BUILDING

HTML EMAIL

DOESN'T HAVE TO SUCK

@leemunroe

@leemunroe

Mailgun by Rackspace

@leemunroe

mailgun / **transactional-email-templates**

Star 3,391 Fork 305

leemunroe / **responsive-html-email-template**

Star 2,756 Fork 348

leemunroe / **grunt-email-workflow**

Star 1,737 Fork 132

Jesus Galvan
@jesus_jjf

Follow

@leemunroe Your grunt email workflow just made my life 100x easier. Thanks!!

6:22 PM - 25 Feb 2015

1

State

2

```
<table class="main" style="box-sizing: bo
mso-table-lspace: 0pt; mso-table-rspace:
solid #e9e9e9;" width="100%">
  <tr>
    <td class="wrapper" style="box-sizing
    rspace: 0pt; padding: 30px;" valign="
      <table style="box-sizing: border-bo
      table-lspace: 0pt; mso-table-rspace
        <tr>
          <td style="box-sizing: border-b
          valign="top">
            <p style="font-family: 'Helve
            14px; font-weight: normal; ma
            <p style="font-family: 'Helve
            14px; font-weight: normal; ma
            smaller file sizes you can al
            <p style="font-family: 'Helve
            14px; font-weight: normal; ma
            or promotional type emails.</
```

Building

3

Workflow

PLAIN TEXT

Please verify your Mailgun account

Mailgun via mailgunhq.com
to Aleš

Apr 9 (7 days ago)

Hi,

Thanks for using Mailgun! Please confirm your email address by clicking on the link below. We'll communicate with you from time to time via email so it's important that we have an up-to-date email address on file.

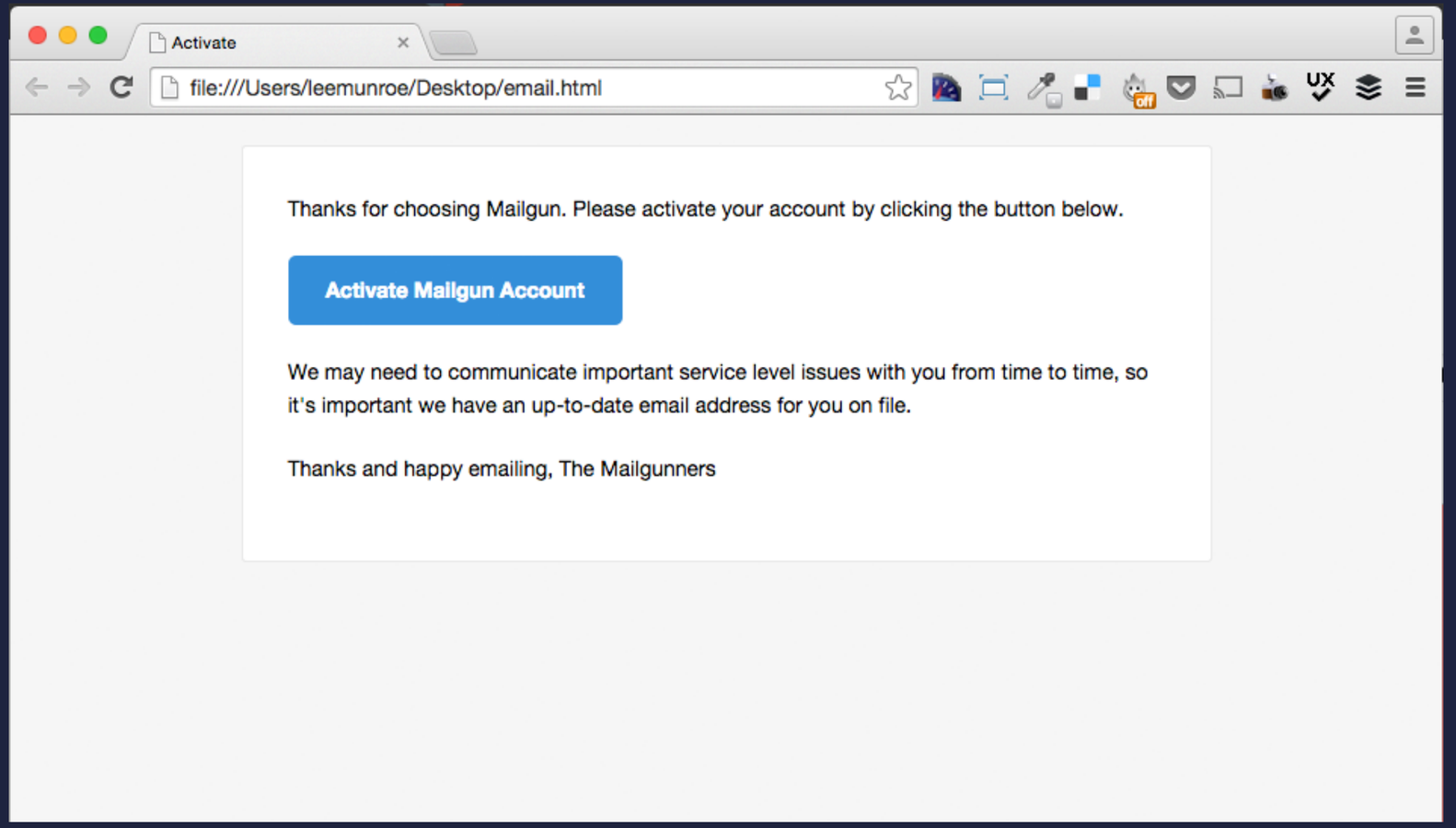
http://mailgun.net/accounts/activate/68961b455c799fdcc25daee9bb0cb8

If you did not sign up for a Mailgun account please click on the link below.

I did not sign up for Mailgun

Happy emailing! The Mailgunners

HTML



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```
<div class="container">
  <p>Thanks for choosing Mailgun. Please activate your account by clicking the button below.</p>
  <p><a href="{{url}}" class="btn-primary">Activate Mailgun Account</a></p>
  <p>We may need to communicate important service level issues with you from time to time,
  so it's important we have an up-to-date email address for you on file.</p>
  <p>Thanks and happy emailing, The Mailgunners</p>
</div>
```

```
<head>
  <style>
    .container {
      background: #fff;
      border: 1px solid #eee;
      margin: 20px auto;
      max-width: 600px;
      padding: 20px;
    }

