

Lil Commerce 3.0

Hybrid Transactional Email Templates

by [webtunes](#)

A set of 31 notification emails for stores owners and app makers who deal with transactional email communications. Packed with 3 flexible themes, handy branding options, 68 modules and finger-friendly buttons.

A complete responsive solution for online shops, service providers, mobile app makers, startups, entrepreneurs, email marketers and anyone who interacts with their customers via transactional emails.

Spend less time testing and more designing! The templates use a hybrid layout, progressive enhancement and graceful degradations to ensure compatibility with over 60 apps and clients. Popular clients include: Apple iPhone, Gmail, Apple iPad, Google Android, GmailApp, Apple Mail, Outlook, Yahoo! Mail, Outlook.com. Let Lil Commerce do all the hard work for you and watch your conversion rates skyrocket!

Create awesome emails in minutes with the builder of your choice. Lil Commerce comes with version for MailChimp, CampaignMonitor, Mailster and StampReady.

What you get

- psd hero background images
- source html and css files
- html ready-to-use files, with the css inlined
- campaignmonitor CampaignMonitor html file and and zip images
- mailchimp_template.zip MailChimp zip template
- stampready_template.zip StampReady zip template
- mailster_template.zip Mailster ZIP template

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Basic Setup

Lil Commerce uses the XHTML 1.0 Transitional doctype to ensure a wider compatibility. For Microsoft clients and devices, X-UA-Compatibility is used to set the rendering options to 'Edge'. For devices running iOS, the format-detection tags are used to disable any default formatting style for telephone numbers, dates, addresses and emails. The viewport must be set to 'width=device-width, initial-scale=1.0, shrink-to-fit=no'.

Webfont embed

You can directly [embed google fonts](#) in the stylesheet and overwrite the fallback font family in the @media query.

```
@media only screen {
  /* latin */
  @font-face {
    font-family: 'Roboto';
    font-style: normal;
    font-weight: 400;
    src: local("Roboto"), local("Roboto-Regular"),
    url(https://fonts.gstatic.com/s/roboto/v16/CWB0XYA8bzo0kSThX0UTuA.woff2) format("woff2");
    unicode-range: U+0000-00FF, U+0131, U+0152-0153, U+02C6, U+02DA, U+02DC, U+2000-206F,
    U+2074, U+20AC, U+2212, U+2215; }
  /* latin */
  @font-face {
    font-family: 'Roboto';
    font-style: normal;
    font-weight: 700;
    src: local("Montserrat Bold"), local("Roboto-Bold"),
    url(https://fonts.gstatic.com/s/montserrat/v10/IQHow_FEYIDC4Gzy_m8fcoWiMMZ7xLd792ULpGE4W_Y.
    woff2) format("woff2");
    unicode-range: U+0000-00FF, U+0131, U+0152-0153, U+02C6, U+02DA, U+02DC, U+2000-206F,
    U+2074, U+20AC, U+2212, U+2215; }
  ...
}
```

Hybrid Layout

The [hybrid coding approach](#) ensure a wide cross-client compatibility, even for more difficult clients like Android 4.4, Gmail App or Gmail App IMAP.

Online content builder by StampReady

Design your emails live with inline edits, draggable blocks, easy customizations. Export the results in a .html ready-to-use file.

StampReady is a email platform that provides tools to create and send newsletters. It offers a powerful and easy to use content builder. If you don't own an StampReady account, start by creating one free at stampready.net

Once in your account's dashboard, go to **Campaigns > New Campaign** and click **Import Template > ZIP File**. Select **stampready_template.zip** from the item folder, and create the new campaign.

Start dragging the blocks onto the canvas to build the email. Use the demos blocks as a guide for creating custom layout options.

Click the on the blocks for the customization options. Use the 'Background Images' option to update the image background default URL.

To export the result in html format click **Export > To Desktop**.

You can find more information in the StampReady [FAQ](#) or [Developer](#) section.

