

Intro:

Email Design

Tips to get you more clicks

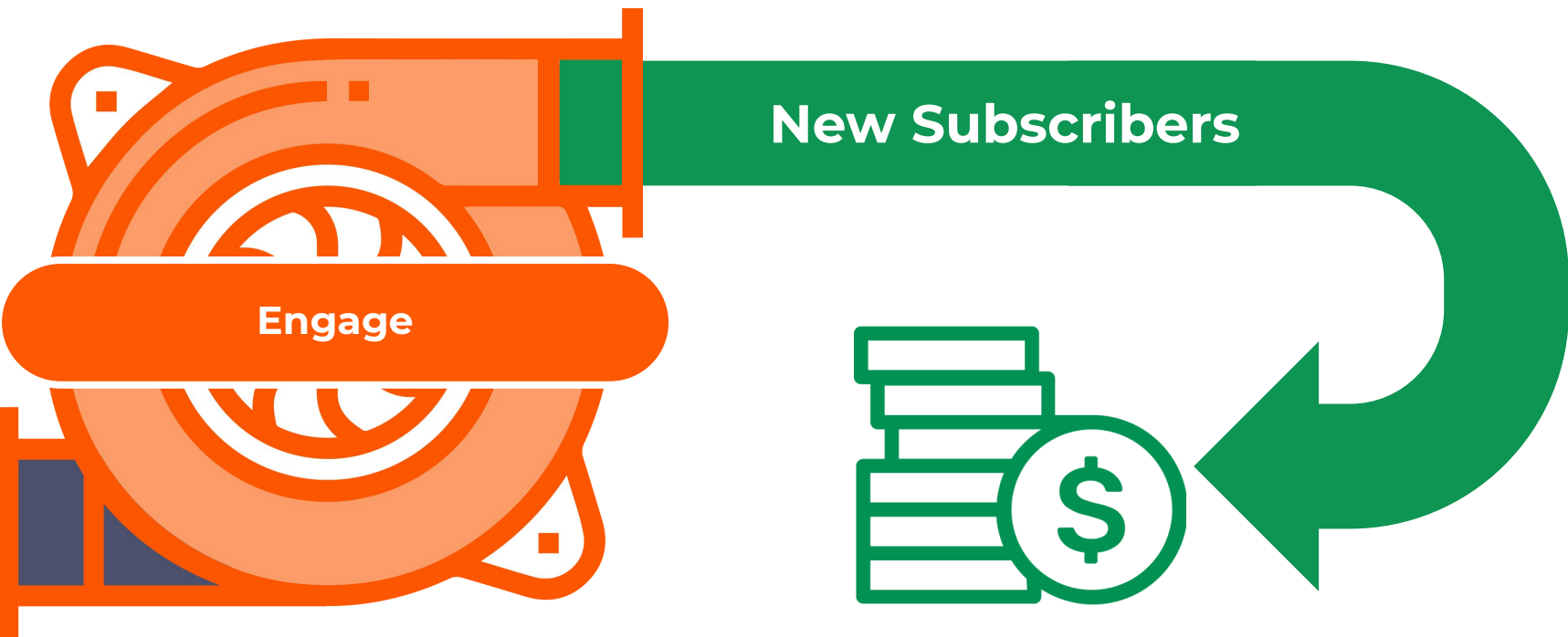


Agenda

- Head to toe email breakdown
 - Why is designing for emails so different?
 - Your email header, body, and footer
- What are templates? How can they help?
 - Difference between a template and a newsletter
- Go into the app
- Your emails reviewed! Live teardown



Turn those subscribers into buyers right away.



Session 1:

Why is email design different?



Rendering issues



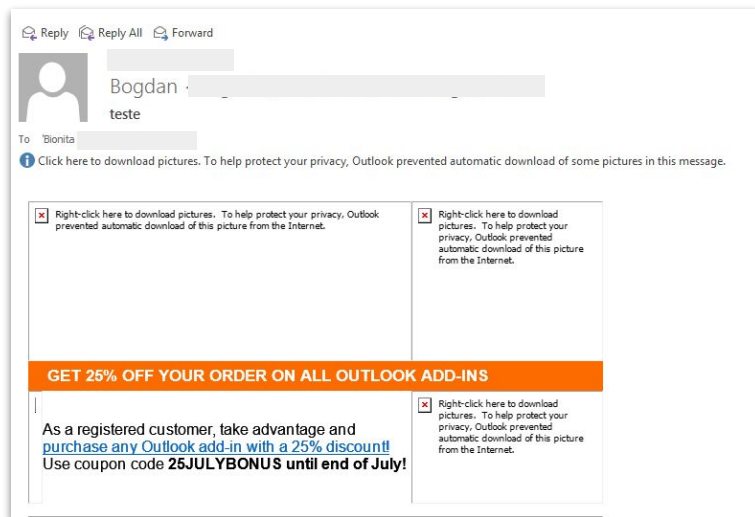
Attention span



Rendering issues

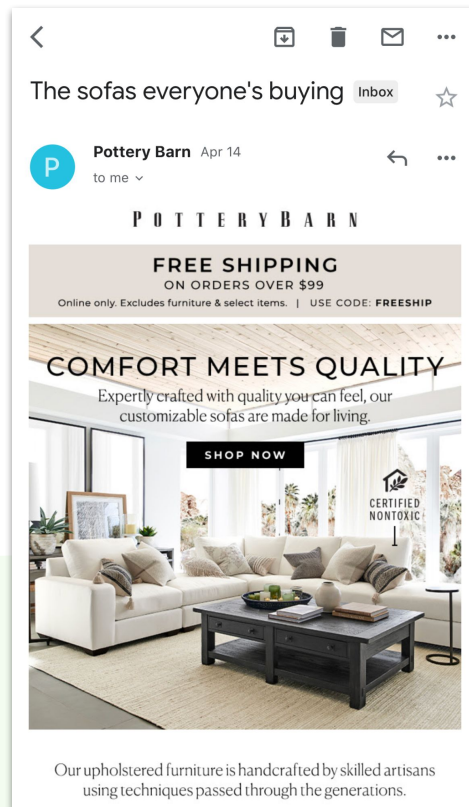
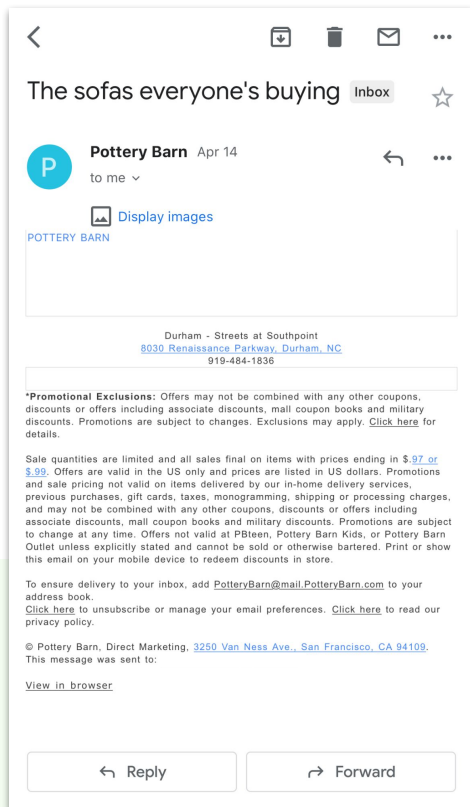
Different systems interpret your email code differently, which can create **common issues**:

