

Innovations in

Email Design

Part 2: How-to and Resources

today's know-it-alls



Elliot Ross
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[@iamelliot](https://twitter.com/iamelliot)



Justine Jordan
Litmus
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Mark Robbins
Rebelmail
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John Thies
Email on Acid
[@johnethies](https://twitter.com/johnethies)

today's agenda

Getting innovation “done” with your team or agency

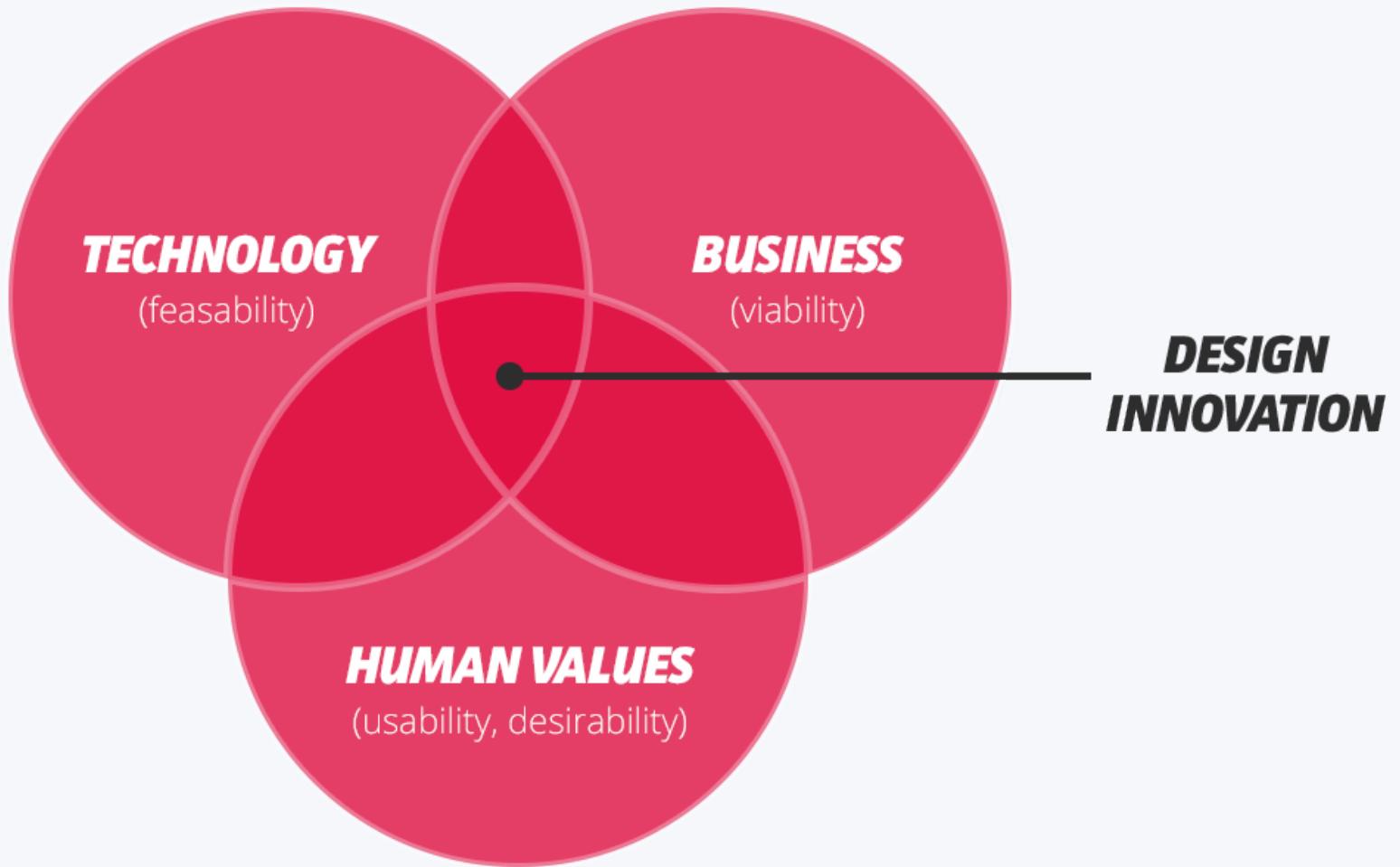
What to know before you progressively enhance

The crazy hacks behind interactivity

Spooky scary ‘ghost’ tables

resources + slides >>> bit.ly/eis-design

Innovation Helps People



Progressive Enhancement



Innovation in Email

Making Innovation Happen



EmailWeekly.co

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Hijen, here are this week's featured articles

Last week's token cat image made me realise we've never had a dedicated cat weekly... say whaaaaat? I know. Right there and then, I rose from my desk, stared into the distance and I said out loud for the whole team to hear: "Next week will be full of cat GIFs, I will not hear another word on the matter!"

It goes without saying that no one batted an eyelid... so, here we are.

- millie



Valentine's email marketing campaigns that nailed it
Campaign Monitor



The Fab Four technique to create Responsive Emails w/out Media Queries
HiTeuMeLeu



Gaining Email Marketing Insights from Big Data [Video]
Litmus



MJML: Why We Created A New Open-source Framework For Email Coding
Mailjet



404 words: Context is King
Mike Ragan



Is your email campaign breaking your brand promise?
ClickZ

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#emailweekly

Hi there, here are this week's featured articles

This week we have mostly been going through the seven stages of logo grief — Shock, awe, sudden-urge-to-complain-on-twitter etc. Anyway, in celebration, we thought we'd break out the CSS gradients.

