"eSkills for Volunteers"

STRATEGIC PARTNERSHIP IN THE FIELD OF YOUTH

MODULE 3: Digital Marketing Basics – Part 2	
Project Title	"eSkills for Volunteers"
Project Acronym	EFV
Project Reference №:	№: 2016-2-ES02-KA205-00798

TABLE OF CONTENTS : Module 3 – Part 2

3.5 Designing and producing a newsletter in Photoshop CS6

The idea behind this chapter is to show to the learner different tools of Photoshop, whilst he/she can create a useful newsletter used to keep in contact with partners and the audience of the website.

The idea is to create a newsletter with the help of Photoshop CS6 in whatever way we want to, not being limited by the online newsletter editors and generators.

First we need to design the document in Photoshop as an image. After that we will slice the image document in different areas, corresponding to HTML elements (images, text, links etc.)

In this chapter, we will start with the steps necessary creating the image that will be the base for the newsletter, and in the next one you can learn how to transform this image in the right format to be able to send it as a newsletter.

Co-funded by the
Erasmus+ Programme
of the European Union

3.5.1 Getting the document ready

Step 1

Begin by creating a new Photoshop document (**File > New…**). The majority of email newsletters have a defined width of around 620 total pixels.
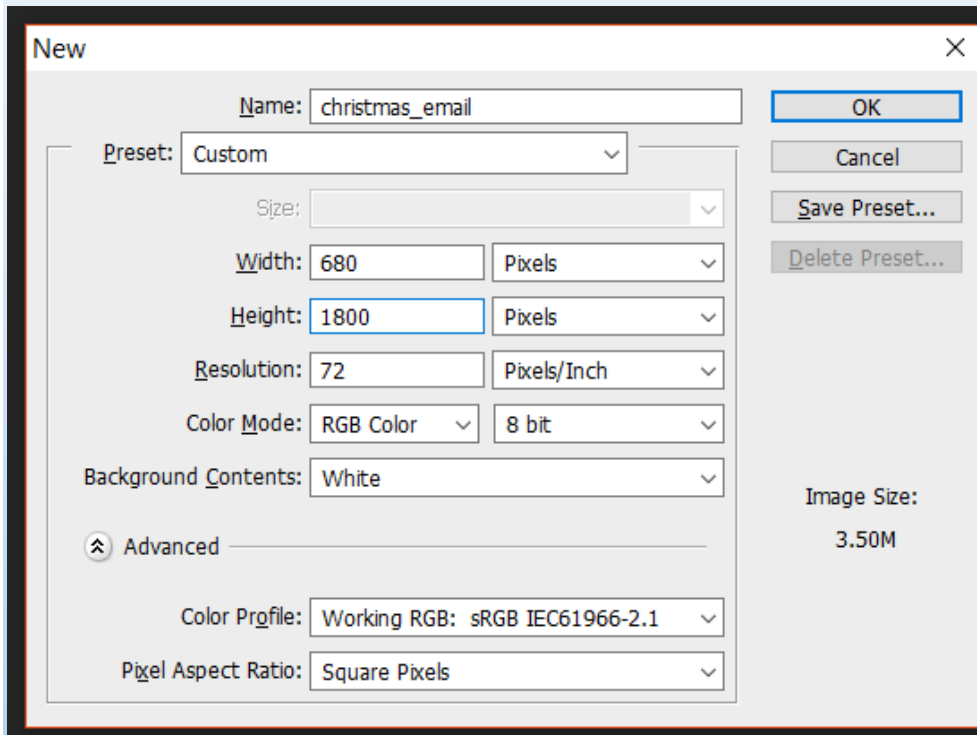
Anything below 620px is ok, so we can make sure the newsletter can be shown on any type of device.

We will use a total width of 680px, so we can ensure the width of the content will be 600px.
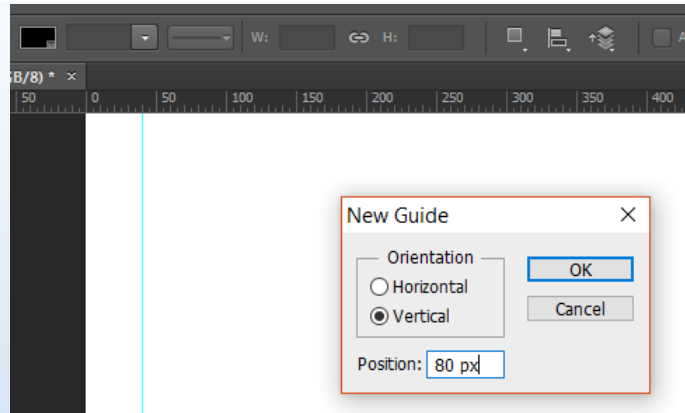
Co-funded by the
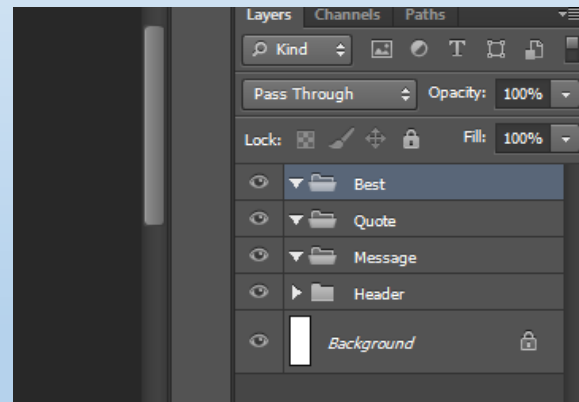Erasmus+ Programme
of the European Union

Step 2

Add some guides to help you fit the text in the width of 600px.

Go to **View > New Guide…** and set some guidelines on the sides as well as a guideline in the middle so we can easily align things.

Step 3

To keep everything organized (easy to navigate and edit) we will use 4 layer groups, each for different parts of the newsletter: "header", "message", "quote", "best".

To create groups go to **Layer > New > Group** and name them as mentioned before.
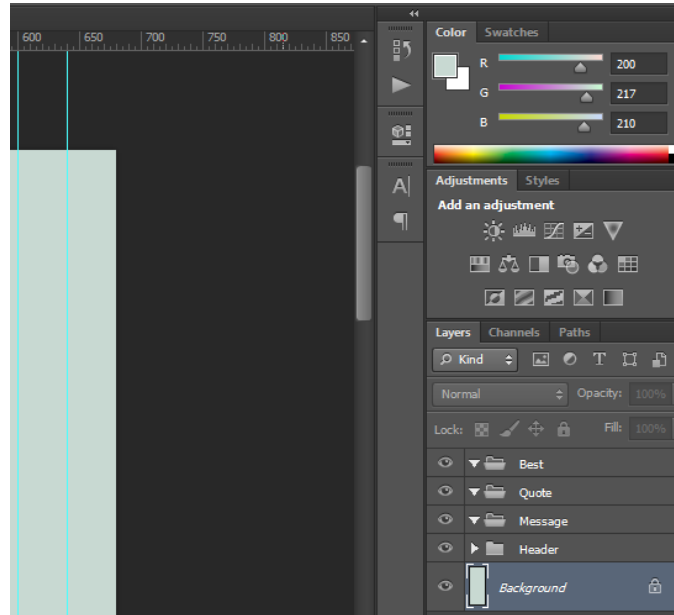
3.5.2 Preparing the background

Step 1

The background has to be not too fancy or distracting as many email users won't see it on smaller screens. The background shouldn't be an image as it will be blocked by default on many email clients.

Change the foreground color to very light blue #d2d9d2 and hit **Alt+Backspace** to fill the "Background" layer.

Step 2

Set a background in the safe area where all email content will be put(600px). Pick the Rectangle Tool (U) and draw a white #FFFFFF rectangle between the first and last vertical guidelines that are 600px apart.
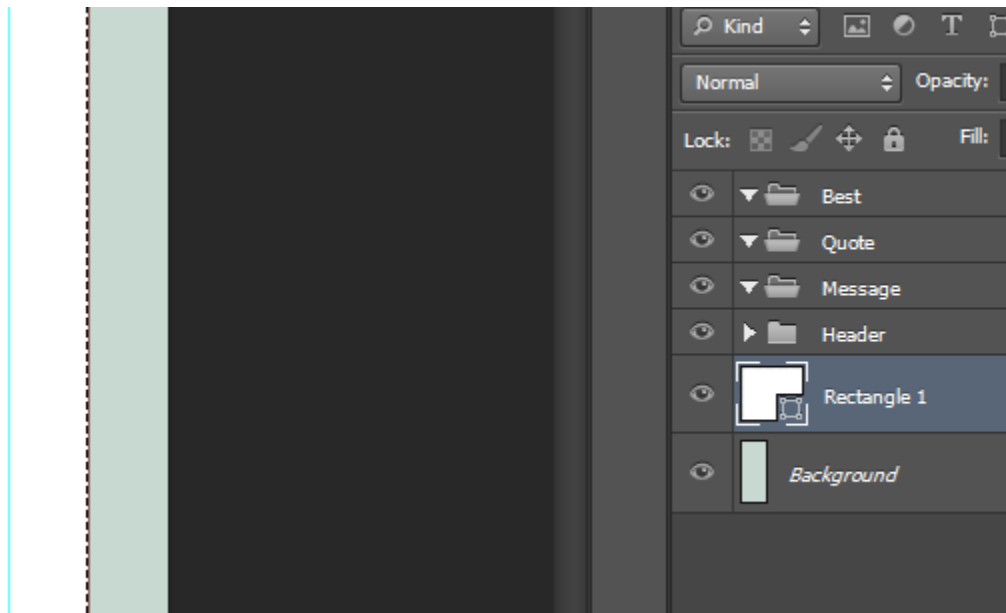
3.5.3 Designing the header

The header of our email is very important and is the crucial point where the email recipient will decide if reading further is worth their time. We will simply put a company name and a link for people to open the email in a web browser in case it doesn't load properly via the email client.

Open up the "Header" group and pick the **Horizontal Type Tool (T)**. You may find it better to write your company name rather than use a logo because images may be disabled when your email is opened so it can ruin the experience because your logo won't be visible.

Step 1

It is very important to provide a link that people can click or tap on and open the email in their browser in case it doesn't render very well in the email client. Just a simple text link will do the job, placed early on so screen-readers encounter it straight away.
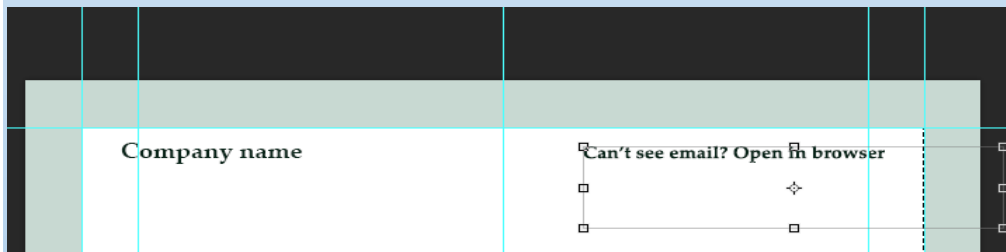
Step 2

- Grab the **Rectangle Tool (U)** and draw a **600x300px** sized box between the first and last guidelines.
- Now pick the **Gradient Tool (G)** and choose the default gradient from red to green.

