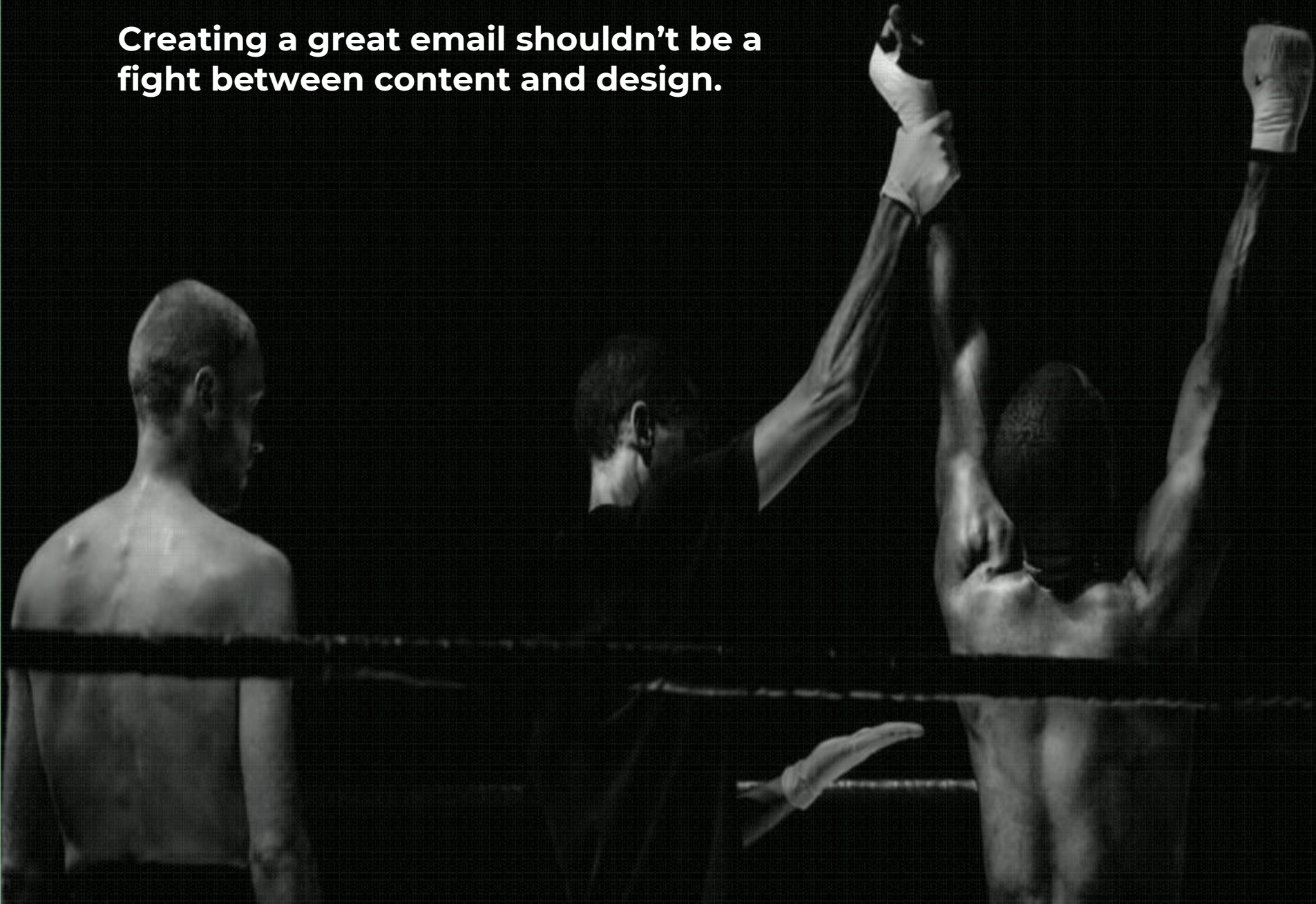
17% are opened on a tablet.