- ✗ Images are blocked
- ✗ Font styling changes
- ✗ Message is clipped
- ✗ GIFs don't work



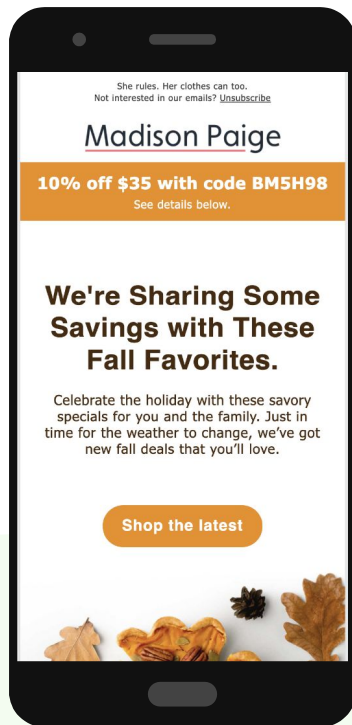
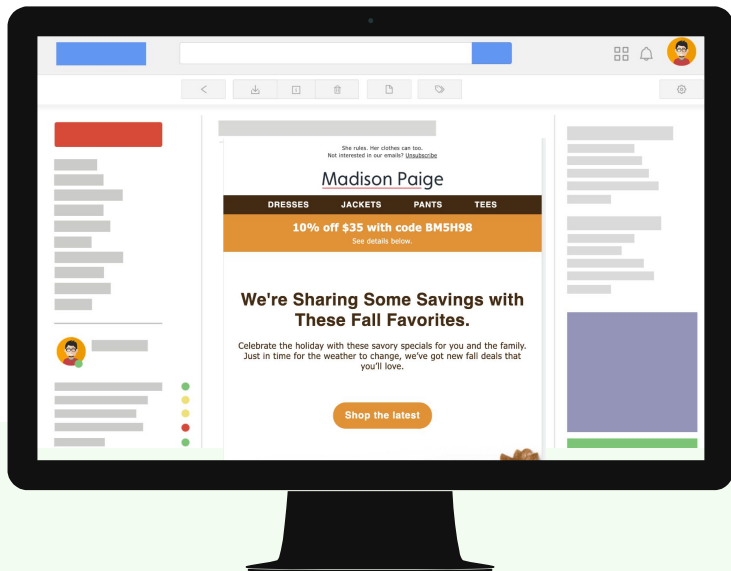


Design challenges: Rendering issues





Design challenges: Desktop vs Mobile





Audience attention span

You have ~ **8 seconds** to get
someone's attention and for them
to decide to take action.*

*Most of the time—some niche audiences are different!



What's the fix?

#1

Use an intelligent email design tool that makes it easy to avoid rendering issues.

#2

Follow email design best practices to increase click rates.





Better messages
=
More clicks
=
More sales

Session: 2

Email Headers



The framework of a great message

Header



Body

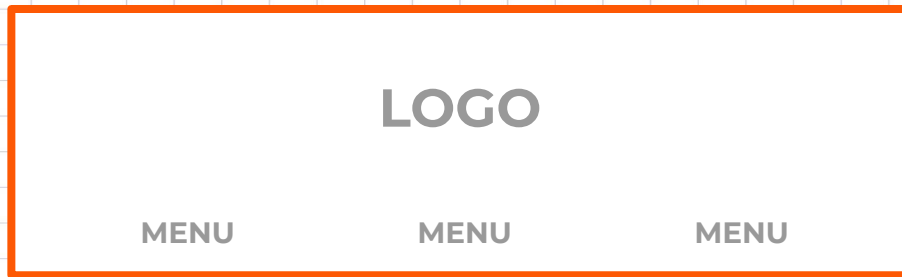


Footer





Your email header

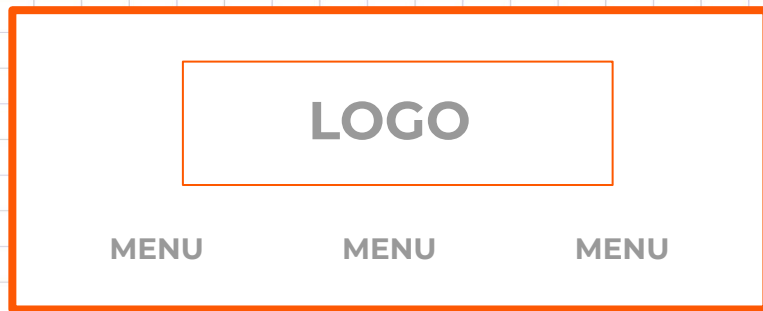


This is the most viewed spot in your whole message. It's the thing people see right away, so anything in this space needs to serve a purpose.

Be intentional about what you prioritize here.



