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You signed with another separator or window. Reload to refresh your sitting. Signed on another separator or window. Reload to refresh your session. When you create an e-mail using a drag and drop tool or mobile-based tool, you are in fact generating an HTML email. There are two main types of e-mail s you can send and receive: plain text e-mails (these are exactly how they sound- any e-mail that contains only plain old text without formatting) and HTML emails, which are formatted and stylized using online HTML and CSS. HTML e-mails are easy to identify most o f the multimedia marketing emails © stylish day in your inbox are HTML e-mails. As a trader, you probably already compared HTML e-mails with simple text e-mails and realised that there are different benefits for each type. The HTML is not inherently better than simple text emails, and in different situations, both types can be part of a successful email marketing program. Here's how it looks like HTML HTMLThe front end. Click the HTML button to see the code behind it. See hubspot's HTML Pen Email Template by Christina Perricone (@hubspot) on CodePen. In this article, we'll cover how you can start creating HTML emails, regardless of your level of experience and comfort with coding, and share some free templates that you can use. Let's dive. How to create a good HTML email news: You don't actually need to know how to code to create an HTML email. Most of the tools that create and send emails (such as HubSpot) will offer ready©formatted and ready-to-go HTML templates that allow you to draw emails without ever having to access the actual code on the backend. As you make changes in the email editor, these changes will be automatically encoded for the final product. Email building tools like this are an ideal option if you don't have an email designer on your team, but you still want to send professional marketing emails. Still want to create an HTML email from scratch? If you are comfortable with HTML and want more direct control over the code of your emails, most email tools will allow you to import HTML files directly for use as custom email templates. There is a wide variety of HTML email templates available on the web (some of which we will share below), and if you know your way around an HTML file, it's © usually quite simple to adapt the template to the email building tool of your choice. To create an HTML email completely from scratch, you'll need to have an advanced knowledge of HTML (or work with a developer who does). This guide offers a general overview of the encoding of a basic HTML email. Because the process of creating an HTML email from scratch can be quite involved, we recommend working with a developer or using an HTML email template instead. Developing an HTML email specifically for HubSpot? If you are developing an email template HTML specifically for use in HubSpot, you will want to be sure to include the required HubL symbols (these (these)your emails can be customized and are in compliance with CAN-SPAM laws). You can find here a complete coding guide for hubspot-specific HTML email templates. Or alternatively, just use our simple what-you-see-is-what-you-get email editor. Now that you understand the basic son of what goes on in developing an HTML email, let's review some of the best important practices you should keep in mind. No matter what method© you want to use to create HTML emails, these best practices will help you improve the design, user experience, and deliverability of your emails. 1. Make sure that your HTML email responds to different screen sizes and devices. The look of your electronic mail in a user's inbox depends on a wide variety of different factors. One of the biggest and most obvious factors is © the size of the screen of the device on which it is to be seen. An email that looks amazing and well-formatted on a desktop can easily turn into a tangle of text and impartable, overlapping images when viewed on a smartphone screen. To ensure that your HTML emails have the look you wanted in a wide spectrum of screen sizes, the best thing you can do © keep your device simple and straightforward. When you start adding more complex elements like multiple columns and floating images, it becomes more difficult to translate the format of your email to different screen sizes. If you decide to develop a more complex layout, make sure that you are actively resolving how the elements will be rearranged to suit different screen sizes. For example, if your email is presented as multicolumn on the desktop, that same structure will not fly on the phone - you will need to use communication media queries to define how the elements will be presented in different sizes of Remember, the development of truly reactive HTML emails goes beyond the structure and format of your message. Think about how the overall user experience of your mail will be perceived on different devices. Make sure your font choices are as legible on your mobile as in your desktop, and use CTAs instead of linked text (have you ever tried to tap a small line of hyperlinked text on the phone? It's © very easy!). You can find our most in-depth guide to the best electronic mail practices right here. 2. Make sure that your style works on different electronic mail clients. Another big factor that has a big impact on how your HTML emails appear in your subscribers' inboxes is © the email client they are using to open the message. Each email client loads emails slightly differently, so an email that has a certain look in Gmail will probably have a different look in Outlook. Fortunately, if you know how the most popular email clients carry certain HTML and CSS elements, you can create a fairly consistent experience© through the inboxes of different users. It's about knowing which labels don't support you to avoid and adapt accordingly. This comprehensive guide explains how the most popular electronic mail clients (including Gmail and Outlook versions) support and make different style elements. You © can see an article we write about optimizing emails for different email clients. 3. Be aware of how long your HTML emails take to load. How long it takes your email to upload may well be the difference between gaining a new customer and losing a frustrated subscriber. While it can be tempting to take advantage of all the different style options and opportunities to incorporate visuals that HTML emails offer, none of this matters if your email takes too long to load. When designing your HTML email, stay aware of how long your email will take you to load © especially if someone is, say, opening your message on your morning metro route with a weak data connection. Here are some steps you can take and that will greatly improve the load time. Using images with parenchyma. In this way, it will reinforce the message that it intends to transmit to subscribers. Always use an image compressor (such as Compressor.io) to reduce file size as much as possible. Most images imagescan significantly reduce the file size of an image without compromising on quality, so taking this extra step will not harm the visual integrity of your email. Use standard web fonts. Custom fonts are great for spice up a landing page, but they can add an extra layer of complexity when added to an email. As we talked about above, all email clients deal with different style elements, and this especially extends to fonts. To be safe, use standard web fonts and verify that the email client that most of your subscribers use supports a particular font. Try an HTML minifier. An HTML minifier (such as minifycode.com and small