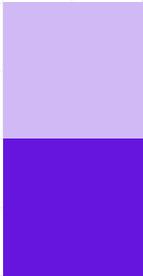
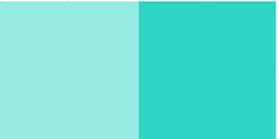


What makes a really good email design?

The fundamentals of great looking emails



TAXI
FOR EMAIL



Alex Kelly
Mailchimp



Matthew Smith
Really Good Emails



Elliot Ross
Taxi for Email

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Before we start...

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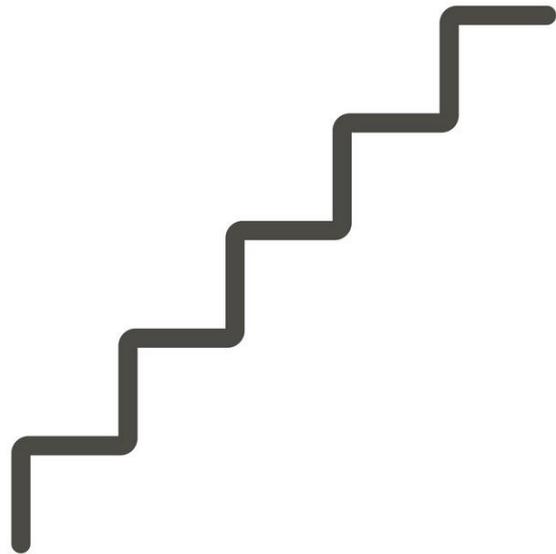
Email \neq Web

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Say goodbye to the
idea of perfection

TAXI
FOR EMAIL

Be flexible.
Build a baseline.
Enhance.



🙄 **Mediocre
Email Design**

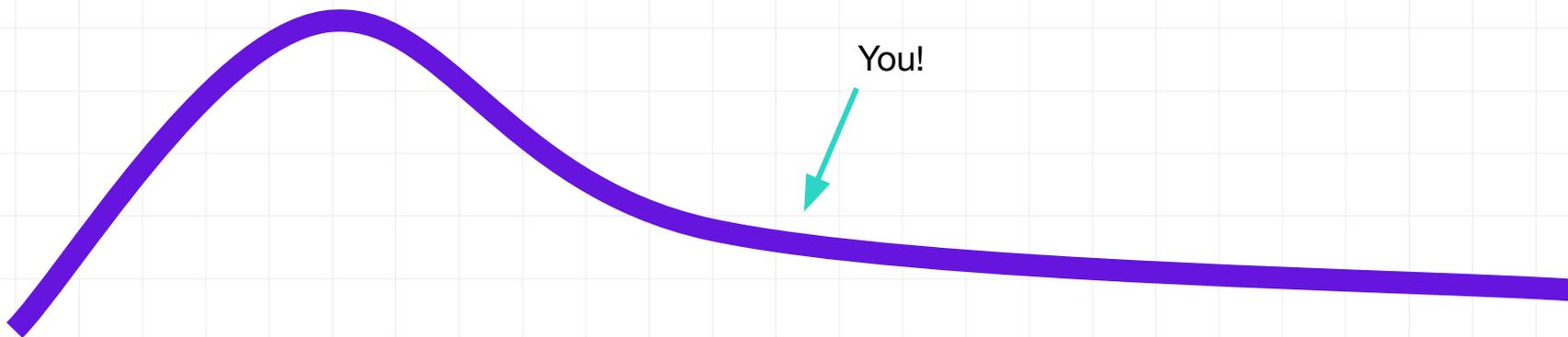
😊 **Good
Email Design**
that follows key design
best practices and
drives action

🌟 **Outstanding
Email Design**
that uses advanced
techniques and really wows
subscribers

Most emails



You!



Today, we'll start
with the **foundation**,
and build on top.

Step-by-step.





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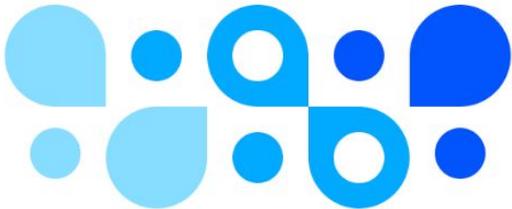
Level 1

Getting the very basics right

Screen design starts with [Framer](#)

Save the date.

