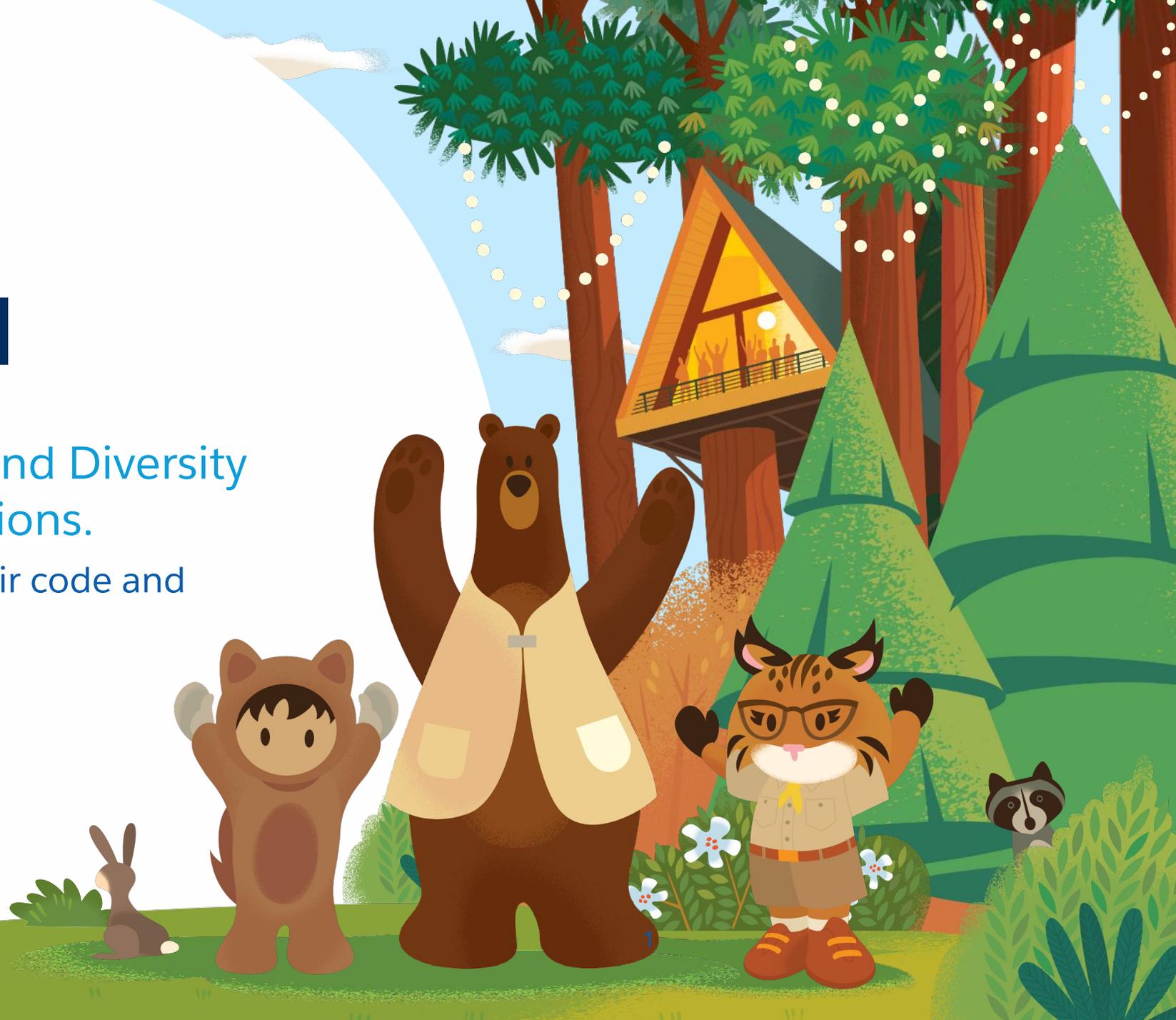


# Emails For All

A talk about Accessibility and Diversity in Marketing Communications.

How an email dev can ensure their code and email design exclude no one.

Presented by: Najee Bartley



# Forward Looking Statements

The Salesforce logo, consisting of the word "salesforce" in a lowercase, sans-serif font, enclosed within a blue cloud-like shape.

