



the  
email factory

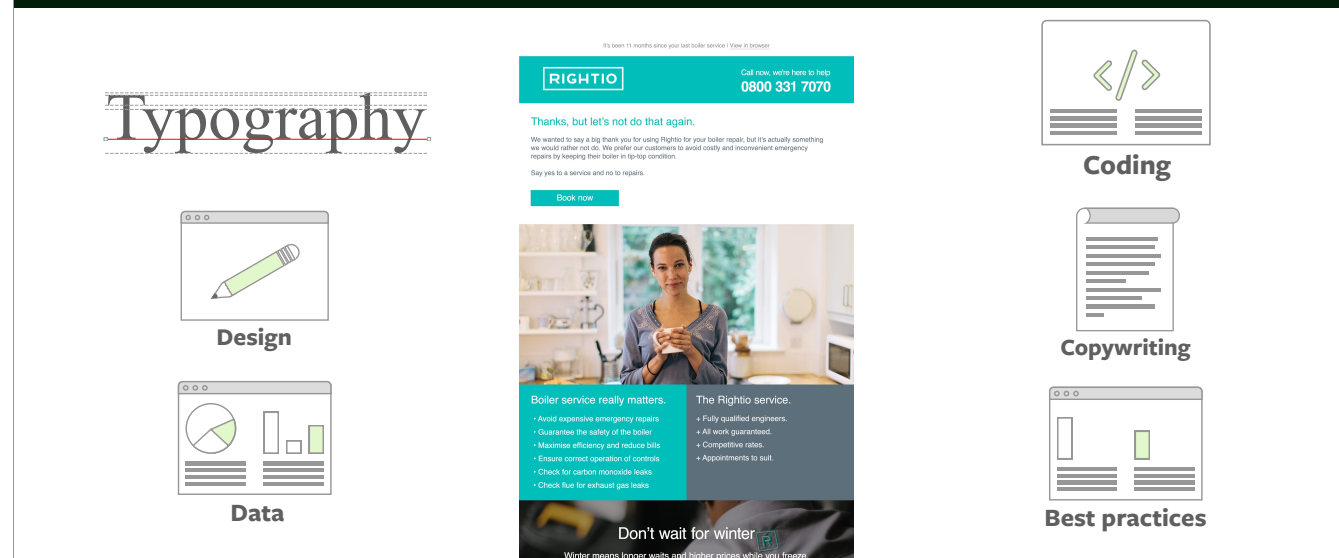
**Do sweat the small stuff -  
getting the details right with emails.**

Welcome from the email factory. We design and hand-code emails, set them up and test them in the platform of your choosing and schedule them to send to your selected lists if you like as well.

We help build out email automations (welcome programmes, cart abandonment and other event based triggers). We also help with analytics, strategy and operate an enterprise-level email platform.

We've been doing this since 1999, which makes me feel very old. Although I am very old!

# It's the little things in life that matter

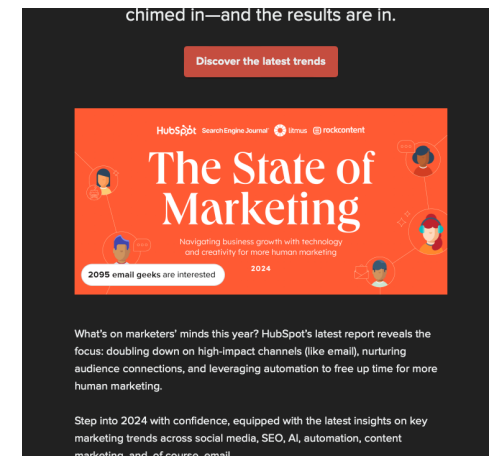
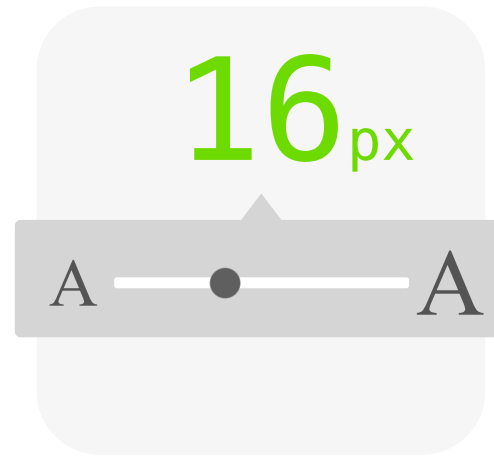


It's often said it's the little things in life that matter and that can also apply to making emails more useful and engaging.