We're excited to announce Loupe—a brand new design conference in the heart of Amsterdam on September 21st and 22nd. Mark your calendars and sign up to find out about speakers, venue, official registration, and more. We hope to see you there!

[Get on the list](#)[Unsubscribe](#)

Keep your layout simple.
Real simple.

48%

of the highest performing emails sent
via Mailchimp use a one column template.

Robin

WORKPLACE DIGEST UPDATES

Making your office safer for everyone

Hi Robin Readers ☐,

We wanted to take a moment to let our readers know that during this tough time, our number one priority is to ensure our colleagues, customers, friends, and family are staying safe and healthy.

While many organizations are moving to remote work, some companies work with proprietary systems or with sensitive materials that require employees, or shifts of people, to be on-premise to get their job done well. As champions of a great work experience, we want to help everyone stay healthy in the office while sharing common workspaces.

Fewer fonts mean easier reading.

Make type readable with bigger sizes.

Use type to guide your reader through the email.

Verdana

Arial

Arial Narrow

Arial Black

Helvetica

Century Gothic

Courier

Courier New

COPPERPLATE GOTHIC

Times

Times New Roman

Georgia

Geneva

Gill Sans

Tahoma

Trebuchet

Comic Sans

Impact

Palatino Linotype

Book Antiqua

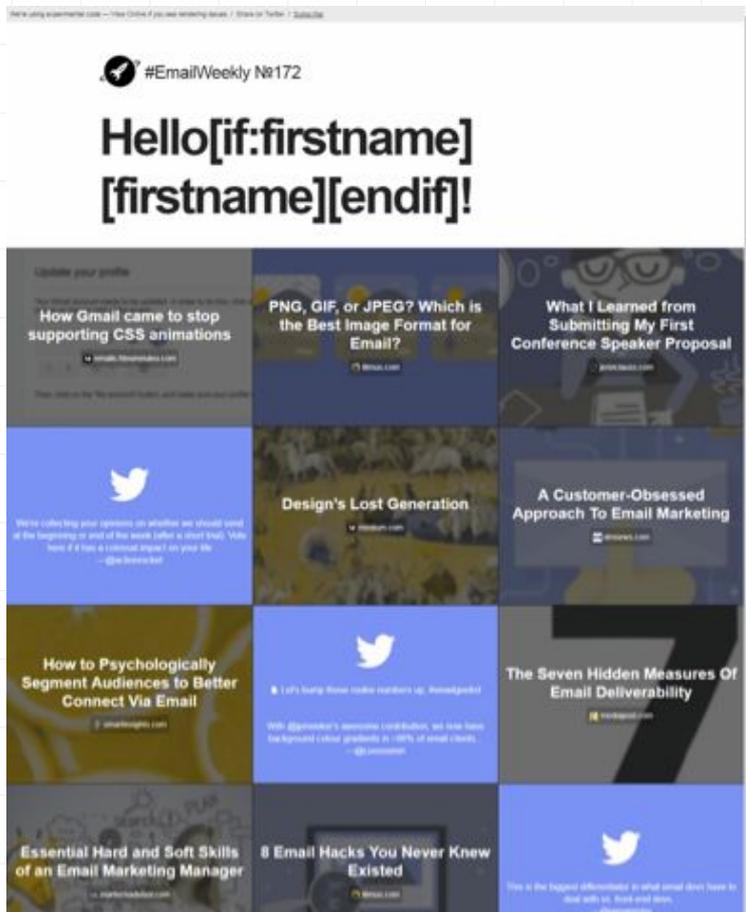
Lucida Console

Lucida Sans Unicode

Serif

Sans-Serif

Make sure you have web safe fonts set so your custom fonts degrade gracefully in oldschool inboxes.