This presentation contains forward-looking statements about, among other things, trend analyses and future events, future financial performance, anticipated growth, industry prospects, environmental, social and governance goals, and the anticipated benefits of acquired companies. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, Salesforce's results could differ materially from the results expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: the impact of, and actions we may take in response to, the COVID-19 pandemic, related public health measures and resulting economic downturn and market volatility; our ability to maintain security levels and service performance meeting the expectations of our customers, and the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate performance degradation and security breaches; the expenses associated with our data centers and third-party infrastructure providers; our ability to secure additional data center capacity; our reliance on third-party hardware, software and platform providers; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; current and potential litigation involving us or our industry, including litigation involving acquired entities such as Tableau Software, Inc. and Slack Technologies, Inc., and the resolution or settlement thereof; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including any efforts to expand our services; the success of our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; our ability to complete, on a timely basis or at all, announced transactions; our ability to realize the benefits from acquisitions, strategic partnerships, joint ventures and investments, including our July 2021 acquisition of Slack Technologies, Inc., and successfully integrate acquired businesses and technologies; our ability to compete in the markets in which we participate; the success of our business strategy and our plan to build our business, including our strategy to be a leading provider of enterprise cloud computing applications and platforms; our ability to execute our business plans; our ability to continue to grow unearned revenue and remaining performance obligation; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; our ability to limit customer attrition and costs related to those efforts; the success of our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our ability to preserve our workplace culture, including as a result of our decisions regarding our current and future office environments or work-from-home policies; our dependency on the development and maintenance of the infrastructure of the Internet; our real estate and office facilities strategy and related costs and uncertainties; fluctuations in, and our ability to predict, our operating results and cash flows; the variability in our results arising from the accounting for term license revenue products; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within our strategic investment portfolio; our ability to protect our intellectual property rights; our ability to develop our brands; the impact of foreign currency exchange rate and interest rate fluctuations on our results; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; uncertainties regarding our tax obligations in connection with potential jurisdictional transfers of intellectual property, including the tax rate, the timing of the transfer and the value of such transferred intellectual property; uncertainties regarding the effect of general economic and market conditions; the impact of geopolitical events; uncertainties regarding the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; our ability to comply with our debt covenants and lease obligations; and the impact of climate change, natural disasters and actual or threatened public health emergencies, including the ongoing COVID-19 pandemic.

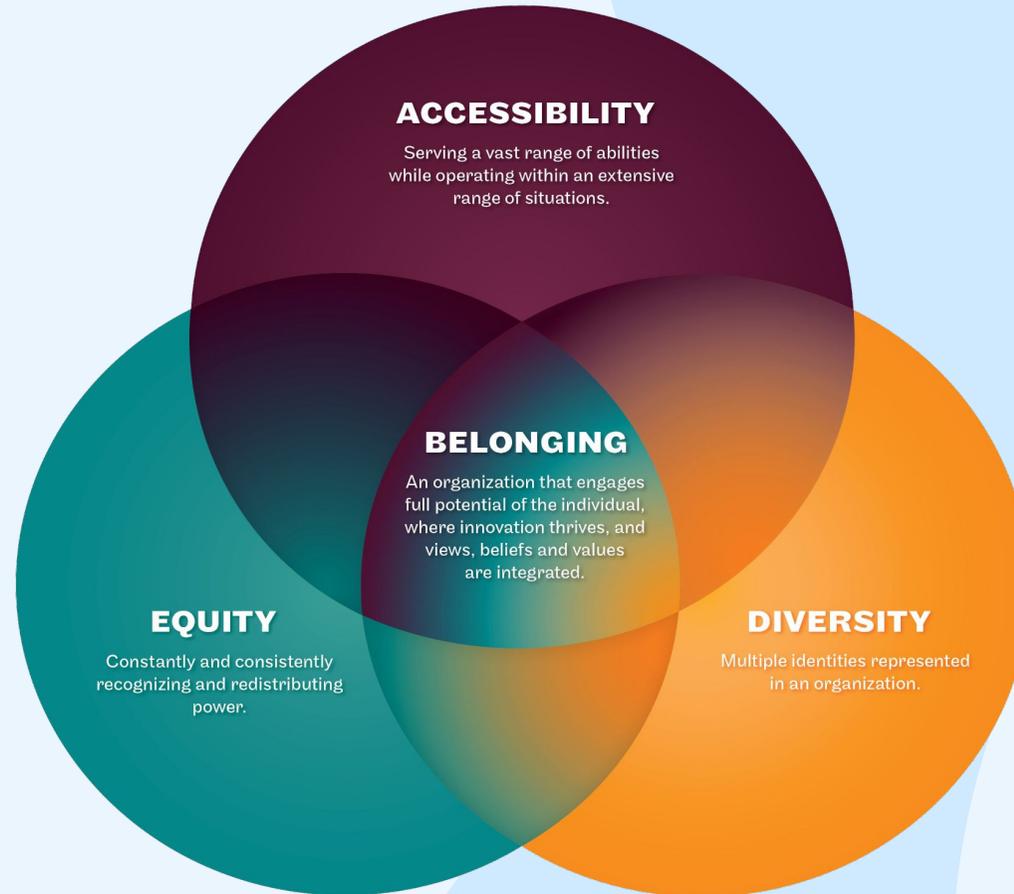
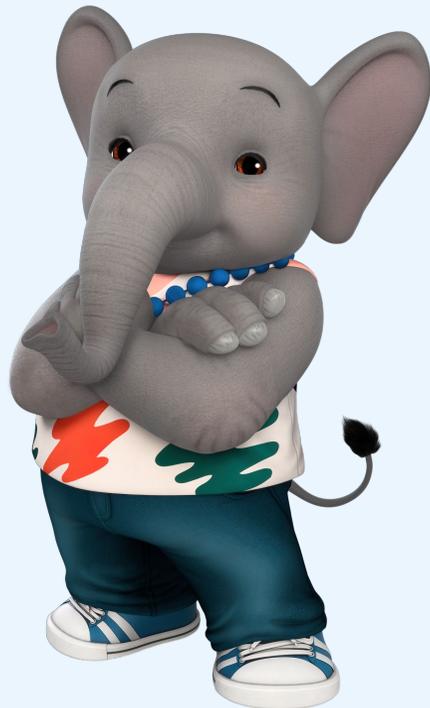
# Najee Bartley

