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To run an effective marketing campaign over the email and convert it into a potent marketing tool you need to ensure that you have a highly customized email template. To achieve this you need to design the mail from scratch in Photoshop and then opt for PSD to Email conversion. This is the standard way of achieving visually attractive emails which high levels of interactivity and functionality which let you achieve desired results with your marketing campaign.

Steps To Convert PSD to Email Template

1. Design the Email - You start by designing the email in Photoshop which is the most popular design platform in the world. Here you need to keep in mind your target audience and purpose of the email campaign. Make proper use of logo, color scheme, images and legible text which take your message across to the target audience. Make sure your email has attractive buttons and interactive and catchy texts such as â€˜Buy Nowâ€™, â€˜Find out Moreâ€™ etc. as they catch attention of users immediately.

2. Slice PSD File - Once you are done with the designing part you need to slice the PSD file to separate the different parts of the email such as the header, footer, body etc. and save them as images. This slicing should be done with precession as different parts of the email would have different functions and they need to be coded accordingly.

3. Covert to HTML - This is the most important step to convert PSD to HTML email. In this you code the PSD file using a suitable markup such as HTML or XHTML to make it compatible with the web. The coding needs to be clean and done manually. Once the coding is done you need to run W3C validation to ensure there are no errors in the code. This conversion helps in ensuring that HTML codes follow a proper structure.

4. Integration with Email Clients - This is the last step in the PSD to CSS/email technique and in this the customized email that you have created needs to be integrated into desktop email clients such as Outlook and Thunderbird etc. and online email services like Yahoo!, Hotmail and Gmail through which you will run the campaign. This integration varies from one email client to another although major steps always remain the same.

5. Testing - After the PSD file has been turned into an email it needs to be tested vigorously to ensure it brings you success with the marketing campaign. The testing would involve checking for the compatibility of the email over different browsers such as IE, Chrome, Firefox, Opera and Safari. This is done to ensure that the email renders and functions uniformly across all these browsers.

For high quality PSD to email conversion and integration you need to hire services of web development firms which have a proven track record in this design and development process. This ensures that you get a powerful marketing tool in your hand which is not only cost effective but has a wider reach compared to any other marketing medium.

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