(Sorry Outlook/Yahoo friends ↗)

p.s. Subject line stolen from Dan Cederholm ↗



404 words: Supercharged Email Templates
Mike Ragan



How To Bring Instagram Love To Your Email Marketing
GetResponse



Why Shea Serrano's Fans Beg to Pay Him for His Newsletter
Mailchimp



Making The Case For Mobile And Email Integration
Mediapost



Why unsubscribes matter
Smart Insights



11 Reasons to Test Every Email Before You Send
Litmus

Rocking our (in)box this week:

Here's What Other Logos Look Like With Instagram's New Colors • Never Show A Design You Haven't Tested On Users • April Email Market Share: Mobile Rises To 56%, Its Highest Point Yet • Cirque du Soleil's Derricks On Finding The Quiet Spaces In Marketing • Freebie: Space Icon Set ↗ • Automatic to offer .blog domain names • The absolute easiest way to beat blue links in emails on iOS • You can now generate Simpsons GIFs for just about any occasion • Google's Parsey McParseface helps machines understand English almost as well as

EmailWeekly.co

IT'S THE ALL NEW REDESIGNED EMAILWEEKLY


#emailweekly

Hi there, here is the latest email gossip

We had an awesome response to the first ever #EmailWeekly email design pop quiz last week. As promised, here are the answers:

- 1) Imhotep would be the first person to unsubscribe
- 2) It does sound good as a catch all phrase, but it falls down quickly as a strategy
- 3) Maths
- 7) Nobody converts on mobile, therefore it is unimportant
- 9) The missing tag is `<tbody>`


Get EmailCities: The greatest email framework of all time



Guide to email marketing for the mobile era

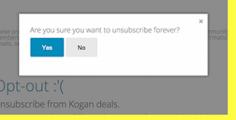


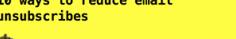
What you need to know about the new Outlook.com



How to use emojis in email subject lines without being a spammer


Gmail's 'Mic Drop' prank backfires in a mortifying way, gets pulled


Opt-out :(Unsubscribe from Kogan deals.


10 ways to reduce email unsubscribes

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#emailw

Hi there,
week's featured articles

It's Black Friday! We can almost
Rebecca Black of course, but 3 hours
This week we heard that over 90% of
but maybe he was talking out of his




Will we ever have email coding standards?

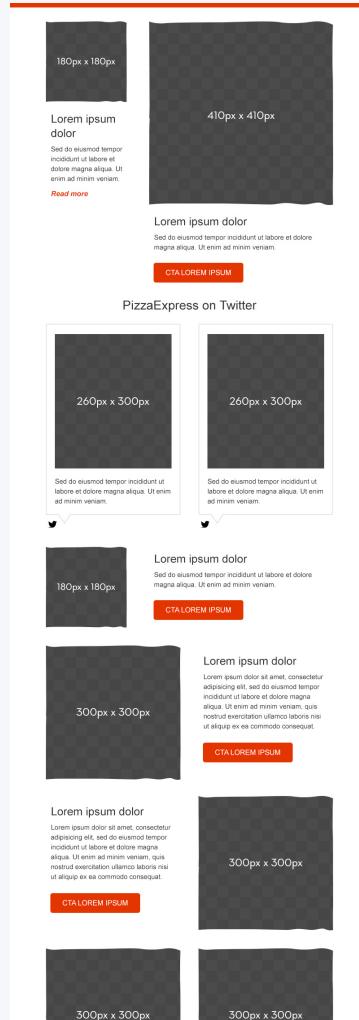
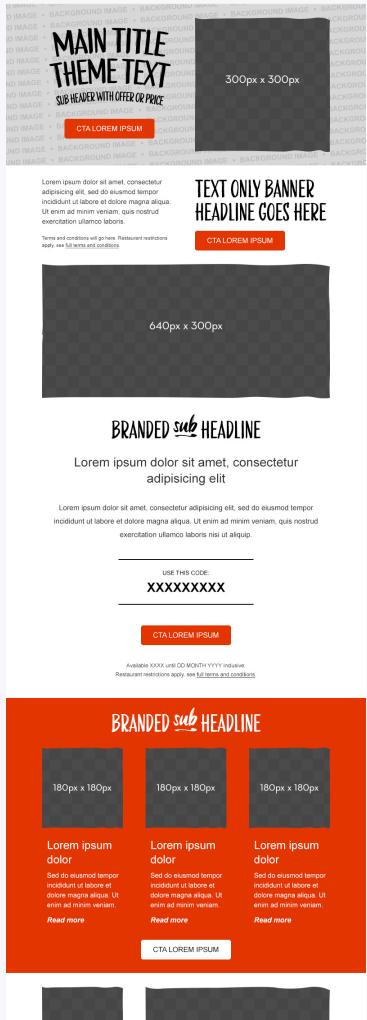


Stop Your Campaigns Before They Stop Your Users



YOU HAVE 7490 NEW MESSAGES

Innovation in Email



Make a master template

- Make Efficiencies
- Save time on day to day
- Gives a framework to work from

Reserve time

- Google 5% time
- Budget hours/money

Involve your team

- Work with designers
 - design != laying up layouts
- Work with data people
 - Data in another context is invaluable
- Have them work together
 - Don't silo your process