Email Developer | ATL SFMC Co-Leader |  
Accessibility & DEI Enthusiast



# Accessibility And Diversity go hand and hand with creating successful marketing campaigns

## Accessibility



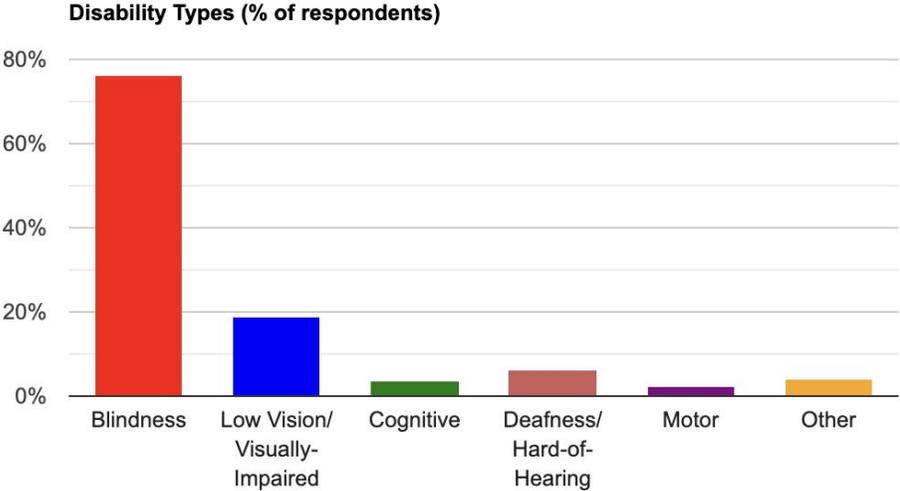
## Diversity



# 15% of the world's population has a disability



## Disability Types





**15% of your email list can't read your emails**





# 3D Appy

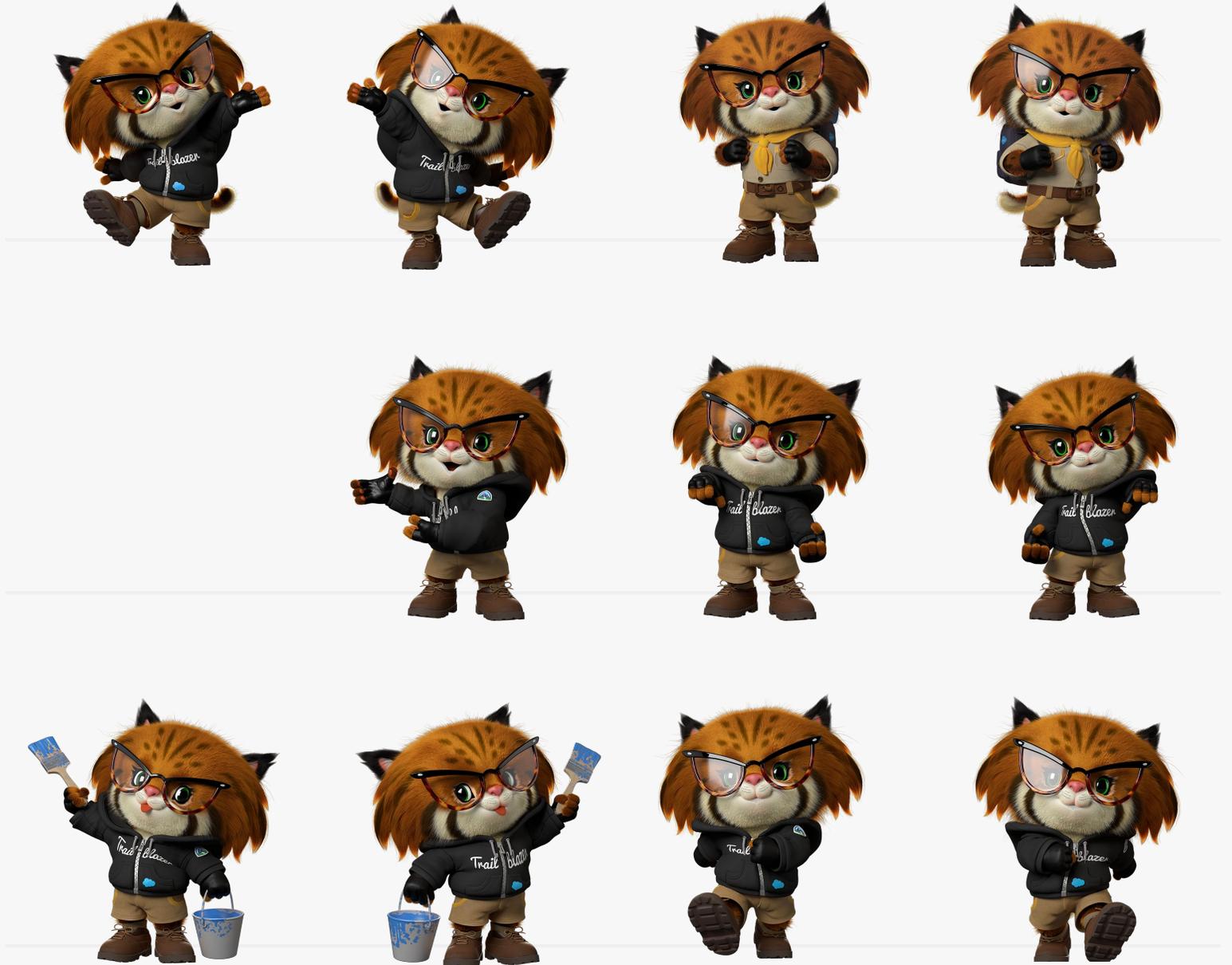


## Character Shadow

Use the isolated shadow to add more depth to your characters in scenes.