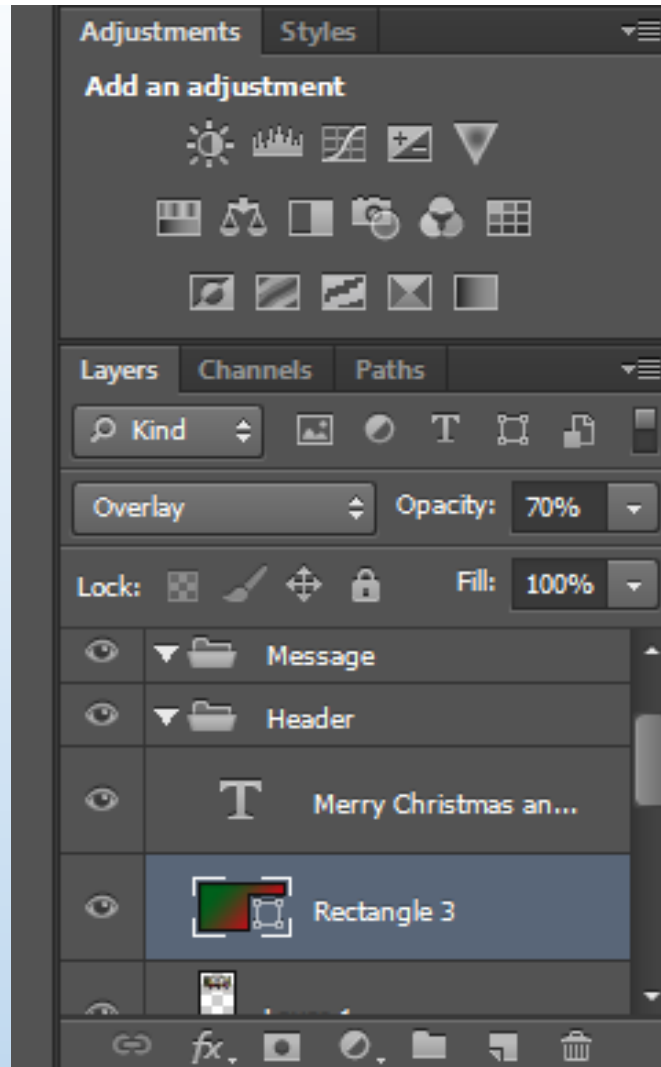- Then place the photo of your choice on top of the rectangle
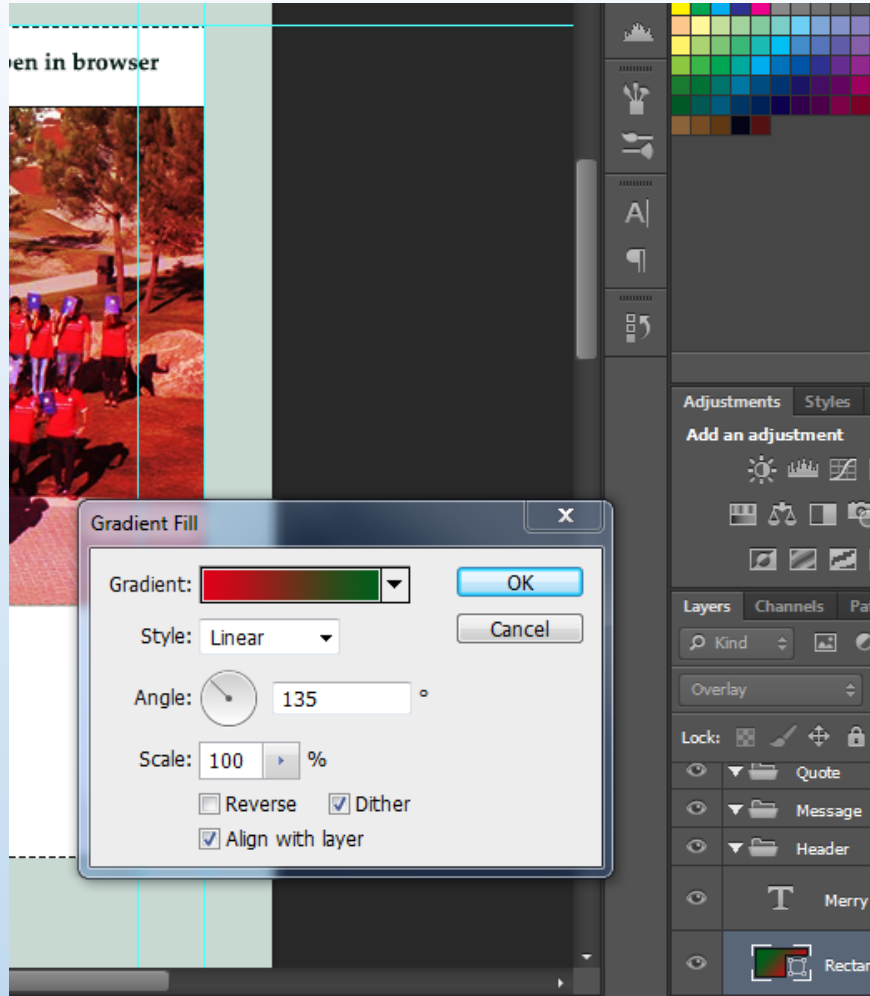
Step 3

Now set the layer blending mode to **Overlay**.

Step 4

Write your header message.

When designing email newsletters make sure to keep your message short and clear so users get it right away.
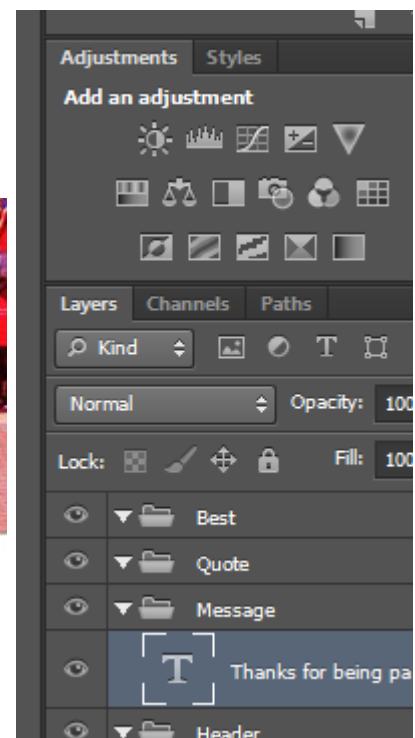
Co-funded by the
Erasmus+ Programme
of the European Union

3.5.4 Designing the message area

Step 1

Use TEXT **Tool** to write your main message.

It is smart to design your emails in one column and centrally aligned so it can be made into responsive layout easily.
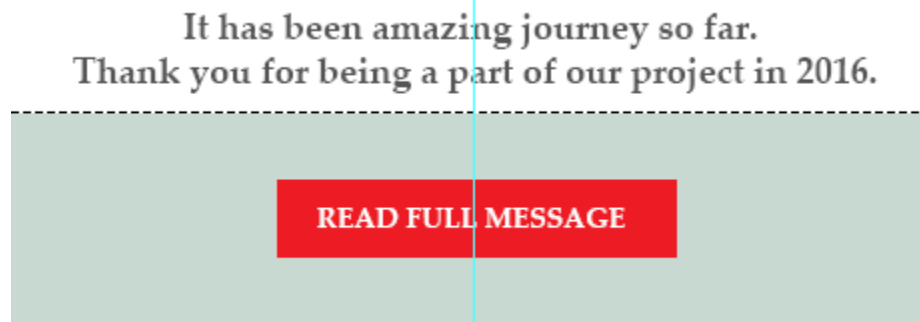
Co-funded by the
Erasmus+ Programme
of the European Union

Step 2

You have the reader's attention and now it's time to put a call to action button so your email leads somewhere useful.

Create a new rectangle of red color and use text tool to write the call to action on the rectangle in white

we need to close the block by separating it with a line; set the foreground color to light blue **#eeeeee** and pick the Line Tool (U) with Weight set to 1px.

3.5.5 Designing the "Best of" area

Step 1

One very common feature in email digest newsletters is sending out latest articles that readers may have missed or would be interested in. When designing such a module you need to keep in mind that it is going to be a dynamic element so you need to set up the scene leaving the email creator to replace the information.

I will list out some articles. I'll simply use article images, titles and descriptions from Erasmus+ projects
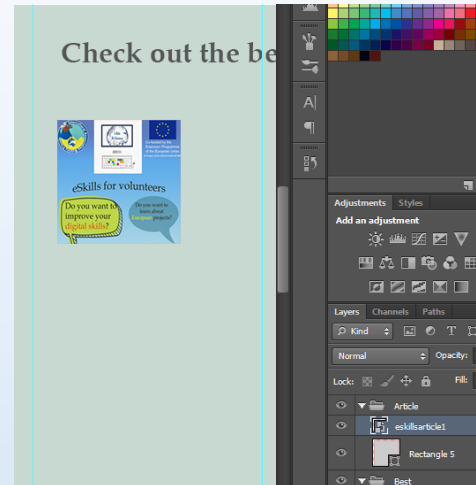
Create a new group called "Article". Grab the **Rectangle Tool (U)** and, holding down the **Shift** key, draw a **140x140px** sized box. Then pick an article image and drag it to your Photoshop window.

Step 2

Now we need to enter the article title and short description so the reader can get a quick overview before clicking or tapping.
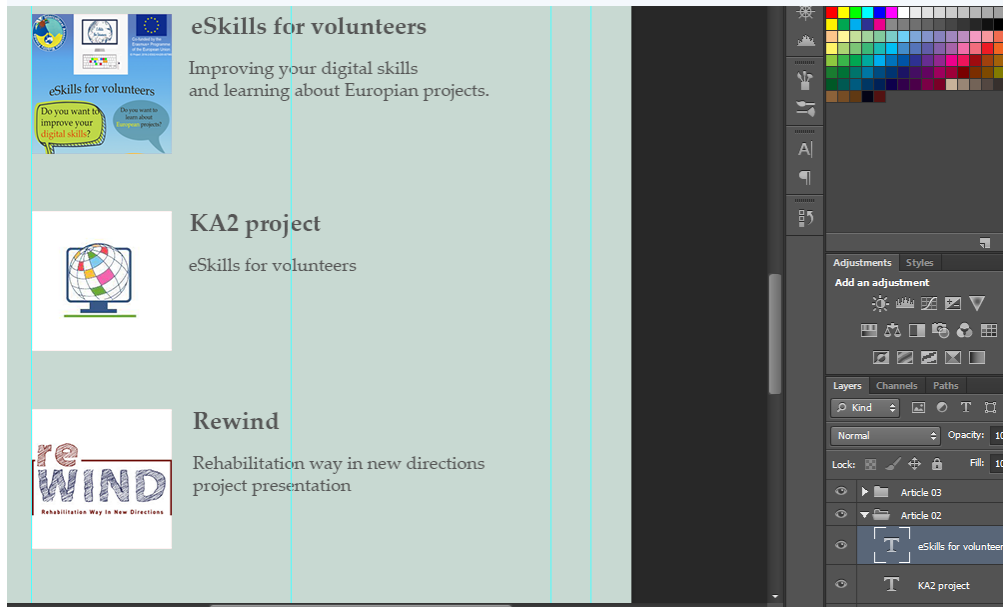
Use the TEXT tool to write a title and a description with different font sizes.
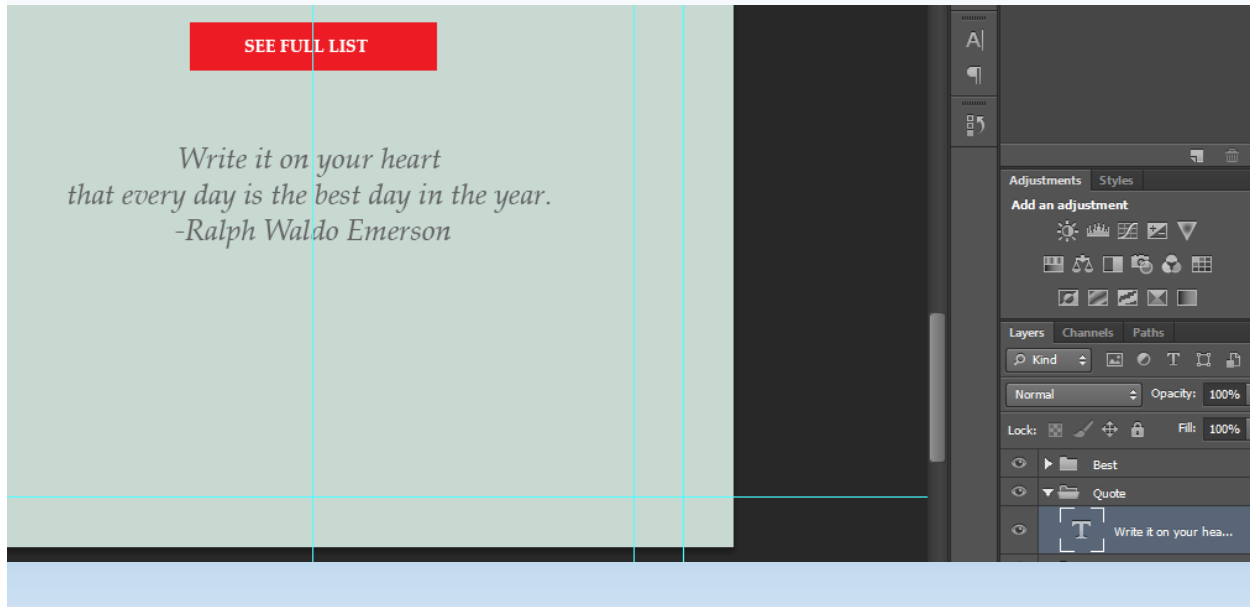
Duplicate the first article and then modify to have more articles.

Step 3

Finally duplicate the "CTA" group and move these layers into the "Best" group and place them below the articles leaving enough space.

3.5.6 Designing the quote and footer

Step 1

Let's put a final block in our newsletter, an inspiring quote with a secondary call to action to tweet it. Best practice is to repeat the main call to action at the very end of the newsletter, but we will break this rule here and use an inspiring quote to energize the reader.