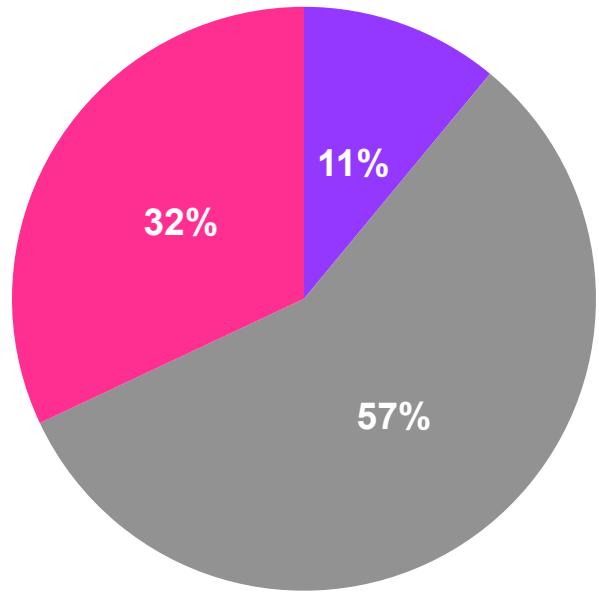
/giphy teamwork



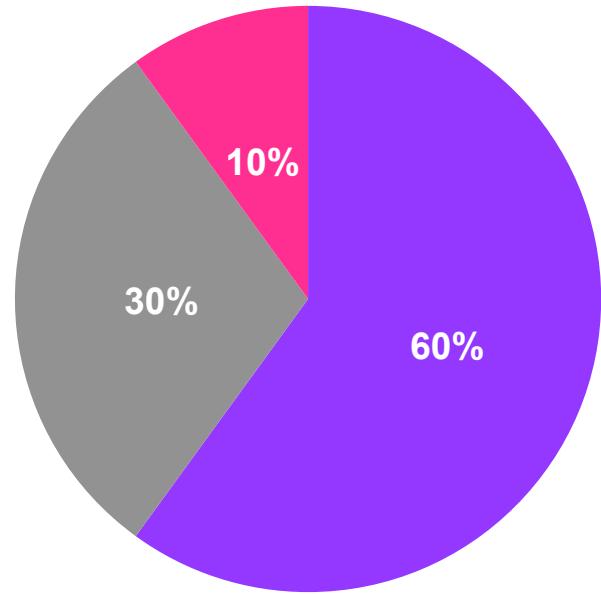
Citytv

what does your data say?