Takes up too much
space



Leaves room for the
body of message

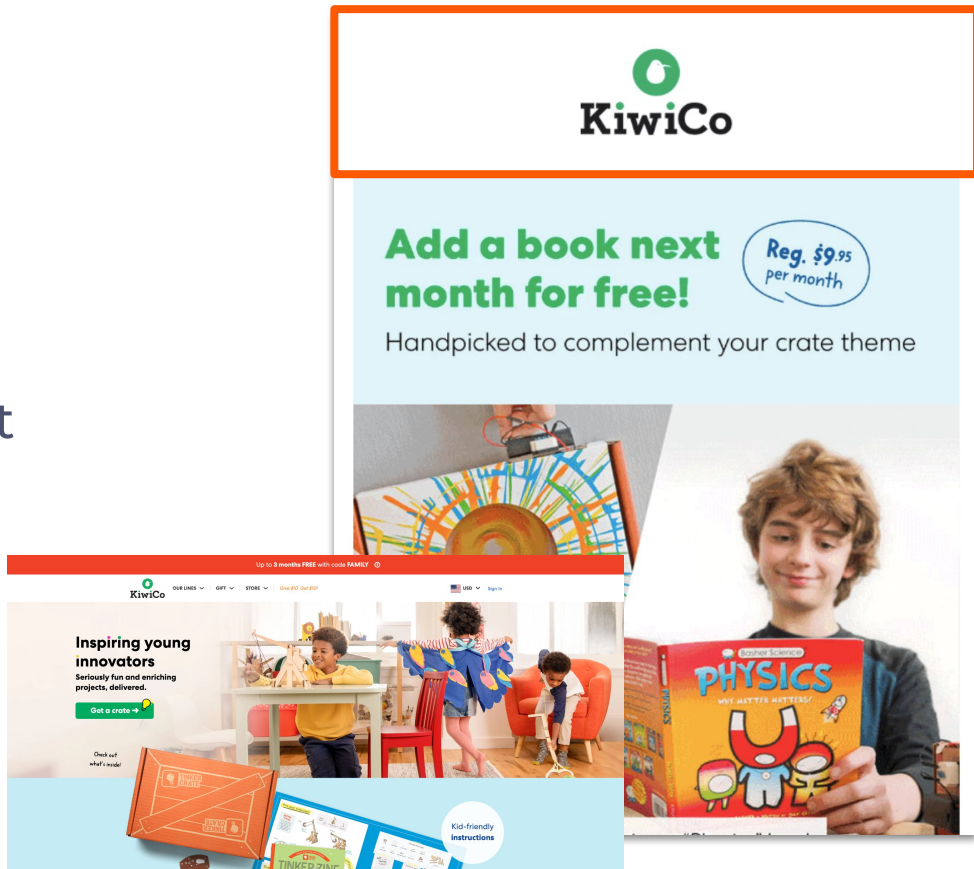


Header Inspiration: Logo

Brand: KiwiCo

What works:

- Strong branding
- Leads straight into content
- Easy to templatize



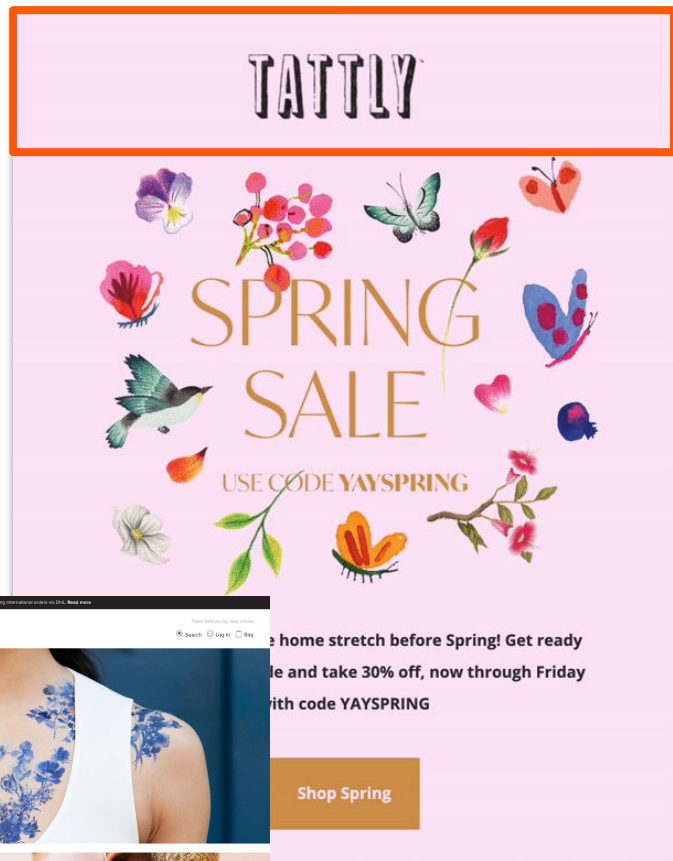
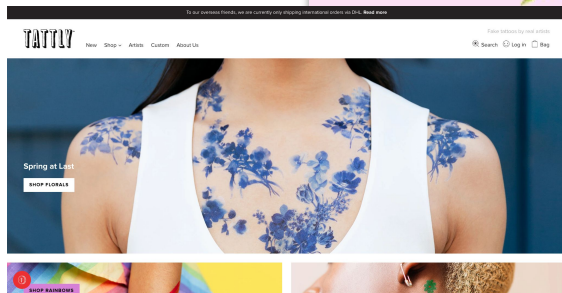


Header Inspiration: Logo

Brand: Tattly

What works:

- Animated logo (it's a .gif!)
- Unique branding
- Incorporated into design



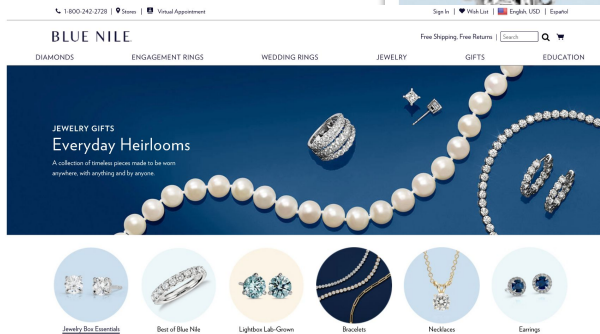
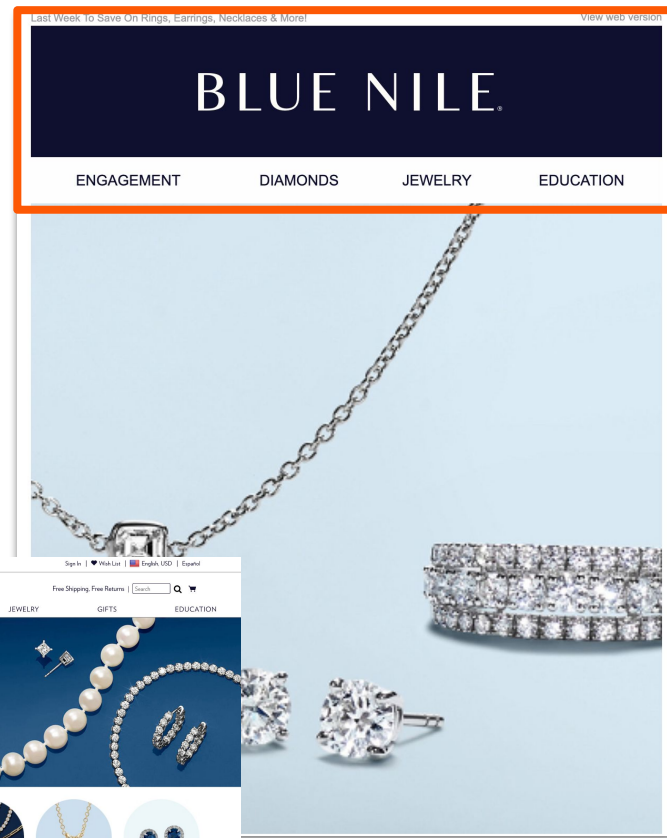


Header Inspiration: Logo + menu

Brand: Blue Nile

What works:

- Bold background color
- Creates sense of structure
- Streamlined menu options





Your email header

3 things to remember:

**Be clear.
Be concise.
Be consistent.**



Email Header Takeaways:

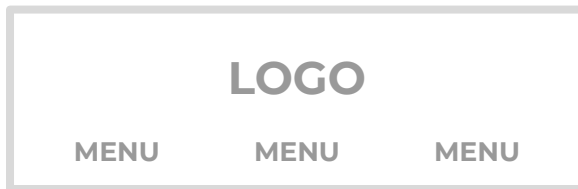
Which of these tactics would work for you?

Logo



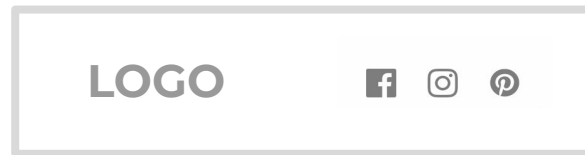
- ✓ Versatile
- ✓ Branded
- ✓ Simple

Logo + menu



- ✓ Helpful

Logo + socials



- ✓ Engaging

Common mistakes

- X Too big or small
- X Off brand

- X Too many options

- X Inactive accounts

Session 3:

Email Body Basics



The framework of a great message

Header



Body



Footer





Your email body



This is the main portion of your message and can contain multiple sections.

This is the heart of your email and contains your message goal.



The body of the message

Images/Animated
.gifs

Text

Countdown timers


Buttons

They rule. Their clothes can too.
No longer interested? [Unsubscribe](#)

Madison Paige

DRESSES JACKETS PANTS TEES


BECOME GODZILLA; KING OF THE TITANS



Let your little one's personality roar in these Godzilla-inspired styles, on sale for a limited time!

01:05:21:53
DAYS HOURS MINUTES SECONDS

[Shop the sale](#)



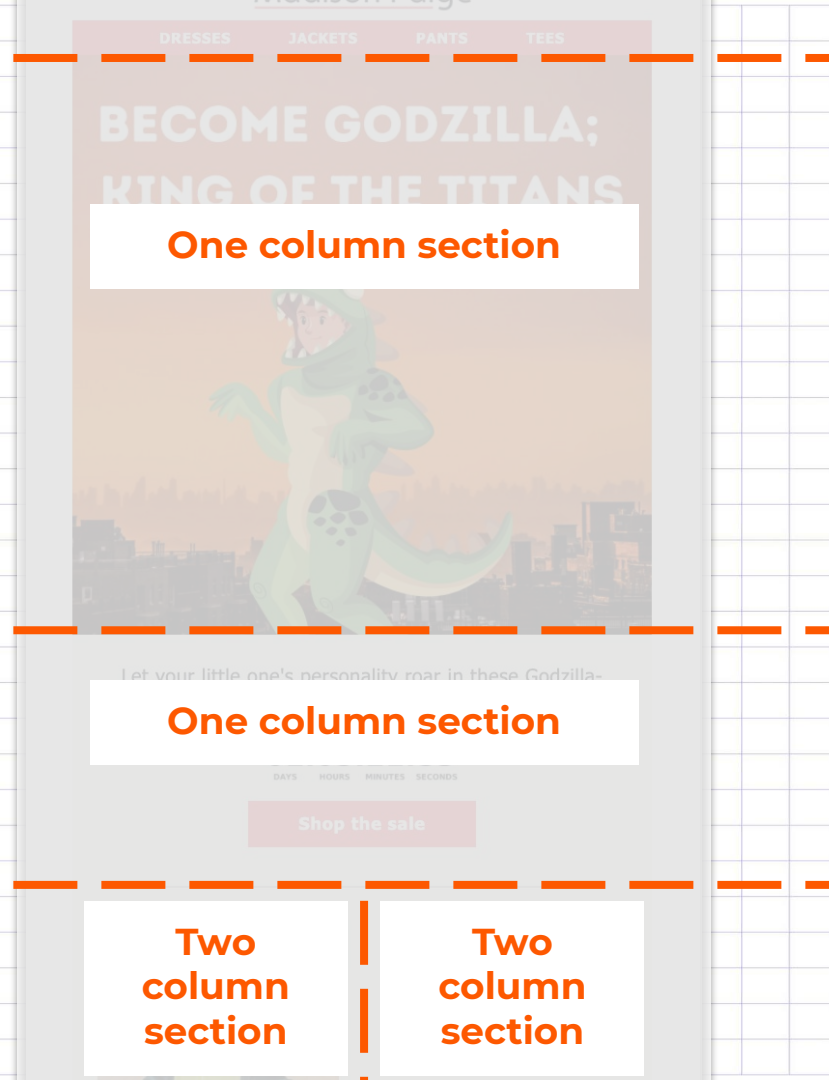
Dragon costume
\$49

[Add to cart](#)



The body of the message

The parts of an email are broken down into a grid system because they are based on HTML.