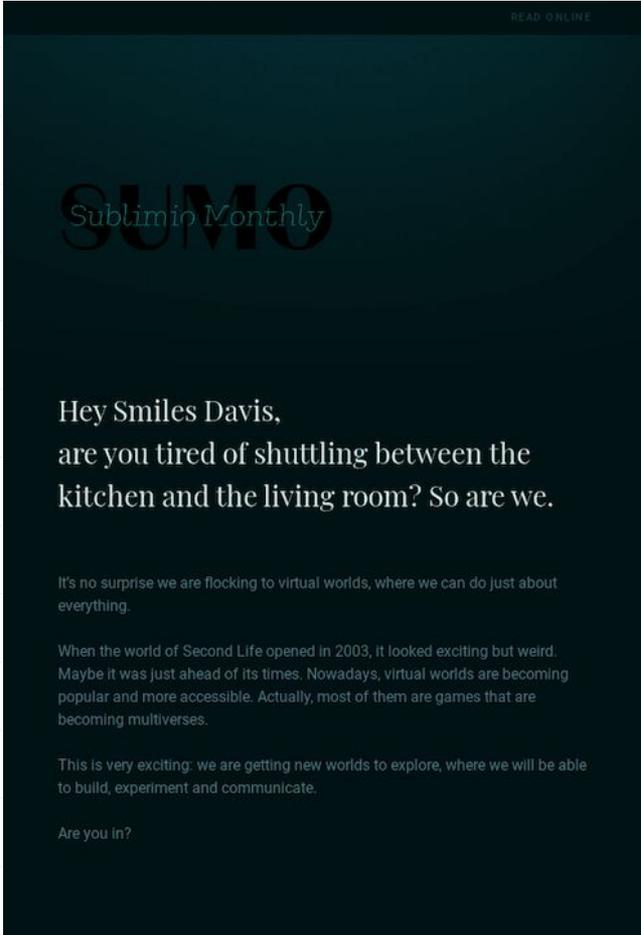


Use colors that have enough contrast for accessibility and readability.

(Cause if they can't read it, it doesn't matter)

 **Tool tips**

[Colorable](#), [GetStark.co](#)



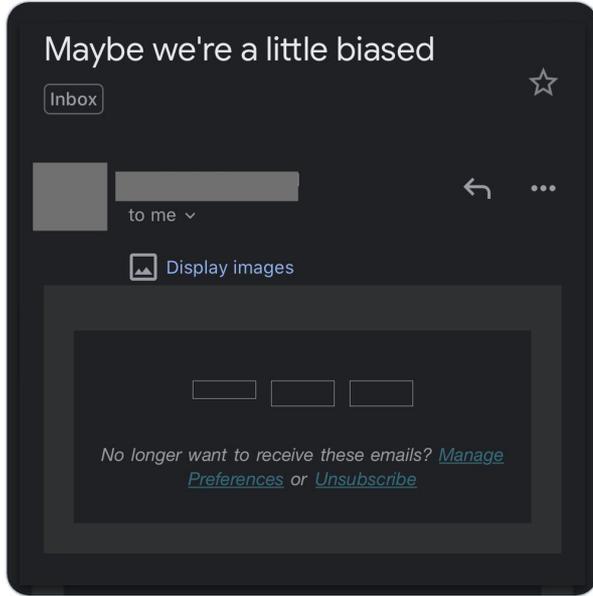
IMAGERY

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 **Val Geisler** ❤️🇺🇸🇻🇪
@lovevalgeisler



Quick: what is this email selling?



11:55 PM · Jul 12, 2020

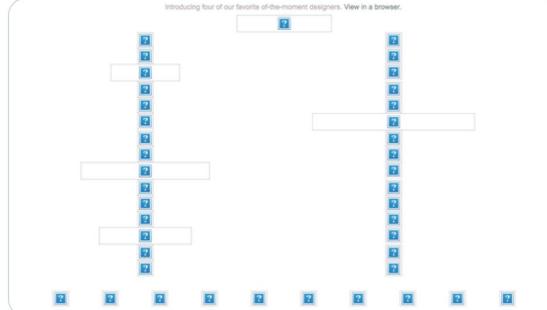


❤️ 45 💬 21 people are Tweeting about this

 **Fabio Carneiro**
@flcarneiro



I don't see a problem with image-based emails.



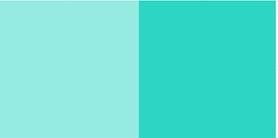
6:33 PM · Feb 18, 2015



❤️ 37 💬 31 people are Tweeting about this

Images are great.
Make sure your email works
without them.

