



Build Responsive HTML Emails using MJML

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WHAT IS MJML?

“Mailjet Markup Language”

- Makes coding responsive emails easy
- Converts MJML to responsive HTML email

Why use MJML?

- A markup language (a bit like HTML)
- Prefer custom HTML email
- Great email client support
- Open-Source with an active community

How do I use MJML?

- Online editor
- Offline via Command-line, plugins, official MJML app

Mailjet by Pathwire?

- Mailgun acquires Mailjet (Late 2019)
- Pathwire announced as the parent brand (Early 2021)
- MJML (Mailjet) isn't going anywhere

ASSIGNMENT

Quickly create and send a test email

- Use the MJML online editor to create a simple email
- Send the HTML email to your inbox

EMAIL DESIGN

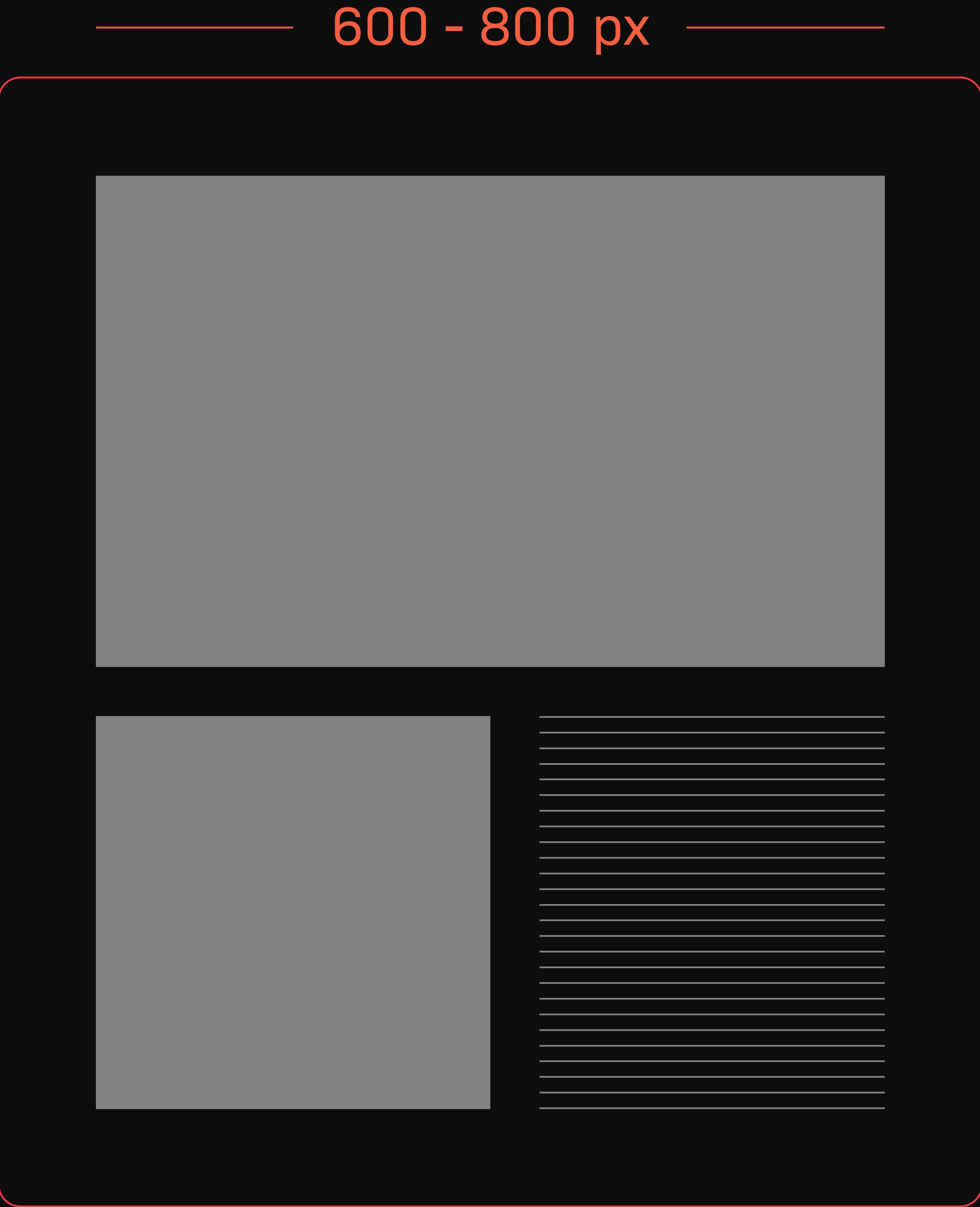
A brief history of email

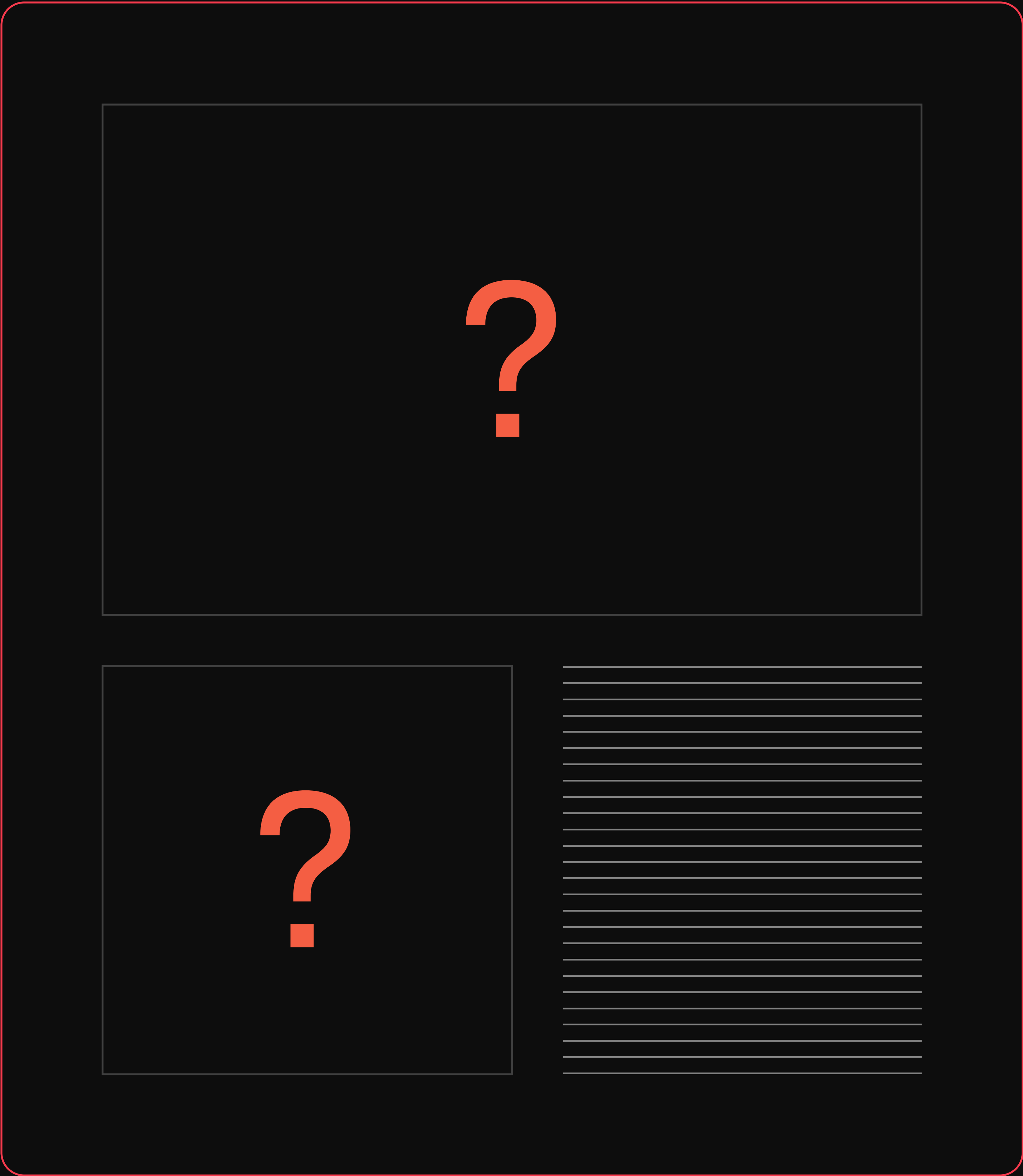
- Ray Tomlinson credited with sending the first email in 1971
- Intuitive email programs appear around the late 1980's
- Email protocols SMTP, POP3 and IMAP become standard around 1995
- Free Webmail service Hotmail launches in 1996
- Beta release of Gmail in 2004
- There is still no HTML email rendering standard (yet)