Fold vs no fold

They rule. Their clothes can too.
No longer interested? [Unsubscribe](#)

Madison Paige

DRESSES JACKETS PANTS TEES

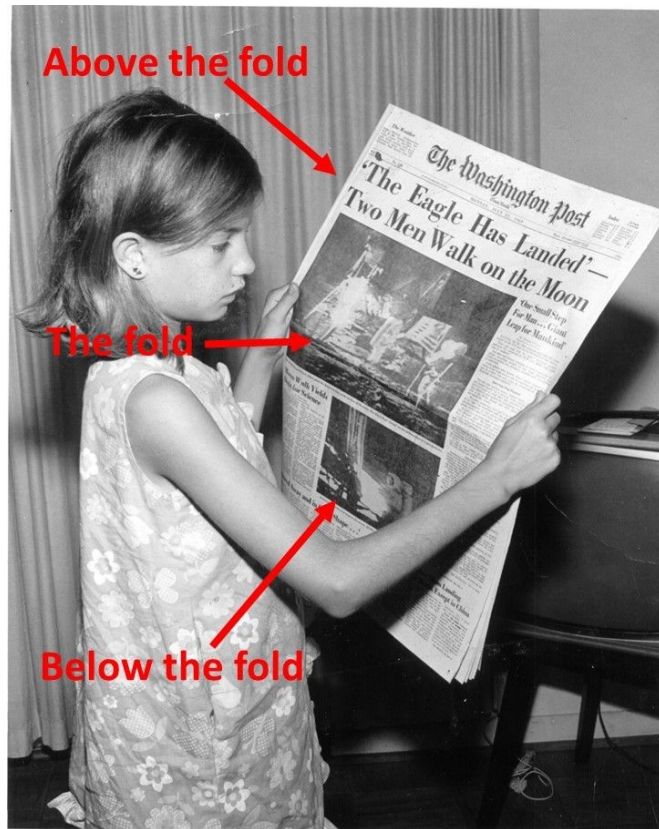
**BECOME GODZILLA;
KING OF THE TITANS**



Let your little one's personality roar in these Godzilla-inspired styles, on sale for a limited time!

01:05:21:53
DAYS HOURS MINUTES SECONDS

[Shop the sale](#)





Fold vs no fold





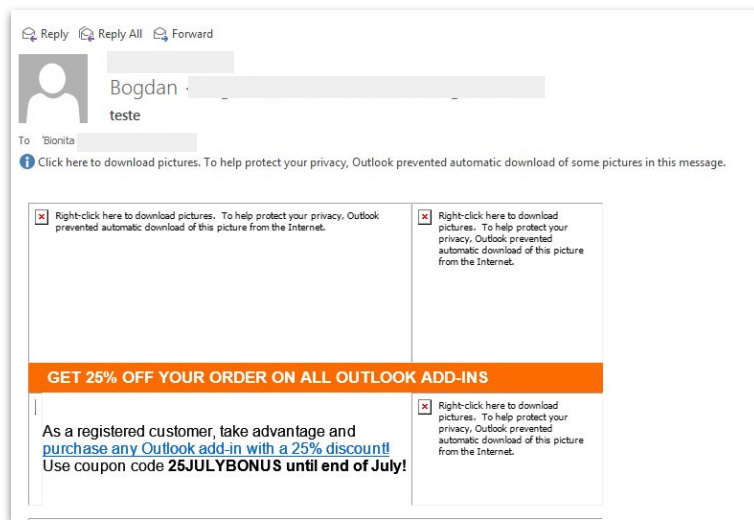
Fold vs no fold:
doesn't matter,
be interesting!



**Why not just
one big image?**

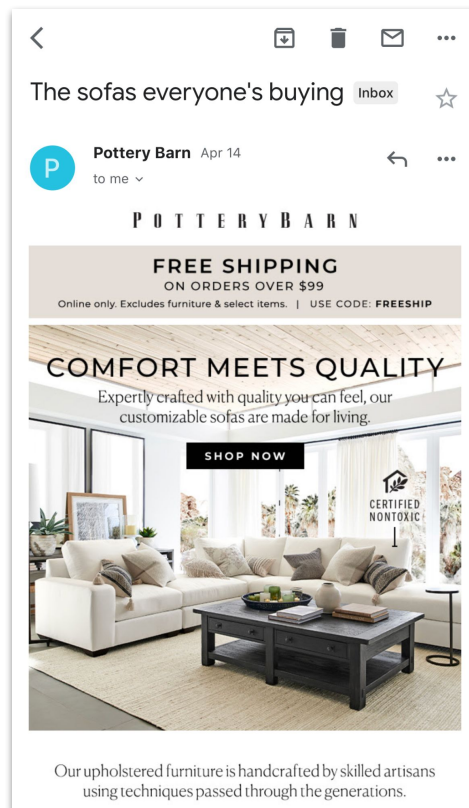
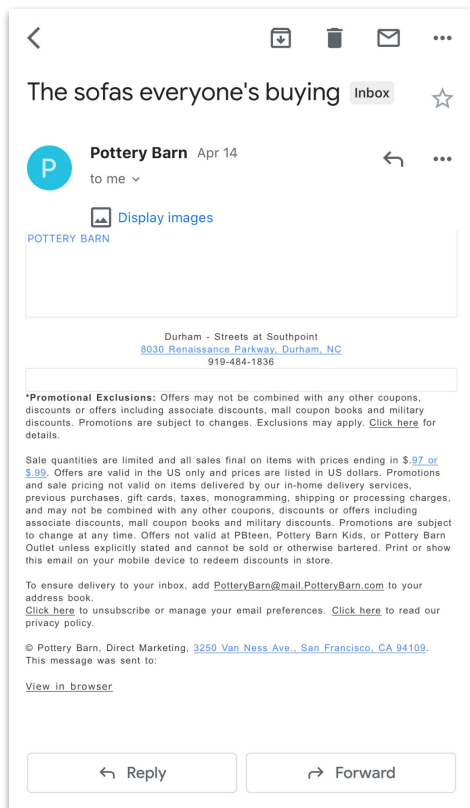


Remember this?





Or this?





