

Email

Conquistando el Inbox

@janogarcia · janogarcia.com





Alejandro García

@janogarcia · janogarcia.com

- **Diseñador UX/UI — Desarrollador Front-end**

Ingeniero Técnico en Electrónica. 10+ años experiencia.

- **Remoto**

Estudio. Freelance. 4 últimos años full-time en producto, Todoist y Twist.

- **WordPress y PHP**

Diseño e implementación front-end y back-end, de sitios y aplicaciones para clientes, agencias (grandes marcas Coca-Cola, Philips) y startups.

01

Contexto

01 Contexto

Por qué email



Importante

...y difícil

Photo by Iswanto Arif on Unsplash



“Email has the highest ROI of any marketing channel available”

— Campaign Monitor

*“You don’t have to fight an algorithm
to reach your audience”*

— Casey Newton



The New Social Network That Isn’t New at All — The New York Times

- **Branding y UX**

Un importante punto de contacto e interacción con tu servicio

- **Marketing y ROI**

El canal de marketing con mayor retorno de inversión, superior a 42:1

- **Ubicuidad y resiliencia**

3x más cuentas que Facebook y Twitter juntos, 6x más probable conseguir click en enlace que en Twitter... en la plataforma en red más antigua.

01 Contexto

Objetivo



Diseño Desarrollo

Fuera de alcance: estrategia, marketing, analítica, optimización, legal, back-end, ESPs/deliverability...

20+

millones de
envíos/mes
transaccionales

100+

mil suscriptores
en newsletter
WordPress

15+

idiomas, incluido
RTL y CJK



Envíos combinados de email para los productos Todoist y Twist (2018)

02

Diseño

02 Diseño

Principios



11s

*“Email attention spans are short—
about 11 seconds”*



Simplificar

Designing with constraint: Twitter's approach to email — Twitter

- **Simplicidad**

“Keep it light, keep it concise”

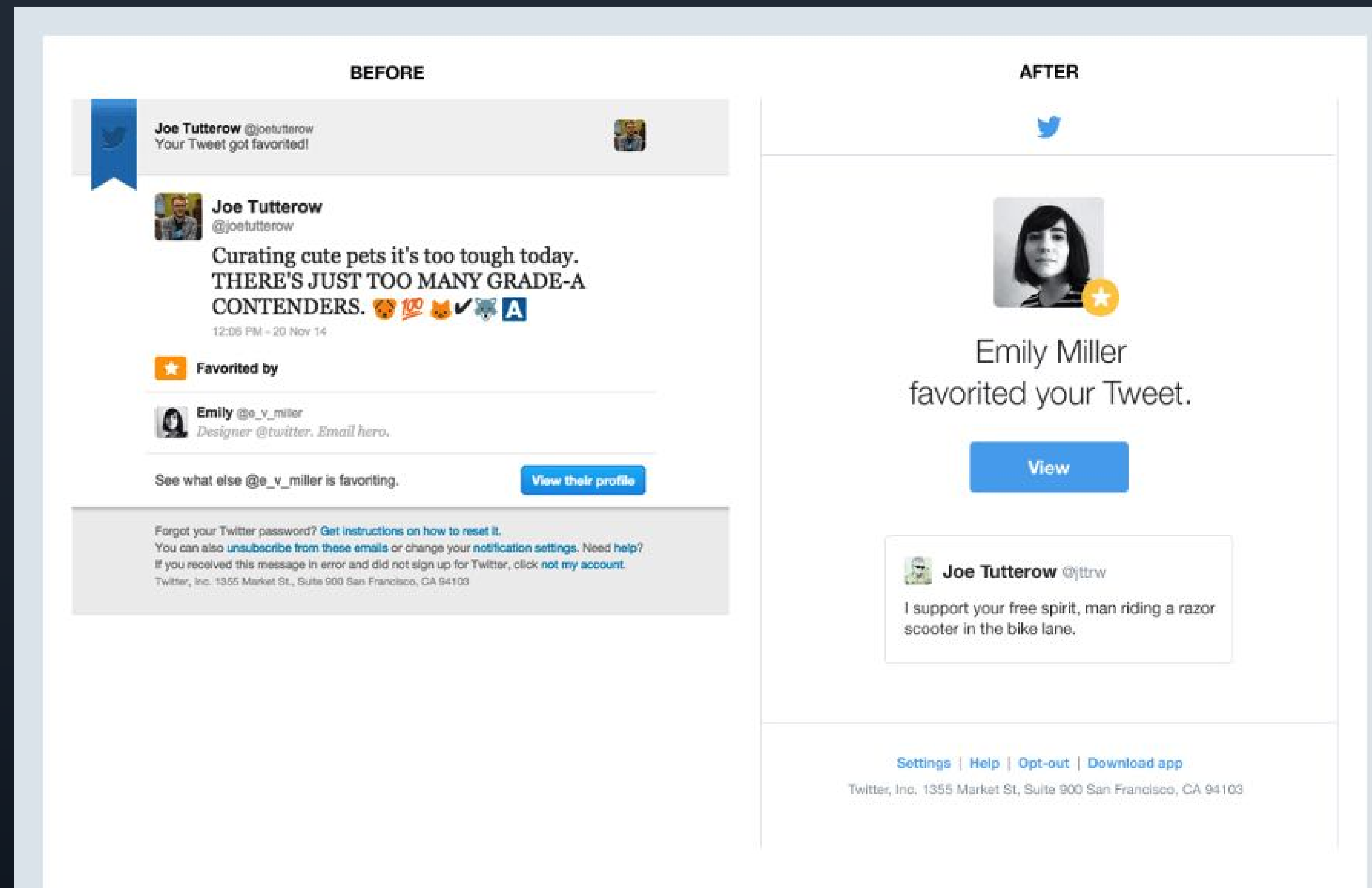
- **Contexto**

“Meet a person where they are”

- **Objetivo**

“Help a person do something”

Rediseño notificación email de Tweet favorito — Twitter (2015)



- **Email Design Guide**

mailchimp.com



The Email Design Guide is filled with tips and advice to help you convey your message in style. Learn how to better use images, fonts, calls to action and more.

Influencia del objetivo

Transaccional (notificar y actuar)

Automatizado (crecer y recurrir)

Promocional (persuadir y convertir)

Reset your password

You're receiving this e-mail because you requested a password reset for your Postmates account.

Please tap the button below to choose a new password.

RESET PASSWORD

Reset your password

Smiles Davis, recover your password.

Looks like you lost your password? We're here to help. Click on the button below to change your password.

Reset my password

If you can't see the button below, please check your email.

Tired of forgetting your password? Why wouldn't you try using a password manager? Here are the best ones.

Recover your Crisp password

We received a request to reset your password.

Use the link below to set up a new password for your account. If you do not request to reset your password, ignore this email and the link will expire on its own.

SET NEW PASSWORD

We love hearing from you! Have any questions? Please check out our [help center](#).

Patreon Password Reset

Forgot your password?

That's okay, it happens! Click on the button below to reset your password.

RESET YOUR PASSWORD

Forgot password?

jet

Your new Jet password

Your Jet password has been updated and it works like a charm. Nice job.

Take me to Jet

If you didn't just reset your password, get in touch with the Jet Heads. We can help secure your account. Call us at 1-888-JET HEADS (338-432331) or email us at help@jet.com.

Reset Your Lingo Password

FORGOT YOUR PASSWORD?

Not to worry, we got you! Let's get you a new password.

RESET PASSWORD

Reset Your Lingo Password

jet

Changing your Jet password

Need to reset your password? No problem, just click below to get started.

Reset my password

If you didn't request to change your Jet password, you don't have to do anything. So that's easy.

Forgot password?

Your Jet password has been updated

Having trouble viewing this email?

Sign In Code
123456

By logging into Square Cash, you agree to the Terms of Service.

Square Cash Sign In Code

HARVEST

Your password has been changed.

This is a confirmation that your password was changed at 10:58am EST on October 6, 2015.

Your Harvest password has been changed

Your essential guide to A/B testing for e-commerce!

When we discovered our recent survey of 200+ marketers that only 14% are using A/B testing to optimize the customer journey we were surprised! Yes, there are challenges, but A/B testing is an essential part of understanding your customer journey and improving it. So in this guide we're taking you through the why, when, where and how of A/B testing for a conversion.

Read the guide

Testing, testing: your essential guide to A/B testing for e-commerce

iOS Native Templates for Adobe XD

We have exciting news for all of you Adobe XD users out there: iOS Native Templates for XD are now available on Design Flows. This perfect collection of 8 iOS templates is made to help you design clear interfaces faster and easier. Upgrade your design workflow!

Take a look

iOS Native Templates for Adobe XD - Available Now!

Website and Mobile Flowcharts

Flowcharts are a collection of 153 cards for early-stage prototyping in Sketch. Create clear user flows, diagrams and information architecture of website or mobile app. Present your ideas in professional and beautiful way. Make your project more elaborate.

