

Real-Time Co-Editing in Email Production: Transform Your Team's Workflow

Every team aims to work faster without sacrificing quality. In email production, speeding up processes while maintaining meticulous checking standards can seem impossible. This comprehensive guide explores how real-time co-editing in email builders revolutionizes collaboration, enabling teams to work together seamlessly—just like Google Docs—while delivering perfect emails to clients and subscribers.

The Email Production Challenge: Quality vs. Speed

The Traditional Dilemma

Email marketing teams face a constant struggle: creating attractive designs with images, interactivity, product cards, and verified text takes time. Multiple contributors mean multiple steps, and each verification round adds precious hours or days to production timelines.

According to research from email teams, these additional approval and revision steps increase production time by **20-30% per email**. That's nearly a third of your team's capacity lost to inefficient processes.



Common Collaboration Methods (And Why They Fall Short)

1

Sequential Access Method

One team member shares account access, closes the editor, and waits for the next person to make edits. This process repeats for each team member and each revision round.

Problem: Massive time waste with constant waiting periods.

2

Download-Edit-Upload Cycle

Email downloaded as JPEG or PDF, exported to ESP, or sent as test. Edits received via email or messenger, then manually added back into the email builder.

Problem: Numerous iterations create version control nightmares.

3

Multi-Platform Feedback

Comments scattered across email threads, Slack messages, and Google Docs make tracking changes nearly impossible.

Problem: Critical feedback gets lost, leading to errors and duplicated effort.

The Seven Deadly Blockers of Email Production Efficiency

Editor Access Conflicts

Team members must ask colleagues to close the editor before making changes, creating constant interruptions and delays.

Revision Process Complexity

Extra steps for sending, reviewing, and implementing feedback stretch timelines unnecessarily thin.

Tool Fragmentation

Using different platforms for revisions means up-to-date information is scattered and hard to locate.

Security Vulnerabilities

Sharing account access compromises data security and risks accidental deletion of critical elements.

Communication Breakdown

Slow feedback cycles create misaligned understanding of campaign goals, reflected in text and design errors.

Deadline Pressure

Wasted approval time leads to rushed work and compromised quality in final deliverables.

Last-Minute Changes

Sudden feedback disrupts workflow, causing team stress and project delays.

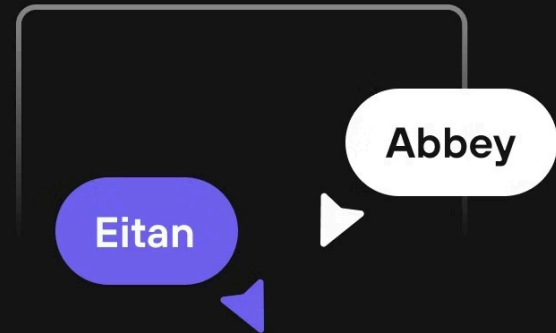
Imagine a Better Way: Simultaneous Collaboration

Picture your entire email production team working simultaneously in one shared space throughout all stages: revisions, approvals, design refinement, and proofreading. No more waiting. No more version confusion. No more lost feedback.

This isn't fantasy—it's the reality of real-time co-editing in modern email builders. Just as Google Docs transformed document collaboration, co-editing is revolutionizing email production.

#whatsnew

**Real-time
co-editing and
version history**



What Is Real-Time Co-Editing in Email Production?

Simultaneous Access

Multiple team members work on the same email template at the exact same time, with all changes saved automatically.

Instant Visibility

See each other's edits in real time, just like Google Docs, even when working on the same element simultaneously.

Role Integration

Designers, copywriters, and marketers contribute their expertise without interfering with each other's work.

"The ability to simultaneously work on an email at the stage of preparation and approval, to make corrections, comment, send it to everyone for approval and clearly see who wrote what, is really useful. All this greatly speeds up the planning stage, especially when several specialists are working on a campaign."

Expert Perspective: Chief Email Marketing Expert of Kyivstar



Olena Zhibul

Chief Email Marketing Expert, Kyivstar

"In some areas, there are many comments from customers. The collaborative features really speed up the planning stage. Being able to see clearly who wrote what and having everyone work together during preparation and approval is invaluable for complex campaigns."