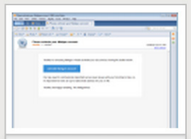
    p {
      margin: 0 0 20px;
    }

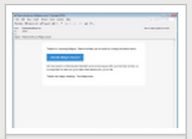
    .btn-primary {
      background: blue;
      border-radius: 5px;
      color: white;
      display: inline-block;
      padding: 5px 15px;
    }
  </style>
</head>
```

@leemunroe

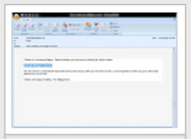
LITMUS TEST

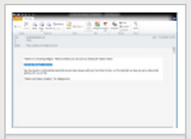
Desktop Clients

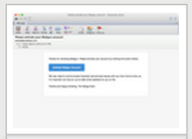

Lotus Notes 8.5


Outlook 2002

Outlook 2003


Outlook 2007

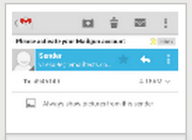

Outlook 2010


Outlook 2011

Outlook 2013

Mobile Clients

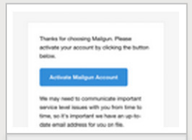
Android 4.2


Gmail App (Android)

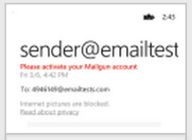
iPad (Retina)

iPad Mini

iPhone 6



iPhone 6 Plus



Windows Phone 8

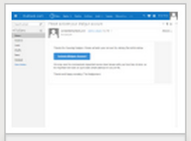
Web-based Clients

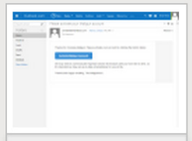
AOL Mail (Explorer)

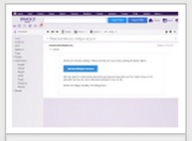
AOL Mail (Firefox)

AOL Mail (Chrome)

Gmail (Chrome)


Outlook.com (Explorer)


Outlook.com (Chrome)


Yahoo! Mail (Chrome)

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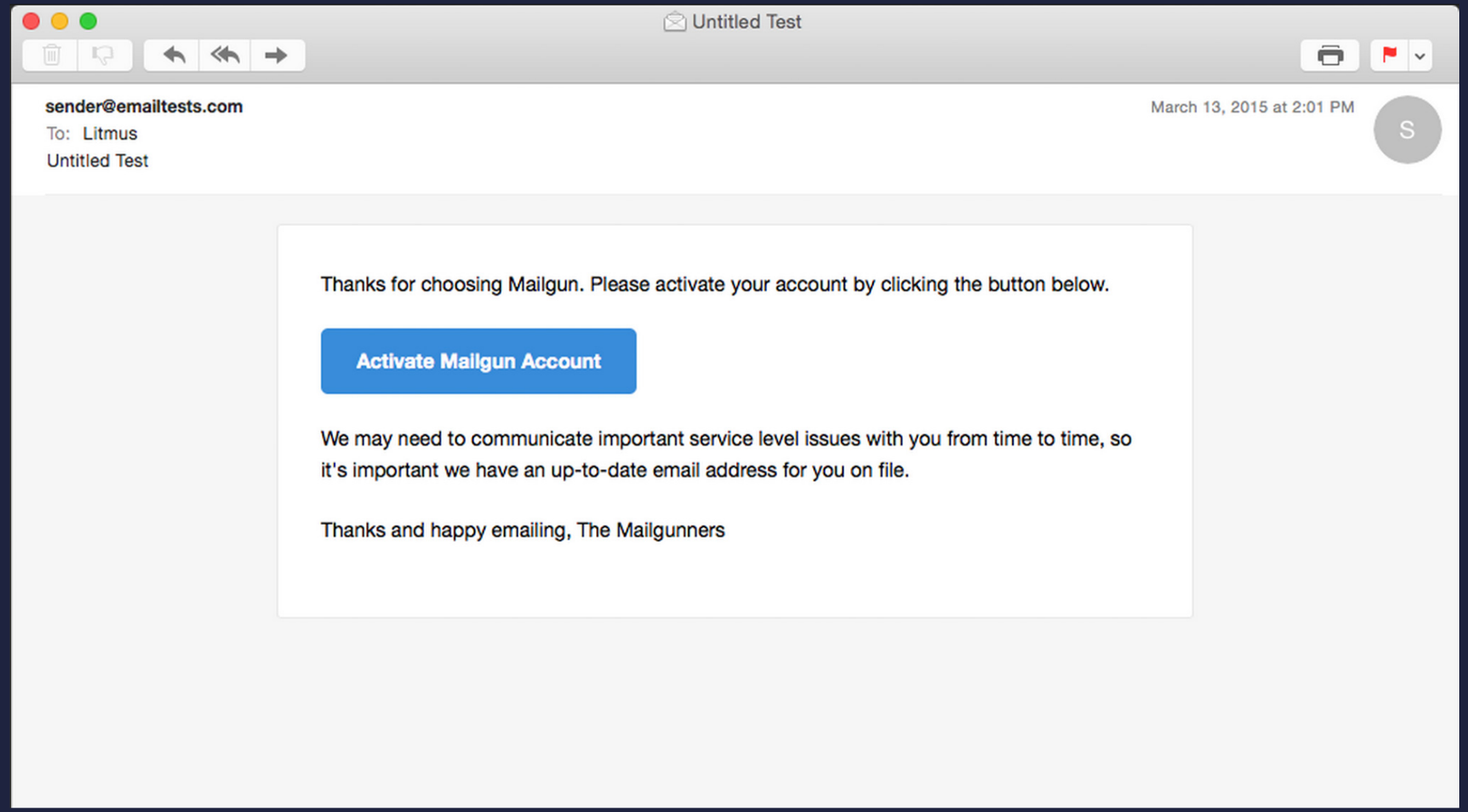
APPLE MAIL



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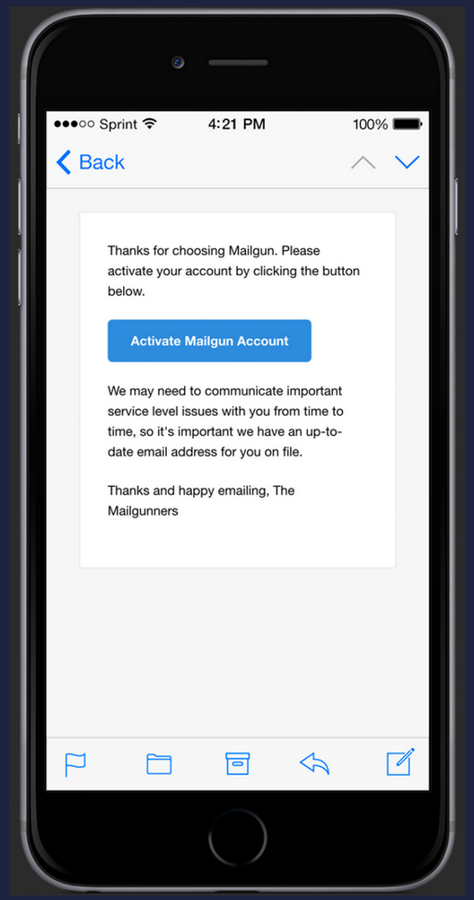
IPHONE



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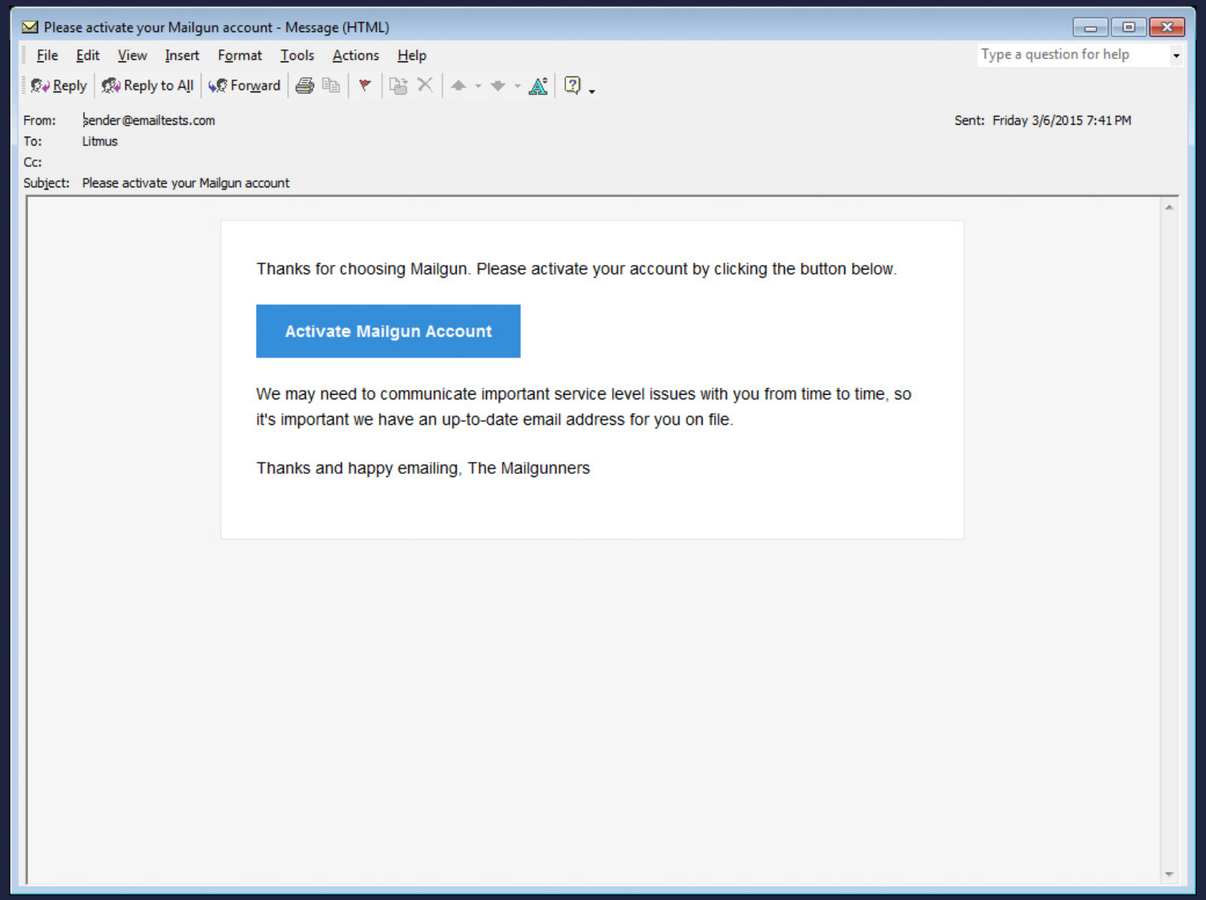
OUTLOOK 2002



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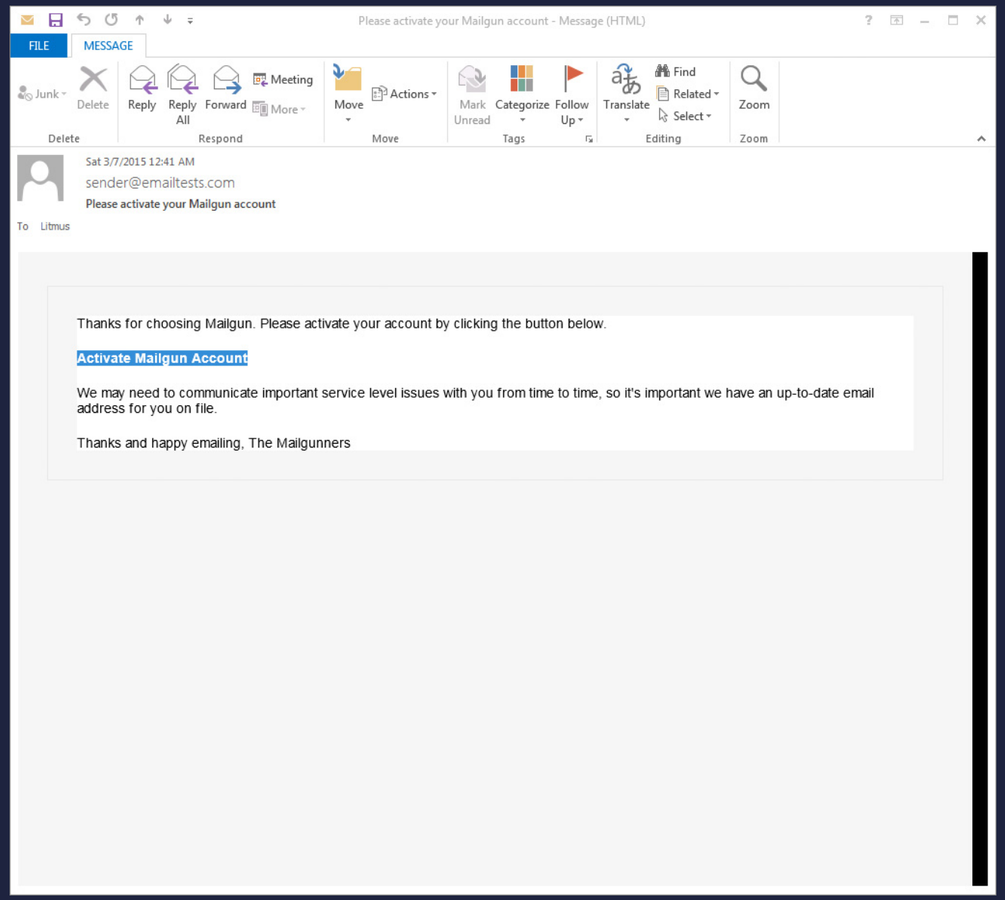
OUTLOOK 2013



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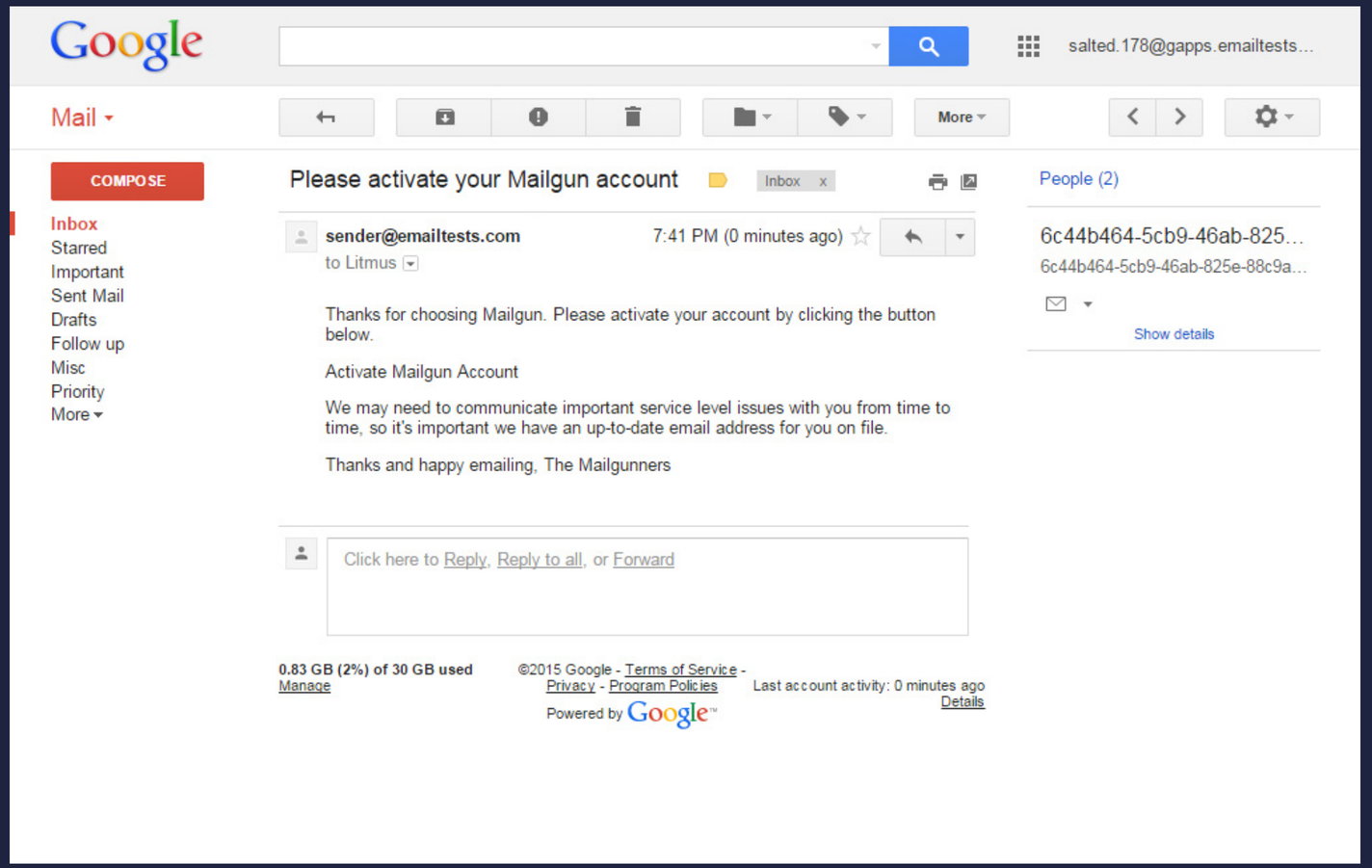
GMAIL



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STATE
OF HTML EMAIL
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Find It
Product Information
Customer Support
Technology & Research
Developer World
Groups & Interests
Resources Online
About Apple
Apple Sites Worldwide
Switzerland
Taiwan
Turkey
UK & Ireland
United States
Go
Where to Buy
Register to Win
Software Updates
Home Page Archives
JULY 14
Welcome to Apple
1997
Introducing CyberDrive
Register today for a free CD-ROM.
EMATE 300
Mobile, Affordable, & Smart
MOVIES FROM MARS
QuickTime VR Takes You Out of this World
What's Hot
Preorder Mac OS 8
Now you can preorder Mac OS 8, described by Macworld as "the most comprehensive update to the Mac OS in years, sporting a bold new look, a speedier Finder, more shortcuts and integrated Internet functions."
Want a PowerBook?
Qualify to win a PowerBook 3400/200 by entering this month's Apple Registration Sweepstakes.
Big Help for Small Biz Find
Be the First to Know
Learn about new Macintosh software releases the moment they become available. Check Hot Mac Products to hear about programs like Speed Demon, ReBirth RB-338 and QuickCRC.
Newton Connects
Newton, Inc., will enhance network connectivity for Newton-based devices this fall via Newton Internet Enabler 2.0. Ethernet capability can connect devices to Local Area Networks.

FrontPage

HOTBOT

BACKSTREET BOYS
Web Ring

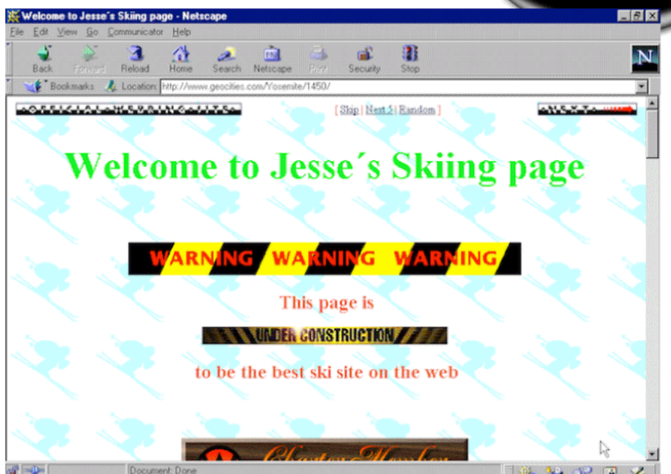
macromedia
FLASH 4
macromedia
Copyright © 1993-1999 Macromedia, Inc. Todos los derechos reservados.
Macromedia, el logotipo de Macromedia y Flash son marcas comerciales o
marcas comerciales registradas de Macromedia, Inc.

WEBMASTER

Sign Our Guestbook

WEBSITE UNDER CONSTRUCTION

real


Welcome to Jesse's Skiing page - Netscape
File Edit View Go Communicator Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: http://www.geocities.com/Yosemite/1450/
[Skip | Next 5 | Random]
Welcome to Jesse´s Skiing page
WARNING WARNING WARNING
This page is
UNDER CONSTRUCTION
to be the best ski site on the web

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About Internet Explorer
Microsoft
Internet
Explorer 4.0
Version 4.72.3110
Cipher Strength: 40-bit
Update versions: ;SP1;
Product ID: 71929-932-2000023-12347
Copyright Information
OK

30+
EMAIL CLIENTS

@leemunroe

53%

MOBILE OPENS [1]

[1] Litmus 2015 State of Email Report.

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Email Client Share [2]

iPhone	26%
Gmail	18%
iPad	12%
Outlook	9%
Apple Mail	8%

[2] Litmus February 2015.

<DIV>

~~STYLESHEETS~~

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Support for border-radius

Apple Mail	
iOS	
Gmail	
Outlook 2000/02/03	
Outlook 2007/10/13	

~~HTML5~~

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Support for <video>

Apple Mail	
iOS	
Gmail	
Outlook 2000/02/03	
Outlook 2007/10/13	

~~JAVASCRIPT~~

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~~IMAGES~~

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IMAGES ON BY DEFAULT?

Apple Mail	
iOS	
Gmail	
Outlook 2000/02/03	
Outlook 2007/10/13	

BUILDING

HTML EMAIL

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TABLES

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Kevin Mandeville, Litmus
@leemunroe

<td> or GTFO

– Kevin Mandeville, Litmus

<td> or GTFO (Get To Fixing Outlook)

– Kevin Mandeville, Litmus

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INLINE CSS

@leemunroe

```
<style>
.btn-primary {
  background-color: #348eda;
  border-radius: 5px;
  color: #fff;
  display: inline-block;
  font-weight: bold;
  padding: 12px 25px;
  text-align: center;
  text-decoration: none;
}
</style>
<a href="" class="btn-primary">Activate Mailgun Account</a>
```

```
<table style="display: inline-block; padding-bottom: 15px;">
  <tr>
    <td style="box-sizing: border-box; vertical-align: top;
    mso-table-lspace: 0pt; mso-table-rspace: 0pt; border-radius: 5px;
    text-align: center; background: #fff;" align="center" valign="top">
      <a href="" style="
      box-sizing: border-box; color: #348eda; text-decoration: none;
      border-radius: 5px; cursor: pointer; display: inline-block;
      font-size: 14px; font-weight: bold; text-transform: capitalize;
      background: #fff; margin: 0; padding: 12px 25px;
      border: 1px solid #348eda;">
        Activate Mailgun Account
      </a>
    </td>
  </tr>
</table>
```

TARGET OUTLOOK

```
<!--[if mso]>
 SHOW ELEMENT OR CUSTOM CSS
<![endif]-->

<!--[if IE]>
 SHOW ELEMENT OR CUSTOM CSS
<![endif]-->

<!--[if mso 12]>
 SHOW ELEMENT OR CUSTOM CSS
<![endif]-->
```

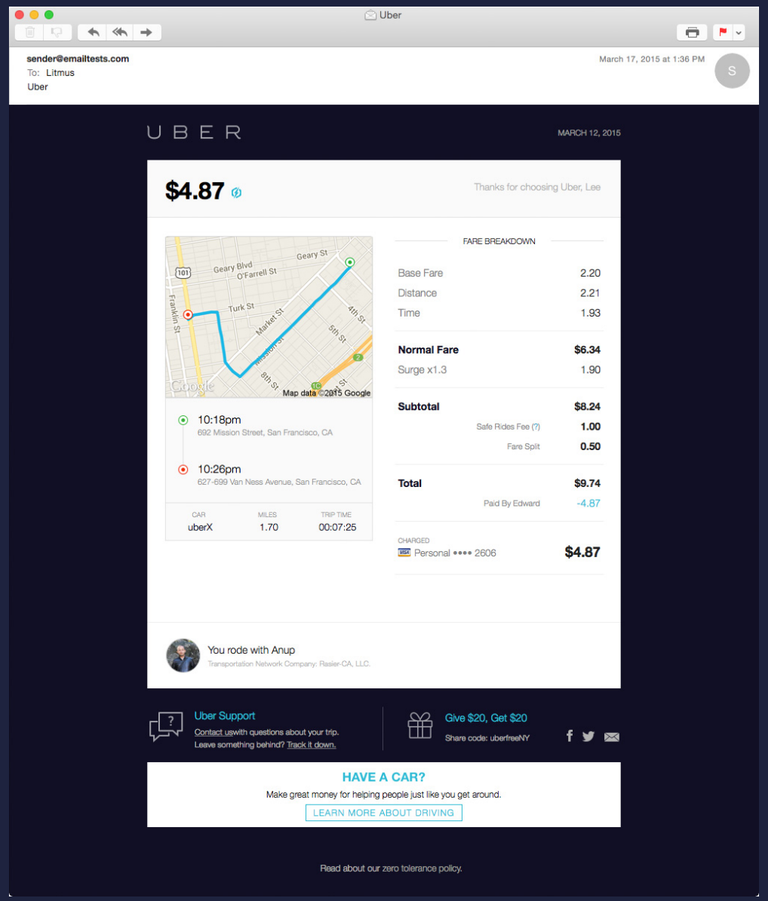
TARGET WEBKIT

