

Features	Text	Image	Interactive
Text heavy	✔	—	—
Informal	✔	—	—
Longer to read and digest	✔	—	—
Simple	✔	✔	—
Good for basic information	✔	✔	—
Best for one-to-one communication	✔	✔	—
Static	✔	✔	—
One time event	—	✔	—
Includes graphics	—	✔	✔
Allows for 1 clickable link	—	✔	✔
Allows for multiple clickable links (zoom and calendar reminders)	—	—	✔
Can be formal	—	—	✔
Convey mood (formal event or informal information session)	—	—	✔
Includes text AND images	—	—	✔
Good for newsletters	—	—	✔
Can make a text heavy email more readable	—	—	✔
Hosted on a web server	—	—	✔
Good for online event	—	—	✔