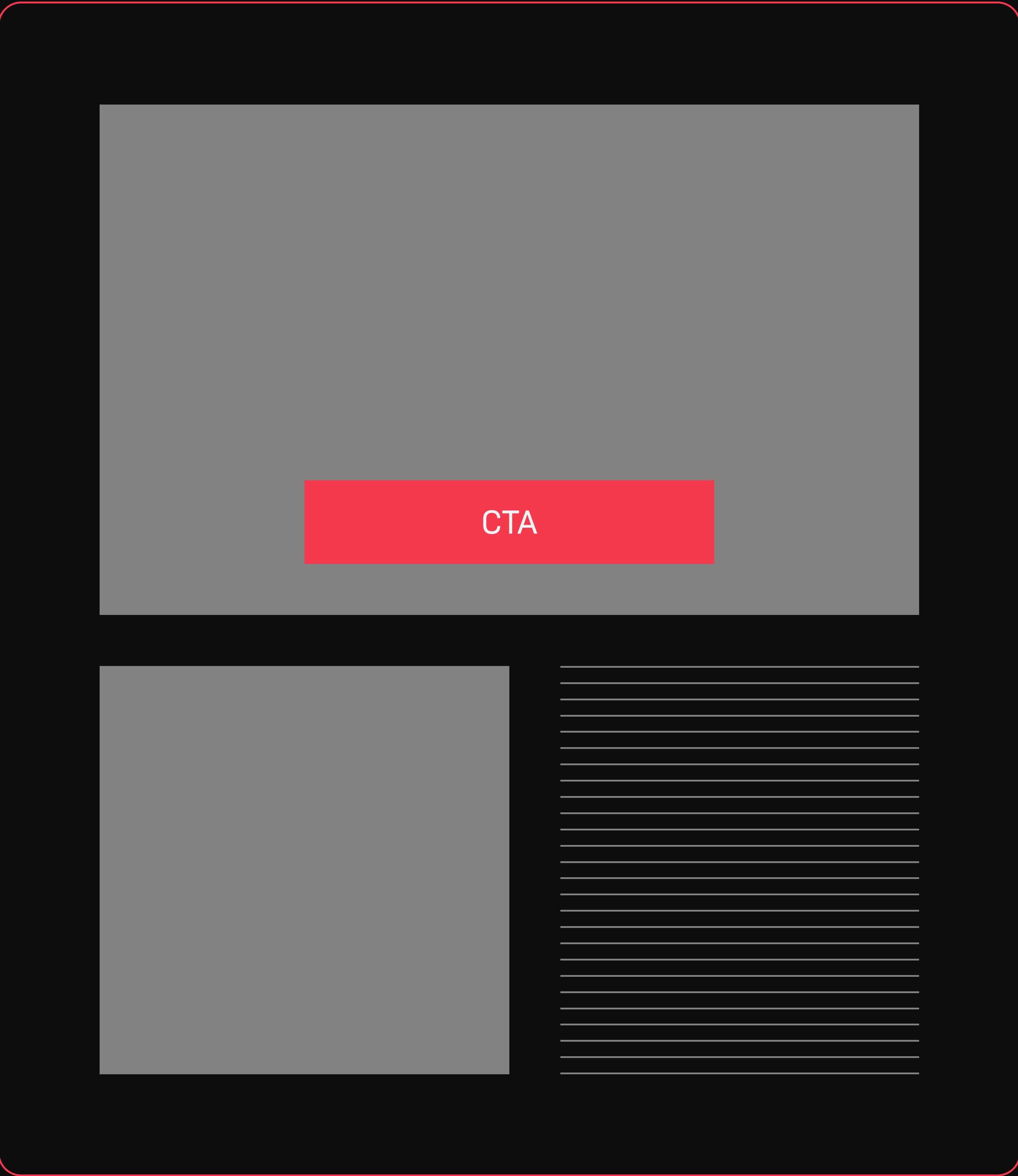
EMAIL DESIGN

How to design a good email

- Maintain a maximum width of around 600-800px
- Don't rely heavily on images
- Ensure custom fonts fall-back to cross-platform fonts
- Buttons for call-to-actions
- Use animated GIFs to draw attention
- Mobile-friendly and accessible
- Know your audience
- Test



