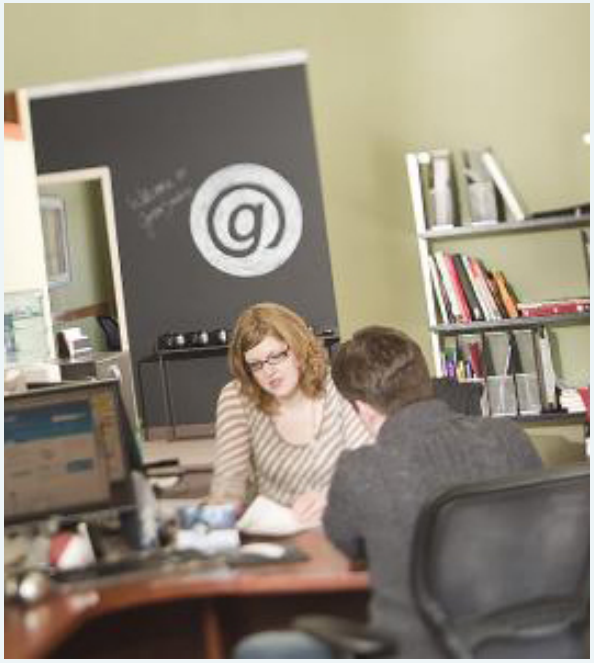
Responsive HTML email and Drupal

Mobile + Email + Drupal

Drew Gorton



Drew Gorton

Founder

gortonstudios.com

gorton studios

NodeSquirrel

Responsive HTML email

Why?

~19% of email messages are read on smartphones or tablets.

Source: http://labs.mrss.com/mobile-is-hot-is-your-organization-optimized (Oct, 2011)

NTEN – Cameron Lefevre

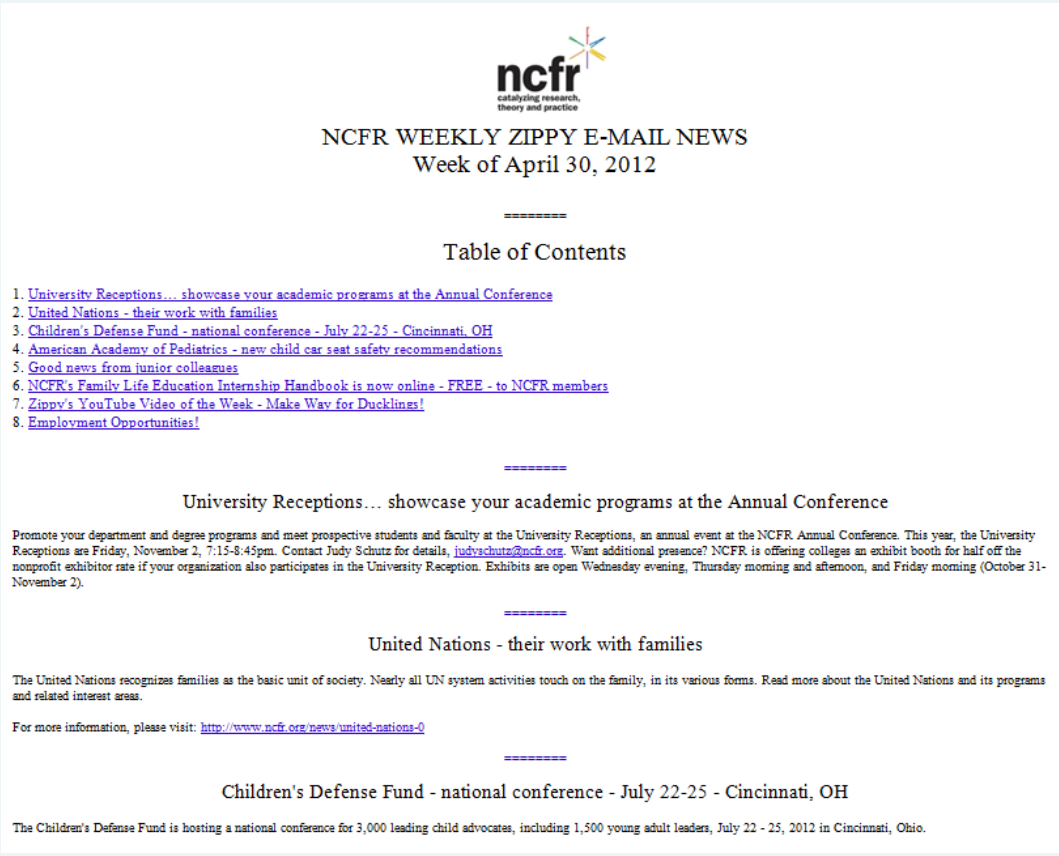
http://www.nten.org/articles/2012/the-age-of-mobile-email-has-arrived-are-you-ready

