

How to Build a Great Email Subscriber Experience (ESX) and Maximize Engagement

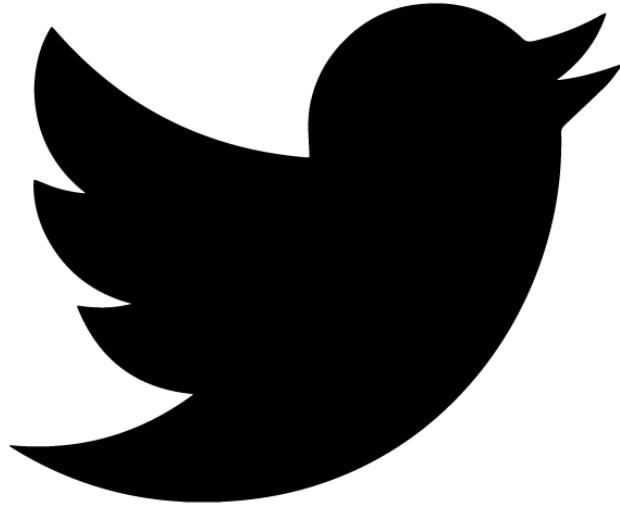


EmailBoutique

John Thies

Annett Forcier

Tweet this session!



#ANAEEC

@EmailonAcid

@johnethies

/in/johnthies

@EmailBoutique

@The_Annett

in/annettforcier/



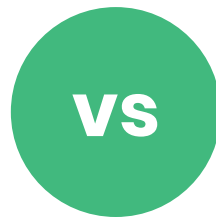
+ EmailBoutique



1

Getting to
the **Inbox**

Delivery



Deliverability



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Delivery

Whether or not a recipient accepts your message.

Deliverability

Where your message ends up once it is **accepted**: inbox, spam or another folder.



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@EmailBoutique

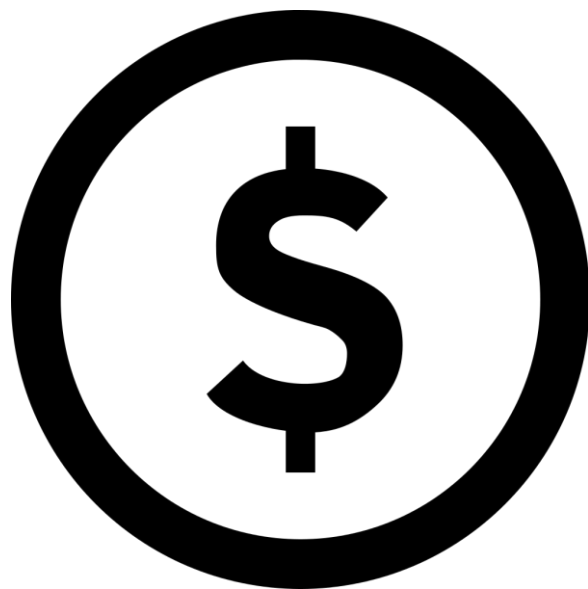
Who is ultimately responsible for **email inbox placement?**



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DO NOT
buy an email list



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SPAM TRAPS



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Engagement



Email design and content
can have an **effect** on
inbox placement.



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All Image Design?

Try to avoid it when possible.

50% OFF
FOR EVERYONE!
NO EXCLUSIONS
IN STORES & ONLINE
SHOP NOW

For a cozy night in...
PAJAMA SETS
50% OFF
SHOP NOW



Casual or Sophisticated.
ALL DRESSES
50% OFF
NO EXCLUSIONS
SHOP NOW



Fresh, Fierce & Feminine.
ALL NEW ARRIVALS
50% OFF
NO EXCLUSIONS
SHOP NOW



See what all the (stripe) hype is about.
THE ENTIRE SOHO STREET COLLECTION
50% OFF
NO EXCLUSIONS
SHOP NOW



FINAL HOURS!
MOTHER'S DAY
D♥♥RBUSTERS
TODAY, WE HONOR *Wow!*
10 GREAT GIFTS UNDER \$20!
SHOP NOW



ALL JEWELRY
\$799
Up to 78% off!
SHOP NOW

2.
ALL WATCHES
\$1299



Minimum Text

500+ characters.



Learn about Salesforce Development at our Developer Center

#1 destination for learning to build mobile & enterprise applications in the cloud with the Salesforce Platform including Lightning, Einstein, Force.com, Heroku and Salesforce DX.

Remember to bookmark developer.salesforce.com

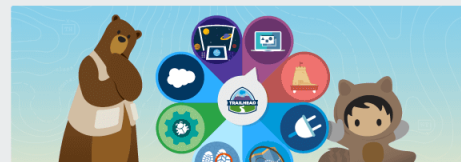
[GET VALUABLE RESOURCES](#)



Get answers from Salesforce & community experts

The Salesforce Developer Forums are a great place to ask for help and look up answers to questions.

[SEE THE DEVELOPER FORUMS](#)



Text Alternative?

37signals

You're receiving this email because you signed up for a Highrise account. If this email looks weird, view it in your browser.

<http://37assets.s3.amazonaws.com/newsletters/highrise/2009-11-09.html>

If you don't want to receive this newsletter anymore, you can unsubscribe here:

<http://37signals.cmail1.com/t/y/u/uykitr/l/>

HIGHRISE NEWSLETTER
Published November 9, 2009

TIP: ORGANIZE YOUR HIGHRISE TASKS AND DEALS WITH COLOR

Now you can set a custom color for each task or deal category in Highrise. You can, for example, make your "call" tasks red, your "followup" tasks blue, "meetings" green, or anything you like. Color-coded categories help you organize your work and add a touch of personality to your account.

Read more on our Product Blog:

<http://bit.ly/RqQvq>

MORE FILE STORAGE, SAME PRICE

We've just added more file storage to all paying Highrise accounts – at no additional charge.

Max storage is now 75 GB (was 50 GB)
Premium storage is now 30 GB (was 20 GB)
Plus storage is now 15 GB (was 10 GB)
Basic storage is now 5 GB (was 3 GB)
Solo storage is now 5 GB (was 3 GB)
Personal storage is now 2 GB (was 1 GB)

We hope this storage increase encourages you to attach even more files without worrying about hitting your limit.

BITLY is **BAD** for inbox placement.