# WHY EMAIL DESIGN IS IMPORTANT



**Creating a great email shouldn't be a  
fight between content and design.**



**QUALITY CONTENT  
MATTERS, BUT  
GREAT DESIGN IS  
IMPORTANT, TOO.**

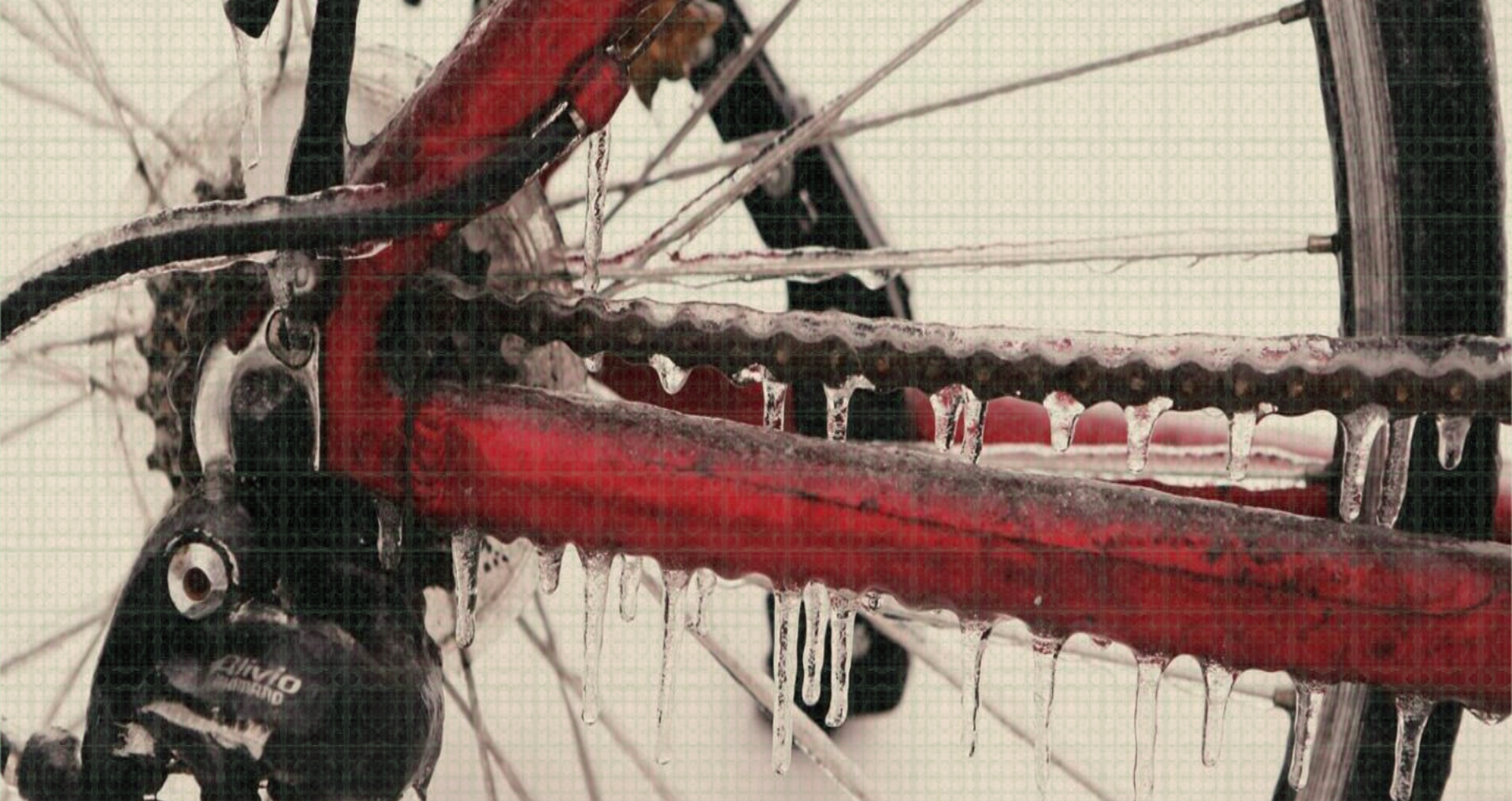


**“Design is not just what it looks and feels like. Design is how it works.”  
- Steve Jobs**



**DESIGN CREATES A  
CONSISTENT EXPERIENCE  
FOR EVERYONE WHO  
RECEIVES YOUR EMAILS.**





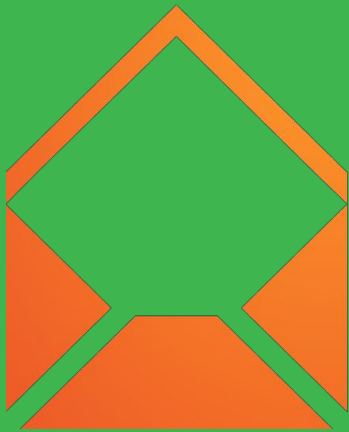
Design will help deliver your message  
with as little **friction** as possible.

DESIGN CAN HELP YOU  
CAPITALIZE ON  
BRANDING AND  
RECOGNITION TO  
**CREATE A CONNECTION**  
WITH YOUR READERS.



# HOW TO DESIGN GREAT EMAILS?

**EVERY PART OF  
YOUR EMAIL  
SHOULD SUPPORT  
THE GOAL YOU'VE  
SELECTED.**



DELIVERIES,  
CLICKS AND OPENS  
ARE METRICS, **NOT**  
**GOALS.**

**“CHOICE MIGHT BE  
APPEALING AS A THEORY,  
BUT IN REALITY, PEOPLE  
FIND MORE AND MORE  
CHOICE TO ACTUALLY  
BE DEBILITATING.”**

**-SHEENA IYENGAR**



# ANALYSIS PARALYSIS

The state of overthinking that stops people from making a decision.

