

HTML Emails

An overview...



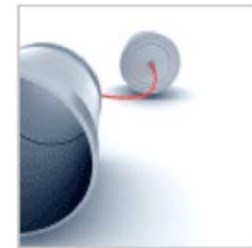
Design

"Art has to move you and design does not, unless it's a good design for a bus."

David Hockney

"Creativity is allowing yourself to make mistakes. Design is knowing which ones to keep."

Scott Adams



Design



A good crop goes a long way

Design



Look out for focus points – use people / animals / objects to channel the attention.

15% OFF
on all orders
Free Delivery*
with A&P's

New

Free delivery on all orders over £20. Excludes large items and delivery to remote areas. Delivery to the Channel Islands and Northern Ireland is not available. *Standard delivery only. Delivery to the Channel Islands and Northern Ireland is not available. Delivery to the Channel Islands and Northern Ireland is not available.



Cardigan £12.99
Cardigan £12.99
Cardigan £12.99



Jacket £12.99
Jacket £12.99
Jacket £12.99



Blouse £12.99
Blouse £12.99
Blouse £12.99

Free delivery with A&P's on all orders over £20. Excludes large items and delivery to remote areas. Delivery to the Channel Islands and Northern Ireland is not available. *Standard delivery only. Delivery to the Channel Islands and Northern Ireland is not available. Delivery to the Channel Islands and Northern Ireland is not available.

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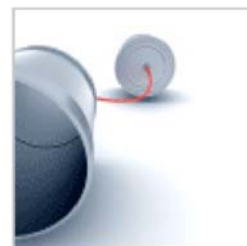
01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35

03 **Free delivery on your next order!**

06 **Autumn collection faves**

07 £15
11 £49
12 £19
13 £30
14 £30
15 £19
16 £30
17 £30
18 £19
19 £30
21 **Men's must haves**
22 £85
23 £12
24 £85
25 £12
26 £35
27 £35
28 £12
29 £35
30 £35
31 £12
32 £35
33 £85
34 £35
35

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Startrite has a brand new website!

We know how important your children's feet are to you, and for their future. That's why we've put together lots of great advice on how to care for little feet at every stage of their growth, plus ways for you to measure and fit shoes for your child online.

What's more, you can now purchase our shoes directly from the website.

With great fit, stylish good looks and superb quality, we're sure that you need no more to wear taking a look...

measuring & fitting

Our footwear comes in sizes and styles and more with things that any other brand properly fitted shoe offers for healthy foot development.

- The importance of fitted shoes

Searching for what you're looking for properly fitted shoes online. Fitted guides to determine or buy along with size of height advice and videos.

- Measure at home

now online!

- Extensive range of products to buy
- Online customer support
- Open for viewing for little feet

join the startrite affiliate programme

Startrite, the well known children's footwear brand have just launched their new e-commerce website.

Startrite have a wide range of stylish and comfortable children's shoes for every phase of their early life, from pre-walkers for babies that are crawling, to their first walking shoes for their first steps and shoes for school, trainers for sports activities and so on for those rainy days.

apply now and earn 10% commission

Join the Startrite affiliate programme now and as a Startrite affiliate you will earn 10% commission on every transaction.

Sign up now with (UK) and take one of the choices:

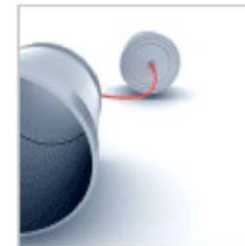
- A wide range of banners
- Text links for all product categories
- A product feed

Big children's fitted footwear online.

startriteaffiliates.com

Our affiliate team is always ready to help you to achieve your goal! Contact us for the details about the program.

Apply now and start earning revenue today!



Austin Reed, The Royal Coat, The Coat of Arms

AUSTIN REED

WOMEN'S WEAR MEN'S WEAR CHILDREN'S

SELECTED
MEN'S & WOMEN'S
COATS
UP TO
£50 OFF
VIEW OUR NEW

Black & White
Firstline Jacket £200

Brown Flair
Suit £300

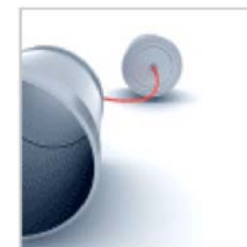
BUY 1 SUIT GET 1 HALF PRICE - MEN'S & WOMEN'S

**CLEARANCE CONTINUES
UP TO 50% OFF**

Click here to find your nearest store or click here to shop online

01203 251111

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Tracking

- Stats to help sales process
- Stats to help design process
- Which banners work best
 - create clicks
 - create conversions
- Which areas don't get any clicks
- Which emails work best
- Try new techniques
- ...etc