Then add a Facebook button, by downloading an icon and add it creating a new layer.
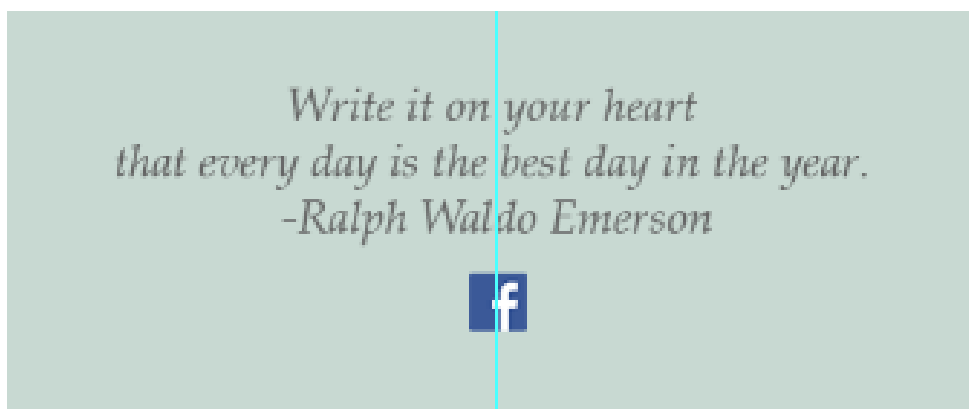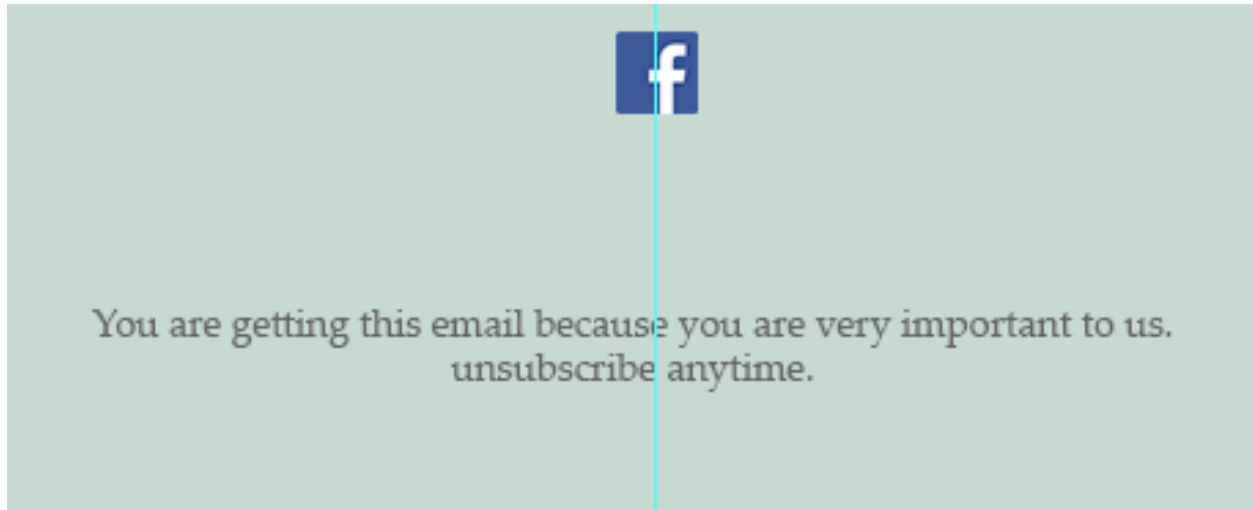
Co-funded by the
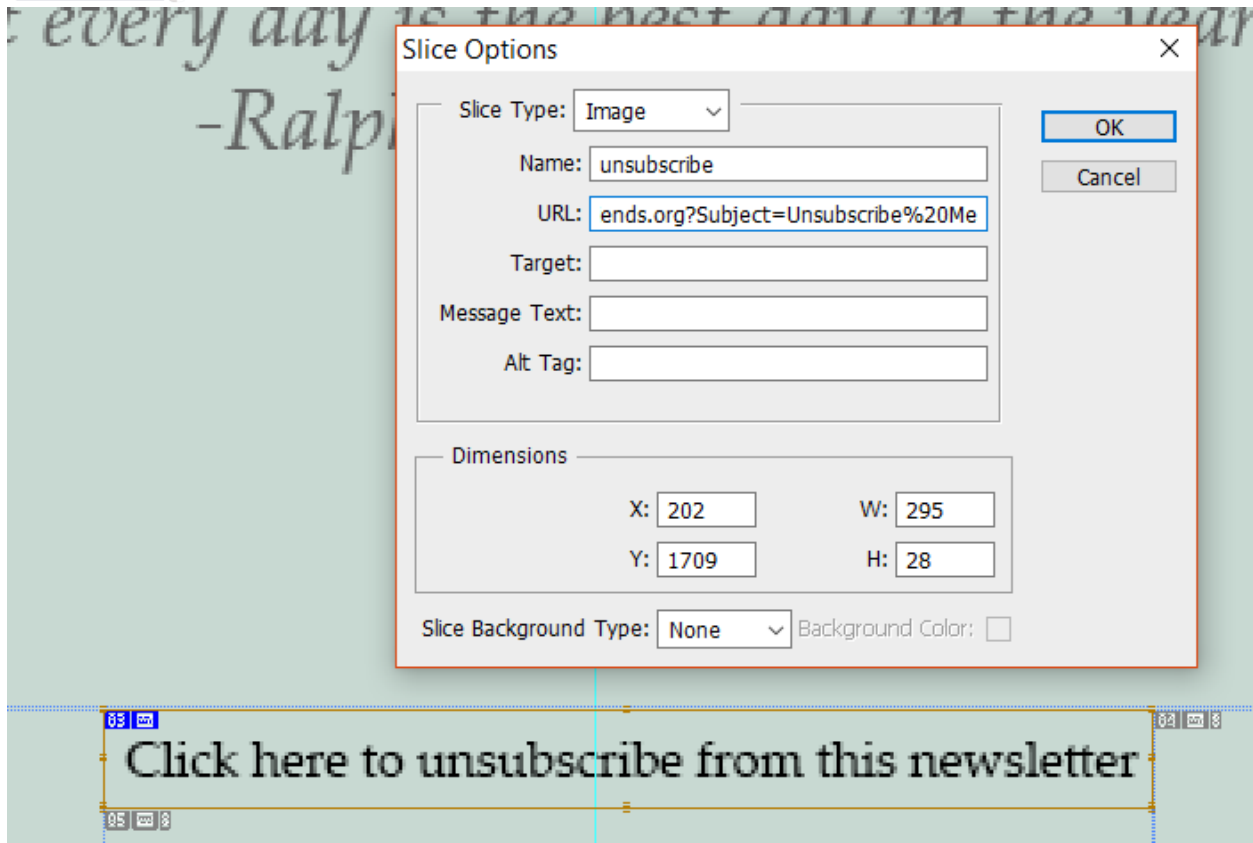Erasmus+ Programme
of the European Union

Step 2

Insert footer and unsubscribe option using TEXT tool. Reuse the "Open in browser" link from the very top, duplicate it and place it below the content background.

Step 3

In the url of your text add
mailto:name@domain.com?Subject=Unsubscribe%20Me

Co-funded by the
Erasmus+ Programme
of the European Union

3.6 Create and send an HTML email template (newsletter) with Photoshop CS6

This chapter focuses on showing how you can start from a normal image in .jpeg format and create an HTML email format (a newsletter) with the help of Photoshop CS6.

After this is done, we will see how to use the document on the WWW by using a global URL. Finally, the user can see how is possible to send the HTML email template (the newsletter) via Outlook and Gmail.

.jpeg format is used for images across the Internet because of the low space in memory the files in this format use. This format is used because the images take less space, although they loose quality, when they are converted from a loose less format to .jpeg.

HTML is a mark-up language used to create and describe web pages. Your Internet browser reads the .html source code of the page you are navigating on and exhibits the content in the way showed by the code.

3.6.1 Transform the .jpeg format file into .html format file

Step 1

You have an image that will serve as the newsletter (created in the previous chapter). Open it in Photoshop.
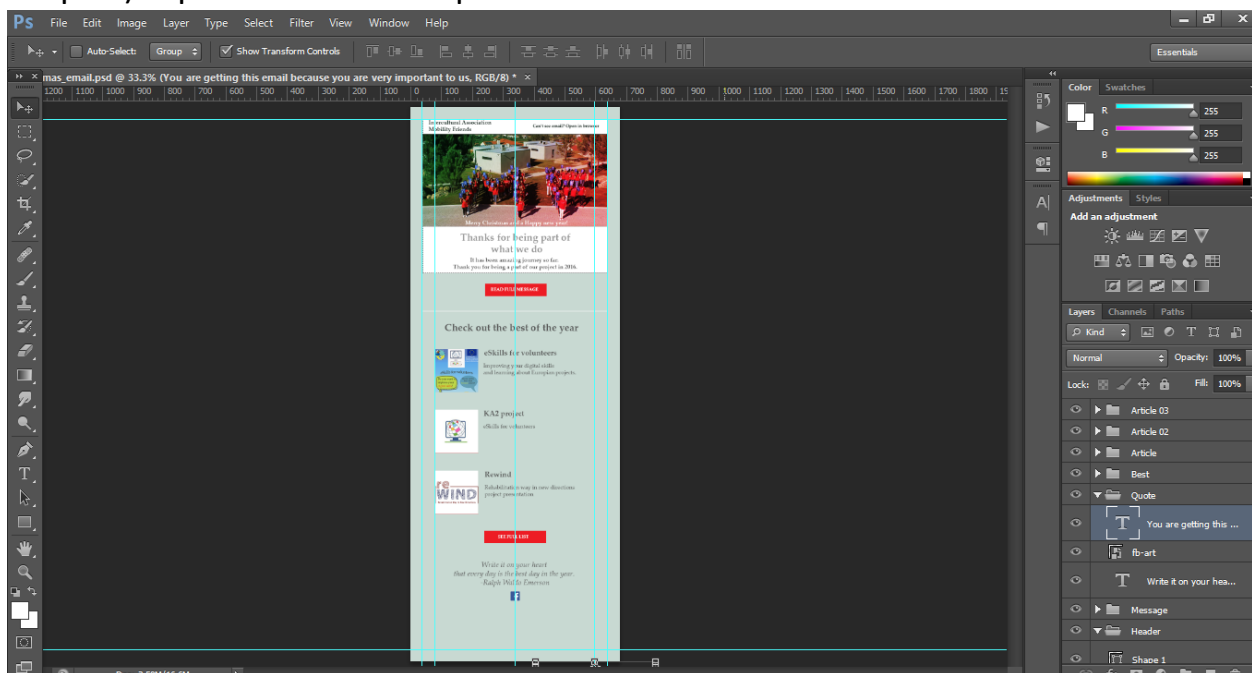
Step 2

You have to create areas that are going to separate HTML elements, using the **Slice tool.**

Practically, you have to organize (split) your email layout in multiple zones (slices).

Here are a few tips to create the best email slices

- whenever possible, **try to align your slices horizontally**, like creating a table where all cells align to horizontal lines;

- **each slice should contain one clear element** (image or text). Your logo should form a single slice, your email title text should form another single slice, etc;

- **avoid leaving image areas that are not part of any slice**, even if they are blank (white) spaces. Make separate slices for them, too;

- **try to split the email image into areas that hold single, solid colors**. For example, if you have a grey area and a yellow area, make a slice for the grey area and another slice for the yellow area. This way you can later apply HTML background colors to these slices, instead of nesting colored images of those areas.
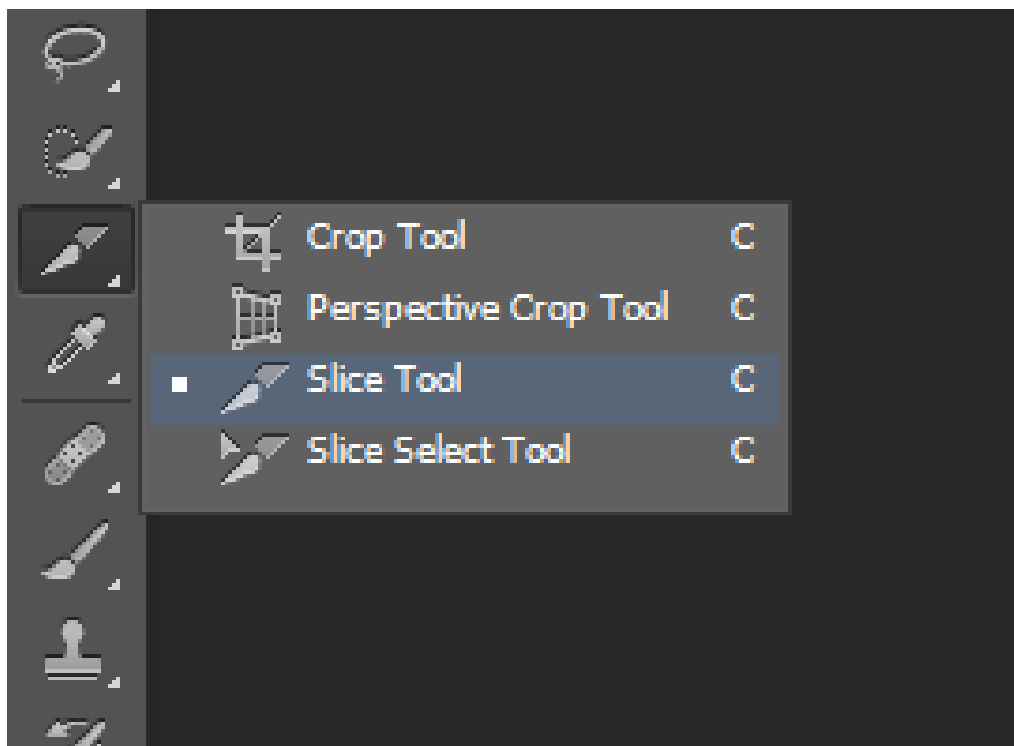
You need to specify the type of each slice: image slice or text slice ("no image" slice). Image slices are those areas that need to be preserved as images (like your logo or product box), while "no image" slices are those email areas that are going to hold various email texts.