Better messages
=
More clicks
=
More sales

Session 4:

Foolproof email body structure



Foolproof email body layout

Headline



Hero Image



Hero Copy



CTA



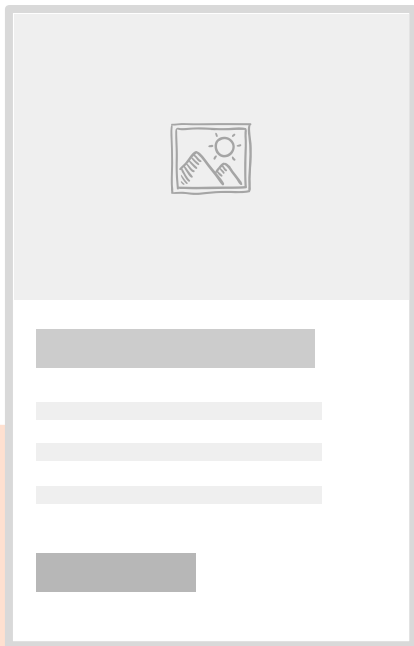


Being consistent
doesn't mean every
message has to look
the same...



Variations: Foolproof email body layout

Image + headline
+ copy + CTA



Headline + image
+ copy + CTA

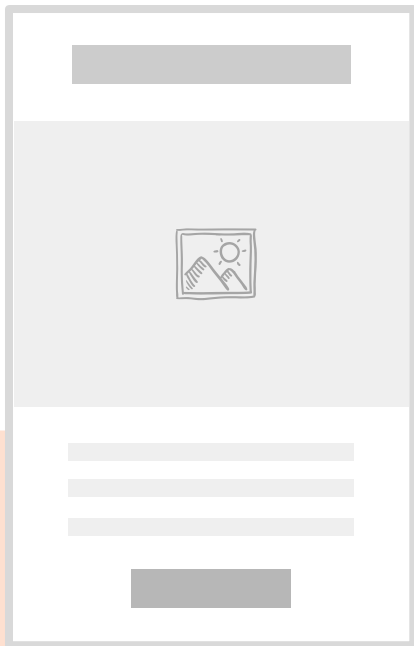
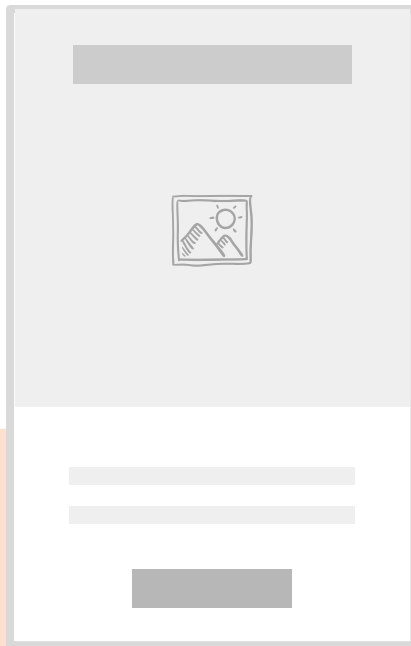
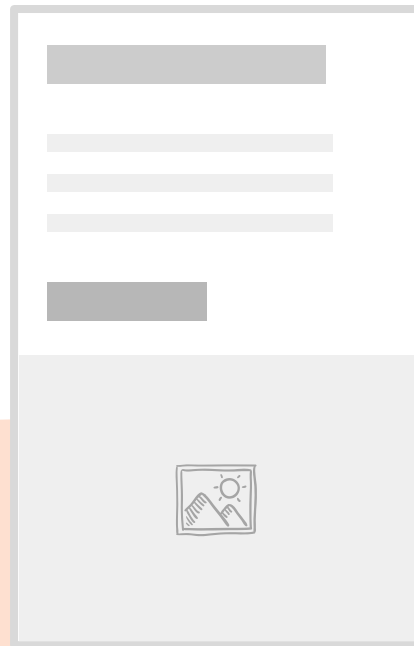


Image & headline
+ copy + CTA



Headline + copy +
CTA + image





Variations: Foolproof email body layout

Image + headline
+ copy + CTA



Add All-Day Comfort

10% off select seat cushion bundles.

Inside every one of our cushions is 100% Purple Grid to reduce pressure and keep you comfortable all day long.

[SHOP SEAT CUSHIONS](#)

Terms Apply

Headline + image
+ copy + CTA

We've got the Solution...



And the **Priming Moisturizer Balance!** The **Refine Duo** teams up to keep your skin comfortably soft and moisturized without too much shine breaking through.

[SAVE WITH THE SET](#)

Image & headline
+ copy + CTA



This just in: Colorful bras and undies are the new statement pieces.

[SHOP NOW](#)

Headline + copy +
CTA + image

Turn your stereo into a Sonos system

Connect Port to your traditional stereo or receiver to stream music and more.

[Shop now](#)





Many other configurations





Email Body Inspiration: 3 sections

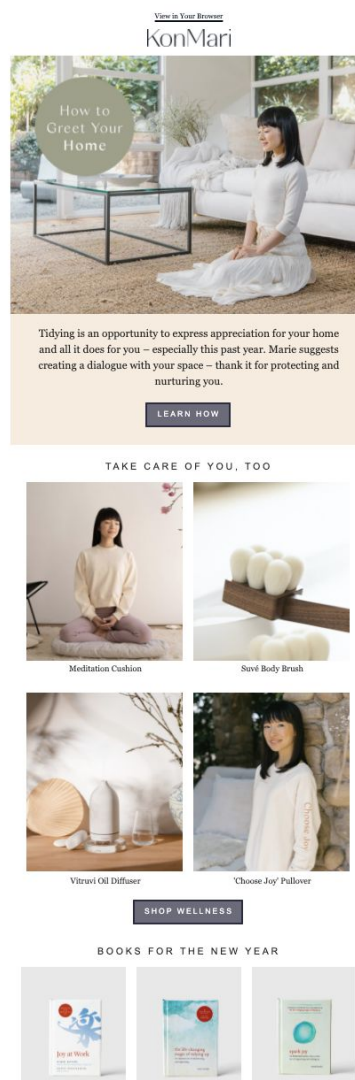
Brand: KonMari

What works:

- Most important content at the top
- Plenty of padding
- Limited to three sections

Pro Design Tip

Add alt text to all of your images so recipients get a sense of your message, even if images are off.