Seven Transformative Benefits of Real-Time Co-Editing



Enhanced Creativity & Collaboration

Share ideas, provide feedback, and implement changes instantly. Everyone's input is considered, resulting in more effective and engaging campaigns.



Dramatically Faster Production

Eliminate back-and-forth communication delays. Meet tight deadlines and respond quickly to market trends without sacrificing quality.



Brand Consistency

All team members stay aligned with a single brand voice. Everyone sees changes as they occur, maintaining consistency across all campaigns.



Error Reduction

Colleagues spot and correct errors immediately, ensuring polished, professional emails before they reach your audience.



Team Development

Junior members learn from experienced colleagues by observing their editing process in real time, accelerating skill development.



Remote Collaboration

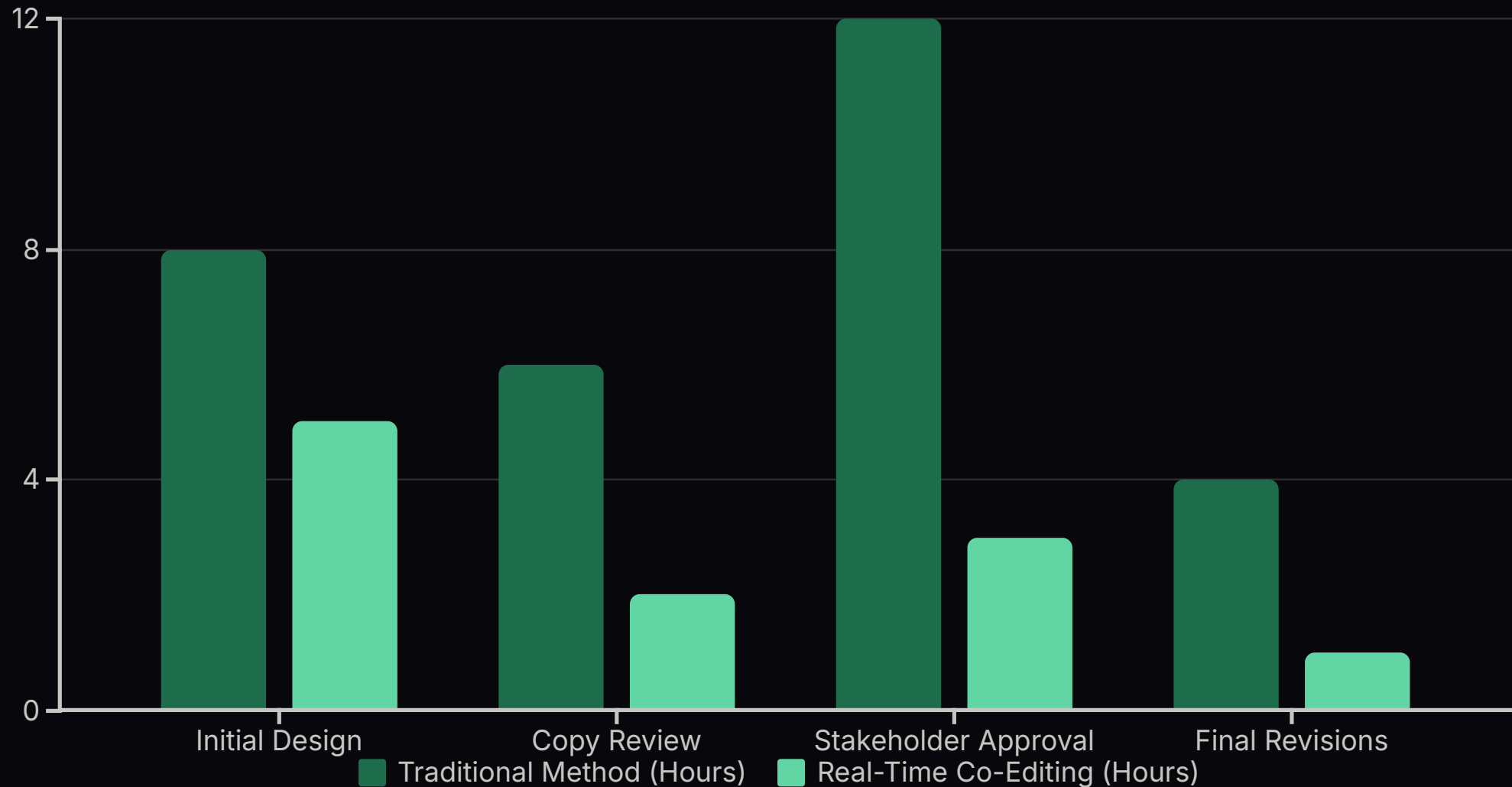
Team members collaborate effectively regardless of physical location, maintaining high productivity across time zones.