Litmus



Average Retailer

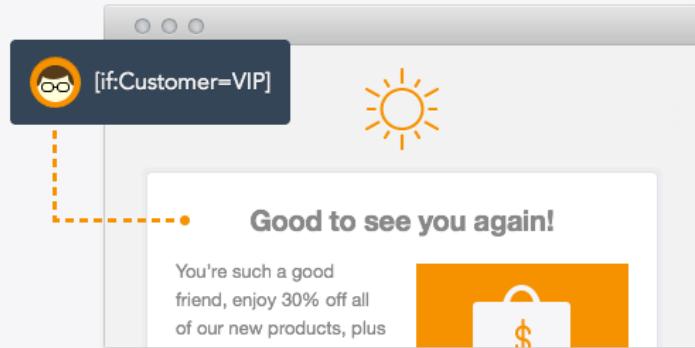


■ Mobile

■ Desktop

■ Webmail

animated GIFs

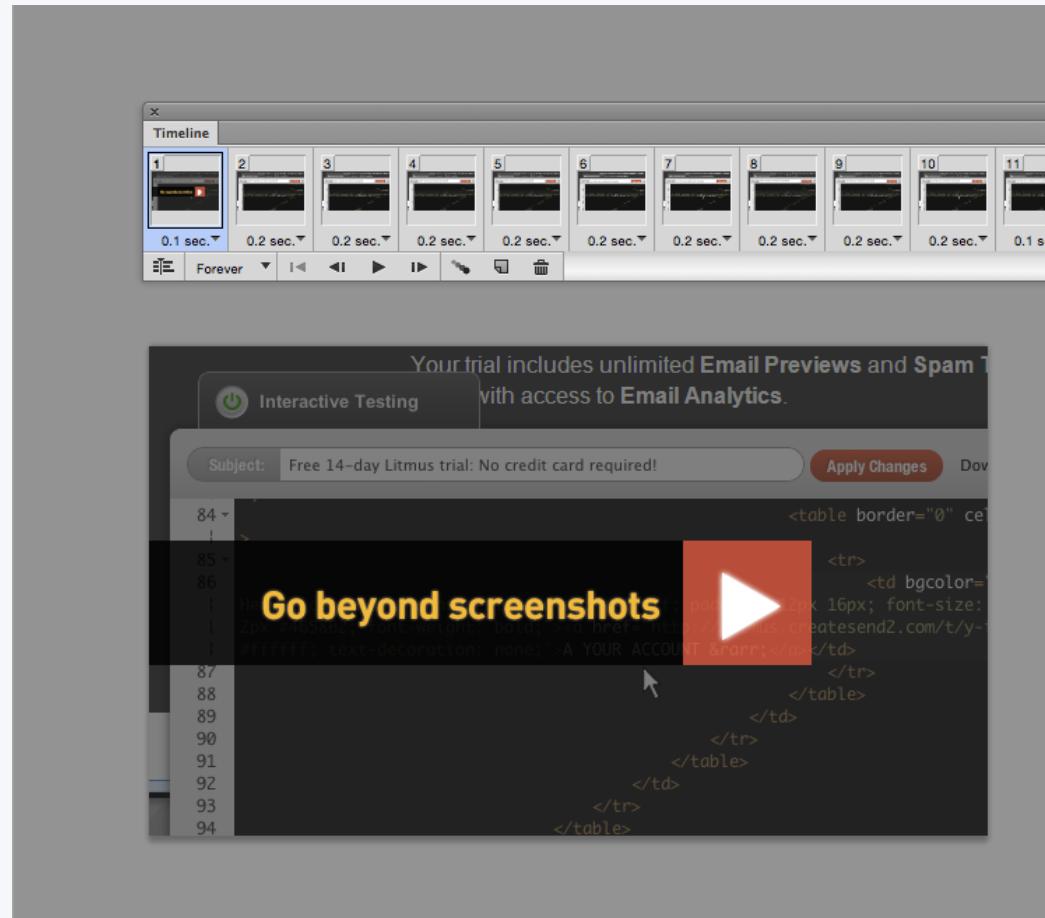


animated GIFs support and how-to

Not supported in
**Outlook 2007, 2010,
2013, 2016 for
Windows**

First frame should include
crucial info and CTA

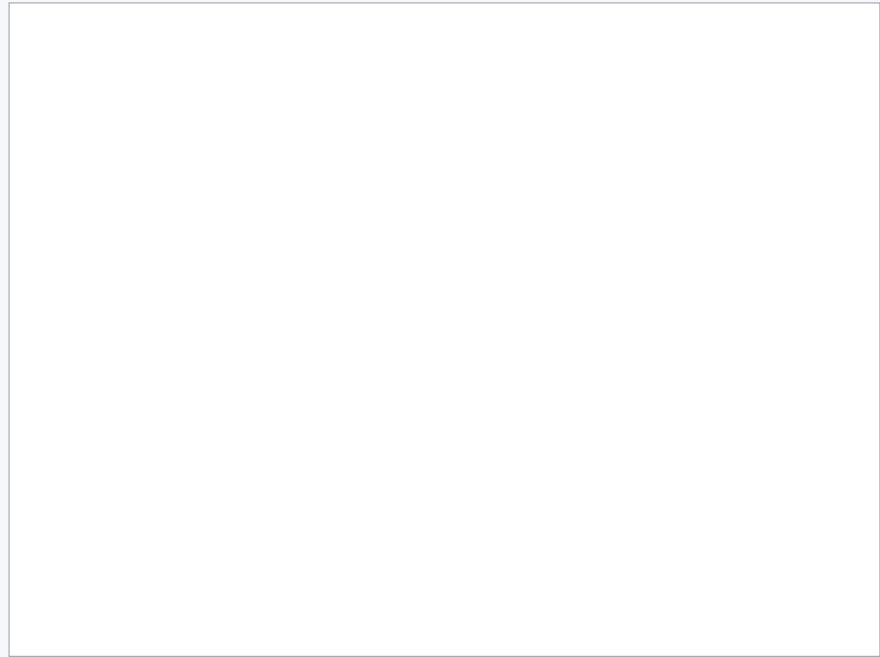
>>> bit.ly/gifs-email



animated GIFs



Outlook 2007+ shows the 1st frame



Other programs show the animation

button enhancements

I am a button →

Rounded corners

I am a button →

Borders

I am a button →

Gradients

I am a button →

Web fonts

I am a button →

Hover effects



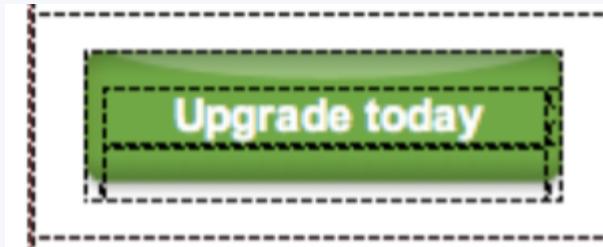
button enhancements

Old way (with images)



```
1 <table border="0" cellspacing="0" cellpadding="0">
2   <tr>
3     <td align="center" style="line-height:10px;font-size:10px;"></td>
4     <td align="center" style="line-height:10px;font-size:10px;" background="20130219_basic_cta-bg.gif"></td>
5     <td align="center" style="line-height:10px;font-size:10px;"></td>
6   </tr>
7   <tr>
8     <td style="line-height:16px;font-size:16px;" align="center" background="20130219_basic_cta-l-2.gif" bgcolor="#cd398f"></td>
9     <td align="center" bgcolor="#cd398f"><a href="http://www.sky.com/" style="font-family:Arial, Helvetica, sans-serif; font-size:12px; color:#ffffff; text-decoration:none; line-height:14px;"><span><strong>Upgrade today</strong></span></a></td>
10    <td align="center" style="line-height:16px;font-size:16px;" background="20130219_basic_cta-r-2.gif" bgcolor="#cd398f"></td>
11   </tr>
12   <tr>
13     <td align="center" style="line-height:15px;font-size:15px;"></td>
14     <td align="center" style="line-height:15px;font-size:15px;"></td>
15     <td align="center" style="line-height:15px;font-size:15px;"></td>
16   </tr>
17 </table>
```

New way (bulletproof)



```
1 <table border="0" cellspacing="0" cellpadding="0">
2   <tr>
3     <td align="center" bgcolor="#cd398f" style="border-radius:20px;box-shadow:#333 5px 5px 5px 0; background-image:url(image.gif);"><a href="http://www.sky.com/" style="font-family:Arial, Helvetica, sans-serif; font-size:12px; color:#ffffff; text-decoration:none; line-height:14px;"><span><strong>Upgrade today</strong></span></a></td>
4   </tr>
5 </table>
```

button enhancements

[Over]simplified button

```
<td bgcolor="#63D1F4">  
<a href="litmus.com">Litmus</a>  
</td>
```