Email Body Inspiration: 2 sections

Brand: Warby Parker

What works:

- Call to action above the scroll
- Eye-catching .gif
- High contrast buttons

Pro Design Tip

Consider using a GIF in your next message - they can lift click rates by as much as 103%!

WARBY PARKER

Spring 2021

For our first collection of the year, we favored personality-driven silhouettes and unapologetically ample acetate.

Shop now



Try five frames
at home—for free!

Take our Spring 2021 (and other frames, too) for a spin at home for five days with our free Home Try-On program.

Get style suggestions



Email Body Inspiration: 1 section

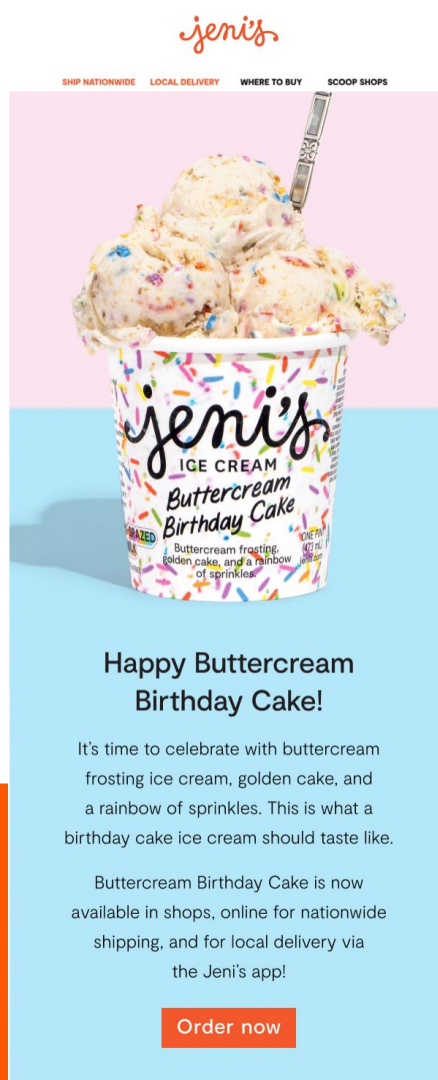
Brand: Jeni's

What works:

- Delicious hero image
- Rich text and background colors
- Optimized for mobile

Pro Design Tip

Save your images at 2x their intended size so they'll look crisp and clear on retina screens.





Your email body

4 things to remember:

**Know your goal.
Make it interesting.
Make it accessible.
Keep it simple.**





Email Body Takeaways:

Which layout would work best for you?



Headline first

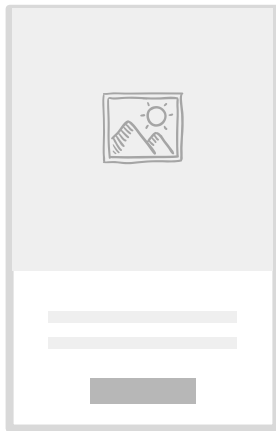
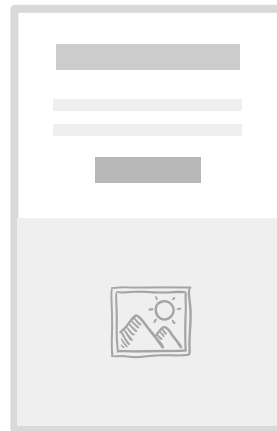


Image first



CTA first

Session 5:

Going inside Canva

Main image

.gif

Session 6:

Email Footers



The framework of a great message

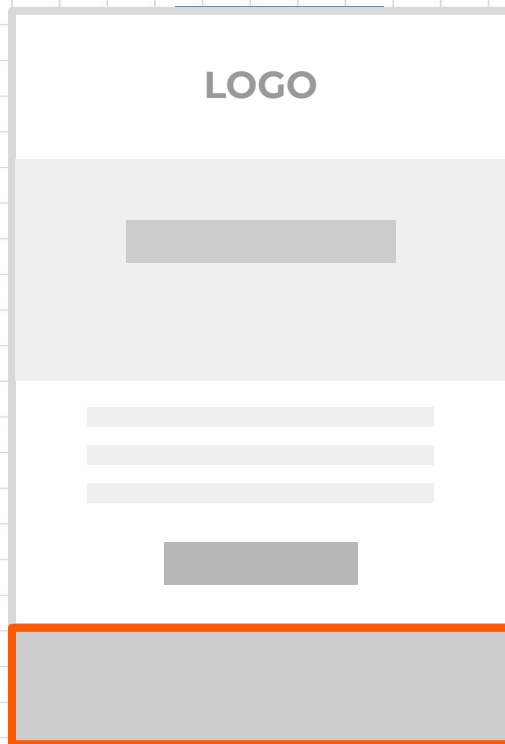
Header



Body

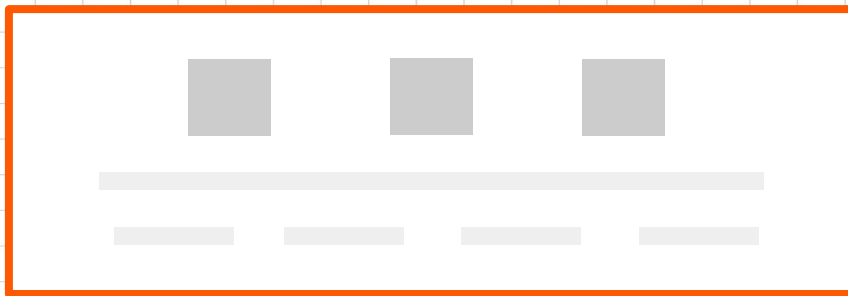


Footer





Your email footer



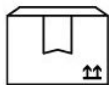
This is typically where secondary information and your unsubscribe link will be. It's also a good spot for info you want to repeat over and over, like shipping thresholds or holiday information. **This is useful space!**



Footers that function



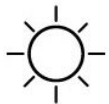
NEW ARRIVALS
DAILY



FREE SHIPPING
OVER \$75



SHIPS WITHIN
1 BUSINESS DAY



BASED IN
MIAMI/FL



FAST & FREE
SHIPPING



EASY
RETURNS



PAY LATER
WITH AFTERPAY

WEAR NOW

PAY LATER.

afterpay

ALWAYS INTEREST-FREE.