**YOUR EMAIL COPY IS  
ONE OF THE FEW  
FACTORS  
A MARKETER CAN  
CONTROL COMPLETELY.**

**How you structure  
and design your  
content is just as  
important as what  
you say.**



# The dreaded wall-of-text.



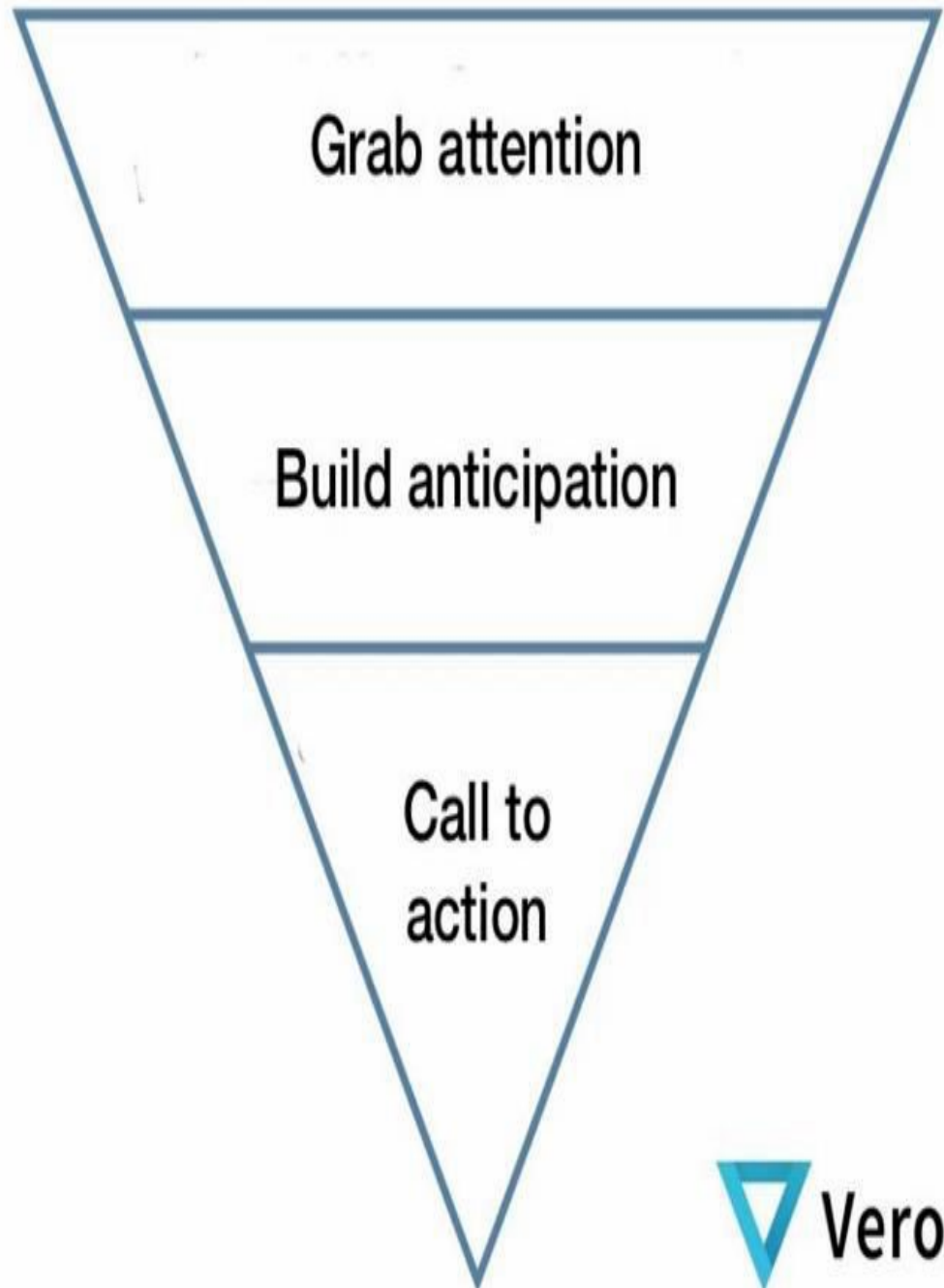
# WRITING EFFECTIVE EMAIL COPY

- Write for scannability
- Use the right tone
- Personalize when appropriate
- Proofread, proofread, proofread



# The Inverted Pyramid

A way to create focused emails that convert.





In the mood for a good, quick read?

We've stocked the virtual shelves of our ebook library with fresh, free content to help you design your dream site and create the best version of your business.

Check it out!

## Inverted Pyramid Example



# COMMUNICATING WITH DESIGN

- Use headers and subheaders
- Use font, bolding, italics, numbers or colored text, but not underline
- Be deliberate about the top 25% of your email
- If you are going to use multiple calls-to-action, stack your content

## Accounting Experts

To: Jessica Bach

It's tax time, but we have good news!

### ACCOUNTING EXPERTS

#### Did you know it's tax time?

Sad eh. We do have a great offer for you, but it's buried deep within all this content. How about a history of income tax first? An income tax is a government levy (tax) imposed on individuals or entities (taxpayers) that varies with the income or profits (taxable income) of the taxpayer. Details vary widely by jurisdiction. Many jurisdictions refer to income tax on business entities as companies tax or corporation tax. Partnerships generally are not taxed; rather, the partners are taxed on their share of partnership items. Tax may be imposed by both a country and subdivisions thereof.

[Click here](#) to find out more about having your tax return processed by us. Just send your receipts.

Special Tax Offer  
We can do yours  
[Find out more](#)

#### Do you need help doing your tax?

That is actually what we do for a business and we can help you. Here is what we can do for you: your tax. [Find out more here](#). We only take 2 days.

We have some  
confusing tax  
time packages to  
share with you.  
They also have  
confusing  
names.