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2

From Name,
Subject Line +
Preheader Text

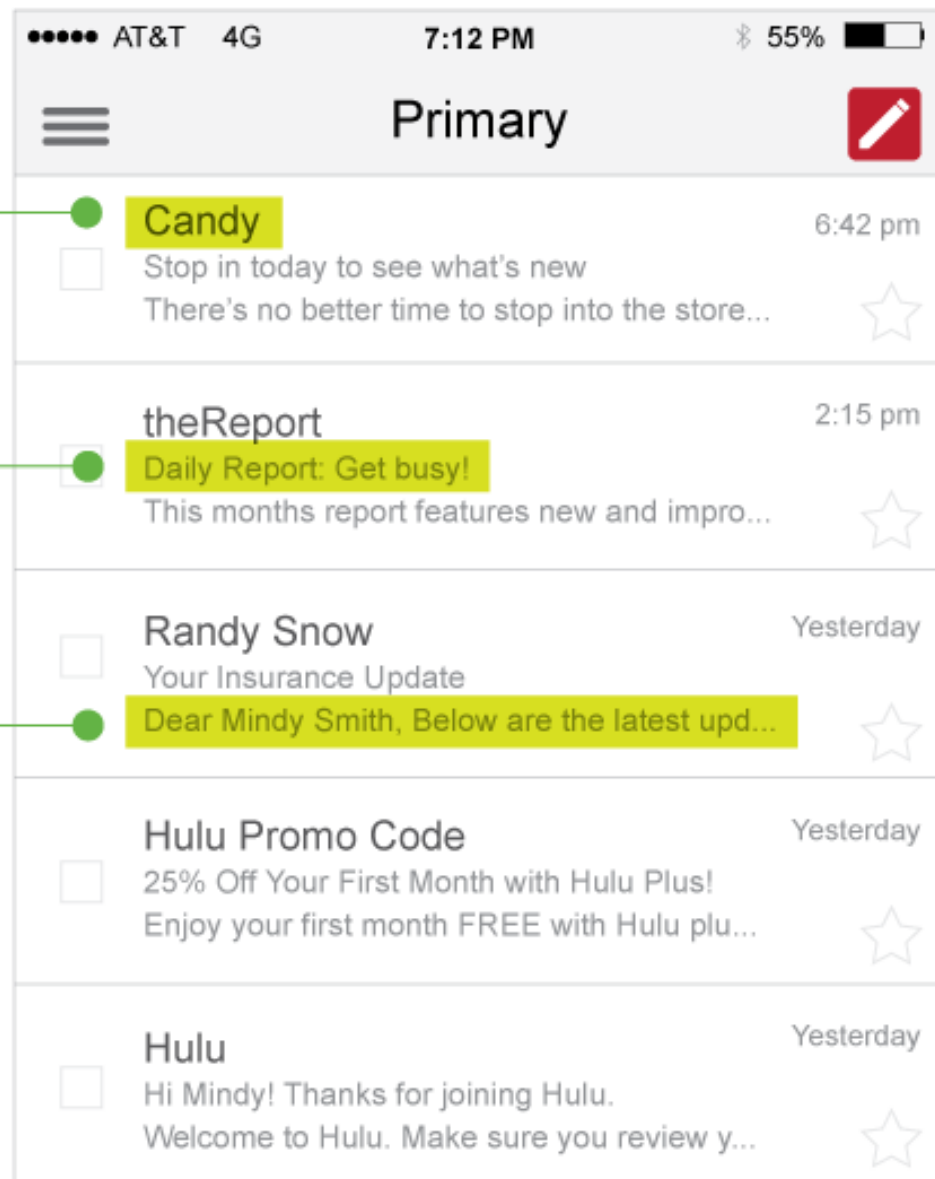
3

Opportunities to encourage a subscriber to open your email.

FROM NAME

SUBJECT LINE

PREHEADER TEXT



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Use a **trustworthy** and
recognizable "From Name".



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@EmailBoutique

Subject Line

47%

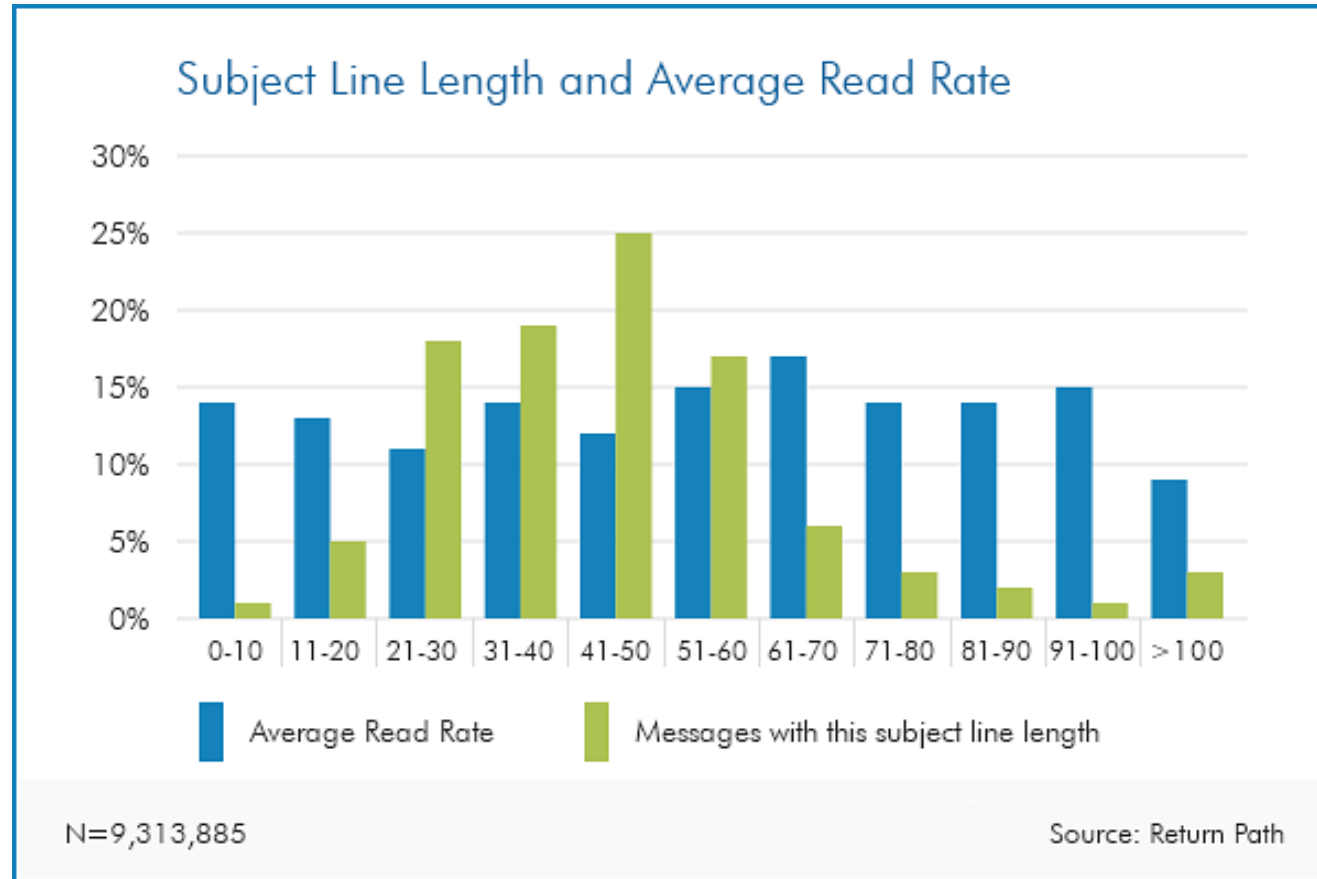
of email recipients open an email based on **subject line** alone.



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Subject line length, **does it matter?**



Preheaders are an **easy win.**



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@EmailBoutique

MISSED OPPORTUNITIES

- **Real Simple** Saturday >
Enter For A Chance To Win A Trip To T...
Having trouble viewing this email?
[Click Here to view as a web page....](#)

Live Your Legend Team

Why Every Decision Matters in Making Your Dreams Come True - This is preheader text. Some clients will show this text as a preview. -

Inbox Holiday Sale Extended - Copyright © 2015 BeachRiot, All rights reserved. unsubscribe from this list t



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@EmailBoutique

The primary purpose of a preheader is to give
a **glimpse** of what to expect
inside the message.

Once the email has been opened, the
preheader has lost its **purpose**.



Preheader Text: **Form Field in Email settings**

Subject line

Subjectline

Preheader text

Preheader

141 characters remaining

Source: Iterable

Personalized Message

Personalization,
increases opens by

29.3%

Nashville Ballet

Thursday

You've been waitlisted for Mommy &...

Dear Mary, You've been added to the
waitlist for Mommy & Me (Summer Sessio...



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@EmailBoutique

Have **fun** with it.



