CMDigitalTraining

Course Details

Duration:
1 day (9.30AM – 4.30PM)

Location:
Harrow, London, UK

Price:
£1200.00 + VAT per person

Campaignmaster

Tailored Digital Training for Email Marketing

This course will show you how to create an email campaign from scratch using Hyper Text Markup Language (HTML). The full mobile optimisation process will also be shown in detail.

Delegates will be introduced to HTML and Cascading Style Sheets (CSS). They will be shown the process of building an email campaign from scratch combining both of these languages whilst using best practices. The session will provide background information on both of these languages, but it will emphasise on how these languages are used within email campaigns. This will ensure that the campaigns are built using best practice, meaning the layout of your campaign will render correctly across majority of email clients such as Outlook, Yahoo, Hotmail and Gmail.

The session will then continue by introducing mobile optimisation and how it is applied to email campaigns. There will be a great focus on the different elements that could be manipulated in order to achieve the best layout for different mobile devices.

As an outcome, the session will allow you to be able to independently build your email campaigns from scratch using best practice and mobile optimise them fully. This means a better experience for your recipients, which will lead to higher engagement.

Target Audience

This course serves a diverse audience, but is more suited to those who are looking to improve their email campaigns and therefore, the user experience for their recipients.

Prerequisite

No prior knowledge or experience of HTML, CSS or mobile optimisation is required. It will be beneficial if the delegates have some experience in using the Open Editor within the CMAdvantage platform.

Qualification

Certificate of Attendance
(no assessment required)

Course Content

Getting Started

- Introducing HTML
- Introducing CSS
- Discussing the best practice use of HTML
- and CSS
- Deciding on an ideal campaign layout depending on the preferences

Adding Content to an Email Campaign

- Introducing the basic HTML tags
- Creating tables and nested tables
- Paddings and margins
- Formatting and positioning the campaign content
- Inserting images
- Adding links to the content
- Additional formatting

Mobile Optimisation

- Introducing mobile optimisation
- Support of mobile optimisation for different mobile email clients
- Introducing Meta Tags
- Adding media queries
- Targeting the tables within the campaign

- Targeting the images within the campaign
- Targeting elements by ID
- Hiding and showing certain elements
- Image replacement for mobile devices

Testing

- Testing the campaign on mobile devices to verify the mobile optimisation

Campaign**master**