

How to Add Animated GIF's to Emails

([00:01](#)):

Okay. Hi, everyone. In this video tutorial, I'm gonna show you how to add animated gifs to your email messages and why you would want to do that. So, first we're gonna go to the AWeber blog and I'm gonna consider this a \$20 tip, because even though it's been there all along, most people don't know it's here, or if they did know that there is a blog at AWeber, they've forgotten about it and they don't refer to it. So I wanna let you know, there's just a lot, all the cool updates that happen with the AWeber as are, in addition to, as well as tips and tricks on increasing and having more successful list building and email marketing. are here on the AWeber blog. So what we're doing today, the topic that I'm gonna show you today came from this blog post, but I'm gonna show you how to do it.

([00:51](#)):

And I'm gonna add some information that's not in this blog post. So we click here summer guide, summer gif guide. Some people call them a gif, animated gifs, they're animated gifs. Some people call them gifs. A few people still call them gifs. To me Jiff is a peanut butter. So I call them GIF. either way is correct. Now, according to. first of all, what am I talking about? So there's an animated gif. These are animated gifs right here. These are examples. They add a little color flash pizzazz to your, just make your emails a little more interesting. Why would you wanna do that? Because right here, according to Marketing Sherpa, the gifs can increase the click-through rates by 42% and conversion rates by a 103%. So if we click here, it brings us to this article right here in Marketing Sherpa. Okay? So this is Marketing Sherpa blog.

([01:50](#)):

You could see it helps it says a creative throwback. So the creative throwback they're talking is, is an animated gif. That's what this is. And

that's what helped them right there. It says they decided to use the gif. Now a gif can be relevant or to the topic at hand and sometimes not as relevant. And they can still be fun. You may want to throw in a summer gif, even if you're just talking about online marketing, just for the fun of it. Here are the instructions, how to do it. I'm gonna show you how to do it right now.

[\(02:25\)](#):

Let's pick this one because we're an online marketing basically. So this animated movement there. So I'm just gonna right click on that. Save the image. It's an image. It's an animated image. So just save the image or excuse me. Don't copy it. Save image. As now, this is in a Chrome browser. If you're in a different browser you're gonna have different choices, but you want to essentially save the image. So I'm gonna save the image. I'm gonna save it right here. You can see the summer gif it's already there. So I'm just gonna give this a different label. I'm gonna go back here and you can label it. I'm gonna say underscore two, and it's automatically gonna save it as a gif right there. So I don't need to put that at the end, save it. And it goes right there in my gif images.

[\(03:15\)](#):

Now another, if you like the idea of it, or if you want to add some different types of gif images, you can search on Google for free animated images, free animated gifs is what you want to search for right there, free animated gifs. Download. Now I found this website, which is called tenor. And you can, so these are pictures as opposed to the kind of the graphics cartoons that you were looking at. So I'm gonna go click download. So I'm gonna search. You could search for, you know, tigers. Good morning. Thank you. I'm just happen to wanna search for something that says, 'download it'. Now. I already know which one I'm looking for, but anyway, so I'm gonna hit enter to search it. And this is the one I want. I can favor it if I want, but I guess I have to join. So anyways, let's forget about that. I'm just gonna click here, bring

it to this page, right? And write, click, save image as, and it doesn't have a very informative name. So I'm gonna call it down. I'm gonna call it. Download now. Dash one. Okay. You can see I've already saved it before. I'm just giving it different names. So I don't get confused. So download now one

(04:48):

And then I can upload it to the email. Now I want to clarify here. It says website licenses. Now, apparently you have, you can read the licenses. It looks like you have the, without limitation, the rights to use all of these and that's why I'm using it. Okay. So we've downloaded it. Now we're gonna go back to create a blog. Excuse me, an email message. I'm just gonna use the drag and drop builder. Now this is a, this is a template that I created earlier. It doesn't matter. The point is I can switch this image out or I can add the gif. Just what you wanna do is add the image, put it where you want. I'm gonna put it right there. I'm gonna upload the image that we just downloaded. We download it now. Right? Double click on that. All right. There's one. And typically you wanna make scroll down here, make sure on the original size to make sure that the animated gif functions properly. And it says that under the instructions in the down. So here it says, download it. Now we can change this right here. Instead of read more, scroll up. We could change that to say, excuse me, read more. We can just change that to say

(06:21):

Download button. Okay, whatever you wanna put. And so this will make sense. Now I'm going to click X. I'm gonna X outta the button. I don't need to be working on that. I don't need to work on the row. I'm in the message scrolling up. This is what it looks like. So I'm gonna preview. I'm gonna send the test message to Jimmy Joe, south beach.com. And this is it. I didn't put the subject line in. This is just saying, because I sent it to myself. It's just saying it could be spam.

We're not gonna worry about that. That won't happen to you. It has nothing to do with adding the gif. So as I scroll down, now, look, that's a pretty cool gif, right? Tell me that wouldn't help increase conversion rates. So that's how you add gifs. It's very simple. It's very easy, but it's gonna make your emails different. It's gonna make them stand out. It's gonna make them a little more interesting. People may be a little more inclined to open up your emails to see what kind of gifs you're adding. And as Marketing Sherpa has already shown us, it does increase open rates, click through rates and conversion rates. Okay. And that's it. And that's all, I'll see you in the next video.