Code samples + guide >>> bit.ly/bulletproof-buttons

button enhancements

Adding rounded corners

```
border-radius: 10px;  
-webkit-border-radius: 10px;
```

Code samples + guide >>> bit.ly/bulletproof-buttons

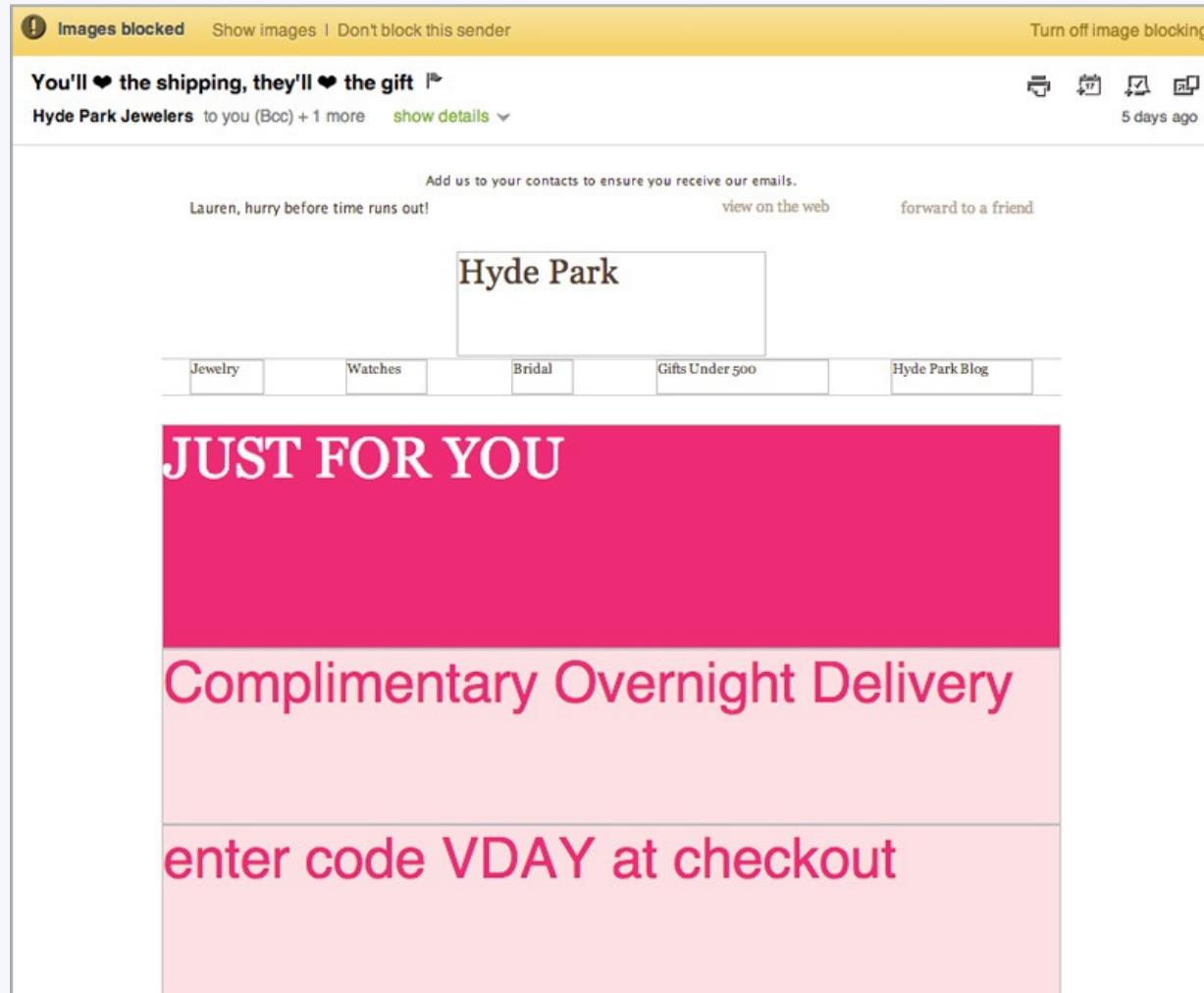
button enhancements

Adding borders

```
border-top: 3px;  
border-bottom: 3px;  
border-right: 3px;  
border-left: 3px;
```

Code samples + guide >>> bit.ly/bulletproof-buttons

styled alt text



The image shows an email from Hyde Park Jewelers. At the top, there's a yellow bar with a 'Images blocked' icon, a 'Show images' link, and a 'Don't block this sender' link. To the right is a 'Turn off image blocking' link. Below the bar, the subject line reads 'You'll ❤ the shipping, they'll ❤ the gift !' followed by a small image of a heart. The sender is 'Hyde Park Jewelers' with a '(Bcc)' note and a '5 days ago' timestamp. There are social media sharing icons above the timestamp. A message encourages adding the sender to contacts and provides links to view the web version or forward it. Below this, a large button labeled 'Hyde Park' is centered. Underneath the button is a horizontal navigation bar with five categories: Jewelry, Watches, Bridal, Gifts Under 500, and Hyde Park Blog. The main content area has a pink-to-white gradient background. It features the text 'JUST FOR YOU' in white, 'Complimentary Overnight Delivery' in pink, and 'enter code VDAY at checkout' in white.