● **PetCareRx Inc.**

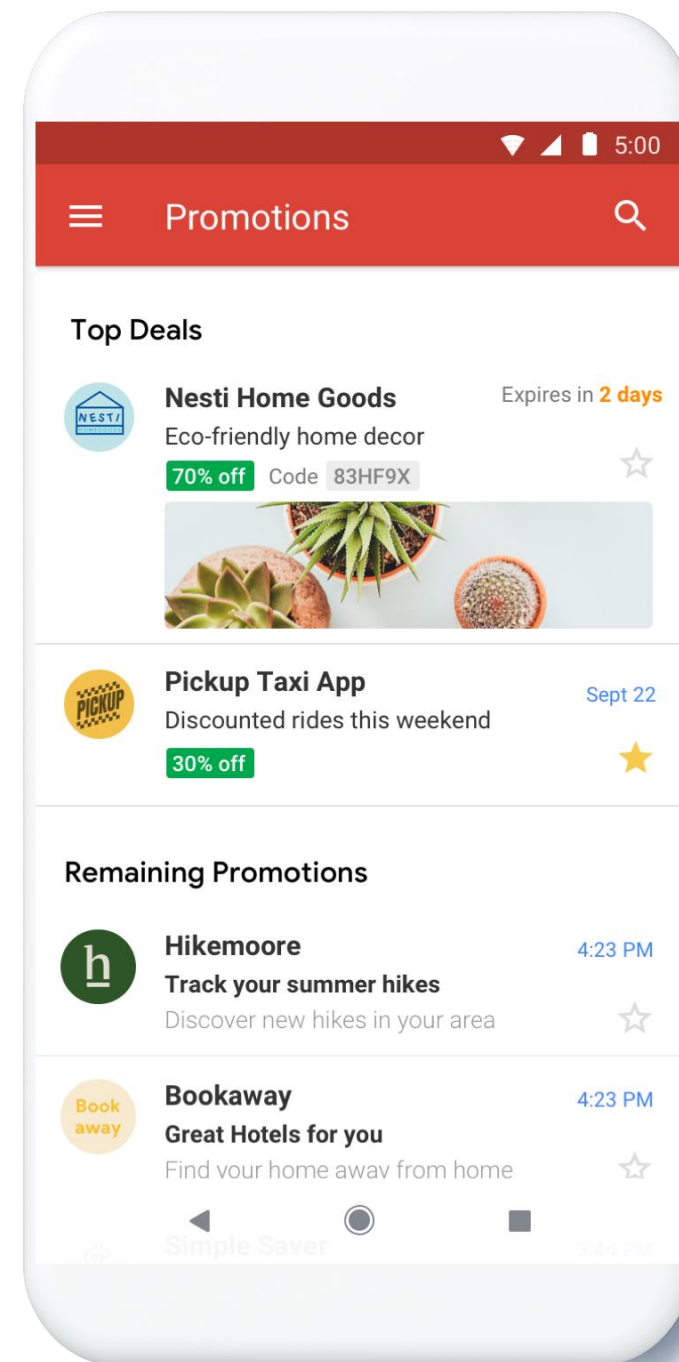
10:02 AM >

Fenway's special treat

Who let the dogs out?! FRONTLINE
PLUS FOR DOGS for 75% off! Enjoy yo...

Gmail Promotions

Annotate email in the Promotions Tab.





3

Content

Methodologies

Wireframing



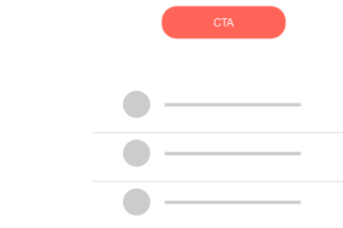
Hero section

- with background color, pattern or picture
- Headline
- Teaser or intro copy
- CTA button



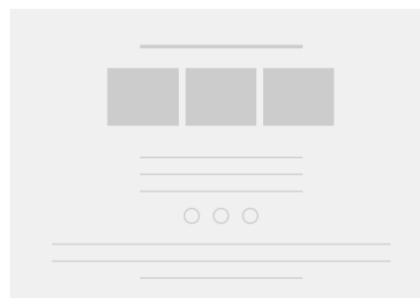
Body section

- imagery
- copy
- Text link or CTA button



Main CTA

- CTA button



Super Footer or secondary CTAs

- Icons with links

Social Proof

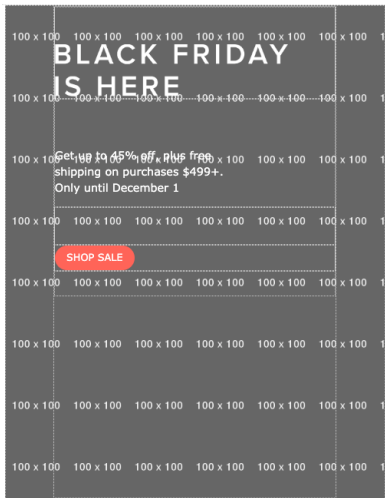
- Instagram feed
- Social media icons
- Legal & company details

Put the **most** important message first.

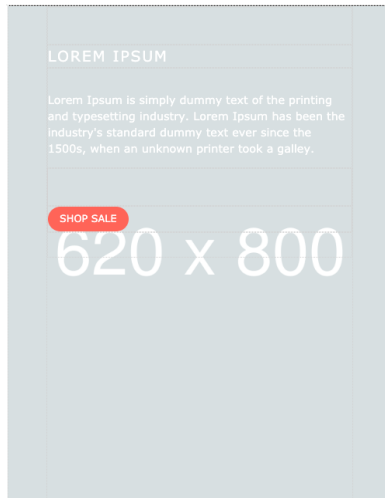
8 seconds to engage
a subscriber.



Types of Hero Sections



Background pattern



Background picture

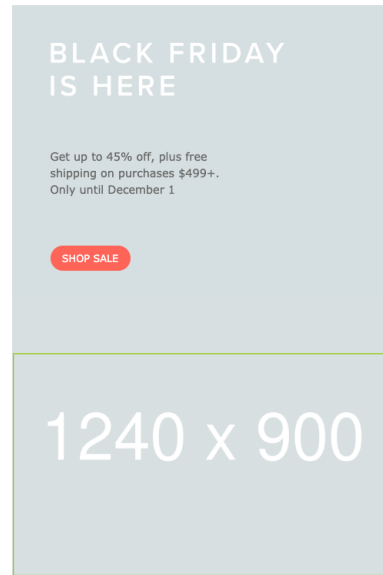


Image with background color

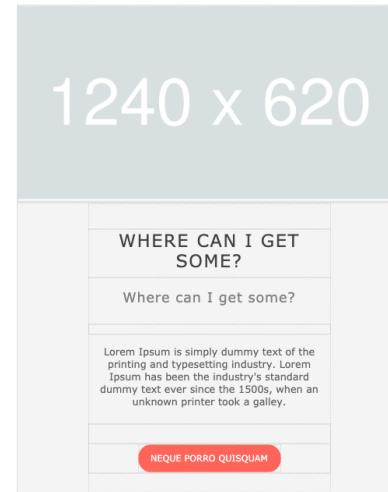
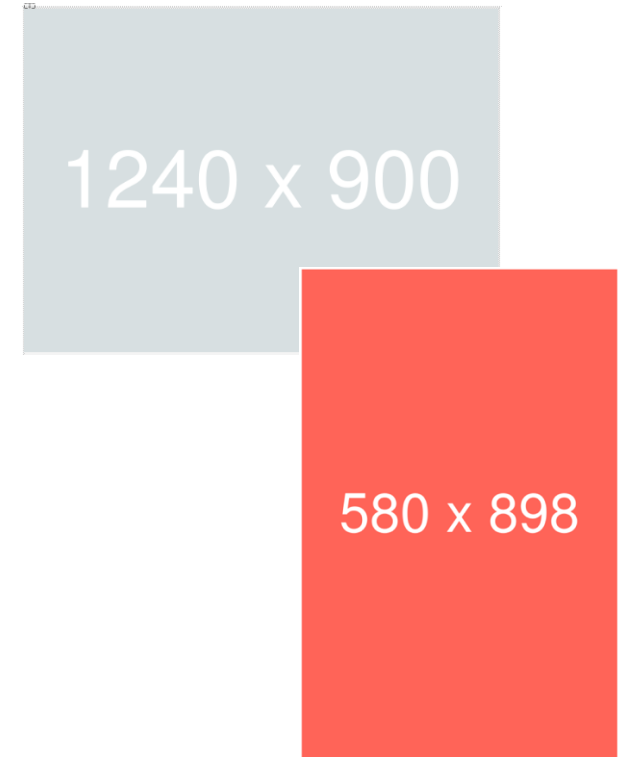
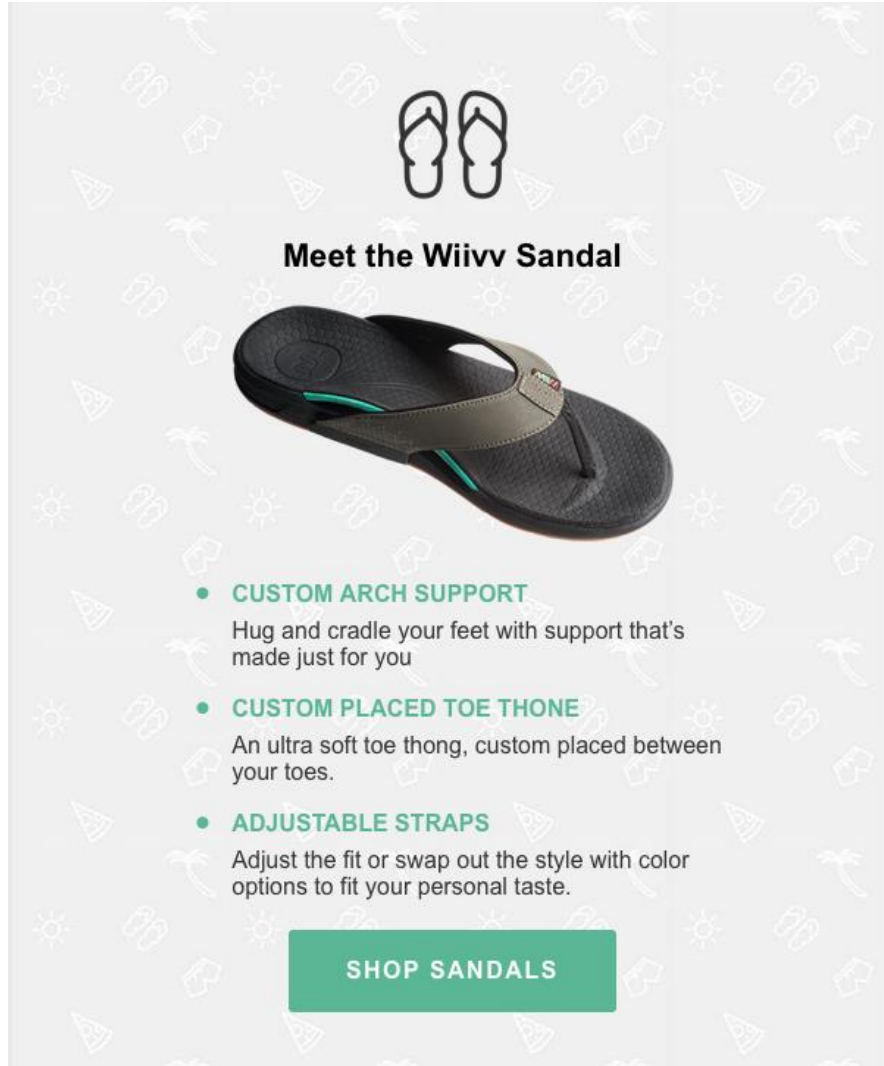



