

# 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

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### 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

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### 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

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### HTML Code

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

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### 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

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## Working with Type

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

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## 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

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## 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

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Q and A