Code

- Structure
- Styling
- Images
- Content



Structure

- Title (for on-line version)
- Width (650px max, 600px optimum)
- Link to on-line version (Emarsys can add this)
- Header (usually ties in with web-site navigation)
- Content
- Web banner links (e.g. Get catalogue)
- Forward to a friend
- Unsubscribe
- T&Cs, Copyright.



```

<html>
<head>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1" />
<title>Elvi</title>
</head>

<body style="padding: 0; margin: 0; background: #E0E0E0;">

<style type="text/css">
<!--
img (vertical-align: bottom)
-->
</style>

<table width="100%" border="0" cellpadding="0" cellspacing="0" bgcolor="#E0E0E0">
  <tr>
    <td align="center"><table width="600" border="0" cellpadding="0" cellspacing="0" bgcolor="#FFFFFF">

      </table></td>
    </tr>
  </table>
</body>
</html>

```



Structure

- Width is fixed

Additional content moves existing content downwards if added above this content.

- Nested tables are needed to put content into column.
This can add development time.

- No col spans

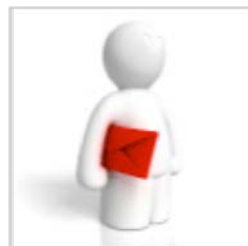
E.g. `<tr>`
`<td colspan="2">`
`</td>`
`</tr>`



```

</td>
<td bgcolor="#B3A79B"><table width="600" border="0" cellspacing="0" cellpadding="0">
<tr>
<td width="25" height="30"></td>
<td width="250" align="left"><a href=
"http://www.elvi.co.uk/?uta_source=email&uta_medium=internal&uta_campaign=22y2er-22y2" style="font: bold
11px Arial, Helvetica, sans-serif; color: #FFF; text-decoration: none;"><span>www.elvi.co.uk</span></a></td>
<td width="300" align="right"><a href=
"https://www.enarsys.net/u/taf.php?UID=4uid&ac=4cid&sl=4liid4" style="font: bold 11px Arial, Helvetica,
sans-serif; color: #FFF; text-decoration: none;"><span>Click here to email a friend</span></a></td>
<td width="25"></td>
</tr>
</table></td>
</tr>

```



Styling

- No CSS styles in head (or body)

E.g. `<style>`

`font-size: 10px;`

`</style>`

Use inline styles for every table cell with content to style.

- NO CSS shorthand

E.g. BAD: `{font: 10px/15px}`

GOOD: `{font-size: 10px; line-height: 15px;}`



Styling

- Use `img {vertical-align: bottom}` in the head to fix Hotmail (on Firefox) bug. (If additional problems occur, `{td: line-height: 50%}` with all content line-height reset can also work.)

- Break everything down into squares of equal height. Nested tables can be used to have squares of a different height - but the nested tables must have the same height.

- Optimize graphics

Use Photoshop to optimize for web

Use .jpg format for photos & use .gif for text and vector graphics.



Content

Objective:

1. Inform / Remind / Assist
2. Persuade / Sell (Through special offers or positioning)
3. Raise brand awareness

Technologies:

- Image maps possible, but not with Emarsys
- Not possible:

Forms

Flash

JavaScript

Movement on action (click) - Animated gifs are OK, but some clients will show a still image) + Effects

iFrames




Links

Relative links:

E.g. ` View As seen on TV

Padstow Harbour Saltern Cove Great Orme



Free Shirt & Tie
Get a FREE Ultimate non-iron shirt and pure silk tie when you buy any of our machine washable suits
=> View Suits

Great reasons to shop online

- 1 FREE standard delivery if you spend over £30 online!
 - 2 90 day return policy to any store** or send it freepost
 - 3 Online exclusives plus pre-order the latest fashions
 - 4 The largest M&S in the country, open 24/7
 - 5 It's easy - simply search by size, price or colour
- > More great reasons to shop online

1. Use 'primary' promotion areas.
2. Tie in with web site
3. Special offers

ASOS

- the 'magazine' look
- use lifestyle images

2 If you love... **COLOUR** You're *Eva Mendes*

Brights were a catwalk hit at Dior this season and it didn't take Eva long to work these hot hues into her wardrobe