We spend time and effort planning emails, creating and gathering images asset, writing copy and building out the emails themselves - then testing and refining them so we can get the best results.

So let's take a look at the things many emails don't include. As the cumulative effect of using these can give people a better email experience and improve your deliverability.

## It's only words



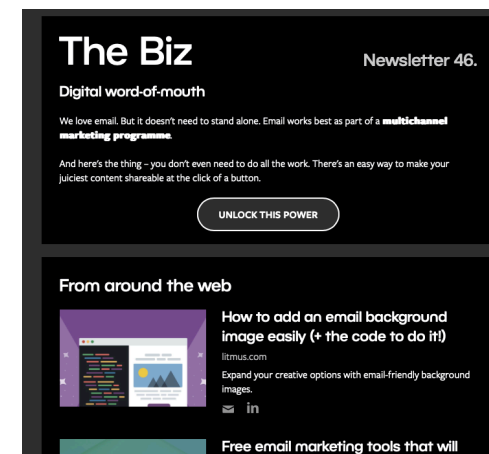
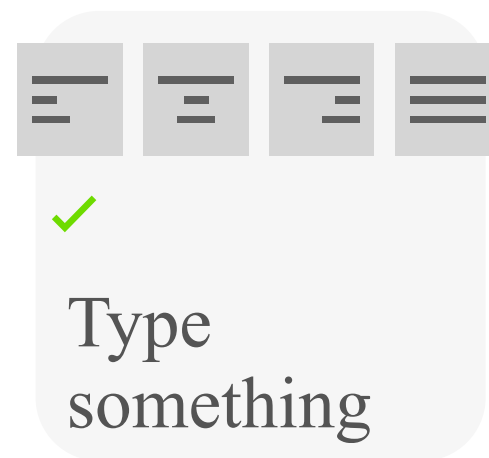
Talking of little things, use a minimum body copy font size of 16 pixels.

That is generally agreed upon to be the smallest acceptable size for body copy. A bit bigger is even better.

And it's worth getting out of old habits of rendering footer content in minuscule lettering.

If something is important enough to include in an email, it's important enough to be readable. Do you really need all of those T&C's in the email? Maybe a link to them on your website will do instead (it's not as if we read them anyway!), try it and see how many clicks you get!

# To the left, to the left

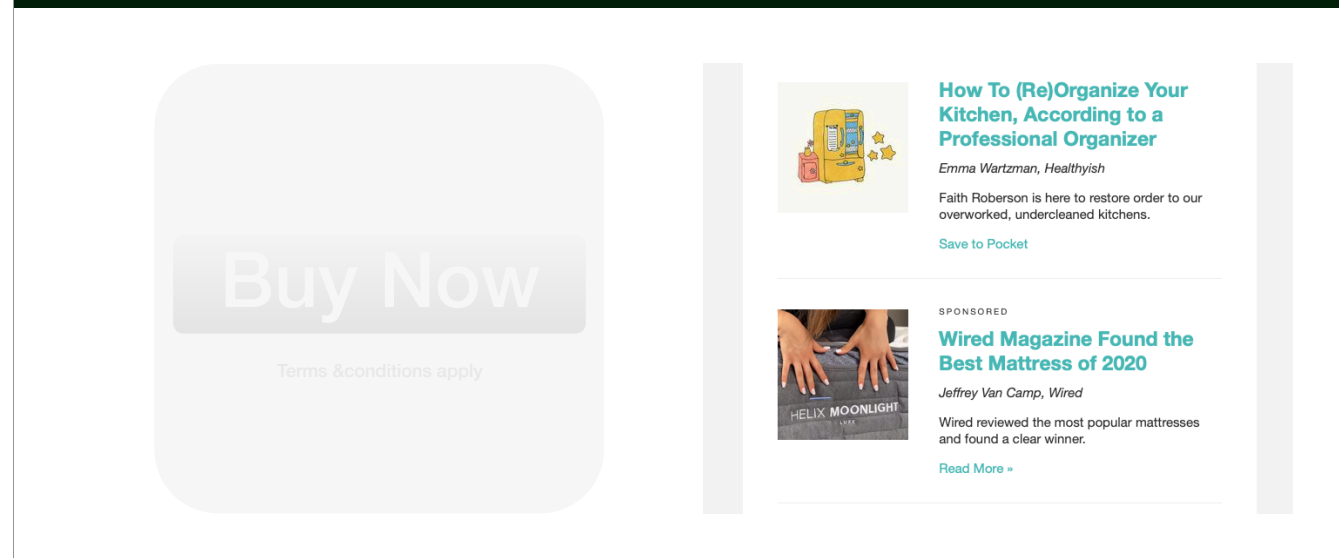


...and whilst we're talking about text, left-justify paragraphs.

