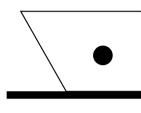
### 09/29/22 | LUNCH AND LEARN

# **Email Design Tips and Tricks**

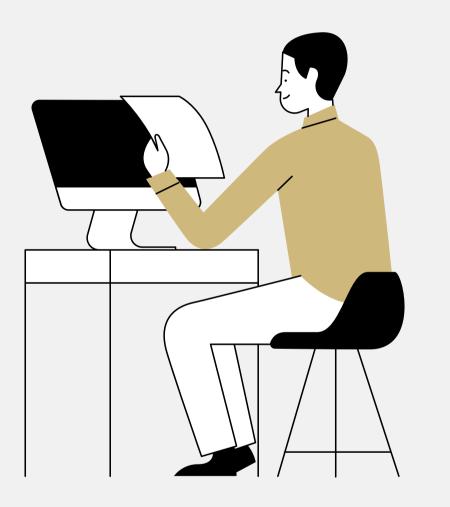












# Overview

- Benefits of a well-designed email
- Things to consider before you start
- How to structure a marketing email
- How to create a header image in Canva and save for Marketing Cloud
- Sourcing and cropping images for your emails Image Relay and stock images
- What to look for in email tests
- Common formatting issues with Marketing Cloud
- Question time





# Benefits of well-designed email

- Increase awareness of your department, initiative or event
- Increase engagement with your audience.
  Engagement = click throughs, sign ups, responses to emails
- Increase professionalism of your department
- Increase accessibility and readability, ensuring more people can consume your content



## Things to consider before you start

Audience –

Who is your audience? Having a targeted list of recipients will help make sure your email is getting to the right people and avoid becoming noise for others.

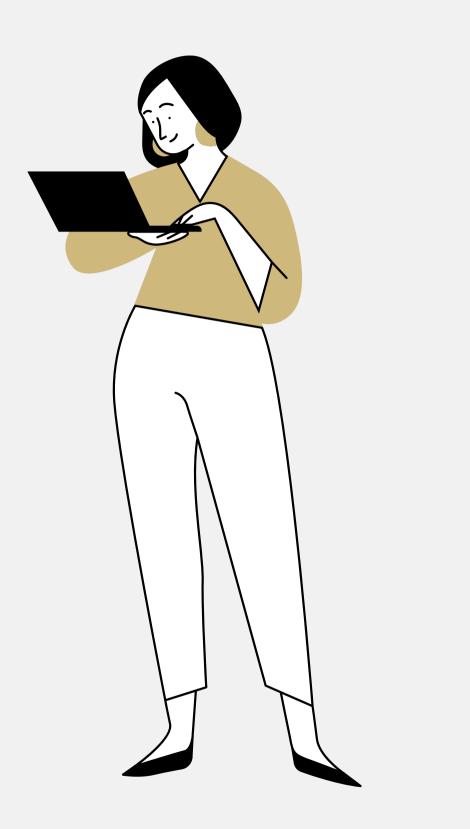
### Content ->>

What is the main information you want to communicate? If multiple things, what is the most important? Make sure written content is concise, easy to understand and to the point.



What actions do you want people to take after reading your email? i.e sign up for an event on Cvent, click on a news link to read more, contact you etc.