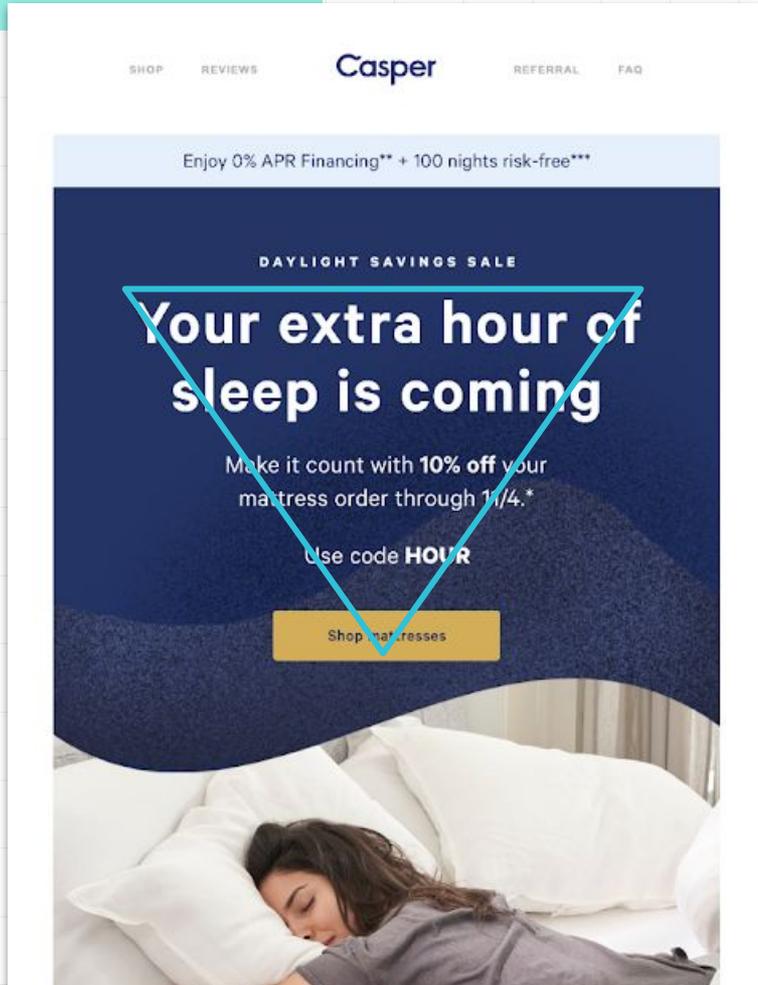
Got this? Ready to
move to the next step?



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Level 2

Making refinements



Create clear
content hierarchy.

IMAGERY

SHOP REVIEWS **Casper** REFER/EARN FAQ

SNOOZE LETTER

Next stop: Dreamland



Getting ready to jet set to your next destination? Here are some tips so you can get the best snooze on a plane.



The secret is going off-peak

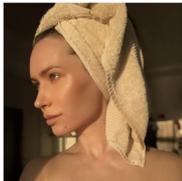
And yes, we're obsessed | [View Online](#)

treatwell

Book 24/7 1000s of salons Any budget

HAIR | NAILS | HAIR REMOVAL | FACE | BODY | MASSAGE | SPA

The Highlights



Get scrubbin'

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Image selection
Try illustration or
treating stock
photos



grammarly

Get 55% Off Annual Plans →

2017 CYBER SAVINGS EVENT SPECTACULAR



A Deal of Cosmic Proportions

Today only, take an astonishing 55% off Annual Plans. It's a sale so spectacular it may hail from another dimension! But hurry—this Premium portal closes at midnight.

Upgrade Now



grammarly

Get \$70 Off →

LET YOUR WRITING
FLOURISH

MAD DASH EVENT

\$70 Off

Upgrade now >

2018

Let Your Writing Flourish

Dreams feeling far? Remember, no one is born a bestselling author or world-class communicator. JK Rowling, Ernest Hemingway, Malcolm Gladwell — they all grew their writing skills over time, and so can you.

Upgrade to Grammarly Premium and get real-time help with advanced vocabulary, sentence structure, and punctuation.

For 24 hours, get \$70 off Annual Plans (nearly 50% off).

Upgrade Now

Accessibility:
Don't center-align if there's more than 3 lines of text

COLORS

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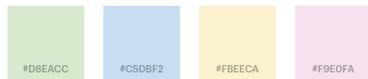
Cavendish is the new Mailchimp brand color



Functional Colors



Background Colors



Accent Colors



Develop your color palette.



Tool tips

[Adobe color](#)



Weekly tips to maximize sales this holiday season

Black Friday and Cyber week are just around the corner, and this year, online sales are forecasted to reach record-breaking levels. So starting next week, we're here to help by launching our e-commerce newsletter series; it'll be full of tips and trends to help maximize your sales potential.