MailChimp import and use

Build mobile-friendly marketing campaigns with the MailChimp Builder.

In your account's dashboard, go to **Templates** and click **Create Template**. Select **Import zip** and upload **mailchimp_template.zip**.

Switch to design mode by clicking **Edit Design**. Use the color options to customize the overall theme. Please note that at this point you can only edit the general design, or the template's raw code. Hit **Save and Exit** when finished.

Next setup a new campaign with the saved template. Go to **Campaigns** and click on **Create Campaign**. In the **Select a template** section click **Saved Templates** and select the uploaded template.

Add/remove blocks by clicking the -, + buttons. Use the demos blocks as a guide for creating custom layout options. Click the section you want to edit for the content editor.

Extra information

- [Import a ZIP File to Create a Campaign](#)
- [How to Use the Content Manager](#)

CampaignMonitor import and use

Build mobile-friendly marketing campaigns with the MailChimp Builder.

Start by going to your account menu and clicking **My templates**. Next, click **Create a new template** then select **Upload your own HTML**. Upload email_template.html and images.zip.

Add or remove blocks onto the canvas, click the section's Edit button to update content. Use the demos blocks as a guide for creating custom layout options.

Extra information

- [How do I import a custom coded email from my computer?](#)

Mailster import and use

Mailster is an easy to use Email Newsletter Plugin for WordPress. Create, send and track your Newsletter Campaigns without hassle.

In the WordPress dashboard, go to **Newsletter > Templates**. Upload mailster_template.zip and start a new campaign. Change the template to **Lil Commerce Default > Base**.

Start adding blocks from the sections panel, remix or use the demos blocks as a guide for creating custom layouts. Update colors from the **Options** panel.

Extra information

- [Plugin Homepage](#)
- [Mailster Knowledge Base](#)

Shopify Email Notification Templates

To install these email templates you will need to have access to Files and Notifications in your store's Settings.

How to install

Start by uploading all the images from the **upload to Files** folder to your store **Files** section (Settings > Files and click Upload files).

Once done, pick one of the 3 starter themes (default, material or bootstrap). Next, choose one of the 3 sets. To get a better sense of which set to use, view the sets preview image (legend.png).

Go to Settings > Notifications. You'll find a complete list of emails your store sends out (Order, Shipping, Customer and Templates). Start by selecting one of the notifications from the list. Next, you will need to replace the content of the **Email body (HTML)** field with the content of the corresponding **.txt** file (e.g. Order Confirmation > 01_order_confirmation.txt). Hit **Save** once you are done.

Repeat the process for all the email notifications you want to update.

#protip

Use the '**Revert to default**' at the end of the edit page to restore your email to their default state.

Customization

To give your email a custom flavor head over to Settings > Notifications and click the Customize button.

Use the available options to update the Accent color or add a image-based logo.

Extra options

Additionally you can update the email background or CTA button color by updating the variables at the start of every email template (use full HEX color).

```
{% assign email_body_color = "#eceff1" %}
{% assign email_button_color = "#212121" %}
{% assign email_facebook_url = "http://fb.me/notificationemails" %}
{% assign email_twitter_url = "" %}
{% assign email_instagram_url = "" %}
{% assign email_pinterest_url = "" %}
{% capture email_title %}Thank you for your purchase! {% endcapture %}
{% capture email_body %}
  {% if requires_shipping %}
    Hi {{ customer.first_name }}, we're getting your order ready to be shipped. We will notify
you when it has been sent.
  {% endif %}
{% endcapture %}
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" lang="en" xml:lang="en">
...
```

Use the additional variables to display your social accounts in the email's footer (paste the URL).

To add a background image to the email's hero section, upload a PNG image to the **Files** section. The image must be named **lc_hero_background.png**.

Demo themes

You can find the demo's color options and hero background image in demo_theme folder.

Use the demo themes as a base for your One-of-a-kind notification emails.