# **Email Design Principles**

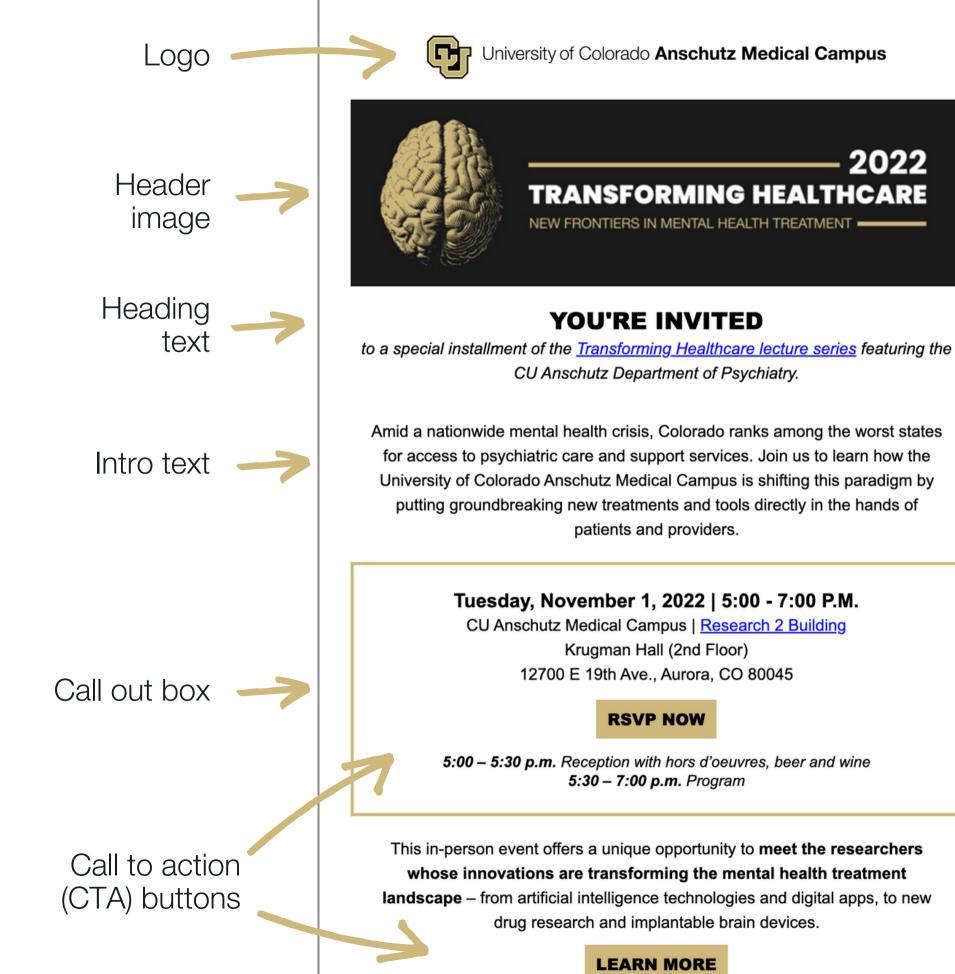
- Use branded fonts and colors
- Consistent look and tone
- Keep the layout simple and clean.
- Break up content with headers, icons and lines
- Avoid large blocks of text keep it simple
- Put the most important information first
- Use 90%+ live text
- Include calls to action (CTA)

• Use campus photos or purchased/copyright free stock images

### General structure of a campus email

Simple. Clean. Interactive.

**EVENT EMAIL** 







### General structure of a campus email

NEWSLETTER

Break up sections. Use icons and images. CTAs. Consistent.

Logo Header image Featured content section CTA button Section header 







### **FEBRUARY 4, 2022**

### Contents: Upcoming Events • Announcements • How to Get Involved • Student Organizations and Senate



12

FEB

### \$10 Woodgrain Gift Card

We want to highlight our students in our weekly student newsletter and build community on campus. We will share the information that you filled out in the weekly newsletter with CU Anschutz students, faculty, and staff. By filling out the form completely and submitting it, you are allowing us to use your information.

The first 20 completed submissions will receive a \$10 Woodgrain gift card for participating. If you are one of the first 20 participants, we will email you to pick it up. Thank you for participating!

FILL OUT FORM

### UPCOMING EVENTS

### 2022 Tillman Scholar Application Info Session Jan 26, 2022 5:00 PM

CU-Anschutz's Tillman Scholars are holding a Zoom information session for anyone interested in applying for the 2022 selection cycle. The Pat Tillman Foundation has announced the opening of the annual application process for the Tillman Scholar program for eligible military service members, veterans and spouses. The application to join the 2022 Class of Tillman Scholars will open on February 1, 2022 and close on February 28, 2022 at 11:59 p.m.

### Request access to a CU Anschutz template by emailing ecomm@cuanschutz.edu.

### **TEMPLATE - Sub-Leadership - Generic** Announcement

### **TEMPLATE - Sub-Leadership - Event** Announcement

/iew in Brows

University of Colorado Anschutz Medical Campus

YOU'RE INVITED

Event Name Goes Here on

One Two or Three Lines



APRIL 13, 2021

Header Text, Title of Email

placerat lectus mattis auctor vel quis mauris. Class antent taciti sociosou ad litora

Body copy here...Lorem ipsum dolor sit amet, consectetur adipiscing elit.

nec lacinia neque. Nunc iaculis non arcu eget volutpat.