Instant Approvals

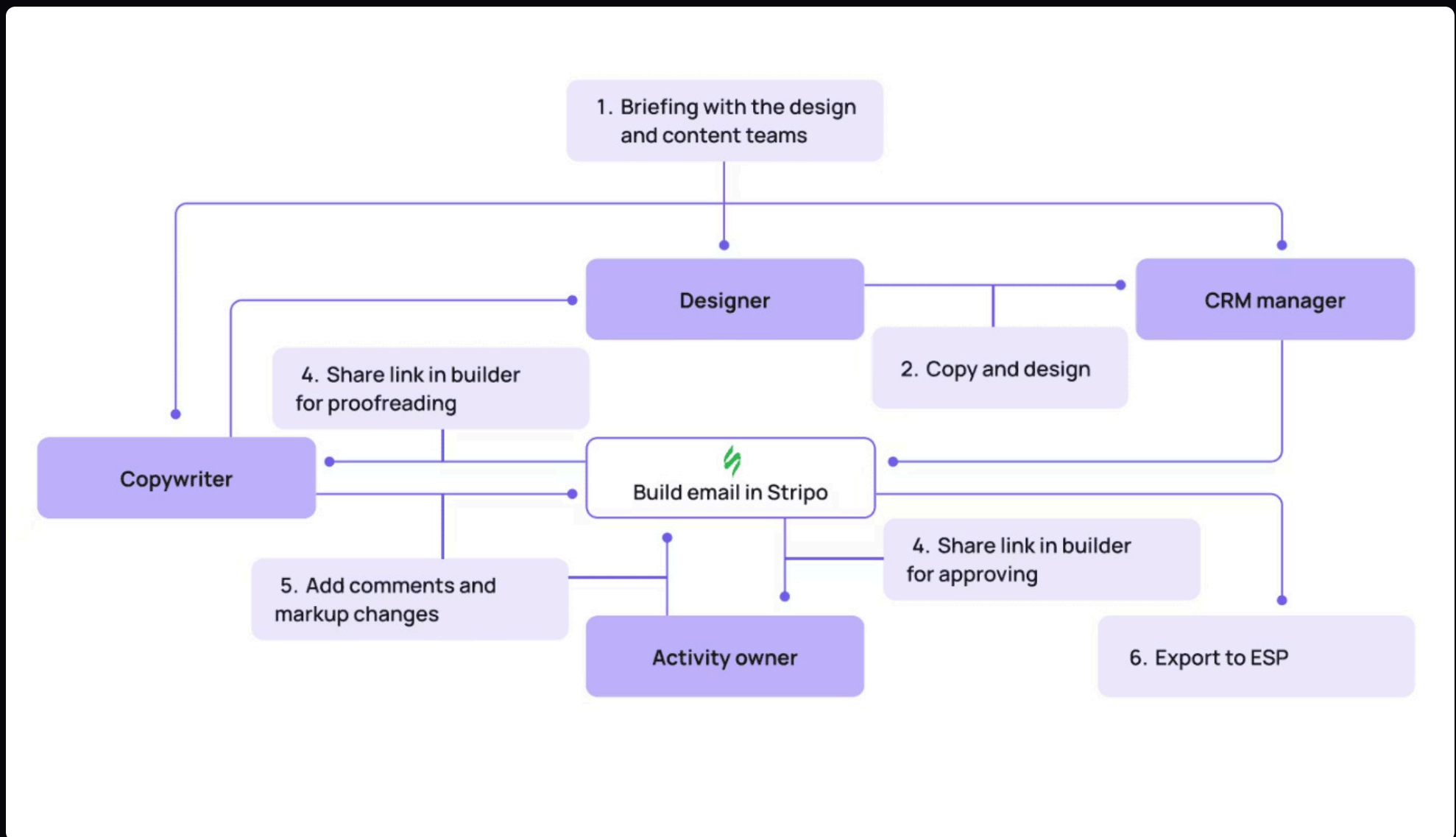
Stakeholders review changes as they happen, provide immediate feedback, and approve without delay, speeding up the entire cycle.