&

**FREE
SHIPPING**

ON U.S. ORDERS \$50+

Always formulated without Parabens or Sulfates



PAH
Cruelty-Free
and Vegan



CRUELTY FREE



SULFATE FREE



VEGAN



PARABEN FREE

THE ALOHA WAY



CERTIFIED
B CORP



ORGANIC



NON-GMO



VEGAN



SOY-FREE

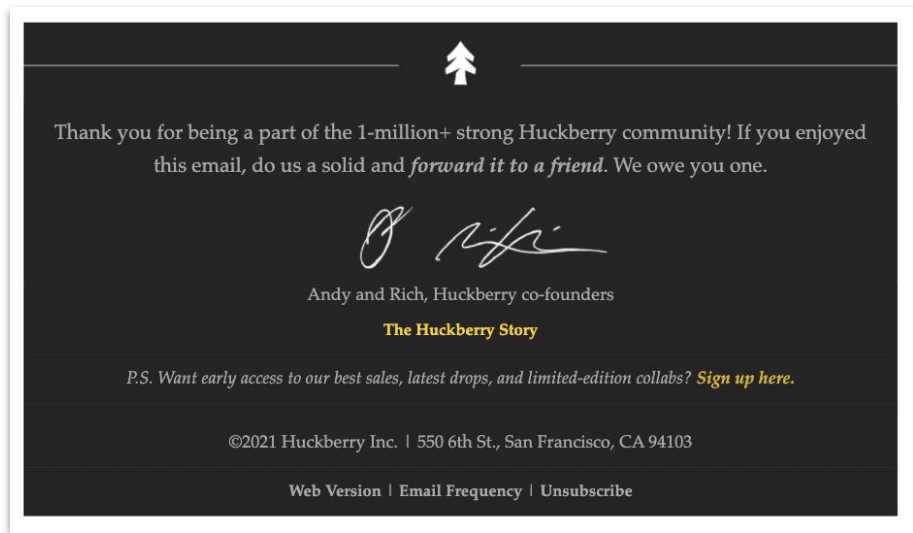


Footer Inspiration

Brand: Huckberry

What works:

- Streamlined + simple
- Suggestion to share
- Signature feels personal





Footer Inspiration

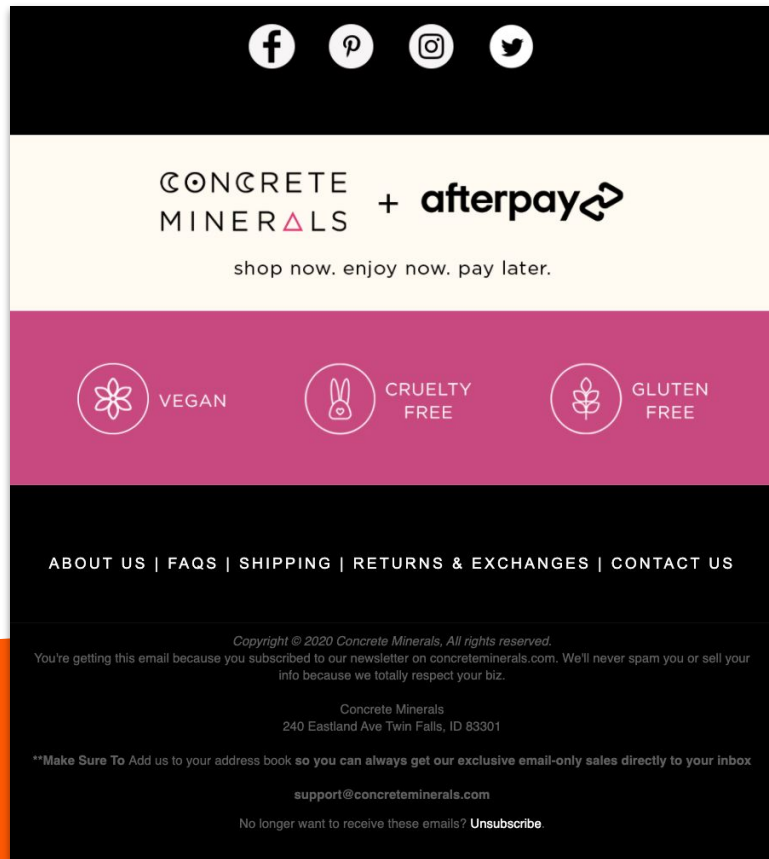
Brand: Concrete Minerals

What works:

- Color creates sections
- Most important content first
- Sharing brand values

Pro Design Tip

Use icons to make key information memorable (and help text elements stand out!).





Footer Inspiration

Brand: Lupii

What works:

- Large (clickable!) text
- No crowding or clutter
- Building brand recognition





Your email footer

1 thing to remember:

Finish strong.



Email Footer Takeaways:

Which of these tactics would work for you?



Shipping callout



Shopping callout



Social callout

Session 7:

How to use templates to save time



Is there a way to make email design easier?





Making your life easier with templates

Imagine a **pack of birthday cards** you would buy at a store.

You buy many of them **all together.**





Then you take a card and write
a personal message.





Template

- Has placeholder content
- Can be used over and over



Newsletter

- Has unique content
- Specific message



Making your life easier with templates



Birthday



Thank You



Welcome

Session 8:

In the app

Session 9:

Your list growth checklist



Toolbox: Your email design checklist

- ❑ Keep your header clean, concise and consistent
- ❑ Choose to have either: logo only, logo + nav, or logo + social
- ❑ Lead with your most important content
- ❑ When in doubt, use the 'foolproof' body structure
- ❑ Utilize 'bulletproof' elements
- ❑ Try out .gifs, countdown timers, and different layouts
- ❑ Develop a footer that reinforces your brand wins
- ❑ How can templates help you?



Toolbox: Your 'before I hit send' checklist

Before you hit send make sure to...

- ❑ Send yourself a test message:
 - ❑ Check that all links work
 - ❑ All your images work and link back to your site.
 - ❑ Double check spelling/grammar (especially the subject line!)
 - ❑ Make sure it looks good on mobile, easy to click.
- ❑ Is the send time and date correct?
- ❑ Is this the correct list to send to?
- ❑ If you have a discount code, does it work correctly?
- ❑ Will this send kick up any problems for customer support?
- ❑ Does anyone other than yourself need to be aware of this message going out?
- ❑ Can you see value in the message above the fold with a clear call to action?
- ❑ ...
- ❑ ...