Centred text is fine for headings and calls-to-action. Larger blocks of copy, however, should always sit to the left. It's easier on the human eye and an easily-implemented accessibility improvement.

Centred paragraphs don't flow because none of us grew up reading like that. Lines of text will also vary in how uneven they are depending on devices they're being read on and font size changes set by personal preference.

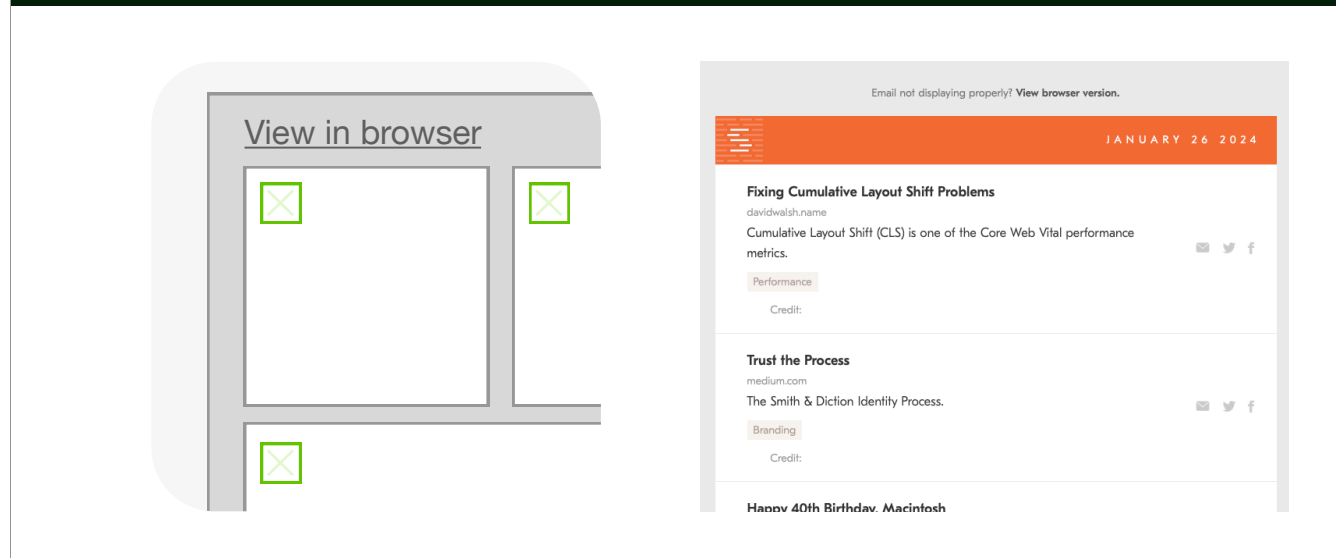
# Compare and contrast



Low contrast can be difficult for a visually-impaired person. Make sure your text, buttons and images stand out. How do you know if the contrast is sufficient?

Try running your view online link through a Web Accessibility Evaluation Tool such as <https://wave.webaim.org/>

# View online - do people really still do that?



Which brings us nicely on to the 'view online' link. Do people click on it?

Yes they do! There isn't an email campaign we send out where people don't click this link - whether it's a B2C or B2B email. Just because your email renders perfectly in all of your tests isn't enough of a reason to not add a view online link.

Include it in every email.

# What's on the menu



Having trouble viewing this email? [View online](#)

**NISBETS**

[Special offers >](#)  
[Eco-friendly catering supplies >](#)

Tableware & Bar Supplies	Consumables	Furniture	Clothing, Aprons & Footwear	Kitchenware & Knives	Cleaning & Hygiene	Catering Appliances	Refrigeration & Ice Machines
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Order by 6pm for Next Working Day Delivery\*

All prices quoted exclude VAT

SAVE UP TO  
**33%**

Start the year right with massive savings on key lines

**MASSIVE**  
New Year  
**SALE**

Upgrade your venue now and enjoy up to 33% off, turning every celebration into an unforgettable experience!

