Modern HTML Email (Second Edition)

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Despite its professed death, email remains one of the most valuable marketing channels. It is also one of the most challenging digital mediums. Between permissions, unsubscribes, email design, and buggy email clients, there are seemingly endless hurdles between the modern marketer and a successful campaign. Modern HTML Email is an introduction to the world of email marketing and design which teaches you how to overcome these hurdles and make your email campaigns better. It dives into the theory behind email marketing, guides you through designing and coding a responsive email template, and shows you how to use testing and tracking tools to improve your future campaigns. This revised and extended second edition includes additional information on permissions and legal considerations, more commentary on how to be successful in email marketing, entirely revised code examples, and even more resources for improving your skills.

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