Image with optional background color




Swapping hero image. Includes a hero for desktop and a separate hero image for mobile

Hero Background Pattern



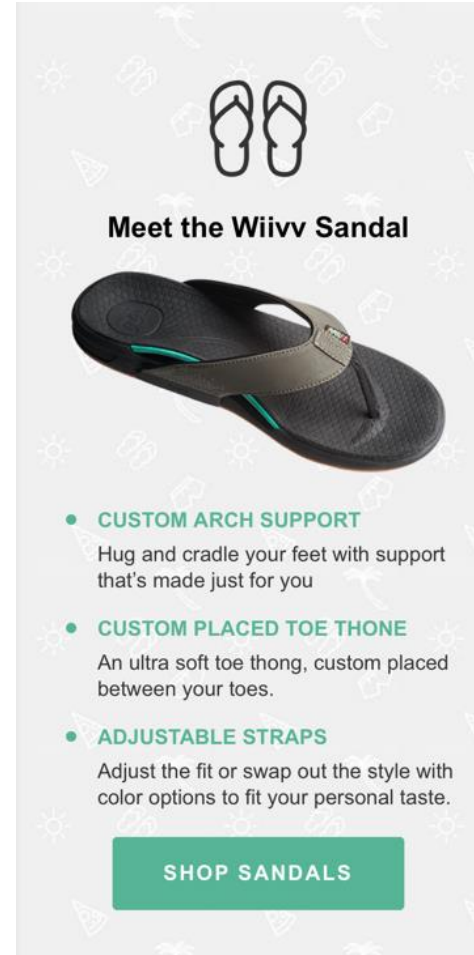



Meet the Wiivv Sandal




- **CUSTOM ARCH SUPPORT**
Hug and cradle your feet with support that's made just for you
- **CUSTOM PLACED TOE THONG**
An ultra soft toe thong, custom placed between your toes.
- **ADJUSTABLE STRAPS**
Adjust the fit or swap out the style with color options to fit your personal taste.

[SHOP SANDALS](#)





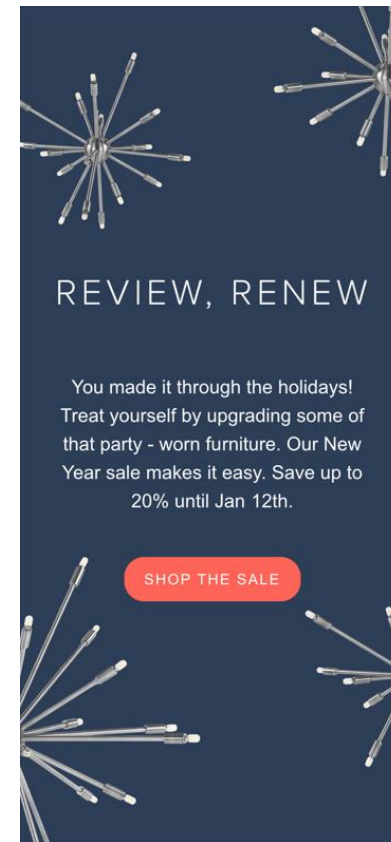
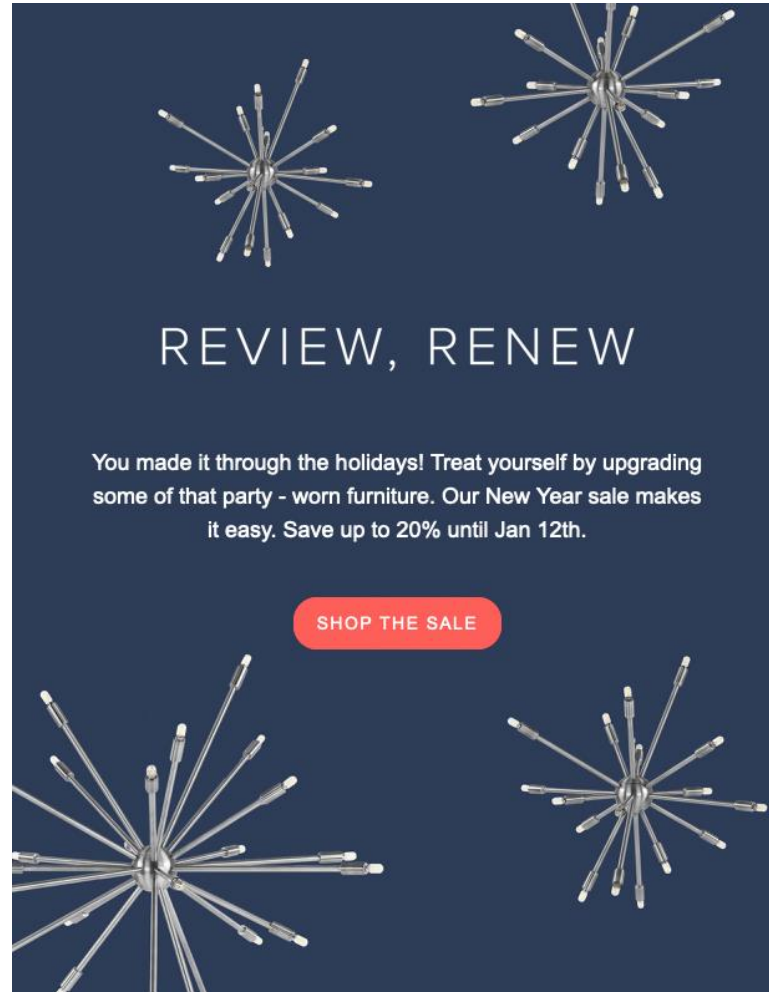
Meet the Wiivv Sandal



- **CUSTOM ARCH SUPPORT**
Hug and cradle your feet with support that's made just for you
- **CUSTOM PLACED TOE THONG**
An ultra soft toe thong, custom placed between your toes.
- **ADJUSTABLE STRAPS**
Adjust the fit or swap out the style with color options to fit your personal taste.

[SHOP SANDALS](#)

Background hero image



Hero images with Background color

WELCOME TO WIIVV


**Take another step
towards pain-free feet**

Did you know we also make super comfortable **sandals with custom arch support?**

As a thank you for your recent purchase, we'd love to offer you **20% off Wiivv Sandals** for a limited time so you can try them out, risk free!

Use code: **NEXTSTEP20**

SHOP SANDALS



SCROLL TO LEARN MORE

WELCOME TO WIIVV


**Take another step
towards pain-free feet**

Did you know we also make super comfortable **sandals with custom arch support?**

As a thank you for your recent purchase, we'd love to offer you **20% off Wiivv Sandals** for a limited time so you can try them out, risk free!


