IT’S JUST AN EMAIL — SO WHY IS THIS SO HARD?

Dustin Mazon
October 25, 2017
WHY ARE HTML EMAILS SO DIFFICULT?
THE TRUTH IS...
HTML EMAIL IS NOT EASY.
Olly Whitman @visualolly · May 25

I'm falling down the inception-esque rabbit hole of nested tables in #htmlemail
I thought this would be easy
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Elliot Ross Retweeted
Ros Hodgekiss @yarrcat · 15 Jun 2015
"Will there ever be an email standard?" Good read on why HTML email coding is so hard... buff.ly/1Fjf6S9 /ty @ActionRocket
HTML email becomes easier when you...
...use the **right tool** for the job.

STEPS FOR USING THE RIGHT TOOLS FOR THE JOB
STEP #1: WHO IS YOUR AUDIENCE
AUDIENCES AT WVU

- Future Students
- Current Students
- Parents and Family
- Alumni
- Donors
- Friends of WVU
- Faculty
- Staff
- Event Attendees
- Other (External Audiences)
STEP #2: USE THE RIGHT EMAIL SERVICE PROVIDER (ESP)
WHAT IS AN **EMAIL SERVICE PROVIDER (ESP)**?

The company or name of the tool that we use to deliver an email to our audience.
EMAIL SERVICE PROVIDERS (ESP)

- Target-X
- BlackBaud (Mountaineer Connection)
- Listserv
- Student Success Collaborative (SSC)
- MailChimp
HOW DO WE KNOW WHICH ESP TO USE?
How do we know which ESP to use?

It depends on your audience.
TARGET-X

Audiences:
• Future Students
• Parents and Family (Future Students)

Contact:
• Office of Admissions
BLACKBAUD

Audiences:
• Alumni
• Donors
• Friends
• Others*

Contact:
• WVU Foundation
LISTSERV

Audiences:
• Faculty
• Staff
• Others*

Contact:
• Information Technology Services (ITS)
SSC

Audiences:
• Current Students

Contact:
• Information Technology Services (ITS)
MAILCHIMP

Audiences:
• Event Attendees
• External Audiences
• Others*

Contact:
• MailChimp
WHY CAN’T I JUST USE MAILCHIMP FOR EVERYTHING?
STEP #3: LIST MANAGEMENT
• When possible use the ESP where your list came from.
• BlackBaud, Target-X are more than an email delivery tool. They are CRM tools. It allows for all messaging to that audience to be monitored and tracked for quality control and strategic planning.
STEP #4: LEARN TO USE YOUR ESP
ESP CONTACTS

• Target-X
  – Office of Admissions

• BlackBaud (Mountaineer Connection)
  – WVU Foundation

• Listserv
  – ITS

• Student Success Collaborative (SSC)
  – ITS

• MailChimp
  – Mailchimp
STEP #6: USE A TEMPLATE
STEP #7: UPLOAD IMAGES
WHERE DO WE HOST IMAGES?

• Mailchimp is easy to upload and edit photos.
• All other options you have to host the images somewhere else.
• If you are not familiar with hosting images on a server, that will likely require you to work with your proftech.
STEP #8: TESTING YOUR EMAIL
HTML EMAIL IS NOT EASY.
HTML EMAIL IS EASIER.
THANK YOU & QUESTIONS

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