In order to specify the slice type, right click over the selected slice and choose Edit Slice Options. **Don't create image slices for those areas that only contain a**
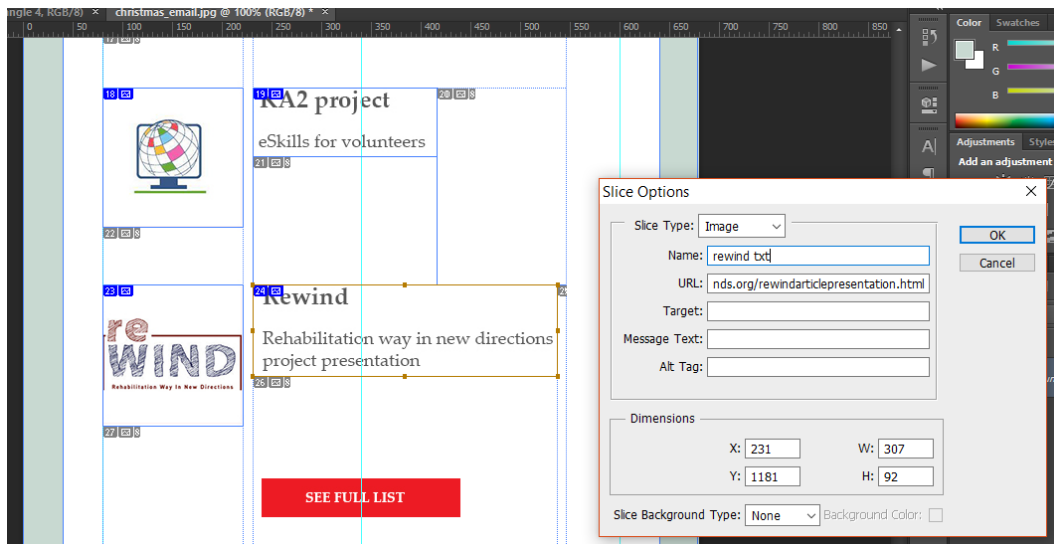
single, solid color. Instead, create a "no image" slice (with no text on it) and assign the desired color as the slice background color.

Step 3

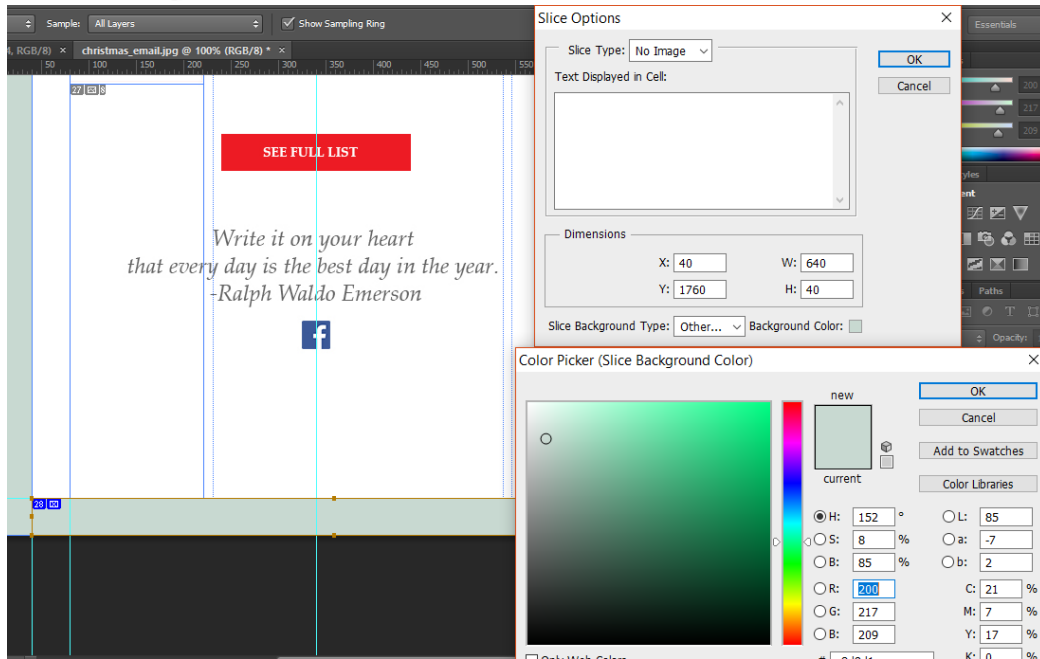We will slice each section corresponding to the content.
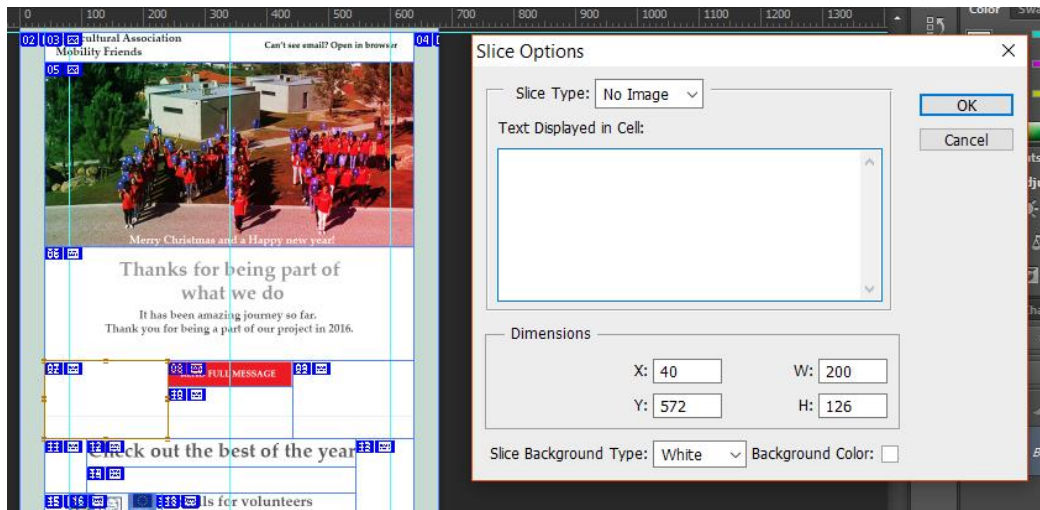
In the following example : IMG + Hyperlink

In the following example, the area is constituted by blue background without text so we will specify accordingly.
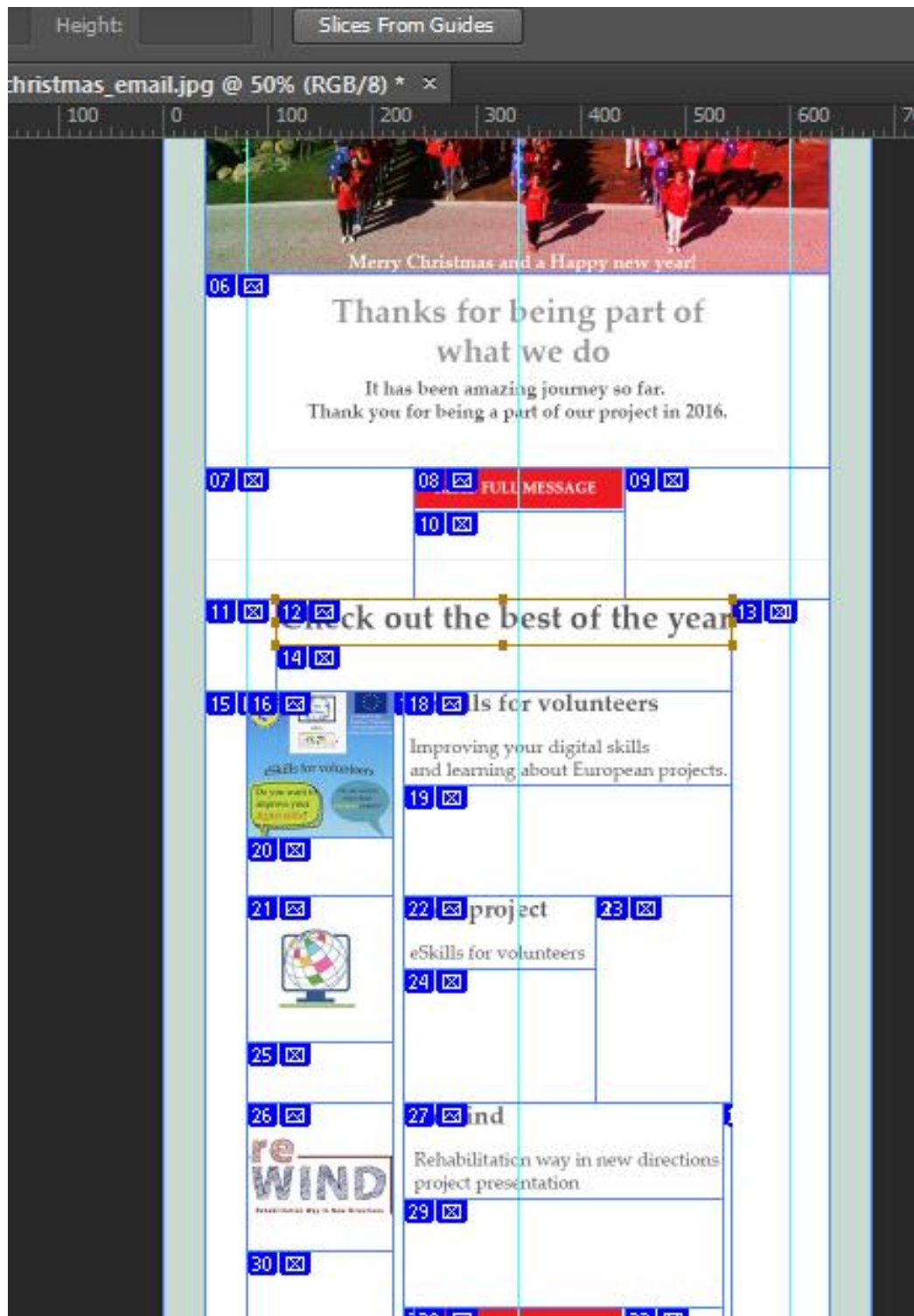
In the next example the selected area has only white background. We need to specify the type of each section, including each section of white background.