Review the Flow

Create Beautiful Sitemaps and User Flows with the Flowcharts

The State of Salesforce

How Do the Best Companies Use Salesforce?

Last year, you downloaded our annual report on how the best companies use Salesforce. We're now back with the new: The State of Salesforce—our most comprehensive report ever, based on insights from 2,500+ Salesforce customers.

GET THE REPORT

The State of Salesforce Report Is Back

Next-Level Podcasting

Empowering the growing, independent podcaster. As one of the most time-tested platforms for podcasters, the all-in-one Simplecast makes the job even further. We want to empower the growing independent podcaster, while also delivering billions of plays for shows like Dan Snierson, Food52, Politics, Fast Company, TechCrunch, Medium, and more.

Apps & Sites

Next-Level Podcasting

The State of Salesforce Report Is Back

Felix Gray

Don't forget our eGift Cards!

Last minute shopping made easy. Thanks to Felix Gray eGift Cards.

KEEP GIFT CARDS

Already found the perfect pair? Order by midnight PST on 12/18 for Christmas delivery when you select expedited shipping for domestic non-Pe. orders. #G surprises await.

KEEP THEM

Last call for holiday orders!

dreem

Let's celebrate Pink Friday

Be the first to shop on items with our first Pink Friday offer: \$75 off Dreem.

SHOP NOW

dreem

Let's celebrate Pink Friday

Be the first to shop on items with our first Pink Friday offer: \$75 off Dreem.

SHOP NOW

withings

Black Friday Part 2 VIP Benefits

\$20

If you signed up to be a VIP, you're in luck, because now you get exclusive access to our Black Friday rebates. To thank you for going the extra mile, we're giving you special limited-time discounts on our 2018 flagship products: Pulse HR, Steel HR Sport and Withings Sleep. But act fast before they're gone.

Take advantage

Exclusive offers

Special offer

Pulse HR

Use code: **BF2018-EXTENDED**

Buy now

withings

Special offer

Withings Sleep

Use code: **BF2018-EXTENDED**

Buy now

withings

Special offer

Withings Sleep

Use code: **BF2018-EXTENDED**

Buy now

purple

Have yourself a comfy little Christmas.

Pick your Purple present when you buy any Purple® Mattress.

SHOP NOW

purple

Tell us what you want.

What you really, really want.

Get a free Purple present* of your choice when you buy any Purple® Mattress. Whether it's a gift to treat yourself or someone you adore, bring comfy home for the holidays.

SHOP THE ORIGINAL

SHOP THE ALL-NEW

purple

The Purple™ Blanket

Warm on one side. Cool on the other. Always comfy. The dual-feel Purple™ Blanket is the gift that keeps on giving all year round.

SHOP THE ORIGINAL

SHOP THE ALL-NEW

purple

The Purple® Sheets

Sleep deeper. With coolers and gifts of stretch, these cozy-cool, ultra-soft bamboo sheets work with your Purple® Mattress for the deepest comfort.

UP TO \$30 FREE

Influencia del estilo — Promocional con tono personal

Texto plano

```
Hi Amir,  
  
When I started working on Todoist in 2007, I never could have imagined what it would turn into... To date, the app has helped nearly 15 million people complete almost 900 million tasks, and the team behind it has grown from just me in my college dorm room to 60 people from 27 different countries.  
  
Like any evolving company, though, we experienced growing pains that caused us to stop and reflect on our values. To keep scaling Todoist with people scattered across the globe, we needed a calmer way to communicate. A tool that would give everyone an equal opportunity to contribute regardless of time zone. Asynchronous rather than real-time.  
  
This sparked our mission to build Twist, a new communication app that helps teams keep their conversations organized and accessible, whether they collaborate across the hall or across the world.  
  
We've been humbled and motivated to see Twist resonate - 77,000+ people have signed up since we launched in June of 2017.  
  
As an early supporter of Todoist, I'd like to personally invite you to use this link to receive a $100 credit when you sign up for Twist:  
https://twistapp.com/invited?couponp=95UBM3AM1CKQXPT4&utm\_medium=email&utm\_source=sendgrid&utm\_campaign=twist\_s\_torm&utm\_content=distractions\_2&utm\_term=2018\_03  
  
I hope you join us on this journey towards more mindful teamwork 🚀  
  
All the best,  
  
Amir Salihefendic  
CEO & Founder of Doist  
  
--  
  
Unsubscribe from future emails:  
https://local.todoist.com/secureRedirect?path=%2Funsubscribe%3Fm\_type%3D3&token=eyJhbGciOiJIUzI1NiIsInR5cCweraVCJ9.eyJleHsad4rweY5NzAxMTksImp0aSI6InppZ01zbnN1IiwidWlkIjowZjcwZjMjMjIjoxfQ.xcwsdfsdmUnQTXrx4-xxKJwOliZTnL7EuRcZa-A#utm\_source=unsubscribe&utm\_medium=email&utm\_campaign=distractions\_2
```

Mensaje personal (HTML)

```
Hi Amir,  
  
We know it can be hard to stick to a productivity system – personal to-do lists are just one piece of life's productivity puzzle. Being organized can only take you so far if the people you work with aren't organized too.  
  
That's why we've spent the last few years developing Twist, a new team communication tool that helps people have more structured discussions at work.  
  
Twist organizes all of your team's discussions by topic into one easy-to-use, searchable platform – no more time wasted hunting down information buried in email inboxes or across group chats.  
  
→ Here's how it works  
  
As an early supporter of Todoist, please use this link to receive a $100 credit when you sign up for Twist.  
  
Join us on this journey towards more organized teamwork 🚀  
  
All the best,  
The Doist team  
  
From the team across 10 time zones at Doist ❤️  
Take Todoist anywhere - Download the apps  
  
Unsubscribe
```



Hi Amir,

Personal to-do lists are just one piece of life's productivity puzzle. Being organized can only take you so far if the people you work with aren't organized too.

That's why we've spent the last 2 years building **Twist**, a new team communication app with features like:



Threaded conversations

Twist's threads help your team's conversations stay on-topic, in-context and organized in one place. (And they're searchable, forever).



Guest access

Loop clients and contractors into your Twist workspace by inviting them to a specific channel dedicated to the project that they're working on.



Snooze notifications & Time Off

Twist makes it easy for people to log out and focus on work (or enjoy time off) without feeling like they'll miss anything important.

As an early supporter of Todoist, please use this link to receive a \$100 credit when you sign up for Twist.

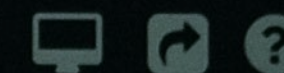
Join us on this journey towards more organized teamwork 🚀

All the best,
The Doist team

From the team across 10 time zones at Doist ❤️
Take Todoist anywhere - [Download the apps](#)

[Unsubscribe](#)