Name Namename

School/ Department

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Button Tex

cuanschutz.edu/link

f У 💿

This email was sent to: %%emailaddr%%

This email was sent by the University of Colorado

Vanage your email preferences I <u>Update your contact information</u> Your CU ID:%%Contact ID%%

Brief description on the event. Keep it simple and short. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aligua. Ut enim ad minim veniam, guis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat

### WHEN & WHERE

April 20th, 2021 | 4pm Fitzsimons Building, Room 000

### REGISTER

Register to attend by {date} by clicking the link below

REGISTER HERE

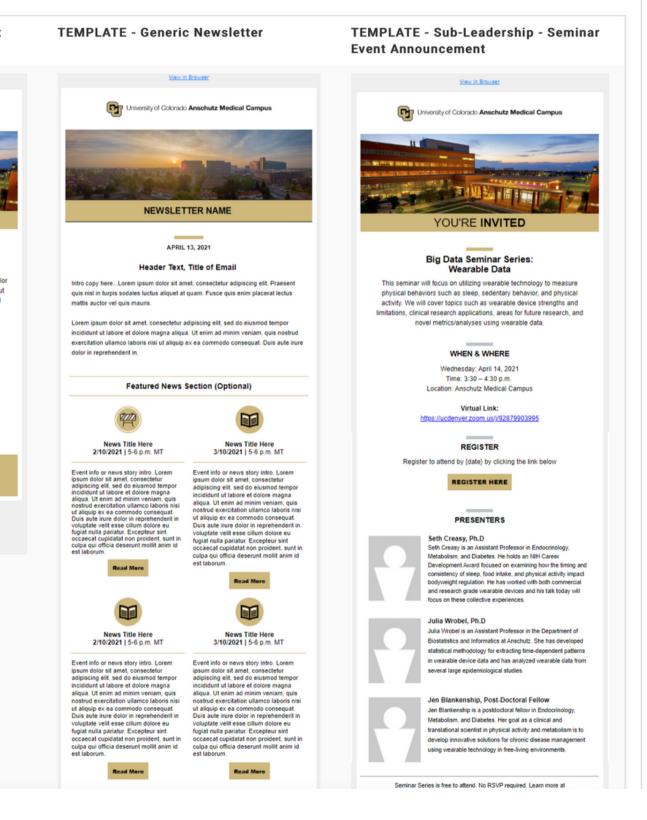


This email was sent to: %%emailaddr%% This email was sent by the University of Colorado hage your email preferences | <u>Update your contact information</u> Your CU ID:%%Contact ID%%