Get More

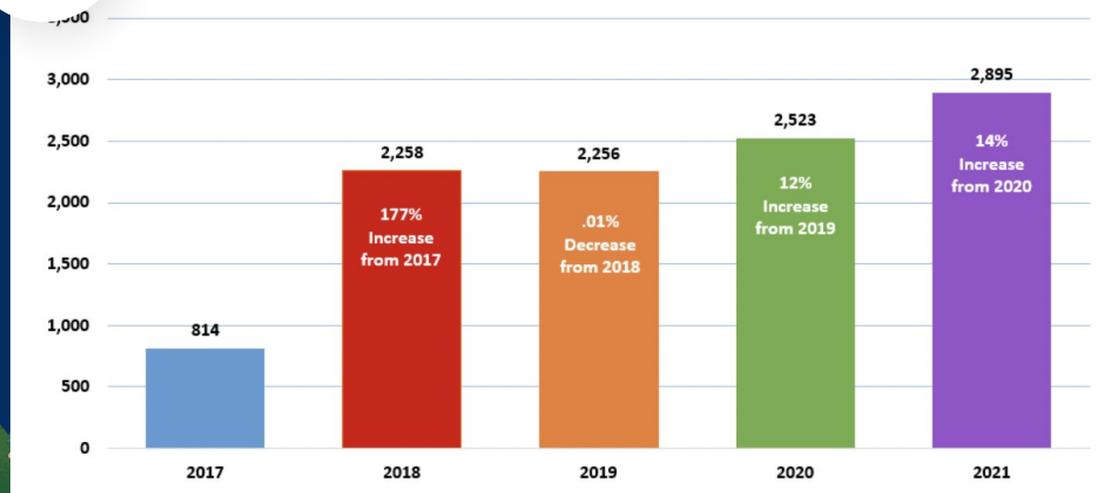


In 2020 self conducted study of 10 Visually Impaired individuals, 9 out of 10 felt like ...

# Emails Lack Integrity



ADA Title III Website Accessibility Lawsuits in Federal Court  
2017-2021



# Why this matters

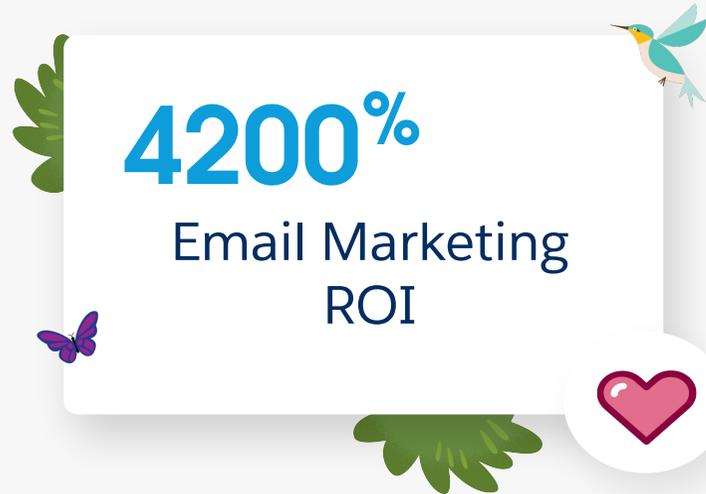
## Additional Callouts

4200% this means that for every 1 dollar spent, 42 dollars is generated

93% of B2B marketers use email channel for distributing content.