USERS: LAST 7 DAYS USING MEDIAN

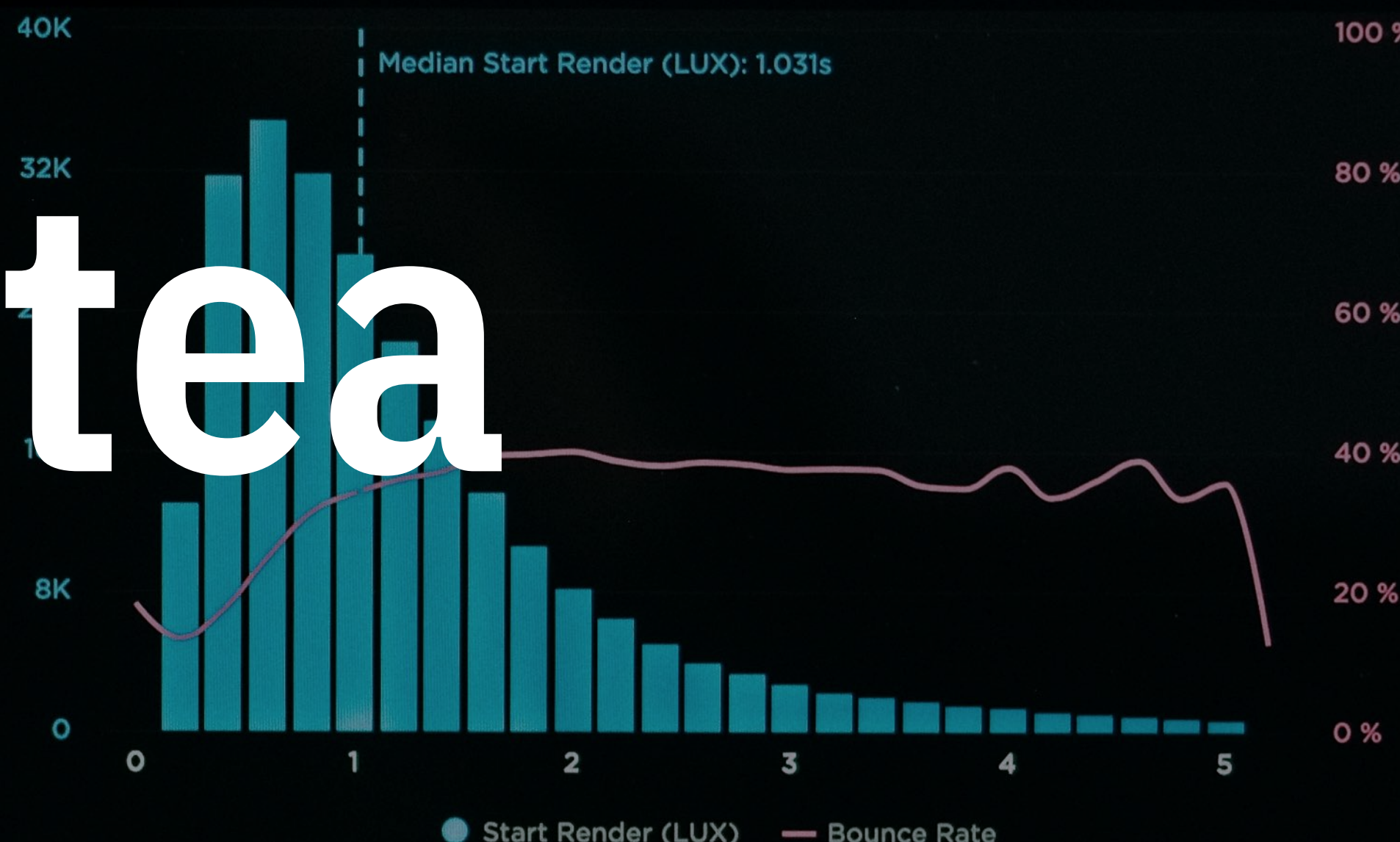
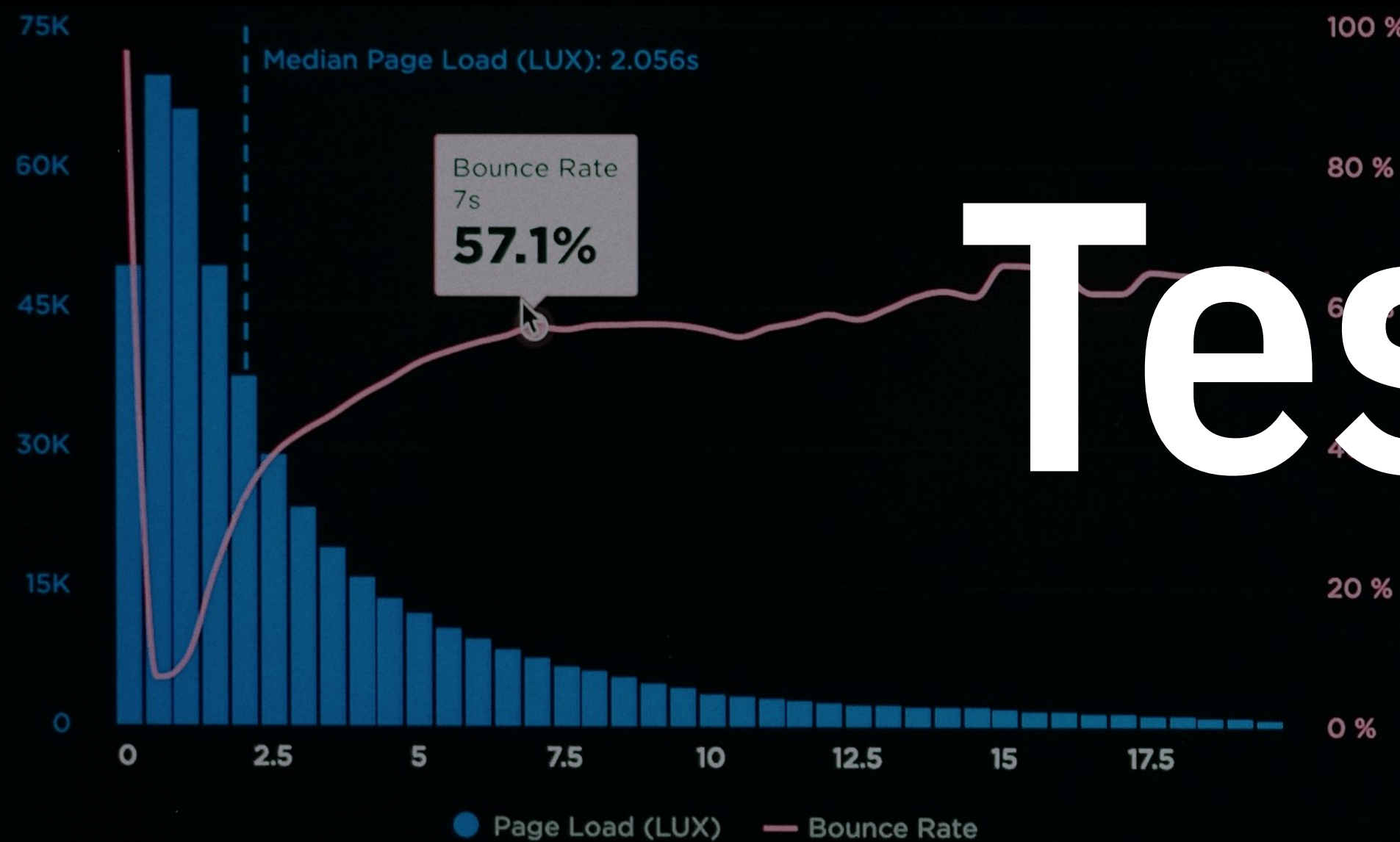


LOAD TIME VS BOUNCE RATE

OPTIONS

START RENDER VS BOUNCE RATE

OPTIONS



Testea

PAGE VIEWS VS ONLOAD

OPTIONS

SESSIONS

OPTIONS

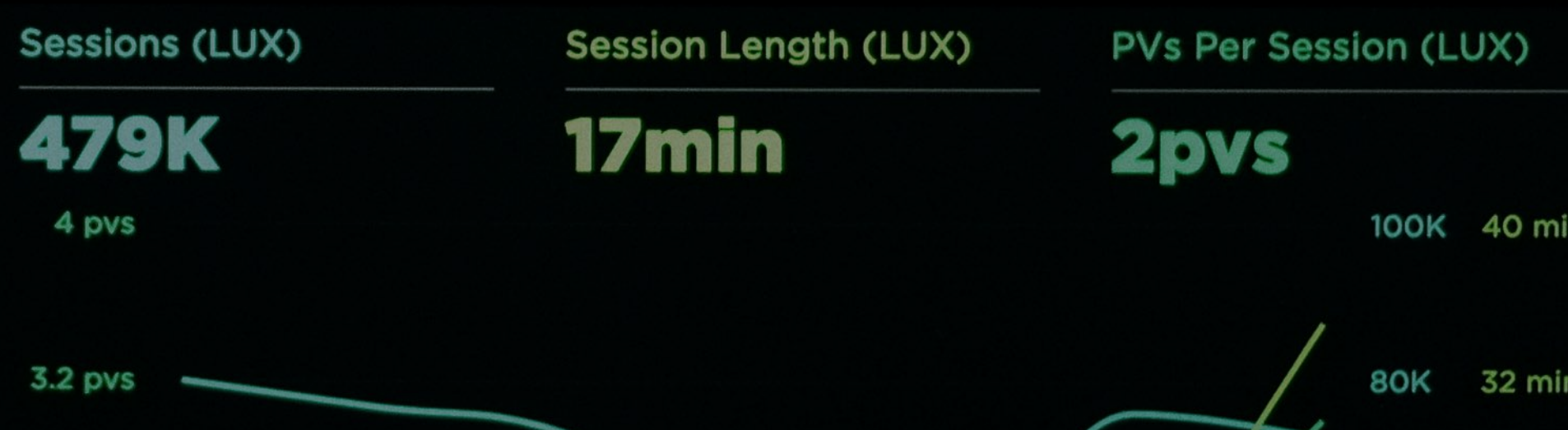
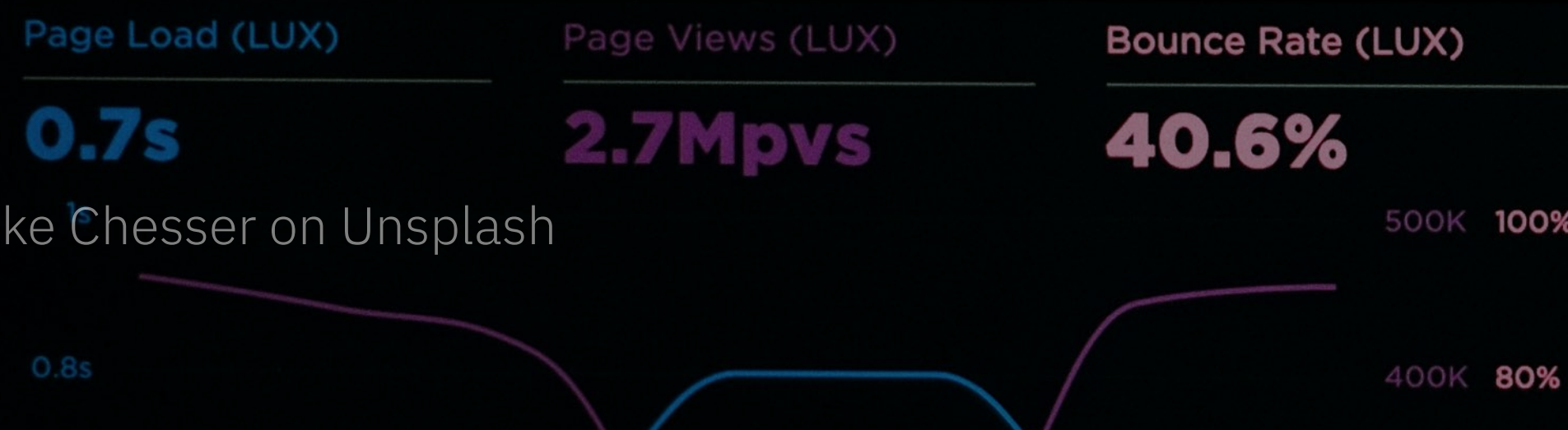