### Email **Templates**

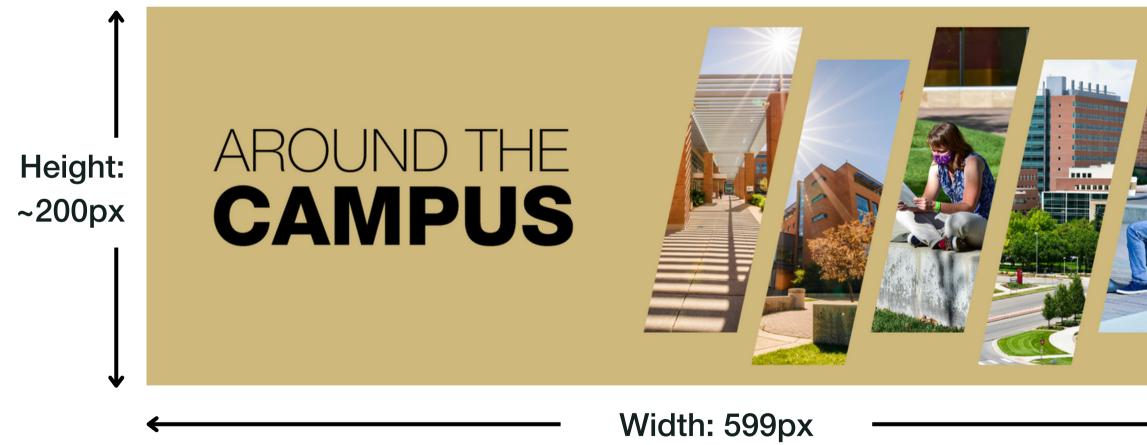






### **Email Header** Images

Export settings for Canva







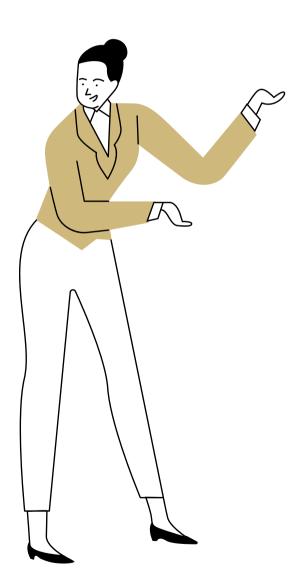


Monthly Update	CA +	щ	个 Share
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Quality			100
File size: Large			
Select pages			
Page 1			~
Save download settin	igs		
D	ownload		



Header Image Templates

# Marketing Cloud Image Settings



Scale to fit unchecked image width should be 599px Dimensions Width: 599px Alt Text Alternative tex

Block not saved

NEWSLETTER NA

Image Settin

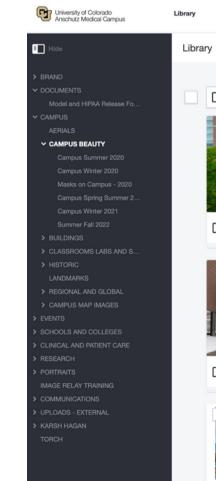


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je Settings		



# **Sourcing images for emails**

- Do not take images from Google image search
- Image Relay for campus images
- Stock sites like adobe stock, shutterstock (paid) or Unsplash and Pexels (free).





Help 🛈 🛛 SA Q Search the library CAMPUS CAMPUS BEAUT 6 Folders, 73 Files A-Z ♥ Display: 100 ♥ < 1 > . . C Refine 1 Upload New Folder Campus Spring Summer 2021 Campus Summer 2020 Campus Winter 2020 Masks on Campus - 2020 aerial\_CUA14\_541CC\_rt aerial\_CUA14\_545CC\_rt Summer Fall 2022 Campus Winter 2021 JPG 🖂 JPG 🖂

# Saving images for email

### HEADSHOT EXAMPLE

• Use Canva to create an image the size you want (always less than 599px)

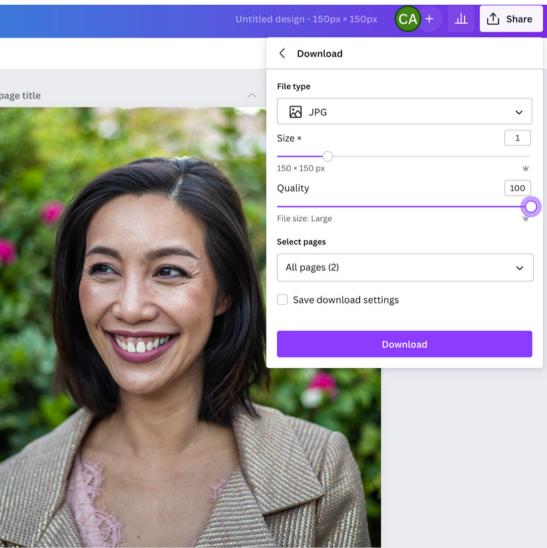
File 👻 Resize	$\hookrightarrow  \bigcirc  \bigotimes$	
Q Custom size		×
Width 150	Height 150	px ~ ∄
	Create new design	