... or what shouldn't be.

Your email has a focus or tells a story - don't detract from that by adding a nav bar, especially at the top and especially not a generic one - it's an email not a website. If you do feel the need to add navigation, make it specific to the email; a sale, new season, a holiday theme.

## To link or not to link

Visit our store

14, Floor 2  
186 Carlon St.  
Cordoba  
1257

 **0203 884 2555**



[Cruise2.com](https://cruise2.com)

Terms and conditions: Prices are correct at time of production (22.05.2023). Prices are per person based on two adults sharing the lowest grade stateroom unless otherwise stated. Supplements may apply for single passengers. \*Premium all-inclusive package is applicable to guests 1 & 2 on the reservation. Number of nights for speciality dining package and Internet package will depend on the duration of the sailing. \$50 Shore Excursion Credit will be applied per shore excursion of equal or greater value. ^All guests in an Inside, Oceanview, Balcony, Concierge Class, or AquaClass stateroom will receive a Classic Beverage Package, Gratuities and a Surf Internet Package included. You can upgrade to the 'ELEVATE' or 'INDULGE' package for an additional cost with added benefits to the drinks package and Shore Excursion Onboard Credit, please ask us at time of booking. All offers subject to availability and may be withdrawn at any time. Terms and conditions apply. Promotional details, fares and itineraries were correct at time of publish but are subject to change without notice.

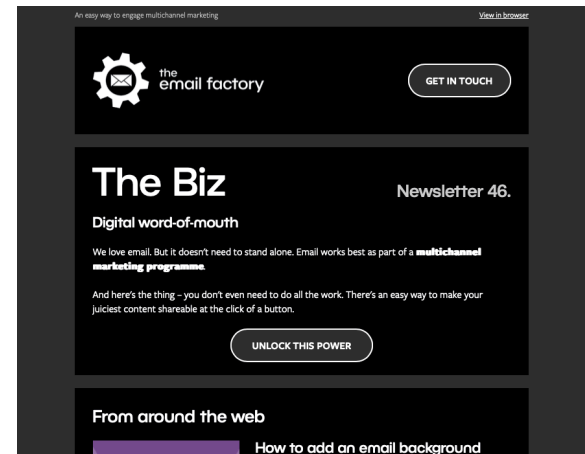
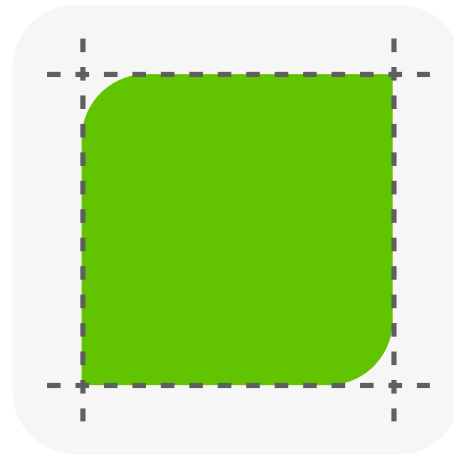
An address and phone number that change into links because of devices, email clients and browsers - think about the background colour so the end user can still read the text easily and click to either view on a map or open a call app to reach you.

Coding emails to override links takes time, testing - and often retesting - and not a small amount of coding expertise.

Instead, reallocate this resource and leave, what are after all, useful end-user elements in your emails.



# The curious case of Lozenge Buttons



Outlook (Office not hotmail) will square off curves - putting an end to your rounded corners or lozenge buttons so be aware of this with B2B emails in particular.

Now, of course, you can make buttons any shape you like if you make them images but that would mean they won't display where images are turned off and they will change size on different devices the email is being viewed on (and depending on how the email is coded). Remember we're coding for iOS browsers and the lowest common denominator (outlook) at the same time.

