



AMERICAN MARKETING
ASSOCIATION

Dedicated Email Tips and Tricks

—

The American Marketing Association is excited to connect your company to our audience of savvy marketers.

To provide you with the best customer experience possible, and to make sure your emails look great, here are some tips for building HTML that work well in our marketing automation platform. [>](#)

What You'll Need to Provide

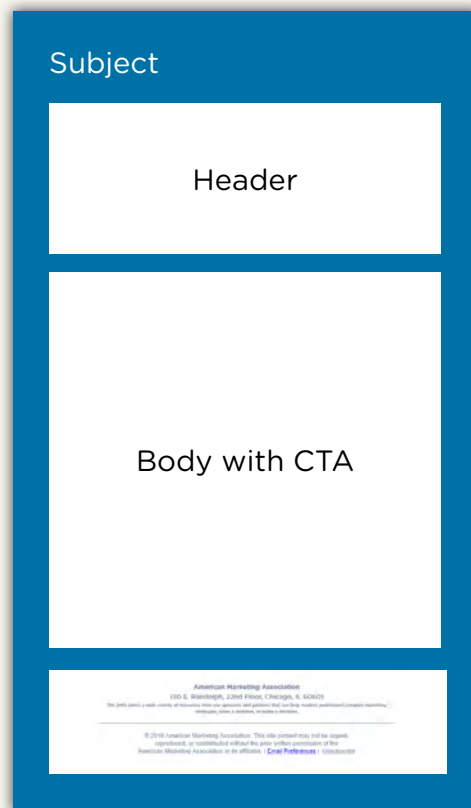
- HTML-based body content
- A suppression list, if you have one
- Email addresses of those who will be approving the email and need to be copied on the final send
- A screenshot of how the HTML renders on your end, so we know how the final product should look

What the AMA Will Provide

- Our audience of engaged marketers, as outlined in your contract
- One round of testing to proof for accuracy
- An HTML-based footer with our unsubscribe information (you do not need to include an unsubscribe link)

HTML Tips and Tricks

- Please build your email at a width of 600 pixels
- We highly recommend a clear, single CTA link or button, though the same CTA may appear more than once
- Inline CSS styling works best with our platform
- Host all images on your server and reference the links in your HTML
- Use responsive coding, if possible, as a larger percentage of users open emails on mobile
- Avoid empty tags — our email editor strips empty HTML tags from source code. To use empty tags for formatting, you can add a non-breaking space () between the tags to prevent them from being removed
- Use alt tags for your images — alt tags display text when images don't load
- Avoid using a background image — some email clients do not support background images. If you do use one, set a background color as an alternative in case the image doesn't load
- Avoid utilizing dynamic tagging



SAMPLE EMAIL

WE'RE HERE TO HELP!

The AMA is dedicated to helping your email succeed and we're happy to be partnering with you. Please don't hesitate to reach out to your customer success manager if you have any questions, and happy emailing!