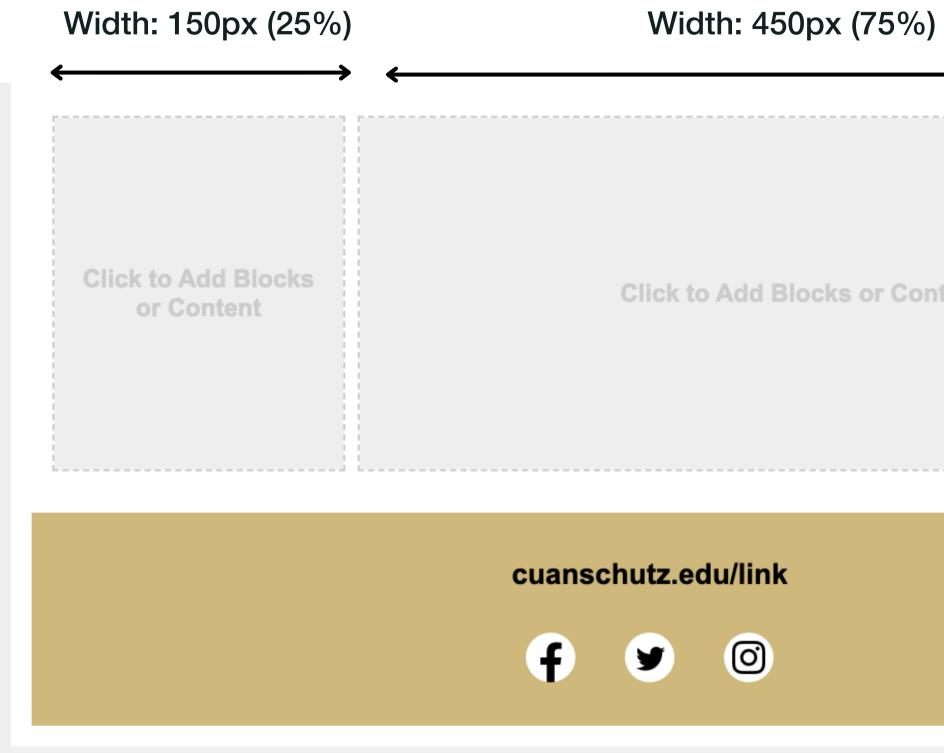
### Upload and add your image to artboard. Download as JPG or PNG

Page 1 - Add page title











		→
Content		

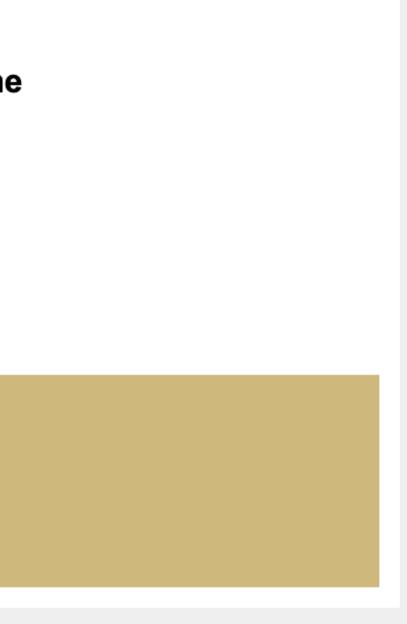


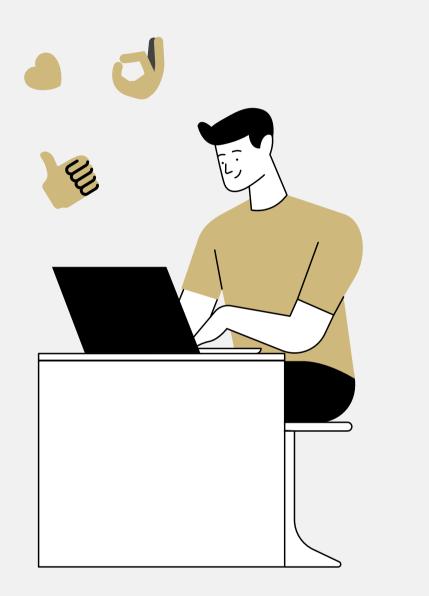
Dr Name Name Department of Department Name Contact info