##### 1. Mega Tax

For people with taxes. This suits over 25s, women and men. [Find out more](#)

##### 2. Mega Super Tax 5000

For those with a little extra tax in their tax. [Learn more](#)

##### 3. Taxpro 5000

This is for advanced tax or tax that is normal

## Accounting Experts

To: Jessica Bach

It's tax time, but we have good news!

### ACCOUNTING EXPERTS

## We can save you from tax time!

We process your entire return in 2 days.

[SEND US YOUR RECEIPTS](#)

#### Need help?

We can help with the entire process if you aren't sure how to get started

[GET HELP FOR FREE](#)

#### Get more back!

We have some tips on getting the most cash back in your pocket at tax time.

[GET MORE CASH!](#)

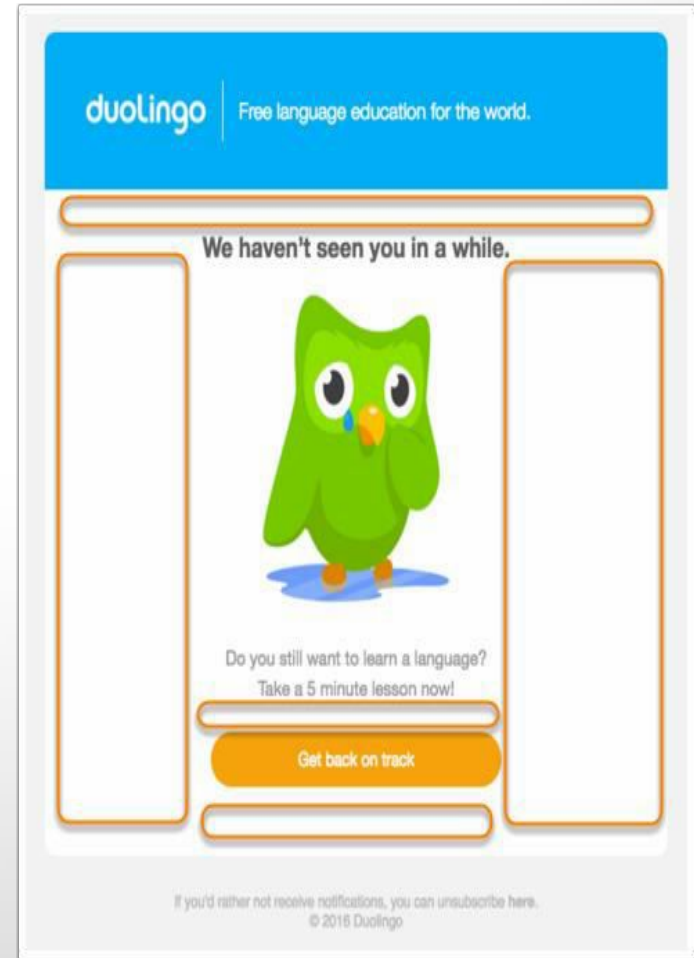
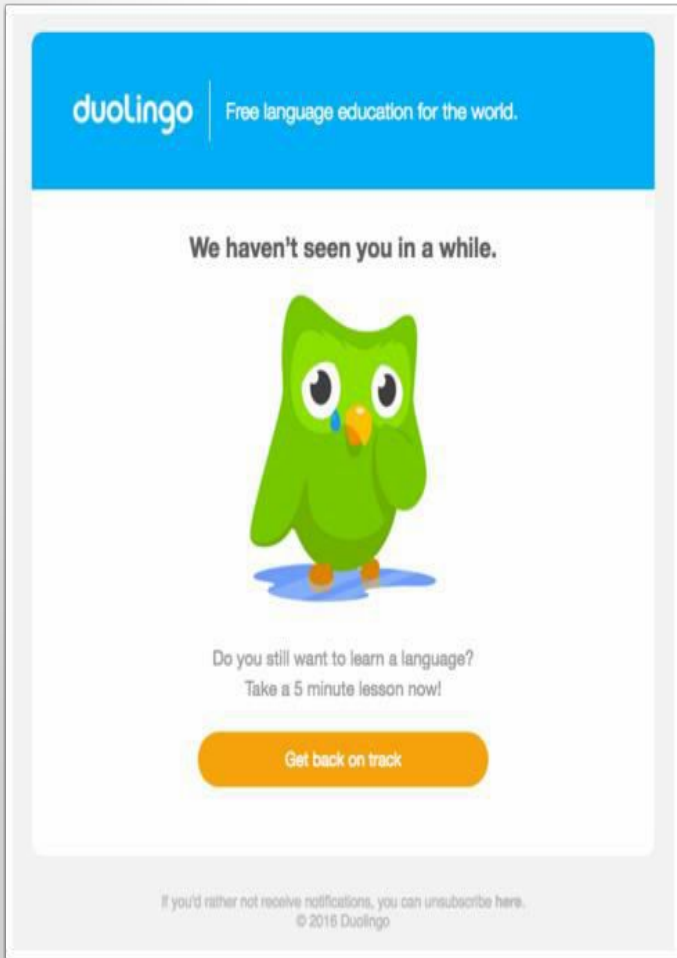
**We have even more knowledge to share.**