Human Rights Campaign:

- Mobile ~17% of subscribers
- Mobile ~5% of action

gorton studios

ncfr
catalyzing research, theory and practice



ncfr
catalyzing research, theory and practice

NCFR WEEKLY ZIPPY E-MAIL NEWS
Week of April 30, 2012

========

Table of Contents

1. University Receptions… showcase your academic programs at the Annual Conference
2. United Nations - their work with families
3. Children's Defense Fund - national conference - July 22-25 - Cincinnati, OH
4. American Academy of Pediatrics - new child car seat safety recommendations
5. Good news from junior colleagues
6. NCFR's Family Life Education Internship Handbook is now online - FREE - to NCFR members
7. Zippy's YouTube Video of the Week - Make Way for Ducklings!
8. Employment Opportunities!

========

University Receptions… showcase your academic programs at the Annual Conference

Promote your department and degree programs and meet prospective students and faculty at the University Receptions, an annual event at the NCFR Annual Conference. This year, the University Receptions are Friday, November 2, 7:15-8:45pm. Contact Judy Schutz for details, judyschutz@ncfr.org. Want additional presence? NCFR is offering colleges an exhibit booth for half off the nonprofit exhibitor rate if your organization also participates in the University Reception. Exhibits are open Wednesday evening, Thursday morning and afternoon, and Friday morning (October 31-November 2).

========

United Nations - their work with families

The United Nations recognizes families as the basic unit of society. Nearly all UN system activities touch on the family, in its various forms. Read more about the United Nations and its programs and related interest areas.

For more information, please visit: http://www.ncfr.org/news/united-nations-0

========

Children's Defense Fund - national conference - July 22-25 - Cincinnati, OH

The Children's Defense Fund is hosting a national conference for 3,000 leading child advocates, including 1,500 young adult leaders, July 22 - 25, 2012 in Cincinnati, Ohio.

Pros

- Simple
- Lightweight
- Worked as plain-text
- Rendered OK on mobile

Cons

- Outdated look
- Mistakes easy
- Inconsistent with brand

gorton studios

ncfr
catalyzing research, theory and practice

This week! Zippy has a new look! Check out the new format and exciting news. View this email in your browser.

ncfr
catalyzing research, theory and practice

NCFR Weekly Zippy News

Week of May 7, 2012

1. TCRM Workshop provides insight into the research process...register now!
2. CFLE Exam to be offered this summer
3. Northwest Council on Family Relations invites you to their annual conference - Portland, OR - May 18th
4. Students and New Professionals: Would you like to be President of NCFR for one day?
5. Teaching Family Science conference
6. New publication from SRCD on early childhood education
7. NIH declared May 1, 2012 as World Asthma Day
8. NCFR members: List your book on Zippy News!
9. Good news from junior colleagues
10. NCFR Membership - A great graduation gift idea!
11. Zippy's YouTube Video of the Week - It's Mothers Day this Sunday, May 13

TCRM Workshop provides insight into the research process...register now!

If you're planning or starting a research project later this year or next, the Theory Construction Research Methodology (TCRM) Workshop can be a valuable asset to help you. The TCRM Workshop, part of the NCFR Annual Conference, offers an interactive review of research papers in progress, so you'll have a chance to see and hear how experienced researchers go about assessing data and constructing theory. All participants have access to the accepted papers prior to the workshop, so the sessions provide relevant, focused discussion. This year there are five concurrent TCRM paper sessions as well as 3-hour workshop blocks. TCRM sessions are scheduled during the conference this year (instead of starting as a pre-conference event) on Thursday afternoon and evening and Friday morning. Separate registration is required; cost is $30 for professionals and $25 for students.

ncfr
catalyzing research, theory and practice

NCFR Weekly Zippy News

Week of May 7, 2012

1. TCRM Workshop provides insight into the research process...register now!
2. CFLE Exam to be offered this summer

Pros

- Simple
- Lightweight
- Works as plain-text

More Pros!

