



## Aspect Training

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YOUR COURSE, YOUR WAY - MORE EFFECTIVE IT TRAINING

# Creating HTML Email Newsletters

**Duration: 1 days**

## Overview:

In this course you will learn how to create HTML based newsletters. We also discuss what we should use and avoid when creating HTML emails, as one of the main problems with e-newsletters is that they do not display correctly in all email clients.

The course practically shows each step of creating an HTML newsletter using HTML, testing and sending the email. In this course we will use hand-coding HTML to create modern E-newsletters with graphics, colour and text.

## Prerequisites:

This course is for you if you are interested in creating HTML email newsletter for yourself or for others. No previous knowledge is required but prior knowledge of HTML and CSS would be usefull.

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## Topics:

### 1 - Basics of HTML newsletter

HTML Tags that can be used

Can we use CSS?

Plain text vs HTML

Adding hyperlinks

What level of HTML and CSS can be used?

JavaScript in enewsletter

Flash for newsletters

Table vs Div in HTML newsletter

Creating Rows in Table

Creating Columns in Table

Adding margins

Adding header

Adding footer

Adding padding

Nested Tables

Dimensions for newsletter

How to save your newsletters from spam

Unsubscribe links

Links to your website

## **2 - Images in HTML newsletter**

Optimising images

What kind of images to use?

Alt text inclusion

Linking images

## **3 - Mail clients and their capability**

How to make newsletters work on Outlook

Display newsletters correctly on MacMail

Capability of webmails like Gmail, Hotmail, Yahoo Mail.

## **4 - esting**

Testing methods before delivery

Testing in different email clients

How to fix common problems

## **5 - Planning campaigns**

Campaign creation tools

Subscribers list

Good practices and how to avoid being considered as SPAM