styled alt text

```

```

Code samples + guide >>> bit.ly/styledALT

css animation



```
@-webkit-keyframes santa-move {  
    /* rule sets go here ... */  
}
```

css animation

Specify position, color, and other attributes

```
@-webkit-keyframes santa-move {  
 0% { left: 40%; bottom: 30%; }  
 100% { left: 100%; bottom: }  
}
```



more cool/complex stuff

```
<!--[if mso]>
/* Insert HTML or CSS here */
<![endif]-->
```

```
@media screen and (-webkit-min-
device-pixel-ratio: 0) {
/* Insert CSS here */
}
```

How to build an image gallery with HTML and CSS

Image galleries use HTML
form elements

- <input type="checkbox">
- <input type="radio">
- <label>

And CSS

- :checked
- +



Checkbox

```
<style>
input:checked + div{
    background:blue !important;
}
</style>

<label>
    <input type="checkbox">
    <div style="width:50px;height:50px;background:red;">
    </div>
</label>
```



Radio buttons

```
<style>
input:checked + div{
    background:blue !important;
}
</style>

<label>
    <input type="radio" name="gallery" checked>
    <div style="width:50px;height:50px;background:red;">
    </div>
    <label>
        <input type="radio" name="gallery">
        <div style="width:50px;height:50px;background:red;">
        </div>
        <label>
            <input type="radio" name="gallery">
            <div style="width:50px;height:50px;background:red;">
            </div>
            <label>
                <input type="radio" name="gallery">
                <div style="width:50px;height:50px;background:red;">
                </div>
                <label>
                    <input type="radio" name="gallery">
                    <div style="width:50px;height:50px;background:red;">
                    </div>
                    <label>
                        <input type="radio" name="gallery">
                        <div style="width:50px;height:50px;background:red;">
                        </div>
                    </label>
                </label>
            </label>
        </label>
    </label>
</label>
```



Thumbnail controls

```
<style>
input:checked + div{
    background:blue !important;
}
</style>

<label>
<input type="radio" name="gallery" checked>
<div style="width:50px;height:50px;background:red;">
</div>
<label>
<input type="radio" name="gallery">
<div style="width:50px;height:50px;background:red;">
</div>
<label>
<input type="radio" name="gallery">
<div style="width:50px;height:50px;background:red;">
</div>
<label>
<input type="radio" name="gallery">
<div style="width:50px;height:50px;background:red;">
</div>
<label>
    Four |
</label>
    Three |
</label>
    Two |
</label>
    One
</label>
```



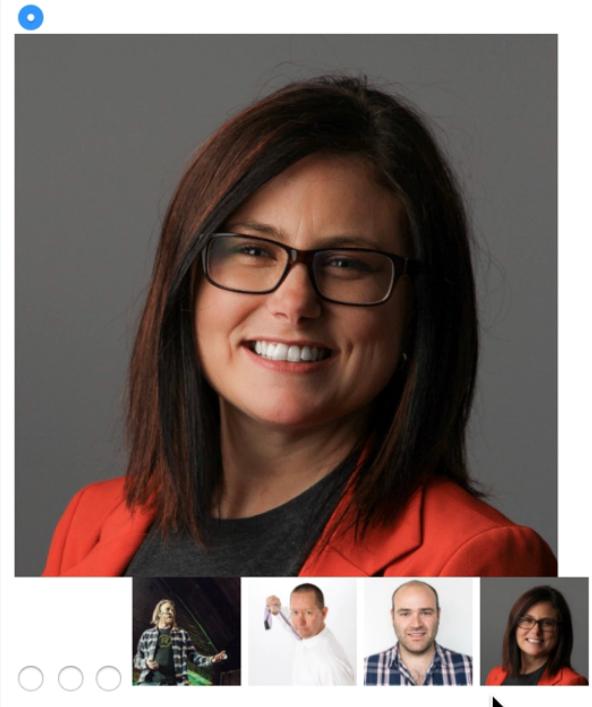
Four | Three | Two | One

Adding images

```
<style>
input + img{
  display:none;
}
input:checked + img{
  display:block !important;
}
</style>

<label>
  <input type="radio" name="gallery" checked>
  
<label>
  <input type="radio" name="gallery">
  
<label>
  <input type="radio" name="gallery">
  
<label>
  <input type="radio" name="gallery">
  
  <label></label>
  
  </label>
  
  </label>
  
  </label>

</label>
```



Adding a little style

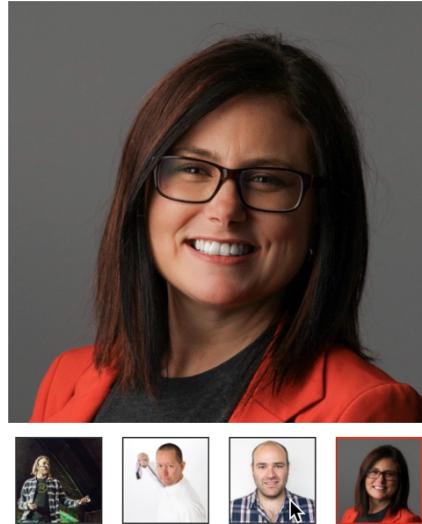
```
<style>
input{
  display:none;
}
input + img{
  display:none;
}
input:checked + img{
  display:block !important;
}
input + img + label + img{
  border:1px solid #333;
  margin:10px 5px;
}
input:checked + img + label + img{
  border-color:red;
}
</style>

<label>
  <input type="radio" name="gallery" checked>
  
<label>
  <input type="radio" name="gallery">
  
<label>
  <input type="radio" name="gallery">
  
<label>
  <input type="radio" name="gallery">
  
  <label></label>
  
</label>

</label>

</label>

</label>
```