The Impact: Measurable Time Savings



The data speaks for itself: real-time co-editing reduces email production time by up to **70% across critical workflow stages**. Traditional methods require 30 hours from concept to completion, while co-editing streamlines this to just 11 hours—reclaiming nearly **20 hours per campaign** for your team.

Real-World Implementation: The Stripo Workflow



01

Universal Access

Each teammate gets access to the project and logs into the email anytime to check and make edits without coordination headaches.

02

Foundation Building

Email marketer creates the layout, adding images and texts prepared by the designer and copywriter in real time.

03

Simultaneous Refinement

Copywriter and designer see the email layout and immediately make necessary edits without waiting for their "turn."

04

Direct Proofreading

Proofreader checks and edits directly in the editor, eliminating the download-upload cycle entirely.

05

Centralized Feedback

All stakeholders leave feedback in one place, ensuring nothing gets lost in email threads or chat messages.

With any number of iterations, this process remains fast and controllable. The key difference? Everyone works together, not in sequence.

Expert Insights: Direct Content Creation

Liliia Sheketa

Communication Automation Manager, Trevolution Group

"I had an experience when a copywriter wrote the text directly in the email builder. This approach is very convenient because the copywriter immediately sees the email's big picture and can quickly develop compelling email texts."



Stefanie Mainstone

Head of CRM, Exclaimer

"Another great feature is easy access for colleagues to view and provide email feedback. There is no need for logins—just effortless collaboration. Plus, sharing preview links with anyone is a breeze."



Getting Started: Three Simple Steps in Stripo

📌 **Important:** To use the co-editing feature, you need a paid Stripo plan—Basic, Medium, or Pro.



Invite Team Members

In your Stripo account settings, select "Team" tab, then "Members." [Invite colleagues](#) and assign appropriate roles.

Member	Last Login	Role
Alina Samulskakholina alina.samulskakholina@stripo.email	10:35	...
Alina Writer samulskaya@gmail.com	11:34	Writer ...

2 items of 2



Quick Registration

Your teammate receives an invitation email with simple registration instructions. After quick setup, they access the shared workspace directly.

You have been invited to Stripo

Stripo Team <support@stripo.email> Unsubscribe
to me

Tue, Jul 9, 6:28 PM

You have been invited to join Stripo

alina.samulskakholina@stripo.email has invited you to join their Stripo project Моя організація. We hope you will enjoy working on emails together.

Log in to Stripo



Collaborate Seamlessly

Work on emails together, observe each other's actions in real time, and undo actions if needed. Track all changes using Version History.

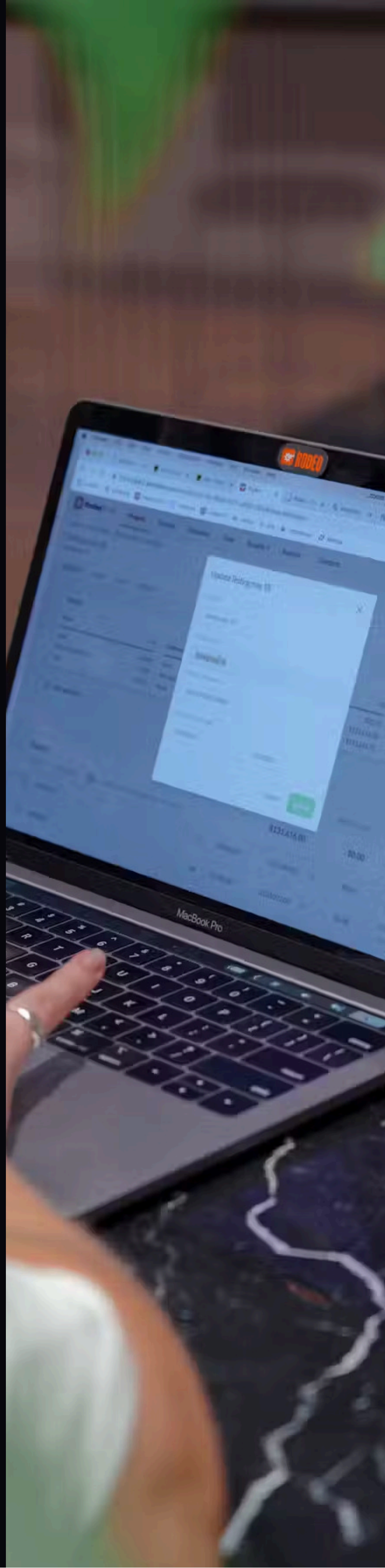
stripo [My account](#)