```
@media screen and (-webkit-min-device-pixel-ratio:0) {
  STYLES TO HIDE/SHOW/MODIFY ELEMENTS
}
```

MEDIA QUERIES

```
@media only screen and (max-width: 640px) {
  STYLES TO HIDE/SHOW/MODIFY ELEMENTS
}
```

UBER - APPLE MAIL



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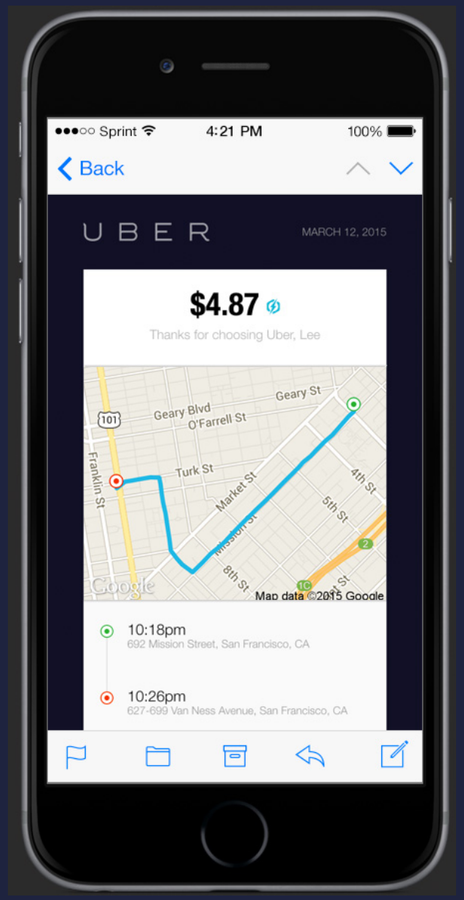
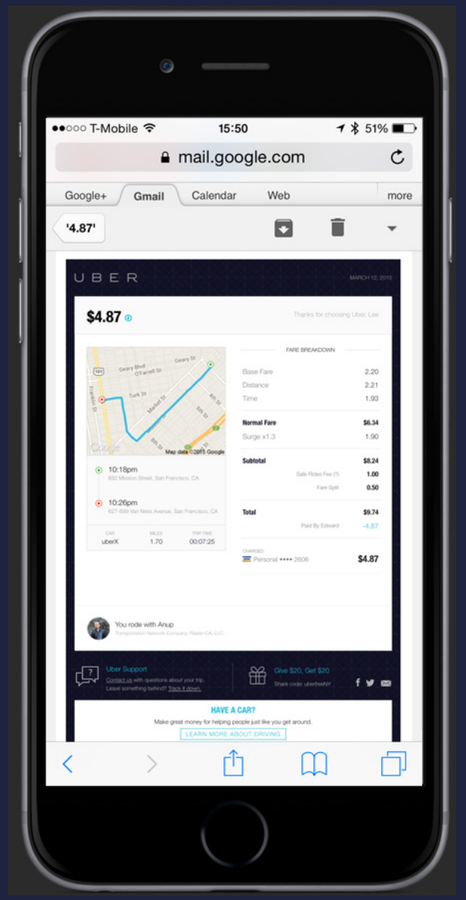
UBER - IPHONE MAIL



@leemunroe

UBER - IPHONE GMAIL



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PROGRESSIVE ENHANCEMENT

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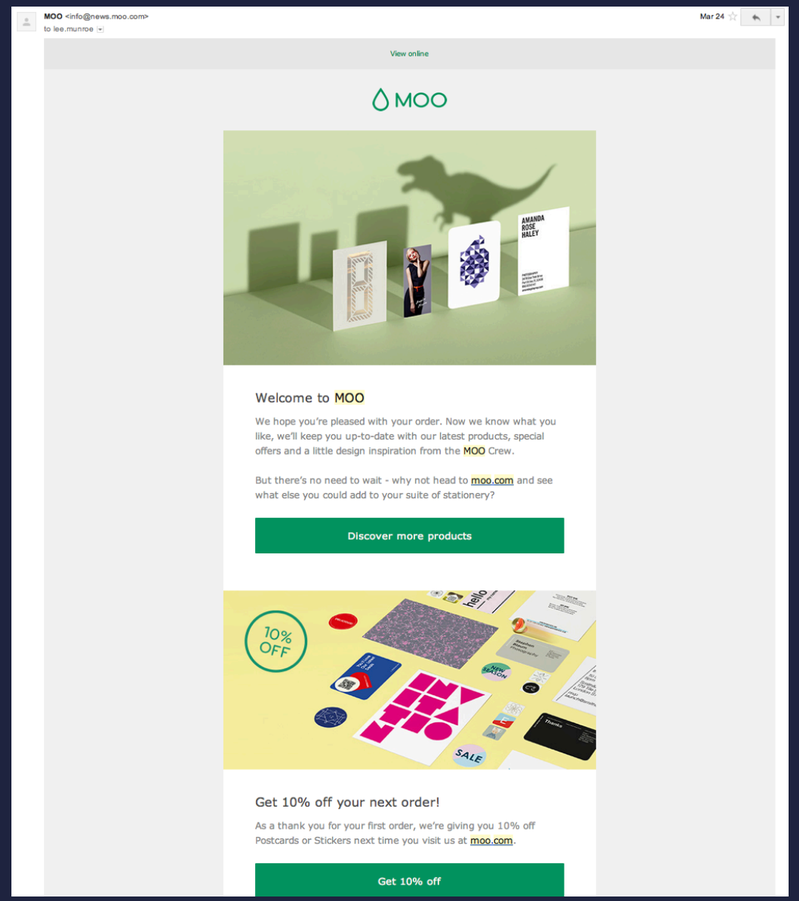
MOO - GMAIL



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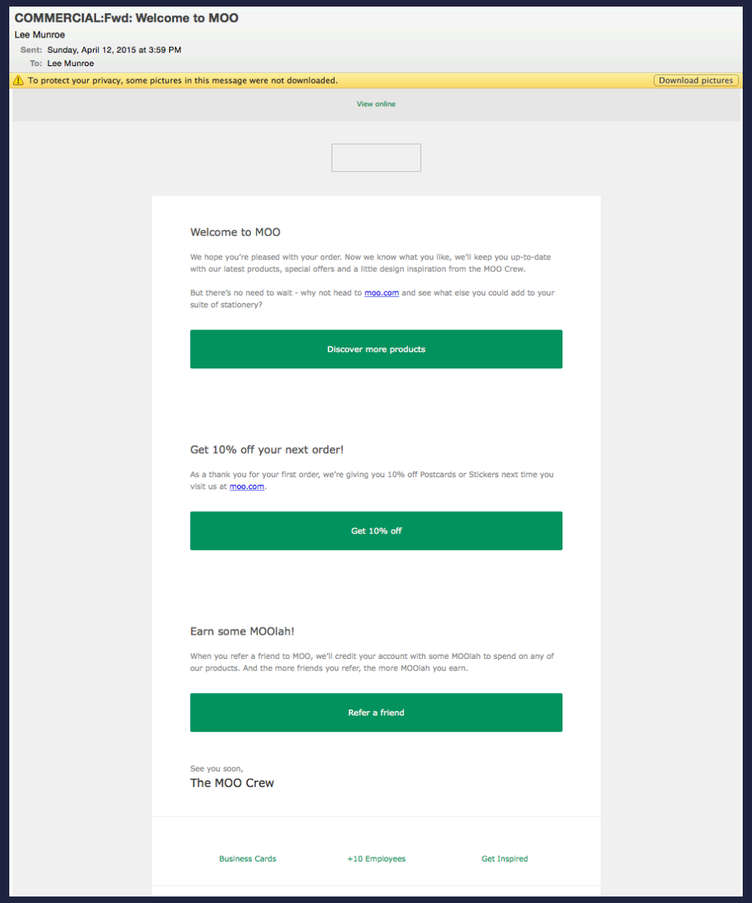
MOO - OUTLOOK 2013



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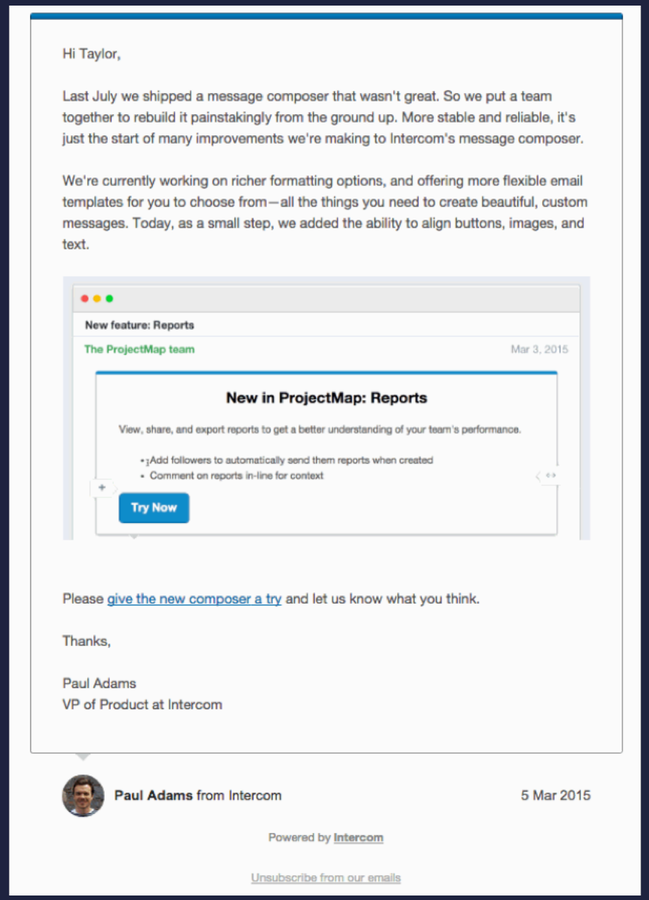
INTERCOM - GMAIL



Hi Taylor,

Last July we shipped a message composer that wasn't great. So we put a team together to rebuild it painstakingly from the ground up. More stable and reliable, it's just the start of many improvements we're making to Intercom's message composer.

We're currently working on richer formatting options, and offering more flexible email templates for you to choose from—all the things you need to create beautiful, custom messages. Today, as a small step, we added the ability to align buttons, images, and text.

New feature: Reports

The ProjectMap team Mar 3, 2015

New in ProjectMap: Reports

View, share, and export reports to get a better understanding of your team's performance.

- Add followers to automatically send them reports when created
- Comment on reports in-line for context

Try Now

Please give the new composer a try and let us know what you think.

Thanks,

Paul Adams
VP of Product at Intercom

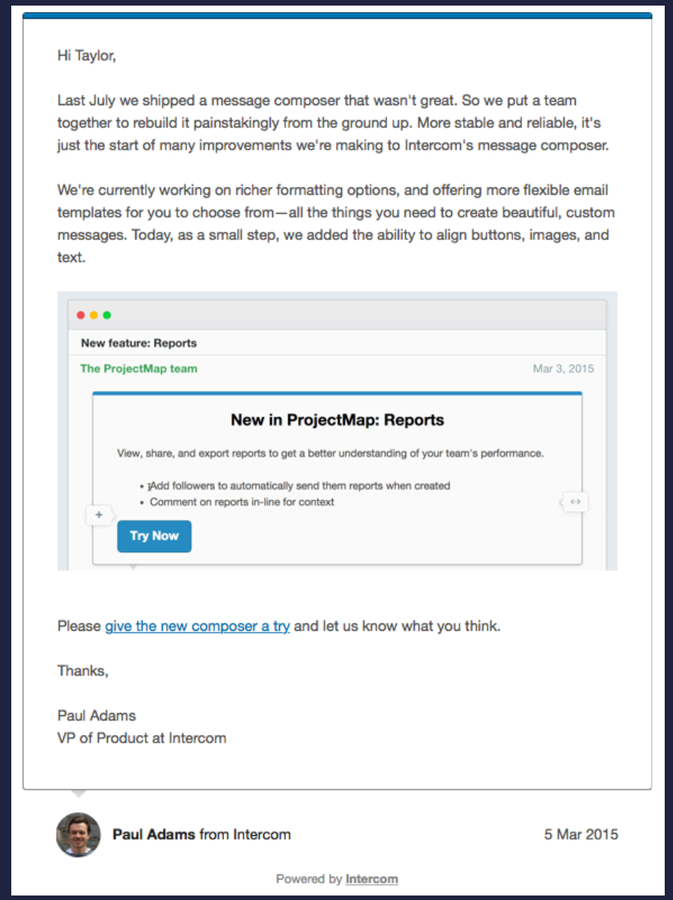
Paul Adams from Intercom 5 Mar 2015

Powered by Intercom

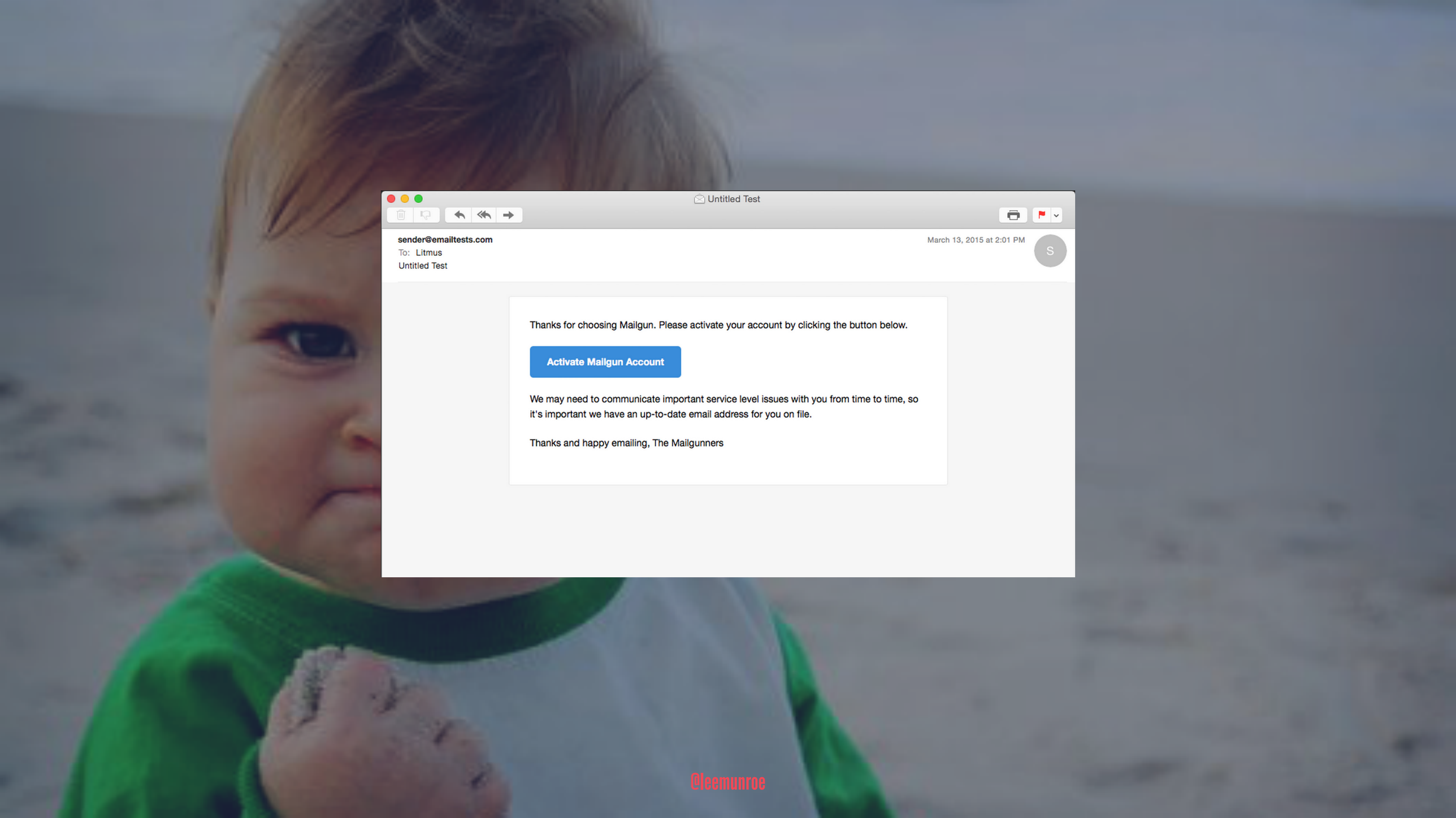
Unsubscribe from our emails

@leemunroe

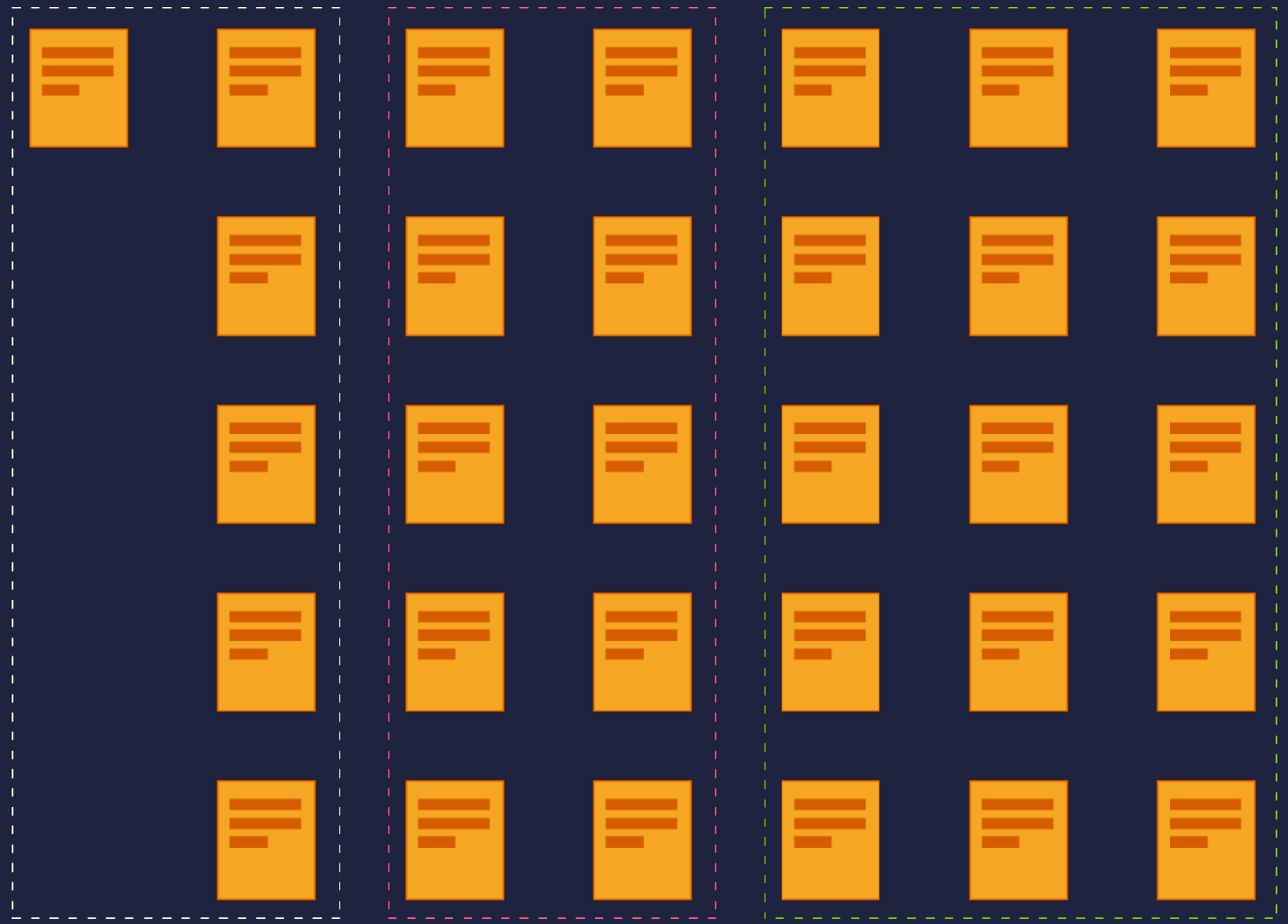
INTERCOM - OUTLOOK 2007



@leemunroe


Untitled Test
sender@emailtests.com
To: Litmus
Untitled Test
March 13, 2015 at 2:01 PM
S
Thanks for choosing Mailgun. Please activate your account by clicking the button below.
Activate Mailgun Account
We may need to communicate important service level issues with you from time to time, so it's important we have an up-to-date email address for you on file.
Thanks and happy emailing, The Mailgunners
@leemunroe

@leemunroe



Bank of America

Activity Alert

PERSONAL CHECKING/SAVINGS ACCOUNT ending in 9473
Direct deposit credited to your account

LEE MUNROE,

We're letting you know that we've credited your account with a direct deposit.

Here are the details of the deposit:

Amount:	[redacted]
Type:	[redacted]
Date:	04/16/2015

You can sign in to Online or Mobile Banking to review this activity, or contact us for help.

Security Checkpoint

To confirm the authenticity of messages from us, always look for this Security Checkpoint. You last signed in to Online Banking on 04/14/2015.

Remember: Always look for your SiteKey® before entering your Passcode. We'll ask you for your Online ID and Passcode when you sign in.

This is a service email from Bank of America. Please note that you may receive service emails in accordance with your Bank of America service agreements, whether or not you elect to receive promotional email.

Read our Privacy Notice.

Please don't reply directly to this automatically generated email message.

Bank of America Email, 8th Floor-NC1-002-08-25, 101 South Tryon St., Charlotte, NC 28255-0001

To ensure delivery, add onlinebanking@ealerts.bankofamerica.com to your address book.

Exclusively for: | LEE MUNROE

Bank of America

Online Banking Alert

Your Credit Card or Loan Statement is Available

Security Checkpoint:
You last signed in to Online Banking on 04/01/2015.
Remember: Always look for your SiteKey® before entering your Passcode.

To:	**LEE MUNROE**
Account:	**BankAmericard Cash Rewards Platinum Plus Visa ending in 3717**
Date:	**04/08/2015**
Due Date:	**Payment not required**
Minimum Payment Due:	[redacted]
New Statement Balance:	[redacted]

The most recent statement for your account is now available.

Please Note:
This statement includes important information about our Privacy Notice that you will want to review.
This statement includes an important amendment to your Agreement and/or notice about your account.

View your statement online

We will ask you to enter your Online ID and Passcode for your protection.

You'll find an accessible version of your document on the Find Documents tab in the Statements & Documents section of Online Banking.

Be sure to pay your bill by the payment due date.
You can set up an alert to notify you 5 days before your payment is due to help avoid making late payments. Sign in to Online Banking and select Alerts to set up a credit card payment due alert.

