

emailscientists.com
an email marketing laboratory

EMAIL SCIENTISTS PRESENTS

AN HTML EMAIL CREATIVE DESIGN FIELD GUIDE



INTRODUCTION TO DESIGNING HTML EMAILS

*This guide is for marketing agencies, designers or experienced HTML programmers that wish to Upload their own HTML to use when marketing with Email Scientists. If you are none of the above, we offer hundreds of template that are customized to specific industries and basic templates that you can customize without knowing HTML. Please visit www.emailscientists.com for more information.

Lets get started!

Designing successful HTML Email Marketing Campaigns is dependent upon having a clear understanding of your marketing goals which will determine “who” you (or your clients if you are a marketing agency) would like to market to (males, females, a certain geographic area, etc.) and with “what” offer you’d like to market to them. Here are some examples:

- Acquiring New Customers
- Converting Potential Customers Into First Time Buyers
- Growing Current Customer Relationships
- Retaining Loyal Customers or Enhancing Customer Satisfaction and Loyalty
- Reactivating Lost or Lapsed Customers into Current Customers

Once you goals are clearly defined, the email marketing campaign can be designed to target a specific audience with relevant messaging. This HTML Creative Design Field Guide includes the features to enhance email communication, the Do’s and Don’ts for designing and coding HTML email, and the guidelines for email copy and creative.



CONTENT GUIDELINES

Keep content of HTML emails short and to the point. You have a short time frame to capture a potential customer's attention.

- Engage interest with short, easy-to-read, relevant content
- Using bullets is a good way to call attention to important details. But don't use images as bullets in unordered lists (UL).
- Avoid Spam Filter words and phrases. See Our "Guide To Not Get Trapped" for more details.

Subject Lines:

- The first point of contact with a potential customer is the subject line. This also creates the initial impression about your business or event or offer you are promoting.
- The goal of the subject line is to convince the recipient to open and read your email message.
- The subject line should be a maximum of 8-10 words to get immediate attention
- The average email viewer can display 60 characters in the subject line before it gets cut off.
- EmailScientists.com recommends keeping subject lines under 50 Characters or greater than 72 Characters and refrain from using punctuation (especially exclamation points and question marks)

Headlines:

- Headlines appear at the top of the email message just under the subject line.
- Headlines should contain the offer, savings or promotional message you are marketing.

Body Content:

- Restate the offer(s) from the headline at the top of the body content
- Include 1-2 short paragraphs with details of the marketing offer and a brief company description when applicable.
- Convey benefits to the customer



CONTENT GUIDELINES (CONTINUED)

Call to Action:

- Include a strong call to action that tells the recipient of the email what you want them to do (i.e. sign up, join, buy, attend, etc.)

Address:

- The DMA (Direct Marketing Association) Email Best Practices and the CAN SPAM Act require the physical address and phone number of the sender of the message to be included at the bottom of the email.



Mad Max's Bottom Line:

Create an email with content and offers that you would enjoy receiving yourself. Ask yourself if you would open the email, if you would read the email and more importantly, would you act on the marketing offer being presented.



CREATIVE GUIDELINES

Design for Quick Viewing:

- Keep layout about the fold – 250 to 300 pixels
- Design as a half-page rather than a full-page ad. Do not force the recipient to scroll.
- Create the HTML Email in an HTML editor in Plain HTML. Do not use MS Word, Layers, CSS, PageMaker or Dreamweaver.

Use of Graphics:

- Use bold graphics and design. Lifestyle Graphics work best.
- When using images, use ALT tags as a component of tag. This will ensure copy shows up in place of the image for those recipients who have their image reader turned off or the reader is set to off by default.
- We do not recommend the use of forms, flash, animated GIF's, nested background colors, background images in DIV tags or TABLE cells.
- We do not recommend embedded images.
- Avoid the temptation to build your emails using only images. Try to keep a 60 (text) to 40 (image) ratio on your emails.

Optimize your HTML Creative:

- Try to keep the entire HTML and graphics must be under 50kb in weight (HTML 10kb or less and images 40kb or less).
- Save graphics with large blocks of flat color or plain text as GIFs.
- If the layout is one large graphic, slice into smaller pieces and spread throughout email.

Design Format:

- Do not use Cascading Style Sheets (CSS) or Javascript!
- Include your logo at the top to attract attention and quickly promote your company.
- Test your design in a preview pane, full screen and with images turned on/off.



EMAIL CREATIVE DO'S AND DON'TS

Here is a list of Email Creative Do's:

- Create the HTML in an HTML editor, in Plain HTML
- Use ALT tags in the HTML code for each image used in the HTML design.
- Use headers, especially when featuring a brand or logo.
- Get important messaging above the fold so it is viewed within the preview pane.
- Clearly identify the call to action that you want the recipient to take.
- Make the hyperlink prominently displayed and in multiple locations if the purpose is to drive customers to your website.
- Use bullets as a good way to call attention to important details.
- Save graphics with large blocks of flat color or plain text as GIFs.
- Use a colored background behind a small but important part of the email message to distinguish it.
- Use a signature graphic, to make the email appear more personal.
- Ensure that the entire HTML email including graphics is under 50k in weight.
- Use fonts that are universal on the internet such as Arial, Verdana, Tahoma, or Times New Roman. Any other fonts will resort to a default font if the recipient doesn't have it installed on their computer.
- Minimize the number of fonts, sizes, and colors used in the design for easy flow and professional look.
- Minimize graphics and images to logos, photos of products or situational photos that support the message visually.



- Include a re-direct to the email creative as a viewing work around. i.e. If you are having trouble viewing this email with images, click here. Place at the top of the HTML email creative.
- Ensure that the physical mailing address and phone number of the sender are included at the bottom of the creative as required by the DMA Email Best Practices and CAN SPAM Act.
- Keep the length of the email short, concise, and about one page maximum in length. Newsletters may be slightly longer, but the further details of the message should be left on the hyperlinked-landing page.
- Include a landing page where responders go after they click through from an email.
- Keep the subject line less than 50 characters or greater than 72 characters.



EMAIL CREATIVE DO'S AND DON'TS (CONTINUED)

Here is a list of Email Creative Don'ts:

- Don't use Microsoft Word, Layers, CSS, Pagemaker, Javascript or Dreamweaver.
- Don't use forms, flash, animated GIFs, nested background colors, background images in DIV tags or TABLE cells.
- Don't use embedded images.
- Don't use images as bullets in unordered lists (UL).
- Don't make the layout one large graphic, instead slice it into several pieces and optimize each piece.
- Don't use white (#FFFFFF) text. Spam Filters hate white text.



ABOUT EMAIL SCIENTISTS

EmailScientists.com is a web portal that provides a way for businesses to connect with new or existing customers in their surrounding area through email marketing.

What is unique about Email Scientists is a business does not need to have a huge client email list to perform email marketing. Businesses can use our database of 85 Million + and choose who to market by based on geographic location (by zip code or address) and demographic information (i.e. gender, age, marital status, income level, home ownership, pet owner, or children in household).

info@emailscintists.com | [1.866.842.1001](tel:1.866.842.1001) | www.emailscintists.com