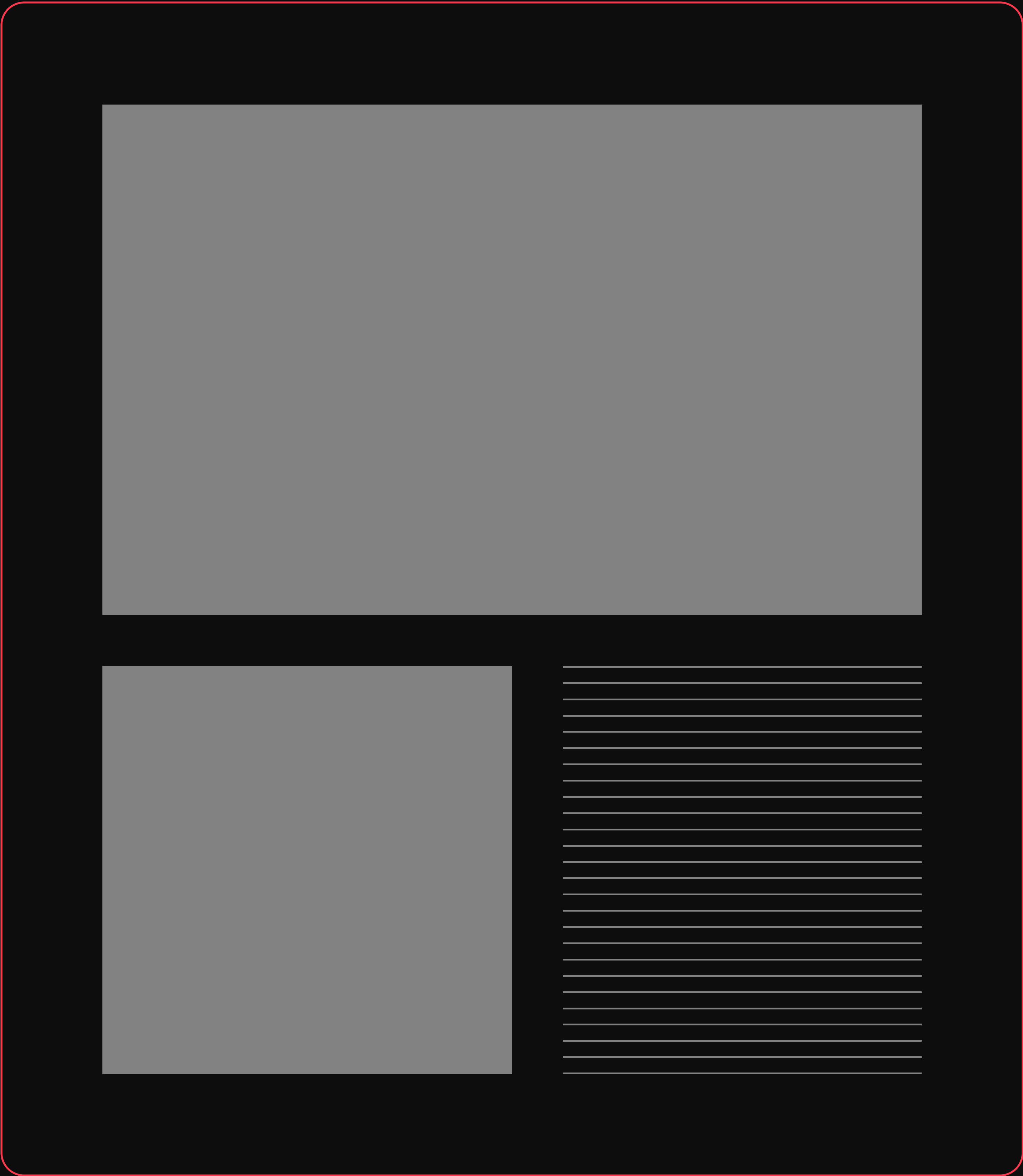


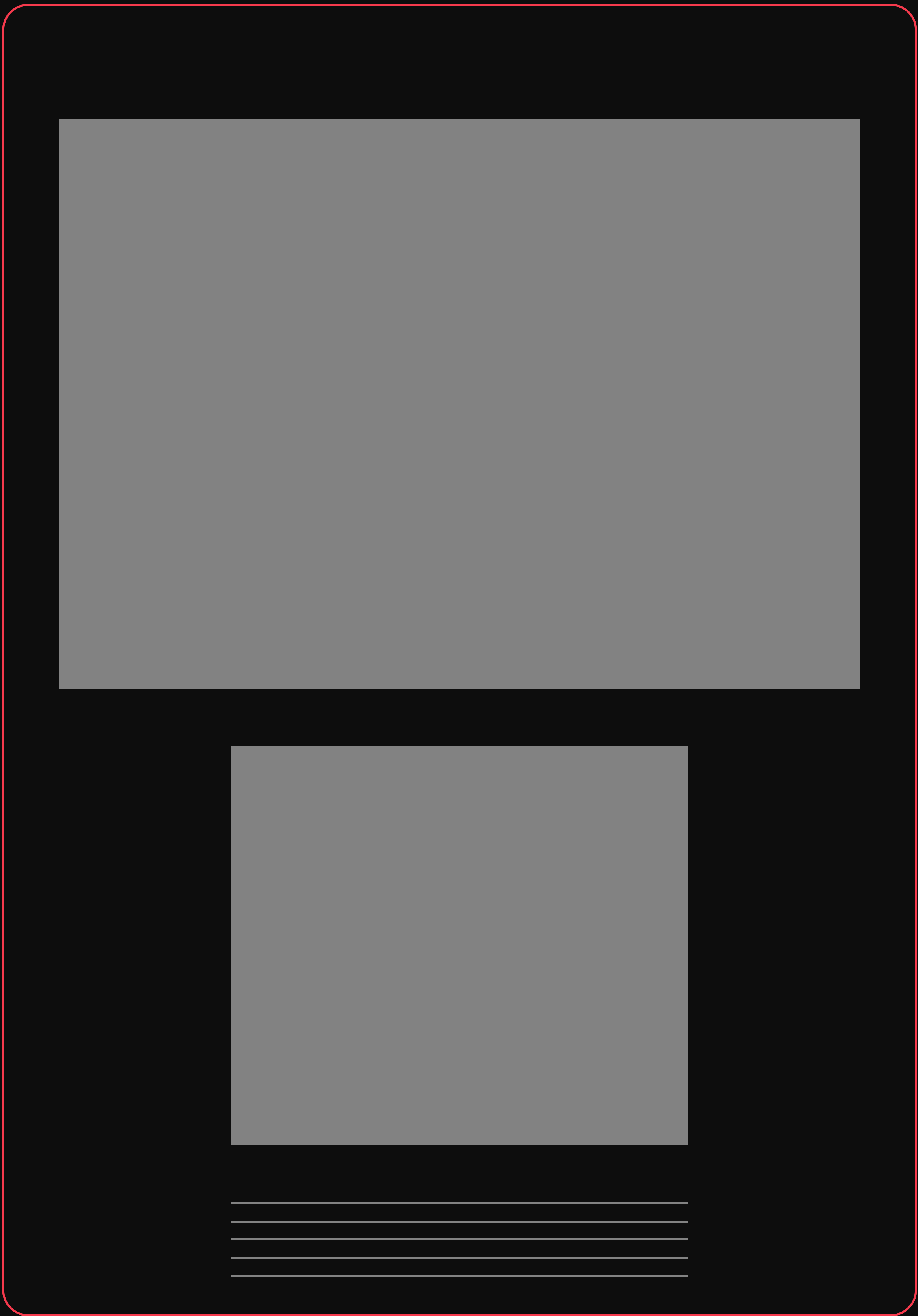


EMAIL DESIGN

What is responsive email design?

- Webpage (or email) adapts to device screen size
- Concept existed as early as 2001
- Ethan Marcotte credited as coining the term RWD
- Top web design trend around 2012
- RED design differs slightly from RWD
- Email opens on mobile have overtaken desktop
- User-friendly