72% of customers prefer email as their main channel for business communication.

Email marketing is mostly used for lead generation (85%), sales (84%), lead nurturing (78%), and customer retention (74%)



# Emails are a Gateway to Consumer Buying Power



# What are the challenges?

## Subject line

Readers don't know what they are opening



## Images

Images are not descriptive enough for visually impaired consumers



## Html

Screen reader struggles to read emails



## Buttons

Buttons are difficult to read for both the screen readers and low vision consumer





## Giving our customers a voice

“Label buttons with **alt text** and **descriptions** on discounts being offered. Sometimes I get an email that says 50% off. I’m left sitting there thinking 50% off what? I must click the link to find out?”

Interviewee, Barry Jacobs



Danielle Jackson, Interviewee

Consider **This!**



# Steps to **support** accessibility

## Clear Subject Lines & Preheaders

Make your subject line short and to the point. Preheaders should provide quick insight to the purpose of the email

## Semantic Html tags

Using semantic code helps to structure the email for your screen reader by prioritizing what's important in the email

## Alt Text on ALL Images

NOT just the ones you think are important!!

## Big Buttons!!

Buttons should be at least 45px width and 45px height.  
Buttons should be 100% width on mobile devices.  
Paragraph links must be Underlined for emphasis

## Aria-Labels on Buttons and Images

Use Aria-labels to help users better read buttons.

Helps as a second description alt for images

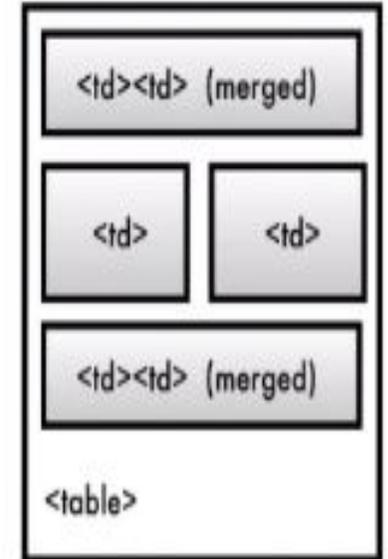


# Semantic Emails Structure

```
</td>  
<table role="presentation" width="300" align="left" border="0" cellpadding="0"  
cellspacing="0" class="devicewidth">  
<tbody>  
  <!-- Spacing -->  
  <tr>  
    <td width="100%" height="15" style="font-size:1px; line-height:1px; mso-line-  
height-rule: exactly;">  
      <h1>Semantic Header tags go here</h1>  
      <p>  
        Paragraph tag goes here  
      </p>  
      <!-- image -->  
        
    </td>  
    <form>  
      <label aria-checked="false" aria-hidden="">This is an unchecked  
button</label>  
    </form>  
  </tr>  
  <!-- end of text content table -->  
</tbody>  
</table>
```



Layout



# Subject lines and Preheaders

☰ ☐ ☆ ➤ carter's

Wanna know a secret?! - 🙈 Check this out!

What does the Subject line and Preheader above tell you about the email you are about to read? **Nothing..**

Subject lines should follow a **Simple No Nonsense Approach.**  
Preheaders need to **Clearly State the Purpose of the email.**

# Perspective on views of email

## What do you see?



Dear UPitt Staff,

Spring is in the air, and you are working on finalizing your college plans. I am excited to report that Pennsylvania no longer has travel restrictions. As such, we are extending an invitation to you and one member of your immediate household to one of a limited number of [small group campus tours](#) for select admitted students starting **April 1** and continuing through **May 1**.

To keep you and our community safe, the only way to register for this opportunity is to call our visitor center at [\(412\) 624-7717](tel:412-624-7717). The team will verify your invitation when you share this unique code. If we are unable to answer your call please leave a message and provide your first and last name (along with spelling), the best number to reach you, and your unique code. We will return your call as soon as possible to arrange your visit.

Once your visit is confirmed, we'll email you information about your tour, including check-in, what you can expect, safety protocols, parking, etc. Due to expected high interest in this opportunity, changes in your scheduled date and time are discouraged as tours may be full at the point of the change. Of course, we will work with you to accommodate emergencies if they arise.

We chose you and hope, if you haven't already, you'll [choose us](#) as the best fit for your future. We look forward to welcoming you into the Pitt family!