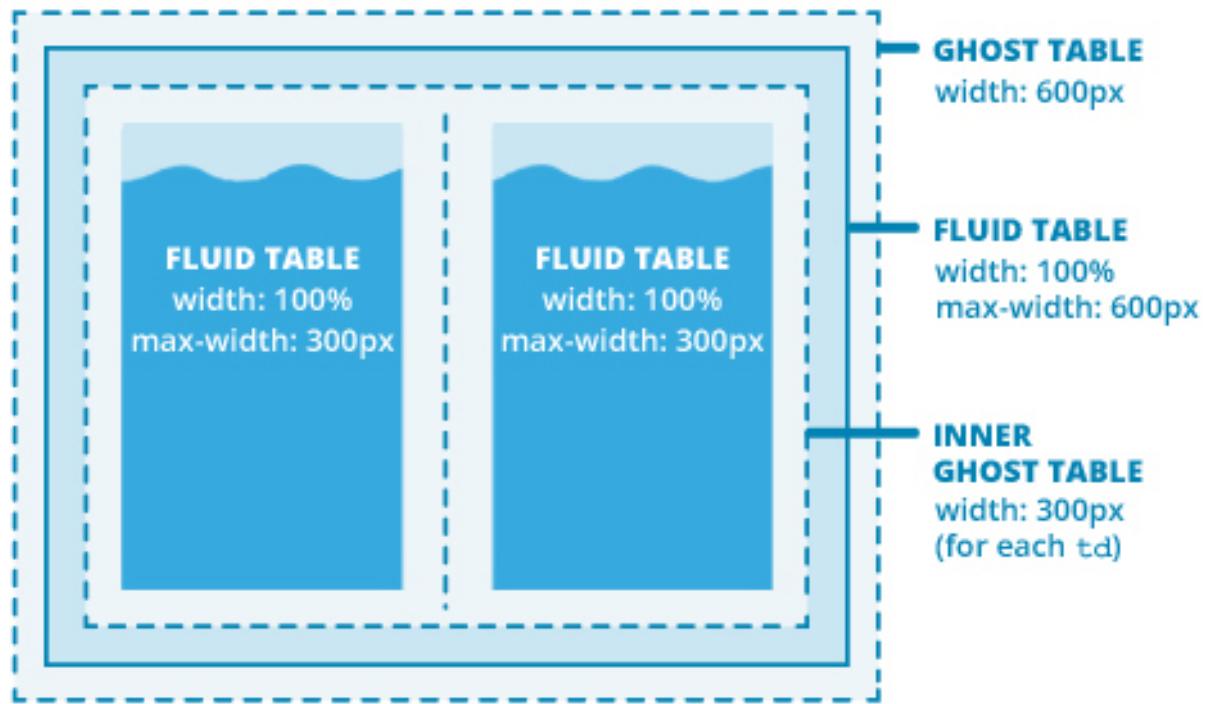
Responsive

Uses media queries to change the layout (two column to single column), adjust the size of display elements and show/hide content on different screen sizes.

```
2 /* CSS Document */
3
4 /* ##### Mobile Phones Portrait or Landscape ##### */
5 @media screen and (max-device-width: 640px){
6     /* some CSS here */
7 }
8
9 /* ##### iPhone 4+ Portrait or Landscape ##### */
10 @media screen and (max-device-width: 480px) and (-webkit-min-device-pixel-ratio: 2){
11     /* some CSS here */
12 }
13
14 /* ##### Tablets Portrait or Landscape ##### */
15 @media screen and (min-device-width: 768px) and (max-device-width: 1024px){
16     /* some CSS here */
17 }
18
19 /* ##### Desktops ##### */
20 @media screen and (min-width: 1024px){
21     /* some CSS here */
22 }
```

Fluid-Hybrid

Uses percentages on elements but adds “ghost” or conditional containers to force the width of design elements in Outlook.



