MedMark Media

2024 HTML

EBLAST GUIDELINES

eBlast Best Practices

Below we have outlined the high level best email marketing practices along with the requirements for optimal integration with our Customer Relationship Management (CRM) platform, Hubspot. If you are building the eBlast in your own CRM, we have also linked to resources with the steps to export the HTML.

DO'S	DON'TS
❯ Make it responsive; max width 600 pixels.	❯ Have the entire email be an image as it may not load.
❯ Have all correct URLs embedded in the HTML and any images hosted.	❯ Use a call to action like "schedule a demo", "book a demo" or "call now".
❯ Use 50-200 words in the entire email (including graphics). Studies found emails this length have an engagement rate above 50%.	❯ Write out a website url in the text will get caught by the spam filters.
❯ Have 3 call to action buttons; the first at the top of the email (before the fold/scroll), next in the middle of the email and again towards the bottom of the email.	❯ Uses words like "Free", "Click" or "Offer" in the text. If you must, then have the word be part of an image instead.

CRM Integration Requirements

Different email clients, for example Microsoft Outlook, Apple Mail, and Gmail, have varying levels of support for HTML and CSS. Outlined here are the specific coding practices to ensure consistent rendering across different email clients.

1. Inline Styles: Many email clients don't support external style sheets, so it's important to use inline styles for your HTML elements.

EXAMPLE

HTML

```html
<p style="color: #333; font-size: 14px;">This is a paragraph.</p>
```

2. Tables for Layout: Instead of relying on CSS for positioning, use tables that are widely supported.

EXAMPLE

HTML

```html
<table>
 <tr>
  <td style="padding: 10px;">Content goes here</td>
 </tr>
</table>
```

3. Responsive Design: Use fluid layouts to create responsive designs that adapt to different screen sizes. This is highly important as 75% of users check email on mobile devices.

4. **Web-Safe Fonts:** Stick to web-safe fonts to ensure consistent text rendering across different email clients. You can read more about web-safe fonts here: [Email-safe fonts vs. custom fonts: A beginner's guide](#)

5. **Test on Multiple Email Clients:** Prior to sending us your HTML, test your emails on different email clients, like Gmail, Microsoft Outlook, and Apple Mail, which are used by 90% of people. This helps identify rendering issues specific to each client.

6. **Background Colors for Buttons:** If you're using buttons, set background colors along with the text to ensure they are visible even if the email client doesn't support the full styling of buttons.

7. Alt Text for Images: Some email clients may block images by default, so alt text allows users to understand the content even if images are not displayed.

EXAMPLE

```HTML
<img src="image.jpg" alt="Description of the image">
```

8. No JavaScript: Most email clients disable JavaScript for security reasons so this can cause your email to get caught in security or spam folders.

9. No CSS3 Feature: Steer clear of advanced CSS3 features like animations and transitions, as they are not widely supported in email clients.

10. **No External Resources:** Some email clients block external resources for security reasons. Embed images and use absolute URLs for hyperlinks.

Exporting HTML From An Email Builder

HubSpot

HTML EXPORT GUIDE

monday

HTML EXPORT GUIDE

KLAVIYO

HTML EXPORT GUIDE

mailchimp

HTML EXPORT GUIDE

salesforce

HTML EXPORT GUIDE