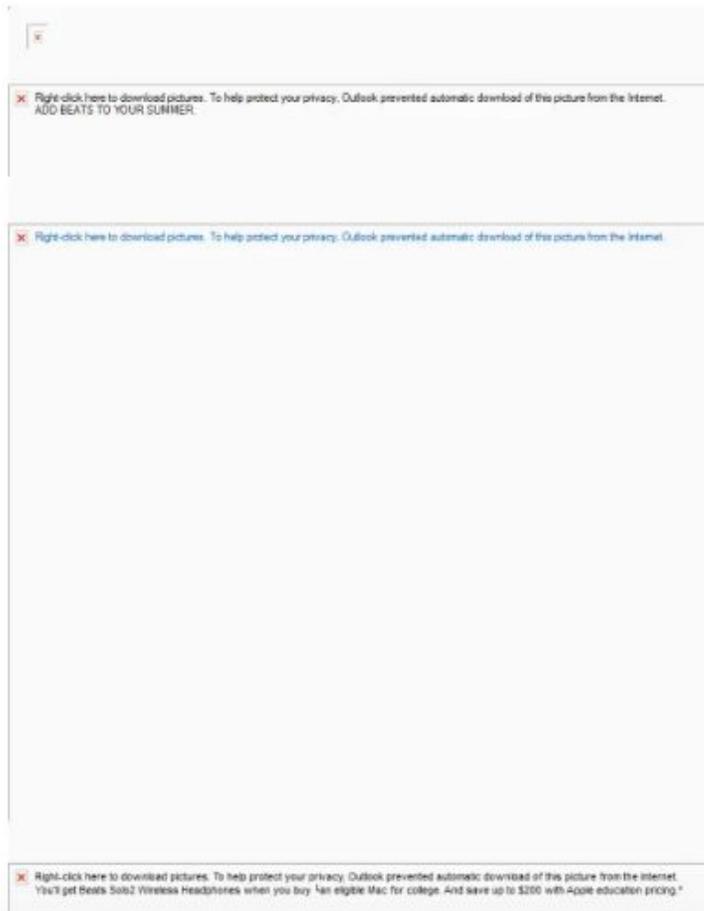
Hail to Pitt,

**Kellie Kane**  
Associate Vice Provost for Enrollment and Executive Director of Admissions

Can't visit at this time? Check out our [Unscripted Page](#) to see the many ways that we can still connect.

From: jason@rodriguezsmex.com  
To: LITBUI  
Cc:  
Subject: Untitled

Sent: Mon 11/20/2017 5:49 PM



# Buttons Buttons buttons

BAD

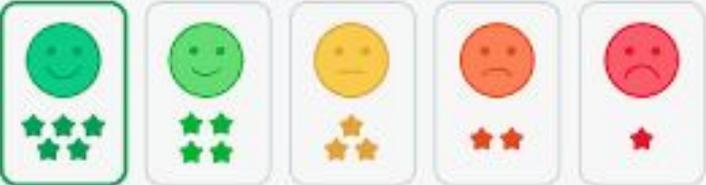
Buy Now

GOOD



Buttons need to be:  
**BIG**  
**Bold Color**  
**Obvious**  
**Aria labels!**

Please, rate our service



# The Aria Code

Adding `role="button"` will make an element appear as a button control to a screen reader. This role can be used in combination with the `aria-pressed` attribute to create toggle buttons.

```
<div id="saveChanges" tabindex="0" role="button"
aria-pressed="false">Save</div>
```

The above example creates a simple button which is first in the focus order, though `<button>` or `<input type="button">` should be used for buttons:

```
<button id="saveChanges">Save</button>
```

# Give this Code a try

```
<body>
<table width="600" border="0" cellpadding="0" cellspacing="0" bgcolor="#f3a8a4" style="background:#f3a8a4;">
  <tr>
    <td align="center" valign="top"><table width="100%" role="presentation" border="0" cellpadding="0" cellspacing="0">
      <tr>
        <td align="center" valign="top" style="border-left:4px solid #ffffff;padding:15px 0 12px;">
          <!-- Header tags -->
          <h1></h1>
          <h2></h2>
          <h2></h2>
          <h3></h3>
          <h4></h4>
          <h5></h5>
          <h6></h6>
          <!-- Image -->
          

          <!-- paragraph -->

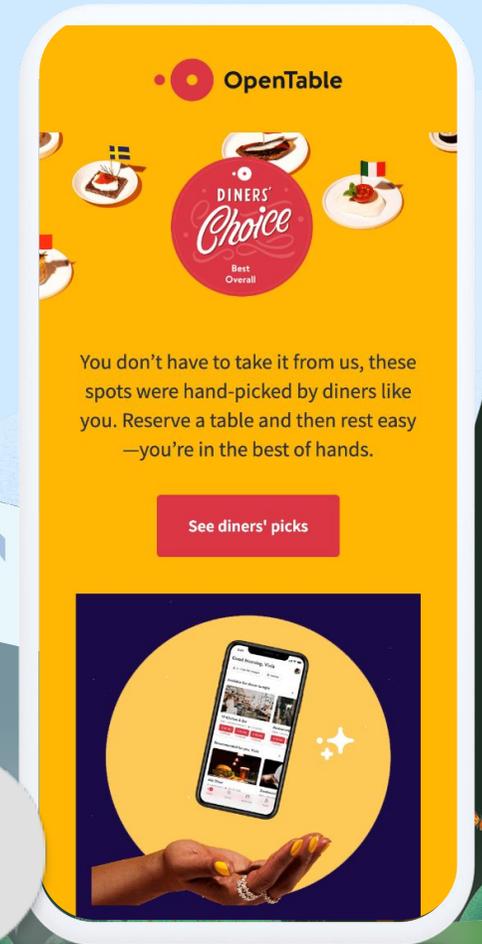
          <p> Paragraph</p>

          <!-- UnOrder List -->
          <ul>
            <li></li>
          </ul>

          <!-- Order List -->

          <ol>
            <li></li>
          </ol>

        </td>
      </tr>
    </table></td></tr></table>
</body>
```