Subscribe to Mailchimp's E-commerce Newsletter to receive:

- Actionable advice about how to maximize sales during Black Friday, Small



WHAT'S IN STORE

How Reach Records Uses Automation to Succeed



It often feels as though the music industry is in a constant state of flux. Social media followings have trumped organically built fanbases, album success is determined by streams, and artist branding—for better or worse—is just as crucial as the musical content being produced and distributed. Since their humble beginnings in 2004, [Reach Records](#), founded by Grammy-winning rapper [Lecrae](#) and CEO Ben Washer, has survived by adapting to that constant change. For this edition of What's in Store, Lecrae and Ben invited us out to chat about how the label's marketing and digital teams are using a few [automation](#) recipes to continue growing and communicating with their fans.

"Back when MySpace was still hot," Ben says, he and Lecrae filled every role for Reach Records, and admittedly had no idea what they were doing in terms of email marketing.



"It's great to set up an email campaign, but to have automations is really key."

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FOR EMAIL



"I started to have these products, and we were selling them through Ink & Dagger's website, and that was becoming a little bit of a disconnect," Russ says. "It was like, 'Welcome to Ink & Dagger Tattoo. Would you like a tattoo, or would like a tattoo educational product?' I needed to create a different entity." That different entity was Tattoo Smart, which launched in 2016, and is solely an e-commerce business, offering digital design tools and education for tattoo artists.



"Without the accessible, complete data provided from our automation series, we would be making far more guesses."

The Juggle is Real

The challenge for Russ has been marketing to 2 different audiences. The good news, according to Marketing Manager Brittany Graham, is the team has the necessary resources to make it happen.

"Being able to tailor our marketing strategies to reach 2 different audiences, for different business needs, in different geographic areas, all within 1 platform, is incredibly beneficial," she says. "The flexibility and ability to use Mailchimp to serve diverse goals is a huge benefit."



How

W I D E

should an email be?

How

W I D E

should an email be?

600-700px

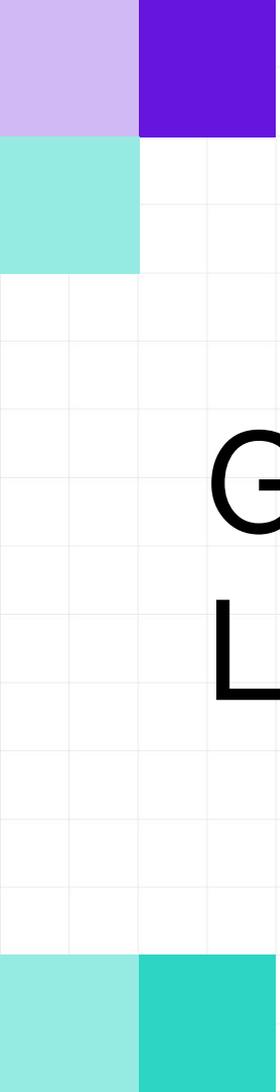
Lots of emails
are 600px max

640px

/2 is 320px, was
the narrowest
iPhone width

660px

Divides nicely into
2, 3, 4, 5, 6, 10



TAXI
FOR EMAIL

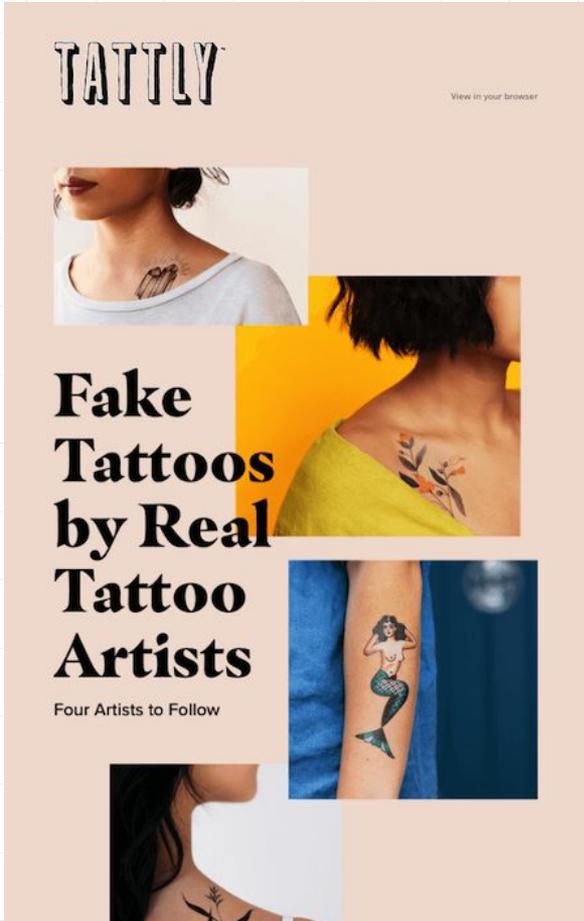
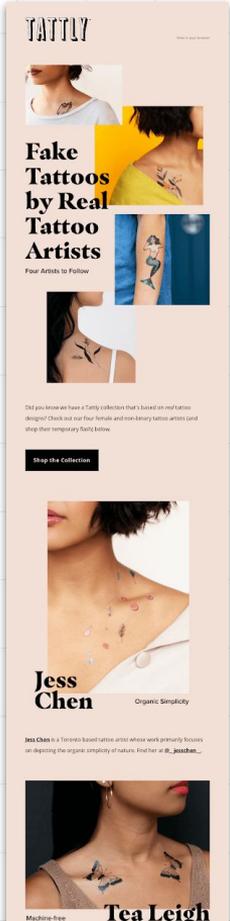
Got this too?