# How to reduce information density.

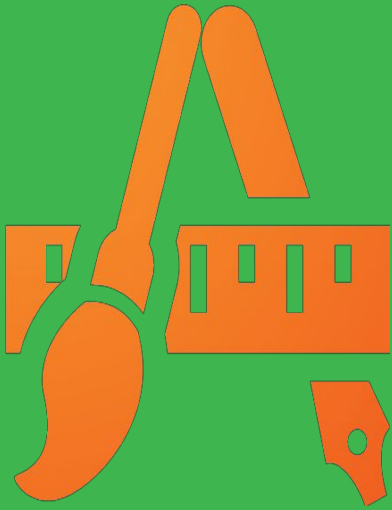
# WHITE SPACE

Also known as negative space, white space refers to the part of your emails that is left unmarked.

# The importance of **white space**.



**REGARDLESS OF  
WHERE, WHEN OR HOW  
SOMEONE READS YOUR  
EMAILS, IT SHOULD BE A  
GOOD EXPERIENCE FOR  
THEM**



EMAIL DESIGN AND  
WEB DESIGN ARE  
**DIFFERENT.**

**WHILE THERE ARE  
ONLY A FEW COMMON  
WEB BROWSERS,  
THERE ARE TONS OF  
DIFFERENT EMAIL  
CLIENTS.**



# EMAIL CLIENT

A computer program that allows you to access and manage your email.

# EMAIL LAYOUT DESIGN GUIDELINES

- Provide a link to an online version
- 600 pixels is the ideal width
- Lean away from html/css-based positioning
- Stick to table-structured positioning

# EMAIL IMAGES AND **STYLING** **TIPS**

- Add alt-text to your images
- Avoid creating your email as a single image
- Avoid using background images
- Don't use externally referenced CSS
- Define the width and height of your images

