Activity Exemplar: Create an email in HubSpot

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

To review the exemplars for this course item, click the links below:

Links to exemplars:

- Odos Eyewear email - version 1 ↗
- Odos Eyewear email - version 2 ↗
- Odos Eyewear email - version 3 ↗

Assessment of Exemplar

Compare the exemplar to your completed data visualizations. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Note: The exemplars represent three possible versions of the Odos welcome email. They use a few of the design, formatting, and layout options available in the HubSpot email editor. Your email will likely differ in certain ways. What's important is that you've gained experience using an industry-standard email marketing tool.

Each exemplar includes the Odos logo, the full text of the welcome email, and 1–2 stock images that relate to the content of the message. The message layouts are broadly similar, but they use different formatting and design options to create varied results.

Version 1

Layout

- The logo, first stock image, and "You + Odos = a perfect pair" section are stacked vertically.
- The full-width "Browse frames" button acts as a divider between the two main sections of the email.
- The "More ways to try Odos" section uses layout 2, with two stacked text elements on the right and a single image element on the left.

Design and formatting

- The subject line uses a personalization token ("Welcome, Brian!")
- The email uses a serif font (Georgia) for both the headings and the paragraph text.
- The bold color palette fits the brand's personality and complements the first stock image.
  - The body color is light pink, allowing the text to stand out.
  - The background frames the message body with a darker raspberry color.
- The polka-dotted background pattern enlivens the design and matches the playful tone of the message.

Version 2

Layout

- The logo, single stock image, and "You + Odos = a perfect pair" section are stacked vertically.
- The "Browse frames" button is full-width and acts as a divider between the two main sections of the email.
  - A solid divider (50% width) creates further separation.
- The "More ways to try Odos" section uses layout 2, with a single text element in each section.

Design and formatting

- The subject line uses a personalization token and a glasses emoji ("Welcome, Brian! [emoji]").
- The email uses a sans serif font (Trebuchet MS) for both the headings and the paragraph text.
- The color palette complements the background of the stock image.
  - The body color is white, which allows the text to stand out.
  - The background frames the message body with a medium blue-gray.
- The confetti background pattern enlivens the design and matches the playful tone of the message.

Version 3

Layout

- The logo, single stock image, and "You + Odos = a perfect pair" section are stacked vertically.
- The "Browse frames" button is not full-width.
- The "More ways to try Odos" section uses layout 2, with a single image element on the right and two stacked text elements on the left.

Design and formatting

- The subject line uses a personalization token and a glasses emoji ("Welcome, Brian! [emoji]").
- The email uses a serif font (Merriweather) for the headings and a sans serif font (Tahoma) for the paragraph text.
- The color palette complements the folded glasses in the stock image.
  - The body color is white toward the top of the message and pale orange toward the bottom. The change in color divides the two main sections of the email.
  - The background is a slightly darker shade of orange.
- The chevron background pattern enlivens the design and matches the playful tone of the message.

Mark as completed

👍 Like   👎 Dislike   ⚐ Report an issue