



## Email template creation service

for MAILCast customers

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## The importance of what cannot be seen

When you send an email, whether it's about marketing, customer loyalty, or on any other topic, what you aim for is that it arrives at its destination and that it can be visualised correctly. These aims may seem obvious and are normally taken for granted, however it's not as easy as it seems. Let's take a look at why.

Besides the actual message you want to send, which consists of the text body, there also exists a series of elements surrounding this which are responsible for supplying the format and general layout. The content of the messages is in fact HTML code which supplies the necessary information to the email clients so they know how to view it, e.g. bold type, alignment, borders, backgrounds, etc.

This HTML is the same language that is used to create web pages. Nevertheless, it is not enough to simply know HTML as each email client (e.g. Outlook, Eudora, GMail, Hotmail, Thunderbird, etc) interprets the content being sent in a different way and supports different attributes and versions of them. Even two versions of the same email program can visualise the same content totally differently, e.g. Outlook 2003 and Outlook 2007, or Lotus Notes 6.5 and 8.0. Due to this, the content that's perfectly valid for use on the internet doesn't mean it can be used to be sent via email. In fact, good practices with HTML for email and the Web are practically opposing.

The majority of companies who make use of email marketing often carry out the task by using inappropriate tools, such as Microsoft Word or the editor on their usual email client. On a positive side, if they have some basic knowledge about creating web pages, an HTML editor is used but without giving details on the generated code.

Many existing email marketing tools on the market offer an integrated editor which is really a fairly advanced HTML editor. This is normally suitable for presenting contents in a simple way, but not for creating the more complex distributions and aesthetic elements which surround the main message.

Therefore, the important criteria that's related to HTML code isn't taken into account, nor is the large quantity of specific rules of the email clients considered before this message can be received.



The effects of this situation are:

- Inbound emails cannot be visualised correctly: the formats aren't maintained, and distributions, width, etc are affected.
- Received emails cannot be read.
- If the receiver can't read the email without first downloading images, then the email will most likely end up in the deleted folder without even being read.
- It gives an unprofessional image of the company who is sending the email. After getting one or two emails like this the receiver will black list the company and will, therefore, stop receiving that company's emails.
- The content is confused with spam and won't arrive at its destination.

Regarding this last point, according to a recent survey study carried out by MessageLabs (<http://www.messagelabs.com>), about 58% of the 34,000 million emails, which are sent daily around the world, is spam (junk mail). Due to this, the means used by email servers to combat this plague are even more severe. Therefore, it is more important than ever to be extra careful with the contents that we send via email.

There are also many spam detectors. The message being transmitted has a lot to say, like other technical questions that arise in the context of this document. Moreover, one of the most common characteristics in unwanted mail is that its creators never take much care with the HTML which sustains its messages. The intention is to generate millions of junk mails daily with partially random contents, with the aim of tricking the filters. These always contain a lot of invalid HTML tags, unclosed tags, broken links, etc.

If you want your messages to be clearly distinguished from spam then you should take great care with the type of words you use, the font size, the colour, not to mention many other aspects related to the content. Common sense will also guide you. Also, you should always make sure that the HTML, that carries those messages, is technically correct so that it cannot be mistaken for a spammer.

## The importance of a good foundation

As we have seen in the introduction, in order to achieve the two objectives (send an email that can be read correctly), isn't such an easy task as it initially seems.



Despite the inherent setback, a company that is professionally guided can obtain very satisfactory results with minimum effort.

One of the main issues is to not improvise each email. Having at least one professionally prepared template content describing all the problems in mind, is ideal. This way, when you are thinking about sending a new email what you have in front of you is a template that only needs the specifics to complete the message.

The template(s) available will meet all your requirements so as to ensure that the HTML code is correct and, above all, be constantly interpreted by the main email clients on the market, as on desktop and also Webmail. Furthermore, it will act accordingly when images cannot be seen, and won't misrepresent the contents when the screen resolution is changed, etc. In short, it will offer several minimum guarantees that subsequent emails will arrive at their destination and can be read.

If you start with a template with these characteristics, created by email professionals, the MAILCast editor will do the rest. The elements that are placed and formatted by our integrated editor meet the necessary requirements and, by having a good template base, you will get a high quality email that has a high possibility of being successfully delivered and read.

The great advantage of this is that you won't have to worry about the underlying complexities and you will be able to just focus on the content, which is your main interest.

## **Krasis' s proposition**

At Krasis, we can design templates for you so you can prepare professional emails. Our team of email and design marketing experts will create designs that fit the image and values of your company.

The subsequent templates will meet the necessary requirements so that they can be correctly displayed by the main clients currently on the market. You will not only be able to reuse these templates in MAILCast but also with Outlook and other current email clients.



There are two options available for this service:

- **Express Template:** created from the client’s current website or from a pre-existing template (maximum 4 hours work)
- **Premium Template:** for designs that go beyond the web or the client’s current templates (maximum 10 hours work + 30 minutes telephone training)

### Which service should your company choose?

You need the Express service if...	You need the Premium service if...
You have a website or template you already like but wish to improve the design a little or adapt it to email, ensuring the messages will be visualised correctly in all email programs.	You don’t have a website or a message template, or you are not happy with what you currently have.
You are clear about what you would like to achieve.	You are not clear on the design that you want to print on the message template.
You don’t want to combine more than 3 design components (logo, photo and header).	You would like an advanced design and that Krasis will provide the images and the rest of the material.

### Pricing

The pricing of the two specified services are as follows:

	MAILCast customers RRP	MAILCast non-customers RRP
<b>Express Template</b>	150 €	180 €
<b>Premium Template</b>	300 €	360 €

Don’t leave the success of your email communications to chance. Obtain a solid foundation with one of our high quality templates today !