Photo by Luke Chesser on Unsplash

02 Diseño

Sistemas



Escalabilidad

“capacidad de un sistema de crecer en magnitud”

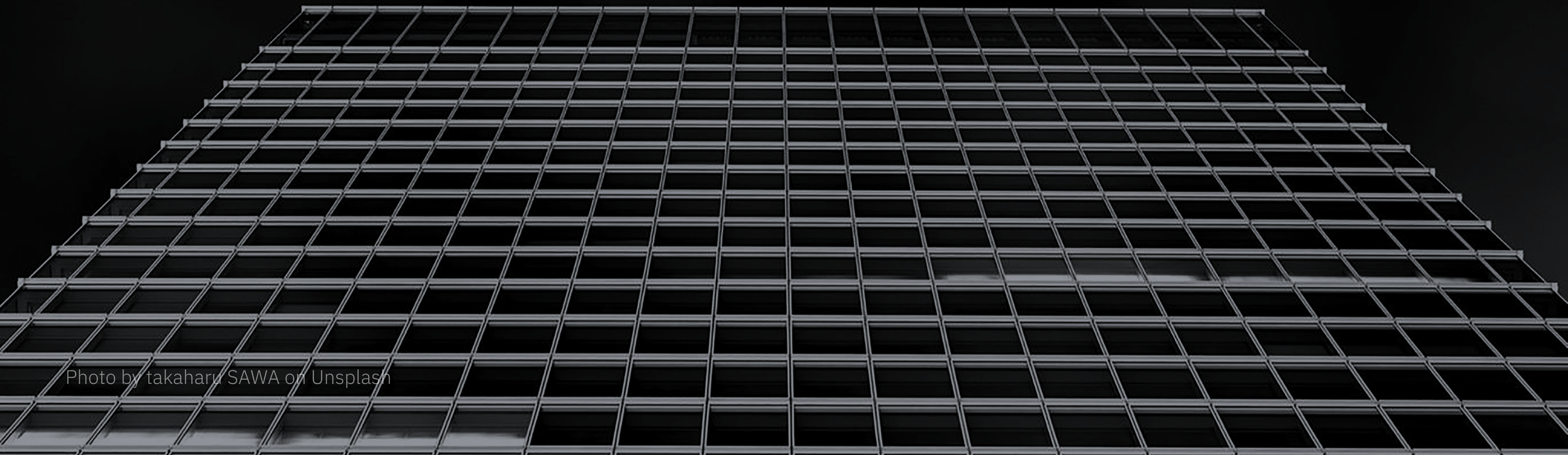


Photo by takaharu SAWA on Unsplash

A photograph of a cluttered electrical panel with many switches and wires, overlaid with text. The panel is mounted on a wall with a grid pattern. The text "Entropía" is written in large white letters, and below it, the phrase "medida del orden de un sistema" is written in smaller white italicized letters. To the right of the panel, there is a metal door with a label "2A" and a mail slot.

Entropía

“medida del orden de un sistema”

Design Systems for Email: Bringing Order to the Chaos

tedgoas.com

Product **Email** Content Brand

Search Stacks...

GUIDELINES

- Getting Started
- Design Best Practices
- FAQ

TEMPLATES

- Short Transactional
- Long Transactional
- Promotional
- Major Announcements

BASE

- Border Radius
- Outlook Conditional CSS
- Responsiveness
- Typography

COMPONENTS

- Buttons
- Footers
- Images
- Tags
- Team Identification

Email Design at Stack Overflow

An email design system that helps us work together to create consistently-designed, properly-rendered email for all Stack Overflow users. Intended for anyone who works with email at Stack Overflow.

Templates

Starting points for creating new emails.

Short Transactional

Great for emails with a single message like "Forgot password", "You've been removed from a Team", or "Cart abandonment".

Long Transactional

For complex emails that could contain multiple messages like "Your answer was accepted", "New Interests", or "Tag digest".

Promotional

Major announcements worthy of grabbing attention or celebrating like "Announcing Teams", "Welcome to Talent", or "You've asked your first question".

Ejemplos de sistema de diseño

- ◉ **Email Design at Stack Overflow**

stackoverflow.design

- ◉ **HTML Email**

htmlemail.io — fuente Sketch/Figma gratis, plantillas HTML premium

- ◉ **Tabler Email**

tabler.io — plantillas HTML premium

02 Diseño

Inspiración



Really Good Emails

reallygoodemails.com

Really Good Emails

Type & hit enter to search

EMAIL CATEGORIES

Select Category

NEW UNSPAM

Blog

Podcast

Newsletter

Submit New Email

Feedback Friday

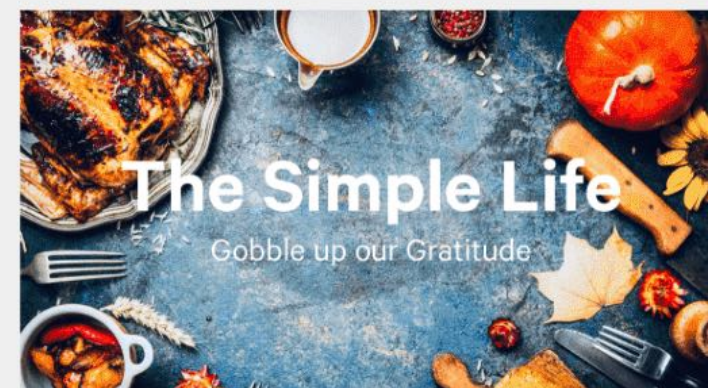
Resources

About



SendGrid provides a quick and simple solution for email marketing professionals, all within a trusted delivery infrastructure.

Easy-to-use,



Hey Smiles Davis,

We've got a lot to be thankful for at Simple. We have you. Amazing customers who care about their financial future, and aren't shy to tell us what they need. I personally feel so fortunate to work with a fantastic set of people, to build something that has impacted so many of your lives. — Peter, wishbone winner and Simple employee



Spend on Simple Event Starts Black Friday

We're lucky to have such rad customers. To extend our gratitude, we'll pay for a random purchase for 15 lucky winners. That's right! Spend on your Simple Visa® debit card November 23 - 28 and be entered to have your purchase covered. 1 transaction = 1 entry (max of 25 per day).



Let's celebrate Pink Friday

Be finally better at sleep with our first Pink Friday offer:

\$75 off Dreem

with the promo code **PINKFRIDAY** that you can enter at the beginning of the checkout until Monday, November 26th - midnight.

*Get \$200 off on 2 Dreem Bands with the promo code: PINKFRIDAY2

SHOP NOW



Dreem has a 4.2/5 rating, based on 442 user reviews. Trustpilot

support.dreem.com



Readdle



The party ends today

Our Black Friday celebration and the biggest sale of the year are almost over. And we've saved the best for last! Get our best apps with ridiculous **up to 60% discounts** and believe us – it's the best way to invest in your 2019 self.



PDF Expert for Mac

'App of the Year 2017' by Apple is the essential PDF editor for you as a professional. Loved by 200,000 people.

Get my deal

Ultimate productivity bundle

Our absolute bestseller made of 4 apps and loved by millions will help you become much better at planning and working with PDFs.



Point your phone's camera at the QR code and tap View in the App Store.