Make Payment
We will ask you to enter your Online ID and Passcode for your protection.

Want to confirm this email is from Bank of America? Sign in to Online Banking and go to Alerts. The Alerts History lists the Alerts sent to you in the past 60 days.

Security Checkpoint: This email includes a Security Checkpoint. The information in this section lets you know this is an authentic communication

Exclusively for Lee Munroe | Account ending in 3717 Bank of America

See how fast your cash rewards can add up

It's easy to earn more cash back for the things you buy most with your BankAmericard Cash Rewards™ card.

Watch a short video

Get more rewards for the banking you already do.

Every time you redeem your cash back into your Bank of America® checking or savings account, you get a **10% customer bonus.** That means if you redeem for $100, your total cash back increases to $110.*

Enroll in Preferred Rewards and increase that bonus to 25%-75%, that means the same $100 could increase up to $175.**

Learn more

Earn even more cash back, save money, and enjoy peace of mind with these great benefits:

BankAmeriDeals®
Choose cash back deals at stores and restaurants that you want and get cash back put into your account.‡
View deals »

Museums on Us®
Free general admission on the first weekend of every month to 150 participating museums and other attractions.
Locate a museum »

ShopSafe®
Your card number remains private and protected when you shop online.
Learn More »

Meet with a financial specialist. Bank of America

Each financial strategy is unique. Talk to a specialist about yours.

Right now, Bank of America® personal bankers are ready to answer your questions about home loans and banking, and Merrill Edge Financial Solutions Advisors™ are available at many local financial centers to answer your questions about investing.

Set up your complimentary meeting today. Our easy online tool helps you set up a time in advance so you can walk right in and get started.

Schedule an appointment

Bank of America personal bankers
Can help with:
- Short- and long-term financial needs
- Opening new accounts
- Account services

A Licensed Merrill Edge Financial Solutions Advisor™
Works one-on-one with you to:
- Design a personalized action plan
- Provide specific investment recommendations
- Help you stay on track (as your life and markets change)

Bank of America home loan specialists
Provide assistance with:
- Financing a new home purchase
- Refinancing your home
- Home equity options

@leemunroe

airbnb

Hi Lee,

Earn travel credit every time one of your friends joins Airbnb! Maykel just joined Airbnb. Make sure you don't miss out on the rest!Applies to new users only. Learn more Just send your friends $25 off their first trip, and get $25 when they book and $75 when they host.

Invite Friends

Thanks,
The Airbnb Team

Sent with ♥ from Airbnb HQ
P.O. Box 410807, San Francisco, CA 94121
Unsubscribe

airbnb

Hi Lee

These 2 Airbnb hosts helped make 2014 a wonderful year for you. Share season's greetings by emailing them a personalized postcard.

Send a Card to All Your Hosts

Or send individual greetings...

Dani Rasmussen
Your Host, October 27, 2014

Inga Beckman
Your Host, January 03, 2014

Sent with ♥ from Airbnb HQ
P.O. Box 410807, San Francisco, CA 94121
Unsubscribe

airbnb

Hi Lee,

Please leave a review for Dani Rasmussen. You each have 14 days to complete your reviews. When they're both done, or at the end of the review period, you'll be able to see what the other wrote.

Leave a Review

Thanks for sharing your thoughts,
The Airbnb Team

Sent with ♥ from Airbnb HQ
Email preferences

airbnb

Hi Lee,

This is a reminder that you have an upcoming reservation. We recommend that you verify the street address, apartment number (if any), and phone number with the host directly.

Arrive	Depart
Mon, October 27, 2014 3:00 PM	Mon, November 03, 2014 11:00 AM

Listing Details	SoCo Spaces: Gold Door 1815 Kenwood Avenue B, Austin, TX 78704, United States
Host	Dani Rasmussen Contact by Email

Before you depart, be sure to review the Guest Checklist:

1. Print & pack your itinerary, including the host's address and phone number.
2. Contact the host before you leave to get directions, confirm your arrival time, and verify the host's contact information.
3. If you need assistance at any point during your trip, please visit our Help Center.

Also, by emailing the host at their @host.airbnb.com address, you agree to our Terms of Service and Privacy Policy .

Thanks,
The Airbnb Team

Sent with ♥ from Airbnb HQ
Email preferences

@leemunroe

WORKFLOW
FOR HTML EMAIL
@leemunroe

Use any of the available button classes to quickly create a styled button.

EXAMPLE

Default Primary Success Info Warning Danger Link

Copy