- Optimized for mobile
- Consistent with brand
- Clean code
- Tested across email clients

gorton studios

Process

How we got there

- Start with MailChimp templates
- Copy in your website's styles
- Add CSS3 Media Queries
- Test, Test and Test again (Email on Acid)

gorton studios

Start with a solid foundation

MailChimp Templates & Resources

Free resources at:
http://mailchimp.com/resources/

Email Jitsu guide:
http://mailchimp.com/resources/guides/email-jitsu

Free email templates:
http://mailchimp.com/resources/html-email-templates

gorton studios

Get your brand right

Copy your website

- Open Firebug (or other code inspector) and start matching elements
- Focus on:
  - color
  - font-family
  - font-size
  - font-weight
  - line-height

gorton studios

Add CSS3 @media query

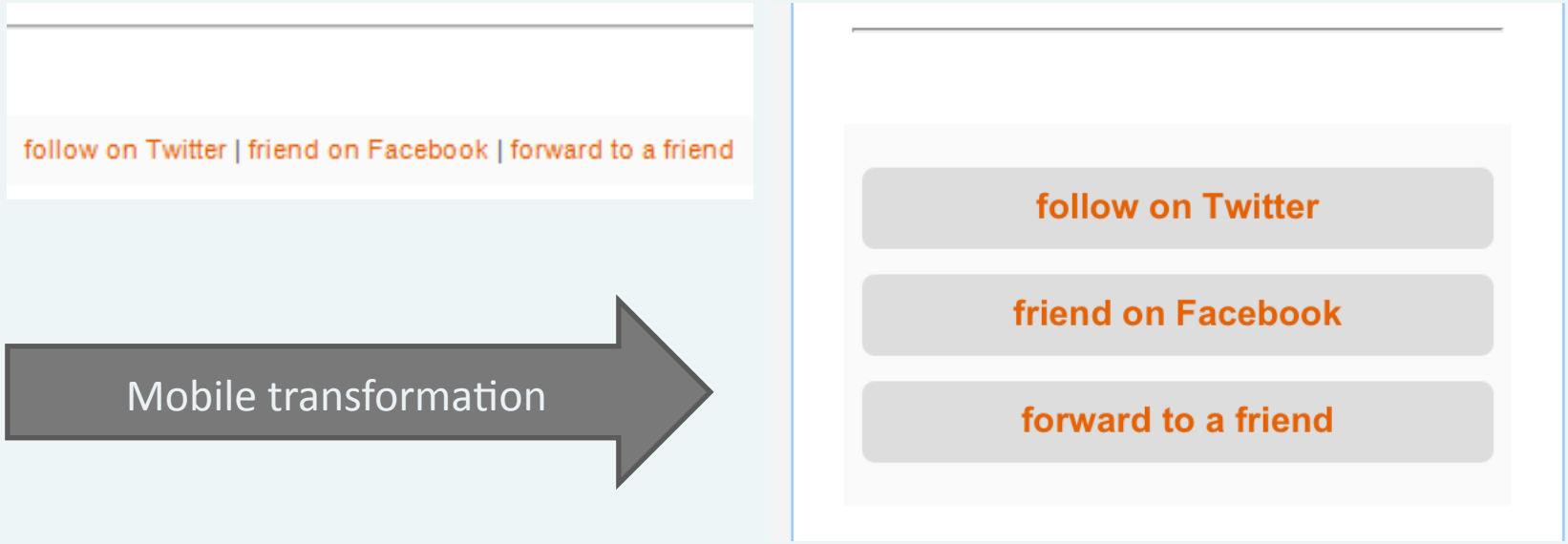
Normal Responsive HTML

```
@media screen and (max-width: 600px) {
     table.emailtable, td.emailcontent {
       width: 95% !important;
      }
      h1, h2, h3, h4 {
       text-align:center !important;
      }
      .nomob {
       display: none !important;
      }
      .header_content{
       text-align:center !important;
      }
      a.footer_nav {
       display: block !important;
       font-size: 14px !important;
       font-weight: bold !important;
       padding: 6px 4px 8px 4px !important;
       line-height: 18px !important;
       background: #dddddd !important;
       border-radius: 5px !important;
       margin: 10px auto;
       width: 240px;
       text-align: center;
      }
}
```