How-to guides

Learn how to use all the tools that our editor offers to build professional newsletters easily. We'll help you create a beautiful responsive email, select proper elements for your templates, and implement them to make your newsletters outstanding.

[Visit Stripo Blog](#)

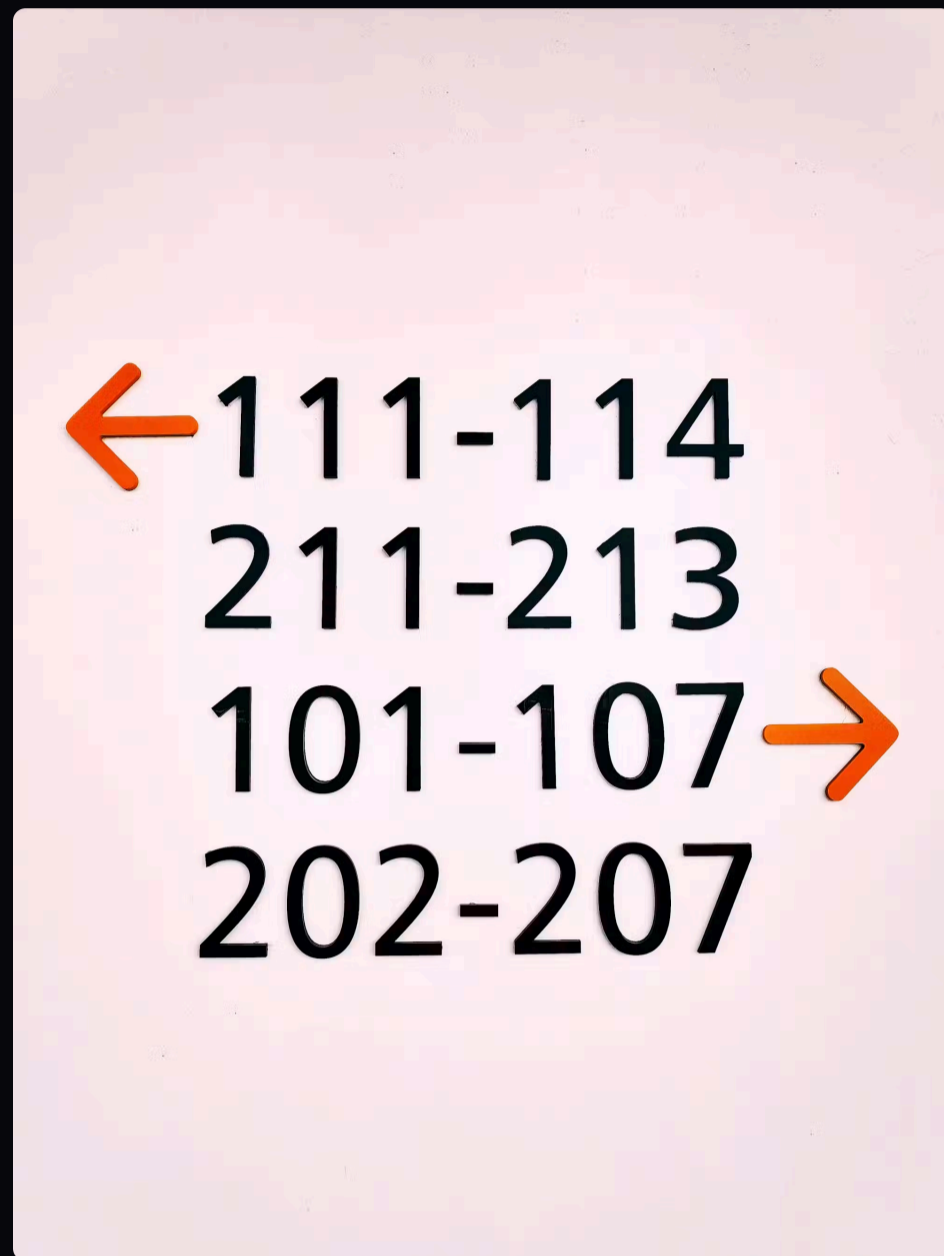
Structure



Advanced Features: Complete Control

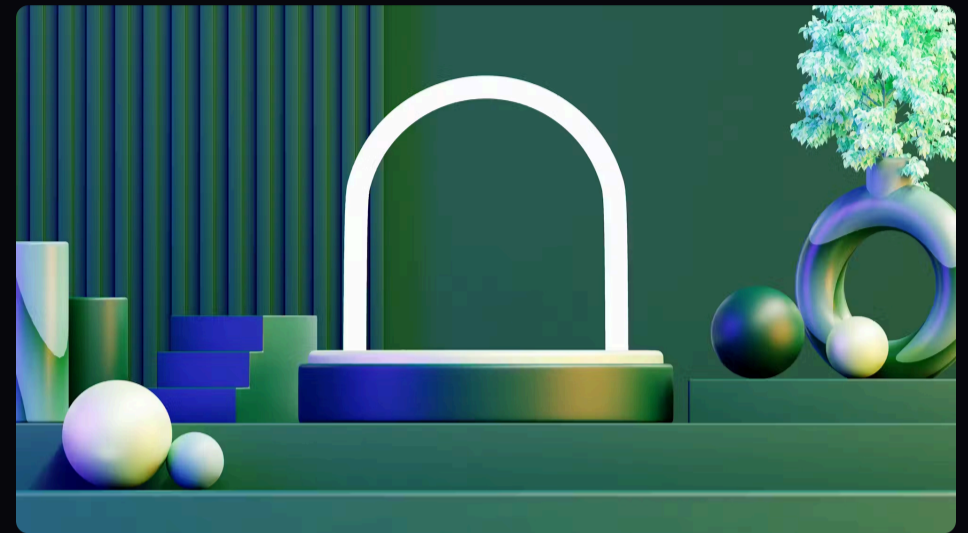