Use code: **NEXTSTEP20**

SHOP SANDALS




SCROLL TO LEARN MORE

Swapping hero images




SHOP WOMEN | SHOP MEN




Refresh your sweat style.

Ribbed panels. New colour wash. That Wunder Under fit you love. It's a brand-new look for all the ways you sweat.

[SHOP LEGGINGS](#)



SHOP WOMEN | SHOP MEN



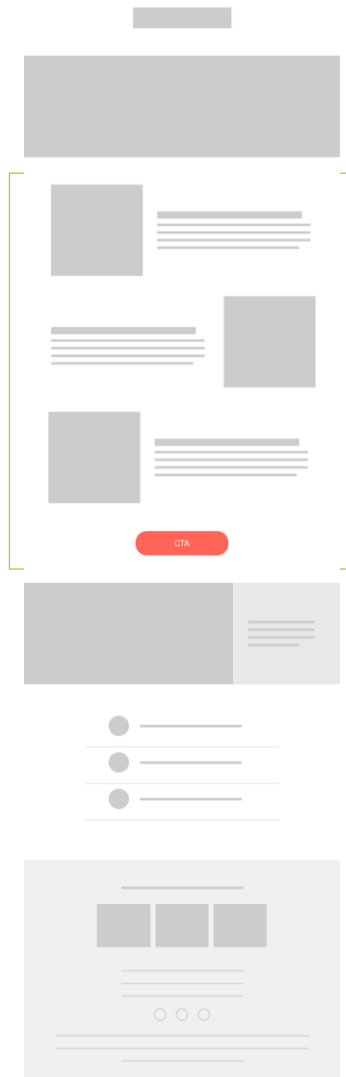
Refresh your sweat style.

Ribbed panels. New colour wash. That Wunder Under fit you love. It's a brand-new look for all the ways you sweat.

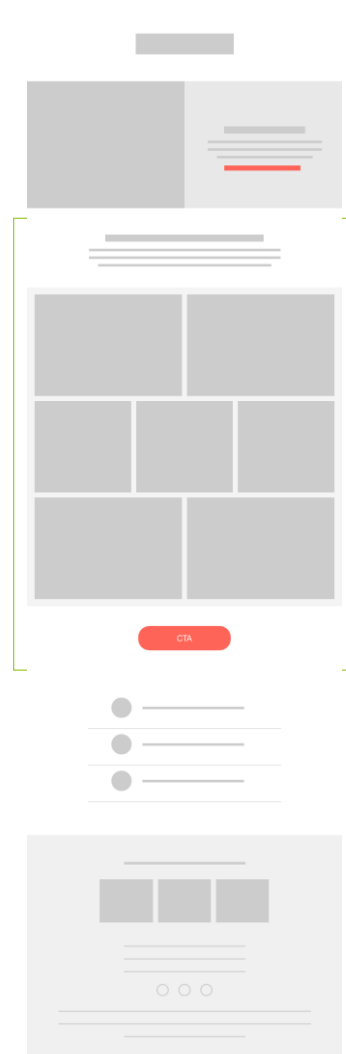
[SHOP LEGGINGS](#)

Tell a **story** and take the
subscriber on a **journey**.

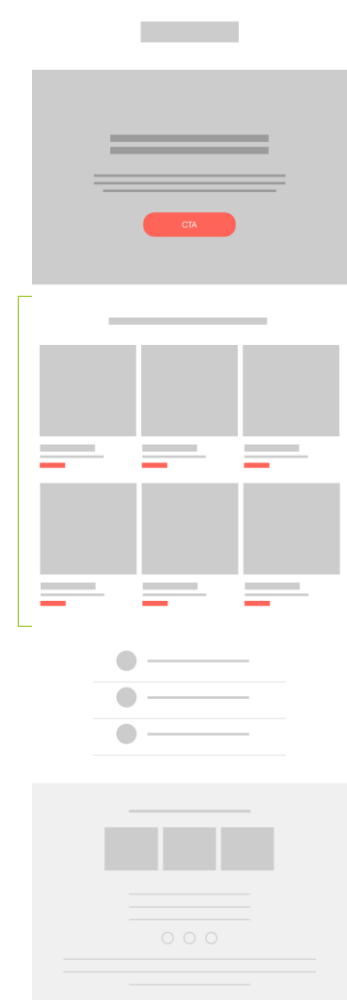
Body Section



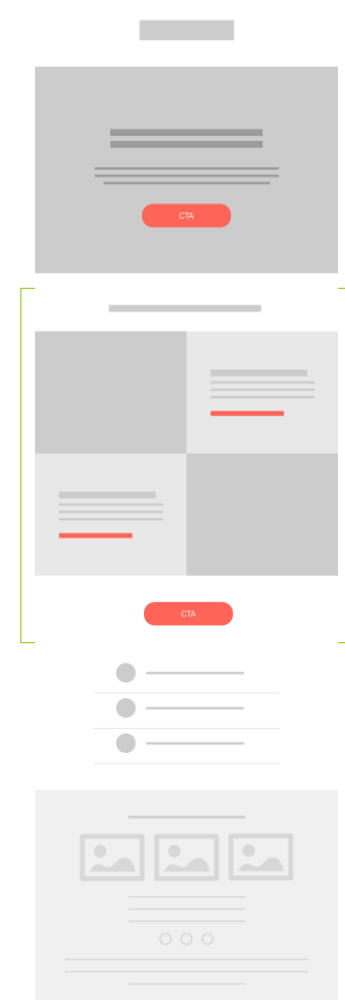
Lifestyle



Product grid



Sales grid



New products

Body section

A FEW OF OUR FAVES



Rio Sofa

Curved corners. Plush ivory cushions. Beautiful solid pine. Like an inviting hug, in sofa form.

[Shop Now](#)

Reni Lounge Chair

Mid-century flair for your outdoor space, made with weather-resistant eucalyptus wood that can handle the elements.

[Shop Now](#)



Level Bench

Who says seating can't feel like decor? Smooth tufted leather and powder-coated legs give this piece a luxe, artistic feel.

[Shop Now](#)



A FEW OF OUR FAVES



Rio Sofa

Curved corners. Plush ivory cushions. Beautiful solid pine. Like an inviting hug, in sofa form.

[Shop Now](#)



Reni Lounge Chair

Mid-century flair for your outdoor space, made with weather-resistant eucalyptus wood that can handle the elements.

[Shop Now](#)



Level Bench

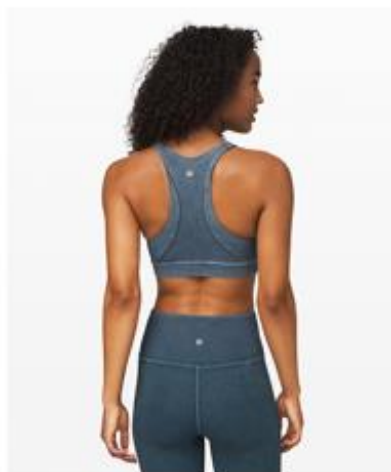
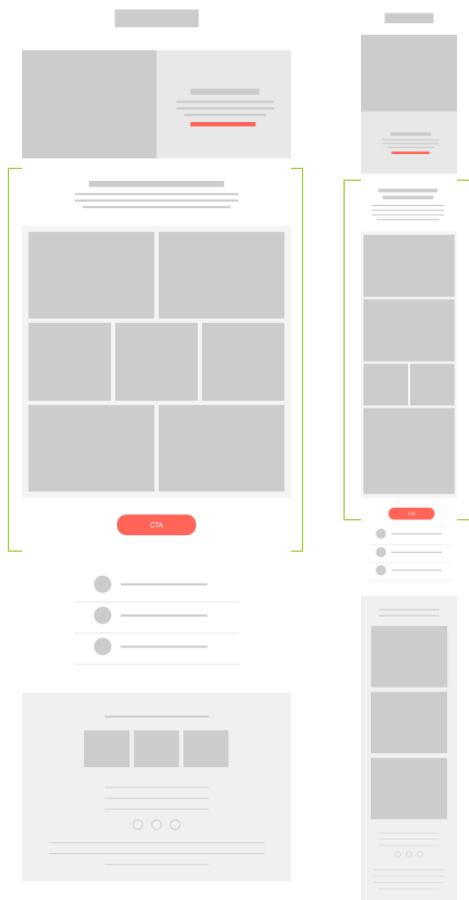
Who says seating can't feel like decor? Smooth tufted leather and powder-coated legs give this piece a luxe, artistic feel.