Happy shopping! 🍷
Your Readdle Team

03

Desarrollo

02 Desarrollo

Retos



Email ≠ Web

15.000

“Every email that marketers send has approximately 15.000 potential renderings”

43%

“of all emails were opened on mobile devices”

15%

clicks únicos

30%

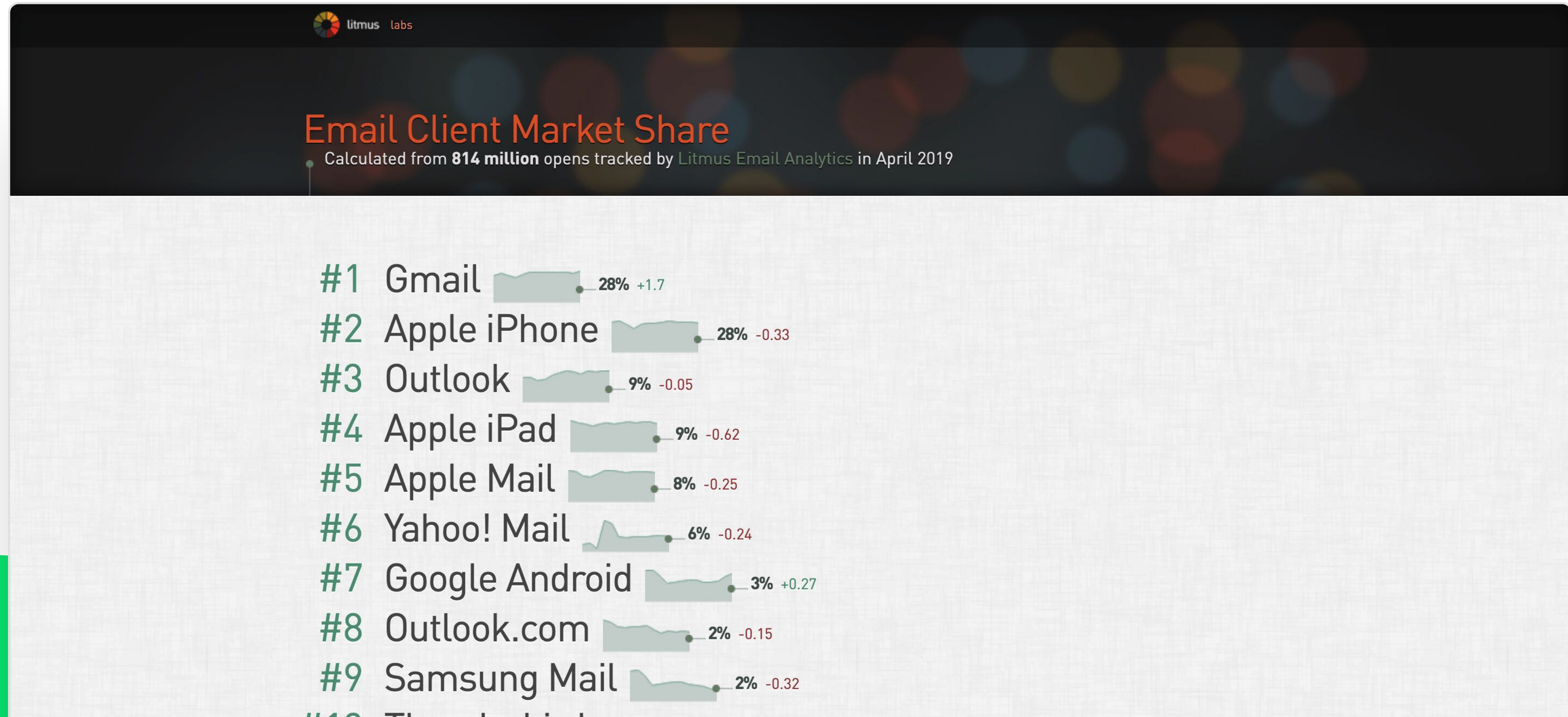
clicks en primer
enlace

80%

borrados si no
están optimizados

- Email Client Market Share

emailclientmarketshare.com





Fragmentación

Fragmentación

- **Renderizado**
Múltiples dispositivos y clientes
- **Diseño**
Diferentes ramas de diseño sin conexión
- **Código**
Ausencia de una base de código común

Consolidación

A pencil with a wooden body and a black eraser tip rests on a technical drawing. The drawing features a grid of lines and various annotations, including the number '5' and '10'. A ruler is visible in the lower-left corner, and a scale with markings like '0.000' and '1.000' is visible in the lower-right corner. The background is a dark, blurred image of the same technical drawing.

Consolidación

- **Renderizado**

Sólo permitir patrones HTML/CSS responsive altamente testeados

- **Diseño**

Normalización de componentes y layouts, en base a patrones permitidos

- **Código**

Base de código común, para un comportamiento consistente y predecible

02 Desarrollo

Modularidad



- ◉ **Whitelist de patrones**

Identificación y testeo de patrones HTML/CSS. Mínimos posibles.

- ◉ **Librería de componentes base**

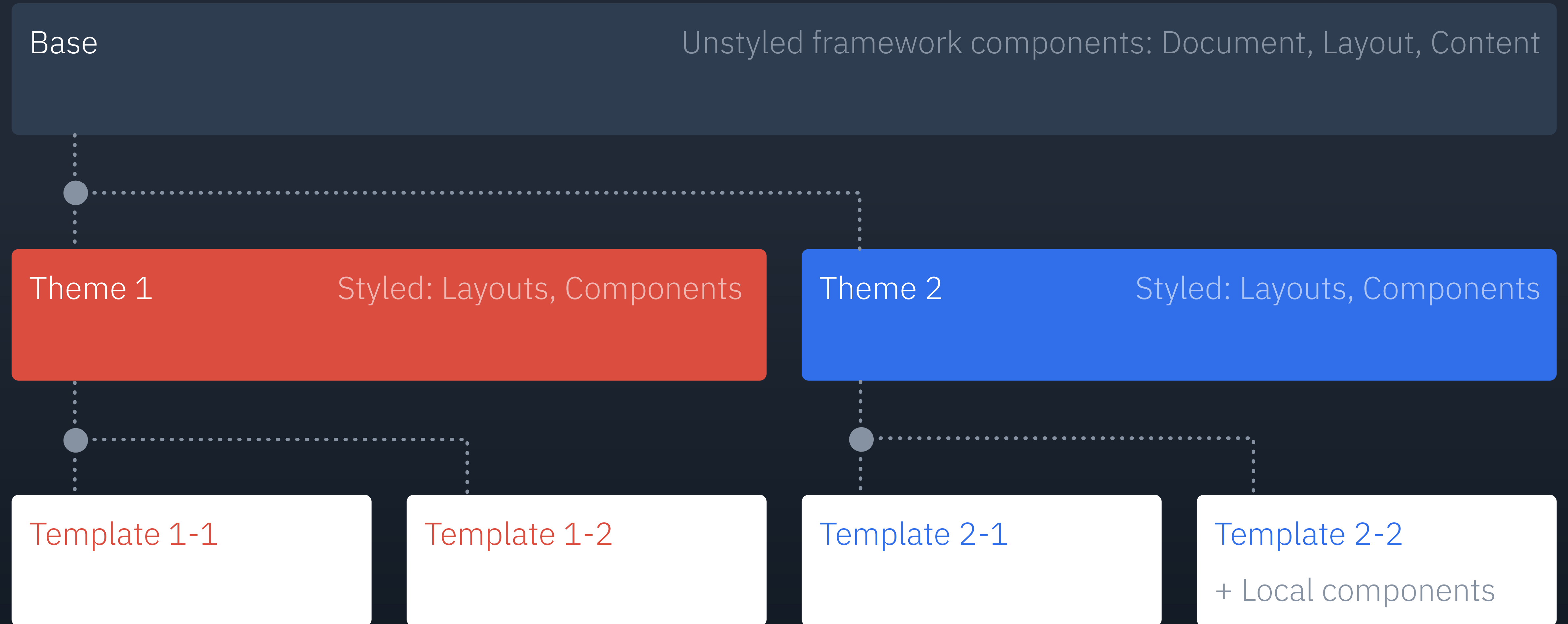
Encapsulación de patrones para simplificar su interfaz. Mínimos estilos.

- ◉ **Temas y composiciones**

Creación de temas, añadiendo estilos a los componentes base.

Creación de componentes complejos, combinando componentes base.