gorton studios

Mobile Transformation

Normal Responsive HTML




```
<a href="http://www.twitter.com/ncfr" class="footer_nav">follow
  on Twitter</a><span class="nomob"> | </span><a href="http://
    www.facebook.com/ncfrpage" class="footer_nav">friend on
      Facebook</a><span class="nomob"> | </span><a href="-"
          class="footer_nav">forward to a friend</a>
```

gorton studios

Tools

Email on Acid

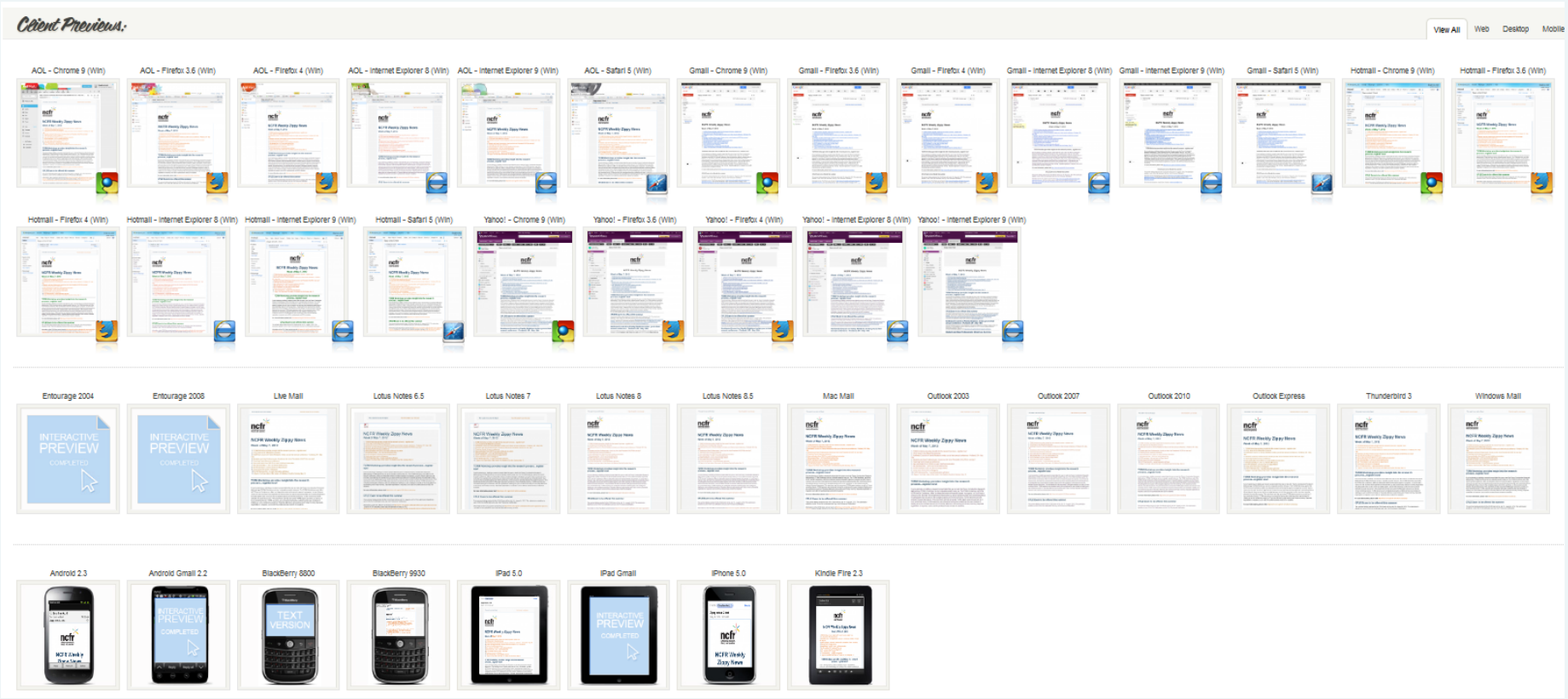
Email Testing Service

http://www.emailonacid.com

- Cross-client email testing service
- Shows how your message displays in 70 combinations of email services, browsers, and clients
- Plus code analysis and spam filter testing
- $35/month for unlimited testing
  - Discounted for longer term commitments
  - $2 - $5 per test a la carte pricing available