```
<!-- Standard button -->
<button type="button" class="btn btn-default">Default</button>

<!-- Provides extra visual weight and identifies the primary action in a set of buttons -->
<button type="button" class="btn btn-primary">Primary</button>

<!-- Indicates a successful or positive action -->
<button type="button" class="btn btn-success">Success</button>

<!-- Contextual button for informational alert messages -->
<button type="button" class="btn btn-info">Info</button>

<!-- Indicates caution should be taken with this action -->
<button type="button" class="btn btn-warning">Warning</button>

<!-- Indicates a dangerous or potentially negative action -->
<button type="button" class="btn btn-danger">Danger</button>

<!-- Deemphasize a button by making it look like a link while maintaining button behavior -->
<button type="button" class="btn btn-link">Link</button>
```

DESIGN SYSTEMS

Conveying meaning to assistive technologies

@leemunroe

Using color to add meaning to a button only provides a visual indication, which will not be conveyed to users of assistive

Grid system
Typography
Code
Tables
Forms
Buttons
Button tags
Options
Sizes
Active state
Disabled state
Images
Helper classes
Responsive utilities
Using Less
Using Sass
Back to top
Preview theme

EXIT
ARTIFACT
CONFERENCE
Dave Rupert, Paravel
@leemunroe

Modules, not pages

– Dave Rupert, Paravel

airbnb

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This is a reminder that you have an upcoming reservation. We recommend that you verify the street address, apartment number (if any), and phone number with the host directly.

Arrive	Depart
Mon, October 27, 2014 3:00 PM	**Mon, November 03, 2014** 11:00 AM

Listing Details	SoCo Spaces: Gold Door 1815 Kenwood Avenue B, Austin, TX 78704, United States
Host	Dani Rasmussen Contact by Email +1 512 348 8664

Before you depart, be sure to review the Guest Checklist:

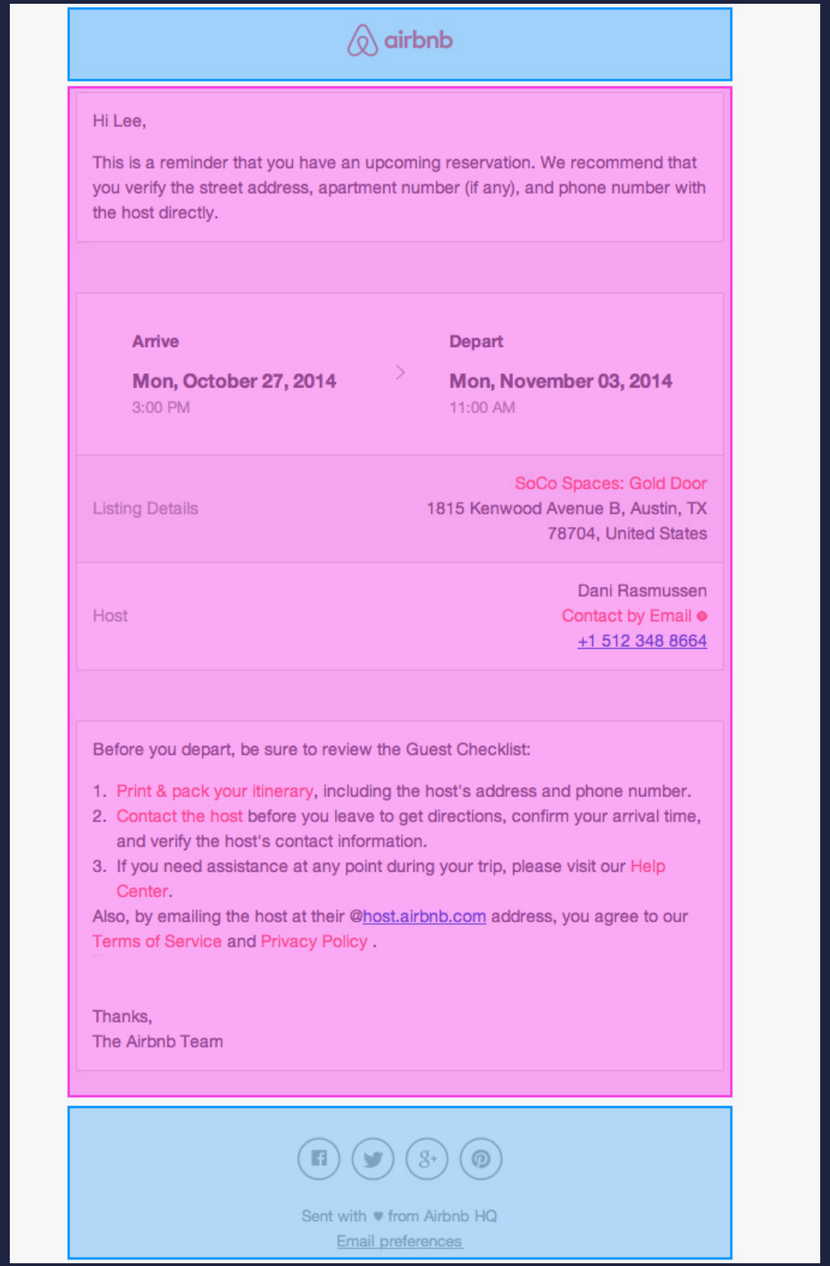
1. Print & pack your itinerary, including the host's address and phone number.
2. Contact the host before you leave to get directions, confirm your arrival time, and verify the host's contact information.
3. If you need assistance at any point during your trip, please visit our Help Center.

Also, by emailing the host at their @host.airbnb.com address, you agree to our Terms of Service and Privacy Policy .

Thanks,
The Airbnb Team

Sent with ♥ from Airbnb HQ
Email preferences

@leemunroe


airbnb

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Thanks,
The Airbnb Team

Sent with ♥ from Airbnb HQ
Email preferences

@leemunroe

airbnb

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Also, by emailing the host at their @host.airbnb.com address, you agree to our Terms of Service and Privacy Policy .

Thanks,
The Airbnb Team

Sent with ♥ from Airbnb HQ
Email preferences

@leemunroe

STATIC SITE GENERATORS

ASSEMBLE

```
$ jekyll serve
```

```
$ sass css/scss:css
```

Use Inky's Inliner to do it in one fell swoop.

Email content & options

Paste your email content here. Styles should be included. Links should be full URLs.

Paste your HTML here

INLINE CSS

@leemunroe

Append query string to links

Why inline styles?

- Popular email clients like Gmail strip out CSS in the `<style>` tag.
- This is the best way to guarantee your email works properly on the compatible clients listed in the docs.

```
$ premailer email.html
```

Drop your .png or .jpg files here!

Up to 20 images, max 5 MB each.

tiny png

COMPRESS IMAGES

Shrink PNG files

Advanced lossy compression for PNG images that preserves full alpha transparency.

What does TinyPNG do?

TinyPNG uses smart lossy compression techniques to **reduce the file size** of your PNG files. By selectively decreasing the number of colors in the image, fewer bytes are required to store the data. The effect is nearly invisible but it makes a very large difference in file size!

Why should I use TinyPNG?

PNG is useful because it's the only widely supported format that can store partially **transparent images**. The format uses compression, but the files can still be large. Use TinyPNG to shrink images for your apps and sites. It will use less bandwidth and **load faster**.

@leemunroe

Compress your images on the fly with the new **WordPress** plugin!

```
$ imagemin images
```

ENOUGH IS ENOUGH
@leemunroe

AUTOMATE

@leemunroe

```
$ grunt
```

GRUNTFILE.JS

Gruntfile.js

```
12
13
14          // Takes your scss files and compiles them to css
15          sass: {
16            dist: {
17              options: {
18                style: 'expanded'
19              },
20              files: {
21                'src/css/main.css': 'src/css/scss/main.scss'
22              }
23            }
24          },
25
26
27
28
29
30          // Assembles your email content with html layout
31          assemble: {
32            options: {
33              layoutdir: 'src/layouts',
34              partials: ['src/partials/**/*.hbs'],
35              data: ['src/data/*.{json,yml}'],
36              flatten: true
37            },
38            pages: {
39              src: ['src/emails/*.hbs'],
40              dest: 'dist/'
41            }
42          },
43
44
45
46
47
48          // Inlines your css
49          premailer: {
50            html: {
51              options: {
52                removeComments: true
53              },
54              files: [{
55                  expand: true,
56                  src: ['dist/*.html'],
57                  dest: ''
58              }]
59            },
60            txt: {
61              options: {
62                mode: 'txt'
63              },
64              files: [{
65                  expand: true,
66                  src: ['dist/*.html'],
67                  dest: '',
68                  ext: '.txt'
69              }]
70            }
71          },
72
```

@leemunroe

COMPILES SCSS TO CSS

Gruntfile.js

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71
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```

```
// Takes your scss files and compiles them to css
sass: {
  dist: {
    options: {
      style: 'expanded'
    },
    files: {
      'src/css/main.css': 'src/css/scss/main.scss'
    }
  }
},



// Assembles your email content with html layout
assemble: {
  options: {
    layoutdir: 'src/layouts',
    partials: ['src/partials/**/*.hbs'],
    data: ['src/data/*.{json,yml}'],
    flatten: true
  },
  pages: {
    src: ['src/emails/*.hbs'],
    dest: 'dist/'
  }
},




// Inlines your css
premailer: {
  html: {
    options: {
      removeComments: true
    },
    files: [{
        expand: true,
        src: ['dist/*.html'],
        dest: ''
    }]
  },
  txt: {
    options: {
      mode: 'txt'
    },
    files: [{
        expand: true,
        src: ['dist/*.html'],
        dest: '',
        ext: '.txt'
    }]
  }
},
```

@leemunroe

BUILDS HTML TEMPLATES WITH ASSEMBLE

Gruntfile.js

```
12
13
14        // Takes your scss files and compiles them to css
15        sass: {
16          dist: {
17            options: {
18              style: 'expanded'
19            },
20            files: {
21              'src/css/main.css': 'src/css/scss/main.scss'
22            }
23          }
24        },
25
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27
28
29        // Assembles your email content with html layout
30        assemble: {
31          options: {
32            layoutdir: 'src/layouts',
33            partials: ['src/partials/**/*.hbs'],
34            data: ['src/data/*.{json,yml}'],
35            flatten: true
36          },
37          pages: {
38            src: ['src/emails/*.hbs'],
39            dest: 'dist/'
40          }
41        },
42
43
44
45
46
47
48        // Inlines your css
49        premailer: {
50          html: {
51            options: {
52              removeComments: true
53            },
54            files: [{
55                expand: true,
56                src: ['dist/*.html'],
57                dest: ''
58            }]
59          },
60          txt: {
61            options: {
62              mode: 'txt'
63            },
64            files: [{
65                expand: true,
66                src: ['dist/*.html'],
67                dest: '',
68                ext: '.txt'
69            }]
70          }
71        },
72
```

@leemunroe

INLINES CSS WITH PREMAILER

Gruntfile.js