[Shop Now](#)



Body section

We Think You'll Love



We Think You'll Love



Body section

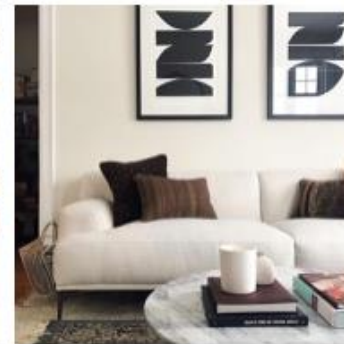
OUR CUSTOMERS HAVE GREAT STYLE



@noelleandfox



@foxhomesmn



@shwastyle



@chelseamohrman



@mylittlebooktique



@erinkestenbaumx

OUR CUSTOMERS HAVE GREAT STYLE



@noelleandfox



@foxhomesmn

@shwastyle



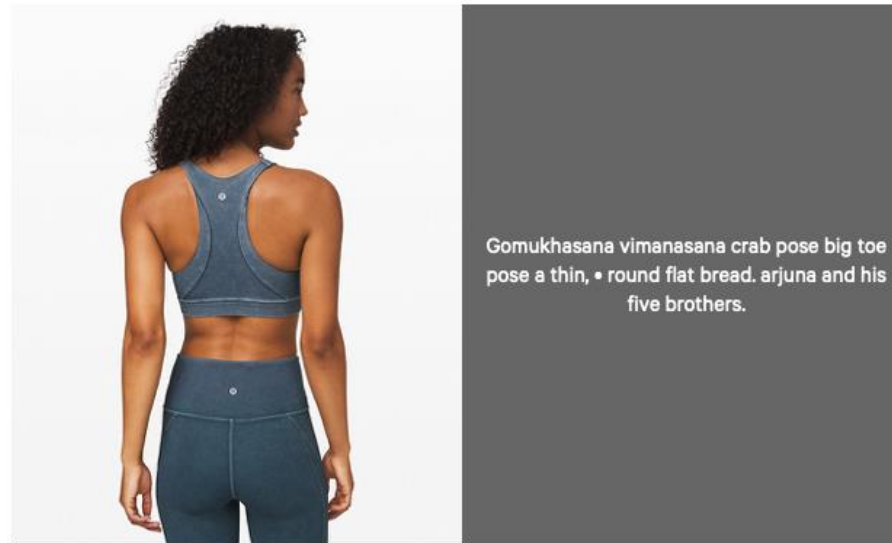
@chelseamohrman



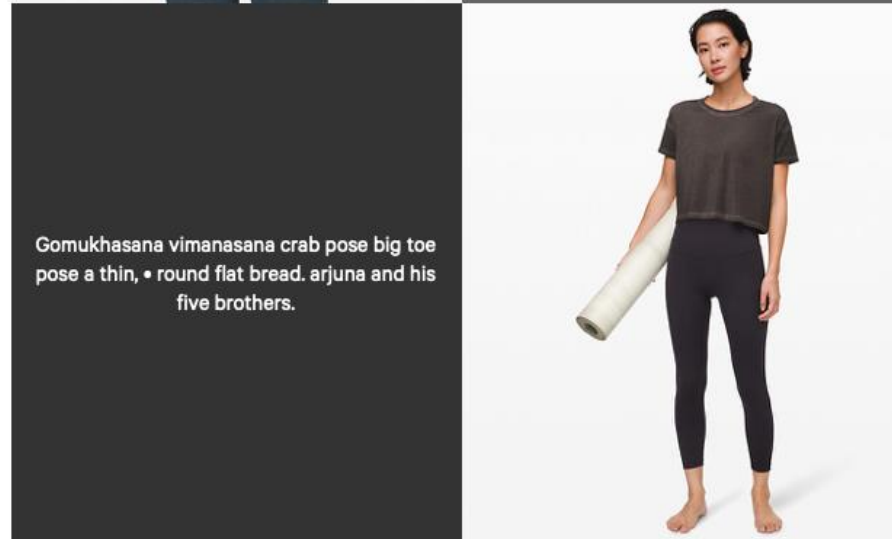
@mylittlebooktique

@erinkestenbaumx

Body section



Gomukhasana vimanasana crab pose big toe pose a thin, • round flat bread. arjuna and his five brothers.



Gomukhasana vimanasana crab pose big toe pose a thin, • round flat bread. arjuna and his five brothers.



Gomukhasana vimanasana crab pose big toe pose a thin, • round flat bread. arjuna and his five brothers.

Gomukhasana vimanasana crab pose big toe pose a thin, • round flat bread. arjuna and his five brothers.



4

Think
Accessibility

It might not be the sexiest topic to discuss...





...but it's the most important.



Did you know...

Roughly **15%** of the world's population has some form of disability. That's over **1 billion people**.

330 Million people are estimated to be visually impaired worldwide.

(Over 5% of the worlds population.)

325 Million people live in the United States.



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Disabilities come in
all **shapes** and **sizes**.



Low-Acuity



Ghosting

clearly

Glasses

Sunglasses

Brands

Sale

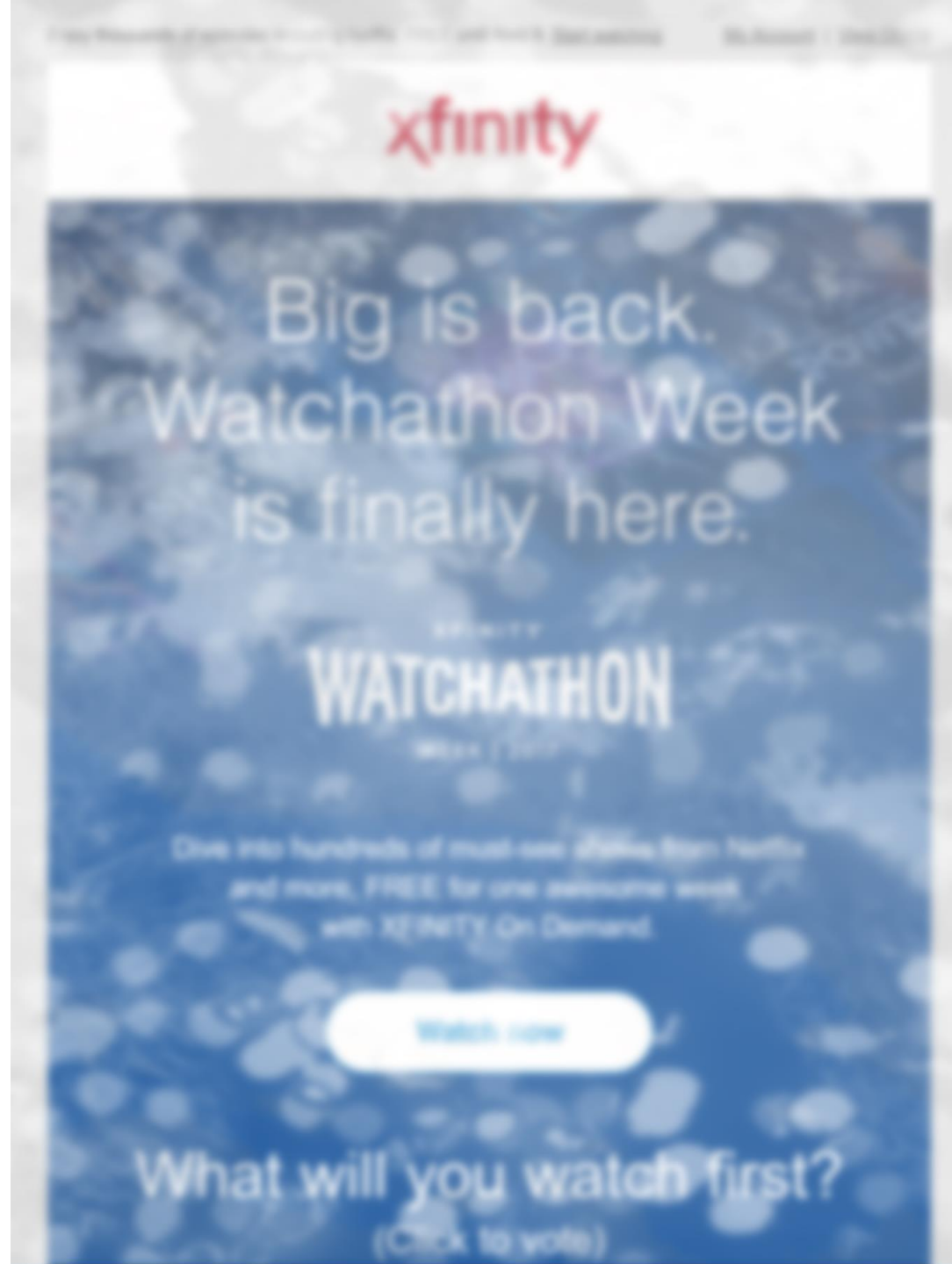
2 FOR SALE GRASSES C UNCE STANDARD WENSE, SELF SHIP & GIVE UP TO COORDINATE CSF

From
desk
till
dawn

D ID FEFFENEN F FAIA BEE S OFD D ID FEFFENEN D ADY S

We've rounded up our most loved styles for every occasion -- whether it's a quiet night in, an early start or a night out or

