

CU Anschutz | Lunch and Learn: Email Design Tips and Tricks ^[1]

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CU Anschutz hosted a Lunch and Learn session for users in Sept. to provide email design tips and tricks that apply generally and specifically to Marketing Cloud. While some topics dive into specifics for the CU Anschutz campus, the majority of the content pertains to all eComm users across the campuses. Topics include:

- Benefits of a well-designed email
- Things to consider before you start
- How to structure a marketing email
- How to create a header image in Canva and save for Marketing Cloud (Anschutz specific)
- Sourcing and cropping images for your emails - Image Relay and stock images
- What to look for in email tests
- Common formatting issues with Marketing Cloud

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