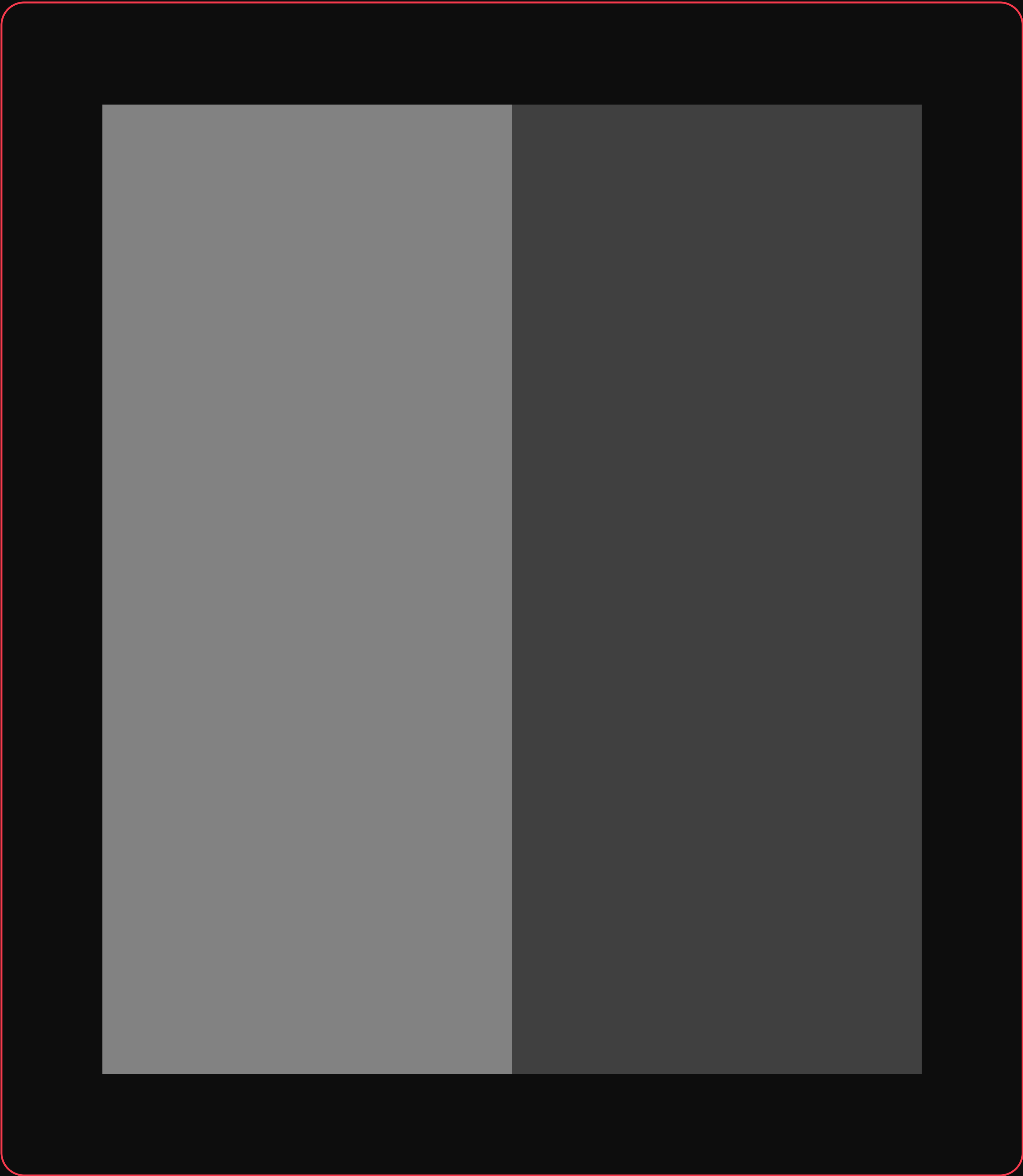


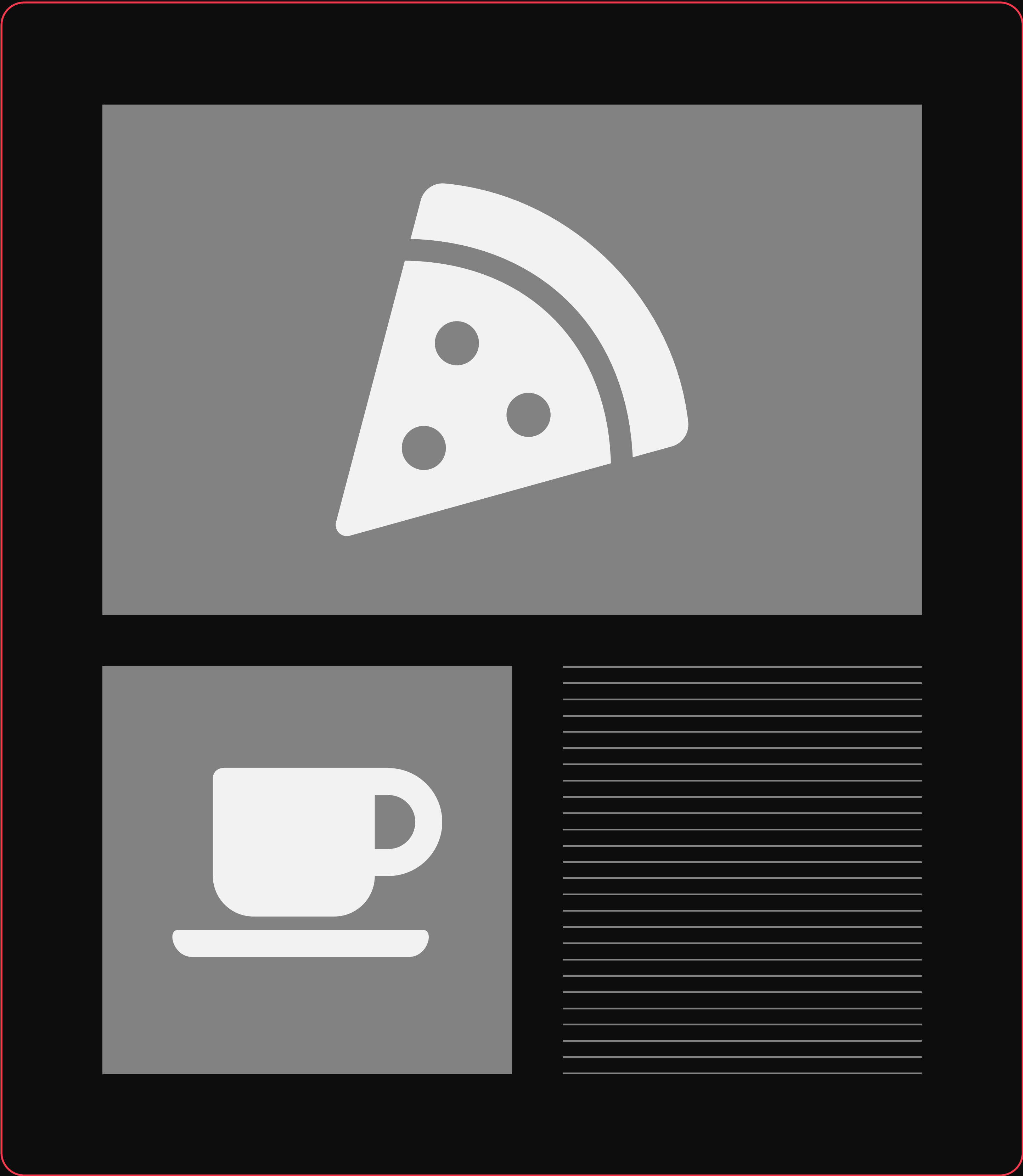


EMAIL DESIGN

Accessibility

- Just over a billion people have some sort of visual impairment
- MJML makes coding accessible HTML emails easier
- Meaningful link text
- Colour contrast
- Meaningful ALT text for images