## All buttoned up

**BUY NOW**

**SALE**  
**OFFERS**

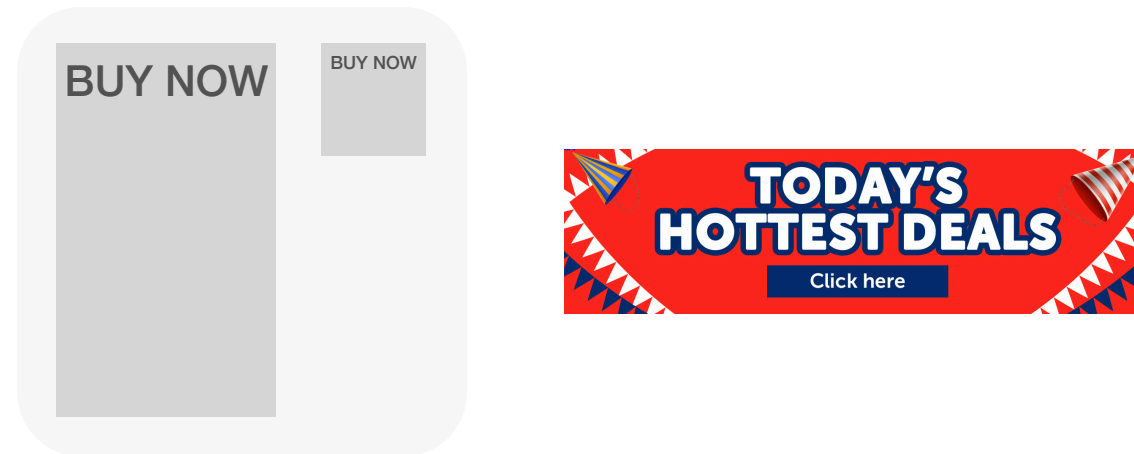
Incredible TV, hi-fi and home  
cinema deals available in our stores,  
from our telesales team and online.

Click to see our 12 hottest offers >>

Our Sale period ends on 31.01.24.

Use descriptive calls-to-action - it's time to retire 'click here' and maybe 'find out more'. Make your CTA's contextual - tie them in with subject matter, your brand and tone of voice.

## If a picture can paint a thousand words

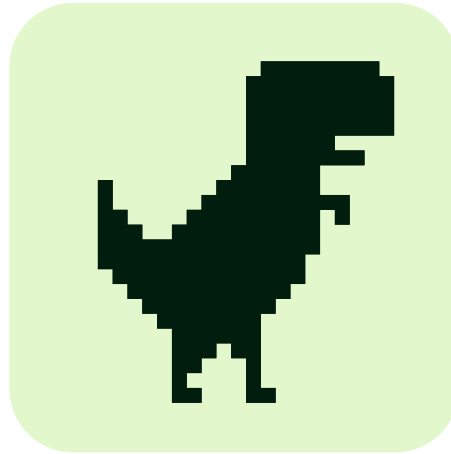


Let it.

Ideally, avoid putting them in images because;

- font size will change depending on the device and may end up too small to read.
- buttons will be a different size to those in the rest of your email (and will be the shape you chose whilst the rest will have squared off corners in Office Outlook).
- Text on images also detract from the image itself. You spend time and effort creating the perfect picture so let it do the talking and add supporting information as proper text outside of the image. This way, you get both a clean image and crisp, legible copy that adapts with the device.

# I can see clearly now



intimate rivers, cruise along scenic waterways, and dock at locations bigger ships can't reach.