### cuanschutz.edu/link







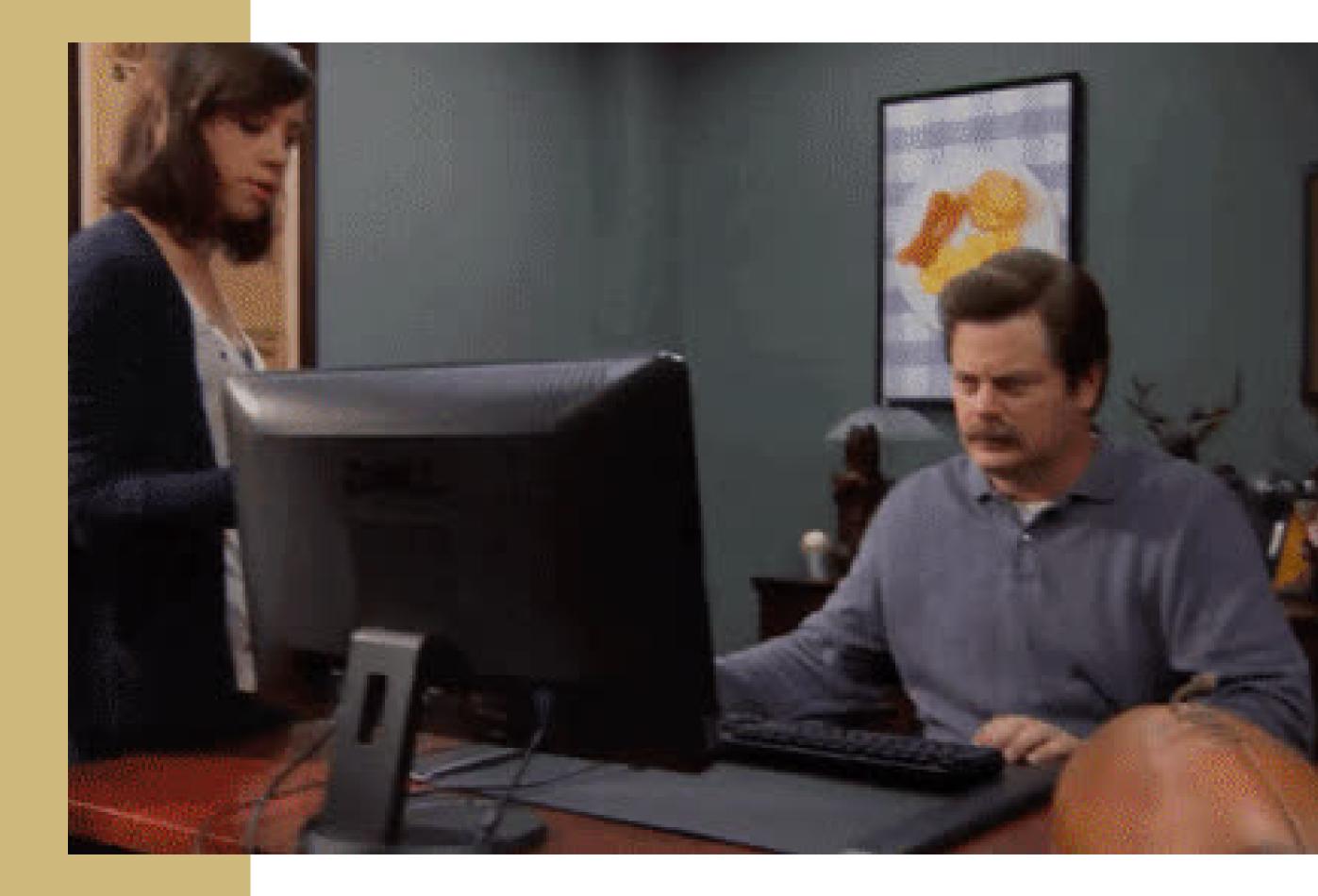


# Before sending an email: Test. Test. Test.

- Send to at least 2-5 team members/co-workers
- Have people check for formatting errors, links, content accuracy and spelling/grammar
- Test on both PC and Mac platforms as well as mobile
- Send a second test after edits are made