```
12
13
14      // Takes your scss files and compiles them to css
15      sass: {
16        dist: {
17          options: {
18            style: 'expanded'
19          },
20          files: {
21            'src/css/main.css': 'src/css/scss/main.scss'
22          }
23        }
24      },
25
26
27
28
29
30      // Assembles your email content with html layout
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32        options: {
33          layoutdir: 'src/layouts',
34          partials: ['src/partials/**/*.hbs'],
35          data: ['src/data/*.{json,yml}'],
36          flatten: true
37        },
38        pages: {
39          src: ['src/emails/*.hbs'],
40          dest: 'dist/'
41        }
42      },
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48      // Inlines your css
49      premailer: {
50        html: {
51          options: {
52            removeComments: true
53          },
54          files: [{
55              expand: true,
56              src: ['dist/*.html'],
57              dest: ''
58          }]
59        },
60        txt: {
61          options: {
62            mode: 'txt'
63          },
64          files: [{
65              expand: true,
66              src: ['dist/*.html'],
67              dest: '',
68              ext: '.txt'
69          }]
70        }
71      },
72
```

@leemunroe

GENERATE PLAIN TEXT

grunt-premailer

@leemunroe

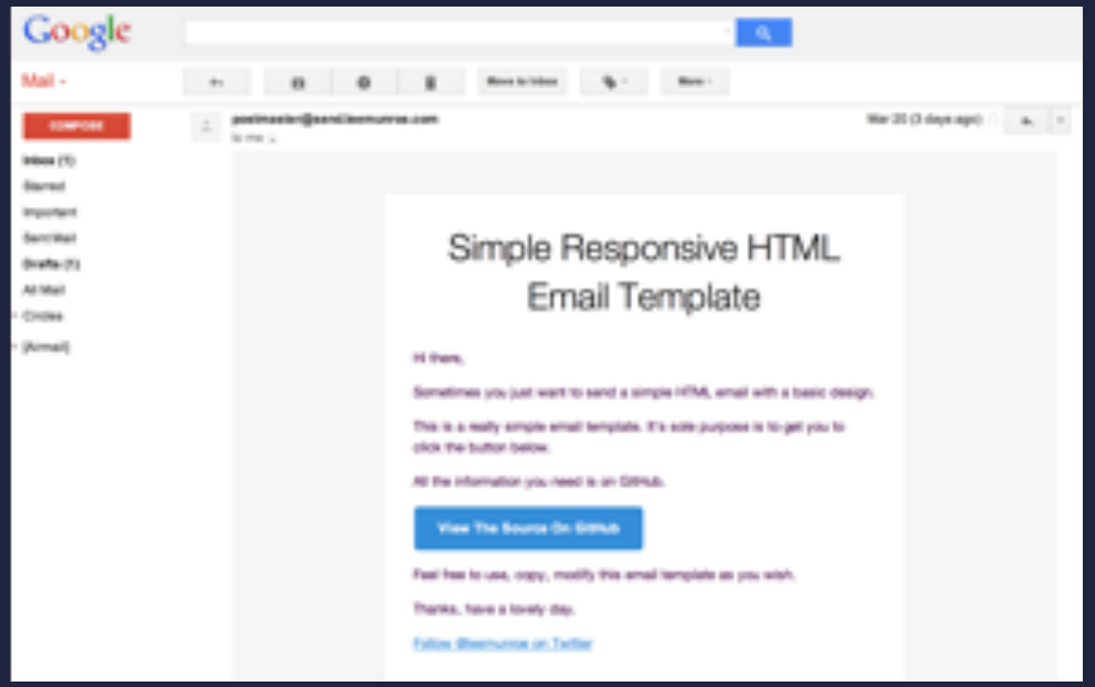
COMPRESS & UPLOAD IMAGES

grunt-contrib-imagemin

@leemunroe

SEND MYSELF THE EMAIL

email.html

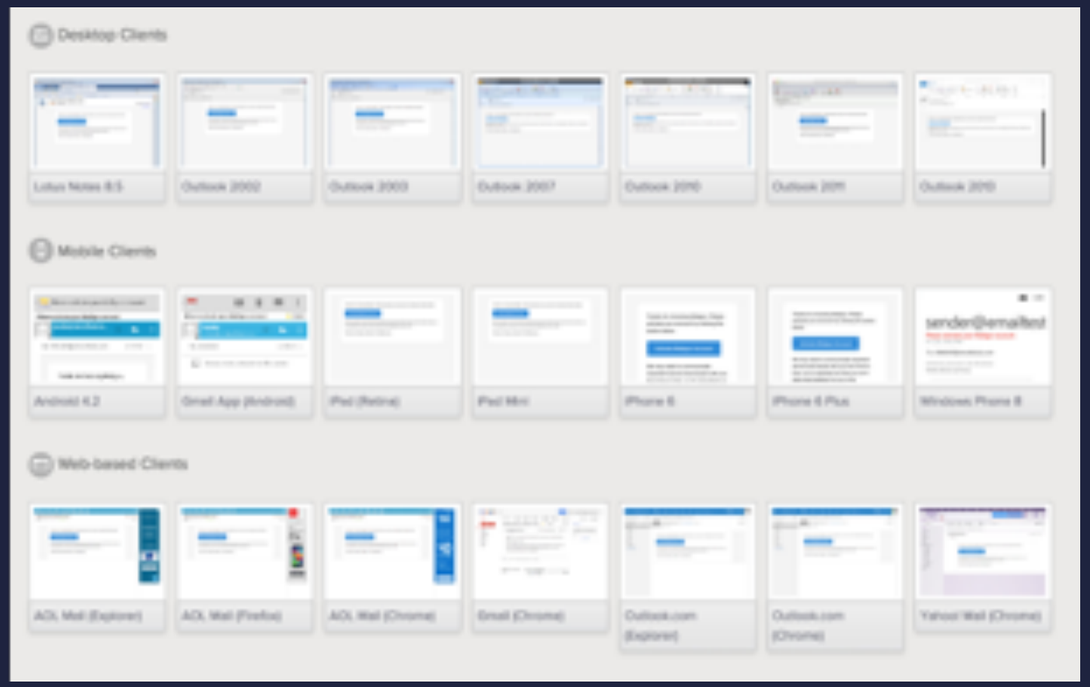


grunt-mailgun

@leemunroe

SEND LITMUS THE EMAIL

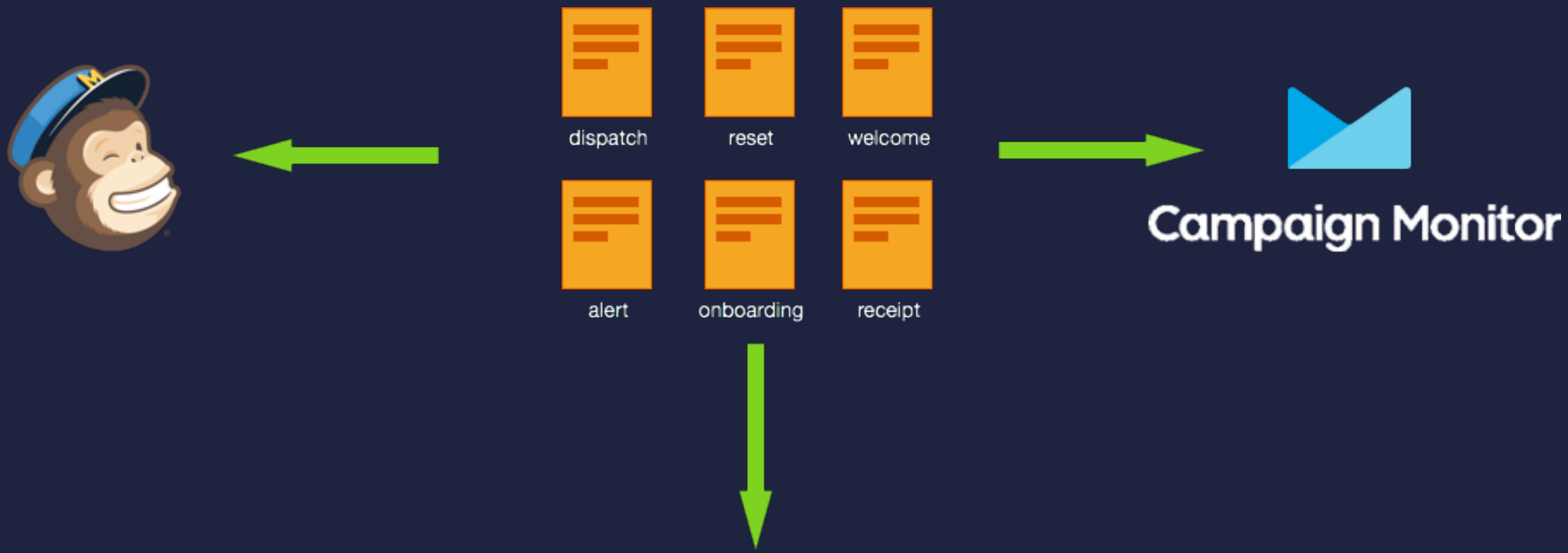
email.html



grunt-litmus

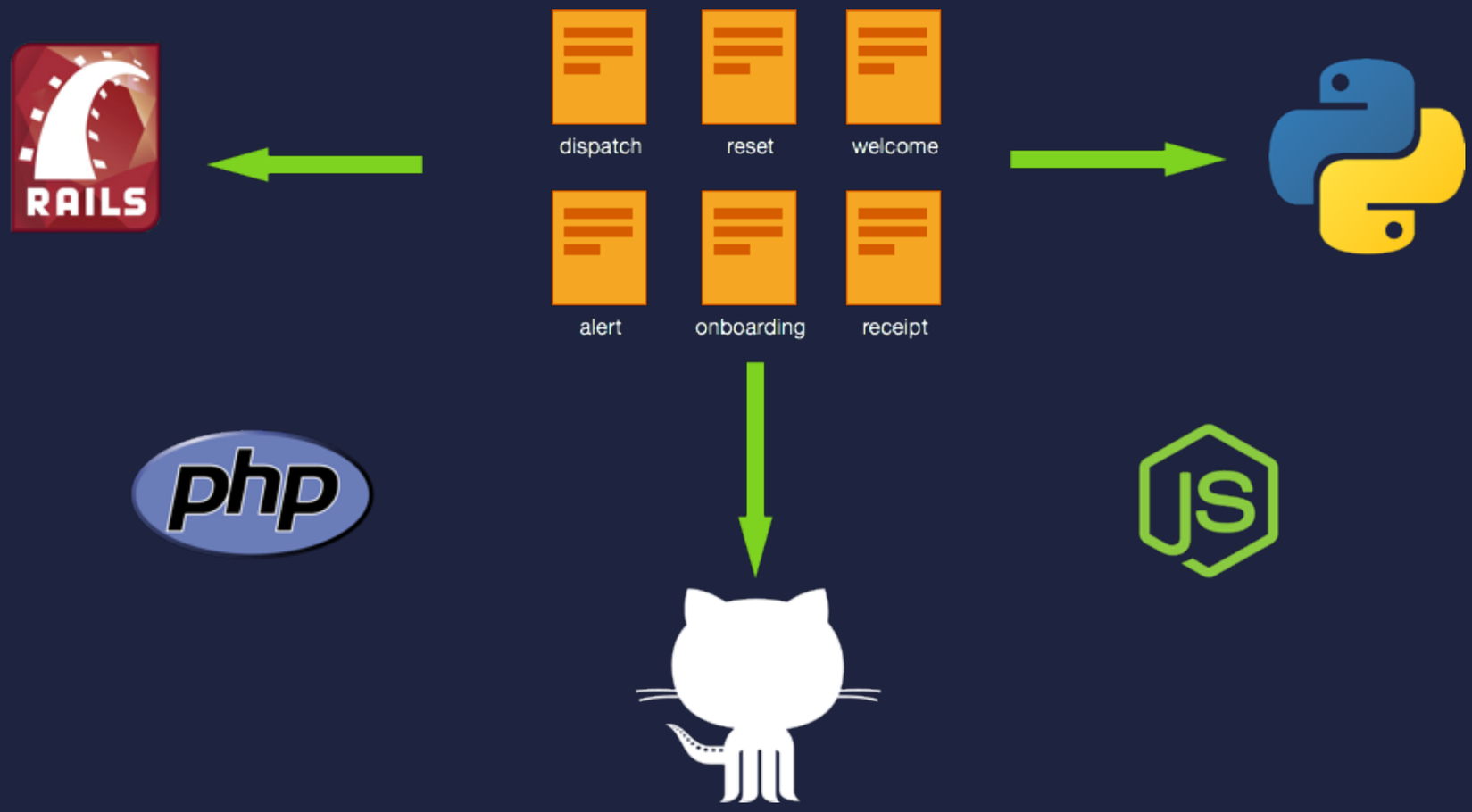
@leemunroe

SEND TEMPLATES TO YOUR ESP



@leemunroe

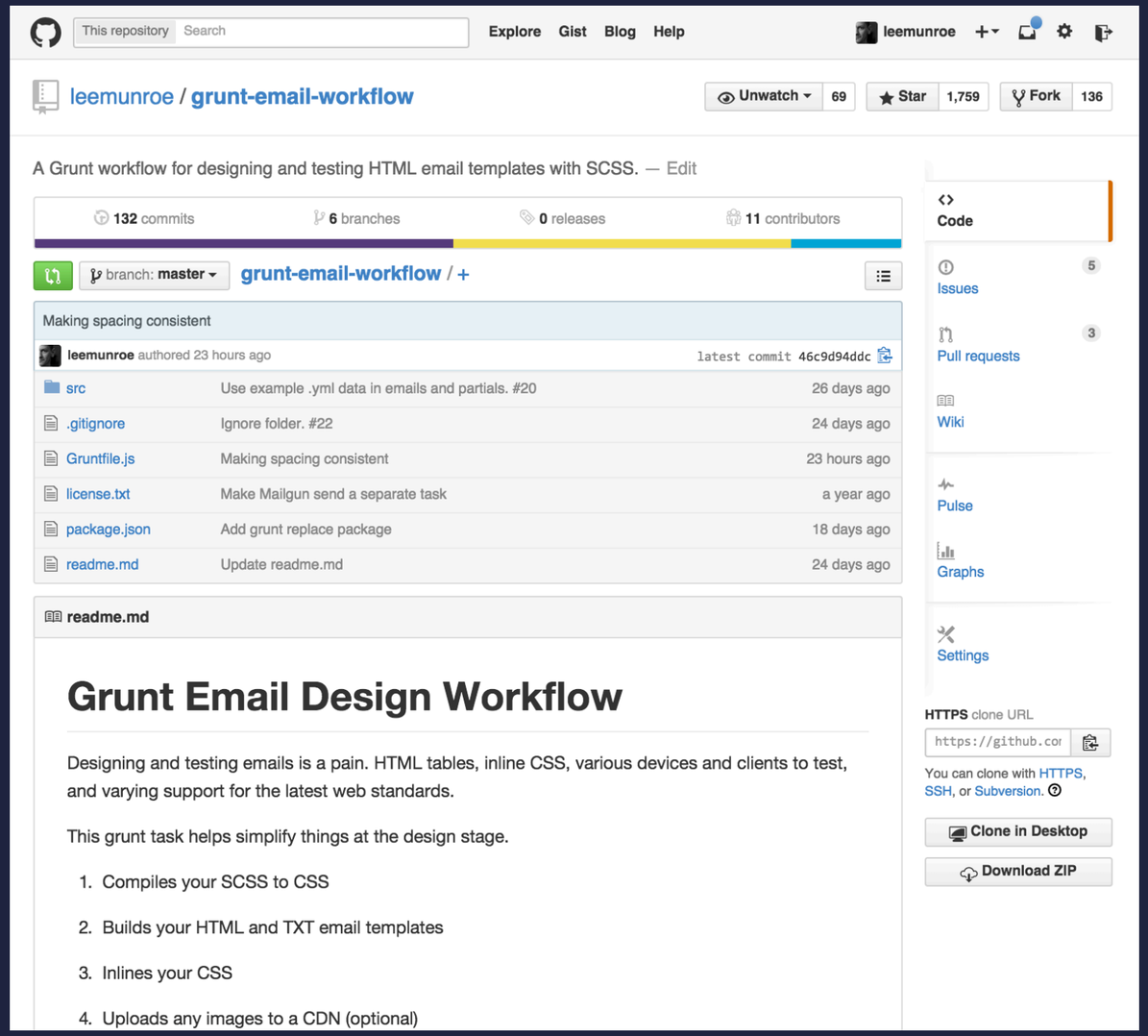
SEND TEMPLATES TO YOUR CODEBASE



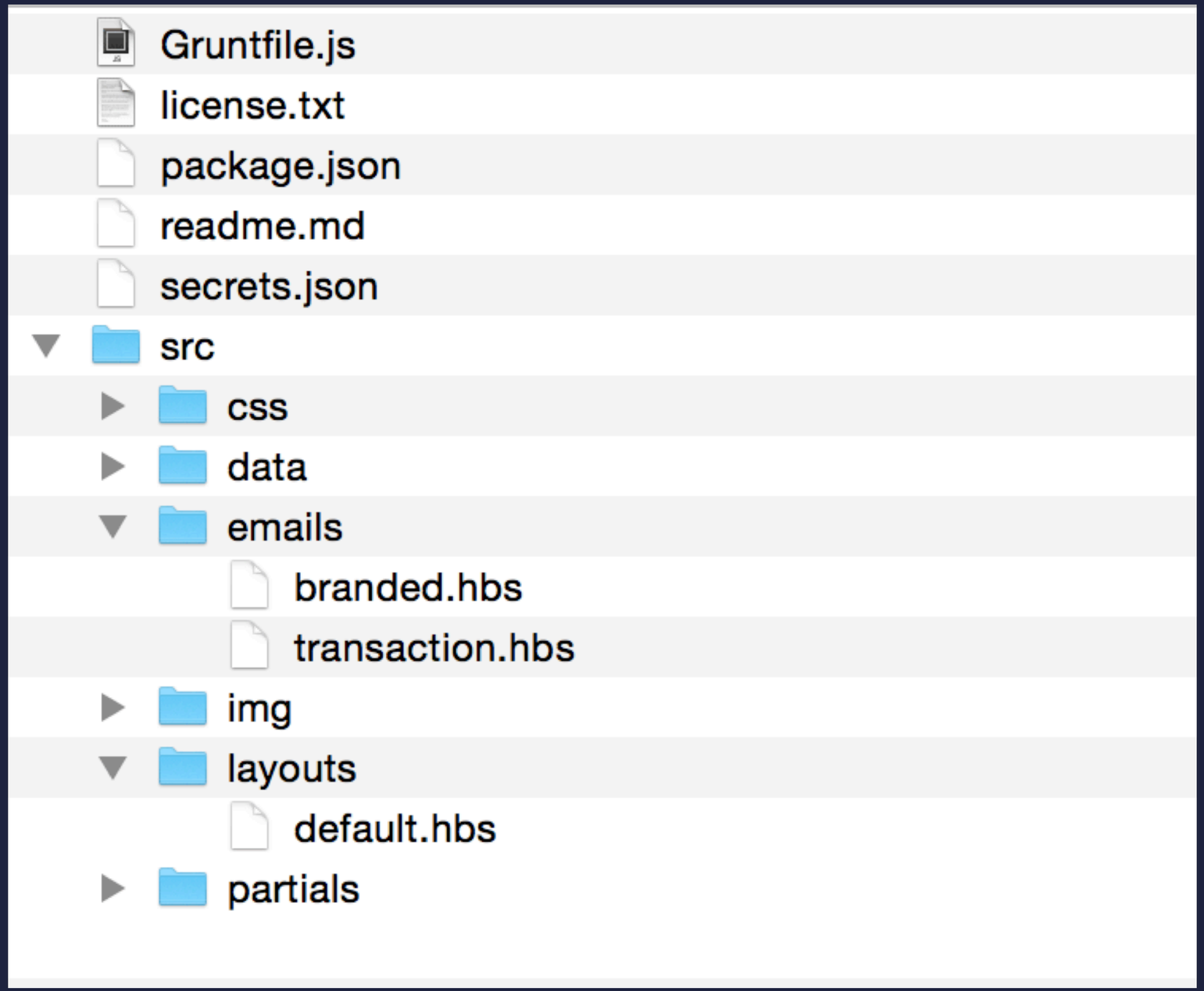
@leemunroe

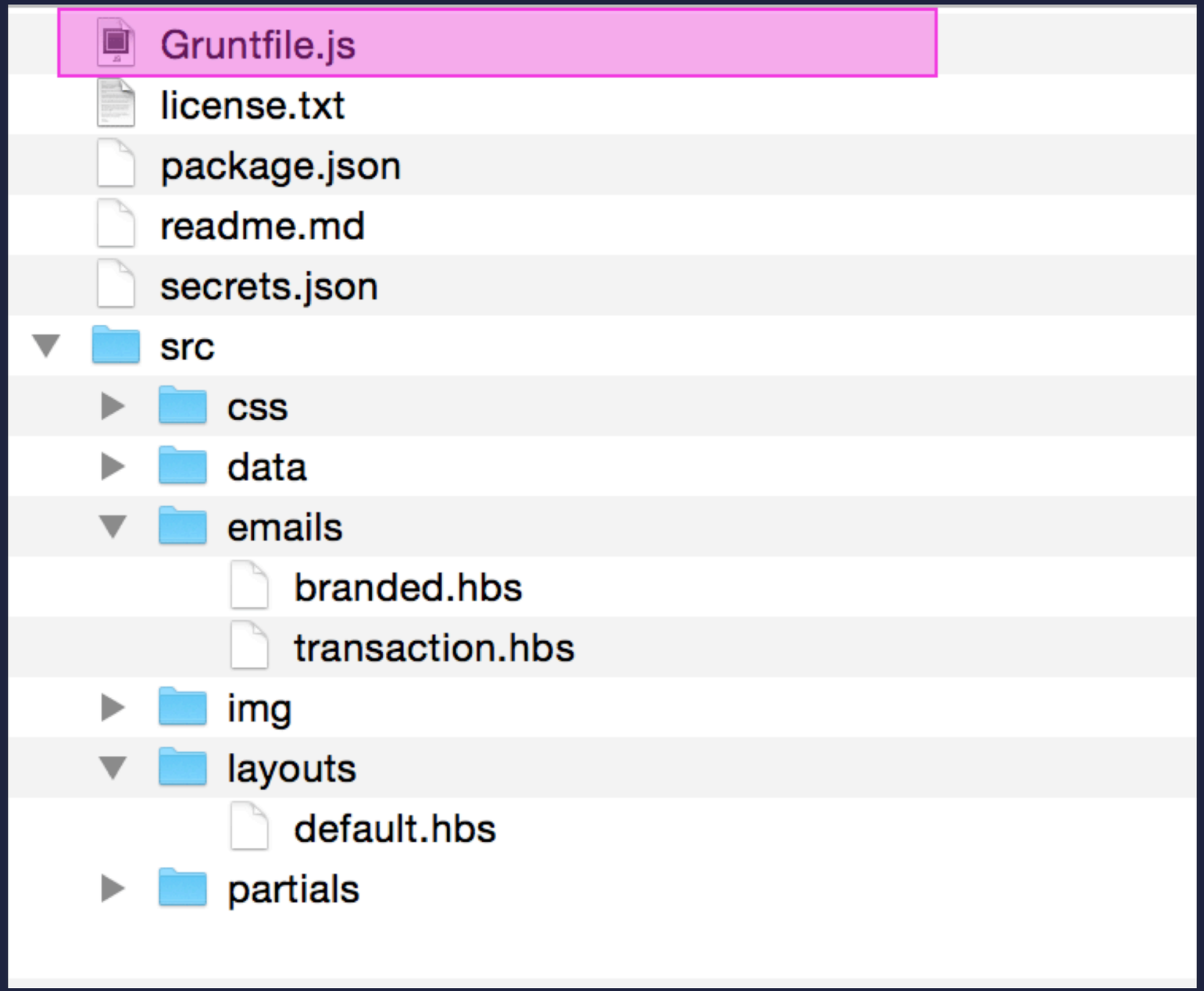
SHOW ME
@leemunroe

github.com/leemunroe/grunt-email-workflow



@leemunroe


Gruntfile.js
license.txt
package.json
readme.md
secrets.json
src
css
data
emails
branded.hbs
transaction.hbs
img
layouts
default.hbs
partials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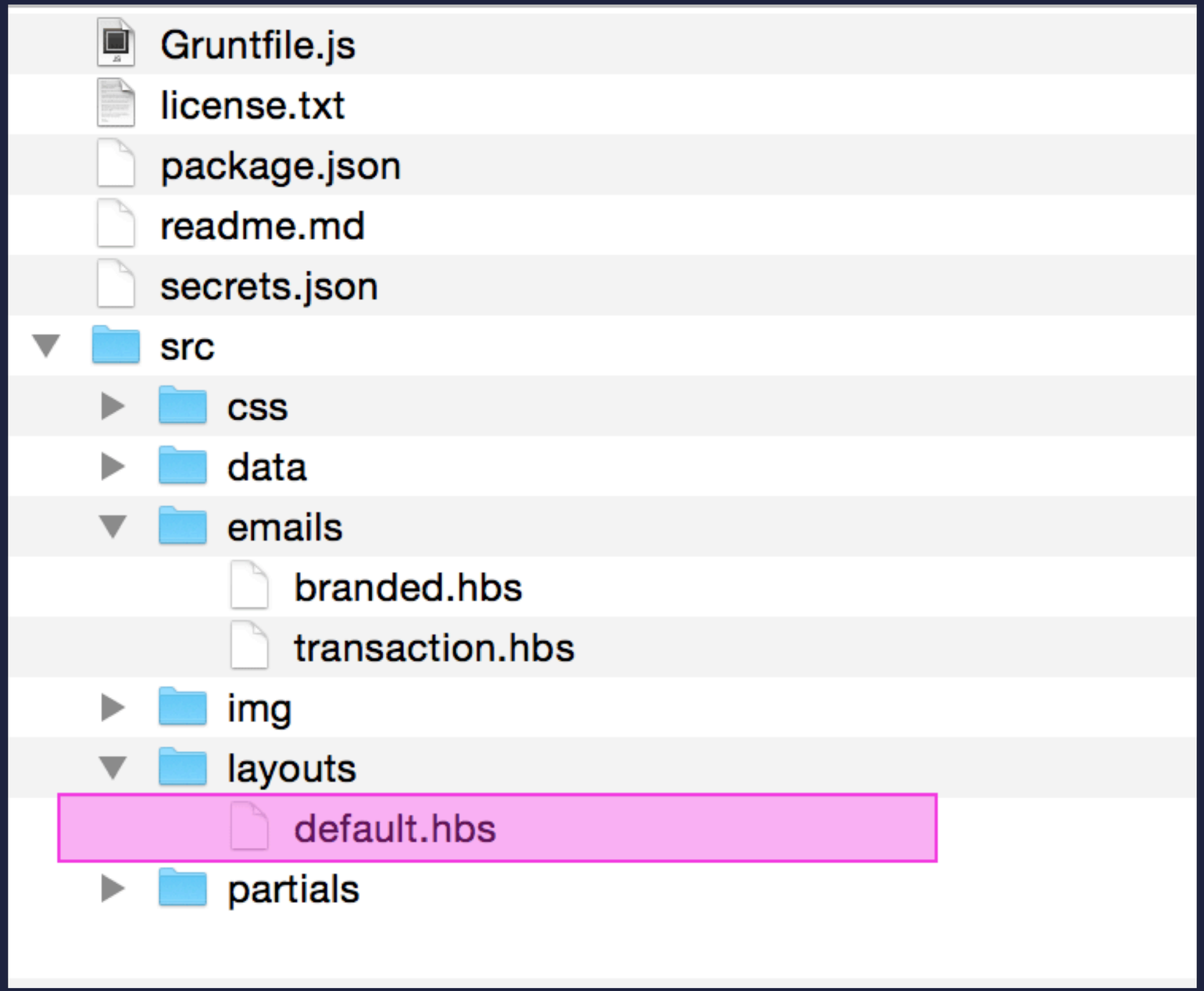
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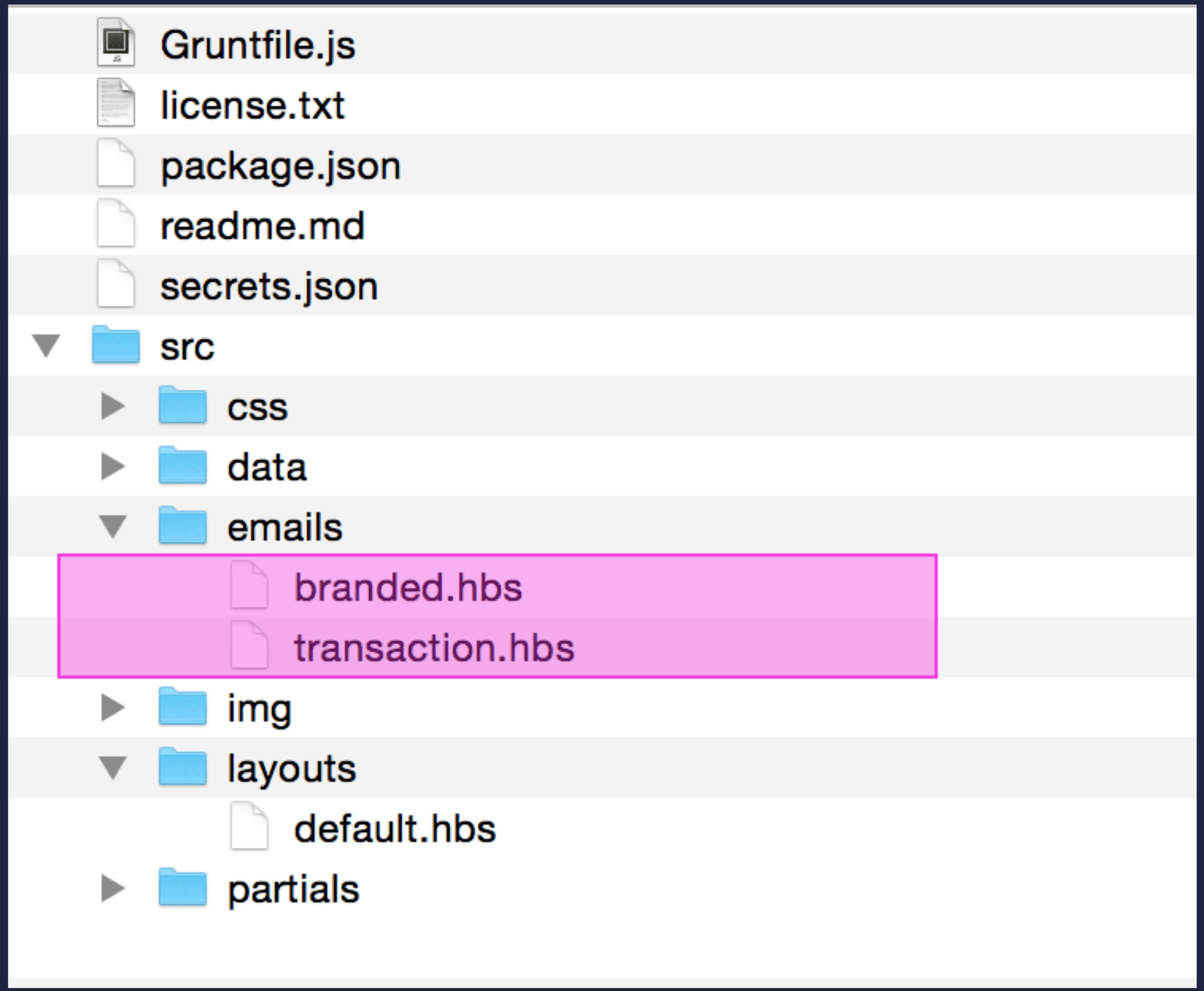
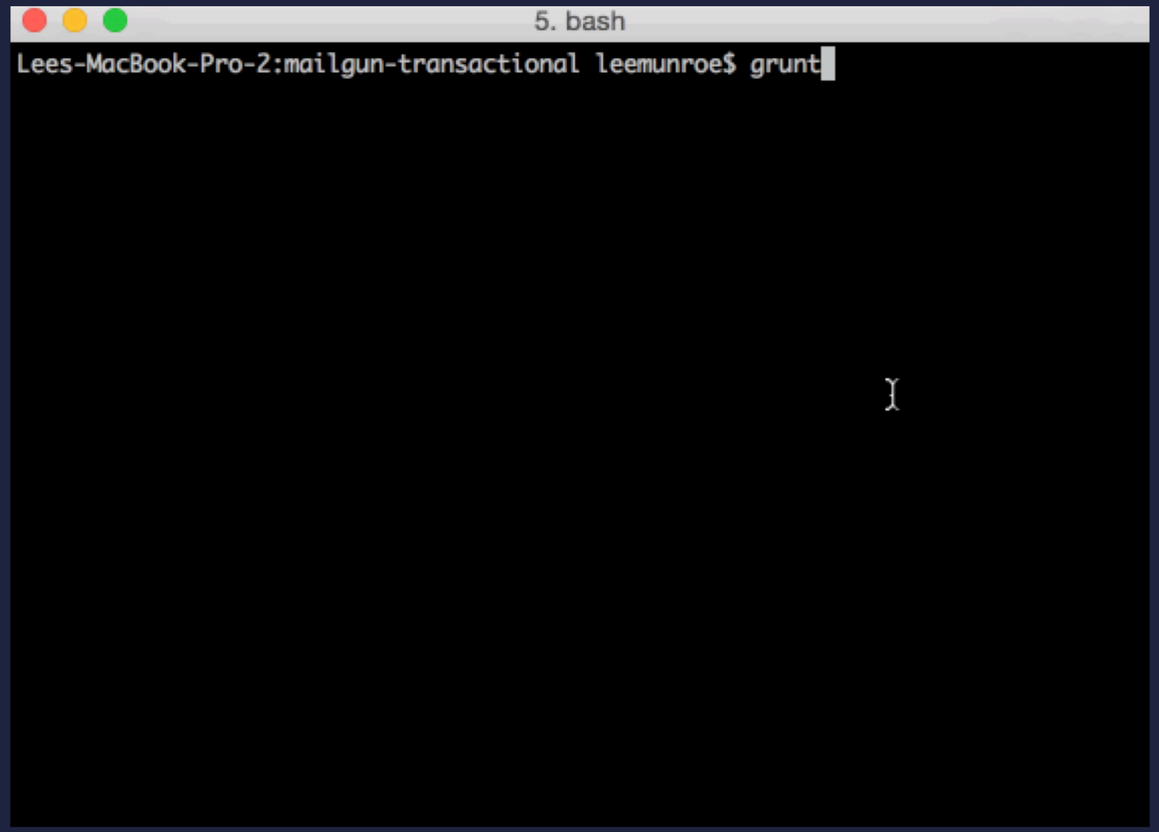
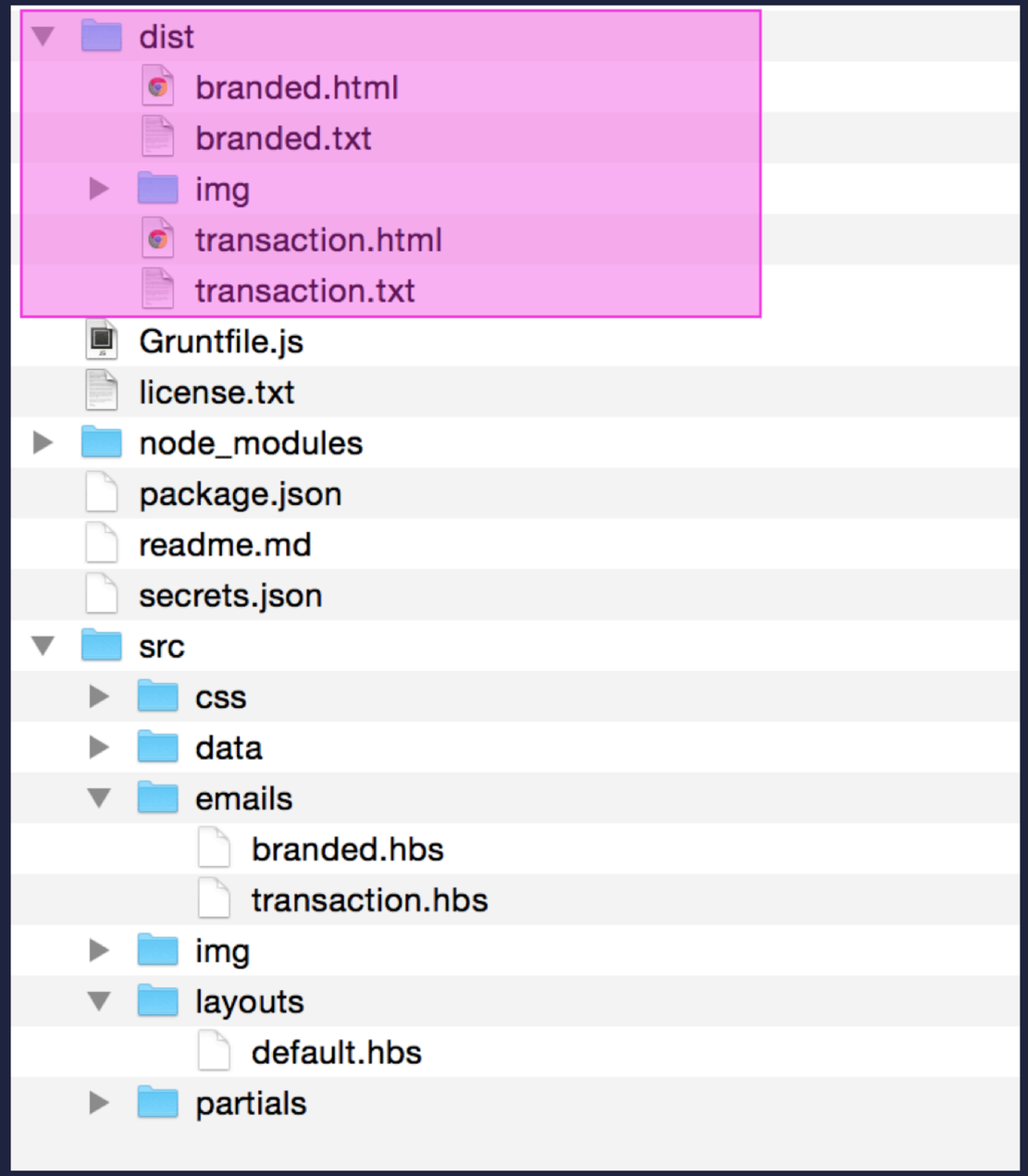

Gruntfile.js
license.txt
package.json
readme.md
secrets.json
src
css
data
emails
branded.hbs
transaction.hbs
img
layouts
default.hbs
partials