gorton studios

Email on Acid



gorton studios

Gotchas

No bullet points or numbered lists

- Some webmail clients left justify them
- Some webmail clients center them
- Some left-justify lists & center the content
- Path of least resistance = ditch the <ol> tag, go w/ asterisks & line breaks instead

gorton studios

Gotchas

<p align=”left”>

- GMail and Yahoo Mail default paragraph (<p>) tags to align center align when viewed in Internet Explorer
- Other browsers still align paragraphs left
- ?!?
- Forcing the alignment left fixes it

gorton studios

Generating HTML emails with Drupal

Normal theming with some problems

Email Clients

Absolute Paths (Links and Images)

Drupal's Smarts

gorton studios

Generating HTML emails with Drupal

Process

Create a Content Type

Theme it

Create and Send (repeat)

gorton studios

Generating HTML emails with Drupal

Problems

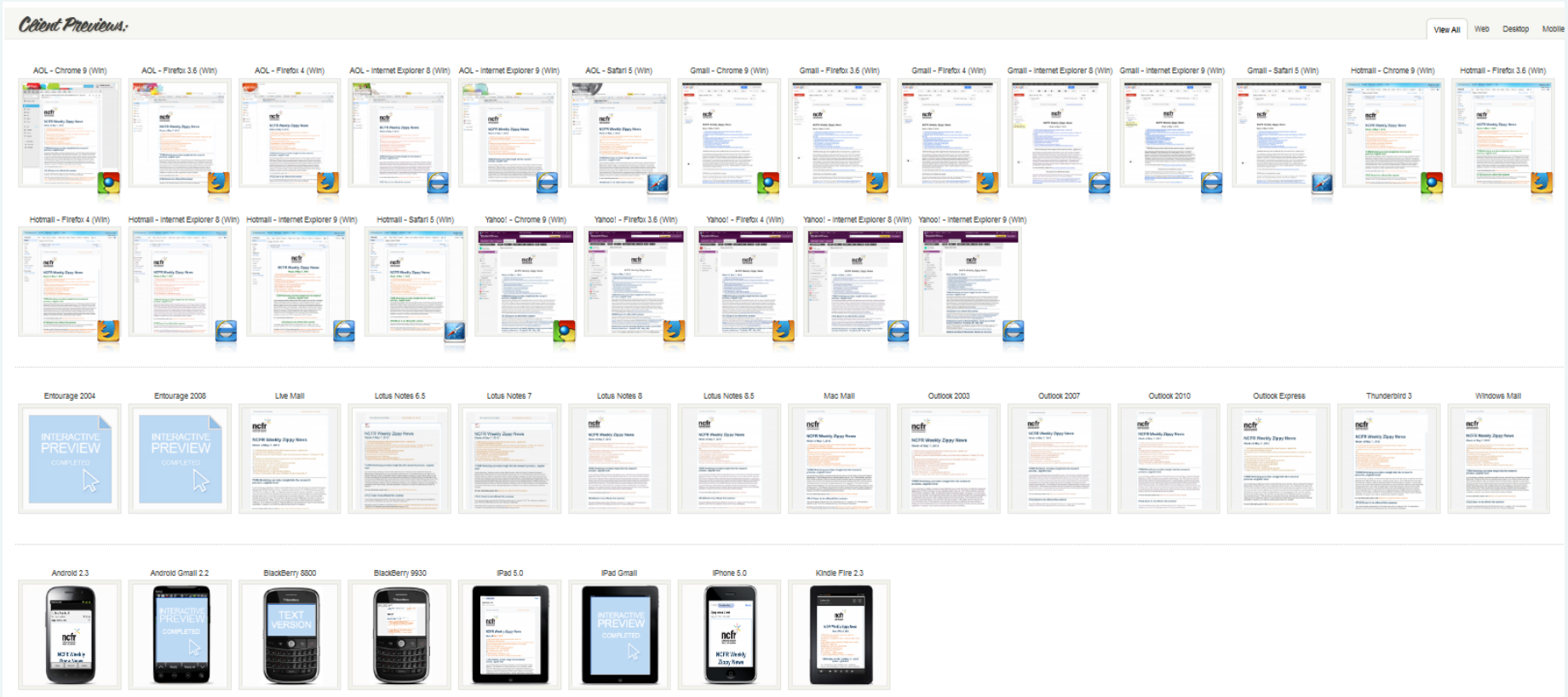
Email Clients

Absolute Paths (Links and Images)

Drupal's Smarts

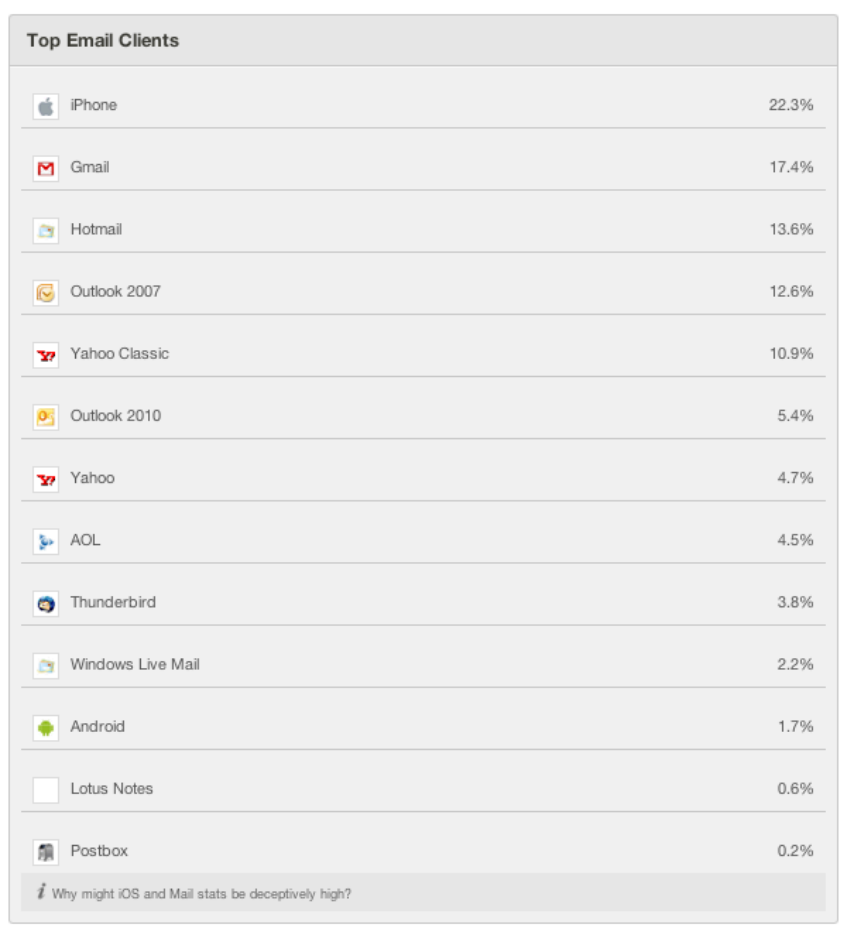
gorton studios

Problem: Email Clients



gorton studios

Problem: Email Clients



Top Email Clients	
iPhone	22.3%
Gmail	17.4%
Hotmail	13.6%
Outlook 2007	12.6%
Yahoo Classic	10.9%
Outlook 2010	5.4%
Yahoo	4.7%
AOL	4.5%
Thunderbird	3.8%
Windows Live Mail	2.2%
Android	1.7%
Lotus Notes	0.6%
Postbox	0.2%

Why might iOS and Mail stats be deceptively high?

gorton studios

Problem: Absolute Paths for Links and Images

#FAIL

Read More

OK

<img src="http://www.ncfr.org/sites/default/themes/ncrf_theme/images/
logo.png" />