Let's keep moving up!

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FOR EMAIL

Level 3

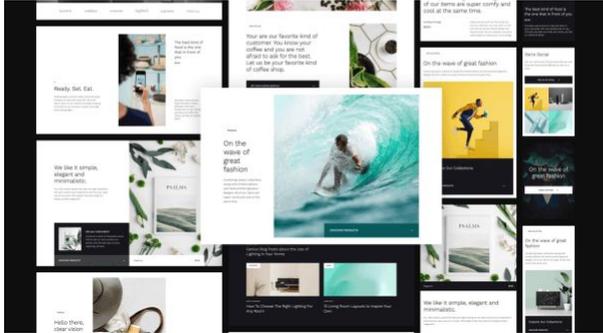
Get funky



Complex layouts are tough to get right. Breaking grids can work for brands that need visual storytelling and an open feel, but it's like playing with scissors. Don't run with them please.

webflow

Log in f t i



LAUNCH

Meet Prospero: a clean, modular — and free — UI kit for ecommerce and beyond

Mix and match 85 different sections and 10 ready-to-use layouts showcasing large photos, sleek typography, and plenty of white space — and launch your online store in minutes, not days.

Get the free kit →

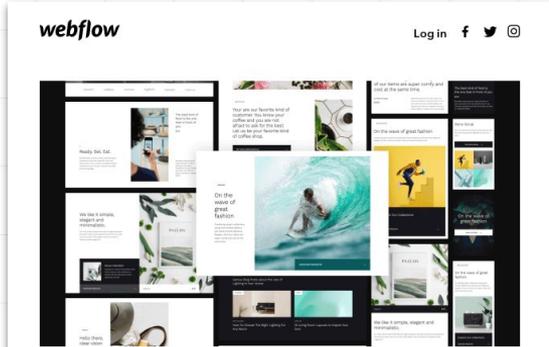
Experiment with web fonts.

[Litmus Guide to Web Fonts](#)

This one uses the font Graphik



Apple Mail



LAUNCH

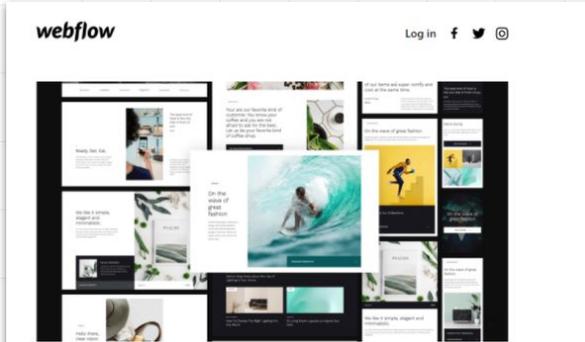
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[Get the free kit](#)