Co-funded by the
Erasmus+ Programme
of the European Union

The final image that was sliced in different sections should look like this:
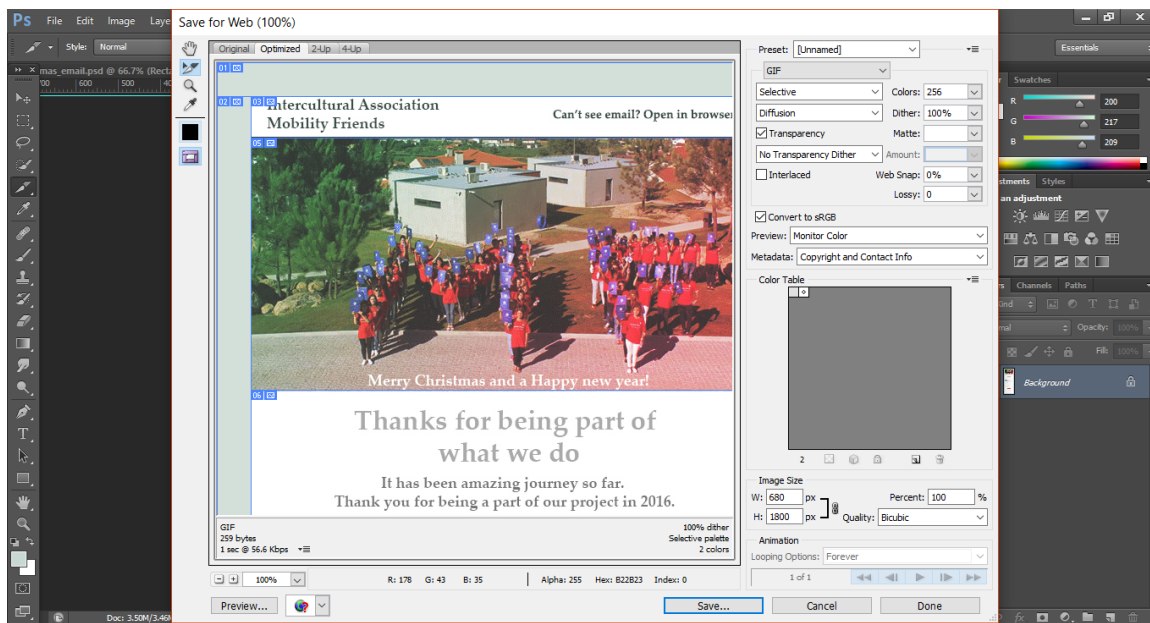
Step 4

Go to **File -> Save for Web..**
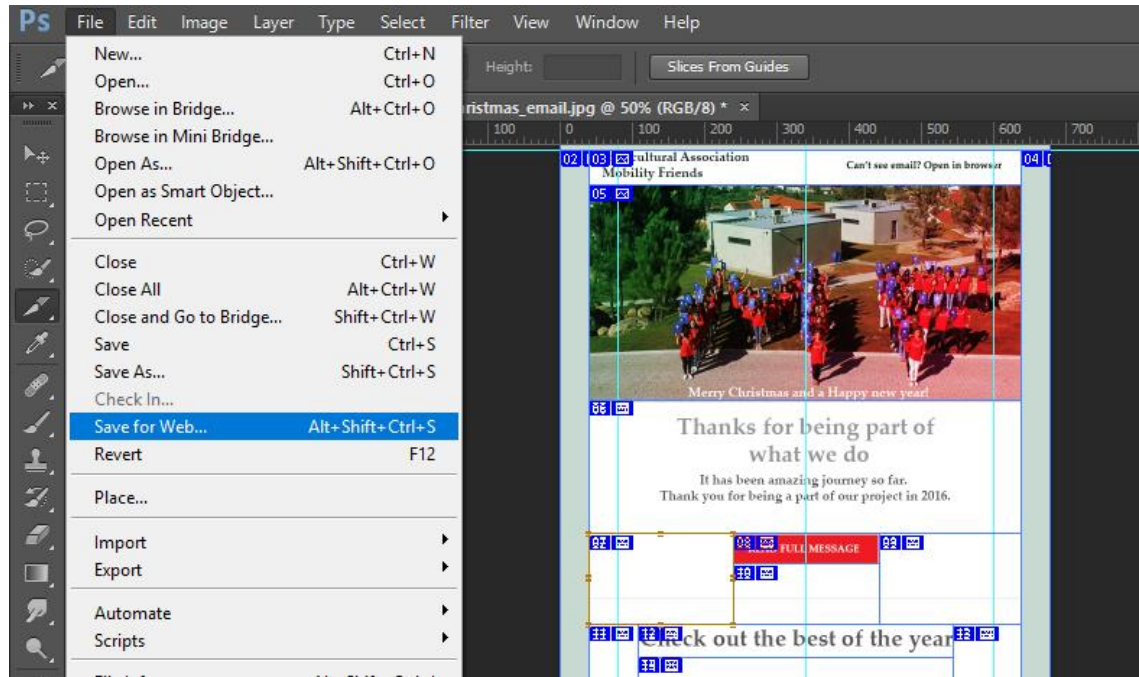
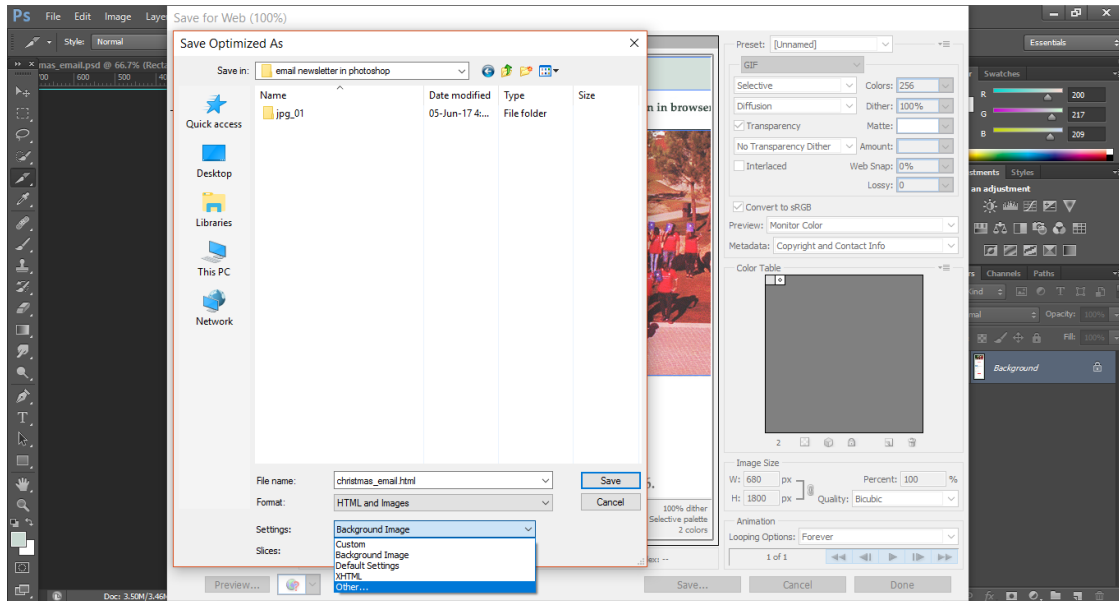Step 5

Press **Save…**

Co-funded by the
Erasmus+ Programme
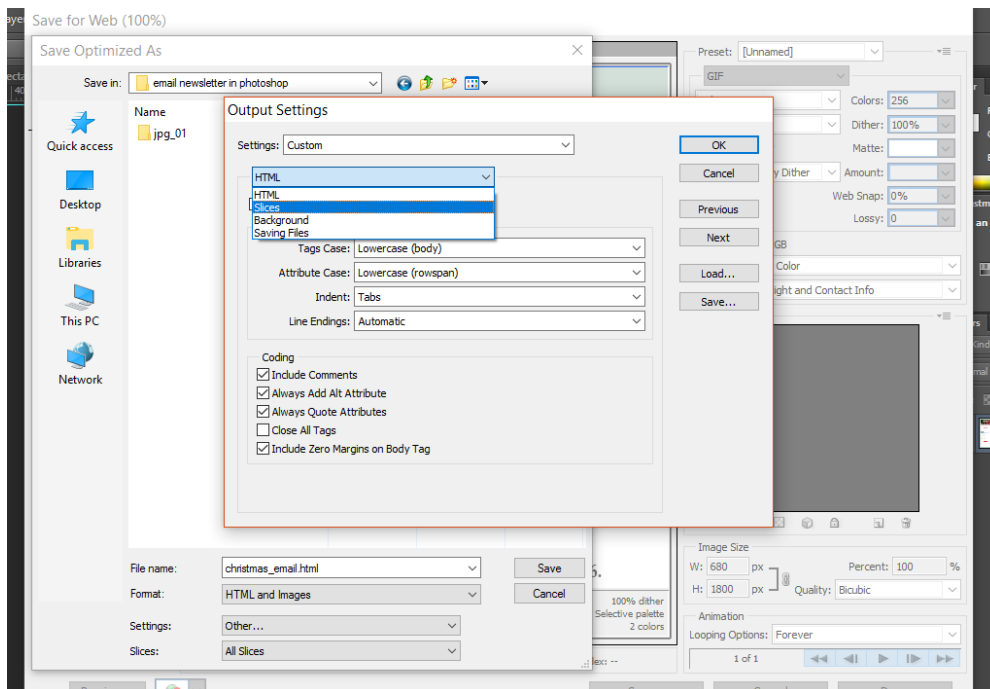of the European Union

Step 6

In **Settings** press **Other…**

Step 7

Choose **Slices**

Step 8

Put in **the following Settings** then press **OK**

Output Settings

Settings: Custom

OK

Cancel

Previous

Next

Load...

Save...

Slices

Slice Output
◉ Generate Table
 Empty Cells: NoWrap, TD W&H
 TD W&H: Always
 Spacer Cells: Always
○ Generate CSS
 Referenced: By ID

Default Slice Naming

doc. name	+	underscore	+
layer name or slice no.	+	none	+
none	+	none	

Example: MyFile_01

Step 9

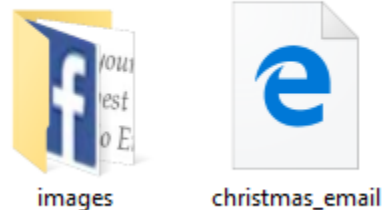Press **Save** and behold your masterpiece
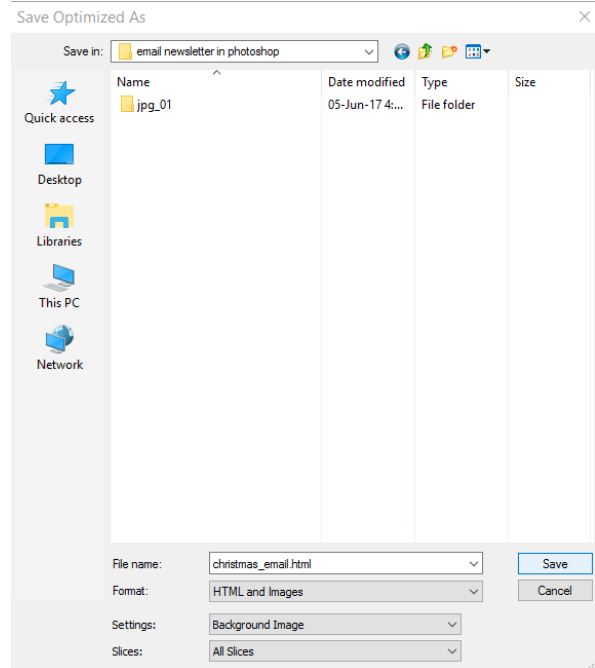
3.6.2 Use the file everywhere on the Web

Notice that in your save folder two new things appeared:

- 1 .html file containing your newsletter
- 1 folder containing the images of your newsletter

For being able to use the images anywhere they need to be uploaded to your server.

After we uploaded the files on the server of the website, we need to update the URL of our images in the .html file Christmas_email.

It will be changed from "images/", that was the folder where I saved the newsletter, to the new Global URL, meaning the place on our server where I put the photos http://www.mobilityfriends.org/newsletter

To change the folder, we open the .html document with a code editor (Notepad or I am using Notepad++)

Hit **Ctrl+F -> Replace** then we replace "images/" with "http://www.mobilityfriends.org/newsletter/ " and hit **Replace All**

Co-funded by the
Erasmus+ Programme
of the European Union
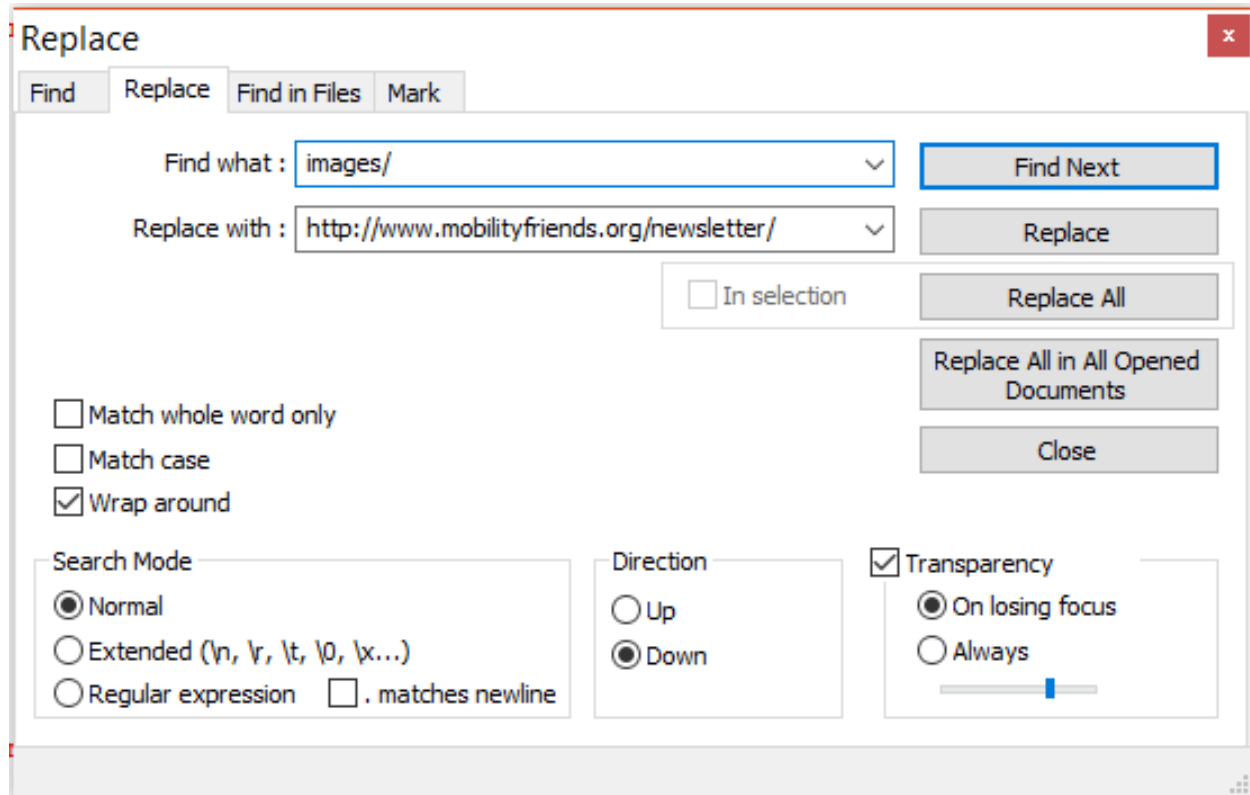
Now your template can be used anywhere on the internet because when you will access your newsletter, the photos contained in it will be downloaded from your domain. (for example: www.yourwebsite.com)