Jerarquía de componentes de Bento Email — Usados por Todoist y Twist



Componentes base de Bento Email — Usados por Todoist y Twist

Document

```
<document_html>  
<document_head>  
<document_body>
```

Layout

```
<preheader>  
<wrapper>  
<grid_row>  
<grid_column>  
<content>  
<spacer>
```

Content

```
<h1>...<h6>  
<p>  
<list>, <list_item>  
<table>, <tr>, <td>  
<img>  
<img_bg>, <img_grid>  
<button>  
<a>, <b>, <i>, <s>, <q>
```


Ejemplo de componente — Spacer

```
<def name="spacer(border='0', margin='0', css_class='')">  
  <div class="{ css_class }" style=  
"border-top: { border }; font-size: 1px; mso-line-height-rule: exactly; line-height: 1px; max-height:  
  0; margin: { margin }; overflow: hidden;"  
>&#8203;</div>  
</def>
```

Base

```
<def name="card_separator()">  
  <%b:spacer margin="8px 0 0 0" />  
</def>
```

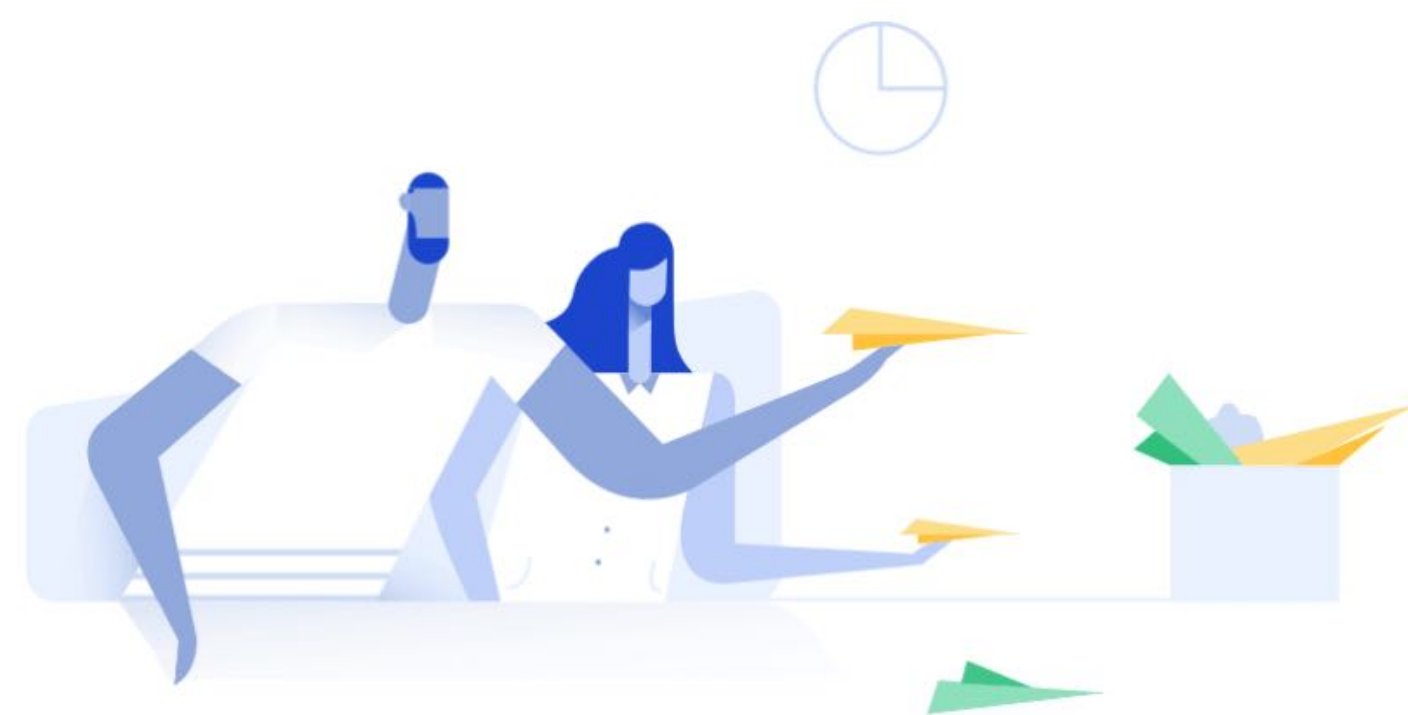
Theme

```
<%tw:card_separator/>
```

Template



Launch Twist



Take back the workday

According to the Harvard Business Review, knowledge workers spend as much as **80% of the workday** just communicating – in meetings, on calls, via email and group chat.

Changing the way you collaborate is hard. But imagine what you could accomplish if you gave your team the tools to focus on doing their best work instead of constantly responding to emails and group chats.

If you're not sure if Twist is a good fit for your team - or if you need help convincing your coworkers to get onboard - here's a short article to help you make the right decision:

[How Twist can help your team →](#)

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Ready to start now? [Invite your team](#)

Our best,
The Twist team

“Now that we're using Twist we spend less time digging through overflowing inboxes and searching through outdated chat conversations.”



—Ellen Luccock

Director of Client Relations, The Management Coach

What Twist users have to say...

[See all quotes →](#)

Stay in touch with your team from anywhere [Download the apps](#)

[Blog](#) | [Twitter](#) | [Help Center](#)



Launch Twist



Join your team's conversations

Peter Doe invited you to join the **ACME** team on Twist 3 days ago. Just click below to start collaborating with your team in seconds:

[Join your team →](#)

Not sure why you should use Twist? Here's what other users have to say:

"Twist allows you to disconnect and process information, without that fear of getting sucked into a never ending chat conversation."



—**Pablo Torres**
Commercial Manager, UtiliRail

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Commercial Manager, UtiliRail

"Now that we're using Twist we spend less time digging through overflowing inboxes and searching through outdated chat conversations."



—**Ellen Luccock**
Director of Client Relations, The Management Coach

Our best,
The Twist team

Still skeptical?

[Learn what makes Twist different →](#)

Stay in touch with your team from anywhere [Download the apps](#)

[Blog](#) | [Twitter](#) | [Help Center](#)



Hi Jano,
Here's what's new for you in the **Twist** team:

[1 new message](#)

[2 new threads and comments](#)

1 private message



Vanessa C. 17:16, Sep 14

The article is looking so good! Very clean. Can't wait to see everything on page.



[Reply](#)

1 new thread

Brand guidelines #Branding



Alexander W. posted

17:16, Sep 14

And that's exactly what a strong brand style guide does: present rules and advice that anyone working with our brand's assets can follow to make sure the identity is communicated cohesively.



[brand-guidelines-v02.zip](#)



[Reply](#)

1 new comment

Scrolling performance #Frontend



Alexander W. posted

17:16, Sep 14

And that's exactly what a strong brand style guide does: present rules and advice that anyone working with our brand's assets can follow to make sure the identity is communicated cohesively.



[brand-guidelines-v02.zip](#)



[Reply](#)

1 new comment

Scrolling performance #Frontend

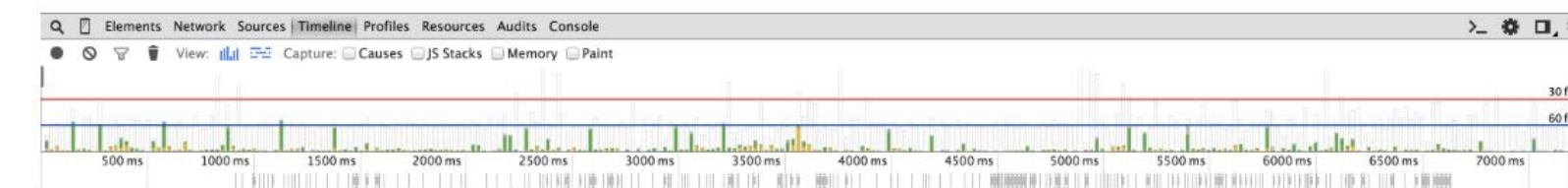


Vanessa C.

17:16, Sep 14

Having smooth scrolling is actually an often overlooked but crucial part of a user's experience. Getting the scrolling performance right will make our application feel silky smooth and enjoyable to use rather than a clunky and unnatural experience.

[scrolling-60fps.png](#)



[Reply](#)

[Go to Twist →](#)

Need to check new messages on-the-go? Download Twist for [iOS](#) or [Android](#).

[Manage your notifications settings](#)



Welcome to Todoist, Amir!

We've helped millions of people feel more organized and in control of work and life – we hope we can do the same for you.

Ready to start? Our [Getting Organized guide](#) has everything you need.

[Browse the Guide →](#)

If you need help, our team is always around. Tweet [@todoist](#) or reach out anytime at [support.todoist.com](#).

Welcome again and have a productive first day!

Welcome to Todoist, Amir!

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Welcome again and have a productive first day!



Amir, Founder & CEO of Todoist

[@amix3k](#)

P.S. Want to jump right in? Here's a shortcut back to your account: [Sign into my Todoist](#)

From the team across 10 time zones at Doist

Need help or have feedback? Just hit reply!

[Unsubscribe](#)

→ Reply ABOVE this to add a comment to this task via email ←



Vanessa added a comment

WordPress

Just got an invite to **WordPress VIP**. Yay! Can't wait to test it out!