Gmail



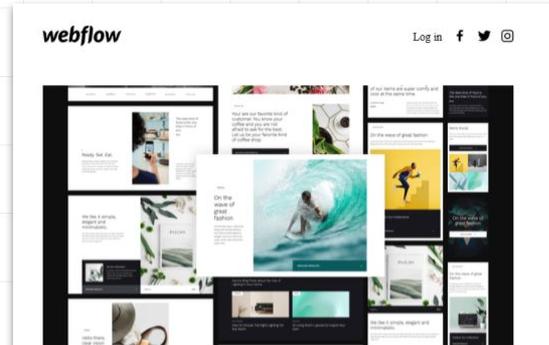
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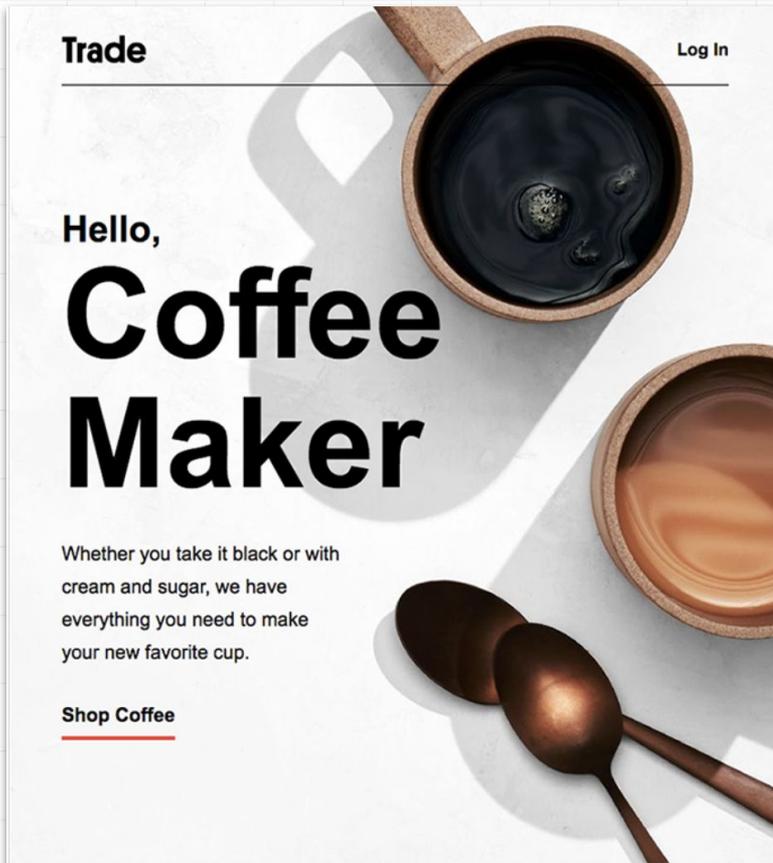
Outlook 2016