isotools.com) automatically removes the code that is not © in an HTML file. Repetitive, extra elements will be stripped, but the actual rendering of your email should remain the same (always test it!). Each code line impacts the time it takes an email to load, so taking the time to remove the garbage code can have a positive effect on load time. Keep your message focused on a single goal. The best way to reduce email load time is © how much content you add to each of your emails. It may seem obvious, but many marketers try to put a lot of content into their emails. Not only does this lead to an off© putting user experience (no one wants to read a novel in the form of email), but it can send your load time off the tables and have users abandon your email. Keep it simple, and your users will thank you. Plan (as far as possible) for end-user information. Screen size and email client are not the only factors that can change the way your HTML email renders in your subscribers' inboxes. Elements such as your email client's version, your operating system, your unique user settings, your security software, and whether or not automatically uploading images can impact as your email loads. As you can probably guess from this heavy list of factors, trying to solve for all of them (each time you send a one would probably be enough to make you shoot your computer © the room. But you don't have to be completely forsawed from these variables - you just have to do a little ©-planning. Consider creating a webpage version of your email. This © how to give your email a failsafe button. If for some reason - due to one of the many factors discussed above - your lovingly designed email become like an absolute mess when a subscriber opens it, they will have at least the option of clicking "see as web page" and see the email as intended to be. Because style elements make web browsers versus electronic mail clients much more consistent, you can have much more control over the web page of your message. In HubSpot, there is an option that you can activate and that will automatically generate a web page version. Create a plain text view of your email. A simple text version is © exactly what it looks like - an alternative version of your HTML email that makes it in completely plain text. Add a plain text version of your HTML email © important because some email clients and user settings cannot (or choose not to) load HTML. If this is the case, the client will search for a simple text alternative version of your HTML email to upload to the user. If it does not exist, you can signal to the recipient's electronic mail server that your message is © or potentially dangerous spam. Most electronic mail tools like HubSpot will automatically provide a simple text version that shows whether an electronic mail server from a destination requires it, but if you are encoding an HTML electronic mail from scratch, you will need to create something called a multi-part MIME message. A multipart MIME © an email that contains© both a simple text and an HTML version of the same email. If a e-mail system or recipient security system do not allow electronic mail HTML, the simple text version will be displayed. This is © a process that requires advanced knowledge of coding, so we recommend working with a programmer. Do Do Do your e-mail still makes sense if the images are not loaded. Some users have the autonomic load of images off, which means they will see your e-mail without pictures when they open it. For this reason, do not fully trust images to convey the meaning of your message, and always add alt-text to the images it includes. Alt-text will click even when the images do not, so that your subscribers can get a general idea of what the images include. 5. Perform exhaustive tests. Finally, you will need to test your HTML e-mail at each development stage to ensure it works on different email customers, operating systems, and device types. Don't wait up © at the end of the process to test your e-mail-test while working © the best way to detect inconsistencies between different e-mail customers and ensure that you are creating the most consistent experience possible for your destinations. Some electronic mail tools (like HubSpot) offer tests within their electronic mail builders to make the process easier. If you are working from scratch, you can use a tool like HTML Email Check or PreviewMyEmail to get a better idea of how your email will be in different customers and electronic mail devices. Simple and free HTML Email models There is an overwhelming amount of HTML e-mail templates available on the web, and these vary in quality, responsiveness and price. We have assembled a selection of free HTML e-mail models that provide a user experience. Be sure to read the terms and conditions in each individual model before using it. 1. HubSpot Email Template Free HTML Included in the free version of Marketing Hub, this template © a great place to start if you ar e looking for a template with more room for customization. You can easily add images, text and buttons to one intuitive to drag and drop, and may be confident that the templates that draws will be fully reactive on any device. 2. Company News HTML Campaign E-mail Model Monitor This modern model is sophisticated and and The subtle color palette and simple s design make it a versatile option for many different industries and purposes, and has been tested on different customers and email devices to ensure a consistent user experience across different platforms. 3. Email Template Free HTML by Unlayer Although this model is designed for a fitness company, you can easily adapt to it for your own. This clean and mute template is a great way to show content that your team has created and connect subscribers with your latest products or blog posts. The project has two fully responsive columns with several color scheme options, and space at the top to highlight a call-to-action. 4. Minimalist Free HTML HTML Free Email Template Proof that is sometimes less really more, this easy and fully responsive design makes the most of blank spaces and keeps the focus firmly on your words and visual elements. Without design distractions, your content can actually illuminate© on any device. Five. Free e-mail templates HTML from Bee Free This collection of free and open source templates are completely responsive and tested on all popular email clients. You can edit and build on them on the Bee Free platform, then export the HTML file to your local drive. This is an ideal option if you want a more stylized and polished starting place, but you still want to be able to customize the project to meet your company's needs. Each template is available in various formats for different marketing purposes such as transactional emails, NPS collection, and re-engagement of email subscribers. 6.Free HTML Email Template from Monitor Campaign This sleek, Responsive Campaign Monitor design would be perfect for sending a discount code nados© but could also serve as an elegant way to show your latest products tool e-mail. ITENTA AHAM AHAM also worth checking Monitored Campaign * Complete library of responsive e-mail templates. Create HTML emails to increase your subscriber count html emails are an engaging way to share what is happening in your your and continue subscribers coming back for more. With the tips and templates that we393939;ve shared, youyouyouyouno Editor's note: This post was originally published in June 2019 and has been updated to open. AT MEIA 160; Initial published Posts Jun 10, 2021 7:00:00 AM, updated Dec 02 2021 2021 21

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