3.6.3 Sending the HTML email template (newsletter)

Once you have your .html newsletter you have to send it to your contacts. To do that, you have more options, but I will concentrate on two common ones:
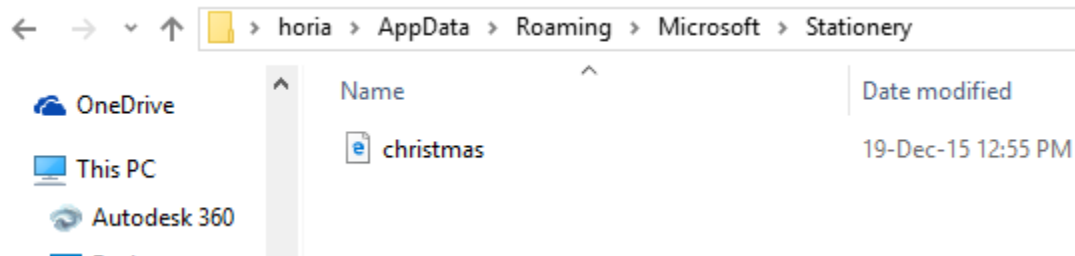
- Sending through Outlook
- Sending via Gmail

3.6.3.1 Sending through Outlook

Once you have the .html file for your newsletter you can upload to your Outlook as follows:

- Copy & paste the .html file to the **%appdata%\microsoft\stationery** folder. This is where Outlook saves Email Templates

- if you want to set this template as your default Outlook email theme, go to your Outlook Options menu -> Mail -> look for the "**Stationery and Fonts**" button: click on it, then select the template that you saved above and click OK to set it as the default email theme.
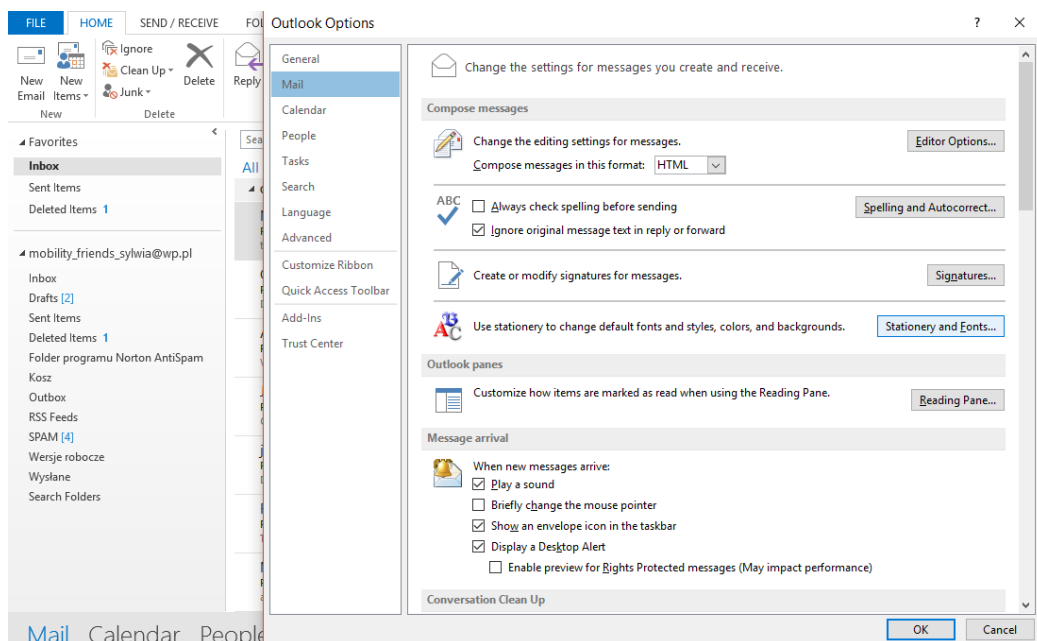
- you can now create a new Outlook email and you will see that Outlook will automatically apply your Outlook email template for all emails you are composing.

Co-funded by the
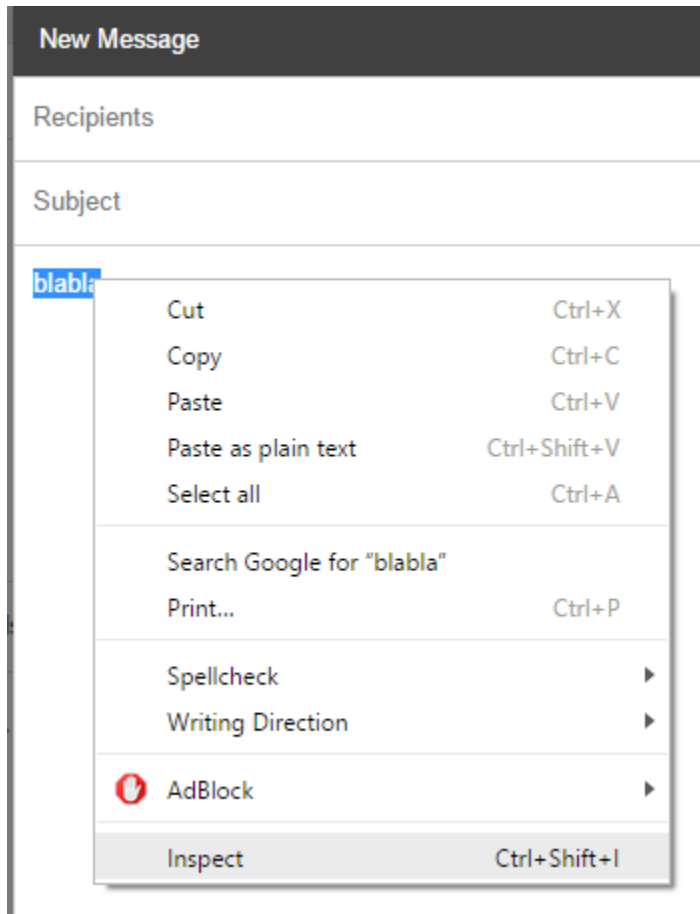Erasmus+ Programme
of the European Union

Co-funded by the
Erasmus+ Programme
of the European Union

3.6.3.2 Sending using Gmail

To send using Gmail we need to Open and write a new Email in Gmail using Chrome browser.
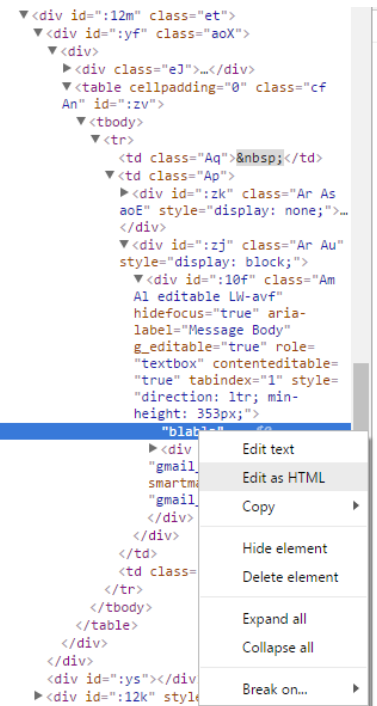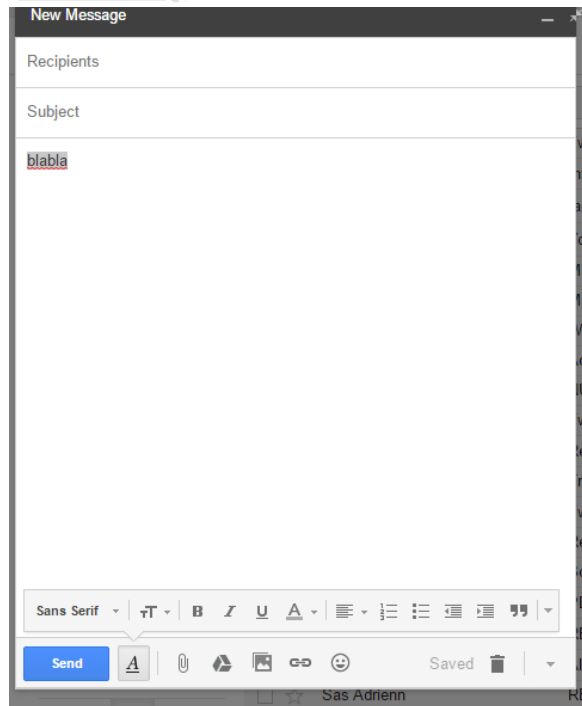
We write some random words, select, Right click and hit **Inspect.**

In the source code of the page, we will identify our random text "blabla", we will select it and hit Right click and Select "**Edit as HTML:**
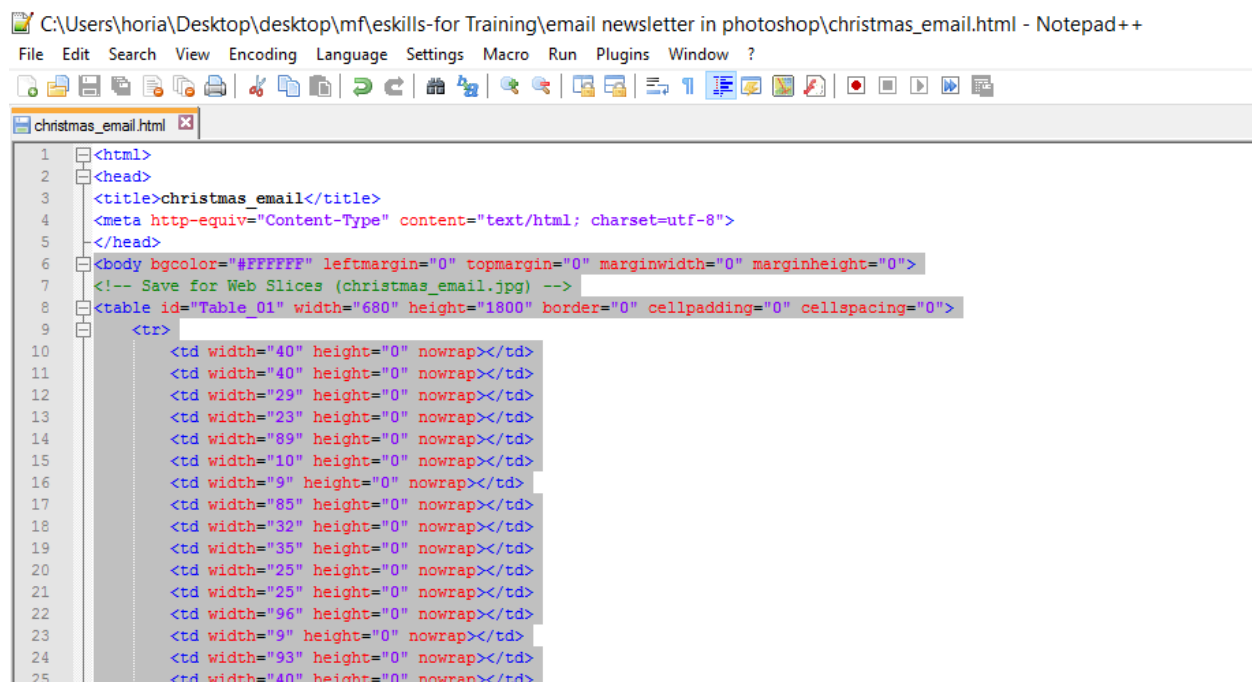
Co-funded by the
Erasmus+ Programme
of the European Union

We will open our **.html newsletter** with a code editor (Notepad++).

