

Send Eye-Catching HTML Web Pages by Email

By Mario Sanchez

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A few years ago, email programs didn't support HTML (the standard for formatting text on the Internet, and the most widely used medium to create web pages). If you wanted to send an email message, you were limited to plain text and only one font type. Nowadays, however HTML support among email programs is almost universal: AOL versions 6 and higher, Internet Explorer versions 4 and higher, Microsoft Outlook and Outlook Express, Eudora, Yahoo Mail, and Hotmail all support HTML.

Sending full color, HTML webpages by email is a great way to promote your product or service. If you want to make an impression, it is certainly better than just sending boring text messages.

Restaurants owners who want to send their weekly specials to their patrons, online publishers who want to send an ezine to their subscribers, hotel operators who want to communicate their seasonal packages to their guests, manufacturers who want to show a brand new product to their distributors, or online merchants who want to promote a special product to their customers, are just a few cases where this technique may come in handy.

Let's say that you regularly send an email newsletter to your customers, and want to send them a special mailing promoting your latest product. This is what you have to do:

1. Create the promotional webpage for your product. Include pictures, description, benefits, testimonials, links, contact form, etc. Make it as impactful as possible.
2. Upload the page to your server.
3. Open your Internet Explorer browser and go to the URL of the page.
4. Go to the Tools menu, follow the Mail and News option and click on Send Page. This will automatically open your default email program, and the webpage will already be in the body of the message.
5. Address the message to your mailing list, press send, and you're done.

These instructions work for any web page. In fact, why don't you follow steps 4 and 5 and email this page to a friend?

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