

#### TRAINING PROGRAM

# **Email Design Essentials**



### **Objectives**

Understand the importance of responsive design in sending email campaigns. Learn how to build and send a responsive design email thanks to the Passport editor and master its different possibilities.

#### **Duration**

3h30

#### **Audience**

Content Marketers, Graphic Designers

# **Email Design Essentials**

#### **Email responsiveness**

- Importance and issues
- Presentation of MJML

#### **Passport Presentation**

- Difference between Drag-&-drop mode and HTML mode
  - Drag & drop
  - The development in HTML
- Template Management

#### Structure of an email

- Layout Settings
- Pre-headers and footers
- Text version

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## Creation of a responsive email design

- Section management (duplicate, lock, save...)
- Blocks & margins
- Image management
- Text formatting (links, alignment, line height...)
- Button formatting (shape, radius...)
- Social networks
- HTML blocks (expert mode)

### **Email personalization**

- Contact properties
- Using contact properties in newsletters and templates

## Preview and verify rendering

- Visualization
- Sending test