We will **select everything** that is contained **between the <body> tags** and we copy it using **Ctrl+C.**

We go back to Chrome and paste the contents of the .html newsletter instead of the random text "blabla".

```
</div>
▼<div id=":zj" class="Ar Au"
style="display: block;">
  ▼<div id=":10f" class="Am
  Al editable LW-avf"
  hidefocus="true" aria-
  label="Message Body"
  g_editable="true" role=
  "textbox" contenteditable=
  "true" tabindex="1" style=
  "direction: ltr; min-
  height: 353px;">

    blabla



▶<div class=
```

```
</div>
▼<div id=":zj" class="Ar Au"
style="display: block;">
  ▼<div id=":10f" class="Am
  Al editable LW-avf"
  hidefocus="true" aria-
  label="Message Body"
  g_editable="true" role=
  "textbox" contenteditable=
  "true" tabindex="1" style=
  "direction: ltr; min-
  height: 353px;">

    <body
    bgcolor="#FFFFFF"
    leftmargin="0"
    topmargin="0"
    marginwidth="0"
    marginheight="0">
    <!-- Save for Web
    Slices
    (christmas_email.j
    pg) -->
    <table
    id="Table_01"
    width="680"
    height="1800"
    border="0"
    cellpadding="0"
    cellspacing="0">
        <tr>
            <td
    width="40"
    height="0" nowrap>
▶<div class=
```
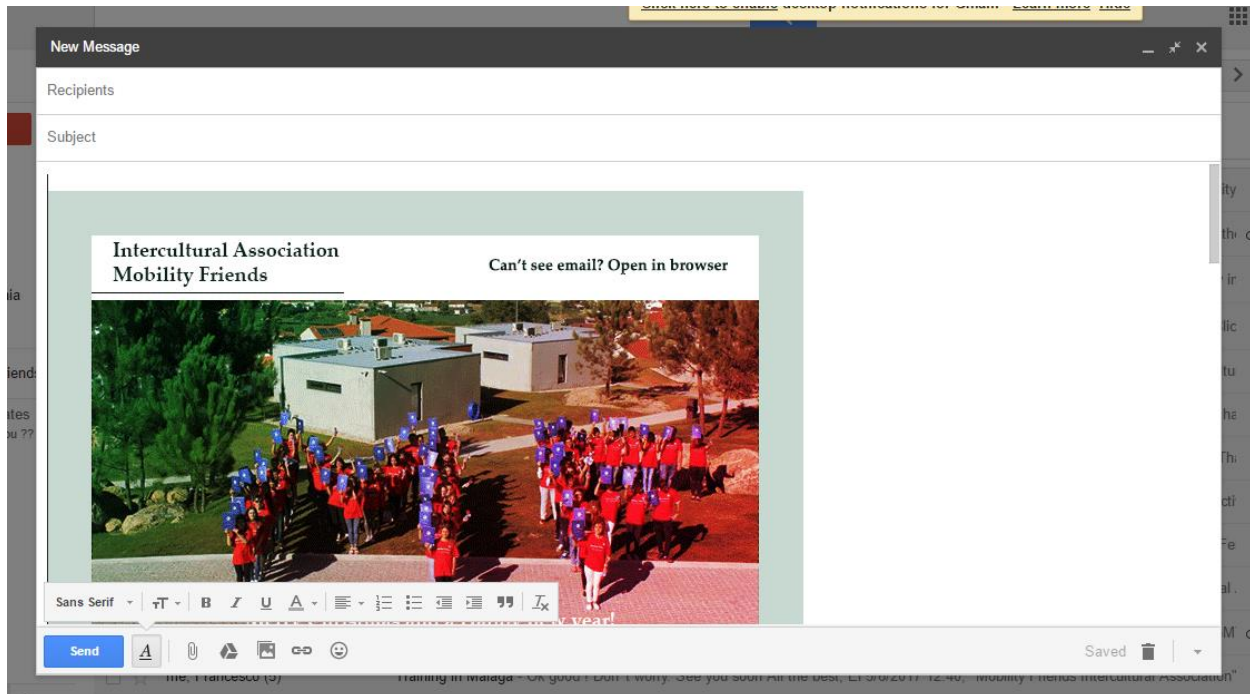
Co-funded by the
Erasmus+ Programme
of the European Union
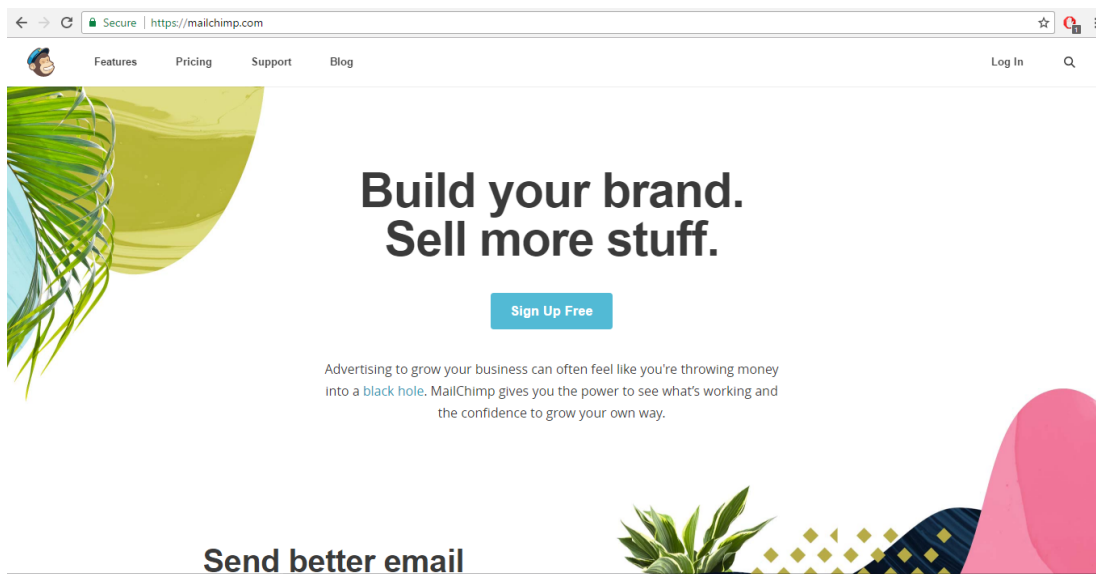
Behold your creation and send it to everyone.

3.7 Designing and sending email newsletters using MailChimp

3.7.1 What is MailChimp?

- MailChimp is an email marketing service and the trading name of its operator, an American company, founded in 2001. By June 2014, it was sending over 10 billion emails per month on behalf of its users.

- MailChimp provides marketing automation for e-commerce businesses. Send beautiful emails, connect your e-commerce store, advertise, and build your brand.

- It allows newsletter designing, editing and campaign monitoring and marketing

First page of the website

Co-funded by the
Erasmus+ Programme
of the European Union

3.7.2. Creating a newsletter

Step 1

Create a new account on http://www.mailchimp.com

Secure | https://login.mailchimp.com/signup/

Get started with a free account

Create a free MailChimp account to send beautiful emails to customers, contributors, and fans. Already have a MailChimp account? Log in here

Email

Username

Password   👁 Show

- One lowercase character   • One special character
- One uppercase character   • 8 characters minimum
- One number

Step 2

Create your audience (email list).

Audience

Build your audience

Create a list to build your audience and expand the reach of your email marketing.

Create A List   or   **Import Subscribers**

Give your list a name and complete the other settings.

Co-funded by the
Erasmus+ Programme
of the European Union

Campaigns   Templates   Lists   Reports   Automation

List details

List name

Mobility Friends Newsletter

Default *From email address*

mobility.friends.horia@gmail.com

Default *From name*

Intercultural Association Mobility Friends

This is who your emails will come from. Use something they'll instantly recognize, like your company name.

Campaign URL settings

http://mailchi.mp/[xxxxxx] (generate randomly)

To customize your campaign URLs, upgrade to a paid account and verify a domain.

Remind people how they signed up to your list

You are receiving this email because we want to show our gratitude for our partnership.

Manage your contacts, either by importing subscribers or by creating a signup form, for people to complete.

Campaigns	Templates	Lists	Reports	Automation

Stats ⌄   Manage contacts ⌄   Add contacts ⌄   Signup forms   Settings ⌄   🔍

View contacts

You have no contacts
Import subscribers or Create a signup form to get started.

For importing subscribers you have more choices to choose from, depending in which you have your email database.

List Import   Mobility Friends Newsletter

Where do you want to import contacts from?

🔘 **CSV or tab-delimited text file**
Import contacts from .csv or .txt files

⚪ **Copy/paste from file**
Copy and paste contacts from .xls or .xlsx files

⚪ **Integrated service**
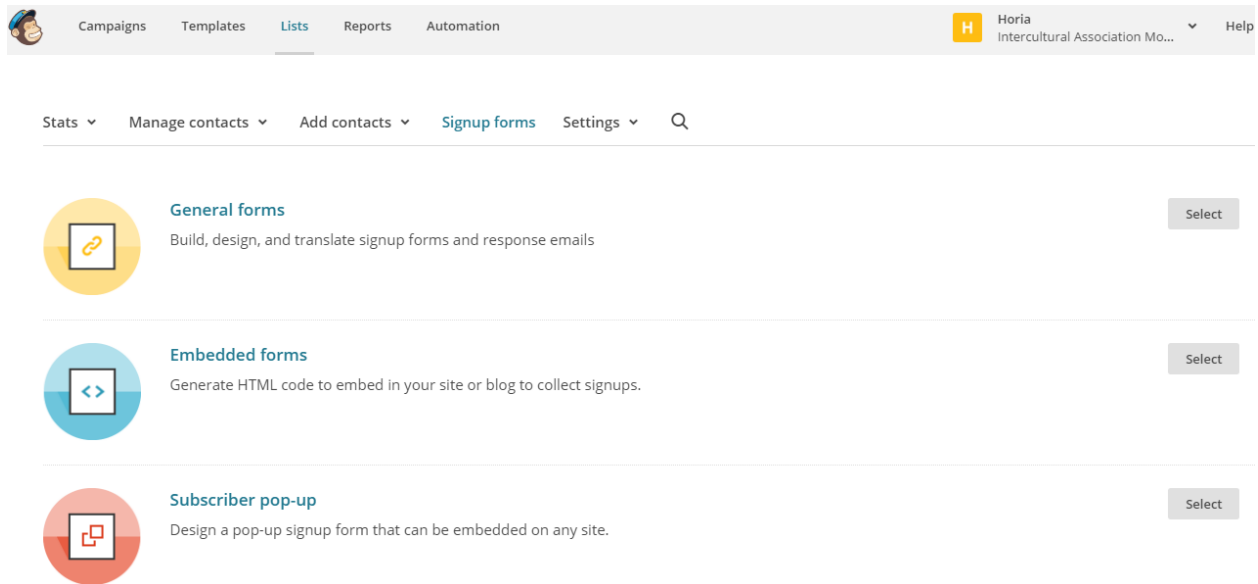Import contacts from services like Google Contacts, Salesforce, Zendesk, and more.
Learn more

The way **to create a signup form** is showed in the following images. Observe that here you also have 3 options to choose from:

- General forms
- Embedded forms
- Subscriber pop-up

Each of this ways is useful for you for different types of audiences.

For example, to create an **embedded form (html code)**, you just have to choose the "**Embedded forms**" option and to **copy + paste** the generated source code into the webpage that you want to contain the subscriber form. You can choose multiple options, depending how you want your form to be.

Co-funded by the
Erasmus+ Programme
of the European Union

The **Classic Form** includes all visible fields for this list.

Form options

☑ Include form title

Subscribe to our mailing list

○ Show only required fields
   Edit required fields in the form builder.
◉ Show all fields

☑ Show interest group fields
☑ Show required field indicators
☑ Show format options
   HTML, plain-text, mobile options.

Optional: **Form width**

Form width in pixels. Leave blank to let the form take on the
width of the area where it's placed.

Preview

Subscribe to our mailing list

* indicates required

Email Address *

First Name

Last Name

Copy/paste onto your site

```
<!-- Begin MailChimp Signup Form -->
<link href="//cdn-images.mailchimp.com/embedcode/classic-10_7.css" rel="stylesheet" type="text/css">
<style type="text/css">
    #mc_embed_signup{background:#fff; clear:left; font:14px Helvetica,Arial,sans-serif; }
    /* Add your own MailChimp form style overrides in your site stylesheet or in this style block.
```

Step 3

Create your campaign!

Campaigns

Create your first campaign

Campaigns can be emails, ads, or other messages you share with your contacts.
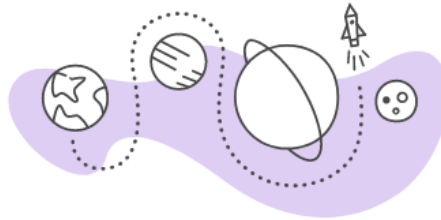Try your hand at design by creating and sending a test campaign.