WooCommerce Email Notification Templates

To install a email set you'll need to copy files to your WooCommerce active theme. You can use any FTP software or a wordpress plugin like [File Manager](#).

How to Install

Pick one of the 3 email themes to get started (default, material or bootstrap). Next, choose one of the 3 sets. To get a better sense of which set to use, view the sets preview image (legend.png).

To safely overwrite the WooCommerce default email templates go to your themes folder, next /woocommerce and then /emails - create if it doesn't exist.

Path should be **wp-content/themes/yourtheme/woocommerce/emails/**

Next upload the set's files and images folder.

If you have an older version of Lil Commerce already installed, delete the older files first.

[Read more](#) about Template Structure + Overriding Templates via a Theme.

Customization

To customize the email colors go to WooCommerce > Settings > Emails and scroll all the way down until your reach the Email template section.

Use custom colors or try the demo themes included in the pack. Hit **Save** once you're done.

To add a image-based logo paste your hosted image URL into the **Header Image** field. The current logo width is set to **136 pixels**, to add a custom width open **email-header.php** and update `$logo_width = "136";` // logo width in pixels.

To add a background image to the hero section copy a PNG image with the filename **hero_background.png** to the images folder.

E.g. wp-content/themes/yourtheme/woocommerce/emails/images/

#protip

Preview the emails your store sends out with [WooCommerce Email Test](#) WordPress plugin, it's super-useful to preview updates.

Extra options

Additionally you can display your social accounts in the email's footer. Open **email-footer.php** and paste your custom URLs

```
$email_facebook_url = "http://fb.me/notificationemails"; // Facebook URL
$email_twitter_url  = ""; // Twitter URL
$email_instagram_url = ""; // Instagram URL
$email_pinterest_url = ""; // Pinterest URL
```

Demo themes

You can find the demo's color options and hero background image in `demo_theme` folder.

Use the demo themes as a base for your one-of-a-kind notification emails.

Supported plugins

- WooCommerce version 3.0.x
- WooCommerce Subscriptions 2.2.6
- WooCommerce Bookings 1.10.2
- WooCommerce Memberships 1.8.4

Related files

WooCommerce

- Addresses > email-addresses.php
- Customer Details > email-customer-details.php
- Footer > email-footer.php
- Header > email-header.php
- Order Details > email-order-details.php
- Order Items > email-order-items.php
- CSS Style Sheet > email-styles.php
- Customer: Invoice > customer-invoice.php
- Customer: New Account > customer-new-account.php
- Customer: Note > customer-note.php
- Customer: Reset Password > customer-reset-password.php

WooCommerce Subscriptions

- Customer: Subscription on Hold > on-hold-subscription.php
- Customer: Expired Subscription > expired-subscription.php
- Customer: Payment Retry > customer-payment-retry.php
- Customer: Renewal Invoice > customer-renewal-invoice.php
- Cancelled Subscription > cancelled-subscription.php
- Subscription Info > subscription-info.php

WooCommerce Bookings

- Admin: New Booking > admin-new-booking.php
- Admin: Booking Cancelled > admin-booking-cancelled.php
- Customer: Booking Confirmed > customer-booking-confirmed.php
- Customer: Booking Cancelled > customer-booking-cancelled.php
- Customer: Booking Notification > customer-booking-notification.php

- Customer: Booking Reminder > customer-booking-reminder.php

WooCommerce Memberships

- Customer: Membership Ending Soon>membership-ending-soon.php
- Customer: Membership Ended > membership-ended.php
- Customer: Membership Note > membership-note.php
- Customer: Membership Renewal Reminder > membership-renewal-reminder.php

Resources

List of icons sets and additional information.

Icons

[Typicons](#)

Images

[Unsplash](#)

Support & Bug Reports

If you have any question, you want to report a bug, or need help installing the files, you can contact me [here](#).

Feedback

Thank you to all of my wonderful customers, I really appreciate your support and business. If you are happy with my item, please leave a 5 Star rating and a short blurb on what you like the most about Lil Commerce.