ALL INCLUSIVE CANARIES,  
SPAIN & PORTUGAL 5\* VOYAGE

📅 09 Mar 2024

🌙 7 Nights

👤 Azamara Pursuit

£1,199pp



GEMS OF THE  
MEDITERRANEAN  
ALL-INCLUSIVE AZAMARA  
VOYAGE

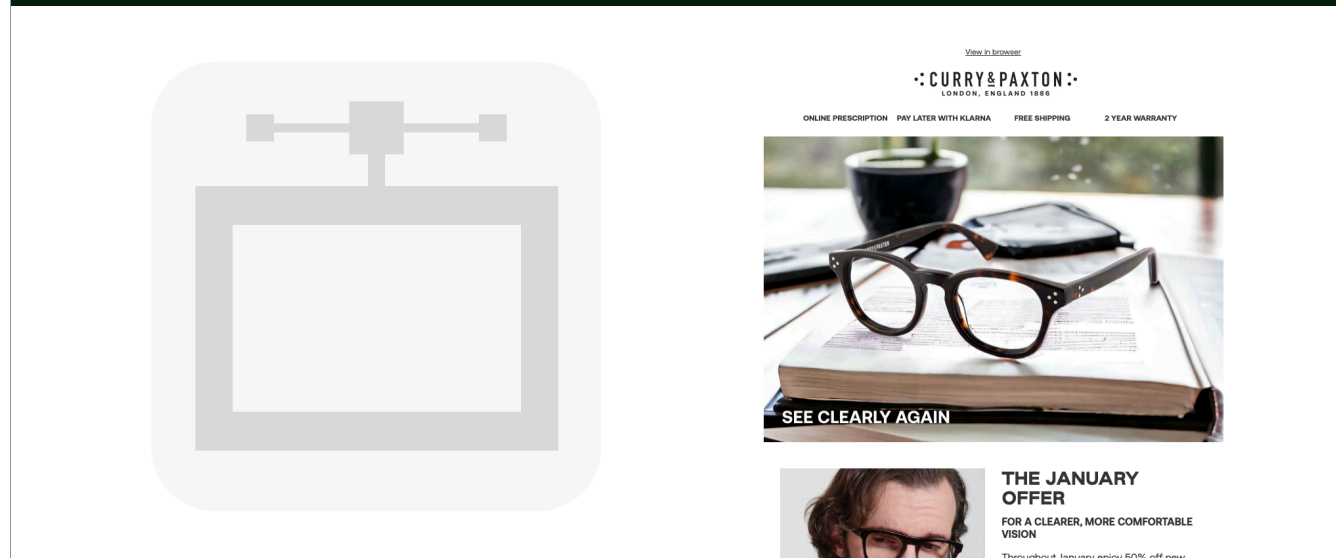
📅 06 Nov 2023

🌙 12 nights

👤 Azamara Onward

Low resolution (or actual size) images look blurry on modern high density screens which is pretty much everything these days. Make sure all of your images are saved at double the maximum logical resolution at which they'll appear in your email - so if you have a 700px wide email, full width images should be 1400px.

# I've been weighting so long

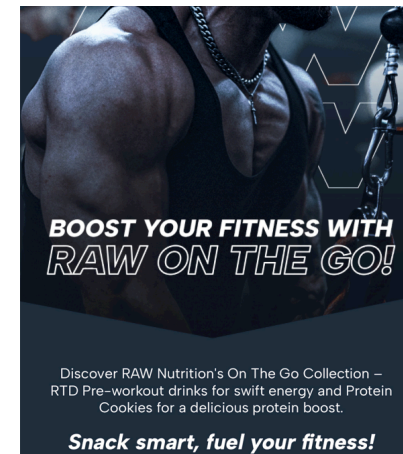
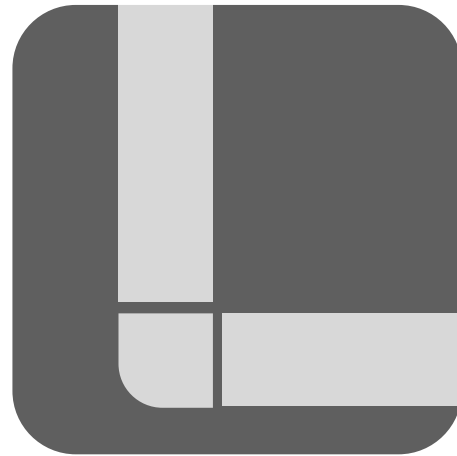


[See what I did there? I bet you can't wait for this to be over!]

Hi res images means heavier file sizes - not great for emails particularly if you're out and about. Mobile users in slow network areas will experience sluggish download times and there's the potential for broken images. Optimise them whilst retaining clarity - <https://imageoptim.com/> is a good resource for this.

And remember all of your MPP users will download all of your images using their data plans

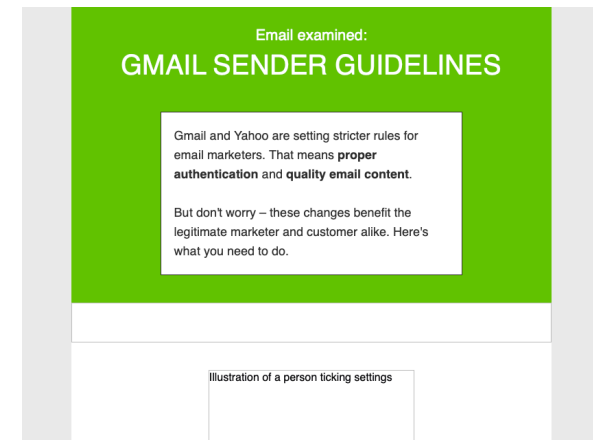
## Declutter and go minimal



Keeping decorative images to a minimum will help with accessibility - the more complex your design, the more section-hopping a screen reader needs to perform. Not to mention the greater the chance of your email breaking. Web is the place for fancy. Email works best with a little more restraint.