# FACTS ABOUT MOBILE + EMAIL

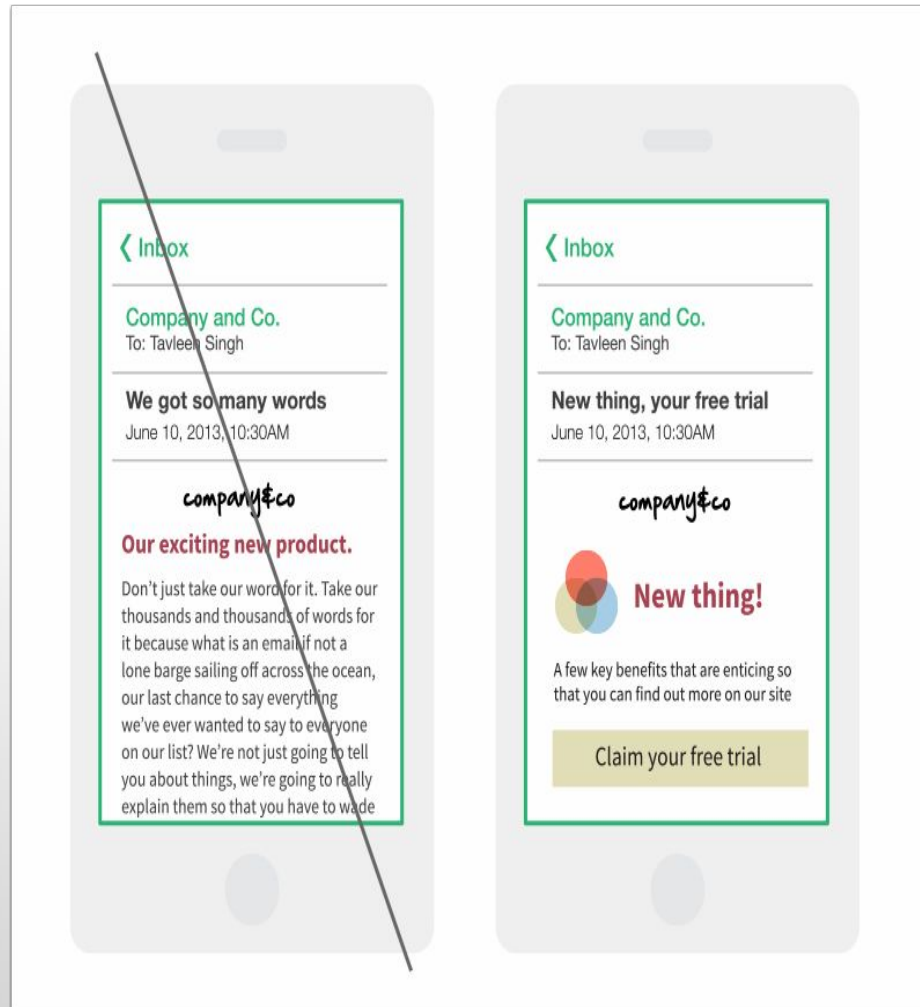
- 54% of emails are opened on mobile
- 81% of smartphone users say email is the most popular activity they use their phone for
- When asked, 41% of readers say they wanted emails that can clearly be read on smartphones

**“DESIGNING EMAILS FOR A  
MOBILE SCREEN FORCES YOU TO  
BE RUTHLESS, WITH YOUR  
CONTENT, AND MAKES YOU GET  
TO THE POINT FASTER”**

- TOM BOATES, VP OF USER  
EXPERIENCE AT RUNKEEPER

# Less is more.

Can you take the same idea and explain it with less space and more clarity?



# DESIGNING EMAIL FOR **MOBILE** **DEVICES**

- Use mobile-friendly templates
- Move your call-to-action above the fold
- Put the navigation in the footer
- Font should be minimum 14pt font
- Avoid the wall-of-text by using line breaks
- Your call-to-action should be at least 44 x 44 pixels



# **SUMMARY: EMAIL DESIGN BEST PRACTICES**

- Pick a primary goal
- Write and design the copy
- Create a consistent experience



**WHAT DOES A  
WELL-DEFINED  
EMAIL LOOK LIKE?**



Free language education for the world.