Version History

Track every change with comprehensive version history. See who made what edits and when, with the ability to restore previous versions instantly.



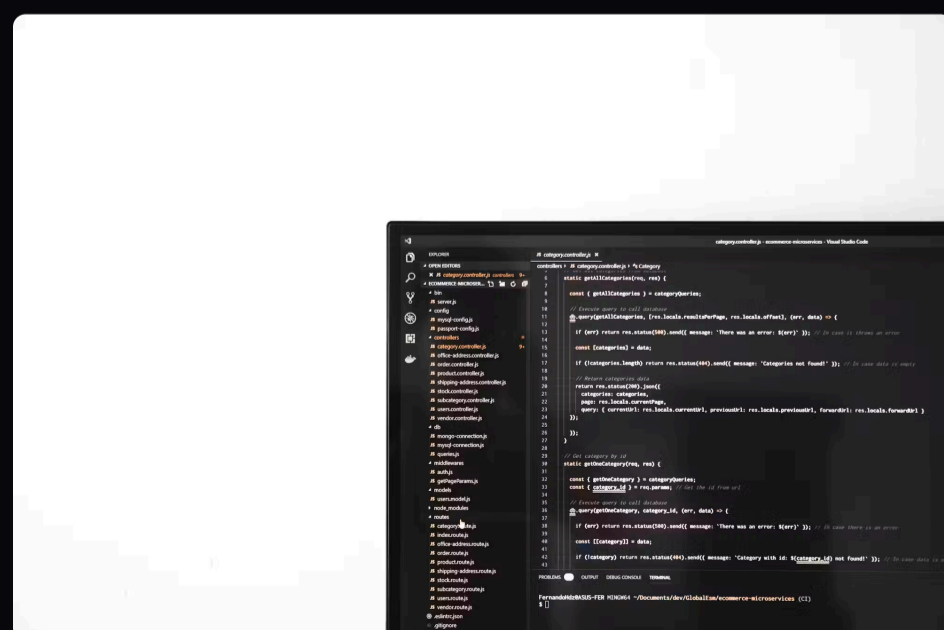
Role-Based Permissions

Assign custom roles with specific permissions. Control who can edit, comment, or approve, ensuring appropriate access levels for each team member.



