

eMarketing - create HTML Emails



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Course Description

Our eMarketing - create HTML Emails course is designed to enable you to create, design and amend internet marketing materials in the form of HTML newsletters and email blasts.

This course will use two industry-standard tools, Adobe **Dreamweaver** for the HTML and layout and **Photoshop** for the creation of optimised graphics and images. The combination of the two programmes will enable you to design and build professional HTML emails and newsletters.

This training course is bespoke, giving you the opportunity to tailor the content to your exact requirements. If you need a starting point, use the course outline below as a guide. The important thing to remember is that it's your course - tell us your goals and we'll help you achieve them.

Who should attend?

Graphic/Web designers, marketing personnel anyone needing to create online marketing collateral. This course is aimed at delegates with little or no experience of HTML, Dreamweaver or Photoshop. At the end of the course delegates will have created and built a professional working HTML email.

Should you wish to further develop your knowledge, you might be interested in our other Digital Marketing Courses.

The course runs from 9.30 am to approximately 4.30 pm.

Overview

WebMail, Email Clients and Browsers
Examples of HTML emails and newsletters
Enabling your HTML email to be displayed correctly
Distribution of HTML emails

Making it Mobile Friendly

Responsive Scaling
Media Query
Fluid design elements
iPhone, Android, Windows
Buttons (C.T.A.)
Text
Rescaling / hiding images
Layout

Dreamweaver Overview

Introducing Dreamweaver
Simple preferences for HTML emails
Learning the interface
Dreamweaver Photoshop workflow

Photoshop Overview

Introducing Photoshop
Learning the interface
Guides and layout techniques
Typography
Shapes
Images
Slices
Slice definitions
Image Optimisation and file types

Generating HTML
HTML Settings
Photoshop Dreamweaver workflow

HTML Code

Understanding HTML code
Viewing examples of HTML code
Specific HTML email requirements
HTML exercises

Getting Started

The design process – effective layout
HTML email best practices
Email marketing tips

“A highly professional company run by knowledgeable, friendly people”



eMarketing - create HTML Emails

Our bespoke onsite courses run from 9:30am to 4:30pm with an hour for lunch. The trainer will arrive in time to check and help with your set up. If you need to amend these timings just let us know in advance and we will work around what suits you.

Page Creation

- Create a new HTML page
- Modifying page structure
- Page Properties
- Inline CSS styling
- HTML Styling
- Test and preview the page

Working with Type

- Placing, typing and editing
- Formatting Type
- Styling Type with Inline styles

Working with Graphics and Images

- Overview of web-based image creation
- Sourcing, editing and optimising images
- Creating and manipulating graphics

Page Layout Using Tables

- Overview of tables
- Designing a page layout with tables
- Creating table structures
- Modifying and nesting tables
- Formatting text, images and data in tables

Links

- Understanding links
- Creating links
- Creating email links
- Styling links
- Creating hotspot links on images

Testing

- Testing your HTML email
- Uploading images and sending the email (theory)

Distribution and Delivery

- Options - Email service Providers?
- Plain-text alternative version
- Tracking, click-throughs, bounces and reports?
- Anti-spam techniques

Q and A