EMAIL DESIGN

Multi-part email

- Also known as multi-part MIME (Multipurpose Internet Mail Extensions)
- Bundles a simple plain text version of your email along with the HTML version
- Email clients that can't display HTML will display the text version instead
- A multi-part MIME should be part of every email campaign
- Most Email Service Providers (ESPs) send multi-part emails automatically

AMP for email

- AMP (Accelerated Mobile Pages) is an open-source HTML framework originally created by Google
- Optimised for the mobile web and to help webpages load faster
- In 2019, Google announced a subset of AMP components for email
- AMP for email allows for more dynamic emails (forms, lists, image carousels)
- You have to register with Google to send an AMP email
- Sending an AMP email requires adding a third multi-part MIME-type (Text, HTML, and AMP)
- Not all ESPs support sending AMP emails
- Few email clients support AMP (Gmail, Mail.ru, and Yahoo mail)

EMAIL DESIGN

Apple Watch

- Possible to bundle an Apple watch specific email using a third multi-part MIME-type
- ESPs do not yet support sending this Apple watch MIME-type

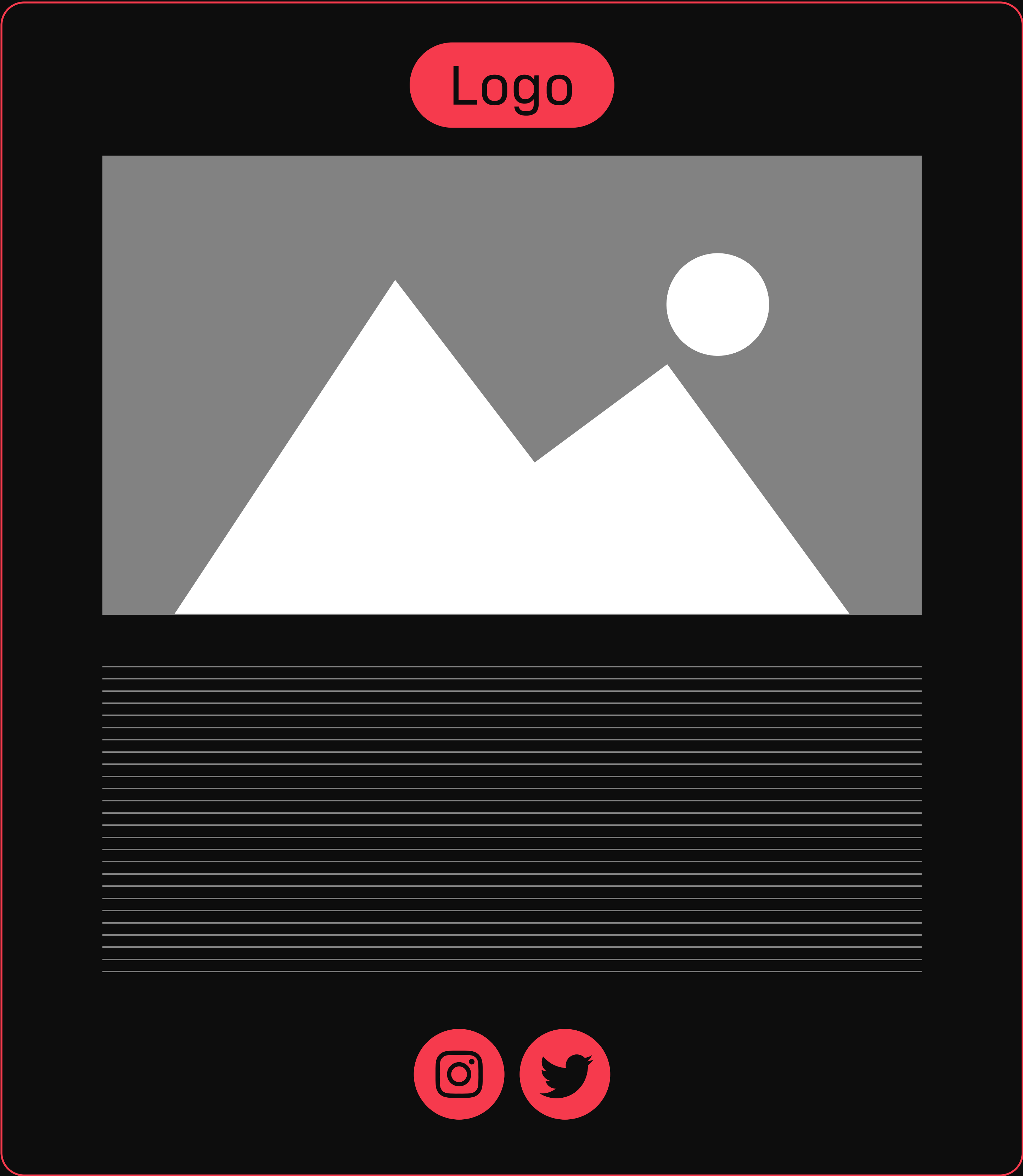
EMAIL DESIGN

Dark mode for email

- “Dark Mode” is a dark colour scheme, useful in low-light environments (night time)
- Newer releases of Windows 10, macOS, iOS, and Android support this feature
- Outlook and Gmail (iOS and Android apps) support dark mode
- Outlook 2019 and Apple Mail (desktop email clients) support dark mode
- Email clients (with dark mode enabled) can change an email to support dark mode
- The dark mode result can differ across email clients (partial or full colour inversion)
- Apple Mail for iOS and macOS allow the creation of a custom dark mode
- Enable dark mode detection in the head of your HTML email to keep your email accessible
- Adapt images to look good in both light and dark mode
- Test your email in both dark and light mode to ensure a well-designed email







ASSIGNMENT

Adapt an email for dark mode

- Use the MJML online editor to adapt our email for dark mode
- Send the HTML email to your inbox

GET STARTED WITH MJML

How to use MJML

- Online editor
- MJML app (includes MJML)
- Visual Studio Code plugin (includes MJML)
- Atom plugin (MJML needs to be installed separately)
- Sublime Text plugin (MJML needs to be installed separately)
- Command line interface

ASSIGNMENT

Download and install the MJML app

- Download the MJML app
- Install for Windows, MacOS or Linux

ASSIGNMENT

Create an email based on a brief

- Using the MJML app (or preferred MJML tool) create a responsive email