Read More

URL Function

http://api.drupal.org/api/drupal/includes!common.inc/function/url

D6/D7: url($path, array('absolute' => TRUE));

gorton studios

Problem: Drupal's Smarts

- What modules are installed?
- What permissions does this user have?
  - Am I logged in?
  - Can I edit this page?
  - What actions can this user take?
- Solution: Stooopid Theming

gorton studios

Generating emails with Drupal

Process

Create a Content Type

Theme it

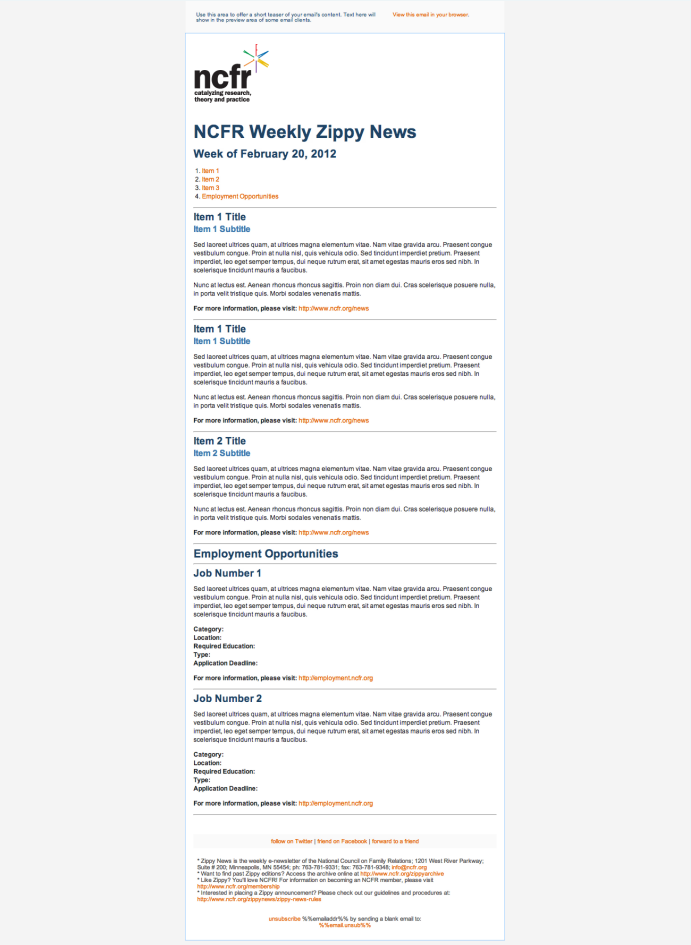
Send it

gorton studios

Create a Content Type

gorton studios

Identify and configure your fields



Use this area to offer a short teaser of your email's content. Text here will show in the preview area of some email clients.

View this email in your browser.

ncfr
catalyzing research, theory and practice

NCFR Weekly Zippy News

Week of February 20, 2012

1. Item 1
2. Item 2
3. Item 3
4. Employment Opportunities

Item 1 Title
Item 1 Subtitle

Sed laoreet ultrices quam, at ultrices magna elementum vitae. Nam vitae gravida arcu. Praesent congue vestibulum congue. Proin at nulla nisl, quis vehicula odio. Sed tincidunt imperdiet pretium. Praesent imperdiet, leo eget semper tempus, dui neque rutrum erat, sit amet egestas mauris eros sed nibh. In scelerisque tincidunt mauris a faucibus.

Nunc at lectus est. Aenean rhoncus rhoncus sagittis. Proin non diam dui. Cras scelerisque posuere nulla, in porta velit tristique quis. Morbi sodales venenatis mattis.

For more information, please visit: http://www.ncfr.org/news

Item 1 Title
Item 1 Subtitle

Sed laoreet ultrices quam, at ultrices magna elementum vitae. Nam vitae gravida arcu. Praesent congue vestibulum congue. Proin at nulla nisl, quis vehicula odio. Sed tincidunt imperdiet pretium. Praesent imperdiet, leo eget semper tempus, dui neque rutrum erat, sit amet egestas mauris eros sed nibh. In scelerisque tincidunt mauris a faucibus.

Nunc at lectus est. Aenean rhoncus rhoncus sagittis. Proin non diam dui. Cras scelerisque posuere nulla, in porta velit tristique quis. Morbi sodales venenatis mattis.