Create A Campaign

The website offers you guidance for you to choose the appropriate tool needed.

Q Search ads, automations, and campaigns

What do you want to create?

We know all the shortcuts because we live here!
We'll help you find and create the campaigns you need.

Let us guide you

Create an Email   Create an Ad

We are interested in creating a newsletter, so we will choose the "**Create an Email**" button.

Then we will fill in our Campaign Information. For the purpose of this course, we choose the subject of the newsletter to be a Christmas card, made for our partners, to wish them happy holidays.

Select which template you think is suitable .

After this, you have arrived to the editor of the newsletter. Here you can choose to add text or images, and fill every section.

Co-funded by the
Erasmus+ Programme
of the European Union

Add subscribers to newsletter.

Mobility Friends Newsletter (0 subscribers)

○ Entire list   ○ Saved or pre-built segment   ● Group or new segment

0 recipients match these conditions.   Update Recipient Count

New segment   Paste emails

Contacts match   [any ▼]   of the following conditions:

⊖   [Email Address ▼]   [is ▼]   horryk@gmail.com

⊖   [Email Address ▼]   [is ▼]   anja.grabar1@gmail.com

Recipients > Setup > Template > Design > Confirm   [Next >]

Save your template for further usage.

Content   Design

Save as Template   ⊗

Name your template   30 characters remaining

Christmas Newsletter

Save   Cancel

Co-funded by the
Erasmus+ Programme
of the European Union

Fill the list with the emails you want to send the newsletter to.

Copy/pasted file

Paste subscriber info

```
1  horryk@gmail.com
2  anja.grabar1@gmail.com
```

✓ **I understand that my billing plan may be automatically upgraded.**
If your import causes your list to exceed your Forever Free Plan subscriber limit,
you'll need to upgrade your billing plan to accommodate the new subscribers
before you can send. Undo your list import before you send to revert to the
Forever Free Plan.

Select your favourite template (in this case, our Christmas newsletter).

Christmas Newsletter
Last edited:
Jun 05, 2017 11:06 am

‹ Back   Recipients › Setup › **Template** › Design › Confirm   Next ›

Before sending, make sure everything is set right.

Send your newsletter.

Co-funded by the
Erasmus+ Programme
of the European Union

After sending your newsletter you have 2 more options: to track performance in Reports or to track your performance in the Mobile App.

High Fives!

Your campaign is in the
send queue and will go out shortly.

"Mobility Friends Christmas Newsletter" will be sent to 2 subscribers from the list, "Mobility Friends Newsletter".

Track Performance In Reports

Track Performance In Mobile App

In Reports you can check out all the statistical data about your newsletter campaign.

List: Mobility Friends Newsletter

Subject: Merry Christmas from Mobility Friends!

Delivered: Mon, Jun 05, 2017 11:14 am

View email · Download · Print · Share

0	$0.00	$0.00
Orders	Average order revenue	Total revenue

Open rate	0%	Click rate	0%
List average	0.0%	List average	0.0%
Industry average	(Select your industry)	Industry average	(Select your industry)

0	0	0	0
Opened	Clicked	Bounced	Unsubscribed

Successful deliveries	2 100.0%	Clicks per unique opens	0%
Total opens	0	Total clicks	0
Last opened	N/A	Last clicked	N/A
Forwarded	0	Abuse reports	0

MailChimp also offers you the HTML source code of the newsletter, in case you want to add to your domain, or to other webpages.

Co-funded by the
Erasmus+ Programme
of the European Union

Campaigns   Templates   Lists   Reports   Automation

H   Horia
    Interc

Mobility Friends Christmas Newsletter

Campaign Preview   HTML Source   Plain-Text Email   Details

```
 1  <!doctype html>
 2  <html xmlns="http://www.w3.org/1999/xhtml" xmlns:v="urn:schemas-microsoft-com:vml" xmlns:o="urn:schemas-microsoft-com:office:
 3      <head>
 4          <!-- NAME: SELL PRODUCTS -->
 5          <!--[if gte mso 15]>
 6          <xml>
 7              <o:OfficeDocumentSettings>
 8              <o:AllowPNG/>
 9              <o:PixelsPerInch>96</o:PixelsPerInch>
10              </o:OfficeDocumentSettings>
11          </xml>
12          <![endif]-->
13          <meta charset="UTF-8">
14          <meta http-equiv="X-UA-Compatible" content="IE=edge">
15          <meta name="viewport" content="width=device-width, initial-scale=1">
16          <title>*|MC:SUBJECT|*</title>
```

3.8 Top 10 mobile applications for Non-Governmental Organisations

This chapter is dedicated to mobile applications that we can use in the workplace to make our life easier when it comes to administrate our tasks and deadlines, or that create opportunities for dissemination or finding new projects, working as marketing tools.

What is very important when you talk about working in the environment of a Non-Governmental Organisation is that is a specific environment, usually with people from different countries, that speak different languages, and understand team work in a different way. That is why is very important to have tools, systems, that synchronise us when working together.

In this chapter we will analyse 10 applications related to different aspects of working in an NGO.

For the area of Communication and Organization we will talk about the following apps: Outlook, WhatsApp, Google Calendar, Slack.
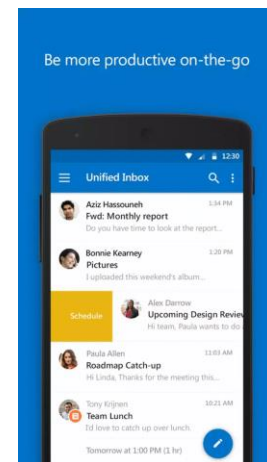
Asana, Google Drive and Podio can be helpful when it comes to Project Management, Marketing and Team Management.

Finally, for image an video editing, we choose Snapseed, Adobe Premier Clip and Office Lens.

3.8.1 Outlook

A few things that you can do with Outlook:

- Emails, calendar and meetings, shared documents and contacts, all in one place.
- Keep your email box accessible on the go – read, write and reply to your emails
- Consult your calendar and create meetings and events.
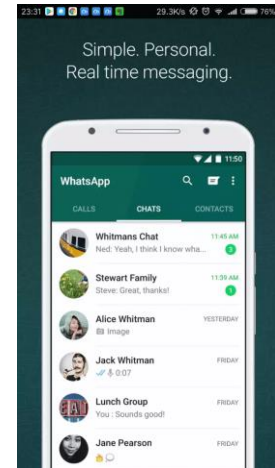- Documents shared by email easily available.

- Quickly access your contacts – for those times an email is just not quick enough.
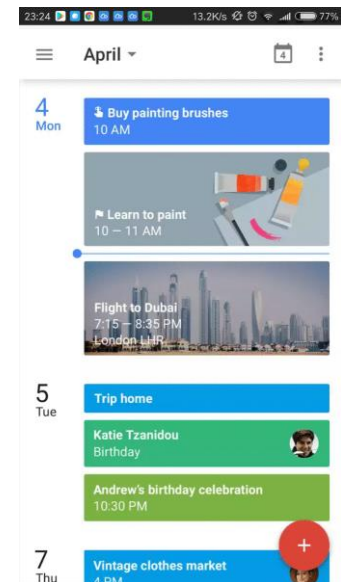
3.8.2 Whatsapp

Why use Whatsapp?

- Alternative to SMS
- Send written and voice messages, photos and videos – capture and share any moment of your day instantly
- Create groups up to 256 people big
- Share documents easily
- Automatically imports your contacts

3.8.3 Google Calendar

Google Calendar has 3 important tools:

- Reminder creation
  - time and date
  - associated with phone contact, email, etc
- Event creation
  - Location, time, periodicity, people, attachments from drive and notes.
  - E-mail invitation w/ notes, location and etc
  - Notification of acceptance
- Goals
  - Themes: build a skill, exercise, family time
  - How long, how many sessions, etc
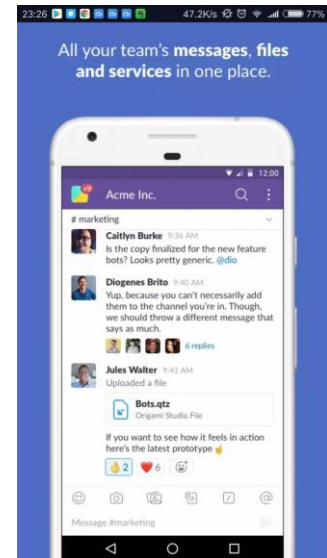 - It finds time for you
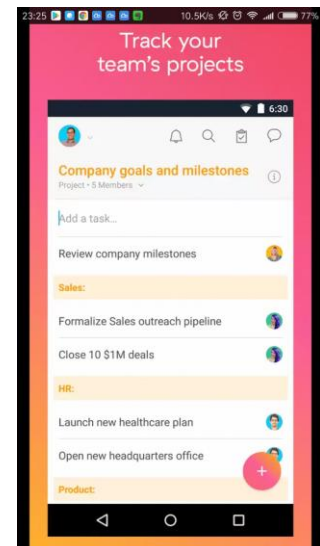
3.8.4 Slack

Slack provides:

- All-in-one (integration with dozens of Apps for multiple purposes)
- Chat for team members (group and direct)
- Easy use of integrated apps
- Direct connection to Google Drive

3.8.5 Asana

With Asana you can:

- Create account or sign in with Google account
- Create tasks to plan your day and prioritize them as you like
- Individual tasks vs. Team Projects
- Team Projects:
    - Group Conversations
    - Assign people to tasks
    - Check on task progress
    - Add files from computer, dropbox or google drive
- Post updates to a Slack channel when there are changes in your Asana workspace
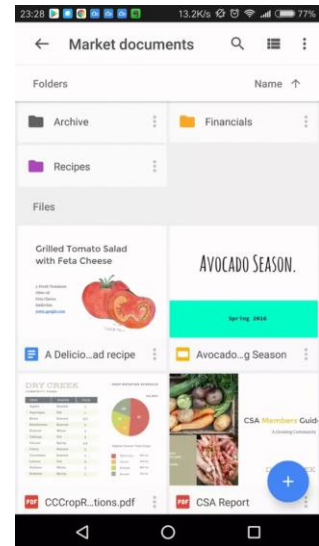
Co-funded by the
Erasmus+ Programme
of the European Union
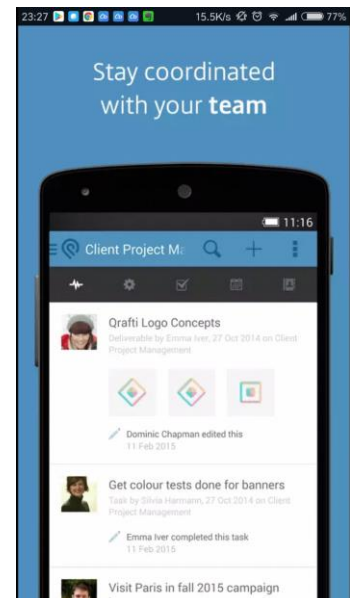
3.8.6 Google Drive

Google Drive provides:

- Documents storage (excel, docs, forms, pptx)
- Simultaneous Editing of documents
- Comments on documents notified by e-mail
- Shareable documents through automatic e-mails with description
- It allows a structured organisation

3.8.7 Podio

What you can do with Podio:

- Create workspaces, teams, assignments, projects and events
- Assign people to projects and tasks, set deadlines and attach files to tasks
- Personalize it!
- Work with google sheets, google drive, one drive, dropbox, evernote, campaign monitor, google calendar and many more
- Install extensions

3.8.8 Snapseed

Snapseed offers you:

- Quick and powerful photo edit on the go.
- Crop, adjust settings, add text and effects.
- Easy and intuitive interface.
- Grand variety of amazing filters – make your images look a million bucks.
- Face detection for enhancement – to take your selfie game to the next level!
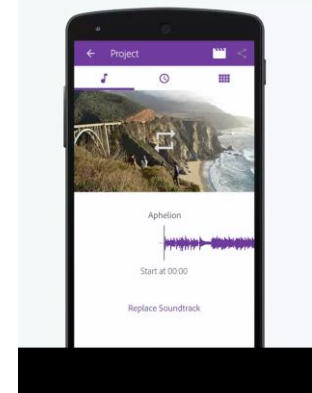

3.8.9 Adobe Premier Clip

With Adobe Premier Clip you can:

- Import your files from several sources – your device or camera, Dropbox, Google Photos, Google Drive, Lightroom or Creative Cloud.
- You can create your videos with the help of the automatic edit or or do it by yourself in the freeform option.
- Trim, reorganize, add effects , a soundtrack and watermark – all within the reach of your thumb
- Quickly save and share you projects

3.8.10 Office Lens

Things you can use Office Lens for:

- Pocket scanner – you can shot from any angle
- You can save your scan in several platforms - OneNote, OneDrive, Word, PowerPoint, PDF and your Gallery.
- Edit the image cut – in case the app need a little help
- Choose the type document being scanned for better results – Document, Whiteboard, Photo or Business card