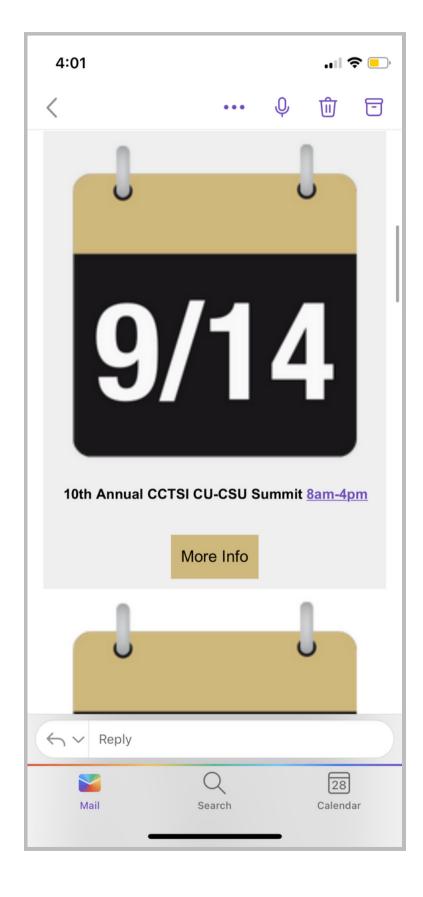


### Common Marketing Cloud Formatting Issues

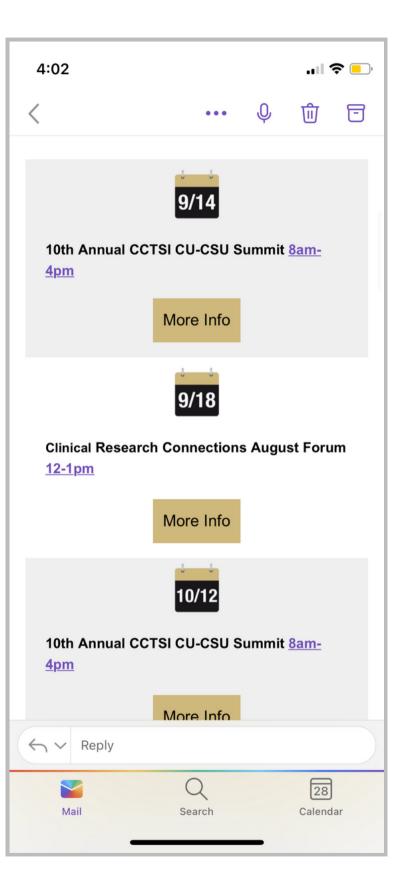




### Images or logos look giant on test emails

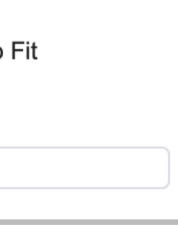






J 9/14	1.png (1) Replace	
Dimensions Width: 50px	Height:	Scale to
Alt Text		
Alternative text if	image is not available	



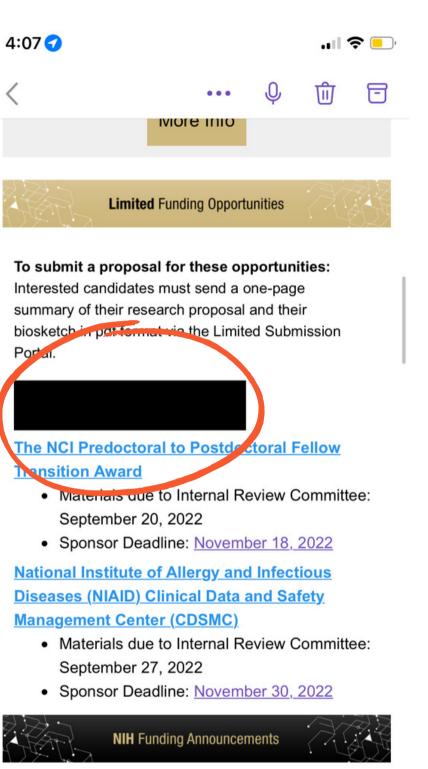


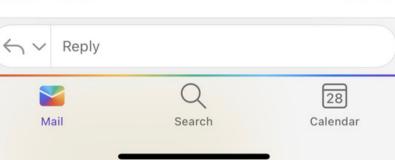
### Buttons look different on mobile

### To submit a proposal for these opportunities:

Interested candidates must send a one-page summary of their research proposal and their biosketch in pdf format via the Limited Submission Portal. Limited Submission Portal







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•	Secondary	1 e (H1) Title (H2)		10
•	Secondary Tertiary Title	1 e (H1) Title (H2)		10