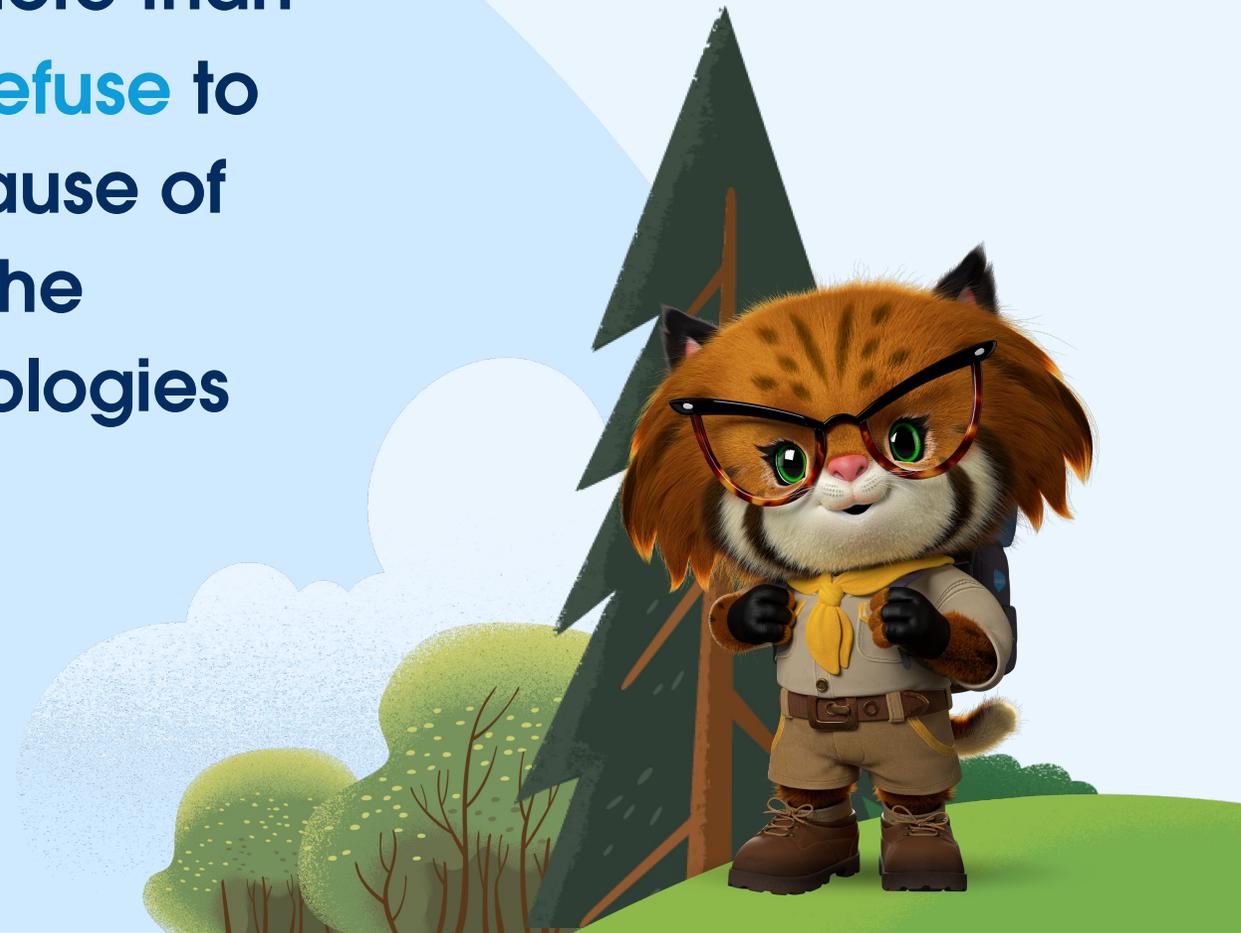


# 108 Million will not come back to your brand



“According to Ad weekly, more than **one-third of Americans** will **refuse to purchase** from a brand because of **bad marketing** - even after the strategy is changed and apologies are publicly made.”