WordPress VIP

Our best-in-class enterprise WordPress hosting platform, expert consulting and support, and diverse partner ecosystem free you to focus on your business objectives.

Reply

Too much to keep track of at work? Join thousands of teams who stay organized with **Todoist Business**

[Manage your notifications settings](#)

→ Reply ABOVE this to add a comment to this task via email ←



Vanessa completed a task assigned by you

~~Remember to buy milk~~ • Shopping

View this task


Too much to keep track of at work? Join thousands of teams who stay organized with **Todoist Business**

[Manage your notifications settings](#)



Editores de email vía código


- **MJML**
mjml.io
- **HEML**
heml.io
- **Foundation for Emails**
foundation.zurb.com

MJML — Previsualización

 **version 4.3.0** Beautify MJML Migrate from MJML 3

```
1 <mjml>
2   <mj-body>
3     <mj-section>
4       <mj-column>
5
6         <mj-image width="100px" src="/assets/img/logo-small.png"></mj-image>
7
8         <mj-divider border-color="#F45E43"></mj-divider>
9
10        <mj-text font-size="20px" color="#F45E43" font-
family="helvetica">Hello World</mj-text>
11
12      </mj-column>
13    </mj-section>
14  </mj-body>
15 </mjml>
```

Synchronize scroll Minify HTML View HTML  



Hello World

MJML — Código generado

 version 4.3.0

Beautify MJML

Migrate from MJML 3

```
1 <mjml>
2   <mj-body>
3     <mj-section>
4       <mj-column>
5
6         <mj-image width="100px" src="/assets/img/logo-small.png"></mj-image>
7
8         <mj-divider border-color="#F45E43"></mj-divider>
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10        <mj-text font-size="20px" color="#F45E43" font-
family="helvetica">Hello World</mj-text>
11
12       </mj-column>
13     </mj-section>
14   </mj-body>
15 </mjml>
```

Synchronize scroll Minify HTML

[View HTML](#)



```
1 <!doctype html>
2 <html xmlns="http://www.w3.org/1999/xhtml" xmlns:v="urn:schemas-microsoft-
com:vml" xmlns:o="urn:schemas-microsoft-com:office:office">
3
4 <head>
5   <title> </title>
6   <!--[if !mso]><!-- -->
7   <meta http-equiv="X-UA-Compatible" content="IE=edge">
8   <!--<![endif]-->
9   <meta http-equiv="Content-Type" content="text/html; charset=UTF-8">
10  <meta name="viewport" content="width=device-width, initial-scale=1">
11  <style type="text/css">
12    #outlook a {
13      padding: 0;
14    }
15
16    .ReadMsgBody {
17      width: 100%;
18    }
19
20    .ExternalClass {
21      width: 100%;
22    }
23
24    .ExternalClass * {
25      line-height: 100%;
26    }
27
28    body {
29      margin: 0;
30      padding: 0;
31      -webkit-text-size-adjust: 100%;
32      -ms-text-size-adjust: 100%;
33    }
34
35    table,
36    td {
37      border-collapse: collapse;
38      mso-table-lspace: 0pt;
39      mso-table-rspace: 0pt;
```

Editores visuales de email

- **Taxi for Email**

taxiforemail.com — Soporta código HTML de autor

- **Beefree**

befree.io

- **Topol**

topol.io

“A wysiwyg to make the day to day email, that then frees up dev resources to provide better value”

— Elliot Ross (Taxi for Email)

02 Desarrollo

Directrices



Referencia

- **The Better Email on Design**

thebetter.email

- **The Ultimate Guide to CSS**

campaignmonitor.com

- **How to Target Email Clients**

howtotarget.email

- **Plantillas, Frameworks y Sistemas**

Librerías open source (Cerberus) o sistemas (stackoverflow.design)

- **Modelo “scalable” o “mobile-aware”**

Contenedor fijo, con diseño simplificado del layout y los elementos.

- **Modelo “fluid”**

Contenedor fluído 100%, sin restricciones ni transformaciones del layout.

- **Modelo “responsive”**


Contenedor y elementos responsive.


Alternativas: Desktop-first with @media queries, Hybrid Coding approach, Table of Your Dreams, Fab Four technique, Mobile-first with calc()...

Plantillas y frameworks

- **Cerberus**
github.com/TedGoas
- **Zurb Foundation for Emails**
foundation.zurb.com

Email Coding Guidelines — 2015–2016 (Obsolete)

GitHub Gist All gists Back to GitHub + 

 [janogarcia](#) / [email_coding_guidelines.md](#) Edit Delete ★ Star 56

Last active Mar 19, 2019

<> Code Revisions 18 ★ Stars 56 Forks 11 Embed <script src="https://gist." data-bbox="565 345 655 360"> Download ZIP

Email Coding Guidelines

[email_coding_guidelines.md](#) Raw

Email Coding Guidelines

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- [TL;DR](#)
- [Intro](#)
- [Layout](#)
- [Typography](#)
- [Actions](#)
- [Images](#)
- [Responsive email](#)
- [Cool stuff](#)
- [Appendix](#)
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TL;DR

- Use [Salted](#) template. See unofficial [live demo](#).
- Have a look at [Litmus newsletters](#) for design inspiration and code snippets.

- State of Email Survey Research Series

litmus.com

The screenshot shows the top navigation bar of the Litmus website. On the left is the Litmus logo, followed by menu items: Features, Enterprise, Pricing, and Resources. On the right are links for Login and Sign up free. Below the navigation is a large heading: "State of Email Survey Research Series". Underneath the heading is a paragraph of text: "Litmus' annual State of Email Survey examines every facet of brands' email marketing programs—from organizational structure and planning to design and deliverability. We share the learnings back to the email community through our State of Email research series so marketers can benchmark themselves against their peers and use the findings as evidence to argue for resources and process improvements."

This section displays the cover of the "2018 State of Email Analytics" ebook. The cover is purple and features a 3D pie chart and the Litmus logo. To the right of the cover is a red "Ebook" button and the title "2018 State of Email Analytics: The Metrics Brands Measure and the Impact of Third-Party Analytics". Below the title, the beginning of the introductory text is visible: "The State of Email Analytics takes a detailed look at the email metrics and".

02 Desarrollo

Testing



A vibrant yellow and orange canary is perched on a weathered wooden branch. The bird is facing right, with its head slightly turned. The background is a soft, out-of-focus green, suggesting a natural outdoor setting. The lighting is natural, highlighting the bird's feathers.

Canary template

Photo by Olena Shmahalo on Unsplash

Canary template

1200 x 600

Hero-unit heading with a line break for large viewports

Bulletproof image backgrounds. The image URL is added to the HTML background attribute instead of the CSS background-image property for making it compatible with Lotus 8.x. VML is used for Outlook support. Progressively enhanced with CSS background-size property, it makes the background image looks nicer on compatible clients. A solid color is used as a fallback for really obscure clients.

| | |
|---|--|
| Left column (gutterless). | Right column (gutterless). |
| 270 x 160 Left column (20px gutter). | 540 x 320 Right column (20px gutter). |
| Swapped right column (gutterless). | Swapped left column (gutterless). |

540 x 320

h1 Heading 1 with a line break.

h2 Heading 2 with a line break.

h3 Heading 3 with a line break.

h4 Heading 4 with a line break.

h5 Heading 5 with a line break.

h6 Heading 6 with a line break.

H6 HEADING 6 - UPPERCASE & BORDERED

- A simple and quick
- HTML
- Unordered list

- One
- Two
- Three items

A paragraph with a line break followed by a separator.

A paragraph with some styled text: **bold**, *italic*, ~~striked-out~~, UPPERCASE, and a [link](#).

PARAGRAPH - UPPERCASE & BORDERED

Footer.