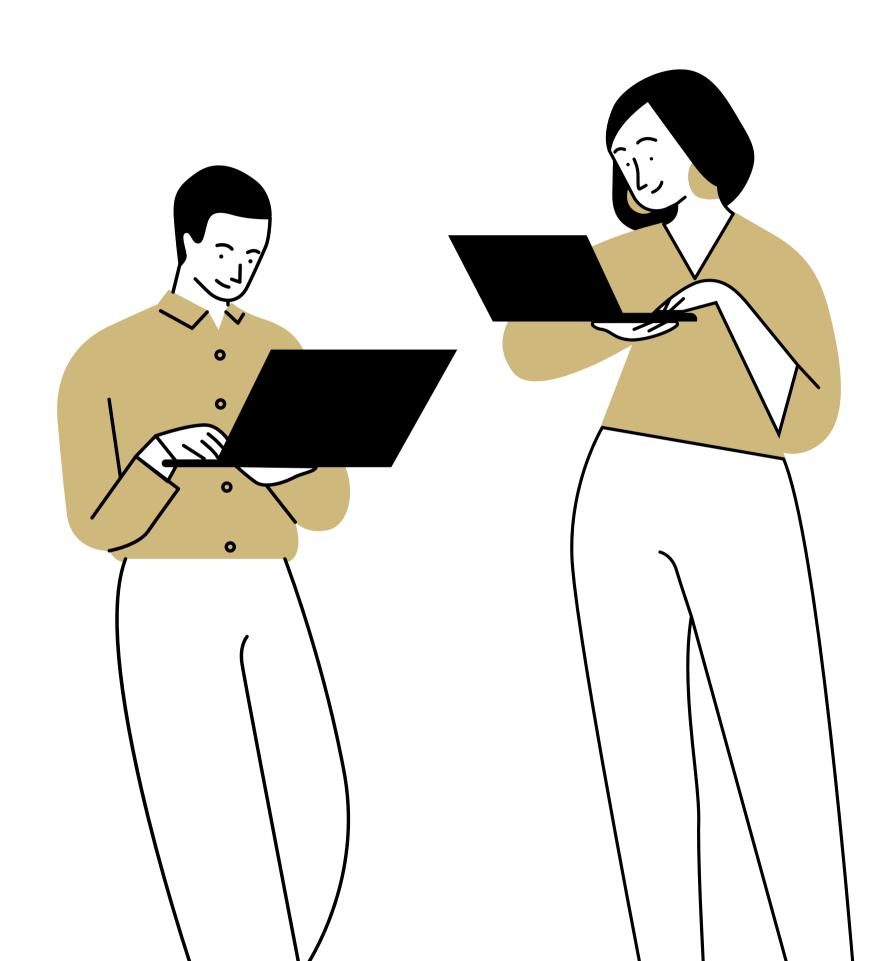
Make sure settings under "mobile style" match how it looks on desktop.

### Most likely change needed is text color

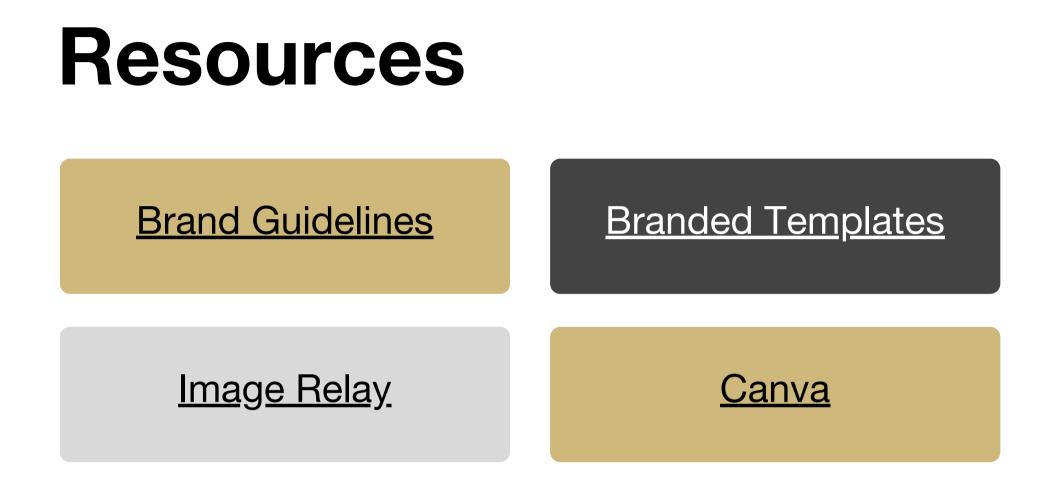


### Blocks Content Design Layouts 1.5 -Primary Title (H1) Font • 22px 🌻 Arial #202020 Line Height Single • Secondary Title (H2) Font Arial #202020 • 20px 🍨 Line Height Single -Tertiary Title (H3) Font • 18px 🌲 Arial #202020 Line Height Single • Links Line Height Single -Buttons Font #000000 • 16px Arial Padding 10 10 10 10

# Time for Questions and playing around with Canva/ Image Relay







### **Questions?**

Contact Sarah as sarah.l2.adams@cuanschutz.edu



