



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

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