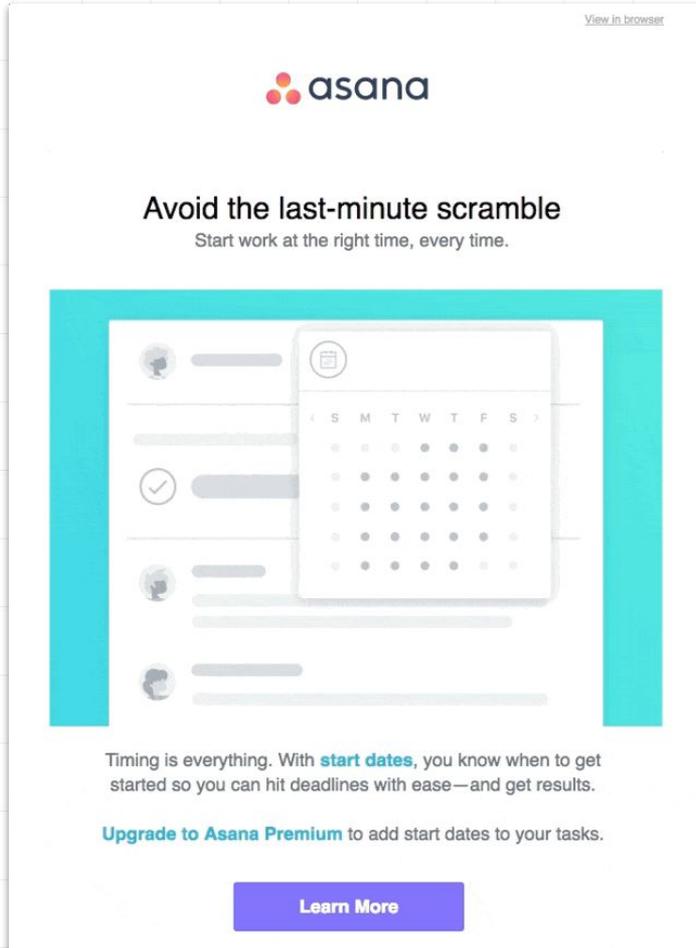
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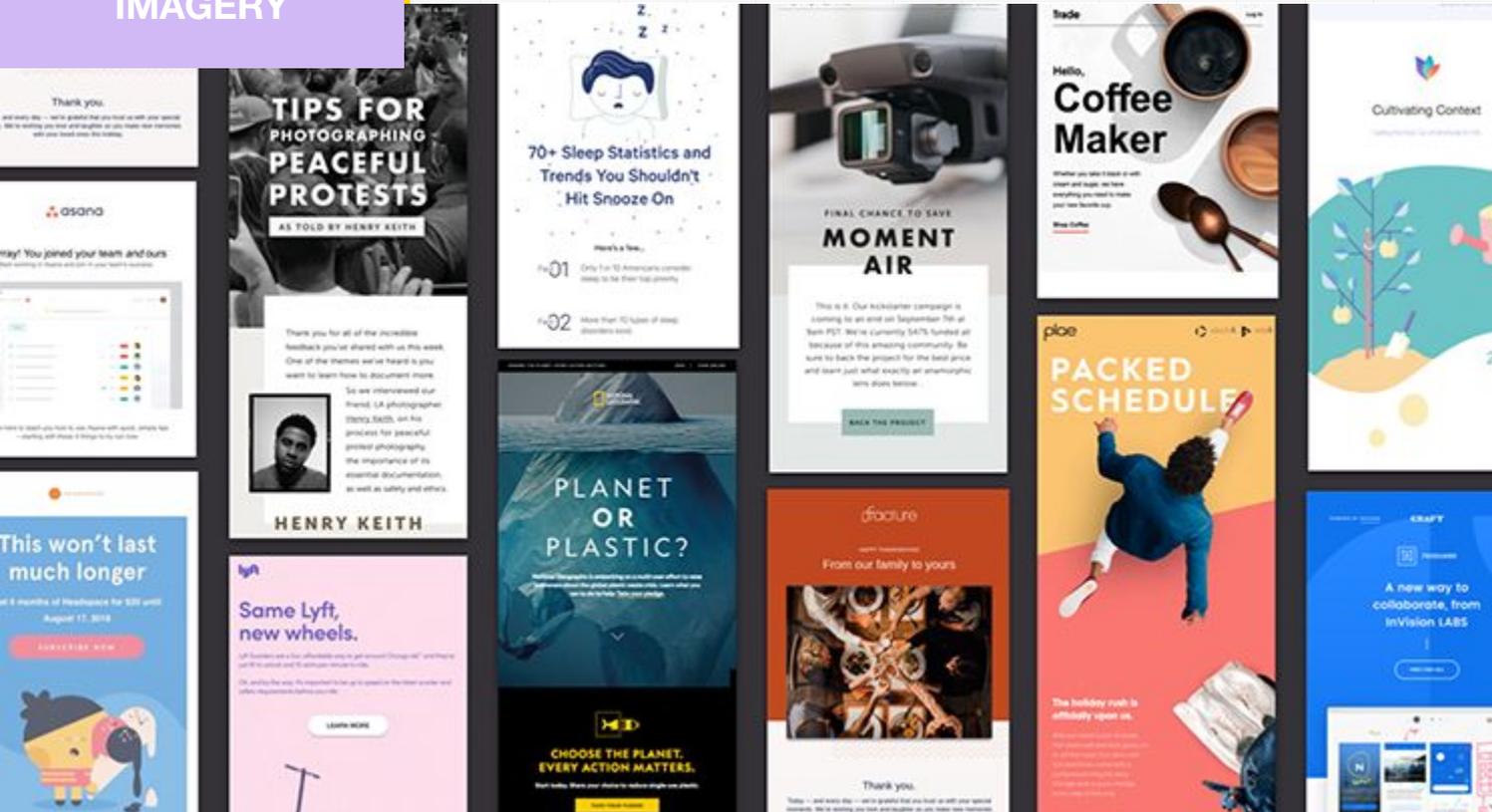


Try some advanced image techniques, including **background imagery** and animation.



Try some advanced image techniques, including background imagery and **animation.**

IMAGERY



Watch the full webinar: taxiforemail.com/webinar-images

Want to keep learning?



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