The job of an email is to inform people about something and get them to click to go to your website. It will also brand people and remind them about you so sometimes simple is best. It should be clear what the email is about, fast in getting information across and easy to digest. Just because you can doesn't necessarily mean you should.

# If a thousand words can paint a picture

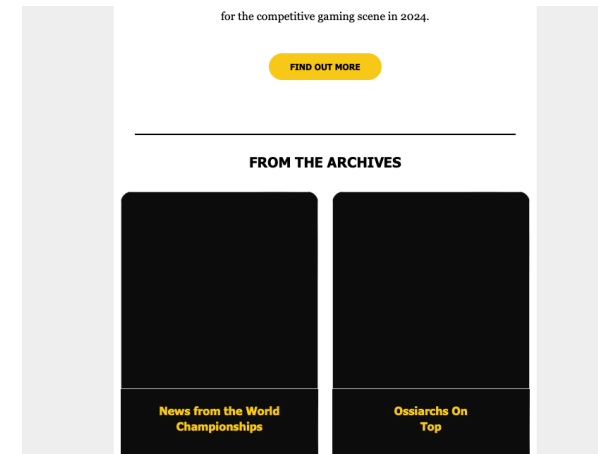


[I may not make the Poet Laureate shortlist this year!]

Describe images with alt tags - people using screen readers won't know what your images show unless you describe them. Don't exclude customers, it's a quick task to type 'photograph of this' or 'illustration of that' (or something better than either of those descriptions!)

# To tag or not to tag

alt="border-top"  
alt="border-corner-top-left"  
alt="border-corner-top-right"  
alt="border-side"  
alt="border-bottom"

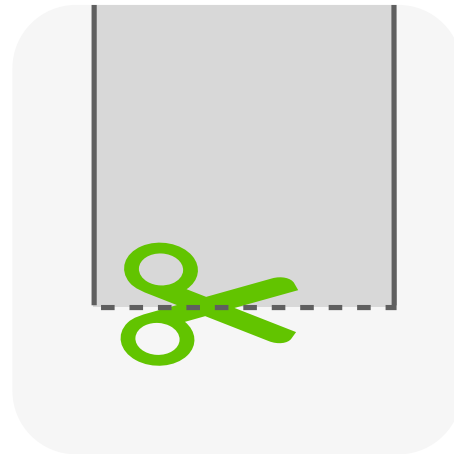


[Clearly running out of title ideas!]

Don't waste people's time by tagging images like topleftcorner, toprightcorner etc. That will get annoying pretty quickly. This is another thing to watch out for with email builders that automatically add image alt tags to everything. So someone using a screen reader closes your email down rather than listen to every topleftcorner, toprightcorner



# He ain't heavy, he's my builder



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Download THE OU

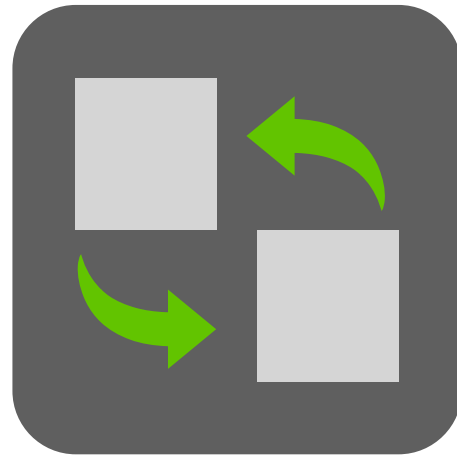
...

[Message clipped] [View entire message](#)

[These titles don't get any better!] the millennial amongst you wont even have heard of this song title

Some emails are long and contain lots of code. Email builders add more code than people using hand-crafted code. Anything over 100kb gets truncated by Gmail - bad if you want people to see everything, worse still if the footer doesn't show as this is where the unsubscribe link usually is leading to more SPAM complaints.

