



## HTML Email training course

*In this HTML email training class, you'll learn how to create eye-catching HTML emails that work on a consistent basis across multiple email clients and platforms.*

### What you'll learn in this training course

- Introduction to email marketing
- Planning and email campaign
- Designing messages for the inbox
- Plain text vs HTML
- Coding your email messages in HTML
- Understanding permission and spam
- Selling email marketing to your clients

### Audience for this training course

This HTML email training class is for anyone that needs to create or manage email campaigns. No previous experience is needed for this HTML email training course.

### Training course duration

This class is a one-day in length. It runs from 9:30 am- 4:30 pm. Lunch is approximately from noon - 1:00 pm.

### Training course curriculum

This training course uses a comprehensive HTML email course manual developed and delivered by the Certified Instructors at AGI; the same instructors that write the best-selling Digital Classroom series.

### Enrolling in this HTML email training course

You can register for this training class online at [agitraining.com](http://agitraining.com), or by calling 781-376-6044 or 800-851-9237.

### Locations for this HTML email training course

You can attend classes at your training centers located in Boston, New York City, Philadelphia, on site at your office, or on-line. You can select the course location at the time of your registration.

### Private and customized training course options

This training course can be offered as a private class for groups or individuals, and the content can be customized to meet your specific needs. You can call to speak with a training representative at 781-376-6044 or 800-851-9237 to discuss customizing this training course.

### Goals and objectives for this training course

American Graphics Institute is focused on providing high-quality training courses for your professional development. We provide regularly scheduled small group courses along with private or customized training.



## HTML Email training course topics:

### Lesson 1: Introduction to email

- The Importance of email
- Overcoming the Reputation
- Different Types of Communication
- The Opportunity for Web Designers

### Lesson 2: Planning an email campaign

- Planning essentials
- Meeting the client
- Setting goals
- Measuring success
- Organizing your content

### Lesson 3: Designing for the inbox

- The importance of good design
- Designing plain text email
- Designing HTML email
- Examples of HTML emails
- Looking for inspiration

### Lesson 4: Coding your email message

- Embracing the code
- Creating a solid HTML template
- Avoiding CSS
- Using other technologies
- Testing your email
- Finding template resources

### Lesson 5: Understanding permission

- The importance of permission
- Understanding spam
- Permission versus spam
- Getting relevant
- Addressing spam complaints
- Identifying Client Permission
- Blacklists, Whitelists, and reputation
- Authentication
- Considerations for permission
- The Future of Email

### Lesson 6: Selling email to your clients

- Promoting Services
- Knowing What You Have to Sell
- Making the Sale