A bulletproof button

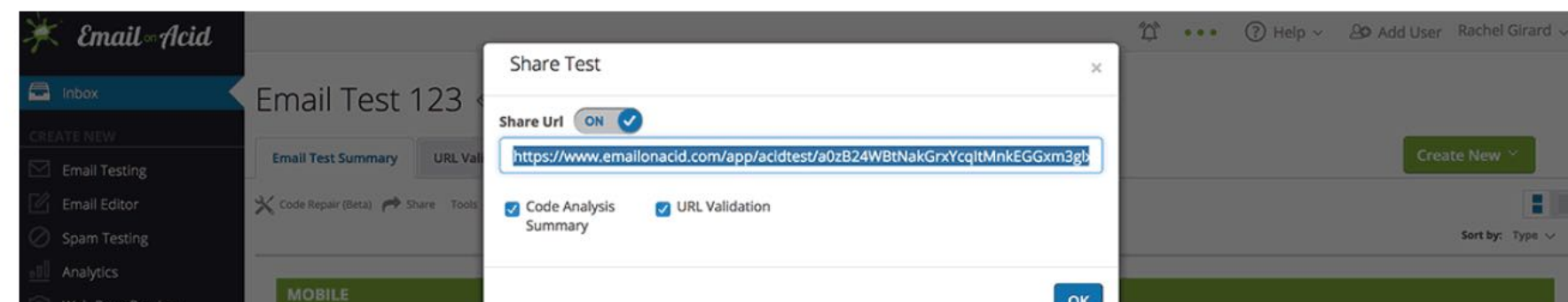
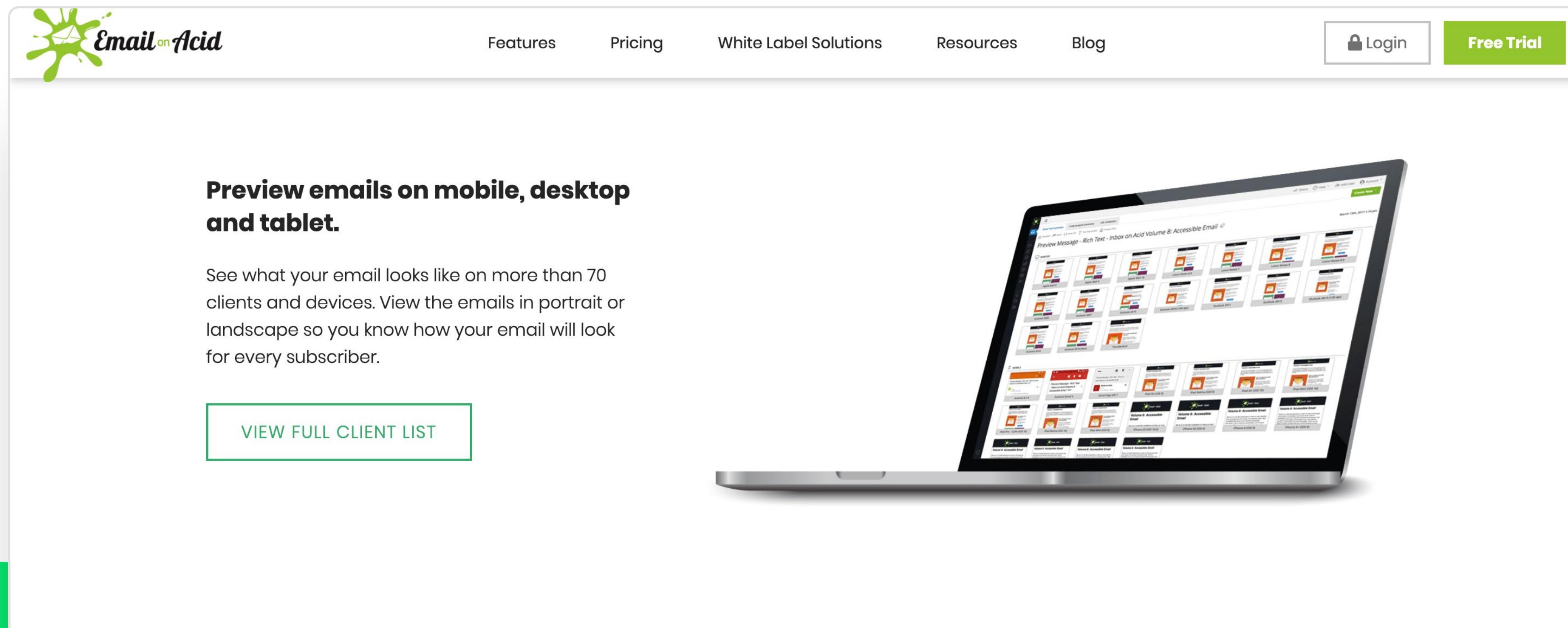
250 x 250
A media object with a left to right arrangement (dir="ltr").

The same media object with a right to left arrangement (dir="rtl").

100 x 100 100 x 100 100 x 100 100 x 100 100 x 100

- Email on Acid

emallonacid.com



Improve team collaboration.

Whether you're an email marketer or a developer, our tools can help your team streamline the email

• Litmus

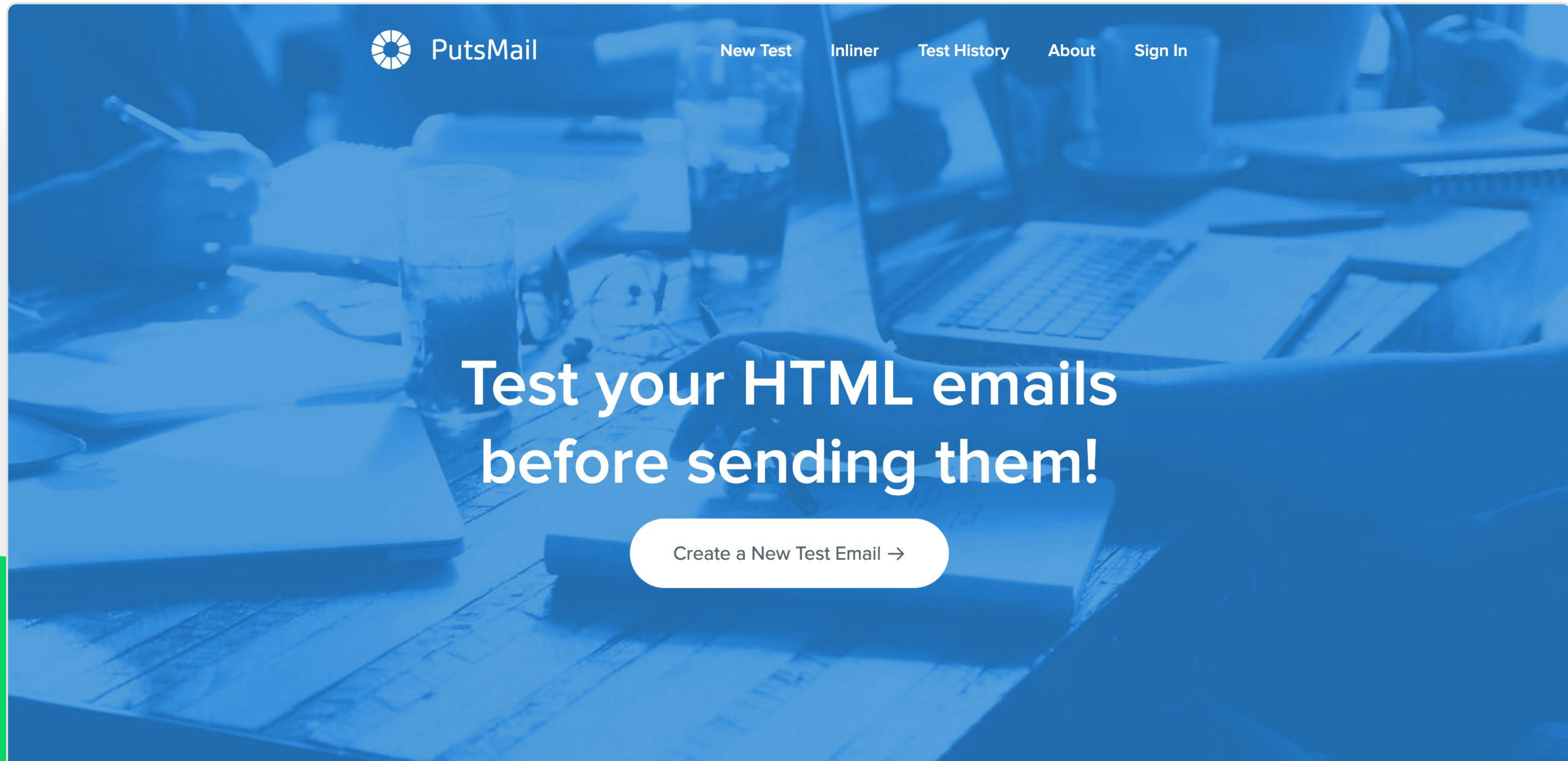
litmus.com

The screenshot shows the Litmus website homepage. At the top left is the Litmus logo, followed by navigation links: Features, Enterprise, Pricing, and Resources. On the top right are links for Login and Sign up free. The main heading is 'Email Previews', with a subtext: 'See screenshots of your emails across 90+ apps and devices to ensure compatibility in all environments.' Below this are two buttons: 'Sign up free →' and 'View all email clients'.

The screenshot shows an email preview interface. At the top, it says 'The Email Design Conference' with a link to 'View more clients'. Below this are four preview cards for different email clients: Apple Mail 8 (OS X 10.3), Outlook 2003 (Win 7), Outlook 2013 (Win 7), and Outlook 2016 (Win 10). Each card shows a preview of the email content, which includes the text 'The Email Design Conference'.

- Putsmail

putsmail.com



- **awesome-emails**
github.com/jonathandion/awesome-emails
- **Email Marketing Resources**
thebetter.email/resources
- **Really Good Emails Resources**
reallygoodemails.com/resources

Gracias

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