**We haven't seen you in a while.**

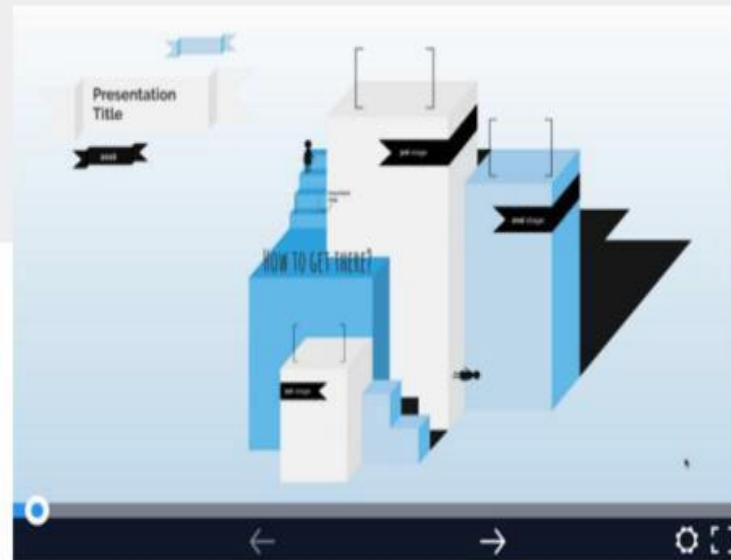


Do you still want to learn a language?  
Take a 5 minute lesson now!

Get back on track

If you'd rather not receive notifications, you can unsubscribe [here](#).  
© 2015 Duolingo

We thought you might like  
this new Prezi template.



Looking for some inspiration for your next presentation? Look no further than this [brand new template](#) created by the Prezi design team this month. Based on Olympic Gold Medalist Steve Mesler's popular prezi at SXSWedu, this template is perfect for showcasing your ideas.

All you have to do is click "Make A Copy" to get started with this template. So what are you waiting for? Take your next presentation to new heights.

[Get the template](#)



### Welcome to the new Find a Race

Einstein once said, 'if you want to live a happy life, tie it to a goal, not to people or things.' Albert would have liked the new Find a Race site.

There are now over 5,000 goals to choose from. From meandering late-summer swims down Cornish creeks to epic overnight ultra runs across remote Scottish Islands.

Step this way for endorphin-fuelled happiness.

[READ MORE](#)



Super Sixes

### Life's a Beach

Summer's here! To get in the mood, here are some of the best beach-based events from across the globe. You can almost smell the sun cream.

[DIVE IN](#)





**Course 23  
Completed.**  
**Now take the  
next course.**

#### **Getting Started Courses**

1. Why You Need to Update Your Online Marketing Strategies
2. What is Modern Online Marketing and How it Works
3. How to Create a Marketing Positioning Statement
4. How to Create Marketing Buying Personas
5. How to Perform a Content Audit by Buying Stage
6. How To Research and Find the Right Keywords

#### **Website Courses**

7. How to Improve and Update your Current Website
8. How to Search Engine Optimize (SEO) your Web Pages Using Keywords
9. How to Deliver a Successful Website User Experience
10. How to Use A Call-to-Action, Landing Pages and Forms

#### **Content Marketing Courses**

11. What Is and How to Use Content Marketing
12. How to Repurpose and Produce Marketing Content
13. How to Generate Content Marketing Ideas
14. How to Engage Buyers with Effective Writing Techniques
15. How to Use Storytelling to Resonate with Buyers
16. How to Measure and Analyze your Content Marketing

#### **Content Promotion Courses**

17. How to Effectively Promote Your Content Marketing
18. How to Create and Use a Blog to Drive Website Traffic
19. How to Use Social Media to Drive Website Traffic

#### **Email Marketing Courses**

20. What is and How to Use Email Marketing Strategies
21. How to Use Email to Nurture and Grow Your Customers
22. How to Create the Right Lists for Email Marketing
23. How to Design Email Templates that Capture Interest
24. How to Create High Performing Emails that Convert Buyers
25. How to Optimize, Measure, and Track Email Marketing Success

#### **Get Going Courses**

26. How to Start Implementing Modern Marketing Strategies
27. How to Set Marketing Metrics and Milestones
28. How to Use a CRM for Modern Marketing
29. What Software Tools are Needed for Modern Marketing

**The End.**

**If you liked it, please  
share it.**



- GoDaddy Pro PLus Partner ★★★★★ rating.



**THANK YOU.**