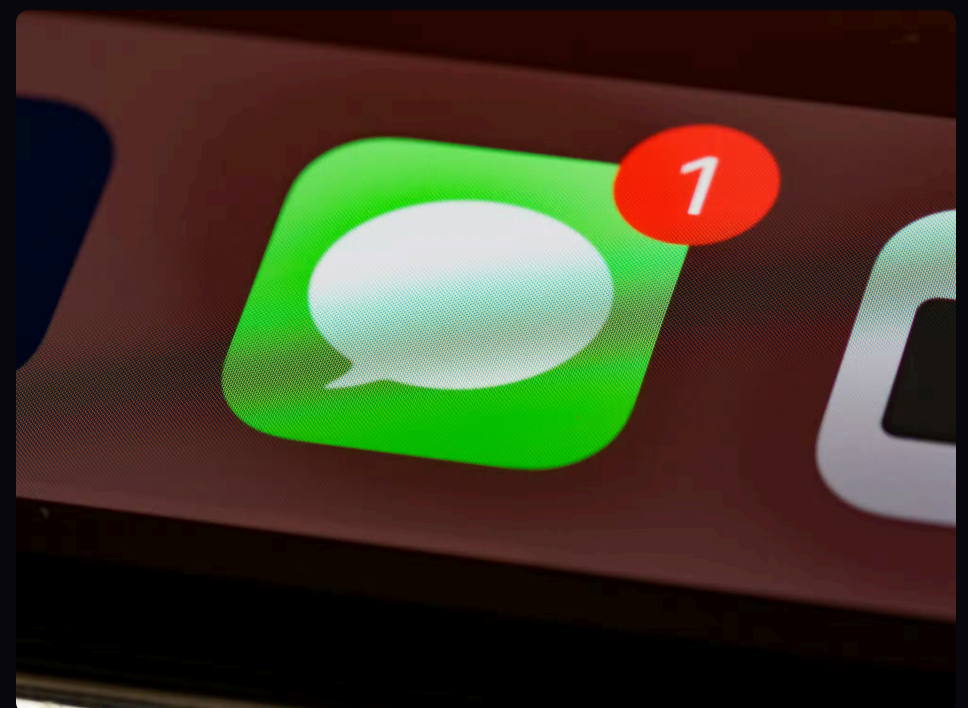
Built-In Commenting

Leave contextual comments directly on email elements. No more scattered feedback across platforms—everything stays organized in one place.



Notification System

Receive alerts via messenger or email when changes or comments are made, allowing convenient tracking without constant monitoring.



The Competitive Advantage: Speed Meets Quality

70%

Time Reduction

Average decrease in production time per email campaign

3x

Faster Approvals

Stakeholder review and approval cycles accelerated

50%

Fewer Errors

Reduction in mistakes reaching final campaigns

100%

Team Alignment

Everyone working with the current version, always

In the fast-paced world of email marketing, achieving speed without sacrificing quality is no longer an impossible dream. Real-time co-editing transforms how teams work together, eliminating bottlenecks and enabling true collaboration. Your team gains the ability to **respond to market trends faster**, **maintain brand consistency effortlessly**, and **deliver polished campaigns on aggressive timelines**.

Transform Your Email Production Today

The real-time co-editing function in email builders is a game changer for modern marketing teams. Just as you experience the ease and efficiency of working together in Google Docs, co-editing brings that same level of collaboration to email design and production.

It ensures that designers, copywriters, and marketers can contribute their expertise without interfering with each other, resulting in a cohesive and polished final product. The era of sequential workflows, version confusion, and scattered feedback is over.

Ready to revolutionize your email production workflow? Embrace real-time co-editing and watch your team's productivity soar while maintaining the quality standards your subscribers deserve.



Eliminate Bottlenecks

No more waiting for your turn to edit or approve

Centralize Communication

All feedback and changes in one organized space

Maintain Quality

Speed up production without compromising standards