POO LUMI LUX LIP PALETTE
£29.37

ASOS PETITE EXCLUSIVE BOW BACK BANDOLIER DRESS
was £18 now £29.37

ASOS POP COLOUR COCKTAIL PEPLUM DRESS
was £40 now £25

FAITH METALLIC T-BAR PLATFORM SANDALS
£83.20

ASOS SATIN PLEATED PEEP TOE PLATFORM SHOE
£15.66

ASOS QUILTED DOUBLE CHAIN LOCK SHOULDER BAG
£21.54

[CLICK HERE TO SHOP BEAUTY](#)

BACK TO TOP

introducing **LUXE**

Indulge in this opulent and exotic capsule collection of shimmering, heavily embellished dresses in rich-coloured satins and silks, inspired by the Egyptian Queen Cleopatra and the catwalks of Lanvin and Pucci. Simply dazzling.

BUTTERFLY SBOUN TRIM DRESS £99

EMBELLISHED STRAP-WAISTBALL DRESS £99

5 **REPREVUE BY BETSEY JOHNSON COSMETIC BAG SET** £39

The stylish way to keep your beauty bits in order.

6 **BEAUTY REHAB MOOZE LIP STICK** £3

A moisture-rich rise of oil and shea butter treat for lips.

7 **DIRTY DOLL BY NICOLA ROBERTS EYE SHADOW & BRUSH** £8

Long-lasting eye colour from girls Alou's Nicole Roberts.

8 **S. KAWING SENSITIVE SKIN STARTER KIT** £40

A handy trial-sized starter set for all you sensitive skinned girls.

9 **RIMMEL LONDON GLAM'EYES MASCARA** £8.99

Seductive volume with Rimmel's new glam-eyes mascara.


10 **LES NÉRÉIDES FRAGRANCED CANDLE** £10

Bring some serenity - and vintage chic - to your boudoir with this scented candle.

[CLICK HERE TO SHOP BEAUTY](#)

BHS


With wrought iron & solid wood sets...



Carres Roma
3 metre parasol
Now £69.30
Was (£99.00)

[Think your friend would like this?](#)


[View similar](#) [Buy](#)



Naples table
Now £119.70
Was (£171.00)

[Think your friend would like this?](#)

[View similar](#) [Buy](#)



Romeo armchair
Now £73.50
Was (£105.00)


[Think your friend would like this?](#)

[View similar](#) [Buy](#)

- view similar products
- send each product to friend

Evans

evans.
created for curves




summer catalogue
flattering fashions & style advice
for the season ahead

300
summer
styles

shop now

new in this week




short sleeve
ruffle top
£18



black hivi
capri
£20




georgina
goodman
sandal
£45




pretty pastels
a collection of pretty pastel tops
and cool linen trousers

shop now




SEVEN

STREET COMIC
a playful trend featuring a splash of



outfits for
summer

gorgeous outfits to keep you



Waterfall Spa

WIN up to £800 worth of
beauty products

- don't always need a full width
Hero

HOF

Womenswear

Plan your week in style with pretty clothes for pretty girls, including tailored co-ordinates with a retro touch for all occasions.



House of Fraiser
- small lifestyle in title



Miss Selfridge



- add background designs
- make more out of banners

EYE CANDY

Wearing the perfect pair of sunglasses is the easiest way to transform your look, whether you favour the oversized dark and sultry diva shades, or the quirkier retro coloured aviators..... we have a great selection to choose from!



THE COOL KID



THE FASHIONISTA



THE DIVA

Wallis

Tips

- Keep the accessories simple - let the statement piece be the skirt, dress or top. [Find the perfect accessories here](#)
- Bright nails give the look a stylish edge.
- Don't try to colour coordinate accessories and shoes, contrasting colours, metallics or simple black and white will successfully complete this look. [Find shoes and accessories here](#)
- To pull off the super-brights team with sun-kissed skin (spray-on tan will also do the trick).

Tips

- To keep the silhouette flattering, make sure the skirt sits high on the waist and flares out at the hips.
- Define the waistline - tuck yourself in or cinch with a belt. [Find the perfect belt here](#)
- Pair a printed skirt with plain top so the full shape doesn't overwhelm you.
- Fun with flats or chic with high heels. [Find the perfect pair here](#)



* COLOURFUL CROPS & TOPS

Dressed up or down, crops will keep you cool but still looking hot during the warm summer days.



* FABULOUS FRILLS

Frills and ruffles - another key fashion trend this season. It's girly and fun but the key to wearing them well is that a little goes a long way, so make the most of your frilly skirt with a simple but stylish top



- a template doesn't have to be made of blocks
- colours are easy to change

HTML Emails

...fin.

