



# Article Side

All about PSD to Email Conversion Process by [Justin Spencser](#)

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Email is one of the most effective way of marketing your products and services to the email. But some emails grab your attention immediately while others don't. Thus you need to keep in mind that the email that you send needs to be attractive and customized to make maximum impact in the market. One of the best ways to achieve this is to opt for PSD to Email conversion. This is what most successful marketing companies do to achieve attractive emails with a high "call to action" factor. You can send out innovative and interactive mailers to your customers that will generate more attention to your services.

## Why PSD to Email Conversion?

You need to stand out in the competition and be counted and this technique lets you do just that. These dynamic emails allow you to easily track rates for email opens, forwards, and click through allowing you to measure the success of an email campaign. Information in the form of a web page that is more visually appealing and easy to navigate. A PSD to HTML email can be customized emails can be sent using desktop email tools like Outlook, Thunderbird, Eudora and online email services like Yahoo!, Hotmail and Gmail etc. helping you run an effective campaign.

## How This is Done?

PSD Design to HTML email conversion starts with designing the email in Photoshop which is the most popular design platform in the world. Here you will conceive the email as an image which gives you more freedom to make it visually attractive. You can play with colors, fonts and images while designing the email in Photoshop. You can theme the mail around the message, for example offering discounts on your products and services can be presented in a playful way while a serious message to the customers needs to be designed over a serious theme.

Photoshop files aren't web compatible and cannot be directly used in the email and thus you need to convert PSD to email using a suitable markup language. HTML/XHTML is mostly used by developers in this conversion. The different sections of the email such as the header, body and the footer are first sliced and then hand coded to ensure that they bear clean coding and are compatible with all the major email clients and web browsers such as IE, Chrome, Opera, Safari and Firefox. The emails also need to be compatible with mobile browsers.

To convert PSD to CSS/email effectively and make maximum impact with the users you need to hire the services of a company which has expertise in PSD to email conversion. This is a very nice development technique and not all web developers have expertise over the job. Take a look at their portfolio as this will give you a fair idea on the kind of work they have done in the past. Your email can be your most potent marketing weapon and you shouldn't compromise on the quality of the email under any circumstance.

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[Justin Spencser](#) - About Author:

Justin Spenser is an E-Marketing specialist at MarkupBox.com, which is a specialized a [PSD to](#)

[HTML](#) Conversion Company, backed with years of experience and diligent professionals. MarkupBox offers PSD to CSS, PSD to HTML5 and software implementation services like PSD to Joomla, PSD to Magento, PSD to WordPress, PSD to Drupal, a [PSD to Email](#) and much more.

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