Cataracts



The image shows a promotional banner for Xfinity Watchathon Week 2017. At the top, the Xfinity logo is displayed in red. Below it, the text "Big is back. Watchathon Week is finally here." is written in white against a blue background with a bokeh effect. The word "WATCHATHON" is prominently displayed in large, white, all-caps letters, with "XFINITY" in smaller letters above it and "Week 2017" below it. A paragraph of text in white reads: "Dive into hundreds of must-see shows from Netflix and more, FREE for one awesome week with XFINITY On Demand." Below this is a white button with the text "Watch now" in blue. At the bottom, the text "What will you watch first?" is written in white, with "(Click to vote)" in smaller white text below it.

xfinity

Big is back.
Watchathon Week
is finally here.

XFINITY
WATCHATHON
Week 2017

Dive into hundreds of must-see shows from Netflix
and more, FREE for one awesome week
with XFINITY On Demand.

Watch now

What will you watch first?
(Click to vote)

Dyslexia

Dexlisy

A friend who has dyslexia described to me how she experiences reading. She *can* read, but it takes a lot of concentration, and she often has to “jump around”.

I remember reading about [dyslexia](#). Wouldn't it be possible to do it eventually on a website with JavaScript? Sure it would.

Feel like making a bookmark of this or screenshot? [Fork it](#) on GitHub.

Dyslexia is characterized by difficulty with learning to read fluently and with accurate pronunciation despite normal intelligence. This includes difficulty with phonological awareness, phonological decoding, processing speed, orthographic coding, automatic sight-word memory, language skills/vocabulary acquisition, and/or rapid naming.

Developmental reading disorder (DRD) is the most common learning disability. Dyslexia is the most recognized of reading disorders, however not all reading disorders are linked to dyslexia.

Some see dyslexia as distinct from reading difficulties resulting from other causes, such as a non-neurological deficiency with vision or hearing, or poor or interrupted reading instruction. There are three possible subtypes of dyslexia (phonological, surface and orthographic), although individual cases of dyslexia are better explained by specific underlying neurocognitive deficits and co-occurring learning disabilities (e.g. attention-deficit/hyperactivity disorder, math disability, etc.). Although it is considered to be a reading-specific language-based learning disability in the research literature, dyslexia also affects one's expressive language skills. Researches at MIT found that people with dyslexia exhibit impaired voice-recognition abilities.

Source: [Wikipedia](#)



Color Blindness

NORMAL VISION



GREEN



YELLOW



RED

COLORBLIND EXAMPLE




GREEN



YELLOW



RED



5

Design for
Accessibility

Text Alternative

Create Valentine's Day  Gifts Bulk

LAST DAY



Mikes's My Guy Happy Valentine's Day

The Sweetest Sale of the Year
20% OFF EVERYTHING
CREATE YOURS NOW
Use Code: MYVALENTINE20

Create a Personalized Gift for Your Valentine

  U Had Me at Hello  Love you! Lucky in Love 

SHOP VALENTINE'S DAY

Create Valentine's Day Gifts Bulk

LAST DAY

Create a Personalized Gift for Your Valentine

Always Include **ALT ATTR**

```

```



Contrast **Ratio**

Normal Text

4.5:1 Contrast Ratio

Large Text

3:1 Contrast Ratio
(24px+ or 18px bolded)



Contrast Examples

Color Combinations	Color Codes	Contrast Ratio	Small Text	Large Text
Black on Yellow Yellow on Black	Black: #000000, Yellow: #ffff00	19.56:1	✔ Pass AA	✔ Pass AA
Blue on Orange Orange on Blue	Blue: #0000ff, Orange: #ffa500	4.35:1	✘ Fail AA	✔ Pass AA
White on Purple Purple on White	White: #ffffff, Purple: #800080	9.42:1	✔ Pass AA	✔ Pass AA
Green on Red Red on Green	Green: #008000, Red: #ff0000	1.28:1	✘ Fail AA	✘ Fail AA



Clearly differentiate **LINKS**



@EmailonAcid
@EmailBoutique

Avoid Center Alignment



“To return to the ship,” Hook replied slowly through his teeth, “and cook a large rich cake of a jolly thickness with green sugar on it. There can be but one room below, for there is but one chimney. The silly moles had not the sense to see that they did not need a door apiece. That shows they have no mother. We will leave the cake on the shore of the Mermaids’ Lagoon.

LEFT ALIGN



“To return to the ship,” Hook replied slowly through his teeth, “and cook a large rich cake of a jolly thickness with green sugar on it. There can be but one room below, for there is but one chimney. The silly moles had not the sense to see that they did not need a door apiece. That shows they have no mother. We will leave the cake on the shore of the Mermaids’ Lagoon.

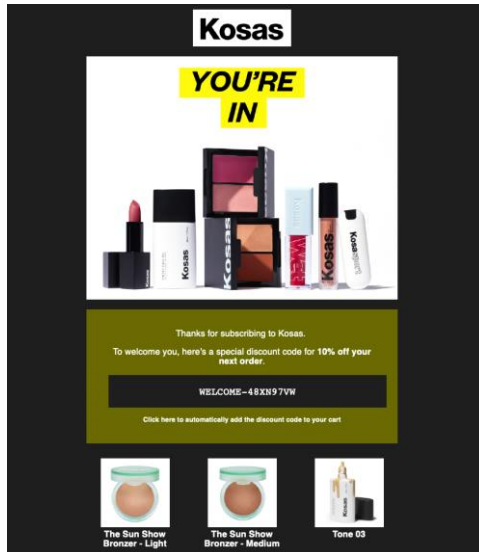
CENTER ALIGN



6

Design for
Dark Mode

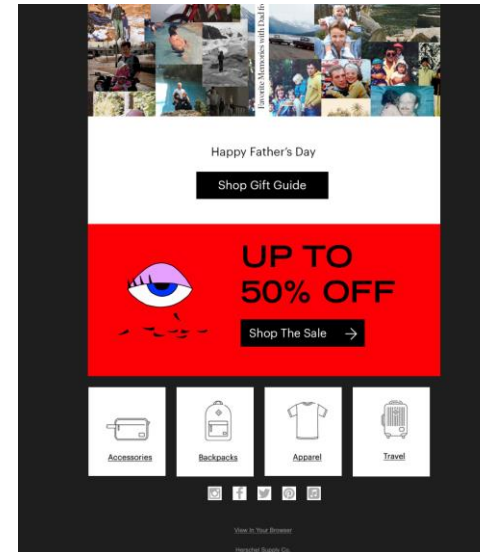
Room for improvement



Background Colors



Dark logos



Icons



Coded Buttons

Enable Dark mode

```
<meta name="color-scheme" content="light dark">  
<meta name="supported-color-schemes" content="light dark">
```