Single column </code>

Ghost
Container

Fluid
Container

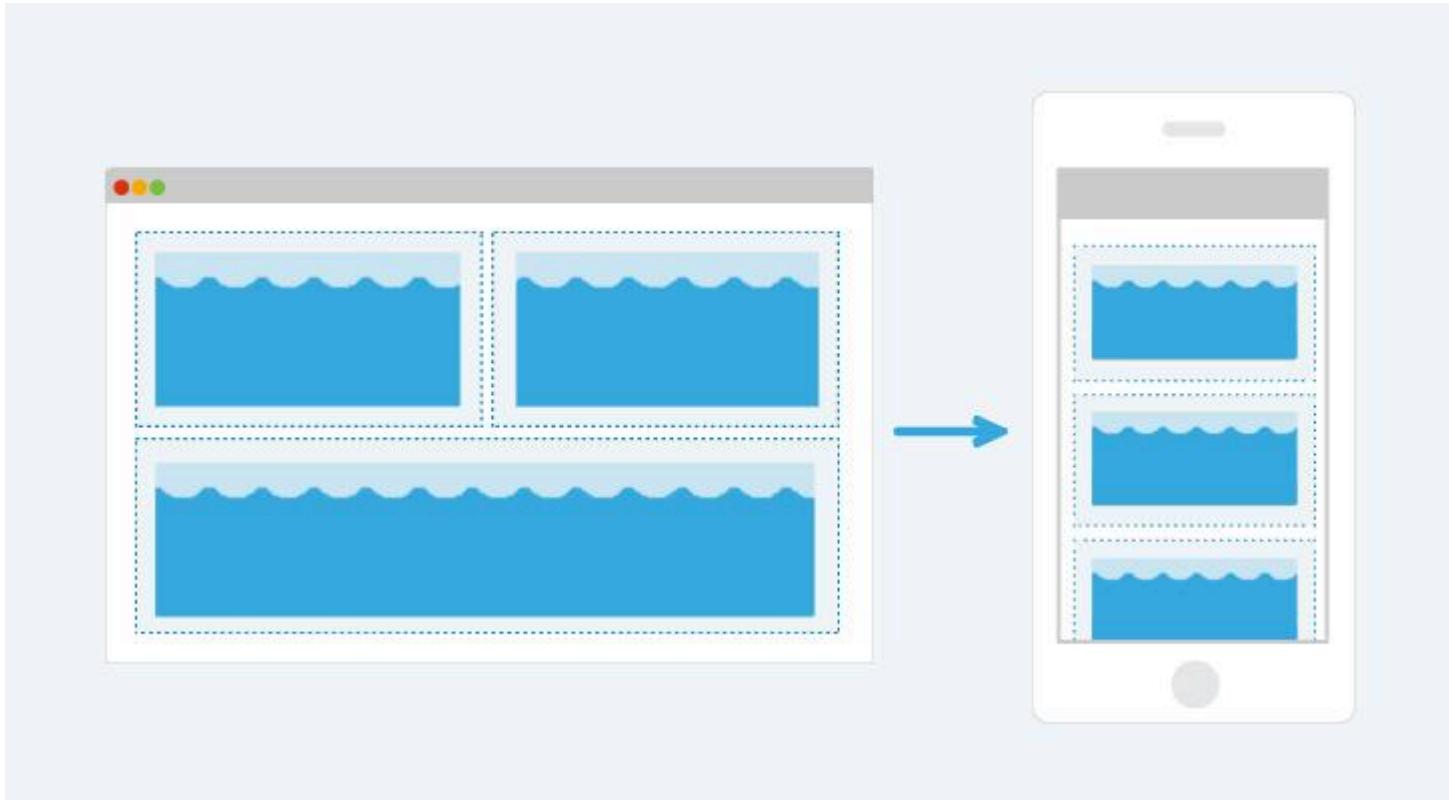
Content
Container

Fluid
Container

Ghost
Container

```
1 <!--[if (gte mso 9)|(IE)]>
2 <table width="600" align="center" cellpadding="0" cellspacing="0" border="0">
3 <tr>
4 <td>
5 <![endif]-->
6
7 <table border="0" cellpadding="0" cellspacing="0" width="100%" style="width:100%;max-width:600px;">
8   <tr>
9     <td class="one-column" style="padding:0px;" >
10
11       <div class="one-column" style="width:100%;display:inline-block;" >
12         <!-- Left column content here -->
13       </div>
14
15     </td>
16   </tr>
17 </table>
18
19 <!--[if (gte mso 9)|(IE)]>
20 </td>
21 </tr>
22 </table>
23 <![endif]-->
```

It's all about the percentages



Multi column </code>

Ghost Container

Fluid Container

Inner Ghost Container

Content Container

Inner Ghost Container

Content Container

Inner Ghost Container

Fluid Container

Ghost Container

```
1 <!--[if (gte mso 9)|(IE)]>
2 <table width="600" align="center" cellpadding="0" cellspacing="0" border="0">
3 <tr>
4 <td>
5 <![endif]-->
6
7 <table border="0" cellpadding="0" cellspacing="0" width="100%" style="max-width:600px;">
8   <tr>
9     <td class="two-column" style="padding:0px;" >
10
11    <!--[if (gte mso 9)|(IE)]>
12    <table width="100%">
13      <tr>
14        <td width="50%">
15          <![endif]-->
16
17          <div class="column" style="width:100%;max-width:300px;display:inline-block;" >
18            <!-- Left column content here -->
19          </div>
20
21    <!--[if (gte mso 9)|(IE)]>
22    </td>
23    <td width="50%">
24      <![endif]-->
25
26    <div class="column" style="width:100%;max-width:300px;display:inline-block;" >
27      <!-- Right column content here -->
28    </div>
29
30    <!--[if (gte mso 9)|(IE)]>
31    </td>
32    </tr>
33    </table>
34    <![endif]-->
35
36    </td>
37  </tr>
38 </table>
39
40 <!--[if (gte mso 9)|(IE)]>
41 </td>
42 </tr>
43 </table>
44 <![endif]-->
```

Fluid Hybrid Inbox

E Email on Acid
To me
1:45 AM [View details](#)

COFFEE —Shop—

Discover our distinctive blends

WINTER 2015

SHOP NOW

Discover our distinctive blends

WINTER 2015

Discover our distinctive blends

SHOP NOW

Discover our distinctive blends

LEARN MORE

Over 50 roasts from around the world

LEARN MORE

Over 50 roasts from around the world

LEARN MORE

Neque porro quisquam est, qui dolorem ipsum quia dolor

COFFEE —Shop—

WINTER 2015

Discover our distinctive blends

SHOP NOW

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LEARN MORE

Over 50 roasts from around the world

LEARN MORE

An extensive menu of more than just coffee

LEARN MORE

Neque porro quisquam est, qui dolorem ipsum quia dolor

Email on Acid
To: Email on Acid [more...](#)

Fluid Hybrid
May 7, 2016 at 11:47 PM

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Discover our distinctive blends

WINTER 2015

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LEARN MORE

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