For more information, please visit: http://www.ncfr.org/news

Item 2 Title
Item 2 Subtitle

Sed laoreet ultrices quam, at ultrices magna elementum vitae. Nam vitae gravida arcu. Praesent congue vestibulum congue. Proin at nulla nisl, quis vehicula odio. Sed tincidunt imperdiet pretium. Praesent imperdiet, leo eget semper tempus, dui neque rutrum erat, sit amet egestas mauris eros sed nibh. In scelerisque tincidunt mauris a faucibus.

Nunc at lectus est. Aenean rhoncus rhoncus sagittis. Proin non diam dui. Cras scelerisque posuere nulla, in porta velit tristique quis. Morbi sodales venenatis mattis.

For more information, please visit: http://www.ncfr.org/news

Employment Opportunities

Job Number 1

Sed laoreet ultrices quam, at ultrices magna elementum vitae. Nam vitae gravida arcu. Praesent congue vestibulum congue. Proin at nulla nisl, quis vehicula odio. Sed tincidunt imperdiet pretium. Praesent imperdiet, leo eget semper tempus, dui neque rutrum erat, sit amet egestas mauris eros sed nibh. In scelerisque tincidunt mauris a faucibus.

Category:
Location:
Required Education:
Type:
Application Deadline:

For more information, please visit: http://employment.ncfr.org

---

Job Number 2

Sed laoreet ultrices quam, at ultrices magna elementum vitae. Nam vitae gravida arcu. Praesent congue vestibulum congue. Proin at nulla nisl, quis vehicula odio. Sed tincidunt imperdiet pretium. Praesent imperdiet, leo eget semper tempus, dui neque rutrum erat, sit amet egestas mauris eros sed nibh. In scelerisque tincidunt mauris a faucibus.

Category:
Location:
Required Education:
Type:
Application Deadline:

For more information, please visit: http://employment.ncfr.org

---

follow on Twitter | friend on Facebook | forward to a friend

* Zippy News is the weekly e-newsletter of the National Council on Family Relations; 1201 West River Parkway; Suite # 200, Minneapolis, MN 55454; ph: 763-781-9331; fax: 763-781-9348; info@ncfr.org
* Want to find past Zippy editions? Access the archive online at http://www.ncfr.org/zippyarchive
* Like Zippy? You'll love NCFR! For information on becoming an NCFR member, please visit http://www.ncfr.org/membership
* Interested in placing a Zippy announcement? Please check out our guidelines and procedures at: http://www.ncfr.org/zippynews/zippy-news-rules

unsubscribe %%emailaddr%% by sending a blank email to: %%email.unsub%%

gorton studios

Theme it

Stoopid

Copy the HTML from the email template

Drop in your content variables

Leave out the tabs, smarts, etc.

gorton studios

Theme it

Files and Code

Add a template suggestion file for per-content-type pages:

Drupal 6:

```
function yourthemename_preprocess_page(&$vars) {
  if (isset($vars['node'])) {
    // If node type is "newsletter", it will pickup "page-newsletter.tpl.php".
    $vars['template_files'][] = 'page-'. str_replace('_', '-', $vars['node']->type);
  }
}
```

Drupal 7:

```
function yourthemename_preprocess_page(&$vars) {
  if (isset($vars['node']->type)) {
    // If node type is "newsletter", it will pickup "page-newsletter.tpl.php".
    $vars['theme_hook_suggestions'][] = 'page-' . str_replace('_', '-', $vars['node']->type);
  }
}
```

gorton studios

Theme it

page-newsletter.tpl.php

Copy your email template and add the page-level content / variables

–Title, logo…

gorton studios

Theme it

node-newsletter.tpl.php

Theme & Preprocess your nodes

Render out the content using acceptable low-grade newsletter HTML

gorton studios

Send it

Manual Send = Better

Copy-Paste that HTML to your tool (MailChimp, Listserv, etc).

TEST!

Drupal *can* send your email newsletter directly -- but YIKES
(I click submit and 20,000+ people get an email?!?!)

gorton studios

Responsive HTML email and Drupal

Questions?

Drew Gorton
Gorton Studios
NodeSquirrel