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What is HTML Email Training?

HTML emails enable you to catch the eye of the recipient by the use of engaging layouts, images and links. HTML emails not only look great but are also proven to increase ROI.



On this **HTML Email Course** you will learn how to create emails with a format that works across all popular email clients and browsers. This digital marketing training course will also teach you how to create email templates that can be re-used to save on time and costs.

We also provide private and in-company **HTML Email Training**. Call +44 (0)1273 622272 to discuss.

Course Objectives

After attending this one-day training course in Brighton, you will be able to:

- Understand different email clients and browsers, and how they display emails
- Use HTML to format content
- Use CSS to style emails
- Understand how to use images in emails
- Design email templates that can be re-used

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- Testing email clients and browsers
- Email campaign tools

Email Design Considerations

- Design limitations
- Attention grabbing emails
- Best practice approach
- Reusable templates

Formatting Content with HTML

- Bold and italic
- Lists
- Headings
- Paragraphs and line breaks
- The span tag
- Spaces and special characters

Using Links

- Linking to your website
- On-page links
- Email links
- Linking with images

Layouts

- Creating layouts using tables
- Columns
- Table attributes

Styling your HTML email with CSS

- Page styles
- Inline styles
- Styling the size and font of text
- Borders
- Styling links

Images

- Image types: jpeg, gif, png
- Image optimisation for speed and quality
- Adding images
- How to reference images online
- Alt text – for non-compatible email clients

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clients.

You will be taught how to create email templates that can be re-used for different campaigns, and will leave the course with confidence in formatting images, links and layouts.