Ad Weekly, Journal



When your Customers feel  
**excluded**, You lose:

Customer's **Trust**

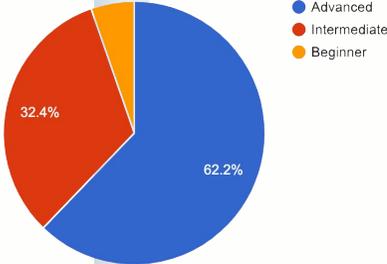
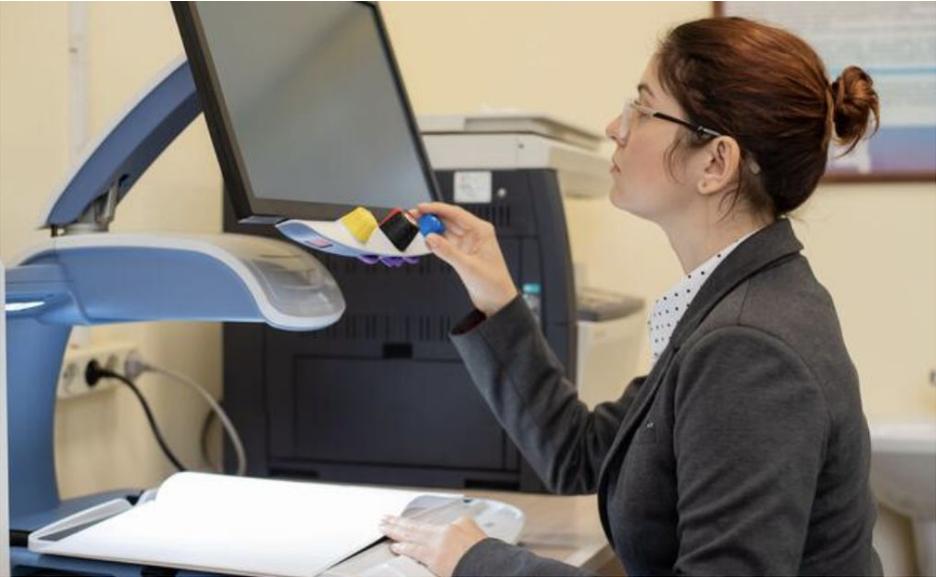
Customer's **Business**



# Leaders hire experts

## Hire visually impaired people!!

Who understands email marketing experience better than a visually impaired person?



## Test Tools

Test each email campaign with testing tools like Jaws & Axe

Issue	Count
Certain ARIA roles must be contained by particular parents	1
ARIA roles used must conform to valid values	1
ARIA attributes must conform to valid values	3
Elements must have sufficient color contrast	78
Frames must have title attribute	1

# Actions we can take!



## Hire more Diverse background

Studies show that with more diverse people in positions of leadership, companies have less margin of error



## Diversity Index

Require copy writers to use more universal language, consider religious calendars and use a  $\frac{2}{3}$  image directory



## Start the conversation

Do some homework, figure out how to best ask the hard questions.

## Accessibility Resources

[https://developer.mozilla.org/en-US/docs/Web/Accessibility/ARIA/Roles/button\\_role](https://developer.mozilla.org/en-US/docs/Web/Accessibility/ARIA/Roles/button_role)

<https://www.deque.com/blog/research-shows-internet-is-unavailable-to-blind-users/>

<https://css-tricks.com/html-email-accessibility/>

[https://www.ofcom.org.uk/\\_data/assets/pdf\\_file/0034/98485/visually-impaired-consumers-access.pdf](https://www.ofcom.org.uk/_data/assets/pdf_file/0034/98485/visually-impaired-consumers-access.pdf)

<https://www.wordstream.com/blog/ws/2017/06/29/email-marketing-statistics>

<https://uxpajournal.org/usability-evaluation-of-email-applications-by-blind-users/>

<https://reallygoodemails.com/emails/we-are-heartbroken-we-are-weary-we-want-change/live>

## Diversity Resources

<https://www.bulbapp.com/u/bad-ad-ad-71-mr-cl-ea>

<https://blog.ezmarketing.com/top-failed-marketing-campaigns>

<https://www.business2community.com/marketing/20-of-the-biggest-marketing-fails-of-all-time-and-why-they-sucked-02287809>

<https://www.inc.com/brit-morse/2018-biggest-marketing-branding-fails.html>

<https://www.latimes.com/business/story/2021-04-09/racist-marketing-banks-payday-lenders>

<https://snov.io/blog/email-marketing-statistics/>

Thank  
you