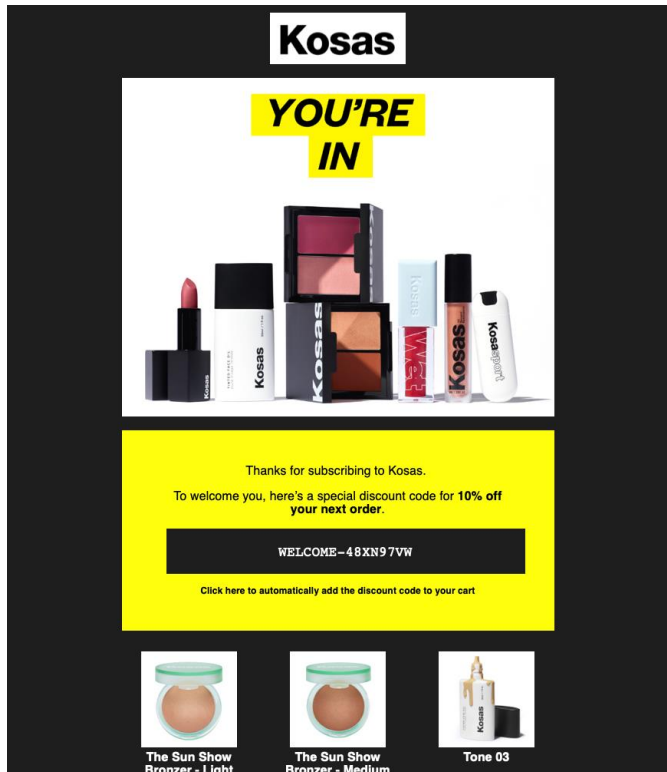
```
<style type="text/css">  
:root {  
  color-scheme: light dark;  
  supported-color-schemes: light dark;  
}  
</style>
```



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@EmailonAcid
@EmailBoutique

Background color fix



```
@media (prefers-color-scheme: dark) {  
/* Shows Dark Mode-Only Content, Like Images */
```

```
.yellowmode {  
  background-color: #FFF600 !important;  
}
```

```
/* Custom Dark Mode Background Color */
```

```
[data-ogsc] .yellowmode {  
  background-color: #FFF600 !important;  
}
```

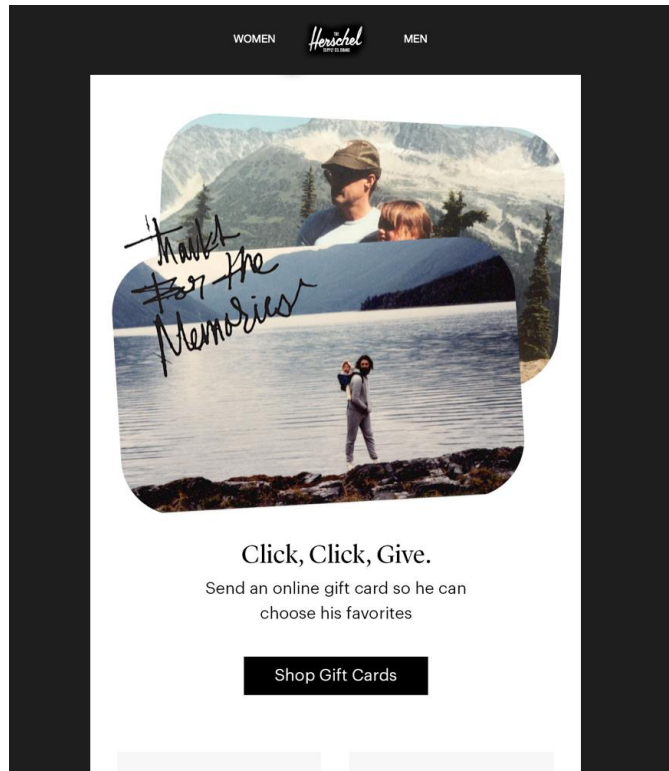
```
<table class="yellowmode" background-color:#FFFF00; background-  
image: linear-gradient(#FFFF00,#FFFF00);"> ... </table>
```



+ EmailBoutique

@EmillonAcid
@EmailBoutique

Reversed Image fix in the CSS



```
@media (prefers-color-scheme:
dark ) {
  .dark-img {
    display: block !important;
    width: auto !important;
    overflow: visible !important;
    float: none !important;
    max-height: inherit !important;
    max-width: inherit !important;
    line-height: auto !important;
    margin-top: 0px !important;
    visibility: inherit !important;}
  .light-img {
    display: none;
    display: none !important;}
  a {color: #ffffff !important;}
```

```
[data-ogsc] .dark-img {
  display: block !important;
  width: auto !important;
  overflow: visible !important;
  float: none !important;
  max-height: inherit !important;
  max-width: inherit !important;
  line-height: auto !important;
  margin-top: 0px !important;
  visibility: inherit !important;}
```

```
[data-ogsc] .light-img {
  display: none;
  display: none !important;}
```

```
[data-ogsc] a {
  color: #ffffff !important;}
```



+ EmailBoutique

@EmailonAcid
@EmailBoutique

Image swap in the body HTML

```

```

```
<!-- The following Dark Mode logo image is hidden with MSO conditional code and inline CSS, but will be revealed once Dark Mode is triggered -->
```

```
<!--[if !mso]><!-->
```

```
<div class="dark-img" style="display:none; overflow:hidden; float:left; width:0px; max-height:0px; max-width:0px; line-height:0px; visibility:hidden;" align="center"></div>
```

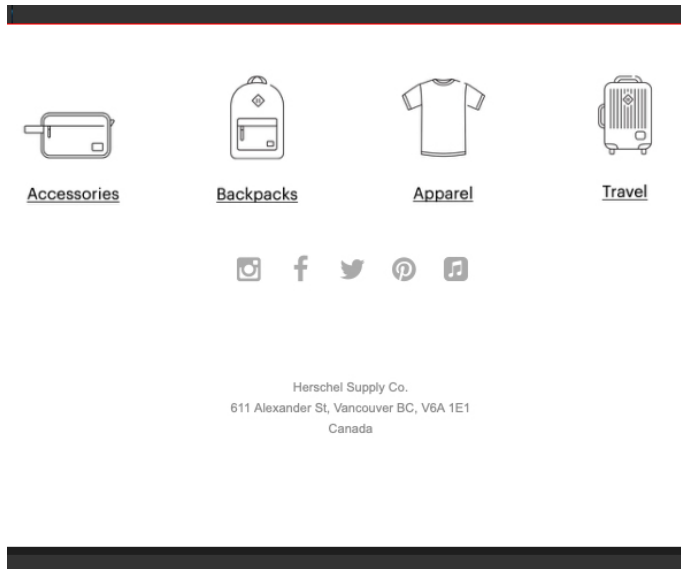
```
<!--<![endif]-->
```



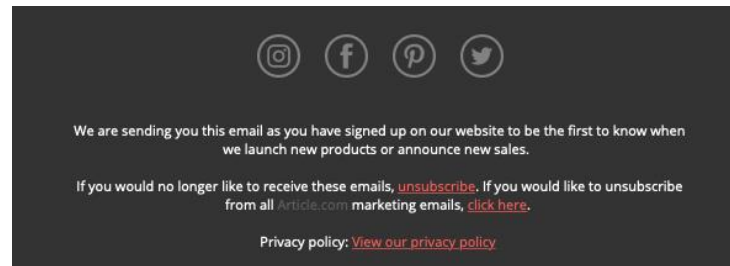
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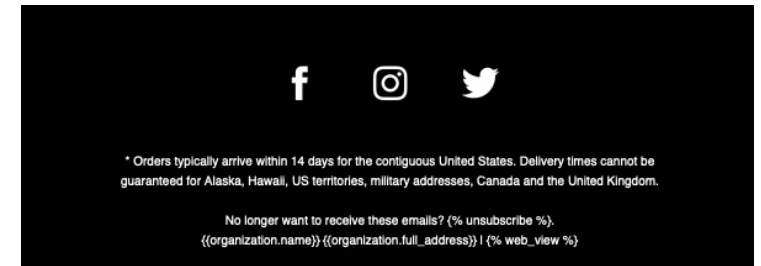
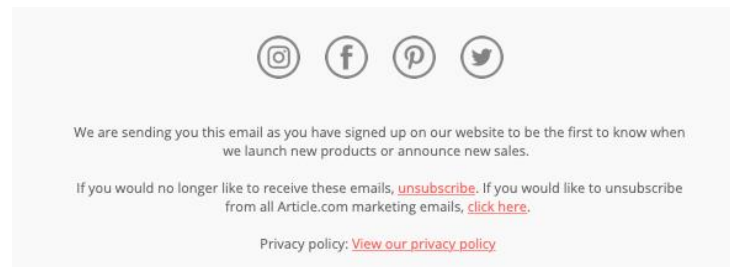
Icon fix



A: Applying a background color that matched the background color of the image.



B: Optimizing icons with a transparent background and a color which will look good on light and dark background.



C: Swapping dark and light icons



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Button color fix



```
styles="background-color:#f09124; background-image: linear-gradient  
(#f09124,#f09124);"
```



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