- Ensure the email matches the standards outlined in the brief

ASSIGNMENT

Send a test email

- Send a test email using the MJML app or by copying HTML
- Conduct a real-world test using your email client

EMAIL MARKETING

A brief history

- Gary Thuerk sent the first mass email in 1978 (Father of spam)
- CAN-SPAM became law regulating emails for marketing in 2003
- SPF (Sender Policy Framework) introduced in 2004
- GDPR went into effect in 2018 making consent stricter
- Email marketing still effective despite regulation

EMAIL MARKETING

CAN-SPAM

- Law since January 2004
- Fined if in violation
- Do not use deceptive header, subject line, from and reply-to
- Always provide an unsubscribe link that is valid for at least 30 Days
- Include a physical mailing address

Consult with a professional to ensure you are compliant

EMAIL MARKETING

GDPR

- Law since May 2018, fined if in violation
- Consent to Opt-In
- Keep mailer consent separate from other Opt-Ins
- Easy to Opt-Out
- Evidence of consent (Who, When, How)
- Make pre-existing campaigns compliant

Consult with a professional to ensure you are compliant

EMAIL MARKETING

California Consumer Protection Act (CCPA)

- Came into effect on Jan 1, 2020
- Similar to GDPR but not the same
- Are laws that strengthen data collection and privacy rights for Californians
- Gives Californians the right to bring a civil action against companies that violate these laws

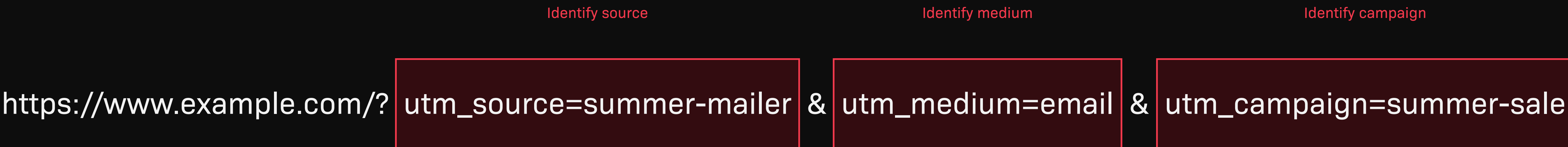
Consult with a professional to ensure you are compliant

EMAIL MARKETING

Testing and Analytics

- Email testing tools
- Real-world testing
- Built-in analytics
- Google Analytics (UTM tags)

Urchin Tracking Module (UTM)



REFERENCES AND RESOURCES

MJML

<https://mjml.io>
<https://documentation.mjml.io>
<https://mjml.io/try-it-live/>
<https://mjml.io.github.io/mjml-app/>

Email design

<https://www.emailonacid.com/blog/article/email-development/the-basics-of-email-design/>
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<https://www.litmus.com/blog/understanding-responsive-and-hybrid-email-design>
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<https://www.campaignmonitor.com/resources/guides/dark-mode-in-email/>
<https://support.google.com/analytics/answer/1033863#zippy=%2Cin-this-article>
<https://coda.io/@roblouw/designer-toolkit>
<https://www.emailonacid.com>
<https://www.litmus.com>
<https://putsmail.com>

Other

<https://blog.cloudflare.com/the-history-of-email/>
<https://phrasee.co/blog/a-brief-history-of-email/>
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