```
$ grunt
```


5. bash
Lees-MacBook-Pro-2:mailgun-transactional leemunroe$ grunt


dist
branded.html
branded.txt
img
transaction.html
transaction.txt
Gruntfile.js
license.txt
node_modules
package.json
readme.md
secrets.json
src
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emails
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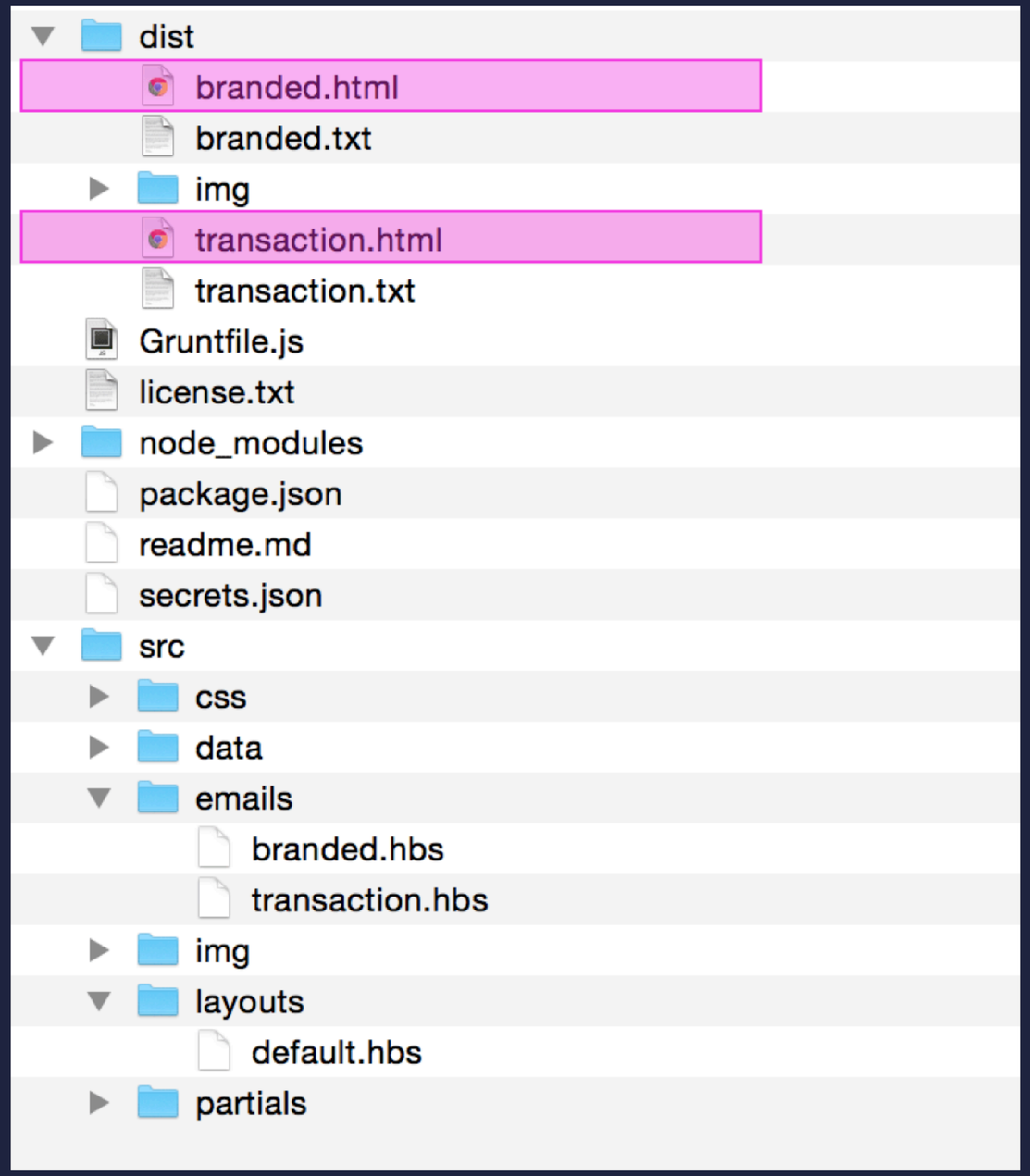
partials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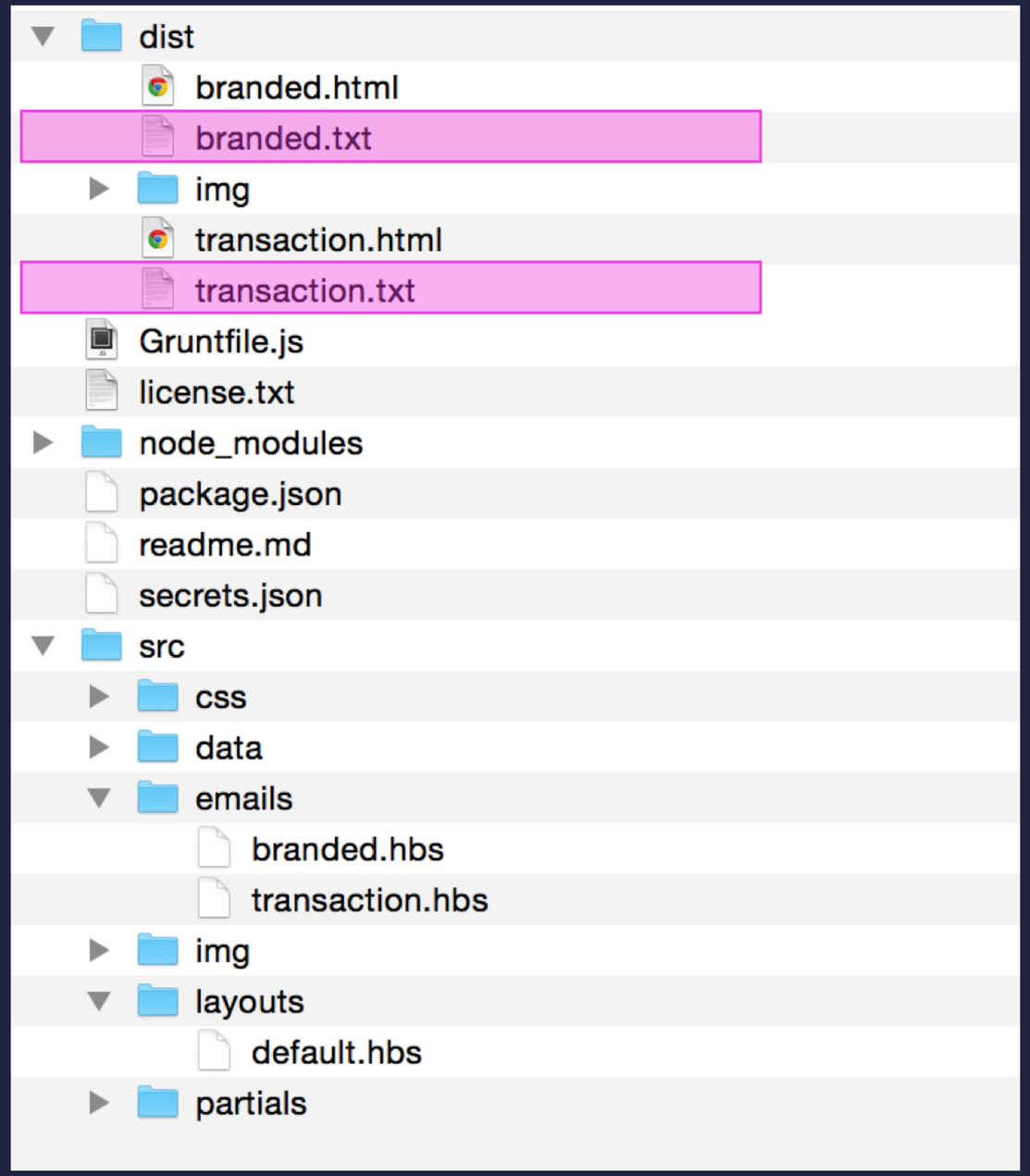
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secrets.json
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emails
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default.hbs
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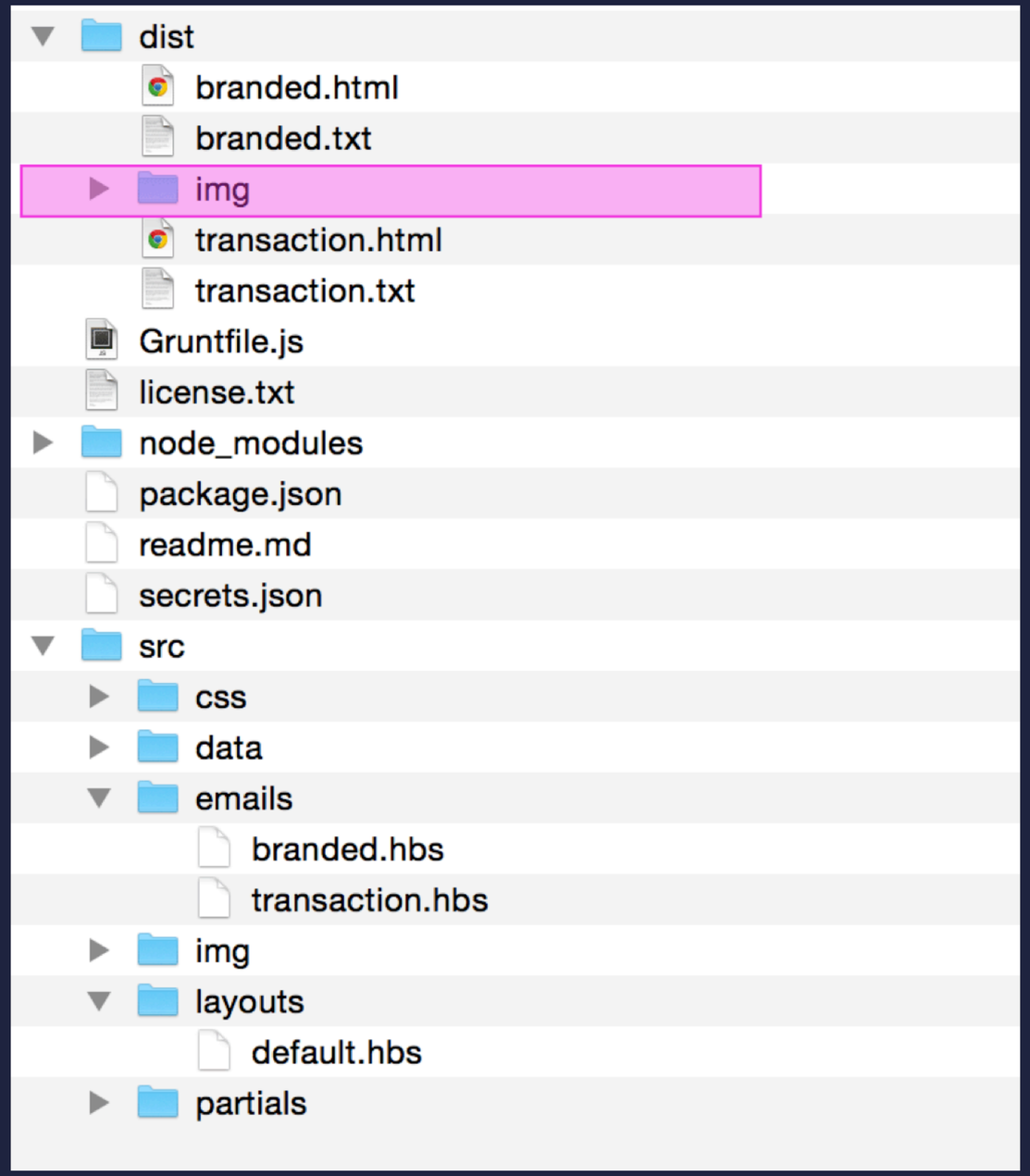
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node_modules
package.json
readme.md
secrets.json
src
css
data
emails
branded.hbs
transaction.hbs
img
layouts
default.hbs
partials

Simple Responsive HTML Email Template

Hi there,

Sometimes you just want to send a simple HTML email with a basic design.

This is a really simple email template. It's sole purpose is to get you to click the button below.

All the information you need is on GitHub.

View The Source On GitHub

Feel free to use, copy, modify this email template as you wish.

Thanks, have a lovely day.

Follow @leemunroe on Twitter

Don't like these annoying emails? Unsubscribe.

Example of an email with image asset.

You should upload your email images to a CDN, or for smaller file sizes you can also inline them.

Should come in handy for branded transactional emails or promotional type emails.

Follow @leemunroe on Twitter

github.com/leemunroe/grunt-email-workflow
@leemunroe

@leemunroe

@leemunroe

RESOURCES REFERENCED

* Grunt Email Workflow (github.com/leemunroe/grunt-email-workflow)
* Mailgun (mailgun.com)
* Rackspace (rackspace.com)
* Litmus (litmus.com)
* Jekyll (jekyllrb.com)
* Middleman (middlemanapp.com)
* Assemble (assemble.io)
* Premailer (premailer.dialect.ca)
* Grunt (gruntjs.com)
* Gulp (gulpjs.com)
* Sendwithus (sendwithus.com)
* Mailchimp (mailchimp.com)
* Campaign Monitor (campaignmonitor.com)