## Stack 'em high

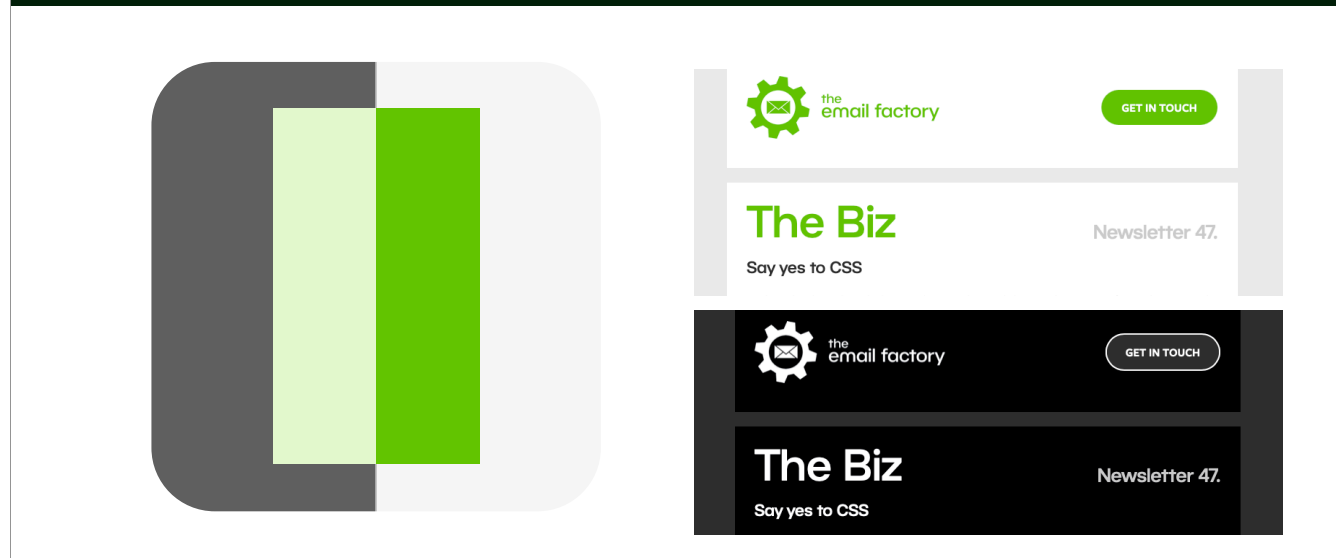


Every row shouldn't have to stay to a single column on a mobile device - it just serves to make the email longer and people getting scroll fatigue.

This is perhaps another outcome of email software builder limitations (and dare I say laziness by some marketers when building everything as a single column email to start with!)

When you do want to stack, you may want to choose whether the left or right side of your row goes first for a better flow and coherence (difficult if not impossible to do with email builders).

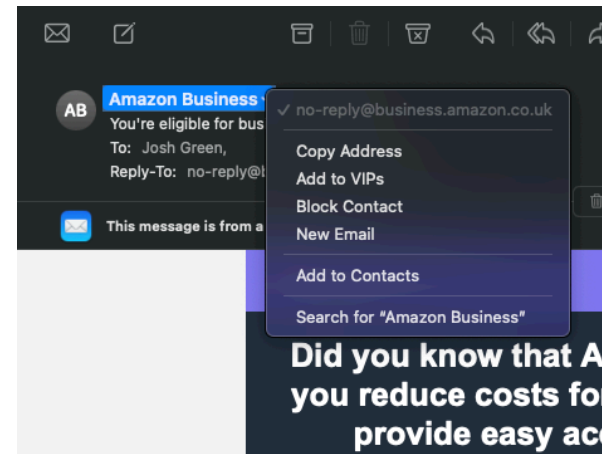
# Don't be afraid of the dark



Make sure your email is explicitly coded for dark mode. That means a carefully selected alternative colour palette and possibly substitute images in places that make sense.

# Talk to the hand

noreply@...



Don't send from a no-reply address. Whilst most people won't reply to a marketing email it sends the wrong message using noreply@. Some people will want to reply, even if it's only to unsubscribe.

This is even more important for B2B emails. Email is a communication tool, don't make it a one-way street.

# Thank you



## Let's talk

Ready to raise your email marketing game?  
Call us, email us, or complete our enquiry  
form and let's get the ball rolling.

### Telephone

[+44 \(0\)131 557 7780](tel:+441315577780)

### Email

[hello@theemailfactory.com](mailto:hello@theemailfactory.com)



Not everything we've looked at here will apply everywhere so you'll need to work out what you can use and what your email platform allows for.

If anyone would like to talk further please get in touch.

Thank you.